



















Sample Size: 2066 GB Adults  
Fieldwork: 2nd - 3rd May 2017

	EU Ref 2016			Voting Intention				Vote in 2015				Gender		Age				Social Grade		Region					Living in...		
	Total	Remain	Leave	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	UKIP	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	Urban	Town and Fringe	Rural
<b>Weighted Sample</b>	<b>2066</b>	<b>812</b>	<b>882</b>	<b>727</b>	<b>483</b>	<b>156</b>	<b>92</b>	<b>583</b>	<b>483</b>	<b>124</b>	<b>198</b>	<b>1000</b>	<b>1066</b>	<b>240</b>	<b>882</b>	<b>510</b>	<b>434</b>	<b>1178</b>	<b>888</b>	<b>248</b>	<b>686</b>	<b>444</b>	<b>498</b>	<b>190</b>	<b>1638</b>	<b>204</b>	<b>222</b>
<b>Unweighted Sample</b>	<b>2066</b>	<b>918</b>	<b>903</b>	<b>758</b>	<b>497</b>	<b>173</b>	<b>96</b>	<b>598</b>	<b>501</b>	<b>132</b>	<b>212</b>	<b>933</b>	<b>1133</b>	<b>202</b>	<b>846</b>	<b>551</b>	<b>467</b>	<b>1246</b>	<b>820</b>	<b>224</b>	<b>690</b>	<b>442</b>	<b>501</b>	<b>209</b>	<b>1620</b>	<b>209</b>	<b>235</b>

	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
<b>UKIP</b>																												
Positive	15	5	25	23	8	5	66	16	8	12	45	17	13	10	12	18	20	14	17	17	17	14	15	9	15	19	14	
Negative	43	63	27	37	57	70	14	41	57	59	13	49	37	53	43	39	41	51	33	45	41	41	42	54	44	32	47	
Not sure	42	32	48	40	35	25	20	43	35	29	42	34	50	37	44	43	40	36	50	39	42	45	43	37	42	49	39	

Thinking about the campaign and promises that the Conservative party have laid out so far at this election, which of the following do you think best applies to them?

They have lots of policies that seem well thought through	17	11	26	39	4	3	12	35	7	8	25	19	14	11	13	19	25	19	13	15	19	16	16	15	16	20	21	
They have lots of policies, but they don't seem very well thought through	19	22	17	9	32	34	29	13	26	28	16	17	21	19	19	20	19	19	19	13	20	20	20	20	20	20	14	19
They don't have many policies, but those they do have seem well thought through	13	11	18	26	5	12	20	22	9	18	19	15	12	7	11	14	19	14	13	16	13	14	12	13	13	14	13	
They don't have many policies and those they do have are not well thought through	18	28	10	3	38	30	15	4	32	23	13	23	14	20	19	19	16	20	17	22	17	15	19	22	18	18	18	
Not sure	33	28	30	23	22	20	24	26	26	23	28	26	39	43	38	28	21	28	39	34	31	35	33	30	33	34	29	

Thinking about the campaign and promises that the Labour party have laid out so far at this election, which of the following do you think best applies to them?

They have lots of policies that seem well thought through	10	16	6	2	34	5	7	3	23	9	2	10	10	16	10	9	7	10	10	11	8	10	13	7	11	4	7
They have lots of policies, but they don't seem very well thought through	33	33	40	46	24	43	40	44	29	36	44	37	31	31	29	36	42	37	29	26	36	38	32	29	33	37	34
They don't have many policies, but those they do have seem well thought through	7	10	4	2	17	12	6	3	12	12	4	7	7	9	8	6	5	7	7	7	6	7	8	8	8	3	8
They don't have many policies and those they do have are not well thought through	20	17	24	32	5	26	27	31	11	21	29	22	17	6	16	24	30	21	18	22	22	16	19	19	19	24	23
Not sure	30	25	26	18	20	15	21	20	25	21	22	24	35	37	37	25	16	25	36	33	28	30	28	37	30	33	28

Taking everything into account, how good or bad an election campaign do you think the following have had so far?

<b>Conservatives</b>																												
Very good	9	5	14	19	2	1	10	16	5	3	16	11	7	6	5	11	14	9	8	12	9	8	8	8	8	8	12	9
Fairly good	35	34	43	59	20	40	38	54	28	41	40	38	32	24	30	39	47	37	32	31	42	33	32	28	34	32	42	
<b>TOTAL GOOD</b>	<b>44</b>	<b>39</b>	<b>57</b>	<b>78</b>	<b>22</b>	<b>41</b>	<b>48</b>	<b>70</b>	<b>33</b>	<b>44</b>	<b>56</b>	<b>49</b>	<b>39</b>	<b>30</b>	<b>35</b>	<b>50</b>	<b>61</b>	<b>46</b>	<b>40</b>	<b>43</b>	<b>51</b>	<b>41</b>	<b>40</b>	<b>36</b>	<b>42</b>	<b>44</b>	<b>51</b>	
Fairly bad	18	26	13	5	37	31	16	10	28	27	12	19	18	22	20	16	17	21	15	22	14	18	22	20	19	16	17	
Very bad	9	13	5	1	19	12	6	1	15	11	5	9	9	13	9	8	7	8	10	6	7	10	9	17	9	6	9	
<b>TOTAL BAD</b>	<b>27</b>	<b>39</b>	<b>18</b>	<b>6</b>	<b>56</b>	<b>43</b>	<b>22</b>	<b>11</b>	<b>43</b>	<b>38</b>	<b>17</b>	<b>28</b>	<b>27</b>	<b>35</b>	<b>29</b>	<b>24</b>	<b>24</b>	<b>29</b>	<b>25</b>	<b>28</b>	<b>21</b>	<b>28</b>	<b>31</b>	<b>37</b>	<b>28</b>	<b>22</b>	<b>26</b>	
Don't know	29	23	26	15	22	16	31	19	25	18	27	23	35	34	36	26	15	24	35	29	28	31	29	27	29	34	23	

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<b>Weighted Sample</b>	<b>2066</b>	<b>812</b>	<b>882</b>	<b>727</b>	<b>483</b>	<b>156</b>	<b>92</b>	<b>583</b>	<b>483</b>	<b>124</b>	<b>198</b>	<b>1000</b>	<b>1066</b>	<b>240</b>	<b>882</b>	<b>510</b>	<b>434</b>	<b>1178</b>	<b>888</b>	<b>248</b>	<b>686</b>	<b>444</b>	<b>498</b>	<b>190</b>	<b>1638</b>	<b>204</b>	<b>222</b>	
<b>Unweighted Sample</b>	<b>2066</b>	<b>918</b>	<b>903</b>	<b>758</b>	<b>497</b>	<b>173</b>	<b>96</b>	<b>598</b>	<b>501</b>	<b>132</b>	<b>212</b>	<b>933</b>	<b>1133</b>	<b>202</b>	<b>846</b>	<b>551</b>	<b>467</b>	<b>1246</b>	<b>820</b>	<b>224</b>	<b>690</b>	<b>442</b>	<b>501</b>	<b>209</b>	<b>1620</b>	<b>209</b>	<b>235</b>	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
<b>Labour</b>																												
Very good	3	4	2	1	8	2	0	1	7	1	0	3	3	7	3	2	2	3	3	6	2	2	3	2	3	1	1	
Fairly good	19	25	15	10	46	19	11	11	32	23	11	19	19	24	19	19	16	18	21	17	17	19	23	20	20	14	17	
<b>TOTAL GOOD</b>	<b>22</b>	<b>29</b>	<b>17</b>	<b>11</b>	<b>54</b>	<b>21</b>	<b>11</b>	<b>12</b>	<b>39</b>	<b>24</b>	<b>11</b>	<b>22</b>	<b>22</b>	<b>31</b>	<b>22</b>	<b>21</b>	<b>18</b>	<b>21</b>	<b>24</b>	<b>23</b>	<b>19</b>	<b>21</b>	<b>26</b>	<b>22</b>	<b>23</b>	<b>15</b>	<b>18</b>	
Fairly bad	32	34	35	43	23	40	32	41	28	39	35	34	30	28	29	31	42	35	28	31	34	32	30	33	31	28	38	
Very bad	18	14	23	30	4	23	30	27	11	20	29	22	14	7	14	22	26	21	14	18	19	15	17	19	17	22	21	
<b>TOTAL BAD</b>	<b>50</b>	<b>48</b>	<b>58</b>	<b>73</b>	<b>27</b>	<b>63</b>	<b>62</b>	<b>68</b>	<b>39</b>	<b>59</b>	<b>64</b>	<b>56</b>	<b>44</b>	<b>35</b>	<b>43</b>	<b>53</b>	<b>68</b>	<b>56</b>	<b>42</b>	<b>49</b>	<b>53</b>	<b>47</b>	<b>47</b>	<b>52</b>	<b>48</b>	<b>50</b>	<b>59</b>	
Don't know	28	22	25	16	18	17	27	20	23	15	25	22	34	34	35	26	14	24	34	28	27	32	27	26	28	34	23	
<b>Liberal Democrats</b>																												
Very good	2	3	1	2	2	12	0	2	3	6	1	3	2	4	2	2	2	2	2	5	3	1	2	2	2	3	1	
Fairly good	19	30	11	14	27	55	7	17	26	32	9	21	18	26	19	17	21	22	15	27	19	18	18	17	20	16	21	
<b>TOTAL GOOD</b>	<b>21</b>	<b>33</b>	<b>12</b>	<b>16</b>	<b>29</b>	<b>67</b>	<b>7</b>	<b>19</b>	<b>29</b>	<b>38</b>	<b>10</b>	<b>24</b>	<b>20</b>	<b>30</b>	<b>21</b>	<b>19</b>	<b>23</b>	<b>24</b>	<b>17</b>	<b>32</b>	<b>22</b>	<b>19</b>	<b>20</b>	<b>19</b>	<b>22</b>	<b>19</b>	<b>22</b>	
Fairly bad	24	24	30	33	24	14	33	33	22	32	28	28	21	16	21	28	32	28	20	23	27	23	24	24	25	22	25	
Very bad	14	8	21	22	10	1	26	14	12	11	32	17	12	12	10	17	22	14	15	8	13	14	19	15	14	13	14	
<b>TOTAL BAD</b>	<b>38</b>	<b>32</b>	<b>51</b>	<b>55</b>	<b>34</b>	<b>15</b>	<b>59</b>	<b>47</b>	<b>34</b>	<b>43</b>	<b>60</b>	<b>45</b>	<b>33</b>	<b>28</b>	<b>31</b>	<b>45</b>	<b>54</b>	<b>42</b>	<b>35</b>	<b>31</b>	<b>40</b>	<b>37</b>	<b>43</b>	<b>39</b>	<b>39</b>	<b>35</b>	<b>39</b>	
Don't know	40	34	38	30	37	17	34	34	37	20	32	32	47	43	48	37	24	34	47	38	38	44	38	42	39	47	40	
<b>UKIP</b>																												
Very good	2	0	3	2	0	0	16	1	1	0	6	3	1	3	3	2	1	2	3	5	3	2	2	0	2	5	1	
Fairly good	8	2	13	11	6	3	29	8	6	2	21	9	7	8	6	10	10	6	11	8	8	10	8	2	8	6	8	
<b>TOTAL GOOD</b>	<b>10</b>	<b>2</b>	<b>16</b>	<b>13</b>	<b>6</b>	<b>3</b>	<b>45</b>	<b>9</b>	<b>7</b>	<b>2</b>	<b>27</b>	<b>12</b>	<b>8</b>	<b>11</b>	<b>9</b>	<b>12</b>	<b>11</b>	<b>8</b>	<b>14</b>	<b>13</b>	<b>11</b>	<b>12</b>	<b>10</b>	<b>2</b>	<b>10</b>	<b>11</b>	<b>9</b>	
Fairly bad	19	19	23	26	17	26	16	26	16	28	24	21	17	14	15	21	28	20	18	20	22	16	19	16	19	18	19	
Very bad	27	41	17	25	35	44	7	25	34	40	14	31	22	30	25	26	29	33	18	27	26	22	29	35	27	21	32	
<b>TOTAL BAD</b>	<b>46</b>	<b>60</b>	<b>40</b>	<b>51</b>	<b>52</b>	<b>70</b>	<b>23</b>	<b>51</b>	<b>50</b>	<b>68</b>	<b>38</b>	<b>52</b>	<b>39</b>	<b>44</b>	<b>40</b>	<b>47</b>	<b>57</b>	<b>53</b>	<b>36</b>	<b>47</b>	<b>48</b>	<b>38</b>	<b>48</b>	<b>51</b>	<b>46</b>	<b>39</b>	<b>51</b>	
Don't know	44	37	45	36	41	27	32	40	42	30	36	36	52	46	51	41	32	39	51	40	42	49	43	47	44	49	40	