

YouGov Survey Results

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

	Vote in 2017			EU Ref 2016		Gender		Age				Social Grade		Region					
	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
Weighted Sample	1651	566	542	101	649	705	799	852	192	705	408	347	941	710	221	535	353	398	144
Unweighted Sample	1651	521	645	138	822	633	773	878	199	703	449	300	1075	576	154	580	340	417	160
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

If you had to name one thing you remember about the Conservative party during the General Election campaign, what would that be?

Bad Campaign	23	27	20	24	23	25	29	17	13	24	24	25	22	24	21	24	23	23	20
"Strong & Stable" Slogan	11	10	13	15	14	9	9	12	13	13	10	6	13	8	11	11	10	10	10
Theresa May NEGATIVE	10	9	11	14	13	9	9	10	5	10	12	8	11	8	12	10	8	8	14
Theresa May NEUTRAL	6	7	3	4	6	6	5	8	9	5	7	6	6	6	5	5	10	5	5
Dementia Tax	6	7	7	9	7	6	6	7	5	6	7	5	8	4	9	7	4	5	5
Theresa May not turning up to debate	5	4	6	9	6	5	4	6	4	6	5	4	6	5	7	5	5	5	4
Policies	4	5	3	5	3	5	3	5	4	3	3	8	4	4	4	3	4	5	4
Negative Campaigning	4	3	7	3	5	4	3	4	4	3	3	6	4	4	7	3	3	4	4
Lying / Lies	4	0	8	4	6	3	5	3	2	5	4	3	3	5	3	5	3	4	4
Brexit	4	7	2	6	3	7	4	4	1	5	3	6	4	5	3	5	3	5	1
U-Turns (including on dementia tax)	4	1	8	3	4	5	4	4	4	4	4	3	4	4	4	3	3	4	9
Good Campaign	3	6	1	2	1	6	3	4	3	2	5	5	3	5	2	4	5	3	1
Arrogance / Over-Confidence	3	2	4	7	4	3	4	2	0	3	4	5	3	3	1	3	3	2	6
Bad Manifesto	3	5	3	1	2	3	3	2	2	1	3	6	4	1	5	3	2	2	1
Fox Hunting	2	1	2	2	1	1	2	2	5	2	1	0	1	2	1	2	1	2	2
Running through fields of wheat	1	0	2	2	2	0	2	1	5	1	1	0	2	1	1	1	1	2	1
Theresa May POSITIVE	0	1	0	0	0	1	1	0	0	0	1	0	0	1	0	0	1	0	0
Nothing	6	4	5	3	4	5	5	7	5	6	5	5	4	8	3	6	4	7	7
Other	4	3	3	2	2	3	3	4	5	5	2	2	3	4	4	3	6	2	4
Don't know / Not Applicable	6	4	4	1	3	4	5	7	17	4	6	2	4	8	5	5	5	8	5

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

If you had to name one thing you remember about the Labour party during the General Election campaign, what would that be?

Good Campaign	11	4	23	9	15	9	13	10	11	11	12	11	12	11	12	9	13	12	14
Corbyn NEUTRAL	11	10	12	11	13	9	11	11	25	11	7	7	13	8	10	10	11	13	11
Empty Promises / Unaffordable Manifesto	8	18	3	9	7	12	8	9	3	5	9	17	10	7	11	8	10	9	2
Bad Campaign	7	11	2	4	4	9	9	6	2	8	9	6	6	8	8	8	7	6	5
Corbyn POSITIVE	7	4	11	12	10	6	6	8	4	8	9	6	8	6	6	8	8	5	12
Policies	6	4	9	7	7	5	6	6	7	8	4	4	6	6	8	7	4	6	9
Corbyn NEGATIVE	6	10	1	5	5	8	5	7	2	5	7	8	5	7	0	8	5	7	6
Abolition of Tuition Fees	5	5	4	6	5	5	4	5	9	3	4	6	5	4	6	5	4	4	2
Diane Abbott	5	9	3	8	5	7	6	5	4	5	6	5	7	4	11	5	3	5	2
"For the Many, not the Few" Slogan	4	1	7	4	6	3	3	4	4	5	3	1	4	3	2	3	5	4	7
Did Better than Expected	3	2	3	6	4	2	4	2	1	3	2	3	3	3	2	2	3	4	1
Youth Vote / Targeting the Young	3	4	4	2	3	4	3	3	3	2	6	4	3	4	4	3	3	4	2
Hope / Honesty	2	1	3	3	2	1	2	2	0	2	2	1	1	2	3	2	2	2	1
Lies	2	4	0	1	1	4	3	2	2	1	2	4	2	2	1	3	3	2	1
Did not beat Conservatives	1	1	0	1	0	1	1	0	1	0	1	0	0	1	1	1	0	0	0
Nothing	6	4	3	4	4	6	5	6	5	5	6	7	3	8	4	5	4	6	11
Other	8	7	8	6	7	8	9	8	7	10	6	9	9	8	7	8	11	6	11
Don't know / Not Applicable	7	4	4	5	4	5	4	9	12	8	5	3	4	10	6	6	5	11	3