

## YouGov Survey Results

Sample Size: 1651 GB Adults  
Fieldwork: 12th - 13th June 2017

|                          | Vote in 2017 |            |            |            | EU Ref 2016 |            | Gender     |            | Age        |            |            |            | Social Grade |            | Region     |               |                  |            |            | New Voters                      |                                |
|--------------------------|--------------|------------|------------|------------|-------------|------------|------------|------------|------------|------------|------------|------------|--------------|------------|------------|---------------|------------------|------------|------------|---------------------------------|--------------------------------|
|                          | Total        | Con        | Lab        | Lib Dem    | Remain      | Leave      | Male       | Female     | 18-24      | 25-49      | 50-64      | 65+        | ABC1         | C2DE       | London     | Rest of South | Midlands / Wales | North      | Scotland   | Voted Cons in 2017, not in 2015 | Voted Lab in 2017, not in 2015 |
| <b>Weighted Sample</b>   | <b>1651</b>  | <b>566</b> | <b>542</b> | <b>101</b> | <b>649</b>  | <b>705</b> | <b>799</b> | <b>852</b> | <b>192</b> | <b>705</b> | <b>408</b> | <b>347</b> | <b>941</b>   | <b>710</b> | <b>221</b> | <b>535</b>    | <b>353</b>       | <b>398</b> | <b>144</b> | <b>177</b>                      | <b>180</b>                     |
| <b>Unweighted Sample</b> | <b>1651</b>  | <b>521</b> | <b>645</b> | <b>138</b> | <b>822</b>  | <b>633</b> | <b>773</b> | <b>878</b> | <b>199</b> | <b>703</b> | <b>449</b> | <b>300</b> | <b>1075</b>  | <b>576</b> | <b>154</b> | <b>580</b>    | <b>340</b>       | <b>417</b> | <b>160</b> | <b>151</b>                      | <b>214</b>                     |
|                          | %            | %          | %          | %          | %           | %          | %          | %          | %          | %          | %          | %          | %            | %          | %          | %             | %                | %          | %          | %                               | %                              |

### And what is the main reason you voted for the Labour Party in the General Election?

[This question was only asked to those who voted for the Labour Party; n=645]

|                                      |           |   |    |   |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |   |    |
|--------------------------------------|-----------|---|----|---|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|---|----|
| Manifesto / Policies                 | <b>28</b> | 0 | 28 | 0 | 32 | 22 | 31 | 25 | 26 | 29 | 28 | 24 | 29 | 27 | 39 | 24 | 28 | 22 | 38 | 0 | 27 |
| Anti-Tory                            | <b>15</b> | 0 | 15 | 0 | 16 | 16 | 17 | 14 | 11 | 16 | 15 | 18 | 17 | 14 | 14 | 20 | 15 | 13 | 18 | 0 | 23 |
| Corbyn                               | <b>13</b> | 0 | 13 | 0 | 14 | 8  | 12 | 13 | 24 | 12 | 8  | 8  | 15 | 10 | 12 | 17 | 11 | 12 | 4  | 0 | 16 |
| Provide Hope / Fairness for the Many | <b>12</b> | 0 | 12 | 0 | 14 | 12 | 14 | 10 | 8  | 12 | 15 | 10 | 13 | 10 | 9  | 12 | 15 | 11 | 15 | 0 | 9  |
| Funding / Protecting the NHS         | <b>8</b>  | 0 | 8  | 0 | 7  | 8  | 5  | 11 | 12 | 8  | 5  | 10 | 8  | 8  | 2  | 12 | 3  | 13 | 3  | 0 | 9  |
| Because of Local Candidate / MP      | <b>6</b>  | 0 | 6  | 0 | 5  | 10 | 5  | 6  | 0  | 5  | 7  | 13 | 5  | 6  | 7  | 0  | 4  | 9  | 6  | 0 | 6  |
| Always voted Labour                  | <b>5</b>  | 0 | 5  | 0 | 3  | 8  | 4  | 6  | 1  | 4  | 9  | 10 | 3  | 8  | 9  | 4  | 5  | 4  | 7  | 0 | 2  |
| Education / Tuition Fees             | <b>4</b>  | 0 | 4  | 0 | 3  | 4  | 2  | 5  | 8  | 4  | 2  | 2  | 5  | 3  | 2  | 6  | 6  | 2  | 0  | 0 | 2  |
| Anti-Theresa May                     | <b>4</b>  | 0 | 4  | 0 | 4  | 5  | 4  | 4  | 3  | 4  | 5  | 6  | 5  | 4  | 1  | 7  | 4  | 4  | 0  | 0 | 8  |
| Best of a Bad Bunch                  | <b>3</b>  | 0 | 3  | 0 | 2  | 5  | 4  | 3  | 0  | 3  | 5  | 5  | 3  | 4  | 0  | 1  | 9  | 2  | 6  | 0 | 5  |
| Other                                | <b>7</b>  | 0 | 7  | 0 | 6  | 5  | 5  | 8  | 5  | 10 | 2  | 2  | 5  | 9  | 7  | 3  | 5  | 10 | 12 | 0 | 4  |
| Don't know                           | <b>4</b>  | 0 | 4  | 0 | 1  | 2  | 4  | 4  | 10 | 2  | 5  | 1  | 1  | 6  | 2  | 5  | 2  | 5  | 1  | 0 | 2  |

### And what is the main reason you voted for the Conservative party in the General Election?

[This question was only asked to those who voted for the Conservative Party; n=521]

|  |           |    |   |   |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |   |
|--|-----------|----|---|---|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|---|
| Brexit                                 | <b>21</b> | 21 | 0 | 0 | 7  | 27 | 21 | 22 | 27 | 24 | 17 | 21 | 17 | 29 | 6  | 21 | 25 | 25 | 22 | 30 | 0 |
| Anti-Labour                            | <b>16</b> | 16 | 0 | 0 | 14 | 16 | 16 | 15 | 27 | 15 | 14 | 17 | 16 | 16 | 23 | 14 | 18 | 17 | 3  | 15 | 0 |
| Anti-Corbyn                            | <b>14</b> | 14 | 0 | 0 | 15 | 13 | 13 | 14 | 3  | 12 | 16 | 15 | 17 | 9  | 10 | 16 | 11 | 15 | 5  | 13 | 0 |
| Agree with their Policies / Principals | <b>10</b> | 10 | 0 | 0 | 10 | 10 | 8  | 12 | 19 | 7  | 10 | 10 | 10 | 9  | 7  | 9  | 11 | 10 | 12 | 8  | 0 |
| Best of a Bad Bunch                    | <b>8</b>  | 8  | 0 | 0 | 7  | 9  | 8  | 8  | 2  | 14 | 8  | 5  | 10 | 6  | 7  | 10 | 7  | 9  | 3  | 9  | 0 |
| Better Suited to Govern                | <b>7</b>  | 7  | 0 | 0 | 8  | 6  | 9  | 4  | 2  | 6  | 8  | 7  | 9  | 3  | 12 | 6  | 9  | 7  | 0  | 2  | 0 |
| For the Economy / Economic Reasons     | <b>5</b>  | 5  | 0 | 0 | 7  | 5  | 6  | 5  | 13 | 5  | 4  | 6  | 7  | 2  | 6  | 7  | 3  | 4  | 6  | 3  | 0 |
| Theresa May                            | <b>5</b>  | 5  | 0 | 0 | 9  | 4  | 4  | 7  | 4  | 4  | 8  | 5  | 4  | 7  | 3  | 7  | 6  | 3  | 0  | 6  | 0 |
| Always vote Conservative               | <b>5</b>  | 5  | 0 | 0 | 5  | 6  | 6  | 5  | 0  | 3  | 9  | 5  | 4  | 8  | 9  | 3  | 7  | 8  | 0  | 1  | 0 |
| Tactical Vote                          | <b>4</b>  | 4  | 0 | 0 | 7  | 3  | 4  | 4  | 0  | 2  | 6  | 5  | 2  | 7  | 3  | 3  | 0  | 3  | 35 | 9  | 0 |
| Stability                              | <b>3</b>  | 3  | 0 | 0 | 4  | 2  | 2  | 4  | 0  | 5  | 3  | 1  | 3  | 2  | 2  | 2  | 3  | 3  | 4  | 1  | 0 |
| Security / Terror Prevention           | <b>2</b>  | 2  | 0 | 0 | 0  | 2  | 1  | 3  | 0  | 2  | 1  | 2  | 1  | 2  | 0  | 1  | 2  | 2  | 0  | 2  | 0 |
| Other                                  | <b>5</b>  | 5  | 0 | 0 | 10 | 3  | 5  | 4  | 3  | 4  | 3  | 6  | 6  | 2  | 5  | 5  | 4  | 2  | 18 | 3  | 0 |
| Don't know                             | <b>2</b>  | 2  | 0 | 0 | 4  | 0  | 2  | 0  | 4  | 3  | 1  | 0  | 1  | 2  | 9  | 1  | 0  | 1  | 2  | 3  | 0 |