



THE PR OFFICE – VOTING INFLUENCERS PUBLIC POLL

Methodology: ComRes interviewed 2,038 British adults online between Wednesday 31st May and Thursday 1st June 2017. Data were weighted by age, gender, region and socio-economic grade to be representative of all GB adults aged 18+. ComRes is a member of the British Polling Council and abides by its rules.

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	Page	Table	Title	Base Description	Base
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●	52	21	Which of the following ITV regions do you live in?	Base: All respondents	2038
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	Page	Table	Title	Base Description	Base
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●	66	25	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	2038
●	67	25	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	2038

Voting Influences Survey
ONLINE Fieldwork: 31st May-1st June 2017

Absolutes/col percents

Table 1
Q.1 What sources of information do you think will influence your voting decision on June 8th?

Summary**Base: All respondents**

	Ranking			
	1st	2nd	3rd	Top 3
Unweighted base	2038	2038	2038	2038
Weighted base	2038	2038	2038	2038
NET: Newspapers	368 18%	556 27%	402 20%	1156 57%
Newspapers (online)	164 8%	198 10%	203 10%	565 28%
Newspapers (print)	204 10%	357 18%	199 10%	760 37%
NET: Social media	188 9%	227 11%	291 14%	597 29%
Social media - Facebook	99 5%	108 5%	142 7%	349 17%
Social media - Instagram	17 1%	21 1%	26 1%	63 3%
Social media - Twitter	48 2%	57 3%	68 3%	173 8%
Other social media	24 1%	42 2%	55 3%	121 6%
Television	841 41%	403 20%	229 11%	1473 72%
Radio	85 4%	219 11%	262 13%	565 28%
Family members	236 12%	279 14%	294 14%	809 40%
Friends	95 5%	217 11%	265 13%	578 28%
Colleagues	25 1%	55 3%	102 5%	181 9%
Other	201 10%	41 2%	132 6%	375 18%

Voting Influences Survey
ONLINE Fieldwork: 31st May-1st June 2017

Absolutes/col percents

Table 1
Q.1 What sources of information do you think will influence your voting decision on June 8th?

Summary**Base: All respondents**

	Ranking			
	1st	2nd	3rd	Top 3
Weighted base	2038	2038	2038	2038
No others	-	41 2%	60 3%	-

Voting Influences Survey

ONLINE Fieldwork: 31st May-1st June 2017

Absolutes/col percents

Table 2
Q.1 What sources of information do you think will influence your voting decision on June 8th?
1st
Base: All respondents

	Total	Gender		Age									Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Private (q)
Unweighted base	2038	1052	986	258	298	330	337	303	512	556	667	815	451	618	384	585	239	762
Weighted base	2038	995	1043	228	350	328	363	300	470	578	690	769	545	568	419	505	296	878
Television	841 41%	425 43%	417 40%	42 18%	98 28%C	145 44%CD	178 49%CD	147 49%CD	232 49%CD	140 24%	322 47%I	379 49%I	185 34%	245 43%L	187 45%L	224 44%L	98 33%	354 40%p
NET: Newspapers	368 18%	196 20%	172 17%	51 22%f	57 16%	54 17%	53 15%	50 17%	103 22%deF	108 19%	107 16%	153 20%j	121 22%nO	109 19%o	67 16%	72 14%	46 16%	157 18%
Newspapers (print)	204 10%	92 9%	112 11%	17 7%	15 4%	27 8%d	27 8%	31 10%D	87 18%CDEFG	32 6%	55 8%	117 15%IJ	66 12%	53 9%	39 9%	45 9%	22 8%	77 9%
Newspapers (online)	164 8%	104 10%B	61 6%	34 15%EFGH	42 12%fGH	27 8%H	26 7%H	19 6%h	16 3%	76 13%JK	53 8%K	35 5%	55 10%O	56 10%O	27 7%	26 5%	24 8%	80 9%
Family members	236 12%	77 8%	159 15%A	27 12%H	58 16%GH	45 14%gH	53 15%GH	25 8%	29 6%	84 15%K	97 14%K	54 7%	63 11%	69 12%	47 11%	57 11%	37 13%	119 14%
NET: Social media	188 9%	87 9%	101 10%	52 23%EFGH	71 20%EFGH	32 10%FGH	17 5%h	6 2%	9 2%	123 21%JK	49 7%K	15 2%	60 11%lm	39 7%	43 10%	46 9%	43 15%Q	81 9%
Social media - Facebook	99 5%	33 3%	66 6%A	23 10%FGH	40 12%EFGH	19 6%fGH	9 2%	3 1%	5 1%	63 11%JK	28 4%K	9 1%	17 3%	26 5%	25 6%I	31 6%L	26 9%Q	41 5%
Social media - Twitter	48 2%	29 3%	19 2%	25 11%DEFGH	12 3%GH	5 1%g	5 1%	-	2 *	36 6%JK	9 1%K	2 *	28 5%MnO	7 1%	9 2%	4 1%	5 2%	25 3%
Other social media	24 1%	17 2%b	7 1%	2 1%	9 3%fH	6 2%	2 1%	2 1%	2 *	11 2%k	8 1%	5 1%	9 2%	5 1%	5 1%	5 1%	9 3%Q	8 1%
Social media - Instagram	17 1%	8 1%	8 1%	3 1%gH	9 3%FGH	3 1%h	1 *	-	-	13 2%JK	4 1%k	-	7 1%	1 *	3 1%	5 1%	3 1%	8 1%
Friends	95 5%	46 5%	49 5%	24 10%EFGH	27 8%fGH	14 4%G	13 4%g	3 1%	14 3%g	50 9%JK	27 4%	18 2%	25 5%	32 6%	16 4%	22 4%	25 8%Q	37 4%
Radio	85 4%	41 4%	44 4%	10 4%	8 2%	10 3%	18 5%	18 6%De	21 4%	18 3%	27 4%	39 5%	26 5%	19 3%	16 4%	23 5%	17 6%	38 4%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q

Voting Influences Survey
ONLINE Fieldwork: 31st May-1st June 2017

Absolutes/col percents

Table 2

Q.1 What sources of information do you think will influence your voting decision on June 8th?

1st

Base: All respondents

	Gender			Age									Social Grade				Employment Sector	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Private (q)
Weighted base	2038	995	1043	228	350	328	363	300	470	578	690	769	545	568	419	505	296	878
Colleagues	25 1%	12 1%	12 1%	7 3%DH	-	4 1%d	7 2%D	3 1%	3 1%	7 1%	11 2%	6 1%	6 1%	9 2%	5 1%	5 1%	6 2%	12 1%
Other	201 10%	111 11%	90 9%	15 7%	32 9%	25 8%	24 7%	48 16%CDEF	57 12%ceF	48 8%	49 7%	105 14%IJ	60 11%	45 8%	39 9%	57 11%m	24 8%	80 9%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q

Voting Influences Survey

ONLINE Fieldwork: 31st May-1st June 2017

Absolutes/col percents

Table 2

Q.1 What sources of information do you think will influence your voting decision on June 8th?**1st****Base: All respondents**

	Total	Region											Voting Intention							
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	Conservative (n)	Labour (o)	Liberal Democrat (p)	UKIP (q)	SNP (r)	Plaid Cymru (s)	Other party (t)
Unweighted base	2038	196	128	1714	96	217	195	169	145	224	216	262	190	722	676	118	92	70	16	32
Weighted base	2038	179	102*	1757	86*	234	171	183	153*	196	271	283	179	737	649	126*	104*	71*	12**	25**
Television	841 41%	73 41%	48 47%	720 41%	39 45%	106 45%	67 39%	73 40%	58 38%	83 43%	101 37%	108 38%	85 47%k	356 48%OR	247 38%	50 39%	40 38%	24 34%	6 46%	8 32%
NET: Newspapers	368 18%	22 12%	12 12%	334 19%a	11 12%	47 20%am	30 17%	40 22%AbM	26 17%	35 18%	56 21%abm	68 24%ABeM	22 12%	170 23%OR	96 15%	23 18%	17 16%	6 8%	1 10%	4 17%
Newspapers (print)	204 10%	10 5%	6 6%	188 11%A	3 4%	22 9%	13 8%	21 12%ae	14 9%	23 12%ae	36 13%AbE	39 14%AbEg	16 9%	120 16%OPR	39 6%	8 6%	12 12%oR	1 1%	1 5%	2 7%
Newspapers (online)	164 8%	12 7%	6 6%	146 8%	7 8%	25 11%M	17 10%M	19 10%M	12 8%	20 6%	29 7%	6 10%M	3 3%	51 7%	57 9%	15 12%	4 4%	5 7%	1 5%	2 10%
Family members	236 12%	30 17%DfjL	15 15%l	191 11%	7 9%	24 10%	18 11%	19 10%	23 15%l	20 10%	33 12%	23 8%	23 13%	70 10%	76 12%	10 8%	7 6%	16 22%NOPQ	1 11%	3 11%
NET: Social media	188 9%	20 11%	9 9%	159 9%	16 19%bFGHIJ klM	18 8%	12 7%	17 9%	14 9%	14 7%	27 10%	29 10%	12 7%	26 4%	96 15%Np	9 7%	9 9%	12 18%Np	2 13%	2 7%
Social media - Facebook	99 5%	13 7%K	6 6%	80 5%	7 8%K	8 3%	6 4%	11 6%	8 5%	9 5%	6 2%	16 6%	9 5%	6 1%	51 8%N	4 3%n	2 2%	10 14%NPQ	2 13%	1 2%
Social media - Twitter	48 2%	1 1%	1 1%	45 3%	5 6%AGhIM	8 3%a	2 1%	3 2%	4 3%	4 2%	13 5%Agm	5 2%	2 1%	7 1%	32 5%N	2 2%	2 2%	-	-	1 5%
Other social media	24 1%	2 1%	1 1%	21 1%	3 4%HJm	2 1%	2 1%	1 *	2 1%	1 *	5 2%	3 1%	1 *	9 1%	9 1%	2 1%	1 1%	1 1%	-	-
Social media - Instagram	17 1%	3 2%f	* *	13 1%	1 1%	- -	2 1%	2 1%	- -	* *	3 1%	5 2%	* *	4 1%	4 1%	1 1%	4 4%NO	2 2%	-	-
Friends	95 5%	7 4%	5 5%	83 5%	4 4%	9 4%	14 8%flm	7 4%	3 2%	10 5%	12 5%	17 6%i	6 3%	17 2%	43 7%Nr	9 7%Nr	8 7%Nr	-	1 11%	2 10%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m - n/o/p/q/r/s/t

* small base; ** very small base (under 30) ineligible for sig testing

Voting Influences Survey
ONLINE Fieldwork: 31st May-1st June 2017

Absolutes/col percents

Table 2
Q.1 What sources of information do you think will influence your voting decision on June 8th?

1st

Base: All respondents

	Region											Voting Intention								
	Total	Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	Conservative (n)	Labour (o)	Liberal Democrat (p)	UKIP (q)	SNP (r)	Plaid Cymru (s)	Other party (t)
Weighted base	2038	179	102*	1757	86*	234	171	183	153*	196	271	283	179	737	649	126*	104*	71*	12**	25**
Radio	85 4%	5 3%	5 5%	74 4%	1 1%	7 3%	8 5%	10 5%	14 9%	7 4%	10 4%	6 2%	12 6%	26 4%	25 4%	10 8%	5 5%	2 3%	-	-
Colleagues	25 1%	2 1%	2 2%	21 1%	-	1 1%	1 1%	3 1%	-	4 2%	7 3%	3 1%	1 1%	5 1%	11 2%	2 2%	-	1 2%	-	-
Other	201 10%	19 11%	6 6%	176 10%	8 9%	23 10%	20 11%	16 9%	15 10%	22 11%	25 9%	30 11%	18 10%	67 9%	56 9%	13 10%	19 18%	9 13%	1 8%	6 23%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m - n/o/p/q/r/s/t

* small base; ** very small base (under 30) ineligible for sig testing

Voting Influences Survey

ONLINE Fieldwork: 31st May-1st June 2017

Absolutes/col percents

Table 3
Q.1 What sources of information do you think will influence your voting decision on June 8th?
2nd
Base: All respondents

	Total	Gender		Age									Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Private (q)
Unweighted base	2038	1052	986	258	298	330	337	303	512	556	667	815	451	618	384	585	239	762
Weighted base	2038	995	1043	228	350	328	363	300	470	578	690	769	545	568	419	505	296	878
NET: Newspapers	556 27%	299 30%B	256 25%	38 17%	69 20%	88 27%Cd	112 31%CD	92 31%CD	156 33%CDe	107 18%	200 29%I	249 32%I	151 28%	158 28%	118 28%	128 25%	88 30%	209 24%
Newspapers (print)	357 18%	214 21%B	144 14%	14 6%	34 10%	48 15%C	71 20%CD	66 22%CDE	124 26%CDEf	48 8%	119 17%I	191 25%IJ	91 17%	100 18%	81 19%	86 17%	48 16%	129 15%
Newspapers (online)	198 10%	86 9%	112 11%	24 11%	34 10%	41 12%H	41 11%h	26 9%	32 7%	59 10%	81 12%K	58 8%	60 11%	58 10%	38 9%	42 8%	40 14%	80 9%
Television	403 20%	192 19%	211 20%	35 15%	56 16%	56 17%	67 18%	62 21%	127 27%CDEfg	91 16%	123 18%	189 25%IJ	126 23%mo	102 18%	88 21%	87 17%	44 15%	185 21%p
Family members	279 14%	109 11%	170 16%A	45 20%GH	58 16%H	45 14%	50 14%	36 12%	45 10%	103 18%K	95 14%	81 11%	51 9%	77 14%l	74 18%L	77 15%L	42 14%	123 14%
NET: Social media	227 11%	114 11%	114 11%	41 18%FGH	69 20%eFGH	45 14%GH	34 9%gH	15 5%	23 5%	110 19%JK	79 11%K	38 5%	62 11%	56 10%	50 12%	60 12%	41 14%	113 13%
Social media - Facebook	108 5%	50 5%	57 5%	18 8%gH	29 8%GH	18 6%	17 5%	10 3%	16 3%	46 8%jK	35 5%	26 3%	19 3%	31 6%	27 6%	31 6%	18 6%	46 5%
Social media - Twitter	57 3%	35 4%b	22 2%	10 4%FGH	22 6%FGH	18 5%FGH	4 1%	2 1%	1 *	32 6%jK	21 3%K	3 *	25 5%mo	13 2%	11 3%	9 2%	14 5%	32 4%
Other social media	42 2%	22 2%	20 2%	7 3%	6 2%	6 2%	13 4%gh	3 1%	6 1%	13 2%	19 3%k	9 1%	13 2%	6 1%	8 2%	15 3%M	5 2%	22 3%
Social media - Instagram	21 1%	6 1%	15 1%	6 3%FGH	12 3%eFGH	3 1%	- -	- -	1 *	18 3%JK	3 *	1 *	5 1%	6 1%	4 1%	6 1%	4 1%	13 1%
Radio	219 11%	128 13%B	91 9%	15 7%	23 7%	33 10%	34 9%	54 18%CDEFh	60 13%CD	38 7%	67 10%	113 15%IJ	53 10%	68 12%	40 9%	58 12%	27 9%	95 11%
Friends	217 11%	86 9%	132 13%A	35 15%GH	43 12%H	43 13%GH	42 11%H	23 8%	32 7%	78 13%K	85 12%K	55 7%	72 13%N	63 11%N	28 7%	53 11%n	26 9%	91 10%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q

Voting Influences Survey
ONLINE Fieldwork: 31st May-1st June 2017

Absolutes/col percents

Table 3
Q.1 What sources of information do you think will influence your voting decision on June 8th?

2nd

Base: All respondents

	Gender			Age									Social Grade				Employment Sector	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Private (q)
Weighted base	2038	995	1043	228	350	328	363	300	470	578	690	769	545	568	419	505	296	878
Colleagues	55 3%	28 3%	27 3%	9 4%H	19 5%EGH	6 2%	15 4%gH	4 1%	2 *	28 5%K	20 3%K	6 1%	11 2%	21 4%	10 2%	13 3%	15 5%	29 3%
Other	41 2%	18 2%	23 2%	6 3%	4 1%	8 2%	5 1%	8 3%	10 2%	10 2%	13 2%	18 2%	10 2%	16 3%	5 1%	11 2%	6 2%	18 2%
No others	41 2%	21 2%	20 2%	3 1%	10 3%	4 1%	5 1%	6 2%	14 3%	13 2%	9 1%	20 3%	9 2%	7 1%	7 2%	18 4%IM	6 2%	14 2%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q

Voting Influences Survey

ONLINE Fieldwork: 31st May-1st June 2017

Absolutes/col percents

Table 3
Q.1 What sources of information do you think will influence your voting decision on June 8th?
2nd
Base: All respondents

	Region													Voting Intention						
	Total	Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	Conservative (n)	Labour (o)	Liberal Democrat (p)	UKIP (q)	SNP (r)	Plaid Cymru (s)	Other party (t)
Unweighted base	2038	196	128	1714	96	217	195	169	145	224	216	262	190	722	676	118	92	70	16	32
Weighted base	2038	179	102*	1757	86*	234	171	183	153*	196	271	283	179	737	649	126*	104*	71*	12**	25**
NET: Newspapers	556 27%	40 22%	33 32%a	483 28%	27 31%	66 28%	39 23%	47 26%	40 26%	48 25%	83 31%a	82 29%	50 28%	255 35%OR	155 24%	37 30%	28 27%	15 21%	4 33%	5 20%
Newspapers (print)	357 18%	30 17%	23 23%G	304 17%	22 26%GjK	44 19%	22 13%	35 19%	31 20%	31 16%	40 15%	50 18%	30 17%	174 24%Oq	92 14%	22 17%	13 12%	13 19%	4 30%	3 13%
Newspapers (online)	198 10%	9 5%	9 9%	179 10%a	5 5%	22 9%	18 10%	12 7%	10 6%	17 9%	44 16%AEfHI	32 11%a	20 11%a	80 11%R	64 10%r	16 12%R	15 15%R	1 2%	* 3%	2 8%
Television	403 20%	36 20%	13 12%	354 20%b	14 17%	45 19%	42 24%BM	41 22%bm	40 26%BM	35 18%	53 19%	59 21%b	26 14%	163 22%O	105 16%	24 19%	26 25%	11 16%	3 21%	4 16%
Family members	279 14%	16 9%	10 10%	253 14%a	12 14%	26 11%	30 18%AfK	28 15%ak	19 12%	40 20%ABFiK	24 9%	45 16%ak	30 17%AK	94 13%	99 15%	18 14%	13 13%	7 10%	-	4 17%
NET: Social media	227 11%	35 19%DfGiJLM	12 12%	180 10%	12 14%lm	28 12%lm	14 8%	24 13%lm	16 11%	21 11%	34 13%lm	21 7%	11 6%	29 4%	111 17%Np	11 9%N	15 15%N	18 25%NP	3 23%	4 16%
Social media - Facebook	108 5%	16 9%DgJLM	7 7%	84 5%	4 5%	15 6%	7 4%	8 5%	8 5%	7 4%	20 8%lm	8 3%	5 3%	11 2%	58 9%Np	4 3%	9 8%N	8 12%NP	2 15%	2 7%
Social media - Twitter	57 3%	10 6%DIL	3 2%	44 3%	2 3%	7 3%	4 3%	7 4%	1 1%	9 4%i	6 2%	4 2%	3 2%	12 2%	29 4%N	4 3%	3 3%	6 9%N	* 3%	1 2%
Other social media	42 2%	6 3%	1 1%	34 2%	1 1%	5 2%	2 1%	8 5%klm	6 4%	4 2%	3 1%	3 1%	1 1%	4 1%	18 3%N	3 2%n	3 3%n	1 1%	1 5%	* 2%
Social media - Instagram	21 1%	3 2%	1 1%	18 1%	4 5%FGHIJM*	1 1%	1 *	-	1 1%	1 1%	5 2%	5 2%	1 *	2 *	7 1%n	1 1%	-	3 4%No	-	1 5%
Radio	219 11%	21 12%e	10 9%	187 11%	4 4%	35 15%EhK	19 11%	14 8%	15 10%	27 14%EhK	18 7%	35 12%ek	21 12%e	88 12%	58 9%	17 13%	6 6%	5 7%	1 6%	2 7%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m - n/o/p/q/r/s/t

* small base; ** very small base (under 30) ineligible for sig testing

Voting Influences Survey

ONLINE Fieldwork: 31st May-1st June 2017

Absolutes/col percents

Table 3
Q.1 What sources of information do you think will influence your voting decision on June 8th?
2nd
Base: All respondents

	Region												Voting Intention							
	Total	Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	Conservative (n)	Labour (o)	Liberal Democrat (p)	UKIP (q)	SNP (r)	Plaid Cymru (s)	Other party (t)
Weighted base	2038	179	102*	1757	86*	234	171	183	153*	196	271	283	179	737	649	126*	104*	71*	12**	25**
Friends	217 11%	21 12%	10 10%	186 11%	8 9%	20 9%	16 9%	21 11%	14 9%	18 9%	42 16%fgjL	20 7%	26 15%L	57 8%	83 13%N	11 8%	6 6%	10 14%	1 6%	4 17%
Colleagues	55 3%	4 2%	7 6%DaHIJ	44 3%	4 5%i	7 3%	5 3%	3 1%	1 1%	3 2%	8 3%	8 3%	6 3%	16 2%	18 3%	2 1%	5 5%	2 3%	- -	1 6%
Other	41 2%	2 1%	7 7%DAFIJK Lm	32 2%	3 3%	3 1%	5 3%	6 3%	1 1%	3 1%	3 1%	6 2%	4 2%	19 3%	10 2%	2 2%	* *	- -	1 11%	- -
No others	41 2%	5 3%J	1 1%	36 2%	3 3%J	4 2%	2 1%	1 *	6 4%hJ	- -	6 2%j	8 3%J	5 3%J	17 2%	10 2%	4 3%	4 4%	3 4%	- -	* 2%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m - n/o/p/q/r/s/t
 * small base; ** very small base (under 30) ineligible for sig testing

Voting Influences Survey

ONLINE Fieldwork: 31st May-1st June 2017

Absolutes/col percents

Table 4
Q.1 What sources of information do you think will influence your voting decision on June 8th?
3rd
Base: All respondents

	Total	Gender		Age									Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Pri- vate (q)
Unweighted base	2038	1052	986	258	298	330	337	303	512	556	667	815	451	618	384	585	239	762
Weighted base	2038	995	1043	228	350	328	363	300	470	578	690	769	545	568	419	505	296	878
NET: Newspapers	402 20%	190 19%	212 20%	30 13%	56 16%	68 21%c	74 21%c	79 26%CDh	94 20%c	87 15%	142 21%l	173 22%l	82 15%	117 21%L	107 25%Lo	97 19%	51 17%	183 21%
Newspapers (online)	203 10%	95 10%	108 10%	22 9%	39 11%	39 12%h	31 9%	36 12%h	35 8%	61 11%	71 10%	71 9%	51 9%	48 8%	60 14%IMO	44 9%	32 11%	91 10%
Newspapers (print)	199 10%	95 10%	104 10%	9 4%	17 5%	28 9%c	43 12%CD	43 14%CDe	59 12%CD	26 4%	72 10%l	102 13%l	30 6%	69 12%L	47 11%L	53 10%L	19 6%	92 10%
Family members	294 14%	116 12%	178 17%A	38 17%	38 11%	48 15%	41 11%	44 15%	85 18%DF	76 13%	89 13%	129 17%j	92 17%o	76 13%	66 16%	61 12%	33 11%	102 12%
NET: Social media	291 14%	146 15%	145 14%	48 21%FGH	94 27%EFGH	56 17%GH	45 12%GH	18 6%	30 6%	142 25%JK	101 15%K	48 6%	82 15%	86 15%n	44 11%	79 16%n	54 18%	147 17%
Social media - Facebook	142 7%	53 5%	89 9%A	22 10%fGH	46 13%FGH	31 9%fGH	19 5%	8 3%	16 3%	69 12%JK	49 7%K	24 3%	47 9%N	44 8%N	11 3%	41 8%N	21 7%	74 8%
Social media - Twitter	68 3%	46 5%B	23 2%	11 5%gH	25 7%EGH	7 2%	14 4%H	5 2%	6 1%	36 6%JK	21 3%k	11 1%	15 3%	22 4%	16 4%	16 3%	13 4%	34 4%
Other social media	55 3%	31 3%	24 2%	9 4%	13 4%	11 3%	10 3%	4 1%	8 2%	22 4%K	21 3%	12 2%	11 2%	17 3%	12 3%	15 3%	14 5%	24 3%
Social media - Instagram	26 1%	16 2%	10 1%	6 3%fGH	9 3%fGH	8 2%fGH	2 1%	1 *	- -	15 3%K	10 1%K	1 *	9 2%	3 1%	6 2%	7 1%	6 2%	15 2%
Friends	265 13%	137 14%	128 12%	30 13%	41 12%	44 13%	52 14%	37 12%	61 13%	71 12%	96 14%	98 13%	58 11%	64 11%	67 16%lm	77 15%lm	35 12%	114 13%
Radio	262 13%	146 15%B	116 11%	25 11%	40 11%	32 10%	53 14%	37 12%	75 16%E	65 11%	85 12%	112 15%	78 14%	76 13%	50 12%	57 11%	55 19%Q	102 12%
Television	229 11%	123 12%	107 10%	35 15%H	41 12%h	33 10%	45 13%H	39 13%H	36 8%	76 13%	79 11%	75 10%	77 14%O	65 11%	42 10%	46 9%	31 11%	97 11%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q

Voting Influences Survey
ONLINE Fieldwork: 31st May-1st June 2017

Absolutes/col percents

Table 4
Q.1 What sources of information do you think will influence your voting decision on June 8th?
3rd
Base: All respondents

	Gender			Age									Social Grade				Employment Sector	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Private (q)
Weighted base	2038	995	1043	228	350	328	363	300	470	578	690	769	545	568	419	505	296	878
Colleagues	102 5%	49 5%	53 5%	15 7%h	19 5%	24 7%gH	18 5%	10 3%	16 3%	34 6%k	42 6%K	26 3%	24 4%	37 7%	17 4%	24 5%	19 6%	66 8%
Other	132 6%	57 6%	75 7%	4 2%	9 3%	17 5%c	26 7%CD	25 8%CD	51 11%CDE	13 2%	43 6%l	76 10%lJ	38 7%n	37 6%n	15 4%	42 8%N	11 4%	43 5%
No others	60 3%	32 3%	28 3%	3 1%	11 3%	5 2%	8 2%	11 4%	22 5%cEf	14 2%	13 2%	33 4%J	15 3%	10 2%	13 3%	22 4%M	7 2%	23 3%

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q

Voting Influences Survey

ONLINE Fieldwork: 31st May-1st June 2017

Absolutes/col percents

Table 4
Q.1 What sources of information do you think will influence your voting decision on June 8th?
3rd
Base: All respondents

	Region												Voting Intention							
	Total	Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humber (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	Conser- vative (n)	Labour (o)	Liberal Democrat (p)	UKIP (q)	SNP (r)	Plaid Cymru (s)	Other party (t)
Unweighted base	2038	196	128	1714	96	217	195	169	145	224	216	262	190	722	676	118	92	70	16	32
Weighted base	2038	179	102*	1757	86*	234	171	183	153*	196	271	283	179	737	649	126*	104*	71*	12**	25**
NET: Newspapers	402 20%	46 25% ^d	19 19% ^f	337 19%	19 22%	37 16%	34 20%	41 22%	27 17%	42 21%	43 16%	57 20%	37 21%	154 21% ^Q	138 21% ^Q	25 19%	10 10%	16 23% ^q	1 10%	3 12%
Newspapers (online)	203 10%	28 15% ^D	12 12% ^G	163 9%	10 12%	23 10%	11 6%	22 12% ^k	11 7%	21 11%	17 6%	28 10%	21 12% ^g	65 9% ^q	81 12% ⁿ	13 10% ^Q	2 2%	9 13% ^Q	* 4%	- -
Newspapers (print)	199 10%	18 10%	7 7%	174 10%	9 10%	14 6%	23 14% ^F	19 10%	16 10%	21 11%	26 10%	29 10%	16 9%	89 12% ^o	58 9%	11 9%	8 8%	7 10%	1 6%	3 12%
Family members	294 14%	21 12%	15 15%	258 15%	9 11%	41 17%	26 15%	26 14%	24 16%	26 13%	49 18%	33 12%	24 13%	108 15%	80 12%	20 15%	19 18%	7 10%	3 26%	5 19%
NET: Social media	291 14%	30 17%	10 10%	252 14%	12 14%	35 15%	27 16%	26 14%	22 14%	25 13%	38 14%	44 16%	24 14%	83 11%	115 18% ^N	21 16%	15 15%	13 18%	2 18%	4 15%
Social media - Facebook	142 7%	12 7%	3 3%	127 7% ^b	6 7%	20 8% ^b	18 11% ^{BJ}	11 6%	12 8%	8 4%	18 7%	22 8%	12 7%	36 5%	56 9% ^N	9 7%	9 9%	5 7%	- -	3 11%
Social media - Twitter	68 3%	8 5%	5 5%	55 3%	2 3%	6 3%	5 3%	4 2%	5 4%	6 3%	6 2%	13 4%	7 4%	26 4%	20 3%	7 5%	1 1%	5 7% ^q	1 7%	- -
Other social media	55 3%	5 3%	2 2%	47 3%	- -	7 3%	3 2%	8 4% ^e	3 2%	9 5% ^e	6 2%	7 3%	4 2%	17 2%	22 3%	4 3%	3 3%	2 2%	1 11%	1 5%
Social media - Instagram	26 1%	4 2% ^g	- -	22 1%	4 4% ^{bf}	2 1% ^{GI}	- -	3 1%	1 *	1 *	8 3% ^{Gj}	3 1%	1 1%	3 *	16 3% ^N	1 1%	2 2%	1 2%	- -	- -
Friends	265 13%	25 14%	17 17% ^l	224 13%	13 15%	28 12%	22 13%	28 15% ^l	25 16% ^l	29 15%	32 12%	25 9%	22 12%	78 11%	84 13%	16 12%	18 17%	15 22% ^{No}	1 10%	5 20%
Radio	262 13%	15 8%	11 10%	237 13% ^a	11 13%	34 15% ^a	22 13%	22 12%	17 11%	26 13%	36 13%	40 14%	29 16% ^A	112 15% ^O	67 10%	17 14%	16 16%	6 8%	1 10%	1 4%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m - n/o/p/q/r/s/t

* small base; ** very small base (under 30) ineligible for sig testing

Voting Influences Survey

ONLINE Fieldwork: 31st May-1st June 2017

Absolutes/col percents

Table 4
Q.1 What sources of information do you think will influence your voting decision on June 8th?
3rd
Base: All respondents

	Region													Voting Intention						
	Total	Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	Conservative (n)	Labour (o)	Liberal Democrat (p)	UKIP (q)	SNP (r)	Plaid Cymru (s)	Other party (t)
Weighted base	2038	179	102*	1757	86*	234	171	183	153*	196	271	283	179	737	649	126*	104*	71*	12**	25**
Television	229 11%	15 8%	13 13%	201 11%	12 14%	27 12%	18 11%	16 9%	19 12%	22 11%	36 13%	35 12%	16 9%	80 11%	83 13%	11 9%	12 11%	3 5%	1 10%	2 8%
Colleagues	102 5%	11 6%	5 5%	86 5%	2 3%	8 4%	11 6%	9 5%	3 2%	11 6%	14 5%	17 6%	9 5%	32 4%	34 5%	7 5%	4 4%	4 5%	1 11%	2 10%
Other	132 6%	9 5%	9 9%	114 6%	4 4%	20 8%	9 5%	9 5%	10 6%	13 6%	16 6%	22 8%	12 7%	65 9%	33 5%	7 5%	6 6%	4 5%	1 5%	2 10%
No others	60 3%	9 5%	2 2%	48 3%	3 4%	4 2%	2 1%	7 4%	7 5%	3 2%	8 3%	9 3%	5 3%	26 3%	14 2%	4 3%	4 4%	3 5%	-	* 2%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m - n/o/p/q/r/s/t
*** small base; ** very small base (under 30) ineligible for sig testing**

Voting Influences Survey

ONLINE Fieldwork: 31st May-1st June 2017

Absolutes/col percents

Table 5
Q.1 What sources of information do you think will influence your voting decision on June 8th?
Top 3
Base: All respondents

	Total	Gender		Age									Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Private (q)
Unweighted base	2038	1052	986	258	298	330	337	303	512	556	667	815	451	618	384	585	239	762
Weighted base	2038	995	1043	228	350	328	363	300	470	578	690	769	545	568	419	505	296	878
Television	1473 72%	739 74%b	734 70%	111 49%	196 56%	234 71%CD	290 80%CDE	248 83%CDE	395 84%CDE	307 53%	523 76%I	643 84%IJ	388 71%	412 73%	317 75%	357 71%	173 59%	636 72%P
NET: Newspapers	1156 57%	589 59%b	567 54%	112 49%	161 46%	175 53%	203 56%D	187 62%CDE	318 68%CDEF	273 47%	378 55%I	505 66%J	321 59%o	320 56%	249 59%o	265 52%	153 52%	471 54%
Newspapers (print)	760 37%	400 40%B	360 34%	39 17%	66 19%	103 31%CD	142 39%CDe	140 47%CDE	269 57%CDEFG	106 18%	245 35%I	409 53%IJ	187 34%	221 39%	167 40%	184 36%	89 30%	298 34%
Newspapers (online)	565 28%	284 29%	281 27%	80 35%fgH	116 33%H	107 33%H	97 27%H	81 27%H	84 18%	196 34%K	205 30%K	165 21%	166 30%O	162 29%O	125 30%O	112 22%	96 32%	251 29%
Family members	809 40%	302 30%	507 49%A	110 48%GH	154 44%gH	137 42%H	144 40%	105 35%	160 34%	263 46%K	281 41%K	264 34%	205 38%	222 39%	186 44%I	195 39%	112 38%	345 39%
NET: Social media	597 29%	290 29%	307 29%	114 50%EFGH	194 55%EFGH	112 34%FGH	86 24%GH	38 13%	53 11%	308 53%JK	198 29%K	91 12%	170 31%	155 27%	110 26%	162 32%n	119 40%q	287 33%
Social media - Facebook	349 17%	137 14%	212 20%A	63 27%FGH	116 33%EFGH	68 21%FGH	45 12%gh	21 7%	37 8%	178 31%JK	112 16%K	59 8%	83 15%	102 18%	63 15%	102 20%In	64 22%	161 18%
Social media - Twitter	173 8%	110 11%B	63 6%	46 20%EFGH	60 17%EFGH	29 9%GH	23 6%GH	7 2%	9 2%	105 18%JK	51 7%K	16 2%	67 12%MO	42 7%	35 8%	29 6%	32 11%	91 10%
Other social media	121 6%	69 7%b	51 5%	18 8%GH	29 8%GH	23 7%gH	26 7%gH	10 3%	16 3%	47 8%K	48 7%K	26 3%	34 6%	27 5%	25 6%	35 7%	29 10%	53 6%
Social media - Instagram	63 3%	31 3%	33 3%	15 7%FGH	30 9%eFGH	14 4%FGH	3 1%	1 *	1 *	46 8%JK	17 2%K	1 *	20 4%	11 2%	14 3%	19 4%m	13 4%	36 4%
Friends	578 28%	269 27%	309 30%	89 39%fGH	111 32%GH	102 31%GH	107 30%Gh	62 21%	108 23%	199 34%K	209 30%K	170 22%	155 28%	160 28%	111 26%	152 30%	86 29%	243 28%
Radio	565 28%	314 32%B	251 24%	50 22%	71 20%	75 23%	104 29%D	109 36%CDEf	156 33%CDE	121 21%	179 26%i	265 34%IJ	157 29%	163 29%	106 25%	138 27%	99 34%q	234 27%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q

Voting Influences Survey
ONLINE Fieldwork: 31st May-1st June 2017

Absolutes/col percents

Table 5
Q.1 What sources of information do you think will influence your voting decision on June 8th?
Top 3
Base: All respondents

	Gender			Age									Social Grade				Employment Sector	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Private (q)
Weighted base	2038	995	1043	228	350	328	363	300	470	578	690	769	545	568	419	505	296	878
Colleagues	181 9%	89 9%	92 9%	31 14%GH	38 11%gH	34 10%gH	40 11%GH	18 6%	21 4%	69 12%K	74 11%K	39 5%	41 8%	67 12%ln	31 7%	42 8%	40 13%	107 12%
Other	375 18%	186 19%	188 18%	25 11%	45 13%	50 15%	55 15%	81 27%CDEF	118 25%CDEF	71 12%	105 15%	199 26%IJ	108 20%n	98 17%	59 14%	110 22%mN	42 14%	141 16%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q

Voting Influences Survey

ONLINE Fieldwork: 31st May-1st June 2017

Absolutes/col percents

Table 5
Q.1 What sources of information do you think will influence your voting decision on June 8th?
Top 3
Base: All respondents

	Region													Voting Intention						
	Total	Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	Conser- vative (n)	Labour (o)	Liberal Democrat (p)	UKIP (q)	SNP (r)	Plaid Cymru (s)	Other party (t)
Unweighted base	2038	196	128	1714	96	217	195	169	145	224	216	262	190	722	676	118	92	70	16	32
Weighted base	2038	179	102*	1757	86*	234	171	183	153*	196	271	283	179	737	649	126*	104*	71*	12**	25**
Television	1473 72%	124 69%	74 72%	1276 73%	65 76%	178 76%	127 74%	129 71%	117 77%	140 72%	190 70%	203 71%	126 70%	599 81%OPR	435 67%r	86 68%	77 74%R	39 54%	9 77%	14 56%
NET: Newspapers	1156 57%	91 51%	56 55%	1008 57%	49 57%	132 56%	91 53%	109 59%	82 53%	106 54%	161 59%	181 64%Agij	99 55%	499 68%OQR	332 51%	77 61%oqr	48 46%	33 46%	7 53%	11 46%
Newspapers (print)	760 37%	58 32%	36 36%	665 38%	34 40%	80 34%	58 34%	75 41%	60 39%	75 38%	102 38%	118 42%a	61 34%	383 52%OPQR	188 29%	41 32%	34 32%	21 29%	5 41%	8 32%
Newspapers (online)	565 28%	49 27%	27 27%	489 28%	22 25%	70 30%	45 26%	53 29%	33 21%	50 26%	80 30%	89 31%i	48 27%	196 27%	201 31%	44 34%q	22 21%	16 22%	1 12%	4 18%
Family members	809 40%	67 37%	40 39%	702 40%	29 34%	90 39%	75 44%	73 40%	66 43%	86 44%	105 39%	100 35%	77 43%	272 37%	255 39%	47 37%	39 37%	31 43%	5 37%	12 47%
NET: Social media	597 29%	66 37%dbjm	26 26%	505 29%	31 36%lm	66 28%	50 29%	54 29%	46 30%	51 26%	83 31%	81 28%	43 24%	125 17%	267 41%NP	36 28%N	34 32%N	32 45%Np	4 35%	6 26%
Social media - Facebook	349 17%	41 23%dJm	16 16%	292 17%	17 20%	42 18%	31 18%	30 17%	28 18%	24 13%	45 17%	47 16%	27 15%	54 7%	165 25%NP	17 13%n	20 19%N	23 33%NP	3 28%	5 20%
Social media - Twitter	173 8%	19 11%	9 8%	145 8%	10 11%	20 9%	12 7%	14 7%	11 7%	20 10%	25 9%	22 8%	12 7%	46 6%	81 12%N	13 10%	7 6%	11 16%N	1 10%	2 7%
Other social media	121 6%	14 8%	5 5%	102 6%	4 5%	14 6%	7 4%	17 9%lm	11 7%	14 7%	13 5%	14 5%	6 3%	30 4%	49 7%N	9 7%	7 7%	3 5%	2 16%	2 6%
Social media - Instagram	63 3%	10 6%bFgijM	1 1%	53 3%	9 10%BFGHIJIM	3 1%	3 2%	5 3%	2 1%	2 1%	16 6%bFgijM4%fj	12 4%	2 1%	9 1%	27 4%N	3 3%	6 6%N	6 8%N	-	1 5%
Friends	578 28%	54 30%	33 32%l	492 28%	24 29%	57 24%	52 30%	56 31%	42 27%	56 29%	86 32%l	63 22%	55 31%l	152 21%	210 32%N	35 28%	31 30%	26 36%N	3 27%	11 47%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m - n/o/p/q/r/s/t

* small base; ** very small base (under 30) ineligible for sig testing

Voting Influences Survey
ONLINE Fieldwork: 31st May-1st June 2017

Absolutes/col percents

Table 5
Q.1 What sources of information do you think will influence your voting decision on June 8th?
Top 3
Base: All respondents

	Region											Voting Intention								
	Total	Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	Conservative (n)	Labour (o)	Liberal Democrat (p)	UKIP (q)	SNP (r)	Plaid Cymru (s)	Other party (t)
Weighted base	2038	179	102*	1757	86*	234	171	183	153*	196	271	283	179	737	649	126*	104*	71*	12**	25**
Radio	565 28%	42 23%	26 25%	498 28%	16 19%	76 33% ^a	49 29% ^{Ek}	45 25%	45 30%	60 31% ^e	63 23%	80 28%	62 35% ^A	226 31% ^{OR}	150 23%	44 35% ^{OR}	27 26%	12 17%	2 16%	3 11%
Colleagues	181 9%	17 10% ^l	14 14% ^{fl}	150 9%	6 7%	17 7%	18 10% ^l	14 8% ⁱ	4 3%	19 9% ^l	29 11% ^l	27 10% ^l	16 9% ⁱ	53 7%	63 10%	11 8%	8 8%	7 10%	1 11%	4 16%
Other	375 18%	30 17%	22 22%	323 18%	15 17%	46 19%	33 19%	31 17%	25 17%	37 19%	44 16%	58 20%	34 19%	150 20% ^O	99 15%	22 18%	25 24% ^o	13 18%	3 25%	8 32%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m - n/o/p/q/r/s/t

* small base; ** very small base (under 30) ineligible for sig testing

Voting Influences Survey
ONLINE Fieldwork: 31st May-1st June 2017

Absolutes/col percents

Table 6
Gender
Base: All respondents

	Gender			Age									Social Grade				Employment Sector	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Private (q)
Unweighted base	2038	1052	986	258	298	330	337	303	512	556	667	815	451	618	384	585	239	762
Weighted base	2038	995	1043	228	350	328	363	300	470	578	690	769	545	568	419	505	296	878
Male	995 49%	995 100%B	-	102 45%	166 47%	153 47%	191 53%	156 52%	227 48%	268 46%	344 50%	383 50%	311 57%MNO	241 42%	203 48%	240 48%	118 40%	484 55%P
Female	1043 51%	-	1043 100%A	126 55%	184 53%	175 53%	172 47%	144 48%	242 52%	311 54%	346 50%	386 50%	235 43%	327 58%L	217 52%L	265 52%L	177 60%Q	394 45%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q

Voting Influences Survey
ONLINE Fieldwork: 31st May-1st June 2017

Absolutes/col percents

Table 6
Gender
Base: All respondents

	Region												Voting Intention							
	Total	Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humber (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	Conser- vative (n)	Labour (o)	Liberal Democrat (p)	UKIP (q)	SNP (r)	Plaid Cymru (s)	Other party (t)
Unweighted base	2038	196	128	1714	96	217	195	169	145	224	216	262	190	722	676	118	92	70	16	32
Weighted base	2038	179	102*	1757	86*	234	171	183	153*	196	271	283	179	737	649	126*	104*	71*	12**	25**
Male	995 49%	87 49% ^k	53 52% ^K	854 49%	42 49%	139 59% ^a	88 51% ^{HJKL}	86 47% ^K	79 51% ^K	82 42%	105 39%	138 49% ^k	97 54% ^{JK}	387 52% ^O	298 46%	76 60% ^O	57 55%	38 53%	8 69%	16 65%
Female	1043 51%	92 51% ^f	49 48%	902 51%	44 51%	95 41%	84 49%	98 53% ^F	74 49%	114 58% ^{FM}	166 61% ^a	146 51% ^{BFGI}	82 46%	350 48%	351 54% ^{NP}	50 40%	47 45%	33 47%	4 31%	9 35%

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m - n/o/p/q/r/s/t
* small base; ** very small base (under 30) ineligible for sig testing

Voting Influences Survey
ONLINE Fieldwork: 31st May-1st June 2017

Absolutes/col percents

Table 7
Age
Base: All respondents

	Total	Gender		Age									Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Pri- vate (q)
Unweighted base	2038	1052	986	258	298	330	337	303	512	556	667	815	451	618	384	585	239	762
Weighted base	2038	995	1043	228	350	328	363	300	470	578	690	769	545	568	419	505	296	878
18-24	228 11%	102 10%	126 12%	228 100%DEFGH	-	-	-	-	-	228 39%JK	-	-	86 16%NO	68 12%O	35 8%	40 8%	30 10%	103 12%
25-34	350 17%	166 17%	184 18%	-	350 100%CEFGH	-	-	-	-	350 61%JK	-	-	102 19%O	100 18%O	85 20%O	64 13%	73 25%	215 24%
35-44	328 16%	153 15%	175 17%	-	-	328 100%CDFGH	-	-	-	-	328 47%IK	-	92 17%	98 17%	61 15%	77 15%	72 24%	197 22%
45-54	363 18%	191 19%	172 16%	-	-	-	363 100%CDEGH	-	-	-	363 53%IK	-	77 14%	107 19%l	89 21%L	90 18%	71 24%	199 23%
55-64	300 15%	156 16%	144 14%	-	-	-	-	300 100%CDEFH	-	-	-	300 39%J	69 13%	81 14%	62 15%	89 18%l	39 13%	124 14%
65+	470 23%	227 23%	242 23%	-	-	-	-	-	470 100%CDEFG	-	-	470 61%J	120 22%	115 20%	88 21%	147 29%LMN	10 3%	40 5%
NET: 55+	769 38%	383 39%	386 37%	-	-	-	-	300 100%CDEF	470 100%CDEF	-	-	769 100%J	189 35%	196 34%	149 36%	236 47%LMN	49 17%	164 19%
Average age	47.82	48.37	47.30	21.61	29.74C	39.72CD	49.77CDE	59.54CDEF	70.70CDEF	26.54	45.00I	66.35IJ	45.93	46.89	47.55	51.14LMN	41.12	41.60

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q

Voting Influences Survey

ONLINE Fieldwork: 31st May-1st June 2017

Absolutes/col percents

Table 7
Age
Base: All respondents

	Region												Voting Intention							
	Total	Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	Conservative (n)	Labour (o)	Liberal Democrat (p)	UKIP (q)	SNP (r)	Plaid Cymru (s)	Other party (t)
Unweighted base	2038	196	128	1714	96	217	195	169	145	224	216	262	190	722	676	118	92	70	16	32
Weighted base	2038	179	102*	1757	86*	234	171	183	153*	196	271	283	179	737	649	126*	104*	71*	12**	25**
18-24	228 11%	16 9%	9 9%	203 12%	14 16%hj	28 12%	19 11%	14 8%	18 12%	16 8%	37 14%	40 14%hj	16 9%	50 7%	106 16%NQR	16 13%NQ	3 3%	4 6%	* 4%	6 24%
25-34	350 17%	32 18%j	11 11%	307 17%	15 17%	45 19%J	33 19%J	29 16%	22 14%	21 11%	54 20%bJ	56 20%bJ	34 19%J	62 8%	159 25%N	21 17%N	18 17%N	13 19%N	3 22%	4 16%
35-44	328 16%	37 21%L	15 15%	276 16%	15 17%	35 15%	28 17%	29 16%	20 13%	33 17%	51 19%L	31 11%	32 18%l	90 12%	116 18%N	27 21%N	22 21%n	13 18%	1 6%	2 7%
45-54	363 18%	20 11%	31 30%DAEFgIKLm	312 18%a	11 13%	45 19%a	34 20%A	38 21%A	25 17%	42 21%AI	42 16%	39 14%	36 20%A	138 19%	97 15%	22 17%	28 27%Or	9 12%	4 33%	3 13%
55-64	300 15%	30 17% <i>m</i>	17 16%	253 14%	16 19% <i>m</i>	35 15%	26 15%	21 11%	20 13%	30 15%	46 17% <i>m</i>	43 15%	17 9%	131 18%O	82 13%	13 11%	11 11%	13 18%	2 16%	6 24%
65+	470 23%	45 25%K	19 19%	406 23%	15 17%	47 20%	31 18%	52 28%efgK	48 31%bEFGK	54 28%gK	40 15%	74 26%gK	44 25%K	267 36%OPQ	89 14%	27 21%o	22 21%	20 28%O	2 20%	4 16%
NET: 55+	769 38%	75 42% <i>k</i>	36 35%	659 38%	31 36%	81 35%	58 34%	73 40%	68 44%K	84 43%K	86 32%	117 41% <i>k</i>	61 34%	398 54%OPQ	171 26%	40 32%	33 32%	32 46%O	4 36%	10 40%
Average age	47.82	48.87K	49.27K	47.63	45.63	46.47	46.51	49.80K	50.40efgK	50.90EFGK	44.43	47.61	47.87k	54.59OPQ	42.28	46.54O	48.19O	50.14O	49.94	45.21

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m - n/o/p/q/r/s/t
* small base; ** very small base (under 30) ineligible for sig testing

Voting Influences Survey
ONLINE Fieldwork: 31st May-1st June 2017

Absolutes/col percents

Table 8
Social Grade
Base: All respondents

	Gender			Age									Social Grade				Employment Sector	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Private (q)
Unweighted base	2038	1052	986	258	298	330	337	303	512	556	667	815	451	618	384	585	239	762
Weighted base	2038	995	1043	228	350	328	363	300	470	578	690	769	545	568	419	505	296	878
AB	545 27%	311 31%B	235 22%	86 38% d	102 29% EFGH	92 28% f	77 21%	69 23%	120 26%	188 32% JK	169 24%	189 25%	545 100% MNO	-	-	-	86 29%	270 31%
C1	568 28%	241 24%	327 31%A	68 30%	100 28%	98 30%	107 29%	81 27%	115 24%	167 29%	205 30%	196 25%	-	568 100% LNO	-	-	130 44% Q	248 28%
C2	419 21%	203 20%	217 21%	35 15%	85 24% C	61 19%	89 24% Ch	62 21%	88 19%	120 21%	150 22%	149 19%	-	-	419 100% LMO	-	50 17%	209 24% p
DE	505 25%	240 24%	265 25%	40 17%	64 18%	77 23%	90 25% cd	89 30% CD	147 31% CDEf	103 18%	167 24% l	236 31% J	-	-	-	505 100% LMN	30 10%	151 17% P
NET: ABC1	1113 55%	552 55%	562 54%	153 67% de	202 58% FGH	189 58% gh	184 51%	150 50%	235 50%	355 61% JK	374 54%	385 50%	545 100% NO	568 100% NO	-	-	216 73% Q	518 59%
NET: C2DE	925 45%	443 45%	482 46%	75 33%	148 42% c	138 42% c	178 49% C	150 50% Ce	235 50% Cde	223 39%	317 46% l	385 50% l	-	-	419 100% LM	505 100% LM	80 27%	360 41% P

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q

Voting Influences Survey

ONLINE Fieldwork: 31st May-1st June 2017

Absolutes/col percents

Table 8
Social Grade
Base: All respondents

	Region												Voting Intention							
	Total	Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	Conser- vative (n)	Labour (o)	Liberal Democrat (p)	UKIP (q)	SNP (r)	Plaid Cymru (s)	Other party (t)
Unweighted base	2038	196	128	1714	96	217	195	169	145	224	216	262	190	722	676	118	92	70	16	32
Weighted base	2038	179	102*	1757	86*	234	171	183	153*	196	271	283	179	737	649	126*	104*	71*	12**	25**
AB	545 27%	46 25%B	14 14%	486 28%B	28 33%BiJ	73 31%BiJ	41 24%b	44 24%b	33 21%	39 20%	94 35%aBGHIJ	87 31%BJ	47 26%B	207 28%	170 26%	48 38%nO	29 28%	21 30%	2 19%	2 7%
C1	568 28%	50 28%	31 31%	486 28%	17 20%	57 24%	63 37%EFhLM	50 27%	45 29%	57 29%	84 31%	68 24%	45 25%	224 30%Q	183 28%Q	29 23%q	11 10%	14 20%	3 28%	10 39%
C2	419 21%	35 20%	31 31%DaEGKLM	353 20%	13 15%	53 23%	30 17%	39 21%	33 22%	46 23%	50 18%	55 19%	35 20%	145 20%	132 20%	25 19%	23 23%	15 21%	2 20%	4 16%
DE	505 25%	48 27%K	25 25%k	432 25%	27 32%K	51 22%	38 22%	51 28%K	42 28%K	53 27%kK	44 16%	73 26%K	52 29%kK	161 22%	164 25%	25 19%	41 39%NOP	20 29%	4 33%	9 38%
NET: ABC1	1113 55%	96 54%	45 44%	972 55%B	46 53%	130 55%b	104 61%BJ	93 51%	77 51%	97 49%	177 65%ABefHJLLM	155 55%	93 52%	431 58%Q	353 54%Q	77 61%Q	39 38%	36 50%	6 47%	11 46%
NET: C2DE	925 45%	83 46%K	57 56%DfGK	785 45%	40 47%k	104 45%k	67 39%	90 49%K	76 49%K	99 51%GK	94 35%	128 45%K	87 48%K	306 42%	296 46%	49 39%	64 62%NOP	35 50%	6 53%	13 54%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m - n/o/p/q/r/s/t
* small base; ** very small base (under 30) ineligible for sig testing

Voting Influences Survey

ONLINE Fieldwork: 31st May-1st June 2017

Absolutes/col percents

Table 9
GO Region
Base: All respondents

	Gender			Age									Social Grade				Employment Sector	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Private (q)
Unweighted base	2038	1052	986	258	298	330	337	303	512	556	667	815	451	618	384	585	239	762
Weighted base	2038	995	1043	228	350	328	363	300	470	578	690	769	545	568	419	505	296	878
Scotland	179 9%	87 9%	92 9%	16 7%	32 9%	37 11%F	20 6%	30 10%f	45 10%f	48 8%	57 8%	75 10%	46 8%	50 9%	35 8%	48 9%	27 9%	82 9%
North East	86 4%	42 4%	44 4%	14 6%	15 4%	15 5%	11 3%	16 5%	15 3%	29 5%	26 4%	31 4%	28 5%	17 3%	13 3%	27 5% _m	11 4%	36 4%
North West	234 11%	139 14%B	95 9%	28 12%	45 13%	35 11%	45 12%	35 12%	47 10%	73 13%	80 12%	81 11%	73 13%	57 10%	53 13%	51 10%	30 10%	115 13%
Yorkshire & Humberside	171 8%	88 9%	84 8%	19 8%	33 9%	28 9%	34 9%	26 9%	31 7%	51 9%	62 9%	58 8%	41 7%	63 11% _{lno}	30 7%	38 7%	20 7%	85 10%
West Midlands	183 9%	86 9%	98 9%	14 6%	29 8%	29 9%	38 10%	21 7%	52 11% _{cg}	44 8%	67 10%	73 9%	44 8%	50 9%	39 9%	51 10%	24 8%	70 8%
East Midlands	153 8%	79 8%	74 7%	18 8%	22 6%	20 6%	25 7%	20 7%	48 10% _{de}	40 7%	45 7%	68 9%	33 6%	45 8%	33 8%	42 8%	16 5%	55 6%
Wales	102 5%	53 5%	49 5%	9 4%	11 3%	15 5%	31 8% _{cdH}	17 6%	19 4%	20 4%	46 7% _l	36 5%	14 3%	31 6% _L	31 7% _L	25 5% _l	16 5%	42 5%
Eastern	196 10%	82 8%	114 11% _a	16 7%	21 6%	33 10%	42 12% _D	30 10%	54 11% _D	37 6%	75 11% _l	84 11% _l	39 7%	57 10%	46 11%	53 11%	26 9%	77 9%
London	271 13%	105 11%	166 16%A	37 16%H	54 15%H	51 16%H	42 12%	46 15%H	40 9%	91 16% _K	94 14%	86 11%	94 17% _{nO}	84 15% _O	50 12%	44 9%	54 18%	133 15%
South East	283 14%	138 14%	146 14%	40 18% _{Ef}	56 16% _E	31 10%	39 11%	43 14%	74 16% _{Ef}	96 17% _J	71 10%	117 15% _J	87 16%	68 12%	55 13%	73 15%	46 16%	109 12%
South West	179 9%	97 10%	82 8%	16 7%	34 10%	32 10% _g	36 10% _g	17 6%	44 9% _g	50 9%	68 10%	61 8%	47 9%	45 8%	35 8%	52 10%	25 8%	74 8%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q

Voting Influences Survey

ONLINE Fieldwork: 31st May-1st June 2017

Absolutes/col percents

Table 9
GO Region
Base: All respondents

	Region												Voting Intention							
	Total	Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humber side (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	Conser- vative (n)	Labour (o)	Liberal Democrat (p)	UKIP (q)	SNP (r)	Plaid Cymru (s)	Other party (t)
Unweighted base	2038	196	128	1714	96	217	195	169	145	224	216	262	190	722	676	118	92	70	16	32
Weighted base	2038	179	102*	1757	86*	234	171	183	153*	196	271	283	179	737	649	126*	104*	71*	12**	25**
Scotland	179 9%	179 100% IJKLM	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	43 6%	25 4%	14 11% nOq	3 3%	71 100% NOPQ	- -	1 5%
North East	86 4%	- -	- -	86 5% AB	86 100% ABFGHI JKLM	- -	- -	- -	- -	- -	- -	- -	- -	23 3%	44 7% Nr	4 3%	5 4%	- -	- -	* 1%
North West	234 11%	- -	- -	234 13% AB	- -	234 100% ABEGHI JKLM	- -	- -	- -	- -	- -	- -	- -	80 11% R	110 17% NPQR	10 8% R	8 7% r	- -	- -	2 9%
Yorkshire & Humberside	171 8%	- -	- -	171 10% AB	- -	- -	171 100% ABEFHI JKLM	- -	- -	- -	- -	- -	- -	66 9% pR	59 9% pR	4 3%	10 10% R	- -	- -	4 14%
West Midlands	183 9%	- -	- -	183 10% AB	- -	- -	- -	183 100% ABEFGI JKLM	- -	- -	- -	- -	- -	70 10% R	62 10% R	8 7% r	7 7% r	- -	- -	3 12%
East Midlands	153 8%	- -	- -	153 9% AB	- -	- -	- -	- -	153 100% ABEFGH JKLM	- -	- -	- -	- -	65 9% R	47 7% R	9 7% r	6 6%	- -	- -	- -
Wales	102 5%	- -	102 100% DAEFGH IJKLM	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	36 5%	20 3%	3 3%	4 4%	- -	12 100%	* 2%
Eastern	196 10%	- -	- -	196 11% AB	- -	- -	- -	- -	- -	196 100% ABEFGH IKLM	- -	- -	- -	91 12% OR	46 7% R	9 7% r	17 17% OR	- -	- -	2 9%
London	271 13%	- -	- -	271 15% AB	- -	- -	- -	- -	- -	- -	271 100% ABEFGH IJLM	- -	- -	80 11% R	115 18% NPR	12 9% R	20 19% npR	- -	- -	7 28%

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m - n/o/p/q/r/s/t

* small base; ** very small base (under 30) ineligible for sig testing

Voting Influences Survey
ONLINE Fieldwork: 31st May-1st June 2017

Absolutes/col percents

Table 9
GO Region
Base: All respondents

	Region											Voting Intention								
	Total	Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	Conser- vative (n)	Labour (o)	Liberal Democrat (p)	UKIP (q)	SNP (r)	Plaid Cymru (s)	Other party (t)
Weighted base	2038	179	102*	1757	86*	234	171	183	153*	196	271	283	179	737	649	126*	104*	71*	12**	25**
South East	283 14%	-	-	283 16%AB	-	-	-	-	-	-	-	283 100%ABEFGH IJKM	-	117 16%OR	60 9%R	28 22%OR	21 20%OR	-	-	4 15%
South West	179 9%	-	-	179 10%AB	-	-	-	-	-	-	-	-	179 100%ABEFGH9%R IJKL	67 9%R	25 20%NOQR	4 3%	-	-	1 5%	

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m - n/o/p/q/r/s/t

*** small base; ** very small base (under 30) ineligible for sig testing**

Voting Influences Survey
ONLINE Fieldwork: 31st May-1st June 2017

Absolutes/col percents

Table 10
Have you taken a foreign holiday in the last 3 years?
Base: All respondents

	Gender			Age									Social Grade				Employment Sector	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Private (q)
Unweighted base	2038	1052	986	258	298	330	337	303	512	556	667	815	451	618	384	585	239	762
Weighted base	2038	995	1043	228	350	328	363	300	470	578	690	769	545	568	419	505	296	878
Yes	1274 62%	650 65%B	624 60%	187 82%DEF	242 69%G	201 61%eFGH	197 54%	165 55%	281 60%	430 74%JK	398 58%	446 58%	418 77%MNO	360 63%O	271 65%O	224 44%	207 70%	604 69%
No	764 38%	345 35%	419 40%A	41 18%	108 31%C	127 39%cd	166 46%CD	135 45%CD	189 40%CD	149 26%	292 42%l	323 42%l	127 23%	208 37%L	149 35%L	281 56%LMN	89 30%	274 31%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q

Voting Influences Survey
ONLINE Fieldwork: 31st May-1st June 2017

Absolutes/col percents

Table 10
Have you taken a foreign holiday in the last 3 years?
Base: All respondents

	Region													Voting Intention						
	Total	Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humber (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	Conser- vative (n)	Labour (o)	Liberal Democrat (p)	UKIP (q)	SNP (r)	Plaid Cymru (s)	Other party (t)
Unweighted base	2038	196	128	1714	96	217	195	169	145	224	216	262	190	722	676	118	92	70	16	32
Weighted base	2038	179	102*	1757	86*	234	171	183	153*	196	271	283	179	737	649	126*	104*	71*	12**	25**
Yes	1274 62%	104 58%	52 51%	1118 64%B	53 62%	163 70%AB	108 63%b	111 60%	90 59%	108 55%	188 70%ABiJ	186 66%Bj	110 62%	479 65%	394 61%	90 71%o	62 60%	44 61%	6 53%	12 49%
No	764 38%	75 42%FK	50 49%DF	639 36%	33 38%	71 30%	63 37%	73 40%f	63 41%fk	87 45%FKl	83 30%	98 34%	69 38%	258 35%	255 39%p	37 29%	41 40%	28 39%	6 47%	12 51%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m - n/o/p/q/r/s/t

*** small base; ** very small base (under 30) ineligible for sig testing**

Voting Influences Survey

ONLINE Fieldwork: 31st May-1st June 2017

Absolutes/col percents

Table 11
Tenure
Base: All respondents

	Total	Gender		Age									Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Private (q)
Unweighted base	2038	1052	986	258	298	330	337	303	512	556	667	815	451	618	384	585	239	762
Weighted base	2038	995	1043	228	350	328	363	300	470	578	690	769	545	568	419	505	296	878
NET: Homeowners	1321	667	653	134	183	184	230	210	378	317	415	589	435	374	264	248	182	561
	65%	67% ^b	63%	59%	52%	56%	64% ^D	70% ^{CDE}	81% ^{CDEFG55%}	60%	77% ^J	80% ^{MNO}	66% ^O	63% ^O	49%	62%	64%	
Owned outright - without mortgage	736	386	350	51	62	42	94	144	343	113	137	486	233	192	151	160	67	209
	36%	39% ^B	34%	22% ^E	18%	13%	26% ^{DE}	48% ^{CDEF}	73% ^{CDEFG20%}	20%	63% ^{IJ}	43% ^{MnO}	34%	36%	32%	23%	24%	
Owned with a mortgage or loan	585	281	304	84	121	142	136	67	36	204	278	102	202	181	113	88	115	352
	29%	28%	29%	37% ^{GH}	34% ^{GH}	43% ^{dGH}	38% ^{GH}	22% ^H	8%	35% ^K	40% ^K	13%	37% ^{NO}	32% ^O	27% ^O	17%	39%	40%
NET: Renters	697	314	383	82	166	141	130	88	90	248	270	178	106	192	148	251	109	309
	34%	32%	37% ^A	36% ^H	47% ^{CFGH}	43% ^{GH}	36% ^H	30% ^H	19%	43% ^K	39% ^K	23%	19%	34% ^L	35% ^L	50% ^{LMN}	37%	35%
Rented from the council	265	110	155	19	55	55	53	43	40	73	108	84	30	56	59	120	38	102
	13%	11%	15% ^A	8%	16% ^{CH}	17% ^{CH}	15% ^{cH}	14% ^{cH}	9%	13%	16% ^K	11%	6%	10% ^L	14% ^{Lm}	24% ^{LMN}	13%	12%
Rented from a housing association	153	73	80	17	26	32	34	22	22	43	66	44	15	41	30	68	22	61
	8%	7%	8%	8%	7%	10% ^H	9% ^H	7%	5%	7%	10% ^K	6%	3%	7% ^L	7% ^L	13% ^{LMN}	7%	7%
Rented from someone else	279	131	148	46	86	53	43	23	28	132	96	50	61	95	60	62	49	147
	14%	13%	14%	20% ^{FGH}	24% ^{EFGH}	16% ^{GH}	12% ^H	8%	6%	23% ^{JK}	14% ^K	7%	11%	17% ^{Lo}	14%	12%	17%	17%
Rent free	20	14	7	11	1	3	2	1	1	13	5	2	4	2	7	7	5	8
	1%	1%	1%	5% ^{DEFGH}	*	1%	1%	*	*	2% ^{jK}	1%	*	1%	*	2% ^m	1%	2%	1%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q

Voting Influences Survey

ONLINE Fieldwork: 31st May-1st June 2017

Absolutes/col percents

Table 11
Tenure
Base: All respondents

	Region												Voting Intention							
	Total	Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humber (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	Conser- vative (n)	Labour (o)	Liberal Democrat (p)	UKIP (q)	SNP (r)	Plaid Cymru (s)	Other party (t)
Unweighted base	2038	196	128	1714	96	217	195	169	145	224	216	262	190	722	676	118	92	70	16	32
Weighted base	2038	179	102*	1757	86*	234	171	183	153*	196	271	283	179	737	649	126*	104*	71*	12**	25**
NET: Homeowners	1321 65%	104 58%	63 61%	1154 66%a	59 69%K	164 70%AK	117 68%aK	129 70%AK	100 66%k	126 64%k	146 54%	193 68%aK	119 66%K	569 77%OQR	354 54%	91 72%Or	63 60%	40 56%	8 69%	12 50%
Owned outright - without mortgage	736 36%	53 30%	37 36%	646 37%a	27 31%	86 37%	58 34%	60 33%	60 39%	69 35%	85 31%	127 45%AegHj K	74 41%Ak	362 49%OQR	171 26%	51 40%Or	30 29%	17 25%	3 27%	5 19%
Owned with a mortgage or loan	585 29%	51 28%	26 25%	508 29%	32 38%bKLm	77 33%kL	59 34%KL	70 38%abiKL M	41 27%	57 29%	61 23%	66 23%	46 25%	207 28%	183 28%	41 32%	32 31%	23 32%	5 42%	8 32%
NET: Renters	697 34%	73 41%dFgHl M	37 36%	587 33%	26 31%	67 29%	52 31%	53 29%	52 34%	65 33%	124 46%EFgHi JLM	88 31%	59 33%	162 22%	286 44%NP	35 28%	41 39%N	31 43%Np	4 31%	12 48%
Rented from the council	265 13%	37 21%DFIJL M	13 12%M	215 12%	13 16%FM	15 7%	26 15%FM	25 13%FM	16 11%fm	22 11%M	59 22%bFhJ LM	31 11%M	8 5%	59 8%	115 18%NP	5 4%	22 21%NP	17 23%NP	1 10%	4 18%
Rented from a housing association	153 8%	20 11%dGHI	11 11%Ghi	122 7%	4 5%	17 7%	6 4%	8 5%	7 5%	17 9%g	21 8%	22 8%	19 10%Ghi	33 4%	60 9%N	5 4%	10 10%n	10 14%NP	1 6%	2 9%
Rented from someone else	279 14%	16 9%	13 13%	250 14%a	9 10%	35 15%	20 12%	20 11%	29 19%Ah	26 13%	44 16%a	35 12%	32 18%A	71 10%	111 17%NqR	25 20%NqR	9 8%	4 6%	2 15%	5 21%
Rent free	20 1%	2 1%	2 2%	16 1%	- -	3 1%	2 1%	1 1%	* *	4 2%	2 1%	2 1%	1 1%	6 1%	9 1%	- -	* *	* 1%	- -	* 2%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m - n/o/p/q/r/s/t

* small base; ** very small base (under 30) ineligible for sig testing

Voting Influences Survey

ONLINE Fieldwork: 31st May-1st June 2017

Absolutes/col percents

Table 12
What is the highest educational level that you have achieved to date?
Base: All respondents

	Gender			Age									Social Grade				Employment Sector	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Private (q)
Unweighted base	2038	1052	986	258	298	330	337	303	512	556	667	815	451	618	384	585	239	762
Weighted base	2038	995	1043	228	350	328	363	300	470	578	690	769	545	568	419	505	296	878
No formal education	26 1%	19 2% ^b	8 1%	1 *	5 2%	2 1%	6 2%	3 1%	9 2%	6 1%	8 1%	12 2%	2 *	3 1%	8 2% ^L	14 3% ^{LM}	4 1%	9 1%
Primary	13 1%	8 1%	5 1%	- -	1 *	2 1%	- -	2 1%	8 2% ^{cF}	1 *	2 *	10 1% ^{ij}	2 *	* *	5 1% ^M	6 1% ^M	2 1%	3 *
Secondary school, high school, 6th form/college, GCSE's, A-Levels, BTEC, NVQ levels 1 to 3, etc.	1513 74%	731 73%	782 75%	85 37%	187 53% ^C	274 83% ^{CD}	302 83% ^{CD}	247 82% ^{CD}	418 89% ^{CDEFG47%}	272 47%	576 83% ^I	665 86% ^I	333 61%	418 74% ^L	329 79% ^L	433 86% ^{LMN}	192 65%	625 71%
University degree or equivalent professional qualification, NVQ level 4, etc.	318 16%	161 16%	157 15%	69 30% ^{EFGH}	94 27% ^{EFGH}	37 11% ^H	48 13% ^H	43 14% ^H	28 6%	163 28% ^{JK}	85 12% ^k	70 9%	130 24% ^{MNO}	102 18% ^O	56 13% ^O	29 6%	73 25% ^q	165 19%
Higher university degree, doctorate, MBA, NVQ level 5, etc.	90 4%	31 3%	59 6% ^A	23 10% ^{EFGH}	47 13% ^{EFGH}	12 4% ^{FH}	1 *	4 1%	2 *	70 12% ^{JK}	13 2%	6 1%	51 9% ^{MNO}	23 4% ^O	10 2%	5 1%	22 7%	58 7%
Still in full time education	59 3%	31 3%	28 3%	47 21% ^{DEFGH}	12 3% ^{EFGH}	* *	- -	- -	- -	59 10% ^{JK}	* *	- -	21 4% ⁿ	18 3%	6 1%	14 3%	3 1%	8 1%
Don't know	2 *	2 *	- -	- -	- -	- -	- -	1 *	1 *	- -	- -	2 *	- -	1 *	1 *	- -	- -	- -
Prefer not to answer	17 1%	13 1% ^B	4 *	3 1%	4 1%	1 *	4 1%	1 *	3 1%	7 1%	6 1%	4 *	7 1%	2 *	3 1%	5 1%	- -	10 1%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q

Voting Influences Survey

ONLINE Fieldwork: 31st May-1st June 2017

Absolutes/col percents

Table 12
What is the highest educational level that you have achieved to date?
Base: All respondents

	Region													Voting Intention						
	Total	Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	Conservative (n)	Labour (o)	Liberal Democrat (p)	UKIP (q)	SNP (r)	Plaid Cymru (s)	Other party (t)
Unweighted base	2038	196	128	1714	96	217	195	169	145	224	216	262	190	722	676	118	92	70	16	32
Weighted base	2038	179	102*	1757	86*	234	171	183	153*	196	271	283	179	737	649	126*	104*	71*	12**	25**
No formal education	26 1%	6 3%dm	* *	20 1%	- -	2 1%	4 2%	3 2%	1 *	4 2%	2 1%	4 1%	1 *	8 1%	5 1%	-	5 5%NOP	4 5%NOP	-	1 3%
Primary	13 1%	3 2%d	1 1%	9 1%	- -	1 *	2 1%	2 1%	2 1%	1 1%	* *	1 *	- -	2 *	2 *	-	4 3%NO	3 4%NOP	-	1 4%
Secondary school, high school, 6th form/college, GCSE's, A-Levels, BTEC, NVQ levels 1 to 3, etc.	1513 74%	137 76%	81 79%k	1295 74%	58 68%	169 72%	128 75%	142 77%	108 70%	159 81%EfIK	186 69%	209 74%	137 76%	598 81%OPR	441 68%	82 65%	90 86%OPR	47 66%	11 89%	14 56%
University degree or equivalent professional qualification, NVQ level 4, etc.	318 16%	21 12%	14 13%	283 16%	14 16%	50 21%Ajm	30 17%	26 14%	30 19%	26 13%	39 14%	46 16%	23 13%	95 13%q	123 19%NQ	32 25%NQ	4 4%	12 18%Q	-	6 26%
Higher university degree, doctorate, MBA, NVQ level 5, etc.	90 4%	6 3%	3 3%	81 5%	6 7%GJ	10 4%gj	2 1%	7 4%	6 4%	2 1%	28 10%AbFGHI3% JL	9 3%	11 6%GJ	17 2%	46 7%Nq	7 6%nq	* *	3 5%	1 11%	* 2%
Still in full time education	59 3%	6 4%f	2 2%	51 3%	7 8%FgHJm	2 1%	4 2%	3 1%	5 3%	2 1%	14 5%FhJ	10 4%f	4 2%	10 1%	27 4%N	5 4%n	1 1%	2 3%	-	2 8%
Don't know	2 *	- -	- -	2 *	- -	- -	- -	1 *	1 1%	- -	- -	- -	- -	2 *	- -	- -	- -	- -	- -	- -
Prefer not to answer	17 1%	1 *	1 1%	15 1%	1 1%	1 *	2 1%	- -	1 1%	2 1%	1 1%	4 2%	3 1%	5 1%	4 1%	- -	- -	- -	- -	* 2%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m - n/o/p/q/r/s/t

*** small base; ** very small base (under 30) ineligible for sig testing**

Voting Influences Survey
ONLINE Fieldwork: 31st May-1st June 2017

Absolutes/col percents

Table 13

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				Employment Sector		
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Private (q)
Unweighted base	2038	1052	986	258	298	330	337	303	512	556	667	815	451	618	384	585	239	762
Weighted base	2038	995	1043	228	350	328	363	300	470	578	690	769	545	568	419	505	296	878
Yes - responsible for half or more of the items bought	1861 91%	861 87%	1000 96%A	151 66%	324 93%C	320 98%CDH	346 95%C	284 95%C	436 93%C	475 82%	665 96%IK	720 94%I	487 89%	523 92%	386 92%	465 92%	273 92%	816 93%
No - not responsible for most of the items bought	177 9%	134 13%B	44 4%	77 34%DEFGH	26 7%E	8 2%	17 5%	16 5%	34 7%E	103 18%JK	25 4%	49 6%J	59 11%	45 8%	33 8%	41 8%	23 8%	62 7%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q

Voting Influences Survey

ONLINE Fieldwork: 31st May-1st June 2017

Absolutes/col percents

Table 13

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

	Region												Voting Intention							
	Total	Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshir e & Humbersi de (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	Conser- vative (n)	Labour (o)	Liberal Democrat (p)	UKIP (q)	SNP (r)	Plaid Cymru (s)	Other party (t)
Unweighted base	2038	196	128	1714	96	217	195	169	145	224	216	262	190	722	676	118	92	70	16	32
Weighted base	2038	179	102*	1757	86*	234	171	183	153*	196	271	283	179	737	649	126*	104*	71*	12**	25**
Yes - responsible for half or more of the items bought	1861 91%	174 97% kLM	97 DEFGI 95%EL	1590 90%	72 84%	210 89%	154 90%	178 97% M	139 EFGIL 91%	185 95% EFL	250 92% eL	239 84%	163 91% l	670 91%	601 93%	116 92%	98 94%	71 99% Nop	12 100%	22 91%
No - not responsible for most of the items bought	177 9%	6 3%	5 5%	167 10% A	14 16% ABHJK 11% AHj	25 11% AHj	17 10% AH	6 3%	14 9% Ah	11 5%	21 8% a	44 16% ABHJK m 9% AH	16 9% AH	67 9% R	48 7% r	11 8% r	6 6%	* 1%	-	2 9%

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m - n/o/p/q/r/s/t

*** small base; ** very small base (under 30) ineligible for sig testing**

Voting Influences Survey

ONLINE Fieldwork: 31st May-1st June 2017

Absolutes/col percents

Table 14
How many cars are there in your household?
Base: All respondents

	Gender			Age									Social Grade				Employment Sector	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Private (q)
Unweighted base	2038	1052	986	258	298	330	337	303	512	556	667	815	451	618	384	585	239	762
Weighted base	2038	995	1043	228	350	328	363	300	470	578	690	769	545	568	419	505	296	878
No cars in the household	428 21%	181 18%	246 24%A	41 18%	69 20%	95 29% CDFgH	71 20%	67 22%	83 18%	110 19%	167 24% ik	151 20%	65 12%	132 23% LN	53 13%	178 35% LMN	63 21%	172 20%
NET: Any	1610 79%	813 82%B	797 76%	187 82%E	281 80%E	232 71%	291 80%E	233 78% e	386 82%E	468 81% j	523 76%	619 80% j	481 88% MO	436 77% O	367 87% MO	327 65%	232 79%	706 80%
1	827 41%	435 44%B	392 38%	38 17%	140 40% C	128 39% C	144 40% C	126 42% C	252 54% CDEFG	178 31%	272 39% l	377 49% IJ	208 38%	235 41%	180 43%	204 40%	110 37%	336 38%
2	596 29%	290 29%	307 29%	80 35% H	113 32% h	93 28%	106 29%	89 30%	116 25%	193 33% K	198 29%	206 27%	192 35% mO	168 30% O	134 32% O	102 20%	80 27%	282 32%
3+	187 9%	89 9%	98 9%	69 30% DEFGH	28 8% eH	12 4%	42 11% EGH	18 6%	18 4%	98 17% JK	54 8% K	36 5%	80 15% MO	33 6%	53 13% MO	21 4%	42 14%	88 10%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q

Voting Influences Survey

ONLINE Fieldwork: 31st May-1st June 2017

Absolutes/col percents

Table 14
How many cars are there in your household?
Base: All respondents

	Region												Voting Intention							
	Total	Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	Conservative (n)	Labour (o)	Liberal Democrat (p)	UKIP (q)	SNP (r)	Plaid Cymru (s)	Other party (t)
Unweighted base	2038	196	128	1714	96	217	195	169	145	224	216	262	190	722	676	118	92	70	16	32
Weighted base	2038	179	102*	1757	86*	234	171	183	153*	196	271	283	179	737	649	126*	104*	71*	12**	25**
No cars in the household	428 21%	53 30% HIJLM	16 DBEfg 16%	358 20%	10 12%	50 21% eM	36 21% M	33 18% m	25 16%	33 17%	105 39% BEFGH IJLM	47 16%	19 11%	105 14%	175 27% Np	21 17%	19 19%	26 37% NPQ	3 26%	6 26%
NET: Any	1610 79%	126 70%	86 84% AK	1398 80% A	75 88% AFK	184 79% aK	135 79% aK	150 82% AK	128 84% AK	163 83% AK	167 61%	237 84% AK	160 89% AFGhK86% OR	632 73% 6%	474 73%	105 83% oR	84 81% R	45 63%	9 74%	18 74%
1	827 41%	80 45% KI	42 41%	705 40%	42 48% KI	102 44% k	65 38%	82 45% k	75 49% gjKL	73 37%	91 34%	101 36%	75 42%	343 46% op	264 41%	46 36%	36 35%	25 35%	4 36%	14 55%
2	596 29%	40 22%	31 31% k	525 30% A	20 23%	72 31% aK	62 36% AeIK	58 31% aK	36 24%	63 32% AK	55 20%	90 32% aK	70 39% AEIK	233 32% O	162 25%	39 31%	32 31%	17 24%	5 37%	4 18%
3+	187 9%	6 4%	13 12% AFGh	168 10% A	14 16% AFGHK	10 4%	8 5%	10 6%	17 11% AFg	27 14% AFGHk	20 7%	46 16% AFGHK m9% af	16 9%	57 8%	48 7%	20 16% NOR	16 16% NOR	3 4%	-	-

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m - n/o/p/q/r/s/t

* small base; ** very small base (under 30) ineligible for sig testing

Voting Influences Survey

ONLINE Fieldwork: 31st May-1st June 2017

Absolutes/col percents

Table 15
To which of the following ethnic groups do you consider you belong?
Base: All respondents

	Gender			Age									Social Grade				Employment Sector	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Pri- vate (q)
Unweighted base	2038	1052	986	258	298	330	337	303	512	556	667	815	451	618	384	585	239	762
Weighted base	2038	995	1043	228	350	328	363	300	470	578	690	769	545	568	419	505	296	878
White	1886 93%	930 93%	957 92%	190 83%	305 87%	296 90% ^C	337 93% ^{CD}	292 97% ^{CDEF}	466 99% ^{CDEFg}	495 86%	633 92% ^l	758 99% ^{lJ}	489 90%	514 90%	394 94% ^{lm}	489 97% ^{LMn}	251 85%	805 92% ^P
NET: BAME	137 7%	55 6%	82 8% ^a	35 15% ^{eFGH}	43 12% ^{FGH}	30 9% ^{fGH}	18 5% ^H	8 3% ^h	3 1%	78 14% ^{JK}	48 7% ^K	11 1%	50 9% ^{nO}	50 9% ^{nO}	22 5%	16 3%	40 14% ^Q	66 7%
Mixed	23 1%	8 1%	15 1%	3 1% ^H	10 3% ^{fGH}	7 2% ^{gH}	2 1%	1 *	-	13 2% ^K	9 1% ^K	1 *	4 1%	8 1%	6 1%	4 1%	5 2%	12 1%
Asian	61 3%	30 3%	31 3%	19 8% ^{dFGH}	13 4% ^{GH}	14 4% ^{GH}	10 3% ^{gH}	2 1%	2 *	32 6% ^K	24 4% ^K	4 1%	24 4% ^O	17 3%	12 3%	8 2%	18 6% ^Q	24 3%
Black	34 2%	14 1%	20 2%	1 1%	16 5% ^{CFgH}	8 3% ^{fH}	2 *	5 2% ^H	1 *	18 3% ^K	10 1%	6 1%	11 2% ^O	18 3% ^{NO}	4 1%	2 *	11 4%	18 2%
Chinese	15 1%	1 *	14 1% ^A	8 3% ^{dEGH}	3 1% ^h	-	4 1% ^H	-	-	11 2% ^{jK}	4 1% ^k	-	8 1% ^{No}	5 1% ⁿ	-	1 *	2 1%	11 1%
Other ethnic group	5 *	3 *	2 *	4 2% ^{eFgH}	1 *	-	-	-	-	5 1% ^{jK}	-	-	2 *	1 *	1 *	-	4 2% ^Q	-
Prefer not to answer	15 1%	10 1%	5 *	3 1% ^H	3 1%	2 1%	8 2% ^{GH}	-	-	5 1% ^K	9 1% ^K	-	7 1%	4 1%	3 1%	1 *	5 2%	7 1%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q

Voting Influences Survey

ONLINE Fieldwork: 31st May-1st June 2017

Absolutes/col percents

Table 15
To which of the following ethnic groups do you consider you belong?
Base: All respondents

	Region												Voting Intention							
	Total	Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshir e & Humbersir de (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	Conser- vative (n)	Labour (o)	Liberal Democrat (p)	UKIP (q)	SNP (r)	Plaid Cymru (s)	Other party (t)
Unweighted base	2038	196	128	1714	96	217	195	169	145	224	216	262	190	722	676	118	92	70	16	32
Weighted base	2038	179	102*	1757	86*	234	171	183	153*	196	271	283	179	737	649	126*	104*	71*	12**	25**
White	1886 93%	175 98%DHK	101 99%DeHK	1610 92%	80 93%K	221 94%HK	162 95%HK	158 86%k	148 97%HK	192 98%efHKl	208 77%	267 94%HK	175 97%HK	714 97%O	555 86%	123 97%O	100 96%O	70 98%O	12 100%	20 80%
NET: BAME	137 7%	4 2%	1 1%	132 8%AB	6 7%bJM	13 6%JM	8 4%J	26 14%ABFGIJ LM	5 3%	1 1%	59 22%ABEFGI JLM	12 4%	2 1%	21 3%	87 13%NPQR	4 3%	4 4%	1 2%	-	4 17%
Mixed	23 1%	1 1%	1 1%	21 1%	1 1%	1 *	1 1%	2 1%	1 1%	1 *	12 4%AFgijL m	1 *	2 1%	6 1%	8 1%	1 *	-	1 2%	-	3 13%
Asian	61 3%	1 1%	* *	59 3%a	4 5%abJM	6 2%j	3 2%j	16 9%ABFGIJ LM	4 3%j	-	20 8%ABFGJL M	5 2%	1 *	10 1%	43 7%Nqr	3 3%	-	-	-	-
Black	34 2%	-	1 1%	33 2%a	1 1%	4 2%	3 2%	5 3%AijM	-	1 *	18 7%ABeFGI JLM	2 1%	-	2 *	25 4%Np	-	4 4%Np	-	-	1 3%
Chinese	15 1%	1 1%	-	14 1%	-	1 1%	* *	2 1%	-	-	6 2%j	5 2%	-	3 *	8 1%	-	-	-	-	-
Other ethnic group	5 *	-	-	5 *	-	2 1%	-	* *	-	-	2 1%	-	-	* *	4 1%n	-	-	-	-	-
Prefer not to answer	15 1%	-	-	15 1%	-	-	1 1%	-	-	3 1%	4 2%	4 2%	2 1%	3 *	6 1%	-	-	-	-	1 4%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m - n/o/p/q/r/s/t

* small base; ** very small base (under 30) ineligible for sig testing

Voting Influences Survey

ONLINE Fieldwork: 31st May-1st June 2017

Absolutes/col percents

Table 16
To which of the following religious groups do you consider yourself to be a member of?
Base: All respondents

	Gender			Age									Social Grade				Employment Sector	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Private (q)
Unweighted base	2038	1052	986	258	298	330	337	303	512	556	667	815	451	618	384	585	239	762
Weighted base	2038	995	1043	228	350	328	363	300	470	578	690	769	545	568	419	505	296	878
Christian	1058 52%	515 52%	543 52%	72 32%	129 37%	123 38%	197 54%CDE	176 59%CDE	361 77%CDEFG	201 35%	320 46%I	537 70%IJ	271 50%	297 52%	224 53%	266 53%	134 45%	417 47%
NET: Other	115 6%	57 6%	58 6%	27 12%efGH	30 8%GH	22 7%GH	23 6%GH	7 2%	7 1%	57 10%jK	45 6%K	13 2%	42 8%O	28 5%	25 6%	20 4%	29 10%q	50 6%
Muslim	43 2%	27 3%	17 2%	11 5%FGH	19 5%FGH	8 3%GH	4 1%	1 *	1 *	30 5%JK	12 2%K	1 *	12 2%	11 2%	14 3%o	6 1%	12 4%	20 2%
Hindu	10 *	5 1%	5 *	2 1%h	2 *	2 *	3 1%h	1 *	- *	4 1%	5 1%	1 *	7 1%mo	1 *	2 1%	* *	7 2%Q	- -
Jewish	9 *	4 *	5 *	2 1%	- -	- -	3 1%	1 *	2 1%	2 *	3 *	3 *	4 1%	1 *	- -	4 1%	- -	4 *
Sikh	6 *	6 1%b	1 *	3 1%H	- -	3 1%h	1 *	- -	- -	3 *	4 1%k	- -	1 *	2 *	3 1%	1 *	1 *	4 *
Buddhist	20 1%	7 1%	13 1%	5 2%gH	5 1%	3 1%	4 1%	1 *	1 *	10 2%K	7 1%	2 *	10 2%n	5 1%	1 *	3 1%	6 2%	10 1%
Other	27 1%	9 1%	18 2%	4 2%	4 1%	6 2%	8 2%h	3 1%	2 *	9 2%	13 2%k	5 1%	9 2%	8 1%	5 1%	5 1%	3 1%	14 2%
None	832 41%	402 40%	429 41%	125 55%FGH	184 52%FGH	179 55%FGH	132 37%H	112 37%H	99 21%	309 53%JK	311 45%K	212 28%	223 41%	232 41%	164 39%	213 42%	128 43%	390 44%
Prefer not to say	33 2%	20 2%	13 1%	4 2%	8 2%H	4 1%	10 3%H	5 2%	2 *	12 2%	14 2%	7 1%	9 2%	10 2%	7 2%	7 1%	6 2%	21 2%

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q

Voting Influences Survey

ONLINE Fieldwork: 31st May-1st June 2017

Absolutes/col percents

Table 16
To which of the following religious groups do you consider yourself to be a member of?
Base: All respondents

	Region													Voting Intention						
	Total	Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	Conservative (n)	Labour (o)	Liberal Democrat (p)	UKIP (q)	SNP (r)	Plaid Cymru (s)	Other party (t)
Unweighted base	2038	196	128	1714	96	217	195	169	145	224	216	262	190	722	676	118	92	70	16	32
Weighted base	2038	179	102*	1757	86*	234	171	183	153*	196	271	283	179	737	649	126*	104*	71*	12**	25**
Christian	1058 52%	84 47%	54 53%	920 52%	39 45%	139 59%AeM	92 54%	101 55% m	81 53%	104 53%	140 52%	144 51%	80 44%	494 67% OPR	275 42%	61 48%	61 59% OR	26 36%	7 60%	9 36%
NET: Other	115 6%	5 3%	2 2%	108 6%	7 8% bJl	8 3%	8 5%	24 13% ABFGIJ LM	6 4%	4 2%	39 14% ABFGIJ LM	7 3%	6 3%	25 3%	61 9% Nq	5 4%	2 2%	4 6%	-	3 11%
Muslim	43 2%	1 1%	-	42 2%	4 4% abJ	2 1%	3 2%	13 7% ABFGIJ Lm	1 1%	1 *	12 5% AbfIJ	3 1%	4 2%	4 1%	35 5% Npq	1 1%	-	1 2%	-	-
Hindu	10 *	-	* *	10 1%	-	-	-	7 4% AFGIJK LM	-	-	1 1%	1 1%	-	1 *	7 1% n	-	-	-	-	-
Jewish	9 *	-	-	9 *	-	2 1%	-	1 *	-	-	5 2% j	1 *	-	4 1%	1 *	-	1 1%	-	-	-
Sikh	6 *	-	-	6 *	-	-	1 1%	-	1 1%	-	5 2% l	-	-	2 *	4 1%	-	-	-	-	-
Buddhist	20 1%	1 1%	1 1%	17 1%	3 3% FHJLM	-	2 1%	-	2 1%	-	11 4% aFHJLM	-	-	6 1%	9 1%	3 2%	1 1%	-	-	1 3%
Other	27 1%	3 2%	1 1%	23 1%	1 1%	4 2%	2 1%	3 2%	2 1%	3 2%	4 1%	2 1%	2 1%	7 1%	5 1%	2 1%	1 1%	3 4% nO	-	2 8%
None	832 41%	89 50% DFHK	45 44% HK	697 40%	38 44% Hk	87 37%	69 41% h	54 30%	64 42% hk	80 41% Hk	85 32%	128 45% HK	90 50% FgHK	210 28%	301 46% N	58 46% N	41 39%	41 58% Nq	5 40%	12 48%
Prefer not to say	33 2%	1 *	1 1%	32 2%	2 2% f	* *	2 1%	5 3% f	1 1%	8 4% AF	7 2% f	4 1%	4 2% f	8 1%	12 2%	2 2%	-	-	-	1 5%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m - n/o/p/q/r/s/t

* small base; ** very small base (under 30) ineligible for sig testing

Voting Influences Survey
ONLINE Fieldwork: 31st May-1st June 2017

Absolutes/col percents

Table 17
Which of the following best describes where you live?
Base: All respondents

	Gender			Age									Social Grade				Employment Sector	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Private (q)
Unweighted base	2038	1052	986	258	298	330	337	303	512	556	667	815	451	618	384	585	239	762
Weighted base	2038	995	1043	228	350	328	363	300	470	578	690	769	545	568	419	505	296	878
NET: Urban	1619 79%	808 81% ^b	811 78%	191 84% ^{gH}	312 89% ^{eFGH}	272 83% ^{gH}	282 78% ^h	228 76%	335 71%	503 87% ^{JK}	554 80% ^K	563 73%	430 79%	462 81%	331 79%	396 78%	244 83%	741 84%
Urban - Population over 10,000	806 40%	423 43% ^B	383 37%	115 50% ^{EgH}	171 49% ^{EgH}	113 34%	152 42% ^{eH}	121 40% ^H	135 29%	286 49% ^{JK}	264 38% ^k	256 33%	242 44% ^{NO}	236 42% ^O	152 36%	176 35%	128 43%	395 45%
Town and Fringe	814 40%	385 39%	428 41%	76 33%	141 40%	159 49% ^{CdFG}	130 36%	107 36%	200 43% ^{Cfg}	217 38%	289 42%	307 40%	188 34%	226 40%	180 43% ^L	220 43% ^L	116 39%	345 39%
NET: Rural	419 21%	186 19%	232 22% ^a	37 16%	39 11%	56 17% ^d	81 22% ^D	72 24% ^{cDe}	135 29% ^{CDEF}	76 13%	137 20% ^I	206 27% ^{IJ}	116 21%	105 19%	88 21%	109 22%	51 17%	138 16%
Village	390 19%	171 17%	219 21% ^a	36 16%	37 11%	51 16%	73 20% ^D	68 23% ^{De}	124 26% ^{CDEF}	74 13%	125 18% ^I	191 25% ^{IJ}	111 20%	98 17%	79 19%	102 20%	50 17%	126 14%
Hamlet & Isolated Dwelling	29 1%	15 2%	14 1%	1 *	1 *	4 1%	7 2%	4 1%	11 2% ^d	2 *	12 2% ⁱ	15 2% ^I	5 1%	8 1%	9 2%	7 1%	1 *	12 1%

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q

Voting Influences Survey

ONLINE Fieldwork: 31st May-1st June 2017

Absolutes/col percents

Table 17
Which of the following best describes where you live?
Base: All respondents

	Region												Voting Intention							
	Total	Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshir e & Humbersi de (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	Conser- vative (n)	Labour (o)	Liberal Democrat (p)	UKIP (q)	SNP (r)	Plaid Cymru (s)	Other party (t)
Unweighted base	2038	196	128	1714	96	217	195	169	145	224	216	262	190	722	676	118	92	70	16	32
Weighted base	2038	179	102*	1757	86*	234	171	183	153*	196	271	283	179	737	649	126*	104*	71*	12**	25**
NET: Urban	1619 79%	130 72%Bj	61 59%	1429 81%AB	70 82%BiJ	195 83%ABIJ	137 80%BiJ	169 92%ABEFG IJLM	107 70%	124 63%	259 95%ABEFG IJLM	228 11%aBiJ	141 78%Bj	578 78%Qr	547 84%NQR	103 81%Qr	66 63%	48 67%	5 45%	22 90%
Urban - Population over 10,000	806 40%	70 39%Bj	20 20%	716 41%B	35 41%Bj	86 36%Bj	60 35%Bj	79 43%BjL	51 33%B	51 26%	206 76%ABEFG HIJLM	83 9%	65 36%Bj	252 34%	315 49%NQ	51 40%	30 28%	28 39%	2 13%	11 47%
Town and Fringe	814 40%	60 34%K	40 40%K	713 41%	35 40%K	109 47%AjK	77 45%aK	90 49%AiJK	57 37%K	72 37%K	53 19%	145 51%AbiJK	76 42%K	326 44%OR	233 36%	51 41%	36 35%	20 28%	4 31%	11 43%
NET: Rural	419 21%	49 28%DFHKI	41 41%DAEFG HKLM	328 9%	16 18%HK	39 17%HK	34 20%HK	15 8%	46 30%eFgHK LM	72 37%aEFGHK LM	12 5%	55 19%HK	39 22%HK	160 22%O	101 16%	24 19%	38 37%NOP	23 33%nOp	7 55%	3 10%
Village	390 19%	37 21%HK	39 38%DAEFG HKLM	314 8%	15 18%HK	39 17%HK	34 20%HK	13 7%	46 30%eFgHK LM	67 34%AEFGHK LM	12 5%	55 19%HK	33 18%HK	146 20%O	98 15%	22 17%	34 33%NOP	19 27%O	7 55%	3 10%
Hamlet & Isolated Dwelling	29 1%	12 7%DEFGHI JKL	3 3%dFgiKL	14 1%	* 1%	-	-	2 1%	-	5 3%FgiKL	-	1 *	6 3%FGIKL	14 2%o	4 1%	2 1%	4 4%O	4 6%nO	-	-

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m - n/o/p/q/r/s/t
* small base; ** very small base (under 30) ineligible for sig testing

Voting Influences Survey

ONLINE Fieldwork: 31st May-1st June 2017

Absolutes/col percents

Table 18
Which of the following best describes your current working status?
Base: All respondents

	Gender		Age									Social Grade				Employment Sector		
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Private (q)
Unweighted base	2038	1052	986	258	298	330	337	303	512	556	667	815	451	618	384	585	239	762
Weighted base	2038	995	1043	228	350	328	363	300	470	578	690	769	545	568	419	505	296	878
NET: Working	1174	603	571	134	288	269	270	163	50	422	539	213	355	378	259	181	296	878
	58%	61%B	55%	59%H	82%CFGH	82%CFGH	74%CGH	54%H	11%	73%K	78%IK	28%	65%O	67%O	62%O	36%	100%	100%
Working full time - working 30 hours per week or more	925	540	385	107	246	217	212	125	18	353	429	144	292	308	198	126	249	676
	45%	54%B	37%	47%H	70%CFGH	66%CI GH	58%CGH	42%H	4%	61%K	62%K	19%	54%O	54%nO	47%O	25%	84%Q	77%
Working part time - working between 8 and 29 hours per week	249	63	186	27	42	52	58	38	32	69	110	70	63	70	61	55	47	202
	12%	6%	18%A	12%h	12%H	16%H	16%H	13%H	7%	12%	16%IK	9%	12%	12%	14%	11%	16%	23%P
NET: Not working	864	392	472	94	62	59	93	137	419	156	152	556	190	190	160	324	-	-
	42%	39%	45%A	41%DEF	18%	18%	26%DE	46%DEF	89%CDEFG27%j	22%	72%J	35%	33%	38%	64%LMN	-	-	
Not working but seeking work or temporarily unemployed or sick	72	41	31	13	11	16	18	14	1	24	34	14	5	3	10	54	-	-
	4%	4%	3%	6%H	3%H	5%H	5%H	5%H	*	4%K	5%K	2%	1%	1%	2%M	11%LMN	-	-
Not working and not seeking work/ student	156	85	71	76	22	12	22	23	-	98	34	23	40	35	17	64	-	-
	8%	9%	7%	33%DEFGH	6%H	4%H	6%H	8%eH	-	17%JK	5%	3%	7%n	6%	4%	13%LMN	-	-
Retired on a state pension only	172	57	115	-	-	1	1	6	164	-	2	170	17	19	18	117	-	-
	8%	6%	11%A	-	-	*	*	2%cDef	35%CDEFG	-	*	22%J	3%	3%	4%	23%LMN	-	-
Retired with a private pension	321	188	133	-	-	1	8	63	250	-	8	313	105	101	76	39	-	-
	16%	19%B	13%	-	-	*	2%cDe	21%CDEF	53%CDEFG	-	1%I	41%IJ	19%O	18%O	18%O	8%	-	-
House person, housewife, househusband, etc.	143	21	123	6	29	29	45	31	4	35	74	35	23	31	40	50	-	-
	7%	2%	12%A	2%	8%CH	9%CH	12%CH	10%CH	1%	6%	11%IK	5%	4%	5%	9%LM	10%LM	-	-

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q

Voting Influences Survey

ONLINE Fieldwork: 31st May-1st June 2017

Absolutes/col percents

Table 18
Which of the following best describes your current working status?
Base: All respondents

	Region												Voting Intention							
	Total	Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humber (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	Conser- vative (n)	Labour (o)	Liberal Democrat (p)	UKIP (q)	SNP (r)	Plaid Cymru (s)	Other party (t)
Unweighted base	2038	196	128	1714	96	217	195	169	145	224	216	262	190	722	676	118	92	70	16	32
Weighted base	2038	179	102*	1757	86*	234	171	183	153*	196	271	283	179	737	649	126*	104*	71*	12**	25**
NET: Working	1174	109	58	1007	47	145	105	94	72	103	187	155	99	369	410	72	62	46	7	12
	58%	61%l	57%	57%	55%	62%hij	61%hl	51%	47%	53%	69%beHIJLM	55%	55%	50%	63%N	57%	60%	65%N	54%	50%
Working full time - working 30 hours per week or more	925	86	48	791	39	119	91	73	59	71	155	115	70	292	327	59	53	40	6	11
	45%	48%J	47%j	45%	45%	51%hiJIM	53%HIJLM	40%	38%	36%	57%HIJLM	41%	39%	40%	50%N	47%	51%n	57%N	47%	43%
Working part time - working between 8 and 29 hours per week	249	23	10	216	9	26	14	21	13	32	32	40	30	77	82	13	9	6	1	2
	12%	13%	10%	12%	10%	11%	8%	11%	8%	16%Gi	12%	14%	17%Gi	10%	13%	10%	9%	8%	7%	7%
NET: Not working	864	70	44	750	38	90	66	89	81	92	84	128	80	369	239	54	42	25	6	12
	42%	39%	43%k	43%	45%k	38%	39%	49%fgK	53%AFGK	47%fK	31%	45%K	45%K	50%OR	37%	43%	40%	35%	46%	50%
Not working but seeking work or temporarily unemployed or sick	72	6	4	61	3	11	4	6	2	9	4	13	9	16	29	2	8	2	*	4
	4%	4%	4%	3%	4%	5%k	2%	4%	1%	5%k	1%	5%k	5%iK	2%	4%N	1%	7%Np	3%	3%	16%
Not working and not seeking work/ student	156	16	6	134	12	15	18	13	12	11	21	19	13	38	66	10	3	5	-	4
	8%	9%	6%	8%	14%bfJl	6%	10%	7%	8%	5%	8%	7%	7%	5%	10%Nq	8%	3%	7%	-	18%
Retired on a state pension only	172	17	8	147	7	16	8	24	20	17	15	22	17	90	33	9	13	9	1	1
	8%	9%	8%	8%	8%	7%	5%	13%fGK	13%fGK	9%	6%	8%	9%	12%O	5%	7%	12%O	12%O	5%	6%
Retired with a private pension	321	23	14	284	13	33	27	33	34	36	27	53	28	180	62	24	9	6	2	3
	16%	13%	14%	16%	15%	14%	16%	18%k	22%afK	18%K	10%	19%K	16%	24%OQR	10%	19%Oqr	9%	8%	19%	10%
House person, housewife, househusband, etc.	143	9	11	124	3	15	9	12	13	20	17	21	12	44	49	10	8	3	2	-
	7%	5%	11%a	7%	4%	7%	6%	7%	8%	10%a	6%	7%	7%	6%	8%	8%	8%	4%	19%	-

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m - n/o/p/q/r/s/t

* small base; ** very small base (under 30) ineligible for sig testing

Voting Influences Survey

ONLINE Fieldwork: 31st May-1st June 2017

Absolutes/col percents

Table 19
Do you work in any of the following occupations?
Base: All respondents who work

	Gender			Age									Social Grade				Employment Sector	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Private (q)
Unweighted base	1001	537	464	123	221	246	225	148	38	344	471	186	261	357	211	172	239	762
Weighted base	1174	603	571	134*	288	269	270	163	50**	422	539	213	355	378	259	181	296	878
NET: Public Sector	296	118	177	30	73	72	71	39	10	104	143	49	86	130	50	30	296	-
	25%	20%	31%A	23%	25%	27%	26%	24%	20%	25%	27%	23%	24%	34%LNO	19%	17%	100%Q	-
Central government including all administrative departments and central government agencies such as the Bank of England	25	8	17	4	3	4	10	2	1	7	14	3	10	9	5	-	25	-
	2%	1%	3%	3%	1%	1%	4%	1%	2%	2%	3%	2%	3%o	2%o	2%	-	8%Q	-
HM Forces	1	1	-	-	-	1	-	-	-	-	1	-	-	-	1	-	1	-
	*	*	-	-	-	*	-	-	-	-	*	-	-	-	*	-	*	-
National Health Service	55	23	32	7	13	12	19	5	-	19	31	5	9	28	9	9	55	-
	5%	4%	6%	5%	4%	5%	7%	3%	-	5%	6%	2%	3%	7%Ln	3%	5%	19%Q	-
Universities and Academies funded by government	31	17	13	2	19	3	2	5	-	21	5	5	11	12	7	-	31	-
	3%	3%	2%	2%	7%EF	1%	1%	3%	-	5%J	1%	2%	3%o	3%O	3%o	-	10%Q	-
Courts service	4	2	2	-	1	1	2	-	-	1	3	-	1	2	-	1	4	-
	*	*	*	-	*	*	1%	-	-	*	1%	-	*	*	-	1%	1%Q	-
Local government administration	37	15	22	-	11	10	10	4	1	11	21	6	6	30	-	1	37	-
	3%	3%	4%	-	4%c	4%c	4%c	3%	3%	2%	4%	3%	2%	8%LNO	-	1%	13%Q	-
Police service	9	5	4	1	4	3	1	1	-	5	4	1	1	8	1	-	9	-
	1%	1%	1%	1%	1%	1%	*	*	-	1%	1%	*	*	2%l	*	-	3%Q	-
Public sector housing	12	4	9	-	-	9	3	*	-	-	12	*	8	4	-	1	12	-
	1%	1%	2%	-	-	3%Dg	1%	*	-	-	2%l	*	2%n	1%	-	*	4%Q	-
Teaching employed by local education authority including voluntary aided schools and foundation schools	46	16	30	2	13	12	6	12	-	16	18	12	24	17	1	3	46	-
	4%	3%	5%a	2%	5%	4%	2%	7%cF	-	4%	3%	5%	7%NO	5%N	1%	2%	15%Q	-

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q

* small base; ** very small base (under 30) ineligible for sig testing

Voting Influences Survey

ONLINE Fieldwork: 31st May-1st June 2017

Absolutes/col percents

Table 19
Do you work in any of the following occupations?
Base: All respondents who work

	Gender			Age							Social Grade					Employment Sector		
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Pri- vate (q)
Weighted base	1174	603	571	134*	288	269	270	163	50**	422	539	213	355	378	259	181	296	878
Public corporations such as the Royal Mail or British Nuclear fuels or Driving Standards agency	9 1%	6 1%	3 *	-	-	*	5 2%d	3 2%de	-	-	6 1%	3 2%l	1 *	4 1%	-	4 2%n	9 3%Q	-
Bradford and Bingley or Northern Rock Building societies	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other public sector occupation (please specify as much detail as possible)	68 6%	22 4%	46 8%A	14 10%D	10 3%	16 6%	13 5%	7 4%	7 15%	24 6%	30 6%	14 7%	14 4%	16 4%	26 10%LM	12 6%	68 23%Q	-
None of the above (Private Sector)	878 75%	484 80%B	394 69%	103 77%	215 75%	197 73%	199 74%	124 76%	40 80%	318 75%	396 73%	164 77%	270 76%M	248 66%	209 81%M	151 83%M	-	878 100%P

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q

* small base; ** very small base (under 30) ineligible for sig testing

Voting Influences Survey

ONLINE Fieldwork: 31st May-1st June 2017

Absolutes/col percents

Table 19
Do you work in any of the following occupations?
Base: All respondents who work

	Region												Voting Intention							
	Total	Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshir e & Humbersi de (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	Conser- vative (n)	Labour (o)	Liberal Democrat (p)	UKIP (q)	SNP (r)	Plaid Cymru (s)	Other party (t)
Unweighted base	1001	103	59	839	45	119	98	66	58	105	136	124	88	300	373	56	43	42	6	14
Weighted base	1174	109*	58*	1007	47*	145*	105*	94*	72*	103*	187*	155*	99*	369	410	72*	62**	46*	7**	12**
NET: Public Sector	296	27	16	252	11	30	20	24	16	26	54	46	25	67	115	23	16	15	3	2
	25%	25%	28%	25%	23%	20%	19%	26%	23%	25%	29%	30%	25%	18%	28%N	32%N	26%	32%n	41%	20%
Central government including all administrative departments and central government agencies such as the Bank of England	25	2	1	21	2	1	1	2	-	2	3	3	7	8	7	7	-	-	-	-
	2%	2%	2%	2%	5%	1%	1%	2%	-	2%	1%	2%	8%FGijKl	2%	2%	10%NO	-	-	-	-
HM Forces	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	-	1%D	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
National Health Service	55	3	2	50	2	2	3	6	7	9	9	10	3	13	20	7	1	3	-	2
	5%	3%	4%	5%	3%	1%	3%	7%f	10%F	8%F	5%	6%f	3%	4%	5%	10%n	2%	6%	-	13%
Universities and Academies funded by government	31	1	4	26	-	6	2	4	1	1	3	5	3	5	12	1	2	*	1	-
	3%	1%	6%	3%	-	4%	2%	4%	1%	1%	2%	3%	3%	1%	3%	1%	3%	1%	21%	-
Courts service	4	-	1	2	-	-	1	-	-	1	1	-	-	2	1	-	-	-	-	-
	*	-	2%d	*	-	-	1%	-	-	1%	*	-	-	*	*	-	-	-	-	-
Local government administration	37	3	2	32	1	2	6	7	-	1	7	7	1	10	19	-	-	3	1	-
	3%	3%	4%	3%	3%	1%	5%f	7%fm	-	1%	4%	5%	1%	3%	5%	-	-	6%p	20%	-
Police service	9	1	1	8	-	3	1	-	1	1	1	1	1	3	5	1	-	-	-	-
	1%	1%	1%	1%	-	2%	1%	-	1%	1%	1%	1%	1%	1%	1%	2%	-	-	-	-
Public sector housing	12	-	-	12	-	3	2	-	-	-	6	1	-	1	4	-	6	-	-	-
	1%	-	-	1%	-	2%	2%	-	-	-	3%	1%	-	*	1%	-	10%	-	-	-

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m - n/o/p/q/r/s/t

* small base; ** very small base (under 30) ineligible for sig testing

Voting Influences Survey

ONLINE Fieldwork: 31st May-1st June 2017

Absolutes/col percents

Table 19
Do you work in any of the following occupations?
Base: All respondents who work

	Region												Voting Intention							
	Total	Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshir e & Humber s (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	Conser- vative (n)	Labour (o)	Liberal Democrat (p)	UKIP (q)	SNP (r)	Plaid Cymru (s)	Other party (t)
Weighted base	1174	109*	58*	1007	47*	145*	105*	94*	72*	103*	187*	155*	99*	369	410	72*	62**	46*	7**	12**
Teaching employed by local education authority including voluntary aided schools and foundation schools	46 4%	1 1%	- -	44 4%	1 2%	3 2%	3 3%	4 5%	6 8%abf	7 6%a	12 6%	5 3%	4 4%	8 2%	25 6%N	2 2%	- -	1 3%	- -	1 7%
Public corporations such as the Royal Mail or British Nuclear fuels or Driving Standards agency	9 1%	1 1%	- -	7 1%	- -	4 3%k	- -	- -	- -	1 1%	- -	- -	2 2%	4 1%	3 1%	- -	1 2%	- -	- -	- -
Bradford and Bingley or Northern Rock Building societies	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other public sector occupation (please specify as much detail as possible)	68 6%	14 13% DfGHij m	5 8% gh	49 5%	5 10% GH	7 5%	1 1%	1 1%	1 2%	4 4%	13 7%	14 9% Gh	4 4%	13 4%	19 5%	5 7%	5 8%	8 17% NO	- -	- -
None of the above (Private Sector)	878 75%	82 75%	42 72%	755 75%	36 77%	115 80%	85 81%	70 74%	55 77%	77 75%	133 71%	109 70%	74 75%	302 82% OPr	295 72%	49 68%	46 74%	31 68%	4 59%	10 80%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m - n/o/p/q/r/s/t

* small base; ** very small base (under 30) ineligible for sig testing

Voting Influences Survey

ONLINE Fieldwork: 31st May-1st June 2017

Absolutes/col percents

Table 20
Do you have any children aged 18 or under? If so, how old are they?
Base: All respondents

	Gender			Age									Social Grade				Employment Sector	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Private (q)
Unweighted base	2038	1052	986	258	298	330	337	303	512	556	667	815	451	618	384	585	239	762
Weighted base	2038	995	1043	228	350	328	363	300	470	578	690	769	545	568	419	505	296	878
No children aged 18 or under	1483 73%	744 75% ^b	739 71%	197 86%DEF	195 56%E	143 44%	222 61%E	264 88%DEF	462 98%CDEFG68%J	392 68%	366 53%	726 94%IJ	369 68%	435 77%LN	289 69%	390 77%LN	187 63%	548 62%
NET: Yes	546 27%	244 25%	302 29% ^a	27 12%H	155 44%CGH	182 56%CDFGH39%CGH	140 39%CGH	35 12%H	8 2%	181 31%K	322 47%IK	43 6%	174 32%MO	129 23%	131 31%MO	113 22%	107 36%	328 37%
NET: Any 11-18	310 15%	152 15%	159 15%	3 1%	29 8%CH	114 35%CDGH	126 35%CDGH	32 11%CH	7 2%	31 5%	240 35%IK	39 5%	107 20%MO	66 12%	72 17%M	66 13%	58 20%	180 21%
Yes - children aged under 5 years old	183 9%	68 7%	116 11%A	23 10%FGH	105 30%CEFGH14%FGH	47 14%FGH	8 2%gH	1 *	-	128 22%JK	55 8%K	1 *	54 10%	41 7%	50 12%Mo	38 8%	27 9%	118 13%
Yes - children aged 5 to 10 years old	252 12%	96 10%	157 15%A	6 3%H	94 27%CFGH	105 32%CFGH	42 12%CGH	5 2%H	1 *	100 17%K	147 21%K	6 1%	82 15%O	65 11%	57 14%	49 10%	52 18%	152 17%
Yes - children aged 11 to 15 years old	230 11%	112 11%	118 11%	2 1%	29 8%CH	95 29%CDGH	82 23%CDGH	18 6%CH	5 1%	30 5%k	177 26%IK	23 3%	78 14%Mo	53 9%	47 11%	52 10%	48 16%	136 16%
Yes - children aged 16 to 18 years old	129 6%	63 6%	67 6%	1 *	2 1%	38 12%CDgH	63 17%CDDeGH	21 7%CDH	4 1%	3 *	101 15%IK	25 3%l	43 8%M	22 4%	33 8%M	31 6%	14 5%	73 8%
Refused	9 *	7 1%	2 *	5 2% ^d FgH	1 *	2 1%	-	1 *	-	6 1%k	2 *	1 *	3 *	4 1%	-	2 *	2 1%	3 *

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q

Voting Influences Survey

ONLINE Fieldwork: 31st May-1st June 2017

Absolutes/col percents

Table 20
Do you have any children aged 18 or under? If so, how old are they?
Base: All respondents

	Region													Voting Intention							
	Total	Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	Conser- vative (n)	Labour (o)	Liberal Democrat (p)	UKIP (q)	SNP (r)	Plaid Cymru (s)	Other party (t)	
Unweighted base	2038	196	128	1714	96	217	195	169	145	224	216	262	190	722	676	118	92	70	16	32	
Weighted base	2038	179	102*	1757	86*	234	171	183	153*	196	271	283	179	737	649	126*	104*	71*	12**	25**	
No children aged 18 or under	1483 73%	122 68%	73 71%	1289 73%	63 74%	191 81%	114 AbGHJ66%	126 69%	112 73%	137 70%	194 72%	220 78%AGH	130 73%	580 79%OQr	441 68%	91 72%	66 64%	48 68%	8 65%	19 77%	
NET: Yes	546 27%	57 32%FL	29 28%f	461 26%	22 26%	44 19%	57 33%FL	57 31%FI	41 27%	57 29%FI	75 28%f	61 22%	46 26%	153 21%	208 32%N	36 28%	37 36%N	22 31%n	4 35%	6 23%	
NET: Any 11-18	310 15%	28 16%	18 17%l	265 15%	14 16%	28 12%	31 18%L	37 20%fkL	22 14%	40 20%FKL	34 12%	27 10%	32 18%L	103 14%	116 18%n	16 13%	17 16%	13 18%	3 26%	4 15%	
Yes - children aged under 5 years old	183 9%	20 11%FM	6 6%	158 9%	5 6%	12 5%	22 13%bFM	16 9%fm	19 12%FM	19 10%M	31 11%FM	28 10%fM	7 4%	39 5%	70 11%N	14 11%n	17 17%N	7 9%	1 9%	* 2%	
Yes - children aged 5 to 10 years old	252 12%	25 14%	15 14%	212 12%	9 11%	23 10%	26 15%	26 14%	17 11%	21 11%	42 16%	27 10%	19 11%	64 9%	102 16%N	15 12%	21 20%N	7 10%	1 5%	4 18%	
Yes - children aged 11 to 15 years old	230 11%	22 12%	13 13%	196 11%	8 9%	19 8%	28 16%FL	31 17%FL	16 10%	23 12%	29 11%	21 7%	22 12%	75 10%	88 14%n	9 7%	12 12%	11 16%	1 11%	4 15%	
Yes - children aged 16 to 18 years old	129 6%	11 6%	9 9%k	110 6%	7 9%k	14 6%	9 5%	8 5%	7 5%	24 12%aFGHIK3%	9 3%	15 5%	16 9%K	44 6%	47 7%	7 6%	9 9%	5 8%	2 15%	- -	
Refused	9 *	1 *	* *	7 *	- -	- -	1 *	- -	- -	1 *	2 1%	2 1%	2 1%	4 *	1 *	- -	- -	1 1%	- -	- -	

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m - n/o/p/q/r/s/t

* small base; ** very small base (under 30) ineligible for sig testing

Voting Influences Survey

ONLINE Fieldwork: 31st May-1st June 2017

Absolutes/col percents

Table 21
Which of the following ITV regions do you live in?
Base: All respondents

	Gender			Age									Social Grade				Employment Sector	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Private (q)
Unweighted base	2038	1052	986	258	298	330	337	303	512	556	667	815	451	618	384	585	239	762
Weighted base	2038	995	1043	228	350	328	363	300	470	578	690	769	545	568	419	505	296	878
Anglia	209 10%	89 9%	120 11%	19 8%	29 8%	38 12%	39 11%	23 8%	60 13% ^{dG}	48 8%	77 11%	83 11%	40 7%	64 11% ^l	50 12% ^l	55 11% ^l	25 8%	78 9%
Border	25 1%	14 1%	11 1%	4 2% ^d	* *	5 2% ^d	3 1%	4 1%	8 2% ^d	5 1%	8 1%	13 2%	4 1%	7 1%	6 2%	7 1%	1 *	10 1%
Central	285 14%	140 14%	145 14%	30 13%	40 11%	39 12%	56 15%	36 12%	84 18% ^{DEg}	70 12%	95 14%	120 16%	61 11%	82 14%	62 15%	79 16% ^l	33 11%	111 13%
Granada	228 11%	135 14% ^B	92 9%	27 12%	45 13%	36 11%	44 12%	32 11%	43 9%	72 12%	80 12%	76 10%	74 14% ^M	51 9%	53 13%	49 10%	28 10%	114 13%
London	378 19%	138 14%	240 23% ^A	47 21% ^h	68 19% ^h	66 20% ^H	67 18%	65 22% ^H	66 14%	115 20%	132 19%	130 17%	132 24% ^{mNO}	108 19% ^O	69 16%	69 14%	75 25% ^q	165 19%
Meridian	206 10%	118 12% ^B	88 8%	30 13% ^{EF}	42 12% ^{eF}	22 7%	24 7%	30 10%	57 12% ^{EF}	73 13% ^J	47 7%	87 11% ^J	63 12%	47 8%	37 9%	58 12%	33 11%	89 10%
STV	166 8%	79 8%	87 8%	13 6%	33 10% ^f	33 10% ^f	19 5%	27 9%	41 9%	47 8%	52 8%	67 9%	41 7%	48 8%	34 8%	43 8%	27 9%	77 9%
Tyne Tees	88 4%	44 4%	43 4%	14 6%	15 4%	15 5%	11 3%	17 6%	16 3%	28 5%	26 4%	33 4%	30 5% ⁿ	18 3%	11 3%	29 6% ^{mn}	11 4%	34 4%
Wales	99 5%	52 5%	47 5%	9 4%	11 3%	14 4%	30 8% ^{cDeH}	17 6%	18 4%	20 4%	45 6% ⁱ	34 4%	14 3%	31 5% ^L	29 7% ^L	25 5% ^l	16 5%	41 5%
West	53 3%	35 3% ^B	18 2%	6 3%	13 4%	10 3%	7 2%	6 2%	11 2%	19 3%	17 3%	16 2%	22 4%	13 2%	8 2%	10 2%	9 3%	15 2%
Westcountry	107 5%	51 5%	56 5%	11 5%	19 5%	17 5%	25 7% ^g	9 3%	25 5%	30 5%	42 6%	34 4%	19 3%	29 5%	25 6%	33 7% ^l	15 5%	46 5%
Yorkshire	196 10%	101 10%	95 9%	16 7%	35 10%	32 10%	38 11%	34 11%	41 9%	51 9%	70 10%	75 10%	46 8%	69 12% ^{ln}	33 8%	47 9%	22 7%	96 11%
UTV	1 *	- -	1 *	- -	1 *	- -	- -	- -	- -	1 *	- -	- -	- -	1 *	- -	- -	- -	1 *

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q

Voting Influences Survey

ONLINE Fieldwork: 31st May-1st June 2017

Absolutes/col percents

Table 21
Which of the following ITV regions do you live in?
Base: All respondents

	Region												Voting Intention							
	Total	Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humber (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	Conser- vative (n)	Labour (o)	Liberal Democrat (p)	UKIP (q)	SNP (r)	Plaid Cymru (s)	Other party (t)
Unweighted base	2038	196	128	1714	96	217	195	169	145	224	216	262	190	722	676	118	92	70	16	32
Weighted base	2038	179	102*	1757	86*	234	171	183	153*	196	271	283	179	737	649	126*	104*	71*	12**	25**
Anglia	209 10%	-	-	209 12%AB	-	-	-	-	21 14%ABEFG HKLM	175 90%ABEFGH IKLM	-	12 4%ABeFGH KM	-	96 13%OR	50 8%R	13 10%R	15 15%oR	-	-	3 13%
Border	25 1%	12 7%DBGHIJ KLM	-	13 1%	2 2%ghjKLM	11 5%BGHIJK LM	-	-	-	-	-	-	-	8 1%	7 1%	6 4%NOq	-	2 3%	-	-
Central	285 14%	5 3%FGjKIM	-	280 16%AB	-	-	-	173 95%ABEFG IJKLM	105 69%ABEFGJ KLM	*	-	1 *	-	115 16%R	88 14%R	14 11%r	9 9%	2 3%	-	3 12%
Granada	228 11%	*	2 2%gJKLm	225 13%AB	-	222 95%ABEGHI JKLM	-	1 1%	1 1%	-	-	-	-	78 11%R	105 16%NPR	8 6%r	8 8%r	-	-	2 9%
London	378 19%	-	-	378 21%AB	-	-	1 2%f	3 2%	1 1%	14 7%ABEF GHIM	270 100%ABEFG HIJLM	87 31%ABEFGH IJM	1 1%	126 17%R	143 22%NR	19 15%R	28 27%npR	-	-	7 28%
Meridian	206 10%	-	-	206 12%AB	-	-	-	-	-	-	1 *	182 64%ABEFG HIJKM	22 12%ABEFGI HIJK	85 1%OR	44 7%r	21 17%OR	15 14%oR	-	-	3 12%
STV	166 8%	162 90%DBEFGH IJKLM	-	4 *	-	-	-	-	-	-	-	-	4 2%fghjkl	38 5%	27 4%	9 7%	3 3%	67 95%NOPQ	-	1 5%
Tyne Tees	88 4%	-	-	88 5%AB	84 98%ABFGHI JKLM	-	4 2%aFhjKL m	-	-	-	-	-	-	25 3%	44 7%Nr	4 3%	5 4%	-	-	* 1%
Wales	99 5%	-	99 97%DAEFGH IJKLM	-	-	-	-	-	-	-	-	-	-	34 5%	19 3%	3 3%	4 4%	-	12 100%	* 2%

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m - n/o/p/q/r/s/t

* small base; ** very small base (under 30) ineligible for sig testing

Voting Influences Survey

ONLINE Fieldwork: 31st May-1st June 2017

Absolutes/col percents

Table 21
Which of the following ITV regions do you live in?
Base: All respondents

	Region												Voting Intention							
	Total	Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humber (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	Conser- vative (n)	Labour (o)	Liberal Democrat (p)	UKIP (q)	SNP (r)	Plaid Cymru (s)	Other party (t)
Weighted base	2038	179	102*	1757	86*	234	171	183	153*	196	271	283	179	737	649	126*	104*	71*	12**	25**
West	53 3%	-	-	53 3%A	-	1 1%	1 *	4 2%ajKL	-	-	-	-	47 26%ABEFGH2% IJKL	14 3%	21 3%	6 5%n	2 2%	-	-	-
Westcountry	107 5%	-	1 1%	106 6%AB	-	-	-	1 1%	-	-	-	-	105 59%ABEFGH5% IJKL	39 6%qr	40 6%qr	17 13%NOQR	1 1%	-	-	1 5%
Yorkshire	196 10%	-	-	196 11%AB	-	-	166 97%ABEFHI JKLM	-	24 16%ABEFHJ KLM	6 3%AFHKLM	-	-	-	79 11%R	62 10%R	7 6%r	14 14%R	-	-	4 14%
UTV	1 *	-	-	1 *	-	-	-	-	-	-	-	1 *	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m - n/o/p/q/r/s/t
* small base; ** very small base (under 30) ineligible for sig testing

Voting Influences Survey

ONLINE Fieldwork: 31st May-1st June 2017

Absolutes/col percents

Table 22
Marital Status
Base: All respondents

	Total	Gender		Age									Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Pri- vate (q)
Unweighted base	2038	1052	986	258	298	330	337	303	512	556	667	815	451	618	384	585	239	762
Weighted base	2038	995	1043	228	350	328	363	300	470	578	690	769	545	568	419	505	296	878
Single	579 28%	327 33%B	252 24%	169 74%DEFGH	131 37%FGH	100 30%GH	93 26%GH	54 18%H	32 7%	300 52%JK	193 28%K	86 11%	141 26%n	202 36%LN	83 20%	153 30%N	102 34%	278 32%
NET: Married/ Civil partnership/ co habiting	1192 58%	573 58%	618 59%	53 23%	214 61%C	201 61%C	215 59%C	192 64%C	316 67%CF	267 46%	416 60%I	509 66%J	348 64%MO	291 51%	304 72%LMO	249 49%	170 57%	515 59%
Married	870 43%	448 45%b	422 40%	20 9%	112 32%C	122 37%C	162 45%CD	156 52%CDE	298 63%CDEFG23%	132 23%	284 41%I	453 59%J	273 50%MO	197 35%	226 54%MO	173 34%	111 38%	334 38%
Civil Partnership	14 1%	7 1%	7 1%	* *	7 2%Gh	3 1%	1 *	- -	2 *	7 1%k	5 1%	2 *	- -	5 1%l	3 1%	6 1%L	2 1%	7 1%
Co Habiting	308 15%	119 12%	189 18%A	32 14%H	95 27%CFGH	75 23%CFGH	52 14%H	37 12%H	17 4%	127 22%K	127 18%K	53 7%	75 14%	88 16%	74 18%	70 14%	57 19%	175 20%
NET: Widowed/ separated/ divorced	252 12%	86 9%	167 16%A	- -	6 2%	25 8%CD	51 14%CDE	52 17%CDE	119 25%CDEFG	6 1%	76 11%I	171 22%J	53 10%	68 12%n	31 7%	100 20%LMN	23 8%	76 9%
Widowed	71 3%	14 1%	57 5%A	- -	- -	3 1%	4 1%	12 4%CDEF	52 11%CDEFG	- -	7 1%i	65 8%J	12 2%	15 3%	9 2%	35 7%LMN	2 1%	7 1%
Separated	35 2%	15 2%	20 2%	- -	1 *	7 2%c	17 5%CDGH	3 1%	6 1%	1 *	24 3%IK	10 1%i	9 2%	10 2%	8 2%	8 2%	5 2%	19 2%
Divorced	146 7%	57 6%	89 9%A	- -	4 1%	15 5%CD	30 8%CD	37 12%CD	60 13%CD	4 1%	45 7%I	96 13%J	32 6%	42 7%N	15 3%	58 11%LMN	16 5%	51 6%
Prefer not to answer	15 1%	8 1%	7 1%	5 2%Dgh	- -	2 1%	4 1%	1 *	3 1%	5 1%	5 1%	4 *	3 1%	7 1%	1 *	3 1%	1 *	9 1%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q

Voting Influences Survey

ONLINE Fieldwork: 31st May-1st June 2017

Absolutes/col percents

Table 22
Marital Status
Base: All respondents

	Region													Voting Intention						
	Total	Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	Conservative (n)	Labour (o)	Liberal Democrat (p)	UKIP (q)	SNP (r)	Plaid Cymru (s)	Other party (t)
Unweighted base	2038	196	128	1714	96	217	195	169	145	224	216	262	190	722	676	118	92	70	16	32
Weighted base	2038	179	102*	1757	86*	234	171	183	153*	196	271	283	179	737	649	126*	104*	71*	12**	25**
Single	579 28%	55 31% ^{Hj}	23 23%	501 29%	27 31% ^h	60 25%	50 29% ^h	37 20%	36 23%	43 22%	110 41% ^a IJM	95 34% ^b	44 24% ^{Hi}	163 22%	220 34% ^{Nr}	39 31% ⁿ	26 25%	16 22%	2 13%	14 58%
NET: Married/ Civil partnership/ co habiting	1192 58%	90 50%	61 60% ^K	1040 59% ^A	44 52%	155 66% ^{AEKL}	105 61% ^{aK}	124 68% ^{AEKL}	97 63% ^{AK}	123 63% ^{AK}	125 46%	154 54%	113 63% ^{AK}	463 63% ^O	359 55%	72 57%	67 65%	42 59%	8 68%	9 35%
Married	870 43%	65 36%	41 41%	763 43%	31 36%	107 46% ^K	85 50% ^{AeKl}	92 50% ^{AeKl}	63 41%	99 50% ^{AEKl}	92 34%	114 40%	81 45% ^K	378 51% ^{OP}	247 38%	45 36%	53 51% ^{op}	29 41%	6 52%	8 31%
Civil Partnership	14 1%	2 1%	1 1%	12 1%	-	1 1%	1 *	5 3% ^{KLm}	3 2% ^{kl}	2 1%	-	-	-	5 1%	5 1%	* *	1 1%	-	-	-
Co Habiting	308 15%	23 13%	19 19%	265 15%	13 16%	46 20% ^{GJk}	19 11%	27 15%	31 21% ^{Gjk}	23 12%	33 12%	40 14%	32 18%	79 11%	107 16% ^N	27 21% ^N	14 13%	13 18%	2 16%	1 5%
NET: Widowed/ separated/ divorced	252 12%	33 18% ^{DFGI}	15 15%	205 12%	15 17% ^{fg}	20 9%	15 9%	21 12%	20 13%	28 14%	33 12%	32 11%	21 12%	109 15% ^O	65 10%	16 12%	11 10%	13 19% ^o	2 19%	1 5%
Widowed	71 3%	10 5% ^f	4 4%	58 3%	3 3%	4 2%	4 2%	7 4%	7 5%	5 2%	11 4%	8 3%	9 5%	33 5%	18 3%	5 4%	3 3%	2 3%	-	1 2%
Separated	35 2%	1 1%	5 5% ^{DAflm}	29 2%	1 1%	3 1%	4 2%	3 2%	2 1%	4 2%	6 2%	3 1%	2 1%	8 1%	10 2%	1 *	3 3%	1 2%	1 11%	1 2%
Divorced	146 7%	22 12% ^{DbFGhK6} M	6 6%	118 7%	11 12% ^{fGkm}	13 5%	7 4%	11 6%	11 7%	19 10% ^G	16 6%	21 7%	10 6%	68 9% ^O	37 6%	10 8%	5 4%	10 14% ^{Oq}	1 8%	-
Prefer not to answer	15 1%	1 1%	2 2% ^F	12 1%	-	-	1 1%	1 1%	-	2 1%	3 1%	2 1%	2 1%	3 *	5 1%	-	-	-	-	* 2%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m - n/o/p/q/r/s/t

* small base; ** very small base (under 30) ineligible for sig testing

Voting Influences Survey

ONLINE Fieldwork: 31st May-1st June 2017

Absolutes/col percents

Table 23
Which of the following cities do you live in, or nearest to?
Base: All respondents

	Total	Gender		Age									Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Pri- vate (q)
Unweighted base	2038	1052	986	258	298	330	337	303	512	556	667	815	451	618	384	585	239	762
Weighted base	2038	995	1043	228	350	328	363	300	470	578	690	769	545	568	419	505	296	878
Glasgow	97 5%	52 5%	45 4%	5 2%	20 6%	24 7%CF	10 3%	17 6%	21 4%	25 4%	34 5%	38 5%	22 4%	26 5%	21 5%	28 6%	16 5%	46 5%
Edinburgh	65 3%	31 3%	33 3%	11 5%F	10 3%	8 2%	4 1%	11 4%f	21 4%F	21 4%j	12 2%	32 4%J	18 3%	18 3%	12 3%	16 3%	7 3%	29 3%
Newcastle	91 4%	46 5%	45 4%	14 6%	15 4%	15 5%	13 4%	18 6%	17 4%	28 5%	28 4%	35 5%	28 5%	21 4%	13 3%	28 6%	11 4%	39 4%
Leeds	94 5%	45 5%	49 5%	15 7%h	20 6%	16 5%	13 4%	14 5%	16 3%	36 6%	29 4%	30 4%	24 4%	37 7%O	18 4%	14 3%	9 3%	51 6%
Hull	27 1%	14 1%	13 1%	2 1%	5 1%	3 1%	3 1%	5 2%	9 2%	6 1%	7 1%	14 2%	11 2%n	7 1%	1 *	9 2%n	3 1%	9 1%
Sheffield	50 2%	24 2%	26 2%	1 1%	9 3%	6 2%	17 5%CH	8 3%	8 2%	10 2%	23 3%	16 2%	10 2%	19 3%	9 2%	12 2%	9 3%	21 2%
Manchester	175 9%	95 10%	80 8%	24 11%	33 9%	30 9%	33 9%	21 7%	34 7%	57 10%	63 9%	55 7%	53 10%	47 8%	37 9%	38 8%	21 7%	84 10%
Liverpool	77 4%	42 4%	35 3%	8 4%	16 5%	7 2%	15 4%	15 5%e	16 3%	24 4%	22 3%	31 4%	25 5%	17 3%	22 5%	14 3%	12 4%	39 4%
Nottingham	96 5%	51 5%	45 4%	12 5%	12 3%	15 4%	13 4%	16 5%	30 6%d	23 4%	27 4%	46 6%	20 4%	27 5%	24 6%	25 5%	3 1%	40 5%P
Birmingham	172 8%	81 8%	91 9%	17 7%	27 8%	30 9%	31 8%	21 7%	45 10%	44 8%	61 9%	66 9%	46 8%	47 8%	37 9%	43 8%	28 9%	70 8%
Norwich	92 4%	43 4%	49 5%	9 4%	8 2%	21 6%D	16 4%	15 5%	24 5%d	16 3%	37 5%i	38 5%i	14 3%	26 5%	24 6%l	28 6%L	9 3%	41 5%
Milton Keynes	66 3%	35 4%	32 3%	9 4%	15 4%g	6 2%	12 3%	5 2%	20 4%eg	24 4%	18 3%	25 3%	11 2%	20 4%	17 4%	18 4%	11 4%	21 2%
Brighton	38 2%	19 2%	19 2%	1 1%	5 1%	3 1%	9 2%	6 2%	14 3%ce	6 1%	11 2%	20 3%i	14 3%	6 1%	4 1%	13 3%	11 4%Q	8 1%

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q

Voting Influences Survey

ONLINE Fieldwork: 31st May-1st June 2017

Absolutes/col percents

Table 23
Which of the following cities do you live in, or nearest to?
Base: All respondents

	Gender			Age									Social Grade				Employment Sector	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Private (q)
Weighted base	2038	995	1043	228	350	328	363	300	470	578	690	769	545	568	419	505	296	878
Oxford	28 1%	18 2%	10 1%	5 2%EFg	13 4%EFGh	* *	1 *	1 *	7 2%ef	19 3%JK	1 *	8 1%J	13 2%m	4 1%	6 1%	5 1%	4 1%	12 1%
London	469 23%	177 18%	292 28%A	64 28%H	77 22%	83 25%h	81 22%	73 24%	92 20%	141 24%	164 24%	165 21%	157 29% mNO	133 23% O	91 22%	89 18%	86 29%	210 24%
Southampton	66 3%	41 4%b	25 2%	8 4%	12 3%	9 3%	6 2%	9 3%	21 4%f	20 3%	16 2%	30 4%	18 3%	17 3%	8 2%	22 4%n	7 2%	28 3%
Bristol	74 4%	42 4%	32 3%	11 5%	16 5%	16 5%g	12 3%	6 2%	13 3%	27 5%k	28 4%	19 2%	24 4%	22 4%	11 3%	17 3%	11 4%	33 4%
Plymouth	63 3%	30 3%	33 3%	4 2%	10 3%	8 2%	19 5%cg	6 2%	15 3%	14 2%	27 4%	21 3%	11 2%	16 3%	16 4%	20 4%	12 4%	23 3%
Cardiff	65 3%	40 4%b	25 2%	6 2%	6 2%	11 3%	22 6% cDH	12 4%	9 2%	12 2%	33 5% lk	21 3%	9 2%	22 4% l	20 5% L	14 3%	10 3%	28 3%
None of these	133 7%	68 7%	66 6%	3 1%	21 6% C	16 5% c	34 10% Ce	21 7% C	38 8% C	24 4%	50 7% i	59 8% l	17 3%	36 6% L	28 7% L	52 10% LMn	15 5%	46 5%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q

Voting Influences Survey

ONLINE Fieldwork: 31st May-1st June 2017

Absolutes/col percents

Table 23
Which of the following cities do you live in, or nearest to?
Base: All respondents

	Region													Voting Intention						
	Total	Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	Conser- vative (n)	Labour (o)	Liberal Democrat (p)	UKIP (q)	SNP (r)	Plaid Cymru (s)	Other party (t)
Unweighted base	2038	196	128	1714	96	217	195	169	145	224	216	262	190	722	676	118	92	70	16	32
Weighted base	2038	179	102*	1757	86*	234	171	183	153*	196	271	283	179	737	649	126*	104*	71*	12**	25**
Glasgow	97 5%	96 54%DBEFGH IJKLM	-	1 *	-	-	-	-	-	1 1%	-	-	-	23 3%	16 2%	9 7%NOq	1 1%	42 60%NOPQ	-	1 2%
Edinburgh	65 3%	62 34%DBEFGH IJKLM	-	3 *	-	-	-	-	-	-	-	3 2%fjkl	16 2%	13 2%	4 3%	1 1%	22 31%NOPQ	-	1 2%	
Newcastle	91 4%	-	-	91 5%AB	81 95%ABFGHI JKLM	8 3%AbHIJK LM	2	-	-	-	-	-	24 3%	48 7%NR	6 5%	5 4%	-	-	-	* 1%
Leeds	94 5%	-	-	94 5%AB	1 1%	-	93 54%ABEFHI JKLM	-	-	-	-	-	37 5%	31 5%	3 2%	4 4%	-	-	-	2 7%
Hull	27 1%	-	-	27 2%	-	-	25 15%ABEFHI JKLM	-	2 1%	-	-	-	9 1%	10 2%	2 2%	3 3%	-	-	-	1 4%
Sheffield	50 2%	-	-	50 3%A	-	-	42 25%ABEFHI JKLM	-	8 5%ABeFHJ KLM	-	-	-	14 2%	20 3%	2 2%	3 3%	-	-	-	1 3%
Manchester	175 9%	-	3 3%AJKLM	172 10%AB	1 1%	157 67%ABEGHI JKLM	2 1%	10 6%AGiJKL M	2 1%	-	-	-	63 9%R	77 12%npR	7 6%r	5 5%	-	-	-	2 9%
Liverpool	77 4%	-	17 17%DAEGHI JKLM	60 3%A	-	59 25%AEGHIJ KLM	-	1 *	-	-	-	-	28 4%	33 5%r	2 2%	2 2%	-	-	-	1 4%
Nottingham	96 5%	-	-	96 5%AB	-	-	2 1%	-	90 59%ABEFGH JKLM	4 2%aFhKLM	-	-	49 7%opr	27 4%	2 2%	4 4%	-	-	-	-

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m - n/o/p/q/r/s/t

* small base; ** very small base (under 30) ineligible for sig testing

Voting Influences Survey

ONLINE Fieldwork: 31st May-1st June 2017

Absolutes/col percents

Table 23
Which of the following cities do you live in, or nearest to?
Base: All respondents

	Region												Voting Intention							
	Total	Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	Conservative (n)	Labour (o)	Liberal Democrat (p)	UKIP (q)	SNP (r)	Plaid Cymru (s)	Other party (t)
Weighted base	2038	179	102*	1757	86*	234	171	183	153*	196	271	283	179	737	649	126*	104*	71*	12**	25**
Birmingham	172 8%	-	1 1%	170 10%AB	-	-	1 *	158 86%ABEFGJ JKLM	11 7%AbEFGJ KLM	-	-	-	*	62 8%R	65 10%R	8 6%r	6 6%r	-	-	2 9%
Norwich	92 4%	-	-	92 5%AB	-	-	-	-	92 47%ABEFGH IKLM	-	-	-	-	40 5%r	22 3%	3 2%	12 12%nOPR	-	-	1 3%
Milton Keynes	66 3%	-	-	66 4%Ab	-	-	-	28 18%ABEFG HKLM	29 15%ABEFGH KLM	-	-	10 4%AbFGHK M	-	26 4%	18 3%	4 3%	1 1%	-	-	1 3%
Brighton	38 2%	-	-	38 2%a	-	-	-	-	-	-	-	38 13%ABEFGH IJKM	-	10 1%	10 1%	5 4%	7 7%NoR	-	-	-
Oxford	28 1%	-	-	28 2%	-	-	-	2 1%	-	-	-	23 8%ABEFGH IJKM	3 2%afjk	11 2%	8 1%	6 4%nOq	-	-	-	1 2%
London	469 23%	-	-	469 27%AB	-	-	-	1 1%	49 25%ABEF GHIM	271 100%ABEFG HIJLM	-	147 52%ABEFGH IJM	2 1%	172 23%R	153 24%R	27 22%R	32 31%R	-	-	8 33%
Southampton	66 3%	-	-	66 4%Ab	-	-	-	-	-	-	-	42 15%ABEFG HIJK	23 13%ABEFGH5%o IJK	33 5%	16 2%	2 2%	2 2%	-	-	2 8%
Bristol	74 4%	-	1 1%kl	73 4%A	-	-	-	1 1%	-	-	-	-	72 40%ABEFGH3% IJKL	23 4%	8 6%r	2 2%	-	-	1 5%	
Plymouth	63 3%	-	-	63 4%Ab	-	-	-	-	-	-	-	-	63 35%ABEFGH3% IJKL	24 4%	26 4%	10 8%NoQR	1 1%	-	-	-

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m - n/o/p/q/r/s/t

* small base; ** very small base (under 30) ineligible for sig testing

Voting Influences Survey

ONLINE Fieldwork: 31st May-1st June 2017

Absolutes/col percents

Table 23
Which of the following cities do you live in, or nearest to?
Base: All respondents

	Region											Voting Intention								
	Total	Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshir e & Humbersi de (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	Conser- vative (n)	Labour (o)	Liberal Democrat (p)	UKIP (q)	SNP (r)	Plaid Cymru (s)	Other party (t)
Weighted base	2038	179	102*	1757	86*	234	171	183	153*	196	271	283	179	737	649	126*	104*	71*	12**	25**
Cardiff	65 3%	-	65 64% DAEFGH- IJKLM	-	-	-	-	-	-	-	-	-	-	20 3%	14 2%	2 2%	2 2%	-	10 82%	-
None of these	133 7%	22 12% DEFGK	14 13% DEFGH K6%	98 6%	2 3% K	10 4% K	5 3% K	12 6% K	11 7% K	21 11% eFGK	-	24 8% GK	13 7% gK	53 7% O	20 3%	14 11% O	12 11% O	7 9% O	2 18%	1 4%

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m - n/o/p/q/r/s/t
* small base; ** very small base (under 30) ineligible for sig testing

Voting Influences Survey

ONLINE Fieldwork: 31st May-1st June 2017

Absolutes/col percents

Table 24
What is the combined annual income of your household, prior to tax being deducted?
Base: All respondents

	Total	Gender		Age									Social Grade				Employment Sector		
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Private (q)	
Unweighted base	2038	1052	986	258	298	330	337	303	512	556	667	815	451	618	384	585	239	762	
Weighted base	2038	995	1043	228	350	328	363	300	470	578	690	769	545	568	419	505	296	878	
Up to £7,000	(3.5) 4%	90 4%	36 4%	54 5%	17 7% ^{fH}	16 5%	15 5%	13 3%	17 6% ^H	11 2%	33 6%	28 4%	29 4%	5 1%	17 3% ^L	9 2%	59 12% ^{LMN}	3 1%	21 2%
£7,001 to £14,000	(10.5) 14%	280 14%	121 12%	159 15% ^a	16 7%	31 9%	37 11%	45 12% ^c	54 18% ^{CDEf}	98 21% ^{CDEF}	46 8%	82 12% ⁱ	152 20% ^{IJ}	23 4%	59 10% ^L	42 10% ^L	155 31% ^{LMN}	17 6%	68 8%
£14,001 to £21,000	(17.5) 19%	392 19%	166 17%	226 22% ^A	23 10%	65 19% ^C	61 19% ^C	64 18% ^C	61 20% ^C	118 25% ^{CdeF}	88 15%	126 18%	178 23% ^{IJ}	70 13%	111 19% ^L	74 18%	137 27% ^{LMN}	59 20%	148 17%
£21,001 to £28,000	(24.5) 18%	375 18%	189 19%	186 18%	23 10%	40 12%	68 21% ^{CD}	79 22% ^{CD}	59 20% ^{CD}	107 23% ^{CD}	63 11%	146 21% ^I	166 22% ^I	87 16%	144 25% ^{LNO}	79 19% ^O	66 13%	63 21%	146 17%
£28,001 to £34,000	(31) 13%	274 13%	151 15% ^b	123 12%	18 8%	44 12%	52 16% ^C	56 15% ^C	44 15% ^C	60 13%	62 11%	108 16% ^I	104 14%	63 12%	86 15% ^O	82 20% ^{LO}	42 8%	43 14%	134 15%
£34,001 to £41,000	(37.5) 8%	157 8%	96 10% ^B	60 6%	10 4%	38 11% ^{CgH}	30 9% ^{ch}	36 10% ^{cH}	17 6%	26 5%	48 8% ^k	66 9% ^K	43 6%	65 12% ^{MO}	24 4%	48 11% ^{MO}	20 4%	26 9%	97 11%
£41,001 to £48,000	(44.5) 4%	89 4%	43 4%	45 4%	18 8% ^{FGH}	19 5% ^{Gh}	23 7% ^{FGH}	11 3%	5 2%	12 3%	38 7% ^K	34 5% ^K	17 2%	45 8% ^{MNO}	26 5% ^O	16 4% ^O	2 *	17 6%	60 7%
£48,001 to £55,000	(51.5) 4%	84 4%	35 3%	49 5%	15 7% ^{EgH}	34 10% ^{EfGH}	7 2% ^H	19 5% ^{eH}	7 2% ^H	2 *	49 8% ^{JK}	27 4% ^K	9 1%	27 5% ^O	31 6% ^O	25 6% ^O	- -	26 9%	53 6%
£55,001 to £62,000	(58.5) 2%	43 2%	27 3%	16 2%	4 2%	23 6% ^{CEFGH}	7 2% ^h	3 1%	4 1%	3 1%	26 5% ^{JK}	10 1%	7 1%	20 4% ^O	12 2% ^O	8 2% ^o	2 *	12 4%	27 3%
£62,001 to £69,000	(65.5) 2%	33 2%	15 1%	18 2%	9 4% ^{FH}	9 2% ^H	9 3% ^{fH}	2 1%	4 1% ^H	- -	17 3% ^K	11 2% ^k	4 1%	31 6% ^{MNO}	2 *	- -	- -	13 4% ^Q	15 2%
£69,001 to £76,000	(72.5) 1%	19 1%	14 1% ^b	5 1%	5 2% ^{GH}	3 1% ^h	3 1% ^h	8 2% ^{GH}	- -	- -	8 1% ^K	11 2% ^K	- -	10 2% ^O	7 1% ^O	2 *	- -	3 1%	15 2%
£76,001 to £83,000	(79.5) 1%	24 1%	18 2% ^B	7 1%	7 3% ^{EFH}	12 4% ^{EFgH}	1 *	- -	3 1% ^h	- -	20 3% ^{JK}	1 *	3 *	18 3% ^{MNO}	2 *	- -	4 1%	3 1%	15 2%
£83,001 or more	(86) 2%	39 2%	28 3% ^B	10 1%	32 14% ^{DEFGH}	1 *	2 1%	1 *	3 1% ^h	- -	33 6% ^{JK}	3 *	3 *	33 6% ^{MNO}	4 1% ^o	2 *	- -	3 1%	21 2%

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q

Voting Influences Survey
ONLINE Fieldwork: 31st May-1st June 2017

Absolutes/col percents

Table 24
What is the combined annual income of your household, prior to tax being deducted?
Base: All respondents

	Gender			Age									Social Grade				Employment Sector	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Private (q)
Weighted base	2038	995	1043	228	350	328	363	300	470	578	690	769	545	568	419	505	296	878
Prefer not to answer	140 7%	57 6%	83 8%	32 14% DEFGH	16 5%	11 3%	26 7% e	21 7% e	34 7% E	48 8%	38 5%	54 7%	48 9% O	42 7% O	33 8% O	18 4%	8 3%	58 7% p
Average income (£000's)	28.07	30.19 B	26.00	41.78 DEFG H	33.02 EFGH	27.91 GH	27.05 GH	24.23 H	21.44	36.26 JK	27.47 K	22.53	39.47 MNO	27.35 O	27.91 O	17.33	32.71	32.69

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q

Voting Influences Survey

ONLINE Fieldwork: 31st May-1st June 2017

Absolutes/col percents

Table 24
What is the combined annual income of your household, prior to tax being deducted?
Base: All respondents

	Region											Voting Intention									
	Total	Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	Conservative (n)	Labour (o)	Liberal Democrat (p)	UKIP (q)	SNP (r)	Plaid Cymru (s)	Other party (t)	
Unweighted base	2038	196	128	1714	96	217	195	169	145	224	216	262	190	722	676	118	92	70	16	32	
Weighted base	2038	179	102*	1757	86*	234	171	183	153*	196	271	283	179	737	649	126*	104*	71*	12**	25**	
Up to £7,000	(3.5)	90 4%	11 6%	7 7%	72 4%	4 4%	7 3%	6 4%	5 3%	9 6%	7 4%	10 4%	15 5%	7 4%	14 2%	42 6%N	5 4%	11 10%N	4 6%N	1 12%	2 10%
£7,001 to £14,000	(10.5)	280 14%	27 15%	17 16%	236 13%	11 13%	27 12%	22 13%	37 20%fKL	24 16%	31 16%	27 10%	33 12%	25 14%	89 12%	100 15%	12 9%	18 17%	8 11%	2 14%	4 16%
£14,001 to £21,000	(17.5)	392 19%	44 25% ^d Km	17 16%	331 19%	16 19%	45 19%	33 19%	36 20%	40 26%KM	40 20%	37 14%	56 20%	28 16%	143 19%	112 17%	21 17%	25 25%	22 31% ⁿ Op	1 11%	3 11%
£21,001 to £28,000	(24.5)	375 18%	34 19%	27 26% ^d FIL	315 18%	16 18%	35 15%	39 23% ^{fl}	32 18%	23 15%	42 22%	52 19%	44 16%	32 18%	148 20%	114 18%	20 16%	14 13%	10 14%	3 26%	4 17%
£28,001 to £34,000	(31)	274 13%	26 14%	11 10%	237 14%	15 18%	43 18% ^k IM	29 17% ^m	22 12%	17 11%	32 16%	30 11%	33 12%	18 10%	111 15% ^q	86 13%	18 14%	6 6%	5 7%	2 16%	2 9%
£34,001 to £41,000	(37.5)	157 8%	10 6%	5 5%	141 8%	8 10%	22 9% ^k	14 8%	11 6%	11 7%	19 10% ^k	13 5%	22 8%	21 11% ^a K	67 9%	42 7%	8 7%	13 13%	9 13%	-	2 8%
£41,001 to £48,000	(44.5)	89 4%	9 5% ^B h _j	-	79 5% ^B	4 5% ^B	13 6% ^B h _j	6 3% ^b	3 1%	9 6% ^B h _j	3 2%	13 5% ^b	12 4% ^b	16 9% ^B gH _J	42 6%	33 5%	3 2%	1 1%	4 6%	-	1 4%
£48,001 to £55,000	(51.5)	84 4%	5 3%	6 6% ^k	73 4%	3 3%	17 7% ^a g _i K	5 3%	10 6% ^k	4 2%	7 4%	5 2%	11 4%	11 6% ^K	30 4%	30 5% ^q	13 11% ^{NOQR}	-	1 1%	2 15%	1 4%
£55,001 to £62,000	(58.5)	43 2%	2 1%	2 2% ^j	39 2%	1 1%	1 *	2 1%	6 4% ^{FJ}	1 1%	-	15 5% ^A Fg _I J	10 3% ^{FJ}	4 2% ^j	10 1%	18 3%	2 2%	5 5% ⁿ	2 2%	-	1 5%
£62,001 to £69,000	(65.5)	33 2%	-	-	33 2% ^a	1 1%	5 2% ^a j	4 2% ^a j	2 1%	-	-	17 6% ^A Bf _g H _I JLM	4 1%	1 *	3 *	13 2% ^N	4 3% ^N	8 7% ^N Or	-	-	-
£69,001 to £76,000	(72.5)	19 1%	1 1%	-	18 1%	-	-	-	4 2% ^f g _j	2 1%	-	6 2% ^f g _j	4 2%	1 *	10 1% ^o	2 *	5 4% ⁿ O	-	1 2%	-	-
£76,001 to £83,000	(79.5)	24 1%	1 1%	-	23 1%	-	3 1%	2 1%	-	1 1%	11 4% ^a b _J L	2 1%	3 1%	5 1%	9 1%	6 4% ^N o _q	-	-	-	-	-

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m - n/o/p/q/r/s/t

* small base; ** very small base (under 30) ineligible for sig testing

Voting Influences Survey

ONLINE Fieldwork: 31st May-1st June 2017

Absolutes/col percents

Table 24
What is the combined annual income of your household, prior to tax being deducted?
Base: All respondents

	Region											Voting Intention								
	Total	Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	Conservative (n)	Labour (o)	Liberal Democrat (p)	UKIP (q)	SNP (r)	Plaid Cymru (s)	Other party (t)
Weighted base	2038	179	102*	1757	86*	234	171	183	153*	196	271	283	179	737	649	126*	104*	71*	12**	25**
£83,001 or more	(86) 39 2%	-	3 3% ^{Ai}	36 2% ^a	1 1%	3 1%	5 3% ^{Ai}	2 1%	-	4 2% ^a	11 4% ^{Ai}	8 3% ^{Ai}	2 1%	19 3%	15 2%	2 1%	-	-	-	1 3%
Prefer not to answer	140 7%	9 5%	8 8% ^g	123 7%	5 6%	12 5%	5 3%	11 6%	14 9% ^G	9 5%	26 9% ^G	29 10% ^{afGj}	11 6%	47 6%	32 5%	7 6%	3 3%	6 8%	1 6%	3 14%
Average income (£000's)	28.07	23.73	25.10	28.69 ^{Ab}	26.31	29.20 ^{AbI}	28.16 ^{AI}	27.18 ^{ai}	23.53	25.30	35.27 ^{ABE}	29.05 ^{AIj}	29.10 ^{AbI}	28.99 ^r	28.09	34.14 ^{NOQ}	25.12	24.53	24.32	26.75

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m - n/o/p/q/r/s/t
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Voting Influences Survey
ONLINE Fieldwork: 31st May-1st June 2017

Absolutes/col percents

Table 25

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				Employment Sector	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Private (q)
Unweighted base	2038	1052	986	258	298	330	337	303	512	556	667	815	451	618	384	585	239	762
Weighted base	2038	995	1043	228	350	328	363	300	470	578	690	769	545	568	419	505	296	878
NET: Yes	418 20%	195 20%	222 21%	27 12%	35 10%	62 19% ^{cD}	88 24% ^{CD}	81 27% ^{CDE}	124 26% ^{CDE}	62 11%	150 22% ^I	205 27% ^{IJ}	87 16%	83 15%	66 16%	182 36% ^{LMN}	21 7%	113 13% ^P
Yes - physical condition	258 13%	118 12%	140 13%	10 4%	11 3%	29 9% ^{cD}	59 16% ^{CDE}	57 19% ^{CDE}	92 20% ^{CDE}	21 4%	88 13% ^I	149 19% ^{IJ}	59 11%	54 10%	39 9%	106 21% ^{LMN}	11 4%	65 7% ^p
Yes - disability	146 7%	85 9% ^b	61 6%	2 1%	4 1%	16 5% ^{CD}	40 11% ^{CDE}	38 13% ^{CDE}	45 10% ^{CDE}	7 1%	56 8% ^I	83 11% ^I	25 5%	26 5%	19 5%	76 15% ^{LMN}	3 1%	23 3%
Yes - mental condition	145 7%	69 7%	76 7%	20 9% ^H	24 7% ^H	39 12% ^{dGH}	36 10% ^H	18 6% ^H	7 1%	44 8% ^K	76 11% ^K	25 3%	31 6%	26 5%	19 5%	69 14% ^{LMN}	9 3%	55 6%
Yes - other	21 1%	11 1%	10 1%	1 *	1 *	4 1%	6 2%	4 1%	5 1%	2 *	10 1%	9 1%	1 *	9 2% ^L	3 1%	8 2% ^L	3 1%	9 1%
No	1571 77%	772 78%	798 76%	194 85% ^{FGH}	304 87% ^{EFGH}	260 79% ^{Fgh}	254 70%	216 72%	343 73%	498 86% ^{JK}	515 75%	558 73%	440 81% ^O	473 83% ^O	345 82% ^O	312 62%	268 91% ^q	742 84%
Prefer not to say	50 2%	27 3%	23 2%	7 3% ^H	12 3% ^{gH}	5 2%	20 6% ^{EGH}	3 1%	3 1%	19 3% ^K	25 4% ^K	6 1%	19 4%	11 2%	8 2%	11 2%	7 2%	23 3%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q

Voting Influences Survey

ONLINE Fieldwork: 31st May-1st June 2017

Absolutes/col percents

Table 25

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

	Region											Voting Intention								
	Total	Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	Conservative (n)	Labour (o)	Liberal Democrat (p)	UKIP (q)	SNP (r)	Plaid Cymru (s)	Other party (t)
Unweighted base	2038	196	128	1714	96	217	195	169	145	224	216	262	190	722	676	118	92	70	16	32
Weighted base	2038	179	102*	1757	86*	234	171	183	153*	196	271	283	179	737	649	126*	104*	71*	12**	25**
NET: Yes	418 20%	45 25%GK	19 19%	353 20%	24 28%GKI	48 20%	26 15%	45 25%gK	32 21%	42 22%	42 15%	51 18%	43 24%gk	157 21%	126 19%	19 15%	26 25%	19 26%	3 23%	7 29%
Yes - physical condition	258 13%	31 17%FGk	10 10%	217 12%	15 18%Fg	20 9%	15 9%	33 18%bFGkl	21 14%	24 12%	28 10%	32 11%	29 16%Fg	115 16%O	66 10%	13 10%	14 13%	14 20%O	1 6%	4 15%
Yes - disability	146 7%	19 10%GK	7 7%	120 7%	8 10%gk	19 8%gk	6 3%	20 11%GK	11 7%	11 6%	10 4%	19 7%	15 9%gk	62 8%o	35 5%	6 5%	10 9%	10 15%Op	1 11%	3 14%
Yes - mental condition	145 7%	10 5%	7 7%	129 7%	10 12%KL	21 9%kl	12 7%	21 11%aKL	13 8%	19 10%KL	10 4%	11 4%	12 7%	31 4%	64 10%Np	5 4%	12 11%Np	3 4%	1 6%	2 8%
Yes - other	21 1%	3 2%	1 1%	18 1%	- -	- -	* *	- -	2 2%	3 2%f	4 1%	5 2%f	3 2%f	8 1%	8 1%	* *	2 2%	2 3%	* 3%	- -
No	1571 77%	133 74%	76 74%	1362 78%	57 67%	179 77%	141 82%aEh	134 73%	118 77%	148 76%	223 82%aEh	228 81%E	134 75%	572 78%	505 78%	103 82%	77 74%	52 73%	9 77%	16 67%
Prefer not to say	50 2%	1 1%	7 7%DAijkl	41 2%	4 5%a	7 3%	5 3%	4 2%	3 2%	5 3%	6 2%	4 1%	3 2%	8 1%	18 3%n	4 3%	1 1%	* 1%	- -	1 3%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m - n/o/p/q/r/s/t

*** small base; ** very small base (under 30) ineligible for sig testing**