

Blueprint Phase 7

ONLINE Fieldwork : 11th - 22nd August 2016

Absolutes/col percents

Table 1

Q.1a Many people say that if there was a new general election they probably wouldn't vote at all, while others say they definitely would vote.

Please say how likely you would be to vote if there was another general election?

Base: All respondents

		Gender			Age						Social Grade				Region										
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West
Unweighted base		8011	3849	4150	794	1319	1347	1498	1188	1865	2385	2195	1536	1895	701	336	922	724	720	598	419	743	983	1141	724
Weighted base		8011	3920	4079	962	1282	1522	1362	1201	1681	2163	2323	1682	1843	696	362	941	707	741	622	425	751	1008	1028	731
Absolutely certain to vote	(10)	5377 67%	2757 70%	2613 64%	565 59%	723 56%	961 63%	899 66%	909 76%	1321 79%	1517 70%	1570 68%	1103 66%	1188 64%	517 74%	247 68%	624 66%	457 65%	461 62%	428 69%	290 68%	491 65%	630 62%	727 71%	505 69%
	(9)	898 11%	444 11%	450 11%	97 10%	151 12%	174 11%	153 11%	114 9%	209 12%	286 13%	256 11%	189 11%	167 9%	63 9%	38 11%	115 12%	88 12%	91 12%	71 11%	46 11%	82 11%	140 14%	82 8%	81 11%
	(8)	486 6%	219 6%	266 7%	84 9%	112 9%	111 7%	78 6%	62 5%	38 2%	115 5%	144 6%	119 7%	108 6%	31 4%	21 6%	51 5%	50 7%	64 9%	30 5%	21 5%	56 8%	75 7%	59 6%	28 4%
	(7)	284 4%	138 4%	146 4%	43 4%	75 6%	71 5%	45 3%	18 2%	31 2%	56 3%	87 4%	60 4%	80 4%	15 2%	12 3%	39 4%	32 4%	32 4%	19 3%	16 4%	24 3%	40 4%	34 3%	21 3%
	(6)	115 1%	53 1%	62 2%	20 2%	31 2%	27 2%	27 2%	6 *	4 *	19 1%	33 1%	30 2%	33 2%	14 2%	4 1%	8 1%	12 2%	7 1%	10 2%	9 2%	12 2%	9 1%	18 2%	11 2%
	(5)	197 2%	69 2%	129 3%	50 5%	40 3%	29 2%	35 3%	27 2%	17 1%	42 2%	65 3%	35 2%	56 3%	10 1%	9 2%	28 3%	15 2%	14 2%	9 1%	8 2%	17 2%	29 3%	29 3%	30 4%
	(4)	47 1%	17 *	30 1%	16 2%	13 1%	7 *	5 *	3 *	4 *	14 1%	8 *	12 1%	13 1%	2 *	- -	3 *	5 1%	3 *	8 1%	2 *	3 *	10 1%	6 1%	5 1%
	(3)	63 1%	34 1%	29 1%	13 1%	15 1%	13 1%	11 1%	8 1%	3 *	13 1%	20 1%	9 1%	21 1%	3 *	1 *	10 1%	3 *	11 1%	5 1%	3 1%	12 2%	5 *	4 *	9 1%
	(2)	60 1%	27 1%	33 1%	12 1%	12 1%	16 1%	9 1%	5 *	5 *	16 1%	13 1%	18 1%	12 1%	5 1%	- -	6 1%	4 1%	7 1%	5 1%	4 1%	8 1%	3 *	11 1%	7 1%
Definitely would not vote	(1)	256 3%	113 3%	143 4%	26 3%	56 4%	55 4%	53 4%	35 3%	30 2%	43 2%	63 3%	55 3%	95 5%	21 3%	18 5%	30 3%	25 3%	21 3%	17 3%	16 4%	22 3%	43 4%	32 3%	12 2%
Don't know		227 3%	50 1%	177 4%	37 4%	55 4%	58 4%	45 3%	14 1%	19 1%	42 2%	64 3%	54 3%	68 4%	16 2%	12 3%	27 3%	17 2%	31 4%	20 3%	10 2%	24 3%	24 2%	25 2%	22 3%
Mean		9.01	9.12	8.91	8.67	8.61	8.89	8.94	9.26	9.50	9.22	9.06	8.97	8.75	9.21	9.02	9.00	8.98	8.95	9.09	8.99	8.96	8.88	9.04	9.09
Standard deviation		2.09	1.98	2.19	2.27	2.37	2.19	2.20	1.91	1.51	1.81	2.00	2.12	2.43	1.95	2.19	2.09	2.07	2.09	2.03	2.17	2.12	2.19	2.10	1.96
Standard error		0.02	0.03	0.03	0.08	0.07	0.06	0.06	0.06	0.04	0.04	0.04	0.05	0.06	0.07	0.12	0.07	0.08	0.08	0.08	0.11	0.08	0.07	0.06	0.07

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	Gender			Age						Social Grade				Region											
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humbersides	West Midlands	East Midlands	Wales	East of London	London	South East	South West	
Weighted base	8011	3920	4079	962	1282	1522	1362	1201	1681	2163	2323	1682	1843	696	362	941	707	741	622	425	751	1008	1028	731	
NET: 8-10	6761	3421	3330	746	986	1246	1131	1085	1568	1918	1970	1410	1464	611	306	790	595	616	529	356	630	845	868	614	
	84%	87%	82%	78%	77%	82%	83%	90%	93%	89%	85%	84%	79%	88%	85%	84%	84%	83%	85%	84%	84%	84%	84%	84%	
NET: 4-7	644	276	367	128	159	135	113	54	55	132	192	137	183	41	25	79	63	55	46	35	55	89	87	68	
	8%	7%	9%	13%	12%	9%	8%	4%	3%	6%	8%	8%	10%	6%	7%	8%	9%	7%	7%	8%	7%	9%	8%	9%	
NET: 1-3	379	173	205	50	83	84	74	49	39	72	97	82	128	28	19	46	31	39	27	23	41	51	47	27	
	5%	4%	5%	5%	6%	6%	5%	4%	2%	3%	4%	5%	7%	4%	5%	5%	4%	5%	4%	5%	5%	5%	5%	4%	

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Table 1

Q.1a Many people say that if there was a new general election they probably wouldn't vote at all, while others say they definitely would vote.

Please say how likely you would be to vote if there was another general election?

Base: All respondents

		Referendum (Q14)			Vote Intention (Q1)							2015 Vote (Q2)							Conservative universe					
		Total	Leave	Remain	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	Joiners	Consid-ers	Joiners/ Consid-ers	Loyal-ists	Defec-tors Left	Defec-tors Right
Unweighted base		8011	3816	3491	2258	2092	459	882	247	293	55	2278	2272	572	962	330	309	49	459	960	1419	1795	116	90
Weighted base		8011	3836	3503	2467	2002	432	832	206	314	46	2584	2133	554	882	267	335	41	452	934	1386	2010	139	102
Absolutely certain to vote	(10)	5377 67%	2754 72%	2499 71%	1876 76%	1484 74%	314 73%	647 78%	136 66%	263 84%	32 70%	1940 75%	1572 74%	380 69%	701 79%	198 74%	269 80%	33 80%	312 69%	492 53%	805 58%	1563 78%	106 77%	82 80%
	(9)	898 11%	405 11%	449 13%	328 13%	230 11%	69 16%	67 8%	25 12%	22 7%	7 15%	344 13%	234 11%	85 15%	78 9%	31 11%	27 8%	3 8%	49 11%	121 13%	170 12%	279 14%	19 13%	10 10%
	(8)	486 6%	216 6%	219 6%	151 6%	124 6%	17 4%	40 5%	19 9%	14 4%	4 8%	155 6%	120 6%	33 6%	33 4%	17 6%	13 4%	1 4%	34 8%	91 10%	126 9%	115 6%	7 5%	4 4%
	(7)	284 4%	131 3%	99 3%	57 2%	86 4%	17 4%	23 3%	5 3%	7 2%	1 2%	52 2%	82 4%	30 5%	26 3%	6 2%	7 2%	3 7%	20 5%	77 8%	97 7%	36 2%	3 2%	2 2%
	(6)	115 1%	51 1%	29 1%	14 1%	18 1%	6 1%	17 2%	3 1%	3 1%	2 3%	14 1%	20 1%	6 1%	8 1%	2 1%	1 *	- -	9 2%	44 5%	53 4%	6 *	3 2%	- -
	(5)	197 2%	80 2%	58 2%	23 1%	33 2%	6 1%	20 2%	13 6%	2 1%	- -	25 1%	25 1%	8 2%	11 1%	3 1%	7 2%	1 2%	16 4%	68 7%	84 6%	7 *	- -	3 2%
	(4)	47 1%	15 *	10 *	1 *	7 *	- -	7 1%	2 1%	1 *	* 1%	6 *	7 *	1 *	- -	1 *	1 *	- -	1 *	16 2%	17 1%	- -	2 1%	2 2%
	(3)	63 1%	22 1%	19 1%	8 *	8 *	1 *	7 1%	2 1%	1 *	- -	6 *	4 *	2 *	7 1%	- -	1 *	- -	5 1%	14 2%	19 1%	1 *	- -	- -
	(2)	60 1%	18 *	15 *	8 *	11 1%	1 *	4 1%	1 1%	* *	- -	3 *	8 *	- -	- -	1 *	- -	- -	4 1%	10 1%	14 1%	3 *	- -	- -
Definitely would not vote	(1)	256 3%	64 2%	49 1%	- -	- -	- -	- -	- -	- -	- -	15 1%	25 1%	1 *	9 1%	4 1%	6 2%	- -	- -	- -	- -	- -	- -	- -
Don't know		227 3%	81 2%	57 2%	- -	- -	- -	- -	- -	- -	- -	22 1%	35 2%	7 1%	10 1%	6 2%	2 1%	- -	- -	- -	- -	- -	- -	- -
Mean		9.01	9.26	9.32	9.55	9.42	9.49	9.39	9.07	9.64	9.44	9.52	9.39	9.38	9.49	9.44	9.45	9.54	9.17	8.58	8.77	9.65	9.56	9.52
Standard deviation		2.09	1.72	1.59	1.05	1.28	1.09	1.46	1.71	1.04	1.09	1.20	1.48	1.21	1.41	1.44	1.55	1.09	1.62	1.96	1.88	0.82	1.02	1.26
Standard error		0.02	0.03	0.03	0.02	0.03	0.05	0.05	0.11	0.06	0.15	0.03	0.03	0.05	0.05	0.08	0.09	0.16	0.08	0.06	0.05	0.02	0.09	0.13

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Please say how likely you would be to vote if there was another general election?

Base: All respondents

	Referendum (Q14)			Vote Intention (Q1)							2015 Vote (Q2)							Conservative universe					
	Total	Leave	Remain	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	Joiners	Considerers	Joiners/Considerers	Loyalists	Defectors Left	Defectors Right
Weighted base	8011	3836	3503	2467	2002	432	832	206	314	46	2584	2133	554	882	267	335	41	452	934	1386	2010	139	102
NET: 8-10	6761	3376	3167	2355	1838	400	754	180	298	43	2440	1926	498	811	246	309	37	396	705	1101	1957	132	96
	84%	88%	90%	95%	92%	93%	91%	87%	95%	94%	94%	90%	90%	92%	92%	92%	91%	88%	75%	79%	97%	95%	94%
NET: 4-7	644	277	196	96	144	30	67	23	14	3	97	134	45	45	11	17	4	47	205	252	49	7	6
	8%	7%	6%	4%	7%	7%	8%	11%	4%	6%	4%	6%	8%	5%	4%	5%	9%	10%	22%	18%	2%	5%	6%
NET: 1-3	379	103	82	16	19	1	12	3	1	-	25	37	3	17	4	7	-	9	24	33	5	-	-
	5%	3%	2%	1%	1%	*	1%	2%	*	-	1%	2%	1%	2%	2%	2%	-	2%	3%	2%	*	-	-

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Please say how likely you would be to vote if there was another general election?

Base: All respondents

	Total	Vote Intention - Leave voters				Vote Intention - Remain voters				2015 Vote - Leave voters				2015 Vote - Remain voters			
		Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP
Unweighted base	8011	1306	656	100	833	873	1296	341	26	1303	839	162	915	924	1353	395	33
Weighted base	8011	1407	637	92	783	977	1233	324	26	1454	801	156	836	1075	1255	384	31
Absolutely certain to vote	(10) 5377	1115	480	65	630	727	959	242	14	1134	584	98	674	783	953	277	22
		67%	79%	75%	70%	80%	74%	74%	55%	78%	73%	63%	81%	73%	76%	72%	71%
	(9) 898	172	68	13	61	144	144	52	5	177	88	21	72	157	137	63	5
		11%	12%	11%	15%	8%	15%	12%	16%	20%	12%	11%	13%	9%	15%	11%	16%
	(8) 486	74	44	3	33	63	66	15	2	73	51	15	26	71	65	17	2
		6%	5%	7%	3%	4%	6%	5%	4%	9%	5%	6%	10%	3%	7%	5%	4%
	(7) 284	24	28	7	18	24	36	11	1	27	32	13	22	19	41	16	1
		4%	2%	4%	7%	2%	3%	3%	3%	2%	4%	9%	3%	2%	3%	4%	3%
	(6) 115	8	1	4	13	5	5	3	1	6	6	3	6	7	8	3	-
		1%	1%	*	4%	2%	*	1%	2%	*	1%	2%	1%	1%	1%	1%	-
	(5) 197	6	9	1	15	7	12	3	1	14	9	3	10	8	11	5	1
		2%	*	1%	1%	2%	1%	1%	5%	1%	1%	2%	1%	1%	1%	1%	4%
	(4) 47	*	2	-	3	1	1	-	1	5	3	-	-	-	3	1	-
		1%	*	*	*	*	*	-	5%	*	*	-	-	-	*	*	-
	(3) 63	4	*	-	7	2	6	-	-	2	2	-	7	4	2	-	-
		1%	*	*	1%	*	*	-	-	*	*	-	1%	*	*	-	-
	(2) 60	3	3	-	4	4	3	-	-	3	4	-	-	-	4	-	-
		1%	*	*	1%	*	*	-	-	*	*	-	-	-	*	-	-
Definitely would not vote	(1) 256	-	-	-	-	-	-	-	-	6	9	1	8	10	13	-	-
		3%	-	-	-	-	-	-	-	*	1%	*	1%	1%	1%	-	-
Don't know	227	-	-	-	-	-	-	-	-	6	14	3	9	16	15	2	-
		3%	-	-	-	-	-	-	-	*	2%	2%	1%	1%	1%	1%	-
Mean	9.01	9.63	9.47	9.36	9.49	9.54	9.57	9.58	8.87	9.57	9.37	9.19	9.53	9.49	9.46	9.51	9.42
Standard deviation	2.09	0.93	1.18	1.20	1.34	1.05	1.06	0.90	1.79	1.14	1.49	1.37	1.37	1.24	1.39	1.02	1.18
Standard error	0.02	0.03	0.05	0.12	0.05	0.04	0.03	0.05	0.35	0.03	0.05	0.11	0.05	0.04	0.04	0.05	0.21

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Please say how likely you would be to vote if there was another general election?

Base: All respondents

	Vote Intention - Leave voters					Vote Intention - Remain voters				2015 Vote - Leave voters				2015 Vote - Remain voters			
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP
Weighted base	8011	1407	637	92	783	977	1233	324	26	1454	801	156	836	1075	1255	384	31
NET: 8-10	6761 84%	1361 97%	592 93%	81 88%	724 93%	934 96%	1170 95%	308 95%	22 85%	1384 95%	723 90%	134 86%	773 92%	1011 94%	1156 92%	356 93%	29 93%
NET: 4-7	644 8%	38 3%	42 7%	11 12%	48 6%	37 4%	54 4%	16 5%	4 15%	52 4%	49 6%	19 12%	38 5%	34 3%	64 5%	25 7%	2 7%
NET: 1-3	379 5%	8 1%	3 1%	- -	11 1%	6 1%	9 1%	- -	- -	11 1%	15 2%	1 *	15 2%	14 1%	20 2%	- -	- -

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Table 2

Q.1 If there were to be a general election tomorrow, which party do you think you would vote for?**Base: All respondents**

	Gender			Age						Social Grade				Region											
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East of England	London	South East	South West	
Unweighted base	8011	3849	4150	794	1319	1347	1498	1188	1865	2385	2195	1536	1895	701	336	922	724	720	598	419	743	983	1141	724	
Weighted base	8011	3920	4079	962	1282	1522	1362	1201	1681	2163	2323	1682	1843	696	362	941	707	741	622	425	751	1008	1028	731	
Conservative	2467 31%	1314 34%	1152 28%	201 21%	282 22%	408 27%	388 28%	403 34%	784 47%	809 37%	719 31%	544 32%	396 21%	123 18%	83 23%	270 29%	198 28%	243 33%	225 36%	110 26%	258 34%	310 31%	400 39%	248 34%	
Labour	2002 25%	996 25%	997 24%	358 37%	393 31%	426 28%	345 25%	244 20%	236 14%	499 23%	609 26%	360 21%	533 29%	87 13%	127 35%	326 35%	226 32%	204 28%	128 21%	107 25%	138 18%	326 32%	178 17%	155 21%	
Liberal Democrat	432 5%	238 6%	193 5%	59 6%	72 6%	65 4%	57 4%	69 6%	110 7%	194 9%	120 5%	48 3%	70 4%	29 4%	15 4%	46 5%	38 5%	33 4%	19 3%	20 5%	43 6%	55 5%	69 7%	65 9%	
SNP	314 4%	174 4%	140 3%	23 2%	57 4%	63 4%	61 5%	64 5%	46 3%	74 3%	95 4%	66 4%	80 4%	314 45%	-	-	-	-	-	-	-	-	-	-	
Plaid Cymru	46 1%	22 1%	23 1%	7 1%	12 1%	3 *	9 1%	5 *	9 1%	8 *	23 1%	7 *	8 *	-	-	-	-	-	-	46 11%	-	-	-	-	
The UK Independence Party	832 10%	457 12%	375 9%	37 4%	97 8%	143 9%	176 13%	157 13%	222 13%	149 7%	186 8%	236 14%	261 14%	19 3%	49 14%	90 10%	80 11%	77 10%	78 13%	47 11%	115 15%	66 7%	132 13%	78 11%	
The Green Party	206 3%	96 2%	109 3%	45 5%	37 3%	48 3%	21 2%	34 3%	20 1%	57 3%	71 3%	27 2%	50 3%	15 2%	8 2%	17 2%	10 1%	10 1%	21 3%	7 2%	20 3%	34 3%	37 4%	29 4%	
The British National Party	11 *	5 *	5 *	1 *	- -	4 *	3 *	* *	2 *	1 *	3 *	4 *	2 *	* *	- -	2 *	3 *	2 *	* *	- -	- -	2 *	- -	1 *	
Some other party	30 *	18 *	12 *	3 *	5 *	6 *	8 1%	6 *	3 *	12 1%	7 *	2 *	8 *	1 *	- -	2 *	1 *	1 *	2 *	1 *	3 *	9 1%	4 *	5 1%	
Would not vote	309 4%	138 4%	171 4%	41 4%	70 5%	65 4%	64 5%	38 3%	31 2%	58 3%	79 3%	68 4%	104 6%	24 3%	19 5%	35 4%	29 4%	29 4%	21 3%	19 4%	27 4%	50 5%	42 4%	15 2%	
Rather not say	57 1%	24 1%	33 1%	11 1%	13 1%	13 1%	8 1%	9 1%	3 *	17 1%	16 1%	14 1%	9 *	2 *	1 *	1 *	5 1%	8 1%	7 1%	8 2%	3 *	9 1%	7 1%	6 1%	
Don't know	1307 16%	437 11%	867 21%	176 18%	243 19%	279 18%	222 16%	171 14%	216 13%	286 13%	395 17%	305 18%	322 17%	82 12%	61 17%	152 16%	117 17%	133 18%	121 19%	60 14%	145 19%	146 14%	158 15%	131 18%	

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Q.1 If there were to be a general election tomorrow, which party do you think you would vote for?**Base: All respondents**

	Referendum (Q14)			Vote Intention (Q1)							2015 Vote (Q2)							Conservative universe					
	Total	Leave	Remain	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	Joiners	Consid-ers	Joiners/Consid-ers	Loyal-ists	Defec-tors Left	Defec-tors Right
Unweighted base	8011	3816	3491	2258	2092	459	882	247	293	55	2278	2272	572	962	330	309	49	459	960	1419	1795	116	90
Weighted base	8011	3836	3503	2467	2002	432	832	206	314	46	2584	2133	554	882	267	335	41	452	934	1386	2010	139	102
Conservative	2467 31%	1407 37%	977 28%	2467 100%	-	-	-	-	-	-	2010 78%	109 5%	63 11%	131 15%	5 2%	6 2%	1 3%	452 100%	-	452 33%	2010 100%	-	-
Labour	2002 25%	637 17%	1233 35%	-	2002 100%	-	-	-	-	-	72 3%	1477 69%	74 13%	46 5%	89 33%	14 4%	2 5%	-	155 17%	155 11%	-	72 52%	-
Liberal Democrat	432 5%	92 2%	324 9%	-	-	432 100%	-	-	-	-	46 2%	69 3%	269 49%	8 1%	7 3%	1 *	1 1%	-	74 8%	74 5%	-	46 33%	-
SNP	314 4%	95 2%	202 6%	-	-	-	-	-	314 100%	-	4 *	11 1%	1 *	-	2 1%	284 85%	-	-	15 2%	15 1%	-	4 3%	-
Plaid Cymru	46 1%	15 *	27 1%	-	-	-	-	-	-	46 100%	3 *	8 *	-	2 *	1 *	-	27 67%	-	4 *	4 *	-	3 2%	-
The UK Independence Party	832 10%	783 20%	26 1%	-	-	-	832 100%	-	-	-	92 4%	78 4%	10 2%	571 65%	2 1%	2 *	3 8%	-	109 12%	109 8%	-	-	92 90%
The Green Party	206 3%	53 1%	137 4%	-	-	-	-	206 100%	-	-	13 *	26 1%	8 1%	7 1%	113 42%	3 1%	1 2%	-	25 3%	25 2%	-	13 9%	-
The British National Party	11 *	9 *	-	-	-	-	-	-	-	-	2 *	-	1 *	2 *	1 *	-	-	-	1 *	1 *	-	-	2 2%
Some other party	30 *	24 1%	5 *	-	-	-	-	-	-	-	8 *	4 *	-	7 1%	* *	-	-	-	2 *	2 *	-	-	8 8%
Would not vote	309 4%	70 2%	58 2%	-	-	-	-	-	-	-	17 1%	27 1%	1 *	9 1%	5 2%	6 2%	-	-	-	-	-	-	-
Rather not say	57 1%	24 1%	26 1%	-	-	-	-	-	-	-	2 *	6 *	2 *	-	-	-	-	-	38 4%	38 3%	-	-	-
Don't know	1307 16%	627 16%	490 14%	-	-	-	-	-	-	-	314 12%	316 15%	126 23%	101 11%	41 15%	19 6%	6 14%	-	512 55%	512 37%	-	-	-

Blueprint Phase 7

ONLINE Fieldwork : 11th - 22nd August 2016

Absolutes/col percents

Table 2

Q.1 If there were to be a general election tomorrow, which party do you think you would vote for?**Base: All respondents**

	Total	Vote Intention - Leave voters				Vote Intention - Remain voters				2015 Vote - Leave voters				2015 Vote - Remain voters			
		Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP
Unweighted base	8011	1306	656	100	833	873	1296	341	26	1303	839	162	915	924	1353	395	33
Weighted base	8011	1407	637	92	783	977	1233	324	26	1454	801	156	836	1075	1255	384	31
Conservative	2467 31%	1407 100%	-	-	-	977 100%	-	-	-	1152 79%	51 6%	21 13%	117 14%	814 76%	55 4%	41 11%	8 27%
Labour	2002 25%	-	637 100%	-	-	-	1233 100%	-	-	21 1%	484 60%	15 10%	40 5%	51 5%	945 75%	54 14%	6 19%
Liberal Democrat	432 5%	-	-	92 100%	-	-	-	324 100%	-	13 1%	13 2%	54 35%	6 1%	33 3%	54 4%	211 55%	1 5%
SNP	314 4%	-	-	-	-	-	-	-	-	3 *	2 *	-	-	1 *	9 1%	1 *	-
Plaid Cymru	46 1%	-	-	-	-	-	-	-	-	2 *	3 *	-	1 *	1 *	4 *	-	1 3%
The UK Independence Party	832 10%	-	-	-	783 100%	-	-	-	26 100%	90 6%	74 9%	7 4%	555 66%	2 *	5 *	3 1%	10 32%
The Green Party	206 3%	-	-	-	-	-	-	-	-	1 *	4 *	3 2%	6 1%	11 1%	22 2%	4 1%	1 4%
The British National Party	11 *	-	-	-	-	-	-	-	-	2 *	-	1 *	2 *	-	-	-	-
Some other party	30 *	-	-	-	-	-	-	-	-	7 *	3 *	-	7 1%	1 *	-	-	-
Would not vote	309 4%	-	-	-	-	-	-	-	-	7 *	10 1%	1 *	8 1%	10 1%	14 1%	-	-
Rather not say	57 1%	-	-	-	-	-	-	-	-	* *	2 *	-	-	2 *	4 *	2 *	-
Don't know	1307 16%	-	-	-	-	-	-	-	-	155 11%	155 19%	54 34%	95 11%	148 14%	142 11%	67 18%	3 11%

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Absolutes/col percents

Table 3

Q.1 If there were to be a general election tomorrow, which party do you think you would vote for?**Base: All respondents expressing an intention to vote**

	Gender			Age						Social Grade				Region											
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	
Unweighted base	6331	3268	3054	603	982	1039	1161	961	1585	1984	1720	1185	1442	587	263	731	574	556	463	339	572	768	907	571	
Weighted base	6339	3321	3008	734	956	1166	1068	983	1432	1802	1834	1295	1408	588	282	753	555	571	474	338	576	802	821	579	
Conservative	2467 39%	1314 40%	1152 38%	201 27%	282 30%	408 35%	388 36%	403 41%	784 55%	809 45%	719 39%	544 42%	396 28%	123 21%	83 30%	270 36%	198 36%	243 42%	225 47%	110 33%	258 45%	310 39%	400 49%	248 43%	
Labour	2002 32%	996 30%	997 33%	358 49%	393 41%	426 37%	345 32%	244 25%	236 16%	499 28%	609 33%	360 28%	533 38%	87 15%	127 45%	326 43%	226 41%	204 36%	128 27%	107 32%	138 24%	326 41%	178 22%	155 27%	
Liberal Democrat	432 7%	238 7%	193 6%	59 8%	72 8%	65 6%	57 5%	69 7%	110 8%	194 11%	120 7%	48 4%	70 5%	29 5%	15 5%	46 6%	38 7%	33 6%	19 4%	20 6%	43 7%	55 7%	69 8%	65 11%	
SNP	314 5%	174 5%	140 5%	23 3%	57 6%	63 5%	61 6%	64 7%	46 3%	74 4%	95 5%	66 5%	80 6%	314 53%	-	-	-	-	-	-	-	-	-	-	
Plaid Cymru	46 1%	22 1%	23 1%	7 1%	12 1%	3 *	9 1%	5 1%	9 1%	8 *	23 1%	7 1%	8 1%	-	-	-	-	-	-	46 14%	-	-	-	-	
The UK Independence Party	832 13%	457 14%	375 12%	37 5%	97 10%	143 12%	176 16%	157 16%	222 15%	149 8%	186 10%	236 18%	261 19%	19 3%	49 17%	90 12%	80 14%	77 14%	78 17%	47 14%	115 20%	66 8%	132 16%	78 13%	
The Green Party	206 3%	96 3%	109 4%	45 6%	37 4%	48 4%	21 2%	34 3%	20 1%	57 3%	71 4%	27 2%	50 4%	15 3%	8 3%	17 2%	10 2%	10 2%	21 4%	7 2%	20 3%	34 4%	37 4%	29 5%	
The British National Party	11 *	5 *	5 *	1 *	-	4 *	3 *	* *	2 *	1 *	3 *	4 *	2 *	* *	-	2 *	3 *	2 *	* *	-	-	2 *	-	1 *	
Some other party	30 *	18 1%	12 *	3 *	5 1%	6 *	8 1%	6 1%	3 *	12 1%	7 *	2 *	8 1%	1 *	-	2 *	1 *	1 *	2 *	1 *	3 1%	9 1%	4 1%	5 1%	

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Absolutes/col percents

Table 3

Q.1 If there were to be a general election tomorrow, which party do you think you would vote for?**Base: All respondents expressing an intention to vote**

	Referendum (Q14)			Vote Intention (Q1)							2015 Vote (Q2)							Conservative universe					
	Total	Leave	Remain	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	Joiners	Consid-ers	Joiners/Consid-ers	Loyal-ists	Defec-tors Left	Defec-tors Right
Unweighted base	6331	3099	2932	2258	2092	459	882	247	293	55	2001	1895	450	845	275	285	42	459	395	854	1795	116	90
Weighted base	6339	3114	2929	2467	2002	432	832	206	314	46	2251	1783	425	772	221	310	35	452	384	836	2010	139	102
Conservative	2467 39%	1407 45%	977 33%	2467 100%	-	-	-	-	-	-	2010 89%	109 6%	63 15%	131 17%	5 2%	6 2%	1 3%	452 100%	-	452 54%	2010 100%	-	-
Labour	2002 32%	637 20%	1233 42%	-	2002 100%	-	-	-	-	-	72 3%	1477 83%	74 17%	46 6%	89 40%	14 5%	2 6%	-	155 40%	155 19%	-	72 52%	-
Liberal Democrat	432 7%	92 3%	324 11%	-	-	432 100%	-	-	-	-	46 2%	69 4%	269 63%	8 1%	7 3%	1 *	1 2%	-	74 19%	74 9%	-	46 33%	-
SNP	314 5%	95 3%	202 7%	-	-	-	-	-	314 100%	-	4 *	11 1%	1 *	-	2 1%	284 92%	-	-	15 4%	15 2%	-	4 3%	-
Plaid Cymru	46 1%	15 *	27 1%	-	-	-	-	-	-	46 100%	3 *	8 *	-	2 *	1 *	-	27 77%	-	4 1%	4 *	-	3 2%	-
The UK Independence Party	832 13%	783 25%	26 1%	-	-	-	832 100%	-	-	-	92 4%	78 4%	10 2%	571 74%	2 1%	2 *	3 9%	-	109 28%	109 13%	-	-	92 90%
The Green Party	206 3%	53 2%	137 5%	-	-	-	-	206 100%	-	-	13 1%	26 1%	8 2%	7 1%	113 51%	3 1%	1 3%	-	25 6%	25 3%	-	13 9%	-
The British National Party	11 *	9 *	-	-	-	-	-	-	-	-	2 *	-	1 *	2 *	1 1%	-	-	-	1 *	1 *	-	-	2 2%
Some other party	30 *	24 1%	5 *	-	-	-	-	-	-	-	8 *	4 *	-	7 1%	* *	-	-	-	2 1%	2 *	-	-	8 8%

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Absolutes/col percents

Table 3

Q.1 If there were to be a general election tomorrow, which party do you think you would vote for?**Base: All respondents expressing an intention to vote**

	Vote Intention - Leave voters					Vote Intention - Remain voters				2015 Vote - Leave voters				2015 Vote - Remain voters			
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP
Unweighted base	6331	1306	656	100	833	873	1296	341	26	1168	660	110	807	792	1175	330	29
Weighted base	6339	1407	637	92	783	977	1233	324	26	1291	634	101	733	914	1094	315	28
Conservative	2467 39%	1407 100%	-	-	-	977 100%	-	-	-	1152 89%	51 8%	21 21%	117 16%	814 89%	55 5%	41 13%	8 30%
Labour	2002 32%	-	637 100%	-	-	-	1233 100%	-	-	21 2%	484 76%	15 15%	40 5%	51 6%	945 86%	54 17%	6 22%
Liberal Democrat	432 7%	-	-	92 100%	-	-	-	324 100%	-	13 1%	13 2%	54 54%	6 1%	33 4%	54 5%	211 67%	1 5%
SNP	314 5%	-	-	-	-	-	-	-	-	3 *	2 *	-	-	1 *	9 1%	1 *	-
Plaid Cymru	46 1%	-	-	-	-	-	-	-	-	2 *	3 *	-	1 *	1 *	4 *	-	1 3%
The UK Independence Party	832 13%	-	-	-	783 100%	-	-	-	26 100%	90 7%	74 12%	7 7%	555 76%	2 *	5 *	3 1%	10 35%
The Green Party	206 3%	-	-	-	-	-	-	-	-	1 *	4 1%	3 3%	6 1%	11 1%	22 2%	4 1%	1 4%
The British National Party	11 *	-	-	-	-	-	-	-	-	2 *	-	1 1%	2 *	-	-	-	-
Some other party	30 *	-	-	-	-	-	-	-	-	7 1%	3 *	-	7 1%	1 *	-	-	-

Blueprint Phase 7

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Absolutes/col percents

Table 4

Q.1 If there were to be a general election tomorrow, which party do you think you would vote for?

Base: All respondents expressing an intention to vote

Weighting: Turnout Weights

This table has been weighted on the basis of past voting to be politically representative of the UK population as a whole and including only those most likely to vote

	Gender			Age						Social Grade				Region											
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East of England	London	South East	South West	
Unweighted base	5260	2744	2508	475	767	848	971	824	1375	1664	1433	979	1185	500	224	605	473	457	388	282	477	629	758	467	
Weighted base	5253	2777	2467	574	752	952	891	841	1242	1509	1526	1070	1149	498	241	620	457	468	395	282	475	661	683	473	
Conservative	2077	1110	966	159	225	339	323	349	682	685	607	455	330	106	73	228	167	202	189	92	215	262	341	202	
	40%	40%	39%	28%	30%	36%	36%	41%	55%	45%	40%	43%	29%	21%	30%	37%	37%	43%	48%	33%	45%	40%	50%	43%	
Labour	1643	822	814	282	312	346	291	210	202	418	498	296	431	73	105	265	182	165	109	91	113	267	147	127	
	31%	30%	33%	49%	41%	36%	33%	25%	16%	28%	33%	28%	38%	15%	44%	43%	40%	35%	27%	32%	24%	40%	22%	27%	
Liberal Democrat	358	203	155	50	55	52	48	59	95	159	101	40	58	25	13	38	32	27	16	17	34	46	57	53	
	7%	7%	6%	9%	7%	5%	5%	7%	8%	11%	7%	4%	5%	5%	5%	6%	7%	6%	4%	6%	7%	7%	8%	11%	
SNP	267	148	119	19	46	52	52	57	41	63	79	56	69	267	-	-	-	-	-	-	-	-	-	-	
	5%	5%	5%	3%	6%	5%	6%	7%	3%	4%	5%	5%	6%	54%	-	-	-	-	-	-	-	-	-	-	
Plaid Cymru	38	18	19	5	10	3	8	5	7	6	19	6	7	-	-	-	-	-	-	38	-	-	-	-	
	1%	1%	1%	1%	1%	*	1%	1%	1%	*	1%	1%	1%	-	-	-	-	-	-	13%	-	-	-	-	
The UK Independence Party	677	378	299	24	73	115	143	129	194	126	155	191	206	15	43	73	64	65	61	38	93	52	108	65	
	13%	14%	12%	4%	10%	12%	16%	15%	16%	8%	10%	18%	18%	3%	18%	12%	14%	14%	15%	14%	20%	8%	16%	14%	
The Green Party	159	78	80	32	28	37	17	28	17	41	57	21	39	12	7	14	9	6	18	4	17	25	26	22	
	3%	3%	3%	6%	4%	4%	2%	3%	1%	3%	4%	2%	3%	2%	3%	2%	2%	1%	5%	2%	4%	4%	4%	5%	
The British National Party	9	5	4	1	-	3	3	*	2	1	3	3	2	*	-	2	2	2	*	-	-	2	-	1	
	*	*	*	*	-	*	*	*	*	*	*	*	*	*	-	*	1%	*	*	-	-	*	-	*	
Some other party	25	15	10	2	4	5	6	5	3	11	6	2	6	1	-	1	1	1	2	1	3	7	4	4	
	*	1%	*	*	1%	1%	1%	1%	*	1%	*	*	1%	*	-	*	*	*	1%	*	1%	1%	1%	1%	

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Absolutes/col percents

Table 4

Q.1 If there were to be a general election tomorrow, which party do you think you would vote for?

Base: All respondents expressing an intention to vote

Weighting: Turnout Weights

This table has been weighted on the basis of past voting to be politically representative of the UK population as a whole and including only those most likely to vote

	Referendum (Q14)			Vote Intention (Q1)							2015 Vote (Q2)							Conservative universe					
	Total	Leave	Remain	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	Joiners	Consid- ers	Joiners/ Consid- ers	Loyal- ists	Defec- tors Left	Defec- tors Right
Unweighted base	5260	2614	2463	1900	1725	382	727	193	250	45	1708	1599	378	727	234	244	36	363	303	666	1535	97	76
Weighted base	5253	2618	2460	2077	1643	358	677	159	267	38	1921	1503	355	660	188	263	30	355	289	644	1720	117	85
Conservative	2077 40%	1200 46%	821 33%	2077 100%	-	-	-	-	-	-	1720 90%	91 6%	54 15%	114 17%	4 2%	5 2%	1 3%	355 100%	-	355 55%	1720 100%	-	-
Labour	1643 31%	528 20%	1038 42%	-	1643 100%	-	-	-	-	-	62 3%	1245 83%	62 17%	38 6%	78 41%	10 4%	2 7%	-	109 38%	109 17%	-	62 53%	-
Liberal Democrat	358 7%	75 3%	274 11%	-	-	358 100%	-	-	-	-	38 2%	60 4%	225 63%	7 1%	6 3%	* *	1 2%	-	61 21%	61 9%	-	38 32%	-
SNP	267 5%	82 3%	175 7%	-	-	-	-	-	267 100%	-	4 *	10 1%	1 *	-	2 1%	244 93%	-	-	10 3%	10 2%	-	4 3%	-
Plaid Cymru	38 1%	12 *	23 1%	-	-	-	-	-	-	38 100%	3 *	6 *	-	1 *	1 *	-	23 77%	-	3 1%	3 *	-	3 2%	-
The UK Independence Party	677 13%	649 25%	19 1%	-	-	-	677 100%	-	-	-	76 4%	66 4%	7 2%	487 74%	2 1%	1 *	3 9%	-	88 30%	88 14%	-	-	76 90%
The Green Party	159 3%	44 2%	107 4%	-	-	-	-	159 100%	-	-	10 1%	22 1%	6 2%	6 1%	94 50%	3 1%	1 3%	-	17 6%	17 3%	-	10 8%	-
The British National Party	9 *	8 *	-	-	-	-	-	-	-	-	2 *	-	1 *	2 *	1 1%	-	-	-	1 *	1 *	-	-	2 2%
Some other party	25 *	20 1%	3 *	-	-	-	-	-	-	-	7 *	3 *	-	6 1%	* *	-	-	-	2 1%	2 *	-	-	7 8%

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Absolutes/col percents

Table 4

Q.1 If there were to be a general election tomorrow, which party do you think you would vote for?

Base: All respondents expressing an intention to vote

Weighting: Turnout Weights

This table has been weighted on the basis of past voting to be politically representative of the UK population as a whole and including only those most likely to vote

	Total	Vote Intention - Leave voters				Vote Intention - Remain voters				2015 Vote - Leave voters				2015 Vote - Remain voters			
		Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP
Unweighted base	5260	1115	545	82	698	733	1093	288	19	1004	559	91	696	676	996	279	25
Weighted base	5253	1200	528	75	649	821	1038	274	19	1109	537	83	629	781	927	266	24
Conservative	2077 40%	1200 100%	-	-	-	821 100%	-	-	-	993 90%	44 8%	18 22%	103 16%	695 89%	45 5%	36 14%	7 30%
Labour	1643 31%	-	528 100%	-	-	-	1038 100%	-	-	18 2%	409 76%	13 15%	32 5%	44 6%	802 86%	46 17%	5 23%
Liberal Democrat	358 7%	-	-	75 100%	-	-	-	274 100%	-	10 1%	12 2%	44 53%	5 1%	28 4%	46 5%	178 67%	1 5%
SNP	267 5%	-	-	-	-	-	-	-	-	3 *	2 *	-	-	1 *	8 1%	1 *	-
Plaid Cymru	38 1%	-	-	-	-	-	-	-	-	2 *	2 *	-	1 *	1 *	4 *	-	1 3%
The UK Independence Party	677 13%	-	-	-	649 100%	-	-	-	19 100%	75 7%	62 12%	5 6%	475 76%	2 *	4 *	2 1%	8 34%
The Green Party	159 3%	-	-	-	-	-	-	-	-	1 *	3 1%	2 3%	5 1%	9 1%	18 2%	3 1%	1 4%
The British National Party	9 *	-	-	-	-	-	-	-	-	2 *	-	1 1%	2 *	-	-	-	-
Some other party	25 *	-	-	-	-	-	-	-	-	6 1%	2 *	-	6 1%	1 *	-	-	-

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Absolutes/col percents

Table 5

Q.1 If there were to be a general election tomorrow, which party do you think you would vote for?**Base: All respondents****Weighting: Turnout Weights**

	Q.2 General Election Vote												
	Total	Conservative	Labour	Liberal Democrat	SNP	Plaid Cymru	The UK Independence Party	The Green Party	The British National Party	Some other party	Did not vote	Prefer not to say	Don't know
Unweighted base	6026	1894	1831	463	258	41	797	270	8	35	341	55	34
Weighted base	6039	2148	1721	446	276	34	728	217	5	28	343	56	38
Conservative	2077 34%	1720 80%	91 5%	54 12%	5 2%	1 3%	114 16%	4 2%	* 1%	2 5%	77 22%	7 12%	2 6%
Labour	1643 27%	62 3%	1245 72%	62 14%	10 4%	2 6%	38 5%	78 36%	1 13%	6 21%	127 37%	5 8%	8 20%
Liberal Democrat	358 6%	38 2%	60 3%	225 50%	* *	1 2%	7 1%	6 3%	- -	- -	19 5%	1 2%	2 6%
SNP	267 4%	4 *	10 1%	1 *	244 88%	- -	- -	2 1%	- -	- -	4 1%	1 1%	2 5%
Plaid Cymru	38 1%	3 *	6 *	- -	- -	23 69%	1 *	1 *	- -	* 1%	3 1%	- -	- -
The UK Independence Party	677 11%	76 4%	66 4%	7 2%	1 *	3 8%	487 67%	2 1%	2 42%	* *	27 8%	1 1%	5 14%
The Green Party	159 3%	10 *	22 1%	6 1%	3 1%	1 2%	6 1%	94 43%	- -	1 3%	17 5%	- -	* 1%
The British National Party	9 *	2 *	- -	1 *	- -	- -	2 *	1 1%	2 44%	- -	1 *	1 2%	- -
Some other party	25 *	7 *	3 *	- -	- -	- -	6 1%	* *	- -	7 26%	2 *	- -	- -
Would not vote	4 *	1 *	* *	- -	- -	- -	- -	1 *	- -	- -	2 1%	1 1%	* *
Rather not say	42 1%	2 *	6 *	2 *	- -	- -	- -	- -	- -	- -	7 2%	25 44%	1 2%
Don't know	740 12%	224 10%	211 12%	89 20%	13 5%	4 10%	67 9%	28 13%	- -	12 44%	57 17%	16 28%	17 46%

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Absolutes/col percents

Table 6

Q.2 At the last general election in May 2015, many people didn't vote. Did you vote in that election? Which party did you vote for in the general election in May 2015?

Base: All respondents

	Gender			Age						Social Grade				Region											
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East of England	London	South East	South West	
Unweighted base	8011	3849	4150	794	1319	1347	1498	1188	1865	2385	2195	1536	1895	701	336	922	724	720	598	419	743	983	1141	724	
Weighted base	8011	3920	4079	962	1282	1522	1362	1201	1681	2163	2323	1682	1843	696	362	941	707	741	622	425	751	1008	1028	731	
Conservative	2584 32%	1299 33%	1283 31%	200 21%	332 26%	464 30%	395 29%	408 34%	786 47%	845 39%	764 33%	571 34%	405 22%	116 17%	88 24%	265 28%	203 29%	269 36%	244 39%	104 24%	280 37%	337 33%	416 40%	263 36%	
Labour	2133 27%	1056 27%	1072 26%	280 29%	350 27%	467 31%	419 31%	316 26%	300 18%	532 25%	627 27%	401 24%	572 31%	120 17%	128 35%	345 37%	228 32%	225 30%	153 25%	130 31%	155 21%	327 32%	181 18%	141 19%	
Liberal Democrat	554 7%	282 7%	272 7%	44 5%	90 7%	95 6%	73 5%	83 7%	168 10%	213 10%	169 7%	85 5%	87 5%	47 7%	15 4%	56 6%	49 7%	39 5%	31 5%	27 6%	58 8%	65 6%	86 8%	82 11%	
SNP	335 4%	186 5%	149 4%	25 3%	61 5%	64 4%	63 5%	68 6%	53 3%	80 4%	97 4%	68 4%	90 5%	335 48%	-	-	-	-	-	-	-	-	-	-	
Plaid Cymru	41 1%	23 1%	18 *	5 1%	6 *	6 *	9 1%	6 1%	8 *	8 *	19 1%	6 *	8 *	-	-	-	-	-	-	41 10%	-	-	-	-	
The UK Independence Party	882 11%	492 13%	390 10%	31 3%	72 6%	136 9%	187 14%	189 16%	267 16%	152 7%	217 9%	238 14%	274 15%	13 2%	54 15%	98 10%	83 12%	80 11%	81 13%	44 10%	130 17%	60 6%	151 15%	89 12%	
The Green Party	267 3%	131 3%	134 3%	70 7%	48 4%	53 3%	37 3%	39 3%	21 1%	68 3%	90 4%	48 3%	62 3%	7 1%	14 4%	31 3%	20 3%	12 2%	18 3%	8 2%	28 4%	42 4%	44 4%	44 6%	
The British National Party	6 *	4 *	2 *	1 *	- -	1 *	2 *	* *	2 *	1 *	1 *	2 *	2 *	* *	1 *	* *	- -	* *	1 *	- -	- -	2 *	- -	1 *	
Some other party	34 *	19 *	16 *	1 *	7 1%	5 *	9 1%	7 1%	6 *	8 *	10 *	5 *	10 1%	-	1 *	4 *	4 1%	2 *	1 *	4 1%	1 *	7 1%	4 *	7 1%	
Did not vote	994 12%	370 9%	623 15%	262 27%	264 21%	192 13%	145 11%	73 6%	59 3%	218 10%	281 12%	212 13%	283 15%	51 7%	53 15%	122 13%	100 14%	93 13%	72 12%	59 14%	83 11%	141 14%	131 13%	90 12%	
Prefer not to say	94 1%	33 1%	61 1%	26 3%	23 2%	17 1%	13 1%	8 1%	8 *	22 1%	31 1%	23 1%	18 1%	2 *	4 1%	13 1%	15 2%	9 1%	10 2%	6 1%	5 1%	14 1%	8 1%	8 1%	
Don't know	87 1%	27 1%	59 1%	16 2%	31 2%	24 2%	10 1%	4 *	2 *	15 1%	16 1%	24 1%	32 2%	7 1%	6 2%	7 1%	6 1%	10 1%	11 2%	3 1%	12 2%	12 1%	7 1%	7 1%	

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Absolutes/col percents

Table 6

Q.2 At the last general election in May 2015, many people didn't vote. Did you vote in that election? Which party did you vote for in the general election in May 2015?

Base: All respondents

	Referendum (Q14)			Vote Intention (Q1)							2015 Vote (Q2)							Conservative universe					
	Total	Leave	Remain	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	Joiners	Consid-ers	Joiners/Consid-ers	Loyal-ists	Defec-tors Left	Defec-tors Right
Unweighted base	8011	3816	3491	2258	2092	459	882	247	293	55	2278	2272	572	962	330	309	49	459	960	1419	1795	116	90
Weighted base	8011	3836	3503	2467	2002	432	832	206	314	46	2584	2133	554	882	267	335	41	452	934	1386	2010	139	102
Conservative	2584 32%	1454 38%	1075 31%	2010 81%	72 4%	46 11%	92 11%	13 6%	4 1%	3 7%	2584 100%	-	-	-	-	-	-	-	-	-	2010 100%	139 100%	102 100%
Labour	2133 27%	801 21%	1255 36%	109 4%	1477 74%	69 16%	78 9%	26 13%	11 4%	8 17%	-	2133 100%	-	-	-	-	-	108 24%	282 30%	390 28%	-	-	-
Liberal Democrat	554 7%	156 4%	384 11%	63 3%	74 4%	269 62%	10 1%	8 4%	1 *	-	-	-	554 100%	-	-	-	-	63 14%	155 17%	218 16%	-	-	-
SNP	335 4%	112 3%	206 6%	6 *	14 1%	1 *	2 *	3 1%	284 91%	-	-	-	-	-	-	335 100%	-	6 1%	16 2%	22 2%	-	-	-
Plaid Cymru	41 1%	12 *	26 1%	1 *	2 *	1 *	3 *	1 *	-	27 59%	-	-	-	-	-	-	41 100%	1 *	5 1%	6 *	-	-	-
The UK Independence Party	882 11%	836 22%	31 1%	131 5%	46 2%	8 2%	571 69%	7 3%	-	2 3%	-	-	-	882 100%	-	-	-	129 29%	156 17%	285 21%	-	-	-
The Green Party	267 3%	67 2%	188 5%	5 *	89 4%	7 2%	2 *	113 55%	2 1%	1 2%	-	-	-	-	267 100%	-	-	5 1%	30 3%	35 3%	-	-	-
The British National Party	6 *	5 *	1 *	1 *	1 *	-	2 *	-	-	-	-	-	-	-	-	-	-	1 *	-	1 *	-	-	-
Some other party	34 *	18 *	16 *	2 *	7 *	-	1 *	1 *	-	* 1%	-	-	-	-	-	-	-	2 *	11 1%	12 1%	-	-	-
Did not vote	994 12%	296 8%	260 7%	126 5%	199 10%	26 6%	58 7%	33 16%	8 3%	5 11%	-	-	-	-	-	-	-	125 28%	198 21%	323 23%	-	-	-
Prefer not to say	94 1%	44 1%	33 1%	8 *	7 *	1 *	4 *	-	1 *	-	-	-	-	-	-	-	-	8 2%	46 5%	54 4%	-	-	-
Don't know	87 1%	35 1%	27 1%	5 *	13 1%	3 1%	10 1%	2 1%	2 1%	-	-	-	-	-	-	-	-	5 1%	35 4%	40 3%	-	-	-

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Absolutes/col percents

Table 6

Q.2 At the last general election in May 2015, many people didn't vote. Did you vote in that election? Which party did you vote for in the general election in May 2015?

Base: All respondents

	Vote Intention - Leave voters					Vote Intention - Remain voters				2015 Vote - Leave voters				2015 Vote - Remain voters			
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP
Unweighted base	8011	1306	656	100	833	873	1296	341	26	1303	839	162	915	924	1353	395	33
Weighted base	8011	1407	637	92	783	977	1233	324	26	1454	801	156	836	1075	1255	384	31
Conservative	2584 32%	1152 82%	21 3%	13 14%	90 12%	814 83%	51 4%	33 10%	2 7%	1454 100%	-	-	-	1075 100%	-	-	-
Labour	2133 27%	51 4%	484 76%	13 14%	74 9%	55 6%	945 77%	54 17%	5 19%	-	801 100%	-	-	-	1255 100%	-	-
Liberal Democrat	554 7%	21 1%	15 2%	54 59%	7 1%	41 4%	54 4%	211 65%	3 11%	-	-	156 100%	-	-	-	384 100%	-
SNP	335 4%	3 *	8 1%	1 1%	2 *	3 *	6 *	-	-	-	-	-	-	-	-	-	-
Plaid Cymru	41 1%	1 *	-	-	1 *	-	2 *	1 *	2 7%	-	-	-	-	-	-	-	-
The UK Independence Party	882 11%	117 8%	40 6%	6 7%	555 71%	8 1%	6 *	1 *	10 38%	-	-	-	836 100%	-	-	-	31 100%
The Green Party	267 3%	1 *	14 2%	1 2%	1 *	4 *	73 6%	5 1%	1 5%	-	-	-	-	-	-	-	-
The British National Party	6 *	-	1 *	-	2 *	1 *	-	-	-	-	-	-	-	-	-	-	-
Some other party	34 *	1 *	2 *	-	-	1 *	4 *	-	1 2%	-	-	-	-	-	-	-	-
Did not vote	994 12%	54 4%	47 7%	3 4%	41 5%	43 4%	82 7%	17 5%	1 6%	-	-	-	-	-	-	-	-
Prefer not to say	94 1%	2 *	1 *	-	4 *	6 1%	4 *	1 *	-	-	-	-	-	-	-	-	-
Don't know	87 1%	3 *	3 1%	-	6 1%	* *	6 *	2 1%	1 5%	-	-	-	-	-	-	-	-

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Absolutes/col percents

Table 7

Q.2 At the last general election in May 2015, many people didn't vote. Did you vote in that election? Which party did you vote for in the general election in May 2015?

Base: All respondents giving a past vote

	Gender			Age						Social Grade				Region											
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	
Unweighted base	6825	3440	3376	535	975	1130	1307	1094	1784	2100	1879	1302	1544	638	279	785	607	606	506	354	648	815	972	615	
Weighted base	6836	3490	3336	658	965	1290	1195	1116	1612	1908	1995	1424	1509	637	300	799	586	628	530	357	651	841	882	626	
Conservative	2584	1299	1283	200	332	464	395	408	786	845	764	571	405	116	88	265	203	269	244	104	280	337	416	263	
	38%	37%	38%	30%	34%	36%	33%	37%	49%	44%	38%	40%	27%	18%	29%	33%	35%	43%	46%	29%	43%	40%	47%	42%	
Labour	2133	1056	1072	280	350	467	419	316	300	532	627	401	572	120	128	345	228	225	153	130	155	327	181	141	
	31%	30%	32%	43%	36%	36%	35%	28%	19%	28%	31%	28%	38%	19%	43%	43%	39%	36%	29%	36%	24%	39%	21%	23%	
Liberal Democrat	554	282	272	44	90	95	73	83	168	213	169	85	87	47	15	56	49	39	31	27	58	65	86	82	
	8%	8%	8%	7%	9%	7%	6%	7%	10%	11%	8%	6%	6%	7%	5%	7%	8%	6%	6%	8%	9%	8%	10%	13%	
SNP	335	186	149	25	61	64	63	68	53	80	97	68	90	335	-	-	-	-	-	-	-	-	-	-	
	5%	5%	4%	4%	6%	5%	5%	6%	3%	4%	5%	5%	6%	53%	-	-	-	-	-	-	-	-	-	-	
Plaid Cymru	41	23	18	5	6	6	9	6	8	8	19	6	8	-	-	-	-	-	-	41	-	-	-	-	
	1%	1%	1%	1%	1%	*	1%	1%	*	*	1%	*	1%	-	-	-	-	-	-	11%	-	-	-	-	
The UK Independence Party	882	492	390	31	72	136	187	189	267	152	217	238	274	13	54	98	83	80	81	44	130	60	151	89	
	13%	14%	12%	5%	7%	11%	16%	17%	17%	8%	11%	17%	18%	2%	18%	12%	14%	13%	15%	12%	20%	7%	17%	14%	
The Green Party	267	131	134	70	48	53	37	39	21	68	90	48	62	7	14	31	20	12	18	8	28	42	44	44	
	4%	4%	4%	11%	5%	4%	3%	3%	1%	4%	4%	3%	4%	1%	5%	4%	3%	2%	3%	2%	4%	5%	5%	7%	
The British National Party	6	4	2	1	-	1	2	*	2	1	1	2	2	*	1	*	-	*	1	-	-	2	-	1	
	*	*	*	*	-	*	*	*	*	*	*	*	*	*	*	*	-	*	*	-	-	*	-	*	
Some other party	34	19	16	1	7	5	9	7	6	8	10	5	10	-	1	4	4	2	1	4	1	7	4	7	
	1%	1%	*	*	1%	*	1%	1%	*	*	1%	*	1%	-	*	*	1%	*	*	1%	*	1%	*	1%	

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Absolutes/col percents

Table 7

Q.2 At the last general election in May 2015, many people didn't vote. Did you vote in that election? Which party did you vote for in the general election in May 2015?

Base: All respondents giving a past vote

	Referendum (Q14)			Vote Intention (Q1)							2015 Vote (Q2)							Conservative universe					
	Total	Leave	Remain	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	Joiners	Consid-ers	Joiners/Consid-ers	Loyal-ists	Defec-tors Left	Defec-tors Right
Unweighted base	6825	3451	3185	2125	1878	428	811	212	284	49	2278	2272	572	962	330	309	49	328	693	1021	1795	116	90
Weighted base	6836	3462	3182	2328	1782	401	761	171	303	41	2584	2133	554	882	267	335	41	315	654	969	2010	139	102
Conservative	2584 38%	1454 42%	1075 34%	2010 86%	72 4%	46 12%	92 12%	13 7%	4 1%	3 8%	2584 100%	-	-	-	-	-	-	-	-	-	2010 100%	139 100%	102 100%
Labour	2133 31%	801 23%	1255 39%	109 5%	1477 83%	69 17%	78 10%	26 15%	11 4%	8 19%	-	2133 100%	-	-	-	-	-	108 34%	282 43%	390 40%	-	-	-
Liberal Democrat	554 8%	156 5%	384 12%	63 3%	74 4%	269 67%	10 1%	8 5%	1 *	-	-	-	554 100%	-	-	-	-	63 20%	155 24%	218 23%	-	-	-
SNP	335 5%	112 3%	206 6%	6 *	14 1%	1 *	2 *	3 2%	284 94%	-	-	-	-	-	-	335 100%	-	6 2%	16 2%	22 2%	-	-	-
Plaid Cymru	41 1%	12 *	26 1%	1 *	2 *	1 *	3 *	1 1%	-	27 66%	-	-	-	-	-	-	41 100%	1 *	5 1%	6 1%	-	-	-
The UK Independence Party	882 13%	836 24%	31 1%	131 6%	46 3%	8 2%	571 75%	7 4%	-	2 4%	-	-	-	882 100%	-	-	-	129 41%	156 24%	285 29%	-	-	-
The Green Party	267 4%	67 2%	188 6%	5 *	89 5%	7 2%	2 *	113 66%	2 1%	1 2%	-	-	-	-	267 100%	-	-	5 2%	30 5%	35 4%	-	-	-
The British National Party	6 *	5 *	1 *	1 *	1 *	-	2 *	-	-	-	-	-	-	-	-	-	-	1 *	-	1 *	-	-	-
Some other party	34 1%	18 1%	16 1%	2 *	7 *	-	1 *	1 1%	-	* 1%	-	-	-	-	-	-	-	2 1%	11 2%	12 1%	-	-	-

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Absolutes/col percents

Table 7

Q.2 At the last general election in May 2015, many people didn't vote. Did you vote in that election? Which party did you vote for in the general election in May 2015?

Base: All respondents giving a past vote

	Vote Intention - Leave voters					Vote Intention - Remain voters				2015 Vote - Leave voters				2015 Vote - Remain voters			
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP
Unweighted base	6825	1254	606	97	782	826	1212	323	23	1303	839	162	915	924	1353	395	33
Weighted base	6836	1348	586	89	732	927	1141	305	23	1454	801	156	836	1075	1255	384	31
Conservative	2584 38%	1152 85%	21 4%	13 15%	90 12%	814 88%	51 4%	33 11%	2 8%	1454 100%	-	-	-	1075 100%	-	-	-
Labour	2133 31%	51 4%	484 83%	13 15%	74 10%	55 6%	945 83%	54 18%	5 21%	-	801 100%	-	-	-	1255 100%	-	-
Liberal Democrat	554 8%	21 2%	15 3%	54 61%	7 1%	41 4%	54 5%	211 69%	3 13%	-	-	156 100%	-	-	-	384 100%	-
SNP	335 5%	3 *	8 1%	1 1%	2 *	3 *	6 1%	-	-	-	-	-	-	-	-	-	-
Plaid Cymru	41 1%	1 *	-	-	1 *	-	2 *	1 *	2 8%	-	-	-	-	-	-	-	-
The UK Independence Party	882 13%	117 9%	40 7%	6 7%	555 76%	8 1%	6 1%	1 *	10 43%	-	-	-	836 100%	-	-	-	31 100%
The Green Party	267 4%	1 *	14 2%	1 2%	1 *	4 *	73 6%	5 2%	1 5%	-	-	-	-	-	-	-	-
The British National Party	6 *	-	1 *	-	2 *	1 *	-	-	-	-	-	-	-	-	-	-	-
Some other party	34 1%	1 *	2 *	-	-	1 *	4 *	-	1 2%	-	-	-	-	-	-	-	-

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Absolutes/col percents

Table 8

Q.3 And thinking about the party you voted for in the 2015 general election, which of these statements comes closest to what you did?

Base: All respondents who voted in May 2015

	Gender			Age						Social Grade				Region											
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East of England	London	South East	South West	
Unweighted base	6825	3440	3376	535	975	1130	1307	1094	1784	2100	1879	1302	1544	638	279	785	607	606	506	354	648	815	972	615	
Weighted base	6836	3490	3336	658	965	1290	1195	1116	1612	1908	1995	1424	1509	637	300	799	586	628	530	357	651	841	882	626	
I had always voted for that particular Party at a General Election	2639 39%	1393 40%	1244 37%	207 32%	343 35%	478 37%	446 37%	487 44%	677 42%	717 38%	736 37%	556 39%	630 42%	251 39%	117 39%	351 44%	215 37%	240 38%	203 38%	142 40%	239 37%	358 43%	318 36%	205 33%	
I had voted regularly for that particular Party in General Elections but not every time	2262 33%	1207 35%	1052 32%	96 15%	319 33%	460 36%	427 36%	370 33%	591 37%	716 38%	627 31%	469 33%	451 30%	244 38%	86 29%	240 30%	202 35%	218 35%	171 32%	107 30%	216 33%	283 34%	298 34%	197 32%	
It was the first time in a long time I had voted for that particular Party at a General Election	585 9%	294 8%	290 9%	19 3%	77 8%	159 12%	125 10%	93 8%	111 7%	147 8%	187 9%	119 8%	132 9%	43 7%	26 9%	69 9%	59 10%	51 8%	51 10%	30 8%	69 11%	75 9%	55 6%	57 9%	
It was the first time I had voted for that particular Party at a General Election	952 14%	471 13%	481 14%	66 10%	154 16%	153 12%	185 15%	163 15%	231 14%	215 11%	278 14%	215 15%	244 16%	69 11%	54 18%	103 13%	77 13%	82 13%	73 14%	54 15%	87 13%	72 9%	156 18%	125 20%	
It was the first time I had voted in a General Election	398 6%	125 4%	269 8%	270 41%	72 7%	40 3%	11 1%	2 *	2 *	113 6%	168 8%	64 5%	53 4%	30 5%	17 6%	37 5%	32 5%	36 6%	32 6%	23 7%	41 6%	53 6%	54 6%	42 7%	

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Absolutes/col percents

Table 8

Q.3 And thinking about the party you voted for in the 2015 general election, which of these statements comes closest to what you did?

Base: All respondents who voted in May 2015

	Referendum (Q14)			Vote Intention (Q1)							2015 Vote (Q2)							Conservative universe					
	Total	Leave	Remain	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	Joiners	Consid- erers	Joiners/ Consid- erers	Loyal- ists	Defec- tors Left	Defec- tors Right
Unweighted base	6825	3451	3185	2125	1878	428	811	212	284	49	2278	2272	572	962	330	309	49	328	693	1021	1795	116	90
Weighted base	6836	3462	3182	2328	1782	401	761	171	303	41	2584	2133	554	882	267	335	41	315	654	969	2010	139	102
I had always voted for that particular Party at a General Election	2639 39%	1301 38%	1275 40%	1056 45%	857 48%	128 32%	195 26%	30 18%	130 43%	12 31%	1116 43%	1107 52%	132 24%	119 13%	24 9%	127 38%	11 26%	49 15%	106 16%	154 16%	1006 50%	25 18%	37 36%
I had voted regularly for that particular Party in General Elections but not every time	2262 33%	1097 32%	1116 35%	829 36%	514 29%	174 43%	192 25%	59 35%	116 38%	14 35%	951 37%	656 31%	250 45%	190 22%	59 22%	136 41%	13 32%	93 30%	237 36%	330 34%	735 37%	44 32%	32 31%
It was the first time in a long time I had voted for that particular Party at a General Election	585 9%	325 9%	242 8%	173 7%	122 7%	32 8%	74 10%	13 8%	15 5%	6 15%	238 9%	150 7%	69 12%	76 9%	27 10%	18 5%	6 14%	31 10%	84 13%	115 12%	140 7%	19 14%	15 15%
It was the first time I had voted for that particular Party at a General Election	952 14%	616 18%	308 10%	190 8%	159 9%	43 11%	271 36%	49 28%	27 9%	4 9%	148 6%	81 4%	71 13%	464 53%	120 45%	34 10%	7 16%	128 41%	172 26%	301 31%	61 3%	36 26%	8 8%
It was the first time I had voted in a General Election	398 6%	123 4%	241 8%	81 3%	129 7%	24 6%	28 4%	20 12%	16 5%	4 10%	131 5%	139 7%	32 6%	32 4%	38 14%	19 6%	5 11%	13 4%	55 8%	69 7%	68 3%	15 11%	9 9%

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Absolutes/col percents

Table 8

Q.3 And thinking about the party you voted for in the 2015 general election, which of these statements comes closest to what you did?

Base: All respondents who voted in May 2015

	Vote Intention - Leave voters					Vote Intention - Remain voters				2015 Vote - Leave voters				2015 Vote - Remain voters			
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP
Unweighted base	6825	1254	606	97	782	826	1212	323	23	1303	839	162	915	924	1353	395	33
Weighted base	6836	1348	586	89	732	927	1141	305	23	1454	801	156	836	1075	1255	384	31
I had always voted for that particular Party at a General Election	2639 39%	611 45%	298 51%	25 28%	185 25%	421 45%	535 47%	99 33%	10 44%	651 45%	447 56%	32 20%	115 14%	442 41%	627 50%	97 25%	3 11%
I had voted regularly for that particular Party in General Elections but not every time	2262 33%	476 35%	167 28%	41 46%	186 25%	344 37%	333 29%	131 43%	5 23%	539 37%	245 31%	59 38%	186 22%	397 37%	391 31%	187 49%	3 9%
It was the first time in a long time I had voted for that particular Party at a General Election	585 9%	97 7%	47 8%	9 10%	70 10%	68 7%	71 6%	23 7%	4 17%	143 10%	67 8%	26 17%	71 9%	88 8%	80 6%	42 11%	2 6%
It was the first time I had voted for that particular Party at a General Election	952 14%	123 9%	60 10%	14 16%	266 36%	61 7%	93 8%	28 9%	4 16%	64 4%	20 3%	35 22%	435 52%	79 7%	54 4%	33 9%	23 74%
It was the first time I had voted in a General Election	398 6%	42 3%	14 2%	- -	25 3%	33 4%	109 10%	24 8%	- -	56 4%	22 3%	4 3%	29 3%	69 6%	103 8%	24 6%	- -

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Absolutes/col percents

Table 9

Q.4 Have you definitely decided which party you will vote for at the next general election, or do you think you may well change your mind?

Base: All respondents who give a voting intention

	Gender			Age						Social Grade				Region											
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	
Unweighted base	6331	3268	3054	603	982	1039	1161	961	1585	1984	1720	1185	1442	587	263	731	574	556	463	339	572	768	907	571	
Weighted base	6339	3321	3008	734	956	1166	1068	983	1432	1802	1834	1295	1408	588	282	753	555	571	474	338	576	802	821	579	
Yes, I am pretty sure which party I will vote for at the next general election	4991 79%	2630 79%	2353 78%	523 71%	721 75%	924 79%	815 76%	801 82%	1206 84%	1409 78%	1412 77%	1043 81%	1127 80%	495 84%	216 77%	600 80%	431 78%	433 76%	373 79%	261 77%	451 78%	638 79%	639 78%	454 78%	
No, I have not finally decided which party to vote for and may well change my mind	1348 21%	691 21%	655 22%	211 29%	235 25%	242 21%	253 24%	182 18%	226 16%	393 22%	422 23%	252 19%	281 20%	93 16%	66 23%	152 20%	125 22%	138 24%	100 21%	77 23%	125 22%	165 21%	182 22%	125 22%	

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Absolutes/col percents

Table 9

Q.4 Have you definitely decided which party you will vote for at the next general election, or do you think you may well change your mind?

Base: All respondents who give a voting intention

	Referendum (Q14)			Vote Intention (Q1)							2015 Vote (Q2)							Conservative universe					
	Total	Leave	Remain	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	Joiners	Consid-ers	Joiners/ Consid-ers	Loyal-ists	Defec-tors Left	Defec-tors Right
Unweighted base	6331	3099	2932	2258	2092	459	882	247	293	55	2001	1895	450	845	275	285	42	459	395	854	1795	116	90
Weighted base	6339	3114	2929	2467	2002	432	832	206	314	46	2251	1783	425	772	221	310	35	452	384	836	2010	139	102
Yes, I am pretty sure which party I will vote for at the next general election	4991 79%	2468 79%	2315 79%	2043 83%	1634 82%	259 60%	610 73%	121 59%	276 88%	30 66%	1863 83%	1424 80%	288 68%	591 77%	152 69%	280 90%	26 73%	311 69%	- -	311 37%	1732 86%	74 53%	56 55%
No, I have not finally decided which party to vote for and may well change my mind	1348 21%	646 21%	614 21%	424 17%	368 18%	173 40%	222 27%	85 41%	37 12%	16 34%	388 17%	359 20%	137 32%	181 23%	69 31%	30 10%	10 27%	141 31%	384 100%	525 63%	278 14%	65 47%	45 45%

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Absolutes/col percents

Table 9

Q.4 Have you definitely decided which party you will vote for at the next general election, or do you think you may well change your mind?

Base: All respondents who give a voting intention

	Vote Intention - Leave voters					Vote Intention - Remain voters				2015 Vote - Leave voters				2015 Vote - Remain voters			
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP
Unweighted base	6331	1306	656	100	833	873	1296	341	26	1168	660	110	807	792	1175	330	29
Weighted base	6339	1407	637	92	783	977	1233	324	26	1291	634	101	733	914	1094	315	28
Yes, I am pretty sure which party I will vote for at the next general election	4991 79%	1180 84%	518 81%	57 62%	576 74%	802 82%	1018 83%	195 60%	18 69%	1070 83%	508 80%	72 71%	566 77%	753 82%	875 80%	210 67%	19 69%
No, I have not finally decided which party to vote for and may well change my mind	1348 21%	227 16%	119 19%	35 38%	207 26%	174 18%	214 17%	130 40%	8 31%	221 17%	126 20%	29 29%	167 23%	161 18%	219 20%	105 33%	9 31%

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Absolutes/col percents

Table 10

Q.5 Are there any of the following parties that you will definitely NOT vote for at the next general election?**Base: All respondents who haven't decided who to vote for**

	Gender			Age						Social Grade				Region											
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	
Unweighted base	2480	1090	1386	290	443	417	492	350	488	736	721	470	553	168	107	271	225	229	194	134	244	303	354	251	
Weighted base	2484	1103	1378	361	436	476	437	348	425	655	768	518	544	161	116	279	229	249	208	135	249	297	322	240	
Conservative	745 30%	334 30%	410 30%	84 23%	135 31%	145 30%	143 33%	120 35%	118 28%	173 26%	206 27%	156 30%	211 39%	75 46%	35 31%	94 34%	69 30%	60 24%	42 20%	60 45%	59 24%	103 35%	82 25%	65 27%	
Labour	640 26%	300 27%	340 25%	57 16%	77 18%	118 25%	105 24%	103 30%	178 42%	158 24%	194 25%	137 26%	151 28%	34 21%	23 19%	63 23%	65 28%	73 29%	65 31%	26 19%	72 29%	54 18%	103 32%	64 27%	
Liberal Democrats	775 31%	392 36%	383 28%	71 20%	102 23%	148 31%	143 33%	137 39%	174 41%	170 26%	212 28%	188 36%	205 38%	45 28%	44 38%	93 33%	69 30%	71 29%	65 31%	52 38%	88 35%	90 30%	99 31%	59 25%	
UKIP	1406 57%	599 54%	803 58%	260 72%	287 66%	240 50%	225 52%	183 53%	210 49%	455 70%	456 59%	228 44%	267 49%	106 66%	58 50%	153 55%	124 54%	120 48%	120 57%	81 60%	125 50%	201 68%	177 55%	140 59%	
Plaid Cymru	29 1%	17 2%	12 1%	4 1%	2 *	5 1%	4 1%	3 1%	11 3%	6 1%	8 1%	5 1%	10 2%	- -	- -	- -	- -	- -	- -	29 22%	- -	- -	- -	- -	
SNP	56 2%	31 3%	26 2%	1 *	5 1%	12 3%	13 3%	10 3%	14 3%	13 2%	24 3%	9 2%	11 2%	56 35%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	
Another party	175 7%	107 10%	68 5%	18 5%	21 5%	36 8%	31 7%	31 9%	38 9%	48 7%	48 6%	50 10%	28 5%	7 4%	10 9%	19 7%	16 7%	26 10%	13 6%	4 3%	17 7%	17 6%	21 6%	26 11%	

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Absolutes/col percents

Table 10

Q.5 Are there any of the following parties that you will definitely NOT vote for at the next general election?**Base: All respondents who haven't decided who to vote for**

	Referendum (Q14)			Vote Intention (Q1)							2015 Vote (Q2)							Conservative universe					
	Total	Leave	Remain	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	Joiners	Consid-ers	Joiners/Consid-ers	Loyal-ists	Defec-tors Left	Defec-tors Right
Unweighted base	2480	1217	1067	390	379	183	239	100	37	17	576	696	258	296	133	50	17	149	960	1109	237	55	44
Weighted base	2484	1217	1073	424	368	173	222	85	37	16	682	646	257	272	104	47	15	141	934	1075	278	65	45
Conservative	745 30%	360 30%	338 32%	7 2%	186 51%	82 48%	76 34%	52 61%	21 57%	11 70%	22 3%	322 50%	76 30%	82 30%	73 70%	30 64%	10 67%	- -	- -	- -	3 1%	10 15%	3 7%
Labour	640 26%	446 37%	153 14%	159 37%	13 4%	38 22%	120 54%	18 21%	8 21%	3 22%	274 40%	36 6%	68 26%	135 50%	14 13%	10 20%	4 24%	47 33%	237 25%	283 26%	111 40%	11 18%	32 71%
Liberal Democrats	775 31%	567 47%	166 16%	169 40%	87 24%	1 *	150 68%	21 25%	17 45%	5 35%	240 35%	192 30%	8 3%	173 64%	27 26%	20 41%	4 26%	65 46%	271 29%	335 31%	103 37%	11 17%	35 76%
UKIP	1406 57%	368 30%	922 86%	233 55%	269 73%	153 88%	8 3%	66 78%	33 90%	12 75%	359 53%	441 68%	207 80%	16 6%	82 78%	34 71%	9 63%	81 57%	561 60%	642 60%	152 55%	55 85%	3 7%
Plaid Cymru	29 1%	14 1%	14 1%	6 1%	6 2%	3 2%	6 3%	- -	- -	- -	8 1%	6 1%	2 1%	7 2%	- -	- -	1 5%	1 1%	11 1%	12 1%	5 2%	- -	1 2%
SNP	56 2%	26 2%	30 3%	10 2%	12 3%	5 3%	2 1%	4 4%	- -	- -	18 3%	24 4%	8 3%	2 1%	1 1%	1 2%	- -	4 3%	22 2%	25 2%	6 2%	2 4%	2 4%
Another party	175 7%	99 8%	64 6%	29 7%	17 5%	9 5%	14 6%	7 9%	- -	- -	53 8%	30 5%	21 8%	26 9%	8 8%	* 1%	1 5%	9 7%	89 10%	99 9%	19 7%	3 4%	4 8%

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Table 10

Q.5 Are there any of the following parties that you will definitely NOT vote for at the next general election?

Base: All respondents who haven't decided who to vote for

	Vote Intention - Leave voters					Vote Intention - Remain voters				2015 Vote - Leave voters				2015 Vote - Remain voters			
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP
Unweighted base	2480	208	124	41	225	158	222	133	8	318	285	83	278	243	387	169	13
Weighted base	2484	227	119	35	207	174	214	130	8	371	269	81	253	296	351	172	12
Conservative	745 30%	2 1%	68 57%	17 49%	70 34%	3 2%	107 50%	63 48%	2 24%	15 4%	140 52%	16 20%	76 30%	7 2%	174 50%	59 34%	4 33%
Labour	640 26%	114 50%	3 3%	16 44%	116 56%	41 23%	8 4%	21 17%	3 43%	204 55%	16 6%	31 38%	132 52%	61 21%	18 5%	33 19%	3 28%
Liberal Democrats	775 31%	123 54%	47 40%	- -	145 70%	41 23%	34 16%	1 1%	3 32%	186 50%	131 49%	5 6%	164 65%	50 17%	56 16%	4 2%	6 48%
UKIP	1406 57%	72 32%	61 51%	23 65%	5 2%	146 84%	186 87%	123 95%	2 19%	104 28%	114 42%	48 59%	8 3%	248 84%	311 89%	157 91%	6 50%
Plaid Cymru	29 1%	2 1%	1 1%	- -	6 3%	3 2%	4 2%	3 3%	- -	2 1%	2 1%	- -	7 3%	4 1%	3 1%	2 1%	- -
SNP	56 2%	6 3%	5 4%	2 5%	2 1%	4 2%	7 3%	3 2%	- -	8 2%	11 4%	2 3%	2 1%	9 3%	13 4%	5 3%	- -
Another party	175 7%	21 9%	5 4%	3 7%	14 7%	8 4%	10 5%	5 4%	- -	28 7%	14 5%	11 13%	26 10%	25 8%	15 4%	11 6%	- -

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Absolutes/col percents

Table 11

Q.6 Here are some things that people have said about the main political parties. Please can you say in each case whether, on balance, you think the statement is true of...?

Summary

Base: All respondents/ respondents in Scotland

	Parties				
	Conservative Party	Labour Party	Liberal Democrats	UKIP	SNP
Unweighted base	8011	8011	8011	8011	701
Weighted base	8011	8011	8011	8011	696
On the side of people like me	2210 28%	2527 32%	1249 16%	1465 18%	316 45%
Wants to help ordinary people get on in life	2128 27%	3491 44%	1836 23%	1483 19%	342 49%
Willing to take tough decisions for the long term	3987 50%	1673 21%	699 9%	1257 16%	277 40%
Shares my values	2361 29%	2384 30%	1174 15%	1450 18%	303 43%
Competent and capable	3284 41%	1732 22%	778 10%	837 10%	341 49%
Will do what they say	2125 27%	1620 20%	662 8%	1355 17%	298 43%
Clear about what they stand for	2734 34%	1882 23%	990 12%	2600 32%	373 54%
Represents the whole country, not just some types of people	1930 24%	2166 27%	1293 16%	1047 13%	259 37%
Its heart is in the right place	1872 23%	2630 33%	2330 29%	1481 18%	317 45%
Stands for fairness	1881 23%	2628 33%	1922 24%	1092 14%	306 44%
Stands for equal opportunity for all	1972 25%	2990 37%	1916 24%	978 12%	330 47%
None of these	2957 37%	3255 41%	4116 51%	4258 53%	210 30%

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Absolutes/col percents

Table 12

Q.6 Here are some things that people have said about the main political parties. Please can you say in each case whether, on balance, you think the statement is true of...?

Conservative Party

Base: All respondents

	Gender			Age						Social Grade				Region										
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	Eastern	London	South East	South West
Unweighted base	8011	3849	4150	794	1319	1347	1498	1188	1865	2385	2195	1536	1895	701	336	922	724	720	598	419	743	983	1141	724
Weighted base	8011	3920	4079	962	1282	1522	1362	1201	1681	2163	2323	1682	1843	696	362	941	707	741	622	425	751	1008	1028	731
On the side of people like me	2210 28%	1182 30%	1027 25%	219 23%	234 18%	325 21%	337 25%	352 29%	743 44%	770 36%	636 27%	471 28%	333 18%	111 16%	85 23%	234 25%	176 25%	212 29%	207 33%	96 23%	241 32%	270 27%	340 33%	237 32%
Wants to help ordinary people get on in life	2128 27%	1127 29%	998 24%	175 18%	226 18%	298 20%	335 25%	347 29%	748 44%	687 32%	584 25%	479 28%	378 21%	118 17%	78 22%	227 24%	163 23%	208 28%	194 31%	91 21%	225 30%	252 25%	337 33%	234 32%
Willing to take tough decisions for the long term	3987 50%	2061 53%	1923 47%	419 44%	482 38%	632 42%	673 49%	691 58%	1088 65%	1231 57%	1224 53%	791 47%	741 40%	254 37%	178 49%	465 49%	347 49%	376 51%	329 53%	209 49%	380 51%	489 49%	575 56%	384 53%
Shares my values	2361 29%	1240 32%	1120 27%	210 22%	238 19%	362 24%	367 27%	388 32%	796 47%	800 37%	682 29%	499 30%	380 21%	130 19%	93 26%	257 27%	194 27%	223 30%	213 34%	113 27%	251 33%	285 28%	368 36%	232 32%
Competent and capable	3284 41%	1743 44%	1539 38%	315 33%	386 30%	543 36%	519 38%	535 45%	985 59%	1054 49%	969 42%	672 40%	589 32%	186 27%	136 38%	353 37%	279 39%	321 43%	280 45%	162 38%	334 44%	425 42%	496 48%	312 43%
Will do what they say	2125 27%	1147 29%	975 24%	167 17%	222 17%	323 21%	355 26%	345 29%	712 42%	681 32%	644 28%	423 25%	376 20%	138 20%	88 24%	226 24%	152 22%	194 26%	192 31%	108 25%	224 30%	273 27%	320 31%	211 29%
Clear about what they stand for	2734 34%	1465 37%	1263 31%	266 28%	291 23%	449 30%	451 33%	455 38%	822 49%	884 41%	813 35%	561 33%	476 26%	179 26%	121 33%	306 33%	216 31%	269 36%	232 37%	140 33%	274 37%	349 35%	393 38%	255 35%
Represents the whole country, not just some types of people	1930 24%	1020 26%	910 22%	139 14%	198 15%	296 19%	298 22%	307 26%	694 41%	603 28%	562 24%	432 26%	333 18%	117 17%	76 21%	215 23%	137 19%	191 26%	157 25%	104 24%	197 26%	242 24%	302 29%	192 26%
Its heart is in the right place	1872 23%	959 24%	910 22%	174 18%	189 15%	284 19%	289 21%	307 26%	630 37%	603 28%	550 24%	406 24%	313 17%	98 14%	79 22%	178 19%	151 21%	175 24%	175 28%	93 22%	196 26%	234 23%	302 29%	192 26%
Stands for fairness	1881 23%	964 25%	916 22%	157 16%	205 16%	275 18%	270 20%	315 26%	659 39%	609 28%	559 24%	386 23%	328 18%	108 15%	77 21%	200 21%	136 19%	174 23%	173 28%	85 20%	207 28%	234 23%	298 29%	189 26%
Stands for equal opportunity for all	1972 25%	1037 26%	932 23%	163 17%	201 16%	310 20%	304 22%	319 27%	675 40%	641 30%	560 24%	423 25%	347 19%	110 16%	73 20%	202 21%	150 21%	199 27%	167 27%	94 22%	218 29%	248 25%	304 30%	206 28%
None of these	2957 37%	1308 33%	1644 40%	345 36%	576 45%	650 43%	558 41%	395 33%	433 26%	605 28%	802 35%	658 39%	892 48%	346 50%	144 40%	371 39%	265 38%	251 34%	214 34%	159 38%	276 37%	337 33%	342 33%	253 35%

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Absolutes/col percents

Table 12

Q.6 Here are some things that people have said about the main political parties. Please can you say in each case whether, on balance, you think the statement is true of...?

Conservative Party

Base: All respondents

	Referendum (Q14)			Vote Intention (Q1)							2015 Vote (Q2)							Conservative universe					
	Total	Leave	Remain	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	Joiners	Consid-ers	Joiners/Consid-ers	Loyal-ists	Defec-tors Left	Defec-tors Right
Unweighted base	8011	3816	3491	2258	2092	459	882	247	293	55	2278	2272	572	962	330	309	49	459	960	1419	1795	116	90
Weighted base	8011	3836	3503	2467	2002	432	832	206	314	46	2584	2133	554	882	267	335	41	452	934	1386	2010	139	102
On the side of people like me	2210 28%	1200 31%	922 26%	1811 73%	74 4%	35 8%	64 8%	10 5%	6 2%	1 2%	1726 67%	121 6%	80 14%	115 13%	12 4%	12 4%	2 4%	241 53%	121 13%	362 26%	1567 78%	21 15%	24 24%
Wants to help ordinary people get on in life	2128 27%	1179 31%	852 24%	1667 68%	83 4%	44 10%	89 11%	10 5%	8 2%	1 2%	1593 62%	139 7%	87 16%	134 15%	12 5%	13 4%	2 6%	219 48%	139 15%	358 26%	1448 72%	20 14%	29 29%
Willing to take tough decisions for the long term	3987 50%	2005 52%	1788 51%	2143 87%	616 31%	216 50%	231 28%	66 32%	61 19%	17 36%	2085 81%	738 35%	301 54%	330 37%	86 32%	69 21%	18 44%	359 79%	479 51%	838 60%	1783 89%	71 51%	45 45%
Shares my values	2361 29%	1317 34%	952 27%	1931 78%	69 3%	26 6%	80 10%	11 5%	15 5%	7 15%	1828 71%	110 5%	84 15%	150 17%	9 3%	18 5%	3 8%	272 60%	124 13%	396 29%	1658 82%	25 18%	28 28%
Competent and capable	3284 41%	1718 45%	1409 40%	2080 84%	312 16%	151 35%	197 24%	35 17%	27 8%	12 27%	1957 76%	453 21%	227 41%	284 32%	36 13%	38 11%	10 24%	362 80%	377 40%	740 53%	1717 85%	50 36%	46 45%
Will do what they say	2125 27%	1104 29%	923 26%	1562 63%	147 7%	59 14%	57 7%	22 11%	26 8%	3 6%	1479 57%	227 11%	105 19%	117 13%	24 9%	27 8%	5 12%	207 46%	156 17%	363 26%	1355 67%	19 14%	16 15%
Clear about what they stand for	2734 34%	1358 35%	1249 36%	1735 70%	363 18%	117 27%	92 11%	36 17%	38 12%	3 7%	1634 63%	428 20%	183 33%	162 18%	54 20%	51 15%	9 22%	278 61%	243 26%	521 38%	1456 72%	40 29%	24 23%
Represents the whole country, not just some types of people	1930 24%	1075 28%	767 22%	1520 62%	88 4%	31 7%	74 9%	5 2%	18 6%	4 8%	1427 55%	140 7%	72 13%	114 13%	9 3%	23 7%	3 6%	206 45%	114 12%	320 23%	1314 65%	16 11%	21 20%
Its heart is in the right place	1872 23%	1027 27%	756 22%	1459 59%	86 4%	40 9%	76 9%	5 3%	11 3%	3 7%	1394 54%	116 5%	68 12%	129 15%	11 4%	17 5%	1 3%	191 42%	113 12%	305 22%	1266 63%	19 14%	25 25%
Stands for fairness	1881 23%	1047 27%	752 21%	1494 61%	68 3%	31 7%	71 9%	8 4%	11 4%	3 7%	1433 55%	111 5%	65 12%	116 13%	3 1%	14 4%	1 3%	195 43%	109 12%	304 22%	1299 65%	20 15%	25 25%
Stands for equal opportunity for all	1972 25%	1100 29%	788 22%	1531 62%	98 5%	37 9%	93 11%	11 5%	12 4%	2 4%	1442 56%	137 6%	71 13%	147 17%	8 3%	19 6%	1 3%	211 47%	141 15%	352 25%	1320 66%	24 17%	23 23%
None of these	2957 37%	1393 36%	1205 34%	87 4%	1067 53%	133 31%	484 58%	114 55%	200 64%	22 48%	234 9%	1069 50%	166 30%	447 51%	141 53%	207 62%	20 50%	24 5%	295 32%	319 23%	63 3%	37 27%	38 37%

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Absolutes/col percents

Table 12

Q.6 Here are some things that people have said about the main political parties. Please can you say in each case whether, on balance, you think the statement is true of...?

Conservative Party

Base: All respondents

	Total	Vote Intention - Leave voters				Vote Intention - Remain voters				2015 Vote - Leave voters				2015 Vote - Remain voters			
		Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP
Unweighted base	8011	1306	656	100	833	873	1296	341	26	1303	839	162	915	924	1353	395	33
Weighted base	8011	1407	637	92	783	977	1233	324	26	1454	801	156	836	1075	1255	384	31
On the side of people like me	2210 28%	1018 72%	16 3%	9 10%	61 8%	742 76%	53 4%	24 7%	2 8%	965 66%	41 5%	27 17%	108 13%	726 68%	75 6%	52 14%	3 9%
Wants to help ordinary people get on in life	2128 27%	957 68%	26 4%	10 11%	84 11%	662 68%	50 4%	32 10%	4 14%	910 63%	50 6%	29 19%	126 15%	650 60%	81 6%	58 15%	3 9%
Willing to take tough decisions for the long term	3987 50%	1234 88%	181 28%	33 36%	221 28%	855 88%	395 32%	177 55%	5 18%	1169 80%	268 33%	83 54%	310 37%	878 82%	445 35%	211 55%	12 37%
Shares my values	2361 29%	1094 78%	24 4%	6 6%	77 10%	784 80%	42 3%	18 6%	1 4%	1022 70%	48 6%	32 20%	143 17%	769 72%	60 5%	51 13%	4 14%
Competent and capable	3284 41%	1185 84%	80 13%	33 36%	188 24%	841 86%	211 17%	113 35%	5 20%	1102 76%	152 19%	74 47%	270 32%	821 76%	282 23%	150 39%	6 20%
Will do what they say	2125 27%	874 62%	46 7%	11 12%	52 7%	650 67%	86 7%	45 14%	3 10%	815 56%	78 10%	30 19%	109 13%	639 59%	137 11%	74 19%	3 9%
Clear about what they stand for	2734 34%	983 70%	99 16%	20 22%	86 11%	697 71%	245 20%	92 28%	6 23%	903 62%	148 18%	53 34%	154 18%	692 64%	267 21%	126 33%	6 19%
Represents the whole country, not just some types of people	1930 24%	876 62%	23 4%	8 9%	70 9%	605 62%	55 4%	21 7%	3 10%	807 56%	55 7%	27 17%	112 13%	595 55%	77 6%	45 12%	2 5%
Its heart is in the right place	1872 23%	827 59%	28 4%	14 15%	72 9%	586 60%	53 4%	24 7%	3 10%	783 54%	46 6%	30 19%	117 14%	582 54%	64 5%	38 10%	4 11%
Stands for fairness	1881 23%	860 61%	18 3%	4 4%	66 8%	596 61%	46 4%	24 7%	3 10%	819 56%	42 5%	19 12%	111 13%	586 55%	66 5%	46 12%	2 7%
Stands for equal opportunity for all	1972 25%	878 62%	24 4%	5 5%	91 12%	609 62%	65 5%	29 9%	2 7%	825 57%	49 6%	23 15%	141 17%	590 55%	83 7%	47 12%	3 10%
None of these	2957 37%	57 4%	362 57%	38 41%	454 58%	24 2%	635 52%	90 28%	13 49%	156 11%	416 52%	52 33%	427 51%	75 7%	616 49%	108 28%	16 52%

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Absolutes/col percents

Table 13

Q.6 Here are some things that people have said about the main political parties. Please can you say in each case whether, on balance, you think the statement is true of...?

Labour Party

Base: All respondents

	Gender			Age						Social Grade				Region										
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	Eastern	London	South East	South West
Unweighted base	8011	3849	4150	794	1319	1347	1498	1188	1865	2385	2195	1536	1895	701	336	922	724	720	598	419	743	983	1141	724
Weighted base	8011	3920	4079	962	1282	1522	1362	1201	1681	2163	2323	1682	1843	696	362	941	707	741	622	425	751	1008	1028	731
On the side of people like me	2527 32%	1262 32%	1258 31%	379 39%	448 35%	521 34%	464 34%	348 29%	367 22%	640 30%	755 33%	471 28%	661 36%	153 22%	151 42%	370 39%	262 37%	233 31%	171 28%	159 37%	191 25%	392 39%	242 24%	204 28%
Wants to help ordinary people get on in life	3491 44%	1714 44%	1770 43%	528 55%	551 43%	647 42%	627 46%	522 43%	617 37%	988 46%	1088 47%	653 39%	762 41%	254 37%	173 48%	469 50%	341 48%	324 44%	248 40%	194 46%	278 37%	506 50%	389 38%	316 43%
Willing to take tough decisions for the long term	1673 21%	784 20%	883 22%	237 25%	313 24%	345 23%	315 23%	223 19%	240 14%	425 20%	475 20%	327 19%	446 24%	106 15%	86 24%	258 27%	170 24%	149 20%	122 20%	98 23%	136 18%	238 24%	167 16%	143 20%
Shares my values	2384 30%	1167 30%	1208 30%	364 38%	432 34%	476 31%	432 32%	328 27%	352 21%	607 28%	736 32%	432 26%	609 33%	128 18%	138 38%	353 38%	244 35%	231 31%	158 25%	142 33%	182 24%	392 39%	221 21%	195 27%
Competent and capable	1732 22%	805 21%	921 23%	285 30%	341 27%	337 22%	303 22%	234 20%	230 14%	418 19%	491 21%	347 21%	476 26%	106 15%	103 28%	269 29%	180 25%	154 21%	119 19%	115 27%	115 15%	272 27%	169 16%	130 18%
Will do what they say	1620 20%	784 20%	829 20%	231 24%	286 22%	340 22%	282 21%	227 19%	254 15%	418 19%	446 19%	312 19%	443 24%	71 10%	91 25%	241 26%	170 24%	152 21%	122 20%	94 22%	112 15%	265 26%	169 16%	133 18%
Clear about what they stand for	1882 23%	902 23%	977 24%	276 29%	334 26%	382 25%	332 24%	261 22%	297 18%	473 22%	551 24%	364 22%	495 27%	109 16%	107 30%	279 30%	207 29%	180 24%	115 18%	106 25%	137 18%	282 28%	210 20%	150 20%
Represents the whole country, not just some types of people	2166 27%	1075 27%	1084 27%	286 30%	369 29%	446 29%	405 30%	315 26%	345 21%	547 25%	645 28%	419 25%	555 30%	134 19%	136 37%	308 33%	216 31%	219 30%	159 26%	128 30%	153 20%	332 33%	217 21%	163 22%
Its heart is in the right place	2630 33%	1324 34%	1299 32%	407 42%	436 34%	518 34%	471 35%	385 32%	413 25%	719 33%	808 35%	489 29%	614 33%	194 28%	134 37%	367 39%	257 36%	259 35%	182 29%	157 37%	204 27%	383 38%	282 27%	211 29%
Stands for fairness	2628 33%	1339 34%	1283 31%	433 45%	442 34%	512 34%	457 34%	377 31%	409 24%	715 33%	803 35%	475 28%	636 34%	189 27%	137 38%	358 38%	253 36%	240 32%	172 28%	147 35%	212 28%	417 41%	278 27%	227 31%
Stands for equal opportunity for all	2990 37%	1498 38%	1484 36%	440 46%	464 36%	576 38%	543 40%	446 37%	521 31%	856 40%	877 38%	549 33%	707 38%	191 27%	167 46%	408 43%	291 41%	271 37%	210 34%	167 39%	243 32%	454 45%	309 30%	278 38%
None of these	3255 41%	1548 39%	1704 42%	232 24%	468 36%	593 39%	553 41%	547 46%	862 51%	801 37%	883 38%	766 46%	805 44%	340 49%	137 38%	329 35%	258 36%	296 40%	257 41%	165 39%	361 48%	323 32%	474 46%	314 43%

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Absolutes/col percents

Table 13

Q.6 Here are some things that people have said about the main political parties. Please can you say in each case whether, on balance, you think the statement is true of...?

Labour Party

Base: All respondents

	Referendum (Q14)			Vote Intention (Q1)							2015 Vote (Q2)							Conservative universe					
	Total	Leave	Remain	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	Joiners	Consid-ers	Joiners/Consid-ers	Loyal-ists	Defec-tors Left	Defec-tors Right
Unweighted base	8011	3816	3491	2258	2092	459	882	247	293	55	2278	2272	572	962	330	309	49	459	960	1419	1795	116	90
Weighted base	8011	3836	3503	2467	2002	432	832	206	314	46	2584	2133	554	882	267	335	41	452	934	1386	2010	139	102
On the side of people like me	2527 32%	874 23%	1465 42%	199 8%	1648 82%	97 22%	56 7%	63 31%	37 12%	16 34%	246 10%	1524 71%	148 27%	100 11%	131 49%	50 15%	17 42%	69 15%	288 31%	356 26%	130 6%	67 48%	3 3%
Wants to help ordinary people get on in life	3491 44%	1298 34%	1981 57%	709 29%	1681 84%	198 46%	130 16%	84 41%	89 28%	18 39%	760 29%	1620 76%	252 46%	175 20%	159 59%	102 31%	20 48%	158 35%	404 43%	561 40%	551 27%	82 59%	17 16%
Willing to take tough decisions for the long term	1673 21%	581 15%	984 28%	84 3%	1182 59%	54 12%	48 6%	37 18%	27 9%	11 25%	120 5%	1083 51%	82 15%	66 7%	80 30%	36 11%	13 32%	21 5%	169 18%	190 14%	63 3%	33 24%	2 2%
Shares my values	2384 30%	816 21%	1400 40%	152 6%	1633 82%	74 17%	44 5%	54 26%	29 9%	14 31%	193 7%	1528 72%	115 21%	74 8%	125 47%	41 12%	14 35%	60 13%	262 28%	322 23%	91 5%	59 42%	3 3%
Competent and capable	1732 22%	607 16%	1005 29%	92 4%	1260 63%	40 9%	43 5%	38 19%	26 8%	7 15%	146 6%	1104 52%	65 12%	66 7%	87 33%	38 11%	9 22%	24 5%	162 17%	186 13%	67 3%	42 30%	4 4%
Will do what they say	1620 20%	573 15%	924 26%	110 4%	1187 59%	35 8%	26 3%	33 16%	14 4%	8 17%	136 5%	1070 50%	63 11%	47 5%	74 28%	16 5%	10 24%	32 7%	128 14%	161 12%	77 4%	33 24%	1 1%
Clear about what they stand for	1882 23%	677 18%	1064 30%	218 9%	1216 61%	66 15%	44 5%	34 16%	28 9%	7 16%	241 9%	1099 52%	97 17%	74 8%	79 30%	38 11%	8 20%	52 12%	182 20%	234 17%	166 8%	29 21%	2 2%
Represents the whole country, not just some types of people	2166 27%	763 20%	1245 36%	227 9%	1401 70%	69 16%	60 7%	43 21%	40 13%	8 18%	277 11%	1280 60%	103 19%	91 10%	97 36%	51 15%	11 26%	56 12%	209 22%	265 19%	171 9%	48 35%	3 3%
Its heart is in the right place	2630 33%	927 24%	1531 44%	364 15%	1482 74%	134 31%	89 11%	61 29%	66 21%	11 25%	398 15%	1406 66%	173 31%	126 14%	126 47%	81 24%	13 33%	97 21%	283 30%	380 27%	265 13%	53 38%	11 11%
Stands for fairness	2628 33%	909 24%	1548 44%	318 13%	1570 78%	119 28%	76 9%	68 33%	59 19%	15 33%	350 14%	1467 69%	149 27%	120 14%	138 52%	72 22%	13 33%	95 21%	277 30%	372 27%	221 11%	63 45%	7 7%
Stands for equal opportunity for all	2990 37%	1085 28%	1718 49%	504 20%	1586 79%	147 34%	117 14%	79 38%	54 17%	18 39%	546 21%	1518 71%	193 35%	156 18%	150 56%	72 21%	17 41%	118 26%	328 35%	446 32%	386 19%	68 49%	10 9%
None of these	3255 41%	1955 51%	963 27%	1331 54%	76 4%	138 32%	578 69%	84 41%	179 57%	20 43%	1386 54%	231 11%	193 35%	570 65%	73 27%	185 55%	16 39%	210 46%	343 37%	553 40%	1120 56%	31 22%	74 73%

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Absolutes/col percents

Table 13

Q.6 Here are some things that people have said about the main political parties. Please can you say in each case whether, on balance, you think the statement is true of...?

Labour Party

Base: All respondents

	Total	Vote Intention - Leave voters				Vote Intention - Remain voters				2015 Vote - Leave voters				2015 Vote - Remain voters			
		Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP
Unweighted base	8011	1306	656	100	833	873	1296	341	26	1303	839	162	915	924	1353	395	33
Weighted base	8011	1407	637	92	783	977	1233	324	26	1454	801	156	836	1075	1255	384	31
On the side of people like me	2527 32%	85 6%	525 82%	16 17%	53 7%	106 11%	1024 83%	75 23%	1 3%	87 6%	539 67%	32 20%	89 11%	156 15%	930 74%	111 29%	8 25%
Wants to help ordinary people get on in life	3491 44%	347 25%	528 83%	32 35%	121 15%	343 35%	1060 86%	160 49%	5 18%	338 23%	578 72%	54 34%	161 19%	408 38%	988 79%	195 51%	11 35%
Willing to take tough decisions for the long term	1673 21%	31 2%	381 60%	10 11%	41 5%	51 5%	742 60%	43 13%	5 18%	37 3%	388 48%	22 14%	60 7%	81 7%	663 53%	57 15%	5 17%
Shares my values	2384 30%	54 4%	524 82%	11 12%	39 5%	89 9%	1017 82%	60 19%	4 15%	61 4%	546 68%	19 12%	66 8%	128 12%	935 75%	93 24%	6 19%
Competent and capable	1732 22%	30 2%	417 65%	3 3%	38 5%	57 6%	777 63%	35 11%	2 9%	52 4%	393 49%	14 9%	58 7%	92 9%	678 54%	50 13%	6 19%
Will do what they say	1620 20%	40 3%	399 63%	9 10%	23 3%	68 7%	717 58%	23 7%	1 3%	49 3%	388 49%	19 12%	39 5%	87 8%	646 51%	42 11%	6 20%
Clear about what they stand for	1882 23%	105 7%	391 61%	16 18%	41 5%	109 11%	748 61%	47 15%	2 8%	105 7%	386 48%	29 19%	66 8%	135 13%	673 54%	67 18%	7 22%
Represents the whole country, not just some types of people	2166 27%	94 7%	453 71%	15 17%	53 7%	126 13%	868 70%	51 16%	4 17%	105 7%	454 57%	26 17%	83 10%	168 16%	780 62%	75 19%	7 22%
Its heart is in the right place	2630 33%	170 12%	459 72%	18 19%	83 11%	183 19%	940 76%	113 35%	4 17%	167 11%	486 61%	36 23%	115 14%	226 21%	874 70%	133 35%	10 33%
Stands for fairness	2628 33%	140 10%	483 76%	20 22%	72 9%	166 17%	1000 81%	96 30%	2 9%	142 10%	500 62%	32 20%	107 13%	204 19%	921 73%	113 29%	10 33%
Stands for equal opportunity for all	2990 37%	225 16%	500 78%	24 26%	108 14%	265 27%	999 81%	117 36%	5 20%	224 15%	532 66%	48 31%	144 17%	314 29%	937 75%	138 36%	11 35%
None of these	3255 41%	842 60%	29 5%	45 49%	549 70%	441 45%	35 3%	89 27%	13 49%	894 62%	115 14%	74 48%	548 66%	460 43%	103 8%	112 29%	17 53%

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Absolutes/col percents

Table 14

Q.6 Here are some things that people have said about the main political parties. Please can you say in each case whether, on balance, you think the statement is true of...?

Liberal Democrats

Base: All respondents

	Gender			Age						Social Grade				Region										
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	Eastern	London	South East	South West
Unweighted base	8011	3849	4150	794	1319	1347	1498	1188	1865	2385	2195	1536	1895	701	336	922	724	720	598	419	743	983	1141	724
Weighted base	8011	3920	4079	962	1282	1522	1362	1201	1681	2163	2323	1682	1843	696	362	941	707	741	622	425	751	1008	1028	731
On the side of people like me	1249 16%	648 17%	598 15%	178 18%	195 15%	220 14%	187 14%	179 15%	290 17%	452 21%	389 17%	189 11%	219 12%	93 13%	47 13%	134 14%	103 15%	96 13%	92 15%	63 15%	112 15%	194 19%	180 18%	136 19%
Wants to help ordinary people get on in life	1836 23%	960 24%	873 21%	227 24%	261 20%	320 21%	286 21%	311 26%	431 26%	611 28%	580 25%	321 19%	325 18%	133 19%	62 17%	203 22%	166 23%	150 20%	136 22%	87 21%	156 21%	288 29%	245 24%	212 29%
Willing to take tough decisions for the long term	699 9%	381 10%	317 8%	108 11%	112 9%	127 8%	93 7%	103 9%	156 9%	229 11%	200 9%	115 7%	154 8%	54 8%	28 8%	87 9%	47 7%	56 8%	51 8%	34 8%	58 8%	109 11%	75 7%	98 13%
Shares my values	1174 15%	614 16%	556 14%	178 19%	174 14%	206 14%	170 13%	174 14%	272 16%	408 19%	380 16%	168 10%	217 12%	89 13%	39 11%	126 13%	90 13%	91 12%	85 14%	70 16%	106 14%	188 19%	157 15%	134 18%
Competent and capable	778 10%	403 10%	370 9%	113 12%	127 10%	139 9%	121 9%	117 10%	159 9%	259 12%	227 10%	114 7%	178 10%	45 6%	34 9%	97 10%	65 9%	71 10%	61 10%	46 11%	54 7%	123 12%	95 9%	88 12%
Will do what they say	662 8%	357 9%	305 7%	82 9%	94 7%	120 8%	89 7%	110 9%	167 10%	243 11%	198 9%	89 5%	133 7%	47 7%	28 8%	69 7%	45 6%	64 9%	34 5%	32 7%	55 7%	113 11%	99 10%	78 11%
Clear about what they stand for	990 12%	539 14%	451 11%	129 13%	136 11%	181 12%	152 11%	145 12%	247 15%	333 15%	293 13%	163 10%	201 11%	69 10%	38 11%	115 12%	78 11%	74 10%	68 11%	55 13%	83 11%	154 15%	136 13%	120 16%
Represents the whole country, not just some types of people	1293 16%	658 17%	635 16%	158 16%	164 13%	228 15%	204 15%	205 17%	334 20%	441 20%	404 17%	219 13%	230 12%	98 14%	56 16%	144 15%	106 15%	102 14%	90 14%	70 17%	114 15%	187 19%	177 17%	150 21%
Its heart is in the right place	2330 29%	1249 32%	1080 26%	288 30%	312 24%	405 27%	396 29%	380 32%	548 33%	764 35%	716 31%	428 25%	422 23%	193 28%	88 24%	270 29%	223 32%	191 26%	185 30%	119 28%	208 28%	312 31%	308 30%	232 32%
Stands for fairness	1922 24%	1064 27%	856 21%	240 25%	267 21%	316 21%	310 23%	320 27%	468 28%	667 31%	592 25%	316 19%	347 19%	146 21%	77 21%	229 24%	170 24%	166 22%	132 21%	92 22%	159 21%	282 28%	247 24%	223 31%
Stands for equal opportunity for all	1916 24%	1064 27%	849 21%	234 24%	287 22%	328 22%	305 22%	291 24%	470 28%	655 30%	600 26%	314 19%	348 19%	155 22%	68 19%	241 26%	163 23%	147 20%	144 23%	95 22%	164 22%	277 27%	245 24%	218 30%
None of these	4116 51%	1896 48%	2216 54%	431 45%	665 52%	820 54%	728 53%	613 51%	858 51%	940 43%	1142 49%	950 56%	1084 59%	385 55%	214 59%	479 51%	356 50%	385 52%	325 52%	228 54%	411 55%	446 44%	540 53%	347 47%

Lord Ashcroft

Blueprint Phase 7

ONLINE Fieldwork : 11th - 22nd August 2016

Absolutes/col percents

Table 14

Q.6 Here are some things that people have said about the main political parties. Please can you say in each case whether, on balance, you think the statement is true of...?

Liberal Democrats

Base: All respondents

	Referendum (Q14)			Vote Intention (Q1)							2015 Vote (Q2)							Conservative universe					
	Total	Leave	Remain	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	Joiners	Consid-ers	Joiners/ Consid-ers	Loyal-ists	Defec-tors Left	Defec-tors Right
Unweighted base	8011	3816	3491	2258	2092	459	882	247	293	55	2278	2272	572	962	330	309	49	459	960	1419	1795	116	90
Weighted base	8011	3836	3503	2467	2002	432	832	206	314	46	2584	2133	554	882	267	335	41	452	934	1386	2010	139	102
On the side of people like me	1249 16%	304 8%	877 25%	256 10%	323 16%	323 75%	26 3%	45 22%	19 6%	10 22%	287 11%	359 17%	334 60%	29 3%	64 24%	24 7%	11 27%	64 14%	200 21%	264 19%	192 10%	50 36%	5 5%
Wants to help ordinary people get on in life	1836 23%	613 16%	1137 32%	609 25%	430 21%	314 73%	59 7%	51 25%	38 12%	14 31%	630 24%	480 23%	341 62%	95 11%	72 27%	42 13%	14 33%	113 25%	250 27%	363 26%	496 25%	49 35%	13 12%
Willing to take tough decisions for the long term	699 9%	200 5%	462 13%	106 4%	221 11%	190 44%	21 2%	20 10%	16 5%	7 15%	110 4%	231 11%	194 35%	27 3%	31 12%	14 4%	6 15%	34 7%	107 11%	141 10%	71 4%	19 14%	3 3%
Shares my values	1174 15%	276 7%	841 24%	210 9%	277 14%	334 77%	23 3%	36 18%	21 7%	11 25%	244 9%	346 16%	354 64%	27 3%	57 21%	21 6%	13 32%	61 14%	188 20%	249 18%	148 7%	43 31%	4 4%
Competent and capable	778 10%	220 6%	513 15%	147 6%	198 10%	239 55%	20 2%	15 7%	8 3%	11 24%	166 6%	224 11%	215 39%	32 4%	25 9%	8 2%	10 24%	35 8%	120 13%	155 11%	111 6%	26 19%	- -
Will do what they say	662 8%	196 5%	430 12%	153 6%	160 8%	189 44%	19 2%	13 7%	11 3%	7 16%	168 6%	170 8%	192 35%	18 2%	20 7%	12 4%	5 12%	34 8%	75 8%	110 8%	118 6%	21 15%	5 4%
Clear about what they stand for	990 12%	335 9%	601 17%	265 11%	235 12%	244 57%	33 4%	19 9%	16 5%	10 22%	274 11%	246 12%	243 44%	47 5%	40 15%	18 5%	11 27%	62 14%	130 14%	192 14%	201 10%	30 21%	6 6%
Represents the whole country, not just some types of people	1293 16%	423 11%	810 23%	334 14%	288 14%	289 67%	39 5%	40 20%	26 8%	9 20%	370 14%	337 16%	300 54%	58 7%	62 23%	30 9%	9 22%	71 16%	200 21%	271 20%	263 13%	40 29%	6 6%
Its heart is in the right place	2330 29%	853 22%	1376 39%	739 30%	593 30%	335 78%	99 12%	61 30%	70 22%	16 35%	760 29%	625 29%	370 67%	145 16%	103 39%	81 24%	14 35%	152 34%	319 34%	471 34%	586 29%	59 43%	13 12%
Stands for fairness	1922 24%	642 17%	1177 34%	611 25%	462 23%	335 78%	67 8%	53 26%	42 13%	13 29%	595 23%	526 25%	365 66%	103 12%	79 29%	45 14%	16 38%	144 32%	261 28%	406 29%	465 23%	49 35%	11 11%
Stands for equal opportunity for all	1916 24%	650 17%	1171 33%	598 24%	452 23%	334 77%	65 8%	61 29%	51 16%	13 29%	606 23%	500 23%	360 65%	109 12%	86 32%	55 16%	12 30%	133 29%	260 28%	393 28%	465 23%	58 42%	11 10%
None of these	4116 51%	2305 60%	1375 39%	1173 48%	971 49%	16 4%	627 75%	114 55%	191 61%	19 41%	1251 48%	1076 50%	77 14%	609 69%	120 45%	203 61%	18 44%	193 43%	423 45%	616 44%	979 49%	40 29%	69 68%

Lord Ashcroft

Blueprint Phase 7

ONLINE Fieldwork : 11th - 22nd August 2016

Absolutes/col percents

Table 14

Q.6 Here are some things that people have said about the main political parties. Please can you say in each case whether, on balance, you think the statement is true of...?

Liberal Democrats

Base: All respondents

	Total	Vote Intention - Leave voters				Vote Intention - Remain voters				2015 Vote - Leave voters				2015 Vote - Remain voters			
		Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP
Unweighted base	8011	1306	656	100	833	873	1296	341	26	1303	839	162	915	924	1353	395	33
Weighted base	8011	1407	637	92	783	977	1233	324	26	1454	801	156	836	1075	1255	384	31
On the side of people like me	1249 16%	89 6%	52 8%	58 63%	20 3%	160 16%	253 21%	257 79%	3 12%	87 6%	72 9%	71 45%	24 3%	196 18%	283 23%	259 68%	4 14%
Wants to help ordinary people get on in life	1836 23%	286 20%	91 14%	58 63%	52 7%	306 31%	318 26%	245 75%	4 17%	273 19%	105 13%	81 52%	85 10%	345 32%	360 29%	256 67%	10 31%
Willing to take tough decisions for the long term	699 9%	44 3%	58 9%	34 36%	19 2%	58 6%	151 12%	152 47%	- -	40 3%	68 9%	40 26%	24 3%	69 6%	157 13%	150 39%	2 7%
Shares my values	1174 15%	60 4%	44 7%	64 69%	20 3%	141 14%	222 18%	264 81%	1 5%	69 5%	60 8%	80 52%	22 3%	171 16%	279 22%	268 70%	4 14%
Competent and capable	778 10%	50 4%	48 8%	51 55%	15 2%	95 10%	142 12%	181 56%	1 3%	59 4%	56 7%	44 28%	26 3%	104 10%	165 13%	168 44%	3 11%
Will do what they say	662 8%	56 4%	47 7%	43 47%	12 2%	94 10%	106 9%	139 43%	4 17%	59 4%	46 6%	47 30%	14 2%	108 10%	124 10%	141 37%	4 11%
Clear about what they stand for	990 12%	128 9%	56 9%	52 57%	31 4%	132 14%	164 13%	187 58%	1 4%	121 8%	63 8%	61 39%	40 5%	150 14%	177 14%	178 46%	3 8%
Represents the whole country, not just some types of people	1293 16%	150 11%	67 11%	53 57%	37 5%	178 18%	209 17%	229 71%	1 5%	153 11%	87 11%	66 42%	52 6%	212 20%	242 19%	230 60%	5 16%
Its heart is in the right place	2330 29%	363 26%	143 22%	61 66%	92 12%	358 37%	423 34%	264 81%	5 18%	347 24%	165 21%	89 57%	134 16%	404 38%	444 35%	273 71%	11 34%
Stands for fairness	1922 24%	284 20%	105 16%	63 68%	59 7%	306 31%	331 27%	262 81%	7 28%	263 18%	123 15%	81 52%	93 11%	321 30%	392 31%	274 71%	6 19%
Stands for equal opportunity for all	1916 24%	287 20%	93 15%	66 72%	54 7%	298 31%	326 26%	259 80%	6 25%	269 18%	117 15%	78 50%	98 12%	330 31%	368 29%	275 72%	9 28%
None of these	4116 51%	753 54%	360 56%	6 6%	601 77%	376 39%	541 44%	8 3%	12 47%	813 56%	484 60%	39 25%	590 71%	409 38%	548 44%	36 9%	15 48%

Blueprint Phase 7

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Absolutes/col percents

Table 15

Q.6 Here are some things that people have said about the main political parties. Please can you say in each case whether, on balance, you think the statement is true of...?

UKIP

Base: All respondents

	Gender			Age						Social Grade				Region										
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	Eastern	London	South East	South West
Unweighted base	8011	3849	4150	794	1319	1347	1498	1188	1865	2385	2195	1536	1895	701	336	922	724	720	598	419	743	983	1141	724
Weighted base	8011	3920	4079	962	1282	1522	1362	1201	1681	2163	2323	1682	1843	696	362	941	707	741	622	425	751	1008	1028	731
On the side of people like me	1465 18%	795 20%	667 16%	61 6%	147 11%	265 17%	290 21%	289 24%	412 25%	297 14%	343 15%	393 23%	431 23%	47 7%	73 20%	176 19%	145 20%	134 18%	134 22%	61 14%	185 25%	127 13%	233 23%	148 20%
Wants to help ordinary people get on in life	1483 19%	766 20%	717 18%	82 9%	172 13%	284 19%	288 21%	269 22%	387 23%	309 14%	365 16%	383 23%	426 23%	52 7%	79 22%	178 19%	149 21%	131 18%	119 19%	69 16%	183 24%	141 14%	228 22%	154 21%
Willing to take tough decisions for the long term	1257 16%	651 17%	606 15%	119 12%	178 14%	237 16%	214 16%	233 19%	276 16%	266 12%	305 13%	319 19%	367 20%	51 7%	71 20%	134 14%	125 18%	122 16%	103 17%	61 14%	143 19%	128 13%	185 18%	134 18%
Shares my values	1450 18%	788 20%	662 16%	68 7%	151 12%	269 18%	280 21%	288 24%	394 23%	287 13%	346 15%	395 23%	422 23%	46 7%	87 24%	171 18%	143 20%	127 17%	123 20%	69 16%	184 24%	126 13%	230 22%	145 20%
Competent and capable	837 10%	410 10%	428 10%	59 6%	112 9%	170 11%	154 11%	153 13%	189 11%	154 7%	187 8%	227 14%	269 15%	33 5%	41 11%	94 10%	77 11%	79 11%	71 11%	40 10%	113 15%	91 9%	121 12%	78 11%
Will do what they say	1355 17%	750 19%	605 15%	117 12%	150 12%	250 16%	254 19%	245 20%	338 20%	308 14%	350 15%	336 20%	361 20%	39 6%	67 18%	157 17%	130 18%	129 17%	115 19%	59 14%	177 24%	151 15%	197 19%	134 18%
Clear about what they stand for	2600 32%	1380 35%	1216 30%	283 29%	332 26%	448 29%	454 33%	452 38%	630 37%	668 31%	720 31%	597 36%	615 33%	147 21%	121 33%	311 33%	250 35%	247 33%	202 32%	122 29%	266 35%	301 30%	373 36%	260 36%
Represents the whole country, not just some types of people	1047 13%	555 14%	490 12%	53 5%	111 9%	179 12%	201 15%	206 17%	297 18%	218 10%	232 10%	266 16%	331 18%	35 5%	58 16%	123 13%	105 15%	96 13%	97 16%	55 13%	124 17%	89 9%	159 15%	107 15%
Its heart is in the right place	1481 18%	793 20%	688 17%	64 7%	138 11%	274 18%	281 21%	295 25%	429 25%	326 15%	347 15%	381 23%	428 23%	62 9%	78 21%	167 18%	154 22%	140 19%	138 22%	72 17%	174 23%	123 12%	226 22%	148 20%
Stands for fairness	1092 14%	547 14%	545 13%	53 6%	108 8%	210 14%	207 15%	215 18%	297 18%	228 11%	240 10%	293 17%	331 18%	38 6%	56 15%	122 13%	111 16%	98 13%	91 15%	52 12%	148 20%	106 11%	173 17%	96 13%
Stands for equal opportunity for all	978 12%	507 13%	472 12%	49 5%	89 7%	176 12%	187 14%	178 15%	298 18%	205 9%	211 9%	242 14%	321 17%	34 5%	44 12%	121 13%	94 13%	101 14%	83 13%	46 11%	133 18%	84 8%	145 14%	94 13%
None of these	4258 53%	1939 49%	2312 57%	540 56%	745 58%	855 56%	699 51%	592 49%	828 49%	1218 56%	1280 55%	795 47%	965 52%	472 68%	187 52%	511 54%	343 49%	374 51%	317 51%	253 60%	357 48%	562 56%	513 50%	368 50%

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Absolutes/col percents

Table 15

Q.6 Here are some things that people have said about the main political parties. Please can you say in each case whether, on balance, you think the statement is true of...?

UKIP

Base: All respondents

	Referendum (Q14)			Vote Intention (Q1)							2015 Vote (Q2)							Conservative universe					
	Total	Leave	Remain	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	Joiners	Consid-ers	Joiners/Consid-ers	Loyal-ists	Defec-tors Left	Defec-tors Right
Unweighted base	8011	3816	3491	2258	2092	459	882	247	293	55	2278	2272	572	962	330	309	49	459	960	1419	1795	116	90
Weighted base	8011	3836	3503	2467	2002	432	832	206	314	46	2584	2133	554	882	267	335	41	452	934	1386	2010	139	102
On the side of people like me	1465 18%	1309 34%	92 3%	395 16%	102 5%	18 4%	695 84%	11 5%	9 3%	4 8%	410 16%	184 9%	32 6%	675 77%	14 5%	13 4%	5 13%	112 25%	186 20%	298 22%	283 14%	7 5%	78 77%
Wants to help ordinary people get on in life	1483 19%	1256 33%	165 5%	409 17%	140 7%	34 8%	628 75%	17 8%	17 5%	5 12%	439 17%	211 10%	50 9%	593 67%	18 7%	21 6%	4 9%	105 23%	167 18%	272 20%	303 15%	12 9%	62 61%
Willing to take tough decisions for the long term	1257 16%	1011 26%	183 5%	270 11%	152 8%	31 7%	573 69%	19 9%	12 4%	7 15%	296 11%	211 10%	41 7%	512 58%	19 7%	17 5%	7 16%	81 18%	142 15%	223 16%	189 9%	12 9%	65 64%
Shares my values	1450 18%	1308 34%	86 2%	406 16%	96 5%	18 4%	693 83%	13 6%	6 2%	3 7%	407 16%	170 8%	28 5%	673 76%	9 3%	10 3%	3 7%	121 27%	169 18%	290 21%	285 14%	6 4%	78 77%
Competent and capable	837 10%	724 19%	73 2%	120 5%	75 4%	14 3%	503 60%	7 3%	9 3%	2 5%	151 6%	125 6%	17 3%	418 47%	13 5%	13 4%	3 7%	34 8%	82 9%	117 8%	86 4%	2 1%	50 49%
Will do what they say	1355 17%	1092 28%	208 6%	344 14%	138 7%	37 9%	615 74%	22 11%	8 3%	7 15%	340 13%	207 10%	38 7%	570 65%	26 10%	11 3%	7 16%	100 22%	154 16%	253 18%	243 12%	9 6%	61 59%
Clear about what they stand for	2600 32%	1715 45%	755 22%	805 33%	439 22%	127 29%	689 83%	58 28%	55 18%	8 18%	823 32%	497 23%	169 31%	664 75%	75 28%	66 20%	10 25%	173 38%	283 30%	456 33%	632 31%	29 21%	75 73%
Represents the whole country, not just some types of people	1047 13%	925 24%	77 2%	227 9%	82 4%	14 3%	547 66%	9 5%	11 3%	2 5%	251 10%	139 7%	20 4%	493 56%	12 5%	11 3%	3 7%	63 14%	110 12%	173 13%	161 8%	3 2%	59 58%
Its heart is in the right place	1481 18%	1267 33%	151 4%	465 19%	128 6%	30 7%	602 72%	10 5%	23 7%	5 10%	473 18%	199 9%	44 8%	578 65%	12 4%	28 8%	3 7%	105 23%	160 17%	265 19%	360 18%	7 5%	62 61%
Stands for fairness	1092 14%	958 25%	87 2%	249 10%	76 4%	16 4%	575 69%	8 4%	10 3%	3 6%	259 10%	141 7%	24 4%	520 59%	7 3%	13 4%	3 6%	79 17%	119 13%	197 14%	170 8%	4 3%	56 55%
Stands for equal opportunity for all	978 12%	840 22%	90 3%	228 9%	69 3%	12 3%	511 61%	5 2%	9 3%	2 5%	253 10%	123 6%	20 4%	456 52%	9 3%	12 4%	2 4%	68 15%	99 11%	166 12%	159 8%	6 4%	56 55%
None of these	4258 53%	1384 36%	2407 69%	1208 49%	1302 65%	256 59%	36 4%	133 64%	230 73%	33 71%	1313 51%	1342 63%	321 58%	76 9%	169 63%	234 70%	26 64%	176 39%	506 54%	682 49%	1031 51%	83 60%	13 12%

Lord Ashcroft

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Absolutes/col percents

Table 15

Q.6 Here are some things that people have said about the main political parties. Please can you say in each case whether, on balance, you think the statement is true of...?

UKIP

Base: All respondents

	Total	Vote Intention - Leave voters				Vote Intention - Remain voters				2015 Vote - Leave voters				2015 Vote - Remain voters			
		Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP
Unweighted base	8011	1306	656	100	833	873	1296	341	26	1303	839	162	915	924	1353	395	33
Weighted base	8011	1407	637	92	783	977	1233	324	26	1454	801	156	836	1075	1255	384	31
On the side of people like me	1465 18%	352 25%	80 13%	14 15%	662 85%	32 3%	19 2%	3 1%	15 59%	368 25%	159 20%	23 15%	650 78%	30 3%	22 2%	9 2%	15 48%
Wants to help ordinary people get on in life	1483 19%	333 24%	98 15%	21 23%	601 77%	67 7%	32 3%	12 4%	13 50%	362 25%	161 20%	31 20%	574 69%	66 6%	46 4%	19 5%	13 41%
Willing to take tough decisions for the long term	1257 16%	216 15%	88 14%	13 14%	539 69%	45 5%	55 4%	18 5%	17 65%	245 17%	141 18%	18 12%	492 59%	47 4%	64 5%	19 5%	13 42%
Shares my values	1450 18%	369 26%	76 12%	10 11%	663 85%	28 3%	18 1%	7 2%	14 55%	368 25%	151 19%	19 12%	653 78%	29 3%	18 1%	8 2%	14 44%
Competent and capable	837 10%	94 7%	49 8%	7 8%	480 61%	25 3%	21 2%	6 2%	9 36%	127 9%	104 13%	9 6%	401 48%	23 2%	21 2%	7 2%	12 38%
Will do what they say	1355 17%	271 19%	80 13%	16 17%	583 74%	70 7%	54 4%	20 6%	14 54%	269 19%	137 17%	23 15%	547 65%	71 7%	66 5%	13 3%	14 46%
Clear about what they stand for	2600 32%	573 41%	171 27%	30 33%	655 84%	214 22%	248 20%	91 28%	14 53%	572 39%	255 32%	55 35%	638 76%	237 22%	231 18%	112 29%	16 50%
Represents the whole country, not just some types of people	1047 13%	197 14%	61 10%	10 10%	522 67%	26 3%	15 1%	4 1%	12 47%	223 15%	116 14%	13 8%	474 57%	27 2%	20 2%	7 2%	11 35%
Its heart is in the right place	1481 18%	385 27%	98 15%	23 24%	575 73%	70 7%	21 2%	6 2%	13 50%	387 27%	169 21%	29 19%	561 67%	74 7%	27 2%	14 4%	10 33%
Stands for fairness	1092 14%	211 15%	56 9%	8 9%	550 70%	36 4%	16 1%	7 2%	10 39%	222 15%	116 15%	15 9%	504 60%	32 3%	23 2%	9 2%	10 32%
Stands for equal opportunity for all	978 12%	177 13%	50 8%	8 9%	488 62%	47 5%	13 1%	3 1%	9 34%	206 14%	107 13%	14 9%	439 52%	41 4%	15 1%	5 1%	11 36%
None of these	4258 53%	516 37%	334 52%	44 47%	34 4%	637 65%	876 71%	204 63%	1 3%	567 39%	375 47%	74 48%	63 8%	711 66%	910 73%	239 62%	11 36%

Lord Ashcroft

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Absolutes/col percents

Table 16

Q.6 Here are some things that people have said about the main political parties. Please can you say in each case whether, on balance, you think the statement is true of...?

SNP

Base: All respondents in Scotland

	Gender			Age						Social Grade				Region										
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humbersides	West Midlands	East Midlands	Wales	Eastern	London	South East	South West
Unweighted base	701	353	348	49	110	113	142	124	163	208	196	135	162	701	-	-	-	-	-	-	-	-	-	-
Weighted base	696	368	329	58	111	134	128	121	145	180	203	145	168	696	-	-	-	-	-	-	-	-	-	-
On the side of people like me	316 45%	168 46%	147 45%	25 43%	45 41%	66 49%	65 51%	65 54%	50 35%	75 42%	92 45%	69 47%	80 48%	316 45%	-	-	-	-	-	-	-	-	-	-
Wants to help ordinary people get on in life	342 49%	178 48%	164 50%	30 52%	50 45%	61 46%	73 57%	69 57%	59 41%	92 51%	95 47%	71 49%	84 50%	342 49%	-	-	-	-	-	-	-	-	-	-
Willing to take tough decisions for the long term	277 40%	152 41%	124 38%	19 33%	46 42%	47 35%	62 49%	52 43%	50 35%	64 35%	76 37%	62 43%	75 45%	277 40%	-	-	-	-	-	-	-	-	-	-
Shares my values	303 43%	163 44%	140 43%	23 40%	46 42%	58 43%	64 50%	63 52%	48 33%	77 43%	87 43%	64 44%	75 45%	303 43%	-	-	-	-	-	-	-	-	-	-
Competent and capable	341 49%	183 50%	158 48%	31 54%	56 50%	61 46%	68 53%	70 58%	56 39%	82 46%	108 53%	69 48%	83 49%	341 49%	-	-	-	-	-	-	-	-	-	-
Will do what they say	298 43%	158 43%	141 43%	19 33%	52 47%	56 41%	64 50%	60 50%	48 33%	67 37%	95 47%	61 42%	76 45%	298 43%	-	-	-	-	-	-	-	-	-	-
Clear about what they stand for	373 54%	200 54%	173 53%	37 64%	55 50%	68 50%	73 57%	78 65%	62 43%	98 54%	112 55%	71 49%	92 55%	373 54%	-	-	-	-	-	-	-	-	-	-
Represents the whole country, not just some types of people	259 37%	137 37%	122 37%	20 34%	39 36%	45 34%	57 44%	51 42%	47 32%	65 36%	68 33%	59 41%	68 40%	259 37%	-	-	-	-	-	-	-	-	-	-
Its heart is in the right place	317 45%	166 45%	151 46%	21 37%	47 43%	65 48%	72 56%	62 51%	50 35%	78 43%	93 46%	65 45%	80 47%	317 45%	-	-	-	-	-	-	-	-	-	-
Stands for fairness	306 44%	159 43%	148 45%	30 52%	47 43%	55 41%	66 52%	59 49%	48 34%	76 42%	94 46%	61 42%	75 45%	306 44%	-	-	-	-	-	-	-	-	-	-
Stands for equal opportunity for all	330 47%	179 49%	151 46%	33 57%	53 48%	56 42%	72 56%	61 51%	55 38%	84 47%	95 47%	68 47%	83 49%	330 47%	-	-	-	-	-	-	-	-	-	-
None of these	210 30%	109 30%	101 31%	10 16%	33 30%	46 34%	39 30%	19 16%	63 44%	51 28%	52 26%	54 37%	53 31%	210 30%	-	-	-	-	-	-	-	-	-	-

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Table 16

Q.6 Here are some things that people have said about the main political parties. Please can you say in each case whether, on balance, you think the statement is true of...?

SNP

Base: All respondents in Scotland

	Referendum (Q14)			Vote Intention (Q1)							2015 Vote (Q2)							Conservative universe					
	Total	Leave	Remain	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	Joiners	Consid-ers	Joiners/Consid-ers	Loyal-ists	Defec-tors Left	Defec-tors Right
Unweighted base	701	229	414	126	92	35	20	19	293	-	115	132	55	14	12	309	-	38	59	97	88	11	5
Weighted base	696	227	413	123	87	29	19	15	314	-	116	120	47	13	7	335	-	34	56	89	89	11	4
On the side of people like me	316 45%	101 44%	200 49%	10 8%	10 12%	7 24%	- -	3 19%	272 87%	- -	10 9%	16 13%	8 16%	- -	2 32%	267 80%	- -	5 15%	17 30%	22 24%	4 5%	6 51%	- -
Wants to help ordinary people get on in life	342 49%	101 45%	224 54%	18 14%	19 22%	9 31%	1 5%	6 42%	262 83%	- -	18 15%	24 20%	14 30%	2 17%	2 37%	266 80%	- -	5 15%	22 39%	27 30%	13 14%	3 26%	- -
Willing to take tough decisions for the long term	277 40%	87 38%	178 43%	5 4%	12 13%	5 19%	2 12%	6 41%	227 72%	- -	8 7%	14 12%	9 19%	1 7%	3 43%	229 68%	- -	- -	15 26%	15 16%	5 5%	3 31%	- -
Shares my values	303 43%	89 39%	199 48%	9 7%	6 7%	4 15%	- -	2 14%	264 84%	- -	10 9%	13 11%	5 11%	1 10%	1 22%	260 77%	- -	4 11%	13 24%	17 19%	5 6%	5 45%	- -
Competent and capable	341 49%	95 42%	228 55%	12 10%	19 22%	10 34%	1 5%	6 42%	277 88%	- -	15 13%	24 20%	8 17%	1 7%	3 52%	276 82%	- -	4 12%	14 25%	18 20%	8 8%	6 51%	- -
Will do what they say	298 43%	86 38%	200 49%	9 8%	9 10%	5 16%	1 5%	5 33%	253 80%	- -	11 10%	17 14%	7 15%	1 7%	1 22%	251 75%	- -	3 10%	14 24%	17 19%	6 7%	3 32%	- -
Clear about what they stand for	373 54%	110 48%	248 60%	30 25%	25 29%	16 55%	1 6%	7 48%	271 86%	- -	28 24%	39 33%	21 44%	1 7%	2 37%	267 80%	- -	9 28%	27 49%	37 41%	21 23%	6 58%	* 8%
Represents the whole country, not just some types of people	259 37%	82 36%	163 39%	8 6%	12 13%	2 8%	- -	2 14%	224 72%	- -	10 9%	15 13%	3 6%	1 10%	2 23%	220 66%	- -	2 7%	10 19%	13 14%	5 6%	3 26%	- -
Its heart is in the right place	317 45%	92 40%	213 52%	8 7%	18 21%	6 22%	1 5%	3 23%	259 83%	- -	10 9%	17 14%	13 28%	1 7%	1 22%	262 78%	- -	2 5%	17 31%	19 21%	6 7%	3 32%	- -
Stands for fairness	306 44%	87 39%	207 50%	9 8%	10 12%	5 16%	- -	5 36%	261 83%	- -	10 9%	17 14%	6 14%	- -	3 41%	256 76%	- -	2 5%	16 28%	17 19%	7 8%	3 26%	- -
Stands for equal opportunity for all	330 47%	98 43%	218 53%	14 11%	15 18%	7 24%	1 5%	6 38%	267 85%	- -	14 12%	26 21%	10 21%	2 17%	2 32%	264 79%	- -	5 15%	16 29%	21 24%	9 10%	3 32%	- -
None of these	210 30%	81 35%	98 24%	76 61%	41 47%	7 25%	16 86%	3 23%	4 1%	- -	70 61%	62 52%	14 30%	10 83%	3 48%	15 5%	- -	21 62%	14 25%	35 39%	55 61%	4 37%	4 92%

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Table 16

Q.6 Here are some things that people have said about the main political parties. Please can you say in each case whether, on balance, you think the statement is true of...?

SNP

Base: All respondents in Scotland

	Total	Vote Intention - Leave voters				Vote Intention - Remain voters				2015 Vote - Leave voters				2015 Vote - Remain voters			
		Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP
Unweighted base	701	55	25	4	20	68	61	29	-	53	37	8	13	61	93	41	1
Weighted base	696	47	27	3	19	73	55	25	-	45	34	7	12	69	84	35	1
On the side of people like me	316 45%	4 9%	5 17%	- -	- -	5 7%	6 10%	7 28%	- -	4 8%	7 20%	- -	- -	6 9%	9 11%	8 22%	- -
Wants to help ordinary people get on in life	342 49%	6 13%	7 28%	1 21%	1 5%	11 15%	12 21%	8 31%	- -	5 11%	7 20%	- -	2 18%	13 18%	18 21%	12 36%	- -
Willing to take tough decisions for the long term	277 40%	4 8%	3 10%	1 21%	2 12%	1 2%	9 16%	5 20%	- -	6 14%	5 15%	2 21%	1 7%	2 3%	9 11%	7 21%	- -
Shares my values	303 43%	3 5%	1 4%	- -	- -	6 9%	5 10%	4 17%	- -	4 8%	4 13%	- -	1 10%	6 9%	9 10%	5 15%	- -
Competent and capable	341 49%	4 8%	4 13%	1 21%	1 5%	8 11%	16 28%	9 38%	- -	5 11%	4 13%	- -	1 7%	9 14%	19 23%	8 23%	- -
Will do what they say	298 43%	4 8%	1 4%	- -	1 5%	5 7%	7 13%	5 19%	- -	4 8%	6 16%	1 14%	1 7%	7 11%	11 14%	6 18%	- -
Clear about what they stand for	373 54%	13 27%	9 34%	1 31%	1 6%	17 24%	16 29%	15 61%	- -	12 26%	11 32%	3 41%	1 7%	16 23%	28 34%	17 49%	- -
Represents the whole country, not just some types of people	259 37%	5 10%	3 11%	- -	- -	3 5%	9 15%	2 9%	- -	6 13%	3 9%	- -	1 10%	4 6%	12 14%	3 8%	- -
Its heart is in the right place	317 45%	3 6%	6 23%	1 21%	1 5%	6 8%	11 20%	6 24%	- -	5 11%	4 13%	1 17%	1 7%	5 7%	12 15%	12 34%	- -
Stands for fairness	306 44%	3 7%	2 6%	1 21%	- -	6 8%	9 15%	4 17%	- -	4 10%	4 13%	- -	- -	6 8%	13 15%	6 18%	- -
Stands for equal opportunity for all	330 47%	5 12%	3 12%	1 21%	1 5%	8 11%	12 22%	6 25%	- -	6 13%	6 19%	- -	2 18%	8 11%	19 23%	10 29%	- -
None of these	210 30%	30 63%	10 38%	1 48%	16 86%	44 60%	27 48%	5 21%	- -	29 65%	20 59%	1 21%	10 82%	40 58%	40 48%	10 29%	1 100%

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Absolutes/col percents

Table 17

Q.7 Which of the following do you think would make the best Prime Minister?**Base: All respondents**

	Gender			Age						Social Grade				Region											
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	
Unweighted base	8011	3849	4150	794	1319	1347	1498	1188	1865	2385	2195	1536	1895	701	336	922	724	720	598	419	743	983	1141	724	
Weighted base	8011	3920	4079	962	1282	1522	1362	1201	1681	2163	2323	1682	1843	696	362	941	707	741	622	425	751	1008	1028	731	
Theresa May	5349	2615	2732	509	736	951	907	866	1378	1537	1568	1118	1125	401	233	574	468	511	446	277	527	640	765	508	
	67%	67%	67%	53%	57%	62%	67%	72%	82%	71%	68%	66%	61%	58%	64%	61%	66%	69%	72%	65%	70%	64%	74%	69%	
Jeremy Corbyn	2007	967	1030	389	438	404	331	257	189	473	574	402	558	226	102	278	180	172	136	117	153	298	175	169	
	25%	25%	25%	40%	34%	27%	24%	21%	11%	22%	25%	24%	30%	33%	28%	30%	25%	23%	22%	28%	20%	30%	17%	23%	
Tim Farron	655	338	317	63	108	167	123	79	114	153	181	162	160	69	27	89	59	59	41	30	70	69	88	54	
	8%	9%	8%	7%	8%	11%	9%	7%	7%	7%	8%	10%	9%	10%	8%	9%	8%	8%	7%	7%	9%	7%	9%	7%	

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Absolutes/col percents

Table 17

Q.7 Which of the following do you think would make the best Prime Minister?**Base: All respondents**

	Referendum (Q14)			Vote Intention (Q1)							2015 Vote (Q2)							Conservative universe					
	Total	Leave	Remain	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	Joiners	Consid- erers	Joiners/ Consid- erers	Loyal- ists	Defec- tors Left	Defec- tors Right
Unweighted base	8011	3816	3491	2258	2092	459	882	247	293	55	2278	2272	572	962	330	309	49	459	960	1419	1795	116	90
Weighted base	8011	3836	3503	2467	2002	432	832	206	314	46	2584	2133	554	882	267	335	41	452	934	1386	2010	139	102
Theresa May	5349 67%	2910 76%	2017 58%	2393 97%	577 29%	243 56%	609 73%	92 45%	140 45%	31 67%	2430 94%	893 42%	344 62%	678 77%	67 25%	152 45%	24 60%	432 96%	746 80%	1178 85%	1958 97%	90 65%	86 84%
Jeremy Corbyn	2007 25%	641 17%	1175 34%	40 2%	1292 65%	41 10%	87 11%	95 46%	141 45%	10 22%	92 4%	1038 49%	87 16%	90 10%	178 67%	152 45%	12 29%	11 2%	143 15%	154 11%	27 1%	34 24%	7 6%
Tim Farron	655 8%	285 7%	311 9%	34 1%	133 7%	148 34%	135 16%	19 9%	32 10%	5 11%	62 2%	202 9%	123 22%	113 13%	22 8%	32 9%	5 12%	9 2%	45 5%	54 4%	25 1%	14 10%	9 9%

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Absolutes/col percents

Table 17

Q.7 Which of the following do you think would make the best Prime Minister?**Base: All respondents**

	Total	Vote Intention - Leave voters				Vote Intention - Remain voters				2015 Vote - Leave voters				2015 Vote - Remain voters			
		Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP
Unweighted base	8011	1306	656	100	833	873	1296	341	26	1303	839	162	915	924	1353	395	33
Weighted base	8011	1407	637	92	783	977	1233	324	26	1454	801	156	836	1075	1255	384	31
Theresa May	5349 67%	1383 98%	215 34%	62 67%	582 74%	934 96%	307 25%	171 53%	14 53%	1395 96%	394 49%	120 77%	648 78%	984 92%	461 37%	214 56%	21 66%
Jeremy Corbyn	2007 25%	18 1%	383 60%	5 5%	71 9%	21 2%	841 68%	32 10%	9 36%	37 3%	332 41%	15 10%	81 10%	52 5%	675 54%	68 18%	6 20%
Tim Farron	655 8%	6 *	39 6%	26 28%	129 17%	22 2%	84 7%	121 37%	3 11%	22 1%	75 9%	21 13%	107 13%	38 4%	119 9%	102 27%	4 14%

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Absolutes/col percents

Table 18

Q.8 Which of the following statements do you most agree with?**Base: All respondents**

	Gender			Age						Social Grade				Region										
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	Eastern	London	South East	South West
Unweighted base	8011	3849	4150	794	1319	1347	1498	1188	1865	2385	2195	1536	1895	701	336	922	724	720	598	419	743	983	1141	724
Weighted base	8011	3920	4079	962	1282	1522	1362	1201	1681	2163	2323	1682	1843	696	362	941	707	741	622	425	751	1008	1028	731
I am satisfied with the job Theresa May is doing overall as Prime Minister	4752 59%	2277 58%	2473 61%	491 51%	698 54%	861 57%	779 57%	727 61%	1196 71%	1361 63%	1386 60%	1043 62%	961 52%	322 46%	197 54%	517 55%	422 60%	473 64%	400 64%	250 59%	454 60%	567 56%	691 67%	459 63%
I am dissatisfied with the job that Theresa May is doing overall as Prime Minister - BUT I'd still prefer to have her as Prime Minister than have Jeremy Corbyn as Prime Minister	1477 18%	752 19%	725 18%	165 17%	200 16%	302 20%	279 20%	224 19%	307 18%	367 17%	425 18%	298 18%	387 21%	150 21%	74 20%	177 19%	129 18%	126 17%	110 18%	74 17%	158 21%	187 19%	171 17%	122 17%
I am dissatisfied with the job that Theresa May is doing overall as Prime Minister - AND I'd prefer to have Jeremy Corbyn as Prime Minister instead	1782 22%	891 23%	881 22%	305 32%	384 30%	360 24%	304 22%	250 21%	178 11%	434 20%	512 22%	340 20%	495 27%	225 32%	91 25%	247 26%	156 22%	143 19%	113 18%	101 24%	139 18%	254 25%	165 16%	149 20%

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Absolutes/col percents

Table 18

Q.8 Which of the following statements do you most agree with?**Base: All respondents**

	Referendum (Q14)			Vote Intention (Q1)							2015 Vote (Q2)							Conservative universe					
	Total	Leave	Remain	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	Joiners	Consid- erers	Joiners/ Consid- erers	Loyal- ists	Defec- tors Left	Defec- tors Right
Unweighted base	8011	3816	3491	2258	2092	459	882	247	293	55	2278	2272	572	962	330	309	49	459	960	1419	1795	116	90
Weighted base	8011	3836	3503	2467	2002	432	832	206	314	46	2584	2133	554	882	267	335	41	452	934	1386	2010	139	102
I am satisfied with the job Theresa May is doing overall as Prime Minister	4752 59%	2515 66%	1866 53%	2267 92%	609 30%	227 53%	411 49%	71 34%	104 33%	23 50%	2259 87%	813 38%	338 61%	485 55%	72 27%	110 33%	17 42%	386 85%	622 67%	1007 73%	1878 93%	71 51%	64 63%
I am dissatisfied with the job that Theresa May is doing overall as Prime Minister - BUT I'd still prefer to have her as Prime Minister than have Jeremy Corbyn as Prime Minister	1477 18%	779 20%	560 16%	182 7%	269 13%	135 31%	335 40%	44 21%	68 22%	13 28%	255 10%	411 19%	119 21%	313 35%	38 14%	72 22%	12 28%	59 13%	225 24%	284 21%	122 6%	30 22%	29 29%
I am dissatisfied with the job that Theresa May is doing overall as Prime Minister - AND I'd prefer to have Jeremy Corbyn as Prime Minister instead	1782 22%	543 14%	1078 31%	18 1%	1124 56%	69 16%	86 10%	92 44%	142 45%	10 22%	70 3%	909 43%	97 18%	84 10%	157 59%	152 46%	12 30%	8 2%	87 9%	95 7%	10 *	37 27%	8 8%

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Table 18

Q.8 Which of the following statements do you most agree with?**Base: All respondents**

	Total	Vote Intention - Leave voters				Vote Intention - Remain voters				2015 Vote - Leave voters				2015 Vote - Remain voters			
		Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP
Unweighted base	8011	1306	656	100	833	873	1296	341	26	1303	839	162	915	924	1353	395	33
Weighted base	8011	1407	637	92	783	977	1233	324	26	1454	801	156	836	1075	1255	384	31
I am satisfied with the job Theresa May is doing overall as Prime Minister	4752 59%	1310 93%	242 38%	49 53%	385 49%	885 91%	323 26%	174 54%	15 59%	1292 89%	356 44%	109 70%	454 54%	918 85%	422 34%	223 58%	21 66%
I am dissatisfied with the job that Theresa May is doing overall as Prime Minister - BUT I'd still prefer to have her as Prime Minister than have Jeremy Corbyn as Prime Minister	1477 18%	91 6%	82 13%	35 38%	319 41%	81 8%	159 13%	95 29%	8 30%	130 9%	174 22%	34 22%	302 36%	119 11%	221 18%	82 21%	8 26%
I am dissatisfied with the job that Theresa May is doing overall as Prime Minister - AND I'd prefer to have Jeremy Corbyn as Prime Minister instead	1782 22%	6 *	313 49%	9 10%	79 10%	11 1%	751 61%	55 17%	3 11%	32 2%	271 34%	13 8%	79 9%	38 4%	612 49%	79 21%	3 8%

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Table 19

Q.9 Who do you most trust to manage the economy in the best interests of Britain, Theresa May and the Chancellor of the Exchequer Philip Hammond or Jeremy Corbyn and the Shadow Chancellor John McDonnell?

Base: All respondents

	Gender			Age						Social Grade				Region											
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	
Unweighted base	8011	3849	4150	794	1319	1347	1498	1188	1865	2385	2195	1536	1895	701	336	922	724	720	598	419	743	983	1141	724	
Weighted base	8011	3920	4079	962	1282	1522	1362	1201	1681	2163	2323	1682	1843	696	362	941	707	741	622	425	751	1008	1028	731	
Theresa May and Philip Hammond	5762 72%	2825 72%	2935 72%	576 60%	817 64%	1058 69%	981 72%	906 75%	1424 85%	1617 75%	1676 72%	1239 74%	1229 67%	445 64%	244 67%	619 66%	495 70%	557 75%	481 77%	297 70%	577 77%	691 69%	819 80%	536 73%	
Jeremy Corbyn and John McDonnell	2249 28%	1095 28%	1144 28%	386 40%	465 36%	465 31%	381 28%	295 25%	257 15%	545 25%	647 28%	443 26%	614 33%	251 36%	118 33%	322 34%	212 30%	184 25%	142 23%	127 30%	174 23%	316 31%	209 20%	195 27%	

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Absolutes/col percents

Table 19

Q.9 Who do you most trust to manage the economy in the best interests of Britain, Theresa May and the Chancellor of the Exchequer Philip Hammond or Jeremy Corbyn and the Shadow Chancellor John McDonnell?

Base: All respondents

	Referendum (Q14)			Vote Intention (Q1)							2015 Vote (Q2)							Conservative universe					
	Total	Leave	Remain	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	Joiners	Consid- erers	Joiners/ Consid- erers	Loyal- ists	Defec- tors Left	Defec- tors Right
Unweighted base	8011	3816	3491	2258	2092	459	882	247	293	55	2278	2272	572	962	330	309	49	459	960	1419	1795	116	90
Weighted base	8011	3836	3503	2467	2002	432	832	206	314	46	2584	2133	554	882	267	335	41	452	934	1386	2010	139	102
Theresa May and Philip Hammond	5762 72%	3099 81%	2193 63%	2422 98%	633 32%	334 78%	723 87%	94 46%	161 51%	29 62%	2474 96%	982 46%	419 76%	772 87%	79 29%	169 50%	21 51%	438 97%	799 86%	1237 89%	1980 98%	91 66%	95 94%
Jeremy Corbyn and John McDonnell	2249 28%	737 19%	1309 37%	45 2%	1369 68%	97 22%	109 13%	112 54%	153 49%	17 38%	110 4%	1150 54%	134 24%	110 13%	189 71%	166 50%	20 49%	14 3%	135 14%	149 11%	30 2%	48 34%	6 6%

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Absolutes/col percents

Table 19

Q.9 Who do you most trust to manage the economy in the best interests of Britain, Theresa May and the Chancellor of the Exchequer Philip Hammond or Jeremy Corbyn and the Shadow Chancellor John McDonnell?

Base: All respondents

	Total	Vote Intention - Leave voters				Vote Intention - Remain voters				2015 Vote - Leave voters				2015 Vote - Remain voters			
		Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP
Unweighted base	8011	1306	656	100	833	873	1296	341	26	1303	839	162	915	924	1353	395	33
Weighted base	8011	1407	637	92	783	977	1233	324	26	1454	801	156	836	1075	1255	384	31
Theresa May and Philip Hammond	5762 72%	1391 99%	230 36%	73 79%	688 88%	953 98%	340 28%	252 78%	19 73%	1413 97%	424 53%	129 83%	737 88%	1010 94%	515 41%	280 73%	25 80%
Jeremy Corbyn and John McDonnell	2249 28%	15 1%	407 64%	20 21%	95 12%	23 2%	893 72%	73 22%	7 27%	41 3%	376 47%	27 17%	99 12%	64 6%	739 59%	103 27%	6 20%

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Absolutes/col percents

Table 20

Q.10 Which of the following do you think is the ... important issue facing Britain as a whole?**Most****Base: All respondents**

	Gender			Age						Social Grade				Region											
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	
Unweighted base	8011	3849	4150	794	1319	1347	1498	1188	1865	2385	2195	1536	1895	701	336	922	724	720	598	419	743	983	1141	724	
Weighted base	8011	3920	4079	962	1282	1522	1362	1201	1681	2163	2323	1682	1843	696	362	941	707	741	622	425	751	1008	1028	731	
Negotiating Britain's exit from the European Union on the right terms	2839 35%	1390 35%	1446 35%	284 29%	345 27%	490 32%	468 34%	470 39%	782 47%	832 38%	843 36%	576 34%	589 32%	241 35%	127 35%	308 33%	217 31%	253 34%	214 34%	147 35%	320 43%	343 34%	410 40%	260 36%	
Controlling immigration	1478 18%	723 18%	755 19%	80 8%	209 16%	270 18%	309 23%	302 25%	308 18%	288 13%	344 15%	395 23%	450 24%	105 15%	63 17%	194 21%	172 24%	130 17%	142 23%	72 17%	148 20%	153 15%	169 16%	130 18%	
Getting the economy growing and creating jobs	1411 18%	770 20%	641 16%	161 17%	213 17%	265 17%	259 19%	198 16%	315 19%	459 21%	426 18%	256 15%	270 15%	154 22%	69 19%	166 18%	113 16%	138 19%	107 17%	82 19%	98 13%	188 19%	163 16%	133 18%	
Improving the NHS	876 11%	374 10%	500 12%	151 16%	182 14%	130 9%	140 10%	127 11%	146 9%	186 9%	253 11%	195 12%	241 13%	73 10%	46 13%	112 12%	88 12%	78 11%	65 10%	58 14%	74 10%	106 11%	90 9%	86 12%	
Tackling the cost of living	570 7%	257 7%	310 8%	153 16%	151 12%	169 11%	74 5%	14 1%	10 1%	140 6%	185 8%	106 6%	139 8%	56 8%	25 7%	66 7%	46 7%	66 9%	31 5%	21 5%	37 5%	107 11%	68 7%	48 7%	
Cutting the deficit and the debt	275 3%	148 4%	126 3%	36 4%	36 3%	59 4%	41 3%	37 3%	65 4%	82 4%	85 4%	58 3%	50 3%	27 4%	10 3%	32 3%	18 3%	18 2%	25 4%	13 3%	29 4%	30 3%	42 4%	31 4%	
Reforming welfare to cut benefit dependency	215 3%	92 2%	123 3%	25 3%	58 5%	52 3%	30 2%	23 2%	27 2%	67 3%	75 3%	40 2%	33 2%	17 2%	11 3%	32 3%	20 3%	23 3%	14 2%	12 3%	20 3%	18 2%	31 3%	17 2%	
Protecting the environment	149 2%	74 2%	76 2%	41 4%	34 3%	24 2%	17 1%	18 1%	15 1%	47 2%	51 2%	26 2%	26 1%	13 2%	4 1%	8 1%	7 1%	10 1%	12 2%	10 2%	13 2%	30 3%	24 2%	18 2%	
Dealing with crime	131 2%	63 2%	65 2%	17 2%	35 3%	45 3%	16 1%	7 1%	11 1%	33 2%	41 2%	26 2%	30 2%	9 1%	5 1%	18 2%	15 2%	16 2%	8 1%	5 1%	9 1%	26 3%	16 2%	5 1%	
Improving schools	67 1%	29 1%	38 1%	13 1%	20 2%	18 1%	7 1%	5 *	3 *	28 1%	20 1%	5 *	14 1%	3 *	2 1%	7 1%	10 1%	9 1%	4 1%	4 1%	3 *	7 1%	14 1%	3 *	

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Absolutes/col percents

Table 20

Q.10 Which of the following do you think is the ... important issue facing Britain as a whole?**Most****Base: All respondents**

	Referendum (Q14)			Vote Intention (Q1)							2015 Vote (Q2)							Conservative universe					
	Total	Leave	Remain	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	Joiners	Consid-ers	Joiners/Consid-ers	Loyal-ists	Defec-tors Left	Defec-tors Right
Unweighted base	8011	3816	3491	2258	2092	459	882	247	293	55	2278	2272	572	962	330	309	49	459	960	1419	1795	116	90
Weighted base	8011	3836	3503	2467	2002	432	832	206	314	46	2584	2133	554	882	267	335	41	452	934	1386	2010	139	102
Negotiating Britain's exit from the European Union on the right terms	2839 35%	1525 40%	1155 33%	1134 46%	478 24%	152 35%	307 37%	59 29%	98 31%	11 24%	1155 45%	616 29%	206 37%	367 42%	69 26%	98 29%	12 29%	204 45%	366 39%	571 41%	930 46%	44 32%	27 26%
Controlling immigration	1478 18%	1123 29%	245 7%	458 19%	225 11%	37 8%	375 45%	11 6%	46 15%	7 16%	491 19%	300 14%	53 10%	345 39%	11 4%	51 15%	6 14%	95 21%	164 18%	259 19%	363 18%	13 9%	49 48%
Getting the economy growing and creating jobs	1411 18%	418 11%	877 25%	421 17%	470 23%	108 25%	39 5%	34 17%	75 24%	12 26%	435 17%	457 21%	132 24%	52 6%	50 19%	80 24%	13 33%	62 14%	164 18%	226 16%	358 18%	28 20%	7 7%
Improving the NHS	876 11%	338 9%	456 13%	126 5%	368 18%	49 11%	52 6%	25 12%	36 11%	6 13%	164 6%	349 16%	65 12%	54 6%	37 14%	43 13%	5 13%	27 6%	94 10%	121 9%	99 5%	20 14%	11 11%
Tackling the cost of living	570 7%	163 4%	306 9%	71 3%	248 12%	26 6%	20 2%	28 14%	32 10%	6 14%	72 3%	212 10%	34 6%	21 2%	49 18%	37 11%	2 5%	21 5%	68 7%	89 6%	49 2%	11 8%	1 1%
Cutting the deficit and the debt	275 3%	92 2%	150 4%	120 5%	56 3%	10 2%	10 1%	11 5%	15 5%	- 5%	124 5%	51 2%	14 3%	13 1%	7 2%	15 4%	- 4%	11 2%	28 3%	39 3%	109 5%	6 5%	3 3%
Reforming welfare to cut benefit dependency	215 3%	88 2%	102 3%	75 3%	44 2%	14 3%	12 1%	5 2%	3 1%	- 1%	85 3%	46 2%	15 3%	12 1%	4 2%	3 1%	- 1%	16 3%	26 3%	41 3%	59 3%	8 6%	1 1%
Protecting the environment	149 2%	27 1%	106 3%	24 1%	43 2%	19 4%	2 *	28 14%	5 1%	2 5%	21 1%	36 2%	17 3%	6 1%	37 14%	5 1%	2 6%	7 2%	10 1%	17 1%	17 1%	3 2%	- -
Dealing with crime	131 2%	45 1%	65 2%	25 1%	45 2%	7 2%	10 1%	2 1%	2 1%	1 1%	25 1%	45 2%	9 2%	9 1%	1 *	3 1%	- -	7 2%	12 1%	19 1%	17 1%	3 2%	3 3%
Improving schools	67 1%	17 *	40 1%	12 1%	25 1%	10 2%	4 1%	2 1%	2 1%	* 1%	13 1%	21 1%	8 2%	3 *	2 1%	2 1%	- -	3 1%	2 *	5 *	9 *	3 2%	- -

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Absolutes/col percents

Table 20

Q.10 Which of the following do you think is the ... important issue facing Britain as a whole?**Most****Base: All respondents**

	Total	Vote Intention - Leave voters				Vote Intention - Remain voters				2015 Vote - Leave voters				2015 Vote - Remain voters			
		Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP
Unweighted base	8011	1306	656	100	833	873	1296	341	26	1303	839	162	915	924	1353	395	33
Weighted base	8011	1407	637	92	783	977	1233	324	26	1454	801	156	836	1075	1255	384	31
Negotiating Britain's exit from the European Union on the right terms	2839 35%	706 50%	165 26%	32 35%	299 38%	400 41%	288 23%	117 36%	3 12%	695 48%	242 30%	63 40%	353 42%	436 41%	355 28%	138 36%	9 28%
Controlling immigration	1478 18%	360 26%	150 24%	19 21%	353 45%	92 9%	59 5%	15 5%	10 39%	386 27%	221 28%	28 18%	332 40%	102 10%	67 5%	23 6%	9 29%
Getting the economy growing and creating jobs	1411 18%	154 11%	104 16%	18 19%	34 4%	247 25%	337 27%	89 27%	4 16%	157 11%	115 14%	26 17%	43 5%	269 25%	331 26%	101 26%	5 18%
Improving the NHS	876 11%	58 4%	101 16%	11 12%	51 6%	61 6%	248 20%	35 11%	2 6%	77 5%	102 13%	21 13%	52 6%	83 8%	231 18%	44 11%	2 7%
Tackling the cost of living	570 7%	25 2%	64 10%	4 4%	12 2%	41 4%	159 13%	22 7%	3 12%	27 2%	66 8%	5 3%	17 2%	39 4%	133 11%	29 7%	3 10%
Cutting the deficit and the debt	275 3%	49 3%	17 3%	5 6%	10 1%	66 7%	33 3%	5 2%	- -	52 4%	14 2%	6 4%	11 1%	67 6%	36 3%	9 2%	1 4%
Reforming welfare to cut benefit dependency	215 3%	35 2%	12 2%	1 1%	12 2%	36 4%	28 2%	10 3%	* 1%	35 2%	17 2%	4 3%	12 1%	48 4%	25 2%	9 2%	1 2%
Protecting the environment	149 2%	10 1%	3 *	1 1%	2 *	12 1%	39 3%	16 5%	- -	10 1%	3 *	2 2%	5 1%	9 1%	32 3%	14 4%	1 3%
Dealing with crime	131 2%	6 *	16 3%	1 1%	8 1%	15 2%	24 2%	6 2%	2 9%	9 1%	17 2%	1 1%	9 1%	15 1%	27 2%	8 2%	- -
Improving schools	67 1%	5 *	4 1%	- -	3 *	7 1%	17 1%	9 3%	1 5%	7 *	3 *	- -	3 *	7 1%	17 1%	8 2%	- -

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Absolutes/col percents

Table 21

Q.10 Which of the following do you think is the ... important issue facing Britain as a whole?**Second most****Base: All respondents**

	Gender			Age						Social Grade				Region											
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	
Unweighted base	8011	3849	4150	794	1319	1347	1498	1188	1865	2385	2195	1536	1895	701	336	922	724	720	598	419	743	983	1141	724	
Weighted base	8011	3920	4079	962	1282	1522	1362	1201	1681	2163	2323	1682	1843	696	362	941	707	741	622	425	751	1008	1028	731	
Getting the economy growing and creating jobs	1658 21%	844 22%	809 20%	201 21%	223 17%	302 20%	286 21%	250 21%	398 24%	499 23%	505 22%	307 18%	347 19%	154 22%	79 22%	199 21%	153 22%	118 16%	135 22%	88 21%	150 20%	221 22%	213 21%	150 20%	
Negotiating Britain's exit from the European Union on the right terms	1440 18%	746 19%	693 17%	136 14%	204 16%	256 17%	250 18%	265 22%	328 20%	405 19%	390 17%	339 20%	306 17%	114 16%	67 19%	177 19%	142 20%	132 18%	115 19%	70 16%	129 17%	178 18%	190 18%	127 17%	
Improving the NHS	1380 17%	614 16%	765 19%	176 18%	200 16%	255 17%	240 18%	205 17%	304 18%	362 17%	351 15%	285 17%	382 21%	114 16%	53 15%	175 19%	113 16%	142 19%	89 14%	71 17%	145 19%	172 17%	179 17%	129 18%	
Controlling immigration	1273 16%	631 16%	641 16%	60 6%	157 12%	234 15%	228 17%	229 19%	364 22%	277 13%	369 16%	300 18%	325 18%	110 16%	59 16%	141 15%	107 15%	139 19%	100 16%	63 15%	127 17%	121 12%	179 17%	127 17%	
Tackling the cost of living	701 9%	336 9%	364 9%	144 15%	188 15%	160 11%	123 9%	57 5%	28 2%	174 8%	222 10%	126 7%	179 10%	69 10%	35 10%	74 8%	68 10%	74 10%	54 9%	39 9%	51 7%	105 10%	77 7%	55 8%	
Cutting the deficit and the debt	554 7%	295 8%	256 6%	86 9%	96 7%	90 6%	87 6%	73 6%	123 7%	149 7%	175 8%	129 8%	101 6%	49 7%	23 6%	53 6%	49 7%	51 7%	48 8%	42 10%	52 7%	77 8%	63 6%	47 6%	
Reforming welfare to cut benefit dependency	464 6%	195 5%	269 7%	57 6%	72 6%	106 7%	73 5%	65 5%	91 5%	143 7%	140 6%	113 7%	68 4%	48 7%	20 6%	53 6%	33 5%	41 6%	41 7%	21 5%	50 7%	50 5%	62 6%	45 6%	
Protecting the environment	195 2%	101 3%	94 2%	33 3%	41 3%	44 3%	25 2%	33 3%	18 1%	60 3%	65 3%	26 2%	44 2%	18 3%	10 3%	19 2%	14 2%	13 2%	13 2%	11 3%	22 3%	25 3%	25 2%	24 3%	
Dealing with crime	189 2%	78 2%	111 3%	25 3%	52 4%	49 3%	36 3%	15 1%	12 1%	39 2%	58 3%	27 2%	65 4%	9 1%	11 3%	28 3%	23 3%	19 3%	13 2%	8 2%	16 2%	30 3%	22 2%	11 1%	
Improving schools	157 2%	80 2%	77 2%	44 5%	49 4%	26 2%	14 1%	10 1%	14 1%	55 3%	48 2%	30 2%	24 1%	12 2%	5 1%	23 2%	6 1%	12 2%	15 2%	11 3%	10 1%	29 3%	18 2%	17 2%	

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Table 21

Q.10 Which of the following do you think is the ... important issue facing Britain as a whole?**Second most****Base: All respondents**

	Referendum (Q14)			Vote Intention (Q1)							2015 Vote (Q2)							Conservative universe					
	Total	Leave	Remain	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	Joiners	Consid-ers	Joiners/Consid-ers	Loyal-ists	Defec-tors Left	Defec-tors Right
Unweighted base	8011	3816	3491	2258	2092	459	882	247	293	55	2278	2272	572	962	330	309	49	459	960	1419	1795	116	90
Weighted base	8011	3836	3503	2467	2002	432	832	206	314	46	2584	2133	554	882	267	335	41	452	934	1386	2010	139	102
Getting the economy growing and creating jobs	1658 21%	677 18%	880 25%	569 23%	413 21%	115 27%	104 12%	43 21%	66 21%	10 21%	587 23%	449 21%	142 26%	114 13%	67 25%	72 21%	6 14%	103 23%	190 20%	293 21%	466 23%	35 26%	12 11%
Negotiating Britain's exit from the European Union on the right terms	1440 18%	775 20%	575 16%	480 19%	292 15%	87 20%	192 23%	35 17%	62 20%	10 23%	500 19%	347 16%	107 19%	206 23%	34 13%	66 20%	7 18%	91 20%	163 17%	253 18%	390 19%	25 18%	29 28%
Improving the NHS	1380 17%	661 17%	612 17%	317 13%	463 23%	69 16%	137 16%	36 17%	57 18%	8 17%	338 13%	478 22%	100 18%	146 16%	43 16%	59 18%	7 18%	61 13%	157 17%	217 16%	256 13%	23 16%	10 9%
Controlling immigration	1273 16%	885 23%	281 8%	492 20%	169 8%	30 7%	224 27%	15 7%	47 15%	4 8%	501 19%	217 10%	48 9%	252 29%	13 5%	48 14%	7 17%	91 20%	144 15%	235 17%	399 20%	9 6%	23 23%
Tackling the cost of living	701 9%	225 6%	381 11%	83 3%	272 14%	48 11%	60 7%	24 12%	32 10%	6 14%	106 4%	265 12%	45 8%	49 6%	39 14%	38 11%	10 23%	25 6%	84 9%	109 8%	58 3%	17 12%	7 7%
Cutting the deficit and the debt	554 7%	231 6%	262 7%	231 9%	118 6%	27 6%	38 5%	9 4%	12 4%	5 11%	236 9%	128 6%	42 8%	35 4%	8 3%	13 4%	3 7%	33 7%	68 7%	101 7%	197 10%	9 6%	7 7%
Reforming welfare to cut benefit dependency	464 6%	222 6%	208 6%	196 8%	93 5%	16 4%	41 5%	11 6%	16 5%	2 3%	198 8%	96 5%	27 5%	48 5%	21 8%	16 5%	1 1%	36 8%	58 6%	94 7%	160 8%	8 6%	10 10%
Protecting the environment	195 2%	43 1%	136 4%	24 1%	79 4%	22 5%	8 1%	21 10%	12 4%	* 1%	29 1%	60 3%	24 4%	4 *	27 10%	14 4%	* 1%	1 *	26 3%	27 2%	23 1%	2 1%	1 1%
Dealing with crime	189 2%	87 2%	71 2%	49 2%	41 2%	10 2%	24 3%	2 1%	3 1%	- -	61 2%	42 2%	7 1%	25 3%	3 1%	3 1%	- -	7 2%	25 3%	32 2%	42 2%	9 7%	2 2%
Improving schools	157 2%	29 1%	97 3%	25 1%	60 3%	8 2%	4 1%	11 5%	7 2%	1 2%	28 1%	50 2%	12 2%	3 *	14 5%	6 2%	* 1%	5 1%	20 2%	25 2%	20 1%	1 1%	1 1%

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Table 21

Q.10 Which of the following do you think is the ... important issue facing Britain as a whole?**Second most****Base: All respondents**

	Total	Vote Intention - Leave voters				Vote Intention - Remain voters				2015 Vote - Leave voters				2015 Vote - Remain voters			
		Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP
Unweighted base	8011	1306	656	100	833	873	1296	341	26	1303	839	162	915	924	1353	395	33
Weighted base	8011	1407	637	92	783	977	1233	324	26	1454	801	156	836	1075	1255	384	31
Getting the economy growing and creating jobs	1658 21%	286 20%	118 18%	27 29%	95 12%	271 28%	275 22%	86 27%	5 19%	287 20%	146 18%	28 18%	110 13%	291 27%	290 23%	113 29%	2 7%
Negotiating Britain's exit from the European Union on the right terms	1440 18%	283 20%	111 17%	20 22%	187 24%	180 18%	169 14%	66 20%	4 14%	289 20%	156 19%	36 23%	197 24%	203 19%	184 15%	71 18%	7 22%
Improving the NHS	1380 17%	185 13%	162 25%	15 16%	127 16%	125 13%	275 22%	51 16%	6 22%	197 14%	197 25%	24 16%	137 16%	133 12%	270 22%	70 18%	6 19%
Controlling immigration	1273 16%	347 25%	97 15%	13 14%	216 28%	119 12%	61 5%	15 5%	5 18%	356 25%	130 16%	29 19%	239 29%	128 12%	77 6%	18 5%	7 23%
Tackling the cost of living	701 9%	31 2%	60 9%	5 5%	55 7%	49 5%	185 15%	41 13%	3 11%	37 3%	73 9%	6 4%	48 6%	69 6%	178 14%	37 10%	1 4%
Cutting the deficit and the debt	554 7%	121 9%	29 5%	5 6%	35 4%	103 11%	80 7%	20 6%	2 9%	125 9%	34 4%	12 8%	30 4%	104 10%	83 7%	27 7%	4 13%
Reforming welfare to cut benefit dependency	464 6%	111 8%	24 4%	6 6%	39 5%	79 8%	66 5%	10 3%	- -	112 8%	31 4%	11 7%	45 5%	83 8%	62 5%	16 4%	1 4%
Protecting the environment	195 2%	9 1%	14 2%	1 1%	6 1%	13 1%	60 5%	21 6%	- -	10 1%	12 2%	3 2%	4 *	18 2%	47 4%	21 5%	- -
Dealing with crime	189 2%	28 2%	14 2%	1 1%	21 3%	21 2%	23 2%	8 2%	1 4%	34 2%	15 2%	4 2%	22 3%	26 2%	23 2%	3 1%	2 8%
Improving schools	157 2%	6 *	9 1%	- -	3 *	17 2%	40 3%	7 2%	1 3%	7 *	6 1%	3 2%	3 *	19 2%	41 3%	9 2%	- -

Blueprint Phase 7

ONLINE Fieldwork : 11th - 22nd August 2016

Absolutes/col percents

Table 22

Q.10 Which of the following do you think is the ... important issue facing Britain as a whole?**Third most****Base: All respondents**

	Gender			Age						Social Grade				Region										
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West
Unweighted base	8011	3849	4150	794	1319	1347	1498	1188	1865	2385	2195	1536	1895	701	336	922	724	720	598	419	743	983	1141	724
Weighted base	8011	3920	4079	962	1282	1522	1362	1201	1681	2163	2323	1682	1843	696	362	941	707	741	622	425	751	1008	1028	731
Improving the NHS	1495 19%	700 18%	793 19%	146 15%	218 17%	288 19%	245 18%	222 18%	376 22%	403 19%	431 19%	325 19%	335 18%	133 19%	59 16%	189 20%	126 18%	134 18%	114 18%	80 19%	154 21%	172 17%	213 21%	121 17%
Getting the economy growing and creating jobs	1457 18%	727 19%	728 18%	165 17%	225 18%	258 17%	265 19%	244 20%	299 18%	390 18%	391 17%	320 19%	357 19%	133 19%	87 24%	172 18%	142 20%	131 18%	110 18%	71 17%	140 19%	169 17%	183 18%	118 16%
Controlling immigration	962 12%	452 12%	510 13%	88 9%	118 9%	188 12%	167 12%	154 13%	247 15%	225 10%	285 12%	213 13%	239 13%	71 10%	38 11%	116 12%	88 12%	94 13%	68 11%	55 13%	94 13%	127 13%	125 12%	85 12%
Negotiating Britain's exit from the European Union on the right terms	837 10%	422 11%	411 10%	104 11%	120 9%	148 10%	144 11%	133 11%	188 11%	211 10%	246 11%	170 10%	211 11%	73 10%	43 12%	117 12%	69 10%	61 8%	65 10%	62 15%	73 10%	96 9%	95 9%	84 12%
Cutting the deficit and the debt	833 10%	463 12%	369 9%	113 12%	114 9%	158 10%	141 10%	126 11%	181 11%	261 12%	250 11%	154 9%	168 9%	76 11%	40 11%	98 10%	70 10%	87 12%	70 11%	37 9%	85 11%	87 9%	114 11%	69 10%
Tackling the cost of living	772 10%	359 9%	413 10%	110 11%	171 13%	196 13%	150 11%	80 7%	64 4%	168 8%	241 10%	162 10%	201 11%	76 11%	31 9%	77 8%	71 10%	72 10%	62 10%	46 11%	58 8%	106 11%	86 8%	87 12%
Reforming welfare to cut benefit dependency	766 10%	342 9%	424 10%	85 9%	127 10%	109 7%	124 9%	122 10%	200 12%	242 11%	210 9%	183 11%	131 7%	44 6%	33 9%	87 9%	69 10%	71 10%	71 11%	31 7%	76 10%	83 8%	119 12%	82 11%
Improving schools	326 4%	166 4%	158 4%	59 6%	82 6%	65 4%	39 3%	38 3%	43 3%	110 5%	95 4%	51 3%	69 4%	27 4%	10 3%	34 4%	24 3%	33 4%	30 5%	13 3%	32 4%	60 6%	32 3%	31 4%
Dealing with crime	319 4%	154 4%	165 4%	38 4%	61 5%	65 4%	63 5%	45 4%	48 3%	73 3%	99 4%	68 4%	80 4%	37 5%	6 2%	29 3%	27 4%	43 6%	19 3%	15 4%	20 3%	65 6%	34 3%	24 3%
Protecting the environment	244 3%	136 3%	107 3%	53 5%	47 4%	48 3%	25 2%	37 3%	34 2%	81 4%	75 3%	38 2%	51 3%	26 4%	14 4%	22 2%	20 3%	16 2%	14 2%	14 3%	19 2%	44 4%	27 3%	28 4%

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Absolutes/col percents

Table 22

Q.10 Which of the following do you think is the ... important issue facing Britain as a whole?**Third most****Base: All respondents**

	Referendum (Q14)			Vote Intention (Q1)							2015 Vote (Q2)							Conservative universe					
	Total	Leave	Remain	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	Joiners	Consid- erers	Joiners/ Consid- erers	Loyal- ists	Defec- tors Left	Defec- tors Right
Unweighted base	8011	3816	3491	2258	2092	459	882	247	293	55	2278	2272	572	962	330	309	49	459	960	1419	1795	116	90
Weighted base	8011	3836	3503	2467	2002	432	832	206	314	46	2584	2133	554	882	267	335	41	452	934	1386	2010	139	102
Improving the NHS	1495 19%	728 19%	669 19%	425 17%	367 18%	87 20%	183 22%	41 20%	64 20%	12 26%	443 17%	408 19%	123 22%	188 21%	64 24%	67 20%	11 27%	82 18%	175 19%	256 19%	343 17%	11 8%	18 18%
Getting the economy growing and creating jobs	1457 18%	766 20%	579 17%	462 19%	348 17%	81 19%	161 19%	25 12%	62 20%	6 14%	490 19%	398 19%	86 16%	174 20%	32 12%	59 18%	7 16%	84 19%	171 18%	255 18%	376 19%	29 21%	18 18%
Controlling immigration	962 12%	563 15%	321 9%	367 15%	190 10%	27 6%	99 12%	19 9%	33 10%	6 13%	397 15%	231 11%	38 7%	110 12%	15 6%	36 11%	3 8%	60 13%	119 13%	179 13%	306 15%	19 13%	14 14%
Negotiating Britain's exit from the European Union on the right terms	837 10%	435 11%	334 10%	254 10%	221 11%	41 9%	104 13%	18 9%	29 9%	7 15%	258 10%	223 10%	52 9%	100 11%	25 9%	33 10%	5 12%	48 11%	106 11%	154 11%	206 10%	19 13%	14 14%
Cutting the deficit and the debt	833 10%	337 9%	422 12%	326 13%	165 8%	57 13%	70 8%	17 8%	37 12%	2 5%	355 14%	167 8%	55 10%	71 8%	13 5%	39 12%	3 7%	54 12%	70 8%	124 9%	272 14%	31 23%	16 16%
Tackling the cost of living	772 10%	262 7%	416 12%	142 6%	291 15%	43 10%	62 7%	26 13%	34 11%	5 11%	130 5%	277 13%	71 13%	62 7%	34 13%	42 13%	7 16%	41 9%	93 10%	134 10%	100 5%	9 6%	* *
Reforming welfare to cut benefit dependency	766 10%	422 11%	287 8%	325 13%	114 6%	37 8%	87 10%	19 9%	10 3%	2 5%	341 13%	123 6%	48 9%	100 11%	23 9%	13 4%	1 2%	49 11%	105 11%	154 11%	276 14%	8 6%	15 14%
Improving schools	326 4%	104 3%	197 6%	55 2%	139 7%	22 5%	20 2%	14 7%	13 4%	1 3%	54 2%	139 7%	30 5%	22 2%	22 8%	13 4%	2 5%	11 2%	32 3%	43 3%	43 2%	4 3%	- -
Dealing with crime	319 4%	160 4%	111 3%	72 3%	77 4%	15 3%	39 5%	13 6%	14 4%	1 2%	75 3%	85 4%	20 4%	44 5%	14 5%	14 4%	* 1%	15 3%	40 4%	55 4%	55 3%	4 3%	5 5%
Protecting the environment	244 3%	58 2%	167 5%	41 2%	90 5%	23 5%	7 1%	14 7%	19 6%	2 5%	42 2%	81 4%	30 5%	11 1%	25 9%	18 6%	2 6%	8 2%	23 2%	31 2%	33 2%	5 4%	1 1%

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Absolutes/col percents

Table 22

Q.10 Which of the following do you think is the ... important issue facing Britain as a whole?**Third most****Base: All respondents**

	Total	Vote Intention - Leave voters				Vote Intention - Remain voters				2015 Vote - Leave voters				2015 Vote - Remain voters			
		Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP
Unweighted base	8011	1306	656	100	833	873	1296	341	26	1303	839	162	915	924	1353	395	33
Weighted base	8011	1407	637	92	783	977	1233	324	26	1454	801	156	836	1075	1255	384	31
Improving the NHS	1495	249	117	19	168	168	228	67	5	248	162	36	182	188	238	85	3
	19%	18%	18%	20%	22%	17%	18%	21%	18%	17%	20%	23%	22%	18%	19%	22%	10%
Getting the economy growing and creating jobs	1457	291	126	18	154	163	202	60	3	307	168	28	160	178	220	57	10
	18%	21%	20%	20%	20%	17%	16%	18%	12%	21%	21%	18%	19%	17%	18%	15%	33%
Controlling immigration	962	221	92	12	95	129	84	14	3	231	119	17	108	153	102	18	2
	12%	16%	14%	13%	12%	13%	7%	4%	13%	16%	15%	11%	13%	14%	8%	5%	6%
Negotiating Britain's exit from the European Union on the right terms	837	143	79	12	101	102	129	28	2	150	99	14	96	99	118	35	4
	10%	10%	12%	13%	13%	10%	10%	9%	9%	10%	12%	9%	11%	9%	9%	9%	13%
Cutting the deficit and the debt	833	145	46	11	67	169	106	45	2	154	54	11	69	194	109	43	1
	10%	10%	7%	11%	9%	17%	9%	14%	8%	11%	7%	7%	8%	18%	9%	11%	4%
Tackling the cost of living	772	56	82	4	54	68	190	35	5	52	76	19	56	70	182	51	4
	10%	4%	13%	4%	7%	7%	15%	11%	20%	4%	10%	12%	7%	7%	15%	13%	14%
Reforming welfare to cut benefit dependency	766	212	36	12	82	105	70	24	3	217	47	16	96	120	72	30	3
	10%	15%	6%	13%	10%	11%	6%	7%	12%	15%	6%	11%	12%	11%	6%	8%	8%
Improving schools	326	32	22	1	18	21	108	20	1	31	29	4	20	23	103	25	1
	4%	2%	3%	1%	2%	2%	9%	6%	3%	2%	4%	3%	2%	2%	8%	7%	2%
Dealing with crime	319	40	27	1	37	29	38	12	1	47	31	5	39	27	46	16	2
	4%	3%	4%	1%	5%	3%	3%	4%	5%	3%	4%	3%	5%	3%	4%	4%	7%
Protecting the environment	244	17	11	3	6	21	78	20	-	18	15	5	10	22	65	25	1
	3%	1%	2%	4%	1%	2%	6%	6%	-	1%	2%	3%	1%	2%	5%	6%	2%

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Absolutes/col percents

Table 23

Q.10 Which of the following do you think is the ... important issue facing Britain as a whole?**(Top 3) most****Base: All respondents**

	Gender			Age						Social Grade				Region										
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East of England	London	South East	South West
Unweighted base	8011	3849	4150	794	1319	1347	1498	1188	1865	2385	2195	1536	1895	701	336	922	724	720	598	419	743	983	1141	724
Weighted base	8011	3920	4079	962	1282	1522	1362	1201	1681	2163	2323	1682	1843	696	362	941	707	741	622	425	751	1008	1028	731
Negotiating Britain's exit from the European Union on the right terms	5116 64%	2557 65%	2550 63%	524 55%	669 52%	894 59%	863 63%	868 72%	1298 77%	1448 67%	1478 64%	1084 64%	1106 60%	428 61%	236 65%	602 64%	428 61%	445 60%	394 63%	279 66%	521 69%	616 61%	694 68%	472 65%
Getting the economy growing and creating jobs	4526 56%	2341 60%	2177 53%	527 55%	660 52%	824 54%	810 59%	692 58%	1013 60%	1348 62%	1322 57%	883 52%	973 53%	441 63%	235 65%	537 57%	408 58%	387 52%	351 56%	241 57%	388 52%	578 57%	559 54%	401 55%
Improving the NHS	3752 47%	1688 43%	2058 50%	473 49%	600 47%	674 44%	624 46%	554 46%	827 49%	952 44%	1036 45%	805 48%	959 52%	320 46%	158 44%	476 51%	327 46%	355 48%	268 43%	210 49%	372 50%	449 45%	482 47%	336 46%
Controlling immigration	3712 46%	1805 46%	1906 47%	229 24%	484 38%	692 45%	704 52%	685 57%	919 55%	790 37%	999 43%	908 54%	1015 55%	286 41%	160 44%	450 48%	367 52%	362 49%	311 50%	190 45%	370 49%	401 40%	473 46%	342 47%
Tackling the cost of living	2044 26%	952 24%	1087 27%	408 42%	511 40%	525 34%	347 25%	151 13%	102 6%	482 22%	649 28%	394 23%	520 28%	201 29%	91 25%	217 23%	185 26%	213 29%	146 23%	107 25%	146 19%	318 32%	231 22%	190 26%
Cutting the deficit and the debt	1662 21%	906 23%	752 18%	235 24%	246 19%	307 20%	269 20%	236 20%	369 22%	491 23%	509 22%	342 20%	320 17%	152 22%	74 20%	183 19%	137 19%	156 21%	143 23%	93 22%	165 22%	193 19%	219 21%	147 20%
Reforming welfare to cut benefit dependency	1445 18%	629 16%	816 20%	167 17%	257 20%	267 18%	226 17%	211 18%	318 19%	452 21%	425 18%	336 20%	233 13%	109 16%	65 18%	171 18%	122 17%	135 18%	125 20%	65 15%	146 19%	151 15%	213 21%	144 20%
Dealing with crime	639 8%	295 8%	342 8%	80 8%	147 11%	159 10%	115 8%	67 6%	71 4%	145 7%	198 9%	121 7%	175 9%	54 8%	23 6%	75 8%	64 9%	78 10%	39 6%	28 6%	45 6%	121 12%	72 7%	40 5%
Protecting the environment	588 7%	311 8%	277 7%	127 13%	122 10%	116 8%	68 5%	88 7%	68 4%	188 9%	191 8%	89 5%	121 7%	57 8%	28 8%	50 5%	42 6%	39 5%	40 6%	36 8%	53 7%	100 10%	77 7%	69 9%
Improving schools	549 7%	275 7%	273 7%	116 12%	150 12%	109 7%	61 4%	53 4%	60 4%	193 9%	163 7%	86 5%	107 6%	42 6%	17 5%	64 7%	40 6%	54 7%	49 8%	27 6%	45 6%	96 10%	64 6%	51 7%

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Absolutes/col percents

Table 23

Q.10 Which of the following do you think is the ... important issue facing Britain as a whole?**(Top 3) most****Base: All respondents**

	Referendum (Q14)			Vote Intention (Q1)							2015 Vote (Q2)							Conservative universe					
	Total	Leave	Remain	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	Joiners	Consid-ers	Joiners/Consid-ers	Loyal-ists	Defec-tors Left	Defec-tors Right
Unweighted base	8011	3816	3491	2258	2092	459	882	247	293	55	2278	2272	572	962	330	309	49	459	960	1419	1795	116	90
Weighted base	8011	3836	3503	2467	2002	432	832	206	314	46	2584	2133	554	882	267	335	41	452	934	1386	2010	139	102
Negotiating Britain's exit from the European Union on the right terms	5116 64%	2735 71%	2063 59%	1869 76%	991 49%	280 65%	604 73%	111 54%	189 60%	28 61%	1913 74%	1186 56%	364 66%	672 76%	127 48%	197 59%	24 59%	343 76%	635 68%	978 71%	1526 76%	88 63%	70 68%
Getting the economy growing and creating jobs	4526 56%	1860 48%	2336 67%	1453 59%	1231 61%	305 71%	304 37%	103 50%	202 64%	28 61%	1512 58%	1304 61%	361 65%	340 39%	149 56%	210 63%	26 63%	250 55%	525 56%	775 56%	1200 60%	92 67%	37 36%
Improving the NHS	3752 47%	1727 45%	1736 50%	867 35%	1198 60%	205 47%	372 45%	102 50%	157 50%	26 57%	945 37%	1235 58%	287 52%	387 44%	145 54%	169 50%	23 57%	169 37%	425 46%	594 43%	698 35%	54 39%	39 38%
Controlling immigration	3712 46%	2571 67%	847 24%	1317 53%	585 29%	93 22%	698 84%	45 22%	125 40%	17 37%	1389 54%	748 35%	139 25%	707 80%	39 15%	134 40%	16 39%	246 54%	427 46%	673 49%	1068 53%	40 29%	86 85%
Tackling the cost of living	2044 26%	650 17%	1103 31%	296 12%	811 41%	117 27%	142 17%	79 38%	98 31%	18 40%	308 12%	754 35%	150 27%	133 15%	122 46%	118 35%	18 45%	87 19%	245 26%	332 24%	208 10%	37 27%	9 9%
Cutting the deficit and the debt	1662 21%	661 17%	834 24%	678 27%	339 17%	94 22%	117 14%	36 18%	63 20%	8 17%	715 28%	346 16%	111 20%	119 13%	27 10%	67 20%	6 14%	98 22%	167 18%	264 19%	578 29%	46 33%	26 26%
Reforming welfare to cut benefit dependency	1445 18%	733 19%	597 17%	596 24%	252 13%	66 15%	140 17%	36 17%	30 10%	4 8%	624 24%	265 12%	90 16%	160 18%	49 18%	32 10%	1 4%	100 22%	189 20%	289 21%	495 25%	24 18%	26 25%
Dealing with crime	639 8%	292 8%	247 7%	146 6%	163 8%	31 7%	74 9%	16 8%	19 6%	2 3%	161 6%	172 8%	37 7%	78 9%	17 7%	20 6%	* 1%	29 6%	77 8%	106 8%	114 6%	15 11%	10 10%
Protecting the environment	588 7%	128 3%	410 12%	89 4%	212 11%	64 15%	16 2%	63 31%	36 11%	5 11%	91 4%	177 8%	71 13%	21 2%	88 33%	37 11%	5 13%	16 4%	58 6%	75 5%	73 4%	10 7%	2 2%
Improving schools	549 7%	150 4%	334 10%	92 4%	224 11%	40 9%	28 3%	27 13%	22 7%	3 6%	95 4%	210 10%	50 9%	28 3%	38 14%	21 6%	2 6%	19 4%	54 6%	73 5%	73 4%	8 6%	1 1%

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Table 23

Q.10 Which of the following do you think is the ... important issue facing Britain as a whole?**(Top 3) most****Base: All respondents**

	Total	Vote Intention - Leave voters				Vote Intention - Remain voters				2015 Vote - Leave voters				2015 Vote - Remain voters			
		Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP
Unweighted base	8011	1306	656	100	833	873	1296	341	26	1303	839	162	915	924	1353	395	33
Weighted base	8011	1407	637	92	783	977	1233	324	26	1454	801	156	836	1075	1255	384	31
Negotiating Britain's exit from the European Union on the right terms	5116 64%	1131 80%	354 56%	64 69%	587 75%	682 70%	586 48%	211 65%	9 35%	1134 78%	497 62%	112 72%	646 77%	738 69%	657 52%	244 64%	20 63%
Getting the economy growing and creating jobs	4526 56%	730 52%	348 55%	62 67%	282 36%	680 70%	814 66%	235 72%	12 46%	751 52%	430 54%	82 52%	313 37%	738 69%	841 67%	271 71%	18 58%
Improving the NHS	3752 47%	491 35%	380 60%	45 49%	347 44%	354 36%	751 61%	154 47%	12 46%	522 36%	461 58%	81 52%	371 44%	405 38%	739 59%	198 52%	11 35%
Controlling immigration	3712 46%	928 66%	339 53%	45 48%	664 85%	341 35%	203 17%	44 14%	18 69%	973 67%	469 59%	75 48%	679 81%	383 36%	246 20%	59 15%	18 58%
Tackling the cost of living	2044 26%	111 8%	206 32%	12 13%	121 15%	159 16%	534 43%	98 30%	11 43%	115 8%	216 27%	30 19%	120 14%	179 17%	493 39%	117 30%	9 28%
Cutting the deficit and the debt	1662 21%	315 22%	92 14%	21 23%	111 14%	338 35%	220 18%	70 22%	4 16%	330 23%	103 13%	29 19%	110 13%	365 34%	228 18%	79 21%	7 21%
Reforming welfare to cut benefit dependency	1445 18%	358 25%	72 11%	18 19%	133 17%	220 23%	164 13%	44 14%	3 13%	363 25%	95 12%	31 20%	153 18%	251 23%	160 13%	55 14%	4 14%
Dealing with crime	639 8%	75 5%	57 9%	3 4%	66 8%	64 7%	84 7%	25 8%	5 18%	90 6%	63 8%	10 6%	69 8%	69 6%	96 8%	27 7%	5 15%
Protecting the environment	588 7%	36 3%	28 4%	5 6%	14 2%	47 5%	177 14%	57 17%	- -	38 3%	30 4%	11 7%	19 2%	49 5%	144 11%	59 15%	2 5%
Improving schools	549 7%	44 3%	36 6%	1 1%	24 3%	45 5%	165 13%	36 11%	3 12%	44 3%	37 5%	7 4%	26 3%	48 4%	161 13%	42 11%	1 2%

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Absolutes/col percents

Table 24

Q.10 Which of the following do you think is the ... important issue facing you & your family?**Most****Base: All respondents**

	Gender			Age						Social Grade				Region											
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East of England	London	South East	South West	
Unweighted base	8011	3849	4150	794	1319	1347	1498	1188	1865	2385	2195	1536	1895	701	336	922	724	720	598	419	743	983	1141	724	
Weighted base	8011	3920	4079	962	1282	1522	1362	1201	1681	2163	2323	1682	1843	696	362	941	707	741	622	425	751	1008	1028	731	
Tackling the cost of living	2338 29%	1019 26%	1315 32%	369 38%	474 37%	581 38%	431 32%	257 21%	225 13%	510 24%	731 31%	481 29%	616 33%	221 32%	103 28%	264 28%	205 29%	224 30%	174 28%	125 29%	200 27%	305 30%	295 29%	221 30%	
Negotiating Britain's exit from the European Union on the right terms	1364 17%	687 18%	676 17%	147 15%	148 12%	185 12%	208 15%	255 21%	421 25%	433 20%	421 18%	284 17%	225 12%	129 19%	62 17%	125 13%	120 17%	128 17%	113 18%	62 15%	137 18%	169 17%	187 18%	131 18%	
Improving the NHS	1362 17%	646 16%	713 17%	104 11%	157 12%	155 10%	217 16%	249 21%	480 29%	379 18%	370 16%	284 17%	330 18%	113 16%	57 16%	188 20%	102 14%	122 16%	109 18%	76 18%	137 18%	135 13%	191 19%	133 18%	
Getting the economy growing and creating jobs	1258 16%	681 17%	576 14%	176 18%	209 16%	229 15%	232 17%	188 16%	224 13%	396 18%	386 17%	236 14%	240 13%	109 16%	69 19%	169 18%	117 17%	119 16%	94 15%	70 17%	100 13%	180 18%	125 12%	106 14%	
Controlling immigration	731 9%	391 10%	340 8%	35 4%	77 6%	127 8%	144 11%	156 13%	193 11%	143 7%	170 7%	207 12%	212 12%	43 6%	33 9%	83 9%	77 11%	71 10%	54 9%	33 8%	86 11%	90 9%	106 10%	55 8%	
Improving schools	228 3%	105 3%	121 3%	38 4%	68 5%	83 5%	16 1%	4 *	19 1%	83 4%	52 2%	49 3%	44 2%	16 2%	4 1%	26 3%	23 3%	13 2%	20 3%	18 4%	25 3%	37 4%	28 3%	17 2%	
Cutting the deficit and the debt	210 3%	120 3%	89 2%	28 3%	39 3%	40 3%	38 3%	22 2%	42 3%	79 4%	47 2%	48 3%	36 2%	23 3%	10 3%	24 3%	19 3%	16 2%	16 3%	10 2%	17 2%	28 3%	30 3%	16 2%	
Protecting the environment	194 2%	95 2%	99 2%	21 2%	39 3%	35 2%	23 2%	35 3%	41 2%	61 3%	64 3%	28 2%	41 2%	17 3%	5 1%	18 2%	11 2%	12 2%	14 2%	16 4%	18 2%	22 2%	30 3%	31 4%	
Reforming welfare to cut benefit dependency	171 2%	93 2%	77 2%	16 2%	36 3%	53 3%	28 2%	19 2%	19 1%	38 2%	40 2%	36 2%	57 3%	17 2%	8 2%	22 2%	20 3%	18 2%	14 2%	7 2%	12 2%	18 2%	19 2%	15 2%	
Dealing with crime	156 2%	81 2%	72 2%	28 3%	35 3%	35 2%	25 2%	16 1%	16 1%	42 2%	42 2%	30 2%	42 2%	7 1%	11 3%	23 2%	12 2%	18 2%	14 2%	7 2%	18 2%	25 2%	15 1%	6 1%	

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Absolutes/col percents

Table 24

Q.10 Which of the following do you think is the ... important issue facing you & your family?**Most****Base: All respondents**

	Referendum (Q14)			Vote Intention (Q1)							2015 Vote (Q2)							Conservative universe					
	Total	Leave	Remain	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	Joiners	Consid-ers	Joiners/Consid-ers	Loyal-ists	Defec-tors Left	Defec-tors Right
Unweighted base	8011	3816	3491	2258	2092	459	882	247	293	55	2278	2272	572	962	330	309	49	459	960	1419	1795	116	90
Weighted base	8011	3836	3503	2467	2002	432	832	206	314	46	2584	2133	554	882	267	335	41	452	934	1386	2010	139	102
Tackling the cost of living	2338 29%	973 25%	1106 32%	506 21%	723 36%	112 26%	193 23%	74 36%	120 38%	16 35%	544 21%	721 34%	161 29%	203 23%	112 42%	125 37%	16 39%	116 26%	322 34%	438 32%	391 19%	45 32%	13 13%
Negotiating Britain's exit from the European Union on the right terms	1364 17%	756 20%	543 15%	577 23%	198 10%	71 17%	167 20%	37 18%	49 16%	8 17%	592 23%	259 12%	99 18%	180 20%	40 15%	52 15%	6 15%	93 21%	151 16%	244 18%	484 24%	16 11%	21 21%
Improving the NHS	1362 17%	677 18%	592 17%	408 17%	398 20%	82 19%	111 13%	31 15%	45 14%	8 17%	417 16%	435 20%	101 18%	136 15%	36 13%	46 14%	9 21%	75 17%	144 15%	219 16%	333 17%	25 18%	7 7%
Getting the economy growing and creating jobs	1258 16%	470 12%	686 20%	417 17%	357 18%	84 19%	68 8%	20 10%	52 16%	7 15%	453 18%	339 16%	104 19%	81 9%	36 13%	55 16%	5 13%	60 13%	157 17%	218 16%	354 18%	31 22%	9 9%
Controlling immigration	731 9%	603 16%	91 3%	272 11%	76 4%	15 4%	218 26%	5 2%	12 4%	2 4%	285 11%	106 5%	14 3%	218 25%	5 2%	15 5%	3 8%	64 14%	56 6%	120 9%	208 10%	5 4%	41 40%
Improving schools	228 3%	75 2%	114 3%	59 2%	62 3%	19 5%	20 2%	6 3%	8 3%	2 5%	60 2%	65 3%	16 3%	14 2%	6 2%	11 3%	- -	13 3%	32 3%	44 3%	46 2%	6 4%	6 6%
Cutting the deficit and the debt	210 3%	91 2%	99 3%	91 4%	39 2%	7 2%	10 1%	6 3%	7 2%	- -	93 4%	48 2%	12 2%	12 1%	3 1%	10 3%	- -	10 2%	19 2%	29 2%	80 4%	2 1%	2 2%
Protecting the environment	194 2%	48 1%	127 4%	46 2%	51 3%	27 6%	9 1%	24 12%	8 3%	1 1%	45 2%	51 2%	27 5%	7 1%	26 10%	8 2%	1 2%	8 2%	16 2%	24 2%	38 2%	4 3%	2 2%
Reforming welfare to cut benefit dependency	171 2%	75 2%	78 2%	53 2%	43 2%	10 2%	15 2%	3 2%	8 3%	2 3%	53 2%	53 3%	13 2%	14 2%	4 1%	8 2%	- -	6 1%	22 2%	28 2%	47 2%	1 1%	- -
Dealing with crime	156 2%	68 2%	67 2%	38 2%	54 3%	4 1%	20 2%	1 *	4 1%	1 1%	42 2%	55 3%	7 1%	18 2%	- -	4 1%	1 2%	9 2%	15 2%	23 2%	29 1%	4 3%	2 1%

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Absolutes/col percents

Table 24

Q.10 Which of the following do you think is the ... important issue facing you & your family?**Most****Base: All respondents**

	Total	Vote Intention - Leave voters				Vote Intention - Remain voters				2015 Vote - Leave voters				2015 Vote - Remain voters			
		Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP
Unweighted base	8011	1306	656	100	833	873	1296	341	26	1303	839	162	915	924	1353	395	33
Weighted base	8011	1407	637	92	783	977	1233	324	26	1454	801	156	836	1075	1255	384	31
Tackling the cost of living	2338 29%	261 19%	218 34%	19 21%	177 23%	228 23%	445 36%	88 27%	7 26%	270 19%	260 32%	46 30%	193 23%	260 24%	420 34%	111 29%	7 23%
Negotiating Britain's exit from the European Union on the right terms	1364 17%	371 26%	61 10%	10 11%	165 21%	195 20%	126 10%	61 19%	2 6%	370 25%	106 13%	28 18%	175 21%	211 20%	149 12%	70 18%	2 5%
Improving the NHS	1362 17%	249 18%	128 20%	29 32%	105 13%	145 15%	254 21%	53 16%	4 15%	247 17%	163 20%	36 23%	131 16%	165 15%	261 21%	64 17%	5 16%
Getting the economy growing and creating jobs	1258 16%	182 13%	104 16%	13 14%	61 8%	215 22%	235 19%	67 21%	3 12%	201 14%	101 13%	25 16%	73 9%	241 22%	232 19%	75 19%	2 8%
Controlling immigration	731 9%	218 15%	51 8%	9 10%	212 27%	50 5%	20 2%	4 1%	3 12%	232 16%	82 10%	9 6%	209 25%	51 5%	24 2%	4 1%	7 22%
Improving schools	228 3%	25 2%	18 3%	2 2%	15 2%	30 3%	37 3%	16 5%	2 9%	27 2%	21 3%	2 1%	13 2%	30 3%	38 3%	14 4%	1 4%
Cutting the deficit and the debt	210 3%	45 3%	15 2%	3 3%	9 1%	44 5%	20 2%	4 1%	1 4%	44 3%	20 2%	2 2%	10 1%	48 4%	24 2%	10 3%	1 4%
Protecting the environment	194 2%	14 1%	8 1%	5 6%	8 1%	29 3%	41 3%	21 7%	- -	16 1%	3 *	4 2%	5 1%	26 2%	45 4%	23 6%	1 3%
Reforming welfare to cut benefit dependency	171 2%	28 2%	13 2%	2 2%	11 1%	21 2%	27 2%	6 2%	3 10%	28 2%	21 3%	3 2%	11 1%	22 2%	33 3%	7 2%	3 10%
Dealing with crime	156 2%	14 1%	23 4%	- -	18 2%	20 2%	28 2%	4 1%	2 7%	18 1%	24 3%	1 1%	17 2%	21 2%	28 2%	6 2%	2 5%

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Absolutes/col percents

Table 25

Q.10 Which of the following do you think is the ... important issue facing you & your family?**Second most****Base: All respondents**

	Gender			Age						Social Grade				Region											
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	
Unweighted base	8011	3849	4150	794	1319	1347	1498	1188	1865	2385	2195	1536	1895	701	336	922	724	720	598	419	743	983	1141	724	
Weighted base	8011	3920	4079	962	1282	1522	1362	1201	1681	2163	2323	1682	1843	696	362	941	707	741	622	425	751	1008	1028	731	
Improving the NHS	1639 20%	738 19%	900 22%	195 20%	211 16%	303 20%	277 20%	247 21%	405 24%	430 20%	458 20%	348 21%	403 22%	146 21%	65 18%	223 24%	145 21%	156 21%	112 18%	107 25%	135 18%	177 18%	204 20%	169 23%	
Getting the economy growing and creating jobs	1366 17%	670 17%	693 17%	200 21%	235 18%	254 17%	260 19%	185 15%	232 14%	411 19%	393 17%	289 17%	273 15%	123 18%	60 17%	138 15%	136 19%	140 19%	106 17%	74 17%	115 15%	200 20%	180 17%	94 13%	
Tackling the cost of living	1209 15%	594 15%	611 15%	154 16%	233 18%	255 17%	204 15%	156 13%	208 12%	323 15%	329 14%	230 14%	329 18%	136 20%	66 18%	150 16%	108 15%	109 15%	95 15%	66 16%	92 12%	147 15%	138 13%	101 14%	
Negotiating Britain's exit from the European Union on the right terms	1146 14%	602 15%	543 13%	120 12%	135 10%	187 12%	188 14%	205 17%	312 19%	319 15%	372 16%	243 14%	212 11%	83 12%	53 15%	128 14%	100 14%	94 13%	92 15%	65 15%	127 17%	112 11%	161 16%	131 18%	
Controlling immigration	855 11%	445 11%	410 10%	53 6%	94 7%	148 10%	168 12%	167 14%	224 13%	175 8%	216 9%	218 13%	246 13%	50 7%	41 11%	101 11%	81 11%	77 10%	87 14%	29 7%	96 13%	95 9%	119 12%	79 11%	
Cutting the deficit and the debt	455 6%	253 6%	202 5%	67 7%	68 5%	90 6%	63 5%	79 7%	89 5%	153 7%	132 6%	94 6%	77 4%	41 6%	22 6%	46 5%	31 4%	44 6%	33 5%	23 5%	52 7%	63 6%	63 6%	39 5%	
Improving schools	396 5%	157 4%	239 6%	44 5%	122 9%	106 7%	72 5%	22 2%	31 2%	121 6%	116 5%	85 5%	74 4%	38 5%	19 5%	45 5%	32 5%	40 5%	28 4%	19 5%	40 5%	55 5%	46 4%	33 5%	
Dealing with crime	333 4%	184 5%	147 4%	30 3%	66 5%	67 4%	53 4%	51 4%	66 4%	69 3%	107 5%	69 4%	89 5%	24 3%	11 3%	56 6%	31 4%	32 4%	18 3%	17 4%	31 4%	53 5%	38 4%	22 3%	
Reforming welfare to cut benefit dependency	326 4%	147 4%	180 4%	53 5%	65 5%	58 4%	37 3%	48 4%	66 4%	77 4%	89 4%	70 4%	90 5%	33 5%	18 5%	37 4%	24 3%	25 3%	32 5%	8 2%	32 4%	46 5%	43 4%	29 4%	
Protecting the environment	285 4%	131 3%	154 4%	48 5%	54 4%	54 4%	39 3%	41 3%	50 3%	87 4%	113 5%	36 2%	50 3%	22 3%	7 2%	18 2%	19 3%	24 3%	20 3%	16 4%	30 4%	60 6%	36 3%	34 5%	

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Table 25

Q.10 Which of the following do you think is the ... important issue facing you & your family?**Second most****Base: All respondents**

	Referendum (Q14)			Vote Intention (Q1)							2015 Vote (Q2)							Conservative universe					
	Total	Leave	Remain	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	Joiners	Consid-ers	Joiners/Consid-ers	Loyal-ists	Defec-tors Left	Defec-tors Right
Unweighted base	8011	3816	3491	2258	2092	459	882	247	293	55	2278	2272	572	962	330	309	49	459	960	1419	1795	116	90
Weighted base	8011	3836	3503	2467	2002	432	832	206	314	46	2584	2133	554	882	267	335	41	452	934	1386	2010	139	102
Improving the NHS	1639 20%	754 20%	750 21%	446 18%	472 24%	94 22%	147 18%	43 21%	72 23%	13 29%	450 17%	506 24%	130 23%	151 17%	75 28%	81 24%	12 30%	90 20%	191 20%	280 20%	357 18%	21 15%	13 13%
Getting the economy growing and creating jobs	1366 17%	530 14%	727 21%	436 18%	365 18%	94 22%	85 10%	29 14%	50 16%	7 15%	461 18%	389 18%	105 19%	86 10%	35 13%	54 16%	9 22%	76 17%	172 18%	248 18%	361 18%	28 20%	13 13%
Tackling the cost of living	1209 15%	509 13%	585 17%	308 12%	371 19%	59 14%	91 11%	27 13%	58 18%	9 19%	328 13%	377 18%	77 14%	117 13%	43 16%	69 21%	5 13%	62 14%	122 13%	184 13%	245 12%	18 13%	8 8%
Negotiating Britain's exit from the European Union on the right terms	1146 14%	626 16%	457 13%	416 17%	216 11%	60 14%	163 20%	22 11%	36 12%	3 8%	455 18%	258 12%	72 13%	161 18%	29 11%	36 11%	2 4%	76 17%	139 15%	215 15%	340 17%	23 16%	33 33%
Controlling immigration	855 11%	646 17%	144 4%	307 12%	116 6%	17 4%	218 26%	8 4%	17 5%	2 5%	300 12%	155 7%	29 5%	222 25%	14 5%	19 6%	2 5%	57 13%	103 11%	160 12%	249 12%	10 7%	18 17%
Cutting the deficit and the debt	455 6%	180 5%	230 7%	190 8%	93 5%	21 5%	29 3%	8 4%	21 7%	4 8%	190 7%	95 4%	26 5%	34 4%	11 4%	22 7%	3 8%	29 6%	51 5%	79 6%	160 8%	11 8%	4 4%
Improving schools	396 5%	177 5%	179 5%	100 4%	134 7%	25 6%	20 2%	11 5%	24 8%	4 8%	107 4%	122 6%	33 6%	23 3%	13 5%	19 6%	3 8%	19 4%	50 5%	69 5%	81 4%	9 6%	2 2%
Dealing with crime	333 4%	161 4%	120 3%	96 4%	74 4%	17 4%	39 5%	9 4%	8 3%	- -	95 4%	82 4%	27 5%	44 5%	8 3%	9 3%	- -	19 4%	41 4%	60 4%	76 4%	7 5%	2 2%
Reforming welfare to cut benefit dependency	326 4%	170 4%	136 4%	118 5%	66 3%	16 4%	30 4%	15 7%	15 5%	1 3%	135 5%	63 3%	17 3%	34 4%	6 2%	15 5%	1 3%	21 5%	35 4%	56 4%	97 5%	7 5%	8 8%
Protecting the environment	285 4%	84 2%	175 5%	50 2%	94 5%	29 7%	10 1%	34 16%	13 4%	2 5%	61 2%	85 4%	38 7%	10 1%	33 12%	11 3%	2 6%	5 1%	30 3%	35 3%	45 2%	5 4%	2 2%

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Absolutes/col percents

Table 25

Q.10 Which of the following do you think is the ... important issue facing you & your family?**Second most****Base: All respondents**

	Total	Vote Intention - Leave voters				Vote Intention - Remain voters				2015 Vote - Leave voters				2015 Vote - Remain voters			
		Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP
Unweighted base	8011	1306	656	100	833	873	1296	341	26	1303	839	162	915	924	1353	395	33
Weighted base	8011	1407	637	92	783	977	1233	324	26	1454	801	156	836	1075	1255	384	31
Improving the NHS	1639	253	154	19	139	180	284	70	3	253	192	37	143	184	293	88	5
	20%	18%	24%	20%	18%	18%	23%	21%	13%	17%	24%	24%	17%	17%	23%	23%	17%
Getting the economy growing and creating jobs	1366	214	90	15	80	209	254	77	4	216	127	22	83	240	249	83	2
	17%	15%	14%	16%	10%	21%	21%	24%	14%	15%	16%	14%	10%	22%	20%	22%	7%
Tackling the cost of living	1209	157	111	14	81	140	238	44	4	153	121	20	103	169	244	55	7
	15%	11%	17%	16%	10%	14%	19%	13%	14%	11%	15%	13%	12%	16%	19%	14%	22%
Negotiating Britain's exit from the European Union on the right terms	1146	246	74	16	160	157	130	41	3	275	108	23	157	170	142	48	5
	14%	17%	12%	17%	20%	16%	11%	13%	11%	19%	13%	15%	19%	16%	11%	13%	15%
Controlling immigration	855	230	80	5	206	66	32	11	4	221	114	17	216	72	37	12	3
	11%	16%	13%	5%	26%	7%	3%	3%	16%	15%	14%	11%	26%	7%	3%	3%	10%
Cutting the deficit and the debt	455	92	19	7	24	92	68	14	3	98	19	5	30	88	70	18	3
	6%	7%	3%	7%	3%	9%	6%	4%	11%	7%	2%	3%	4%	8%	6%	5%	9%
Improving schools	396	64	42	5	18	30	77	20	2	71	45	10	23	32	73	21	1
	5%	5%	7%	5%	2%	3%	6%	6%	6%	5%	6%	6%	3%	3%	6%	5%	2%
Dealing with crime	333	54	28	2	37	34	38	14	2	56	30	6	42	36	46	20	2
	4%	4%	4%	2%	5%	4%	3%	4%	8%	4%	4%	4%	5%	3%	4%	5%	6%
Reforming welfare to cut benefit dependency	326	70	19	6	29	47	43	9	1	81	23	9	31	54	38	7	4
	4%	5%	3%	6%	4%	5%	4%	3%	4%	6%	3%	6%	4%	5%	3%	2%	12%
Protecting the environment	285	27	19	4	9	21	68	25	1	30	21	8	10	30	63	30	-
	4%	2%	3%	4%	1%	2%	6%	8%	2%	2%	3%	5%	1%	3%	5%	8%	-

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Absolutes/col percents

Table 26

Q.10 Which of the following do you think is the ... important issue facing you & your family?**Third most****Base: All respondents**

	Gender			Age						Social Grade				Region											
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	
Unweighted base	8011	3849	4150	794	1319	1347	1498	1188	1865	2385	2195	1536	1895	701	336	922	724	720	598	419	743	983	1141	724	
Weighted base	8011	3920	4079	962	1282	1522	1362	1201	1681	2163	2323	1682	1843	696	362	941	707	741	622	425	751	1008	1028	731	
Improving the NHS	1432 18%	672 17%	755 19%	202 21%	255 20%	258 17%	238 17%	219 18%	260 15%	372 17%	438 19%	292 17%	330 18%	117 17%	69 19%	161 17%	117 16%	127 17%	127 20%	78 18%	147 20%	174 17%	193 19%	121 17%	
Getting the economy growing and creating jobs	1166 15%	572 15%	590 14%	151 16%	188 15%	212 14%	214 16%	180 15%	222 13%	315 15%	347 15%	256 15%	247 13%	120 17%	55 15%	131 14%	115 16%	84 11%	83 13%	72 17%	110 15%	133 13%	150 15%	113 15%	
Negotiating Britain's exit from the European Union on the right terms	1041 13%	501 13%	539 13%	94 10%	136 11%	183 12%	181 13%	162 13%	285 17%	302 14%	287 12%	201 12%	252 14%	81 12%	51 14%	141 15%	81 12%	97 13%	68 11%	60 14%	102 14%	130 13%	141 14%	87 12%	
Tackling the cost of living	973 12%	472 12%	501 12%	133 14%	151 12%	174 11%	177 13%	160 13%	178 11%	278 13%	278 12%	203 12%	214 12%	90 13%	39 11%	98 10%	90 13%	114 15%	70 11%	48 11%	72 10%	146 14%	112 11%	96 13%	
Controlling immigration	810 10%	408 10%	401 10%	45 5%	107 8%	151 10%	167 12%	134 11%	205 12%	171 8%	220 9%	207 12%	212 12%	72 10%	38 10%	93 10%	79 11%	90 12%	72 12%	38 9%	84 11%	81 8%	94 9%	67 9%	
Cutting the deficit and the debt	608 8%	325 8%	283 7%	82 9%	74 6%	120 8%	94 7%	91 8%	147 9%	179 8%	186 8%	123 7%	120 7%	49 7%	36 10%	75 8%	50 7%	61 8%	47 7%	26 6%	61 8%	75 7%	68 7%	59 8%	
Dealing with crime	587 7%	281 7%	304 7%	54 6%	81 6%	129 8%	112 8%	87 7%	123 7%	132 6%	176 8%	122 7%	156 8%	52 7%	20 5%	76 8%	69 10%	48 6%	54 9%	22 5%	45 6%	75 7%	80 8%	45 6%	
Improving schools	502 6%	241 6%	261 6%	78 8%	126 10%	134 9%	56 4%	49 4%	59 3%	144 7%	136 6%	110 7%	112 6%	50 7%	13 4%	63 7%	36 5%	47 6%	36 6%	28 7%	48 6%	64 6%	68 7%	50 7%	
Reforming welfare to cut benefit dependency	459 6%	235 6%	224 5%	45 5%	72 6%	84 6%	59 4%	63 5%	136 8%	128 6%	140 6%	89 5%	102 6%	25 4%	20 6%	62 7%	34 5%	35 5%	44 7%	25 6%	55 7%	52 5%	65 6%	42 6%	
Protecting the environment	434 5%	212 5%	221 5%	77 8%	93 7%	76 5%	64 5%	58 5%	66 4%	142 7%	114 5%	79 5%	98 5%	38 6%	22 6%	41 4%	36 5%	37 5%	22 3%	26 6%	27 4%	78 8%	58 6%	50 7%	

Blueprint Phase 7

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Absolutes/col percents

Table 26

Q.10 Which of the following do you think is the ... important issue facing you & your family?**Third most****Base: All respondents**

	Referendum (Q14)			Vote Intention (Q1)							2015 Vote (Q2)							Conservative universe					
	Total	Leave	Remain	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	Joiners	Consid-ers	Joiners/Consid-ers	Loyal-ists	Defec-tors Left	Defec-tors Right
Unweighted base	8011	3816	3491	2258	2092	459	882	247	293	55	2278	2272	572	962	330	309	49	459	960	1419	1795	116	90
Weighted base	8011	3836	3503	2467	2002	432	832	206	314	46	2584	2133	554	882	267	335	41	452	934	1386	2010	139	102
Improving the NHS	1432 18%	671 17%	636 18%	396 16%	358 18%	76 18%	164 20%	43 21%	52 17%	13 29%	438 17%	411 19%	107 19%	166 19%	50 19%	53 16%	10 25%	67 15%	182 19%	249 18%	329 16%	13 10%	30 30%
Getting the economy growing and creating jobs	1166 15%	505 13%	570 16%	340 14%	320 16%	51 12%	98 12%	40 19%	58 19%	9 20%	346 13%	347 16%	74 13%	104 12%	47 18%	65 19%	10 24%	68 15%	127 14%	195 14%	272 14%	18 13%	14 14%
Negotiating Britain's exit from the European Union on the right terms	1041 13%	528 14%	451 13%	339 14%	229 11%	62 14%	131 16%	17 8%	38 12%	5 10%	351 14%	263 12%	82 15%	136 15%	25 9%	43 13%	4 9%	64 14%	122 13%	186 13%	275 14%	24 17%	13 13%
Tackling the cost of living	973 12%	429 11%	463 13%	292 12%	269 13%	65 15%	77 9%	22 11%	38 12%	5 11%	312 12%	277 13%	70 13%	88 10%	34 13%	41 12%	4 10%	56 12%	102 11%	158 11%	237 12%	18 13%	5 5%
Controlling immigration	810 10%	536 14%	214 6%	279 11%	156 8%	30 7%	124 15%	7 4%	41 13%	1 3%	291 11%	184 9%	43 8%	125 14%	7 3%	41 12%	1 4%	51 11%	88 9%	138 10%	228 11%	14 10%	10 10%
Cutting the deficit and the debt	608 8%	260 7%	289 8%	249 10%	126 6%	35 8%	55 7%	13 6%	16 5%	2 4%	247 10%	131 6%	39 7%	62 7%	13 5%	14 4%	1 2%	46 10%	59 6%	106 8%	203 10%	15 11%	8 8%
Dealing with crime	587 7%	306 8%	237 7%	183 7%	138 7%	39 9%	70 8%	12 6%	23 7%	3 5%	187 7%	149 7%	39 7%	78 9%	17 6%	25 7%	4 10%	39 9%	66 7%	106 8%	141 7%	16 12%	7 7%
Improving schools	502 6%	216 6%	231 7%	117 5%	180 9%	17 4%	36 4%	12 6%	23 7%	2 4%	130 5%	161 8%	38 7%	39 4%	21 8%	22 7%	4 9%	19 4%	66 7%	85 6%	97 5%	2 2%	4 4%
Reforming welfare to cut benefit dependency	459 6%	243 6%	167 5%	181 7%	92 5%	25 6%	55 7%	2 1%	4 1%	3 7%	196 8%	95 4%	18 3%	57 7%	8 3%	6 2%	- -	25 6%	59 6%	84 6%	156 8%	13 10%	6 6%
Protecting the environment	434 5%	142 4%	244 7%	90 4%	134 7%	31 7%	22 3%	37 18%	20 6%	3 6%	87 3%	113 5%	44 8%	26 3%	45 17%	24 7%	3 8%	18 4%	62 7%	80 6%	72 4%	5 3%	4 3%

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Absolutes/col percents

Table 26

Q.10 Which of the following do you think is the ... important issue facing you & your family?**Third most****Base: All respondents**

	Total	Vote Intention - Leave voters				Vote Intention - Remain voters				2015 Vote - Leave voters				2015 Vote - Remain voters			
		Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP
Unweighted base	8011	1306	656	100	833	873	1296	341	26	1303	839	162	915	924	1353	395	33
Weighted base	8011	1407	637	92	783	977	1233	324	26	1454	801	156	836	1075	1255	384	31
Improving the NHS	1432	234	108	8	152	151	224	66	6	258	138	27	155	170	251	77	7
	18%	17%	17%	8%	19%	15%	18%	20%	24%	18%	17%	17%	18%	16%	20%	20%	21%
Getting the economy growing and creating jobs	1166	193	88	9	92	141	217	41	4	188	113	21	98	149	227	48	6
	15%	14%	14%	9%	12%	14%	18%	13%	17%	13%	14%	13%	12%	14%	18%	13%	19%
Negotiating Britain's exit from the European Union on the right terms	1041	204	70	15	123	130	148	47	3	205	93	24	128	142	165	58	5
	13%	14%	11%	16%	16%	13%	12%	15%	11%	14%	12%	15%	15%	13%	13%	15%	17%
Tackling the cost of living	973	153	81	16	71	125	172	48	3	160	102	19	86	146	167	51	2
	12%	11%	13%	18%	9%	13%	14%	15%	12%	11%	13%	12%	10%	14%	13%	13%	7%
Controlling immigration	810	182	89	13	119	84	57	16	5	198	114	18	120	87	61	23	3
	10%	13%	14%	14%	15%	9%	5%	5%	18%	14%	14%	12%	14%	8%	5%	6%	9%
Cutting the deficit and the debt	608	120	31	4	52	118	82	30	1	117	46	3	58	122	80	36	2
	8%	9%	5%	4%	7%	12%	7%	9%	4%	8%	6%	2%	7%	11%	6%	9%	7%
Dealing with crime	587	100	48	13	66	79	78	23	3	101	66	14	72	85	76	25	3
	7%	7%	8%	14%	8%	8%	6%	7%	12%	7%	8%	9%	9%	8%	6%	6%	10%
Improving schools	502	67	59	4	34	46	111	13	-	72	51	15	38	56	103	22	1
	6%	5%	9%	4%	4%	5%	9%	4%	-	5%	6%	10%	5%	5%	8%	6%	2%
Reforming welfare to cut benefit dependency	459	106	39	5	53	66	44	16	-	109	47	6	56	81	46	12	1
	6%	8%	6%	6%	7%	7%	4%	5%	-	7%	6%	4%	7%	8%	4%	3%	4%
Protecting the environment	434	47	24	6	20	36	98	24	1	46	31	8	25	36	78	33	1
	5%	3%	4%	7%	3%	4%	8%	7%	3%	3%	4%	5%	3%	3%	6%	9%	5%

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Absolutes/col percents

Table 27

Q.10 Which of the following do you think is the ... important issue facing you & your family?**(Top 3) most****Base: All respondents**

	Gender			Age						Social Grade				Region											
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humbersides	West Midlands	East Midlands	Wales	East of England	London	South East	South West	
Unweighted base	8011	3849	4150	794	1319	1347	1498	1188	1865	2385	2195	1536	1895	701	336	922	724	720	598	419	743	983	1141	724	
Weighted base	8011	3920	4079	962	1282	1522	1362	1201	1681	2163	2323	1682	1843	696	362	941	707	741	622	425	751	1008	1028	731	
Tackling the cost of living	4520 56%	2086 53%	2428 60%	655 68%	858 67%	1010 66%	813 60%	573 48%	610 36%	1111 51%	1338 58%	913 54%	1158 63%	447 64%	207 57%	512 54%	403 57%	448 60%	339 54%	239 56%	365 49%	598 59%	546 53%	418 57%	
Improving the NHS	4433 55%	2056 52%	2368 58%	501 52%	624 49%	717 47%	732 54%	715 60%	1144 68%	1180 55%	1266 55%	924 55%	1063 58%	376 54%	191 53%	571 61%	364 51%	404 55%	349 56%	262 62%	419 56%	486 48%	588 57%	423 58%	
Getting the economy growing and creating jobs	3790 47%	1923 49%	1859 46%	527 55%	632 49%	695 46%	705 52%	553 46%	677 40%	1122 52%	1127 49%	780 46%	761 41%	352 51%	184 51%	438 47%	367 52%	343 46%	283 46%	217 51%	325 43%	513 51%	455 44%	313 43%	
Negotiating Britain's exit from the European Union on the right terms	3551 44%	1790 46%	1758 43%	361 38%	418 33%	555 36%	577 42%	621 52%	1018 61%	1054 49%	1080 46%	729 43%	688 37%	294 42%	166 46%	394 42%	301 43%	319 43%	273 44%	187 44%	366 49%	411 41%	489 48%	350 48%	
Controlling immigration	2396 30%	1244 32%	1151 28%	133 14%	278 22%	426 28%	479 35%	457 38%	623 37%	488 23%	606 26%	632 38%	670 36%	166 24%	111 31%	276 29%	238 34%	238 32%	214 34%	101 24%	266 35%	266 26%	319 31%	201 28%	
Cutting the deficit and the debt	1273 16%	698 18%	574 14%	177 18%	180 14%	250 16%	195 14%	192 16%	279 17%	410 19%	364 16%	266 16%	233 13%	113 16%	68 19%	146 15%	100 14%	121 16%	96 15%	59 14%	130 17%	165 16%	161 16%	114 16%	
Improving schools	1126 14%	503 13%	621 15%	160 17%	316 25%	324 21%	143 10%	75 6%	109 6%	347 16%	304 13%	245 15%	230 12%	104 15%	36 10%	134 14%	91 13%	101 14%	83 13%	65 15%	113 15%	156 16%	142 14%	101 14%	
Dealing with crime	1075 13%	547 14%	523 13%	112 12%	182 14%	230 15%	191 14%	154 13%	206 12%	243 11%	325 14%	221 13%	286 16%	83 12%	42 12%	154 16%	111 16%	98 13%	86 14%	46 11%	94 13%	153 15%	134 13%	73 10%	
Reforming welfare to cut benefit dependency	956 12%	474 12%	481 12%	113 12%	172 13%	195 13%	124 9%	130 11%	221 13%	243 11%	269 12%	195 12%	249 14%	75 11%	46 13%	122 13%	78 11%	79 11%	89 14%	40 9%	99 13%	116 12%	127 12%	85 12%	
Protecting the environment	914 11%	439 11%	474 12%	145 15%	186 14%	165 11%	127 9%	134 11%	157 9%	290 13%	291 13%	143 9%	189 10%	78 11%	34 9%	77 8%	66 9%	73 10%	56 9%	59 14%	74 10%	159 16%	123 12%	114 16%	

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Absolutes/col percents

Table 27

Q.10 Which of the following do you think is the ... important issue facing you & your family?**(Top 3) most****Base: All respondents**

	Referendum (Q14)			Vote Intention (Q1)							2015 Vote (Q2)							Conservative universe					
	Total	Leave	Remain	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	Joiners	Consid- erers	Joiners/ Consid- erers	Loyal- ists	Defec- tors Left	Defec- tors Right
Unweighted base	8011	3816	3491	2258	2092	459	882	247	293	55	2278	2272	572	962	330	309	49	459	960	1419	1795	116	90
Weighted base	8011	3836	3503	2467	2002	432	832	206	314	46	2584	2133	554	882	267	335	41	452	934	1386	2010	139	102
Tackling the cost of living	4520 56%	1911 50%	2154 61%	1107 45%	1364 68%	237 55%	362 43%	123 60%	216 69%	30 66%	1184 46%	1375 64%	307 56%	408 46%	189 71%	236 70%	25 62%	234 52%	547 59%	780 56%	872 43%	81 58%	26 26%
Improving the NHS	4433 55%	2102 55%	1978 56%	1251 51%	1228 61%	252 58%	422 51%	117 57%	169 54%	34 75%	1304 50%	1352 63%	338 61%	453 51%	160 60%	181 54%	31 76%	232 51%	516 55%	748 54%	1019 51%	59 43%	50 49%
Getting the economy growing and creating jobs	3790 47%	1505 39%	1982 57%	1194 48%	1041 52%	228 53%	252 30%	89 43%	160 51%	23 50%	1259 49%	1076 50%	283 51%	270 31%	118 44%	174 52%	24 59%	204 45%	456 49%	660 48%	987 49%	76 55%	37 36%
Negotiating Britain's exit from the European Union on the right terms	3551 44%	1909 50%	1451 41%	1332 54%	643 32%	193 45%	461 55%	77 37%	123 39%	16 35%	1399 54%	780 37%	253 46%	477 54%	95 35%	131 39%	11 28%	233 51%	413 44%	645 47%	1099 55%	63 45%	68 67%
Controlling immigration	2396 30%	1785 47%	450 13%	858 35%	348 17%	62 14%	560 67%	20 10%	70 22%	6 12%	877 34%	445 21%	86 16%	565 64%	26 10%	75 22%	7 17%	171 38%	247 26%	418 30%	685 34%	29 21%	68 67%
Cutting the deficit and the debt	1273 16%	531 14%	618 18%	530 21%	257 13%	63 15%	94 11%	27 13%	44 14%	6 13%	531 21%	274 13%	77 14%	108 12%	27 10%	46 14%	4 10%	85 19%	129 14%	214 15%	443 22%	28 20%	14 13%
Improving schools	1126 14%	468 12%	525 15%	275 11%	376 19%	62 14%	76 9%	29 14%	56 18%	8 17%	297 12%	349 16%	87 16%	76 9%	40 15%	53 16%	7 17%	51 11%	147 16%	199 14%	224 11%	17 12%	11 11%
Dealing with crime	1075 13%	535 14%	424 12%	316 13%	266 13%	60 14%	129 15%	22 11%	36 12%	3 7%	324 13%	285 13%	73 13%	140 16%	25 9%	38 11%	5 12%	67 15%	122 13%	189 14%	246 12%	28 20%	11 10%
Reforming welfare to cut benefit dependency	956 12%	487 13%	380 11%	352 14%	201 10%	50 12%	100 12%	20 10%	27 8%	6 13%	385 15%	212 10%	48 9%	106 12%	18 7%	29 9%	1 3%	51 11%	116 12%	167 12%	301 15%	22 16%	14 14%
Protecting the environment	914 11%	274 7%	547 16%	186 8%	280 14%	87 20%	41 5%	95 46%	41 13%	6 12%	193 7%	249 12%	109 20%	43 5%	104 39%	43 13%	6 15%	30 7%	109 12%	139 10%	155 8%	13 10%	7 7%

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Absolutes/col percents

Table 27

Q.10 Which of the following do you think is the ... important issue facing you & your family?**(Top 3) most****Base: All respondents**

	Total	Vote Intention - Leave voters				Vote Intention - Remain voters				2015 Vote - Leave voters				2015 Vote - Remain voters			
		Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP
Unweighted base	8011	1306	656	100	833	873	1296	341	26	1303	839	162	915	924	1353	395	33
Weighted base	8011	1407	637	92	783	977	1233	324	26	1454	801	156	836	1075	1255	384	31
Tackling the cost of living	4520 56%	571 41%	411 64%	50 54%	329 42%	493 51%	855 69%	179 55%	13 51%	583 40%	483 60%	85 55%	382 46%	575 53%	832 66%	217 57%	16 51%
Improving the NHS	4433 55%	735 52%	390 61%	56 60%	397 51%	475 49%	762 62%	189 58%	13 51%	757 52%	493 62%	100 64%	428 51%	519 48%	805 64%	230 60%	17 54%
Getting the economy growing and creating jobs	3790 47%	590 42%	282 44%	37 40%	233 30%	565 58%	706 57%	186 57%	11 43%	605 42%	341 43%	67 43%	254 30%	629 59%	708 56%	206 54%	11 34%
Negotiating Britain's exit from the European Union on the right terms	3551 44%	820 58%	204 32%	41 44%	449 57%	482 49%	404 33%	150 46%	7 27%	850 59%	307 38%	75 48%	460 55%	523 49%	456 36%	177 46%	11 37%
Controlling immigration	2396 30%	630 45%	220 34%	27 29%	537 69%	200 20%	110 9%	31 10%	12 47%	651 45%	310 39%	45 29%	545 65%	210 20%	121 10%	39 10%	13 41%
Cutting the deficit and the debt	1273 16%	257 18%	65 10%	14 15%	85 11%	254 26%	170 14%	48 15%	5 19%	259 18%	85 11%	11 7%	99 12%	258 24%	174 14%	64 17%	6 20%
Improving schools	1126 14%	156 11%	119 19%	10 11%	68 9%	106 11%	225 18%	49 15%	4 15%	171 12%	117 15%	27 17%	74 9%	119 11%	215 17%	57 15%	3 8%
Dealing with crime	1075 13%	168 12%	99 16%	15 16%	120 15%	133 14%	144 12%	41 13%	7 27%	174 12%	120 15%	21 14%	130 16%	142 13%	150 12%	51 13%	7 21%
Reforming welfare to cut benefit dependency	956 12%	204 15%	71 11%	13 14%	94 12%	134 14%	115 9%	31 9%	4 14%	217 15%	91 11%	18 12%	98 12%	157 15%	117 9%	26 7%	8 26%
Protecting the environment	914 11%	89 6%	50 8%	15 17%	37 5%	86 9%	207 17%	70 22%	1 5%	92 6%	55 7%	20 13%	39 5%	92 9%	186 15%	86 22%	2 7%

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Table 28

Q.11 Which party do you think would have the best approach to each of the following issues - the Conservatives, Labour, the Liberal Democrats, UKIP or the SNP?

Summary

Base: All respondents

	Issues										
	Getting the economy growing and creating jobs	Cutting the deficit and the debt	Improving the NHS	Improving schools	Protecting the environment	Dealing with crime	Negotiating Britain's exit from the European Union on the right terms	Reforming welfare to cut benefit dependency	Controlling immigration	Tackling the cost of living	Introduce practical policies that would work in the long run
Unweighted base	8011	8011	8011	8011	8011	8011	8011	8011	8011	8011	8011
Weighted base	8011	8011	8011	8011	8011	8011	8011	8011	8011	8011	8011
Conservatives	4118 51%	4683 58%	2523 31%	2927 37%	2189 27%	3836 48%	3834 48%	3982 50%	2691 34%	3145 39%	3452 43%
Labour	2584 32%	2007 25%	3510 44%	2978 37%	2230 28%	2293 29%	1992 25%	2302 29%	1749 22%	3126 39%	2551 32%
Liberal Democrats	424 5%	487 6%	914 11%	1046 13%	2629 33%	541 7%	524 7%	649 8%	507 6%	714 9%	864 11%
UKIP	593 7%	602 8%	755 9%	749 9%	677 8%	1079 13%	1422 18%	838 10%	2854 36%	738 9%	834 10%
SNP	292 4%	232 3%	309 4%	311 4%	286 4%	263 3%	239 3%	240 3%	210 3%	288 4%	309 4%

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Table 29

Q.11 Which party do you think would have the best approach to each of the following issues - the Conservatives, Labour, the Liberal Democrats, UKIP or the SNP?

Getting the economy growing and creating jobs

Base: All respondents

	Gender			Age						Social Grade				Region											
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humbersides	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	
Unweighted base	8011	3849	4150	794	1319	1347	1498	1188	1865	2385	2195	1536	1895	701	336	922	724	720	598	419	743	983	1141	724	
Weighted base	8011	3920	4079	962	1282	1522	1362	1201	1681	2163	2323	1682	1843	696	362	941	707	741	622	425	751	1008	1028	731	
Conservatives	4118 51%	2124 54%	1991 49%	404 42%	534 42%	724 48%	669 49%	650 54%	1136 68%	1246 58%	1220 52%	885 53%	767 42%	225 32%	161 44%	443 47%	355 50%	401 54%	346 56%	202 48%	415 55%	515 51%	638 62%	417 57%	
Labour	2584 32%	1178 30%	1401 34%	430 45%	534 42%	553 36%	430 32%	318 26%	320 19%	612 28%	764 33%	516 31%	693 38%	139 20%	148 41%	390 41%	257 36%	252 34%	186 30%	175 41%	203 27%	376 37%	253 25%	206 28%	
Liberal Democrats	424 5%	210 5%	212 5%	63 7%	88 7%	69 5%	68 5%	63 5%	73 4%	144 7%	139 6%	59 4%	82 4%	27 4%	15 4%	51 5%	32 5%	29 4%	32 5%	22 5%	40 5%	63 6%	57 6%	55 7%	
UKIP	593 7%	262 7%	330 8%	35 4%	74 6%	117 8%	135 10%	116 10%	115 7%	94 4%	116 5%	161 10%	222 12%	14 2%	38 10%	57 6%	62 9%	59 8%	59 9%	26 6%	93 12%	53 5%	80 8%	52 7%	
SNP	292 4%	146 4%	146 4%	29 3%	52 4%	59 4%	60 4%	55 5%	37 2%	67 3%	84 4%	62 4%	79 4%	292 42%	-	-	-	-	-	-	-	-	-	-	

Blueprint Phase 7

ONLINE Fieldwork : 11th - 22nd August 2016

Absolutes/col percents

Table 29

Q.11 Which party do you think would have the best approach to each of the following issues - the Conservatives, Labour, the Liberal Democrats, UKIP or the SNP?

Getting the economy growing and creating jobs

Base: All respondents

	Referendum (Q14)			Vote Intention (Q1)							2015 Vote (Q2)							Conservative universe					
	Total	Leave	Remain	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	Joiners	Consid-ers	Joiners/ Consid-ers	Loyal-ists	Defec-tors Left	Defec-tors Right
Unweighted base	8011	3816	3491	2258	2092	459	882	247	293	55	2278	2272	572	962	330	309	49	459	960	1419	1795	116	90
Weighted base	8011	3836	3503	2467	2002	432	832	206	314	46	2584	2133	554	882	267	335	41	452	934	1386	2010	139	102
Conservatives	4118 51%	2223 58%	1611 46%	2377 96%	270 14%	155 36%	304 37%	67 33%	29 9%	18 38%	2370 92%	495 23%	258 47%	402 46%	56 21%	39 12%	13 32%	415 92%	530 57%	945 68%	1957 97%	73 53%	66 64%
Labour	2584 32%	904 24%	1413 40%	55 2%	1670 83%	77 18%	73 9%	112 54%	24 8%	21 46%	138 5%	1494 70%	122 22%	98 11%	178 67%	46 14%	22 53%	15 3%	281 30%	296 21%	40 2%	53 38%	4 3%
Liberal Democrats	424 5%	106 3%	269 8%	20 1%	49 2%	197 46%	12 1%	19 9%	5 2%	5 11%	30 1%	86 4%	171 31%	13 1%	26 10%	3 1%	3 7%	15 3%	63 7%	78 6%	6 *	12 9%	1 1%
UKIP	593 7%	520 14%	23 1%	14 1%	8 *	2 1%	443 53%	4 2%	1 *	2 5%	43 2%	43 2%	2 *	369 42%	5 2%	1 *	3 7%	7 2%	46 5%	53 4%	6 *	- -	31 31%
SNP	292 4%	83 2%	186 5%	1 *	4 *	- -	- -	3 2%	255 81%	- -	3 *	15 1%	1 *	- -	2 1%	246 73%	- -	- -	14 2%	14 1%	1 *	* *	- -

Blueprint Phase 7

ONLINE Fieldwork : 11th - 22nd August 2016

Absolutes/col percents

Table 29

Q.11 Which party do you think would have the best approach to each of the following issues - the Conservatives, Labour, the Liberal Democrats, UKIP or the SNP?

Getting the economy growing and creating jobs

Base: All respondents

	Vote Intention - Leave voters					Vote Intention - Remain voters				2015 Vote - Leave voters				2015 Vote - Remain voters			
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP
Unweighted base	8011	1306	656	100	833	873	1296	341	26	1303	839	162	915	924	1353	395	33
Weighted base	8011	1407	637	92	783	977	1233	324	26	1454	801	156	836	1075	1255	384	31
Conservatives	4118 51%	1372 98%	82 13%	41 44%	290 37%	926 95%	164 13%	108 33%	10 40%	1350 93%	200 25%	93 60%	379 45%	966 90%	270 22%	159 41%	14 44%
Labour	2584 32%	19 1%	542 85%	9 9%	64 8%	35 4%	1025 83%	66 20%	5 21%	50 3%	543 68%	28 18%	90 11%	87 8%	904 72%	90 23%	6 19%
Liberal Democrats	424 5%	8 1%	7 1%	42 46%	11 1%	10 1%	39 3%	148 46%	1 2%	13 1%	21 3%	33 21%	12 1%	15 1%	63 5%	135 35%	1 4%
UKIP	593 7%	8 1%	5 1%	1 1%	417 53%	5 1%	1 *	2 *	10 37%	40 3%	36 5%	2 1%	355 42%	3 *	4 *	- -	10 33%
SNP	292 4%	- -	- -	- -	- -	1 *	4 *	- -	- -	- -	2 *	- -	- -	3 *	13 1%	* *	- -

Blueprint Phase 7

ONLINE Fieldwork : 11th - 22nd August 2016

Absolutes/col percents

Table 30

Q.11 Which party do you think would have the best approach to each of the following issues - the Conservatives, Labour, the Liberal Democrats, UKIP or the SNP?

Cutting the deficit and the debt

Base: All respondents

	Gender			Age						Social Grade				Region											
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	
Unweighted base	8011	3849	4150	794	1319	1347	1498	1188	1865	2385	2195	1536	1895	701	336	922	724	720	598	419	743	983	1141	724	
Weighted base	8011	3920	4079	962	1282	1522	1362	1201	1681	2163	2323	1682	1843	696	362	941	707	741	622	425	751	1008	1028	731	
Conservatives	4683 58%	2398 61%	2283 56%	482 50%	616 48%	796 52%	789 58%	769 64%	1231 73%	1397 65%	1426 61%	995 59%	864 47%	308 44%	186 51%	540 57%	399 56%	460 62%	386 62%	235 55%	465 62%	573 57%	685 67%	446 61%	
Labour	2007 25%	884 23%	1115 27%	340 35%	442 34%	446 29%	325 24%	228 19%	227 13%	461 21%	573 25%	395 23%	578 31%	107 15%	118 32%	284 30%	203 29%	192 26%	145 23%	147 35%	150 20%	290 29%	203 20%	168 23%	
Liberal Democrats	487 6%	228 6%	258 6%	79 8%	89 7%	106 7%	81 6%	52 4%	80 5%	147 7%	138 6%	79 5%	122 7%	33 5%	15 4%	57 6%	38 5%	35 5%	39 6%	17 4%	46 6%	82 8%	61 6%	65 9%	
UKIP	602 8%	290 7%	311 8%	40 4%	88 7%	129 8%	118 9%	112 9%	113 7%	105 5%	120 5%	163 10%	214 12%	15 2%	43 12%	60 6%	67 9%	54 7%	52 8%	26 6%	90 12%	64 6%	79 8%	52 7%	
SNP	232 3%	120 3%	112 3%	20 2%	48 4%	45 3%	48 4%	40 3%	31 2%	52 2%	66 3%	50 3%	64 3%	232 33%	-	-	-	-	-	-	-	-	-	-	

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Absolutes/col percents

Table 30

Q.11 Which party do you think would have the best approach to each of the following issues - the Conservatives, Labour, the Liberal Democrats, UKIP or the SNP?

Cutting the deficit and the debt

Base: All respondents

	Referendum (Q14)			Vote Intention (Q1)							2015 Vote (Q2)							Conservative universe					
	Total	Leave	Remain	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	Joiners	Consid-ers	Joiners/ Consid-ers	Loyal-ists	Defec-tors Left	Defec-tors Right
Unweighted base	8011	3816	3491	2258	2092	459	882	247	293	55	2278	2272	572	962	330	309	49	459	960	1419	1795	116	90
Weighted base	8011	3836	3503	2467	2002	432	832	206	314	46	2584	2133	554	882	267	335	41	452	934	1386	2010	139	102
Conservatives	4683 58%	2421 63%	1950 56%	2358 96%	559 28%	221 51%	328 39%	88 42%	78 25%	24 52%	2386 92%	777 36%	323 58%	444 50%	96 36%	95 28%	18 44%	413 91%	600 64%	1013 73%	1944 97%	83 60%	70 69%
Labour	2007 25%	699 18%	1077 31%	59 2%	1312 66%	44 10%	59 7%	80 39%	27 8%	16 35%	100 4%	1175 55%	77 14%	61 7%	128 48%	35 10%	16 38%	23 5%	200 21%	223 16%	33 2%	42 30%	5 5%
Liberal Democrats	487 6%	137 4%	289 8%	28 1%	99 5%	162 38%	22 3%	26 13%	9 3%	5 10%	49 2%	109 5%	149 27%	23 3%	33 12%	7 2%	4 10%	7 2%	71 8%	78 6%	21 1%	12 9%	* *
UKIP	602 8%	515 13%	36 1%	21 1%	28 1%	3 1%	423 51%	8 4%	1 *	2 4%	45 2%	62 3%	3 1%	353 40%	8 3%	1 *	3 8%	10 2%	54 6%	64 5%	11 1%	1 1%	26 26%
SNP	232 3%	64 2%	151 4%	1 *	4 *	1 *	- -	4 2%	199 63%	- -	3 *	10 *	1 *	- -	2 1%	198 59%	- -	- -	10 1%	10 1%	1 *	* *	- -

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ONLINE Fieldwork : 11th - 22nd August 2016

Absolutes/col percents

Table 30

Q.11 Which party do you think would have the best approach to each of the following issues - the Conservatives, Labour, the Liberal Democrats, UKIP or the SNP?

Cutting the deficit and the debt

Base: All respondents

	Vote Intention - Leave voters					Vote Intention - Remain voters				2015 Vote - Leave voters				2015 Vote - Remain voters			
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP
Unweighted base	8011	1306	656	100	833	873	1296	341	26	1303	839	162	915	924	1353	395	33
Weighted base	8011	1407	637	92	783	977	1233	324	26	1454	801	156	836	1075	1255	384	31
Conservatives	4683 58%	1363 97%	174 27%	49 53%	315 40%	919 94%	342 28%	166 51%	9 37%	1358 93%	293 37%	103 66%	418 50%	976 91%	457 36%	214 56%	17 54%
Labour	2007 25%	20 1%	426 67%	10 11%	50 6%	33 3%	804 65%	31 10%	6 21%	42 3%	420 53%	23 15%	57 7%	58 5%	706 56%	48 13%	3 9%
Liberal Democrats	487 6%	10 1%	21 3%	31 34%	19 2%	18 2%	74 6%	126 39%	1 5%	17 1%	36 4%	28 18%	21 3%	32 3%	72 6%	119 31%	2 6%
UKIP	602 8%	14 1%	17 3%	2 2%	399 51%	6 1%	9 1%	- -	10 37%	37 3%	51 6%	2 1%	340 41%	6 1%	10 1%	1 *	10 31%
SNP	232 3%	- -	- -	- -	- -	1 *	4 *	1 *	- -	- -	1 *	- -	- -	3 *	10 1%	1 *	- -

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Absolutes/col percents

Table 31

Q.11 Which party do you think would have the best approach to each of the following issues - the Conservatives, Labour, the Liberal Democrats, UKIP or the SNP?

Improving the NHS

Base: All respondents

	Gender			Age						Social Grade				Region											
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humbersides	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	
Unweighted base	8011	3849	4150	794	1319	1347	1498	1188	1865	2385	2195	1536	1895	701	336	922	724	720	598	419	743	983	1141	724	
Weighted base	8011	3920	4079	962	1282	1522	1362	1201	1681	2163	2323	1682	1843	696	362	941	707	741	622	425	751	1008	1028	731	
Conservatives	2523 31%	1231 31%	1291 32%	204 21%	304 24%	419 27%	394 29%	406 34%	797 47%	778 36%	725 31%	564 34%	457 25%	135 19%	78 21%	254 27%	214 30%	261 35%	226 36%	122 29%	283 38%	286 28%	399 39%	267 36%	
Labour	3510 44%	1729 44%	1772 43%	578 60%	646 50%	724 48%	606 45%	471 39%	485 29%	873 40%	1049 45%	700 42%	888 48%	178 26%	202 56%	497 53%	365 52%	339 46%	251 40%	222 52%	260 35%	515 51%	377 37%	305 42%	
Liberal Democrats	914 11%	452 12%	461 11%	115 12%	177 14%	172 11%	143 10%	115 10%	192 11%	315 15%	281 12%	156 9%	161 9%	62 9%	38 10%	103 11%	56 8%	71 10%	77 12%	51 12%	95 13%	134 13%	137 13%	90 12%	
UKIP	755 9%	346 9%	407 10%	40 4%	95 7%	149 10%	155 11%	150 12%	165 10%	133 6%	167 7%	193 11%	261 14%	12 2%	45 12%	87 9%	72 10%	70 10%	68 11%	30 7%	113 15%	73 7%	115 11%	69 9%	
SNP	309 4%	162 4%	147 4%	25 3%	60 5%	58 4%	63 5%	60 5%	42 3%	64 3%	102 4%	69 4%	75 4%	309 44%	-	-	-	-	-	-	-	-	-	-	

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Absolutes/col percents

Table 31

Q.11 Which party do you think would have the best approach to each of the following issues - the Conservatives, Labour, the Liberal Democrats, UKIP or the SNP?

Improving the NHS

Base: All respondents

	Referendum (Q14)			Vote Intention (Q1)							2015 Vote (Q2)							Conservative universe					
	Total	Leave	Remain	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	Joiners	Consid-ers	Joiners/ Consid-ers	Loyal-ists	Defec-tors Left	Defec-tors Right
Unweighted base	8011	3816	3491	2258	2092	459	882	247	293	55	2278	2272	572	962	330	309	49	459	960	1419	1795	116	90
Weighted base	8011	3836	3503	2467	2002	432	832	206	314	46	2584	2133	554	882	267	335	41	452	934	1386	2010	139	102
Conservatives	2523 31%	1491 39%	869 25%	1828 74%	56 3%	30 7%	131 16%	18 9%	10 3%	6 12%	1825 71%	108 5%	69 12%	201 23%	11 4%	18 5%	3 8%	246 54%	193 21%	439 32%	1581 79%	22 16%	36 35%
Labour	3510 44%	1295 34%	1875 54%	377 15%	1839 92%	121 28%	143 17%	138 67%	30 10%	28 62%	434 17%	1817 85%	191 34%	174 20%	211 79%	48 14%	27 67%	127 28%	469 50%	597 43%	249 12%	79 57%	18 18%
Liberal Democrats	914 11%	286 7%	529 15%	202 8%	83 4%	271 63%	35 4%	38 19%	10 3%	10 22%	233 9%	131 6%	280 51%	46 5%	37 14%	9 3%	7 17%	51 11%	167 18%	218 16%	148 7%	36 26%	2 2%
UKIP	755 9%	674 18%	34 1%	57 2%	21 1%	6 1%	523 63%	5 2%	- -	2 4%	88 3%	62 3%	11 2%	459 52%	6 2%	- -	3 8%	28 6%	83 9%	112 8%	28 1%	- -	45 45%
SNP	309 4%	90 2%	195 6%	3 *	2 *	3 1%	1 *	7 3%	263 84%	- -	4 *	16 1%	3 1%	2 *	2 1%	260 77%	- -	- -	21 2%	21 2%	3 *	1 1%	- -

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Absolutes/col percents

Table 31

Q.11 Which party do you think would have the best approach to each of the following issues - the Conservatives, Labour, the Liberal Democrats, UKIP or the SNP?

Improving the NHS

Base: All respondents

	Total	Vote Intention - Leave voters				Vote Intention - Remain voters				2015 Vote - Leave voters				2015 Vote - Remain voters			
		Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP
Unweighted base	8011	1306	656	100	833	873	1296	341	26	1303	839	162	915	924	1353	395	33
Weighted base	8011	1407	637	92	783	977	1233	324	26	1454	801	156	836	1075	1255	384	31
Conservatives	2523 31%	1106 79%	18 3%	15 16%	127 16%	661 68%	33 3%	15 5%	1 4%	1103 76%	50 6%	30 19%	192 23%	679 63%	52 4%	38 10%	6 19%
Labour	3510 44%	164 12%	581 91%	21 23%	132 17%	197 20%	1140 93%	93 29%	6 23%	175 12%	663 83%	52 33%	159 19%	250 23%	1087 87%	132 34%	8 26%
Liberal Democrats	914 11%	89 6%	22 4%	53 57%	27 3%	107 11%	53 4%	210 65%	5 18%	95 7%	34 4%	65 42%	40 5%	137 13%	94 7%	208 54%	5 16%
UKIP	755 9%	45 3%	15 2%	4 4%	496 63%	10 1%	4 *	2 1%	14 55%	77 5%	52 7%	9 6%	443 53%	7 1%	8 1%	2 *	12 39%
SNP	309 4%	2 *	- -	- -	1 *	1 *	2 *	3 1%	- -	3 *	2 *	- -	2 *	2 *	14 1%	3 1%	- -

Blueprint Phase 7

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Absolutes/col percents

Table 32

Q.11 Which party do you think would have the best approach to each of the following issues - the Conservatives, Labour, the Liberal Democrats, UKIP or the SNP?

Improving schools

Base: All respondents

	Gender			Age						Social Grade				Region											
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	
Unweighted base	8011	3849	4150	794	1319	1347	1498	1188	1865	2385	2195	1536	1895	701	336	922	724	720	598	419	743	983	1141	724	
Weighted base	8011	3920	4079	962	1282	1522	1362	1201	1681	2163	2323	1682	1843	696	362	941	707	741	622	425	751	1008	1028	731	
Conservatives	2927 37%	1474 38%	1450 36%	232 24%	351 27%	499 33%	476 35%	456 38%	912 54%	873 40%	852 37%	647 38%	554 30%	139 20%	105 29%	318 34%	238 34%	283 38%	267 43%	146 34%	323 43%	345 34%	473 46%	290 40%	
Labour	2978 37%	1386 35%	1586 39%	513 53%	590 46%	625 41%	504 37%	368 31%	378 22%	724 33%	912 39%	584 35%	759 41%	146 21%	170 47%	432 46%	309 44%	305 41%	218 35%	175 41%	218 29%	444 44%	308 30%	253 35%	
Liberal Democrats	1046 13%	549 14%	495 12%	142 15%	158 12%	187 12%	175 13%	174 14%	210 12%	357 17%	296 13%	187 11%	206 11%	76 11%	38 10%	117 12%	89 13%	81 11%	66 11%	69 16%	106 14%	145 14%	138 13%	121 17%	
UKIP	749 9%	352 9%	397 10%	51 5%	125 10%	149 10%	141 10%	144 12%	139 8%	141 7%	167 7%	199 12%	242 13%	25 4%	50 14%	74 8%	72 10%	72 10%	71 11%	35 8%	104 14%	73 7%	108 11%	67 9%	
SNP	311 4%	159 4%	152 4%	24 2%	59 5%	62 4%	66 5%	59 5%	42 3%	67 3%	97 4%	66 4%	82 4%	311 45%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	

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Absolutes/col percents

Table 32

Q.11 Which party do you think would have the best approach to each of the following issues - the Conservatives, Labour, the Liberal Democrats, UKIP or the SNP?

Improving schools

Base: All respondents

	Referendum (Q14)			Vote Intention (Q1)							2015 Vote (Q2)							Conservative universe					
	Total	Leave	Remain	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	Joiners	Consid-ers	Joiners/ Consid-ers	Loyal-ists	Defec-tors Left	Defec-tors Right
Unweighted base	8011	3816	3491	2258	2092	459	882	247	293	55	2278	2272	572	962	330	309	49	459	960	1419	1795	116	90
Weighted base	8011	3836	3503	2467	2002	432	832	206	314	46	2584	2133	554	882	267	335	41	452	934	1386	2010	139	102
Conservatives	2927 37%	1717 45%	1032 29%	2017 82%	94 5%	40 9%	191 23%	28 14%	10 3%	13 28%	1994 77%	186 9%	99 18%	262 30%	22 8%	16 5%	5 13%	306 68%	261 28%	568 41%	1710 85%	30 22%	49 48%
Labour	2978 37%	1072 28%	1602 46%	216 9%	1725 86%	78 18%	100 12%	124 60%	27 9%	19 40%	285 11%	1656 78%	126 23%	138 16%	184 69%	45 14%	19 46%	73 16%	385 41%	457 33%	143 7%	66 47%	9 9%
Liberal Democrats	1046 13%	349 9%	606 17%	177 7%	152 8%	301 70%	46 6%	39 19%	14 4%	12 26%	206 8%	210 10%	316 57%	72 8%	50 19%	12 3%	14 34%	57 13%	198 21%	256 18%	120 6%	35 25%	3 3%
UKIP	749 9%	607 16%	66 2%	50 2%	26 1%	10 2%	495 59%	9 4%	4 1%	2 5%	92 4%	63 3%	9 2%	408 46%	10 4%	6 2%	3 7%	15 3%	68 7%	83 6%	32 2%	6 4%	40 39%
SNP	311 4%	90 2%	197 6%	7 *	4 *	3 1%	- -	5 3%	259 82%	- -	8 *	17 1%	4 1%	1 *	1 *	256 76%	- -	1 *	22 2%	23 2%	6 *	2 1%	- -

Blueprint Phase 7

ONLINE Fieldwork : 11th - 22nd August 2016

Absolutes/col percents

Table 32

Q.11 Which party do you think would have the best approach to each of the following issues - the Conservatives, Labour, the Liberal Democrats, UKIP or the SNP?

Improving schools

Base: All respondents

	Total	Vote Intention - Leave voters				Vote Intention - Remain voters				2015 Vote - Leave voters				2015 Vote - Remain voters			
		Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP
Unweighted base	8011	1306	656	100	833	873	1296	341	26	1303	839	162	915	924	1353	395	33
Weighted base	8011	1407	637	92	783	977	1233	324	26	1454	801	156	836	1075	1255	384	31
Conservatives	2927	1205	27	13	183	754	54	26	3	1196	81	44	248	757	96	54	11
	37%	86%	4%	14%	23%	77%	4%	8%	11%	82%	10%	28%	30%	70%	8%	14%	35%
Labour	2978	91	550	16	90	109	1067	60	7	111	600	33	128	166	999	89	4
	37%	6%	86%	17%	12%	11%	87%	18%	26%	8%	75%	21%	15%	15%	80%	23%	13%
Liberal Democrats	1046	78	45	62	44	94	98	228	1	76	68	77	67	129	133	230	5
	13%	6%	7%	67%	6%	10%	8%	70%	4%	5%	9%	49%	8%	12%	11%	60%	16%
UKIP	749	30	14	2	465	16	10	8	15	68	48	2	392	19	14	7	11
	9%	2%	2%	2%	59%	2%	1%	3%	59%	5%	6%	1%	47%	2%	1%	2%	36%
SNP	311	3	1	-	-	4	3	3	-	3	3	-	1	5	13	4	-
	4%	*	*	-	-	*	*	1%	-	*	*	-	*	*	1%	1%	-

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Absolutes/col percents

Table 33

Q.11 Which party do you think would have the best approach to each of the following issues - the Conservatives, Labour, the Liberal Democrats, UKIP or the SNP?

Protecting the environment

Base: All respondents

	Gender			Age						Social Grade				Region											
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	
Unweighted base	8011	3849	4150	794	1319	1347	1498	1188	1865	2385	2195	1536	1895	701	336	922	724	720	598	419	743	983	1141	724	
Weighted base	8011	3920	4079	962	1282	1522	1362	1201	1681	2163	2323	1682	1843	696	362	941	707	741	622	425	751	1008	1028	731	
Conservatives	2189 27%	1034 26%	1155 28%	189 20%	282 22%	374 25%	332 24%	338 28%	674 40%	609 28%	636 27%	509 30%	436 24%	120 17%	83 23%	226 24%	163 23%	220 30%	188 30%	119 28%	259 35%	255 25%	344 33%	211 29%	
Labour	2230 28%	1014 26%	1212 30%	382 40%	463 36%	482 32%	370 27%	279 23%	253 15%	522 24%	656 28%	431 26%	620 34%	107 15%	123 34%	311 33%	234 33%	216 29%	177 28%	144 34%	161 21%	347 34%	234 23%	176 24%	
Liberal Democrats	2629 33%	1434 37%	1189 29%	320 33%	383 30%	464 30%	476 35%	395 33%	592 35%	845 39%	792 34%	500 30%	493 27%	160 23%	114 32%	328 35%	242 34%	250 34%	199 32%	135 32%	231 31%	335 33%	356 35%	278 38%	
UKIP	677 8%	290 7%	386 9%	46 5%	101 8%	145 10%	128 9%	135 11%	122 7%	125 6%	152 7%	176 10%	224 12%	23 3%	42 11%	77 8%	67 9%	55 7%	58 9%	26 6%	100 13%	70 7%	94 9%	65 9%	
SNP	286 4%	148 4%	138 3%	25 3%	52 4%	57 4%	56 4%	55 5%	40 2%	62 3%	87 4%	67 4%	70 4%	286 41%	-	-	-	-	-	-	-	-	-	-	

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Absolutes/col percents

Table 33

Q.11 Which party do you think would have the best approach to each of the following issues - the Conservatives, Labour, the Liberal Democrats, UKIP or the SNP?

Protecting the environment

Base: All respondents

	Referendum (Q14)			Vote Intention (Q1)							2015 Vote (Q2)							Conservative universe					
	Total	Leave	Remain	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	Joiners	Consid-ers	Joiners/ Consid-ers	Loyal-ists	Defec-tors Left	Defec-tors Right
Unweighted base	8011	3816	3491	2258	2092	459	882	247	293	55	2278	2272	572	962	330	309	49	459	960	1419	1795	116	90
Weighted base	8011	3836	3503	2467	2002	432	832	206	314	46	2584	2133	554	882	267	335	41	452	934	1386	2010	139	102
Conservatives	2189 27%	1248 33%	782 22%	1482 60%	95 5%	27 6%	137 17%	16 8%	13 4%	7 15%	1477 57%	170 8%	57 10%	186 21%	12 4%	18 5%	3 8%	214 47%	181 19%	395 29%	1267 63%	19 13%	39 38%
Labour	2230 28%	797 21%	1193 34%	139 6%	1407 70%	31 7%	61 7%	93 45%	17 5%	10 22%	182 7%	1282 60%	83 15%	89 10%	151 57%	27 8%	12 29%	45 10%	235 25%	280 20%	94 5%	44 31%	2 2%
Liberal Democrats	2629 33%	1166 30%	1276 36%	784 32%	458 23%	363 84%	222 27%	86 42%	46 15%	24 53%	829 32%	593 28%	391 71%	272 31%	93 35%	54 16%	21 50%	173 38%	432 46%	605 44%	610 30%	72 52%	27 26%
UKIP	677 8%	545 14%	70 2%	57 2%	37 2%	9 2%	410 49%	6 3%	6 2%	5 10%	91 4%	74 3%	16 3%	333 38%	8 3%	8 2%	5 13%	18 4%	68 7%	86 6%	37 2%	4 3%	35 34%
SNP	286 4%	80 2%	183 5%	5 *	5 *	2 *	1 *	5 2%	232 74%	- -	5 *	14 1%	7 1%	2 *	3 1%	229 68%	- -	3 1%	17 2%	20 1%	2 *	1 1%	- -

Blueprint Phase 7

ONLINE Fieldwork : 11th - 22nd August 2016

Absolutes/col percents

Table 33

Q.11 Which party do you think would have the best approach to each of the following issues - the Conservatives, Labour, the Liberal Democrats, UKIP or the SNP?

Protecting the environment

Base: All respondents

	Total	Vote Intention - Leave voters				Vote Intention - Remain voters				2015 Vote - Leave voters				2015 Vote - Remain voters			
		Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP
Unweighted base	8011	1306	656	100	833	873	1296	341	26	1303	839	162	915	924	1353	395	33
Weighted base	8011	1407	637	92	783	977	1233	324	26	1454	801	156	836	1075	1255	384	31
Conservatives	2189	873	32	10	133	558	57	16	3	874	76	26	173	563	88	29	8
	27%	62%	5%	11%	17%	57%	5%	5%	13%	60%	9%	16%	21%	52%	7%	8%	26%
Labour	2230	67	451	7	59	67	867	22	2	75	461	23	86	102	775	56	3
	28%	5%	71%	8%	7%	7%	70%	7%	9%	5%	58%	15%	10%	9%	62%	15%	9%
Liberal Democrats	2629	434	134	71	212	325	292	280	6	433	204	102	258	384	368	282	11
	33%	31%	21%	77%	27%	33%	24%	86%	21%	30%	26%	65%	31%	36%	29%	73%	34%
UKIP	677	33	20	4	378	22	13	5	15	70	57	6	317	21	13	10	10
	8%	2%	3%	4%	48%	2%	1%	2%	57%	5%	7%	4%	38%	2%	1%	3%	32%
SNP	286	-	-	-	1	4	5	2	-	1	2	-	2	4	11	6	-
	4%	-	-	-	*	*	*	1%	-	*	*	-	*	*	1%	2%	-

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Absolutes/col percents

Table 34

Q.11 Which party do you think would have the best approach to each of the following issues - the Conservatives, Labour, the Liberal Democrats, UKIP or the SNP?

Dealing with crime

Base: All respondents

	Gender			Age						Social Grade				Region											
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humbersides	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	
Unweighted base	8011	3849	4150	794	1319	1347	1498	1188	1865	2385	2195	1536	1895	701	336	922	724	720	598	419	743	983	1141	724	
Weighted base	8011	3920	4079	962	1282	1522	1362	1201	1681	2163	2323	1682	1843	696	362	941	707	741	622	425	751	1008	1028	731	
Conservatives	3836 48%	1987 51%	1848 45%	345 36%	454 35%	669 44%	649 48%	619 52%	1100 65%	1224 57%	1137 49%	801 48%	673 37%	246 35%	149 41%	417 44%	326 46%	362 49%	324 52%	188 44%	382 51%	464 46%	598 58%	380 52%	
Labour	2293 29%	1000 26%	1284 31%	415 43%	504 39%	480 32%	375 28%	257 21%	262 16%	532 25%	677 29%	456 27%	628 34%	114 16%	123 34%	343 36%	228 32%	234 32%	169 27%	153 36%	176 23%	349 35%	223 22%	181 25%	
Liberal Democrats	541 7%	252 6%	287 7%	90 9%	127 10%	95 6%	84 6%	66 5%	79 5%	150 7%	162 7%	101 6%	128 7%	37 5%	26 7%	54 6%	44 6%	40 5%	40 6%	32 7%	54 7%	81 8%	68 7%	64 9%	
UKIP	1079 13%	546 14%	533 13%	87 9%	150 12%	220 14%	206 15%	209 17%	207 12%	195 9%	272 12%	268 16%	344 19%	36 5%	63 18%	127 13%	108 15%	105 14%	90 14%	52 12%	139 18%	114 11%	139 13%	106 14%	
SNP	263 3%	135 3%	128 3%	25 3%	47 4%	59 4%	48 4%	50 4%	33 2%	62 3%	75 3%	56 3%	70 4%	263 38%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	

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Absolutes/col percents

Table 34

Q.11 Which party do you think would have the best approach to each of the following issues - the Conservatives, Labour, the Liberal Democrats, UKIP or the SNP?

Dealing with crime

Base: All respondents

	Referendum (Q14)			Vote Intention (Q1)							2015 Vote (Q2)							Conservative universe					
	Total	Leave	Remain	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	Joiners	Consid-ers	Joiners/Consid-ers	Loyal-ists	Defec-tors Left	Defec-tors Right
Unweighted base	8011	3816	3491	2258	2092	459	882	247	293	55	2278	2272	572	962	330	309	49	459	960	1419	1795	116	90
Weighted base	8011	3836	3503	2467	2002	432	832	206	314	46	2584	2133	554	882	267	335	41	452	934	1386	2010	139	102
Conservatives	3836 48%	1953 51%	1626 46%	2210 90%	332 17%	168 39%	186 22%	66 32%	55 17%	13 29%	2206 85%	530 25%	260 47%	278 31%	61 23%	61 18%	7 18%	364 80%	450 48%	813 59%	1845 92%	59 43%	46 46%
Labour	2293 29%	782 20%	1270 36%	87 4%	1469 73%	61 14%	53 6%	85 41%	25 8%	18 39%	164 6%	1328 62%	103 19%	66 7%	144 54%	34 10%	16 39%	29 6%	264 28%	293 21%	57 3%	55 40%	7 7%
Liberal Democrats	541 7%	142 4%	332 9%	53 2%	113 6%	176 41%	13 2%	22 11%	9 3%	9 19%	68 3%	127 6%	157 28%	18 2%	33 12%	7 2%	8 20%	17 4%	81 9%	98 7%	35 2%	14 10%	2 2%
UKIP	1079 13%	879 23%	113 3%	115 5%	81 4%	25 6%	580 70%	27 13%	6 2%	6 13%	145 6%	140 7%	32 6%	520 59%	27 10%	8 2%	9 22%	43 9%	131 14%	174 13%	73 4%	9 7%	46 46%
SNP	263 3%	80 2%	161 5%	2 *	6 *	1 *	- -	6 3%	219 70%	- -	2 *	7 *	2 *	- -	3 1%	225 67%	- -	1 *	8 1%	8 1%	1 *	1 1%	- -

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Absolutes/col percents

Table 34

Q.11 Which party do you think would have the best approach to each of the following issues - the Conservatives, Labour, the Liberal Democrats, UKIP or the SNP?

Dealing with crime

Base: All respondents

	Total	Vote Intention - Leave voters				Vote Intention - Remain voters				2015 Vote - Leave voters				2015 Vote - Remain voters			
		Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP
Unweighted base	8011	1306	656	100	833	873	1296	341	26	1303	839	162	915	924	1353	395	33
Weighted base	8011	1407	637	92	783	977	1233	324	26	1454	801	156	836	1075	1255	384	31
Conservatives	3836 48%	1260 90%	94 15%	36 39%	181 23%	876 90%	208 17%	129 40%	2 8%	1238 85%	195 24%	83 53%	261 31%	916 85%	309 25%	171 45%	10 32%
Labour	2293 29%	35 2%	466 73%	13 14%	48 6%	48 5%	914 74%	47 14%	5 19%	72 5%	462 58%	25 16%	60 7%	88 8%	824 66%	72 19%	4 13%
Liberal Democrats	541 7%	26 2%	25 4%	29 32%	8 1%	24 2%	79 6%	137 42%	3 11%	30 2%	38 5%	27 17%	15 2%	37 3%	84 7%	127 33%	1 5%
UKIP	1079 13%	86 6%	49 8%	14 15%	547 70%	27 3%	27 2%	11 3%	16 62%	113 8%	104 13%	21 13%	499 60%	31 3%	32 3%	12 3%	16 50%
SNP	263 3%	- -	3 *	- -	- -	2 *	4 *	1 *	- -	1 *	1 *	- -	- -	2 *	6 *	2 *	- -

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Absolutes/col percents

Table 35

Q.11 Which party do you think would have the best approach to each of the following issues - the Conservatives, Labour, the Liberal Democrats, UKIP or the SNP?

Negotiating Britain's exit from the European Union on the right terms

Base: All respondents

		Gender		Age						Social Grade				Region											
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East of London	London	South East	South West	
Unweighted base	8011	3849	4150	794	1319	1347	1498	1188	1865	2385	2195	1536	1895	701	336	922	724	720	598	419	743	983	1141	724	
Weighted base	8011	3920	4079	962	1282	1522	1362	1201	1681	2163	2323	1682	1843	696	362	941	707	741	622	425	751	1008	1028	731	
Conservatives	3834 48%	1903 49%	1929 47%	359 37%	500 39%	655 43%	660 48%	612 51%	1047 62%	1182 55%	1132 49%	815 48%	704 38%	266 38%	157 43%	418 44%	327 46%	381 51%	320 51%	207 49%	369 49%	458 45%	566 55%	364 50%	
Labour	1992 25%	881 22%	1103 27%	372 39%	453 35%	422 28%	305 22%	234 19%	207 12%	480 22%	586 25%	370 22%	556 30%	118 17%	113 31%	288 31%	206 29%	177 24%	144 23%	129 30%	150 20%	311 31%	185 18%	170 23%	
Liberal Democrats	524 7%	279 7%	244 6%	105 11%	99 8%	114 7%	73 5%	53 4%	80 5%	185 9%	164 7%	82 5%	94 5%	37 5%	15 4%	65 7%	41 6%	48 7%	26 4%	24 6%	49 7%	93 9%	68 7%	57 8%	
UKIP	1422 18%	737 19%	685 17%	102 11%	180 14%	284 19%	281 21%	260 22%	315 19%	258 12%	366 16%	365 22%	433 23%	36 5%	76 21%	171 18%	133 19%	135 18%	132 21%	64 15%	183 24%	146 14%	208 20%	139 19%	
SNP	239 3%	120 3%	118 3%	24 2%	50 4%	48 3%	43 3%	43 4%	32 2%	58 3%	75 3%	50 3%	55 3%	239 34%	-	-	-	-	-	-	-	-	-	-	

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Absolutes/col percents

Table 35

Q.11 Which party do you think would have the best approach to each of the following issues - the Conservatives, Labour, the Liberal Democrats, UKIP or the SNP?

Negotiating Britain's exit from the European Union on the right terms

Base: All respondents

	Referendum (Q14)			Vote Intention (Q1)							2015 Vote (Q2)							Conservative universe					
	Total	Leave	Remain	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	Joiners	Consid-ers	Joiners/ Consid-ers	Loyal-ists	Defec-tors Left	Defec-tors Right
Unweighted base	8011	3816	3491	2258	2092	459	882	247	293	55	2278	2272	572	962	330	309	49	459	960	1419	1795	116	90
Weighted base	8011	3836	3503	2467	2002	432	832	206	314	46	2584	2133	554	882	267	335	41	452	934	1386	2010	139	102
Conservatives	3834 48%	1858 48%	1700 49%	2160 88%	368 18%	167 39%	125 15%	65 31%	70 22%	20 43%	2146 83%	603 28%	260 47%	208 24%	55 21%	79 24%	14 34%	351 78%	472 50%	823 59%	1807 90%	68 49%	29 28%
Labour	1992 25%	589 15%	1184 34%	49 2%	1374 69%	39 9%	20 2%	84 41%	30 10%	13 28%	99 4%	1174 55%	80 15%	34 4%	153 57%	45 13%	13 31%	16 3%	195 21%	211 15%	31 2%	34 25%	3 3%
Liberal Democrats	524 7%	104 3%	355 10%	21 1%	110 5%	202 47%	13 2%	30 14%	6 2%	9 19%	52 2%	141 7%	175 32%	11 1%	29 11%	7 2%	10 23%	8 2%	66 7%	74 5%	14 1%	16 12%	2 2%
UKIP	1422 18%	1229 32%	97 3%	234 9%	143 7%	23 5%	674 81%	23 11%	8 3%	4 10%	283 11%	199 9%	35 6%	628 71%	28 11%	8 2%	4 11%	77 17%	192 21%	269 19%	157 8%	20 14%	67 66%
SNP	239 3%	56 1%	167 5%	2 *	7 *	1 *	1 *	5 2%	199 63%	- -	5 *	15 1%	2 *	1 *	2 1%	196 59%	- -	1 *	9 1%	10 1%	1 *	1 *	1 1%

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Absolutes/col percents

Table 35

Q.11 Which party do you think would have the best approach to each of the following issues - the Conservatives, Labour, the Liberal Democrats, UKIP or the SNP?

Negotiating Britain's exit from the European Union on the right terms

Base: All respondents

	Vote Intention - Leave voters					Vote Intention - Remain voters				2015 Vote - Leave voters				2015 Vote - Remain voters			
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP
Unweighted base	8011	1306	656	100	833	873	1296	341	26	1303	839	162	915	924	1353	395	33
Weighted base	8011	1407	637	92	783	977	1233	324	26	1454	801	156	836	1075	1255	384	31
Conservatives	3834 48%	1179 84%	113 18%	43 46%	116 15%	914 94%	220 18%	119 37%	8 30%	1160 80%	222 28%	90 58%	197 24%	938 87%	353 28%	164 43%	10 33%
Labour	1992 25%	10 1%	404 63%	5 5%	16 2%	32 3%	889 72%	32 10%	3 10%	27 2%	377 47%	17 11%	27 3%	67 6%	756 60%	59 15%	6 20%
Liberal Democrats	524 7%	11 1%	15 2%	28 30%	11 1%	11 1%	84 7%	168 52%	1 2%	17 1%	31 4%	22 14%	6 1%	33 3%	106 8%	149 39%	3 8%
UKIP	1422 18%	208 15%	104 16%	17 18%	638 82%	18 2%	32 3%	4 1%	15 57%	249 17%	170 21%	27 17%	605 72%	32 3%	25 2%	9 2%	12 39%
SNP	239 3%	- -	- -	- -	1 *	2 *	7 1%	1 *	- -	1 *	1 *	- -	1 *	4 *	15 1%	2 1%	- -

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Absolutes/col percents

Table 36

Q.11 Which party do you think would have the best approach to each of the following issues - the Conservatives, Labour, the Liberal Democrats, UKIP or the SNP?

Reforming welfare to cut benefit dependency

Base: All respondents

	Gender			Age						Social Grade				Region									
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East of London	South East	South West
Unweighted base	8011	3849	4150	794	1319	1347	1498	1188	1865	2385	2195	1536	1895	701	336	922	724	720	598	419	743	983	724
Weighted base	8011	3920	4079	962	1282	1522	1362	1201	1681	2163	2323	1682	1843	696	362	941	707	741	622	425	751	1008	731
Conservatives	3982	2069	1911	360	522	680	653	643	1123	1194	1195	868	725	262	163	450	352	399	325	185	403	470	377
	50%	53%	47%	37%	41%	45%	48%	54%	67%	55%	51%	52%	39%	38%	45%	48%	50%	54%	52%	43%	54%	47%	52%
Labour	2302	1033	1262	415	476	498	378	276	260	562	653	436	651	123	130	332	233	217	169	167	160	343	195
	29%	26%	31%	43%	37%	33%	28%	23%	15%	26%	28%	26%	35%	18%	36%	35%	33%	29%	27%	39%	21%	34%	27%
Liberal Democrats	649	310	336	88	116	110	127	94	115	195	203	97	154	49	21	71	44	48	48	29	66	112	81
	8%	8%	8%	9%	9%	7%	9%	8%	7%	9%	9%	6%	8%	7%	6%	8%	6%	6%	8%	7%	9%	11%	11%
UKIP	838	393	445	76	123	183	158	146	153	159	203	228	248	22	48	88	77	77	80	44	122	84	76
	10%	10%	11%	8%	10%	12%	12%	12%	9%	7%	9%	14%	13%	3%	13%	9%	11%	10%	13%	10%	16%	8%	10%
SNP	240	115	125	23	45	52	46	43	31	53	69	53	65	240	-	-	-	-	-	-	-	-	-
	3%	3%	3%	2%	4%	3%	3%	4%	2%	2%	3%	3%	4%	35%	-	-	-	-	-	-	-	-	-

Blueprint Phase 7

ONLINE Fieldwork : 11th - 22nd August 2016

Absolutes/col percents

Table 36

Q.11 Which party do you think would have the best approach to each of the following issues - the Conservatives, Labour, the Liberal Democrats, UKIP or the SNP?

Reforming welfare to cut benefit dependency

Base: All respondents

	Referendum (Q14)			Vote Intention (Q1)							2015 Vote (Q2)							Conservative universe					
	Total	Leave	Remain	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	Joiners	Consid-ers	Joiners/ Consid-ers	Loyal-ists	Defec-tors Left	Defec-tors Right
Unweighted base	8011	3816	3491	2258	2092	459	882	247	293	55	2278	2272	572	962	330	309	49	459	960	1419	1795	116	90
Weighted base	8011	3836	3503	2467	2002	432	832	206	314	46	2584	2133	554	882	267	335	41	452	934	1386	2010	139	102
Conservatives	3982 50%	2084 54%	1648 47%	2208 89%	430 21%	168 39%	239 29%	59 29%	64 20%	17 38%	2201 85%	584 27%	262 47%	341 39%	65 24%	72 21%	14 34%	356 79%	459 49%	815 59%	1849 92%	65 47%	47 47%
Labour	2302 29%	785 20%	1259 36%	111 4%	1398 70%	61 14%	73 9%	93 45%	28 9%	18 40%	170 7%	1290 60%	99 18%	83 9%	138 52%	43 13%	16 39%	41 9%	265 28%	306 22%	69 3%	46 33%	6 6%
Liberal Democrats	649 8%	207 5%	373 11%	61 2%	124 6%	189 44%	19 2%	34 17%	19 6%	7 14%	84 3%	161 8%	176 32%	29 3%	48 18%	20 6%	7 18%	21 5%	106 11%	127 9%	39 2%	21 15%	- -
UKIP	838 10%	692 18%	74 2%	84 3%	43 2%	13 3%	500 60%	14 7%	2 1%	4 8%	126 5%	84 4%	16 3%	429 49%	16 6%	2 1%	4 9%	33 7%	94 10%	127 9%	52 3%	7 5%	49 48%
SNP	240 3%	69 2%	149 4%	3 *	7 *	- -	1 *	6 3%	201 64%	- -	3 *	13 1%	* *	1 *	1 *	198 59%	- -	1 *	11 1%	12 1%	2 *	* *	- -

Blueprint Phase 7

ONLINE Fieldwork : 11th - 22nd August 2016

Absolutes/col percents

Table 36

Q.11 Which party do you think would have the best approach to each of the following issues - the Conservatives, Labour, the Liberal Democrats, UKIP or the SNP?

Reforming welfare to cut benefit dependency

Base: All respondents

	Vote Intention - Leave voters					Vote Intention - Remain voters				2015 Vote - Leave voters				2015 Vote - Remain voters			
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP
Unweighted base	8011	1306	656	100	833	873	1296	341	26	1303	839	162	915	924	1353	395	33
Weighted base	8011	1407	637	92	783	977	1233	324	26	1454	801	156	836	1075	1255	384	31
Conservatives	3982	1264	142	32	236	871	253	132	2	1257	231	75	320	897	330	182	13
	50%	90%	22%	35%	30%	89%	20%	41%	7%	87%	29%	48%	38%	83%	26%	47%	41%
Labour	2302	40	445	11	63	63	866	48	5	49	460	29	77	113	783	64	3
	29%	3%	70%	11%	8%	6%	70%	15%	20%	3%	57%	19%	9%	11%	62%	17%	10%
Liberal Democrats	649	28	26	43	17	30	91	139	1	39	46	42	28	45	109	132	1
	8%	2%	4%	46%	2%	3%	7%	43%	5%	3%	6%	27%	3%	4%	9%	34%	3%
UKIP	838	73	21	7	466	10	18	6	17	108	60	10	410	17	22	5	14
	10%	5%	3%	8%	60%	1%	1%	2%	67%	7%	7%	6%	49%	2%	2%	1%	45%
SNP	240	1	2	-	1	2	5	-	-	-	3	-	1	3	10	*	-
	3%	*	*	-	*	*	*	-	-	-	*	-	*	*	1%	*	-

Blueprint Phase 7

ONLINE Fieldwork : 11th - 22nd August 2016

Absolutes/col percents

Table 37

Q.11 Which party do you think would have the best approach to each of the following issues - the Conservatives, Labour, the Liberal Democrats, UKIP or the SNP?

Controlling immigration

Base: All respondents

	Gender			Age						Social Grade				Region											
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	
Unweighted base	8011	3849	4150	794	1319	1347	1498	1188	1865	2385	2195	1536	1895	701	336	922	724	720	598	419	743	983	1141	724	
Weighted base	8011	3920	4079	962	1282	1522	1362	1201	1681	2163	2323	1682	1843	696	362	941	707	741	622	425	751	1008	1028	731	
Conservatives	2691	1314	1376	253	373	475	417	427	746	871	825	538	457	208	97	300	184	253	219	123	273	360	406	267	
	34%	34%	34%	26%	29%	31%	31%	36%	44%	40%	36%	32%	25%	30%	27%	32%	26%	34%	35%	29%	36%	36%	40%	37%	
Labour	1749	767	977	306	375	369	298	197	205	428	511	359	451	103	100	236	176	172	131	126	109	288	175	133	
	22%	20%	24%	32%	29%	24%	22%	16%	12%	20%	22%	21%	24%	15%	28%	25%	25%	23%	21%	30%	15%	29%	17%	18%	
Liberal Democrats	507	257	245	98	113	87	75	54	80	189	145	75	98	31	23	59	39	41	34	38	44	74	65	60	
	6%	7%	6%	10%	9%	6%	6%	4%	5%	9%	6%	4%	5%	4%	6%	6%	5%	6%	5%	9%	6%	7%	6%	8%	
UKIP	2854	1474	1380	287	377	548	527	490	625	630	773	666	786	144	142	347	307	274	239	138	324	286	382	270	
	36%	38%	34%	30%	29%	36%	39%	41%	37%	29%	33%	40%	43%	21%	39%	37%	43%	37%	38%	32%	43%	28%	37%	37%	
SNP	210	108	101	18	45	43	45	34	25	45	69	44	51	210	-	-	-	-	-	-	-	-	-	-	
	3%	3%	2%	2%	3%	3%	3%	3%	1%	2%	3%	3%	3%	30%	-	-	-	-	-	-	-	-	-	-	

Blueprint Phase 7

ONLINE Fieldwork : 11th - 22nd August 2016

Absolutes/col percents

Table 37

Q.11 Which party do you think would have the best approach to each of the following issues - the Conservatives, Labour, the Liberal Democrats, UKIP or the SNP?

Controlling immigration

Base: All respondents

	Referendum (Q14)			Vote Intention (Q1)							2015 Vote (Q2)							Conservative universe					
	Total	Leave	Remain	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	Joiners	Consid-ers	Joiners/ Consid-ers	Loyal-ists	Defec-tors Left	Defec-tors Right
Unweighted base	8011	3816	3491	2258	2092	459	882	247	293	55	2278	2272	572	962	330	309	49	459	960	1419	1795	116	90
Weighted base	8011	3836	3503	2467	2002	432	832	206	314	46	2584	2133	554	882	267	335	41	452	934	1386	2010	139	102
Conservatives	2691 34%	1209 32%	1293 37%	1616 65%	255 13%	122 28%	30 4%	43 21%	53 17%	14 30%	1616 63%	386 18%	179 32%	81 9%	40 15%	53 16%	10 25%	236 52%	272 29%	508 37%	1379 69%	50 36%	13 13%
Labour	1749 22%	511 13%	1041 30%	58 2%	1170 58%	29 7%	12 1%	72 35%	27 9%	11 25%	109 4%	1034 48%	66 12%	22 2%	121 45%	38 11%	13 32%	14 3%	190 20%	204 15%	42 2%	35 25%	1 1%
Liberal Democrats	507 6%	97 3%	352 10%	48 2%	106 5%	169 39%	10 1%	29 14%	5 2%	7 14%	77 3%	130 6%	153 28%	6 1%	37 14%	7 2%	5 13%	16 4%	66 7%	83 6%	30 2%	20 14%	5 5%
UKIP	2854 36%	1968 51%	675 19%	745 30%	466 23%	110 26%	781 94%	58 28%	44 14%	14 31%	782 30%	574 27%	154 28%	772 88%	68 25%	59 18%	12 30%	186 41%	398 43%	583 42%	559 28%	33 23%	83 81%
SNP	210 3%	52 1%	141 4%	1 *	4 *	2 *	- -	3 2%	184 59%	- -	* *	9 *	2 *	1 *	2 1%	178 53%	- -	1 *	7 1%	8 1%	- -	* *	- -

Blueprint Phase 7

ONLINE Fieldwork : 11th - 22nd August 2016

Absolutes/col percents

Table 37

Q.11 Which party do you think would have the best approach to each of the following issues - the Conservatives, Labour, the Liberal Democrats, UKIP or the SNP?

Controlling immigration

Base: All respondents

	Total	Vote Intention - Leave voters				Vote Intention - Remain voters				2015 Vote - Leave voters				2015 Vote - Remain voters			
		Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP
Unweighted base	8011	1306	656	100	833	873	1296	341	26	1303	839	162	915	924	1353	395	33
Weighted base	8011	1407	637	92	783	977	1233	324	26	1454	801	156	836	1075	1255	384	31
Conservatives	2691	870	55	25	27	699	172	93	1	849	118	48	73	733	246	125	8
	34%	62%	9%	28%	4%	72%	14%	29%	3%	58%	15%	31%	9%	68%	20%	33%	25%
Labour	1749	16	339	8	10	35	760	20	3	36	330	13	16	71	665	50	3
	22%	1%	53%	9%	1%	4%	62%	6%	11%	2%	41%	8%	2%	7%	53%	13%	10%
Liberal Democrats	507	14	15	20	8	30	87	144	2	23	24	21	6	51	104	131	-
	6%	1%	2%	21%	1%	3%	7%	44%	7%	2%	3%	13%	1%	5%	8%	34%	-
UKIP	2854	506	228	39	738	213	210	66	20	546	327	74	740	219	232	76	20
	36%	36%	36%	42%	94%	22%	17%	20%	79%	38%	41%	48%	89%	20%	18%	20%	65%
SNP	210	1	-	1	-	-	4	1	-	-	1	-	1	*	8	2	-
	3%	*	-	1%	-	-	*	*	-	-	*	-	*	*	1%	1%	-

Blueprint Phase 7

ONLINE Fieldwork : 11th - 22nd August 2016

Absolutes/col percents

Table 38

Q.11 Which party do you think would have the best approach to each of the following issues - the Conservatives, Labour, the Liberal Democrats, UKIP or the SNP?

Tackling the cost of living

Base: All respondents

		Gender		Age						Social Grade				Region											
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	
Unweighted base	8011	3849	4150	794	1319	1347	1498	1188	1865	2385	2195	1536	1895	701	336	922	724	720	598	419	743	983	1141	724	
Weighted base	8011	3920	4079	962	1282	1522	1362	1201	1681	2163	2323	1682	1843	696	362	941	707	741	622	425	751	1008	1028	731	
Conservatives	3145 39%	1596 41%	1547 38%	215 22%	339 26%	506 33%	516 38%	542 45%	1027 61%	967 45%	907 39%	695 41%	576 31%	179 26%	114 31%	355 38%	254 36%	303 41%	274 44%	151 35%	324 43%	362 36%	517 50%	312 43%	
Labour	3126 39%	1473 38%	1646 40%	580 60%	634 49%	659 43%	523 38%	377 31%	353 21%	761 35%	950 41%	607 36%	808 44%	152 22%	166 46%	449 48%	329 47%	311 42%	232 37%	193 45%	255 34%	460 46%	320 31%	261 36%	
Liberal Democrats	714 9%	362 9%	350 9%	101 10%	136 11%	141 9%	118 9%	92 8%	126 7%	235 11%	212 9%	131 8%	135 7%	57 8%	32 9%	63 7%	56 8%	51 7%	53 9%	42 10%	64 9%	113 11%	97 9%	85 12%	
UKIP	738 9%	347 9%	390 10%	44 5%	118 9%	158 10%	149 11%	138 12%	132 8%	134 6%	170 7%	188 11%	246 13%	20 3%	50 14%	74 8%	68 10%	75 10%	63 10%	39 9%	108 14%	72 7%	95 9%	72 10%	
SNP	288 4%	142 4%	146 4%	22 2%	57 4%	59 4%	56 4%	51 4%	43 3%	66 3%	84 4%	61 4%	77 4%	288 41%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	

Blueprint Phase 7

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Absolutes/col percents

Table 38

Q.11 Which party do you think would have the best approach to each of the following issues - the Conservatives, Labour, the Liberal Democrats, UKIP or the SNP?

Tackling the cost of living

Base: All respondents

	Referendum (Q14)			Vote Intention (Q1)							2015 Vote (Q2)							Conservative universe					
	Total	Leave	Remain	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	Joiners	Consid-ers	Joiners/ Consid-ers	Loyal-ists	Defec-tors Left	Defec-tors Right
Unweighted base	8011	3816	3491	2258	2092	459	882	247	293	55	2278	2272	572	962	330	309	49	459	960	1419	1795	116	90
Weighted base	8011	3836	3503	2467	2002	432	832	206	314	46	2584	2133	554	882	267	335	41	452	934	1386	2010	139	102
Conservatives	3145 39%	1813 47%	1159 33%	2120 86%	97 5%	82 19%	204 24%	39 19%	27 9%	9 19%	2099 81%	227 11%	144 26%	304 34%	22 8%	30 9%	6 15%	324 72%	291 31%	615 44%	1796 89%	41 30%	47 46%
Labour	3126 39%	1097 29%	1697 48%	201 8%	1813 91%	102 24%	92 11%	123 60%	28 9%	25 55%	278 11%	1707 80%	159 29%	119 14%	201 75%	46 14%	22 54%	82 18%	428 46%	510 37%	118 6%	72 52%	11 11%
Liberal Democrats	714 9%	213 6%	420 12%	106 4%	68 3%	239 55%	33 4%	29 14%	10 3%	8 17%	129 5%	122 6%	238 43%	38 4%	31 11%	10 3%	8 20%	31 7%	128 14%	159 11%	73 4%	20 15%	4 4%
UKIP	738 9%	629 16%	49 1%	39 2%	18 1%	8 2%	504 61%	9 4%	3 1%	4 8%	74 3%	66 3%	9 2%	421 48%	11 4%	5 2%	4 10%	16 4%	75 8%	91 7%	22 1%	5 3%	39 39%
SNP	288 4%	85 2%	178 5%	1 *	6 *	1 *	- -	6 3%	245 78%	- -	3 *	10 *	3 1%	- -	3 1%	243 73%	- -	- -	11 1%	11 1%	1 *	* *	- -

Blueprint Phase 7

ONLINE Fieldwork : 11th - 22nd August 2016

Absolutes/col percents

Table 38

Q.11 Which party do you think would have the best approach to each of the following issues - the Conservatives, Labour, the Liberal Democrats, UKIP or the SNP?

Tackling the cost of living

Base: All respondents

	Total	Vote Intention - Leave voters				Vote Intention - Remain voters				2015 Vote - Leave voters				2015 Vote - Remain voters			
		Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP
Unweighted base	8011	1306	656	100	833	873	1296	341	26	1303	839	162	915	924	1353	395	33
Weighted base	8011	1407	637	92	783	977	1233	324	26	1454	801	156	836	1075	1255	384	31
Conservatives	3145	1251	29	29	200	807	59	50	3	1228	93	59	289	824	123	83	12
	39%	89%	5%	32%	26%	83%	5%	16%	11%	84%	12%	38%	35%	77%	10%	22%	39%
Labour	3126	94	573	19	81	95	1124	77	3	120	612	42	110	154	1032	111	3
	39%	7%	90%	21%	10%	10%	91%	24%	12%	8%	76%	27%	13%	14%	82%	29%	10%
Liberal Democrats	714	39	22	41	25	60	40	192	4	45	38	49	31	79	82	184	4
	9%	3%	4%	45%	3%	6%	3%	59%	15%	3%	5%	31%	4%	7%	7%	48%	13%
UKIP	738	23	11	2	477	13	5	5	16	60	54	6	406	14	10	3	12
	9%	2%	2%	3%	61%	1%	*	1%	62%	4%	7%	4%	49%	1%	1%	1%	38%
SNP	288	-	2	-	-	1	4	1	-	-	3	-	-	3	7	2	-
	4%	-	*	-	-	*	*	*	-	-	*	-	-	*	1%	1%	-

Blueprint Phase 7

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Absolutes/col percents

Table 39

Q.11 Which party do you think would have the best approach to each of the following issues - the Conservatives, Labour, the Liberal Democrats, UKIP or the SNP?

Introduce practical policies that would work in the long run

Base: All respondents

	Gender			Age						Social Grade				Region											
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	
Unweighted base	8011	3849	4150	794	1319	1347	1498	1188	1865	2385	2195	1536	1895	701	336	922	724	720	598	419	743	983	1141	724	
Weighted base	8011	3920	4079	962	1282	1522	1362	1201	1681	2163	2323	1682	1843	696	362	941	707	741	622	425	751	1008	1028	731	
Conservatives	3452 43%	1728 44%	1724 42%	337 35%	427 33%	585 38%	555 41%	539 45%	1010 60%	1059 49%	1003 43%	743 44%	647 35%	185 27%	120 33%	374 40%	288 41%	334 45%	308 49%	175 41%	352 47%	424 42%	551 54%	341 47%	
Labour	2551 32%	1180 30%	1364 33%	420 44%	532 41%	539 35%	439 32%	321 27%	299 18%	594 27%	772 33%	503 30%	681 37%	120 17%	150 42%	380 40%	275 39%	253 34%	174 28%	165 39%	191 25%	379 38%	248 24%	214 29%	
Liberal Democrats	864 11%	445 11%	416 10%	132 14%	152 12%	165 11%	141 10%	122 10%	152 9%	285 13%	269 12%	141 8%	169 9%	58 8%	33 9%	94 10%	65 9%	75 10%	69 11%	42 10%	82 11%	126 12%	109 11%	111 15%	
UKIP	834 10%	406 10%	428 10%	48 5%	113 9%	174 11%	165 12%	160 13%	174 10%	156 7%	184 8%	234 14%	260 14%	23 3%	59 16%	93 10%	77 11%	79 11%	72 12%	43 10%	125 17%	80 8%	119 12%	65 9%	
SNP	309 4%	161 4%	148 4%	25 3%	58 5%	59 4%	61 4%	59 5%	47 3%	68 3%	95 4%	61 4%	85 5%	309 44%	-	-	-	-	-	-	-	-	-	-	

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Absolutes/col percents

Table 39

Q.11 Which party do you think would have the best approach to each of the following issues - the Conservatives, Labour, the Liberal Democrats, UKIP or the SNP?

Introduce practical policies that would work in the long run

Base: All respondents

	Referendum (Q14)			Vote Intention (Q1)							2015 Vote (Q2)							Conservative universe					
	Total	Leave	Remain	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	Joiners	Consid-ers	Joiners/ Consid-ers	Loyal-ists	Defec-tors Left	Defec-tors Right
Unweighted base	8011	3816	3491	2258	2092	459	882	247	293	55	2278	2272	572	962	330	309	49	459	960	1419	1795	116	90
Weighted base	8011	3836	3503	2467	2002	432	832	206	314	46	2584	2133	554	882	267	335	41	452	934	1386	2010	139	102
Conservatives	3452 43%	1910 50%	1317 38%	2281 92%	133 7%	79 18%	170 20%	38 18%	21 7%	13 29%	2235 86%	308 14%	154 28%	280 32%	35 13%	28 8%	11 26%	384 85%	363 39%	747 54%	1897 94%	42 30%	44 43%
Labour	2551 32%	867 23%	1426 41%	61 2%	1702 85%	53 12%	53 6%	104 51%	20 7%	19 42%	134 5%	1530 72%	102 19%	85 10%	175 66%	33 10%	17 42%	30 7%	296 32%	326 23%	31 2%	61 44%	1 1%
Liberal Democrats	864 11%	256 7%	507 14%	86 3%	135 7%	288 67%	40 5%	46 22%	6 2%	9 20%	126 5%	197 9%	276 50%	40 5%	40 15%	8 3%	9 23%	25 5%	168 18%	193 14%	60 3%	31 22%	10 10%
UKIP	834 10%	715 19%	58 2%	38 2%	28 1%	11 3%	567 68%	11 5%	5 2%	4 9%	86 3%	86 4%	14 3%	476 54%	14 5%	5 1%	4 9%	15 3%	88 9%	103 7%	21 1%	4 3%	46 45%
SNP	309 4%	88 2%	196 6%	1 *	4 *	1 *	1 *	6 3%	261 83%	- -	4 *	12 1%	8 1%	1 *	3 1%	261 78%	- -	- -	19 2%	19 1%	1 *	1 1%	- -

Blueprint Phase 7

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Absolutes/col percents

Table 39

Q.11 Which party do you think would have the best approach to each of the following issues - the Conservatives, Labour, the Liberal Democrats, UKIP or the SNP?

Introduce practical policies that would work in the long run

Base: All respondents

	Total	Vote Intention - Leave voters				Vote Intention - Remain voters				2015 Vote - Leave voters				2015 Vote - Remain voters			
		Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP
Unweighted base	8011	1306	656	100	833	873	1296	341	26	1303	839	162	915	924	1353	395	33
Weighted base	8011	1407	637	92	783	977	1233	324	26	1454	801	156	836	1075	1255	384	31
Conservatives	3452	1329	44	18	163	885	76	58	4	1289	130	57	264	894	163	95	10
	43%	94%	7%	20%	21%	91%	6%	18%	17%	89%	16%	37%	32%	83%	13%	25%	32%
Labour	2551	20	545	12	46	33	1053	38	3	42	545	29	78	88	929	70	3
	32%	1%	86%	13%	6%	3%	85%	12%	12%	3%	68%	18%	9%	8%	74%	18%	10%
Liberal Democrats	864	34	35	56	34	44	87	223	4	49	62	60	33	75	131	208	7
	11%	2%	5%	60%	4%	5%	7%	69%	17%	3%	8%	39%	4%	7%	10%	54%	24%
UKIP	834	23	13	7	538	13	13	4	14	73	61	10	461	13	22	4	11
	10%	2%	2%	8%	69%	1%	1%	1%	54%	5%	8%	6%	55%	1%	2%	1%	34%
SNP	309	-	-	-	1	1	4	1	-	-	2	-	1	4	10	7	-
	4%	-	-	-	*	*	*	*	-	-	*	-	*	*	1%	2%	-

Blueprint Phase 7

ONLINE Fieldwork : 11th - 22nd August 2016

Absolutes/col percents

Table 40

Q.12 From the following list of words and phrases please select the 3 that most closely describe your view of...?

Summary

Base: All respondents

	Politicians				
	Theresa May	Boris Johnson	Jeremy Corbyn	Nicola Sturgeon	Tim Farron
Unweighted base	8011	8011	8011	8011	8011
Weighted base	8011	8011	8011	8011	8011
Determined	4305 54%	1002 13%	1249 16%	3060 38%	418 5%
Weak	233 3%	715 9%	2156 27%	204 3%	1092 14%
Down to earth	805 10%	1294 16%	1343 17%	451 6%	678 8%
Out of touch	882 11%	1251 16%	1777 22%	659 8%	677 8%
Principled	1922 24%	508 6%	1826 23%	1290 16%	749 9%
Indecisive	171 2%	863 11%	1000 12%	128 2%	590 7%
Up to the job	1815 23%	643 8%	348 4%	940 12%	274 3%
Out of their depth	531 7%	1715 21%	2670 33%	615 8%	1070 13%
Competent	2731 34%	848 11%	474 6%	1480 18%	761 9%
Dishonest	430 5%	1042 13%	422 5%	485 6%	161 2%
Doesn't listen	497 6%	681 8%	1253 16%	1009 13%	320 4%
Shares my values	236 3%	320 4%	738 9%	184 2%	322 4%
Weird	154 2%	1977 25%	803 10%	324 4%	266 3%
Likeable	325 4%	2259 28%	488 6%	297 4%	664 8%
Ruthless	1280 16%	363 5%	225 3%	1333 17%	82 1%

Lord Ashcroft

Blueprint Phase 7

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Absolutes/col percents

Table 40

Q.12 From the following list of words and phrases please select the 3 that most closely describe your view of...?**Summary****Base: All respondents**

	Politicians				
	Theresa May	Boris Johnson	Jeremy Corbyn	Nicola Sturgeon	Tim Farron
Weighted base	8011	8011	8011	8011	8011
Fair	914 11%	433 5%	920 11%	385 5%	943 12%
Stands up for their country	1678 21%	1893 24%	729 9%	2610 33%	393 5%
On my side	113 1%	184 2%	370 5%	85 1%	155 2%
Arrogant	806 10%	1594 20%	987 12%	1950 24%	259 3%
Smug	547 7%	1190 15%	552 7%	981 12%	262 3%
Don't know	732 9%	514 6%	701 9%	1380 17%	4261 53%

Blueprint Phase 7

ONLINE Fieldwork : 11th - 22nd August 2016

Absolutes/col percents

Table 41

Q.12 From the following list of words and phrases please select the 3 that most closely describe your view of...?**Theresa May****Base: All respondents**

		Gender		Age						Social Grade				Region											
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	Eastern	London	South East	South West
Unweighted base	8011	3849	4150	794	1319	1347	1498	1188	1865	2385	2195	1536	1895	701	336	922	724	720	598	419	743	983	1141	724	
Weighted base	8011	3920	4079	962	1282	1522	1362	1201	1681	2163	2323	1682	1843	696	362	941	707	741	622	425	751	1008	1028	731	
Determined	4305 54%	2074 53%	2229 55%	429 45%	512 40%	745 49%	745 55%	719 60%	1154 69%	1249 58%	1297 56%	888 53%	871 47%	327 47%	175 48%	501 53%	376 53%	432 58%	364 58%	215 51%	401 53%	505 50%	609 59%	400 55%	
Competent	2731 34%	1366 35%	1365 33%	226 23%	325 25%	459 30%	464 34%	462 38%	794 47%	873 40%	816 35%	526 31%	516 28%	224 32%	123 34%	315 33%	238 34%	247 33%	219 35%	146 34%	249 33%	336 33%	368 36%	266 36%	
Principled	1922 24%	954 24%	965 24%	175 18%	246 19%	321 21%	338 25%	305 25%	537 32%	609 28%	566 24%	387 23%	360 20%	135 19%	61 17%	227 24%	166 23%	206 28%	160 26%	116 27%	142 19%	257 26%	263 26%	188 26%	
Up to the job	1815 23%	829 21%	985 24%	168 18%	198 15%	323 21%	316 23%	313 26%	496 29%	504 23%	535 23%	386 23%	391 21%	144 21%	85 23%	202 21%	147 21%	160 22%	135 22%	97 23%	182 24%	211 21%	261 25%	189 26%	
Stands up for their country	1678 21%	804 21%	873 21%	114 12%	190 15%	282 19%	301 22%	285 24%	506 30%	439 20%	470 20%	387 23%	383 21%	116 17%	83 23%	201 21%	150 21%	166 22%	152 24%	70 17%	172 23%	183 18%	218 21%	168 23%	
Ruthless	1280 16%	681 17%	597 15%	203 21%	229 18%	266 17%	211 15%	177 15%	194 12%	380 18%	408 18%	244 15%	248 13%	143 20%	52 14%	163 17%	119 17%	122 16%	86 14%	63 15%	99 13%	175 17%	158 15%	101 14%	
Fair	914 11%	392 10%	522 13%	121 13%	139 11%	192 13%	170 12%	119 10%	174 10%	254 12%	285 12%	197 12%	177 10%	67 10%	47 13%	88 9%	84 12%	86 12%	70 11%	46 11%	100 13%	129 13%	118 11%	78 11%	
Out of touch	882 11%	484 12%	393 10%	150 16%	143 11%	174 11%	157 12%	137 11%	121 7%	212 10%	253 11%	175 10%	242 13%	118 17%	55 15%	124 13%	80 11%	71 10%	51 8%	42 10%	66 9%	111 11%	88 9%	77 11%	
Arrogant	806 10%	457 12%	345 8%	115 12%	148 12%	156 10%	155 11%	140 12%	93 6%	196 9%	215 9%	174 10%	221 12%	118 17%	49 14%	112 12%	63 9%	44 6%	55 9%	46 11%	79 11%	94 9%	85 8%	60 8%	
Down to earth	805 10%	379 10%	426 10%	67 7%	101 8%	132 9%	137 10%	125 10%	243 14%	232 11%	220 9%	155 9%	198 11%	53 8%	38 10%	79 8%	73 10%	78 11%	61 10%	36 9%	82 11%	94 9%	137 13%	74 10%	
Smug	547 7%	292 7%	253 6%	56 6%	98 8%	100 7%	108 8%	103 9%	81 5%	116 5%	136 6%	135 8%	159 9%	67 10%	29 8%	76 8%	50 7%	47 6%	39 6%	37 9%	42 6%	54 5%	56 5%	50 7%	
Out of their depth	531 7%	275 7%	255 6%	59 6%	98 8%	117 8%	114 8%	79 7%	64 4%	118 5%	143 6%	112 7%	159 9%	52 7%	37 10%	73 8%	47 7%	34 5%	36 6%	36 9%	46 6%	55 5%	60 6%	55 8%	
Doesn't listen	497 6%	279 7%	216 5%	60 6%	91 7%	99 6%	89 7%	86 7%	73 4%	122 6%	123 5%	110 7%	141 8%	61 9%	28 8%	72 8%	47 7%	34 5%	32 5%	27 6%	43 6%	64 6%	52 5%	37 5%	

Lord Ashcroft

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Absolutes/col percents

Table 41

Q.12 From the following list of words and phrases please select the 3 that most closely describe your view of...?**Theresa May****Base: All respondents**

	Gender			Age						Social Grade				Region										
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West
Weighted base	8011	3920	4079	962	1282	1522	1362	1201	1681	2163	2323	1682	1843	696	362	941	707	741	622	425	751	1008	1028	731
Dishonest	430 5%	251 6%	178 4%	115 12%	110 9%	98 6%	56 4%	27 2%	24 1%	116 5%	120 5%	83 5%	111 6%	57 8%	18 5%	50 5%	34 5%	29 4%	22 4%	27 6%	46 6%	58 6%	52 5%	37 5%
Likeable	325 4%	139 4%	186 5%	43 5%	51 4%	79 5%	52 4%	46 4%	53 3%	60 3%	87 4%	93 6%	85 5%	26 4%	9 2%	42 4%	21 3%	33 5%	31 5%	21 5%	24 3%	51 5%	45 4%	22 3%
Shares my values	236 3%	120 3%	116 3%	28 3%	33 3%	29 2%	26 2%	37 3%	82 5%	86 4%	61 3%	48 3%	41 2%	17 2%	12 3%	23 2%	20 3%	14 2%	27 4%	16 4%	29 4%	31 3%	30 3%	17 2%
Weak	233 3%	141 4%	92 2%	30 3%	60 5%	53 3%	41 3%	28 2%	21 1%	51 2%	55 2%	55 3%	72 4%	25 4%	14 4%	33 4%	16 2%	16 2%	26 4%	12 3%	20 3%	31 3%	20 2%	20 3%
Indecisive	171 2%	102 3%	67 2%	12 1%	36 3%	29 2%	35 3%	35 3%	24 1%	37 2%	35 1%	42 2%	58 3%	16 2%	6 2%	14 1%	24 3%	14 2%	11 2%	7 2%	18 2%	17 2%	25 2%	17 2%
Weird	154 2%	89 2%	65 2%	31 3%	38 3%	29 2%	24 2%	22 2%	10 1%	43 2%	36 2%	32 2%	42 2%	16 2%	10 3%	14 2%	8 1%	13 2%	12 2%	11 3%	9 1%	21 2%	22 2%	20 3%
On my side	113 1%	58 1%	55 1%	15 2%	21 2%	27 2%	14 1%	10 1%	26 2%	42 2%	35 1%	20 1%	17 1%	9 1%	5 1%	14 2%	8 1%	13 2%	7 1%	7 2%	11 1%	10 1%	17 2%	12 2%
Don't know	732 9%	294 7%	436 11%	137 14%	197 15%	165 11%	103 8%	75 6%	54 3%	124 6%	210 9%	161 10%	237 13%	56 8%	28 8%	86 9%	71 10%	76 10%	63 10%	40 9%	84 11%	88 9%	80 8%	62 9%

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Absolutes/col percents

Table 41

Q.12 From the following list of words and phrases please select the 3 that most closely describe your view of...?**Theresa May****Base: All respondents**

	Referendum (Q14)			Vote Intention (Q1)							2015 Vote (Q2)							Conservative universe					
	Total	Leave	Remain	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	Joiners	Consid- erers	Joiners/ Consid- erers	Loyal- ists	Defec- tors Left	Defec- tors Right
Unweighted base	8011	3816	3491	2258	2092	459	882	247	293	55	2278	2272	572	962	330	309	49	459	960	1419	1795	116	90
Weighted base	8011	3836	3503	2467	2002	432	832	206	314	46	2584	2133	554	882	267	335	41	452	934	1386	2010	139	102
Determined	4305 54%	2194 57%	1855 53%	1827 74%	795 40%	234 54%	371 45%	88 43%	121 39%	19 41%	1839 71%	962 45%	320 58%	441 50%	99 37%	124 37%	17 43%	330 73%	532 57%	863 62%	1497 74%	66 48%	56 55%
Competent	2731 34%	1350 35%	1232 35%	1208 49%	458 23%	172 40%	221 27%	46 22%	74 24%	14 30%	1198 46%	593 28%	217 39%	292 33%	65 24%	76 23%	12 28%	210 46%	365 39%	575 41%	998 50%	39 28%	34 34%
Principled	1922 24%	935 24%	884 25%	831 34%	349 17%	122 28%	163 20%	39 19%	39 12%	12 26%	832 32%	430 20%	185 33%	190 22%	50 19%	42 13%	9 22%	148 33%	247 26%	394 28%	681 34%	36 26%	17 16%
Up to the job	1815 23%	982 26%	724 21%	882 36%	247 12%	86 20%	171 21%	33 16%	49 16%	6 12%	835 32%	352 17%	137 25%	195 22%	29 11%	50 15%	3 7%	178 39%	252 27%	430 31%	703 35%	34 24%	25 25%
Stands up for their country	1678 21%	954 25%	609 17%	790 32%	237 12%	77 18%	159 19%	25 12%	31 10%	8 17%	786 30%	310 15%	104 19%	187 21%	31 12%	41 12%	3 8%	134 30%	195 21%	330 24%	654 33%	22 16%	20 20%
Ruthless	1280 16%	482 13%	726 21%	211 9%	511 26%	79 18%	104 13%	53 26%	88 28%	9 20%	267 10%	499 23%	90 16%	117 13%	77 29%	92 27%	10 25%	32 7%	107 11%	140 10%	178 9%	28 20%	12 12%
Fair	914 11%	467 12%	376 11%	363 15%	159 8%	51 12%	105 13%	12 6%	18 6%	5 11%	380 15%	174 8%	78 14%	108 12%	17 6%	20 6%	7 16%	59 13%	160 17%	219 16%	304 15%	17 12%	16 15%
Out of touch	882 11%	353 9%	462 13%	29 1%	416 21%	42 10%	120 14%	42 20%	80 26%	4 8%	59 2%	368 17%	43 8%	110 12%	64 24%	85 25%	6 16%	8 2%	61 6%	69 5%	20 1%	13 10%	11 11%
Arrogant	806 10%	306 8%	445 13%	20 1%	389 19%	30 7%	97 12%	46 22%	83 26%	7 15%	54 2%	356 17%	42 8%	88 10%	63 23%	90 27%	9 22%	3 1%	51 5%	53 4%	18 1%	14 10%	8 7%
Down to earth	805 10%	402 10%	335 10%	367 15%	123 6%	55 13%	77 9%	8 4%	12 4%	4 8%	340 13%	146 7%	62 11%	102 12%	8 3%	16 5%	2 5%	77 17%	103 11%	181 13%	287 14%	14 10%	10 10%
Smug	547 7%	254 7%	253 7%	16 1%	252 13%	18 4%	81 10%	27 13%	40 13%	7 15%	36 1%	226 11%	32 6%	88 10%	42 16%	41 12%	6 14%	2 1%	30 3%	33 2%	14 1%	7 5%	4 4%
Out of their depth	531 7%	256 7%	229 7%	34 1%	224 11%	29 7%	102 12%	14 7%	31 10%	4 8%	60 2%	206 10%	27 5%	88 10%	27 10%	28 8%	4 10%	11 2%	35 4%	46 3%	23 1%	11 8%	9 9%
Doesn't listen	497 6%	208 5%	244 7%	23 1%	228 11%	26 6%	77 9%	22 11%	42 13%	1 2%	41 2%	200 9%	28 5%	66 7%	33 13%	44 13%	3 8%	7 2%	33 4%	41 3%	15 1%	12 9%	9 8%

Lord Ashcroft

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Absolutes/col percents

Table 41

Q.12 From the following list of words and phrases please select the 3 that most closely describe your view of...?**Theresa May****Base: All respondents**

	Referendum (Q14)			Vote Intention (Q1)							2015 Vote (Q2)							Conservative universe					
	Total	Leave	Remain	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	Joiners	Consid- erers	Joiners/ Consid- erers	Loyal- ists	Defec- tors Left	Defec- tors Right
Weighted base	8011	3836	3503	2467	2002	432	832	206	314	46	2584	2133	554	882	267	335	41	452	934	1386	2010	139	102
Dishonest	430 5%	141 4%	251 7%	11 *	215 11%	25 6%	48 6%	23 11%	30 10%	4 8%	23 1%	170 8%	29 5%	46 5%	41 15%	34 10%	3 7%	5 1%	21 2%	26 2%	6 *	8 5%	3 3%
Likeable	325 4%	163 4%	122 3%	75 3%	73 4%	10 2%	43 5%	2 1%	13 4%	7 15%	98 4%	76 4%	14 3%	50 6%	2 1%	14 4%	4 10%	15 3%	40 4%	55 4%	60 3%	9 6%	6 6%
Shares my values	236 3%	147 4%	76 2%	141 6%	35 2%	10 2%	20 2%	2 1%	4 1%	2 4%	141 5%	41 2%	13 2%	17 2%	1 *	4 1%	1 3%	17 4%	19 2%	36 3%	124 6%	3 2%	5 5%
Weak	233 3%	123 3%	90 3%	16 1%	84 4%	17 4%	45 5%	6 3%	19 6%	2 3%	37 1%	79 4%	13 2%	39 4%	6 2%	15 5%	2 4%	3 1%	16 2%	19 1%	13 1%	6 4%	8 8%
Indecisive	171 2%	101 3%	53 2%	12 *	57 3%	10 2%	44 5%	5 2%	9 3%	- 3%	27 1%	54 3%	9 2%	36 4%	5 2%	9 3%	1 2%	2 *	13 1%	15 1%	10 1%	5 4%	6 6%
Weird	154 2%	70 2%	66 2%	11 *	69 3%	12 3%	19 2%	8 4%	9 3%	1 1%	25 1%	55 3%	12 2%	16 2%	11 4%	11 3%	1 1%	3 1%	9 1%	12 1%	8 *	3 2%	8 8%
On my side	113 1%	48 1%	53 2%	57 2%	21 1%	7 2%	11 1%	- -	4 1%	1 2%	56 2%	20 1%	9 2%	6 1%	2 1%	3 1%	* 1%	8 2%	8 1%	16 1%	48 2%	2 2%	2 2%
Don't know	732 9%	302 8%	262 7%	65 3%	162 8%	33 8%	84 10%	24 12%	28 9%	6 14%	105 4%	179 8%	37 7%	74 8%	26 10%	30 9%	5 13%	16 4%	117 12%	133 10%	48 2%	11 8%	9 9%

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Absolutes/col percents

Table 41

Q.12 From the following list of words and phrases please select the 3 that most closely describe your view of...?**Theresa May****Base: All respondents**

	Vote Intention - Leave voters					Vote Intention - Remain voters				2015 Vote - Leave voters				2015 Vote - Remain voters			
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP
Unweighted base	8011	1306	656	100	833	873	1296	341	26	1303	839	162	915	924	1353	395	33
Weighted base	8011	1407	637	92	783	977	1233	324	26	1454	801	156	836	1075	1255	384	31
Determined	4305	1073	253	46	352	703	480	182	10	1054	364	91	423	749	564	221	15
	54%	76%	40%	49%	45%	72%	39%	56%	40%	73%	45%	58%	51%	70%	45%	58%	48%
Competent	2731	701	134	32	213	474	297	136	7	662	210	57	279	517	363	157	10
	34%	50%	21%	35%	27%	49%	24%	42%	26%	46%	26%	37%	33%	48%	29%	41%	33%
Principled	1922	464	104	31	157	351	224	89	3	466	147	58	180	360	270	121	6
	24%	33%	16%	34%	20%	36%	18%	27%	10%	32%	18%	37%	22%	34%	22%	32%	19%
Up to the job	1815	530	91	13	165	327	143	70	2	485	152	34	192	333	188	99	3
	23%	38%	14%	14%	21%	33%	12%	22%	9%	33%	19%	22%	23%	31%	15%	26%	10%
Stands up for their country	1678	473	101	26	148	294	115	49	8	471	153	43	174	302	146	59	10
	21%	34%	16%	29%	19%	30%	9%	15%	29%	32%	19%	27%	21%	28%	12%	15%	31%
Ruthless	1280	120	119	8	101	85	366	68	3	132	142	17	114	128	346	70	4
	16%	9%	19%	9%	13%	9%	30%	21%	13%	9%	18%	11%	14%	12%	28%	18%	11%
Fair	914	192	53	14	95	155	96	35	5	214	63	33	100	159	98	46	4
	11%	14%	8%	15%	12%	16%	8%	11%	18%	15%	8%	21%	12%	15%	8%	12%	13%
Out of touch	882	17	115	13	110	11	285	29	6	35	120	12	103	22	242	30	5
	11%	1%	18%	15%	14%	1%	23%	9%	25%	2%	15%	7%	12%	2%	19%	8%	17%
Arrogant	806	10	99	6	91	10	266	23	4	27	114	7	84	27	232	33	5
	10%	1%	16%	7%	12%	1%	22%	7%	16%	2%	14%	4%	10%	3%	19%	9%	14%
Down to earth	805	193	44	15	71	157	70	37	3	184	56	24	93	151	83	38	5
	10%	14%	7%	17%	9%	16%	6%	12%	13%	13%	7%	15%	11%	14%	7%	10%	15%
Smug	547	10	85	4	79	6	154	14	-	19	85	7	86	17	135	23	-
	7%	1%	13%	4%	10%	1%	12%	4%	-	1%	11%	4%	10%	2%	11%	6%	-
Out of their depth	531	16	81	13	95	18	130	16	4	34	84	11	83	25	117	16	4
	7%	1%	13%	14%	12%	2%	11%	5%	15%	2%	11%	7%	10%	2%	9%	4%	14%
Doesn't listen	497	10	59	8	72	11	150	17	2	22	68	7	63	19	126	20	3
	6%	1%	9%	9%	9%	1%	12%	5%	9%	1%	8%	5%	7%	2%	10%	5%	9%

Lord Ashcroft

Blueprint Phase 7

ONLINE Fieldwork : 11th - 22nd August 2016

Absolutes/col percents

Table 41

Q.12 From the following list of words and phrases please select the 3 that most closely describe your view of...?

Theresa May

Base: All respondents

	Total	Vote Intention - Leave voters				Vote Intention - Remain voters				2015 Vote - Leave voters				2015 Vote - Remain voters			
		Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP
Weighted base	8011	1407	637	92	783	977	1233	324	26	1454	801	156	836	1075	1255	384	31
Dishonest	430 5%	5 *	46 7%	3 3%	44 6%	5 *	162 13%	21 6%	2 6%	9 1%	46 6%	2 1%	46 5%	12 1%	122 10%	27 7%	1 2%
Likeable	325 4%	30 2%	30 5%	3 3%	40 5%	40 4%	39 3%	7 2%	- -	42 3%	33 4%	9 6%	44 5%	53 5%	42 3%	5 1%	2 6%
Shares my values	236 3%	90 6%	18 3%	5 5%	18 2%	46 5%	15 1%	4 1%	1 4%	93 6%	24 3%	7 5%	16 2%	44 4%	15 1%	6 1%	1 3%
Weak	233 3%	11 1%	34 5%	5 5%	43 6%	5 1%	47 4%	12 4%	1 3%	26 2%	34 4%	3 2%	38 5%	11 1%	44 3%	9 2%	1 2%
Indecisive	171 2%	10 1%	26 4%	3 3%	39 5%	1 *	30 2%	7 2%	2 7%	21 1%	27 3%	3 2%	34 4%	7 1%	27 2%	5 1%	1 4%
Weird	154 2%	5 *	26 4%	3 3%	18 2%	6 1%	33 3%	8 2%	2 6%	17 1%	26 3%	3 2%	13 2%	9 1%	26 2%	8 2%	3 9%
On my side	113 1%	32 2%	2 *	2 2%	7 1%	24 2%	15 1%	4 1%	3 13%	28 2%	6 1%	4 3%	6 1%	26 2%	14 1%	5 1%	- -
Don't know	732 9%	28 2%	60 9%	6 6%	80 10%	30 3%	89 7%	24 7%	1 5%	51 4%	80 10%	8 5%	67 8%	46 4%	87 7%	29 8%	4 13%

Blueprint Phase 7

ONLINE Fieldwork : 11th - 22nd August 2016

Absolutes/col percents

Table 42

Q.12 From the following list of words and phrases please select the 3 that most closely describe your view of...?**Boris Johnson****Base: All respondents**

	Gender			Age						Social Grade				Region											
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	
Unweighted base	8011	3849	4150	794	1319	1347	1498	1188	1865	2385	2195	1536	1895	701	336	922	724	720	598	419	743	983	1141	724	
Weighted base	8011	3920	4079	962	1282	1522	1362	1201	1681	2163	2323	1682	1843	696	362	941	707	741	622	425	751	1008	1028	731	
Likeable	2259 28%	1108 28%	1149 28%	195 20%	284 22%	433 28%	395 29%	364 30%	588 35%	598 28%	675 29%	499 30%	487 26%	136 20%	114 32%	253 27%	195 28%	231 31%	196 32%	112 26%	230 31%	253 25%	328 32%	211 29%	
Weird	1977 25%	938 24%	1036 25%	312 32%	370 29%	362 24%	327 24%	289 24%	316 19%	525 24%	643 28%	377 22%	431 23%	200 29%	95 26%	243 26%	209 30%	175 24%	139 22%	100 24%	179 24%	240 24%	225 22%	171 23%	
Stands up for their country	1893 24%	934 24%	958 23%	67 7%	179 14%	298 20%	347 25%	368 31%	633 38%	470 22%	527 23%	454 27%	441 24%	92 13%	74 20%	227 24%	169 24%	162 22%	173 28%	102 24%	193 26%	203 20%	284 28%	213 29%	
Out of their depth	1715 21%	829 21%	884 22%	240 25%	283 22%	308 20%	323 24%	251 21%	310 18%	515 24%	527 23%	335 20%	339 18%	193 28%	82 23%	206 22%	164 23%	158 21%	133 21%	104 24%	141 19%	174 17%	203 20%	158 22%	
Arrogant	1594 20%	808 21%	781 19%	210 22%	214 17%	312 21%	267 20%	239 20%	352 21%	549 25%	455 20%	281 17%	308 17%	217 31%	63 17%	185 20%	117 17%	126 17%	107 17%	90 21%	129 17%	222 22%	194 19%	144 20%	
Down to earth	1294 16%	615 16%	677 17%	98 10%	160 12%	257 17%	240 18%	203 17%	335 20%	263 12%	358 15%	331 20%	342 19%	54 8%	62 17%	149 16%	132 19%	147 20%	116 19%	63 15%	150 20%	130 13%	170 17%	121 17%	
Out of touch	1251 16%	621 16%	626 15%	243 25%	207 16%	224 15%	205 15%	172 14%	200 12%	368 17%	398 17%	233 14%	252 14%	164 24%	67 18%	155 16%	100 14%	113 15%	73 12%	71 17%	93 12%	160 16%	156 15%	101 14%	
Smug	1190 15%	640 16%	550 13%	133 14%	175 14%	203 13%	209 15%	206 17%	264 16%	355 16%	371 16%	193 11%	271 15%	151 22%	54 15%	148 16%	86 12%	101 14%	85 14%	62 15%	95 13%	170 17%	125 12%	113 16%	
Dishonest	1042 13%	589 15%	449 11%	210 22%	208 16%	204 13%	151 11%	114 9%	154 9%	352 16%	340 15%	173 10%	177 10%	118 17%	41 11%	118 12%	76 11%	57 8%	78 13%	59 14%	96 13%	167 17%	137 13%	95 13%	
Determined	1002 13%	501 13%	499 12%	63 7%	117 9%	153 10%	164 12%	201 17%	304 18%	286 13%	280 12%	213 13%	222 12%	60 9%	37 10%	92 10%	82 12%	96 13%	93 15%	40 9%	124 17%	120 12%	150 15%	107 15%	
Indecisive	863 11%	459 12%	402 10%	119 12%	125 10%	141 9%	161 12%	141 12%	176 10%	264 12%	239 10%	179 11%	182 10%	76 11%	47 13%	114 12%	92 13%	65 9%	52 8%	54 13%	70 9%	107 11%	110 11%	76 10%	
Competent	848 11%	461 12%	384 9%	67 7%	100 8%	141 9%	138 10%	145 12%	257 15%	231 11%	237 10%	211 13%	169 9%	59 8%	39 11%	93 10%	71 10%	95 13%	64 10%	34 8%	76 10%	120 12%	119 12%	77 11%	
Weak	715 9%	349 9%	365 9%	135 14%	142 11%	154 10%	93 7%	100 8%	92 5%	219 10%	206 9%	124 7%	166 9%	93 13%	29 8%	94 10%	60 8%	64 9%	59 9%	31 7%	58 8%	93 9%	78 8%	56 8%	

Lord Ashcroft

Blueprint Phase 7

ONLINE Fieldwork : 11th - 22nd August 2016

Absolutes/col percents

Table 42

Q.12 From the following list of words and phrases please select the 3 that most closely describe your view of...?**Boris Johnson****Base: All respondents**

	Gender			Age						Social Grade				Region										
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humbersides	West Midlands	East Midlands	Wales	Eastern	London	South East	South West
Weighted base	8011	3920	4079	962	1282	1522	1362	1201	1681	2163	2323	1682	1843	696	362	941	707	741	622	425	751	1008	1028	731
Doesn't listen	681 8%	314 8%	365 9%	104 11%	103 8%	126 8%	105 8%	91 8%	154 9%	199 9%	208 9%	116 7%	158 9%	79 11%	23 6%	86 9%	58 8%	57 8%	52 8%	33 8%	47 6%	99 10%	87 8%	59 8%
Up to the job	643 8%	359 9%	284 7%	40 4%	57 4%	102 7%	117 9%	128 11%	200 12%	150 7%	140 6%	165 10%	189 10%	31 4%	28 8%	77 8%	45 6%	65 9%	52 8%	30 7%	73 10%	79 8%	90 9%	72 10%
Principled	508 6%	278 7%	230 6%	27 3%	53 4%	85 6%	102 7%	98 8%	143 8%	129 6%	132 6%	113 7%	134 7%	24 3%	27 7%	55 6%	55 8%	56 7%	46 7%	30 7%	44 6%	57 6%	67 7%	46 6%
Fair	433 5%	202 5%	231 6%	33 3%	71 6%	85 6%	94 7%	67 6%	83 5%	102 5%	104 4%	106 6%	120 7%	28 4%	24 7%	57 6%	30 4%	44 6%	45 7%	22 5%	41 5%	46 5%	57 6%	39 5%
Ruthless	363 5%	167 4%	197 5%	45 5%	53 4%	67 4%	59 4%	65 5%	74 4%	112 5%	103 4%	81 5%	67 4%	32 5%	21 6%	44 5%	27 4%	31 4%	21 3%	18 4%	31 4%	54 5%	47 5%	37 5%
Shares my values	320 4%	168 4%	152 4%	28 3%	42 3%	57 4%	62 5%	56 5%	75 4%	92 4%	72 3%	77 5%	80 4%	12 2%	13 4%	44 5%	24 3%	25 3%	30 5%	22 5%	39 5%	44 4%	41 4%	26 4%
On my side	184 2%	108 3%	77 2%	19 2%	32 3%	29 2%	43 3%	19 2%	42 3%	51 2%	51 2%	50 3%	32 2%	14 2%	10 3%	17 2%	14 2%	16 2%	16 3%	12 3%	27 4%	19 2%	32 3%	9 1%
Don't know	514 6%	169 4%	345 8%	89 9%	128 10%	133 9%	72 5%	45 4%	48 3%	77 4%	137 6%	112 7%	188 10%	38 5%	19 5%	67 7%	49 7%	64 9%	45 7%	30 7%	41 5%	63 6%	58 6%	40 5%

Lord Ashcroft

Blueprint Phase 7

ONLINE Fieldwork : 11th - 22nd August 2016

Absolutes/col percents

Table 42

Q.12 From the following list of words and phrases please select the 3 that most closely describe your view of...?**Boris Johnson****Base: All respondents**

	Referendum (Q14)			Vote Intention (Q1)							2015 Vote (Q2)							Conservative universe					
	Total	Leave	Remain	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	Joiners	Consid-ers	Joiners/Consid-ers	Loyal-ists	Defec-tors Left	Defec-tors Right
Unweighted base	8011	3816	3491	2258	2092	459	882	247	293	55	2278	2272	572	962	330	309	49	459	960	1419	1795	116	90
Weighted base	8011	3836	3503	2467	2002	432	832	206	314	46	2584	2133	554	882	267	335	41	452	934	1386	2010	139	102
Likeable	2259 28%	1502 39%	625 18%	1000 41%	326 16%	97 22%	296 36%	32 16%	40 13%	13 28%	995 38%	397 19%	133 24%	362 41%	44 17%	51 15%	8 19%	183 40%	295 32%	478 34%	818 41%	30 22%	32 31%
Weird	1977 25%	744 19%	1038 30%	504 20%	616 31%	102 24%	129 15%	59 29%	91 29%	11 23%	533 21%	599 28%	136 25%	157 18%	64 24%	95 28%	14 34%	117 26%	264 28%	381 27%	387 19%	43 31%	15 15%
Stands up for their country	1893 24%	1436 37%	372 11%	898 36%	191 10%	65 15%	352 42%	21 10%	31 10%	11 23%	887 34%	284 13%	91 16%	385 44%	21 8%	35 11%	4 9%	145 32%	217 23%	362 26%	753 37%	19 14%	44 43%
Out of their depth	1715 21%	556 14%	1041 30%	430 17%	523 26%	135 31%	87 10%	58 28%	101 32%	14 30%	471 18%	552 26%	166 30%	106 12%	76 28%	103 31%	10 24%	81 18%	211 23%	291 21%	348 17%	40 29%	9 9%
Arrogant	1594 20%	349 9%	1137 32%	351 14%	580 29%	133 31%	52 6%	76 37%	112 36%	10 23%	379 15%	584 27%	166 30%	62 7%	89 33%	113 34%	12 30%	79 17%	141 15%	221 16%	272 14%	36 26%	8 8%
Down to earth	1294 16%	931 24%	281 8%	505 20%	172 9%	31 7%	260 31%	17 8%	19 6%	5 11%	512 20%	229 11%	43 8%	274 31%	19 7%	22 6%	5 13%	102 22%	174 19%	276 20%	404 20%	10 7%	35 34%
Out of touch	1251 16%	306 8%	841 24%	226 9%	477 24%	97 23%	48 6%	60 29%	86 28%	7 14%	241 9%	467 22%	122 22%	52 6%	74 28%	88 26%	11 26%	49 11%	158 17%	207 15%	177 9%	20 14%	4 4%
Smug	1190 15%	319 8%	782 22%	280 11%	403 20%	90 21%	47 6%	55 27%	73 23%	9 20%	303 12%	404 19%	106 19%	61 7%	68 25%	75 22%	5 13%	59 13%	125 13%	184 13%	221 11%	36 26%	6 6%
Dishonest	1042 13%	135 4%	836 24%	146 6%	434 22%	116 27%	23 3%	55 27%	67 21%	14 31%	166 6%	422 20%	127 23%	30 3%	86 32%	64 19%	10 26%	37 8%	110 12%	147 11%	108 5%	26 19%	1 1%
Determined	1002 13%	696 18%	256 7%	451 18%	109 5%	39 9%	185 22%	7 3%	22 7%	3 6%	466 18%	143 7%	56 10%	179 20%	10 4%	25 8%	2 5%	69 15%	92 10%	161 12%	380 19%	14 10%	21 21%
Indecisive	863 11%	329 9%	470 13%	279 11%	262 13%	40 9%	50 6%	17 8%	27 8%	6 12%	273 11%	263 12%	64 12%	65 7%	39 15%	33 10%	3 7%	65 14%	107 11%	173 12%	214 11%	21 15%	2 2%
Competent	848 11%	595 16%	221 6%	417 17%	137 7%	34 8%	114 14%	5 3%	25 8%	2 5%	413 16%	149 7%	45 8%	125 14%	7 3%	23 7%	2 5%	54 12%	76 8%	130 9%	363 18%	13 10%	16 16%
Weak	715 9%	192 5%	454 13%	159 6%	251 13%	50 12%	36 4%	24 11%	46 15%	4 10%	175 7%	241 11%	49 9%	43 5%	36 13%	48 14%	4 11%	35 8%	92 10%	127 9%	124 6%	18 13%	3 3%

Lord Ashcroft

Blueprint Phase 7

ONLINE Fieldwork : 11th - 22nd August 2016

Absolutes/col percents

Table 42

Q.12 From the following list of words and phrases please select the 3 that most closely describe your view of...?**Boris Johnson****Base: All respondents**

	Referendum (Q14)			Vote Intention (Q1)							2015 Vote (Q2)							Conservative universe					
	Total	Leave	Remain	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	Joiners	Consid- erers	Joiners/ Consid- erers	Loyal- ists	Defec- tors Left	Defec- tors Right
Weighted base	8011	3836	3503	2467	2002	432	832	206	314	46	2584	2133	554	882	267	335	41	452	934	1386	2010	139	102
Doesn't listen	681 8%	198 5%	421 12%	167 7%	218 11%	47 11%	39 5%	26 12%	42 13%	6 14%	160 6%	213 10%	70 13%	42 5%	31 12%	43 13%	5 12%	37 8%	94 10%	131 9%	131 6%	10 7%	1 1%
Up to the job	643 8%	527 14%	91 3%	311 13%	72 4%	19 4%	123 15%	6 3%	9 3%	2 4%	307 12%	99 5%	29 5%	129 15%	4 1%	9 3%	- -	47 10%	57 6%	103 7%	264 13%	7 5%	13 13%
Principled	508 6%	359 9%	131 4%	239 10%	75 4%	26 6%	90 11%	2 1%	7 2%	3 6%	246 10%	87 4%	32 6%	87 10%	7 2%	9 3%	2 4%	28 6%	56 6%	84 6%	211 10%	7 5%	15 15%
Fair	433 5%	288 8%	128 4%	153 6%	88 4%	19 4%	67 8%	4 2%	9 3%	1 2%	151 6%	107 5%	24 4%	67 8%	3 1%	12 4%	1 2%	33 7%	47 5%	80 6%	119 6%	5 4%	10 10%
Ruthless	363 5%	133 3%	200 6%	111 4%	111 6%	30 7%	22 3%	8 4%	12 4%	2 5%	106 4%	115 5%	30 5%	31 4%	17 6%	11 3%	3 8%	25 5%	32 3%	56 4%	84 4%	2 2%	3 3%
Shares my values	320 4%	262 7%	40 1%	124 5%	37 2%	6 1%	98 12%	3 2%	4 1%	1 1%	127 5%	48 2%	11 2%	83 9%	3 1%	5 2%	- -	21 5%	31 3%	52 4%	102 5%	2 1%	16 16%
On my side	184 2%	141 4%	39 1%	67 3%	27 1%	6 1%	47 6%	1 *	5 2%	- -	79 3%	38 2%	4 1%	40 4%	1 *	7 2%	- -	16 3%	16 2%	32 2%	52 3%	7 5%	11 11%
Don't know	514 6%	234 6%	135 4%	67 3%	106 5%	9 2%	53 6%	9 4%	15 5%	2 5%	108 4%	121 6%	17 3%	41 5%	15 6%	18 5%	4 9%	7 2%	68 7%	75 5%	60 3%	5 4%	10 10%

Blueprint Phase 7

ONLINE Fieldwork : 11th - 22nd August 2016

Absolutes/col percents

Table 42

Q.12 From the following list of words and phrases please select the 3 that most closely describe your view of...?**Boris Johnson****Base: All respondents**

	Total	Vote Intention - Leave voters				Vote Intention - Remain voters				2015 Vote - Leave voters				2015 Vote - Remain voters			
		Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP
Unweighted base	8011	1306	656	100	833	873	1296	341	26	1303	839	162	915	924	1353	395	33
Weighted base	8011	1407	637	92	783	977	1233	324	26	1454	801	156	836	1075	1255	384	31
Likeable	2259 28%	668 47%	187 29%	38 42%	282 36%	313 32%	110 9%	54 17%	4 17%	648 45%	251 31%	60 39%	351 42%	330 31%	129 10%	71 18%	5 15%
Weird	1977 25%	210 15%	189 30%	17 18%	115 15%	261 27%	383 31%	81 25%	5 19%	217 15%	205 26%	34 22%	140 17%	298 28%	373 30%	95 25%	9 30%
Stands up for their country	1893 24%	678 48%	131 21%	31 34%	340 43%	208 21%	47 4%	31 10%	5 18%	665 46%	204 25%	49 31%	373 45%	211 20%	69 5%	41 11%	9 28%
Out of their depth	1715 21%	176 12%	131 21%	16 17%	77 10%	235 24%	364 30%	116 36%	8 30%	174 12%	156 20%	30 20%	96 11%	283 26%	374 30%	133 35%	8 26%
Arrogant	1594 20%	86 6%	89 14%	13 14%	47 6%	246 25%	461 37%	118 36%	4 16%	104 7%	104 13%	15 10%	55 7%	265 25%	466 37%	149 39%	4 13%
Down to earth	1294 16%	372 26%	94 15%	16 18%	248 32%	118 12%	66 5%	12 4%	6 25%	373 26%	147 18%	25 16%	263 32%	129 12%	79 6%	15 4%	9 30%
Out of touch	1251 16%	64 5%	92 14%	12 13%	41 5%	147 15%	367 30%	84 26%	5 18%	67 5%	104 13%	22 14%	48 6%	167 15%	354 28%	99 26%	3 9%
Smug	1190 15%	90 6%	75 12%	11 12%	44 6%	175 18%	304 25%	76 24%	2 8%	94 6%	85 11%	25 16%	50 6%	202 19%	311 25%	77 20%	9 27%
Dishonest	1042 13%	24 2%	40 6%	1 1%	18 2%	110 11%	378 31%	113 35%	3 10%	20 1%	43 5%	9 6%	22 3%	144 13%	371 30%	116 30%	4 13%
Determined	1002 13%	302 21%	52 8%	19 21%	177 23%	140 14%	46 4%	19 6%	6 23%	322 22%	88 11%	25 16%	174 21%	137 13%	52 4%	30 8%	5 16%
Indecisive	863 11%	134 10%	65 10%	5 5%	48 6%	135 14%	184 15%	34 10%	1 3%	118 8%	89 11%	11 7%	60 7%	151 14%	163 13%	53 14%	4 12%
Competent	848 11%	302 21%	75 12%	23 24%	107 14%	109 11%	55 4%	10 3%	6 23%	298 21%	91 11%	23 15%	124 15%	111 10%	58 5%	20 5%	2 6%
Weak	715 9%	47 3%	57 9%	2 2%	34 4%	104 11%	177 14%	45 14%	1 4%	44 3%	63 8%	7 5%	38 4%	126 12%	173 14%	42 11%	4 12%

Lord Ashcroft

Blueprint Phase 7

ONLINE Fieldwork : 11th - 22nd August 2016

Absolutes/col percents

Table 42

Q.12 From the following list of words and phrases please select the 3 that most closely describe your view of...?

Boris Johnson

Base: All respondents

	Vote Intention - Leave voters					Vote Intention - Remain voters					2015 Vote - Leave voters				2015 Vote - Remain voters			
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP		Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP
Weighted base	8011	1407	637	92	783	977	1233	324	26		1454	801	156	836	1075	1255	384	31
Doesn't listen	681 8%	55 4%	48 7%	4 4%	31 4%	105 11%	156 13%	42 13%	4 15%		53 4%	52 7%	16 10%	36 4%	104 10%	149 12%	53 14%	6 19%
Up to the job	643 8%	254 18%	56 9%	14 16%	121 15%	55 6%	14 1%	4 1%	1 4%		253 17%	73 9%	20 13%	129 15%	52 5%	23 2%	7 2%	-
Principled	508 6%	164 12%	39 6%	17 19%	87 11%	72 7%	29 2%	9 3%	1 2%		172 12%	59 7%	17 11%	84 10%	71 7%	27 2%	13 3%	1 4%
Fair	433 5%	94 7%	46 7%	6 6%	63 8%	57 6%	34 3%	13 4%	3 12%		94 6%	65 8%	8 5%	65 8%	57 5%	38 3%	16 4%	2 7%
Ruthless	363 5%	56 4%	21 3%	2 2%	21 3%	51 5%	84 7%	27 8%	-		57 4%	26 3%	4 3%	27 3%	46 4%	85 7%	26 7%	3 8%
Shares my values	320 4%	103 7%	25 4%	* *	96 12%	19 2%	9 1%	5 2%	1 2%		111 8%	36 5%	5 3%	81 10%	16 2%	8 1%	6 1%	1 5%
On my side	184 2%	48 3%	14 2%	3 3%	46 6%	18 2%	12 1%	4 1%	1 4%		58 4%	24 3%	2 2%	40 5%	20 2%	14 1%	2 1%	-
Don't know	514 6%	34 2%	50 8%	2 2%	49 6%	29 3%	44 4%	6 2%	1 5%		62 4%	59 7%	9 6%	39 5%	39 4%	52 4%	6 2%	1 4%

Blueprint Phase 7

ONLINE Fieldwork : 11th - 22nd August 2016

Absolutes/col percents

Table 43

Q.12 From the following list of words and phrases please select the 3 that most closely describe your view of...?**Jeremy Corbyn****Base: All respondents**

	Gender			Age						Social Grade				Region											
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	
Unweighted base	8011	3849	4150	794	1319	1347	1498	1188	1865	2385	2195	1536	1895	701	336	922	724	720	598	419	743	983	1141	724	
Weighted base	8011	3920	4079	962	1282	1522	1362	1201	1681	2163	2323	1682	1843	696	362	941	707	741	622	425	751	1008	1028	731	
Out of their depth	2670 33%	1477 38%	1192 29%	184 19%	290 23%	392 26%	447 33%	488 41%	868 52%	846 39%	787 34%	537 32%	499 27%	220 32%	108 30%	316 34%	226 32%	246 33%	211 34%	131 31%	288 38%	271 27%	384 37%	268 37%	
Weak	2156 27%	1186 30%	970 24%	173 18%	242 19%	354 23%	357 26%	397 33%	633 38%	645 30%	628 27%	451 27%	431 23%	172 25%	100 28%	258 27%	173 25%	196 27%	178 29%	127 30%	213 28%	244 24%	307 30%	187 26%	
Principled	1826 23%	999 25%	823 20%	212 22%	272 21%	332 22%	327 24%	320 27%	364 22%	576 27%	595 26%	301 18%	354 19%	183 26%	90 25%	230 24%	179 25%	170 23%	119 19%	91 21%	148 20%	227 23%	208 20%	182 25%	
Out of touch	1777 22%	1009 26%	768 19%	128 13%	184 14%	288 19%	318 23%	300 25%	558 33%	520 24%	500 22%	379 23%	379 21%	138 20%	79 22%	198 21%	134 19%	172 23%	159 25%	89 21%	176 23%	188 19%	275 27%	170 23%	
Down to earth	1343 17%	630 16%	709 17%	221 23%	242 19%	248 16%	237 17%	187 16%	208 12%	354 16%	402 17%	252 15%	335 18%	144 21%	64 18%	188 20%	122 17%	116 16%	87 14%	69 16%	97 13%	180 18%	148 14%	128 18%	
Doesn't listen	1253 16%	653 17%	599 15%	111 12%	111 9%	222 15%	225 17%	237 20%	348 21%	323 15%	364 16%	274 16%	291 16%	112 16%	44 12%	130 14%	122 17%	123 17%	101 16%	61 14%	139 19%	115 11%	171 17%	134 18%	
Determined	1249 16%	593 15%	652 16%	224 23%	225 18%	229 15%	202 15%	149 12%	220 13%	354 16%	366 16%	232 14%	297 16%	104 15%	74 20%	162 17%	126 18%	135 18%	81 13%	68 16%	91 12%	166 17%	136 13%	107 15%	
Indecisive	1000 12%	548 14%	452 11%	76 8%	93 7%	161 11%	157 12%	184 15%	331 20%	322 15%	254 11%	192 11%	232 13%	88 13%	37 10%	115 12%	89 13%	100 13%	80 13%	63 15%	89 12%	122 12%	136 13%	81 11%	
Arrogant	987 12%	483 12%	504 12%	80 8%	129 10%	212 14%	184 14%	166 14%	216 13%	219 10%	273 12%	258 15%	237 13%	64 9%	54 15%	110 12%	96 14%	78 11%	83 13%	52 12%	112 15%	78 8%	159 15%	102 14%	
Fair	920 11%	447 11%	468 11%	165 17%	175 14%	190 12%	163 12%	125 10%	103 6%	262 12%	271 12%	180 11%	207 11%	106 15%	35 10%	101 11%	85 12%	81 11%	79 13%	55 13%	60 8%	127 13%	108 11%	83 11%	
Weird	803 10%	423 11%	379 9%	53 5%	95 7%	157 10%	144 11%	134 11%	221 13%	237 11%	224 10%	187 11%	156 8%	50 7%	39 11%	77 8%	64 9%	76 10%	67 11%	38 9%	82 11%	100 10%	136 13%	72 10%	
Shares my values	738 9%	334 9%	401 10%	135 14%	141 11%	138 9%	128 9%	100 8%	98 6%	195 9%	221 10%	143 9%	179 10%	68 10%	38 10%	104 11%	72 10%	59 8%	48 8%	39 9%	61 8%	123 12%	60 6%	66 9%	
Stands up for their country	729 9%	291 7%	437 11%	119 12%	125 10%	154 10%	125 9%	95 8%	111 7%	188 9%	203 9%	155 9%	184 10%	85 12%	32 9%	105 11%	61 9%	50 7%	54 9%	41 10%	54 7%	118 12%	61 6%	67 9%	

Lord Ashcroft

Blueprint Phase 7

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Absolutes/col percents

Table 43

Q.12 From the following list of words and phrases please select the 3 that most closely describe your view of...?**Jeremy Corbyn****Base: All respondents**

	Gender			Age						Social Grade				Region											
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humbersides	West Midlands	East Midlands	Wales	East of England	London	South East	South West	
Weighted base	8011	3920	4079	962	1282	1522	1362	1201	1681	2163	2323	1682	1843	696	362	941	707	741	622	425	751	1008	1028	731	
Smug	552 7%	238 6%	314 8%	49 5%	60 5%	87 6%	107 8%	96 8%	152 9%	127 6%	165 7%	131 8%	129 7%	38 5%	18 5%	51 5%	40 6%	49 7%	56 9%	30 7%	75 10%	56 6%	82 8%	56 8%	
Likeable	488 6%	235 6%	249 6%	53 6%	84 7%	95 6%	97 7%	76 6%	83 5%	121 6%	164 7%	85 5%	118 6%	54 8%	23 6%	60 6%	34 5%	40 5%	33 5%	21 5%	36 5%	86 9%	58 6%	42 6%	
Competent	474 6%	246 6%	228 6%	73 8%	114 9%	107 7%	81 6%	60 5%	39 2%	128 6%	137 6%	96 6%	113 6%	45 6%	20 5%	57 6%	35 5%	42 6%	48 8%	35 8%	22 3%	78 8%	48 5%	45 6%	
Dishonest	422 5%	196 5%	225 6%	73 8%	64 5%	99 7%	63 5%	62 5%	61 4%	107 5%	125 5%	95 6%	94 5%	17 3%	19 5%	44 5%	30 4%	26 4%	28 4%	31 7%	47 6%	61 6%	65 6%	53 7%	
On my side	370 5%	183 5%	187 5%	52 5%	83 7%	76 5%	59 4%	48 4%	51 3%	99 5%	103 4%	73 4%	94 5%	20 3%	27 7%	57 6%	42 6%	22 3%	35 6%	23 5%	29 4%	65 6%	28 3%	22 3%	
Up to the job	348 4%	160 4%	186 5%	60 6%	92 7%	67 4%	56 4%	35 3%	37 2%	69 3%	110 5%	69 4%	99 5%	48 7%	21 6%	53 6%	25 4%	41 5%	21 3%	13 3%	17 2%	47 5%	31 3%	32 4%	
Ruthless	225 3%	104 3%	121 3%	21 2%	40 3%	59 4%	37 3%	28 2%	40 2%	51 2%	55 2%	64 4%	55 3%	24 3%	4 1%	37 4%	22 3%	18 2%	15 2%	15 4%	16 2%	29 3%	28 3%	17 2%	
Don't know	701 9%	194 5%	506 12%	130 14%	184 14%	169 11%	106 8%	61 5%	52 3%	116 5%	182 8%	179 11%	224 12%	54 8%	28 8%	71 8%	64 9%	78 11%	62 10%	28 7%	77 10%	93 9%	92 9%	54 7%	

Blueprint Phase 7

ONLINE Fieldwork : 11th - 22nd August 2016

Absolutes/col percents

Table 43

Q.12 From the following list of words and phrases please select the 3 that most closely describe your view of...?**Jeremy Corbyn****Base: All respondents**

	Referendum (Q14)			Vote Intention (Q1)							2015 Vote (Q2)							Conservative universe					
	Total	Leave	Remain	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	Joiners	Consid-ers	Joiners/Consid-ers	Loyal-ists	Defec-tors Left	Defec-tors Right
Unweighted base	8011	3816	3491	2258	2092	459	882	247	293	55	2278	2272	572	962	330	309	49	459	960	1419	1795	116	90
Weighted base	8011	3836	3503	2467	2002	432	832	206	314	46	2584	2133	554	882	267	335	41	452	934	1386	2010	139	102
Out of their depth	2670 33%	1473 38%	1084 31%	1238 50%	256 13%	186 43%	317 38%	52 25%	80 25%	12 27%	1214 47%	470 22%	220 40%	389 44%	41 15%	81 24%	10 26%	224 50%	313 34%	537 39%	1013 50%	42 30%	39 39%
Weak	2156 27%	1266 33%	785 22%	995 40%	204 10%	125 29%	319 38%	30 15%	64 20%	6 12%	996 39%	349 16%	163 29%	325 37%	16 6%	76 23%	5 12%	174 38%	236 25%	410 30%	819 41%	28 20%	45 44%
Principled	1826 23%	649 17%	1099 31%	362 15%	750 37%	138 32%	86 10%	68 33%	90 29%	16 34%	384 15%	691 32%	181 33%	123 14%	127 47%	100 30%	13 32%	81 18%	189 20%	271 20%	278 14%	34 25%	15 15%
Out of touch	1777 22%	1115 29%	577 16%	834 34%	128 6%	105 24%	293 35%	25 12%	48 15%	9 20%	831 32%	268 13%	120 22%	296 34%	18 7%	52 16%	9 21%	128 28%	219 23%	347 25%	706 35%	18 13%	35 35%
Down to earth	1343 17%	488 13%	777 22%	195 8%	610 30%	83 19%	62 7%	56 27%	81 26%	12 25%	250 10%	535 25%	109 20%	80 9%	98 37%	82 24%	10 25%	38 8%	165 18%	203 15%	155 8%	35 25%	8 7%
Doesn't listen	1253 16%	736 19%	430 12%	588 24%	126 6%	68 16%	169 20%	15 7%	32 10%	9 20%	576 22%	233 11%	75 14%	176 20%	9 4%	34 10%	5 12%	99 22%	154 17%	253 18%	489 24%	13 10%	21 21%
Determined	1249 16%	445 12%	715 20%	220 9%	581 29%	55 13%	64 8%	48 23%	54 17%	10 21%	254 10%	487 23%	84 15%	80 9%	77 29%	57 17%	8 21%	49 11%	133 14%	182 13%	171 9%	34 25%	7 7%
Indecisive	1000 12%	526 14%	419 12%	454 18%	121 6%	62 14%	128 15%	18 9%	31 10%	7 16%	440 17%	194 9%	80 15%	132 15%	13 5%	35 11%	8 19%	87 19%	98 10%	184 13%	367 18%	14 10%	14 13%
Arrogant	987 12%	615 16%	305 9%	424 17%	82 4%	47 11%	165 20%	19 9%	20 6%	9 19%	447 17%	155 7%	55 10%	170 19%	9 4%	13 4%	3 8%	69 15%	140 15%	209 15%	355 18%	14 10%	23 22%
Fair	920 11%	272 7%	571 16%	134 5%	429 21%	41 10%	46 6%	40 20%	65 21%	5 11%	163 6%	386 18%	55 10%	55 6%	55 21%	70 21%	3 8%	35 8%	106 11%	141 10%	98 5%	32 23%	7 7%
Weird	803 10%	516 13%	240 7%	370 15%	80 4%	35 8%	137 16%	11 5%	16 5%	2 4%	375 14%	123 6%	42 8%	154 17%	6 2%	19 6%	2 5%	64 14%	96 10%	160 12%	306 15%	11 8%	20 20%
Shares my values	738 9%	199 5%	488 14%	22 1%	501 25%	23 5%	20 2%	37 18%	43 14%	6 13%	31 1%	403 19%	39 7%	28 3%	84 31%	51 15%	5 12%	11 2%	49 5%	60 4%	12 1%	12 8%	- -
Stands up for their country	729 9%	277 7%	404 12%	113 5%	315 16%	43 10%	59 7%	25 12%	42 14%	1 3%	140 5%	271 13%	56 10%	63 7%	32 12%	51 15%	2 5%	29 6%	87 9%	116 8%	84 4%	18 13%	4 4%

Lord Ashcroft

Blueprint Phase 7

ONLINE Fieldwork : 11th - 22nd August 2016

Absolutes/col percents

Table 43

Q.12 From the following list of words and phrases please select the 3 that most closely describe your view of...?**Jeremy Corbyn****Base: All respondents**

	Referendum (Q14)			Vote Intention (Q1)							2015 Vote (Q2)							Conservative universe					
	Total	Leave	Remain	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	Joiners	Consid- erers	Joiners/ Consid- erers	Loyal- ists	Defec- tors Left	Defec- tors Right
Weighted base	8011	3836	3503	2467	2002	432	832	206	314	46	2584	2133	554	882	267	335	41	452	934	1386	2010	139	102
Smug	552 7%	336 9%	181 5%	244 10%	52 3%	29 7%	84 10%	6 3%	17 5%	2 4%	250 10%	99 5%	30 5%	90 10%	4 1%	11 3%	3 6%	35 8%	71 8%	105 8%	209 10%	6 5%	7 7%
Likeable	488 6%	176 5%	275 8%	112 5%	156 8%	36 8%	28 3%	22 11%	27 9%	1 2%	111 4%	141 7%	62 11%	46 5%	29 11%	30 9%	1 2%	32 7%	61 7%	93 7%	80 4%	9 7%	2 2%
Competent	474 6%	177 5%	256 7%	44 2%	248 12%	23 5%	28 3%	18 9%	26 8%	3 7%	49 2%	238 11%	34 6%	22 3%	19 7%	24 7%	3 7%	15 3%	50 5%	65 5%	28 1%	8 6%	2 2%
Dishonest	422 5%	262 7%	125 4%	185 7%	32 2%	24 6%	71 9%	5 2%	3 1%	5 11%	205 8%	44 2%	24 4%	60 7%	10 4%	2 1%	3 8%	25 6%	45 5%	70 5%	159 8%	8 6%	10 10%
On my side	370 5%	129 3%	214 6%	15 1%	259 13%	14 3%	6 1%	14 7%	14 4%	3 8%	28 1%	210 10%	20 4%	14 2%	30 11%	15 4%	4 10%	4 1%	25 3%	29 2%	11 1%	12 9%	- -
Up to the job	348 4%	136 4%	175 5%	30 1%	200 10%	11 3%	16 2%	13 6%	31 10%	1 2%	45 2%	142 7%	20 4%	16 2%	22 8%	33 10%	1 4%	3 1%	34 4%	36 3%	26 1%	9 6%	1 1%
Ruthless	225 3%	121 3%	77 2%	77 3%	34 2%	9 2%	31 4%	3 1%	9 3%	1 1%	73 3%	45 2%	15 3%	31 3%	4 1%	9 3%	2 4%	17 4%	30 3%	48 3%	59 3%	2 1%	2 2%
Don't know	701 9%	285 7%	217 6%	123 5%	110 5%	19 4%	67 8%	13 6%	26 8%	3 6%	161 6%	124 6%	30 5%	58 7%	16 6%	26 8%	3 8%	25 6%	100 11%	125 9%	98 5%	5 4%	11 11%

Blueprint Phase 7

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Absolutes/col percents

Table 43

Q.12 From the following list of words and phrases please select the 3 that most closely describe your view of...?**Jeremy Corbyn****Base: All respondents**

	Vote Intention - Leave voters					Vote Intention - Remain voters				2015 Vote - Leave voters				2015 Vote - Remain voters			
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP
Unweighted base	8011	1306	656	100	833	873	1296	341	26	1303	839	162	915	924	1353	395	33
Weighted base	8011	1407	637	92	783	977	1233	324	26	1454	801	156	836	1075	1255	384	31
Out of their depth	2670	736	88	41	307	473	157	144	5	697	193	58	373	502	266	158	12
	33%	52%	14%	44%	39%	48%	13%	45%	17%	48%	24%	37%	45%	47%	21%	41%	37%
Weak	2156	612	72	35	309	364	119	87	6	612	156	55	311	374	184	106	11
	27%	44%	11%	38%	39%	37%	10%	27%	23%	42%	19%	35%	37%	35%	15%	28%	36%
Principled	1826	190	193	17	83	164	531	117	2	190	187	34	115	188	492	143	7
	23%	13%	30%	18%	11%	17%	43%	36%	7%	13%	23%	22%	14%	18%	39%	37%	23%
Out of touch	1777	539	57	27	284	275	62	78	8	533	136	35	289	283	122	80	6
	22%	38%	9%	29%	36%	28%	5%	24%	29%	37%	17%	23%	35%	26%	10%	21%	20%
Down to earth	1343	94	183	18	53	97	401	63	4	110	179	26	75	135	340	83	4
	17%	7%	29%	20%	7%	10%	33%	19%	15%	8%	22%	17%	9%	13%	27%	22%	12%
Doesn't listen	1253	369	46	18	165	202	65	48	2	348	108	31	173	217	117	43	3
	16%	26%	7%	19%	21%	21%	5%	15%	6%	24%	13%	20%	21%	20%	9%	11%	10%
Determined	1249	92	167	8	58	120	382	46	2	103	164	23	73	146	313	56	7
	16%	7%	26%	9%	7%	12%	31%	14%	10%	7%	21%	14%	9%	14%	25%	15%	24%
Indecisive	1000	253	37	15	120	185	79	47	6	245	73	28	123	185	119	51	8
	12%	18%	6%	16%	15%	19%	6%	14%	24%	17%	9%	18%	15%	17%	10%	13%	25%
Arrogant	987	269	33	8	158	142	42	34	4	286	71	17	164	150	79	37	3
	12%	19%	5%	9%	20%	14%	3%	11%	14%	20%	9%	11%	20%	14%	6%	10%	11%
Fair	920	38	109	7	41	90	290	29	4	44	110	14	49	115	259	38	4
	11%	3%	17%	8%	5%	9%	24%	9%	14%	3%	14%	9%	6%	11%	21%	10%	12%
Weird	803	240	44	10	132	120	26	23	4	239	67	16	150	130	52	24	3
	10%	17%	7%	11%	17%	12%	2%	7%	17%	16%	8%	10%	18%	12%	4%	6%	10%
Shares my values	738	8	126	3	19	12	350	20	1	9	109	7	24	21	282	32	1
	9%	1%	20%	3%	2%	1%	28%	6%	5%	1%	14%	5%	3%	2%	23%	8%	4%
Stands up for their country	729	39	94	10	52	72	206	32	3	45	96	15	61	95	168	40	2
	9%	3%	15%	11%	7%	7%	17%	10%	12%	3%	12%	10%	7%	9%	13%	10%	7%

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Absolutes/col percents

Table 43

Q.12 From the following list of words and phrases please select the 3 that most closely describe your view of...?

Jeremy Corbyn

Base: All respondents

	Vote Intention - Leave voters					Vote Intention - Remain voters				2015 Vote - Leave voters				2015 Vote - Remain voters			
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP
Weighted base	8011	1407	637	92	783	977	1233	324	26	1454	801	156	836	1075	1255	384	31
Smug	552 7%	150 11%	16 2%	8 9%	80 10%	86 9%	33 3%	21 7%	3 10%	153 11%	45 6%	13 8%	86 10%	93 9%	51 4%	17 4%	3 9%
Likeable	488 6%	52 4%	45 7%	4 5%	22 3%	56 6%	102 8%	32 10%	5 18%	44 3%	36 5%	19 12%	39 5%	65 6%	96 8%	43 11%	5 14%
Competent	474 6%	20 1%	81 13%	7 7%	23 3%	22 2%	151 12%	16 5%	4 17%	23 2%	84 10%	12 8%	20 2%	25 2%	147 12%	21 6%	2 7%
Dishonest	422 5%	116 8%	8 1%	7 7%	69 9%	64 7%	18 1%	16 5%	* 1%	142 10%	21 3%	5 3%	59 7%	59 6%	22 2%	18 5%	1 2%
On my side	370 5%	8 1%	92 14%	2 2%	6 1%	6 1%	155 13%	9 3%	1 2%	13 1%	80 10%	6 4%	13 2%	14 1%	125 10%	14 4%	1 3%
Up to the job	348 4%	20 1%	73 12%	2 2%	13 2%	8 1%	116 9%	7 2%	- -	29 2%	56 7%	3 2%	13 2%	15 1%	83 7%	17 4%	1 4%
Ruthless	225 3%	43 3%	16 3%	3 3%	26 3%	31 3%	13 1%	7 2%	4 14%	45 3%	29 4%	5 3%	28 3%	29 3%	13 1%	10 3%	3 9%
Don't know	701 9%	54 4%	38 6%	5 6%	60 8%	55 6%	53 4%	12 4%	2 7%	87 6%	50 6%	8 5%	51 6%	64 6%	60 5%	18 5%	2 6%

Blueprint Phase 7

ONLINE Fieldwork : 11th - 22nd August 2016

Absolutes/col percents

Table 44

Q.12 From the following list of words and phrases please select the 3 that most closely describe your view of...?**Nicola Sturgeon****Base: All respondents**

		Gender		Age						Social Grade				Region											
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	
Unweighted base	8011	3849	4150	794	1319	1347	1498	1188	1865	2385	2195	1536	1895	701	336	922	724	720	598	419	743	983	1141	724	
Weighted base	8011	3920	4079	962	1282	1522	1362	1201	1681	2163	2323	1682	1843	696	362	941	707	741	622	425	751	1008	1028	731	
Determined	3060 38%	1518 39%	1536 38%	308 32%	343 27%	514 34%	497 36%	555 46%	842 50%	1007 47%	879 38%	585 35%	589 32%	350 50%	122 34%	338 36%	252 36%	270 36%	216 35%	179 42%	280 37%	371 37%	411 40%	270 37%	
Stands up for their country	2610 33%	1320 34%	1286 32%	215 22%	288 22%	437 29%	462 34%	503 42%	706 42%	785 36%	804 35%	526 31%	495 27%	304 44%	109 30%	326 35%	240 34%	201 27%	186 30%	152 36%	244 32%	290 29%	334 32%	225 31%	
Arrogant	1950 24%	1058 27%	891 22%	98 10%	221 17%	295 19%	358 26%	382 32%	596 35%	481 22%	530 23%	435 26%	503 27%	121 17%	87 24%	240 26%	170 24%	204 27%	172 28%	106 25%	211 28%	175 17%	266 26%	197 27%	
Competent	1480 18%	727 19%	752 18%	154 16%	207 16%	297 20%	255 19%	238 20%	330 20%	482 22%	450 19%	264 16%	284 15%	194 28%	64 18%	169 18%	105 15%	124 17%	108 17%	80 19%	120 16%	220 22%	177 17%	120 16%	
Ruthless	1333 17%	641 16%	690 17%	92 10%	148 12%	205 13%	223 16%	246 20%	418 25%	384 18%	384 17%	280 17%	284 15%	68 10%	61 17%	162 17%	130 18%	144 19%	100 16%	79 19%	112 15%	156 16%	182 18%	140 19%	
Principled	1290 16%	650 17%	639 16%	151 16%	176 14%	269 18%	235 17%	208 17%	253 15%	403 19%	391 17%	222 13%	275 15%	129 19%	46 13%	175 19%	99 14%	118 16%	91 15%	53 12%	110 15%	174 17%	174 17%	122 17%	
Doesn't listen	1009 13%	541 14%	466 11%	69 7%	111 9%	176 12%	188 14%	161 13%	305 18%	239 11%	262 11%	238 14%	271 15%	106 15%	38 10%	134 14%	99 14%	100 13%	83 13%	38 9%	101 13%	77 8%	134 13%	98 13%	
Smug	981 12%	570 15%	411 10%	49 5%	111 9%	174 11%	191 14%	188 16%	268 16%	236 11%	280 12%	224 13%	241 13%	78 11%	55 15%	117 12%	89 13%	85 11%	87 14%	50 12%	94 13%	88 9%	128 12%	111 15%	
Up to the job	940 12%	453 12%	487 12%	124 13%	133 10%	185 12%	162 12%	145 12%	191 11%	281 13%	300 13%	186 11%	172 9%	173 25%	47 13%	96 10%	69 10%	64 9%	69 11%	65 15%	69 9%	116 11%	92 9%	81 11%	
Out of touch	659 8%	396 10%	263 6%	64 7%	71 6%	118 8%	117 9%	99 8%	190 11%	150 7%	152 7%	174 10%	184 10%	43 6%	38 10%	93 10%	57 8%	65 9%	66 11%	27 6%	53 7%	60 6%	96 9%	61 8%	
Out of their depth	615 8%	363 9%	252 6%	52 5%	87 7%	125 8%	100 7%	92 8%	158 9%	140 6%	181 8%	152 9%	142 8%	36 5%	36 10%	83 9%	52 7%	59 8%	52 8%	29 7%	63 8%	66 7%	88 9%	51 7%	
Dishonest	485 6%	308 8%	176 4%	56 6%	86 7%	89 6%	82 6%	68 6%	105 6%	152 7%	129 6%	111 7%	93 5%	54 8%	21 6%	52 5%	46 6%	60 8%	27 4%	30 7%	38 5%	44 4%	74 7%	40 5%	
Down to earth	451 6%	234 6%	217 5%	61 6%	71 6%	89 6%	84 6%	60 5%	85 5%	140 6%	129 6%	86 5%	95 5%	76 11%	25 7%	48 5%	33 5%	50 7%	32 5%	23 5%	29 4%	59 6%	43 4%	34 5%	

Lord Ashcroft

Blueprint Phase 7

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Absolutes/col percents

Table 44

Q.12 From the following list of words and phrases please select the 3 that most closely describe your view of...?**Nicola Sturgeon****Base: All respondents**

	Gender			Age						Social Grade				Region										
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humbersides	West Midlands	East Midlands	Wales	Eastern	London	South East	South West
Weighted base	8011	3920	4079	962	1282	1522	1362	1201	1681	2163	2323	1682	1843	696	362	941	707	741	622	425	751	1008	1028	731
Fair	385 5%	194 5%	189 5%	62 6%	94 7%	93 6%	61 4%	34 3%	40 2%	120 6%	123 5%	75 4%	67 4%	48 7%	16 4%	39 4%	33 5%	23 3%	31 5%	26 6%	23 3%	75 7%	42 4%	30 4%
Weird	324 4%	208 5%	116 3%	42 4%	47 4%	76 5%	61 4%	49 4%	49 3%	85 4%	98 4%	62 4%	78 4%	10 1%	16 5%	41 4%	31 4%	34 5%	21 3%	17 4%	37 5%	35 3%	40 4%	40 6%
Likeable	297 4%	162 4%	135 3%	43 4%	67 5%	76 5%	39 3%	31 3%	41 2%	89 4%	90 4%	54 3%	64 3%	44 6%	7 2%	30 3%	31 4%	19 3%	29 5%	16 4%	17 2%	54 5%	26 2%	24 3%
Weak	204 3%	114 3%	88 2%	34 4%	46 4%	47 3%	33 2%	24 2%	20 1%	60 3%	52 2%	50 3%	42 2%	11 2%	12 3%	24 3%	14 2%	19 3%	22 3%	3 1%	25 3%	26 3%	23 2%	25 3%
Shares my values	184 2%	97 2%	87 2%	33 3%	39 3%	43 3%	29 2%	25 2%	15 1%	58 3%	50 2%	37 2%	40 2%	59 8%	5 1%	14 2%	13 2%	11 1%	10 2%	9 2%	9 1%	32 3%	7 1%	14 2%
Indecisive	128 2%	68 2%	60 1%	17 2%	24 2%	28 2%	22 2%	24 2%	14 1%	27 1%	32 1%	34 2%	34 2%	10 1%	12 3%	16 2%	12 2%	9 1%	3 1%	8 2%	14 2%	21 2%	16 2%	6 1%
On my side	85 1%	49 1%	36 1%	12 1%	27 2%	20 1%	11 1%	7 1%	7 *	20 1%	25 1%	18 1%	22 1%	32 5%	1 *	8 1%	7 1%	3 *	5 1%	4 1%	5 1%	9 1%	8 1%	2 *
Don't know	1380 17%	464 12%	914 22%	312 32%	356 28%	300 20%	211 16%	104 9%	97 6%	265 12%	408 18%	302 18%	405 22%	19 3%	65 18%	162 17%	134 19%	151 20%	116 19%	61 14%	150 20%	205 20%	184 18%	131 18%

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Absolutes/col percents

Table 44

Q.12 From the following list of words and phrases please select the 3 that most closely describe your view of...?**Nicola Sturgeon****Base: All respondents**

	Referendum (Q14)			Vote Intention (Q1)							2015 Vote (Q2)							Conservative universe					
	Total	Leave	Remain	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	Joiners	Consid- ers	Joiners/ Consid- ers	Loyal- ists	Defec- tors Left	Defec- tors Right
Unweighted base	8011	3816	3491	2258	2092	459	882	247	293	55	2278	2272	572	962	330	309	49	459	960	1419	1795	116	90
Weighted base	8011	3836	3503	2467	2002	432	832	206	314	46	2584	2133	554	882	267	335	41	452	934	1386	2010	139	102
Determined	3060	1217	1665	1034	763	224	191	93	187	20	1045	844	275	255	115	195	18	188	378	567	844	60	19
	38%	32%	48%	42%	38%	52%	23%	45%	60%	43%	40%	40%	50%	29%	43%	58%	43%	42%	40%	41%	42%	43%	19%
Stands up for their country	2610	1071	1420	871	649	181	164	77	182	23	884	695	244	213	114	188	21	145	306	451	725	47	18
	33%	28%	41%	35%	32%	42%	20%	37%	58%	50%	34%	33%	44%	24%	43%	56%	50%	32%	33%	33%	36%	34%	17%
Arrogant	1950	1421	471	848	250	76	388	32	4	6	897	334	93	426	32	9	4	134	194	328	714	32	50
	24%	37%	13%	34%	13%	18%	47%	15%	1%	13%	35%	16%	17%	48%	12%	3%	9%	30%	21%	24%	36%	23%	49%
Competent	1480	440	948	379	477	122	70	45	122	11	399	501	150	78	61	127	10	58	146	203	318	29	4
	18%	11%	27%	15%	24%	28%	8%	22%	39%	24%	15%	23%	27%	9%	23%	38%	24%	13%	16%	15%	16%	21%	4%
Ruthless	1333	801	476	563	257	68	155	25	4	7	595	314	85	178	22	5	5	88	148	235	476	27	18
	17%	21%	14%	23%	13%	16%	19%	12%	1%	16%	23%	15%	15%	20%	8%	1%	13%	19%	16%	17%	24%	20%	18%
Principled	1290	394	811	387	392	105	62	50	72	10	391	407	124	71	74	84	9	61	148	209	325	24	4
	16%	10%	23%	16%	20%	24%	7%	24%	23%	21%	15%	19%	22%	8%	28%	25%	22%	14%	16%	15%	16%	17%	4%
Doesn't listen	1009	733	228	416	172	41	176	15	9	3	433	214	47	183	14	16	1	74	91	165	341	17	30
	13%	19%	7%	17%	9%	9%	21%	7%	3%	6%	17%	10%	9%	21%	5%	5%	3%	16%	10%	12%	17%	12%	29%
Smug	981	707	249	377	158	31	217	18	4	2	400	216	48	214	15	3	1	69	108	177	308	17	31
	12%	18%	7%	15%	8%	7%	26%	8%	1%	5%	15%	10%	9%	24%	6%	1%	4%	15%	12%	13%	15%	12%	30%
Up to the job	940	282	605	225	265	69	44	31	122	10	237	273	85	51	52	125	10	45	123	167	180	17	4
	12%	7%	17%	9%	13%	16%	5%	15%	39%	23%	9%	13%	15%	6%	19%	37%	26%	10%	13%	12%	9%	12%	4%
Out of touch	659	489	135	257	115	18	138	7	4	3	266	136	22	139	10	6	2	45	67	112	213	8	19
	8%	13%	4%	10%	6%	4%	17%	3%	1%	7%	10%	6%	4%	16%	4%	2%	4%	10%	7%	8%	11%	6%	18%
Out of their depth	615	434	145	246	114	20	111	5	3	1	250	128	32	118	10	3	2	40	58	97	205	6	16
	8%	11%	4%	10%	6%	5%	13%	2%	1%	3%	10%	6%	6%	13%	4%	1%	5%	9%	6%	7%	10%	4%	16%
Dishonest	485	326	122	212	69	13	100	9	2	3	205	90	21	91	8	2	1	45	42	87	167	9	15
	6%	8%	3%	9%	3%	3%	12%	4%	1%	6%	8%	4%	4%	10%	3%	1%	2%	10%	4%	6%	8%	6%	15%
Down to earth	451	131	285	95	146	36	23	12	55	3	98	153	39	26	21	48	6	18	48	66	77	9	-
	6%	3%	8%	4%	7%	8%	3%	6%	18%	6%	4%	7%	7%	3%	8%	14%	15%	4%	5%	5%	4%	7%	-

Lord Ashcroft

Blueprint Phase 7

ONLINE Fieldwork : 11th - 22nd August 2016

Absolutes/col percents

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	Referendum (Q14)			Vote Intention (Q1)							2015 Vote (Q2)							Conservative universe					
	Total	Leave	Remain	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	Joiners	Consid- erers	Joiners/ Consid- erers	Loyal- ists	Defec- tors Left	Defec- tors Right
Weighted base	8011	3836	3503	2467	2002	432	832	206	314	46	2584	2133	554	882	267	335	41	452	934	1386	2010	139	102
Fair	385 5%	111 3%	238 7%	74 3%	153 8%	24 5%	23 3%	13 6%	33 11%	4 10%	67 3%	152 7%	32 6%	19 2%	15 6%	35 10%	6 14%	20 4%	42 5%	62 4%	52 3%	3 2%	3 3%
Weird	324 4%	227 6%	77 2%	128 5%	48 2%	10 2%	75 9%	1 1%	- -	1 1%	137 5%	63 3%	8 1%	75 8%	2 1%	- -	1 4%	22 5%	35 4%	57 4%	107 5%	4 3%	13 13%
Likeable	297 4%	76 2%	191 5%	57 2%	114 6%	23 5%	9 1%	12 6%	24 8%	1 1%	65 3%	107 5%	24 4%	10 1%	15 5%	29 9%	1 1%	8 2%	41 4%	50 4%	49 2%	8 6%	- -
Weak	204 3%	133 3%	54 2%	64 3%	67 3%	7 2%	26 3%	3 1%	2 1%	- -	61 2%	70 3%	11 2%	25 3%	6 2%	2 *	- -	16 4%	21 2%	37 3%	48 2%	4 3%	5 5%
Shares my values	184 2%	30 1%	139 4%	29 1%	68 3%	7 2%	5 1%	6 3%	50 16%	2 3%	24 1%	61 3%	10 2%	5 1%	13 5%	49 15%	1 3%	11 2%	8 1%	19 1%	18 1%	2 2%	1 1%
Indecisive	128 2%	75 2%	37 1%	32 1%	41 2%	4 1%	25 3%	- -	1 *	1 1%	28 1%	39 2%	7 1%	23 3%	- -	2 1%	- -	7 2%	16 2%	23 2%	25 1%	1 1%	2 2%
On my side	85 1%	23 1%	56 2%	14 1%	19 1%	7 2%	3 *	2 1%	29 9%	3 6%	13 1%	24 1%	7 1%	1 *	3 1%	28 8%	1 3%	3 1%	4 *	7 1%	12 1%	- -	- -
Don't know	1380 17%	563 15%	530 15%	237 10%	400 20%	46 11%	106 13%	39 19%	2 *	6 14%	280 11%	364 17%	74 13%	101 11%	51 19%	4 1%	6 14%	65 14%	209 22%	274 20%	171 9%	21 15%	13 12%

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	Vote Intention - Leave voters					Vote Intention - Remain voters				2015 Vote - Leave voters				2015 Vote - Remain voters			
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP
Unweighted base	8011	1306	656	100	833	873	1296	341	26	1303	839	162	915	924	1353	395	33
Weighted base	8011	1407	637	92	783	977	1233	324	26	1454	801	156	836	1075	1255	384	31
Determined	3060	521	202	37	181	481	521	180	8	493	245	68	238	528	576	201	16
	38%	37%	32%	40%	23%	49%	42%	55%	33%	34%	31%	44%	28%	49%	46%	52%	51%
Stands up for their country	2610	456	175	32	153	395	446	147	7	433	210	58	200	437	474	184	11
	33%	32%	27%	35%	20%	40%	36%	45%	28%	30%	26%	37%	24%	41%	38%	48%	35%
Arrogant	1950	613	136	27	378	220	108	48	5	634	205	43	413	250	124	47	10
	24%	44%	21%	29%	48%	22%	9%	15%	21%	44%	26%	28%	49%	23%	10%	12%	32%
Competent	1480	131	107	18	64	237	346	98	5	125	124	30	72	267	357	118	4
	18%	9%	17%	19%	8%	24%	28%	30%	19%	9%	16%	19%	9%	25%	28%	31%	14%
Ruthless	1333	368	101	18	148	187	142	49	3	373	156	28	172	216	151	55	3
	17%	26%	16%	20%	19%	19%	12%	15%	11%	26%	19%	18%	21%	20%	12%	14%	10%
Principled	1290	152	87	20	56	225	278	84	3	142	104	20	70	243	288	103	1
	16%	11%	14%	22%	7%	23%	23%	26%	13%	10%	13%	13%	8%	23%	23%	27%	2%
Doesn't listen	1009	317	93	15	167	91	71	25	4	331	124	28	180	95	84	17	3
	13%	23%	15%	16%	21%	9%	6%	8%	16%	23%	15%	18%	22%	9%	7%	5%	8%
Smug	981	268	77	10	211	103	76	20	4	283	128	22	210	112	85	26	3
	12%	19%	12%	11%	27%	11%	6%	6%	16%	19%	16%	14%	25%	10%	7%	7%	11%
Up to the job	940	82	53	7	42	139	204	59	2	87	53	15	46	147	214	67	6
	12%	6%	8%	8%	5%	14%	17%	18%	9%	6%	7%	10%	5%	14%	17%	18%	18%
Out of touch	659	195	64	7	134	60	43	9	-	205	84	13	138	59	47	8	1
	8%	14%	10%	8%	17%	6%	3%	3%	-	14%	11%	9%	17%	6%	4%	2%	3%
Out of their depth	615	178	49	13	106	58	53	6	1	183	74	18	113	63	52	14	2
	8%	13%	8%	14%	14%	6%	4%	2%	5%	13%	9%	12%	13%	6%	4%	4%	7%
Dishonest	485	145	33	5	92	58	33	7	3	139	47	7	89	59	39	11	1
	6%	10%	5%	6%	12%	6%	3%	2%	12%	10%	6%	4%	11%	6%	3%	3%	4%
Down to earth	451	35	32	7	19	56	107	28	2	33	37	11	21	63	115	27	4
	6%	3%	5%	8%	2%	6%	9%	9%	8%	2%	5%	7%	3%	6%	9%	7%	12%

Lord Ashcroft

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Absolutes/col percents

Table 44

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Nicola Sturgeon

Base: All respondents

	Vote Intention - Leave voters					Vote Intention - Remain voters				2015 Vote - Leave voters				2015 Vote - Remain voters			
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP
Weighted base	8011	1407	637	92	783	977	1233	324	26	1454	801	156	836	1075	1255	384	31
Fair	385 5%	30 2%	30 5%	2 2%	19 2%	43 4%	110 9%	19 6%	3 12%	31 2%	35 4%	6 4%	17 2%	34 3%	114 9%	24 6%	2 7%
Weird	324 4%	90 6%	20 3%	2 2%	74 9%	33 3%	26 2%	8 2%	1 4%	96 7%	36 5%	4 3%	73 9%	37 3%	26 2%	3 1%	2 6%
Likeable	297 4%	21 1%	18 3%	4 4%	9 1%	34 3%	89 7%	18 6%	1 2%	20 1%	20 3%	4 2%	9 1%	44 4%	85 7%	20 5%	-
Weak	204 3%	45 3%	35 5%	7 7%	24 3%	17 2%	26 2%	-	1 6%	46 3%	40 5%	8 5%	25 3%	16 1%	27 2%	4 1%	-
Shares my values	184 2%	2 *	8 1%	-	3 *	25 3%	57 5%	7 2%	2 7%	5 *	8 1%	-	2 *	16 2%	52 4%	10 3%	3 10%
Indecisive	128 2%	17 1%	21 3%	3 3%	24 3%	14 1%	16 1%	1 *	-	17 1%	22 3%	5 3%	23 3%	11 1%	16 1%	2 *	-
On my side	85 1%	4 *	3 1%	-	1 *	10 1%	15 1%	7 2%	3 10%	5 *	4 1%	-	1 *	9 1%	19 2%	6 2%	-
Don't know	1380 17%	117 8%	131 21%	10 11%	95 12%	96 10%	229 19%	33 10%	3 11%	149 10%	141 18%	20 13%	88 10%	119 11%	196 16%	51 13%	6 18%

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Absolutes/col percents

Table 45

Q.12 From the following list of words and phrases please select the 3 that most closely describe your view of...?**Tim Farron****Base: All respondents**

		Gender		Age						Social Grade				Region											
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West
Unweighted base	8011	3849	4150	794	1319	1347	1498	1188	1865	2385	2195	1536	1895	701	336	922	724	720	598	419	743	983	1141	724	
Weighted base	8011	3920	4079	962	1282	1522	1362	1201	1681	2163	2323	1682	1843	696	362	941	707	741	622	425	751	1008	1028	731	
Weak	1092 14%	707 18%	384 9%	81 8%	96 7%	146 10%	171 13%	249 21%	349 21%	390 18%	253 11%	189 11%	259 14%	86 12%	50 14%	127 14%	93 13%	99 13%	80 13%	58 14%	112 15%	121 12%	149 14%	116 16%	
Out of their depth	1070 13%	677 17%	392 10%	73 8%	90 7%	131 9%	167 12%	238 20%	370 22%	364 17%	276 12%	194 12%	236 13%	83 12%	55 15%	127 14%	89 13%	90 12%	81 13%	53 13%	111 15%	125 12%	144 14%	110 15%	
Fair	943 12%	545 14%	398 10%	82 9%	95 7%	169 11%	181 13%	167 14%	247 15%	333 15%	258 11%	173 10%	178 10%	84 12%	46 13%	131 14%	79 11%	68 9%	70 11%	39 9%	78 10%	123 12%	124 12%	100 14%	
Competent	761 9%	420 11%	339 8%	62 6%	86 7%	141 9%	119 9%	134 11%	218 13%	238 11%	208 9%	169 10%	145 8%	66 9%	43 12%	101 11%	52 7%	61 8%	57 9%	46 11%	64 9%	102 10%	100 10%	67 9%	
Principled	749 9%	474 12%	274 7%	74 8%	67 5%	110 7%	144 11%	117 10%	237 14%	265 12%	231 10%	130 8%	122 7%	50 7%	30 8%	87 9%	66 9%	65 9%	59 9%	36 8%	62 8%	114 11%	113 11%	68 9%	
Down to earth	678 8%	391 10%	286 7%	49 5%	82 6%	145 10%	107 8%	121 10%	174 10%	214 10%	183 8%	134 8%	148 8%	60 9%	39 11%	116 12%	63 9%	53 7%	32 5%	39 9%	53 7%	76 7%	82 8%	65 9%	
Out of touch	677 8%	431 11%	246 6%	43 5%	71 6%	100 7%	107 8%	140 12%	216 13%	204 9%	172 7%	138 8%	163 9%	66 9%	43 12%	83 9%	56 8%	37 5%	47 8%	40 9%	75 10%	70 7%	88 9%	73 10%	
Likeable	664 8%	390 10%	273 7%	38 4%	63 5%	102 7%	97 7%	126 10%	238 14%	209 10%	203 9%	133 8%	119 6%	42 6%	27 7%	114 12%	61 9%	53 7%	37 6%	37 9%	57 8%	89 9%	90 9%	58 8%	
Indecisive	590 7%	380 10%	209 5%	45 5%	42 3%	87 6%	113 8%	117 10%	187 11%	195 9%	145 6%	113 7%	137 7%	55 8%	27 8%	68 7%	56 8%	54 7%	41 7%	28 7%	50 7%	72 7%	84 8%	56 8%	
Determined	418 5%	217 6%	201 5%	45 5%	65 5%	82 5%	71 5%	63 5%	93 6%	110 5%	125 5%	98 6%	85 5%	30 4%	16 4%	65 7%	40 6%	34 5%	43 7%	24 6%	33 4%	48 5%	46 5%	37 5%	
Stands up for their country	393 5%	191 5%	202 5%	31 3%	36 3%	75 5%	55 4%	68 6%	128 8%	107 5%	111 5%	92 5%	82 4%	31 4%	14 4%	40 4%	34 5%	31 4%	25 4%	29 7%	46 6%	58 6%	54 5%	31 4%	
Shares my values	322 4%	189 5%	133 3%	47 5%	40 3%	58 4%	43 3%	37 3%	97 6%	129 6%	99 4%	39 2%	55 3%	23 3%	10 3%	49 5%	23 3%	25 3%	18 3%	19 5%	27 4%	45 5%	42 4%	40 5%	
Doesn't listen	320 4%	201 5%	118 3%	26 3%	53 4%	53 4%	64 5%	49 4%	75 4%	95 4%	84 4%	63 4%	78 4%	19 3%	26 7%	50 5%	20 3%	25 3%	32 5%	20 5%	21 3%	29 3%	43 4%	35 5%	

Lord Ashcroft

Blueprint Phase 7

ONLINE Fieldwork : 11th - 22nd August 2016

Absolutes/col percents

Table 45

Q.12 From the following list of words and phrases please select the 3 that most closely describe your view of...?**Tim Farron****Base: All respondents**

	Gender			Age						Social Grade				Region											
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humbersides	West Midlands	East Midlands	Wales	East of England	London	South East	South West	
Weighted base	8011	3920	4079	962	1282	1522	1362	1201	1681	2163	2323	1682	1843	696	362	941	707	741	622	425	751	1008	1028	731	
Up to the job	274 3%	144 4%	130 3%	25 3%	34 3%	65 4%	48 4%	35 3%	67 4%	72 3%	78 3%	68 4%	56 3%	18 3%	18 5%	42 4%	18 3%	27 4%	11 2%	13 3%	19 3%	41 4%	43 4%	24 3%	
Weird	266 3%	188 5%	79 2%	30 3%	47 4%	62 4%	42 3%	39 3%	47 3%	92 4%	61 3%	65 4%	48 3%	23 3%	12 3%	26 3%	24 3%	33 4%	19 3%	10 2%	28 4%	35 3%	37 4%	19 3%	
Smug	262 3%	173 4%	89 2%	15 2%	38 3%	53 3%	64 5%	33 3%	59 3%	72 3%	72 3%	63 4%	55 3%	32 5%	10 3%	32 3%	19 3%	21 3%	20 3%	18 4%	26 3%	34 3%	30 3%	19 3%	
Arrogant	259 3%	154 4%	105 3%	19 2%	56 4%	59 4%	46 3%	46 4%	33 2%	70 3%	60 3%	62 4%	68 4%	25 4%	13 3%	38 4%	15 2%	23 3%	20 3%	14 3%	18 2%	35 3%	34 3%	25 3%	
Dishonest	161 2%	94 2%	67 2%	24 2%	45 4%	32 2%	22 2%	24 2%	14 1%	35 2%	54 2%	45 3%	26 1%	21 3%	9 3%	18 2%	10 1%	13 2%	8 1%	4 1%	18 2%	30 3%	17 2%	13 2%	
On my side	155 2%	87 2%	67 2%	23 2%	29 2%	27 2%	26 2%	22 2%	28 2%	51 2%	43 2%	35 2%	26 1%	4 1%	10 3%	27 3%	11 2%	12 2%	4 1%	6 1%	14 2%	29 3%	22 2%	15 2%	
Ruthless	82 1%	47 1%	35 1%	9 1%	28 2%	15 1%	10 1%	9 1%	11 1%	22 1%	17 1%	22 1%	21 1%	8 1%	5 1%	9 1%	6 1%	9 1%	2 *	1 *	7 1%	14 1%	15 1%	8 1%	
Don't know	4261 53%	1690 43%	2561 63%	630 65%	801 62%	866 57%	730 54%	552 46%	683 41%	964 45%	1318 57%	913 54%	1066 58%	400 57%	178 49%	453 48%	391 55%	430 58%	364 58%	223 53%	408 54%	505 50%	531 52%	378 52%	

Blueprint Phase 7

ONLINE Fieldwork : 11th - 22nd August 2016

Absolutes/col percents

Table 45

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	Referendum (Q14)			Vote Intention (Q1)							2015 Vote (Q2)							Conservative universe					
	Total	Leave	Remain	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	Joiners	Consid- erers	Joiners/ Consid- erers	Loyal- ists	Defec- tors Left	Defec- tors Right
Unweighted base	8011	3816	3491	2258	2092	459	882	247	293	55	2278	2272	572	962	330	309	49	459	960	1419	1795	116	90
Weighted base	8011	3836	3503	2467	2002	432	832	206	314	46	2584	2133	554	882	267	335	41	452	934	1386	2010	139	102
Weak	1092 14%	637 17%	414 12%	447 18%	267 13%	38 9%	150 18%	25 12%	40 13%	6 13%	418 16%	275 13%	74 13%	167 19%	37 14%	38 11%	6 16%	80 18%	89 9%	168 12%	368 18%	12 8%	18 18%
Out of their depth	1070 13%	617 16%	415 12%	457 19%	243 12%	36 8%	139 17%	22 11%	40 13%	4 9%	437 17%	243 11%	64 12%	174 20%	31 12%	45 14%	5 11%	79 17%	92 10%	171 12%	376 19%	13 10%	16 16%
Fair	943 12%	357 9%	541 15%	334 14%	246 12%	95 22%	67 8%	27 13%	32 10%	3 7%	356 14%	277 13%	98 18%	74 8%	33 12%	34 10%	3 6%	44 10%	98 11%	143 10%	289 14%	22 16%	12 11%
Competent	761 9%	317 8%	404 12%	257 10%	214 11%	85 20%	63 8%	12 6%	18 6%	2 5%	239 9%	247 12%	87 16%	68 8%	28 10%	21 6%	2 4%	48 11%	75 8%	123 9%	207 10%	14 10%	6 6%
Principled	749 9%	301 8%	413 12%	247 10%	192 10%	108 25%	48 6%	14 7%	20 6%	5 11%	252 10%	211 10%	105 19%	58 7%	28 11%	22 6%	4 11%	39 9%	80 9%	119 9%	208 10%	12 9%	8 8%
Down to earth	678 8%	259 7%	387 11%	205 8%	186 9%	100 23%	51 6%	14 7%	16 5%	4 8%	204 8%	228 11%	84 15%	58 7%	22 8%	17 5%	4 10%	42 9%	69 7%	111 8%	163 8%	14 10%	8 8%
Out of touch	677 8%	450 12%	197 6%	253 10%	143 7%	12 3%	137 16%	11 5%	34 11%	3 7%	248 10%	151 7%	27 5%	144 16%	8 3%	35 11%	2 5%	45 10%	66 7%	111 8%	208 10%	6 4%	24 23%
Likeable	664 8%	293 8%	341 10%	230 9%	188 9%	62 14%	55 7%	15 8%	16 5%	4 10%	241 9%	196 9%	73 13%	64 7%	25 9%	18 5%	5 13%	37 8%	65 7%	101 7%	193 10%	13 10%	10 10%
Indecisive	590 7%	325 8%	231 7%	230 9%	138 7%	17 4%	83 10%	17 8%	29 9%	5 12%	216 8%	146 7%	32 6%	90 10%	16 6%	30 9%	3 7%	33 7%	51 5%	85 6%	196 10%	4 3%	8 8%
Determined	418 5%	193 5%	198 6%	138 6%	110 5%	49 11%	55 7%	5 3%	8 3%	2 4%	135 5%	108 5%	53 10%	52 6%	13 5%	8 2%	1 2%	24 5%	37 4%	62 4%	113 6%	7 5%	2 2%
Stands up for their country	393 5%	189 5%	177 5%	127 5%	95 5%	38 9%	60 7%	4 2%	10 3%	2 4%	132 5%	111 5%	37 7%	54 6%	3 1%	9 3%	1 2%	24 5%	33 4%	57 4%	103 5%	12 8%	5 5%
Shares my values	322 4%	87 2%	226 6%	45 2%	69 3%	119 28%	25 3%	5 3%	7 2%	3 6%	50 2%	94 4%	105 19%	21 2%	14 5%	6 2%	4 9%	13 3%	47 5%	60 4%	31 2%	13 10%	1 1%
Doesn't listen	320 4%	187 5%	114 3%	110 4%	85 4%	9 2%	65 8%	3 1%	12 4%	2 3%	98 4%	88 4%	12 2%	61 7%	5 2%	13 4%	2 4%	25 6%	28 3%	53 4%	83 4%	2 1%	10 10%

Lord Ashcroft

Blueprint Phase 7

ONLINE Fieldwork : 11th - 22nd August 2016

Absolutes/col percents

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	Referendum (Q14)			Vote Intention (Q1)							2015 Vote (Q2)							Conservative universe					
	Total	Leave	Remain	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	Joiners	Consid- erers	Joiners/ Consid- erers	Loyal- ists	Defec- tors Left	Defec- tors Right
Weighted base	8011	3836	3503	2467	2002	432	832	206	314	46	2584	2133	554	882	267	335	41	452	934	1386	2010	139	102
Up to the job	274 3%	117 3%	133 4%	79 3%	75 4%	40 9%	33 4%	2 1%	6 2%	1 3%	81 3%	83 4%	38 7%	17 2%	9 3%	8 3%	1 3%	15 3%	36 4%	51 4%	63 3%	8 6%	7 7%
Weird	266 3%	153 4%	103 3%	91 4%	71 4%	13 3%	41 5%	3 1%	16 5%	- -	90 3%	75 4%	9 2%	38 4%	12 5%	17 5%	- -	18 4%	20 2%	38 3%	74 4%	5 4%	7 7%
Smug	262 3%	145 4%	98 3%	87 4%	75 4%	2 *	36 4%	4 2%	19 6%	1 2%	85 3%	70 3%	9 2%	42 5%	10 4%	19 6%	- -	16 4%	28 3%	44 3%	70 4%	5 4%	5 5%
Arrogant	259 3%	136 4%	104 3%	72 3%	74 4%	4 1%	38 5%	6 3%	17 6%	1 1%	71 3%	75 4%	12 2%	43 5%	4 2%	19 6%	1 1%	14 3%	28 3%	43 3%	57 3%	4 3%	2 2%
Dishonest	161 2%	67 2%	76 2%	40 2%	46 2%	6 1%	23 3%	2 1%	11 4%	1 1%	39 1%	41 2%	10 2%	24 3%	3 1%	13 4%	1 1%	8 2%	19 2%	27 2%	31 2%	- -	4 4%
On my side	155 2%	50 1%	101 3%	34 1%	42 2%	42 10%	16 2%	3 2%	1 *	2 3%	37 1%	50 2%	39 7%	7 1%	5 2%	1 *	1 2%	9 2%	11 1%	20 1%	23 1%	8 6%	3 3%
Ruthless	82 1%	45 1%	30 1%	14 1%	29 1%	3 1%	13 2%	3 1%	4 1%	1 1%	16 1%	29 1%	5 1%	9 1%	1 1%	6 2%	1 1%	3 1%	5 1%	8 1%	11 1%	1 1%	3 3%
Don't know	4261 53%	2039 53%	1757 50%	1206 49%	1002 50%	115 27%	390 47%	130 63%	185 59%	27 58%	1333 52%	1057 50%	208 38%	427 48%	156 58%	196 59%	24 58%	233 52%	576 62%	810 58%	972 48%	72 52%	44 43%

Blueprint Phase 7

ONLINE Fieldwork : 11th - 22nd August 2016

Absolutes/col percents

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	Vote Intention - Leave voters					Vote Intention - Remain voters				2015 Vote - Leave voters				2015 Vote - Remain voters			
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP
Unweighted base	8011	1306	656	100	833	873	1296	341	26	1303	839	162	915	924	1353	395	33
Weighted base	8011	1407	637	92	783	977	1233	324	26	1454	801	156	836	1075	1255	384	31
Weak	1092	300	102	6	146	138	156	31	4	270	120	25	163	143	153	44	4
	14%	21%	16%	6%	19%	14%	13%	10%	15%	19%	15%	16%	19%	13%	12%	12%	13%
Out of their depth	1070	293	87	7	137	148	146	29	1	279	102	23	165	152	139	39	3
	13%	21%	14%	7%	18%	15%	12%	9%	4%	19%	13%	15%	20%	14%	11%	10%	11%
Fair	943	150	61	18	62	177	175	75	4	154	70	22	68	196	200	73	6
	12%	11%	10%	19%	8%	18%	14%	23%	15%	11%	9%	14%	8%	18%	16%	19%	20%
Competent	761	119	52	24	63	125	152	62	1	115	75	27	65	118	166	60	1
	9%	8%	8%	26%	8%	13%	12%	19%	3%	8%	9%	17%	8%	11%	13%	16%	3%
Principled	749	128	54	18	45	116	132	88	2	135	62	19	54	116	145	84	3
	9%	9%	8%	20%	6%	12%	11%	27%	7%	9%	8%	12%	6%	11%	12%	22%	10%
Down to earth	678	86	49	21	49	115	132	76	2	86	63	22	54	114	160	61	4
	8%	6%	8%	22%	6%	12%	11%	24%	6%	6%	8%	14%	6%	11%	13%	16%	13%
Out of touch	677	178	62	3	135	70	68	8	1	180	74	8	142	67	72	18	2
	8%	13%	10%	3%	17%	7%	6%	2%	5%	12%	9%	5%	17%	6%	6%	5%	7%
Likeable	664	137	40	12	51	91	134	47	-	137	46	21	61	103	142	50	2
	8%	10%	6%	13%	7%	9%	11%	14%	-	9%	6%	14%	7%	10%	11%	13%	6%
Indecisive	590	150	42	4	79	76	90	13	2	137	59	9	87	78	87	20	3
	7%	11%	7%	4%	10%	8%	7%	4%	8%	9%	7%	5%	10%	7%	7%	5%	9%
Determined	418	65	40	13	51	69	62	35	4	67	42	13	50	66	63	39	2
	5%	5%	6%	14%	6%	7%	5%	11%	15%	5%	5%	9%	6%	6%	5%	10%	8%
Stands up for their country	393	60	34	7	54	63	52	31	3	63	46	12	51	66	65	24	3
	5%	4%	5%	8%	7%	6%	4%	10%	10%	4%	6%	8%	6%	6%	5%	6%	11%
Shares my values	322	17	13	20	23	28	54	99	2	16	22	17	20	34	70	88	1
	4%	1%	2%	21%	3%	3%	4%	31%	9%	1%	3%	11%	2%	3%	6%	23%	3%
Doesn't listen	320	71	33	1	60	38	46	6	4	65	35	3	58	33	49	8	3
	4%	5%	5%	2%	8%	4%	4%	2%	17%	4%	4%	2%	7%	3%	4%	2%	11%

Lord Ashcroft

Blueprint Phase 7

ONLINE Fieldwork : 11th - 22nd August 2016

Absolutes/col percents

Table 45

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	Vote Intention - Leave voters					Vote Intention - Remain voters				2015 Vote - Leave voters				2015 Vote - Remain voters			
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP
Weighted base	8011	1407	637	92	783	977	1233	324	26	1454	801	156	836	1075	1255	384	31
Up to the job	274 3%	31 2%	26 4%	14 15%	30 4%	44 5%	42 3%	24 7%	2 8%	37 3%	31 4%	13 9%	16 2%	41 4%	51 4%	24 6%	1 3%
Weird	266 3%	63 4%	26 4%	2 2%	40 5%	28 3%	41 3%	10 3%	1 5%	60 4%	30 4%	4 3%	37 4%	29 3%	41 3%	5 1%	1 2%
Smug	262 3%	59 4%	25 4%	- -	35 5%	24 2%	43 4%	2 1%	- -	57 4%	26 3%	1 1%	41 5%	26 2%	42 3%	6 2%	- -
Arrogant	259 3%	41 3%	26 4%	1 1%	34 4%	25 3%	46 4%	3 1%	3 13%	43 3%	29 4%	3 2%	39 5%	24 2%	43 3%	9 2%	2 5%
Dishonest	161 2%	19 1%	12 2%	- -	20 3%	18 2%	32 3%	6 2%	3 11%	23 2%	12 1%	- -	20 2%	15 1%	27 2%	10 3%	2 6%
On my side	155 2%	12 1%	11 2%	9 9%	15 2%	22 2%	30 2%	33 10%	1 5%	15 1%	14 2%	8 5%	7 1%	23 2%	36 3%	31 8%	- -
Ruthless	82 1%	11 1%	9 1%	- -	12 2%	3 *	19 2%	2 1%	1 2%	13 1%	12 2%	2 1%	9 1%	4 *	17 1%	2 1%	- -
Don't know	4261 53%	706 50%	322 51%	30 33%	365 47%	455 47%	602 49%	80 25%	9 34%	759 52%	421 53%	67 43%	403 48%	538 50%	584 47%	135 35%	15 48%

Blueprint Phase 7

ONLINE Fieldwork : 11th - 22nd August 2016

Absolutes/col percents

Table 46

Q.13 Did you vote in the recent EU Referendum?**Base: All respondents**

	Gender			Age						Social Grade				Region											
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	
Unweighted base	8011	3849	4150	794	1319	1347	1498	1188	1865	2385	2195	1536	1895	701	336	922	724	720	598	419	743	983	1141	724	
Weighted base	8011	3920	4079	962	1282	1522	1362	1201	1681	2163	2323	1682	1843	696	362	941	707	741	622	425	751	1008	1028	731	
Yes	7339	3653	3675	816	1094	1375	1268	1146	1639	2035	2130	1544	1630	640	335	856	645	671	579	389	706	900	947	671	
	92%	93%	90%	85%	85%	90%	93%	95%	97%	94%	92%	92%	88%	92%	92%	91%	91%	91%	93%	92%	94%	89%	92%	92%	
No	672	267	404	146	188	147	94	56	42	128	193	138	213	56	28	85	61	70	43	35	45	108	81	59	
	8%	7%	10%	15%	15%	10%	7%	5%	3%	6%	8%	8%	12%	8%	8%	9%	9%	9%	7%	8%	6%	11%	8%	8%	

Blueprint Phase 7

ONLINE Fieldwork : 11th - 22nd August 2016

Absolutes/col percents

Table 46

Q.13 Did you vote in the recent EU Referendum?**Base: All respondents**

	Referendum (Q14)			Vote Intention (Q1)							2015 Vote (Q2)							Conservative universe						
	Total	Leave	Remain	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	Joiners	Consid- erers	Joiners/ Consid- erers	Loyal- ists	Defec- tors Left	Defec- tors Right	
Unweighted base	8011	3816	3491	2258	2092	459	882	247	293	55	2278	2272	572	962	330	309	49	459	960	1419	1795	116	90	
Weighted base	8011	3836	3503	2467	2002	432	832	206	314	46	2584	2133	554	882	267	335	41	452	934	1386	2010	139	102	
Yes	7339	3836	3503	2383	1870	417	809	190	297	41	2528	2055	540	867	256	319	39	415	820	1235	1966	137	102	
	92%	100%	100%	97%	93%	97%	97%	92%	95%	90%	98%	96%	98%	98%	96%	95%	95%	92%	88%	89%	98%	99%	100%	
No	672	-	-	84	132	15	24	16	17	4	56	77	14	15	12	16	2	38	114	152	44	2	-	
	8%	-	-	3%	7%	3%	3%	8%	5%	10%	2%	4%	2%	2%	4%	5%	5%	8%	12%	11%	2%	1%	-	

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Absolutes/col percents

Table 46

Q.13 Did you vote in the recent EU Referendum?**Base: All respondents**

	Total	Vote Intention - Leave voters				Vote Intention - Remain voters				2015 Vote - Leave voters				2015 Vote - Remain voters			
		Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP
Unweighted base	8011	1306	656	100	833	873	1296	341	26	1303	839	162	915	924	1353	395	33
Weighted base	8011	1407	637	92	783	977	1233	324	26	1454	801	156	836	1075	1255	384	31
Yes	7339	1407	637	92	783	977	1233	324	26	1454	801	156	836	1075	1255	384	31
	92%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
No	672	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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Absolutes/col percents

Table 47

Q.14 Which way did you vote in the EU referendum?**Base: All respondents who voted in the EU referendum**

		Gender		Age						Social Grade				Region											
																	Yorkshire & Humber	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West									
Unweighted base	7307	3586	3710	658	1107	1204	1384	1129	1825	2233	1996	1400	1678	643	307	836	662	648	554	383	696	862	1049	667	
Weighted base	7339	3653	3675	816	1094	1375	1268	1146	1639	2035	2130	1544	1630	640	335	856	645	671	579	389	706	900	947	671	
For the UK to remain in the European Union	3503 48%	1780 49%	1712 47%	581 71%	635 58%	680 49%	537 42%	452 39%	617 38%	1197 59%	1122 53%	577 37%	608 37%	413 65%	146 44%	399 47%	266 41%	287 43%	254 44%	207 53%	283 40%	510 57%	430 45%	309 46%	
For the UK to leave the European Union	3836 52%	1873 51%	1962 53%	235 29%	459 42%	696 51%	731 58%	694 61%	1022 62%	839 41%	1008 47%	967 63%	1022 63%	227 35%	188 56%	457 53%	380 59%	384 57%	325 56%	182 47%	423 60%	390 43%	517 55%	362 54%	

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Absolutes/col percents

Table 47

Q.14 Which way did you vote in the EU referendum?**Base: All respondents who voted in the EU referendum**

	Referendum (Q14)			Vote Intention (Q1)							2015 Vote (Q2)							Conservative universe					
	Total	Leave	Remain	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	Joiners	Consid- erers	Joiners/ Consid- erers	Loyal- ists	Defec- tors Left	Defec- tors Right
Unweighted base	7307	3816	3491	2179	1952	441	859	230	279	50	2227	2192	557	948	317	295	47	421	844	1265	1756	114	90
Weighted base	7339	3836	3503	2383	1870	417	809	190	297	41	2528	2055	540	867	256	319	39	415	820	1235	1966	137	102
For the UK to remain in the European Union	3503 48%	- -	3503 100%	977 41%	1233 66%	324 78%	26 3%	137 72%	202 68%	27 64%	1075 43%	1255 61%	384 71%	31 4%	188 74%	206 65%	26 68%	160 39%	392 48%	552 45%	814 41%	97 71%	3 3%
For the UK to leave the European Union	3836 52%	3836 100%	- -	1407 59%	637 34%	92 22%	783 97%	53 28%	95 32%	15 36%	1454 57%	801 39%	156 29%	836 96%	67 26%	112 35%	12 32%	255 61%	428 52%	683 55%	1152 59%	40 29%	99 97%

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Absolutes/col percents

Table 47

Q.14 Which way did you vote in the EU referendum?**Base: All respondents who voted in the EU referendum**

	Total	Vote Intention - Leave voters				Vote Intention - Remain voters				2015 Vote - Leave voters				2015 Vote - Remain voters			
		Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP
Unweighted base	7307	1306	656	100	833	873	1296	341	26	1303	839	162	915	924	1353	395	33
Weighted base	7339	1407	637	92	783	977	1233	324	26	1454	801	156	836	1075	1255	384	31
For the UK to remain in the European Union	3503 48%	-	-	-	-	977	1233	324	26	-	-	-	-	1075	1255	384	31
		-	-	-	-	100%	100%	100%	100%	-	-	-	-	100%	100%	100%	100%
For the UK to leave the European Union	3836 52%	1407	637	92	783	-	-	-	-	1454	801	156	836	-	-	-	-
		100%	100%	100%	100%	-	-	-	-	100%	100%	100%	100%	-	-	-	-

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Absolutes/col percents

Table 48

Q.15 Negotiating Britain's exit from the European Union may come down to striking a balance between having continued access to the EU single market and having control over who can enter, live and work in the UK from Europe, which should the UK Government prioritise?

Base: All respondents

		Gender			Age						Social Grade				Region										
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West
Unweighted base		8011	3849	4150	794	1319	1347	1498	1188	1865	2385	2195	1536	1895	701	336	922	724	720	598	419	743	983	1141	724
Weighted base		8011	3920	4079	962	1282	1522	1362	1201	1681	2163	2323	1682	1843	696	362	941	707	741	622	425	751	1008	1028	731
Being able to control immigration at all costs	(10)	1389 17%	719 18%	670 16%	50 5%	145 11%	217 14%	266 20%	304 25%	407 24%	270 13%	331 14%	350 21%	439 24%	98 14%	65 18%	173 18%	116 16%	139 19%	109 17%	81 19%	145 19%	144 14%	182 18%	136 19%
	(9)	546 7%	290 7%	256 6%	28 3%	56 4%	119 8%	114 8%	95 8%	133 8%	132 6%	151 6%	114 7%	149 8%	40 6%	24 7%	57 6%	54 8%	47 6%	58 9%	19 5%	72 10%	54 5%	75 7%	46 6%
	(8)	865 11%	427 11%	438 11%	77 8%	132 10%	149 10%	147 11%	140 12%	220 13%	203 9%	261 11%	198 12%	203 11%	56 8%	42 12%	108 11%	87 12%	87 12%	61 10%	44 10%	80 11%	111 11%	120 12%	69 9%
	(7)	792 10%	387 10%	404 10%	69 7%	138 11%	154 10%	146 11%	122 10%	164 10%	213 10%	221 9%	207 12%	151 8%	56 8%	47 13%	94 10%	59 8%	78 11%	82 13%	40 9%	77 10%	84 8%	105 10%	70 10%
	(6)	581 7%	257 7%	324 8%	65 7%	88 7%	108 7%	112 8%	85 7%	124 7%	145 7%	182 8%	132 8%	121 7%	57 8%	20 5%	73 8%	53 8%	54 7%	59 9%	27 6%	53 7%	77 8%	64 6%	44 6%
	(5)	1128 14%	483 12%	641 16%	161 17%	197 15%	229 15%	184 14%	129 11%	228 14%	310 14%	349 15%	230 14%	238 13%	100 14%	46 13%	133 14%	96 14%	99 13%	71 11%	64 15%	100 13%	150 15%	149 14%	119 16%
	(4)	330 4%	168 4%	162 4%	50 5%	59 5%	65 4%	45 3%	38 3%	73 4%	105 5%	104 4%	66 4%	56 3%	36 5%	17 5%	34 4%	34 5%	26 4%	26 4%	14 3%	33 4%	50 5%	38 4%	23 3%
	(3)	437 5%	216 6%	218 5%	82 9%	73 6%	82 5%	65 5%	63 5%	72 4%	157 7%	126 5%	65 4%	89 5%	43 6%	15 4%	52 6%	39 6%	43 6%	33 5%	28 7%	33 4%	46 5%	53 5%	51 7%
	(2)	447 6%	239 6%	207 5%	66 7%	95 7%	94 6%	57 4%	64 5%	71 4%	177 8%	141 6%	68 4%	60 3%	53 8%	14 4%	57 6%	40 6%	38 5%	28 4%	29 7%	44 6%	56 6%	47 5%	42 6%
	(1)	393 5%	220 6%	172 4%	81 8%	62 5%	69 5%	67 5%	48 4%	67 4%	146 7%	130 6%	59 4%	58 3%	40 6%	18 5%	47 5%	26 4%	34 5%	26 4%	28 7%	19 2%	63 6%	55 5%	36 5%
Securing access to the EU single market	(0)	608 8%	364 9%	244 6%	144 15%	130 10%	110 7%	92 7%	64 5%	67 4%	223 10%	194 8%	92 5%	98 5%	79 11%	23 6%	60 6%	50 7%	39 5%	34 5%	35 8%	51 7%	106 11%	78 8%	52 7%
NET: 8-10		2800 35%	1436 37%	1364 33%	156 16%	333 26%	485 32%	527 39%	539 45%	761 45%	606 28%	743 32%	662 39%	790 43%	195 28%	131 36%	338 36%	257 36%	274 37%	228 37%	144 34%	297 40%	309 31%	377 37%	251 34%
NET: 4-7		2831 35%	1294 33%	1531 38%	345 36%	481 38%	555 36%	487 36%	374 31%	589 35%	774 36%	856 37%	635 38%	566 31%	249 36%	130 36%	334 36%	243 34%	257 35%	238 38%	144 34%	263 35%	360 36%	355 35%	256 35%

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Table 48

Q.15 Negotiating Britain's exit from the European Union may come down to striking a balance between having continued access to the EU single market and having control over who can enter, live and work in the UK from Europe, which should the UK Government prioritise?

Base: All respondents

		Gender		Age						Social Grade				Region											
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	
Weighted base	8011	3920	4079	962	1282	1522	1362	1201	1681	2163	2323	1682	1843	696	362	941	707	741	622	425	751	1008	1028	731	
NET: 0-3	1884	1039	841	372	360	354	282	240	276	703	592	285	305	215	70	216	155	154	121	120	147	271	233	182	
	24%	27%	21%	39%	28%	23%	21%	20%	16%	33%	25%	17%	17%	31%	19%	23%	22%	21%	20%	28%	20%	27%	23%	25%	
NET: 6-10	4174	2079	2092	290	558	747	784	746	1048	965	1145	1001	1062	308	199	506	370	406	369	211	427	469	546	365	
	52%	53%	51%	30%	44%	49%	58%	62%	62%	45%	49%	60%	58%	44%	55%	54%	52%	55%	59%	50%	57%	47%	53%	50%	
NET: 0-4	2215	1207	1003	423	419	418	327	277	350	808	695	350	361	251	87	250	189	180	148	133	180	321	271	205	
	28%	31%	25%	44%	33%	27%	24%	23%	21%	37%	30%	21%	20%	36%	24%	27%	27%	24%	24%	31%	24%	32%	26%	28%	
Don't know	495	151	343	89	108	128	66	49	55	79	133	101	182	38	30	53	52	56	35	17	44	67	63	42	
	6%	4%	8%	9%	8%	8%	5%	4%	3%	4%	6%	6%	10%	5%	8%	6%	7%	8%	6%	4%	6%	7%	6%	6%	
Mean	5.90	5.81	5.99	4.25	5.27	5.78	6.20	6.54	6.63	5.20	5.64	6.42	6.61	5.23	6.17	6.00	5.98	6.17	6.24	5.68	6.27	5.45	5.98	5.87	
Standard deviation	3.19	3.32	3.05	3.05	3.16	3.13	3.15	3.15	2.99	3.24	3.17	3.01	3.09	3.30	3.12	3.15	3.14	3.09	3.02	3.30	3.12	3.28	3.20	3.21	
Standard error	0.04	0.05	0.05	0.11	0.09	0.09	0.08	0.09	0.07	0.07	0.07	0.08	0.07	0.13	0.18	0.11	0.12	0.12	0.13	0.16	0.12	0.11	0.10	0.12	

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Table 48

Q.15 Negotiating Britain's exit from the European Union may come down to striking a balance between having continued access to the EU single market and having control over who can enter, live and work in the UK from Europe, which should the UK Government prioritise?

Base: All respondents

		Referendum (Q14)			Vote Intention (Q1)							2015 Vote (Q2)							Conservative universe					
		Total	Leave	Remain	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	Joiners	Consid-ers	Joiners/Consid-ers	Loyal-ists	Defec-tors Left	Defec-tors Right
Unweighted base		8011	3816	3491	2258	2092	459	882	247	293	55	2278	2272	572	962	330	309	49	459	960	1419	1795	116	90
Weighted base		8011	3836	3503	2467	2002	432	832	206	314	46	2584	2133	554	882	267	335	41	452	934	1386	2010	139	102
Being able to control immigration at all costs	(10)	1389	1180	141	444	188	19	430	10	37	3	454	266	32	413	17	44	5	99	135	235	345	11	48
		17%	31%	4%	18%	9%	4%	52%	5%	12%	7%	18%	12%	6%	47%	6%	13%	12%	22%	14%	17%	17%	8%	47%
	(9)	546	416	103	201	103	25	109	7	13	2	202	121	34	111	10	13	1	33	65	99	167	8	11
		7%	11%	3%	8%	5%	6%	13%	3%	4%	4%	8%	6%	6%	13%	4%	4%	1%	7%	7%	7%	8%	5%	11%
	(8)	865	581	228	349	178	38	89	11	17	9	374	197	45	111	10	21	6	48	91	139	300	18	12
		11%	15%	7%	14%	9%	9%	11%	5%	5%	19%	14%	9%	8%	13%	4%	6%	15%	11%	10%	10%	15%	13%	12%
	(7)	792	483	259	330	172	39	64	7	27	3	311	203	46	73	8	29	2	63	101	164	267	12	9
		10%	13%	7%	13%	9%	9%	8%	4%	8%	7%	12%	10%	8%	8%	3%	9%	6%	14%	11%	12%	13%	9%	9%
	(6)	581	268	260	216	131	21	35	12	29	6	216	145	37	58	11	33	5	45	78	122	172	6	4
		7%	7%	7%	9%	7%	5%	4%	6%	9%	14%	8%	7%	7%	7%	4%	10%	12%	10%	8%	9%	9%	4%	4%
	(5)	1128	441	560	329	308	63	54	28	45	3	374	315	93	58	37	45	2	45	153	198	282	20	6
		14%	11%	16%	13%	15%	15%	6%	14%	14%	7%	14%	15%	17%	7%	14%	13%	5%	10%	16%	14%	14%	14%	6%
	(4)	330	103	204	112	86	21	12	11	16	2	112	99	29	12	13	16	2	18	44	62	93	2	2
		4%	3%	6%	5%	4%	5%	1%	5%	5%	4%	4%	5%	5%	1%	5%	5%	5%	4%	5%	4%	5%	1%	2%
	(3)	437	86	321	146	131	41	7	20	18	1	147	124	49	6	23	18	1	24	59	82	123	11	3
		5%	2%	9%	6%	7%	9%	1%	10%	6%	1%	6%	6%	9%	1%	9%	5%	3%	5%	6%	6%	6%	8%	3%
	(2)	447	56	368	102	173	44	5	14	22	4	109	162	61	7	24	29	3	20	55	74	82	12	2
		6%	1%	11%	4%	9%	10%	1%	7%	7%	8%	4%	8%	11%	1%	9%	9%	8%	4%	6%	5%	4%	9%	2%
	(1)	393	32	333	76	161	35	2	20	26	8	85	150	42	3	34	25	6	16	42	58	60	11	-
		5%	1%	10%	3%	8%	8%	*	10%	8%	18%	3%	7%	7%	*	13%	7%	14%	3%	4%	4%	3%	8%	-
Securing access to the EU single market	(0)	608	27	536	84	255	80	3	47	44	4	87	235	73	7	61	43	5	29	52	81	55	23	-
		8%	1%	15%	3%	13%	18%	*	23%	14%	8%	3%	11%	13%	1%	23%	13%	13%	6%	6%	6%	3%	16%	-
NET: 8-10		2800	2177	472	994	469	82	628	28	67	13	1030	584	111	635	37	79	12	181	292	473	812	36	71
		35%	57%	13%	40%	23%	19%	75%	14%	21%	29%	40%	27%	20%	72%	14%	24%	29%	40%	31%	34%	40%	26%	69%
NET: 4-7		2831	1295	1284	987	696	144	166	58	116	14	1012	763	205	201	69	122	12	171	375	546	814	40	21
		35%	34%	37%	40%	35%	33%	20%	28%	37%	31%	39%	36%	37%	23%	26%	36%	28%	38%	40%	39%	40%	29%	21%

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Table 48

Q.15 Negotiating Britain's exit from the European Union may come down to striking a balance between having continued access to the EU single market and having control over who can enter, live and work in the UK from Europe, which should the UK Government prioritise?

Base: All respondents

	Referendum (Q14)			Vote Intention (Q1)							2015 Vote (Q2)							Conservative universe					
	Total	Leave	Remain	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	Joiners	Considerers	Joiners/Considerers	Loyalists	Defectors Left	Defectors Right
Weighted base	8011	3836	3503	2467	2002	432	832	206	314	46	2584	2133	554	882	267	335	41	452	934	1386	2010	139	102
NET: 0-3	1884 24%	201 5%	1558 44%	408 17%	720 36%	199 46%	16 2%	100 49%	109 35%	16 36%	428 17%	671 31%	225 41%	23 3%	143 53%	114 34%	16 38%	88 19%	207 22%	295 21%	320 16%	57 41%	5 5%
NET: 6-10	4174 52%	2928 76%	991 28%	1540 62%	771 39%	142 33%	728 87%	48 23%	123 39%	23 50%	1557 60%	933 44%	194 35%	766 87%	56 21%	140 42%	19 46%	288 64%	471 50%	759 55%	1251 62%	54 39%	84 82%
NET: 0-4	2215 28%	304 8%	1762 50%	520 21%	805 40%	220 51%	29 3%	111 54%	125 40%	18 39%	540 21%	771 36%	254 46%	35 4%	156 58%	130 39%	18 43%	106 23%	251 27%	357 26%	413 21%	59 43%	7 7%
Don't know	495 6%	163 4%	189 5%	78 3%	117 6%	7 2%	22 3%	19 9%	21 7%	2 4%	114 4%	114 5%	13 2%	23 3%	18 7%	20 6%	2 5%	13 3%	60 6%	73 5%	65 3%	6 4%	5 5%
Mean	5.90	7.68	3.98	6.47	4.78	4.14	8.65	3.57	4.77	4.88	6.43	5.17	4.47	8.44	3.42	4.93	4.78	6.40	5.85	6.03	6.49	4.61	8.36
Standard deviation	3.19	2.30	2.94	2.80	3.24	3.15	1.93	3.14	3.31	3.28	2.82	3.27	3.07	2.06	3.17	3.32	3.50	3.08	3.00	3.03	2.74	3.35	2.17
Standard error	0.04	0.04	0.05	0.06	0.07	0.15	0.07	0.21	0.20	0.45	0.06	0.07	0.13	0.07	0.18	0.19	0.51	0.15	0.10	0.08	0.07	0.32	0.23

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Absolutes/col percents

Table 48

Q.15 Negotiating Britain's exit from the European Union may come down to striking a balance between having continued access to the EU single market and having control over who can enter, live and work in the UK from Europe, which should the UK Government prioritise?

Base: All respondents

		Vote Intention - Leave voters					Vote Intention - Remain voters				2015 Vote - Leave voters				2015 Vote - Remain voters			
		Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP
Unweighted base		8011	1306	656	100	833	873	1296	341	26	1303	839	162	915	924	1353	395	33
Weighted base		8011	1407	637	92	783	977	1233	324	26	1454	801	156	836	1075	1255	384	31
Being able to control immigration at all costs	(10)	1389 17%	376 27%	148 23%	13 14%	423 54%	59 6%	38 3%	4 1%	3 13%	391 27%	219 27%	18 12%	409 49%	57 5%	44 3%	12 3%	3 9%
	(9)	546 7%	165 12%	58 9%	12 14%	103 13%	27 3%	41 3%	12 4%	5 18%	166 11%	79 10%	20 13%	106 13%	30 3%	40 3%	12 3%	3 11%
	(8)	865 11%	245 17%	104 16%	17 18%	81 10%	98 10%	67 5%	21 7%	3 10%	258 18%	125 16%	26 17%	105 13%	113 11%	67 5%	18 5%	4 12%
	(7)	792 10%	214 15%	81 13%	17 19%	57 7%	106 11%	74 6%	20 6%	5 20%	203 14%	110 14%	24 15%	69 8%	101 9%	81 6%	21 5%	4 12%
	(6)	581 7%	107 8%	46 7%	6 6%	30 4%	105 11%	76 6%	15 5%	3 11%	105 7%	56 7%	10 6%	54 7%	108 10%	81 6%	25 6%	2 6%
	(5)	1128 14%	148 11%	90 14%	15 16%	44 6%	162 17%	184 15%	45 14%	3 12%	160 11%	101 13%	35 22%	49 6%	198 18%	194 15%	56 15%	7 21%
	(4)	330 4%	46 3%	18 3%	4 4%	11 1%	61 6%	64 5%	17 5%	2 7%	47 3%	24 3%	6 4%	7 1%	65 6%	74 6%	23 6%	2 5%
	(3)	437 5%	37 3%	16 3%	4 5%	7 1%	106 11%	106 9%	36 11%	- -	36 2%	14 2%	8 5%	6 1%	110 10%	110 9%	41 11%	- -
	(2)	447 6%	16 1%	19 3%	3 3%	5 1%	86 9%	147 12%	41 13%	- -	19 1%	19 2%	2 1%	6 1%	89 8%	139 11%	59 15%	1 3%
	(1)	393 5%	12 1%	11 2%	- -	1 *	59 6%	142 12%	35 11%	1 2%	12 1%	8 1%	2 1%	2 *	70 6%	140 11%	39 10%	1 5%
Securing access to the EU single market	(0)	608 8%	6 *	7 1%	1 2%	2 *	72 7%	235 19%	75 23%	1 4%	5 *	7 1%	3 2%	4 1%	79 7%	224 18%	70 18%	3 10%
NET: 8-10		2800 35%	785 56%	310 49%	42 45%	607 78%	185 19%	146 12%	37 11%	10 41%	815 56%	423 53%	65 41%	620 74%	201 19%	150 12%	43 11%	10 31%
NET: 4-7		2831 35%	515 37%	236 37%	41 45%	141 18%	434 44%	397 32%	97 30%	13 50%	514 35%	291 36%	75 48%	180 21%	472 44%	430 34%	124 32%	14 45%

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Table 48

Q.15 Negotiating Britain's exit from the European Union may come down to striking a balance between having continued access to the EU single market and having control over who can enter, live and work in the UK from Europe, which should the UK Government prioritise?

Base: All respondents

	Total	Vote Intention - Leave voters				Vote Intention - Remain voters				2015 Vote - Leave voters				2015 Vote - Remain voters			
		Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP
Weighted base	8011	1407	637	92	783	977	1233	324	26	1454	801	156	836	1075	1255	384	31
NET: 0-3	1884	70	53	8	15	323	630	186	2	72	48	14	18	347	613	209	5
	24%	5%	8%	9%	2%	33%	51%	57%	6%	5%	6%	9%	2%	32%	49%	54%	17%
NET: 6-10	4174	1106	437	65	694	395	295	72	19	1123	588	98	743	410	313	89	16
	52%	79%	69%	70%	89%	40%	24%	22%	72%	77%	73%	63%	89%	38%	25%	23%	50%
NET: 0-4	2215	117	71	12	25	384	694	203	3	119	72	20	25	412	687	232	7
	28%	8%	11%	13%	3%	39%	56%	63%	13%	8%	9%	13%	3%	38%	55%	60%	22%
Don't know	495	36	39	1	20	35	60	4	1	52	39	2	19	55	61	7	2
	6%	3%	6%	1%	3%	4%	5%	1%	3%	4%	5%	1%	2%	5%	5%	2%	7%
Mean	5.90	7.60	7.19	6.93	8.75	4.88	3.56	3.32	6.85	7.61	7.48	6.69	8.56	4.84	3.68	3.52	5.79
Standard deviation	3.19	2.20	2.48	2.31	1.86	2.79	2.94	2.86	2.55	2.20	2.36	2.35	1.94	2.77	2.94	2.85	3.05
Standard error	0.04	0.06	0.10	0.23	0.07	0.10	0.08	0.16	0.51	0.06	0.08	0.19	0.06	0.09	0.08	0.15	0.54

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Table 49

Q.16 The Prime Minister has said that as far as she's concerned 'Brexit means Brexit'. Would you consider that the UK had left the European Union and had honoured the referendum result if...?

Base: All respondents

	Gender			Age						Social Grade				Region											
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	
Unweighted base	8011	3849	4150	794	1319	1347	1498	1188	1865	2385	2195	1536	1895	701	336	922	724	720	598	419	743	983	1141	724	
Weighted base	8011	3920	4079	962	1282	1522	1362	1201	1681	2163	2323	1682	1843	696	362	941	707	741	622	425	751	1008	1028	731	
<u>The UK still paid in to the EU budget</u>																									
Yes, compatible with Brexit	1536 19%	814 21%	721 18%	265 28%	365 28%	352 23%	212 16%	147 12%	195 12%	497 23%	400 17%	331 20%	308 17%	135 19%	72 20%	155 16%	142 20%	138 19%	118 19%	75 18%	108 14%	276 27%	186 18%	129 18%	
No, not compatible with Brexit	6475 81%	3106 79%	3359 82%	696 72%	917 72%	1171 77%	1150 84%	1054 88%	1487 88%	1666 77%	1923 83%	1351 80%	1535 83%	561 81%	290 80%	786 84%	564 80%	603 81%	504 81%	349 82%	642 86%	732 73%	842 82%	602 82%	
<u>New foreign nationals from other EU countries had the automatic right to live and work in the UK</u>																									
Yes, compatible with Brexit	1677 21%	902 23%	771 19%	295 31%	374 29%	392 26%	227 17%	175 15%	214 13%	534 25%	470 20%	341 20%	332 18%	162 23%	72 20%	187 20%	158 22%	153 21%	107 17%	103 24%	118 16%	266 26%	199 19%	151 21%	
No, not compatible with Brexit	6334 79%	3018 77%	3308 81%	667 69%	908 71%	1131 74%	1135 83%	1026 85%	1467 87%	1629 75%	1853 80%	1341 80%	1510 82%	534 77%	290 80%	755 80%	549 78%	588 79%	515 83%	322 76%	632 84%	741 74%	828 81%	579 79%	
<u>Existing foreign nationals from other EU countries currently living and working in the UK were allowed to stay</u>																									
Yes, compatible with Brexit	6155 77%	3071 78%	3075 75%	707 74%	903 70%	1133 74%	1031 76%	956 80%	1426 85%	1732 80%	1808 78%	1276 76%	1338 73%	545 78%	272 75%	702 75%	558 79%	562 76%	478 77%	315 74%	564 75%	775 77%	818 80%	565 77%	
No, not compatible with Brexit	1856 23%	849 22%	1004 25%	255 26%	379 30%	390 26%	331 24%	245 20%	256 15%	430 20%	515 22%	406 24%	505 27%	151 22%	90 25%	239 25%	149 21%	179 24%	144 23%	110 26%	186 25%	233 23%	209 20%	165 23%	
<u>The UK still had full access to the EU single market</u>																									
Yes, compatible with Brexit	4895 61%	2509 64%	2379 58%	557 58%	775 60%	927 61%	830 61%	743 62%	1063 63%	1394 64%	1402 60%	1045 62%	1054 57%	382 55%	240 66%	579 62%	435 62%	450 61%	387 62%	244 57%	441 59%	625 62%	662 64%	450 62%	
No, not compatible with Brexit	3116 39%	1411 36%	1700 42%	405 42%	507 40%	595 39%	532 39%	458 38%	619 37%	769 36%	921 40%	637 38%	789 43%	314 45%	122 34%	362 38%	272 38%	291 39%	236 38%	181 43%	309 41%	382 38%	366 36%	280 38%	

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Absolutes/col percents

Table 49

Q.16 The Prime Minister has said that as far as she's concerned 'Brexit means Brexit'. Would you consider that the UK had left the European Union and had honoured the referendum result if...?

Base: All respondents

	Referendum (Q14)			Vote Intention (Q1)							2015 Vote (Q2)							Conservative universe						
	Total	Leave	Remain	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	Joiners	Consid- ers	Joiners/ Consid- ers	Loyal- ists	Defec- tors Left	Defec- tors Right	
Unweighted base	8011	3816	3491	2258	2092	459	882	247	293	55	2278	2272	572	962	330	309	49	459	960	1419	1795	116	90	
Weighted base	8011	3836	3503	2467	2002	432	832	206	314	46	2584	2133	554	882	267	335	41	452	934	1386	2010	139	102	
<u>The UK still paid in to the EU budget</u>																								
Yes, compatible with Brexit	1536 19%	457 12%	902 26%	415 17%	501 25%	114 26%	75 9%	51 25%	67 21%	9 20%	434 17%	499 23%	125 23%	63 7%	70 26%	64 19%	7 16%	83 18%	172 18%	255 18%	328 16%	33 24%	10 10%	
No, not compatible with Brexit	6475 81%	3379 88%	2600 74%	2053 83%	1501 75%	318 74%	757 91%	155 75%	247 79%	37 80%	2151 83%	1634 77%	429 77%	819 93%	197 74%	270 81%	34 84%	369 82%	762 82%	1132 82%	1682 84%	106 76%	92 90%	
<u>New foreign nationals from other EU countries had the automatic right to live and work in the UK</u>																								
Yes, compatible with Brexit	1677 21%	477 12%	1013 29%	434 18%	567 28%	111 26%	71 8%	70 34%	75 24%	10 22%	455 18%	545 26%	136 25%	70 8%	90 34%	78 23%	6 16%	77 17%	170 18%	247 18%	357 18%	27 20%	8 8%	
No, not compatible with Brexit	6334 79%	3360 88%	2490 71%	2033 82%	1435 72%	320 74%	762 92%	136 66%	239 76%	36 78%	2130 82%	1587 74%	418 75%	812 92%	177 66%	256 77%	34 84%	375 83%	764 82%	1140 82%	1653 82%	112 80%	94 92%	
<u>Existing foreign nationals from other EU countries currently living and working in the UK were allowed to stay</u>																								
Yes, compatible with Brexit	6155 77%	2900 76%	2791 80%	2080 84%	1500 75%	351 81%	524 63%	158 77%	234 75%	36 78%	2138 83%	1644 77%	445 80%	602 68%	209 78%	249 74%	30 73%	383 85%	738 79%	1120 81%	1695 84%	106 76%	64 63%	
No, not compatible with Brexit	1856 23%	937 24%	712 20%	388 16%	501 25%	80 19%	308 37%	48 23%	80 25%	10 22%	446 17%	488 23%	108 20%	280 32%	58 22%	86 26%	11 27%	70 15%	196 21%	266 19%	316 16%	33 24%	38 37%	
<u>The UK still had full access to the EU single market</u>																								
Yes, compatible with Brexit	4895 61%	2458 64%	2065 59%	1627 66%	1171 58%	277 64%	502 60%	116 56%	171 54%	26 57%	1730 67%	1258 59%	344 62%	536 61%	151 57%	181 54%	24 59%	275 61%	568 61%	843 61%	1349 67%	89 65%	67 66%	
No, not compatible with Brexit	3116 39%	1378 36%	1438 41%	840 34%	831 42%	154 36%	330 40%	90 44%	143 46%	20 43%	854 33%	875 41%	209 38%	346 39%	116 43%	154 46%	17 41%	178 39%	366 39%	544 39%	661 33%	49 35%	35 34%	

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Table 49

Q.16 The Prime Minister has said that as far as she's concerned 'Brexit means Brexit'. Would you consider that the UK had left the European Union and had honoured the referendum result if...?

Base: All respondents

	Total	Vote Intention - Leave voters				Vote Intention - Remain voters				2015 Vote - Leave voters				2015 Vote - Remain voters			
		Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP
Unweighted base	8011	1306	656	100	833	873	1296	341	26	1303	839	162	915	924	1353	395	33
Weighted base	8011	1407	637	92	783	977	1233	324	26	1454	801	156	836	1075	1255	384	31
<u>The UK still paid in to the EU budget</u>																	
Yes, compatible with Brexit	1536 19%	145 10%	132 21%	14 15%	60 8%	246 25%	325 26%	96 30%	11 42%	156 11%	141 18%	18 11%	54 6%	264 25%	338 27%	102 27%	5 15%
No, not compatible with Brexit	6475 81%	1262 90%	505 79%	79 85%	723 92%	730 75%	907 74%	228 70%	15 58%	1298 89%	659 82%	138 89%	782 94%	810 75%	917 73%	281 73%	27 85%
<u>New foreign nationals from other EU countries had the automatic right to live and work in the UK</u>																	
Yes, compatible with Brexit	1677 21%	155 11%	128 20%	11 11%	58 7%	258 26%	390 32%	96 30%	6 23%	171 12%	135 17%	18 11%	63 8%	264 25%	389 31%	116 30%	5 16%
No, not compatible with Brexit	6334 79%	1252 89%	510 80%	82 89%	724 93%	718 74%	842 68%	228 70%	20 77%	1282 88%	665 83%	138 89%	773 92%	811 75%	866 69%	268 70%	26 84%
<u>Existing foreign nationals from other EU countries currently living and working in the UK were allowed to stay</u>																	
Yes, compatible with Brexit	6155 77%	1173 83%	480 75%	79 85%	495 63%	837 86%	931 76%	261 80%	15 59%	1173 81%	613 77%	129 83%	568 68%	918 85%	975 78%	305 79%	23 74%
No, not compatible with Brexit	1856 23%	233 17%	157 25%	13 15%	287 37%	139 14%	301 24%	64 20%	11 41%	281 19%	187 23%	27 17%	268 32%	157 15%	280 22%	79 21%	8 26%
<u>The UK still had full access to the EU single market</u>																	
Yes, compatible with Brexit	4895 61%	929 66%	425 67%	59 64%	470 60%	642 66%	674 55%	209 65%	18 69%	972 67%	513 64%	107 69%	509 61%	718 67%	701 56%	229 60%	19 62%
No, not compatible with Brexit	3116 39%	478 34%	212 33%	34 36%	312 40%	334 34%	558 45%	115 35%	8 31%	482 33%	288 36%	49 31%	327 39%	357 33%	554 44%	154 40%	12 38%

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Absolutes/col percents

Table 50

Q.17 Do you think Britain is on the right track, or heading in the wrong direction?**Base: All respondents**

	Gender			Age						Social Grade				Region										
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West
Unweighted base	8011	3849	4150	794	1319	1347	1498	1188	1865	2385	2195	1536	1895	701	336	922	724	720	598	419	743	983	1141	724
Weighted base	8011	3920	4079	962	1282	1522	1362	1201	1681	2163	2323	1682	1843	696	362	941	707	741	622	425	751	1008	1028	731
Right track	4743	2327	2414	368	619	869	852	782	1252	1194	1296	1126	1127	316	228	548	437	477	415	228	487	509	642	455
	59%	59%	59%	38%	48%	57%	63%	65%	74%	55%	56%	67%	61%	45%	63%	58%	62%	64%	67%	54%	65%	51%	62%	62%
Wrong direction	3268	1593	1665	594	663	653	509	420	429	969	1028	556	716	380	134	393	269	264	208	196	264	499	386	276
	41%	41%	41%	62%	52%	43%	37%	35%	26%	45%	44%	33%	39%	55%	37%	42%	38%	36%	33%	46%	35%	49%	38%	38%

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Absolutes/col percents

Table 50

Q.17 Do you think Britain is on the right track, or heading in the wrong direction?**Base: All respondents**

	Referendum (Q14)			Vote Intention (Q1)							2015 Vote (Q2)							Conservative universe					
	Total	Leave	Remain	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	Joiners	Consid- erers	Joiners/ Consid- erers	Loyal- ists	Defec- tors Left	Defec- tors Right
Unweighted base	8011	3816	3491	2258	2092	459	882	247	293	55	2278	2272	572	962	330	309	49	459	960	1419	1795	116	90
Weighted base	8011	3836	3503	2467	2002	432	832	206	314	46	2584	2133	554	882	267	335	41	452	934	1386	2010	139	102
Right track	4743	3374	1015	2000	740	152	712	48	109	16	2008	916	234	762	60	124	13	345	542	887	1655	59	84
	59%	88%	29%	81%	37%	35%	86%	23%	35%	34%	78%	43%	42%	86%	22%	37%	33%	76%	58%	64%	82%	43%	82%
Wrong direction	3268	462	2487	467	1261	279	120	158	205	30	577	1216	319	120	207	211	27	108	392	500	355	79	18
	41%	12%	71%	19%	63%	65%	14%	77%	65%	66%	22%	57%	58%	14%	78%	63%	67%	24%	42%	36%	18%	57%	18%

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Absolutes/col percents

Table 50

Q.17 Do you think Britain is on the right track, or heading in the wrong direction?**Base: All respondents**

	Total	Vote Intention - Leave voters				Vote Intention - Remain voters				2015 Vote - Leave voters				2015 Vote - Remain voters			
		Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP
Unweighted base	8011	1306	656	100	833	873	1296	341	26	1303	839	162	915	924	1353	395	33
Weighted base	8011	1407	637	92	783	977	1233	324	26	1454	801	156	836	1075	1255	384	31
Right track	4743	1377	500	78	681	562	191	69	14	1391	658	138	735	570	218	91	16
	59%	98%	78%	85%	87%	58%	15%	21%	53%	96%	82%	88%	88%	53%	17%	24%	52%
Wrong direction	3268	30	137	14	102	414	1042	256	12	62	142	18	101	505	1037	292	15
	41%	2%	22%	15%	13%	42%	85%	79%	47%	4%	18%	12%	12%	47%	83%	76%	48%

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Absolutes/col percents

Table 51

Q.18 Thinking about Britain's economy - including things like jobs, wages, prices, taxes and interest rates - how do you think the British economy will fare over the next year for the country as a whole?

Base: All respondents

	Gender			Age						Social Grade				Region											
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East of England	London	South East	South West	
Unweighted base	8011	3849	4150	794	1319	1347	1498	1188	1865	2385	2195	1536	1895	701	336	922	724	720	598	419	743	983	1141	724	
Weighted base	8011	3920	4079	962	1282	1522	1362	1201	1681	2163	2323	1682	1843	696	362	941	707	741	622	425	751	1008	1028	731	
NET: Well	4536 57%	2278 58%	2254 55%	387 40%	635 49%	865 57%	779 57%	717 60%	1153 69%	1135 52%	1227 53%	1062 63%	1112 60%	307 44%	208 58%	505 54%	410 58%	456 62%	385 62%	219 52%	481 64%	520 52%	629 61%	415 57%	
Very well	(4) 6%	449 6%	252 5%	196 5%	46 6%	81 6%	84 6%	76 6%	67 6%	94 6%	129 6%	97 4%	95 6%	129 7%	19 3%	28 8%	40 4%	38 5%	57 8%	34 5%	24 6%	37 5%	67 7%	53 5%	51 7%
Quite well	(3) 51%	4087 52%	2025 50%	2057 35%	341 43%	554 51%	781 52%	703 54%	650 63%	1058 47%	1006 49%	1130 57%	967 53%	984 41%	288 50%	180 49%	465 53%	371 54%	399 56%	350 46%	195 59%	444 45%	454 56%	576 50%	364 50%
Quite badly	(2) 37%	2959 35%	1385 38%	1567 48%	466 42%	532 36%	555 37%	499 37%	420 35%	486 29%	867 40%	943 41%	550 33%	600 33%	321 46%	126 35%	366 39%	260 37%	256 35%	207 33%	167 39%	215 29%	418 42%	342 33%	280 38%
Very badly	(1) 6%	516 7%	257 6%	258 11%	109 9%	115 7%	102 6%	83 5%	64 3%	43 7%	161 7%	153 4%	71 7%	130 10%	28 8%	70 7%	37 5%	28 4%	30 5%	39 9%	55 7%	69 7%	56 5%	36 5%	
NET: Badly	3475 43%	1642 42%	1826 45%	575 60%	648 51%	657 43%	583 43%	484 40%	529 31%	1028 48%	1096 47%	621 37%	731 40%	389 56%	154 42%	437 46%	297 42%	285 38%	238 38%	206 48%	270 36%	488 48%	399 39%	315 43%	
Mean	2.56	2.58	2.54	2.34	2.47	2.56	2.57	2.60	2.72	2.51	2.50	2.65	2.60	2.37	2.58	2.50	2.58	2.66	2.62	2.48	2.62	2.51	2.61	2.59	
Standard deviation	0.70	0.71	0.69	0.74	0.75	0.70	0.69	0.68	0.61	0.72	0.68	0.65	0.72	0.70	0.75	0.70	0.68	0.68	0.67	0.74	0.69	0.72	0.67	0.69	
Standard error	0.01	0.01	0.01	0.03	0.02	0.02	0.02	0.02	0.01	0.01	0.01	0.02	0.02	0.03	0.04	0.02	0.03	0.03	0.03	0.04	0.03	0.02	0.02	0.03	

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Absolutes/col percents

Table 51

Q.18 Thinking about Britain's economy - including things like jobs, wages, prices, taxes and interest rates - how do you think the British economy will fare over the next year for the country as a whole?

Base: All respondents

		Referendum (Q14)			Vote Intention (Q1)							2015 Vote (Q2)							Conservative universe					
		Total	Leave	Remain	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	Joiners	Consid- erers	Joiners/ Consid- erers	Loyal- ists	Defec- tors Left	Defec- tors Right
Unweighted base		8011	3816	3491	2258	2092	459	882	247	293	55	2278	2272	572	962	330	309	49	459	960	1419	1795	116	90
Weighted base		8011	3836	3503	2467	2002	432	832	206	314	46	2584	2133	554	882	267	335	41	452	934	1386	2010	139	102
NET: Well		4536	3139	1068	1830	760	157	702	56	118	16	1865	901	228	730	55	131	13	299	512	811	1528	61	87
		57%	82%	30%	74%	38%	36%	84%	27%	37%	34%	72%	42%	41%	83%	21%	39%	32%	66%	55%	58%	76%	44%	85%
Very well	(4)	449	346	77	190	86	15	96	1	4	-	179	106	13	86	-	8	-	32	28	60	158	1	13
		6%	9%	2%	8%	4%	3%	12%	1%	1%	-	7%	5%	2%	10%	-	2%	-	7%	3%	4%	8%	1%	13%
Quite well	(3)	4087	2793	991	1640	673	142	606	55	114	16	1686	795	214	644	55	123	13	267	484	751	1370	60	74
		51%	73%	28%	66%	34%	33%	73%	27%	36%	34%	65%	37%	39%	73%	21%	37%	32%	59%	52%	54%	68%	43%	72%
Quite badly	(2)	2959	649	2016	599	997	235	120	115	153	25	665	993	289	142	169	166	21	136	374	510	463	59	12
		37%	17%	58%	24%	50%	55%	14%	56%	49%	54%	26%	47%	52%	16%	63%	49%	53%	30%	40%	37%	23%	43%	12%
Very badly	(1)	516	48	420	38	245	39	10	35	43	6	54	238	37	10	44	38	6	18	48	66	20	19	3
		6%	1%	12%	2%	12%	9%	1%	17%	14%	12%	2%	11%	7%	1%	16%	11%	16%	4%	5%	5%	1%	13%	3%
NET: Badly		3475	697	2435	637	1242	275	130	150	196	30	719	1231	326	152	212	204	28	154	422	576	482	78	15
		43%	18%	70%	26%	62%	64%	16%	73%	63%	66%	28%	58%	59%	17%	79%	61%	68%	34%	45%	42%	24%	56%	15%
Mean		2.56	2.90	2.21	2.80	2.30	2.31	2.95	2.11	2.25	2.22	2.77	2.36	2.37	2.91	2.04	2.30	2.16	2.69	2.53	2.58	2.83	2.32	2.95
Standard deviation		0.70	0.55	0.67	0.59	0.74	0.68	0.55	0.67	0.70	0.65	0.60	0.74	0.64	0.54	0.61	0.70	0.68	0.66	0.64	0.65	0.56	0.71	0.60
Standard error		0.01	0.01	0.01	0.01	0.02	0.03	0.02	0.04	0.04	0.09	0.01	0.02	0.03	0.02	0.03	0.04	0.10	0.03	0.02	0.02	0.01	0.07	0.06

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Absolutes/col percents

Table 51

Q.18 Thinking about Britain's economy - including things like jobs, wages, prices, taxes and interest rates - how do you think the British economy will fare over the next year for the country as a whole?

Base: All respondents

		Vote Intention - Leave voters					Vote Intention - Remain voters				2015 Vote - Leave voters				2015 Vote - Remain voters			
		Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP
Unweighted base		8011	1306	656	100	833	873	1296	341	26	1303	839	162	915	924	1353	395	33
Weighted base		8011	1407	637	92	783	977	1233	324	26	1454	801	156	836	1075	1255	384	31
NET: Well		4536	1266	448	70	672	511	254	83	16	1298	596	124	707	526	270	99	13
		57%	90%	70%	76%	86%	52%	21%	26%	62%	89%	74%	80%	85%	49%	21%	26%	42%
Very well	(4)	449	152	55	6	94	33	29	8	1	145	77	6	83	32	28	8	2
		6%	11%	9%	7%	12%	3%	2%	2%	5%	10%	10%	4%	10%	3%	2%	2%	7%
Quite well	(3)	4087	1114	394	64	578	478	225	75	15	1153	519	118	624	495	242	92	11
		51%	79%	62%	69%	74%	49%	18%	23%	57%	79%	65%	76%	75%	46%	19%	24%	35%
Quite badly	(2)	2959	139	170	22	100	436	760	206	10	149	189	32	122	502	768	250	18
		37%	10%	27%	24%	13%	45%	62%	63%	38%	10%	24%	20%	15%	47%	61%	65%	56%
Very badly	(1)	516	2	18	-	10	29	219	36	-	7	16	-	7	47	217	34	1
		6%	*	3%	-	1%	3%	18%	11%	-	*	2%	-	1%	4%	17%	9%	2%
NET: Badly		3475	141	189	22	111	465	979	241	10	156	204	32	129	548	985	284	18
		43%	10%	30%	24%	14%	48%	79%	74%	38%	11%	26%	20%	15%	51%	79%	74%	58%
Mean		2.56	3.01	2.76	2.83	2.97	2.53	2.05	2.17	2.68	2.99	2.82	2.83	2.94	2.48	2.06	2.19	2.46
Standard deviation		0.70	0.46	0.64	0.53	0.55	0.61	0.67	0.64	0.58	0.47	0.62	0.46	0.53	0.63	0.67	0.61	0.67
Standard error		0.01	0.01	0.03	0.05	0.02	0.02	0.02	0.03	0.11	0.01	0.02	0.04	0.02	0.02	0.02	0.03	0.12

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Absolutes/col percents

Table 52

Q.19 Thinking about Britain's economy - including things like jobs, wages, prices, taxes and interest rates' how do you think the British economy will fare over the next year for you and your family?

Base: All respondents

	Gender			Age						Social Grade				Region											
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East of England	London	South East	South West	
Unweighted base	8011	3849	4150	794	1319	1347	1498	1188	1865	2385	2195	1536	1895	701	336	922	724	720	598	419	743	983	1141	724	
Weighted base	8011	3920	4079	962	1282	1522	1362	1201	1681	2163	2323	1682	1843	696	362	941	707	741	622	425	751	1008	1028	731	
NET: Well	4766 59%	2418 62%	2344 57%	457 47%	703 55%	921 61%	782 57%	701 58%	1201 71%	1312 61%	1307 56%	1078 64%	1068 58%	332 48%	225 62%	529 56%	432 61%	476 64%	402 65%	226 53%	480 64%	567 56%	659 64%	438 60%	
Very well	(4) 406 5%	236 6%	169 4%	52 5%	77 6%	76 5%	69 5%	57 5%	76 4%	125 6%	107 5%	83 5%	91 5%	22 3%	20 6%	34 4%	27 4%	55 7%	30 5%	24 6%	38 5%	60 6%	54 5%	40 6%	
Quite well	(3) 4360 54%	2182 56%	2174 53%	405 42%	626 49%	845 56%	713 52%	644 54%	1126 67%	1187 55%	1200 52%	996 59%	977 53%	311 45%	204 56%	495 53%	405 57%	421 57%	371 60%	202 47%	442 59%	507 50%	604 59%	398 54%	
Quite badly	(2) 2863 36%	1313 33%	1542 38%	449 47%	502 39%	518 34%	503 37%	445 37%	446 27%	764 35%	908 39%	534 32%	657 36%	306 44%	115 32%	368 39%	241 34%	247 33%	189 30%	179 42%	236 31%	389 39%	330 32%	263 36%	
Very badly	(1) 383 5%	189 5%	193 5%	56 6%	77 6%	83 5%	76 6%	55 5%	34 2%	86 4%	109 5%	70 4%	118 6%	57 8%	22 6%	44 5%	34 5%	17 2%	32 5%	20 5%	35 5%	52 5%	39 4%	30 4%	
NET: Badly	3245 41%	1502 38%	1735 43%	505 53%	579 45%	601 39%	580 43%	500 42%	480 29%	851 39%	1017 44%	604 36%	774 42%	364 52%	137 38%	412 44%	275 39%	265 36%	221 35%	199 47%	271 36%	441 44%	369 36%	293 40%	
Mean	2.60	2.63	2.57	2.47	2.55	2.60	2.57	2.58	2.74	2.62	2.56	2.65	2.57	2.43	2.62	2.55	2.60	2.69	2.64	2.54	2.64	2.57	2.66	2.61	
Standard deviation	0.66	0.67	0.65	0.69	0.70	0.67	0.68	0.66	0.57	0.66	0.66	0.64	0.69	0.69	0.69	0.64	0.64	0.64	0.66	0.68	0.65	0.68	0.64	0.66	
Standard error	0.01	0.01	0.01	0.02	0.02	0.02	0.02	0.02	0.01	0.01	0.01	0.02	0.02	0.03	0.04	0.02	0.02	0.02	0.03	0.03	0.02	0.02	0.02	0.02	

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Absolutes/col percents

Table 52

Q.19 Thinking about Britain's economy - including things like jobs, wages, prices, taxes and interest rates' how do you think the British economy will fare over the next year for you and your family?

Base: All respondents

	Referendum (Q14)			Vote Intention (Q1)							2015 Vote (Q2)							Conservative universe					
	Total	Leave	Remain	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	Joiners	Consid- erers	Joiners/ Consid- erers	Loyal- ists	Defec- tors Left	Defec- tors Right
Unweighted base	8011	3816	3491	2258	2092	459	882	247	293	55	2278	2272	572	962	330	309	49	459	960	1419	1795	116	90
Weighted base	8011	3836	3503	2467	2002	432	832	206	314	46	2584	2133	554	882	267	335	41	452	934	1386	2010	139	102
NET: Well	4766 59%	3027 79%	1375 39%	1892 77%	834 42%	198 46%	676 81%	70 34%	130 41%	19 42%	1927 75%	970 45%	271 49%	702 80%	71 27%	140 42%	17 41%	312 69%	537 58%	849 61%	1577 78%	67 48%	88 86%
Very well	(4) 5%	406 8%	293 3%	175 7%	80 4%	14 3%	79 9%	5 3%	7 2%	- -	170 7%	94 4%	18 3%	65 7%	3 1%	10 3%	* 1%	27 6%	27 3%	54 4%	148 7%	5 3%	10 10%
Quite well	(3) 54%	4360 71%	2734 37%	1717 70%	754 38%	184 43%	598 72%	65 32%	122 39%	19 42%	1757 68%	876 41%	253 46%	637 72%	68 25%	130 39%	16 40%	284 63%	510 55%	795 57%	1429 71%	62 45%	78 76%
Quite badly	(2) 36%	2863 19%	734 53%	542 22%	1002 50%	204 47%	138 17%	113 55%	152 49%	22 48%	609 24%	1001 47%	258 47%	165 19%	171 64%	164 49%	20 48%	126 28%	368 39%	495 36%	415 21%	56 41%	9 9%
Very badly	(1) 5%	383 2%	75 7%	260 1%	165 8%	30 7%	18 2%	23 11%	32 10%	5 10%	48 2%	161 8%	25 5%	15 2%	25 9%	30 9%	4 11%	14 3%	28 3%	43 3%	19 1%	15 11%	5 5%
NET: Badly	3245 41%	809 21%	2128 61%	575 23%	1167 58%	234 54%	156 19%	136 66%	184 59%	27 58%	658 25%	1162 55%	283 51%	180 20%	196 73%	195 58%	24 59%	141 31%	397 42%	538 39%	433 22%	72 52%	14 14%
Mean	2.60	2.85	2.34	2.82	2.37	2.42	2.89	2.26	2.33	2.32	2.79	2.42	2.48	2.85	2.18	2.36	2.31	2.72	2.57	2.62	2.85	2.41	2.91
Standard deviation	0.66	0.57	0.65	0.56	0.69	0.67	0.58	0.68	0.69	0.65	0.58	0.70	0.64	0.55	0.60	0.69	0.68	0.62	0.60	0.61	0.54	0.73	0.61
Standard error	0.01	0.01	0.01	0.01	0.02	0.03	0.02	0.04	0.04	0.09	0.01	0.01	0.03	0.02	0.03	0.04	0.10	0.03	0.02	0.02	0.01	0.07	0.06

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Absolutes/col percents

Table 52

Q.19 Thinking about Britain's economy - including things like jobs, wages, prices, taxes and interest rates' how do you think the British economy will fare over the next year for you and your family?

Base: All respondents

		Vote Intention - Leave voters					Vote Intention - Remain voters					2015 Vote - Leave voters				2015 Vote - Remain voters			
		Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP	
Unweighted base		8011	1306	656	100	833	873	1296	341	26	1303	839	162	915	924	1353	395	33	
Weighted base		8011	1407	637	92	783	977	1233	324	26	1454	801	156	836	1075	1255	384	31	
NET: Well		4766	1242	433	71	647	593	335	123	18	1268	564	120	677	615	366	145	14	
		59%	88%	68%	77%	83%	61%	27%	38%	70%	87%	70%	77%	81%	57%	29%	38%	46%	
Very well	(4)	406	134	44	5	77	36	33	10	1	131	63	5	62	36	29	12	2	
		5%	10%	7%	5%	10%	4%	3%	3%	4%	9%	8%	3%	7%	3%	2%	3%	6%	
Quite well	(3)	4360	1109	389	67	570	558	302	113	17	1136	500	115	615	579	337	133	13	
		54%	79%	61%	72%	73%	57%	24%	35%	66%	78%	62%	73%	74%	54%	27%	35%	40%	
Quite badly	(2)	2863	157	183	18	121	362	766	178	7	173	212	36	147	424	758	215	15	
		36%	11%	29%	20%	15%	37%	62%	55%	28%	12%	27%	23%	18%	39%	60%	56%	48%	
Very badly	(1)	383	7	21	3	15	21	132	24	*	12	25	*	12	36	130	23	2	
		5%	1%	3%	3%	2%	2%	11%	7%	2%	1%	3%	*	1%	3%	10%	6%	6%	
NET: Badly		3245	164	204	21	136	383	898	202	8	186	237	36	159	460	888	238	17	
		41%	12%	32%	23%	17%	39%	73%	62%	30%	13%	30%	23%	19%	43%	71%	62%	54%	
Mean		2.60	2.97	2.72	2.79	2.91	2.62	2.19	2.33	2.73	2.95	2.75	2.80	2.87	2.57	2.21	2.35	2.46	
Standard deviation		0.66	0.48	0.64	0.57	0.57	0.59	0.65	0.66	0.58	0.49	0.64	0.48	0.54	0.62	0.65	0.64	0.70	
Standard error		0.01	0.01	0.02	0.06	0.02	0.02	0.02	0.04	0.11	0.01	0.02	0.04	0.02	0.02	0.02	0.03	0.12	

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Absolutes/col percents

Table 53

Q.20 How much attention do you generally pay to politics?**Base: All respondents**

		Gender			Age						Social Grade				Region											
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East of England	London	South East	South West	
Unweighted base		8011	3849	4150	794	1319	1347	1498	1188	1865	2385	2195	1536	1895	701	336	922	724	720	598	419	743	983	1141	724	
Weighted base		8011	3920	4079	962	1282	1522	1362	1201	1681	2163	2323	1682	1843	696	362	941	707	741	622	425	751	1008	1028	731	
Pay a great deal of attention	(10)	854 11%	555 14%	299 7%	80 8%	115 9%	157 10%	126 9%	145 12%	230 14%	286 13%	242 10%	160 10%	165 9%	72 10%	38 10%	110 12%	54 8%	74 10%	63 10%	43 10%	74 10%	117 12%	123 12%	85 12%	
	(9)	748 9%	483 12%	263 6%	64 7%	93 7%	140 9%	120 9%	121 10%	210 12%	258 12%	208 9%	138 8%	144 8%	63 9%	36 10%	72 8%	71 10%	69 9%	54 9%	49 11%	55 7%	120 12%	91 9%	68 9%	
	(8)	1454 18%	793 20%	658 16%	148 15%	198 15%	251 16%	260 19%	228 19%	369 22%	472 22%	422 18%	270 16%	291 16%	127 18%	65 18%	166 18%	134 19%	125 17%	108 17%	72 17%	145 19%	199 20%	179 17%	134 18%	
	(7)	1453 18%	741 19%	711 17%	155 16%	248 19%	263 17%	249 18%	243 20%	295 18%	416 19%	427 18%	296 18%	313 17%	126 18%	62 17%	187 20%	137 19%	122 16%	110 18%	70 16%	129 17%	166 16%	185 18%	159 22%	
	(6)	1001 12%	423 11%	575 14%	141 15%	173 13%	183 12%	167 12%	137 11%	201 12%	257 12%	303 13%	214 13%	228 12%	85 12%	44 12%	112 12%	93 13%	103 14%	84 13%	48 11%	101 13%	118 12%	135 13%	78 11%	
	(5)	877 11%	361 9%	513 13%	103 11%	134 10%	201 13%	142 10%	127 11%	170 10%	178 8%	236 10%	218 13%	245 13%	78 11%	46 13%	120 13%	60 9%	77 10%	72 12%	47 11%	96 13%	92 9%	122 12%	66 9%	
	(4)	388 5%	133 3%	255 6%	68 7%	76 6%	66 4%	75 6%	47 4%	56 3%	81 4%	118 5%	102 6%	88 5%	38 6%	11 3%	32 3%	36 5%	39 5%	35 6%	20 5%	36 5%	54 5%	41 4%	45 6%	
	(3)	381 5%	152 4%	229 6%	73 8%	66 5%	79 5%	51 4%	50 4%	62 4%	78 4%	123 5%	92 5%	88 5%	42 6%	13 3%	40 4%	38 5%	40 5%	24 4%	24 6%	29 4%	48 5%	51 5%	33 4%	
	(2)	284 4%	94 2%	190 5%	33 3%	62 5%	45 3%	71 5%	34 3%	38 2%	55 3%	97 4%	64 4%	68 4%	26 4%	15 4%	35 4%	26 4%	24 3%	27 4%	20 5%	31 4%	22 2%	34 3%	23 3%	
	(1)	175 2%	54 1%	121 3%	30 3%	22 2%	37 2%	32 2%	30 3%	24 1%	33 2%	47 2%	35 2%	60 3%	9 1%	8 2%	16 2%	14 2%	26 3%	11 2%	5 1%	21 3%	23 2%	23 2%	18 2%	
Pay no attention	(0)	203 3%	57 1%	145 4%	26 3%	40 3%	37 2%	54 4%	25 2%	20 1%	21 1%	48 2%	50 3%	84 5%	21 3%	10 3%	28 3%	14 2%	16 2%	20 3%	17 4%	14 2%	20 2%	27 3%	14 2%	
NET: 8-10		3056 38%	1831 47%	1220 30%	293 30%	406 32%	547 36%	506 37%	494 41%	809 48%	1016 47%	872 38%	568 34%	600 33%	262 38%	138 38%	348 37%	259 37%	268 36%	225 36%	163 38%	275 37%	436 43%	394 38%	287 39%	
NET: 4-7		3719 46%	1658 42%	2054 50%	467 49%	631 49%	713 47%	632 46%	554 46%	722 43%	932 43%	1084 47%	830 49%	873 47%	327 47%	163 45%	451 48%	327 46%	341 46%	301 48%	186 44%	363 48%	431 43%	482 47%	348 48%	
NET: 0-3		1042 13%	357 9%	685 17%	162 17%	190 15%	198 13%	208 15%	139 12%	145 9%	187 9%	315 14%	241 14%	299 16%	98 14%	46 13%	120 13%	92 13%	106 14%	82 13%	67 16%	95 13%	113 11%	134 13%	88 12%	

Blueprint Phase 7

ONLINE Fieldwork : 11th - 22nd August 2016

Absolutes/col percents

Table 53

Q.20 How much attention do you generally pay to politics?**Base: All respondents**

	Gender			Age						Social Grade				Region											
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	
Weighted base	8011	3920	4079	962	1282	1522	1362	1201	1681	2163	2323	1682	1843	696	362	941	707	741	622	425	751	1008	1028	731	
Don't know	194 2%	74 2%	120 3%	40 4%	55 4%	64 4%	15 1%	14 1%	6 *	28 1%	52 2%	43 3%	70 4%	9 1%	14 4%	23 2%	28 4%	26 4%	15 2%	8 2%	18 2%	28 3%	17 2%	8 1%	
Mean	6.51	7.02	6.02	6.08	6.25	6.45	6.31	6.70	7.02	7.03	6.49	6.28	6.13	6.44	6.51	6.52	6.49	6.39	6.40	6.38	6.43	6.74	6.54	6.63	
Standard deviation	2.47	2.30	2.53	2.52	2.50	2.47	2.59	2.42	2.25	2.23	2.45	2.50	2.64	2.48	2.51	2.47	2.38	2.52	2.50	2.62	2.43	2.43	2.49	2.43	
Standard error	0.03	0.04	0.04	0.09	0.07	0.07	0.07	0.07	0.05	0.05	0.05	0.06	0.06	0.09	0.14	0.08	0.09	0.10	0.10	0.13	0.09	0.08	0.07	0.09	

Blueprint Phase 7

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Absolutes/col percents

Table 53

Q.20 How much attention do you generally pay to politics?**Base: All respondents**

		Referendum (Q14)			Vote Intention (Q1)							2015 Vote (Q2)							Conservative universe						
		Total	Leave	Remain	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	Joiners	Consid- ers	Joiners/ Consid- ers	Loyal- ists	Defec- tors Left	Defec- tors Right	
Unweighted base		8011	3816	3491	2258	2092	459	882	247	293	55	2278	2272	572	962	330	309	49	459	960	1419	1795	116	90	
Weighted base		8011	3836	3503	2467	2002	432	832	206	314	46	2584	2133	554	882	267	335	41	452	934	1386	2010	139	102	
Pay a great deal of attention	(10)	854 11%	436 11%	397 11%	287 12%	252 13%	40 9%	136 16%	23 11%	36 12%	4 9%	291 11%	253 12%	47 8%	144 16%	37 14%	36 11%	5 11%	50 11%	60 6%	110 8%	237 12%	19 14%	15 15%	
	(9)	748 9%	347 9%	380 11%	282 11%	205 10%	62 14%	81 10%	13 6%	30 9%	5 11%	258 10%	233 11%	64 12%	97 11%	24 9%	30 9%	7 17%	61 14%	56 6%	117 8%	220 11%	11 8%	13 12%	
	(8)	1454 18%	701 18%	699 20%	541 22%	371 19%	98 23%	154 19%	36 17%	64 20%	10 21%	555 21%	409 19%	122 22%	145 16%	50 19%	65 20%	6 15%	83 18%	120 13%	204 15%	458 23%	31 22%	24 24%	
	(7)	1453 18%	725 19%	656 19%	494 20%	376 19%	83 19%	138 17%	45 22%	51 16%	4 9%	498 19%	411 19%	114 21%	156 18%	49 19%	59 18%	5 13%	104 23%	173 18%	277 20%	387 19%	23 17%	17 16%	
	(6)	1001 12%	488 13%	443 13%	323 13%	256 13%	56 13%	87 11%	23 11%	39 12%	7 15%	345 13%	269 13%	77 14%	98 11%	34 13%	44 13%	6 15%	61 13%	131 14%	191 14%	262 13%	20 14%	15 14%	
	(5)	877 11%	454 12%	339 10%	254 10%	206 10%	33 8%	93 11%	23 11%	32 10%	6 12%	288 11%	204 10%	46 8%	97 11%	28 11%	36 11%	3 6%	31 7%	124 13%	155 11%	223 11%	14 10%	11 11%	
	(4)	388 5%	176 5%	164 5%	108 4%	100 5%	20 5%	32 4%	7 3%	18 6%	4 8%	124 5%	111 5%	26 5%	25 3%	5 2%	20 6%	1 2%	22 5%	54 6%	76 5%	86 4%	7 5%	4 4%	
	(3)	381 5%	162 4%	171 5%	70 3%	97 5%	21 5%	29 4%	11 5%	13 4%	* 1%	72 3%	100 5%	27 5%	33 4%	17 6%	17 5%	- -	18 4%	91 10%	109 8%	51 3%	3 3%	* *	
	(2)	284 4%	125 3%	102 3%	56 2%	44 2%	11 3%	22 3%	10 5%	12 4%	2 4%	60 2%	49 2%	21 4%	27 3%	8 3%	11 3%	5 12%	15 3%	59 6%	74 5%	40 2%	1 *	1 1%	
	(1)	175 2%	77 2%	43 1%	17 1%	26 1%	2 *	19 2%	7 4%	6 2%	1 1%	34 1%	27 1%	3 1%	25 3%	8 3%	6 2%	1 1%	3 1%	19 2%	23 2%	13 1%	1 1%	2 2%	
Pay no attention	(0)	203 3%	79 2%	50 1%	17 1%	24 1%	2 *	22 3%	3 2%	10 3%	3 6%	30 1%	27 1%	3 1%	23 3%	4 2%	7 2%	3 7%	2 *	26 3%	28 2%	15 1%	3 2%	- -	
NET: 8-10		3056 38%	1485 39%	1476 42%	1109 45%	827 41%	201 47%	372 45%	71 35%	130 41%	19 41%	1104 43%	895 42%	233 42%	385 44%	111 41%	131 39%	17 43%	195 43%	237 25%	431 31%	915 46%	61 44%	52 51%	
NET: 4-7		3719 46%	1842 48%	1602 46%	1179 48%	939 47%	192 44%	350 42%	98 48%	140 45%	20 44%	1254 49%	995 47%	263 48%	376 43%	117 44%	158 47%	15 36%	218 48%	482 52%	699 50%	959 48%	65 47%	46 46%	
NET: 0-3		1042 13%	443 12%	366 10%	159 6%	191 10%	36 8%	92 11%	32 15%	40 13%	6 13%	195 8%	202 9%	54 10%	108 12%	37 14%	42 13%	8 20%	38 8%	196 21%	233 17%	120 6%	8 6%	3 3%	

Lord Ashcroft

Blueprint Phase 7

ONLINE Fieldwork : 11th - 22nd August 2016

Absolutes/col percents

Table 53

Q.20 How much attention do you generally pay to politics?**Base: All respondents**

	Referendum (Q14)			Vote Intention (Q1)							2015 Vote (Q2)							Conservative universe					
	Total	Leave	Remain	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	Joiners	Consid- ers	Joiners/ Consid- ers	Loyal- ists	Defec- tors Left	Defec- tors Right
Weighted base	8011	3836	3503	2467	2002	432	832	206	314	46	2584	2133	554	882	267	335	41	452	934	1386	2010	139	102
Don't know	194 2%	67 2%	59 2%	20 1%	45 2%	3 1%	18 2%	5 2%	3 1%	1 2%	31 1%	41 2%	4 1%	12 1%	2 1%	3 1%	1 2%	3 1%	20 2%	23 2%	17 1%	5 3%	- -
Mean	6.51	6.60	6.78	7.01	6.82	6.99	6.83	6.39	6.55	6.29	6.86	6.82	6.80	6.79	6.69	6.53	6.32	6.98	5.81	6.20	7.03	6.97	7.28
Standard deviation	2.47	2.40	2.30	2.07	2.27	2.08	2.53	2.50	2.53	2.71	2.18	2.26	2.13	2.57	2.46	2.42	3.02	2.12	2.48	2.43	2.06	2.20	1.98
Standard error	0.03	0.04	0.04	0.04	0.05	0.10	0.09	0.16	0.15	0.37	0.05	0.05	0.09	0.08	0.14	0.14	0.44	0.10	0.08	0.06	0.05	0.21	0.21

Blueprint Phase 7

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Absolutes/col percents

Table 53

Q.20 How much attention do you generally pay to politics?**Base: All respondents**

		Vote Intention - Leave voters					Vote Intention - Remain voters					2015 Vote - Leave voters				2015 Vote - Remain voters			
		Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP	
Unweighted base		8011	1306	656	100	833	873	1296	341	26	1303	839	162	915	924	1353	395	33	
Weighted base		8011	1407	637	92	783	977	1233	324	26	1454	801	156	836	1075	1255	384	31	
Pay a great deal of attention	(10)	854 11%	187 13%	64 10%	4 4%	131 17%	94 10%	182 15%	36 11%	6 22%	179 12%	75 9%	13 8%	139 17%	108 10%	173 14%	32 8%	5 16%	
	(9)	748 9%	158 11%	54 8%	12 14%	79 10%	117 12%	146 12%	49 15%	1 6%	139 10%	70 9%	19 12%	91 11%	118 11%	160 13%	45 12%	4 13%	
	(8)	1454 18%	314 22%	108 17%	20 22%	146 19%	214 22%	248 20%	77 24%	3 11%	316 22%	150 19%	29 18%	143 17%	225 21%	252 20%	92 24%	- -	
	(7)	1453 18%	302 21%	124 20%	20 21%	132 17%	175 18%	237 19%	59 18%	6 22%	305 21%	154 19%	29 18%	147 18%	185 17%	245 20%	83 22%	7 22%	
	(6)	1001 12%	171 12%	88 14%	10 11%	79 10%	141 14%	143 12%	45 14%	5 21%	183 13%	114 14%	24 15%	93 11%	155 14%	142 11%	52 13%	2 7%	
	(5)	877 11%	134 9%	88 14%	10 11%	86 11%	112 12%	97 8%	19 6%	1 3%	155 11%	89 11%	18 12%	94 11%	126 12%	105 8%	28 7%	4 12%	
	(4)	388 5%	47 3%	38 6%	5 5%	26 3%	51 5%	52 4%	15 5%	1 2%	62 4%	47 6%	7 4%	20 2%	58 5%	57 5%	17 4%	3 10%	
	(3)	381 5%	37 3%	26 4%	5 6%	29 4%	28 3%	65 5%	13 4%	- -	39 3%	40 5%	8 5%	31 4%	32 3%	57 5%	16 4%	1 3%	
	(2)	284 4%	29 2%	14 2%	4 4%	19 2%	24 2%	23 2%	7 2%	2 7%	31 2%	23 3%	9 6%	24 3%	27 3%	22 2%	11 3%	2 7%	
	(1)	175 2%	7 1%	16 2%	1 1%	16 2%	9 1%	6 1%	1 *	* 2%	13 1%	14 2%	1 *	22 3%	18 2%	7 1%	3 1%	1 4%	
Pay no attention	(0)	203 3%	10 1%	9 1%	* *	20 3%	4 *	11 1%	1 *	1 4%	15 1%	12 1%	1 *	22 3%	12 1%	9 1%	1 *	2 6%	
NET: 8-10		3056 38%	659 47%	226 35%	37 40%	356 45%	424 43%	576 47%	162 50%	10 39%	633 44%	295 37%	60 39%	372 44%	450 42%	586 47%	169 44%	9 29%	
NET: 4-7		3719 46%	654 46%	338 53%	45 49%	324 41%	479 49%	529 43%	138 42%	12 48%	706 49%	405 51%	77 49%	354 42%	523 49%	549 44%	180 47%	16 52%	
NET: 0-3		1042 13%	84 6%	65 10%	10 11%	85 11%	65 7%	105 8%	21 7%	3 13%	99 7%	89 11%	19 12%	98 12%	88 8%	96 8%	32 8%	6 19%	

Blueprint Phase 7

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Absolutes/col percents

Table 53

Q.20 How much attention do you generally pay to politics?**Base: All respondents**

	Vote Intention - Leave voters					Vote Intention - Remain voters				2015 Vote - Leave voters				2015 Vote - Remain voters			
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP
Weighted base	8011	1407	637	92	783	977	1233	324	26	1454	801	156	836	1075	1255	384	31
Don't know	194 2%	10 1%	9 1%	- -	18 2%	8 1%	23 2%	3 1%	- -	16 1%	12 1%	- -	12 1%	14 1%	24 2%	3 1%	- -
Mean	6.51	7.14	6.52	6.61	6.88	6.90	7.09	7.18	6.81	6.97	6.54	6.60	6.85	6.77	7.10	6.93	6.01
Standard deviation	2.47	2.04	2.29	2.13	2.51	2.06	2.19	2.01	2.76	2.12	2.29	2.22	2.54	2.21	2.15	2.04	3.02
Standard error	0.03	0.06	0.09	0.21	0.09	0.07	0.06	0.11	0.54	0.06	0.08	0.17	0.08	0.07	0.06	0.10	0.53

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Absolutes/col percents

Table 54
Gender
Base: All respondents

	Gender			Age						Social Grade				Region										
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	Eastern	London	South East	South West
Unweighted base	8011	3849	4150	794	1319	1347	1498	1188	1865	2385	2195	1536	1895	701	336	922	724	720	598	419	743	983	1141	724
Weighted base	8011	3920	4079	962	1282	1522	1362	1201	1681	2163	2323	1682	1843	696	362	941	707	741	622	425	751	1008	1028	731
Male	3920	3920	-	337	571	799	698	623	891	1195	1063	816	846	368	184	490	340	346	307	219	331	511	481	342
	49%	100%	-	35%	45%	52%	51%	52%	53%	55%	46%	49%	46%	53%	51%	52%	48%	47%	49%	52%	44%	51%	47%	47%
Female	4079	-	4079	619	707	723	664	578	788	963	1257	866	994	329	178	451	366	395	315	203	415	493	546	388
	51%	-	100%	64%	55%	48%	49%	48%	47%	45%	54%	51%	54%	47%	49%	48%	52%	53%	51%	48%	55%	49%	53%	53%
Other	8	-	-	5	1	-	-	-	2	3	3	-	2	-	*	-	1	-	-	2	1	3	-	-
	*	-	-	1%	*	-	-	-	*	*	*	-	*	-	*	-	*	-	-	1%	*	*	-	-
Refused	4	-	-	1	2	-	-	-	1	2	1	-	1	-	-	-	-	-	-	-	3	-	1	-
	*	-	-	*	*	-	-	-	*	*	*	-	*	-	-	-	-	-	-	-	*	-	*	-

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Absolutes/col percents

Table 54

Gender**Base: All respondents**

	Referendum (Q14)			Vote Intention (Q1)							2015 Vote (Q2)							Conservative universe					
	Total	Leave	Remain	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	Joiners	Consid- erers	Joiners/ Consid- erers	Loyal- ists	Defec- tors Left	Defec- tors Right
Unweighted base	8011	3816	3491	2258	2092	459	882	247	293	55	2278	2272	572	962	330	309	49	459	960	1419	1795	116	90
Weighted base	8011	3836	3503	2467	2002	432	832	206	314	46	2584	2133	554	882	267	335	41	452	934	1386	2010	139	102
Male	3920	1873	1780	1314	996	238	457	96	174	22	1299	1056	282	492	131	186	23	237	409	646	1076	61	58
	49%	49%	51%	53%	50%	55%	55%	47%	55%	49%	50%	50%	51%	56%	49%	56%	56%	52%	44%	47%	54%	44%	57%
Female	4079	1962	1712	1152	997	193	375	109	140	23	1283	1072	272	390	134	149	18	215	525	740	934	75	44
	51%	51%	49%	47%	50%	45%	45%	53%	45%	51%	50%	50%	49%	44%	50%	44%	44%	48%	56%	53%	46%	54%	43%
Other	8	-	7	-	6	-	-	-	-	-	-	5	-	-	2	-	-	-	-	-	-	-	-
	*	-	*	-	*	-	-	-	-	-	-	*	-	-	1%	-	-	-	-	-	-	-	-
Refused	4	1	3	1	2	-	-	1	-	-	2	-	-	-	1	-	-	-	1	1	1	2	-
	*	*	*	*	*	-	-	*	-	-	*	-	-	-	*	-	-	-	*	*	*	1%	-

Blueprint Phase 7

ONLINE Fieldwork : 11th - 22nd August 2016

Absolutes/col percents

Table 54
Gender
Base: All respondents

	Total	Vote Intention - Leave voters				Vote Intention - Remain voters				2015 Vote - Leave voters				2015 Vote - Remain voters			
		Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP
Unweighted base	8011	1306	656	100	833	873	1296	341	26	1303	839	162	915	924	1353	395	33
Weighted base	8011	1407	637	92	783	977	1233	324	26	1454	801	156	836	1075	1255	384	31
Male	3920	742	289	51	430	537	645	179	17	713	366	69	468	562	652	208	18
	49%	53%	45%	56%	55%	55%	52%	55%	67%	49%	46%	44%	56%	52%	52%	54%	58%
Female	4079	664	348	41	352	439	579	145	9	740	434	87	368	511	598	175	13
	51%	47%	55%	44%	45%	45%	47%	45%	33%	51%	54%	56%	44%	48%	48%	46%	42%
Other	8	-	-	-	-	-	6	-	-	-	-	-	-	-	5	-	-
	*	-	-	-	-	-	1%	-	-	-	-	-	-	-	*	-	-
Refused	4	1	-	-	-	-	2	-	-	1	-	-	-	2	-	-	-
	*	*	-	-	-	-	*	-	-	*	-	-	-	*	-	-	-

Blueprint Phase 7

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Absolutes/col percents

Table 55

Age**Base: All respondents**

	Gender			Age						Social Grade				Region											
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	
Unweighted base	8011	3849	4150	794	1319	1347	1498	1188	1865	2385	2195	1536	1895	701	336	922	724	720	598	419	743	983	1141	724	
Weighted base	8011	3920	4079	962	1282	1522	1362	1201	1681	2163	2323	1682	1843	696	362	941	707	741	622	425	751	1008	1028	731	
18-24	962 12%	337 9%	619 15%	962 100%	-	-	-	-	-	270 12%	369 16%	156 9%	166 9%	58 8%	46 13%	82 9%	93 13%	106 14%	68 11%	54 13%	69 9%	175 17%	123 12%	88 12%	
25-34	1282 16%	571 15%	707 17%	-	1282 100%	-	-	-	-	372 17%	420 18%	257 15%	234 13%	111 16%	57 16%	150 16%	115 16%	111 15%	96 15%	69 16%	101 13%	206 20%	164 16%	101 14%	
35-44	1522 19%	799 20%	723 18%	-	-	1522 100%	-	-	-	421 19%	418 18%	324 19%	359 19%	134 19%	74 20%	188 20%	140 20%	165 22%	120 19%	84 20%	117 16%	195 19%	180 18%	124 17%	
45-54	1362 17%	698 18%	664 16%	-	-	-	1362 100%	-	-	262 12%	375 16%	373 22%	351 19%	128 18%	62 17%	185 20%	121 17%	113 15%	112 18%	64 15%	145 19%	165 16%	148 14%	120 16%	
55-64	1201 15%	623 16%	578 14%	-	-	-	-	1201 100%	-	294 14%	341 15%	213 13%	354 19%	121 17%	53 15%	141 15%	125 18%	92 12%	85 14%	65 15%	142 19%	117 12%	155 15%	105 14%	
65+	1681 21%	891 23%	788 19%	-	-	-	-	-	1681 100%	543 25%	401 17%	360 21%	378 21%	145 21%	70 19%	196 21%	112 16%	154 21%	142 23%	89 21%	177 24%	149 15%	258 25%	191 26%	
Average age	47.14	48.86	45.51	21.47	29.92	39.64	49.71	59.64	70.72	47.52	44.88	47.88	48.86	48.64	46.34	47.85	45.98	45.93	47.90	46.91	49.63	42.81	48.30	48.76	

Blueprint Phase 7

ONLINE Fieldwork : 11th - 22nd August 2016

Absolutes/col percents

Table 55

Age**Base: All respondents**

	Referendum (Q14)			Vote Intention (Q1)							2015 Vote (Q2)							Conservative universe						
	Total	Leave	Remain	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	Joiners	Consid- erers	Joiners/ Consid- erers	Loyal- ists	Defec- tors Left	Defec- tors Right	
Unweighted base	8011	3816	3491	2258	2092	459	882	247	293	55	2278	2272	572	962	330	309	49	459	960	1419	1795	116	90	
Weighted base	8011	3836	3503	2467	2002	432	832	206	314	46	2584	2133	554	882	267	335	41	452	934	1386	2010	139	102	
18-24	962 12%	235 6%	581 17%	201 8%	358 18%	59 14%	37 4%	45 22%	23 7%	7 16%	200 8%	280 13%	44 8%	31 4%	70 26%	25 8%	5 13%	81 18%	164 18%	244 18%	120 6%	23 17%	9 9%	
25-34	1282 16%	459 12%	635 18%	282 11%	393 20%	72 17%	97 12%	37 18%	57 18%	12 27%	332 13%	350 16%	90 16%	72 8%	48 18%	61 18%	6 16%	61 14%	157 17%	218 16%	221 11%	47 34%	12 12%	
35-44	1522 19%	696 18%	680 19%	408 17%	426 21%	65 15%	143 17%	48 24%	63 20%	3 7%	464 18%	467 22%	95 17%	136 15%	53 20%	64 19%	6 15%	56 12%	186 20%	242 17%	349 17%	25 18%	22 22%	
45-54	1362 17%	731 19%	537 15%	388 16%	345 17%	57 13%	176 21%	21 10%	61 20%	9 19%	395 15%	419 20%	73 13%	187 21%	37 14%	63 19%	9 22%	75 17%	161 17%	236 17%	313 16%	19 14%	17 17%	
55-64	1201 15%	694 18%	452 13%	403 16%	244 12%	69 16%	157 19%	34 16%	64 20%	5 12%	408 16%	316 15%	83 15%	189 21%	39 14%	68 20%	6 15%	69 15%	117 13%	186 13%	335 17%	12 8%	13 13%	
65+	1681 21%	1022 27%	617 18%	784 32%	236 12%	110 25%	222 27%	20 10%	46 15%	9 20%	786 30%	300 14%	168 30%	267 30%	21 8%	53 16%	8 19%	111 25%	148 16%	259 19%	673 33%	12 9%	28 28%	
Average age	47.14	51.28	44.40	51.90	42.06	48.06	52.09	40.86	47.52	44.41	51.33	44.86	50.43	54.31	39.58	47.70	46.82	47.29	43.92	45.02	52.97	39.00	50.35	

Blueprint Phase 7

ONLINE Fieldwork : 11th - 22nd August 2016

Absolutes/col percents

Table 55

Age**Base: All respondents**

	Total	Vote Intention - Leave voters				Vote Intention - Remain voters				2015 Vote - Leave voters				2015 Vote - Remain voters			
		Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP
Unweighted base	8011	1306	656	100	833	873	1296	341	26	1303	839	162	915	924	1353	395	33
Weighted base	8011	1407	637	92	783	977	1233	324	26	1454	801	156	836	1075	1255	384	31
18-24	962 12%	80 6%	52 8%	* *	30 4%	103 11%	270 22%	57 18%	2 7%	78 5%	44 5%	5 3%	31 4%	112 10%	219 17%	39 10%	- -
25-34	1282 16%	138 10%	118 18%	4 5%	77 10%	127 13%	243 20%	64 20%	8 32%	159 11%	118 15%	16 10%	61 7%	166 15%	221 18%	70 18%	6 19%
35-44	1522 19%	190 13%	143 22%	18 19%	132 17%	203 21%	249 20%	44 14%	9 33%	227 16%	175 22%	34 21%	129 15%	220 20%	268 21%	59 15%	3 9%
45-54	1362 17%	231 16%	133 21%	17 19%	174 22%	150 15%	195 16%	37 12%	1 6%	224 15%	186 23%	25 16%	175 21%	166 15%	217 17%	46 12%	9 29%
55-64	1201 15%	253 18%	108 17%	20 21%	152 19%	141 14%	129 10%	46 14%	4 14%	252 17%	148 18%	26 17%	180 21%	149 14%	164 13%	54 14%	8 26%
65+	1681 21%	515 37%	83 13%	33 36%	219 28%	254 26%	147 12%	76 23%	2 8%	514 35%	130 16%	50 32%	260 31%	262 24%	165 13%	116 30%	5 17%
Average age	47.14	54.48	45.49	56.39	53.03	49.05	40.97	45.93	41.97	53.89	48.01	53.36	54.56	48.22	43.18	49.38	52.27

Blueprint Phase 7

ONLINE Fieldwork : 11th - 22nd August 2016

Absolutes/col percents

Table 56
Social Grade
Base: All respondents

	Gender			Age						Social Grade				Region											
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	
Unweighted base	8011	3849	4150	794	1319	1347	1498	1188	1865	2385	2195	1536	1895	701	336	922	724	720	598	419	743	983	1141	724	
Weighted base	8011	3920	4079	962	1282	1522	1362	1201	1681	2163	2323	1682	1843	696	362	941	707	741	622	425	751	1008	1028	731	
AB	2163	1195	963	270	372	421	262	294	543	2163	-	-	-	180	90	250	174	199	161	91	174	331	320	194	
	27%	30%	24%	28%	29%	28%	19%	24%	32%	100%	-	-	-	26%	25%	27%	25%	27%	26%	21%	23%	33%	31%	27%	
C1	2323	1063	1257	369	420	418	375	341	401	-	2323	-	-	203	101	234	204	202	169	138	235	324	281	232	
	29%	27%	31%	38%	33%	27%	28%	28%	24%	-	100%	-	-	29%	28%	25%	29%	27%	27%	32%	31%	32%	27%	32%	
C2	1682	816	866	156	257	324	373	213	360	-	-	1682	-	145	70	213	171	161	152	100	161	173	202	134	
	21%	21%	21%	16%	20%	21%	27%	18%	21%	-	-	100%	-	21%	19%	23%	24%	22%	24%	24%	21%	17%	20%	18%	
DE	1843	846	994	166	234	359	351	354	378	-	-	-	1843	168	102	244	157	179	141	95	181	180	225	171	
	23%	22%	24%	17%	18%	24%	26%	29%	22%	-	-	-	100%	24%	28%	26%	22%	24%	23%	22%	24%	18%	22%	23%	

Blueprint Phase 7

ONLINE Fieldwork : 11th - 22nd August 2016

Absolutes/col percents

Table 56
Social Grade
Base: All respondents

	Referendum (Q14)			Vote Intention (Q1)							2015 Vote (Q2)							Conservative universe					
	Total	Leave	Remain	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	Joiners	Consid- erers	Joiners/ Consid- erers	Loyal- ists	Defec- tors Left	Defec- tors Right
Unweighted base	8011	3816	3491	2258	2092	459	882	247	293	55	2278	2272	572	962	330	309	49	459	960	1419	1795	116	90
Weighted base	8011	3836	3503	2467	2002	432	832	206	314	46	2584	2133	554	882	267	335	41	452	934	1386	2010	139	102
AB	2163 27%	839 22%	1197 34%	809 33%	499 25%	194 45%	149 18%	57 28%	74 23%	8 16%	845 33%	532 25%	213 39%	152 17%	68 25%	80 24%	8 19%	144 32%	237 25%	381 27%	664 33%	51 37%	31 31%
C1	2323 29%	1008 26%	1122 32%	719 29%	609 30%	120 28%	186 22%	71 35%	95 30%	23 50%	764 30%	627 29%	169 31%	217 25%	90 34%	97 29%	19 48%	120 27%	326 35%	446 32%	596 30%	50 36%	24 24%
C2	1682 21%	967 25%	577 16%	544 22%	360 18%	48 11%	236 28%	27 13%	66 21%	7 16%	571 22%	401 19%	85 15%	238 27%	48 18%	68 20%	6 14%	97 22%	190 20%	287 21%	446 22%	20 14%	29 28%
DE	1843 23%	1022 27%	608 17%	396 16%	533 27%	70 16%	261 31%	50 24%	80 25%	8 17%	405 16%	572 27%	87 16%	274 31%	62 23%	90 27%	8 19%	91 20%	182 19%	273 20%	305 15%	18 13%	17 17%

Blueprint Phase 7

ONLINE Fieldwork : 11th - 22nd August 2016

Absolutes/col percents

Table 56
Social Grade
Base: All respondents

	Total	Vote Intention - Leave voters				Vote Intention - Remain voters				2015 Vote - Leave voters				2015 Vote - Remain voters			
		Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP
Unweighted base	8011	1306	656	100	833	873	1296	341	26	1303	839	162	915	924	1353	395	33
Weighted base	8011	1407	637	92	783	977	1233	324	26	1454	801	156	836	1075	1255	384	31
AB	2163	412	113	33	139	381	356	159	7	411	144	44	147	423	375	168	5
	27%	29%	18%	36%	18%	39%	29%	49%	28%	28%	18%	28%	18%	39%	30%	44%	16%
C1	2323	412	159	24	176	275	413	92	9	431	191	46	197	311	419	120	14
	29%	29%	25%	26%	22%	28%	34%	28%	33%	30%	24%	29%	24%	29%	33%	31%	44%
C2	1682	342	133	12	223	181	206	33	6	353	190	27	229	204	188	54	4
	21%	24%	21%	13%	28%	19%	17%	10%	24%	24%	24%	17%	27%	19%	15%	14%	13%
DE	1843	240	232	23	245	139	258	40	4	258	275	39	262	136	273	43	8
	23%	17%	36%	25%	31%	14%	21%	12%	15%	18%	34%	25%	31%	13%	22%	11%	27%

Blueprint Phase 7

ONLINE Fieldwork : 11th - 22nd August 2016

Absolutes/col percents

Table 57
GO Region
Base: All respondents

	Gender			Age						Social Grade				Region										
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West
Unweighted base	8011	3849	4150	794	1319	1347	1498	1188	1865	2385	2195	1536	1895	701	336	922	724	720	598	419	743	983	1141	724
Weighted base	8011	3920	4079	962	1282	1522	1362	1201	1681	2163	2323	1682	1843	696	362	941	707	741	622	425	751	1008	1028	731
Scotland	696	368	329	58	111	134	128	121	145	180	203	145	168	696	-	-	-	-	-	-	-	-	-	-
	9%	9%	8%	6%	9%	9%	9%	10%	9%	8%	9%	9%	9%	100%	-	-	-	-	-	-	-	-	-	-
North East	362	184	178	46	57	74	62	53	70	90	101	70	102	-	362	-	-	-	-	-	-	-	-	-
	5%	5%	4%	5%	4%	5%	5%	4%	4%	4%	4%	4%	6%	-	100%	-	-	-	-	-	-	-	-	-
North West	941	490	451	82	150	188	185	141	196	250	234	213	244	-	-	941	-	-	-	-	-	-	-	-
	12%	13%	11%	9%	12%	12%	14%	12%	12%	12%	10%	13%	13%	-	-	100%	-	-	-	-	-	-	-	-
Yorkshire & Humberside	707	340	366	93	115	140	121	125	112	174	204	171	157	-	-	-	707	-	-	-	-	-	-	-
	9%	9%	9%	10%	9%	9%	9%	10%	7%	8%	9%	10%	9%	-	-	-	100%	-	-	-	-	-	-	-
West Midlands	741	346	395	106	111	165	113	92	154	199	202	161	179	-	-	-	-	741	-	-	-	-	-	-
	9%	9%	10%	11%	9%	11%	8%	8%	9%	9%	9%	10%	10%	-	-	-	-	100%	-	-	-	-	-	-
East Midlands	622	307	315	68	96	120	112	85	142	161	169	152	141	-	-	-	-	-	622	-	-	-	-	-
	8%	8%	8%	7%	7%	8%	8%	7%	8%	7%	7%	9%	8%	-	-	-	-	-	100%	-	-	-	-	-
Wales	425	219	203	54	69	84	64	65	89	91	138	100	95	-	-	-	-	-	-	425	-	-	-	-
	5%	6%	5%	6%	5%	6%	5%	5%	5%	4%	6%	6%	5%	-	-	-	-	-	-	100%	-	-	-	-
Eastern	751	331	415	69	101	117	145	142	177	174	235	161	181	-	-	-	-	-	-	-	751	-	-	-
	9%	8%	10%	7%	8%	8%	11%	12%	11%	8%	10%	10%	10%	-	-	-	-	-	-	-	100%	-	-	-
London	1008	511	493	175	206	195	165	117	149	331	324	173	180	-	-	-	-	-	-	-	-	1008	-	-
	13%	13%	12%	18%	16%	13%	12%	10%	9%	15%	14%	10%	10%	-	-	-	-	-	-	-	-	100%	-	-
South East	1028	481	546	123	164	180	148	155	258	320	281	202	225	-	-	-	-	-	-	-	-	-	1028	-
	13%	12%	13%	13%	13%	12%	11%	13%	15%	15%	12%	12%	12%	-	-	-	-	-	-	-	-	-	100%	-
South West	731	342	388	88	101	124	120	105	191	194	232	134	171	-	-	-	-	-	-	-	-	-	-	731
	9%	9%	10%	9%	8%	8%	9%	9%	11%	9%	10%	8%	9%	-	-	-	-	-	-	-	-	-	-	100%

Blueprint Phase 7

ONLINE Fieldwork : 11th - 22nd August 2016

Absolutes/col percents

Table 57
GO Region
Base: All respondents

	Referendum (Q14)			Vote Intention (Q1)							2015 Vote (Q2)							Conservative universe					
	Total	Leave	Remain	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	Joiners	Consid-erers	Joiners/Consid-erers	Loyal-ists	Defec-tors Left	Defec-tors Right
Unweighted base	8011	3816	3491	2258	2092	459	882	247	293	55	2278	2272	572	962	330	309	49	459	960	1419	1795	116	90
Weighted base	8011	3836	3503	2467	2002	432	832	206	314	46	2584	2133	554	882	267	335	41	452	934	1386	2010	139	102
Scotland	696 9%	227 6%	413 12%	123 5%	87 4%	29 7%	19 2%	15 7%	314 100%	-	116 4%	120 6%	47 8%	13 1%	7 2%	335 100%	-	34 7%	56 6%	89 6%	89 4%	11 8%	4 4%
North East	362 5%	188 5%	146 4%	83 3%	127 6%	15 3%	49 6%	8 4%	-	-	88 3%	128 6%	15 3%	54 6%	14 5%	-	-	16 4%	53 6%	69 5%	67 3%	5 4%	2 2%
North West	941 12%	457 12%	399 11%	270 11%	326 16%	46 11%	90 11%	17 8%	-	-	265 10%	345 16%	56 10%	98 11%	31 12%	-	-	54 12%	104 11%	158 11%	213 11%	12 9%	6 6%
Yorkshire & Humberside	707 9%	380 10%	266 8%	198 8%	226 11%	38 9%	80 10%	10 5%	-	-	203 8%	228 11%	49 9%	83 9%	20 8%	-	-	42 9%	89 10%	130 9%	157 8%	9 7%	9 9%
West Midlands	741 9%	384 10%	287 8%	243 10%	204 10%	33 8%	77 9%	10 5%	-	-	269 10%	225 11%	39 7%	80 9%	12 4%	-	-	43 10%	81 9%	124 9%	199 10%	16 11%	10 10%
East Midlands	622 8%	325 8%	254 7%	225 9%	128 6%	19 4%	78 9%	21 10%	-	-	244 9%	153 7%	31 6%	81 9%	18 7%	-	-	41 9%	77 8%	118 9%	183 9%	6 4%	13 13%
Wales	425 5%	182 5%	207 6%	110 4%	107 5%	20 5%	47 6%	7 3%	-	46 100%	104 4%	130 6%	27 5%	44 5%	8 3%	-	41 100%	24 5%	51 6%	75 5%	86 4%	9 6%	3 3%
Eastern	751 9%	423 11%	283 8%	258 10%	138 7%	43 10%	115 14%	20 10%	-	-	280 11%	155 7%	58 11%	130 15%	28 10%	-	-	51 11%	100 11%	151 11%	207 10%	19 14%	13 12%
London	1008 13%	390 10%	510 15%	310 13%	326 16%	55 13%	66 8%	34 16%	-	-	337 13%	327 15%	65 12%	60 7%	42 16%	-	-	44 10%	101 11%	145 10%	266 13%	18 13%	15 15%
South East	1028 13%	517 13%	430 12%	400 16%	178 9%	69 16%	132 16%	37 18%	-	-	416 16%	181 8%	86 16%	151 17%	44 16%	-	-	59 13%	122 13%	181 13%	341 17%	16 12%	12 12%
South West	731 9%	362 9%	309 9%	248 10%	155 8%	65 15%	78 9%	29 14%	-	-	263 10%	141 7%	82 15%	89 10%	44 16%	-	-	45 10%	100 11%	146 11%	201 10%	17 12%	15 15%

Blueprint Phase 7

ONLINE Fieldwork : 11th - 22nd August 2016

Absolutes/col percents

Table 57
GO Region
Base: All respondents

	Total	Vote Intention - Leave voters				Vote Intention - Remain voters				2015 Vote - Leave voters				2015 Vote - Remain voters			
		Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP
Unweighted base	8011	1306	656	100	833	873	1296	341	26	1303	839	162	915	924	1353	395	33
Weighted base	8011	1407	637	92	783	977	1233	324	26	1454	801	156	836	1075	1255	384	31
Scotland	696 9%	47 3%	27 4%	3 3%	19 2%	73 7%	55 4%	25 8%	- -	45 3%	34 4%	7 5%	12 1%	69 6%	84 7%	35 9%	1 2%
North East	362 5%	46 3%	50 8%	4 4%	48 6%	37 4%	68 6%	11 3%	1 4%	49 3%	65 8%	3 2%	51 6%	38 4%	61 5%	11 3%	3 8%
North West	941 12%	156 11%	114 18%	13 15%	84 11%	106 11%	183 15%	29 9%	2 9%	144 10%	135 17%	24 15%	92 11%	114 11%	192 15%	32 8%	3 11%
Yorkshire & Humberside	707 9%	125 9%	88 14%	12 13%	78 10%	67 7%	121 10%	24 8%	2 8%	130 9%	100 12%	18 11%	81 10%	65 6%	118 9%	31 8%	1 5%
West Midlands	741 9%	155 11%	66 10%	6 6%	72 9%	80 8%	123 10%	27 8%	4 16%	167 12%	86 11%	13 8%	70 8%	101 9%	131 10%	23 6%	6 18%
East Midlands	622 8%	122 9%	45 7%	6 7%	71 9%	96 10%	76 6%	12 4%	3 10%	133 9%	65 8%	10 7%	80 10%	106 10%	82 7%	20 5%	- -
Wales	425 5%	55 4%	31 5%	2 3%	44 6%	51 5%	74 6%	18 5%	2 7%	49 3%	51 6%	3 2%	43 5%	52 5%	77 6%	24 6%	1 3%
Eastern	751 9%	158 11%	47 7%	10 11%	111 14%	94 10%	83 7%	31 10%	1 6%	169 12%	65 8%	18 11%	122 15%	105 10%	87 7%	40 10%	7 22%
London	1008 13%	165 12%	78 12%	13 14%	59 8%	125 13%	231 19%	40 12%	3 13%	179 12%	92 12%	19 12%	56 7%	150 14%	222 18%	46 12%	2 5%
South East	1028 13%	222 16%	43 7%	13 14%	125 16%	165 17%	120 10%	54 17%	6 22%	227 16%	56 7%	24 16%	146 17%	176 16%	119 9%	58 15%	4 13%
South West	731 9%	156 11%	47 7%	10 11%	72 9%	82 8%	98 8%	53 16%	1 5%	160 11%	52 6%	17 11%	82 10%	98 9%	83 7%	64 17%	4 13%

Blueprint Phase 7

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Absolutes/col percents

Table 58

Have you taken a foreign holiday in the last 3 years?**Base: All respondents**

	Gender			Age						Social Grade				Region										
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West
Unweighted base	8011	3849	4150	794	1319	1347	1498	1188	1865	2385	2195	1536	1895	701	336	922	724	720	598	419	743	983	1141	724
Weighted base	8011	3920	4079	962	1282	1522	1362	1201	1681	2163	2323	1682	1843	696	362	941	707	741	622	425	751	1008	1028	731
Yes	4967 62%	2468 63%	2492 61%	756 79%	872 68%	923 61%	729 54%	633 53%	1054 63%	1615 75%	1528 66%	1000 59%	823 45%	423 61%	205 57%	611 65%	445 63%	451 61%	365 59%	245 58%	420 56%	741 74%	630 61%	430 59%
No	3044 38%	1452 37%	1587 39%	206 21%	411 32%	599 39%	633 46%	568 47%	628 37%	547 25%	795 34%	682 41%	1019 55%	273 39%	157 43%	330 35%	262 37%	290 39%	258 41%	179 42%	330 44%	267 26%	398 39%	301 41%

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Absolutes/col percents

Table 58

Have you taken a foreign holiday in the last 3 years?**Base: All respondents**

	Referendum (Q14)			Vote Intention (Q1)							2015 Vote (Q2)							Conservative universe					
	Total	Leave	Remain	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	Joiners	Consid- erers	Joiners/ Consid- erers	Loyal- ists	Defec- tors Left	Defec- tors Right
Unweighted base	8011	3816	3491	2258	2092	459	882	247	293	55	2278	2272	572	962	330	309	49	459	960	1419	1795	116	90
Weighted base	8011	3836	3503	2467	2002	432	832	206	314	46	2584	2133	554	882	267	335	41	452	934	1386	2010	139	102
Yes	4967 62%	2125 55%	2468 70%	1674 68%	1239 62%	305 71%	439 53%	122 59%	189 60%	28 61%	1733 67%	1304 61%	384 69%	459 52%	156 58%	196 59%	22 54%	321 71%	567 61%	888 64%	1349 67%	104 75%	58 57%
No	3044 38%	1711 45%	1035 30%	793 32%	763 38%	126 29%	393 47%	84 41%	125 40%	18 39%	852 33%	828 39%	170 31%	424 48%	112 42%	139 41%	19 46%	132 29%	367 39%	499 36%	661 33%	34 25%	44 43%

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Absolutes/col percents

Table 58

Have you taken a foreign holiday in the last 3 years?**Base: All respondents**

	Total	Vote Intention - Leave voters				Vote Intention - Remain voters				2015 Vote - Leave voters				2015 Vote - Remain voters			
		Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP
Unweighted base	8011	1306	656	100	833	873	1296	341	26	1303	839	162	915	924	1353	395	33
Weighted base	8011	1407	637	92	783	977	1233	324	26	1454	801	156	836	1075	1255	384	31
Yes	4967 62%	877 62%	319 50%	59 64%	407 52%	732 75%	842 68%	239 74%	19 75%	892 61%	415 52%	90 58%	428 51%	797 74%	849 68%	287 75%	19 62%
No	3044 38%	530 38%	318 50%	33 36%	376 48%	245 25%	390 32%	85 26%	7 25%	562 39%	385 48%	66 42%	408 49%	278 26%	405 32%	97 25%	12 38%

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Absolutes/col percents

Table 59

Tenure**Base: All respondents**

	Gender			Age						Social Grade				Region										
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	Eastern	London	South East	South West
Unweighted base	8011	3849	4150	794	1319	1347	1498	1188	1865	2385	2195	1536	1895	701	336	922	724	720	598	419	743	983	1141	724
Weighted base	8011	3920	4079	962	1282	1522	1362	1201	1681	2163	2323	1682	1843	696	362	941	707	741	622	425	751	1008	1028	731
NET: Homeowners	5447	2756	2686	522	737	976	936	866	1411	1774	1626	1186	862	446	235	653	486	527	445	295	553	581	708	519
	68%	70%	66%	54%	57%	64%	69%	72%	84%	82%	70%	70%	47%	64%	65%	69%	69%	71%	72%	69%	74%	58%	69%	71%
Owned outright - without mortgage	2643	1377	1265	183	162	164	323	582	1229	863	767	552	463	216	104	320	224	233	219	155	277	244	381	270
	33%	35%	31%	19%	13%	11%	24%	48%	73%	40%	33%	33%	25%	31%	29%	34%	32%	31%	35%	37%	37%	24%	37%	37%
Owned with a mortgage or loan	2804	1380	1421	338	575	812	613	284	182	911	859	634	399	230	131	333	262	294	226	140	276	336	327	248
	35%	35%	35%	35%	45%	53%	45%	24%	11%	42%	37%	38%	22%	33%	36%	35%	37%	40%	36%	33%	37%	33%	32%	34%
NET: Renters	2437	1104	1327	369	521	534	417	332	264	348	659	477	954	246	119	274	210	202	163	121	189	404	306	202
	30%	28%	33%	38%	41%	35%	31%	28%	16%	16%	28%	28%	52%	35%	33%	29%	30%	27%	26%	28%	25%	40%	30%	28%
Rented from the council	1041	464	575	105	178	236	202	190	131	85	217	230	509	142	62	86	104	88	84	42	89	168	117	60
	13%	12%	14%	11%	14%	15%	15%	16%	8%	4%	9%	14%	28%	20%	17%	9%	15%	12%	13%	10%	12%	17%	11%	8%
Rented from a housing association	454	215	238	58	72	91	95	72	66	44	110	82	218	37	18	83	21	44	23	20	36	72	60	38
	6%	5%	6%	6%	6%	6%	7%	6%	4%	2%	5%	5%	12%	5%	5%	9%	3%	6%	4%	5%	5%	7%	6%	5%
Rented from someone else	941	425	514	206	271	208	120	70	67	219	332	164	226	67	39	105	86	70	56	58	64	164	128	104
	12%	11%	13%	21%	21%	14%	9%	6%	4%	10%	14%	10%	12%	10%	11%	11%	12%	9%	9%	14%	9%	16%	12%	14%
Rent free	127	59	67	71	24	12	9	3	7	41	39	19	27	4	8	14	10	11	15	9	9	23	14	10
	2%	2%	2%	7%	2%	1%	1%	*	*	2%	2%	1%	1%	1%	2%	1%	1%	2%	2%	2%	1%	2%	1%	1%

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Table 59

Tenure**Base: All respondents**

	Referendum (Q14)			Vote Intention (Q1)							2015 Vote (Q2)							Conservative universe					
	Total	Leave	Remain	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	Joiners	Consid-ers	Joiners/Consid-ers	Loyal-ists	Defec-tors Left	Defec-tors Right
Unweighted base	8011	3816	3491	2258	2092	459	882	247	293	55	2278	2272	572	962	330	309	49	459	960	1419	1795	116	90
Weighted base	8011	3836	3503	2467	2002	432	832	206	314	46	2584	2133	554	882	267	335	41	452	934	1386	2010	139	102
NET: Homeowners	5447 68%	2636 69%	2508 72%	2054 83%	1168 58%	323 75%	527 63%	115 56%	176 56%	32 69%	2138 83%	1324 62%	414 75%	585 66%	155 58%	191 57%	28 69%	365 81%	627 67%	992 72%	1686 84%	102 74%	82 80%
Owned outright - without mortgage	2643 33%	1393 36%	1133 32%	1114 45%	457 23%	174 40%	275 33%	64 31%	79 25%	17 37%	1132 44%	547 26%	226 41%	329 37%	69 26%	93 28%	18 45%	169 37%	273 29%	441 32%	945 47%	28 21%	45 44%
Owned with a mortgage or loan	2804 35%	1243 32%	1375 39%	941 38%	711 36%	149 35%	252 30%	51 25%	97 31%	15 32%	1006 39%	777 36%	188 34%	256 29%	85 32%	98 29%	10 24%	196 43%	354 38%	550 40%	741 37%	74 53%	36 36%
NET: Renters	2437 30%	1164 30%	915 26%	391 16%	793 40%	100 23%	297 36%	81 39%	137 44%	12 26%	424 16%	774 36%	135 24%	289 33%	98 37%	142 42%	11 26%	81 18%	286 31%	367 26%	309 15%	36 26%	18 18%
Rented from the council	1041 13%	590 15%	311 9%	140 6%	333 17%	24 6%	150 18%	29 14%	85 27%	4 9%	150 6%	359 17%	38 7%	149 17%	30 11%	89 27%	3 9%	28 6%	114 12%	142 10%	111 6%	6 4%	6 6%
Rented from a housing association	454 6%	242 6%	156 4%	66 3%	152 8%	12 3%	67 8%	16 8%	20 6%	2 4%	71 3%	156 7%	20 4%	64 7%	24 9%	20 6%	3 7%	13 3%	55 6%	67 5%	53 3%	5 3%	4 4%
Rented from someone else	941 12%	333 9%	448 13%	185 7%	309 15%	64 15%	80 10%	36 18%	31 10%	6 12%	202 8%	259 12%	77 14%	76 9%	44 16%	33 10%	4 11%	40 9%	117 13%	157 11%	144 7%	26 18%	8 8%
Rent free	127 2%	36 1%	80 2%	22 1%	40 2%	8 2%	9 1%	10 5%	2 1%	2 5%	23 1%	34 2%	5 1%	8 1%	14 5%	2 1%	2 5%	7 1%	21 2%	28 2%	15 1%	- -	2 2%

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Absolutes/col percents

Table 59

Tenure**Base: All respondents**

	Total	Vote Intention - Leave voters				Vote Intention - Remain voters				2015 Vote - Leave voters				2015 Vote - Remain voters			
		Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP
Unweighted base	8011	1306	656	100	833	873	1296	341	26	1303	839	162	915	924	1353	395	33
Weighted base	8011	1407	637	92	783	977	1233	324	26	1454	801	156	836	1075	1255	384	31
NET: Homeowners	5447	1175	330	70	501	822	790	248	15	1195	460	108	555	904	821	300	21
	68%	84%	52%	76%	64%	84%	64%	76%	58%	82%	57%	70%	66%	84%	65%	78%	68%
Owned outright - without mortgage	2643	678	146	42	266	413	294	129	4	675	204	64	318	445	332	159	9
	33%	48%	23%	46%	34%	42%	24%	40%	15%	46%	25%	41%	38%	41%	26%	41%	28%
Owned with a mortgage or loan	2804	497	184	28	235	409	496	119	11	519	256	45	237	460	490	140	13
	35%	35%	29%	30%	30%	42%	40%	37%	43%	36%	32%	29%	28%	43%	39%	37%	40%
NET: Renters	2437	224	302	21	277	141	411	70	9	250	334	46	274	156	407	81	9
	30%	16%	47%	23%	35%	14%	33%	21%	34%	17%	42%	29%	33%	15%	32%	21%	30%
Rented from the council	1041	93	169	8	140	42	131	15	5	104	193	21	143	45	152	14	5
	13%	7%	27%	9%	18%	4%	11%	4%	20%	7%	24%	13%	17%	4%	12%	4%	15%
Rented from a housing association	454	43	57	4	64	21	84	4	1	47	69	7	62	22	80	11	1
	6%	3%	9%	4%	8%	2%	7%	1%	5%	3%	9%	5%	7%	2%	6%	3%	4%
Rented from someone else	941	87	76	9	73	78	196	51	3	98	72	18	69	90	175	56	4
	12%	6%	12%	10%	9%	8%	16%	16%	10%	7%	9%	11%	8%	8%	14%	15%	11%
Rent free	127	8	4	1	5	13	32	7	2	9	7	2	7	14	26	4	1
	2%	1%	1%	1%	1%	1%	3%	2%	7%	1%	1%	1%	1%	1%	2%	1%	2%

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Absolutes/col percents

Table 60

What is the highest educational level that you have achieved to date?**Base: All respondents**

	Gender			Age						Social Grade				Region											
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	
Unweighted base	8011	3849	4150	794	1319	1347	1498	1188	1865	2385	2195	1536	1895	701	336	922	724	720	598	419	743	983	1141	724	
Weighted base	8011	3920	4079	962	1282	1522	1362	1201	1681	2163	2323	1682	1843	696	362	941	707	741	622	425	751	1008	1028	731	
No formal education	47 1%	28 1%	19 *	3 *	8 1%	7 *	8 1%	6 1%	14 1%	5 *	7 *	11 1%	24 1%	8 1%	2 *	4 *	8 1%	6 1%	3 1%	3 1%	4 1%	3 *	4 *	2 *	
Primary school	40 *	23 1%	17 *	3 *	11 1%	5 *	4 *	2 *	16 1%	5 *	3 *	12 1%	19 1%	1 *	3 1%	1 *	6 1%	8 1%	4 1%	- -	4 1%	5 *	5 *	3 *	
Secondary school, high school, NVQ levels 1 to 3, etc.	4188 52%	1975 50%	2209 54%	322 33%	508 40%	787 52%	845 62%	729 61%	997 59%	664 31%	1156 50%	1094 65%	1275 69%	319 46%	192 53%	507 54%	389 55%	389 52%	348 56%	216 51%	479 64%	396 39%	543 53%	411 56%	
University degree or equivalent professional qualification, NVQ level 4, etc.	2570 32%	1315 34%	1252 31%	326 34%	498 39%	496 33%	371 27%	372 31%	507 30%	968 45%	838 36%	398 24%	366 20%	252 36%	117 32%	310 33%	228 32%	230 31%	198 32%	154 36%	187 25%	346 34%	328 32%	219 30%	
Higher university degree, doctorate, MBA, NVQ level 5, etc.	807 10%	427 11%	376 9%	65 7%	213 17%	205 13%	116 8%	80 7%	130 8%	430 20%	190 8%	99 6%	88 5%	86 12%	29 8%	86 9%	45 6%	71 10%	47 8%	38 9%	55 7%	184 18%	95 9%	71 10%	
Still in full time education	259 3%	97 2%	162 4%	229 24%	21 2%	4 *	4 *	1 *	- -	80 4%	104 4%	40 2%	36 2%	23 3%	15 4%	20 2%	22 3%	27 4%	11 2%	10 2%	13 2%	53 5%	45 4%	21 3%	
Don't know	22 *	13 *	8 *	2 *	4 *	3 *	3 *	6 *	5 *	1 *	8 *	3 *	10 1%	1 *	- -	3 *	- -	4 1%	7 1%	2 1%	1 *	1 *	1 *	2 *	
Prefer not to answer	78 1%	40 1%	36 1%	11 1%	20 2%	16 1%	11 1%	6 1%	13 1%	10 *	18 1%	24 1%	25 1%	7 1%	5 1%	10 1%	8 1%	6 1%	3 *	1 *	7 1%	20 2%	6 1%	3 *	

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Absolutes/col percents

Table 60

What is the highest educational level that you have achieved to date?**Base: All respondents**

	Referendum (Q14)			Vote Intention (Q1)							2015 Vote (Q2)							Conservative universe					
	Total	Leave	Remain	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	Joiners	Consid-ers	Joiners/Consid-ers	Loyal-ists	Defec-tors Left	Defec-tors Right
Unweighted base	8011	3816	3491	2258	2092	459	882	247	293	55	2278	2272	572	962	330	309	49	459	960	1419	1795	116	90
Weighted base	8011	3836	3503	2467	2002	432	832	206	314	46	2584	2133	554	882	267	335	41	452	934	1386	2010	139	102
No formal education	47 1%	30 1%	11 *	9 *	7 *	2 1%	15 2%	1 1%	4 1%	1 2%	12 *	8 *	4 1%	8 1%	2 1%	4 1%	1 2%	2 *	3 *	5 *	8 *	- -	3 3%
Primary school	40 *	28 1%	4 *	10 *	4 *	1 *	10 1%	- -	1 *	- -	14 1%	10 *	1 *	8 1%	1 *	1 *	- -	1 *	3 *	4 *	9 *	- -	2 2%
Secondary school, high school, NVQ levels 1 to 3, etc.	4188 52%	2411 63%	1427 41%	1326 54%	975 49%	161 37%	562 68%	78 38%	135 43%	19 41%	1379 53%	1085 51%	213 38%	598 68%	93 35%	147 44%	18 45%	249 55%	479 51%	728 53%	1076 54%	52 37%	59 58%
University degree or equivalent professional qualification, NVQ level 4, etc.	2570 32%	1013 26%	1370 39%	853 35%	638 32%	178 41%	177 21%	74 36%	114 36%	18 40%	885 34%	694 33%	246 44%	199 23%	107 40%	119 35%	17 41%	146 32%	296 32%	442 32%	706 35%	52 38%	28 27%
Higher university degree, doctorate, MBA, NVQ level 5, etc.	807 10%	251 7%	489 14%	205 8%	248 12%	70 16%	50 6%	29 14%	50 16%	7 16%	232 9%	249 12%	74 13%	49 6%	35 13%	48 14%	5 11%	34 7%	92 10%	125 9%	170 8%	28 20%	7 7%
Still in full time education	259 3%	52 1%	170 5%	48 2%	108 5%	15 3%	8 1%	16 8%	8 2%	1 1%	45 2%	67 3%	11 2%	8 1%	22 8%	13 4%	- -	19 4%	40 4%	58 4%	29 1%	6 4%	3 3%
Don't know	22 *	13 *	5 *	5 *	6 *	3 1%	3 *	1 1%	1 *	- -	6 *	4 *	1 *	6 1%	1 *	1 *	- -	1 *	1 *	2 *	4 *	1 1%	- -
Prefer not to answer	78 1%	38 1%	26 1%	11 *	16 1%	3 1%	6 1%	8 4%	1 *	- -	12 *	17 1%	4 1%	7 1%	7 3%	2 1%	- -	2 *	21 2%	23 2%	9 *	- -	1 1%

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Absolutes/col percents

Table 60

What is the highest educational level that you have achieved to date?**Base: All respondents**

	Vote Intention - Leave voters					Vote Intention - Remain voters				2015 Vote - Leave voters				2015 Vote - Remain voters			
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP
Unweighted base	8011	1306	656	100	833	873	1296	341	26	1303	839	162	915	924	1353	395	33
Weighted base	8011	1407	637	92	783	977	1233	324	26	1454	801	156	836	1075	1255	384	31
No formal education	47 1%	6 *	4 1%	- -	12 2%	2 *	3 *	2 1%	1 5%	8 1%	5 1%	2 1%	8 1%	3 *	3 *	2 1%	- -
Primary school	40 *	10 1%	1 *	1 1%	9 1%	- -	3 *	- -	- -	14 1%	4 1%	1 1%	7 1%	- -	2 *	- -	- -
Secondary school, high school, NVQ levels 1 to 3, etc.	4188 52%	838 60%	411 65%	48 52%	535 68%	449 46%	498 40%	107 33%	13 52%	876 60%	539 67%	86 55%	568 68%	474 44%	509 41%	121 31%	23 73%
University degree or equivalent professional qualification, NVQ level 4, etc.	2570 32%	433 31%	146 23%	35 38%	166 21%	389 40%	466 38%	138 42%	6 25%	430 30%	185 23%	50 32%	186 22%	436 41%	486 39%	193 50%	7 22%
Higher university degree, doctorate, MBA, NVQ level 5, etc.	807 10%	90 6%	54 8%	6 6%	45 6%	109 11%	174 14%	62 19%	4 14%	95 7%	53 7%	13 8%	48 6%	134 13%	190 15%	56 15%	2 5%
Still in full time education	259 3%	20 1%	10 2%	- -	6 1%	22 2%	82 7%	14 4%	1 4%	18 1%	7 1%	1 1%	8 1%	22 2%	55 4%	10 3%	- -
Don't know	22 *	3 *	4 1%	3 3%	3 *	2 *	1 *	- -	- -	3 *	2 *	1 1%	6 1%	2 *	1 *	- -	- -
Prefer not to answer	78 1%	8 1%	6 1%	* *	6 1%	2 *	7 1%	1 *	- -	9 1%	4 1%	2 1%	7 1%	3 *	8 1%	2 1%	- -

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Table 61

Do you have a longstanding physical or mental condition or disability that has lasted or is likely to last 12 months and which has a substantial adverse effect on your ability to carry out day-to-day activities?

Base: All respondents

		Gender		Age						Social Grade				Region											
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	
Unweighted base	8011	3849	4150	794	1319	1347	1498	1188	1865	2385	2195	1536	1895	701	336	922	724	720	598	419	743	983	1141	724	
Weighted base	8011	3920	4079	962	1282	1522	1362	1201	1681	2163	2323	1682	1843	696	362	941	707	741	622	425	751	1008	1028	731	
NET: Yes	1672 21%	809 21%	857 21%	109 11%	151 12%	259 17%	316 23%	368 31%	469 28%	321 15%	368 16%	320 19%	664 36%	151 22%	89 25%	226 24%	136 19%	140 19%	132 21%	85 20%	167 22%	140 14%	218 21%	187 26%	
Yes - mental condition	555 7%	244 6%	306 7%	83 9%	95 7%	134 9%	135 10%	89 7%	19 1%	86 4%	112 5%	72 4%	286 16%	53 8%	41 11%	69 7%	49 7%	56 8%	41 7%	20 5%	46 6%	53 5%	67 6%	61 8%	
Yes - physical condition	1036 13%	510 13%	526 13%	24 2%	57 4%	132 9%	188 14%	271 23%	365 22%	199 9%	214 9%	216 13%	407 22%	103 15%	53 15%	142 15%	88 12%	76 10%	88 14%	59 14%	114 15%	75 7%	140 14%	99 14%	
Yes - disability	615 8%	326 8%	286 7%	26 3%	37 3%	81 5%	135 10%	174 15%	161 10%	98 5%	135 6%	103 6%	279 15%	39 6%	32 9%	86 9%	49 7%	53 7%	47 8%	36 8%	59 8%	45 4%	84 8%	86 12%	
Yes - other	74 1%	48 1%	26 1%	9 1%	4 *	9 1%	14 1%	18 1%	20 1%	12 1%	16 1%	14 1%	32 2%	4 1%	6 2%	8 1%	2 *	4 *	8 1%	3 1%	14 2%	8 1%	11 1%	8 1%	
No	6166 77%	3029 77%	3133 77%	819 85%	1095 85%	1234 81%	1005 74%	818 68%	1196 71%	1807 84%	1905 82%	1324 79%	1130 61%	530 76%	268 74%	687 73%	552 78%	583 79%	480 77%	335 79%	569 76%	839 83%	787 77%	535 73%	
Prefer not to say	172 2%	82 2%	89 2%	33 3%	37 3%	30 2%	41 3%	16 1%	16 1%	34 2%	51 2%	38 2%	49 3%	15 2%	6 2%	28 3%	19 3%	18 2%	10 2%	5 1%	14 2%	28 3%	23 2%	8 1%	

Blueprint Phase 7

ONLINE Fieldwork : 11th - 22nd August 2016

Absolutes/col percents

Table 61

Do you have a longstanding physical or mental condition or disability that has lasted or is likely to last 12 months and which has a substantial adverse effect on your ability to carry out day-to-day activities?

Base: All respondents

	Referendum (Q14)			Vote Intention (Q1)							2015 Vote (Q2)							Conservative universe					
	Total	Leave	Remain	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	Joiners	Consid- erers	Joiners/ Consid- erers	Loyal- ists	Defec- tors Left	Defec- tors Right
Unweighted base	8011	3816	3491	2258	2092	459	882	247	293	55	2278	2272	572	962	330	309	49	459	960	1419	1795	116	90
Weighted base	8011	3836	3503	2467	2002	432	832	206	314	46	2584	2133	554	882	267	335	41	452	934	1386	2010	139	102
NET: Yes	1672 21%	978 25%	580 17%	419 17%	441 22%	83 19%	241 29%	47 23%	72 23%	9 20%	445 17%	490 23%	101 18%	273 31%	64 24%	80 24%	7 18%	72 16%	159 17%	231 17%	346 17%	17 12%	17 17%
Yes - mental condition	555 7%	269 7%	224 6%	86 3%	190 10%	27 6%	59 7%	24 12%	29 9%	4 8%	93 4%	189 9%	24 4%	71 8%	36 13%	32 9%	4 9%	18 4%	48 5%	66 5%	68 3%	8 6%	3 3%
Yes - physical condition	1036 13%	635 17%	340 10%	272 11%	251 13%	53 12%	176 21%	25 12%	47 15%	6 14%	292 11%	302 14%	64 12%	182 21%	36 13%	53 16%	4 11%	46 10%	87 9%	134 10%	226 11%	9 6%	12 12%
Yes - disability	615 8%	393 10%	193 6%	157 6%	171 9%	32 7%	96 11%	12 6%	24 8%	2 5%	167 6%	198 9%	33 6%	112 13%	20 7%	25 7%	2 5%	25 5%	54 6%	79 6%	132 7%	8 6%	8 8%
Yes - other	74 1%	44 1%	18 1%	15 1%	26 1%	1 *	9 1%	2 1%	- -	- -	15 1%	24 1%	3 *	13 1%	4 1%	- -	- -	1 *	17 2%	18 1%	14 1%	- -	- -
No	6166 77%	2790 73%	2833 81%	2011 82%	1512 76%	345 80%	581 70%	148 72%	233 74%	36 79%	2105 81%	1589 75%	443 80%	596 68%	193 72%	247 74%	33 82%	368 81%	745 80%	1113 80%	1639 82%	121 87%	84 82%
Prefer not to say	172 2%	68 2%	89 3%	38 2%	49 2%	4 1%	10 1%	11 5%	8 3%	1 1%	34 1%	53 2%	11 2%	13 2%	11 4%	8 2%	- -	13 3%	30 3%	43 3%	25 1%	1 1%	1 1%

Blueprint Phase 7

ONLINE Fieldwork : 11th - 22nd August 2016

Absolutes/col percents

Table 61

Do you have a longstanding physical or mental condition or disability that has lasted or is likely to last 12 months and which has a substantial adverse effect on your ability to carry out day-to-day activities?

Base: All respondents

	Vote Intention - Leave voters					Vote Intention - Remain voters				2015 Vote - Leave voters				2015 Vote - Remain voters			
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP
Unweighted base	8011	1306	656	100	833	873	1296	341	26	1303	839	162	915	924	1353	395	33
Weighted base	8011	1407	637	92	783	977	1233	324	26	1454	801	156	836	1075	1255	384	31
NET: Yes	1672	283	185	27	233	128	233	53	2	307	228	37	258	135	243	60	11
	21%	20%	29%	29%	30%	13%	19%	16%	7%	21%	29%	23%	31%	13%	19%	16%	36%
Yes - mental condition	555	55	67	8	53	29	111	17	1	65	67	6	64	29	113	15	4
	7%	4%	11%	8%	7%	3%	9%	5%	3%	4%	8%	4%	8%	3%	9%	4%	13%
Yes - physical condition	1036	182	112	16	171	84	127	35	1	203	149	21	173	86	141	40	7
	13%	13%	18%	17%	22%	9%	10%	11%	3%	14%	19%	13%	21%	8%	11%	10%	23%
Yes - disability	615	116	77	16	94	41	84	14	1	123	102	15	107	44	87	16	5
	8%	8%	12%	18%	12%	4%	7%	4%	5%	8%	13%	10%	13%	4%	7%	4%	15%
Yes - other	74	10	12	-	9	4	11	-	-	11	13	2	13	4	8	1	-
	1%	1%	2%	-	1%	*	1%	-	-	1%	2%	1%	2%	*	1%	*	-
No	6166	1101	442	65	539	835	965	268	24	1129	557	116	564	924	977	317	20
	77%	78%	69%	71%	69%	85%	78%	82%	93%	78%	70%	74%	68%	86%	78%	83%	64%
Prefer not to say	172	22	10	-	10	14	34	4	-	18	15	4	13	16	35	7	-
	2%	2%	2%	-	1%	1%	3%	1%	-	1%	2%	2%	2%	1%	3%	2%	-

Blueprint Phase 7

ONLINE Fieldwork : 11th - 22nd August 2016

Absolutes/col percents

Table 62

Thinking about your household's food and grocery shopping, are you personally responsible for selecting half or more of the items to be bought from supermarkets and food shops?

Base: All respondents

	Gender			Age						Social Grade				Region										
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West
Unweighted base	8011	3849	4150	794	1319	1347	1498	1188	1865	2385	2195	1536	1895	701	336	922	724	720	598	419	743	983	1141	724
Weighted base	8011	3920	4079	962	1282	1522	1362	1201	1681	2163	2323	1682	1843	696	362	941	707	741	622	425	751	1008	1028	731
Yes - responsible for half or more of the items bought	7211 90%	3373 86%	3830 94%	639 66%	1184 92%	1452 95%	1302 96%	1139 95%	1496 89%	1897 88%	2075 89%	1544 92%	1695 92%	664 95%	323 89%	852 90%	641 91%	643 87%	559 90%	384 90%	679 90%	919 91%	897 87%	650 89%
No - not responsible for most of the items bought	800 10%	547 14%	249 6%	323 34%	99 8%	70 5%	60 4%	63 5%	186 11%	265 12%	249 11%	138 8%	147 8%	33 5%	39 11%	89 10%	65 9%	98 13%	63 10%	41 10%	72 10%	89 9%	131 13%	80 11%

Blueprint Phase 7

ONLINE Fieldwork : 11th - 22nd August 2016

Absolutes/col percents

Table 62

Thinking about your household's food and grocery shopping, are you personally responsible for selecting half or more of the items to be bought from supermarkets and food shops?

Base: All respondents

	Referendum (Q14)			Vote Intention (Q1)							2015 Vote (Q2)							Conservative universe					
	Total	Leave	Remain	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	Joiners	Consid- erers	Joiners/ Consid- erers	Loyal- ists	Defec- tors Left	Defec- tors Right
Unweighted base	8011	3816	3491	2258	2092	459	882	247	293	55	2278	2272	572	962	330	309	49	459	960	1419	1795	116	90
Weighted base	8011	3836	3503	2467	2002	432	832	206	314	46	2584	2133	554	882	267	335	41	452	934	1386	2010	139	102
Yes - responsible for half or more of the items bought	7211 90%	3521 92%	3096 88%	2226 90%	1791 89%	378 87%	769 92%	178 86%	300 96%	40 87%	2332 90%	1960 92%	497 90%	812 92%	221 83%	319 95%	35 86%	397 88%	812 87%	1210 87%	1824 91%	125 90%	92 90%
No - not responsible for most of the items bought	800 10%	315 8%	407 12%	241 10%	211 11%	54 13%	63 8%	28 14%	14 4%	6 13%	252 10%	172 8%	56 10%	70 8%	46 17%	16 5%	6 14%	55 12%	122 13%	177 13%	186 9%	13 10%	10 10%

Blueprint Phase 7

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Absolutes/col percents

Table 62

Thinking about your household's food and grocery shopping, are you personally responsible for selecting half or more of the items to be bought from supermarkets and food shops?

Base: All respondents

	Total	Vote Intention - Leave voters				Vote Intention - Remain voters				2015 Vote - Leave voters				2015 Vote - Remain voters			
		Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP
Unweighted base	8011	1306	656	100	833	873	1296	341	26	1303	839	162	915	924	1353	395	33
Weighted base	8011	1407	637	92	783	977	1233	324	26	1454	801	156	836	1075	1255	384	31
Yes - responsible for half or more of the items bought	7211 90%	1265 90%	599 94%	84 91%	724 92%	887 91%	1078 87%	280 86%	25 95%	1308 90%	762 95%	140 90%	771 92%	975 91%	1127 90%	345 90%	27 86%
No - not responsible for most of the items bought	800 10%	142 10%	39 6%	9 9%	59 8%	90 9%	155 13%	44 14%	1 5%	146 10%	39 5%	16 10%	65 8%	99 9%	127 10%	39 10%	4 14%

Blueprint Phase 7

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Absolutes/col percents

Table 63

How many cars are there in your household?**Base: All respondents**

	Gender			Age						Social Grade				Region											
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	
Unweighted base	8011	3849	4150	794	1319	1347	1498	1188	1865	2385	2195	1536	1895	701	336	922	724	720	598	419	743	983	1141	724	
Weighted base	8011	3920	4079	962	1282	1522	1362	1201	1681	2163	2323	1682	1843	696	362	941	707	741	622	425	751	1008	1028	731	
No cars in the household	1618 20%	731 19%	887 22%	218 23%	296 23%	351 23%	280 21%	243 20%	230 14%	246 11%	484 21%	225 13%	663 36%	173 25%	88 24%	202 22%	147 21%	138 19%	93 15%	58 14%	95 13%	367 36%	161 16%	96 13%	
1	3318 41%	1680 43%	1633 40%	191 20%	511 40%	604 40%	557 41%	557 46%	898 53%	875 40%	967 42%	718 43%	758 41%	316 45%	167 46%	392 42%	292 41%	270 36%	283 46%	198 47%	301 40%	384 38%	402 39%	311 43%	
2	2347 29%	1186 30%	1154 28%	290 30%	383 30%	488 32%	395 29%	320 27%	471 28%	827 38%	657 28%	565 34%	297 16%	165 24%	77 21%	285 30%	230 33%	253 34%	187 30%	124 29%	256 34%	185 18%	343 33%	243 33%	
3+	728 9%	323 8%	405 10%	263 27%	92 7%	79 5%	129 9%	82 7%	83 5%	214 10%	216 9%	174 10%	124 7%	42 6%	31 8%	62 7%	37 5%	80 11%	59 9%	44 10%	98 13%	72 7%	122 12%	81 11%	

Blueprint Phase 7

ONLINE Fieldwork : 11th - 22nd August 2016

Absolutes/col percents

Table 63

How many cars are there in your household?**Base: All respondents**

	Referendum (Q14)			Vote Intention (Q1)							2015 Vote (Q2)							Conservative universe					
	Total	Leave	Remain	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	Joiners	Consid- erers	Joiners/ Consid- erers	Loyal- ists	Defec- tors Left	Defec- tors Right
Unweighted base	8011	3816	3491	2258	2092	459	882	247	293	55	2278	2272	572	962	330	309	49	459	960	1419	1795	116	90
Weighted base	8011	3836	3503	2467	2002	432	832	206	314	46	2584	2133	554	882	267	335	41	452	934	1386	2010	139	102
No cars in the household	1618 20%	718 19%	656 19%	289 12%	518 26%	68 16%	159 19%	70 34%	92 29%	10 22%	290 11%	515 24%	90 16%	174 20%	80 30%	98 29%	10 24%	65 14%	168 18%	233 17%	223 11%	18 13%	9 9%
1	3318 41%	1684 44%	1391 40%	1065 43%	785 39%	191 44%	376 45%	77 37%	142 45%	25 55%	1092 42%	930 44%	240 43%	387 44%	93 35%	149 44%	20 50%	189 42%	382 41%	571 41%	874 43%	44 31%	47 46%
2	2347 29%	1106 29%	1107 32%	871 35%	529 26%	139 32%	232 28%	35 17%	63 20%	8 18%	930 36%	546 26%	187 34%	235 27%	48 18%	68 20%	9 21%	152 34%	285 31%	438 32%	719 36%	64 46%	36 35%
3+	728 9%	328 9%	349 10%	241 10%	169 8%	34 8%	65 8%	24 12%	17 5%	2 5%	273 11%	141 7%	37 7%	87 10%	47 17%	20 6%	2 5%	47 10%	99 11%	146 11%	194 10%	13 10%	10 10%

Blueprint Phase 7

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Absolutes/col percents

Table 63

How many cars are there in your household?**Base: All respondents**

	Total	Vote Intention - Leave voters				Vote Intention - Remain voters				2015 Vote - Leave voters				2015 Vote - Remain voters			
		Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP
Unweighted base	8011	1306	656	100	833	873	1296	341	26	1303	839	162	915	924	1353	395	33
Weighted base	8011	1407	637	92	783	977	1233	324	26	1454	801	156	836	1075	1255	384	31
No cars in the household	1618 20%	169 12%	180 28%	9 10%	146 19%	103 11%	282 23%	54 17%	5 20%	174 12%	202 25%	25 16%	160 19%	110 10%	285 23%	60 16%	9 29%
1	3318 41%	635 45%	268 42%	42 46%	357 46%	394 40%	481 39%	140 43%	11 43%	654 45%	367 46%	71 45%	374 45%	408 38%	536 43%	163 42%	10 33%
2	2347 29%	474 34%	140 22%	36 39%	215 27%	379 39%	358 29%	103 32%	9 33%	481 33%	188 23%	54 34%	222 27%	435 40%	341 27%	130 34%	10 31%
3+	728 9%	130 9%	50 8%	5 5%	64 8%	100 10%	111 9%	28 9%	1 4%	144 10%	44 5%	7 4%	81 10%	121 11%	92 7%	31 8%	2 7%

Blueprint Phase 7

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Absolutes/col percents

Table 64

To which of the following ethnic groups do you consider you belong?**Base: All respondents**

	Gender			Age						Social Grade				Region											
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East of England	London	South East	South West	
Unweighted base	8011	3849	4150	794	1319	1347	1498	1188	1865	2385	2195	1536	1895	701	336	922	724	720	598	419	743	983	1141	724	
Weighted base	8011	3920	4079	962	1282	1522	1362	1201	1681	2163	2323	1682	1843	696	362	941	707	741	622	425	751	1008	1028	731	
White	7303 91%	3574 91%	3723 91%	777 81%	1073 84%	1359 89%	1267 93%	1172 98%	1654 98%	1933 89%	2098 90%	1562 93%	1709 93%	671 96%	349 96%	882 94%	668 95%	660 89%	581 93%	410 97%	709 94%	705 70%	964 94%	703 96%	
NET: Non-white	611 8%	291 7%	319 8%	166 17%	176 14%	147 10%	82 6%	22 2%	18 1%	203 9%	197 8%	94 6%	117 6%	18 3%	12 3%	51 5%	34 5%	72 10%	37 6%	13 3%	33 4%	275 27%	47 5%	19 3%	
Mixed	144 2%	59 2%	84 2%	39 4%	41 3%	29 2%	23 2%	7 1%	6 *	47 2%	43 2%	23 1%	31 2%	4 1%	4 1%	14 2%	8 1%	8 1%	11 2%	4 1%	10 1%	63 6%	12 1%	6 1%	
Asian	288 4%	152 4%	136 3%	88 9%	89 7%	74 5%	24 2%	7 1%	6 *	103 5%	85 4%	47 3%	53 3%	11 2%	5 1%	24 3%	15 2%	48 6%	17 3%	7 2%	15 2%	117 12%	23 2%	6 1%	
Black	120 1%	54 1%	65 2%	27 3%	25 2%	30 2%	25 2%	8 1%	5 *	35 2%	42 2%	20 1%	22 1%	1 *	2 *	4 *	7 1%	10 1%	6 1%	1 *	4 1%	74 7%	7 1%	3 *	
Chinese	38 *	15 *	24 1%	7 1%	16 1%	11 1%	4 *	- -	- -	13 1%	20 1%	2 *	3 *	1 *	1 *	5 1%	1 *	3 *	2 *	1 *	4 1%	13 1%	5 *	2 *	
Other ethnic group	22 *	11 *	10 *	5 1%	5 *	4 *	6 *	- -	1 *	5 *	8 *	2 *	8 *	1 *	- -	3 *	3 *	3 *	1 *	- -	* *	8 1%	1 *	2 *	
Prefer not to answer	97 1%	55 1%	37 1%	19 2%	32 3%	17 1%	13 1%	7 1%	9 1%	26 1%	28 1%	26 2%	17 1%	7 1%	1 *	9 1%	5 1%	9 1%	4 1%	1 *	9 1%	28 3%	16 2%	9 1%	

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Absolutes/col percents

Table 64

To which of the following ethnic groups do you consider you belong?**Base: All respondents**

	Referendum (Q14)			Vote Intention (Q1)							2015 Vote (Q2)							Conservative universe					
	Total	Leave	Remain	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	Joiners	Consid-ers	Joiners/Consid-ers	Loyal-ists	Defec-tors Left	Defec-tors Right
Unweighted base	8011	3816	3491	2258	2092	459	882	247	293	55	2278	2272	572	962	330	309	49	459	960	1419	1795	116	90
Weighted base	8011	3836	3503	2467	2002	432	832	206	314	46	2584	2133	554	882	267	335	41	452	934	1386	2010	139	102
White	7303	3619	3118	2329	1680	412	809	192	306	45	2446	1809	531	861	247	324	41	410	822	1233	1915	122	96
	91%	94%	89%	94%	84%	95%	97%	93%	97%	98%	95%	85%	96%	98%	92%	97%	100%	91%	88%	89%	95%	88%	95%
NET: Non-white	611	183	340	123	301	17	16	10	7	1	120	299	22	12	15	7	-	40	79	118	82	14	5
	8%	5%	10%	5%	15%	4%	2%	5%	2%	2%	5%	14%	4%	1%	5%	2%	-	9%	8%	9%	4%	10%	5%
Mixed	144	46	79	28	61	5	7	5	-	*	29	67	7	7	6	2	-	8	19	28	19	3	4
	2%	1%	2%	1%	3%	1%	1%	2%	-	1%	1%	3%	1%	1%	2%	*	-	2%	2%	2%	1%	2%	4%
Asian	288	91	170	60	161	11	7	3	6	1	62	147	10	2	5	4	-	15	33	48	44	9	1
	4%	2%	5%	2%	8%	2%	1%	2%	2%	1%	2%	7%	2%	*	2%	1%	-	3%	4%	3%	2%	7%	1%
Black	120	30	64	20	58	1	-	1	1	-	15	69	2	1	*	1	-	11	16	27	9	1	-
	1%	1%	2%	1%	3%	*	-	1%	*	-	1%	3%	*	*	*	*	-	2%	2%	2%	*	1%	-
Chinese	38	9	21	14	11	1	1	1	-	-	12	10	2	1	1	1	-	5	9	14	9	1	-
	*	*	1%	1%	1%	*	*	*	-	-	*	*	*	*	*	*	-	1%	1%	1%	*	1%	-
Other ethnic group	22	6	6	2	9	-	1	-	-	-	2	6	1	1	2	-	-	-	2	2	2	-	-
	*	*	*	*	*	-	*	-	-	-	*	*	*	*	1%	-	-	-	*	*	*	-	-
Prefer not to answer	97	35	45	15	21	2	7	3	1	-	18	24	1	9	5	4	-	2	33	35	13	2	1
	1%	1%	1%	1%	1%	*	1%	2%	*	-	1%	1%	*	1%	2%	1%	-	1%	4%	3%	1%	1%	1%

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Absolutes/col percents

Table 64

To which of the following ethnic groups do you consider you belong?**Base: All respondents**

	Vote Intention - Leave voters					Vote Intention - Remain voters					2015 Vote - Leave voters				2015 Vote - Remain voters			
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP		Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP
Unweighted base	8011	1306	656	100	833	873	1296	341	26		1303	839	162	915	924	1353	395	33
Weighted base	8011	1407	637	92	783	977	1233	324	26		1454	801	156	836	1075	1255	384	31
White	7303	1351	564	86	761	908	1014	313	25		1392	721	148	816	1001	1029	369	31
	91%	96%	89%	93%	97%	93%	82%	97%	96%		96%	90%	95%	98%	93%	82%	96%	98%
NET: Non-white	611	50	69	7	15	61	204	10	1		55	71	8	11	63	214	14	1
	8%	4%	11%	7%	2%	6%	17%	3%	4%		4%	9%	5%	1%	6%	17%	4%	2%
Mixed	144	10	16	1	7	17	41	2	*		14	17	3	7	15	47	5	-
	2%	1%	3%	2%	1%	2%	3%	1%	1%		1%	2%	2%	1%	1%	4%	1%	-
Asian	288	30	38	4	6	27	111	6	1		30	35	5	2	32	109	5	-
	4%	2%	6%	5%	1%	3%	9%	2%	2%		2%	4%	3%	*	3%	9%	1%	-
Black	120	5	11	1	-	10	40	-	-		6	15	*	-	9	46	1	1
	1%	*	2%	1%	-	1%	3%	-	-		*	2%	*	-	1%	4%	*	2%
Chinese	38	4	2	-	1	6	9	1	-		4	2	-	1	8	9	2	-
	*	*	*	-	*	1%	1%	*	-		*	*	-	*	1%	1%	1%	-
Other ethnic group	22	2	2	-	1	-	4	-	-		2	3	-	1	-	3	1	-
	*	*	*	-	*	-	*	-	-		*	*	-	*	-	*	*	-
Prefer not to answer	97	5	4	-	7	8	14	1	-		7	8	-	9	11	11	1	-
	1%	*	1%	-	1%	1%	1%	*	-		*	1%	-	1%	1%	1%	*	-

Blueprint Phase 7

ONLINE Fieldwork : 11th - 22nd August 2016

Absolutes/col percents

Table 65

To which of the following religious groups do you consider yourself to be a member of?

Base: All respondents

	Gender			Age						Social Grade				Region											
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	
Unweighted base	8011	3849	4150	794	1319	1347	1498	1188	1865	2385	2195	1536	1895	701	336	922	724	720	598	419	743	983	1141	724	
Weighted base	8011	3920	4079	962	1282	1522	1362	1201	1681	2163	2323	1682	1843	696	362	941	707	741	622	425	751	1008	1028	731	
Christian	4114 51%	2001 51%	2111 52%	293 30%	430 34%	644 42%	762 56%	770 64%	1216 72%	1091 50%	1139 49%	902 54%	982 53%	346 50%	189 52%	537 57%	381 54%	378 51%	335 54%	220 52%	376 50%	477 47%	523 51%	352 48%	
NET: Other	489 6%	245 6%	243 6%	106 11%	117 9%	127 8%	58 4%	36 3%	45 3%	160 7%	140 6%	87 5%	101 5%	24 3%	14 4%	42 4%	33 5%	62 8%	26 4%	14 3%	42 6%	160 16%	49 5%	23 3%	
Muslim	192 2%	95 2%	98 2%	59 6%	59 5%	53 3%	12 1%	2 *	6 *	72 3%	52 2%	28 2%	40 2%	4 1%	6 2%	17 2%	14 2%	39 5%	8 1%	2 1%	11 1%	75 7%	16 2%	1 *	
Hindu	55 1%	30 1%	25 1%	12 1%	21 2%	11 1%	5 *	3 *	1 *	26 1%	16 1%	6 *	7 *	4 1%	1 *	2 *	1 *	1 *	6 1%	2 1%	3 *	30 3%	5 *	- -	
Jewish	47 1%	31 1%	16 *	4 *	6 *	2 *	11 1%	7 1%	16 1%	15 1%	16 1%	6 *	9 1%	1 *	- -	5 *	- -	1 *	2 *	2 *	6 1%	26 3%	3 *	2 *	
Sikh	20 *	11 *	9 *	9 1%	1 *	8 1%	2 *	- -	- -	4 *	2 *	7 *	7 *	- -	- -	1 *	2 *	10 1%	- -	- -	- -	3 *	2 *	2 *	
Buddhist	53 1%	25 1%	28 1%	5 *	7 1%	17 1%	9 1%	9 1%	6 *	13 1%	19 1%	11 1%	10 1%	5 1%	2 1%	6 1%	5 1%	1 *	2 *	5 1%	4 1%	12 1%	7 1%	3 *	
Other	122 2%	53 1%	68 2%	18 2%	22 2%	35 2%	18 1%	14 1%	16 1%	30 1%	35 1%	30 2%	28 2%	10 1%	6 2%	10 1%	12 2%	10 1%	7 1%	3 1%	18 2%	14 1%	17 2%	15 2%	
None	3245 41%	1578 40%	1661 41%	527 55%	689 54%	723 47%	517 38%	385 32%	404 24%	858 40%	992 43%	661 39%	733 40%	318 46%	152 42%	340 36%	284 40%	284 38%	254 41%	183 43%	322 43%	337 33%	434 42%	337 46%	
Prefer not to say	163 2%	97 2%	64 2%	35 4%	46 4%	29 2%	25 2%	11 1%	16 1%	52 2%	52 2%	31 2%	27 1%	8 1%	6 2%	22 2%	9 1%	17 2%	8 1%	7 2%	10 1%	34 3%	22 2%	19 3%	

Blueprint Phase 7

ONLINE Fieldwork : 11th - 22nd August 2016

Absolutes/col percents

Table 65

To which of the following religious groups do you consider yourself to be a member of?

Base: All respondents

	Referendum (Q14)			Vote Intention (Q1)							2015 Vote (Q2)							Conservative universe					
	Total	Leave	Remain	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	Joiners	Consid-ers	Joiners/ Consid-ers	Loyal-ists	Defec-tors Left	Defec-tors Right
Unweighted base	8011	3816	3491	2258	2092	459	882	247	293	55	2278	2272	572	962	330	309	49	459	960	1419	1795	116	90
Weighted base	8011	3836	3503	2467	2002	432	832	206	314	46	2584	2133	554	882	267	335	41	452	934	1386	2010	139	102
Christian	4114	2228	1582	1554	817	211	484	60	141	19	1600	1007	273	519	62	149	19	254	468	722	1299	64	59
	51%	58%	45%	63%	41%	49%	58%	29%	45%	42%	62%	47%	49%	59%	23%	44%	46%	56%	50%	52%	65%	46%	58%
NET: Other	489	181	267	121	227	24	27	12	10	1	129	200	25	26	22	8	-	20	46	66	99	12	5
	6%	5%	8%	5%	11%	6%	3%	6%	3%	2%	5%	9%	4%	3%	8%	2%	-	4%	5%	5%	5%	9%	5%
Muslim	192	55	116	22	125	7	4	1	3	-	29	103	8	2	3	3	-	6	22	28	17	4	2
	2%	1%	3%	1%	6%	2%	*	*	1%	-	1%	5%	2%	*	1%	1%	-	1%	2%	2%	1%	3%	2%
Hindu	55	17	36	23	18	4	1	-	3	1	26	17	2	-	1	1	-	2	7	9	19	4	-
	1%	*	1%	1%	1%	1%	*	-	1%	1%	1%	1%	*	-	*	*	-	*	1%	1%	1%	3%	-
Jewish	47	21	25	33	6	1	3	1	-	-	32	10	1	1	1	-	-	3	*	3	30	-	2
	1%	1%	1%	1%	*	*	*	*	-	-	1%	*	*	*	*	-	-	1%	*	*	2%	-	2%
Sikh	20	2	17	2	17	-	-	-	-	-	4	16	-	-	-	-	-	1	1	2	1	3	-
	*	*	*	*	1%	-	-	-	-	-	*	1%	-	-	-	-	-	*	*	*	*	2%	-
Buddhist	53	27	22	10	21	8	3	1	3	*	13	19	4	7	3	3	-	2	5	7	8	2	-
	1%	1%	1%	*	1%	2%	*	1%	1%	1%	1%	1%	1%	1%	1%	1%	-	*	1%	1%	*	2%	-
Other	122	59	52	31	40	4	18	10	1	-	24	36	9	16	15	2	-	7	10	17	24	-	1
	2%	2%	1%	1%	2%	1%	2%	5%	*	-	1%	2%	2%	2%	6%	*	-	2%	1%	1%	1%	-	1%
None	3245	1373	1563	760	913	189	312	122	160	26	819	877	245	327	171	175	22	172	386	558	587	62	37
	41%	36%	45%	31%	46%	44%	37%	59%	51%	56%	32%	41%	44%	37%	64%	52%	54%	38%	41%	40%	29%	45%	36%
Prefer not to say	163	54	90	32	45	8	9	12	3	-	36	48	11	10	12	3	-	6	34	40	25	1	2
	2%	1%	3%	1%	2%	2%	1%	6%	1%	-	1%	2%	2%	1%	4%	1%	-	1%	4%	3%	1%	*	1%

Blueprint Phase 7

ONLINE Fieldwork : 11th - 22nd August 2016

Absolutes/col percents

Table 65

To which of the following religious groups do you consider yourself to be a member of?

Base: All respondents

	Total	Vote Intention - Leave voters				Vote Intention - Remain voters				2015 Vote - Leave voters				2015 Vote - Remain voters			
		Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP
Unweighted base	8011	1306	656	100	833	873	1296	341	26	1303	839	162	915	924	1353	395	33
Weighted base	8011	1407	637	92	783	977	1233	324	26	1454	801	156	836	1075	1255	384	31
Christian	4114 51%	941 67%	307 48%	59 63%	457 58%	558 57%	458 37%	144 45%	16 63%	955 66%	436 54%	94 61%	493 59%	603 56%	534 43%	174 45%	15 49%
NET: Other	489 6%	57 4%	66 10%	8 8%	24 3%	61 6%	146 12%	16 5%	2 9%	57 4%	57 7%	12 8%	26 3%	71 7%	138 11%	12 3%	- -
Muslim	192 2%	10 1%	34 5%	3 4%	2 *	12 1%	82 7%	3 1%	2 7%	12 1%	27 3%	3 2%	2 *	17 2%	74 6%	5 1%	- -
Hindu	55 1%	11 1%	3 *	1 1%	- -	11 1%	14 1%	2 1%	1 2%	12 1%	4 *	- -	- -	14 1%	13 1%	2 *	- -
Jewish	47 1%	16 1%	- -	- -	3 *	17 2%	6 *	1 *	- -	16 1%	2 *	1 1%	1 *	16 1%	8 1%	- -	- -
Sikh	20 *	- -	2 *	- -	- -	2 *	14 1%	- -	- -	- -	2 *	- -	- -	4 *	13 1%	- -	- -
Buddhist	53 1%	6 *	12 2%	3 3%	3 *	3 *	7 1%	5 2%	- -	7 *	9 1%	2 1%	7 1%	7 1%	8 1%	2 1%	- -
Other	122 2%	14 1%	15 2%	- -	17 2%	17 2%	23 2%	4 1%	- -	11 1%	14 2%	6 4%	16 2%	13 1%	22 2%	3 1%	- -
None	3245 41%	395 28%	257 40%	26 28%	293 37%	338 35%	599 49%	157 48%	7 28%	428 29%	296 37%	49 31%	307 37%	379 35%	551 44%	188 49%	16 51%
Prefer not to say	163 2%	13 1%	7 1%	- -	8 1%	19 2%	30 2%	8 2%	- -	14 1%	12 1%	1 1%	10 1%	22 2%	32 3%	10 3%	- -

Blueprint Phase 7

ONLINE Fieldwork : 11th - 22nd August 2016

Absolutes/col percents

Table 66

Which of the following best describes where you live?**Base: All respondents**

	Gender			Age						Social Grade				Region										
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West
Unweighted base	8011	3849	4150	794	1319	1347	1498	1188	1865	2385	2195	1536	1895	701	336	922	724	720	598	419	743	983	1141	724
Weighted base	8011	3920	4079	962	1282	1522	1362	1201	1681	2163	2323	1682	1843	696	362	941	707	741	622	425	751	1008	1028	731
Urban - Population over 10,000	3293 41%	1766 45%	1518 37%	497 52%	624 49%	682 45%	542 40%	419 35%	528 31%	955 44%	1009 43%	613 36%	715 39%	285 41%	143 39%	359 38%	274 39%	302 41%	213 34%	114 27%	215 29%	811 80%	336 33%	241 33%
Town and Fringe	3059 38%	1391 35%	1666 41%	303 32%	479 37%	600 39%	540 40%	477 40%	660 39%	743 34%	850 37%	687 41%	780 42%	232 33%	164 45%	451 48%	274 39%	323 44%	227 37%	154 36%	301 40%	180 18%	466 45%	287 39%
Village	1471 18%	679 17%	790 19%	144 15%	167 13%	223 15%	245 18%	258 21%	433 26%	399 18%	405 17%	342 20%	325 18%	138 20%	54 15%	121 13%	157 22%	97 13%	172 28%	129 30%	218 29%	17 2%	215 21%	153 21%
Hamlet & Isolated Dwelling	188 2%	84 2%	105 3%	18 2%	12 1%	18 1%	34 2%	47 4%	60 4%	66 3%	59 3%	40 2%	23 1%	41 6%	1 *	11 1%	2 *	20 3%	10 2%	28 7%	16 2%	- -	10 1%	50 7%

Blueprint Phase 7

ONLINE Fieldwork : 11th - 22nd August 2016

Absolutes/col percents

Table 66

Which of the following best describes where you live?**Base: All respondents**

	Referendum (Q14)			Vote Intention (Q1)							2015 Vote (Q2)							Conservative universe						
	Total	Leave	Remain	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	Joiners	Consid- ers	Joiners/ Consid- ers	Loyal- ists	Defec- tors Left	Defec- tors Right	
Unweighted base	8011	3816	3491	2258	2092	459	882	247	293	55	2278	2272	572	962	330	309	49	459	960	1419	1795	116	90	
Weighted base	8011	3836	3503	2467	2002	432	832	206	314	46	2584	2133	554	882	267	335	41	452	934	1386	2010	139	102	
Urban - Population over 10,000	3293 41%	1357 35%	1632 47%	917 37%	1034 52%	194 45%	271 33%	97 47%	127 41%	6 14%	963 37%	1028 48%	228 41%	285 32%	129 48%	129 38%	9 23%	170 38%	349 37%	519 37%	744 37%	70 51%	36 36%	
Town and Fringe	3059 38%	1598 42%	1192 34%	951 39%	688 34%	147 34%	375 45%	73 36%	114 36%	18 40%	970 38%	796 37%	204 37%	389 44%	83 31%	123 37%	13 31%	187 41%	379 41%	566 41%	763 38%	47 34%	43 42%	
Village	1471 18%	779 20%	599 17%	525 21%	254 13%	73 17%	170 20%	30 15%	59 19%	16 35%	575 22%	283 13%	98 18%	192 22%	49 18%	65 19%	14 35%	79 17%	182 20%	261 19%	445 22%	15 11%	20 20%	
Hamlet & Isolated Dwelling	188 2%	102 3%	80 2%	74 3%	25 1%	17 4%	16 2%	5 2%	14 4%	5 12%	76 3%	26 1%	24 4%	15 2%	6 2%	18 5%	4 11%	16 3%	24 3%	40 3%	58 3%	7 5%	2 2%	

Blueprint Phase 7

ONLINE Fieldwork : 11th - 22nd August 2016

Absolutes/col percents

Table 66

Which of the following best describes where you live?**Base: All respondents**

	Total	Vote Intention - Leave voters				Vote Intention - Remain voters				2015 Vote - Leave voters				2015 Vote - Remain voters			
		Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP
Unweighted base	8011	1306	656	100	833	873	1296	341	26	1303	839	162	915	924	1353	395	33
Weighted base	8011	1407	637	92	783	977	1233	324	26	1454	801	156	836	1075	1255	384	31
Urban - Population over 10,000	3293 41%	495 35%	291 46%	30 32%	249 32%	388 40%	676 55%	160 49%	11 42%	507 35%	338 42%	52 33%	263 32%	440 41%	649 52%	170 44%	13 43%
Town and Fringe	3059 38%	557 40%	247 39%	41 44%	360 46%	363 37%	392 32%	98 30%	7 27%	573 39%	332 41%	75 48%	377 45%	375 35%	436 35%	125 33%	6 19%
Village	1471 18%	305 22%	91 14%	17 19%	157 20%	202 21%	148 12%	56 17%	8 29%	324 22%	120 15%	24 15%	181 22%	234 22%	153 12%	71 18%	11 34%
Hamlet & Isolated Dwelling	188 2%	50 4%	8 1%	5 5%	16 2%	24 2%	16 1%	11 3%	* 2%	50 3%	10 1%	5 3%	14 2%	26 2%	17 1%	18 5%	1 4%

Blueprint Phase 7

ONLINE Fieldwork : 11th - 22nd August 2016

Absolutes/col percents

Table 67

Which of the following best describes your current working status?**Base: All respondents**

	Gender			Age						Social Grade				Region											
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	
Unweighted base	8011	3849	4150	794	1319	1347	1498	1188	1865	2385	2195	1536	1895	701	336	922	724	720	598	419	743	983	1141	724	
Weighted base	8011	3920	4079	962	1282	1522	1362	1201	1681	2163	2323	1682	1843	696	362	941	707	741	622	425	751	1008	1028	731	
NET: Working	4486 56%	2353 60%	2127 52%	521 54%	1021 80%	1203 79%	1002 74%	569 47%	170 10%	1277 59%	1518 65%	1030 61%	661 36%	395 57%	183 51%	526 56%	415 59%	433 58%	337 54%	260 61%	387 52%	622 62%	527 51%	400 55%	
Working full time - working 30 hours per week or more	3525 44%	2089 53%	1432 35%	405 42%	859 67%	1034 68%	785 58%	372 31%	70 4%	1077 50%	1203 52%	781 46%	463 25%	322 46%	149 41%	428 45%	318 45%	343 46%	267 43%	197 46%	298 40%	502 50%	403 39%	297 41%	
Working part time - working between 8 and 29 hours per week	961 12%	264 7%	696 17%	116 12%	162 13%	169 11%	217 16%	197 16%	100 6%	200 9%	314 14%	250 15%	198 11%	73 10%	35 10%	97 10%	97 14%	90 12%	70 11%	63 15%	89 12%	120 12%	124 12%	103 14%	
NET: Not working	3525 44%	1566 40%	1952 48%	441 46%	261 20%	319 21%	360 26%	632 53%	1511 90%	885 41%	806 35%	652 39%	1182 64%	301 43%	179 49%	416 44%	292 41%	308 42%	285 46%	164 39%	364 48%	386 38%	501 49%	330 45%	
Not working but seeking work or temporarily unemployed or sick	408 5%	213 5%	194 5%	70 7%	82 6%	109 7%	88 6%	55 5%	2 *	34 2%	64 3%	51 3%	258 14%	30 4%	27 7%	59 6%	25 4%	36 5%	26 4%	20 5%	48 6%	58 6%	56 5%	24 3%	
Not working and not seeking work	634 8%	268 7%	362 9%	354 37%	67 5%	39 3%	74 5%	100 8%	- -	123 6%	191 8%	79 5%	241 13%	64 9%	38 11%	67 7%	54 8%	61 8%	40 7%	26 6%	36 5%	107 11%	93 9%	47 6%	
Retired on a state pension only	463 6%	155 4%	307 8%	- -	1 *	3 *	1 *	42 4%	416 25%	46 2%	39 2%	67 4%	310 17%	31 4%	23 6%	53 6%	29 4%	51 7%	30 5%	23 5%	63 8%	38 4%	66 6%	56 8%	
Retired with a private pension	1425 18%	862 22%	563 14%	- -	- -	1 *	22 2%	325 27%	1077 64%	591 27%	424 18%	301 18%	110 6%	131 19%	60 16%	172 18%	124 18%	113 15%	126 20%	73 17%	140 19%	130 13%	207 20%	150 20%	
House person, housewife, househusband, etc.	595 7%	68 2%	526 13%	17 2%	112 9%	167 11%	175 13%	110 9%	15 1%	92 4%	87 4%	154 9%	262 14%	44 6%	32 9%	64 7%	59 8%	47 6%	62 10%	23 5%	77 10%	53 5%	79 8%	54 7%	

Blueprint Phase 7

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Absolutes/col percents

Table 67

Which of the following best describes your current working status?**Base: All respondents**

	Referendum (Q14)			Vote Intention (Q1)							2015 Vote (Q2)							Conservative universe					
	Total	Leave	Remain	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	Joiners	Consid-ers	Joiners/ Consid-ers	Loyal-ists	Defec-tors Left	Defec-tors Right
Unweighted base	8011	3816	3491	2258	2092	459	882	247	293	55	2278	2272	572	962	330	309	49	459	960	1419	1795	116	90
Weighted base	8011	3836	3503	2467	2002	432	832	206	314	46	2584	2133	554	882	267	335	41	452	934	1386	2010	139	102
NET: Working	4486	1944	2129	1289	1164	233	456	132	196	28	1376	1265	292	448	167	199	24	252	555	807	1033	96	56
	56%	51%	61%	52%	58%	54%	55%	64%	62%	61%	53%	59%	53%	51%	63%	59%	59%	56%	59%	58%	51%	69%	55%
Working full time - working 30 hours per week or more	3525	1509	1703	1021	931	182	361	96	168	20	1084	990	234	339	129	169	22	204	437	641	813	81	48
	44%	39%	49%	41%	46%	42%	43%	47%	53%	44%	42%	46%	42%	38%	48%	50%	53%	45%	47%	46%	40%	58%	47%
Working part time - working between 8 and 29 hours per week	961	435	426	268	234	51	95	35	28	8	292	275	57	109	38	30	2	48	118	166	220	15	8
	12%	11%	12%	11%	12%	12%	11%	17%	9%	17%	11%	13%	10%	12%	14%	9%	6%	11%	13%	12%	11%	11%	8%
NET: Not working	3525	1892	1374	1178	837	198	376	74	118	18	1208	868	262	434	100	136	17	200	379	579	977	43	46
	44%	49%	39%	48%	42%	46%	45%	36%	38%	39%	47%	41%	47%	49%	37%	41%	41%	44%	41%	42%	49%	31%	45%
Not working but seeking work or temporarily unemployed or sick	408	202	138	63	149	16	38	17	16	2	64	122	21	46	21	20	3	15	48	62	48	4	1
	5%	5%	4%	3%	7%	4%	5%	8%	5%	5%	2%	6%	4%	5%	8%	6%	8%	3%	5%	4%	2%	3%	1%
Not working and not seeking work	634	213	347	121	251	38	38	23	33	5	118	197	27	40	42	37	1	38	84	121	83	15	4
	8%	6%	10%	5%	13%	9%	5%	11%	11%	10%	5%	9%	5%	5%	16%	11%	4%	8%	9%	9%	4%	11%	4%
Retired on a state pension only	463	322	123	157	75	24	92	6	12	3	169	100	39	96	6	14	2	23	47	69	135	3	7
	6%	8%	4%	6%	4%	6%	11%	3%	4%	6%	7%	5%	7%	11%	2%	4%	5%	5%	5%	5%	7%	2%	7%
Retired with a private pension	1425	820	577	690	217	100	141	20	39	7	681	277	147	189	21	46	8	96	129	225	594	11	25
	18%	21%	16%	28%	11%	23%	17%	10%	13%	15%	26%	13%	26%	21%	8%	14%	20%	21%	14%	16%	30%	8%	25%
House person, housewife, househusband, etc.	595	336	188	146	144	19	67	8	18	2	176	171	28	64	10	19	2	29	72	101	117	10	9
	7%	9%	5%	6%	7%	5%	8%	4%	6%	3%	7%	8%	5%	7%	4%	6%	4%	6%	8%	7%	6%	7%	9%

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Absolutes/col percents

Table 67

Which of the following best describes your current working status?**Base: All respondents**

	Total	Vote Intention - Leave voters				Vote Intention - Remain voters				2015 Vote - Leave voters				2015 Vote - Remain voters			
		Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP
Unweighted base	8011	1306	656	100	833	873	1296	341	26	1303	839	162	915	924	1353	395	33
Weighted base	8011	1407	637	92	783	977	1233	324	26	1454	801	156	836	1075	1255	384	31
NET: Working	4486 56%	668 47%	329 52%	41 44%	422 54%	576 59%	764 62%	182 56%	21 79%	689 47%	432 54%	74 48%	417 50%	658 61%	783 62%	211 55%	21 67%
Working full time - working 30 hours per week or more	3525 44%	520 37%	256 40%	26 28%	333 43%	464 47%	620 50%	147 45%	16 63%	534 37%	334 42%	56 36%	316 38%	525 49%	616 49%	173 45%	15 48%
Working part time - working between 8 and 29 hours per week	961 12%	148 11%	73 11%	15 16%	89 11%	113 12%	143 12%	36 11%	4 17%	155 11%	98 12%	18 12%	102 12%	133 12%	167 13%	39 10%	6 18%
NET: Not working	3525 44%	739 53%	308 48%	51 56%	360 46%	400 41%	469 38%	142 44%	5 21%	765 53%	369 46%	82 52%	419 50%	417 39%	472 38%	173 45%	10 33%
Not working but seeking work or temporarily unemployed or sick	408 5%	39 3%	65 10%	1 1%	35 4%	22 2%	59 5%	13 4%	- -	38 3%	54 7%	7 4%	43 5%	24 2%	61 5%	13 3%	1 4%
Not working and not seeking work	634 8%	57 4%	58 9%	6 7%	34 4%	54 6%	168 14%	31 10%	1 4%	56 4%	62 8%	4 3%	39 5%	55 5%	127 10%	21 5%	1 2%
Retired on a state pension only	463 6%	110 8%	39 6%	11 12%	90 12%	44 4%	33 3%	14 4%	1 5%	118 8%	58 7%	21 13%	95 11%	49 5%	40 3%	18 5%	1 4%
Retired with a private pension	1425 18%	444 32%	72 11%	28 30%	140 18%	234 24%	143 12%	71 22%	1 4%	440 30%	105 13%	40 25%	183 22%	234 22%	170 14%	105 27%	4 13%
House person, housewife, househusband, etc.	595 7%	89 6%	74 12%	5 6%	62 8%	46 5%	66 5%	14 4%	2 8%	114 8%	89 11%	10 7%	58 7%	55 5%	74 6%	16 4%	3 11%

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Absolutes/col percents

Table 68

Do you work in any of the following occupations?**Base: All respondents who work**

	Gender			Age						Social Grade				Region										
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	Eastern	London	South East	South West
Unweighted base	4408	2211	2192	429	1042	1061	1089	581	206	1390	1425	922	671	383	171	495	423	400	315	245	370	633	583	390
Weighted base	4486	2353	2127	521	1021	1203	1002	569	170	1277	1518	1030	661	395	183	526	415	433	337	260	387	622	527	400
NET: Public Sector	1081	516	566	95	244	299	260	152	31	353	429	176	124	114	50	120	87	106	75	79	99	137	108	108
	24%	22%	27%	18%	24%	25%	26%	27%	18%	28%	28%	17%	19%	29%	27%	23%	21%	24%	22%	30%	26%	22%	20%	27%
Central government including all administrative departments and central government agencies such as the Bank of England	81	48	34	8	14	26	19	10	3	32	38	8	3	8	5	8	7	5	5	12	6	13	6	7
	2%	2%	2%	2%	1%	2%	2%	2%	2%	3%	2%	1%	*	2%	3%	1%	2%	1%	1%	5%	2%	2%	1%	2%
HM Forces	16	10	6	3	2	2	9	-	-	4	5	3	3	-	-	1	2	-	2	4	-	-	1	5
	*	*	*	1%	*	*	1%	-	-	*	*	*	*	-	-	*	1%	-	1%	1%	-	-	*	1%
National Health Service	222	84	138	23	47	52	58	38	4	63	90	36	33	26	6	30	15	17	14	14	21	25	20	32
	5%	4%	6%	4%	5%	4%	6%	7%	2%	5%	6%	3%	5%	7%	3%	6%	4%	4%	4%	6%	6%	4%	4%	8%
Universities and Academies funded by government	109	51	57	13	27	29	23	14	3	40	51	12	6	10	5	8	10	12	8	6	13	16	13	8
	2%	2%	3%	2%	3%	2%	2%	2%	2%	3%	3%	1%	1%	3%	3%	2%	2%	3%	2%	2%	3%	3%	2%	2%
Courts service	8	5	3	-	-	3	3	2	1	1	4	3	1	*	-	2	2	-	2	-	-	1	1	-
	*	*	*	-	-	*	*	*	1%	*	*	*	*	*	-	*	*	-	*	-	-	*	*	-
Local government administration	143	69	74	4	35	44	36	21	4	44	85	7	7	15	4	7	9	17	12	13	11	19	20	16
	3%	3%	3%	1%	3%	4%	4%	4%	2%	3%	6%	1%	1%	4%	2%	1%	2%	4%	4%	5%	3%	3%	4%	4%
Police service	40	32	8	1	14	13	9	3	-	4	32	1	3	4	1	8	6	3	-	3	4	3	8	-
	1%	1%	*	*	1%	1%	1%	1%	-	*	2%	*	*	1%	1%	2%	2%	1%	-	1%	1%	1%	1%	-
Public sector housing	37	27	10	3	8	19	6	1	1	16	13	5	2	2	7	5	5	3	2	1	3	8	1	1
	1%	1%	*	1%	1%	2%	1%	*	*	1%	1%	1%	*	*	4%	1%	1%	1%	1%	*	1%	1%	*	*
Teaching employed by local education authority including voluntary aided schools and foundation schools	184	49	135	12	53	42	40	33	4	90	51	20	22	11	7	23	11	22	16	10	18	29	18	20
	4%	2%	6%	2%	5%	3%	4%	6%	3%	7%	3%	2%	3%	3%	4%	4%	3%	5%	5%	4%	5%	5%	3%	5%

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Absolutes/col percents

Table 68

Do you work in any of the following occupations?**Base: All respondents who work**

	Gender			Age						Social Grade				Region											
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East of London	London	South East	South West	
Weighted base	4486	2353	2127	521	1021	1203	1002	569	170	1277	1518	1030	661	395	183	526	415	433	337	260	387	622	527	400	
Public corporations such as the Royal Mail or British Nuclear fuels or Driving Standards agency	44 1%	36 2%	7 *	2 *	5 *	14 1%	17 2%	4 1%	2 1%	6 *	4 *	16 2%	17 3%	4 1%	2 1%	6 1%	4 1%	2 *	5 1%	6 2%	5 1%	4 1%	3 1%	2 1%	
Bradford and Bingley or Northern Rock Building societies	3 *	2 *	1 *	- -	2 *	- -	1 *	- -	- -	- -	2 *	1 *	- -	- -	2 1%	- -	- -	- -	- -	1 *	- -	- -	- -	- -	
Other public sector occupation (please specify as much detail as possible)	195 4%	102 4%	93 4%	25 5%	37 4%	55 5%	40 4%	29 5%	10 6%	52 4%	54 4%	63 6%	26 4%	34 9%	11 6%	20 4%	17 4%	27 6%	9 3%	9 3%	18 5%	18 3%	17 3%	16 4%	
None of the above (Private Sector)	3405 76%	1838 78%	1562 73%	426 82%	777 76%	904 75%	742 74%	417 73%	139 82%	925 72%	1088 72%	855 83%	537 81%	281 71%	134 73%	405 77%	328 79%	327 76%	263 78%	182 70%	288 74%	486 78%	419 80%	292 73%	

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Absolutes/col percents

Table 68

Do you work in any of the following occupations?**Base: All respondents who work**

	Referendum (Q14)			Vote Intention (Q1)							2015 Vote (Q2)							Conservative universe					
	Total	Leave	Remain	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	Joiners	Consid-ers	Joiners/ Consid-ers	Loyal-ists	Defec-tors Left	Defec-tors Right
Unweighted base	4408	1873	2095	1120	1229	248	465	158	177	31	1157	1337	301	470	202	179	28	235	569	804	882	77	45
Weighted base	4486	1944	2129	1289	1164	233	456	132	196	28	1376	1265	292	448	167	199	24	252	555	807	1033	96	56
NET: Public Sector	1081 24%	435 22%	566 27%	253 20%	327 28%	69 29%	88 19%	41 31%	53 27%	9 34%	273 20%	380 30%	88 30%	96 21%	46 28%	57 29%	8 35%	57 23%	152 27%	209 26%	193 19%	28 29%	8 14%
Central government including all administrative departments and central government agencies such as the Bank of England	81 2%	33 2%	41 2%	16 1%	27 2%	7 3%	6 1%	3 3%	4 2%	-	19 1%	30 2%	5 2%	9 2%	4 2%	4 2%	-	3 1%	11 2%	14 2%	13 1%	3 3%	1 2%
HM Forces	16 *	8 *	8 *	6 *	1 *	1 1%	3 1%	-	-	-	8 1%	1 *	2 1%	2 *	-	-	-	-	1 *	1 *	6 1%	-	-
National Health Service	222 5%	100 5%	93 4%	52 4%	61 5%	8 3%	19 4%	3 2%	13 7%	1 5%	48 4%	75 6%	8 3%	26 6%	12 7%	13 7%	1 4%	10 4%	38 7%	48 6%	39 4%	-	1 2%
Universities and Academies funded by government	109 2%	27 1%	80 4%	23 2%	35 3%	11 5%	6 1%	9 7%	5 2%	2 6%	24 2%	40 3%	14 5%	9 2%	10 6%	5 2%	2 6%	7 3%	9 2%	15 2%	16 2%	2 2%	2 3%
Courts service	8 *	2 *	5 *	2 *	3 *	-	1 *	-	-	-	4 *	4 *	-	-	-	-	-	-	-	-	2 *	-	1 2%
Local government administration	143 3%	55 3%	82 4%	34 3%	45 4%	16 7%	9 2%	11 8%	7 4%	2 8%	38 3%	49 4%	17 6%	9 2%	7 4%	6 3%	2 10%	9 3%	22 4%	31 4%	26 2%	10 11%	1 2%
Police service	40 1%	21 1%	19 1%	8 1%	6 1%	2 1%	8 2%	3 2%	-	-	11 1%	11 1%	6 2%	7 1%	1 1%	-	2 7%	1 1%	10 2%	11 1%	6 1%	3 3%	-
Public sector housing	37 1%	17 1%	20 1%	7 1%	14 1%	5 2%	6 1%	* *	1 *	-	6 *	16 1%	8 3%	3 1%	1 1%	1 *	-	3 1%	5 1%	7 1%	5 *	* *	-
Teaching employed by local education authority including voluntary aided schools and foundation schools	184 4%	58 3%	118 6%	53 4%	56 5%	10 4%	13 3%	6 4%	5 2%	1 5%	63 5%	65 5%	14 5%	9 2%	5 3%	6 3%	-	10 4%	25 4%	35 4%	43 4%	7 7%	1 2%

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Absolutes/col percents

Table 68

Do you work in any of the following occupations?**Base: All respondents who work**

	Referendum (Q14)			Vote Intention (Q1)							2015 Vote (Q2)							Conservative universe					
	Total	Leave	Remain	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	Joiners	Consid-ers	Joiners/Consid-ers	Loyal-ists	Defec-tors Left	Defec-tors Right
Weighted base	4486	1944	2129	1289	1164	233	456	132	196	28	1376	1265	292	448	167	199	24	252	555	807	1033	96	56
Public corporations such as the Royal Mail or British Nuclear fuels or Driving Standards agency	44 1%	31 2%	9 *	14 1%	12 1%	2 1%	4 1%	2 2%	2 1%	1 4%	11 1%	14 1%	3 1%	8 2%	4 2%	2 1%	- -	3 1%	3 1%	6 1%	11 1%	- -	- -
Bradford and Bingley or Northern Rock Building societies	3 *	- -	2 *	- -	2 *	- -	- -	- -	- -	- -	- -	1 *	1 *	- -	- -	- -	- -	- -	3 *	3 *	- -	- -	- -
Other public sector occupation (please specify as much detail as possible)	195 4%	84 4%	89 4%	37 3%	64 5%	5 2%	13 3%	5 3%	16 8%	2 6%	41 3%	75 6%	9 3%	14 3%	2 1%	20 10%	2 7%	11 4%	27 5%	38 5%	26 3%	3 4%	1 2%
None of the above (Private Sector)	3405 76%	1510 78%	1563 73%	1036 80%	838 72%	165 71%	368 81%	90 69%	143 73%	19 66%	1103 80%	885 70%	204 70%	352 79%	121 72%	142 71%	16 65%	196 77%	402 73%	598 74%	840 81%	68 71%	48 86%

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Table 68

Do you work in any of the following occupations?**Base: All respondents who work**

	Vote Intention - Leave voters					Vote Intention - Remain voters				2015 Vote - Leave voters				2015 Vote - Remain voters			
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP
Unweighted base	4408	579	338	45	434	498	809	190	20	585	440	79	443	544	846	214	20
Weighted base	4486	668	329	41	422	576	764	182	21	689	432	74	417	658	783	211	21
NET: Public Sector	1081	125	89	11	83	120	221	54	5	127	125	14	89	144	240	70	3
	24%	19%	27%	27%	20%	21%	29%	30%	25%	18%	29%	19%	21%	22%	31%	33%	16%
Central government including all administrative departments and central government agencies such as the Bank of England	81	9	6	1	6	6	18	7	-	9	9	1	9	10	21	4	-
	2%	1%	2%	2%	1%	1%	2%	4%	-	1%	2%	2%	2%	2%	3%	2%	-
HM Forces	16	2	-	-	3	4	1	1	-	2	-	1	2	6	1	1	-
	*	*	-	-	1%	1%	*	1%	-	*	-	1%	1%	1%	*	1%	-
National Health Service	222	26	25	2	19	23	35	4	-	24	29	1	23	23	43	6	1
	5%	4%	8%	5%	5%	4%	5%	2%	-	4%	7%	2%	6%	4%	6%	3%	6%
Universities and Academies funded by government	109	11	3	-	6	11	32	11	-	12	3	-	9	12	38	14	-
	2%	2%	1%	-	1%	2%	4%	6%	-	2%	1%	-	2%	2%	5%	7%	-
Courts service	8	-	-	-	1	2	3	-	-	2	-	-	-	2	3	-	-
	*	-	-	-	*	*	*	-	-	*	-	-	-	*	*	-	-
Local government administration	143	23	9	4	7	10	35	12	1	21	13	4	9	16	34	12	-
	3%	3%	3%	10%	2%	2%	5%	7%	7%	3%	3%	6%	2%	2%	4%	6%	-
Police service	40	4	3	-	6	4	3	2	2	3	6	1	7	8	5	5	-
	1%	1%	1%	-	2%	1%	*	1%	9%	*	1%	2%	2%	1%	1%	2%	-
Public sector housing	37	5	3	3	4	3	11	2	2	6	3	4	2	-	12	4	1
	1%	1%	1%	6%	1%	*	1%	1%	9%	1%	1%	5%	*	-	2%	2%	3%
Teaching employed by local education authority including voluntary aided schools and foundation schools	184	16	14	1	13	38	40	8	-	19	20	1	8	43	45	14	-
	4%	2%	4%	2%	3%	7%	5%	4%	-	3%	5%	1%	2%	7%	6%	7%	-

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Table 68

Do you work in any of the following occupations?**Base: All respondents who work**

	Total	Vote Intention - Leave voters				Vote Intention - Remain voters				2015 Vote - Leave voters				2015 Vote - Remain voters			
		Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP
Weighted base	4486	668	329	41	422	576	764	182	21	689	432	74	417	658	783	211	21
Public corporations such as the Royal Mail or British Nuclear fuels or Driving Standards agency	44 1%	13 2%	5 1%	1 2%	4 1%	1 *	5 1%	1 1%	- -	10 1%	8 2%	1 1%	8 2%	2 *	4 1%	2 1%	- -
Bradford and Bingley or Northern Rock Building societies	3 *	- -	- -	- -	- -	- -	2 *	- -	- -	- -	- -	- -	- -	- -	1 *	1 1%	- -
Other public sector occupation (please specify as much detail as possible)	195 4%	16 2%	21 6%	- -	13 3%	18 3%	36 5%	5 3%	- -	20 3%	33 8%	- -	12 3%	21 3%	34 4%	7 4%	1 7%
None of the above (Private Sector)	3405 76%	542 81%	240 73%	30 73%	340 80%	457 79%	543 71%	128 70%	15 75%	561 82%	307 71%	60 81%	329 79%	514 78%	543 69%	141 67%	18 84%

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Absolutes/col percents

Table 69

Do you have any children aged 18 or under? If so, how old are they?**Base: All respondents**

	Gender			Age						Social Grade				Region											
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East of England	London	South East	South West	
Unweighted base	8011	3849	4150	794	1319	1347	1498	1188	1865	2385	2195	1536	1895	701	336	922	724	720	598	419	743	983	1141	724	
Weighted base	8011	3920	4079	962	1282	1522	1362	1201	1681	2163	2323	1682	1843	696	362	941	707	741	622	425	751	1008	1028	731	
No children aged 18 or under	5829 73%	2896 74%	2925 72%	862 90%	717 56%	634 42%	857 63%	1098 91%	1660 99%	1557 72%	1783 77%	1128 67%	1361 74%	495 71%	260 72%	681 72%	481 68%	544 73%	456 73%	314 74%	548 73%	725 72%	780 76%	546 75%	
NET: Yes	2149 27%	1007 26%	1138 28%	87 9%	558 44%	879 58%	503 37%	103 9%	19 1%	599 28%	534 23%	545 32%	472 26%	201 29%	101 28%	256 27%	221 31%	195 26%	164 26%	111 26%	201 27%	279 28%	240 23%	183 25%	
Yes - children aged under 5 years old	813 10%	351 9%	458 11%	68 7%	396 31%	305 20%	41 3%	3 *	1 *	268 12%	207 9%	185 11%	153 8%	81 12%	34 9%	94 10%	72 10%	77 10%	70 11%	43 10%	68 9%	135 13%	94 9%	46 6%	
Yes - children aged 5 to 10 years old	965 12%	464 12%	498 12%	24 3%	279 22%	483 32%	165 12%	11 1%	4 *	297 14%	231 10%	232 14%	204 11%	92 13%	51 14%	117 12%	96 14%	90 12%	72 12%	44 10%	87 12%	119 12%	113 11%	83 11%	
Yes - children aged 11 to 15 years old	798 10%	395 10%	401 10%	8 1%	106 8%	354 23%	276 20%	48 4%	7 *	193 9%	173 7%	222 13%	210 11%	71 10%	40 11%	96 10%	87 12%	77 10%	59 10%	38 9%	73 10%	95 9%	90 9%	73 10%	
Yes - children aged 16 to 18 years old	502 6%	222 6%	279 7%	5 *	16 1%	185 12%	219 16%	67 6%	11 1%	113 5%	122 5%	142 8%	125 7%	31 5%	26 7%	68 7%	59 8%	44 6%	36 6%	25 6%	53 7%	54 5%	51 5%	54 7%	
Refused	33 *	17 *	16 *	12 1%	7 1%	10 1%	2 *	1 *	2 *	7 *	7 *	10 1%	10 1%	1 *	2 *	5 1%	5 1%	2 *	3 *	* *	2 *	4 *	8 1%	2 *	

Blueprint Phase 7

ONLINE Fieldwork : 11th - 22nd August 2016

Absolutes/col percents

Table 69

Do you have any children aged 18 or under? If so, how old are they?**Base: All respondents**

	Referendum (Q14)			Vote Intention (Q1)							2015 Vote (Q2)							Conservative universe					
	Total	Leave	Remain	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	Joiners	Consid- erers	Joiners/ Consid- erers	Loyal- ists	Defec- tors Left	Defec- tors Right
Unweighted base	8011	3816	3491	2258	2092	459	882	247	293	55	2278	2272	572	962	330	309	49	459	960	1419	1795	116	90
Weighted base	8011	3836	3503	2467	2002	432	832	206	314	46	2584	2133	554	882	267	335	41	452	934	1386	2010	139	102
No children aged 18 or under	5829 73%	2808 73%	2571 73%	1872 76%	1372 69%	344 80%	603 73%	171 83%	210 67%	32 71%	1915 74%	1471 69%	426 77%	681 77%	220 82%	235 70%	31 75%	357 79%	666 71%	1024 74%	1511 75%	80 58%	74 73%
NET: Yes	2149 27%	1019 27%	917 26%	590 24%	620 31%	86 20%	227 27%	34 16%	103 33%	13 29%	666 26%	651 31%	126 23%	200 23%	47 18%	100 30%	10 25%	92 20%	261 28%	354 25%	496 25%	59 42%	28 27%
Yes - children aged under 5 years old	813 10%	336 9%	370 11%	234 9%	216 11%	38 9%	68 8%	8 4%	43 14%	6 14%	273 11%	209 10%	57 10%	55 6%	13 5%	43 13%	2 5%	36 8%	113 12%	148 11%	198 10%	32 23%	9 9%
Yes - children aged 5 to 10 years old	965 12%	433 11%	432 12%	223 9%	299 15%	34 8%	105 13%	22 10%	53 17%	4 9%	259 10%	318 15%	57 10%	88 10%	28 10%	50 15%	4 10%	35 8%	124 13%	159 11%	187 9%	25 18%	12 11%
Yes - children aged 11 to 15 years old	798 10%	433 11%	303 9%	175 7%	266 13%	30 7%	108 13%	12 6%	38 12%	6 14%	218 8%	284 13%	51 9%	86 10%	13 5%	37 11%	6 15%	23 5%	82 9%	106 8%	151 7%	20 14%	16 16%
Yes - children aged 16 to 18 years old	502 6%	266 7%	199 6%	159 6%	142 7%	24 6%	59 7%	6 3%	16 5%	2 4%	175 7%	157 7%	23 4%	56 6%	6 2%	12 4%	3 7%	21 5%	52 6%	73 5%	138 7%	13 9%	7 7%
Refused	33 *	9 *	15 *	6 *	10 *	1 *	2 *	1 1%	- -	- -	4 *	10 *	1 *	1 *	- -	- -	- -	3 1%	6 1%	9 1%	3 *	- -	- -

Blueprint Phase 7

ONLINE Fieldwork : 11th - 22nd August 2016

Absolutes/col percents

Table 69

Do you have any children aged 18 or under? If so, how old are they?**Base: All respondents**

	Vote Intention - Leave voters					Vote Intention - Remain voters				2015 Vote - Leave voters				2015 Vote - Remain voters			
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP
Unweighted base	8011	1306	656	100	833	873	1296	341	26	1303	839	162	915	924	1353	395	33
Weighted base	8011	1407	637	92	783	977	1233	324	26	1454	801	156	836	1075	1255	384	31
No children aged 18 or under	5829 73%	1102 78%	409 64%	67 72%	575 73%	706 72%	882 72%	266 82%	13 51%	1114 77%	523 65%	107 69%	645 77%	765 71%	905 72%	309 80%	21 68%
NET: Yes	2149 27%	302 21%	227 36%	26 28%	208 27%	268 27%	344 28%	57 18%	13 49%	339 23%	275 34%	49 31%	190 23%	307 29%	343 27%	73 19%	10 32%
Yes - children aged under 5 years old	813 10%	109 8%	69 11%	11 12%	59 8%	114 12%	127 10%	25 8%	5 19%	128 9%	80 10%	19 12%	52 6%	137 13%	116 9%	34 9%	4 11%
Yes - children aged 5 to 10 years old	965 12%	111 8%	102 16%	11 12%	94 12%	108 11%	172 14%	23 7%	7 29%	126 9%	129 16%	20 13%	82 10%	128 12%	172 14%	37 10%	6 18%
Yes - children aged 11 to 15 years old	798 10%	104 7%	109 17%	11 11%	98 13%	66 7%	139 11%	18 6%	8 31%	130 9%	129 16%	23 14%	83 10%	80 7%	143 11%	27 7%	3 10%
Yes - children aged 16 to 18 years old	502 6%	88 6%	61 10%	9 10%	56 7%	67 7%	68 6%	15 5%	3 11%	91 6%	76 9%	14 9%	51 6%	80 7%	74 6%	9 2%	5 16%
Refused	33 *	3 *	1 *	- -	* *	2 *	7 1%	1 *	- -	1 *	2 *	- -	1 *	2 *	7 1%	1 *	- -

Blueprint Phase 7

ONLINE Fieldwork : 11th - 22nd August 2016

Absolutes/col percents

Table 70

Which of the following ITV regions do you live in?

Base: All respondents

	Gender			Age						Social Grade				Region											
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East of London	London	South East	South West	
Unweighted base	8011	3849	4150	794	1319	1347	1498	1188	1865	2385	2195	1536	1895	701	336	922	724	720	598	419	743	983	1141	724	
Weighted base	8011	3920	4079	962	1282	1522	1362	1201	1681	2163	2323	1682	1843	696	362	941	707	741	622	425	751	1008	1028	731	
Anglia	789 10%	342 9%	444 11%	81 8%	116 9%	128 8%	145 11%	130 11%	189 11%	180 8%	247 11%	175 10%	187 10%	- -	- -	- -	- -	2 *	78 13%	- -	652 87%	3 *	54 5%	1 *	
Border	87 1%	38 1%	49 1%	7 1%	8 1%	12 1%	20 2%	14 1%	25 2%	21 1%	29 1%	20 1%	18 1%	34 5%	- -	52 6%	- -	2 *	- -	- -	- -	- -	- -	- -	
Central	1165 15%	550 14%	615 15%	142 15%	172 13%	263 17%	191 14%	152 13%	245 15%	313 14%	319 14%	253 15%	280 15%	8 1%	1 *	1 *	- -	694 94%	426 68%	2 *	1 *	* *	18 2%	13 2%	
Granada	896 11%	475 12%	421 10%	82 9%	147 11%	183 12%	169 12%	137 11%	179 11%	237 11%	219 9%	204 12%	236 13%	- -	1 *	876 93%	2 *	4 1%	6 1%	4 1%	- -	- -	2 *	- -	
London	1398 17%	693 18%	701 17%	220 23%	267 21%	251 16%	224 16%	179 15%	257 15%	486 22%	415 18%	241 14%	256 14%	1 *	- -	2 *	- -	3 *	3 *	- -	88 12%	1003 100%	295 29%	4 1%	
Meridian	741 9%	355 9%	386 9%	92 10%	110 9%	139 9%	109 8%	118 10%	174 10%	212 10%	217 9%	147 9%	166 9%	- -	- -	- -	- -	7 1%	2 *	- -	2 *	1 *	651 63%	79 11%	
STV	656 8%	351 9%	305 7%	53 6%	106 8%	127 8%	120 9%	111 9%	138 8%	173 8%	191 8%	132 8%	159 9%	652 94%	- -	- -	- -	1 *	- -	- -	- -	- -	1 *	3 *	
Tyne Tees	370 5%	186 5%	184 5%	48 5%	55 4%	75 5%	64 5%	56 5%	72 4%	95 4%	102 4%	70 4%	102 6%	- -	360 99%	1 *	9 1%	- -	- -	- -	- -	- -	1 *	- -	
Wales	421 5%	218 6%	200 5%	53 5%	73 6%	82 5%	63 5%	63 5%	87 5%	92 4%	133 6%	101 6%	95 5%	- -	- -	- -	- -	1 *	- -	415 98%	- -	- -	2 *	3 *	
West	216 3%	119 3%	96 2%	29 3%	32 2%	43 3%	32 2%	25 2%	55 3%	57 3%	66 3%	41 2%	52 3%	- -	1 *	7 1%	- -	27 4%	- -	3 1%	- -	- -	2 *	177 24%	
Westcountry	456 6%	197 5%	259 6%	60 6%	69 5%	70 5%	76 6%	72 6%	110 7%	102 5%	153 7%	95 6%	105 6%	- -	- -	- -	* *	2 *	- -	1 *	- -	- -	2 *	451 62%	
Yorkshire	813 10%	396 10%	417 10%	96 10%	124 10%	151 10%	150 11%	143 12%	149 9%	195 9%	229 10%	204 12%	186 10%	- -	- -	2 *	695 98%	- -	108 17%	- -	8 1%	- -	- -	1 *	
UTV	2 *	- -	2 *	- -	2 *	- -	- -	- -	- -	- -	2 *	- -	- -	1 *	- -	- -	- -	- -	- -	- -	- -	- -	1 *	- -	

Blueprint Phase 7

ONLINE Fieldwork : 11th - 22nd August 2016

Absolutes/col percents

Table 70

Which of the following ITV regions do you live in?

Base: All respondents

	Referendum (Q14)			Vote Intention (Q1)							2015 Vote (Q2)							Conservative universe					
	Total	Leave	Remain	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	Joiners	Consid-ers	Joiners/Consid-ers	Loyal-ists	Defec-tors Left	Defec-tors Right
Unweighted base	8011	3816	3491	2258	2092	459	882	247	293	55	2278	2272	572	962	330	309	49	459	960	1419	1795	116	90
Weighted base	8011	3836	3503	2467	2002	432	832	206	314	46	2584	2133	554	882	267	335	41	452	934	1386	2010	139	102
Anglia	789 10%	439 11%	302 9%	280 11%	149 7%	40 9%	112 13%	22 11%	-	-	305 12%	163 8%	59 11%	123 14%	30 11%	-	-	52 12%	102 11%	154 11%	228 11%	20 14%	11 11%
Border	87 1%	41 1%	37 1%	26 1%	15 1%	9 2%	5 1%	2 1%	10 3%	-	27 1%	18 1%	11 2%	4 *	2 1%	9 3%	-	3 1%	10 1%	13 1%	23 1%	1 1%	1 1%
Central	1165 15%	595 16%	485 14%	413 17%	282 14%	49 11%	120 14%	28 14%	4 1%	-	452 17%	330 15%	59 11%	128 14%	26 10%	5 1%	-	74 16%	128 14%	202 15%	339 17%	19 14%	17 17%
Granada	896 11%	433 11%	383 11%	253 10%	319 16%	38 9%	90 11%	17 8%	-	-	247 10%	335 16%	48 9%	96 11%	30 11%	-	-	51 11%	95 10%	145 10%	199 10%	13 9%	4 4%
London	1398 17%	595 16%	666 19%	463 19%	392 20%	79 18%	124 15%	42 20%	-	-	496 19%	405 19%	94 17%	126 14%	52 19%	-	-	73 16%	147 16%	220 16%	390 19%	24 18%	26 25%
Meridian	741 9%	362 9%	315 9%	263 11%	136 7%	52 12%	101 12%	31 15%	-	-	285 11%	125 6%	65 12%	112 13%	36 13%	-	-	34 8%	90 10%	124 9%	229 11%	14 10%	9 8%
STV	656 8%	215 6%	390 11%	115 5%	84 4%	29 7%	17 2%	13 6%	300 96%	-	109 4%	111 5%	44 8%	12 1%	6 2%	321 96%	-	31 7%	54 6%	85 6%	84 4%	12 9%	4 4%
Tyne Tees	370 5%	195 5%	149 4%	86 3%	129 6%	15 3%	51 6%	8 4%	-	-	93 4%	130 6%	16 3%	54 6%	14 5%	-	-	17 4%	53 6%	69 5%	70 3%	5 4%	4 4%
Wales	421 5%	180 5%	207 6%	109 4%	106 5%	21 5%	45 5%	7 3%	-	46 100%	102 4%	127 6%	28 5%	44 5%	8 3%	-	40 98%	24 5%	52 6%	76 5%	85 4%	9 6%	3 3%
West	216 3%	98 3%	93 3%	67 3%	55 3%	20 5%	17 2%	4 2%	-	-	69 3%	53 3%	26 5%	18 2%	7 3%	-	-	15 3%	29 3%	45 3%	51 3%	5 3%	4 4%
Westcountry	456 6%	236 6%	179 5%	159 6%	89 4%	39 9%	49 6%	21 10%	-	-	160 6%	87 4%	46 8%	55 6%	33 12%	-	1 2%	30 7%	67 7%	97 7%	129 6%	9 7%	8 8%
Yorkshire	813 10%	448 12%	297 8%	231 9%	245 12%	40 9%	101 12%	11 5%	-	-	240 9%	246 12%	57 10%	109 12%	22 8%	-	-	48 11%	108 12%	156 11%	184 9%	9 7%	11 10%
UTV	2 *	-	1 *	-	1 *	-	-	-	-	-	-	1 *	-	-	-	-	-	-	-	-	-	-	-

Blueprint Phase 7

ONLINE Fieldwork : 11th - 22nd August 2016

Absolutes/col percents

Table 70

Which of the following ITV regions do you live in?**Base: All respondents**

	Total	Vote Intention - Leave voters				Vote Intention - Remain voters				2015 Vote - Leave voters				2015 Vote - Remain voters			
		Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP
Unweighted base	8011	1306	656	100	833	873	1296	341	26	1303	839	162	915	924	1353	395	33
Weighted base	8011	1407	637	92	783	977	1233	324	26	1454	801	156	836	1075	1255	384	31
Anglia	789 10%	160 11%	55 9%	10 11%	107 14%	114 12%	87 7%	28 9%	1 6%	169 12%	78 10%	21 14%	118 14%	127 12%	83 7%	38 10%	4 13%
Border	87 1%	14 1%	3 1%	3 3%	5 1%	12 1%	9 1%	6 2%	- -	13 1%	7 1%	4 2%	4 1%	14 1%	11 1%	6 2%	- -
Central	1165 15%	245 17%	89 14%	11 12%	109 14%	156 16%	178 14%	37 11%	6 24%	264 18%	124 15%	16 10%	118 14%	183 17%	193 15%	40 10%	5 16%
Granada	896 11%	144 10%	116 18%	10 11%	83 11%	101 10%	177 14%	24 8%	2 9%	131 9%	133 17%	20 13%	91 11%	109 10%	186 15%	27 7%	3 11%
London	1398 17%	255 18%	89 14%	17 18%	117 15%	184 19%	279 23%	60 18%	3 13%	277 19%	112 14%	26 17%	119 14%	208 19%	278 22%	66 17%	5 16%
Meridian	741 9%	148 11%	33 5%	10 11%	95 12%	105 11%	91 7%	41 13%	6 22%	154 11%	38 5%	19 12%	106 13%	123 11%	81 6%	44 11%	4 13%
STV	656 8%	46 3%	27 4%	3 3%	17 2%	66 7%	53 4%	25 8%	- -	46 3%	30 4%	6 4%	11 1%	62 6%	79 6%	33 9%	1 2%
Tyne Tees	370 5%	49 3%	51 8%	4 4%	50 6%	37 4%	70 6%	11 3%	1 4%	54 4%	65 8%	4 3%	51 6%	39 4%	62 5%	11 3%	3 8%
Wales	421 5%	54 4%	32 5%	2 3%	42 5%	51 5%	73 6%	19 6%	2 7%	47 3%	49 6%	3 2%	43 5%	52 5%	77 6%	25 7%	1 3%
West	216 3%	43 3%	15 2%	3 3%	16 2%	20 2%	35 3%	16 5%	- -	43 3%	21 3%	4 3%	18 2%	24 2%	31 2%	21 6%	1 2%
Westcountry	456 6%	105 7%	29 4%	7 8%	45 6%	50 5%	53 4%	31 10%	1 5%	105 7%	32 4%	11 7%	50 6%	53 5%	48 4%	35 9%	3 11%
Yorkshire	813 10%	144 10%	100 16%	12 13%	98 13%	79 8%	127 10%	26 8%	3 10%	150 10%	112 14%	20 13%	108 13%	81 8%	123 10%	37 10%	1 5%
UTV	2 *	- -	- -	- -	- -	- -	1 *	- -	- -	- -	- -	- -	- -	- -	1 *	- -	- -

Blueprint Phase 7

ONLINE Fieldwork : 11th - 22nd August 2016

Absolutes/col percents

Table 71
Marital Status
Base: All respondents

	Gender			Age						Social Grade				Region											
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	
Unweighted base	8011	3849	4150	794	1319	1347	1498	1188	1865	2385	2195	1536	1895	701	336	922	724	720	598	419	743	983	1141	724	
Weighted base	8011	3920	4079	962	1282	1522	1362	1201	1681	2163	2323	1682	1843	696	362	941	707	741	622	425	751	1008	1028	731	
Single	2249 28%	1121 29%	1122 27%	760 79%	486 38%	427 28%	300 22%	187 16%	88 5%	556 26%	817 35%	333 20%	543 29%	177 25%	113 31%	261 28%	186 26%	209 28%	132 21%	119 28%	173 23%	406 40%	279 27%	194 27%	
NET: Married/ Civil partnership/ co habiting	4734 59%	2421 62%	2310 57%	182 19%	764 60%	1007 66%	894 66%	731 61%	1156 69%	1400 65%	1190 51%	1187 71%	957 52%	427 61%	210 58%	570 61%	430 61%	441 60%	412 66%	255 60%	479 64%	481 48%	599 58%	428 59%	
Married	3616 45%	1922 49%	1692 41%	45 5%	455 35%	707 46%	699 51%	635 53%	1075 64%	1110 51%	870 37%	941 56%	695 38%	329 47%	147 40%	445 47%	313 44%	329 44%	314 50%	193 46%	375 50%	348 35%	485 47%	336 46%	
Civil Partnership	69 1%	37 1%	32 1%	4 *	18 1%	21 1%	13 1%	3 *	9 1%	22 1%	17 1%	12 1%	18 1%	6 1%	3 1%	14 2%	5 1%	5 1%	5 1%	1 *	8 1%	13 1%	6 1%	4 1%	
Co Habiting	1050 13%	463 12%	585 14%	133 14%	291 23%	279 18%	181 13%	94 8%	72 4%	268 12%	303 13%	234 14%	244 13%	92 13%	61 17%	111 12%	112 16%	107 14%	93 15%	61 14%	95 13%	120 12%	109 11%	88 12%	
NET: Widowed/ separated/ divorced	981 12%	351 9%	629 15%	5 1%	21 2%	76 5%	165 12%	279 23%	434 26%	194 9%	298 13%	155 9%	334 18%	88 13%	38 10%	106 11%	86 12%	89 12%	75 12%	50 12%	97 13%	112 11%	137 13%	103 14%	
Widowed	251 3%	68 2%	183 4%	- -	1 *	3 *	12 1%	54 5%	180 11%	55 3%	78 3%	36 2%	82 4%	30 4%	12 3%	26 3%	20 3%	19 3%	21 3%	17 4%	20 3%	22 2%	34 3%	30 4%	
Separated	130 2%	53 1%	77 2%	1 *	13 1%	25 2%	32 2%	25 2%	34 2%	24 1%	39 2%	24 1%	42 2%	10 2%	4 1%	15 2%	12 2%	20 3%	5 1%	7 2%	15 2%	17 2%	14 1%	10 1%	
Divorced	600 7%	230 6%	369 9%	4 *	6 *	48 3%	121 9%	200 17%	221 13%	115 5%	181 8%	95 6%	210 11%	48 7%	21 6%	65 7%	54 8%	51 7%	49 8%	26 6%	62 8%	74 7%	89 9%	63 9%	
Prefer not to answer	47 1%	26 1%	19 *	14 2%	12 1%	12 1%	3 *	4 *	3 *	12 1%	18 1%	7 *	10 1%	3 *	1 *	4 *	4 1%	2 *	4 1%	* *	2 *	9 1%	12 1%	5 1%	

Blueprint Phase 7

ONLINE Fieldwork : 11th - 22nd August 2016

Absolutes/col percents

Table 71
Marital Status
Base: All respondents

	Referendum (Q14)			Vote Intention (Q1)							2015 Vote (Q2)							Conservative universe					
	Total	Leave	Remain	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	Joiners	Consid-ers	Joiners/ Consid-ers	Loyal-ists	Defec-tors Left	Defec-tors Right
Unweighted base	8011	3816	3491	2258	2092	459	882	247	293	55	2278	2272	572	962	330	309	49	459	960	1419	1795	116	90
Weighted base	8011	3836	3503	2467	2002	432	832	206	314	46	2584	2133	554	882	267	335	41	452	934	1386	2010	139	102
Single	2249 28%	836 22%	1147 33%	508 21%	716 36%	132 31%	178 21%	101 49%	84 27%	16 35%	518 20%	655 31%	140 25%	175 20%	136 51%	96 29%	16 40%	131 29%	322 35%	453 33%	377 19%	46 33%	22 22%
NET: Married/ Civil partnership/ co habiting	4734 59%	2445 64%	1955 56%	1621 66%	1078 54%	245 57%	540 65%	77 37%	194 62%	21 46%	1719 67%	1218 57%	330 60%	570 65%	98 37%	198 59%	16 40%	267 59%	483 52%	751 54%	1351 67%	81 58%	69 68%
Married	3616 45%	1928 50%	1490 43%	1347 55%	743 37%	199 46%	432 52%	43 21%	149 47%	17 38%	1412 55%	894 42%	269 49%	466 53%	63 24%	156 47%	14 33%	208 46%	375 40%	583 42%	1139 57%	55 40%	56 55%
Civil Partnership	69 1%	31 1%	29 1%	14 1%	25 1%	3 1%	6 1%	1 1%	2 1%	- -	19 1%	23 1%	3 1%	5 1%	2 1%	2 1%	- -	4 1%	3 *	7 *	11 1%	3 2%	1 1%
Co Habiting	1050 13%	486 13%	436 12%	259 10%	310 15%	43 10%	102 12%	33 16%	43 14%	4 8%	288 11%	301 14%	57 10%	99 11%	33 13%	41 12%	3 7%	55 12%	105 11%	161 12%	202 10%	23 17%	12 12%
NET: Widowed/ separated/ divorced	981 12%	540 14%	378 11%	330 13%	193 10%	50 12%	114 14%	25 12%	36 12%	9 19%	341 13%	250 12%	76 14%	134 15%	29 11%	40 12%	8 20%	51 11%	116 12%	167 12%	278 14%	12 8%	10 10%
Widowed	251 3%	153 4%	85 2%	104 4%	26 1%	14 3%	34 4%	7 3%	9 3%	3 6%	119 5%	45 2%	21 4%	29 3%	4 1%	10 3%	2 5%	11 2%	30 3%	41 3%	93 5%	3 2%	6 6%
Separated	130 2%	56 1%	65 2%	29 1%	46 2%	2 *	12 1%	4 2%	5 1%	1 2%	28 1%	53 2%	7 1%	15 2%	3 1%	4 1%	3 6%	4 1%	14 2%	18 1%	24 1%	- -	1 1%
Divorced	600 7%	332 9%	228 7%	196 8%	121 6%	34 8%	68 8%	14 7%	22 7%	5 11%	195 8%	152 7%	49 9%	90 10%	22 8%	27 8%	3 8%	36 8%	72 8%	108 8%	161 8%	9 7%	3 3%
Prefer not to answer	47 1%	15 *	23 1%	8 *	15 1%	4 1%	1 *	3 1%	- -	- -	5 *	9 *	8 1%	3 *	4 2%	- -	- -	4 1%	12 1%	16 1%	4 *	- -	- -

Blueprint Phase 7

ONLINE Fieldwork : 11th - 22nd August 2016

Absolutes/col percents

Table 71
Marital Status
Base: All respondents

	Total	Vote Intention - Leave voters				Vote Intention - Remain voters				2015 Vote - Leave voters				2015 Vote - Remain voters			
		Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP
Unweighted base	8011	1306	656	100	833	873	1296	341	26	1303	839	162	915	924	1353	395	33
Weighted base	8011	1407	637	92	783	977	1233	324	26	1454	801	156	836	1075	1255	384	31
Single	2249 28%	254 18%	185 29%	13 14%	163 21%	225 23%	468 38%	113 35%	5 18%	263 18%	181 23%	29 18%	168 20%	244 23%	444 35%	107 28%	5 16%
NET: Married/ Civil partnership/ co habiting	4734 59%	942 67%	373 59%	65 70%	507 65%	630 65%	647 53%	174 54%	20 76%	973 67%	517 65%	101 65%	535 64%	707 66%	664 53%	223 58%	23 73%
Married	3616 45%	784 56%	263 41%	57 62%	414 53%	528 54%	442 36%	138 42%	16 60%	804 55%	382 48%	89 57%	444 53%	578 54%	482 38%	177 46%	17 53%
Civil Partnership	69 1%	6 *	14 2%	1 1%	5 1%	8 1%	10 1%	2 1%	1 3%	10 1%	14 2%	1 1%	3 *	10 1%	9 1%	2 1%	1 5%
Co Habiting	1050 13%	152 11%	96 15%	7 8%	88 11%	94 10%	195 16%	34 11%	3 13%	159 11%	120 15%	11 7%	87 10%	119 11%	173 14%	44 12%	5 16%
NET: Widowed/ separated/ divorced	981 12%	207 15%	75 12%	14 15%	112 14%	117 12%	110 9%	33 10%	1 5%	214 15%	102 13%	26 17%	130 16%	123 11%	141 11%	47 12%	3 10%
Widowed	251 3%	70 5%	14 2%	2 2%	32 4%	30 3%	12 1%	10 3%	1 5%	79 5%	25 3%	5 3%	29 3%	37 3%	19 2%	14 4%	- -
Separated	130 2%	17 1%	15 2%	1 1%	12 2%	12 1%	30 2%	1 *	- -	15 1%	16 2%	4 2%	14 2%	12 1%	37 3%	3 1%	1 4%
Divorced	600 7%	120 9%	46 7%	12 13%	67 9%	75 8%	68 6%	22 7%	- -	120 8%	62 8%	18 11%	88 10%	74 7%	85 7%	29 8%	2 6%
Prefer not to answer	47 1%	4 *	5 1%	- -	1 *	5 *	7 1%	4 1%	- -	4 *	1 *	- -	3 *	1 *	6 1%	8 2%	- -

Blueprint Phase 7

ONLINE Fieldwork : 11th - 22nd August 2016

Absolutes/col percents

Table 72

Which of the following cities do you live in, or nearest to?

Base: All respondents

	Gender			Age						Social Grade				Region											
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	
Unweighted base	8011	3849	4150	794	1319	1347	1498	1188	1865	2385	2195	1536	1895	701	336	922	724	720	598	419	743	983	1141	724	
Weighted base	8011	3920	4079	962	1282	1522	1362	1201	1681	2163	2323	1682	1843	696	362	941	707	741	622	425	751	1008	1028	731	
Glasgow	346 4%	181 5%	166 4%	38 4%	54 4%	82 5%	50 4%	63 5%	60 4%	81 4%	92 4%	75 4%	99 5%	346 50%	-	-	-	-	-	-	-	-	-	-	
Edinburgh	273 3%	139 4%	135 3%	19 2%	45 3%	45 3%	63 5%	40 3%	62 4%	75 3%	88 4%	54 3%	56 3%	273 39%	-	-	-	-	-	-	-	-	-	-	
Newcastle	387 5%	194 5%	192 5%	53 5%	54 4%	73 5%	67 5%	58 5%	83 5%	96 4%	112 5%	75 4%	104 6%	-	349 96%	28 3%	7 1%	-	1 *	-	2 *	-	1 *	-	
Leeds	344 4%	169 4%	175 4%	47 5%	56 4%	68 4%	53 4%	64 5%	56 3%	90 4%	97 4%	82 5%	75 4%	-	1 *	2 *	337 48%	-	-	-	-	1 *	-	1 *	
Hull	158 2%	82 2%	75 2%	18 2%	24 2%	30 2%	24 2%	28 2%	34 2%	39 2%	57 2%	27 2%	35 2%	-	-	-	144 20%	-	12 2%	-	1 *	-	-	-	
Sheffield	210 3%	106 3%	104 3%	23 2%	33 3%	43 3%	42 3%	35 3%	34 2%	49 2%	59 3%	57 3%	45 2%	-	-	1 *	175 25%	-	34 5%	-	-	-	-	-	
Manchester	652 8%	342 9%	310 8%	58 6%	117 9%	141 9%	109 8%	93 8%	134 8%	172 8%	173 7%	151 9%	155 8%	-	-	597 63%	5 1%	38 5%	4 1%	7 2%	-	1 *	-	-	
Liverpool	310 4%	154 4%	156 4%	35 4%	52 4%	54 4%	71 5%	38 3%	61 4%	75 3%	78 3%	72 4%	84 5%	-	3 1%	246 26%	-	2 *	-	58 14%	-	1 *	-	-	
Nottingham	391 5%	191 5%	201 5%	46 5%	62 5%	82 5%	62 5%	57 5%	82 5%	102 5%	103 4%	90 5%	96 5%	-	-	-	6 1%	7 1%	372 60%	-	5 1%	-	1 *	-	
Birmingham	680 8%	318 8%	361 9%	95 10%	102 8%	152 10%	113 8%	84 7%	133 8%	184 9%	179 8%	156 9%	161 9%	-	-	-	2 *	619 84%	45 7%	8 2%	-	-	1 *	5 1%	
Norwich	354 4%	156 4%	194 5%	37 4%	43 3%	66 4%	62 5%	68 6%	79 5%	69 3%	113 5%	81 5%	91 5%	-	-	-	-	1 *	4 1%	-	348 46%	-	-	1 *	
Milton Keynes	194 2%	88 2%	106 3%	20 2%	25 2%	24 2%	33 2%	31 3%	60 4%	57 3%	47 2%	46 3%	45 2%	-	-	-	-	3 *	60 10%	-	89 12%	2 *	41 4%	-	
Brighton	151 2%	77 2%	74 2%	14 1%	18 1%	16 1%	22 2%	33 3%	48 3%	36 2%	43 2%	23 1%	49 3%	-	-	-	-	-	-	-	-	-	151 15%	-	
Oxford	98 1%	52 1%	46 1%	19 2%	14 1%	18 1%	10 1%	14 1%	24 1%	37 2%	28 1%	22 1%	12 1%	-	-	-	-	7 1%	2 *	-	-	-	71 7%	18 3%	

Blueprint Phase 7

ONLINE Fieldwork : 11th - 22nd August 2016

Absolutes/col percents

Table 72

Which of the following cities do you live in, or nearest to?**Base: All respondents**

	Gender			Age						Social Grade				Region										
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotla nd	North East	North West	Yorksh ire & Humber side	West Midlan ds	East Midlan ds	Wales	Easter n	London	South East	South West
Weighted base	8011	3920	4079	962	1282	1522	1362	1201	1681	2163	2323	1682	1843	696	362	941	707	741	622	425	751	1008	1028	731
London	1724 22%	840 21%	881 22%	254 26%	323 25%	319 21%	282 21%	224 19%	322 19%	573 26%	513 22%	311 18%	328 18%	- -	- -	2 *	- -	1 *	6 1%	- -	226 30%	1002 99%	484 47%	3 *
Southampton	303 4%	137 4%	166 4%	45 5%	50 4%	62 4%	47 3%	36 3%	63 4%	87 4%	99 4%	61 4%	56 3%	- -	- -	- -	1 *	- -	- -	- -	- -	- -	212 21%	90 12%
Bristol	334 4%	178 5%	156 4%	50 5%	46 4%	63 4%	51 4%	45 4%	80 5%	95 4%	102 4%	56 3%	82 4%	- -	- -	- -	- -	10 1%	- -	4 1%	- -	- -	1 *	320 44%
Plymouth	250 3%	103 3%	147 4%	18 2%	37 3%	40 3%	49 4%	40 3%	66 4%	54 2%	84 4%	56 3%	56 3%	- -	- -	- -	- -	- -	- -	- -	- -	- -	2 *	248 34%
Cardiff	308 4%	162 4%	144 4%	41 4%	57 4%	68 4%	44 3%	44 4%	54 3%	75 3%	98 4%	77 5%	57 3%	- -	- -	- -	- -	6 1%	- -	300 71%	- -	- -	- -	1 *
None of these	541 7%	252 6%	289 7%	31 3%	70 5%	78 5%	108 8%	107 9%	146 9%	118 5%	155 7%	111 7%	156 8%	77 11%	9 3%	65 7%	29 4%	47 6%	82 13%	48 11%	79 11%	1 *	62 6%	43 6%

Blueprint Phase 7

ONLINE Fieldwork : 11th - 22nd August 2016

Absolutes/col percents

Table 72

Which of the following cities do you live in, or nearest to?

Base: All respondents

	Referendum (Q14)			Vote Intention (Q1)							2015 Vote (Q2)							Conservative universe					
	Total	Leave	Remain	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	Joiners	Consid-ers	Joiners/ Consid-ers	Loyal-ists	Defec-tors Left	Defec-tors Right
Unweighted base	8011	3816	3491	2258	2092	459	882	247	293	55	2278	2272	572	962	330	309	49	459	960	1419	1795	116	90
Weighted base	8011	3836	3503	2467	2002	432	832	206	314	46	2584	2133	554	882	267	335	41	452	934	1386	2010	139	102
Glasgow	346 4%	115 3%	199 6%	58 2%	42 2%	8 2%	9 1%	4 2%	169 54%	-	55 2%	57 3%	15 3%	8 1%	2 1%	178 53%	-	14 3%	21 2%	36 3%	44 2%	4 3%	1 1%
Edinburgh	273 3%	85 2%	166 5%	46 2%	36 2%	15 4%	7 1%	8 4%	114 36%	-	46 2%	55 3%	17 3%	3 *	3 1%	122 37%	-	11 2%	30 3%	41 3%	34 2%	6 4%	3 3%
Newcastle	387 5%	197 5%	160 5%	95 4%	131 7%	18 4%	49 6%	8 4%	-	-	106 4%	130 6%	17 3%	56 6%	17 6%	-	-	18 4%	53 6%	71 5%	78 4%	6 4%	4 4%
Leeds	344 4%	186 5%	127 4%	100 4%	97 5%	19 4%	43 5%	8 4%	-	-	99 4%	109 5%	27 5%	41 5%	10 4%	-	-	18 4%	43 5%	61 4%	82 4%	2 2%	3 3%
Hull	158 2%	92 2%	58 2%	53 2%	52 3%	5 1%	21 3%	1 *	-	-	52 2%	47 2%	5 1%	22 2%	5 2%	-	-	12 3%	16 2%	28 2%	41 2%	2 2%	4 4%
Sheffield	210 3%	110 3%	78 2%	48 2%	70 4%	14 3%	26 3%	1 1%	-	-	49 2%	72 3%	16 3%	28 3%	2 1%	-	-	15 3%	33 4%	48 3%	34 2%	4 3%	2 2%
Manchester	652 8%	320 8%	276 8%	190 8%	226 11%	29 7%	59 7%	13 6%	-	-	192 7%	241 11%	29 5%	67 8%	19 7%	-	-	31 7%	62 7%	92 7%	157 8%	7 5%	3 3%
Liverpool	310 4%	146 4%	127 4%	86 3%	108 5%	15 3%	26 3%	4 2%	-	6 13%	80 3%	108 5%	24 4%	30 3%	9 3%	-	4 9%	24 5%	48 5%	72 5%	62 3%	9 7%	1 1%
Nottingham	391 5%	197 5%	165 5%	155 6%	75 4%	11 3%	44 5%	10 5%	-	-	161 6%	94 4%	16 3%	45 5%	9 4%	-	-	29 6%	48 5%	77 6%	126 6%	3 2%	6 6%
Birmingham	680 8%	340 9%	279 8%	219 9%	196 10%	33 8%	69 8%	15 7%	-	-	241 9%	224 11%	45 8%	68 8%	12 5%	-	-	39 9%	80 9%	119 9%	179 9%	16 12%	9 9%
Norwich	354 4%	200 5%	132 4%	125 5%	56 3%	22 5%	61 7%	7 3%	-	-	121 5%	75 4%	30 5%	69 8%	13 5%	-	-	29 6%	51 6%	80 6%	97 5%	3 2%	3 3%
Milton Keynes	194 2%	104 3%	77 2%	71 3%	39 2%	7 2%	28 3%	2 1%	-	-	85 3%	39 2%	10 2%	24 3%	6 2%	-	-	6 1%	22 2%	28 2%	65 3%	3 2%	4 4%
Brighton	151 2%	83 2%	55 2%	47 2%	26 1%	12 3%	27 3%	5 3%	-	-	56 2%	34 2%	13 2%	23 3%	5 2%	-	-	5 1%	15 2%	20 1%	42 2%	4 3%	1 1%
Oxford	98 1%	39 1%	52 1%	35 1%	18 1%	10 2%	10 1%	3 2%	-	-	35 1%	15 1%	8 2%	13 2%	6 2%	-	-	8 2%	14 1%	22 2%	27 1%	1 1%	2 2%

Lord Ashcroft

Blueprint Phase 7

ONLINE Fieldwork : 11th - 22nd August 2016

Absolutes/col percents

Table 72

Which of the following cities do you live in, or nearest to?

Base: All respondents

	Referendum (Q14)			Vote Intention (Q1)							2015 Vote (Q2)							Conservative universe					
	Total	Leave	Remain	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	Joiners	Consid- erers	Joiners/ Consid- erers	Loyal- ists	Defec- tors Left	Defec- tors Right
Weighted base	8011	3836	3503	2467	2002	432	832	206	314	46	2584	2133	554	882	267	335	41	452	934	1386	2010	139	102
London	1724 22%	764 20%	802 23%	582 24%	458 23%	98 23%	163 20%	56 27%	-	-	645 25%	463 22%	115 21%	177 20%	64 24%	-	-	83 18%	184 20%	267 19%	499 25%	39 28%	30 30%
Southampton	303 4%	140 4%	133 4%	117 5%	65 3%	18 4%	33 4%	12 6%	-	-	117 5%	43 2%	32 6%	41 5%	17 6%	-	-	18 4%	36 4%	54 4%	98 5%	6 5%	5 5%
Bristol	334 4%	167 4%	146 4%	106 4%	75 4%	31 7%	35 4%	13 6%	-	-	115 4%	65 3%	42 8%	38 4%	20 7%	-	-	22 5%	52 6%	74 5%	83 4%	9 6%	8 8%
Plymouth	250 3%	132 3%	103 3%	96 4%	51 3%	22 5%	20 2%	11 5%	-	-	94 4%	53 2%	24 4%	29 3%	18 7%	-	-	18 4%	29 3%	47 3%	78 4%	5 3%	3 3%
Cardiff	308 4%	131 3%	148 4%	75 3%	75 4%	17 4%	35 4%	6 3%	-	29 63%	70 3%	91 4%	20 4%	30 3%	6 2%	-	31 77%	17 4%	41 4%	58 4%	59 3%	3 2%	2 2%
None of these	541 7%	288 8%	219 6%	163 7%	107 5%	25 6%	66 8%	18 9%	31 10%	11 24%	164 6%	117 6%	48 9%	71 8%	22 8%	35 10%	6 14%	37 8%	55 6%	92 7%	126 6%	5 4%	7 6%

Blueprint Phase 7

ONLINE Fieldwork : 11th - 22nd August 2016

Absolutes/col percents

Table 72

Which of the following cities do you live in, or nearest to?**Base: All respondents**

	Total	Vote Intention - Leave voters				Vote Intention - Remain voters				2015 Vote - Leave voters				2015 Vote - Remain voters			
		Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP
Unweighted base	8011	1306	656	100	833	873	1296	341	26	1303	839	162	915	924	1353	395	33
Weighted base	8011	1407	637	92	783	977	1233	324	26	1454	801	156	836	1075	1255	384	31
Glasgow	346 4%	22 2%	11 2%	1 1%	9 1%	35 4%	27 2%	7 2%	-	20 1%	18 2%	3 2%	7 1%	34 3%	39 3%	10 3%	1 2%
Edinburgh	273 3%	17 1%	13 2%	1 1%	7 1%	26 3%	22 2%	14 4%	-	20 1%	13 2%	1 1%	3 *	26 2%	40 3%	14 4%	-
Newcastle	387 5%	54 4%	50 8%	3 3%	48 6%	40 4%	73 6%	15 5%	1	61 4%	65 8%	2 1%	53 6%	44 4%	63 5%	15 4%	3 8%
Leeds	344 4%	67 5%	34 5%	7 7%	41 5%	28 3%	57 5%	11 3%	2	66 5%	43 5%	13 8%	41 5%	27 3%	59 5%	15 4%	-
Hull	158 2%	31 2%	23 4%	4 4%	20 3%	22 2%	27 2%	1 *	*	35 2%	23 3%	3 2%	22 3%	17 2%	23 2%	2 1%	*
Sheffield	210 3%	27 2%	33 5%	3 3%	24 3%	20 2%	34 3%	11 3%	2	26 2%	35 4%	4 2%	27 3%	22 2%	35 3%	13 3%	1 3%
Manchester	652 8%	107 8%	79 12%	8 9%	55 7%	76 8%	127 10%	21 6%	1	109 8%	89 11%	10 7%	64 8%	78 7%	141 11%	18 5%	1 4%
Liverpool	310 4%	52 4%	36 6%	6 7%	26 3%	32 3%	60 5%	5 2%	-	39 3%	49 6%	11 7%	27 3%	40 4%	52 4%	12 3%	2 7%
Nottingham	391 5%	87 6%	16 3%	4 4%	37 5%	64 7%	52 4%	6 2%	2	92 6%	27 3%	4 3%	45 5%	67 6%	61 5%	12 3%	-
Birmingham	680 8%	139 10%	64 10%	5 5%	61 8%	74 8%	120 10%	27 8%	6	143 10%	88 11%	12 8%	58 7%	96 9%	124 10%	30 8%	6 18%
Norwich	354 4%	73 5%	22 3%	7 8%	59 7%	50 5%	32 3%	15 5%	1	65 4%	34 4%	9 6%	65 8%	52 5%	38 3%	20 5%	2 8%
Milton Keynes	194 2%	34 2%	16 3%	2 2%	26 3%	35 4%	22 2%	6 2%	-	45 3%	18 2%	2 1%	24 3%	36 3%	21 2%	8 2%	-
Brighton	151 2%	32 2%	8 1%	2 2%	25 3%	15 2%	17 1%	9 3%	1	38 3%	14 2%	3 2%	22 3%	18 2%	19 1%	10 3%	1 4%
Oxford	98 1%	20 1%	* *	3 3%	8 1%	15 1%	15 1%	7 2%	1	15 1%	2 *	1 1%	11 1%	18 2%	13 1%	8 2%	-

Blueprint Phase 7

ONLINE Fieldwork : 11th - 22nd August 2016

Absolutes/col percents

Table 72

Which of the following cities do you live in, or nearest to?**Base: All respondents**

	Vote Intention - Leave voters					Vote Intention - Remain voters				2015 Vote - Leave voters				2015 Vote - Remain voters			
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP
Weighted base	8011	1407	637	92	783	977	1233	324	26	1454	801	156	836	1075	1255	384	31
London	1724	319	112	21	155	233	318	75	4	353	133	36	167	275	314	77	7
	22%	23%	18%	23%	20%	24%	26%	23%	14%	24%	17%	23%	20%	26%	25%	20%	21%
Southampton	303	61	13	2	32	48	45	17	1	61	12	10	37	53	31	21	2
	4%	4%	2%	2%	4%	5%	4%	5%	3%	4%	1%	7%	4%	5%	2%	5%	7%
Bristol	334	75	21	4	31	30	48	28	1	76	21	9	35	37	43	34	3
	4%	5%	3%	4%	4%	3%	4%	9%	5%	5%	3%	6%	4%	3%	3%	9%	11%
Plymouth	250	55	21	5	20	37	28	17	-	54	25	6	29	38	25	18	-
	3%	4%	3%	5%	3%	4%	2%	5%	-	4%	3%	4%	3%	4%	2%	5%	-
Cardiff	308	37	27	2	32	35	47	16	2	32	37	3	30	35	53	17	-
	4%	3%	4%	2%	4%	4%	4%	5%	7%	2%	5%	2%	4%	3%	4%	4%	-
None of these	541	98	39	5	64	62	62	18	1	103	54	15	67	59	61	31	2
	7%	7%	6%	6%	8%	6%	5%	6%	5%	7%	7%	10%	8%	6%	5%	8%	6%

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Absolutes/col percents

Table 73

What is the combined annual income of your household, prior to tax being deducted?**Base: All respondents**

		Gender			Age						Social Grade				Region											
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East of England	London	South East	South West	
Unweighted base		8011	3849	4150	794	1319	1347	1498	1188	1865	2385	2195	1536	1895	701	336	922	724	720	598	419	743	983	1141	724	
Weighted base		8011	3920	4079	962	1282	1522	1362	1201	1681	2163	2323	1682	1843	696	362	941	707	741	622	425	751	1008	1028	731	
Up to £7,000	(3.5)	300 4%	131 3%	169 4%	62 6%	42 3%	56 4%	62 5%	58 5%	20 1%	8 *	71 3%	25 2%	195 11%	29 4%	24 7%	33 4%	33 5%	31 4%	18 3%	19 5%	20 3%	47 5%	24 2%	21 3%	
£7,001 to £14,000	(10.5)	1047 13%	427 11%	619 15%	79 8%	134 10%	162 11%	169 12%	214 18%	288 17%	88 4%	235 10%	141 8%	583 32%	94 13%	40 11%	135 14%	91 13%	100 14%	95 15%	59 14%	107 14%	98 10%	116 11%	113 15%	
£14,001 to £21,000	(17.5)	1241 15%	576 15%	662 16%	81 8%	156 12%	215 14%	184 14%	248 21%	356 21%	186 9%	425 18%	267 16%	363 20%	118 17%	76 21%	155 17%	113 16%	126 17%	113 18%	67 16%	119 16%	117 12%	137 13%	100 14%	
£21,001 to £28,000	(24.5)	1315 16%	630 16%	684 17%	116 12%	173 14%	240 16%	249 18%	210 17%	327 19%	303 14%	437 19%	314 19%	261 14%	122 17%	76 21%	145 15%	134 19%	124 17%	109 18%	85 20%	126 17%	109 11%	161 16%	125 17%	
£28,001 to £34,000	(31)	1055 13%	547 14%	507 12%	69 7%	181 14%	183 12%	197 14%	186 15%	239 14%	319 15%	329 14%	259 15%	147 8%	87 13%	39 11%	132 14%	105 15%	88 12%	83 13%	50 12%	112 15%	123 12%	134 13%	100 14%	
£34,001 to £41,000	(37.5)	848 11%	459 12%	389 10%	74 8%	153 12%	194 13%	166 12%	110 9%	152 9%	302 14%	268 12%	197 12%	82 4%	76 11%	27 8%	104 11%	82 12%	70 9%	57 9%	42 10%	86 11%	106 10%	113 11%	85 12%	
£41,001 to £48,000	(44.5)	550 7%	300 8%	250 6%	83 9%	116 9%	139 9%	75 6%	57 5%	81 5%	237 11%	150 6%	128 8%	34 2%	56 8%	22 6%	62 7%	47 7%	45 6%	47 8%	28 7%	42 6%	59 6%	82 8%	60 8%	
£48,001 to £55,000	(51.5)	359 4%	196 5%	163 4%	45 5%	99 8%	81 5%	66 5%	23 2%	45 3%	163 8%	99 4%	73 4%	24 1%	39 6%	15 4%	49 5%	21 3%	30 4%	23 4%	25 6%	30 4%	54 5%	51 5%	23 3%	
£55,001 to £62,000	(58.5)	177 2%	95 2%	82 2%	39 4%	40 3%	45 3%	38 3%	8 1%	7 *	93 4%	48 2%	25 2%	10 1%	14 2%	6 2%	21 2%	10 1%	23 3%	3 1%	4 1%	15 2%	37 4%	30 3%	13 2%	
£62,001 to £69,000	(65.5)	122 2%	79 2%	43 1%	21 2%	33 3%	29 2%	27 2%	6 1%	6 *	58 3%	28 1%	28 2%	8 *	7 1%	5 1%	15 2%	11 2%	12 2%	3 1%	5 1%	9 1%	37 4%	12 1%	6 1%	
£69,001 to £76,000	(72.5)	98 1%	47 1%	49 1%	29 3%	21 2%	25 2%	16 1%	4 *	4 *	63 3%	11 *	20 1%	3 *	4 1%	2 1%	15 2%	4 1%	6 1%	3 1%	2 1%	4 1%	32 3%	17 2%	8 1%	
£76,001 to £83,000	(79.5)	70 1%	40 1%	30 1%	22 2%	15 1%	18 1%	8 1%	1 *	6 *	37 2%	19 1%	11 1%	4 *	2 *	5 1%	8 1%	1 *	9 1%	4 1%	- -	5 1%	16 2%	12 1%	8 1%	
£83,001 or more	(86)	201 3%	135 3%	66 2%	63 7%	43 3%	46 3%	32 2%	8 1%	10 1%	143 7%	34 1%	20 1%	4 *	8 1%	7 2%	14 2%	6 1%	18 2%	11 2%	7 2%	21 3%	64 6%	35 3%	10 1%	
Prefer not to answer		629 8%	259 7%	366 9%	178 19%	77 6%	90 6%	74 5%	68 6%	142 8%	161 7%	170 7%	173 10%	125 7%	40 6%	18 5%	52 6%	48 7%	60 8%	52 8%	32 8%	54 7%	110 11%	104 10%	61 8%	

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Absolutes/col percents

Table 73

What is the combined annual income of your household, prior to tax being deducted?**Base: All respondents**

	Gender			Age						Social Grade				Region										
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Easter n	London	South East	South West
Weighted base	8011	3920	4079	962	1282	1522	1362	1201	1681	2163	2323	1682	1843	696	362	941	707	741	622	425	751	1008	1028	731
Average income (£000's)	30.04	31.95	28.15	37.18	34.01	32.48	30.15	24.28	25.16	40.41	29.11	30.64	18.58	28.49	27.67	29.53	27.33	29.55	27.34	27.81	29.36	36.45	32.51	28.88

Blueprint Phase 7

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Absolutes/col percents

Table 73

What is the combined annual income of your household, prior to tax being deducted?**Base: All respondents**

		Referendum (Q14)			Vote Intention (Q1)							2015 Vote (Q2)							Conservative universe					
		Total	Leave	Remain	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	Joiners	Consid- erers	Joiners/ Consid- erers	Loyal- ists	Defec- tors Left	Defec- tors Right
Unweighted base		8011	3816	3491	2258	2092	459	882	247	293	55	2278	2272	572	962	330	309	49	459	960	1419	1795	116	90
Weighted base		8011	3836	3503	2467	2002	432	832	206	314	46	2584	2133	554	882	267	335	41	452	934	1386	2010	139	102
Up to £7,000	(3.5)	300 4%	150 4%	101 3%	42 2%	91 5%	10 2%	38 5%	12 6%	16 5%	4 9%	45 2%	87 4%	15 3%	39 4%	14 5%	18 5%	3 8%	8 2%	25 3%	34 2%	34 2%	3 2%	3 3%
£7,001 to £14,000	(10.5)	1047 13%	580 15%	360 10%	234 9%	313 16%	47 11%	132 16%	33 16%	40 13%	4 8%	237 9%	321 15%	64 11%	146 17%	38 14%	44 13%	3 8%	51 11%	122 13%	173 12%	182 9%	12 9%	12 12%
£14,001 to £21,000	(17.5)	1241 15%	665 17%	477 14%	341 14%	315 16%	61 14%	161 19%	31 15%	56 18%	4 9%	339 13%	355 17%	84 15%	175 20%	48 18%	62 19%	8 19%	63 14%	135 14%	198 14%	276 14%	10 7%	10 10%
£21,001 to £28,000	(24.5)	1315 16%	665 17%	547 16%	415 17%	300 15%	58 13%	150 18%	33 16%	48 15%	14 31%	452 17%	342 16%	85 15%	155 18%	36 13%	53 16%	14 33%	65 14%	152 16%	217 16%	350 17%	18 13%	19 19%
£28,001 to £34,000	(31)	1055 13%	543 14%	433 12%	393 16%	247 12%	57 13%	111 13%	24 12%	42 13%	5 11%	381 15%	268 13%	79 14%	114 13%	26 10%	40 12%	2 4%	79 17%	120 13%	200 14%	314 16%	19 14%	18 17%
£34,001 to £41,000	(37.5)	848 11%	403 11%	384 11%	326 13%	202 10%	54 13%	78 9%	9 4%	33 11%	6 12%	324 13%	227 11%	64 12%	96 11%	11 4%	32 9%	3 8%	59 13%	73 8%	132 10%	266 13%	20 14%	10 10%
£41,001 to £48,000	(44.5)	550 7%	212 6%	301 9%	179 7%	139 7%	33 8%	30 4%	22 11%	28 9%	2 4%	213 8%	138 6%	32 6%	27 3%	26 10%	34 10%	1 1%	24 5%	69 7%	93 7%	155 8%	17 12%	8 7%
£48,001 to £55,000	(51.5)	359 4%	132 3%	215 6%	128 5%	79 4%	34 8%	32 4%	9 4%	18 6%	3 6%	141 5%	96 4%	37 7%	24 3%	15 6%	17 5%	2 4%	22 5%	43 5%	64 5%	106 5%	16 11%	7 7%
£55,001 to £62,000	(58.5)	177 2%	71 2%	95 3%	48 2%	57 3%	12 3%	12 1%	4 2%	8 3%	- -	53 2%	57 3%	12 2%	12 1%	10 4%	8 2%	- -	10 2%	21 2%	31 2%	38 2%	3 2%	4 4%
£62,001 to £69,000	(65.5)	122 2%	37 1%	77 2%	44 2%	33 2%	5 1%	5 1%	5 3%	6 2%	- -	44 2%	27 1%	14 3%	7 1%	7 2%	6 2%	1 2%	12 3%	16 2%	28 2%	32 2%	3 2%	- -
£69,001 to £76,000	(72.5)	98 1%	26 1%	65 2%	30 1%	27 1%	12 3%	7 1%	- -	1 *	- -	39 2%	21 1%	9 2%	6 1%	4 2%	1 *	1 2%	5 1%	20 2%	25 2%	25 1%	6 4%	1 1%
£76,001 to £83,000	(79.5)	70 1%	18 *	45 1%	30 1%	16 1%	3 1%	6 1%	- -	1 *	- -	30 1%	21 1%	2 *	7 1%	- -	1 *	- -	4 1%	2 *	6 *	25 1%	1 1%	- -
£83,001 or more	(86)	201 3%	55 1%	131 4%	90 4%	43 2%	19 5%	9 1%	4 2%	2 1%	- -	93 4%	31 1%	21 4%	12 1%	8 3%	5 1%	- -	15 3%	30 3%	45 3%	75 4%	3 2%	- -
Prefer not to answer		629 8%	280 7%	272 8%	167 7%	141 7%	24 6%	60 7%	19 9%	15 5%	5 11%	193 7%	141 7%	36 6%	62 7%	26 10%	15 4%	4 9%	33 7%	108 12%	141 10%	133 7%	9 6%	11 10%

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Absolutes/col percents

Table 73

What is the combined annual income of your household, prior to tax being deducted?**Base: All respondents**

	Referendum (Q14)			Vote Intention (Q1)							2015 Vote (Q2)							Conservative universe					
	Total	Leave	Remain	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	Joiners	Consid- erers	Joiners/ Consid- erers	Loyal- ists	Defec- tors Left	Defec- tors Right
Weighted base	8011	3836	3503	2467	2002	432	832	206	314	46	2584	2133	554	882	267	335	41	452	934	1386	2010	139	102
Average income (£000's)	30.04	27.36	33.54	32.89	29.22	34.21	26.15	27.76	28.46	25.81	33.26	28.69	32.23	25.92	30.30	28.56	25.05	32.35	30.87	31.37	33.04	36.62	29.48

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Absolutes/col percents

Table 73

What is the combined annual income of your household, prior to tax being deducted?**Base: All respondents**

		Vote Intention - Leave voters					Vote Intention - Remain voters				2015 Vote - Leave voters				2015 Vote - Remain voters			
		Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP
Unweighted base		8011	1306	656	100	833	873	1296	341	26	1303	839	162	915	924	1353	395	33
Weighted base		8011	1407	637	92	783	977	1233	324	26	1454	801	156	836	1075	1255	384	31
Up to £7,000	(3.5)	300 4%	26 2%	35 6%	2 2%	33 4%	14 1%	47 4%	8 3%	2 7%	32 2%	36 4%	5 3%	36 4%	13 1%	46 4%	11 3%	2 5%
£7,001 to £14,000	(10.5)	1047 13%	158 11%	130 20%	14 15%	127 16%	69 7%	156 13%	32 10%	2 9%	164 11%	141 18%	23 15%	139 17%	70 6%	169 13%	36 9%	4 14%
£14,001 to £21,000	(17.5)	1241 15%	208 15%	115 18%	19 21%	151 19%	124 13%	179 15%	36 11%	3 12%	208 14%	165 21%	33 21%	165 20%	126 12%	181 14%	49 13%	7 23%
£21,001 to £28,000	(24.5)	1315 16%	252 18%	98 15%	15 16%	139 18%	150 15%	189 15%	41 13%	5 21%	276 19%	134 17%	23 14%	149 18%	169 16%	198 16%	59 15%	5 16%
£28,001 to £34,000	(31)	1055 13%	238 17%	90 14%	13 14%	110 14%	137 14%	143 12%	43 13%	1 4%	232 16%	98 12%	25 16%	111 13%	136 13%	163 13%	53 14%	2 6%
£34,001 to £41,000	(37.5)	848 11%	185 13%	55 9%	10 11%	73 9%	129 13%	135 11%	43 13%	4 15%	185 13%	67 8%	17 11%	89 11%	132 12%	150 12%	47 12%	3 9%
£41,001 to £48,000	(44.5)	550 7%	82 6%	36 6%	5 5%	30 4%	93 10%	97 8%	27 8%	- -	95 7%	45 6%	3 2%	26 3%	112 10%	90 7%	28 7%	1 2%
£48,001 to £55,000	(51.5)	359 4%	54 4%	14 2%	6 6%	30 4%	70 7%	62 5%	28 9%	3 10%	58 4%	27 3%	8 5%	21 3%	79 7%	65 5%	29 8%	3 9%
£55,001 to £62,000	(58.5)	177 2%	28 2%	12 2%	1 1%	12 1%	19 2%	42 3%	11 4%	- -	27 2%	15 2%	4 2%	11 1%	25 2%	39 3%	8 2%	1 5%
£62,001 to £69,000	(65.5)	122 2%	21 1%	6 1%	1 1%	4 1%	20 2%	26 2%	4 1%	1 2%	13 1%	10 1%	3 2%	7 1%	28 3%	17 1%	11 3%	- -
£69,001 to £76,000	(72.5)	98 1%	6 *	7 1%	3 3%	5 1%	22 2%	20 2%	9 3%	1 3%	8 1%	6 1%	2 2%	5 1%	31 3%	11 1%	6 2%	1 2%
£76,001 to £83,000	(79.5)	70 1%	13 1%	1 *	- -	4 *	16 2%	13 1%	3 1%	- -	10 1%	1 *	- -	7 1%	20 2%	17 1%	2 *	- -
£83,001 or more	(86)	201 3%	34 2%	5 1%	3 3%	8 1%	53 5%	31 3%	16 5%	1 5%	29 2%	7 1%	3 2%	9 1%	62 6%	24 2%	18 5%	1 4%
Prefer not to answer		629 8%	100 7%	32 5%	2 2%	57 7%	61 6%	94 8%	21 6%	3 10%	117 8%	49 6%	8 5%	60 7%	72 7%	85 7%	25 6%	2 5%

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Absolutes/col percents

Table 73

What is the combined annual income of your household, prior to tax being deducted?**Base: All respondents**

	Total	Vote Intention - Leave voters				Vote Intention - Remain voters				2015 Vote - Leave voters				2015 Vote - Remain voters			
		Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP
Weighted base	8011	1407	637	92	783	977	1233	324	26	1454	801	156	836	1075	1255	384	31
Average income (£000's)	30.04	30.46	25.19	29.57	25.92	36.33	31.42	35.79	32.26	29.87	25.79	28.29	25.74	37.67	30.44	34.23	29.53