YouGov Survey Results

Sample Size: 3228 adults in GB
Fieldwork: 7th - 11th November 2019

		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	**3228**	1065	997	181	1237	1330	1562	1666	355	1359	768	746	1840	1388	387	1078	697	788	278
Unweighted Sample	**3228**	1111	998	205	1434	1285	1411	1817	257	1366	825	780	1908	1320	339	1098	723	799	269
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Generally speaking, do you think of yourself as...?																			
Conservative	**26**	65	3	9	17	42	29	24	13	17	29	46	29	22	23	35	26	20	15
Labour	**23**	3	55	13	34	13	23	23	29	24	25	15	23	23	31	16	24	29	13
Liberal Democrat	**7**	2	7	46	13	1	8	6	6	8	7	5	9	4	7	9	4	6	8
Scottish National Party (SNP)	**2**	0	1	1	3	1	2	2	2	3	2	1	2	2	0	0	0	0	23
Plaid Cymru	**1**	0	0	1	1	1	1	1	2	0	1	1	1	1	0	0	2	1	0
Brexit Party	**5**	6	3	3	0	10	6	4	1	4	7	6	4	6	3	4	5	7	3
Green	**3**	1	4	3	5	1	2	4	4	4	2	2	3	3	4	4	2	3	2
Other	**1**	1	1	1	2	1	2	1	2	1	1	1	1	1	3	1	1	1	1
None of these	**19**	14	14	16	13	19	19	19	17	23	17	14	16	23	14	19	19	19	25
Don't know / refused	**14**	8	11	7	12	11	11	16	24	15	9	9	11	16	15	11	17	14	10
And how strongly, if at all, do you identify as [party]?																			
Very strongly	**15**	18	17	11	15	18	17	13	12	11	17	20	15	14	13	14	15	16	18
Fairly strongly	**33**	38	37	40	38	33	33	32	27	30	35	38	35	30	37	36	30	30	30
Not very strongly	**15**	16	14	20	17	12	14	15	13	14	16	14	16	13	14	15	14	16	14
Not strongly at all	**3**	4	3	5	3	4	4	3	2	4	3	3	4	2	3	3	4	3	1
Don't know	**1**	1	1	0	1	2	1	2	2	2	1	1	1	2	1	1	2	1	2
no id	***33***	*24*	*27*	*24*	*26*	*31*	*31*	*36*	*43*	*40*	*27*	*24*	*29*	*40*	*32*	*31*	*36*	*34*	*36*

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		Party ID								Brexit ID	
	Total	Con	Lab	Lib Dem	SNP	PC	Brexit	Green	Other	Leaver	Remainer
Weighted Sample	**3228**	843	733	226	71	26	156	97	42	1311	1442
Unweighted Sample	**3228**	886	755	248	73	26	155	112	40	1268	1550
	%	%	%	%	%	%	%	%	%	%	%
Generally speaking, do you think of yourself as...?											
Conservative	**26**	100	0	0	0	*0*	0	0	*0*	46	13
Labour	**23**	0	100	0	0	*0*	0	0	*0*	11	37
Liberal Democrat	**7**	0	0	100	0	*0*	0	0	*0*	1	14
Scottish National Party (SNP)	**2**	0	0	0	100	*0*	0	0	*0*	1	4
Plaid Cymru	**1**	0	0	0	0	*100*	0	0	*0*	0	1
Brexit Party	**5**	0	0	0	0	*0*	100	0	*0*	11	0
Green	**3**	0	0	0	0	*0*	0	100	*0*	0	5
Other	**1**	0	0	0	0	*0*	0	0	*100*	1	1
None of these	**19**	0	0	0	0	*0*	0	0	*0*	18	14
Don't know / refused	**14**	0	0	0	0	*0*	0	0	*0*	9	11
And how strongly, if at all, do you identify as [party]?											
Very strongly	**15**	20	24	13	32	*17*	43	14	*0*	18	15
Fairly strongly	**33**	51	48	50	42	*34*	40	59	*0*	35	37
Not very strongly	**15**	22	22	29	22	*36*	10	20	*0*	13	18
Not strongly at all	**3**	5	5	6	0	*10*	2	4	*0*	4	3
Don't know	**1**	2	2	2	3	*3*	4	3	*0*	2	1
no id	***33***	*0*	*0*	*0*	*0*	*0*	*0*	*0*	*100*	*28*	*26*

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		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	**3228**	1065	997	181	1237	1330	1562	1666	355	1359	768	746	1840	1388	387	1078	697	788	278
Unweighted Sample	3228	1111	998	205	1434	1285	1411	1817	257	1366	825	780	1908	1320	339	1098	723	799	269
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Generally speaking, do you think of yourself as a...?																			
Leaver	**41**	71	23	12	5	86	44	38	15	32	50	60	38	44	31	46	42	41	30
Remainer	**45**	22	67	83	85	6	43	46	63	49	41	33	50	37	54	41	43	42	57
Neither	**7**	5	4	4	5	4	7	7	6	10	5	4	6	9	7	6	8	7	5
Don't know / refused	**8**	3	6	1	4	4	6	9	16	9	4	4	6	10	8	6	7	10	8
And how strongly, if at all, do you identify as a [brexit position]?																			
Very strongly	**51**	57	55	67	57	57	52	50	36	44	59	62	54	47	55	52	47	51	51
Fairly strongly	**25**	27	25	20	25	25	25	25	28	25	24	23	24	26	19	27	27	23	25
Not very strongly	**7**	7	6	6	6	7	7	6	7	8	6	5	8	5	9	7	7	6	7
Not strongly at all	**2**	1	2	0	1	2	2	2	5	2	1	1	2	2	1	1	3	2	2
Don't know	**1**	0	1	1	1	1	1	1	2	1	0	1	1	1	1	1	1	1	1
no id	***15***	*8*	*10*	*4*	*9*	*8*	*13*	*16*	*22*	*20*	*10*	*7*	*12*	*19*	*15*	*13*	*15*	*17*	*14*
Party ID and Brexit ID combined																			
party and brexit id	**63**	73	70	75	71	67	66	60	52	56	70	75	68	57	65	66	60	62	62
party id, no brexit id	**5**	4	4	2	5	3	5	5	7	6	4	3	5	5	6	4	5	6	3
no party id, brexit id	**22**	19	20	21	20	25	21	24	26	24	21	18	20	25	20	22	24	21	24
no party id or brexit id	**10**	3	6	3	5	5	8	11	15	14	6	4	7	14	9	8	11	12	10
Con/Lab/Leave/Remain ID																			
Con leave	**19**	48	2	3	3	40	21	16	6	11	21	35	20	17	13	26	19	15	11
con remain	**6**	13	2	6	12	1	6	6	5	4	6	9	7	4	7	7	6	4	3
lab leave	**5**	2	11	2	1	10	5	4	2	4	6	5	4	6	5	4	5	7	2
lab remain	**16**	1	41	11	32	2	16	17	24	18	17	10	18	15	25	12	17	20	11
None of these	***54***	*36*	*45*	*78*	*52*	*47*	*52*	*57*	*62*	*62*	*50*	*41*	*51*	*59*	*50*	*52*	*53*	*55*	*74*

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		Party ID								Brexit ID	
	Total	Con	Lab	Lib Dem	SNP	PC	Brexit	Green	Other	Leaver	Remainer
Weighted Sample	**3228**	843	733	226	71	26	156	97	42	1311	1442
Unweighted Sample	**3228**	886	755	248	73	26	155	112	40	1268	1550
	%	%	%	%	%	%	%	%	%	%	%
Generally speaking, do you think of yourself as a...?											
Leaver	**41**	72	20	6	18	*15*	96	5	*39*	100	0
Remainer	**45**	22	72	90	76	*52*	1	80	*40*	0	100
Neither	**7**	4	5	3	3	*13*	2	10	*3*	0	0
Don't know / refused	**8**	1	3	2	3	*20*	1	5	*18*	0	0
And how strongly, if at all, do you identify as a [brexit position]?											
Very strongly	**51**	56	55	70	60	*43*	88	60	*57*	62	58
Fairly strongly	**25**	29	29	21	23	*10*	7	17	*15*	28	30
Not very strongly	**7**	7	6	3	9	*11*	1	6	*0*	9	7
Not strongly at all	**2**	2	1	0	1	*3*	0	1	*6*	1	3
Don't know	**1**	0	1	1	0	*0*	0	1	*0*	1	2
no id	***15***	*6*	*7*	*4*	*6*	*33*	*3*	*15*	*21*	*0*	*0*
Party ID and Brexit ID combined											
party and brexit id	**63**	94	93	96	94	*67*	97	85	*79*	73	75
party id, no brexit id	**5**	6	7	4	6	*33*	3	15	*21*	0	0
no party id, brexit id	**22**	0	0	0	0	*0*	0	0	*0*	27	25
no party id or brexit id	**10**	0	0	0	0	*0*	0	0	*0*	0	0
Con/Lab/Leave/Remain ID											
Con leave	**19**	72	0	0	0	*0*	0	0	*0*	46	0
con remain	**6**	22	0	0	0	*0*	0	0	*0*	0	13
lab leave	**5**	0	20	0	0	*0*	0	0	*0*	11	0
lab remain	**16**	0	72	0	0	*0*	0	0	*0*	0	37
None of these	***54***	*6*	*7*	*100*	*100*	*100*	*100*	*100*	*100*	*42*	*50*

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