

27 Feb 2024 Table 1
Q1 - How closely, if at all, have you been following news stories about politics and current affairs?

Base: All adults aged 16-75 in Great Britain

|                                  |               | GEN        | IDER       |           |            | AGE        |            |            |            | AGGREG | GATED AGE  |            |            | GENERA     | ATION      |            |            |          | RE    | GION       |       |          | URI        | BAN        | SOCIAL     | GRADE | EDUC       | ATION     | EMPLOYN    | MENT STATUS | ET         | HNICITY    |             | MARITAL STA | rus       |            | HOUSE | HOLD SIZE  |            | CHILDREN IN | HOUSEHOLD  |            | GENERAL ELECT | TION 2019 VOT | E         | REFERENDU  | IM 2016 VOTE |
|----------------------------------|---------------|------------|------------|-----------|------------|------------|------------|------------|------------|--------|------------|------------|------------|------------|------------|------------|------------|----------|-------|------------|-------|----------|------------|------------|------------|-------|------------|-----------|------------|-------------|------------|------------|-------------|-------------|-----------|------------|-------|------------|------------|-------------|------------|------------|---------------|---------------|-----------|------------|--------------|
|                                  |               |            |            |           |            |            |            |            |            |        |            |            |            |            |            | BABY       |            |          |       |            |       |          | -          |            |            |       |            | NON       |            | NOT         |            | ETHNIC     |             |             | WID/ DIV/ |            |       |            |            |             |            | CONSERVATI |               | LIBERAL       |           |            |              |
|                                  | TOTAL         | MAN        | WOMAN      | 16-24     | 25-34      | 35-44      | 45-54      | 55-75      | 16-34      | 4 35   | 5-54       | 55-75      | GEN Z      | MILLENIALS | GEN X      | BOOMER     | NORTH      | MIDLANDS | SOUTH | LONDON     | WALES | SCOTLAND | URBAN      | RURAL      | ABC1       | C2DE  | GRADUATES  | GRADUATES | WORKING    | WORKING     | WHITE      | MINORIT    | Y /LIVING A | S SINGLE    | SEP       | 1          | 2     | 3          | 4+         | YES         | NO         | VE         | LABOUR        | DEMOCRATS     | OTHER     | REMAIN     | LEAVE        |
| NWEIGHTED BASE                   | 101AL<br>1095 | (a)        | (D)        | (C)       | (a)        | (e)        | 200        | (g)        | (n)        |        | (I)<br>402 | (J)        | (K)        | (I)        | (m)        | (n)        | (0)        | (p)      | (q)   | (r)<br>155 | (S)   | (t)      | (u)        | (V)        | (W)        | (X)   | (y)        | (A)       | (B)        | (C)         | (D)        | (E)        | (F)         | (G)         | (H)       | (1)        | (J)   | (K)        | (L)        | (M)         | (N)        | (0)        | (P)           | (Q)           | (R)       | (5)        | (1)          |
| VEIGHTED BASE                    | 1095          | 520        | 543        | 157       | 202        | 103        | 104        | 344        | 343        | , ,    | 202        | 252        | 100        | 223        | 267        | 220        | 203        | 203      | 244   | 155        | 53    | 04+      | 020        | 165        | 610        | 402   | 275        | 720       | 730        | 363         | 022        | 160        | 643         | 342         | 102*      | 106        | 355   | 234        | 204        | 370         | 724        | 204        | 271           | 70.0          | 120       | 412        | 256          |
|                                  | 100%          | 10%        | 50%        | 1/1%      | 18%        | 192        | 18%        | 332        | 33%        | . 3    | 35%        | 332        | 17%        | 20%        | 24%        | 20%        | 24%        | 26%      | 23%   | 1/1%       | 5%*   | 04       | 85%        | 15%        | 57%        | 470   | 3/1%       | 66%       | 66%        | 3/1%        | 8/1%       | 15%        | 50%         | 37%         | 9%+       | 18%        | 33%   | 27%        | 27%        | 33%         | 67%        | 26%        | 25%           |               | 129       | 38%        | 37%          |
| 1) Very closely                  | 233           | 145        | 87         | 23        | 35         | 44         | 34         | 96         | 59         | ,      | 79         | 96         | 29         | 63         | 53         | 88         | 62         | 50       | 38    | 46         | 11    | 27       | 203        | 30         | 161        | 72    | 94         | 139       | 158        | 74          | 200        | 31         | 136         | 77          | 20        | 50         | 82    | 50         | 51         | 66          | 167        | 73         | 63            | 18            | 30        | 100        | 91           |
| , , ,                            | 21%           | 27%        | 16%        | 15%       | 18%        | 23%        | 18%        | 27%        | 16%        | . 21   | 20%        | 27%        | 15%        | 19%        | 20%        | 28%        | 24%        | 18%      | 15%   | 29%        | 20%   | 28%      | 22%        | 18%        | 26%        | 15%   | 25%        | 19%       | 22%        | 20%         | 22%        | 19%        | 21%         | 22%         | 20%       | 26%        | 22%   | 21%        | 17%        | 18%         | 23%        | 25%        | 23%           | 22%           | 23%       | 24%        | 26%          |
|                                  |               | b          |            |           |            |            |            | cdf        |            |        |            | h          |            |            |            | kl         | a          |          |       | pg         |       | a        |            |            | ×          |       | A          |           |            |             |            |            |             |             |           | L          |       |            |            | -           |            |            |               |               |           |            |              |
| B) Fairly closely                | 482           | 234        | 233        | 71        | 91         | 74         | 88         | 157        | 162        | . 1    | 162        | 157        | 85         | 135        | 115        | 146        | 104        | 125      | 111   | 79         | 20    | 42       | 394        | 88         | 275        | 207   | 185        | 297       | 316        | 166         | 409        | 73         | 296         | 142         | 43        | 88         | 158   | 104        | 132        | 167         | 315        | 142        | 137           | 45            | 59        | 209        | 153          |
|                                  | 44%           | 44%        | 43%        | 45%       | 45%        | 39%        | 45%        | 45%        | 45%        | 6 4:   | 42%        | 45%        | 45%        | 42%        | 43%        | 46%        | 40%        | 44%      | 45%   | 50%        | 39%   | 45%      | 42%        | 53%        | 44%        | 43%   | 49%        | 41%       | 43%        | 45%         | 44%        | 44%        | 46%         | 41%         | 42%       | 45%        | 43%   | 43%        | 45%        | 46%         | 43%        | 50%        | 51%           | 58%           | 45%       | 51%        | 43%          |
|                                  |               |            |            |           |            |            |            |            |            |        |            |            |            |            |            |            |            |          |       |            |       |          |            | u          |            |       | A          |           |            |             |            |            |             |             |           |            |       |            |            |             |            |            |               |               |           |            |              |
| 2) Not very closely              | 222           | 100        | 119        | 36        | 37         | 42         | 47         | 61         | 73         | 8      | 89         | 61         | 44         | 62         | 63         | 54         | 60         | 67       | 48    | 22         | 12    | 14       | 190        | 32         | 118        | 105   | 61         | 161       | 150        | 72          | 173        | 47         | 123         | 70          | 30        | 40         | 72    | 56         | 55         | 68          | 154        | 53         | 48            | 13            | 22        | 68         | 67           |
|                                  | 20%           | 19%        | 22%        | 23%       | 19%        | 22%        | 24%        | 17%        | 20%        | 6 2    | 23%        | 17%        | 23%        | 19%        | 24%        | 17%        | 23%        | 23%      | 20%   | 14%        | 24%   | 14%      | 20%        | 20%        | 19%        | 22%   | 16%        | 22%       | 21%        | 20%         | 19%        | 28%        | 19%         | 20%         | 29%       | 20%        | 20%   | 23%        | 19%        | 19%         | 21%        | 19%        | 18%           | 16%           | 17%       | 16%        | 19%          |
|                                  |               |            |            |           |            |            |            |            |            |        |            |            |            |            |            |            | r          | r        |       |            |       |          |            |            |            |       |            | У         |            |             |            | D          |             |             | F         |            |       |            |            |             |            |            |               |               |           |            |              |
| I) Not closely at all            | 155           | 52         | 102        | 27        | 36         | 31         | 24         | 38         | 63         |        | 54         | 38         | 31         | 61         | 32         | 32         | 34         | 40       | 49    | 11         | 9     | 11       | 141        | 14         | 63         | 92    | 33         | 122       | 101        | 54          | 138        | 16         | 86          | 59          | 10        | 17         | 52    | 30         | 56         | 59          | 97         | 17         | 23            | 3             | 19        | 35         | 43           |
|                                  | 14%           | 10%        | 19%        | 17%       | 18%        | 16%        | 12%        | 11%        | 18%        | 6 1    | 14%        | 11%        | 16%        | 19%        | 12%        | 10%        | 13%        | 14%      | 20%   | 7%         | 17%   | 12%      | 15%        | 9%         | 10%        | 19%   | 9%         | 17%       | 14%        | 15%         | 15%        | 9%         | 13%         | 17%         | 10%       | 9%         | 14%   | 13%        | 19%        | 16%         | 13%        | 6%         | 9%            | 4%            | 15%       | 8%         | 12%          |
|                                  |               |            | а          |           | g          |            |            |            |            |        |            |            |            | mn         |            |            |            | r        | r     |            |       |          | v          |            |            | w     |            | у         |            |             |            |            |             |             |           |            |       |            | - 1        |             |            |            |               |               | OQ.       |            |              |
| ery/ Fairly closely (NET)        | 714<br>65%    | 379<br>71% | 320<br>59% | 95<br>60% | 126<br>63% | 118<br>62% | 122<br>63% | 253<br>72% | 221<br>62% |        | 241<br>52% | 253<br>72% | 114<br>60% | 198<br>61% | 168<br>64% | 234<br>73% | 166<br>64% | 175      | 149   | 125        | 31    | 69       | 597<br>64% | 117<br>71% | 436<br>70% | 279   | 279<br>74% | 435       | 474<br>65% | 240<br>65%  | 609<br>66% | 104<br>62% | 432<br>67%  | 219<br>63%  | 63<br>62% | 139<br>71% | 239   | 154<br>64% | 183<br>62% | 233<br>64%  | 482<br>66% | 215<br>75% | 200<br>74%    | 63<br>80%     | 88<br>68% | 309<br>75% | 245<br>69%   |
|                                  | 05%           | /176       | 39%        | 00%       | 03%        | 02%        | 03%        | 7276       | 02%        | . 0.   | D276       | 7276       | 00%        | 0176       | 0476       | 7376       | 04%        | 02%      | 00%   | 79%        | 39%   | /376     | 04%        | /176       | 70%        | 39%   | 74%        | 00%       | 0376       | 0576        | 00%        | 02%        | 0/76        | 0.376       | 0276      | /176       | 00%   | 04%        | 0276       | 04%         | 00%        | /5%        | 74%           | 80%           | 08%       | /5%        | 09%          |
| ot very/ not at all closely(NET) | 378           | 152        | 221        | 62        | 74         | 77         | 70         | ce         | 136        | . 1    | 142        | ni<br>oo   | 75         | 122        | O.E.       | KIM        | 04         | 107      | 07    | opqs       | 21    | 9<br>25  | 221        | 47         | 181        | 197   | A 04       | 283       | 251        | 126         | 311        | 62         | 200         | 120         | 20        | 67         | 122   | 96         | 111        | 127         | 250        | 70         | 71            | 16            | 41        | 103        | 109          |
| ot very/ not at an closely(IVET) | 378           | 132        | 221        | 02        | /4         | 12         | 70         | 33         | 130        | , .    | 143        | 33         | /3         | 123        | 33         | 83         | 34         | 107      | 37    | 33         | 21    | 23       | 331        | 47         | 101        | 157   | 34         | 203       | 231        | 120         | 311        | 02         | 209         | 125         | 33        | 37         | 123   | 80         | 111        | 127         | 230        | 70         | /1            | 10            | 41        | 103        | 109          |
|                                  | 34%           | 29%        | 41%        | 40%       | 37%        | 38%        | 36%        | 28%        | 38%        | 4 3    | 37%        | 28%        | 40%        | 3.8%       | 36%        | 27%        | 36%        | 38%      | 40%   | 21%        | 41%   | 26%      | 36%        | 28%        | 29%        | 41%   | 25%        | 39%       | 35%        | 34%         | 34%        | 37%        | 32%         | 37%         | 38%       | 29%        | 34%   | 36%        | 38%        | 35%         | 34%        | 24%        | 26%           | 20%           | 32%       | 25%        | 31%          |
|                                  |               |            | a          | g         |            | g          |            |            | 1          |        | 1          |            | n          | n          | n          |            | r          | r        | rt    |            |       |          | 33.1       |            |            | w     |            | V         | 0077       |             |            |            | 32.12       |             |           |            |       |            |            |             |            |            |               |               |           | 20,0       | /            |
| 1ean                             | 2.73          | 2.89       | 2.56       | 2.58      | 2.63       | 2.69       | 2.69       | 2.88       | 2.61       | 1 2.   | 2.69       | 2.88       | 2.59       | 2.62       | 2.72       | 2.91       | 2.74       | 2.65     | 2.56  | 3.01       | 2.62  | 2.91     | 2.71       | 2.81       | 2.87       | 2.54  | 2.91       | 2.63      | 2.73       | 2.71        | 2.73       | 2.72       | 2.75        | 2.68        | 2.72      | 2.88       | 2.74  | 2.72       | 2.6        | 2.67        | 2.75       | 2.95       | 2.88          | 2.99          | 2.76      | 2.91       | 2.83         |
|                                  |               | b          |            |           |            |            |            | cdf        |            |        |            | hi         |            |            |            | klm        |            |          |       | opq        |       | pq       |            |            | ×          |       | A          |           |            |             |            |            |             |             |           | L          |       |            |            |             |            |            |               |               |           |            |              |
|                                  |               |            |            |           |            |            |            |            |            |        |            |            |            |            |            |            |            |          |       | s          |       |          |            |            |            |       |            |           |            |             |            |            |             |             |           |            |       |            |            |             |            |            |               |               |           |            |              |
| on't know                        | 3             | 1          | 2          | -         | 1          | 1          | 1          | -          | 1          |        | 2          | -          | -          | 2          | 1          | -          | -          | 2        | 1     | -          | -     | 1        | 2          | 1          | 3          | -     | 2          | 1         | 1          | 2           | 2          | 1          | 2           | 1           | -         | -          | 2     | 1          | -          | 1           | 2          | 1          | •             | -             | -         |            | 1            |
|                                  | •             |            | •          | -         | •          | 1%         | 1%         | -          |            | 1      | 1%         | -          | -          | 1%         | 1%         | -          | -          | 1%       | •     | -          |       | 1%       | •          | 1%         | •          | -     |            |           |            |             |            |            |             |             | -         | -          | 1%    | •          | -          |             | •          |            | •             | -             | -         | •          |              |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/l/g - h/i/j - k/l/m/n - o/p/q/r/s/t - u/v - w/x - y/A - 8/C - D/E - F/G/N - \//!/k/L - M/N - O/P/Q/R - S/T Overlap formulae used. \* small base



77 Feb 2024

Base: All adults who have followed news stories to some degree

|  |             | GE                | IDER         |                  |               | AGE          |              |                   | А                 | GGREGATED A     | NGE              |                  | GENERAT       | ION              |                  |              |                   | REG          | iion             |            |                 | URB          | BAN          | SOCIAL      | GRADE       | EDUCA         | TION       | EMPLOYME       | NT STATUS      | ETHN            | IICITY          | м                 | ARITAL STATU      | is          |            | HOUSEH     | OLD SIZE      |               | CHILDREN IN F | HOUSEHOLD       | Gr         | NERAL ELECTIO | ON 2019 VOTE | RE                  | FERENDUM 2016 VOTE     |
|--|-------------|-------------------|--------------|------------------|---------------|--------------|--------------|-------------------|-------------------|-----------------|------------------|------------------|---------------|------------------|------------------|--------------|-------------------|--------------|------------------|------------|-----------------|--------------|--------------|-------------|-------------|---------------|------------|----------------|----------------|-----------------|-----------------|-------------------|-------------------|-------------|------------|------------|---------------|---------------|---------------|-----------------|------------|---------------|--------------|---------------------|------------------------|
|  |             |                   |              |                  |               |              |              |                   |                   |                 |                  |                  |               |                  | BABY             |              |                   |              |                  |            |                 |              |              |             |             |               | NON        |                | NOT            |                 | ETHNIC          | MARRIED           |                   | WID/ DIV/   |            |            |               |               |               |                 | CONSERVATI |               | LIBERAL      |                     |                        |
| IMMEGNED DACE  | TOTAL       | MAN<br>(a)        | WOMAN<br>(b) | 16-24<br>(c)     | 25-34<br>(d)  | 35-44<br>(e) | 45-54<br>(f) | 55-75<br>(g)      | 16-34<br>(h)      | 35-54<br>(i)    | 55-75<br>(j)     | GEN Z<br>(k)     |               | GEN X<br>(m)     | BOOMER<br>(n)    | NORTH<br>(o) | MIDLANDS<br>(p)   | SOUTH<br>(q) | LONDON<br>(r)    | (s)        | SCOTLAND<br>(t) | URBAN<br>(u) | RURAL<br>(v) | ABC1<br>(w) | C2DE<br>(x) | GRADUATES (y) | (A)        | WORKING<br>(B) | WORKING<br>(C) | WHITE<br>(D)    | MINORITY<br>(E) | /LIVING AS<br>(F) | SINGLE<br>(G)     | SEP<br>(H)  | 1<br>(I)   | 2<br>(J)   | 3<br>(K)      | 4+<br>(L)     | YES<br>(M)    | NO<br>(N)       | VE<br>(0)  | (P)           | (Q)          |                     | EMAIN LEAVE<br>(S) (T) |
| UNWEIGHTED BASE<br>WEIGHTED BASE   | 937<br>100% | 479<br>479<br>51% | 439<br>47%   | 130<br>14%       | 164<br>17%    | 160<br>17%   | 169<br>18%   | 314<br>33%        | 294<br>294<br>31% | 329<br>35%      | 314<br>33%       | 157<br>17%       | 260<br>28%    | 231<br>25%       | 288<br>31%       | 226<br>24%   | 247<br>241<br>26% | 197<br>21%   | 147<br>16%       | 43*<br>5%* | 83*<br>9%*      | 787<br>84%   | 150<br>150   | 553<br>59%  | 383<br>41%  | 340<br>36%    | 597<br>64% | 624<br>67%     | 312<br>33%     | 783<br>84%      | 150<br>16%      | 555<br>59%        | 289<br>289<br>31% | 93*<br>10%* | 178<br>19% | 311<br>33% | 210<br>22%    | 237<br>25%    | 301<br>32%    | 636<br>68%      | 268<br>29% | 248<br>26%    | 76*<br>8%*   | 114<br>110*<br>12%* | 377 311<br>40% 33%     |
| News programmes or stories on<br>major broadcasters on TV (e.g.            | 533         | 277               | 247          | 61               | 68            | 77           | 112          | 215               | 129               | 189             | 215              | 68               | 117           | 150              | 197              | 120          | 137               | 109          | 84               | 27         | 55              | 444          | 90           | 323         | 211         | 185           | 348        | 348            | 185            | 462             | 69              | 330               | 147               | 57          | 98         | 194        | 112           | 129           | 149           | 384             | 171        | 151           | 45           | 57                  | 234 195                |
| BBC, ITV, Channel 4 or Sky)  |             |                   |              |                  |               |              |              |                   |                   |                 |                  |                  |               |                  |                  |              |                   |              |                  |            |                 |              |              |             |             |               |            |                |                |                 |                 |                   |                   |             |            |            |               |               |               |                 | I          |               |              |                     |                        |
| News programmes or stories on  | 57%         | 58%               | 56%<br>166   | 47%              | 42%           | 48%          | 66%<br>cde   | 69%<br>cde<br>164 | 44%               | 57%<br>h<br>157 | 69%<br>hi<br>164 | 43%              | 45%           | 65%<br>kl<br>120 | 68%<br>kl<br>151 | 53%          | 57%               | 56%          | 57%              | 63%        | 66%             | 56%<br>334   | 60%          | 58%         | 55%<br>143  | 54%<br>152    | 58%<br>255 | 56%<br>270     | 59%            | 59%<br>E<br>358 | 46%             | 59%<br>G<br>245   | 51%               | 61%         | 55%        | 62%        | 53%           | 54%           | 49%           | 60%<br>M<br>294 | 64%        | 61%           |              |                     | 62% 63%<br>190 145     |
| the websites of major<br>broadcasters (e.g. BBC, ITV,<br>Channel 4 or Sky) | 43%         | 48%               | 38%          | 27%              | 31%           | 42%          | 53%          | 52%               | 29%               | 48%             | 52%              | 26%              | -             | 52%              | 53%              | 46%          | 40%               | 47%          | 37%              | 52%        | 44%             | 42%          | 49%          | 48%         | 37%         | 45%           | 43%        | 43%            | 44%            | 46%             | 32%             | 44%               | 43%               | 40%         | 48%        | 45%        | 42%           | 40%           | 38%           | 46%             | 47%        | 49%           | _            |                     | 50% 46%                |
| Newspapers (online or print)   | 329         | b<br>173          | 152          | 20               | 58            | cd<br>45     | cd<br>57     | cd<br>149         | 78                | h<br>102        | h<br>149         | 27               | 87            | kl 77            | kl<br>138        | 62           | 87                | 77           | 51               | 15         | 37              | 267          | 62           | x<br>213    | 117         | 134           | 195        | 200            | 129            | E<br>289        | 40              | 212               | 88                | 29          | 69         | 110        | 78            | 72            | 91            | M<br>238        | 107        | R<br>85       | R            |                     | 139 131                |
| ,                                    | 35%         | 36%               | 35%          | 15%              | 35%<br>c      | 28%<br>c     | 34%<br>c     | 48%<br>cdef       | 26%               | 31%             | 48%<br>hi        | 17%              | 33%<br>k      | 33%<br>k         | 48%<br>klm       | 27%          | 36%               | 39%          | 35%              | 36%        | 44%             | 34%          | 41%          | 38%<br>x    | 30%         | 39%<br>A      | 33%        | 32%            | 41%<br>B       | 37%<br>E        | 26%             | 38%<br>G          | 31%               | 31%         | 39%        | 35%        | 37%           | 30%           | 30%           | 37%             | 40%        | 34%           |              |                     | 37% 42%                |
| Social media such as Facebook, X<br>(formerly Twitter), Instagram          | 315         | 156               | 149          | 68               | 81            | 63           | 43           | 59                | 150               | 106             | 59               | 78               | 122           | 61               | 52               | 72           | 71                | 69           | 54               | 15         | 33              | 272          | 43           | 187         | 128         | 133           | 182        | 208            | 106            | 241             | 72              | 172               | 119               | 24          | 47         | 95         | 78            | 95            | 125           | 189             | 65         | 92            | 27           | 43                  | 141 81                 |
|  | 34%         | 33%               | 34%          | 53%              | 50%           | 39%          | 26%          | 19%               | 51%               | 32%             | 19%              | 50%              | 47%           | 27%              | 18%              | 32%          | 30%               | 35%          | 37%              | 34%        | 40%             | 35%          | 29%          | 34%         | 33%         | 39%           | 31%        | 33%            | 34%            | 31%             | 48%             | 31%               | 41%               | 25%         | 26%        | 31%        | 37%           | 40%           | 42%           | 30%             | 24%        | 37%           | 35%          |                     | 37% 26%                |
| Discussions with friends or family   | 269         | 116               | 141          | efg<br>54        | 1g<br>47      | 1g<br>40     | 41           | 87                | 101               | 81              | 87               | mn<br>61         | mn<br>74      | 50               | 84               | 52           | 63                | 62           | 46               | 10         | 35              | 217          | 52           | 164         | 105         | 103           | 166        | 151            | 117            | 229             | 39              | 159               | 95<br>95          | 15          | 39         | 101        | 57            | 72            | 78            | 191             | 73         | 65            | 24           |                     | T<br>114 82            |
|  | 29%         | 24%               | 32%<br>a     | 42%<br>defg      | 28%           | 25%          | 24%          | 28%               | 34%               | 25%             | 28%              | 39%<br>Im        | 28%           | 22%              | 29%              | 23%          | 26%               | 32%          | 31%              | 23%        | 43%<br>op       | 28%          | 35%          | 30%         | 27%         | 30%           | 28%        | 24%            | 38%<br>B       | 29%             | 26%             | 29%<br>H          | 33%<br>H          | 16%         | 22%        | 32%        | 27%           | 30%           | 26%           | 30%             | 27%        | 26%           | 32%          | 29%                 | 30% 26%                |
| Radio (adverts, news or other<br>programmes)                               | 245         | 130               | 111          | 25               | 34            | 35           | 57           | 93                | 59                | 93              | 93               | 31               | 52            | 77               | 85               | 51           | 49                | 56           | 38               | 11         | 40              | 203          | 42           | 165         | 81          | 101           | 144        | 177            | 68             | 215             | 30              | 145               | 71                | 29          | 47         | 83         | 55            | 60            | 83            | 162             | 63         | 78            | 28           | 31                  | 120 84                 |
|  | 26%         | 27%               | 25%          | 20%              | 21%           | 22%          | 34%<br>cde   | 30%               | 20%               | 28%<br>h        | 30%<br>h         | 20%              | 20%           | 33%<br>kl        | 29%<br>I         | 23%          | 20%               | 29%          | 26%              | 25%        | 49%<br>opqr     | 26%          | 28%          | 30%<br>x    | 21%         | 30%           | 24%        | 28%            | 22%            | 27%             | 20%             | 26%               | 25%               | 31%         | 26%        | 27%        | 26%           | 25%           | 28%           | 26%             | 24%        | 32%           | 37%<br>O     | 28%                 | 32% 27%                |
| Online video platforms such as<br>YouTube (adverts or content)             | 166         | 98                | 64           | 44               | 45            | 26           | 23           | 27                | 89                | 50              | 27               | 50               | 61            | 30               | 26               | 35           | 39                | 30           | 45               | 8          | s<br>10         | 144          | 22           | 102         | 65          | 72            | 94         | 119            | 47             | 116             | 49              | 84                | 73                | 9           | 29         | 39         | 45            | 53            | 67            | 100             | 36         | 47            | 15           | 18                  | 64 46                  |
| Tou rube (adverts or content)  | 18%         | 20%<br>h          | 15%          | 34%<br>efg       | 28%<br>efg    | 16%          | 14%          | 9%                | 30%               | 15%             | 9%               | 32%<br>mn        | 23%<br>mn     | 13%              | 9%               | 16%          | 16%               | 15%          | 31%<br>onat      | 18%        | 12%             | 18%          | 15%          | 18%         | 17%         | 21%<br>A      | 16%        | 19%            | 15%            | 15%             | 32%<br>D        | 15%               | 25%<br>FH         | 10%         | 16%        | 13%        | 21%           | 22%           | 22%<br>N      | 16%             | 14%        | 19%           | 20%          | 16%                 | 17% 15%                |
| Other TV programmes or adverts   | 99          | 49                | 48           | 12               | 11            | 15           | 14           | 47                | 23                | 29              | 47               | 13               | 22            | 18               | 47               | 21           | 21                | 19           | 28               | 2          | 9               | 85           | 14           | 57          | 42          | 38            | 61         | 57             | 42             | 80              | 18              | 56                | 33                | 10          | 21         | 31         | 23            | 24            | 25            | 74              | 33         | 23            | 6            | 15                  | 42 33                  |
|  | 11%         | 10%               | 11%          | 9%               | 7%            | 9%           | 8%           | 15%<br>d          | 8%                | 9%              | 15%<br>hi        | 8%               | 8%            | 8%               | 16%<br>klm       | 9%           | 9%                | 10%          | 19%<br>opqs      | 4%         | 11%             | 11%          | 10%          | 10%         | 11%         | 11%           | 10%        | 9%             | 13%            | 10%             | 12%             | 10%               | 11%               | 11%         | 12%        | 10%        | 11%           | 10%           | 8%            | 12%             | 12%        | 9%            | 9%           | 14%                 | 11% 11%                |
| Podcasts   | 97<br>10%   | 62<br>13%         | 33<br>8%     | 18<br>14%        | 22<br>14%     | 27<br>17%    | 13<br>8%     | 17<br>5%          | 41<br>14%         | 40<br>12%       | 17<br>5%         | 23<br>15%        | 37<br>14%     | 23<br>10%        | 14<br>5%         | 21<br>9%     | 16<br>7%          | 19<br>10%    | 26<br>18%        | 5<br>11%   | 10<br>13%       | 91<br>12%    | 6<br>4%      | 64<br>12%   | 33<br>9%    | 55<br>16%     | 43<br>7%   | 76<br>12%      | 21<br>7%       | 75<br>10%       | 21<br>14%       | 52<br>9%          | 39<br>13%         | 7<br>7%     | 23<br>13%  | 23<br>7%   | 16<br>8%      | 35<br>15%     | 40<br>13%     | 57<br>9%        | 21<br>8%   | 27<br>11%     |              |                     | 47 24<br>12% 8%        |
| WhatsApp groups with friends and family                                    | 85          | 44                | 38           | g<br>24          | g<br>20       | 1g<br>24     | 6            | 10                | 44                | 30              | 10               | n<br>29          | n<br>34       | 11               | 10               | 21           | 11                | 14           | opq<br>32        | 1          | 6               | 77           | 8            | 56          | 29          | 43            | 42         | 59             | 26             | 54              | 30              | 52                | 29                | 4           | 9          | 13         | 18            | JK<br>44      | 46            | 38              | 12         | 25            | 9            | 10                  | 32 20                  |
| and ranning  | 9%          | 9%                | 9%           | 19%<br>fg        | 12%<br>fg     | 15%<br>fg    | 4%           | 3%                | 15%<br>ii         | 9%              | 3%               | 19%<br>mn        | 13%<br>mn     | 5%               | 3%               | 9%           | 5%                | 7%           | 22%<br>opgst     | 2%         | 7%              | 10%          | 5%           | 10%         | 7%          | 13%<br>A      | 7%         | 9%             | 8%             | 7%              | 20%<br>D        | 9%                | 10%               | 4%          | 5%         | 4%         | 9%            | 18%<br>UK     | 15%<br>N      | 6%              | 5%         | 10%<br>O      | 12%<br>O     | 9%                  | 8% 6%                  |
| Political party broadcasts   | 72<br>8%    | 45<br>9%          | 27<br>6%     | 11<br>8%         | 12<br>7%      | 12<br>8%     | 9<br>5%      | 29<br>9%          | 22<br>8%          | 21<br>6%        | 29<br>9%         | 13<br>8%         | 19<br>7%      | 12<br>5%         | 28<br>10%        | 11<br>5%     | 23<br>10%         | 12<br>6%     | 16<br>11%        | :          | 11<br>13%       | 64<br>8%     | 9<br>6%      | 55<br>10%   | 17<br>5%    | 31<br>9%      | 41<br>7%   | 42<br>7%       | 30<br>10%      | 58<br>7%        | 14<br>9%        | 50<br>9%          | 18<br>6%          | 5<br>5%     | 9<br>5%    | 24<br>8%   | 20<br>10%     | 19<br>8%      | 21<br>7%      | 52<br>8%        | 19<br>7%   | 20<br>8%      |              |                     | 29 27<br>8% 9%         |
| Other websites (adverts or   | 62          | 41                | 20           | 12               | 12            | 18           | 5            | 15                | 24                | 23              | 15               | 15               | 23            | 10               | 15               | 16           | 12                | 8            | 19               | 3          | os<br>6         | 50           | 12           | x<br>37     | 25          | 27            | 35         | 43             | 20             | 49              | 13              | 36                | 24                | 2           | 13         | 12         | 14            | 22            | 28            | 34              | 12         | 15            | 13           | 8                   | 29 19                  |
| stories)   | 7%          | 8%                | 4%           | 9%               | 8%            | 11%          | 3%           | 5%                | 8%                | 7%              | 5%               | 9%               | 9%            | 4%               | 5%               | 7%           | 5%                | 4%           | 13%              | 7%         | 7%              | 6%           | 8%           | 7%          | 7%          | 8%            | 6%         | 7%             | 6%             | 6%              | 9%              | 7%                | 8%                | 2%          | 8%         | 4%         | 7%            | 9%            | 9%<br>N       | 5%              | 4%         | 6%            | 17%          | 7%                  | 8% 6%                  |
| Contacted by a political party (e.g leaflets, email, canvassing)           | 61          | 36                | 24           | 16               | 14            | 6            | 8            | 18                | 30                | 14              | 18               | 20               | 15            | 10               | 16               | 10           | 10                | 12           | 19               | 2          | 8               | 57           | 4            | 40          | 21          | 29            | 33         | 43             | 19             | 48              | 13              | 36                | 22                | 4           | 9          | 20         | 18            | 15            | 21            | 41              | 11         | 17            | 9            | 14                  | 29 18                  |
| , , , , , , , , , , , , , , , , , , ,                                      | 7%          | 7%                | 5%           | 12%              | 9%            | 4%           | 5%           | 6%                | 10%               | 4%              | 6%               | 13%              | 6%            | 4%               | 6%               | 5%           | 4%                | 6%           | 13%              | 4%         | 10%             | 7%           | 3%           | 7%          | 6%          | 8%            | 6%         | 7%             | 6%             | 6%              | 8%              | 6%                | 8%                | 4%          | 5%         | 6%         | 8%            | 6%            | 7%            | 6%              | 4%         | 7%            | 12%          | 13%                 | 8% 6%                  |
| Magazines  | 60          | 33                | 27           | efg<br>12        | 14            | 12           | 9            | 13                | 1<br>26           | 21              | 13               | lmn<br>15        | 19            | 13               | 12               | 9            | 18                | 9            | op<br>18         | 2          | 4               | 54           | 6            | 39          | 21          | 33            | 27         | 49             | 11             | 48              | 12              | 42                | 16                | 2           | 9          | 11         | 19            | 21            | 33            | 26              | 9          | 11            |              |                     | 25 15                  |
| Outdoor portors  | 6%          | 7%                | 6%           | 9%               | 9%            | 8%           | 5%           | 4%                | 9%<br>j           | 6%              | 4%               | 10%<br>n         | 7%            | 6%               | 4%               | 4%           | 7%                | 5%           | 12%<br>oq        | 4%         | 5%              | 7%           | 4%           | 7%          | 6%          | 10%<br>A      | 4%         | 8%<br>C        | 3%             | 6%              | 8%              | 8%                | 5%                | 2%          | 5%         | 4%         | 9%<br>J<br>10 | 9%<br>J       | 11%<br>N      | 4%              | 3%         | 4%            | 9%           | OP                  | 7% 5%                  |
| Outdoor posters  | 43<br>5%    | 5%                | 16<br>4%     | 16<br>12%<br>efg | 12<br>7%<br>g | 4%<br>g      | 4%<br>g      | 1%                | 28<br>10%<br>ii   | 13<br>4%        | 1%               | 21<br>13%<br>Imn | 12<br>5%<br>n | 4%<br>n          | *                | 3%           | 10<br>4%          | 2%           | 18<br>12%<br>000 | 4%         | 4%              | 5%           | 4%           | 4%          | 21<br>5%    | 22<br>6%<br>A | 3%         | 30<br>5%       | 13<br>4%       | 25<br>3%        | 17<br>11%<br>D  | 21<br>4%          | 18<br>6%          | 4%          | 3%         | 3%         | 5%            | 18<br>8%<br>J | 23<br>7%<br>N | 20<br>3%        | 2%         | 4%            |              |                     | 12 10<br>3% 3%         |
| Other  | 18<br>2%    | 7<br>1%           | 10<br>2%     | 3                | 3<br>2%       | 2<br>1%      | 4<br>2%      | 5<br>2%           | 7<br>2%           | 6<br>2%         | 5<br>2%          | 3<br>2%          | 5<br>2%       | 6                | 4<br>1%          | 8<br>4%      | 1                 | 1<br>1%      | 3 2%             | 1%         | 4<br>5%         | 17<br>2%     | 1            | 10<br>2%    | 8<br>2%     | 6<br>2%       | 12<br>2%   | 10<br>2%       | 8<br>2%        | 15<br>2%        | 3<br>2%         | 8<br>1%           | 6<br>2%           | 4<br>4%     | 4<br>2%    | 6<br>2%    | 7             | 1 .           | 4<br>1%       | 14<br>2%        | 8<br>3%    | 3<br>1%       | 1            | 1                   | 8 5<br>2% 2%           |
| None of these  | 17<br>2%    | 8<br>2%           | 9<br>2%      | 2 2%             | 5             | 4            | 3            | 2<br>1%           | 8                 | 7               | 2<br>1%          | 3 2%             | 9             | 3                | 2<br>1%          | 7<br>3%      | 4 2%              | 2            | 2                | 1 2%       | pq              | 16<br>2%     | 1<br>1%      | 10<br>2%    | 7<br>2%     | 8<br>2%       | 9<br>1%    | 13<br>2%       | 4<br>1%        | 13<br>2%        | 4<br>3%         | 11<br>2%          | 4                 | 2           | 2          | 3          | 4<br>2%       | 8             | 7 2%          | 10<br>2%        | 1          | 3             |              |                     | 6 4<br>2% 1%           |
| Don't know   | 3 *         | -                 | 3            | -                | 2             | -            | 1            | 1 *               | 2                 | 1               | 1 *              | 2 1%             | -             | 1 *              | 1                | 2            | 1                 | -            | -                | -          | 1               | 3            | 1            | 2           | 1           | 2             | 1          | 3              | -              | 3               | -               | 2                 | 1 *               | 1           | -          | 3          | 1             | -             | 1 +           | 3               | 1 .        | 1             |              |                     | 2 -                    |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/V/) - k/V/m/n - o/p/q/r/s/t - u/v - w/x - y/A - B/C - D/E - F/G/H - 1/J/K/L - M/N - O/P/Q/R - 5/T Overlap formulae used. \* small base



Table 3
Q3 - Summary Table How much, if at all, will you listen to the views of each of the following when deciding who to vote for at the next General Election?

Base: All adults aged 16-75 in Great Britain

|                                     |                   | 1      | 1               |                  |                   |                    | Delitical        |             | I             | 1                |                 |             | 1             |
|-------------------------------------|-------------------|--------|-----------------|------------------|-------------------|--------------------|------------------|-------------|---------------|------------------|-----------------|-------------|---------------|
|                                     |                   |        |                 |                  |                   |                    | Political        |             |               |                  |                 |             |               |
|                                     |                   |        |                 |                  |                   |                    | commentators     |             |               |                  |                 |             |               |
|                                     | Journalists       |        | 5               |                  | 5                 | B                  | (economists,     | 6           |               |                  |                 |             |               |
|                                     | (newspaper, TV or |        | People you work |                  | People you follow | ·                  | academics, think | Sportsmen / |               |                  | Musicians / pop |             |               |
|                                     | online)           | family | with            | Reality TV stars | on social media   | in public services | tanks etc.)      | Sportswomen | Opinion polls | Movie / TV stars | stars           | Politicians | Podcast hosts |
| UNWEIGHTED BASE                     | 1095              | 1095   | 1095            | 1095             | 1095              | 1095               | 1095             | 1095        | 1095          | 1095             | 1095            | 1095        | 1095          |
| WEIGHTED BASE                       | 1095              | 1095   | 1095            | 1095             | 1095              | 1095               | 1095             | 1095        | 1095          | 1095             | 1095            | 1095        | 1095          |
| (4) A great deal                    | 75                | 139    | 62              | 50               | 69                | 77                 | 111              | 61          | 74            | 51               | 50              | 113         | 63            |
|                                     | 7%                | 13%    | 6%              | 5%               | 6%                | 7%                 | 10%              | 6%          | 7%            | 5%               | 5%              | 10%         | 6%            |
| (3) A fair amount                   | 347               | 424    | 251             | 98               | 173               | 286                | 366              | 108         | 258           | 131              | 115             | 377         | 152           |
|                                     | 32%               | 39%    | 23%             | 9%               | 16%               | 26%                | 33%              | 10%         | 24%           | 12%              | 11%             | 34%         | 14%           |
| (2) Not very much                   | 328               | 298    | 348             | 173              | 281               | 289                | 302              | 235         | 338           | 244              | 230             | 282         | 265           |
|                                     | 30%               | 27%    | 32%             | 16%              | 26%               | 26%                | 28%              | 22%         | 31%           | 22%              | 21%             | 26%         | 24%           |
| (1) Not at all                      | 246               | 145    | 324             | 684              | 471               | 321                | 224              | 589         | 315           | 578              | 598             | 221         | 514           |
|                                     | 22%               | 13%    | 30%             | 62%              | 43%               | 29%                | 20%              | 54%         | 29%           | 53%              | 55%             | 20%         | 47%           |
| A great deal/a fair amount (NET)    | 421               | 563    | 313             | 148              | 242               | 363                | 477              | 169         | 332           | 182              | 165             | 490         | 215           |
|                                     |                   |        |                 |                  |                   |                    |                  |             |               |                  |                 |             |               |
|                                     | 38%               | 51%    | 29%             | 13%              | 22%               | 33%                | 44%              | 15%         | 30%           | 17%              | 15%             | 45%         | 20%           |
| Not very much/not at all (NET)      | 574               | 443    | 673             | 857              | 752               | 610                | 525              | 825         | 653           | 822              | 827             | 503         | 778           |
|                                     | 52%               | 40%    | 61%             | 78%              | 69%               | 56%                | 48%              | 75%         | 60%           | 75%              | 76%             | 46%         | 71%           |
| Mean                                | 2.25              | 2.55   | 2.05            | 1.52             | 1.84              | 2.12               | 2.36             | 1.64        | 2.09          | 1.66             | 1.61            | 2.38        | 1.76          |
| I will not vote at the next general | 61                | 55     | 61              | 62               | 64                | 58                 | 55               | 70          | 67            | 57               | 62              | 61          | 65            |
| election                            |                   |        |                 |                  |                   | ,                  |                  |             |               |                  |                 |             |               |
|                                     | 6%                | 5%     | 6%              | 6%               | 6%                | 5%                 | 5%               | 6%          | 6%            | 5%               | 6%              | 6%          | 6%            |
| Don't know                          | 38                | 33     | 48              | 28               | 37                | 64                 | 38               | 32          | 42            | 34               | 40              | 41          | 37            |
|                                     | 3%                | 3%     | 4%              | 3%               | 3%                | 6%                 | 3%               | 3%          | 4%            | 3%               | 4%              | 4%          | 3%            |

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

27 Feb 2024



Table 4

Q3\_1 - How much, if at all, will you listen to the views of each of the following when deciding who to vote for at the next General Election? Journalists (newspaper, TV or online)

Base: All adults aged 16-75 in Great Britain

|                                     |           |      |          |       |          |       |       |       |       |            |       |       |           |          |                |       |          |       |         |       |          |       |       |        |       |           |        |           |             |           |                    |                       |               |                  |      |        |           |          |             |           |                  |              |                      |       | 1          |             |
|-------------------------------------|-----------|------|----------|-------|----------|-------|-------|-------|-------|------------|-------|-------|-----------|----------|----------------|-------|----------|-------|---------|-------|----------|-------|-------|--------|-------|-----------|--------|-----------|-------------|-----------|--------------------|-----------------------|---------------|------------------|------|--------|-----------|----------|-------------|-----------|------------------|--------------|----------------------|-------|------------|-------------|
|                                     |           | GE   | NDER     |       | 1        | AGE   |       |       |       | AGGREGATED | AGE   |       | GEN       | IERATION |                |       |          | REC   | ION     |       |          | URI   | BAN   | SOCIAL | GRADE | EDUC      | CATION | EMPLOYM   | IENT STATUS | ETHI      | NICITY             | M                     | MARITAL STATU | 5                |      | HOUSEH | IOLD SIZE |          | CHILDREN IN | HOUSEHOLD | 6                | GENERAL ELEC | TION 2019 VOT        | £     | REFERENDUM | A 2016 VOTE |
|                                     |           | MAN  | WOMAN    | 16-24 | 25-34    | 35-44 | 45-54 | 55-75 | 16-34 | 35-54      | 55-75 | GEN Z | MILLENIAI |          | BABY<br>BOOMER | NORTH | MIDLANDS | SOUTH | LONDON  | WALES | SCOTLAND | URBAN | RURAL | ABC1   | C2DE  | GRADUATES |        | WORKING   |             |           | ETHNIC<br>MINORITY | MARRIED<br>/LIVING AS |               | WID/ DIV/<br>SEP | 1    | 2      | 3         | 4+       | YES         | NO        | CONSERVATI<br>VE | LABOUR       | LIBERAL<br>DEMOCRATS | OTHER | REMAIN     | LEAVE       |
|                                     | TOTAL     | (a)  | (b)      | (c)   | (d)      | (e)   | (f)   | (g)   | (h)   | (i)        | (j)   | (k)   | (1)       | (m)      | (n)            | (o)   | (p)      | (q)   | (r)     | (s)   | (t)      | (u)   | (v)   | (w)    | (x)   | (y)       | (A)    | (B)       | (C)         | (D)       | (E)                | (F)                   | (G)           | (H)              | (1)  | (J)    | (K)       | (L)      | (M)         | (N)       | (0)              | (P)          | (Q)                  | (R)   | (S)        | (T)         |
| UNWEIGHTED BASE                     | 1095      | 526  |          |       |          |       |       |       | 349   |            |       | 177   |           |          |                | 263   |          |       |         |       |          | 920   |       |        |       | 590       |        | 730       |             | 909       |                    |                       |               |                  | 205  |        |           |          | 370         |           | 284              |              |                      | 129   | 438        | 335         |
| WEIGHTED BASE                       | 1095      | 532  | 543      |       | 200      | 192   | 194   | 352   | 357   | 386        | 352   | 188   | 322       | 265      | 320            | 260   | 284      | 247   | 158     |       | 94*      | 930   | 165   | 619    | 476   | 375       | 720    | 727       | 368         | 923       |                    | 643                   | 349           | 103*             | 196  | 365    | 241       | 294      | 361         | 734       | 287              |              |                      | 129   | 413        | 356         |
|                                     | 100%      | 49%  | 50%      | 14%   | 18%      | 18%   | 18%   | 32%   | 33%   | 35%        | 32%   | 17%   | 29%       | 24%      | 29%            | 24%   | 26%      | 23%   | 14%     | 5%*   | 9%*      | 85%   | 15%   | 57%    | 43%   | 34%       | 66%    | 66%       | 34%         | 84%<br>54 | 15%                | 59%                   | 32%           | 9%*              | 18%  | 33%    | 22%       | 27%      | 33%         | 67%       | 26%              | 25%          | 7%*                  | 12%   | 38%        | 32%         |
| (4) A great deal                    | 75<br>7%  | 40   | 33<br>6% | 10%   | 22       | 14    | ***   | 16    | 10%   | 21         | 16    | 10%   | 31        | 10       | 16             | 18    | 11       | 19    | 19      | 3     | 5        | 6/    | 8     | 46     | 29    | 10%       | 3b     | 53<br>7%  | 21<br>6%    | 6%        | 12%                | 46                    | 22            | 6                | 8    | 20     | 1/        | 30       | 10%         | 39        | 12               | 22           | 12                   | 12    | 38         | 15          |
|                                     | 7%        | 8%   | 6%       | 10%   | 11%      | /%    | 4%    | 5%    | 10%   | 6%         | 5%    | 10%   | 9%        | 4%       | 5%             | /%    | 4%       | 8%    | 12%     | 5%    | 5%       | /%    | 5%    | 7%     | 6%    | 10%       | 5%     | 7%        | 6%          | 6%        | 12%                | /%                    | 6%            | 6%               | 4%   | 5%     | 7%        | 10%      | 10%         | 5%        | 4%               | 8%           | 15%                  | 9%    | 9%         | 4%          |
| (3) A fair amount                   | 347       | 169  | 171      | 18    | Ig<br>EO | E1    | CA.   | 115   | 116   | 115        | 115   | 60    | 97        | 00       | 102            | 70    | 97       | 76    | P<br>67 | 21    | 20       | 282   | GE.   | 212    | 135   | 134       | 213    | 247       | 100         | 288       | E0                 | 212                   | 102           | 21               | 50   | 106    | 92        | 100      | 127         | 220       | 0.4              | 105          | 41                   | 22    | 155        | 110         |
| (3) A fail afflourit                | 32%       | 32%  | 32%      | 37%   | 308/     | 279/  | 220/  | 33%   | 33%   | 200/       | 220/  | 37%   | 279/      | 220/     | 32%            | 27%   | 200/     | 219/  | 429/    | 410/  | 210/     | 30%   | 200/  | 34%    | 200/  | 36%       | 200/   | 34%       | 270/        | 31%       | 35%                | 33%                   | 200/          | 210/             | 200/ | 200/   | 2.49/     | 249/     | 35%         | 200/      | 220/             | 200/         | 520/                 | 350/  | 37%        | 31%         |
|                                     | 32/6      | 3270 | 3270     | 3776  | 30%      | 2776  | 33/0  | 3370  | 33/0  | 3076       | 33/0  | 37/6  | 2776      | 33/0     | 3276           | 2776  | 25/6     | 31/0  | 4370    | 41/0  | 31/0     | 30%   | 3570  | 34/6   | 20/0  | Δ         | 30%    | 5470<br>C | 2770        | 31/0      | 33/0               | 3370                  | 30%           | 31/0             | 30%  | 25/0   | 34/0      | 34/0     | 3376        | 3070      | 33/6             | 35/0         | OR                   | 23/6  | 1 3/2      | 31/6        |
| (2) Not very much                   | 328       | 165  | 153      | 30    | 53       | 71    | 62    | 103   | 92    | 132        | 103   | 48    | 100       | 84       | 95             | 78    | 99       | 81    | 3/1     | 13    | 23       | 279   | 40    | 181    | 147   | 100       | 228    | 207       | 121         | 290       | 37                 | 191                   | 105           | 33               | 58   | 123    | 70        | 77       | 93          | 234       | 95               | 77           | 16                   | 41    | 122        | 119         |
| (2) Not very mach                   | 30%       | 31%  | 28%      | 25%   | 26%      | 37%   | 32%   | 29%   | 26%   | 34%        | 29%   | 26%   | 31%       | 32%      | 30%            | 30%   | 35%      | 33%   | 21%     | 25%   | 25%      | 30%   | 30%   | 29%    | 31%   | 27%       | 32%    | 28%       | 33%         | 31%       | 22%                | 30%                   | 30%           | 32%              | 30%  | 34%    | 29%       | 26%      | 26%         | 32%       | 33%              | 28%          | 20%                  | 32%   | 30%        | 34%         |
|                                     |           |      | 2072     | 2072  |          | cd    |       |       |       | h          |       |       |           |          |                |       |          | r     |         |       |          |       |       |        |       |           |        |           |             | F         |                    |                       |               |                  |      |        |           |          | 2071        |           | 0                |              |                      |       | 1          |             |
| (1) Not at all                      | 246       | 122  | 121      | 30    | 35       | 36    | 48    | 98    | 65    | 84         | 98    | 35    | 59        | 66       | 87             | 66    | 67       | 48    | 24      | 13    | 27       | 213   | 33    | 132    | 114   | 73        | 173    | 153       | 94          | 213       | 32                 | 140                   | 78            | 28               | 50   | 92     | 52        | 53       | 64          | 183       | 78               | 64           | 7                    | 34    | 86         | 88          |
| ,                                   | 22%       | 23%  | 22%      | 19%   | 17%      | 19%   | 25%   | 28%   | 18%   | 22%        | 28%   | 19%   | 18%       | 25%      | 27%            | 25%   | 24%      | 20%   | 15%     | 25%   | 29%      | 23%   | 20%   | 21%    | 24%   | 19%       | 24%    | 21%       | 25%         | 23%       | 19%                | 22%                   | 22%           | 27%              | 26%  | 25%    | 21%       | 18%      | 18%         | 25%       | 27%              | 24%          | 9%                   | 27%   | 21%        | 25%         |
|                                     |           |      |          |       |          |       |       | de    |       |            | h     |       |           |          | 1              | r     |          |       |         |       | r        |       |       |        |       |           |        |           |             |           |                    |                       |               |                  |      | L      |           |          |             | M         | Q                | Q            |                      | Q     | 4          |             |
| A great deal/a fair amount (NET)    | 421       | 210  | 205      | 73    | 81       | 65    | 71    | 132   | 154   | 136        | 132   | 87    | 117       | 97       | 119            | 88    | 93       | 95    | 87      | 24    | 34       | 348   | 73    | 257    | 164   | 173       | 249    | 300       | 121         | 342       | 79                 | 258                   | 125           | 38               | 67   | 125    | 100       | 130      | 162         | 259       | 107              | 126          | 53                   | 44    | 193        | 125         |
|                                     |           |      |          |       |          |       |       |       |       |            |       |       |           |          |                |       |          |       |         |       |          |       |       |        |       |           |        |           |             |           |                    |                       |               |                  |      |        |           |          |             |           |                  |              |                      |       | 1          |             |
|                                     | 38%       | 39%  | 38%      | 47%   | 40%      | 34%   | 37%   | 37%   | 43%   | 35%        | 37%   | 46%   | 36%       | 37%      | 37%            | 34%   | 33%      | 38%   | 55%     | 46%   | 36%      | 37%   | 44%   | 42%    | 35%   | 46%       | 35%    | 41%       | 33%         | 37%       | 47%                | 40%                   | 36%           | 37%              | 34%  | 34%    | 41%       | 44%      | 45%         | 35%       | 37%              | 47%          | 67%                  | 34%   | 47%        | 35%         |
|                                     |           |      |          | e     |          |       |       |       | i     |            |       | - 1   |           |          |                |       |          |       | opqt    |       |          |       |       | ×      |       | A         |        | С         |             |           | D                  |                       |               |                  |      |        |           | IJ       | N           |           |                  | OR           | OPR                  |       | T          |             |
| Not very much/not at all (NET)      | 574       | 287  | 274      | 69    | 88       | 107   | 110   | 201   | 157   | 216        | 201   | 83    | 159       | 150      | 182            | 144   | 166      | 129   | 57      | 27    | 50       | 492   | 82    | 313    | 261   | 173       | 401    | 360       | 214         | 503       | 69                 | 331                   | 182           | 61               | 108  | 215    | 122       | 129      | 157         | 417       | 173              | 141          | 23                   | 76    | 208        | 208         |
|                                     | 52%       | 54%  | 51%      | 44%   | 44%      | 56%   | 56%   | 57%   | 44%   | 56%        | 57%   | 44%   | 49%       | 57%      | 57%            | 55%   | 59%      | 52%   | 36%     | 51%   | 54%      | 53%   | 49%   | 51%    | 55%   | 46%       | 56%    | 49%       | 58%         | 54%       | 42%                | 51%                   | 52%           | 59%              | 55%  | 59%    | 50%       | 44%      | 44%         | 57%       | 60%              | 52%          | 29%                  | 59%   | 50%        | 58%         |
|                                     |           |      |          |       |          | d     | cd    | cd    |       | h          | h     |       |           | k        | k              | r     | r        | r     |         |       | r        |       |       |        |       |           | У      |           | В           | E         |                    |                       |               |                  | L    | L      |           |          |             | М         | Q                | Q            |                      | Q     | 1          |             |
| Mean                                | 2.25      | 2.26 | 2.24     | 2.41  | 2.4      | 2.25  | 2.17  | 2.15  | 2.41  | 2.21       | 2.15  |       | 2.32      | 2.17     | 2.16           | 2.17  | 2.14     | 2.29  | 2.57    | 2.27  | 2.14     | 2.24  | 2.31  | 2.3    | 2.19  | 2.4       | 2.17   | 2.3       | 2.15        | 2.22      | 2.45               | 2.28                  | 2.22          | 2.17             | 2.14 | 2.15   | 2.29      | 2.42     | 2.42        | 2.17      | 2.15             | 2.32         | 2.76                 | 2.18  | 2.36       | 2.15        |
|                                     |           |      |          | tg    | tg       |       |       |       | ij    |            |       | mn    |           |          |                |       |          |       | opq     |       |          |       |       |        |       | A         |        | C         |             |           | D                  |                       |               |                  |      |        |           | IJ       | N           |           |                  |              | OPR                  |       | I T        |             |
| I will not vote at the next general | <b>C1</b> | 10   | 42       | 10    | 10       | 13    | 0     | 12    | 20    | 20         | 12    | - 12  | 27        | 10       | 12             | 22    | 14       | 10    | t       |       | - 1      | 54    |       | 27     | 24    | 15        | 46     | 20        | 22          | 40        | 12                 | 35                    | 22            |                  |      | 17     | ^         | 25       | 20          | 24        | 2                |              |                      |       |            | 16          |
| I will not vote at the next general | 61        | 19   | 42       | 10    | 18       | 12    | 9     | 13    | 28    | 20         | 13    | 12    | 21        | 10       | 12             | 23    | 14       | 16    | ь       | 1     | 2        | 54    | 8     | 21     | 34    | 15        | 46     | 39        | 23          | 49        | 12                 | 35                    | 22            | 4                | 9    | 1/     | 9         | 25       | 28          | 34        | 2                | 1            | 1                    | 2     | 1 1        | 16          |
| election                            | 6%        | 40/  | 99/      | 69/   | 00/      | 69/   | E9/   | 49/   | 00/   | E9/        | 49/   | 60/   | 90/       | 40/      | 49/            | 00/   | E9/      | 69/   | 49/     | 10/   | 20/      | 6%    | 50/   | 4%     | 79/   | 4%        | 6%     | 5%        | 69/         | 5%        | 70/                | CO/                   | cov           | 40/              | E0/  | E0/    | 49/       | 09/      | 99/         | E9/       | 1%               |              | 19/                  | 20/   |            | 40/         |
|                                     | 076       | 476  | 87s      | U76   | 376<br>a | 076   | 376   | 476   | 876   | 376        | 476   | 076   | mn        | 476      | 476            | 370   | 376      | 076   | 476     | 176   | 376      | 076   | 376   | 476    | /76   | 476       | 076    | 376       | 076         | 376       | 776                | 076                   | 0.76          | 4/0              | 376  | 376    | 470       | 376<br>K | 876         | 376       | 176              |              | 1/0                  | 270   |            | 470         |
| Don't know                          | 38        | 17   | 21       | 5     | 1/1      | 8     | 5     | 6     | 10    | 13         | 6     | 6     | 10        | 6        | 6              | 5     | 11       | 7     | 8       | 1     | 7        | 35    | 3     | 22     | 16    | 14        | 24     | 28        | 10          | 29        | 6                  | 18                    | 20            |                  | 11   | 8      | 10        | 8        | 14          | 24        | 5                | 3            | -,                   | 7     | 10         | - 8         |
| DOI: CANON                          | 3%        | 3%   | 4%       | 3%    | 7%       | 4%    | 2%    | 2%    | 5%    | 3%         | 2%    | 3%    | 6%        | 2%       | 2%             | 2%    | 4%       | 3%    | 5%      | 2%    | 8%       | 4%    | 2%    | 4%     | 3%    | 4%        | 3%     | 4%        | 3%          | 3%        | 4%                 | 3%                    | 6%            | _                | 6%   | 2%     | 4%        | 3%       | 4%          | 3%        | 2%               | 1%           | 3%                   | 596   | 3%         | 2%          |
|                                     | -/4       | 3,0  | ,,,,     | 270   | a        | .,,,  | 270   | 2,0   | 1     | 370        | 2,0   | 3,0   | n         | 2,0      | 270            | _,0   | .,,,     | -70   | 570     | 270   | 0        | .,,,  | 2,0   |        | 370   | 4,2       | 370    | 470       | 370         | 370       | *,0                | 5,0                   | H             |                  | 1    | _,,,   |           | 3,0      | /~          | 270       | -70              | -70          |                      | P     | 1          |             |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/l/g - h/l/j - k/Vm/n - o/p/q/r/s/t - u/v - w/x - y/A - B/C - D/E - F/G/H - l/l/K/L - M/N - O/P/Q/R - S/T Overlap formulae used. \* small base



Table 5

Q3\_2 - How much, if at all, will you listen to the views of each of the following when deciding who to vote for at the next General Election? Your friends and family

Base: All adults aged 16-75 in Great Britain

|                              |       |      | NDFR  |       |       | AGE   |       |       |       | AGGREGATED |       |       | GENER      |        |                |       |          | REG   |        |       |          | URB   |       | SOCIAL |       | FDUC      |       |         | IENT STATUS |       | INICITY            |                       | MARITAL STAT |                  |      |       | HOLD SIZE |      | CHILDREN II |           | . [       | GENERAL ELEC |                      |       |           |         |
|------------------------------|-------|------|-------|-------|-------|-------|-------|-------|-------|------------|-------|-------|------------|--------|----------------|-------|----------|-------|--------|-------|----------|-------|-------|--------|-------|-----------|-------|---------|-------------|-------|--------------------|-----------------------|--------------|------------------|------|-------|-----------|------|-------------|-----------|-----------|--------------|----------------------|-------|-----------|---------|
|                              |       | GE   | NDER  |       | 1     | AGE   |       |       |       | AGGREGATED | AGE   |       | GENER      | RATION |                | -     |          | REG   | ION    |       |          | URB   | BAN   | SOCIAL | GRADE | EDUC      | ATION | EMPLOYM | IENT STATUS | ETH   | INICITY            |                       | MARITAL STAT | US               |      | HOUSE | HOLD SIZE |      | CHILDREN II | HOUSEHOLD | ,         | GENERAL ELEC | TION 2019 VO         | TE    | REFERENDU | UM 2016 |
|                              |       | MAN  | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55-75 | 16-34 | 35-54      | 55-75 | GEN Z | MILLENIALS | GEN X  | BABY<br>BOOMER | NORTH | MIDLANDS | SOUTH | LONDON | WALES | SCOTLAND | URBAN | RURAL | ABC1   | C2DE  | GRADUATES |       |         |             | WHITE | ETHNIC<br>MINORITY | MARRIED<br>/LIVING AS |              | WID/ DIV/<br>SEP | 1    | 2     | 3         | 4+   | YES         | NO        | CONSERVAT |              | LIBERAL<br>DEMOCRATS | OTHER | REMAIN    | I LEA   |
|                              | TOTAL | (a)  | (b)   | (c)   | (d)   | (e)   | (f)   | (g)   | (h)   | (i)        | (j)   | (k)   | (1)        | (m)    | (n)            | (o)   | (p)      | (q)   | (r)    | (s)   | (t)      | (u)   | (v)   | (w)    | (x)   | (y)       | (A)   | (B)     | (C)         | (D)   | (E)                | (F)                   | (G)          | (H)              | (1)  | (1)   | (K)       | (L)  | (M)         | (N)       | (0)       | (P)          | (Q)                  | (R)   | (S)       | ľ       |
|                              |       | 526  |       | 147   |       |       |       |       | 349   |            |       | 177   |            |        |                |       |          |       |        |       |          |       |       | 693    |       | 590       |       | 730     |             | 909   |                    | 649                   |              |                  | 205  |       |           |      | 370         |           | 284       |              |                      |       | 438       |         |
|                              |       | 532  |       | 157   |       |       |       |       | 357   |            |       | 188   |            |        |                |       |          |       |        |       |          |       |       | 619    |       | 375       |       | 727     |             | 923   |                    | 643                   |              |                  | 196  |       |           |      | 361         |           | 287       |              |                      |       | 413       |         |
|                              | 100%  | 49%  |       | 14%   |       |       |       |       | 33%   |            |       | 17%   |            |        |                |       |          |       |        |       |          |       |       | 57%    |       | 34%       |       | 66%     |             | 84%   |                    | 59%                   |              |                  | 18%  |       |           |      | 33%         |           | 26%       |              |                      |       | 38%       |         |
| A great deal                 | 139   | 81   | 55    | 46    | 36    | 30    | 18    | 9     | 83    | 48         | 9     | 47    | 62         | 22     | 8              | 42    | 28       | 23    | 31     | 6     | 9        | 127   | 12    | 77     | 62    | 61        | 78    | 101     | 38          | 99    | 39                 | 82                    | 50           | 7                | 13   | 22    | 42        | 61   | 80          | 59        | 22        | 45           | 11                   | 20    | 46        | 7       |
|                              | 13%   | 15%  | 10%   | 30%   | 18%   | 16%   | 9%    | 3%    | 23%   | 12%        | 3%    | 25%   | 19%        | 8%     | 2%             | 16%   | 10%      | 9%    | 20%    | 11%   | 10%      | 14%   | 7%    | 12%    | 13%   | 16%       | 11%   | 14%     | 10%         | 11%   | 23%                | 13%                   | 14%          | 7%               | 7%   | 6%    | 18%       | 21%  | 22%         | 8%        | 8%        | 17%          | 14%                  | 16%   | 11%       | ,       |
|                              |       | b    |       | defg  | fg    | g     | g     |       | ij    | j          |       | mn    | mn         | n      |                | q     |          |       | pq     |       |          | v     |       |        |       | A         |       |         |             |       | D                  |                       |              |                  |      |       | IJ        | IJ   | N           |           |           | 0            |                      | 0     |           |         |
| l fair amount                | 424   | 195  | 223   | 58    | 79    | 82    | 72    | 133   | 137   | 154        | 133   | 76    | 125        | 99     | 125            | 86    | 112      | 91    | 71     | 23    | 41       | 363   | 62    | 252    | 172   | 149       | 275   | 293     | 132         | 359   | 65                 | 238                   | 138          | 48               | 82   | 139   | 85        | 118  | 130         | 294       | 111       | 117          | 35                   | 46    | 196       |         |
|                              | 39%   | 37%  | 41%   | 37%   | 39%   | 43%   | 37%   | 38%   | 38%   | 40%        | 38%   | 40%   | 39%        | 37%    | 39%            | 33%   | 39%      | 37%   | 45%    | 44%   | 43%      | 39%   | 37%   | 41%    | 36%   | 40%       | 38%   | 40%     | 36%         | 39%   | 39%                | 37%                   | 39%          | 47%              | 42%  | 38%   | 35%       | 40%  | 36%         | 40%       | 39%       | 43%          | 44%                  | 36%   | 48%       | 3       |
|                              |       |      |       |       |       |       |       |       |       |            |       |       |            |        |                |       |          |       | 0      |       |          |       |       |        |       |           |       |         |             |       |                    |                       |              |                  |      |       |           |      |             |           |           |              |                      |       | Т /       |         |
| lot very much                | 298   | 148  | 142   | 33    | 40    | 47    | 56    | 122   | 72    | 104        | 122   | 38    | 76         | 76     | 109            | 74    | 88       | 81    | 27     | 9     | 19       | 242   | 56    | 169    | 129   | 90        | 209   | 183     | 115         | 260   | 35                 | 181                   | 87           | 30               | 56   | 126   | 60        | 57   | 78          | 220       | 102       | 70           | 23                   | 36    | 110       |         |
|                              | 27%   | 28%  | 26%   | 21%   | 20%   | 25%   | 29%   | 35%   | 20%   | 27%        | 35%   | 20%   | 24%        | 29%    | 34%            | 28%   | 31%      | 33%   | 17%    | 17%   | 20%      | 26%   | 34%   | 27%    | 27%   | 24%       | 29%   | 25%     | 31%         | 28%   | 21%                | 28%                   | 25%          | 29%              | 29%  | 35%   | 25%       | 19%  | 22%         | 30%       | 36%       | 26%          | 30%                  | 28%   | 27%       |         |
|                              |       |      |       |       |       |       | d     | cde   |       |            | hi    |       |            |        | kl             | r     | r        | rst   |        |       |          |       |       |        |       |           |       |         |             |       |                    |                       |              |                  | L    | KL    |           |      |             | M         | P         |              |                      |       |           |         |
| lot at all                   | 145   | 78   | 66    | 8     | 19    | 16    | 35    | 66    | 28    | 51         | 66    | 12    | 23         | 51     | 59             | 29    | 35       | 33    | 15     | 13    | 19       | 120   | 25    | 75     | 70    | 48        | 97    | 93      | 52          | 130   | 15                 | 93                    | 41           | 11               | 30   | 47    | 40        | 28   | 41          | 104       | 41        | 36           | 9                    | 23    | 55        |         |
|                              | 13%   | 15%  | 12%   | 5%    | 10%   | 9%    | 18%   | 19%   | 8%    | 13%        | 19%   | 6%    | 7%         | 19%    | 18%            | 11%   | 12%      | 13%   | 10%    | 25%   | 20%      | 13%   | 15%   | 12%    | 15%   | 13%       | 14%   | 13%     | 14%         | 14%   | 9%                 | 14%                   | 12%          | 11%              | 15%  | 13%   | 16%       | 10%  | 11%         | 14%       | 14%       | 13%          | 12%                  | 17%   | 13%       |         |
|                              |       |      |       |       |       |       | cde   | cde   |       | h          | h     |       |            | kl     | kl             |       |          |       |        | opr   | r        |       |       |        |       |           |       |         |             |       |                    |                       |              |                  |      |       | L         |      |             |           |           |              |                      |       | 4         |         |
| eat deal/a fair amount (NET) | 563   | 276  | 278   | 104   | 115   | 112   | 89    | 142   | 220   | 201        | 142   | 123   | 187        | 121    | 132            | 128   | 140      | 114   | 103    | 29    | 50       | 489   | 74    | 330    | 234   | 210       | 353   | 394     | 170         | 458   | 104                | 320                   | 188          | 56               | 96   | 161   | 127       | 179  | 210         | 353       | 133       | 162          | 45                   | 66    | 242       |         |
|                              |       |      |       |       |       |       |       |       |       |            |       |       |            |        |                |       |          |       |        |       |          |       |       |        |       |           |       |         |             |       |                    |                       |              |                  |      |       |           |      |             |           |           |              |                      |       |           |         |
|                              | 51%   | 52%  | 51%   | 67%   | 58%   | 59%   | 46%   | 40%   | 61%   | 52%        | 40%   | 65%   | 58%        | 46%    | 41%            | 49%   | 49%      | 46%   | 65%    | 55%   | 53%      | 53%   | 45%   | 53%    | 49%   | 56%       | 49%   | 54%     | 46%         | 50%   | 62%                | 50%                   | 54%          | 54%              | 49%  | 44%   | 53%       | 61%  | 58%         | 48%       | 46%       | 60%          | 58%                  | 51%   | 59%       |         |
|                              |       |      |       | fg    | fg    | fg    |       |       | ij    | j          |       | mn    | mn         |        |                |       |          |       | opq    |       |          |       |       |        |       | A         |       | C       |             |       | D                  |                       |              |                  |      |       |           | IJ   | N           |           |           | 0            |                      |       | T         |         |
| very much/not at all (NET)   | 443   | 226  | 208   | 41    | 59    | 64    | 91    | 188   | 100   | 155        | 188   | 50    | 99         | 127    | 168            | 103   | 123      | 115   | 43     | 22    | 38       | 363   | 81    | 244    | 199   | 137       | 306   | 276     | 167         | 391   | 49                 | 274                   | 128          | 41               | 86   | 173   | 99        | 85   | 119         | 325       | 143       | 107          | 32                   | 59    | 164       |         |
|                              | 40%   | 43%  | 38%   | 26%   | 29%   | 33%   | 47%   | 54%   | 28%   | 40%        | 54%   | 27%   | 31%        | 48%    | 52%            | 40%   | 43%      | 46%   | 27%    | 42%   | 41%      | 39%   | 49%   | 39%    | 42%   | 37%       | 42%   | 38%     | 45%         | 42%   | 30%                | 43%                   | 37%          | 40%              | 44%  | 47%   | 41%       | 29%  | 33%         | 44%       | 50%       | 39%          | 41%                  | 46%   | 40%       |         |
|                              |       |      |       |       |       |       | cde   | cde   |       | h          | hi    |       |            | kl     | kl             | r     | r        | r     |        |       | r        |       | u     |        |       |           |       |         | В           | E     |                    |                       |              |                  | L    | L     | L         |      |             | M         | P         |              |                      |       | 4         |         |
|                              | 2.55  | 2.55 | 2.55  | 2.98  | 2.76  | 2.71  | 2.4   | 2.26  | 2.86  | 2.55       | 2.26  | 2.91  | 2.79       | 2.38   | 2.27           | 2.61  | 2.51     | 2.46  | 2.81   | 2.43  | 2.46     | 2.58  | 2.4   | 2.58   | 2.52  | 2.64      | 2.51  | 2.6     | 2.46        | 2.5   | 2.83               | 2.52                  | 2.62         | 2.54             | 2.43 | 2.41  | 2.57      | 2.81 | 2.76        | 2.45      | 2.41      | 2.64         | 2.61                 | 2.51  | 2.57      |         |
|                              |       |      |       | efg   | fg    | fg    |       |       | ij    | j          |       | mn    | mn         |        |                |       |          |       | pqs    |       |          | v     |       |        |       | A         |       | C       |             |       | D                  |                       |              |                  |      |       |           | IJK  | N           |           |           | 0            |                      |       | T         |         |
|                              |       |      |       |       |       |       |       |       |       |            |       |       |            |        |                |       |          |       | t      |       |          |       |       |        |       |           |       |         |             |       |                    |                       |              |                  |      |       |           |      |             |           |           |              |                      |       |           |         |
| not vote at the next general | 55    | 15   | 40    | 7     | 16    | 9     | 10    | 13    | 22    | 20         | 13    | 9     | 22         | 12     | 12             | 20    | 13       | 14    | 7      | 1     | 1        | 48    | 7     | 27     | 28    | 14        | 41    | 38      | 17          | 46    | 9                  | 32                    | 19           | 4                | 7    | 16    | 8         | 24   | 24          | 31        | 4         | 1            | -                    | 1     | 1         |         |
| on                           |       |      |       |       |       |       |       |       |       |            |       |       |            |        |                |       |          |       |        |       |          |       |       |        |       |           |       |         |             |       |                    |                       |              |                  |      |       |           |      |             |           |           |              |                      |       | 4         |         |
|                              | 5%    | 3%   | 7%    | 4%    | 8%    | 5%    | 5%    | 4%    | 6%    | 5%         | 4%    | 5%    | 7%         | 5%     | 4%             | 8%    | 5%       | 6%    | 4%     | 1%    | 1%       | 5%    | 4%    | 4%     | 6%    | 4%        | 6%    | 5%      | 5%          | 5%    | 5%                 | 5%                    | 5%           | 4%               | 4%   | 4%    | 3%        | 8%   | 7%          | 4%        | 2%        | •            | -                    | 1%    | 4 • /     |         |
|                              |       |      | а     |       |       |       |       |       |       |            |       |       |            |        |                | t     |          |       |        |       |          |       |       |        |       |           |       |         |             |       |                    |                       |              |                  |      |       |           | K    |             |           |           |              |                      |       | 4         |         |
| know                         | 33    | 14   | 17    | 5     | 11    | 7     | 3     | 8     | 15    | 10         | 8     | 6     | 14         | 5      | 8              | 9     | 8        | 4     | 6      | 1     | 5        | 30    | 3     | 19     | 14    | 14        | 19    | 20      | 13          | 29    | 4                  | 17                    | 14           | 2                | 7    | 14    | 6         | 6    | 8           | 25        | 7         | 1            | 1                    | 3     | 5         |         |
|                              | 3%    | 3%   | 3%    | 3%    | 5%    | 3%    | 2%    | 2%    | 4%    | 3%         | 2%    | 3%    | 4%         | 2%     | 2%             | 3%    | 3%       | 2%    | 4%     | 2%    | 5%       | 3%    | 2%    | 3%     | 3%    | 4%        | 3%    | 3%      | 4%          | 3%    | 3%                 | 3%                    | 4%           | 2%               | 4%   | 4%    | 3%        | 2%   | 2%          | 3%        | 2%        |              | 1%                   | 2%    | 1%        |         |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/l/g - h/l/) - k/l/m/n - o/p/q/r/s/t - u/v - w/x - y/A - B/C - D/E - F/G/H - l/l/k/L - M/N - O/P/Q/R - S/T Overlap formulae used. \* small base



1PSDS

Table 6

Q3.3 - How much, if at all, will you listen to the views of each of the following when deciding who to vote for at the next General Election? People you work with

Base: All adults aged 16-75 in Great Britain

|                             |          | GE   | NDER     |           |       | AGE       |       |          |      | AGGREGATED | AGE  |           | GENER      | ATION |                |          |          | REG  | ION    |       |          | URI      | BAN   | SOCIAL | GRADE | EDUCA       | TION    | EMPLOYM  | IENT STATUS | ETH   | INICITY            |                       | MARITAL STATU | JS        |      | HOUSEH | IOLD SIZE |           | CHILDREN IN | HOUSEHOLD | 6          | GENERAL ELECT | ION 2019 VOTE |     | REFERENDUM | vi 2016 VO* |
|-----------------------------|----------|------|----------|-----------|-------|-----------|-------|----------|------|------------|------|-----------|------------|-------|----------------|----------|----------|------|--------|-------|----------|----------|-------|--------|-------|-------------|---------|----------|-------------|-------|--------------------|-----------------------|---------------|-----------|------|--------|-----------|-----------|-------------|-----------|------------|---------------|---------------|-----|------------|-------------|
|                             |          | MAN  | WOMAN    | 16-24     | 25-34 | 35-44     | 45-54 | 55-75    |      |            |      | GEN Z     | MILLENIALS |       | BABY<br>BOOMER | NORTH    | MIDLANDS |      | LONDON | WALES | SCOTLAND |          | RURAL | ABC1   |       | GRADUATES ( | NON     |          | NOT         | WHITE | ETHNIC<br>MINORITY | MARRIED<br>/LIVING AS |               | WID/ DIV/ | 1    | 2      | ,         | 4.        | YFS         | NO        | CONSERVATI |               | LIBERAL       |     | REMAIN     | LEAVE       |
|                             | TOTAL    | (a)  | (b)      | (c)       | (d)   | (e)       | (f)   | (g)      | (h)  | (i)        | (1)  | (k)       | (1)        | (m)   | (n)            | (0)      | (p)      | (a)  | (r)    | (s)   | (t)      | (u)      | (v)   | (w)    | (x)   | (v)         | (A)     | (B)      | (C)         | (D)   | (E)                | (F)                   | (G)           | (H)       | (1)  | (1)    | (K)       | (L)       | (M)         | (N)       | (0)        | (P)           | (Q)           | (R) | (S)        | I (T)       |
| EIGHTED BASE                | 1095     | 526  | 549      | 147       | 202   | 193       | 209   | 344      | 349  | 402        | 344  | 177       | 324        | 287   | 307            | 263      | 285      | 244  | 155    | 53    | 95       | 920      | 175   | 693    | 402   | 590         | 505     | 730      | 365         | 909   | 180                | 649                   | 342           | 104       | 205  | 355    | 234       | 301       | 370         | 725       | 284        | 280           | 82            | 129 | 438        | 335         |
|                             | 1095     |      | 543      |           |       |           |       |          | 357  |            |      | 188       |            |       |                |          |          |      |        |       |          | 930      |       | 619    |       | 375         |         | 727      |             | 923   |                    | 643                   |               |           | 196  |        |           |           | 361         |           | 287        |               |               | 129 |            |             |
|                             | 100%     | 49%  | 50%      | 14%       | 18%   | 18%       | 18%   | 32%      | 33%  | 35%        | 32%  | 17%       | 29%        | 24%   | 29%            | 24%      | 26%      | 23%  | 14%    | 5%*   | 9%*      | 85%      | 15%   | 57%    | 43%   | 34%         | 66%     | 66%      | 34%         | 84%   | 15%                | 59%                   | 32%           | 9%*       | 18%  | 33%    | 22%       | 27%       | 33%         | 67%       | 26%        | 25%           | 7%*           | 12% | 38%        | 32%         |
| great deal                  | 62<br>6% | 36   | 26<br>5% | 18<br>11% | 16    | 20        | 6     | 2        | 33   | 27         | 2    | 18        | 31         | 11    | 1              | 17       | 11       | 12   | 19     | 2     | -        | 58       | 4     | 33     | 29    | 32          | 30      | 52<br>7% | 10          | 41    | 21<br>12%          | 45<br>7%              | 14            | 4<br>4%   | 3    | 8      | 22        | 30<br>10% | 42<br>12%   | 20        | 12         | 12            | 9             | 10  | 22         | 17          |
|                             | 6%       | 7%   | 5%       | 11%<br>fo | 8%    | 11%<br>fa | 3%    | 1%       | 9%   | /%         | 1%   | 10%<br>mn | 10%        | 4%    | •              | /%       | 4%       | 5%   | 12%    | 476   | -        | 6%       | 2%    | 5%     | 6%    | 9%          | 4%      | /%       | 3%          | 4%    | 12%                | /%                    | 4%            | 4%        | 1%   | 2%     | 9%        | 10%       | 12%<br>N    | 3%        | 4%         | 4%            | 11%           | 8%  | 5%         | 5%          |
| air amount                  | 251      | 120  | 124      | 50        | 67    | 47        | 42    | 45       | 118  | 89         | 45   | 62        | 92         | 56    | 41             | 59       | 72       | 45   | 49     | 11    | 16       | 218      | 34    | 146    | 105   | 94          | 157     | 194      | 57          | 200   | 51                 | 139                   | 89            | 22        | 36   | 72     | 54        | 89        | 100         | 151       | 57         | 86            | 21            | 30  | 104        | 77          |
|                             | 23%      | 23%  | 23%      | 32%       | 33%   | 24%       | 22%   | 13%      | 33%  | 23%        | 13%  | 33%       | 28%        | 21%   | 13%            | 23%      | 25%      | 18%  | 31%    | 21%   | 17%      | 23%      | 20%   | 24%    | 22%   | 25%         | 22%     | 27%      | 16%         | 22%   | 31%                | 22%                   | 26%           | 22%       | 18%  | 20%    | 23%       | 30%       | 28%         | 21%       | 20%        | 32%           | 27%           | 23% | 25%        | 22%         |
|                             |          |      |          | fg        | fg    | g         | g     |          | ij   | j          |      | mn        | n          | n     |                |          |          |      | qt     |       |          |          |       |        |       |             |         | С        |             |       | D                  |                       |               |           |      |        |           | IJ        | N           |           |            | 0             |               |     |            |             |
| t very much                 | 348      | 178  | 165      | 49        | 52    | 62        | 65    | 120      | 101  | 127        | 120  | 59        | 95         | 90    | 105            | 69       | 94       | 86   | 46     | 20    | 34       | 282      | 66    | 205    | 144   | 116         | 233     | 260      | 89          | 305   | 44                 | 201                   | 118           | 29        | 64   | 119    | 78        | 87        | 107         | 241       | 102        | 88            | 20            | 45  | 144        | 114         |
|                             | 32%      | 33%  | 30%      | 31%       | 26%   | 32%       | 33%   | 34%      | 28%  | 33%        | 34%  | 31%       | 29%        | 34%   | 33%            | 27%      | 33%      | 35%  | 29%    | 38%   | 36%      | 30%      | 40%   | 33%    | 30%   | 31%         | 32%     | 36%      | 24%         | 33%   | 26%                | 31%                   | 34%           | 28%       | 33%  | 33%    | 32%       | 30%       | 30%         | 33%       | 36%        | 33%           | 26%           | 35% | 35%        | 32%         |
| t at all                    | 324      | 159  | 160      | 24        | 34    | 42        | 63    | 161      | 58   | 105        | 161  | 28        | 61         | 86    | 150            | 77       | 86       | 81   | 27     | 18    | 36       | 272      | 52    | 181    | 143   | 102         | 223     | 165      | 159         | 291   | 31                 | 201                   | 81            | 42        | 74   | 133    | 65        | 53        | 68          | 257       | 107        | 73            | 28            | 38  | 123        | 121         |
|                             | 30%      | 30%  | 29%      | 15%       | 17%   | 22%       | 33%   | 46%      | 16%  | 27%        | 46%  | 15%       | 19%        | 32%   | 47%            | 30%      | 30%      | 33%  | 17%    | 35%   | 38%      | 29%      | 32%   | 29%    | 30%   | 27%         | 31%     | 23%      | 43%         | 32%   | 18%                | 31%                   | 23%           | 41%       | 38%  | 36%    | 27%       | 18%       | 19%         | 35%       | 37%        | 27%           | 35%           | 29% | 30%        | 34%         |
|                             |          |      |          |           |       |           | cde   | cdef     |      | h          | hi   |           |            | kl    | klm            | r        | r        | r    |        | r     | r        |          |       |        |       |             |         |          | В           | E     |                    | G                     |               | G         | KL   | KL     | L         |           |             | M         | P          |               |               |     |            |             |
| deal/a fair amount (NET)    | 313      | 157  | 150      | 68        | 83    | 67        | 48    | 47       | 151  | 115        | 47   | 80        | 123        | 68    | 42             | 76       | 83       | 57   | 69     | 13    | 16       | 276      | 37    | 179    | 134   | 126         | 187     | 246      | 67          | 241   | 72                 | 184                   | 103           | 26        | 39   | 80     | 76        | 118       | 142         | 171       | 69         | 99            | 30            | 40  | 126        | 94          |
|                             | 29%      | 29%  | 28%      | 43%       | 41%   | 35%       | 25%   | 13%      | 42%  | 30%        | 13%  | 43%       | 38%        | 26%   | 13%            | 29%      | 29%      | 23%  | 43%    | 25%   | 17%      | 30%      | 23%   | 29%    | 28%   | 34%         | 26%     | 34%      | 18%         | 26%   | 43%                | 29%                   | 30%           | 25%       | 20%  | 22%    | 32%       | 40%       | 39%         | 23%       | 24%        | 36%           | 39%           | 31% | 31%        | 26%         |
|                             |          |      |          | fg        | fg    | fg        | g     |          | ij   | j          |      | mn        | mn         | n     |                | t        | t        |      | opqs   |       |          |          |       |        |       | A           |         | С        |             |       | D                  |                       |               |           |      |        | IJ        | IJ        | N           |           |            | 0             | 0             |     |            |             |
| v much/not at all (NET)     | 673      | 337  | 325      | 72        | 87    | 104       | 128   | 281      | 159  | 233        | 281  | 86        | 156        | 176   | 255            | 146      | 180      | 167  | 73     | 38    | 69       | 555      | 118   | 386    | 287   | 217         | 456     | 425      | 248         | 596   | 74                 | 402                   | 199           | 71        | 139  | 252    | 143       | 140       | 175         | 498       | 209        | 161           | 48            | 83  | 267        | 235         |
| ,, ()                       | 61%      | 63%  | 60%      | 46%       | 43%   | 54%       | 66%   | 80%      | 45%  | 60%        | 80%  | 46%       | 48%        | 66%   | 80%            | 56%      | 63%      | 68%  | 46%    | 72%   | 74%      | 60%      | 72%   | 62%    | 60%   | 58%         | 63%     | 58%      | 67%         | 65%   | 45%                | 63%                   | 57%           | 69%       | 71%  | 69%    | 59%       | 47%       | 48%         | 68%       | 73%        | 59%           | 61%           | 64% | 65%        | 66%         |
|                             |          |      |          |           |       | d         | cde   | cdef     |      | h          | hi   |           |            | kl    | klm            |          | r        | or   |        | r     | or       |          | u     |        |       |             |         |          | В           | E     |                    |                       |               |           | KL   | KL     | L         |           |             | M         | P          |               |               |     |            |             |
|                             | 2.05     | 2.07 | 2.03     | 2.44      | 2.38  | 2.27      | 1.95  | 1.66     | 2.41 | 2.11       | 1.66 | 2.43      | 2.33       | 1.97  | 1.64           | 2.07     | 2.03     | 1.95 | 2.43   | 1.95  | 1.77     | 2.07     | 1.93  | 2.05   | 2.05  | 2.17        | 1.99    | 2.2      | 1.74        | 1.99  | 2.42               | 2.05                  | 2.12          | 1.87      | 1.82 | 1.86   | 2.15      | 2.37      | 2.37        | 1.9       | 1.91       | 2.15          | 2.15          | 2.1 | 2.06       | 1.97        |
|                             |          |      |          | fg        | fg    | fg        | g     |          | ij   | j          |      | mn        | mn         | n     |                | t        | t        |      | opq    |       |          |          |       |        |       | A           |         | C        |             |       | D                  |                       | н             |           |      |        | IJ        | IJK       | N           |           |            | 0             |               |     |            |             |
| ot vote at the next general | 61       | 19   | 42       | 10        | 16    | 9         | 12    | 14       | 26   | 20         | 14   | 14        | 20         | 13    | 13             | 26       | 10       | 15   | 7      | 1     | 2        | 55       | 6     | 28     | 33    | 12          | 48      | 37       | 24          | 48    | 13                 | 32                    | 23            | 5         | 9    | 16     | 11        | 25        | 28          | 32        | 5          | 2             |               | 1   | 4          | 17          |
| n -                         |          |      |          |           |       |           |       |          |      |            |      |           |            |       |                |          |          |      |        |       |          |          |       |        |       |             |         |          |             |       |                    |                       |               |           |      |        |           |           |             |           |            |               |               |     |            |             |
|                             | 6%       | 4%   | 8%       | 7%        | 8%    | 5%        | 6%    | 4%       | 7%   | 5%         | 4%   | 7%        | 6%         | 5%    | 4%             | 10%      | 4%       | 6%   | 4%     | 1%    | 3%       | 6%       | 3%    | 4%     | 7%    | 3%          | 7%      | 5%       | 6%          | 5%    | 8%                 | 5%                    | 7%            | 5%        | 5%   | 4%     | 4%        | 8%        | 8%          | 4%        | 2%         | 1%            | -             | 1%  | 1%         | 5%          |
| know                        | 48       | 20   | 26       | -         | 15    | 12        | -     | 10       | 21   | 10         | 10   |           | 22         |       | 10             | pt<br>12 | 11       |      | 10     | ,     | 7        | 45       | 2     | 27     | 22    | 19          | y<br>30 | 19       | 30          | 39    | 8                  | 24                    | 22            | 1         | 0    | 17     | - 11      | 11        | N<br>15     | 33        | 4          | 0             | 1             | c   | 16         | 5           |
|                             | 4%       | 4%   | 5%       | 4%        | 8%    | 6%        | 3%    | 10<br>3% | 6%   | 5%         | 3%   | 4%        | 7%         | 3%    | 3%             | 5%       | 4%       | 3%   | 6%     | 2%    | 7%       | 45<br>5% | 2%    | 4%     | 5%    | 5%          | 4%      | 3%       | 8%          | 4%    | 5%                 | 4%                    | 7%            | 1%        | 5%   | 5%     | 5%        | 4%        | 4%          | 5%        | 1%         | 3%            | 1%            | 4%  | 4%         | 3%          |
|                             |          |      |          | .,,,      | g     | 270       | 370   | 3,0      | 0,0  | 3,0        | 370  | 1 72      | mn         | -/-   | -74            |          |          |      | -70    | 270   | . 74     | -70      | -/-   | /~     | 3,0   |             |         | 3/0      | В           | */0   | 3,0                | 4,0                   | Н.            | -/4       | -70  | -/-    | 374       | *,**      | .,,,        | -70       | 270        | -70           | 2.0           |     |            | 370         |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/l/g - h/l/j - k/l/m/n - o/p/q/r/s/t - u/v - w/x - y/A - B/C - D/E - F/G/N - \/\l/k/L - M/N - O/P/Q/R - S/T Overlap formulae used. \* small base



Table 7

Q3\_4 - How much, if at all, will you listen to the views of each of the following when deciding who to vote for at the next General Election? Reality TV stars

Base: All adults aged 16-75 in Great Britain

|                                     |              |      | NDFR  |           |       | AGF   |       |       | 1     | AGGREGATED |       |           | GENER      |       |                |       |          | REG   |           |       |          | T          | RRAN      |       | GRADE   |           | ATION            |            | MENT STATUS    |            | HNICITY   |                       | MARITAL STA |                  |      |       | FHOLD SIZE |      |            | IN HOUSEHOL |           |             | CTION 2019 VO |         | REFERENDUM |           |
|-------------------------------------|--------------|------|-------|-----------|-------|-------|-------|-------|-------|------------|-------|-----------|------------|-------|----------------|-------|----------|-------|-----------|-------|----------|------------|-----------|-------|---------|-----------|------------------|------------|----------------|------------|-----------|-----------------------|-------------|------------------|------|-------|------------|------|------------|-------------|-----------|-------------|---------------|---------|------------|-----------|
|                                     |              | GI   | NDER  |           |       | AGE   |       |       |       | AGGREGATED | AGE   | _         | GENER      | ATION |                |       |          | REG   | ION       |       |          | UR         | RBAN      | SOCIA | GRADE   | EDUC      | ATION            | EMPLOYN    | MENT STATUS    | ETH        | HNICITY   |                       | MARITAL STA | TUS              |      | HOUSE | EHOLD SIZE |      | CHILDREN I | N HOUSEHOL  | 3         | GENERAL ELE | TION 2019 VO  | FE      | REFERENDUM | 2016 VOTE |
|                                     |              | MAN  | WOMAN | 16-24     | 25-34 | 35-44 | 45-54 | 55-75 | 16-34 | 35-54      | 55-75 | GEN Z     | MILLENIALS | GEN X | BABY<br>BOOMER | NORTH | MIDLANDS | SOUTH | LONDON    | WALES | SCOTLAND | URBAN      | RURAL     | ABC1  | C2DE    | GRADUATES | NON<br>GRADUATES | s working  | NOT<br>WORKING | WHITE      | ETHNIC    | MARRIED<br>/LIVING AS |             | WID/ DIV/<br>SEP | 1    | 2     | 3          | 4+   | YES        | NO          | CONSERVAT | LABOUR      | LIBERAL       | S OTHER | REMAIN     | LEAVE     |
|                                     | TOTAL        | (a)  | (b)   | (c)       | (d)   | (e)   | (f)   | (g)   | (h)   | (i)        | (i)   | (k)       | (1)        | (m)   | (n)            | (o)   | (p)      | (q)   | (r)       | (s)   | (t)      | (u)        | (v)       | (w)   | (x)     | (y)       | (A)              | (B)        | (C)            | (D)        | (E)       | (F)                   | (G)         | (H)              | (1)  | (1)   | (K)        | (L)  | (M)        | (N)         | (0)       | (P)         | (Q)           | (R)     | (S)        | (T)       |
| UNWEIGHTED BASE                     | 1095         | 526  | 549   | 147       | 202   | 193   | 209   | 344   | 349   | 402        | 344   | 177       | 324        | 287   | 307            | 263   | 285      | 244   | 155       | 53    | 95       | 920        | 175       | 693   | 402     | 590       | 505              | 730        | 365            | 909        | 180       | 649                   | 342         | 104              | 205  | 355   | 234        | 301  | 370        | 725         | 284       | 280         | 82            | 129     | 438        | 335       |
| WEIGHTED BASE                       | 1095<br>1095 | 532  | 543   |           |       |       |       |       | 357   |            |       | 188       |            |       |                |       |          |       |           |       |          | 930        |           | 619   |         | 375       |                  | 727        |                | 923        |           | 643                   |             |                  | 196  |       |            |      | 361        |             | 287       |             |               |         | 413        | 356       |
|                                     | 100%         | 49%  | 50%   | 14%       | 18%   | 18%   | 18%   | 32%   | 33%   | 35%        | 32%   | 17%       | 29%        | 24%   | 29%            | 24%   | 26%      | 23%   | 14%       | 5%*   | 9%*      | 85%        | 15%       | 57%   | 43%     | 34%       | 66%              | 66%        | 34%            | 84%        | 15%       | 59%                   | 32%         | 9%*              | 18%  | 33%   | 22%        | 27%  | 33%        | 67%         | 26%       | 25%         | 7%*           | 12%     | 38%        | 32%       |
| (4) A great deal                    | 50           | 36   | 14    | 14        | 19    | 11    | 4     | 3     | 33    | 14         | 3     | 18        | 24         | 5     | 3              | 15    | 11       | 4     | 17        | 1     | 1        | 46         | 4         | 25    | 25      | 26        | 24               | 40         | 10             | 33         | 17        | 31                    | 17          | 1                | 6    | 4     | 17         | 22   | 34         | 16          | 8         | 11          | 10            | 6       | 14         | 11        |
|                                     | 5%           | 7%   | 3%    | 9%        | 9%    | 6%    | 2%    | 1%    | 9%    | 4%         | 1%    | 9%        | 8%         | 2%    | 1%             | 6%    | 4%       | 2%    | 11%       | 2%    | 1%       | 5%         | 2%        | 4%    | 5%      | 7%        | 3%               | 6%         | 3%             | 4%         | 10%       | 5%                    | 5%          | 1%               | 3%   | 1%    | 7%         | 8%   | 9%         | 2%          | 3%        | 4%          | 13%           | 5%      | 3%         | 3%        |
|                                     |              | b    |       | fg        | fg    | g     |       |       | ij    | j          |       | mn        | mn         |       |                | q     |          |       | pqt       |       |          |            |           |       |         | A         |                  |            |                |            | D         |                       |             |                  |      |       | J          | J    | N          |             |           |             | OP            |         |            |           |
| (3) A fair amount                   | 98           | 55   | 43    | 23        | 31    | 26    | 11    | 7     | 54    | 37         | 7     | 33        | 42         | 18    | 5              | 20    | 24       | 16    | 34        | 2     | 2        | 92         | 6         | 48    | 50      | 46        | 52               | 78         | 20             | 66         | 31        | 57                    | 37          | 4                | 12   | 20    | 23         | 42   | 57         | 41          | 16        | 35          | 8             | 15      | 43         | 23        |
|                                     | 9%           | 10%  | 8%    | 15%       | 16%   | 13%   | 6%    | 2%    | 15%   | 10%        | 2%    | 18%       | 13%        | 7%    | 2%             | 8%    | 8%       | 6%    | 21%       | 4%    | 2%       | 10%        | 4%        | 8%    | 10%     | 12%       | 7%               | 11%        | 5%             | 7%         | 19%       | 9%                    | 10%         | 4%               | 6%   | 6%    | 10%        | 14%  | 16%        | 6%          | 6%        | 13%         | 11%           | 12%     | 10%        | 6%        |
| (2) Not very much                   |              | 78   | 90    | tg        | tg    | tg    | g     |       | ij    | J.         |       | mn        | mn         | n     |                |       |          |       | opqst     |       |          | V          |           |       |         | A 48      | 125              | C          |                |            | D         | 102                   |             |                  |      |       |            | IJ   | N          |             | 4         | 0           |               |         | 4          |           |
| (2) Not very much                   | 173<br>16%   | 15%  | 17%   | 40<br>25% | 35    | 34    | 30    | 10%   | 21%   | 17%        | 10%   | 23%       | 100/       | 39    | 30             | 22%   | 40       | 35    | 22        | 170   | 12%      | 148<br>16% | 25<br>15% | 15%   | 16%     | 13%       | 17%              | 118<br>16% | 55<br>15%      | 133<br>14% | 40<br>24% | 16%                   | 16%         | 15%              | 14   | 50    | 39         | 70   | 80<br>22%  | 13%         | 14%       | 49          | 8             | 15      | 16%        | 12%       |
|                                     | 10%          | 1576 | 1/76  | 2576      | 1/76  | 18%   | 15%   | 10%   | 2176  | 1/76       | 10%   | 23%<br>mn | 19%        | 15%   | 976            | 2276  | 14%      | 14%   | 14%       | 1/76  | 12%      | 10%        | 15%       | 15%   | 10%     | 1376      | 1776             | 10%        | 1576           | 14%        | 24%       | 10%                   | 10%         | 15%              | /70  | 14%   | 10%        | 24%  | 2276       | 1376        | 14%       | 18%         | 10%           | 12%     | 10%        | 12%       |
| (1) Not at all                      | 684          | 333  | 337   | - F2      | 8     | 106   | 127   | 202   | 150   | 242        | 292   | 76        | 157        | 106   | 266            | 140   | 104      | 160   | 76        | 20    | 75       | 563        | 121       | 407   | 277     | 229       | 455              | 431        | 253            | 619        | 62        | 406                   | 200         | 77               | 140  | 265   | 144        | 126  | 152        | E22         | 210       | 171         | 50            | 00      | 283        | 252       |
| (1) Not at all                      | 62%          | 62%  | 62%   | 40%       | 43%   | 55%   | 70%   | 83%   | 42%   | 63%        | 83%   | 40%       | 49%        | 70%   | 83%            | 54%   | 65%      | 69%   | 48%       | 74%   | 80%      | 61%        | 73%       | 66%   | 58%     | 61%       | 63%              | 59%        | 69%            | 67%        | 37%       | 63%                   | 57%         | 75%              | 76%  | 73%   | 60%        | 43%  | 42%        | 72%         | 76%       | 63%         | 63%           | 68%     | 69%        | 71%       |
|                                     |              |      |       |           |       | cd    | rde   | cdef  |       | h          | hi    |           |            | kl    | klm            |       | or       | or    |           | or    | onr      | A          |           | ×     |         | 02.12     |                  |            | B              | F          |           |                       |             | FG               | KI   | KI    | 1          |      |            | M           | PO        |             |               |         | 4          |           |
| A great deal/a fair amount (NET)    | 148          | 91   | 56    | 37        | 50    | 36    | 15    | 9     | 87    | 51         | 9     | 51        | 66         | 23    | 8              | 36    | 35       | 20    | 51        | 3     | 2        | 138        | 10        | 73    | 74      | 71        | 76               | 118        | 29             | 99         | 48        | 89                    | 54          | 5                | 18   | 25    | 40         | 65   | 91         | 57          | 24        | 45          | 18            | 22      | 57         | 33        |
| ,                                   |              |      |       |           |       |       |       |       |       |            |       |           |            |       |                |       |          |       |           |       |          |            |           |       |         |           |                  |            |                |            |           |                       |             |                  |      |       |            |      |            |             |           |             |               |         |            |           |
|                                     | 13%          | 17%  | 10%   | 24%       | 25%   | 19%   | 8%    | 3%    | 24%   | 13%        | 3%    | 27%       | 20%        | 9%    | 2%             | 14%   | 12%      | 8%    | 32%       | 7%    | 3%       | 15%        | 6%        | 12%   | 16%     | 19%       | 11%              | 16%        | 8%             | 11%        | 29%       | 14%                   | 15%         | 5%               | 9%   | 7%    | 17%        | 22%  | 25%        | 8%          | 8%        | 17%         | 24%           | 17%     | 14%        | 9%        |
|                                     |              | b    |       | fg        | fg    | fg    | g     |       | ij    | j          |       | mn        | mn         | n     |                | t     | t        |       | opqst     |       |          | v          |           |       |         | A         |                  | C          |                |            | D         | н                     | н           |                  |      |       | IJ         | IJ   | N          |             |           | 0           | 0             | 0       |            |           |
| Not very much/not at all (NET)      | 857          | 410  | 426   | 103       | 122   | 140   | 166   | 326   | 225   | 306        | 326   | 119       | 217        | 225   | 296            | 197   | 224      | 204   | 98        | 47    | 87       | 711        | 146       | 502   | 354     | 277       | 580              | 549        | 308            | 752        | 102       | 508                   | 256         | 93               | 163  | 316   | 183        | 196  | 232        | 625         | 257       | 220         | 58            | 104     | 347        | 296       |
|                                     | 78%          | 77%  | 79%   | 66%       | 61%   | 73%   | 86%   | 93%   | 63%   | 79%        | 93%   | 63%       | 67%        | 85%   | 93%            | 76%   | 79%      | 83%   | 62%       | 91%   | 92%      | 76%        | 88%       | 81%   | 75%     | 74%       | 81%              | 76%        | 84%            | 81%        | 61%       | 79%                   | 73%         | 90%              | 83%  | 87%   | 76%        | 67%  | 64%        | 85%         | 90%       | 81%         | 73%           | 81%     | 84%        | 83%       |
|                                     |              |      |       |           |       | d     | cde   | cdef  |       | h          | hi    |           |            | kl    | klm            | r     | r        | r     |           | or    | opr      | 4          | u         | ×     |         |           | У                |            | В              | E          |           |                       |             | FG               | L    | KL    | L          |      | 4          | M           | PQR       |             |               |         | 4          |           |
| Mean                                | 1.52         | 1.59 | 1.45  | 1.91      | 1.89  | 1.67  | 1.35  | 1.16  | 1.9   | 1.51       | 1.16  | 1.96      | 1.77       | 1.37  | 1.16           | 1.61  | 1.47     | 1.36  | 1.94      | 1.33  | 1.19     | 1.55       | 1.31      | 1.46  | 1.58    | 1.62      | 1.46             | 1.59       | 1.37           | 1.43       | 2.02      | 1.52                  | 1.58        | 1.28             | 1.31 | 1.31  | 1.61       | 1.85 | 1.92       | 1.33        | 1.34      | 1.57        | 1.73          | 1.52    | 1.48       | 1.37      |
|                                     |              | b    |       | efg       | fg    | fg    | g     |       | ij    | j          |       | mn        | mn         | n     |                | qt    | t        |       | opq<br>st |       |          | ٧          |           |       |         | A         |                  | c          |                |            | D         | н                     | Н           |                  |      |       | Ш          | IJK  | N          |             |           | 0           | 0             |         |            |           |
| I will not vote at the next general | 62           | 19   | 43    | 13        | 16    | 9     | 10    | 14    | 29    | 19         | 14    | 13        | 24         | 12    | 12             | 24    | 16       | 15    | 6         | 1     | 1        | 56         | 7         | 27    | 36      | 14        | 48               | 41         | 22             | 51         | 11        | 33                    | 24          | 5                | 7    | 16    | 11         | 28   | 29         | 33          | 3         | 4           | 2             | 2       | 1          | 20        |
| election                            |              |      |       |           |       |       |       |       |       |            |       |           |            |       |                |       |          |       |           |       |          | 4          |           |       |         |           |                  |            |                |            |           |                       |             |                  |      |       |            |      |            |             | 4         |             |               |         | 4          |           |
|                                     | 6%           | 4%   | 8%    | 9%        | 8%    | 5%    | 5%    | 4%    | 8%    | 5%         | 4%    | 7%        | 8%         | 5%    | 4%             | 9%    | 6%       | 6%    | 4%        | 1%    | 1%       | 6%         | 4%        | 4%    | 7%<br>w | 4%        | 7%               | 6%         | 6%             | 6%         | 7%        | 5%                    | 7%          | 4%               | 4%   | 4%    | 5%         | 9%   | 8%<br>N    | 5%          | 1%        | 1%          | 2%            | 2%      |            | 6%        |
| Don't know                          | 28           | 11   | 17    | 3         | 13    | 7     | 3     | 3     | 16    | 9          | 3     | 6         | 15         | 4     | 3              | 4     | 8        | 7     | 4         | 1     | 4        | 26         | 3         | 17    | 11      | 12        | 16               | 19         | 9              | 21         | 6         | 13                    | 15          |                  | 7    | 8     | 7          | 6    | 10         | 10          | 3         | 2           | 1             | 1       | 7          | 6         |
| DOI! CALON                          | 3%           | 2%   | 3%    | 2%        | 6%    | 3%    | 1%    | 1%    | 4%    | 2%         | 1%    | 3%        | 5%         | 2%    | 1%             | 2%    | 3%       | 3%    | 3%        | 2%    | 4%       | 3%         | 2%        | 3%    | 2%      | 3%        | 2%               | 3%         | 3%             | 2%         | 3%        | 2%                    | 4%          |                  | 4%   | 2%    | 3%         | 2%   | 3%         | 3%          | 1%        | 1%          | 1%            | 1%      | 2%         | 2%        |
|                                     | -50          | 1    | 270   | _,0       | fe    | -70   | 270   | 2,0   | 1     | 2,0        | 1,0   | 3.0       | n          | -70   | -74            | -70   | 2.0      | 2.0   | -70       | 270   | *,0      | 3,0        | 2,0       | 3.2   | 2,70    | 3,0       | 270              | 3/2        | 370            | 2,0        | 3,0       | 2,0                   | 470         |                  | 4,0  | 270   | 370        | 2.70 | 1 3,0      | 370         | 1,0       | 270         | -70           | -70     | 270        | 2,2       |
|                                     |              |      |       |           |       |       |       |       |       |            |       |           |            |       |                |       |          |       |           |       |          |            |           |       |         |           |                  |            |                |            |           |                       |             |                  |      |       |            |      |            |             |           |             |               |         |            |           |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/l/g - h/l/j - k/Vm/n - o/p/q/r/s/t - u/v - w/x - y/A - B/C - D/E - F/G/H - l/l/K/L - M/N - O/P/Q/R - S/T Overlap formulae used. \* small base



1PSDS

Table 8
Q3\_5 - How much, If at all, will you listen to the views of each of the following when deciding who to vote for at the next General Election? People you follow on social media

Base: All adults aged 16-75 in Great Britain

|                                     | ſ            |      |         |            |       |       |       |     |      |       |            |       |       |          |          |               |      |            |        |       |           |             |          |       |       |      |          |         |                   |       |                  |       |           |       |             |           |      |       |           |          |          |              |           |              |               |       |            | $\overline{}$ |
|-------------------------------------|--------------|------|---------|------------|-------|-------|-------|-----|------|-------|------------|-------|-------|----------|----------|---------------|------|------------|--------|-------|-----------|-------------|----------|-------|-------|------|----------|---------|-------------------|-------|------------------|-------|-----------|-------|-------------|-----------|------|-------|-----------|----------|----------|--------------|-----------|--------------|---------------|-------|------------|---------------|
| -                                   |              | GEN  | NDER    |            | _     | AGE   |       |     |      | AGO   | GREGATED / | IGE   |       | GE       | NERATION |               |      |            |        | REGIO | IN        |             |          | UR    | BAN   | SOCI | AL GRADE | ED      | UCATION           | EMPLO | MENT STATUS      | ETI   | HNICITY   |       | MARITAL STA | TUS       |      | HOUSE | HOLD SIZE |          | CHILDREN | IN HOUSEHOLD | )         | GENERAL ELEC | TION 2019 VOT | E     | REFERENDUI | 1 2016 VOTE   |
|                                     |              | MAN  | WOMAN   | 16-24      | 25-34 | 35-44 | 45-54 | 55- | 5-75 | 16-34 | 35-54      | 55-75 | GEN 7 | MILLENIA | ALS GEN  | BAB<br>K BOOM |      | RTH MID    | ANDS S | ОИТН  | LONDON    | WALES       | SCOTLAND | URBAN | RURAL | ABC1 | C2DE     | GRADUAT | NON<br>FS GRADUAT |       | NOT<br>G WORKING | WHITE | ETHNIC    |       | SINGLE      | WID/ DIV/ | 1    | 2     | 3         | 4+       | YFS      | NO           | CONSERVAT | LABOUR       | LIBERAL       | OTHER | REMAIN     | LEAVE         |
|                                     | TOTAL        | (a)  | (b)     | (c)        | (d)   | (e)   | (f)   | (6  | (g)  | (h)   | (i)        | (i)   | (k)   | (1)      | (m)      | (n)           | - (c | 0)         | (p)    | (a)   | (r)       | (s)         | (t)      | (u)   | (v)   | (w)  | (x)      | (v)     | (A)               | (B)   | (C)              | (D)   | (E)       | (F)   | (G)         | (H)       | (1)  | (1)   | (K)       | (L)      | (M)      | (N)          | (0)       | (P)          | (Q)           | (R)   | (S)        | (T)           |
| UNWEIGHTED BASE                     | 1095         | 526  | 549     | 147        | 202   | 193   | 209   | 34  | 344  | 349   | 402        | 344   | 177   | 324      | 287      | 307           | 26   | 63 :       | 85     | 244   | 155       | 53          | 95       | 920   | 175   | 693  | 402      | 590     | 505               | 730   | 365              | 909   | 180       | 649   | 342         | 104       | 205  | 355   | 234       | 301      | 370      | 725          | 284       | 280          | 82            | 129   | 438        | 335           |
| UNWEIGHTED BASE<br>WEIGHTED BASE    | 1095<br>100% | 532  | 543     | 157        | 200   | 192   | 194   | 35  | 352  | 357   | 386        | 352   | 188   | 322      | 265      | 320           | 26   | 50         | 184    | 247   | 158       | 52*<br>50/* | 94*      | 930   | 165   | 619  | 476      | 375     | 720               | 727   | 368              | 923   | 167       | 643   | 349         | 103*      | 196  | 365   | 241       | 294      | 361      | 734<br>679/  | 287       | 271          | 79*<br>79/*   | 129   | 413<br>38% | 356           |
| (4) A great deal                    | 69           | 27   | 22      | 21         | 22    | 16/0  | 1676  | 32  | 4    | 42    | 22/0       | 1     | 26    | 20       | 247      | 4             | 20   | ,,,        | 12     | 12    | 20        | •           | 3/0      | 62    | 6     | 36   | 22       | 20      | 41                | 51    | 10               | 40    | 30        | 44    | 21          | 4         | 2    | 12    | 25        | 2776     | 46       | 22           | 20%       | 16           | 10            | 1270  | 22         | 12            |
| (4) A great deal                    | 6%           | 7%   | 6%      | 14%        | 119/  | 99/   | 20/   |     | 10/  | 129/  | 60/        | 19/   | 149/  | 09/      | 49/      | 19/           | 0    | 2<br>9/    | 10/    | E0/   | 120/      | 10/         | 20/      | 79/   | 49/   | 69/  | 79/      | 79/     | 69/               | 79/   | E9/              | E9/   | 12%       | 70/   | 69/         | 49/       | 19/  | 20/   | 109/      | 109/     | 129/     | 20/          | 29/       | 69/          | 129/          | 09/   | E9/        | 3%            |
|                                     | 0,4          | 7,70 | 0,0     | 1470<br>fa | fa    | fa    | 3/0   | -   | 170  | 1270  | 1          | 1/0   | mn    | mn       | 470      | 1/0           | ,    | /0         | +/0    | 370   | nost      | 1/0         | 270      | 7.70  | 4,0   | 0,6  | 7.70     | 1.70    | 076               | 170   | 370              | 3/6   | 1270<br>D | 7,0   | 076         | 470       | 1/0  | 3/0   | 10%       | 10%      | N N      | 370          | 276       | 0/6          | 0             | 0     | 370        | 370           |
| (3) A fair amount                   | 173          | 105  | 60      | 49         | 47    | 31    | 23    | 2   | 23   | 96    | 5.4        | 23    | 55    | 68       | 20       | 21            | Α.   | n          | 10     | 28    | 40        | 6           | 10       | 150   | 23    | 96   | 77       | 80      | 03                | 127   | 45               | 128   | 45        | 90    | 70          | Λ         | 22   | 35    | 47        | 69       | 86       | 87           | 30        | 58           | 18            | 19    | 73         | 44            |
| (5) A fair diriodite                | 16%          | 20%  | 11%     | 31%        | 2/19/ | 16%   | 12%   | 7   | 7%   | 27%   | 1.4%       | 7%    | 20%   | 21%      | 119      | 7%            | 15   | (9) 1      | 7%     | 11%   | 25%       | 1194        | 10%      | 16%   | 14%   | 16%  | 16%      | 21%     | 13%               | 18%   | 12%              | 14%   | 27%       | 1/194 | 23%         | 496       | 1194 | 10%   | 20%       | 23%      | 2/19/    | 12%          | 1.0%      | 21%          | 22%           | 15%   | 18%        | 12%           |
|                                     | 10,0         | h    | 11/0    | efg        | fe    | g     | 1270  |     | ,,,  | li .  | 1          | *,0   | mn    | mn       | /        |               |      | .,,        | ,,,    | 11/0  | ont       | 11/0        | 1070     | 10,0  | 1470  | 10,0 | 20/0     | A .     | 1370              | C 20% | 1270             | 14,0  | D         | Н.    | FH          | 4,0       | 1270 | 10,0  | 11        | 11       | N N      | 12.70        | 14/0      | 0            | 22.70         | 13/0  | 10,0       | 12.0          |
| (2) Not very much                   | 281          | 125  | 147     | 41         | 51    | 63    | 53    | 7   | 73   | 92    | 116        | 73    | 53    | 94       | 67       | 66            | 6    | 4          | 70     | 68    | 40        | 15          | 23       | 235   | 46    | 158  | 123      | 87      | 194               | 187   | 94               | 234   | 47        | 158   | 87          | 36        | 48   | 98    | 60        | 75       | 99       | 182          | 61        | 86           | 15            | 37    | 110        | 90            |
| (-, ,                               | 26%          | 23%  | 27%     | 26%        | 26%   | 33%   | 27%   | 21  | 21%  | 26%   | 30%        | 21%   | 28%   | 29%      | 25%      | 219           | 24   | 1% 2       | 5%     | 28%   | 25%       | 30%         | 24%      | 25%   | 28%   | 25%  | 26%      | 23%     | 27%               | 26%   | 26%              | 25%   | 28%       | 25%   | 25%         | 35%       | 25%  | 27%   | 25%       | 25%      | 27%      | 25%          | 21%       | 32%          | 20%           | 28%   | 27%        | 25%           |
| (1) Not at all                      | 471          | 230  | 238     | 22         | 40    | 8     | 00    | 21  | 220  | 02    | 101        | 229   | 27    | 11       | 120      | 200           |      |            | 27     | ***   | **        | 20          | 50       | 394   | 70    | 202  | 189      | 152     | 319               | 200   | 172              | 432   | 27        | 200   | 121         |           | 102  | 100   | 02        | 00       | 02       | 270          | 100       | 103          | 35            |       | 194        | 104           |
| (1) NOT at all                      | 471          | 43%  | 44%     | 21%        | 2/1%  | 3/4/  | 40%   | 65  | 55%  | 23%   | 101        | 65%   | 20%   | 28%      | 51%      | 659           | 41   | )/<br> % / | 5%     | 46%   | 28%       | 29<br>55%   | 53%      | 42%   | 47%   | 46%  | 40%      | 41%     | 44%               | 41%   | 47%              | 432   | 22%       | 47%   | 35%         | 50%       | 53%  | 52%   | 38%       | 20%      | 26%      | 52%          | 50%       | 38%          | 35<br>45%     | 44%   | 47%        | 52%           |
|                                     | 4570         | 4370 | 44,0    | 22/0       | 24,0  | 54,0  | edo   | cd  | dof  | 23/4  | h          | bi    | 2070  | 2070     | bi.      | klm           | 7.   |            |        | -     | 2070      | 55,0        | 5570     | 42,0  | 4,,,, | 40%  | 4070     | 42,0    | 4470              | 4270  | 47,0             |       | 22.70     | 6     | 3370        | 6         | VI   | J270  | 3070      | 2570     | 20,0     | M            | DD        | 30,0         | 4570          | 4470  | 47.70      | 32.70         |
| A great deal/a fair amount (NET)    | 242          | 142  | 92      | 70         | 69    | 47    | 29    | 2   | 27   | 139   | 76         | 27    | 80    | 97       | 40       | 25            | 6    | 3          | 52     | 40    | 60        | 6           | 12       | 213   | 29    | 133  | 109      | 107     | 134               | 179   | 63               | 177   | 64        | 134   | 100         | 9         | 25   | 47    | 72        | 98       | 131      | 111          | 46        | 74           | 27            | 31    | 95         | 55            |
|                                     |              |      |         |            |       |       |       |     |      |       |            |       |       |          |          |               |      |            |        |       |           |             |          |       |       |      |          |         |                   |       |                  |       |           |       |             |           |      |       |           |          |          |              |           |              |               |       |            |               |
|                                     | 22%          | 27%  | 17%     | 45%        | 35%   | 24%   | 15%   | 8   | 8%   | 39%   | 20%        | 8%    | 43%   | 30%      | 15%      | 8%            | 24   | 196 2      | 2%     | 16%   | 38%       | 12%         | 12%      | 23%   | 17%   | 21%  | 23%      | 29%     | 19%               | 25%   | 17%              | 19%   | 39%       | 21%   | 29%         | 8%        | 13%  | 13%   | 30%       | 33%      | 36%      | 15%          | 16%       | 27%          | 35%           | 24%   | 23%        | 16%           |
|                                     |              | b    |         | efg        | efg   | fg    | g     |     |      | ij    | j          |       | lmn   | mn       | n        |               | q    | t          |        |       | opqs<br>t |             |          |       |       |      |          | A       |                   | c     |                  |       | D         | Н     | FH          |           |      |       | IJ        | IJ       | N        |              |           | 0            | 0             |       | Т          |               |
| Not very much/not at all (NET)      | 752          | 355  | 386     | 74         | 100   | 128   | 149   | 30  | 302  | 174   | 277        | 302   | 90    | 183      | 203      | 275           | 17   | 70 :       | .97    | 183   | 85        | 44          | 73       | 629   | 124   | 440  | 312      | 239     | 514               | 485   | 267              | 666   | 84        | 457   | 207         | 88        | 152  | 288   | 152       | 160      | 192      | 561          | 230       | 188          | 51            | 94    | 305        | 274           |
|                                     | 69%          | 67%  | 71%     | 47%        | 50%   | 67%   | 77%   | 86  | 36%  | 49%   | 72%        | 86%   | 48%   | 57%      | 77%      | 869           | 66   | 5% 6       | 9%     | 74%   | 54%       | 85%         | 78%      | 68%   | 75%   | 71%  | 66%      | 64%     | 71%               | 67%   | 73%              | 72%   | 51%       | 71%   | 59%         | 85%       | 78%  | 79%   | 63%       | 55%      | 53%      | 76%          | 80%       | 69%          | 65%           | 73%   | 74%        | 77%           |
|                                     |              |      |         |            |       | cd    | cde   | cd  | :def |       | h          | hi    |       |          | kl       | klm           |      | r          | r      | r     |           | or          | or       |       |       |      |          |         | У                 |       |                  | E     |           | G     |             | FG        | KL   | KL    |           |          |          | M            | PQ        |              |               |       |            |               |
| Mean                                | 1.84         | 1.9  | 1.76    | 2.41       | 2.25  | 1.99  | 1.66  | 1.  | 1.4  | 2.32  | 1.82       | 1.4   | 2.4   | 2.13     | 1.65     | 1.4           | 1.9  | 91         | 1.8    | 1.72  | 2.24      | 1.56        | 1.57     | 1.86  | 1.72  | 1.8  | 1.89     | 1.95    | 1.78              | 1.9   | 1.72             | 1.76  | 2.31      | 1.79  | 2           | 1.6       | 1.57 | 1.61  | 2.02      | 2.16     | 2.26     | 1.64         | 1.58      | 1.95         | 2.02          | 1.89  | 1.81       | 1.65          |
|                                     |              | b    |         | efg        | efg   | fg    | g     |     |      | ij    | j          |       | lmn   | mn       | n        |               | s    | t          |        |       | opq<br>st |             |          |       |       |      |          | A       |                   | С     |                  |       | D         |       | FH          |           |      |       | IJ        | IJ       | N        |              |           | 0            | 0             | 0     | T          |               |
| I will not vote at the next general | 64           | 20   | 44      | 10         | 18    | 10    | 10    | 1   | 16   | 29    | 20         | 16    | 12    | 26       | 13       | 13            | 2    | 2          | 13     | 16    | 10        | 1           | 2        | 56    | 8     | 27   | 37       | 14      | 50                | 41    | 23               | 52    | 12        | 36    | 23          | 5         | 7    | 22    | 9         | 27       | 27       | 37           | 4         | 6            | -             | -     | 3          | 19            |
| election                            |              |      |         |            |       |       |       |     |      |       |            |       |       |          |          |               |      |            |        |       |           |             |          |       |       |      |          |         |                   |       |                  |       |           |       |             |           |      |       |           |          |          |              |           |              |               |       |            |               |
|                                     | 6%           | 4%   | 8%<br>a | 6%         | 9%    | 5%    | 5%    | 5   | 5%   | 8%    | 5%         | 5%    | 6%    | 8%       | 5%       | 4%            | 9    | %          | 1%     | 6%    | 7%        | 1%          | 3%       | 6%    | 5%    | 4%   | 8%<br>w  | 4%      | 7%<br>y           | 6%    | 6%               | 6%    | 7%        | 6%    | 6%          | 5%        | 3%   | 6%    | 4%        | 9%<br>IK | 8%       | 5%           | 1%        | 2%           | -             | -     | 1%         | 5%<br>S       |
| Don't know                          | 37           | 16   | 21      | 3          | 13    | 8     | 6     |     | 7    | 16    | 14         | 7     | 6     | 16       | 9        | 6             |      | 5          | 12     | 9     | 3         | 1           | 7        | 32    | 5     | 19   | 18       | 14      | 23                | 22    | 15               | 28    | 6         | 16    | 19          | 1         | 12   | 9     | 8         | 8        | 11       | 26           | 7         | 3            | 1             | 4     | 10         | 8             |
|                                     | 3%           | 3%   | 4%      | 2%         | 6%    | 4%    | 3%    | 2   | 2%   | 4%    | 4%         | 2%    | 3%    | 5%       | 3%       | 2%            | 2'   | %          | 1%     | 3%    | 2%        | 3%          | 7%       | 3%    | 3%    | 3%   | 4%       | 4%      | 3%                | 3%    | 4%               | 3%    | 4%        | 2%    | 6%          | 1%        | 6%   | 2%    | 3%        | 3%       | 3%       | 4%           | 3%        | 1%           | 1%            | 3%    | 2%         | 2%            |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/l/j - k/l/m/n - o/p/q/r/s/t - u/v - w/x - y/A - B/C - D/E - F/G/N - \/l/k/L - M/N - 0/P/Q/R - S/T Overlap formulae used. \* small base



27 Feb 2024 Table 9
Q3\_6 - How much, if at all, will you listen to the views of each of the following when deciding who to vote for at the next General Election? People who work in public services

Base: All adults aged 16-75 in Great Britain

| _                               |       | GEN  | DER   |       |       | AGE   |       |       |       | AGGREGATE | ED AGE |       |         | GENERATION |         |               |         |          | REC   | ION    |       |          | U     | RBAN  | SOCIA | AL GRADE | EDU      | JCATION          | EMPLOY | MENT STATUS | E E  | THNICITY         |      | MARITAL S | TATUS    |      | HOUS | SEHOLD SIZE |      | CHILDREN | IN HOUSEHO | τD             | GENERAL EI    | LECTION 2019 V      | OTE  | REFERENC | DUM 2016 VO |
|---------------------------------|-------|------|-------|-------|-------|-------|-------|-------|-------|-----------|--------|-------|---------|------------|---------|---------------|---------|----------|-------|--------|-------|----------|-------|-------|-------|----------|----------|------------------|--------|-------------|------|------------------|------|-----------|----------|------|------|-------------|------|----------|------------|----------------|---------------|---------------------|------|----------|-------------|
|                                 |       | MAN  | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55-75 | 16-34 | 35-54     | 55-7   | 5 GEN | Z MILLE |            | N X BOO | ABY<br>OMER N | IORTH N | MIDLANDS | SOUTH | LONDON | WALES | SCOTLANE | URBAN | RURAL | ABC1  | C2DE     | GRADUATE | NON<br>S GRADUAT |        |             |      | ETHNIC<br>MINORI |      |           | WID/ DIV | 1    | 2    | 3           | 4+   | YES      | NO         | CONSERVA<br>VE | ATI<br>LABOUR | LIBERAL<br>DEMOCRAT |      | REMAIN   | N LEAVE     |
|                                 | TOTAL | (a)  | (b)   | (c)   | (d)   | (e)   | (f)   | (g)   | (h)   | (i)       | (j)    | (k)   | (1      | ) (r       | n) (    | n)            | (o)     | (p)      | (q)   | (r)    | (s)   | (t)      | (u)   | (v)   | (w)   | (x)      | (y)      | (A)              | (B)    | (C)         | (D)  | (E)              | (F)  | (G)       | (H)      | (1)  | (J)  | (K)         | (L)  | (M)      | (N)        | (0)            | (P)           | (Q)                 | (R)  | (S)      | (T)         |
| WEIGHTED BASE                   | 1095  |      | 549   |       |       |       |       |       | 349   |           |        | 177   |         |            |         | 07            |         |          |       |        |       |          | 920   |       | 693   |          | 590      |                  | 730    |             | 909  |                  | 649  |           |          | 205  |      |             |      | 370      |            | 284            |               |                     |      | 438      |             |
| IGHTED BASE                     | 1095  |      | 543   |       |       |       |       |       | 357   |           |        | ! 188 |         |            |         | 20            |         |          |       |        |       |          | 930   |       | 619   |          | 375      |                  | 727    |             | 923  |                  | 643  |           |          | 196  |      |             |      | 361      |            | 287            |               |                     |      | 413      |             |
|                                 | 100%  | 49%  | 50%   | 14%   | 18%   | 18%   | 18%   | 32%   | 33%   | 35%       | 329    | 6 17% | 29      | % 24       | 1% 2    | 9%            | 24%     | 26%      | 23%   | 14%    | 5%*   | 9%*      | 85%   | 15%   | 57%   | 43%      | 34%      | 66%              | 66%    | 34%         | 84%  | 15%              | 59%  | 32%       | 9%*      | 18%  | 33%  | 22%         | 27%  | 33%      | 67%        | 26%            | 25%           | 7%*                 | 12%  | 38%      | 32%         |
| A great deal                    | 77    | 44   | 33    | 23    | 26    | 14    | 8     | 5     | 49    | 22        | 5      | 28    | 3       | 1 1        | .0      | 5             | 14      | 25       | 10    | 26     | 3     | -        | 72    | 5     | 38    | 39       | 35       | 41               | 63     | 14          | 56   | 21               | 50   | 20        | 6        | 9    | 15   | 22          | 31   | 44       | 32         | 7              | 23            | 12                  | 10   | 30       | 15          |
|                                 | 7%    | 8%   | 6%    | 15%   | 13%   | 8%    | 4%    | 1%    | 14%   | 6%        | 1%     | 15%   | 11      | % 4        | % :     | 1%            | 5%      | 9%       | 4%    | 16%    | 5%    | -        | 8%    | 3%    | 6%    | 8%       | 9%       | 6%               | 9%     | 4%          | 6%   | 12%              | 8%   | 6%        | 6%       | 5%   | 4%   | 9%          | 10%  | 12%      | 4%         | 3%             | 9%            | 15%                 | 8%   | 7%       | 4%          |
|                                 |       |      |       | fg    | fg    | g     |       |       | ij    | j         |        | mn    | m       | n          |         |               | t       | t        |       | opqt   |       |          |       |       |       |          | A        |                  | c      |             |      | D                |      |           |          |      |      | J           | IJ   | N        |            |                | 0             |                     |      |          |             |
| A fair amount                   | 286   | 147  | 131   | 58    | 65    | 62    | 48    | 54    | 123   | 110       | 54     | 67    | 10      | 7 6        | i3 !    | 50            | 73      | 60       | 61    | 55     | 15    | 22       | 248   | 38    | 176   | 111      | 110      | 176              | 213    | 73          | 226  | 59               | 154  | 110       | 23       | 50   | 70   | 74          | 92   | 108      | 178        | 46             | 111           | 18                  | 37   | 131      | 69          |
|                                 | 26%   | 28%  | 24%   | 37%   | 32%   | 32%   | 25%   | 15%   | 34%   | 28%       | 159    | 6 35% | 33      | % 24       | 1% 1    | 6%            | 28%     | 21%      | 25%   | 35%    | 28%   | 23%      | 27%   | 23%   | 28%   | 23%      | 29%      | 24%              | 29%    | 20%         | 25%  | 36%              | 24%  | 31%       | 22%      | 26%  | 19%  | 31%         | 31%  | 30%      | 24%        | 16%            | 41%           | 23%                 | 28%  | 32%      | 19%         |
|                                 |       |      |       | fg    | g     | g     | g     |       | j     | j         |        | mn    | m       | n r        | n       |               |         |          |       | р      |       |          |       |       |       |          |          |                  | C      |             |      | D                |      | F         |          |      |      | J           | J    |          |            |                | OQR           |                     | 0    | T        |             |
| Not very much                   | 289   | 130  | 151   | 31    | 46    | 52    | 56    | 104   | 77    | 109       | 104    |       | 8       | ) 8        | 3 1     |               | 69      | 83       | 61    | 32     | 17    | 27       | 237   | 53    | 157   | 133      | 104      | 185              | 196    | 93          | 251  | 38               | 176  | 84        | 29       | 46   | 104  | 64          | 76   | 98       | 191        | 91             | 60            | 22                  | 33   | 113      |             |
|                                 | 26%   | 25%  | 28%   | 20%   | 23%   | 27%   | 29%   | 29%   | 22%   | 28%       | 299    | 6 20% | 25      | % 31       | 1% 2    | 8%            | 27%     | 29%      | 25%   | 20%    | 33%   | 29%      | 25%   | 32%   | 25%   | 28%      | 28%      | 26%              | 27%    | 25%         | 27%  | 23%              | 27%  | 24%       | 28%      | 24%  | 28%  | 26%         | 26%  | 27%      | 26%        | 32%            | 22%           | 28%                 | 26%  | 27%      | 29%         |
|                                 |       |      |       |       |       |       |       | c     |       |           | h      |       |         |            | k       |               |         |          |       |        |       |          |       |       |       |          |          |                  |        |             |      |                  |      |           |          |      |      |             |      |          |            | P              |               |                     |      |          |             |
| Not at all                      | 321   | 172  | 145   | 27    | 36    | 37    | 64    | 157   | 62    | 101       | 157    | 35    | 5       | 5 8        | 5 1     | 46            | 71      | 88       | 85    | 27     | 16    | 33       | 265   | 56    | 177   | 144      | 90       | 231              | 184    | 137         | 290  | 30               | 200  | 87        | 34       | 68   | 139  | 59          | 55   | 67       | 254        | 122            | 69            | 21                  | 39   | 118      |             |
|                                 | 29%   | 32%  | 27%   | 17%   | 18%   | 19%   | 33%   | 45%   | 17%   | 26%       | 459    | 6 18% | 17      | % 32       | 2% 4    | 6%            | 27%     | 31%      | 35%   | 17%    | 31%   | 35%      | 28%   | 34%   | 29%   | 30%      | 24%      | 32%              | 25%    | 37%         | 31%  | 18%              | 31%  | 25%       | 33%      | 35%  | 38%  | 24%         | 19%  | 19%      | 35%        | 43%            | 26%           | 27%                 | 30%  | 29%      | 37%         |
|                                 |       |      |       |       |       |       | cde   | cdef  |       | h         | hi     |       |         | l l        | d k     | lm            | r       | r        | r     |        |       | r        |       |       |       |          |          | У                |        | В           | E    |                  |      |           |          | KL   | KL   |             |      |          | M          | PQR            |               |                     |      | 4        | S           |
| reat deal/a fair amount (NET)   | 363   | 191  | 165   | 81    | 91    | 76    | 56    | 59    | 172   | 132       | 59     | 95    | 14      | 1 7        | 3 !     | 55            | 87      | 85       | 71    | 81     | 17    | 22       | 320   | 43    | 213   | 150      | 146      | 217              | 276    | 87          | 282  | 80               | 204  | 130       | 29       | 60   | 85   | 96          | 123  | 152      | 211        | 53             | 134           | 30                  | 47   | 161      | 85          |
|                                 |       |      |       |       |       |       |       |       |       |           |        |       |         |            |         |               |         |          |       |        |       |          |       |       |       |          |          |                  |        |             |      |                  |      |           |          |      |      |             |      |          |            |                |               |                     |      |          |             |
|                                 | 33%   | 36%  | 30%   | 52%   | 45%   | 40%   | 29%   | 17%   | 48%   | 34%       | 179    |       |         | % 27       | 7% 1    | 7%            | 33%     | 30%      | 29%   | 51%    | 33%   | 23%      | 34%   | 26%   | 34%   | 32%      | 39%      | 30%              | 38%    | 24%         | 31%  | 48%              | 32%  | 37%       | 28%      | 30%  | 23%  | 40%         | 42%  | 42%      | 29%        | 19%            | 49%           | 38%                 | 36%  | 39%      | 24%         |
|                                 |       |      |       | efg   | fg    | fg    | g     |       | ij    | j         |        | mn    | m       | n r        | n       |               |         |          |       | opqt   |       |          |       |       |       |          | A        |                  | c      |             |      | D                |      |           |          |      |      | J           | IJ   | N        |            |                | OR            |                     |      | T        |             |
| very much/not at all (NET)      | 610   | 302  | 296   | 58    | 82    | 89    | 121   | 261   | 139   | 210       | 261    | . 72  | 13      | 5 16       | 58 2    | 35            | 141     | 171      | 146   | 59     | 33    | 60       | 501   | 109   | 334   | 277      | 195      | 416              | 380    | 230         | 541  | 68               | 376  | 171       | 63       | 114  | 242  | 123         | 131  | 165      | 445        | 213            | 129           | 43                  | 72   | 230      |             |
|                                 | 56%   | 57%  | 55%   | 37%   | 41%   | 46%   | 62%   | 74%   | 39%   | 54%       | 749    | 6 38% | 42      | % 63       | 3% 7    | 3%            | 54%     | 60%      | 59%   | 37%    | 64%   | 64%      | 54%   | 66%   | 54%   | 58%      | 52%      | 58%              | 52%    | 63%         | 59%  | 41%              | 59%  | 49%       | 61%      | 58%  | 66%  | 51%         | 45%  | 46%      | 61%        | 74%            | 48%           | 55%                 | 56%  | 56%      | 66%         |
|                                 |       |      |       |       |       |       | cde   | cdef  |       | h         | hi     |       |         |            |         | lm            | r       | r        | r     |        | r     | r        |       | u     |       |          |          |                  |        | В           | E    |                  | G    |           |          | L    | KL   |             |      |          | M          | PQR            |               |                     |      | 4        | S           |
| an                              | 2.12  | 2.13 | 2.11  | 2.55  | 2.47  | 2.33  | 2     | 1.71  | 2.51  | 2.16      | 1.7    |       |         |            | 99 1    | 7             | 2.13    | 2.08     | 1.98  | 2.57   | 2.08  | 1.87     | 2.15  | 1.95  | 2.13  | 2.11     | 2.27     | 2.04             | 2.24   | 1.89        | 2.06 | 2.48             | 2.09 | 2.21      | 2.01     | 2.01 | 1.88 | 2.27        | 2.39 | 2.41     | 1.98       | 1.77           | 2.33          | 2.29                | 2.15 | 2.19     | 1.9         |
|                                 |       |      |       | fg    | fg    | fg    | g     |       | ij    | j         |        | mn    | m       | n r        | n       |               | t       |          |       | opq    |       |          | v     |       |       |          | A        |                  | c      |             |      | D                |      |           |          |      |      | IJ          | IJ   | N        |            |                | 0             | 0                   | 0    | T        |             |
|                                 |       |      |       |       |       |       |       |       |       |           |        |       |         |            |         |               |         |          |       | st     |       |          |       |       |       |          |          |                  |        |             |      |                  |      |           |          |      |      |             |      |          |            |                |               |                     |      |          |             |
| II not vote at the next general | 58    | 16   | 41    | 11    | 11    | 11    | 10    | 15    | 22    | 21        | 15     | 11    | 2       | 1 1        | .2 :    | 14            | 20      | 13       | 15    | 6      | 1     | 4        | 53    | 5     | 27    | 31       | 13       | 45               | 33     | 25          | 48   | 10               | 30   | 24        | 4        | 7    | 14   | 10          | 27   | 28       | 30         | 5              | 1             | 1                   | 1    | 1        | 20          |
| ction                           |       |      |       |       |       |       |       |       |       |           |        |       |         |            |         |               |         |          |       |        |       |          |       |       |       |          |          |                  |        |             |      |                  |      |           |          |      |      |             |      |          |            | 4              |               |                     |      | 4        |             |
|                                 | 5%    | 3%   | 8%    | 7%    | 5%    | 6%    | 5%    | 4%    | 6%    | 5%        | 4%     | 6%    | 7       | 6 4        | % 4     | 1%            | 8%      | 5%       | 6%    | 4%     | 1%    | 4%       | 6%    | 3%    | 4%    | 7%       | 4%       | 6%               | 4%     | 7%          | 5%   | 6%               | 5%   | 7%        | 4%       | 3%   | 4%   | 4%          | 9%   | 8%       | 4%         | 2%             | 4             | 1%                  |      | 4        | 6%          |
|                                 |       |      | а     |       |       |       |       |       |       |           |        |       |         |            |         |               |         |          |       |        |       |          |       |       |       |          |          |                  |        |             |      |                  |      |           |          |      |      |             | IJ   | N        |            |                |               |                     |      |          | S           |
| 't know                         | 64    | 23   | 41    | 7     | 17    | 15    | 7     | 17    | 24    | 23        | 17     | 10    | 2       | 5 1        | .3      | 16            | 12      | 15       | 15    | 13     | 1     | 8        | 56    | 8     | 46    | 18       | 21       | 42               | 38     | 26          | 52   | 9                | 33   | 24        | 7        | 15   | 23   | 12          | 13   | 16       | 48         | 15             | 8             | 5                   | 9    | 21       | 16          |
|                                 | 6%    | 4%   | 8%    | 5%    | 8%    | 8%    | 4%    | 5%    | 7%    | 6%        | 5%     | 6%    | 8       | 6 5        | % 5     | i96           | 5%      | 5%       | 6%    | 8%     | 2%    | 8%       | 6%    | 5%    | 7%    | 4%       | 6%       | 6%               | 5%     | 7%          | 6%   | 5%               | 5%   | 7%        | 7%       | 8%   | 6%   | 5%          | 4%   | 4%       | 7%         | 5%             | 3%            | 6%                  | 7%   | 5%       | 5%          |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/l/g - h/l/j - k/Vm/n - o/p/q/r/s/t - u/v - w/x - y/A - B/C - D/E - F/G/H - l/l/K/L - M/N - O/P/Q/R - S/T Overlap formulae used. \* small base



Table 10

Q3\_7 - How much, if at all, will you listen to the views of each of the following when deciding who to vote for at the next General Election? Political commentators (economists, academics, think tanks etc.)

Base: All adults aged 16-75 in Great Britain

|                                     |       |      |       |       |       |       |          |       |       |            |          |       |           |           |                | l     |          |       |            |       |          | T     |       | T        |       | T         |                  | T       |                |       |                    | l .                   |               |                  |      |       |           |           |             |           | 1         |             |                      |          |            |           |
|-------------------------------------|-------|------|-------|-------|-------|-------|----------|-------|-------|------------|----------|-------|-----------|-----------|----------------|-------|----------|-------|------------|-------|----------|-------|-------|----------|-------|-----------|------------------|---------|----------------|-------|--------------------|-----------------------|---------------|------------------|------|-------|-----------|-----------|-------------|-----------|-----------|-------------|----------------------|----------|------------|-----------|
|                                     |       | GE   | NDER  | 1     |       | AGE   |          | _     |       | AGGREGATED | AGE      |       | GEN       | RATION    |                |       |          | RE    | GION       | 1     |          | UF    | RBAN  | SOCIA    | GRADE | EDUC      | ATION            | EMPLOYN | IENT STATUS    | ETH   | INICITY            |                       | MARITAL STATI | JS               |      | HOUSE | HOLD SIZE | 1         | CHILDREN IN | HOUSEHOLD | ס         | GENERAL ELE | CTION 2019 VOT       | E        | REFERENDUN | 2016 VOTE |
|                                     |       | MAN  | WOMAN | 16-24 | 25-34 | 35-44 | 45-54    | 55-75 | 16-34 | 35-54      | 55-75    | GEN Z | MILLENIAL | GEN X     | BABY<br>BOOMER | NORTH | MIDLANDS | SOUTH | LONDON     | WALES | SCOTLAND | URBAN | RURAL | ABC1     | C2DE  | GRADUATES | NON<br>GRADUATES | WORKING | NOT<br>WORKING | WHITE | ETHNIC<br>MINORITY | MARRIED<br>/LIVING AS |               | WID/ DIV/<br>SEP | 1    | 2     | 3         | 4+        | YES         | NO        | CONSERVAT | LABOUR      | LIBERAL<br>DEMOCRATS | OTHER    | REMAIN     | LEAVE     |
|                                     | TOTAL | (a)  | (b)   | (c)   | (d)   | (e)   | (f)      | (g)   | (h)   | (i)        | (j)      | (k)   | (I)       | (m)       | (n)            | (o)   | (p)      | (q)   | (r)        | (s)   | (t)      | (u)   | (v)   | (w)      | (x)   | (y)       | (A)              | (B)     | (C)            | (D)   | (E)                | (F)                   | (G)           | (H)              | (1)  | (J)   | (K)       | (L)       | (M)         | (N)       | (O)       | (P)         | (Q)                  | (R)      | (S)        | (T)       |
| UNWEIGHTED BASE                     |       | 526  |       |       |       |       |          |       | 349   |            |          | 177   |           |           |                | 263   |          |       |            |       |          | 920   |       | 693      |       | 590       |                  | 730     |                | 909   |                    | 649                   |               |                  | 205  |       |           |           | 370         |           | 284       |             |                      | 129      | 438        |           |
| WEIGHTED BASE                       |       | 532  |       |       |       |       |          |       | 357   |            |          | 188   |           |           |                | 260   |          |       |            |       |          | 930   |       | 619      |       | 375       |                  | 727     |                | 923   |                    | 643                   |               |                  | 196  |       |           |           | 361         |           | 287       |             |                      | 129      | 413        |           |
|                                     | 100%  | 49%  | 50%   | 14%   | 18%   | 18%   | 18%      | 32%   | 33%   | 35%        | 32%      | 17%   | 29%       | 24%       | 29%            | 24%   | 26%      | 23%   | 14%        | 5%*   | 9%*      | 85%   | 15%   | 57%      | 43%   | 34%       | 66%              | 66%     | 34%            | 84%   | 15%                | 59%                   | 32%           | 9%*              | 18%  | 33%   | 22%       | 27%       | 33%         | 67%       | 26%       | 25%         | 7%*                  | 12%      | 38%        | 32%       |
| (4) A great deal                    | 111   | 64   | 45    | 29    | 31    | 20    | 13       | 18    | 61    | 33         | 18       | 33    | 44        | 17        | 17             | 19    | 25       | 25    | 31         | 5     | 6        | 98    | 13    | 71       | 40    | 48        | 63               | 85      | 27             | 84    | 27                 | 67                    | 36            | 8                | 10   | 28    | 31        | 43        | 52          | 59        | 18        | 33          | 11                   | 25       | 58         | 17        |
|                                     | 10%   | 12%  | 8%    | 19%   | 16%   | 10%   | 7%       | 5%    | 17%   | 8%         | 5%       | 18%   | 14%       | 6%        | 5%             | 7%    | 9%       | 10%   | 20%        | 9%    | 7%       | 11%   | 8%    | 11%      | 8%    | 13%       | 9%               | 12%     | 7%             | 9%    | 16%                | 10%                   | 10%           | 8%               | 5%   | 8%    | 13%       | 15%       | 14%         | 8%        | 6%        | 12%         | 14%                  | 19%      | 14%        | 5%        |
|                                     |       |      |       | efg   | fg    | g     |          |       | ij    |            |          | mn    | mn        |           |                |       |          |       | opqt       |       |          |       |       |          |       | A         |                  | С       |                |       | D                  |                       |               |                  |      |       |           | IJ        | N           |           |           | 0           |                      |          | T          |           |
| (3) A fair amount                   | 366   | 177  | 184   | 45    | 65    | 62    | 63       | 132   | 109   | 125        | 132      | 57    | 101       | 84        | 123            | 90    | 83       | 88    | 56         | 18    | 31       | 305   | 61    | 230      | 137   | 145       | 221              | 245     | 121            | 313   | 53                 | 229                   | 101           | 36               | 71   | 124   | 81        | 91        | 112         | 254       | 106       | 105         | 35                   | 38       | 172        | 111       |
|                                     | 33%   | 33%  | 34%   | 29%   | 32%   | 32%   | 32%      | 37%   | 31%   | 32%        | 37%      | 31%   | 31%       | 32%       | 39%            | 35%   | 29%      | 36%   | 36%        | 34%   | 32%      | 33%   | 37%   | 37%<br>x | 29%   | 39%<br>A  | 31%              | 34%     | 33%            | 34%   | 32%                | 36%                   | 29%           | 35%              | 36%  | 34%   | 33%       | 31%       | 31%         | 35%       | 37%       | 39%         | 45%                  | 30%      | 42%<br>T   | 31%       |
| (2) Not very much                   | 302   | 143  | 150   | 43    | 44    | 58    | 64       | 92    | 87    | 122        | 92       | 49    | 83        | 91        | 79             | 75    | 90       | 65    | 36         | 15    | 21       | 250   | 51    | 154      | 147   | 95        | 207              | 197     | 104            | 253   | 46                 | 169                   | 103           | 30               | 56   | 111   | 63        | 72        | 93          | 208       | 93        | 76          | 24                   | 33       | 101        | 124       |
|                                     | 28%   | 27%  | 28%   | 28%   | 22%   | 30%   | 33%<br>d | 26%   | 24%   | 32%<br>h   | 26%      | 26%   | 26%       | 34%<br>In | 25%            | 29%   | 32%      | 26%   | 23%        | 28%   | 22%      | 27%   | 31%   | 25%      | 31%   | 25%       | 29%              | 27%     | 28%            | 27%   | 27%                | 26%                   | 29%           | 29%              | 28%  | 31%   | 26%       | 24%       | 26%         | 28%       | 32%       | 28%         | 31%                  | 26%      | 24%        | 35%<br>S  |
| (1) Not at all                      | 224   | 115  | 105   | 27    | 34    | 34    | 40       | 89    | 61    | 74         | 89       | 32    | 57        | 54        | 81             | 50    | 63       | 48    | 22         | 13    | 28       | 193   | 30    | 118      | 105   | 62        | 162              | 138     | 86             | 197   | 25                 | 130                   | 72            | 22               | 39   | 77    | 55        | 53<br>18% | 69          | 155       | 62        | 51          | 5                    | 30       | 67         | 78        |
|                                     | 20%   | 22%  | 19%   | 17%   | 17%   | 18%   | 20%      | 25%   | 17%   | 19%        | 25%<br>h | 17%   | 18%       | 20%       | 25%<br>I       | 19%   | 22%      | 19%   | 14%        | 25%   | 29%<br>r | 21%   | 18%   | 19%      | 22%   | 17%       | 22%<br>V         | 19%     | 23%            | 21%   | 15%                | 20%                   | 20%           | 22%              | 20%  | 21%   | 23%       | 18%       | 19%         | 21%       | 22%<br>Q  | 19%<br>Q    | 7%                   | 23%<br>Q | 16%        | 22%       |
| A great deal/a fair amount (NET)    | 477   | 241  | 229   | 74    | 96    | 82    | 76       | 149   | 170   | 158        | 149      | 91    | 145       | 101       | 140            | 109   | 108      | 114   | 87         | 23    | 37       | 404   | 73    | 300      | 177   | 193       | 284              | 330     | 147            | 397   | 80                 | 296                   | 138           | 44               | 81   | 151   | 111       | 134       | 164         | 313       | 123       | 137         | 46                   | 63       | 230        | 128       |
|                                     | 44%   | 45%  | 42%   | 47%   | 48%   | 43%   | 39%      | 42%   | 48%   | 41%        | 42%      | 48%   | 45%       | 38%       | 44%            | 42%   | 38%      | 46%   | 55%<br>opt | 44%   | 39%      | 43%   | 45%   | 49%<br>x | 37%   | 51%<br>A  | 39%              | 45%     | 40%            | 43%   | 48%                | 46%                   | 39%           | 43%              | 41%  | 41%   | 46%       | 46%       | 45%         | 43%       | 43%       | 51%         | 58%<br>O             | 49%      | 56%<br>T   | 36%       |
| Not very much/not at all (NET)      | 525   | 258  | 255   | 70    | 78    | 92    | 104      | 181   | 148   | 196        | 181      | 81    | 141       | 144       | 160            | 126   | 154      | 112   | 57         | 28    | 49       | 444   | 82    | 273      | 253   | 157       | 368              | 335     | 190            | 450   | 71                 | 299                   | 174           | 52               | 95   | 188   | 117       | 125       | 162         | 363       | 154       | 127         | 29                   | 63       | 167        | 202       |
|                                     | 48%   | 49%  | 47%   | 45%   | 39%   | 48%   | 53%      | 51%   | 42%   | 51%        | 51%      | 43%   | 44%       | 54%       | 50%            | 48%   | 54%      | 46%   | 36%        | 54%   | 52%      | 48%   | 50%   | 44%      | 53%   | 42%       | 51%              | 46%     | 52%            | 49%   | 43%                | 46%                   | 50%           | 51%              | 49%  | 52%   | 49%       | 43%       | 45%         | 49%       | 54%       | 47%         | 38%                  | 49%      | 41%        | 57%       |
|                                     |       |      |       |       |       |       | d        | d     |       | h          | h        |       |           | kl        |                | r     | r        |       |            |       | r        |       |       |          | w     |           | у                |         |                |       |                    |                       |               |                  |      | L     |           |           |             |           | Q         |             |                      |          | 4 /        | S         |
| Mean                                | 2.36  | 2.38 | 2.35  | 2.53  | 2.53  | 2.39  | 2.27     | 2.24  | 2.53  | 2.33       | 2.24     | 2.54  | 2.46      | 2.26      | 2.25           | 2.33  | 2.27     | 2.4   | 2.67       | 2.28  | 2.19     | 2.36  | 2.36  | 2.44     | 2.26  | 2.51      | 2.28             | 2.42    | 2.26           | 2.34  | 2.54               | 2.39                  | 2.33          | 2.31             | 2.29 | 2.3   | 2.38      | 2.48      | 2.45        | 2.32      | 2.29      | 2.45        | 2.69                 | 2.46     | 2.56       | 2.2       |
|                                     |       |      |       | fg    | fg    |       |          |       | ij    |            |          | mn    | mn        |           |                |       |          |       | opq<br>st  |       |          |       |       | ×        |       | A         |                  | c       |                |       | D                  |                       |               |                  |      |       |           | 1         |             |           |           |             | 0                    | l        | Т          |           |
| I will not vote at the next general | 55    | 16   | 38    | 9     | 14    | 8     | 11       | 13    | 23    | 19         | 13       | 11    | 19        | 13        | 12             | 19    | 11       | 13    | 10         | 1     | 1        | 48    | 7     | 23       | 32    | 12        | 42               | 36      | 19             | 45    | 9                  | 30                    | 21            | 4                | 7    | 15    | 6         | 27        | 25          | 30        | 3         | 3           | - 1                  | -        | 2          | 17        |
|                                     | 5%    | 3%   | 7%    | 6%    | 7%    | 4%    | 6%       | 4%    | 6%    | 5%         | 4%       | 6%    | 6%        | 5%        | 4%             | 7%    | 4%       | 5%    | 6%         | 1%    | 1%       | 5%    | 4%    | 4%       | 7%    | 3%        | 6%               | 5%      | 5%             | 5%    | 6%                 | 5%                    | 6%            | 4%               | 4%   | 4%    | 2%        | 9%<br>IIK | 7%          | 4%        | 1%        | 1%          | - 7                  |          | 1%         | 5%        |
| Don't know                          | 38    | 17   | 20    | 4     | 12    | 0     | 4        | 8     | 16    | 13         | 8        | 6     | 18        | 7         | 7              | 6     | 11       | 8     | 4          | 1     | 8        | 3.4   | 3     | 23       | 1.4   | 12        | 25               | 26      | 12             | 31    | 6                  | 18                    | 17            | 2                | 13   | 11    | 7         | 7         | 10          | 28        | 6         | 4           | 3                    | 3        | 13         | -         |
|                                     | 3%    | 3%   | 4%    | 2%    | 6%    | 5%    | 2%       | 2%    | 5%    | 3%         | 2%       | 3%    | 5%        | 2%        | 2%             | 2%    | 4%       | 3%    | 3%         | 2%    | 8%       | 4%    | 2%    | 4%       | 3%    | 3%        | 4%               | 4%      | 3%             | 3%    | 4%                 | 3%                    | 5%            | 2%               | 7%   | 3%    | 3%        | 2%        | 3%          | 4%        | 2%        | 1%          | 4%                   | 2%       | 3%         | 2%        |
|                                     | -/4   | 3,0  | ***   |       | e     |       | 2,0      | 2,0   | 3,0   | 3,0        | 2,0      | 1 3/2 | 370       | 2,70      | 270            | -70   | */**     | 370   | 370        | 270   | 0        | 470   | 2,0   | 1.2      | 370   | 370       | *,2              | 4,0     | 370            | 3,0   | 4,0                | 3,0                   | 3,0           | -/-              | 1.70 | 3,0   | 3,0       | 270       | 3,0         | 470       | 1 2/2     | 270         | .,,,                 | 2,0      | 2,0        |           |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/l/g - h/l/j - k/Vm/n - o/p/q/r/s/t - u/v - w/x - y/A - B/C - D/E - F/G/H - l/l/K/L - M/N - O/P/Q/R - S/T Overlap formulae used. \* small base



IPSOS

Table 11
Q3\_6 - How much, If at all, will you listen to the views of each of the following when deciding who to vote for at the next General Election? Sportswomen

Base: All adults aged 16-75 in Great Britain

|                                     |       |            |            |           |       |       |       |           |       |                |           |        |         |            |       |                |       |           |       |        |           |           |            |       |      |         | 1        |                    |       |                 |      |           |           |                   |             |           | Ī         |           |           |           |           |            | $\overline{}$ |           |                    |               |               |               |
|-------------------------------------|-------|------------|------------|-----------|-------|-------|-------|-----------|-------|----------------|-----------|--------|---------|------------|-------|----------------|-------|-----------|-------|--------|-----------|-----------|------------|-------|------|---------|----------|--------------------|-------|-----------------|------|-----------|-----------|-------------------|-------------|-----------|-----------|-----------|-----------|-----------|-----------|------------|---------------|-----------|--------------------|---------------|---------------|---------------|
| F                                   |       | GE         | NDER       |           |       | AGE   |       |           |       | AGGREGATI      | ED AGE    |        |         | GENERATI   | ON    |                |       |           | RE    | GION   | _         |           | ·          | JRBAN | SOCI | L GRADE | EDU      | UCATION            | EMPLO | DYMENT STATE    | US   | ETHNICITY |           | MAR               | ITAL STATUS |           |           | HOUSE     | HOLD SIZE |           | CHILDREN  | IN HOUSEHO | LD            | GENERAL   | L ELECTION 201     | 9 VOTE        | REFEREN       | DUM 2016 VOTE |
|                                     |       | MAN        | WOMAN      | 16-24     | 25-34 | 35-44 | 45-54 | 55-75     | 16-3- | 35-54          | 55-7      | '5 GEN | 17 1411 | LENIALS    | GEN V | BABY<br>BOOMER | NORTH | MIDI ANDS | SOUTH | LONDON | MALES     | SCOTLANI  | D URBAN    | RURAL | ABC1 | C2DE    | GRADUATE | NON<br>ES GRADUATI |       | NOT<br>NG WORKI |      | ETH       |           | ARRIED<br>VING AS | SINGLE      | WID/ DIV/ | ,         | ,         | 2         | 4.        | YFS       | NO         | CONSERVA      |           | LIBER<br>OUR DEMOC |               | IER REMAIN    | N LEAVE       |
|                                     | TOTAL | (2)        | (b)        | (c)       | (d)   | (0)   | (f)   | (a)       | (h)   | (1)            | (1)       | J GEN  | 1 IVIIL | (I)        | (m)   | (n)            | (0)   | (n)       | (0)   | (r)    | (c)       | (t)       | (u)        | (v)   | (w)  | (v)     | (v)      | (A)                | (R)   | (C)             | (n)  | ) (1      | 3 / / / / | (F)               | (G)         | (H)       | m i       | (1)       | (K)       | (1)       | (M)       | (N)        | (0)           | (p        | 2) (C              | A CF          | . K KEWIAU    | (T)           |
| UNWEIGHTED BASE                     | 1095  | 526        | 549        | 147       | 202   | 193   | 209   | 344       | 349   | 9 402          | 344       | 17     | 7       | 324        | 287   | 307            | 263   | 285       | 244   | 155    | 53        | 95        | 920        | 175   | 693  | 402     | 590      | 505                | 730   | 365             | 909  | 9 1       | in        | 649               | 342         | 104       | 205       | 355       | 234       | 301       | 370       | 725        | 284           | 28        | 30 87              | 11/           | 9 438         | 335           |
| WEIGHTED BASE                       | 1095  | 532        | 543        |           |       |       |       |           | 357   |                |           | 18     |         |            |       | 320            |       |           |       |        |           |           | 930        |       | 619  |         | 375      |                    | 727   |                 | 923  |           | 7         |                   |             |           |           |           |           |           | 361       |            | 287           |           | /1 79              |               | 9 413         | 356           |
|                                     | 100%  | 49%        | 50%        |           |       |       |       |           | 33%   |                |           | 6 17   |         |            |       | 29%            |       |           |       |        |           |           | 85%        |       | 57%  |         | 34%      |                    | 66%   |                 | 849  |           | %         |                   |             |           |           |           |           |           | 33%       |            | 26%           |           |                    |               | % 38%         | 32%           |
| (4) A great deal                    | 61    | 47         | 14         | 20        | 17    | 14    | 9     | 1         | 37    | 23             | 1         | 22     | 2       | 28         | 11    | 1              | 18    | 13        | 7     | 21     | 2         |           | 54         | 7     | 36   | 25      | 34       | 27                 | 52    | 9               | 39   | ) 2       | 2         | 33                | 24          | 4         | 6         | 7         | 13        | 34        | 40        | 22         | 8             | 21        | 1 11               | . 7           | 20            | 16            |
|                                     | 6%    | 9%         | 3%         | 13%       | 8%    | 7%    | 5%    |           | 10%   | 6%             |           | 12     | %       | 9%         | 4%    | •              | 7%    | 4%        | 3%    | 13%    | 3%        | -         | 6%         | 4%    | 6%   | 5%      | 9%       | 4%                 | 7%    | 2%              | 4%   | 6 13      | %         | 5%                | 7%          | 4%        | 3%        | 2%        | 5%        | 12%       | 11%       | 3%         | 3%            | 89        | % 13°              | ·6 59         | 6 5%          | 5%            |
|                                     |       | b          |            | fg        | g     | g     | g     |           | j     | j              |           | mi     | n       | mn         | n     |                | t     |           |       | pqt    |           |           |            |       |      |         | A        |                    | C     |                 |      |           | )         |                   |             |           |           |           | J         | IJK       | N         |            |               | 0         | , 0                |               |               |               |
| (3) A fair amount                   | 108   | 56         | 50         | 28        | 37    | 22    | 11    | 9         | 65    | 33             | 9         | 37     | 7       | 47         | 16    | 8              | 30    | 24        | 18    | 25     | 6         | 5         | 103        | 5     | 51   | 56      | 47       | 60                 | 82    | 26              | 74   |           | 4         | 59                | 45          | 3         | 9         | 24        | 31        | 44        | 60        | 48         | 20            | 37        | / 10               | 1F            | 47            | 19            |
|                                     | 10%   | 11%        | 9%         | 18%       | 19%   | 12%   | 6%    | 3%        | 18%   | 6 9%           | 3%        | 20     | %       | 15%        | 6%    | 2%             | 12%   | 8%        | 7%    | 16%    | 11%       | 5%        | 11%        | 3%    | 8%   | 12%     | 13%      | 8%                 | 11%   | 7%              | 8%   | 6 20      | 96        | 9%                | 13%         | 3%        | 5%        | 7%        | 13%       | 15%       | 17%       | 7%         | 7%            | 14        | % 139              | o 12°         | % 11%         | 5%            |
|                                     |       |            |            | fg        | fg    | g     |       |           | ij    | J.             |           | mi     | n       | mn         |       |                |       |           |       | pqt    |           |           | v          |       |      |         | A        |                    |       |                 |      |           | )         |                   | Н           |           |           |           | IJ        | IJ        | N         |            |               | 0         |                    |               | T             |               |
| (2) Not very much                   | 235   | 101<br>19% | 128<br>24% | 44<br>28% | 39    | 42    | 51    | 58<br>17% | 83    | 94<br>24%      | 58<br>179 | 48     | 3       | 73         | 63    | 51             | 49    | 78        | 49    | 35     | 7         | 19<br>20% | 200<br>21% | 36    | 136  | 99      | 78       | 158                | 169   |                 | 194  |           |           | 133<br>21%        | 83<br>24%   | 19        | 40<br>21% | 80<br>22% | 53<br>22% | 63<br>21% | 79<br>22% | 157<br>21% | 53            | 63<br>231 | 3 16<br>3% 209     | 5 27<br>% 219 | 7 88<br>% 21% | 74<br>21%     |
|                                     | 22%   | 19%        | 24%        | 28%       | 19%   | 22%   | 26%   | 1/%       | 23%   | 6 24%          | 1/9       | 6 26   | %       | 23%        | 24%   | 16%            | 19%   | 27%       | 20%   | 22%    | 13%       | 20%       | 21%        | 22%   | 22%  | 21%     | 21%      | 22%                | 23%   | 18%             | 219  | % 2:      | %         | 21%               | 24%         | 19%       | 21%       | 22%       | 22%       | 21%       | 22%       | 21%        | 19%           | 23        | % 209              | a 219         | . 21%         | 21%           |
| (1) Not at all                      | 589   | 293        | 283        | 40        | 76    | ne.   | 106   | 264       | 124   | 1 202          | 264       | . 61   |         | 121        | 156   | 241            | 121   | 145       | 140   | 67     | 25        | 62        | 486        | 102   | 342  | 247     | 186      | 403                | 357   | 232             | 534  | A 5       | 2         | 256               | 162         | 71        | 125       | 220       | 127       | 116       | 141       | 440        | 100           | 14        | 4G 2*              | 7             | 3 245         | 216           |
| (1) NOCALAII                        | 54%   | 55%        | 52%        | 31%       | 38%   | 50%   | 55%   | 75%       | 35%   | 4 202<br>K 52% | 759       | 4 32   | L<br>44 | 131<br>41% | 50%   | 75%            | 51%   | 51%       | 60%   | 42%    | 55<br>68% | 67%       | 52%        | 63%   | 55%  | 52%     | 50%      | 403<br>56%         | 49%   |                 | 589  |           | 94        | 55%               | 16%         | 60%       | 64%       | 60%       | 52%       | 40%       | 39%       | 61%        | 199           | 54        | 3 37               | 4 56          | % 59%         |               |
|                                     |       |            |            |           |       | cd    | cd    | cdef      |       | h              | hi        |        |         |            | kl    | klm            |       |           | r     |        | or        | onr       | 02.1       |       | 33.1 |         | 3372     | v                  |       | B               | F    |           |           | 6                 |             | FG        | KI        | 1         | 1         |           | 00.11     | M          | POR           |           |                    |               |               |               |
| A great deal/a fair amount (NET)    | 169   | 104        | 64         | 48        | 54    | 36    | 20    | 11        | 102   | 2 56           | 11        | 59     | )       | 75         | 26    | 9              | 49    | 37        | 25    | 46     | 8         | 5         | 157        | 12    | 87   | 82      | 81       | 88                 | 134   | 35              | 113  | 3 5       | 5         | 92                | 69          | 8         | 15        | 31        | 44        | 78        | 99        | 70         | 28            | 58        | .8 21              | 2'            | 3 66          | 36            |
| ,                                   |       |            |            |           |       |       |       |           |       |                |           |        |         |            |       |                |       |           |       |        |           |           |            |       |      |         |          |                    |       |                 |      |           |           |                   |             |           |           |           |           |           |           |            |               |           |                    |               |               |               |
|                                     | 15%   | 20%        | 12%        | 31%       | 27%   | 19%   | 10%   | 3%        | 28%   | 6 15%          | 3%        | 31     | %       | 23%        | 10%   | 3%             | 19%   | 13%       | 10%   | 29%    | 14%       | 5%        | 17%        | 7%    | 14%  | 17%     | 22%      | 12%                | 18%   | 10%             | 129  | % 34      | %         | 14%               | 20%         | 7%        | 8%        | 9%        | 18%       | 27%       | 27%       | 9%         | 10%           | 21        | .% 27°             | /s 18'        | % 16%         | 10%           |
|                                     |       | b          |            | efg       | fg    | fg    | g     |           | ij    | j              |           | mi     | n       | mn         | n     |                | qt    |           |       | opqt   |           |           | v          |       |      |         | A        |                    | C     |                 |      |           | )         |                   | FH          |           |           |           | IJ        | IJK       | N         |            |               | 0         | , 0                |               | T             |               |
| Not very much/not at all (NET)      | 825   | 394        | 411        | 93        | 115   | 137   | 158   | 322       | 207   | 7 295          | 322       | 2 10   | 9       | 204        | 219   | 292            | 181   | 222       | 197   | 101    | 42        | 81        | 685        | 139   | 478  | 346     | 264      | 561                | 526   |                 | 728  |           | 4         | 489               | 245         | 90        | 166       | 300       | 180       | 179       | 220       | 605        | 252           | 20        | .9 54              | 10'           | 10 333        | 290           |
|                                     | 75%   | 74%        | 76%        | 59%       | 57%   | 72%   | 81%   | 91%       | 58%   | 6 77%          | 919       | 6 58   | %       | 63%        | 83%   | 91%            | 69%   | 78%       | 80%   | 64%    | 81%       | 86%       | 74%        | 84%   | 77%  | 73%     | 70%      | 78%                | 72%   | 81%             | 799  | % 56      | %         | 76%               | 70%         | 88%       | 85%       | 82%       | 75%       | 61%       | 61%       | 82%        | 88%           | 77        | % 689              | 。 78°         | % 81%         | 82%           |
|                                     |       |            |            |           |       | cd    | cde   | cdef      |       | h              | hi        |        |         |            | kl    | klm            |       | or        | or    |        |           | or        |            | u     |      |         |          | У                  |       | В               | E    |           |           |                   |             | FG        | KL        | L         | L         |           |           | M          | PQR           |           |                    |               |               |               |
| Mean                                | 1.64  | 1.72       | 1.57       | 2.14      | 1.97  | 1.74  | 1.57  | 1.24      | 2.05  | 5 1.65         | 1.2       |        |         | 1.9        | 1.52  | 1.23           | 1.72  | 1.63      | 1.48  | 2      | 1.47      | 1.33      | 1.67       | 1.44  | 1.61 | 1.67    | 1.79     | 1.56               | 1.74  | 1.44            | 1.5  | 4 2.      | 17        |                   | 1.78        | 1.39      | 1.43      | 1.45      | 1.69      | 1.99      | 1.99      | 1.47       | 1.42          | 1.7       | 5 1.97             | 2 1.6         | 55 1.6        | 1.5           |
|                                     |       | D          |            | efg       | τg    | g     | g     |           | ij    | J              |           | lm     | n       | mn         | n     |                | qt    | τ         |       | opq    |           |           | ٧          |       |      |         | A        |                    | C     |                 |      |           | ,         | н                 | PH          |           |           |           | IJ        | IJK       | N         |            |               | U         | . 0                | U             |               |               |
| I will not vote at the next general | 70    | 21         | 40         | 11        | 10    | 12    | 1.4   | 15        | 20    | 25             | 15        | 1/     |         | 26         | 10    | 1.4            | 26    | 15        | 15    | o St   | 2         | c         | 61         | 0     | 32   | 27      | 17       | 53                 | 46    | 23              | 60   | ) 1       | 2         | AE.               | 20          | c         | 7         | 24        | 10        | 20        | 22        | 20         |               | 2         | 2                  | -             | 7             | 22            |
| election                            | ,,    | 21         | 45         | 11        | 10    | 12    | 14    | 15        | 2.5   | 25             | 13        | 1.     | •       | 20         | 13    | 14             | 20    | 13        | 13    | ٥      | -         | ,         | 01         | ,     | 32   | 37      | 1/       | 33                 | 40    | 23              | 00   | , .       | ,         | 43                | 20          | ,         | ′         | 24        | 10        | 23        | 32        | 30         | 4             | -         | ,                  | 4             | 4 7           | 22            |
| ciccion                             | 6%    | 4%         | 9%         | 7%        | 9%    | 6%    | 7%    | 4%        | 8%    | 7%             | 4%        | 79     | 4       | 8%         | 6%    | 4%             | 10%   | 5%        | 6%    | 5%     | 3%        | 5%        | 7%         | 5%    | 5%   | 8%      | 5%       | 7%                 | 6%    | 6%              | 7%   | 6 6       | %         | 7%                | 6%          | 5%        | 3%        | 7%        | 4%        | 10%       | 9%        | 5%         | 1%            | 19        | % 39               | 4 4           | 6 2%          | 6%            |
|                                     |       | 1,0        | a          | . 70      | -70   |       | 770   | 4,0       | 0,0   | . ,,,          |           | - "    |         |            |       |                | 23/4  | -70       | 370   | 570    | 3,0       | 3,0       | 7,0        | 3,0   | 3,0  | 0,0     | 3,0      |                    | 0,0   | 0,0             | - // |           |           |                   |             |           |           | - //-     | -7/0      | IK        | N         | 370        | 100           |           |                    | 77            |               | S             |
| Don't know                          | 32    | 13         | 19         | 5         | 14    | 7     | 3     | 4         | 19    | 9              | 4         | 7      |         | 17         | 4     | 4              | 5     | 10        | 10    | 3      | 1         | 3         | 27         | 5     | 21   | 11      | 13       | 19                 | 21    | 11              | 22   | 2         |           | 17                | 15          | -         | 8         | 9         | 7         | 8         | 10        | 22         | 3             | 2         | 2                  | 2             | 7             | 7             |
| 1                                   | 3%    | 2%         | 3%         | 3%        | 7%    | 3%    | 1%    | 1%        | 5%    | 2%             | 1%        | 49     | 6       | 5%         | 2%    | 1%             | 2%    | 4%        | 4%    | 2%     | 2%        | 4%        | 3%         | 3%    | 3%   | 2%      | 3%       | 3%                 | 3%    | 3%              | 2%   | 6 4       | 16        | 3%                | 4%          |           | 4%        | 2%        | 3%        | 3%        | 3%        | 3%         | 1%            | 19        | % 29               | . 19          | i 2%          | 2%            |
|                                     |       | 1          |            |           | fg    |       |       |           | 1     |                |           |        |         | mn         |       |                |       |           |       |        |           |           |            |       | 1    |         |          |                    |       |                 |      |           |           |                   |             |           | 1         |           |           |           | 1         |            | 1             |           |                    |               | 1             |               |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/l/g - h/l/j - k/Vm/n - o/p/q/r/s/t - u/v - w/x - y/A - B/C - D/E - F/G/H - l/l/K/L - M/N - O/P/Q/R - S/T Overlap formulae used. \* small base



Table 12
Q3\_9 - How much, if at all, will you listen to the views of each of the following when deciding who to vote for at the next General Election? Opinion polls

Base: All adults aged 16-75 in Great Britain

|                                     |            |      |            |           |       |           |       |       |       |            |       |            |            |        |      |           |           |       |           |           |          | 1          |       |            |          | 1        |                   | 1         |                  | 1     |           | 1          |              |           |      |        |          |           |               |           |            |               |                        | -       |              | $\overline{}$ |
|-------------------------------------|------------|------|------------|-----------|-------|-----------|-------|-------|-------|------------|-------|------------|------------|--------|------|-----------|-----------|-------|-----------|-----------|----------|------------|-------|------------|----------|----------|-------------------|-----------|------------------|-------|-----------|------------|--------------|-----------|------|--------|----------|-----------|---------------|-----------|------------|---------------|------------------------|---------|--------------|---------------|
|                                     |            | GEI  | NDER       |           |       | AGE       | ,     |       | ,     | AGGREGATED | AGE   |            | GENER/     | TION   |      |           |           | REC   | GION      |           |          | UF         | BAN   | SOCIA      | AL GRADE | EDU      | JCATION           | EMPLOY    | MENT STATUS      | ET    | THNICITY  |            | MARITAL STAT | rus       |      | HOUSEH | OLD SIZE | ,         | CHILDREN IN I | HOUSEHOLD | GI         | ENERAL ELECTI | ON 2019 VOTE           | Rr      | REFERENDUM 2 | 016 VOTE      |
|                                     |            | MAN  | WOMAN      | 16-24     | 25-34 | 35-44     | 45-54 | 55-75 | 16-34 | 35-54      | 55-75 | GEN Z      | MILLENIALS | GEN X  | BABY | NORTH     | MIDI ANDS | SOUTH | LONDON    | WALES     | SCOTLAND | URBAN      | RURAL | ABC1       | C2DE     | GRADUATE | NON<br>S GRADUATI | s working | NOT<br>G WORKING | WHITE | ETHNIC    |            |              | WID/ DIV/ | 1    | 2      | 3        | 44        | YFS           | NO.       | CONSERVATI | LABOUR        | LIBERAL<br>DEMOCRATS O | OTHER I | REMAIN       | LEAVE         |
|                                     | TOTAL      | (a)  | (b)        | (c)       | (d)   | (e)       | (f)   | (g)   | (h)   | (i)        | (i)   | (k)        | (1)        | (m)    | (n)  | (o)       | (p)       | (a)   | (r)       | (s)       | (t)      | (u)        | (v)   | (w)        | (x)      | (v)      | (A)               | (B)       | (C)              | (D)   | (E)       | (F)        | (G)          | (H)       | (i)  | (J)    | (K)      | (L)       | (M)           | (N)       | (0)        | (P)           | (0)                    | (R)     | (S)          | (T)           |
| UNWEIGHTED BASE                     | 1095       | 526  | 549        | 147       | 202   | 193       | 209   | 344   | 349   | 402        | 344   | 177        | 324        | 287    | 307  | 263       | 285       | 244   | 155       | 53        | 95       | 920        | 175   | 693        | 402      | 590      | 505               | 730       | 365              | 909   | 180       | 649        | 342          | 104       | 205  | 355    | 234      | 301       | 370           | 725       | 284        | 280           | 82                     | 129     | 438          | 335           |
| UNWEIGHTED BASE<br>WEIGHTED BASE    | 1095       | 532  |            | 157       |       |           |       |       | 357   |            |       | 188        |            |        | 320  |           |           |       |           |           |          | 930        |       | 619        |          | 375      |                   | 727       |                  | 923   |           | 643        |              |           | 196  |        |          |           | 361           | 734       |            |               |                        | 129     |              |               |
|                                     | 100%       | 49%  |            | 14%       |       |           |       |       | 33%   |            |       | 17%        |            |        | 29%  |           |           |       |           |           |          | 85%        |       | 57%        |          | 34%      |                   | 66%       |                  | 84%   |           | 59%        |              |           | 18%  |        |          |           | 33%           | 67%       |            |               |                        | 12%     |              |               |
| (4) A great deal                    | 74         | 44   | 30         | 19        | 20    | 15        | 9     | 10    | 39    | 25         | 10    | 21         | 30         | 13     | 10   | 16        | 18        | 5     | 29        | 2         | 5        | 64         | 10    | 39         | 36       | 31       | 43                | 59        | 16               | 57    | 17        | 48         | 21           | 5         | 8    | 16     | 22       | 28        | 43            | 31        | 15         | 25            | 11                     | 11      | 33           | 20            |
|                                     | 7%         | 8%   | 6%         | 12%       | 10%   | 8%        | 5%    | 3%    | 11%   | 6%         | 3%    | 11%        | 9%         | 5%     | 3%   | 6%        | 6%        | 2%    | 18%       | 3%        | 5%       | 7%         | 6%    | 6%         | 7%       | 8%       | 6%                | 8%        | 4%               | 6%    | 11%       | 7%         | 6%           | 5%        | 4%   | 4%     | 9%       | 10%       | 12%           | 4%        | 5%         | 9%            | 14%                    | 8%      | 8%           | 6%            |
|                                     |            |      |            | fg        | g     | g         |       |       | ij    |            |       | mn         | n          |        |      | q         | q         |       | opqst     |           |          |            |       | 167        |          |          |                   | c         |                  |       |           |            |              |           |      |        | J        | IJ        | N             |           |            |               | 0                      |         |              |               |
| (3) A fair amount                   | 258<br>24% | 139  | 113<br>21% | 50<br>32% | 49    | 59        | 50    | 52    | 98    | 108        | 52    | 60<br>32%  | 88         | 60     | 50   | 55<br>21% | 60<br>21% | 70    | 43<br>27% | 11<br>22% | 18       | 219<br>24% | 39    | 167<br>27% | 91       | 106      | 152               | 188       | 70               | 203   | 55        | 137<br>21% | 97           | 25        | 50   | 75     | 53       | 80<br>27% | 97            | 161       | 68         | 72            | 21                     | 36      | 122          | 68            |
|                                     | 24%        | 26%  | 21%        | 32%       | 24%   | 31%       | 26%   | 15%   | 28%   | 28%        | 15%   | 32%<br>mn  | 2/%        | 25%    | 16%  | 21%       | 21%       | 28%   | 27%       | 22%       | 19%      | 24%        | 24%   | 2/%        | 19%      | 28%      | 21%               | 26%       | 19%              | 22%   | 33%       | 21%        | 28%          | 24%       | 26%  | 21%    | 22%      | 27%       | 27%           | 22%       | 24%        | 27%           | 21%                    | 28%     | 29%          | 19%           |
| (2) Not very much                   | 338        | 153  | 176        | 30        | 49    | 1/1       | 64    | 1/12  | 88    | 108        | 142   | 46         | 78         | 87     | 128  | 77        | 99        | 74    | 40        | 15        | 32       | 281        | 58    | 185        | 154      | 110      | 228               | 212       | 126              | 302   | 3/1       | 204        | 96           | 38        | 58   | 125    | 68       | 87        | 80            | 249       | 97         | 84            | 70                     | 38      | 125          | 127           |
| (2) Not very mach                   | 31%        | 29%  | 32%        | 25%       | 24%   | 23%       | 33%   | 40%   | 25%   | 28%        | 40%   | 24%        | 24%        | 33%    | 40%  | 30%       | 35%       | 30%   | 25%       | 30%       | 34%      | 30%        | 35%   | 30%        | 32%      | 29%      | 32%               | 29%       | 34%              | 33%   | 21%       | 32%        | 28%          | 37%       | 30%  | 34%    | 28%      | 30%       | 25%           | 34%       | 34%        | 31%           | 37%                    | 30%     | 30%          | 36%           |
|                                     |            |      |            |           |       |           | e     | cde   |       |            | hi    |            |            | 1      | kl   |           |           |       |           |           |          |            |       |            |          |          |                   |           |                  | E     |           |            |              |           |      |        |          |           | 1             | м         |            |               |                        |         |              |               |
| (1) Not at all                      | 315        | 160  | 151        | 29        | 53    | 54        | 54    | 124   | 83    | 108        | 124   | 38         | 85         | 82     | 110  | 75        | 84        | 74    | 29        | 21        | 32       | 269        | 46    | 171        | 144      | 93       | 222               | 199       | 116              | 274   | 41        | 195        | 94           | 26        | 62   | 119    | 75       | 59        | 85            | 230       | 95         | 82            | 13                     | 38      | 119          | 107           |
|                                     | 29%        | 30%  | 28%        | 19%       | 27%   | 28%       | 28%   | 35%   | 23%   | 28%        | 35%   | 20%        | 26%        | 31%    | 34%  | 29%       | 30%       | 30%   | 18%       | 40%       | 35%      | 29%        | 28%   | 28%        | 30%      | 25%      | 31%               | 27%       | 31%              | 30%   | 24%       | 30%        | 27%          | 26%       | 32%  | 33%    | 31%      | 20%       | 23%           | 31%       | 33%        | 30%           | 17%                    | 30%     | 29%          | 30%           |
|                                     |            |      |            |           |       |           |       | c     |       |            | h     |            |            | k      | k    | r         | r         | r     |           | r         | r        |            |       |            |          |          | у                 |           |                  |       |           |            |              |           | L    | L      | L        |           | 4             | M         | Q          | Q             |                        |         |              |               |
| A great deal/a fair amount (NET)    | 332        | 183  | 143        | 69        | 69    | 74        | 59    | 62    | 138   | 133        | 62    | 81         | 118        | 73     | 60   | 71        | 79        | 75    | 72        | 13        | 23       | 283        | 50    | 206        | 126      | 137      | 195               | 247       | 86               | 260   | 72        | 185        | 117          | 30        | 58   | 91     | 75       | 109       | 140           | 192       | 83         | 97            | 32                     | 47      | 154          | 89            |
|                                     | 30%        | 34%  | 26%        | 44%       | 2.49/ | 200/      | 200/  | 100/  | 209/  | 2.49/      | 199/  | 43%        | 279/       | 200/   | 19%  | 27%       | 200/      | 200/  | 469/      | 25%       | 24%      | 30%        | 30%   | 33%        | 27%      | 37%      | 27%               | 34%       | 23%              | 28%   | 43%       | 29%        | 34%          | 29%       | 30%  | 259/   | 210/     | 37%       | 39%           | 26%       | 209/       | 269/          | 419/                   | 36%     | 37%          | 25%           |
|                                     | 30/6       | h    | 2070       | fe fe     | 9     | 30/0<br>g | 307e  | 10/0  | 35/0  | 34/0       | 10/0  | 4376<br>mn | mn         | n 20/0 | 13/0 | 2770      | 20/0      | 3076  | 0005      | 23/0      | 2470     | 30%        | 3076  | 3370<br>X  | 2770     | A .      | 2770              | C 2476    | 23/4             | 20/0  | 4370<br>D | 23/0       | 34/0         | 2370      | 30%  | 23/0   | 31/0     | 3770      | N             | 20%       | 23/6       | 30%           | 41/0                   | 30%     | T            | 23/0          |
|                                     |            | -    |            | -0        |       |           |       |       | , ,   | ,          |       |            |            |        |      |           |           |       | t         |           |          |            |       |            |          |          |                   | -         |                  |       | _         |            |              |           |      |        |          | -         | 1             | ļ         |            |               |                        |         |              |               |
| Not very much/not at all (NET)      | 653        | 313  | 326        | 68        | 102   | 98        | 118   | 267   | 170   | 216        | 267   | 84         | 163        | 169    | 238  | 152       | 183       | 149   | 69        | 36        | 65       | 549        | 104   | 355        | 298      | 203      | 451               | 411       | 242              | 576   | 75        | 400        | 190          | 64        | 120  | 244    | 143      | 146       | 174           | 479       | 192        | 166           | 42                     | 77      | 245          | 234           |
|                                     | 60%        | 59%  | 60%        | 44%       | 51%   | 51%       | 61%   | 76%   | 48%   | 56%        | 76%   | 45%        | 51%        | 64%    | 74%  | 58%       | 65%       | 60%   | 44%       | 69%       | 69%      | 59%        | 63%   | 57%        | 63%      | 54%      | 63%               | 57%       | 66%              | 62%   | 45%       | 62%        | 54%          | 62%       | 61%  | 67%    | 59%      | 50%       | 48%           | 65%       | 67%        | 61%           | 54%                    | 59%     | 59%          | 66%           |
|                                     |            |      |            |           |       |           | С     | cdef  |       | h          | hi    |            |            | kl     | klm  | r         | r         | r     |           | r         | r        |            |       |            |          |          | у                 |           | В                | E     |           | G          |              |           | L    | L      | L        |           |               | М         |            |               |                        |         |              |               |
| Mean                                | 2.09       | 2.14 | 2.05       | 2.43      | 2.21  | 2.2       | 2.08  | 1.84  | 2.31  | 2.14       | 1.84  | 2.39       | 2.22       | 2.02   | 1.87 | 2.06      | 2.05      | 2.02  | 2.51      | 1.88      | 1.94     | 2.09       | 2.09  | 2.13       | 2.04     | 2.22     | 2.02              | 2.16      | 1.96             | 2.05  | 2.33      | 2.06       | 2.15         | 2.1       | 2.02 | 1.96   | 2.1      | 2.31      | 2.31          | 1.99      | 2.01       | 2.15          | 2.4                    | 2.16    | 2.17         | 2.01          |
|                                     |            |      |            | fg        | g     | g         | g     |       | ij    | j          |       | mn         | mn         |        |      |           |           |       | opq       |           |          |            |       |            |          | A        |                   | C         |                  |       | D         |            |              |           |      |        |          | IJK       | N             | ļ         |            |               | 0                      |         | т            |               |
| I will not vote at the next general | 67         | 21   | **         | 11        | 15    | ^         | 1.0   | 10    | 20    | 22         | 10    | 15         | 22         | 15     | 15   | 20        |           | 1.1   | st        | 2         | 2        |            | 7     | 21         | 20       | 20       | 47                | 42        | 25               |       | - 12      | 20         | 24           | •         | 10   | 17     |          | 20        | 22            | 35        | 7          |               | -                      | 2       |              | 21            |
| election                            | 37         | 21   | 40         | 14        | 15    | 9         | 14    | 10    | 29    | 22         | 16    | 15         | 22         | 13     | 13   | 23        | -11       | 14    | ٥         | 2         | 2        | 60         |       | 31         | 30       | 20       | 47                | 42        | 25               | 23    | 12        | 38         | 24           | 3         | 10   | 1/     | 11       | 29        | 32            | 33        | ,          |               | 4                      | 4       |              |               |
| Ciccion                             | 6%         | 4%   | 8%         | 9%        | 8%    | 5%        | 7%    | 4%    | 8%    | 6%         | 4%    | 8%         | 7%         | 6%     | 5%   | 11%       | 4%        | 6%    | 5%        | 4%        | 3%       | 7%         | 4%    | 5%         | 7%       | 5%       | 7%                | 6%        | 7%               | 6%    | 7%        | 6%         | 7%           | 5%        | 5%   | 5%     | 5%       | 10%       | 9%            | 5%        | 2%         | 1%            | 2%                     | 2%      | 2%           | 6%            |
|                                     |            |      | а          | ,,,,      |       |           |       |       |       |            |       |            |            |        |      | prt       |           |       |           |           |          | 1,1        |       |            |          |          |                   |           |                  |       |           |            |              |           |      |        |          | JK        | N             |           |            |               |                        |         |              | S             |
| Don't know                          | 42         | 14   | 28         | 6         | 14    | 11        | 4     | 7     | 20    | 15         | 7     | 8          | 20         | 7      | 7    | 8         | 11        | 9     | 10        | 1         | 4        | 37         | 5     | 27         | 16       | 15       | 28                | 27        | 15               | 32    | 8         | 21         | 18           | 4         | 8    | 13     | 11       | 11        | 15            | 27        | 5          | 4             | 2                      | 4       | 7            | 12            |
|                                     | 4%         | 3%   | 5%         | 4%        | 7%    | 6%        | 2%    | 2%    | 6%    | 4%         | 2%    | 4%         | 6%         | 3%     | 2%   | 3%        | 4%        | 4%    | 6%        | 2%        | 5%       | 4%         | 3%    | 4%         | 3%       | 4%       | 4%                | 4%        | 4%               | 3%    | 5%        | 3%         | 5%           | 4%        | 4%   | 4%     | 5%       | 4%        | 4%            | 4%        | 2%         | 2%            | 3%                     | 3%      | 2%           | 3%            |
|                                     | 1          | 1    |            | 1         | fg    | g         |       |       | j j   |            |       |            | n          |        |      |           |           |       |           |           |          |            |       | 1          |          |          |                   |           |                  |       |           | - 1        |              |           |      |        |          |           | 1             |           |            |               |                        |         |              |               |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/fl/g - h/i/j - k/l/m/n - o/p/q/r/s/t - u/v - w/x - y/A - B/C - D/E - F/G/H - I/J/K/L - M/N - O/P/Q/R - S/T Overlap formulae used. \* small base



IPSOS

Table 13

Q3\_10 - How much, If at all, will you listen to the views of each of the following when deciding who to vote for at the next General Election? Movie / TV stars

Base: All adults aged 16-75 in Great Britain

|                                     |            | $\Box$     |            |           |            |            |       |             | 1     |            |       |       |            |       |                |       |           |       |        |       |             | 1          |       |            |       |           |            | 1          |                | 1          |           |            |              |           |      |        |           |      |             |             |            |                |              | $\overline{}$ |            | $\overline{}$ |
|-------------------------------------|------------|------------|------------|-----------|------------|------------|-------|-------------|-------|------------|-------|-------|------------|-------|----------------|-------|-----------|-------|--------|-------|-------------|------------|-------|------------|-------|-----------|------------|------------|----------------|------------|-----------|------------|--------------|-----------|------|--------|-----------|------|-------------|-------------|------------|----------------|--------------|---------------|------------|---------------|
|                                     |            | GE         | NDER       |           |            | AGE        |       | _           |       | AGGREGATED | AGE   |       | GENER      | ATION |                |       |           | REC   | ION    |       |             | URI        | BAN   | SOCIAL     | GRADE | EDUC      | ATION      | EMPLOYN    | MENT STATUS    | ETI        | HNICITY   |            | MARITAL STAT | US        |      | HOUSEH | HOLD SIZE |      | CHILDREN IN | N HOUSEHOLD | G          | GENERAL ELECTI | ION 2019 VOT | <u> </u>      | REFERENDUN | 2016 VOTE     |
|                                     |            | MAN        | WOMAN      | 16-24     | 25-34      | 35-44      | 45-54 | 55-75       | 16-34 | 35-54      | 55-75 | GEN Z | MILLENIALS | GEN X | BABY<br>BOOMER | NORTH | MIDLANDS  | SOUTH | LONDON | WALES | SCOTLAND    | URBAN      | RURAL | ABC1       | C2DE  | GRADUATES | NON        | WORKING    | NOT<br>WORKING | WHITE      | ETHNIC    |            | SINGLE       | WID/ DIV/ | 1    | ,      | 3         | 44   | YFS         | NO          | CONSERVATI |                | LIBERAL      | OTHER         | REMAIN     | LEAVE         |
|                                     | TOTAL      | (a)        | (b)        | (c)       | (d)        | (e)        | (f)   | (e)         | (h)   | (i)        | (1)   | (k)   | (1)        | (m)   | (n)            | (0)   | (n)       | (a)   | (r)    | (s)   | (t)         | (u)        | (v)   | (w)        | (x)   | (v)       | (A)        | (B)        | (C)            | (D)        | (F)       | (F)        | (G)          | (H)       | (i)  | (1)    | (K)       | (1)  | (M)         | (N)         | (0)        | (P)            | (0)          | (R)           | (5)        | (T)           |
| UNWEIGHTED BASE                     | 1095       | 526        | 549        | 147       | 202        | 193        | 209   | 344         | 349   | 402        | 344   | 177   | 324        | 287   | 307            | 263   | 285       | 244   | 155    | 53    | 95          | 920        | 175   | 693        | 402   | 590       | 505        | 730        | 365            | 909        | 180       | 649        | 342          | 104       | 205  | 355    | 234       | 301  | 370         | 725         | 284        | 280            | 82           | 129           | 438        | 335           |
| UNWEIGHTED BASE<br>WEIGHTED BASE    | 1095       | 532        |            | 157       |            |            |       |             | 357   |            |       | 188   |            |       |                |       |           |       |        |       |             | 930        |       | 619        |       | 375       |            | 727        |                | 923        |           | 643        |              |           | 196  |        |           |      | 361         |             | 287        |                |              | 129           |            | 356           |
|                                     | 100%       | 49%        |            | 14%       |            |            |       |             | 33%   |            |       | 17%   |            |       |                |       |           |       |        |       |             | 85%        |       | 57%        |       | 34%       |            | 66%        |                | 84%        |           | 59%        |              |           | 18%  |        |           |      | 33%         |             | 26%        |                |              | 12%           |            | 32%           |
| (4) A great deal                    | 51         | 38         | 12         | 16        | 15         | 12         | 7     | 2           | 31    | 18         | 2     | 18    | 23         | 8     | 2              | 10    | 10        | 7     | 22     | 1     | 1           | 44         | 7     | 29         | 22    | 29        | 22         | 44         | 7              | 39         | 12        | 31         | 16           | 4         | 4    | 5      | 14        | 27   | 33          | 18          | 8          | 17             | 10           | 6             | 17         | 18            |
|                                     | 5%         | 7%         | 2%         | 10%       | 7%         | 6%         | 4%    | 1%          | 9%    | 5%         | 1%    | 10%   | 7%         | 3%    | 1%             | 4%    | 4%        | 3%    | 14%    | 1%    | 1%          | 5%         | 4%    | 5%         | 5%    | 8%        | 3%         | 6%         | 2%             | 4%         | 7%        | 5%         | 5%           | 4%        | 2%   | 1%     | 6%        | 9%   | 9%          | 2%          | 3%         | 6%             | 12%          | 5%            | 4%         | 5%            |
|                                     |            | b          |            | fg        | g          | g          | g     |             | j     | j          |       | mn    | n          | n     |                |       |           |       | opqst  |       |             |            |       |            |       | A         |            | С          |                |            |           |            |              |           |      |        | J         | IJ   | N           |             |            |                | 0            |               |            |               |
| (3) A fair amount                   | 131        | 67         | 63         | 40        | 38         | 30         | 18    | 5           | 78    | 49         | 5     | 47    | 53         | 27    | 3              | 40    | 37        | 19    | 26     | 6     | 3           | 126        | 5     | 57         | 75    | 44        | 88         | 98         | 33             | 91         | 40        | 74         | 51           | 7         | 10   | 29     | 36        | 56   | 71          | 61          | 22         | 43             | 14           | 14            | 49         | 29            |
|                                     | 12%        | 13%        | 12%        | 25%       | 19%        | 16%        | 9%    | 1%          | 22%   | 13%        | 1%    | 25%   | 17%        | 10%   | 1%             | 15%   | 13%       | 8%    | 16%    | 12%   | 4%          | 14%        | 3%    | 9%         | 16%   | 12%       | 12%        | 14%        | 9%             | 10%        | 24%       | 11%        | 15%          | 7%        | 5%   | 8%     | 15%       | 19%  | 20%         | 8%          | 8%         | 16%            | 17%          | 11%           | 12%        | 8%            |
| (2) Not very much                   |            | 100        |            | etg       | tg         | g          | g     |             | ij    | j          |       | lmn   | mn         | n     |                | qt    | t         |       | qt     |       |             | V          |       |            | W     |           |            | 400        | 72             |            | D         |            |              |           |      |        | U         | IJ   | N           |             |            | 0              | 0            |               |            | 4             |
| (2) Not very much                   | 244<br>22% | 122<br>23% | 117<br>22% | 42<br>27% | 43         | 48         | 50    | 17%         | 24%   | 99         | 17%   | 27%   | 80         | 58    | 17%            | 22%   | 70<br>25% | 52    | 34     | 14%   | 26          | 206<br>22% | 23%   | 147<br>24% | 20%   | 83<br>22% | 161<br>22% | 172<br>24% | 20%            | 200<br>22% | 43<br>26% | 138<br>21% | 24%          | 22%       | 23%  | 72     | 5/        | 24%  | 90<br>25%   | 154<br>21%  | 17%        | 59             | 11           | 29            | 98<br>24%  | 17%           |
|                                     | 2276       | 2376       | 2276       | 27%       | 2276       | 25%        | 20%   | 1/76        | 24%   | 20%        | 1/76  | 2/76  | 2576       | 2276  | 1776           | 22%   | 25%       | 2176  | 2176   | 14%   | 2/76        | 2276       | 2376  | 2476       | 20%   | 2276      | 2276       | 2476       | 20%            | 2276       | 20%       | 2176       | 24%          | 2276      | 2376 | 20%    | 24%       | 24%  | 2576        | 2176        | 1/76       | 25%            | 14%          | 2276          | 24%        | 1/76          |
| (1) Not at all                      | 578        | 275        | 290        | 8         | 70         | 96         | 105   | 264         | 122   | 101        | 264   | E0    | 120        | 152   | 220            | 120   | 142       | 145   | 67     | 27    | E0.         | 475        | 102   | 341        | 237   | 193       | 385        | 355        | 222            | 519        | 57        | 251        | 161          | cc        | 121  | 224    | 112       | 110  | 120         | 450         | 202        | 126            | 42           | 72            | 237        | 221           |
| (1) NOCACAII                        | 53%        | 52%        | 54%        | 29%       | 39%        | 45%        | 54%   | 75%         | 35%   | 49%        | 75%   | 31%   | 40%        | 58%   | 75%            | 49%   | 50%       | 59%   | 42%    | 70%   | 62%         | 51%        | 62%   | 55%        | 50%   | 51%       | 53%        | 49%        | 60%            | 56%        | 34%       | 55%        | 46%          | 64%       | 62%  | 64%    | 47%       | 37%  | 35%         | 61%         | 71%        | 50%            | 55%          | 57%           | 58%        | 62%           |
|                                     |            | 92.1       |            |           |            |            | cd    | cdef        | 33.1  | h          | hi    | 32.0  |            | kl    | klm            |       |           | r     |        | onr   | r           | 0.0.1      | U.    | 33.1       |       |           |            |            | B              | F          |           | 6          |              | 6         | KI   | KI     | 1         |      |             | M           | POR        |                |              | /             |            |               |
| A great deal/a fair amount (NET)    | 182        | 105        | 75         | 55        | 53         | 42         | 25    | 7           | 108   | 67         | 7     | 65    | 76         | 36    | 5              | 51    | 47        | 26    | 48     | 7     | 4           | 170        | 12    | 86         | 96    | 73        | 109        | 142        | 40             | 130        | 52        | 105        | 66           | 10        | 14   | 35     | 50        | 83   | 104         | 79          | 29         | 60             | 23           | 21            | 66         | 47            |
| ,                                   |            |            |            |           |            |            |       |             |       |            |       |       |            |       |                |       |           |       |        |       |             |            |       |            |       |           |            |            |                |            |           |            |              |           |      |        |           |      |             |             |            |                |              |               |            |               |
|                                     | 17%        | 20%        | 14%        | 35%       | 26%        | 22%        | 13%   | 2%          | 30%   | 17%        | 2%    | 35%   | 24%        | 13%   | 2%             | 19%   | 17%       | 10%   | 30%    | 14%   | 4%          | 18%        | 7%    | 14%        | 20%   | 19%       | 15%        | 20%        | 11%            | 14%        | 31%       | 16%        | 19%          | 10%       | 7%   | 10%    | 21%       | 28%  | 29%         | 11%         | 10%        | 22%            | 30%          | 16%           | 16%        | 13%           |
|                                     |            | b          |            | efg       | fg         | fg         | g     |             | ij    | j          |       | lmn   | mn         | n     |                | qt    | t         |       | opqs   |       |             | v          |       |            | w     |           |            | c          |                |            | D         |            |              |           |      |        | IJ        | IJ   | N           |             |            | 0              | OR           |               |            |               |
|                                     |            |            |            |           |            |            |       |             |       |            |       |       |            |       |                |       |           |       | t      |       |             |            |       |            |       |           |            |            |                |            |           |            |              |           |      |        |           |      |             |             |            |                |              |               |            |               |
| Not very much/not at all (NET)      | 822        | 397        | 408        | 88        | 121        | 134        | 155   | 324         | 209   | 289        | 324   | 108   | 209        | 211   | 294            | 185   | 212       | 197   | 100    | 44    | 84          | 681        | 141   | 488        | 334   | 275       | 546        | 527        | 295            | 719        | 100       | 489        | 245          | 88        | 166  | 306    | 170       | 180  | 218         | 604         | 252        | 205            | 55           | 102           | 335        | 283           |
|                                     | 75%        | 75%        | 75%        | 56%       | 60%        | 70%        | 80%   | 92%<br>cdef | 59%   | 75%        | 92%   | 57%   | 65%        | 80%   | 92%            | 71%   | 75%       | 80%   | 63%    | 84%   | 89%         | 73%        | 85%   | 79%        | 70%   | 73%       | 76%        | 73%        | 80%            | 78%        | 60%       | 76%        | 70%          | 86%       | 85%  | 84%    | 70%       | 61%  | 60%         | 82%         | POR        | 76%            | 69%          | 79%           | 81%        | 80%           |
|                                     | 1.66       | 1.73       | 1.58       | 2.18      | 1.95       | C          | cae   | 1.23        | 2.05  | n<br>1.7   | 1.23  | 2.15  | 1.89       | 1.56  | 1.23           | 1.71  | 1.67      | or    | 2.02   | 1 43  | opr<br>1.39 | 1.69       | 1.45  | 1.61       | 1.72  | 1.74      | 1.61       | 1.75       | 1.47           | 1.59       | 2.04      | 1.64       | 1.75         | 1 48      | 1.43 | 1.43   | 1 78      | 2    | 2.03        | 1.48        | 1 41       | 1.70           | 1 07         | 1.62          | 1.61       | 1.53          |
| Weari                               | 1.00       | 1.73<br>b  | 1.56       | efg       | 1.95<br>fa | 1.61<br>fa | 1.0   | 1.23        | 2.05  | 1.7        | 1.23  | lmn   | mn         | 1.50  | 1.23           | 1./1  | 1.07      | 1.49  | 2.02   | 1.43  | 1.39        | 1.09       | 1.45  | 1.01       | 1.72  | 1.74      | 1.01       | 1.75       | 1.47           | 1.59       | 2.04      | 1.04       | 1./5         | 1.40      | 1.43 | 1.43   | 1.78      | 111/ | 2.03<br>N   | 1.40        | 1.41       | 1.78           | 1.87         | 1.02          | 1.01       | 1.55          |
|                                     |            | В          |            | eig       | ıR         | ıg         | В     |             | ı,    | J          |       | imn   | mn         |       |                | qι    | qı        |       | opq    |       |             | ľ          |       |            |       | Α         |            |            |                |            | D         |            | п            |           |      |        | U         | IJK  | IN IN       |             |            | U              | U            | U             |            |               |
| I will not vote at the next general | 57         | 16         | 41         | 8         | 12         | 9          | 11    | 18          | 20    | 20         | 18    | 8     | 19         | 14    | 16             | 20    | 13        | 17    | 5      | 1     | 2           | 49         | 8     | 25         | 32    | 14        | 43         | 34         | 23             | 49         | 9         | 34         | 19           | 4         | 7    | 17     | 9         | 24   | 24          | 33          | 3          | 3              | -            | 1             | 3          | 19            |
| election                            |            | 1          |            |           |            |            | ••    | 10          | 10    |            | 10    | "     |            |       |                |       |           |       |        | •     | -           |            |       |            |       |           |            |            |                |            |           | 34         |              |           |      |        |           |      |             |             |            |                |              |               |            |               |
|                                     | 5%         | 3%         | 8%         | 5%        | 6%         | 5%         | 6%    | 5%          | 6%    | 5%         | 5%    | 4%    | 6%         | 5%    | 5%             | 8%    | 5%        | 7%    | 3%     | 1%    | 3%          | 5%         | 5%    | 4%         | 7%    | 4%        | 6%         | 5%         | 6%             | 5%         | 5%        | 5%         | 5%           | 4%        | 3%   | 5%     | 4%        | 8%   | 7%          | 4%          | 1%         | 1%             | / - /        | 1%            | 1%         | 5%            |
|                                     |            |            | а          |           |            |            |       |             |       |            |       |       |            |       |                |       |           |       |        |       |             |            |       |            |       |           |            |            |                |            |           |            |              |           |      |        |           | 1    |             |             |            |                |              |               |            | S             |
| Don't know                          | 34         | 14         | 19         | 6         | 14         | 7          | 3     | 4           | 20    | 10         | 4     | 7     | 18         | 4     | 4              | 4     | 11        | 8     | 5      | 1     | 4           | 30         | 4     | 20         | 13    | 12        | 21         | 23         | 10             | 26         | 6         | 14         | 19           |           | 9    | 7      | 12        | 6    | 15          | 19          | 3          | 3              | 1            | 5             | 9          | 7             |
|                                     | 3%         | 3%         | 4%         | 4%        | 7%         | 4%         | 1%    | 1%          | 6%    | 2%         | 1%    | 4%    | 6%         | 2%    | 1%             | 2%    | 4%        | 3%    | 3%     | 2%    | 4%          | 3%         | 2%    | 3%         | 3%    | 3%        | 3%         | 3%         | 3%             | 3%         | 3%        | 2%         | 5%           | -         | 5%   | 2%     | 5%        | 2%   | 4%          | 3%          | 1%         | 1%             | 1%           | 4%            | 2%         | 2%            |
|                                     |            |            |            |           | fg         |            |       |             | ij    |            |       |       | mn         |       |                |       |           |       |        |       |             |            |       |            |       |           |            |            |                |            |           |            | FH           |           |      |        |           |      |             |             |            |                |              | 0             |            |               |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/l/g - h/i/j - k/l/m/n - o/p/q/r/s/t - u/v - w/x - y/A - B/C - D/E - F/G/H - l/l/k/L - M/N - O/P/Q/R - S/T Overlap formulae used. \* small base



Table 14
Q3\_11 - How much, if at all, will you listen to the views of each of the following when deciding who to vote for at the next General Election? Musicians / pop stars

Base: All adults aged 16-75 in Great Britain

|                       |       | GI   | NDER  |       |       | AGE   |       |       |       | AGGREGATED | AGE   |       | GEN        | ERATION |        |       |          | REC   | SION   |       |          | UF    | RBAN  | SOCIA    | L GRADE | EDUC      | ATION | EMPLOYN | MENT STATUS | ЕТН   | NICITY   |            | MARITAL STAT | us        |     | HOUSEH | HOLD SIZE |      | CHILDREN IN | HOUSEHOLD | G          | SENERAL ELECT | 10N 2019 VOT | E     | REFERENDUM | M 2016 V |
|-----------------------|-------|------|-------|-------|-------|-------|-------|-------|-------|------------|-------|-------|------------|---------|--------|-------|----------|-------|--------|-------|----------|-------|-------|----------|---------|-----------|-------|---------|-------------|-------|----------|------------|--------------|-----------|-----|--------|-----------|------|-------------|-----------|------------|---------------|--------------|-------|------------|----------|
|                       |       |      |       |       |       |       |       |       |       |            |       |       |            |         | BABY   |       |          |       |        |       |          |       |       |          |         |           | NON   |         | NOT         |       | ETHNIC   | MARRIED    |              | WID/ DIV/ |     |        |           |      |             |           | CONSERVATI |               | LIBERAL      |       |            |          |
|                       |       | MAN  | WOMAN | 16-24 | 25-34 | 35-44 | 45-54 | 55-75 | 16-34 | 35-54      | 55-75 | GEN Z | MILLENIALS | GEN X   | BOOMER | NORTH | MIDLANDS | SOUTH | LONDON | WALES | SCOTLAND | URBAN | RURAL | ABC1     | C2DE    | GRADUATES |       | WORKING |             | WHITE | MINORITY | /LIVING AS | SINGLE       | SEP       | 1   | 2      | 3         | 4+   | YES         | NO        | VE         | LABOUR        | DEMOCRATS    | OTHER | REMAIN     | LEAV     |
|                       | TOTAL | (a)  | (b)   | (c)   | (d)   | (e)   | (f)   | (g)   | (h)   | (i)        | (j)   | (k)   | (1)        | (m)     | (n)    | (o)   | (p)      | (q)   | (r)    | (s)   | (t)      | (u)   | (v)   | (w)      | (x)     | (y)       | (A)   | (B)     | (C)         | (D)   | (E)      | (F)        | (G)          | (H)       | (1) | (J)    | (K)       | (L)  | (M)         | (N)       | (0)        | (P)           | (Q)          | (R)   | (S)        | [ [1     |
|                       | 1095  | 526  | 549   | 147   | 202   | 193   | 209   | 344   | 349   | 402        | 344   | 177   | 324        | 287     | 307    | 263   | 285      | 244   | 155    | 53    | 95       | 920   | 175   | 693      | 402     | 590       | 505   | 730     | 365         | 909   | 180      | 649        | 342          | 104       | 205 | 355    | 234       | 301  | 370         | 725       | 284        | 280           | 82           | 129   | 438        | 3        |
|                       |       | 532  |       |       |       |       |       |       | 357   |            |       | 188   |            |         |        | 260   |          |       |        |       |          | 930   |       | 619      |         | 375       |       | 727     |             | 923   |          | 643        |              |           | 196 |        |           |      | 361         |           | 287        |               |              |       | 413        |          |
|                       | 100%  | 49%  | 50%   | 14%   | 18%   | 18%   | 18%   | 32%   | 33%   | 35%        | 32%   | 17%   | 29%        | 24%     | 29%    | 24%   | 26%      | 23%   | 14%    | 5%*   | 9%*      | 85%   | 15%   | 57%      | 43%     | 34%       | 66%   | 66%     | 34%         | 84%   | 15%      | 59%        | 32%          | 9%*       | 18% | 33%    | 22%       | 27%  | 33%         | 67%       | 26%        | 25%           | 7%*          | 12%   | 38%        | / 8      |
| deal                  | 50    | 24   | 25    | 16    | 15    | 11    | 5     | 3     | 31    | 16         | 3     | 16    | 23         | 9       | 2      | 13    | 7        | 11    | 17     | 2     | -        | 47    | 3     | 24       | 26      | 25        | 25    | 45      | 5           | 33    | 17       | 35         | 11           | 4         | 2   | 7      | 16        | 25   | 34          | 16        | 6          | 17            | 9            | 7     | 18         |          |
|                       | 5%    | 5%   | 5%    | 10%   | 7%    | 6%    | 3%    | 1%    | 9%    | 4%         | 196   | 9%    | 7%         | 3%      | 1%     | 5%    | 3%       | 4%    | 11%    | 3%    | -        | 5%    | 2%    | 4%       | 5%      | 7%        | 3%    | 6%      | 1%          | 4%    | 10%      | 5%         | 3%           | 4%        | 1%  | 2%     | 7%        | 8%   | 9%          | 2%        | 2%         | 6%            | 11%          | 5%    | 4%         |          |
|                       |       |      |       | fg    | fg    | g     |       |       | ij    | j          |       | mn    | n          | n       |        | t     |          |       | pqt    |       |          |       |       |          |         | A         |       | c       |             |       | D        |            |              |           |     |        | IJ        | IJ   | N           |           |            | 0             | 0            |       |            |          |
| ount                  | 115   | 73   | 42    | 32    | 36    | 23    | 19    | 6     | 67    | 42         | 6     | 43    | 44         | 23      | 6      | 38    | 24       | 13    | 28     | 4     | 8        | 105   | 10    | 50       | 65      | 49        | 67    | 85      | 30          | 75    | 40       | 60         | 49           | 6         | 14  | 25     | 30        | 46   | 61          | 55        | 17         | 41            | 14           | 14    | 49         |          |
|                       | 11%   | 14%  | 8%    | 20%   | 18%   | 12%   | 10%   | 2%    | 19%   | 11%        | 2%    | 23%   | 14%        | 9%      | 2%     | 15%   | 8%       | 5%    | 18%    | 8%    | 8%       | 11%   | 6%    | 8%       | 14%     | 13%       | 9%    | 12%     | 8%          | 8%    | 24%      | 9%         | 14%          | 6%        | 7%  | 7%     | 13%       | 16%  | 17%         | 7%        | 6%         | 15%           | 17%          | 11%   | 12%        |          |
|                       |       | b    |       | fg    | fg    | g     | g     |       | ij    | j          |       | lmn   | n          | n       |        | pq    |          |       | pq     |       |          |       |       |          | w       |           |       |         |             |       | D        |            | F            |           |     |        | J         | IJ   | N           |           |            | 0             | 0            |       | T          |          |
| much                  | 230   | 114  | 110   | 39    | 37    | 44    | 45    | 65    | 76    | 89         | 65    | 42    | 74         | 57      | 57     | 52    | 68       | 54    | 27     | 13    | 17       | 194   | 36    | 146      | 84      | 78        | 152   | 164     | 66          | 197   | 32       | 135        | 75           | 20        | 38  | 64     | 54        | 74   | 85          | 145       | 54         | 66            | 12           | 22    | 85         |          |
|                       | 21%   | 21%  | 20%   | 25%   | 18%   | 23%   | 23%   | 18%   | 21%   | 23%        | 18%   | 22%   | 23%        | 22%     | 18%    | 20%   | 24%      | 22%   | 17%    | 24%   | 18%      | 21%   | 22%   | 24%<br>x | 18%     | 21%       | 21%   | 23%     | 18%         | 21%   | 19%      | 21%        | 21%          | 19%       | 19% | 17%    | 23%       | 25%  | 24%         | 20%       | 19%        | 24%           | 15%          | 17%   | 21%        |          |
|                       | 598   | 287  | 297   | 55    | 81    | 91    | 111   | 260   | 136   | 202        | 260   | 71    | 134        | 156     | 237    | 127   | 157      | 145   | 72     | 32    | 65       | 494   | 104   | 344      | 253     | 195       | 402   | 362     | 235         | 534   | 61       | 354        | 176          | 67        | 127 | 238    | 121       | 112  | 136         | 461       | 203        | 141           | 39           | 80    | 248        |          |
|                       | 55%   | 54%  | 55%   | 35%   | 40%   | 47%   | 57%   | 74%   | 38%   | 52%        | 74%   | 38%   | 41%        | 59%     | 74%    | 49%   | 55%      | 59%   | 45%    | 62%   | 69%      | 53%   | 63%   | 56%      | 53%     | 52%       | 56%   | 50%     | 64%         | 58%   | 37%      | 55%        | 50%          | 65%       | 65% | 65%    | 50%       | 38%  | 38%         | 63%       | 71%        | 52%           | 49%          | 62%   | 60%        |          |
|                       |       |      |       |       |       | c     | cd    | cdef  |       | h          | hi    |       |            | kl      | klm    |       |          | or    |        |       | opr      |       | u     |          |         |           |       |         | В           | E     |          |            |              | G         | KL  | KL     | L         |      |             | M         | PQ         |               |              |       | 4          |          |
| a fair amount (NET)   | 165   | 98   | 67    | 47    | 51    | 35    | 24    | 9     | 98    | 59         | 9     | 59    | 66         | 32      | 7      | 51    | 31       | 24    | 45     | 6     | 8        | 152   | 13    | 74       | 91      | 74        | 91    | 131     | 35          | 108   | 57       | 95         | 60           | 10        | 16  | 32     | 46        | 71   | 94          | 71        | 23         | 58            | 22           | 21    | 67         |          |
|                       | 15%   | 18%  | 12%   | 30%   | 25%   | 18%   | 12%   | 2%    | 27%   | 15%        | 2%    | 31%   | 21%        | 12%     | 2%     | 20%   | 11%      | 10%   | 28%    | 11%   | 8%       | 16%   | 8%    | 12%      | 19%     | 20%       | 13%   | 18%     | 9%          | 12%   | 34%      | 15%        | 17%          | 10%       | 8%  | 9%     | 19%       | 24%  | 26%         | 10%       | 8%         | 22%           | 29%          | 16%   | 16%        |          |
|                       |       | b    |       | efø   | fø    | g     | e     | _,_   |       | 1          | _,_   | lmn   | mn         | n       |        | not   |          |       | nost   |       |          | V     |       |          | w       | A         |       | C       |             |       | D        |            |              |           |     |        | 11        | 11   | N           |           |            | 0             | 0            | 0     | T          |          |
| uch/not at all (NET)  | 827   | 401  | 407   | 94    | 118   | 135   | 156   | 325   | 212   | 291        | 325   | 113   | 207        | 213     | 295    | 179   | 225      | 198   | 98     | 45    | 82       | 688   | 140   | 490      | 337     | 273       | 554   | 526     | 301         | 731   | 94       | 489        | 251          | 87        | 164 | 302    | 175       | 186  | 221         | 606       | 258        | 207           | 50           | 101   | 333        |          |
| ,                     | 76%   | 75%  | 75%   | 60%   | 59%   | 70%   | 80%   | 92%   | 59%   | 75%        | 92%   | 60%   | 64%        | 80%     | 92%    | 69%   | 79%      | 80%   | 62%    | 86%   | 87%      | 74%   | 85%   | 79%      | 71%     | 73%       | 77%   | 72%     | 82%         | 79%   | 56%      | 76%        | 72%          | 85%       | 84% | 83%    | 73%       | 63%  | 61%         | 83%       | 90%        | 76%           | 64%          | 78%   | 81%        |          |
|                       |       |      |       |       |       | d     | cde   | cdef  |       | h          | hi    |       |            | kl      | klm    |       | or       | or    |        | or    | or       |       | u     | ×        |         | -         |       |         | В           | E     |          |            |              | G         | KL  | KL     | L         |      |             | M         | POR        |               |              | 0     | 4          |          |
|                       | 1.61  | 1.67 | 1.57  | 2.05  | 1.91  | 1.73  | 1.55  | 1.26  | 1.98  | 1.64       | 1.26  | 2.02  | 1.84       | 1.54    | 1.25   | 1.73  | 1.54     | 1.51  | 1.93   | 1.51  | 1.36     | 1.65  | 1.43  | 1.56     | 1.68    | 1.72      | 1.56  | 1.72    | 1.42        | 1.53  | 2.09     | 1.62       | 1.66         | 1.45      | 1.4 | 1.4    | 1.74      | 1.94 | 1.97        | 1.45      | 1.38       | 1.75          | 1.9          | 1.57  | 1.59       |          |
|                       |       |      |       | efg   | fg    | g     | g     |       | ij    | j          |       | mn    | mn         | n       |        | pqt   |          |       | pqs    |       |          | v     |       |          |         | A         |       | c       |             |       | D        |            | н            |           |     |        | IJ        | IJK  | N           |           |            | 0             | OR           | 0     | 1          |          |
|                       |       |      |       |       |       |       |       |       |       |            |       |       |            |         |        |       |          |       | t      |       |          |       |       |          |         |           |       |         |             |       |          |            |              |           |     |        |           |      |             |           |            |               |              |       | 1          |          |
| e at the next general | 62    | 16   | 46    | 10    | 15    | 11    | 12    | 15    | 25    | 23         | 15    | 10    | 26         | 13      | 13     | 24    | 13       | 16    | 6      | 1     | 2        | 54    | 8     | 28       | 34      | 14        | 48    | 40      | 23          | 52    | 10       | 38         | 19           | 4         | 7   | 19     | 10        | 27   | 29          | 33        | 4          | 2             | 2            | 1     | 1          |          |
|                       |       |      |       |       |       |       |       |       |       |            |       |       |            |         |        |       |          |       |        |       |          |       |       |          |         |           |       |         |             |       |          |            |              |           |     |        |           |      |             |           |            |               |              |       | 4 /        |          |
|                       | 6%    | 3%   | 8%    | 6%    | 8%    | 6%    | 6%    | 4%    | 7%    | 6%         | 4%    | 5%    | 8%         | 5%      | 4%     | 9%    | 5%       | 7%    | 4%     | 1%    | 3%       | 6%    | 5%    | 5%       | 7%      | 4%        | 7%    | 5%      | 6%          | 6%    | 6%       | 6%         | 6%           | 4%        | 4%  | 5%     | 4%        | 9%   | 8%          | 4%        | 1%         | 1%            | 2%           | 1%    | 4 . /      |          |
|                       |       |      | а     |       |       |       |       |       |       |            |       |       |            |         |        |       |          |       |        |       |          |       |       |          |         |           | у     |         |             |       |          |            |              |           |     |        |           | IK   | N           |           |            |               |              |       |            |          |
|                       | 40    | 17   | 24    | 6     | 17    | 11    | 3     | 4     | 23    | 14         | 4     | 7     | 23         | 6       | 4      | 6     | 14       | 8     | 9      | 1     | 2        | 36    | 4     | 27       | 14      | 14        | 26    | 30      | 10          | 32    | 6        | 20         | 18           | 2         | 8   | 12     | 9         | 11   | 16          | 25        | 3          | 3             | 4            | 5     | 11         |          |
|                       | 4%    | 3%   | 4%    | 4%    | 8%    | 6%    | 1%    | 1%    | 6%    | 4%         | 1%    | 4%    | 7%         | 2%      | 1%     | 2%    | 5%       | 3%    | 6%     | 2%    | 3%       | 4%    | 2%    | 4%       | 3%      | 4%        | 4%    | 4%      | 3%          | 3%    | 3%       | 3%         | 5%           | 2%        | 4%  | 3%     | 4%        | 4%   | 4%          | 3%        | 1%         | 1%            | 5%           | 4%    | 3%         |          |
|                       | l     | 1    |       |       | fø    | fσ    |       |       | 1 1   |            |       | - 1   | mn         |         |        | 1     |          |       |        |       |          | 1     |       | 1        |         | 1         |       | 1       |             | 1     |          | 1          |              |           | 1   |        |           |      | 1           |           | 1          |               | 0            | 0     | 1          |          |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j - k/l/m/n - o/p/q/r/s/t - u/v - w/x - y/A - B/C - D/E - F/G/H - 1/1/K/L - M/N - O/P/Q/R - S/T Overlap formulae used. \* small base

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

27 Feb 2024



Table 15

Q3\_12 - How much, if at all, will you listen to the views of each of the following when deciding who to vote for at the next General Election? Politicians

Base: All adults aged 16-75 in Great Britain

|                                     |            | GE         | NDER       |           |           | AGE   | ,     |           | ,     | AGGREGATED A | GE    |       | GENER      | ATION |                |       |          | REG   | ION    |       |          | UI         | RBAN      | SOCIA      | IL GRADE   | EDU      | UCATION            | EMPLOY     | MENT STATUS      | E1         | HNICITY           |      | MARITAL STA | TUS              |      | HOUSE | HOLD SIZE | ,    | CHILDREN IN | N HOUSEHOLD |            | SENERAL ELEC | CTION 2019 VOTE      | ć     | REFERENDUM | 1 2016 VOTE |
|-------------------------------------|------------|------------|------------|-----------|-----------|-------|-------|-----------|-------|--------------|-------|-------|------------|-------|----------------|-------|----------|-------|--------|-------|----------|------------|-----------|------------|------------|----------|--------------------|------------|------------------|------------|-------------------|------|-------------|------------------|------|-------|-----------|------|-------------|-------------|------------|--------------|----------------------|-------|------------|-------------|
|                                     |            | MAN        | WOMAN      | 16-24     | 25-34     | 35-44 | 45-54 | 55-75     | 16-34 | 35-54        | 55-75 | GEN Z | MILLENIALS | GEN X | BABY<br>BOOMER | NORTH | MIDLANDS | SOUTH | LONDON | WALES | SCOTLANI | URBAN      | RURAL     | ABC1       | C2DE       | GRADUATE | NON<br>ES GRADUATE | ES WORKING | NOT<br>G WORKING | 3 WHITE    | ETHNIC<br>MINORIT |      | SINGLE      | WID/ DIV/<br>SEP | 1    | 2     | 3         | 4+   | YES         | NO          | CONSERVATI | LABOUR       | LIBERAL<br>DEMOCRATS | OTHER | REMAIN     | LEAVE       |
|                                     | TOTAL      | (a)        | (b)        | (c)       | (d)       | (e)   | (f)   | (g)       | (h)   | (i)          | (i)   | (k)   | (1)        | (m)   | (n)            | (o)   | (p)      | (q)   | (r)    | (s)   | (t)      | (u)        | (v)       | (w)        | (x)        | (y)      | (A)                | (B)        | (C)              | (D)        | (E)               | (F)  | (G)         | (H)              | (1)  | (1)   | (K)       | (L)  | (M)         | (N)         | (0)        | (P)          | (Q)                  | (R)   | (S)        | (T)         |
| UNWEIGHTED BASE<br>WEIGHTED BASE    | 1095       | 526        | 549        | 147       | 202       | 193   | 209   | 344       | 349   | 402          | 344   | 177   | 324        | 287   | 307            | 263   | 285      | 244   | 155    | 53    | 95       | 920        | 175       | 693        | 402        | 590      | 505                | 730        | 365              | 909        | 180               | 649  | 342         | 104              | 205  | 355   | 234       | 301  | 370         | 725         | 284        | 280          | 82                   | 129   | 438        | 335         |
| WEIGHTED BASE                       | 1095       | 532        |            |           |           |       |       |           | 357   |              |       | 188   |            |       |                |       |          |       |        |       |          | 930        |           | 619        |            | 375      |                    | 727        |                  | 923        |                   | 643  |             |                  | 196  |       |           |      | 361         |             | 287        |              |                      | 129   | 413        |             |
|                                     | 100%       | 49%        |            |           |           |       |       |           | 33%   |              |       | 17%   |            |       |                |       |          |       |        |       |          | 85%        |           | 57%        |            | 34%      |                    | 66%        |                  | 84%        |                   | 59%  |             |                  | 18%  |       |           |      | 33%         |             | 26%        |              |                      | 12%   | 38%        |             |
| (4) A great deal                    | 113        | 56         | 54         | 29        | 20        | 22    | 17    | 25        | 49    | 39           | 25    | 33    | 32         | 24    | 24             | 31    | 21       | 25    | 25     | 3     | 8        | 101        | 12        | 67         | 46         | 44       | 69                 | 74         | 39               | 92         | 21                | 60   | 45          | 8                | 14   | 34    | 32        | 33   | 48          | 65          | 24         | 37           | 17                   | 14    | 62         | 23          |
|                                     | 10%        | 10%        | 10%        | 19%       | 10%       | 12%   | 9%    | 7%        | 14%   | 10%          | 7%    | 17%   | 10%        | 9%    | 8%             | 12%   | 7%       | 10%   | 16%    | 7%    | 8%       | 11%        | 7%        | 11%        | 10%        | 12%      | 10%                | 10%        | 10%              | 10%        | 13%               | 9%   | 13%         | 8%               | 7%   | 9%    | 13%       | 11%  | 13%         | 9%          | 8%         | 14%          | 21%                  | 11%   | 15%        | 6%          |
|                                     |            |            |            | dfg       |           |       |       |           | j     |              |       | lmn   |            |       |                |       |          |       | р      |       |          |            |           |            |            |          |                    |            |                  |            |                   |      |             |                  |      |       |           |      | N           |             |            |              | 0                    |       | T          |             |
| (3) A fair amount                   | 377        | 192        | 176        | 44        | 65        | 60    | 60    | 148       | 109   | 120          | 148   | 55    | 98         | 89    | 135            | 79    | 106      | 85    | 57     | 17    | 34       | 314        | 63        | 230        | 147        | 138      | 239                | 251        | 126              | 323        | 54                | 234  | 106         | 37               | 74   | 134   | 80        | 89   | 113         | 265         | 127        | 109          | 31                   | 37    | 176        | 130         |
|                                     | 34%        | 36%        | 32%        | 28%       | 33%       | 31%   | 31%   | 42%       | 31%   | 31%          | 42%   | 29%   | 30%        | 34%   | 42%            | 30%   | 37%      | 34%   | 36%    | 32%   | 36%      | 34%        | 38%       | 37%        | 31%        | 37%      | 33%                | 35%        | 34%              | 35%        | 32%               | 36%  | 30%         | 36%              | 38%  | 37%   | 33%       | 30%  | 31%         | 36%         | 44%        | 40%          | 40%                  | 29%   | 43%        | 36%         |
|                                     |            |            |            |           |           |       |       | cef       |       |              | hi    |       |            |       | kl             |       |          |       |        |       |          |            |           |            |            |          |                    |            |                  |            |                   |      |             |                  |      |       |           |      |             |             | R          | R            |                      |       |            |             |
| (2) Not very much                   | 282        | 141        | 135        | 44        | 43        | 60    | 54    | 81        | 87    | 114          | 81    | 54    | 85         | 71    | 72             | 70    | 77       | 67    | 30     | 14    | 24       | 227        | 55        | 159        | 123        | 98       | 184                | 194        | 87               | 240        | 40                | 172  | 83          | 26               | 45   | 95    | 64        | 78   | 99          | 182         | 76         | 66           | 19                   | 40    | 99         | 99          |
|                                     | 26%        | 27%        | 25%        | 28%       | 21%       | 31%   | 28%   | 23%       | 24%   | 29%          | 23%   | 29%   | 26%        | 27%   | 23%            | 27%   | 27%      | 27%   | 19%    | 27%   | 26%      | 24%        | 33%       | 26%        | 26%        | 26%      | 26%                | 27%        | 24%              | 26%        | 24%               | 27%  | 24%         | 25%              | 23%  | 26%   | 27%       | 27%  | 28%         | 25%         | 27%        | 24%          | 25%                  | 31%   | 24%        | 28%         |
|                                     |            |            |            |           |           | d     |       |           |       |              |       |       |            |       |                |       |          |       |        |       |          |            | u         |            |            |          |                    |            |                  |            |                   |      |             |                  |      |       |           |      |             |             |            |              |                      |       |            | -           |
| (1) Not at all                      | 221<br>20% | 112<br>21% | 108<br>20% | 24<br>15% | 41<br>21% | 37    | 42    | 78<br>22% | 65    | 78           | 78    | 15%   | 66         | 55    | 72             | 51    | 55       | 47    | 29     | 15    | 23       | 198<br>21% | 24<br>14% | 116<br>19% | 105<br>22% | 18%      | 155<br>22%         | 141<br>19% | 81<br>22%        | 189<br>21% | 31                | 122  | 76          | 24               | 47   | 74    | 43        | 58   | 17%         | 161<br>22%  | 48         | 54           | 9                    | 33    | 16%        | 75<br>21%   |
|                                     | 20%        | 2176       | 20%        | 1576      | 2176      | 19%   | 2176  | 2276      | 1876  | 20%          | 2276  | 1576  | 2176       | 2176  | 2276           | 20%   | 1976     | 19%   | 1876   | 2976  | 25%      | 2176       | 14%       | 1976       | 2276       | 1876     | 2276               | 19%        | 2276             | 2176       | 19%               | 19%  | 2276        | 2370             | 2476 | 20%   | 1076      | 20%  | 1776        | 2276        | 1/76       | 20%          | 1176                 | 20%   | 10%        | 2176        |
| A great deal/a fair amount (NET)    | 490        | 248        | 231        | 72        | or        | 02    | 22    | 172       | 150   | 150          | 472   | 00    | 120        | ***   | 150            | 110   | 120      | 100   | 02     | 20    | 43       | 415        | 20        | 207        | 194        | 182      | 309                | 326        | 165              | 415        | 7.5               | 203  | 152         | 45               | 00   | 100   | ***       | 122  | 160         | 220         | 151        | 140          | 40                   | Q     | 237        | 152         |
| A great dealy a fair amount (NET)   | 490        | 248        | 231        | /3        | 85        | 82    | //    | 1/3       | 158   | 159          | 1/3   | 00    | 130        | 113   | 159            | 110   | 120      | 109   | 83     | 20    | 42       | 415        | /5        | 297        | 194        | 182      | 309                | 320        | 105              | 415        | /5                | 293  | 152         | 45               | 00   | 108   | 112       | 122  | 100         | 330         | 151        | 140          | 48                   | 31    | 1 237      | 152         |
|                                     | 45%        | 47%        | 42%        | 47%       | 42%       | 43%   | 40%   | 49%       | 44%   | 4196         | 4994  | 47%   | 40%        | 43%   | 50%            | 42%   | 45%      | 44%   | 52%    | 30%   | 44%      | 45%        | 45%       | 48%        | 41%        | 48%      | 43%                | 45%        | 45%              | 45%        | 45%               | 46%  | 43%         | 44%              | 45%  | 46%   | 47%       | 42%  | 44%         | 45%         | 53%        | 54%          | 61%                  | 30%   | 58%        | 43%         |
|                                     | 12,12      |            |            |           |           |       |       |           |       |              |       |       |            |       | 1              |       |          |       |        |       |          |            |           | ×          |            | 10,1     |                    | 1011       |                  |            |                   |      |             |                  | 1971 |       |           |      |             |             | R          | R            | R                    |       | I T        | 10.11       |
| Not very much/not at all (NET)      | 503        | 253        | 242        | 68        | 84        | 96    | 96    | 159       | 152   | 192          | 159   | 82    | 151        | 126   | 144            | 122   | 132      | 114   | 59     | 29    | 48       | 424        | 79        | 275        | 228        | 164      | 339                | 335        | 168              | 429        | 71                | 294  | 159         | 50               | 91   | 169   | 107       | 136  | 160         | 343         | 124        | 120          | 28                   | 73    | 166        | 174         |
|                                     | 46%        | 48%        | 45%        | 44%       | 42%       | 50%   | 49%   | 45%       | 43%   | 50%          | 45%   | 44%   | 47%        | 48%   | 45%            | 47%   | 47%      | 46%   | 37%    | 56%   | 51%      | 46%        | 48%       | 44%        | 48%        | 44%      | 47%                | 46%        | 46%              | 47%        | 43%               | 46%  | 46%         | 49%              | 47%  | 46%   | 44%       | 46%  | 44%         | 47%         | 43%        | 44%          | 36%                  | 57%   | 40%        | 49%         |
|                                     |            |            |            |           |           |       |       |           |       |              |       |       |            |       |                |       |          |       |        | r     |          |            |           |            |            |          |                    |            |                  |            |                   |      |             |                  |      |       |           |      |             |             | 4 7        |              |                      | OPQ   | ( 7        | s           |
| Mean                                | 2.38       | 2.38       | 2.37       | 2.55      | 2.37      | 2.38  | 2.3   | 2.36      | 2.45  | 2.34         | 2.36  | 2.54  | 2.34       | 2.34  | 2.37           | 2.39  | 2.35     | 2.39  | 2.56   | 2.17  | 2.29     | 2.38       | 2.41      | 2.43       | 2.32       | 2.46     | 2.34               | 2.39       | 2.37             | 2.38       | 2.45              | 2.39 | 2.39        | 2.31             | 2.31 | 2.38  | 2.46      | 2.38 | 2.46        | 2.35        | 2.46       | 2.49         | 2.73                 | 2.26  | 2.58       | 2.31        |
|                                     |            |            |            | f         |           |       |       |           |       |              |       |       |            |       |                |       |          |       | s      |       |          |            |           |            |            |          |                    |            |                  |            |                   |      |             |                  |      |       |           |      |             |             |            |              | OR                   |       | T          |             |
| I will not vote at the next general | 61         | 18         | 44         | 8         | 17        | 10    | 12    | 13        | 26    | 22           | 13    | 10    | 25         | 14    | 12             | 24    | 12       | 15    | 8      | 2     | 1        | 55         | 7         | 29         | 33         | 15       | 46                 | 40         | 21               | 50         | 12                | 36   | 20          | 5                | 7    | 16    | 12        | 26   | 28          | 33          | 3          | 2            | -                    | 1     | 3          | 18          |
| election                            |            |            |            |           |           |       |       |           |       |              |       |       |            |       |                |       |          |       |        |       |          |            |           |            |            |          |                    |            |                  |            |                   |      |             |                  |      |       |           |      |             |             | 4          |              |                      |       |            |             |
|                                     | 6%         | 3%         | 8%         | 5%        | 9%        | 5%    | 6%    | 4%        | 7%    | 6%           | 4%    | 5%    | 8%         | 5%    | 4%             | 9%    | 4%       | 6%    | 5%     | 3%    | 1%       | 6%         | 4%        | 5%         | 7%         | 4%       | 6%                 | 6%         | 6%               | 5%         | 7%                | 6%   | 6%          | 5%               | 4%   | 4%    | 5%        | 9%   | 8%          | 4%          | 1%         | 1%           | -                    | 1%    | 1%         | 5%          |
|                                     |            |            | a          |           | g         |       |       |           |       |              |       |       |            |       |                | pt    |          |       |        |       |          |            |           |            |            |          |                    |            |                  |            |                   |      |             |                  |      |       |           | IJ   | N           |             | 4          |              |                      |       |            | S           |
| Don't know                          | 41         | 14         | 27         | 7         | 14        | 4     | 9     | 7         | 21    | 12           | 7     | 8     | 16         | 11    | 5              | 4     | 14       | 9     | 9      | 1     | 4        | 36         | 5         | 19         | 22         | 14       | 26                 | 26         | 14               | 30         | 8                 | 19   | 18          | 3                | 9    | 12    | 10        | 9    | 13          | 28          | 8          | 3            | 2                    | 3     | 6          | 12          |
|                                     | 4%         | 3%         | 5%         | 4%        | 7%        | 2%    | 5%    | 2%        | 6%    | 3%           | 2%    | 5%    | 5%         | 4%    | 1%             | 2%    | 5%       | 4%    | 5%     | 2%    | 4%       | 4%         | 3%        | 3%         | 5%         | 4%       | 4%                 | 4%         | 4%               | 3%         | 5%                | 3%   | 5%          | 3%               | 5%   | 3%    | 4%        | 3%   | 3%          | 4%          | 3%         | 1%           | 3%                   | 3%    | 1%         | 3%          |
|                                     | 1          | 1          |            |           | eg        |       |       |           | j j   |              |       | 1     | n          |       |                |       |          |       |        |       |          | 1          |           | 1          |            |          |                    |            |                  |            |                   | 1    |             |                  | 1    |       |           |      | 1           |             |            |              |                      |       | 1          |             |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/l/g - h/l/j - k/l/m/n - o/p/q/r/s/t - u/v - w/x - y/A - B/C - D/E - F/G/N - \/\l/k/L - M/N - O/P/Q/R - S/T Overlap formulae used. \* small base



Table 16

Q3\_13 - How much, if at all, will you listen to the views of each of the following when deciding who to vote for at the next General Election? Podcast hosts

Base: All adults aged 16-75 in Great Britain

|                                   |       | GFI  | NDER   |       |       | AGF   |       |       |     | AGGR  | REGATED AG  | SF.   |       | GENER      | ATION |      |       |           | REG   | ION    |       |          | UR    | BAN   | SOCIA    | L GRADE | FDU        | ICATION | EMPLOYN    | MENT STATUS | FTI   | HNICITY  |      | MARITAL STA | ATUS      |      | HOUSE | HOLD SIZE   |      | CHILDREN  | IN HOUSEHOL | D .       | GENERAL FLE | TION 2019 VOT |       | REFERENDUN   | M 2016 VOT |
|-----------------------------------|-------|------|--------|-------|-------|-------|-------|-------|-----|-------|-------------|-------|-------|------------|-------|------|-------|-----------|-------|--------|-------|----------|-------|-------|----------|---------|------------|---------|------------|-------------|-------|----------|------|-------------|-----------|------|-------|-------------|------|-----------|-------------|-----------|-------------|---------------|-------|--------------|------------|
|                                   |       | G.   | NO CHI |       |       | AGE   |       |       |     | Accin | ILCONTED AC | J.    |       | GENER      |       | BABY |       |           |       |        |       |          |       |       | SOCIA    | LUMBE   | 200        | NON     | EMII EOTII | NOT         |       | ETHNIC   |      |             | WID/ DIV/ |      | 1,005 | IIIOED SIEE |      | CHILDREIT |             | CONSERVAT |             | LIBERAL       |       | NEI ENEIVOOR | 1          |
|                                   |       | MAN  | WOMAN  | 16-24 | 25-34 | 35-44 | 45-54 | 55-75 | 5 1 | 16-34 | 35-54       | 55-75 | GEN Z | MILLENIALS | GEN Y |      | NORTH | MIDI ANDS | SOUTH | LONDON | WALES | SCOTIAND | URBAN | RURAL | ABC1     | C2DE    | GRADIJATES |         | S WORKING  | WORKING     | WHITE | MINORITY |      |             |           | 1    | 2     | 3           | 4+   | YES       | NO          | CONSERVAT |             |               | OTHER | REMAIN       | LEAVE      |
|                                   | TOTAL | (a)  | (b)    | (c)   | (d)   | (e)   | (f)   | (g)   | -   | (h)   | (i)         | (i)   | (k)   | (1)        | (m)   | (n)  | (o)   | (p)       | (a)   | (r)    | (s)   | (t)      | (u)   | (v)   | (w)      | (x)     | (v)        | (A)     | (B)        | (C)         | (D)   | (E)      | (F)  | (G)         | (H)       | (i)  | (J)   | (K)         | (L)  | (M)       | (N)         | (0)       | (P)         | (Q)           | (R)   | (S)          | (T)        |
| NWEIGHTED BASE                    | 1095  | 526  | 549    | 147   | 202   | 193   | 209   | 344   |     | 349   | 402         | 344   | 177   | 324        | 287   | 307  | 263   | 285       | 244   | 155    | 53    | 95       | 920   | 175   | 693      | 402     | 590        | 505     | 730        | 365         | 909   | 180      | 649  | 342         | 104       | 205  | 355   | 234         | 301  | 370       | 725         | 284       | 280         | 82            | 129   | 438          | 335        |
|                                   | 1095  | 532  |        |       |       |       |       |       |     |       |             |       | 188   |            |       | 320  |       |           |       |        |       |          | 930   |       | 619      |         | 375        |         | 727        |             | 923   |          | 643  |             |           | 196  |       |             |      | 361       |             | 287       |             |               | 129   |              |            |
|                                   | 100%  | 49%  |        |       |       |       |       |       | : : |       |             |       | 17%   |            |       | 29%  |       |           |       |        |       |          | 85%   |       | 57%      |         | 34%        |         | 66%        |             | 84%   |          | 59%  |             |           | 18%  |       |             |      | 33%       |             | 26%       |             |               | 12%   |              |            |
| A great deal                      | 63    | 42   | 21     | 23    | 16    | 18    | 4     | 2     |     | 39    | 22          | 2     | 26    | 30         | 6     | 2    | 15    | 14        | 8     | 21     | 2     | 3        | 59    | 4     | 31       | 32      | 33         | 30      | 51         | 12          | 46    | 17       | 37   | 25          | 2         | 6    | 6     | 21          | 29   | 46        | 17          | 14        | 13          | 9             | 9     | 17           | 17         |
|                                   | 6%    | 8%   | 4%     | 14%   | 8%    | 9%    | 2%    | 1%    | 1   | 11%   | 6%          | 1%    | 14%   | 9%         | 2%    | 1%   | 6%    | 5%        | 3%    | 13%    | 4%    | 3%       | 6%    | 3%    | 5%       | 7%      | 9%         | 4%      | 7%         | 3%          | 5%    | 10%      | 6%   | 7%          | 1%        | 3%   | 2%    | 9%          | 10%  | 13%       | 2%          | 5%        | 5%          | 11%           | 7%    | 4%           | 5%         |
|                                   |       | b    |        | fg    | fg    | fg    |       |       |     | ij    | j           |       | mn    | mn         |       |      |       |           |       | opqt   |       |          |       |       |          |         | A          |         | c          |             |       | D        |      |             |           |      |       | IJ          | IJ   | N         |             |           |             |               |       |              |            |
| I) A fair amount                  | 152   | 81   | 67     | 41    | 36    | 31    | 24    | 19    |     | 77    | 55          | 19    | 50    | 51         | 35    | 15   | 29    | 44        | 29    | 35     | 8     | 7        | 131   | 21    | 79       | 72      | 61         | 90      | 114        | 38          | 104   | 48       | 87   | 58          | 7         | 15   | 36    | 42          | 59   | 74        | 78          | 31        | 50          | 13            | 13    | 66           | 40         |
|                                   | 14%   | 15%  | 12%    | 26%   | 18%   | 16%   | 13%   | 5%    | - 1 | 22%   | 14%         | 5%    | 27%   | 16%        | 13%   | 5%   | 11%   | 16%       | 12%   | 22%    | 16%   | 7%       | 14%   | 13%   | 13%      | 15%     | 16%        | 13%     | 16%        | 10%         | 11%   | 29%      | 13%  | 17%         | 7%        | 8%   | 10%   | 17%         | 20%  | 20%       | 11%         | 11%       | 18%         | 17%           | 10%   | 16%          | 11%        |
|                                   |       |      |        | efg   | g     | g     | g     |       |     | ij    | j           |       | lmn   | n          | n     |      |       |           |       | oqt    |       |          |       |       |          |         |            |         | С          |             |       | D        |      | Н           |           |      |       | IJ          | IJ   | N         |             |           | 0           |               |       |              |            |
| l) Not very much                  | 265   | 119  | 140    | 31    | 52    | 50    | 56    | 76    |     | 82    | 106         | 76    | 36    | 90         | 71    | 68   | 64    | 64        | 67    | 34     | 11    | 24       | 227   | 37    | 166      | 99      | 88         | 176     | 189        | 75          | 229   | 34       | 148  | 89          | 27        | 52   | 92    | 55          | 66   | 84        | 181         | 64        | 69          | 18            | 33    | 106          | 85         |
|                                   | 24%   | 22%  | 26%    | 19%   | 26%   | 26%   | 29%   | 22%   |     | 23%   | 27%         | 22%   | 19%   | 28%<br>k   | 27%   | 21%  | 25%   | 22%       | 27%   | 22%    | 22%   | 26%      | 24%   | 23%   | 27%<br>x | 21%     | 24%        | 24%     | 26%        | 20%         | 25%   | 21%      | 23%  | 26%         | 26%       | 26%  | 25%   | 23%         | 22%  | 23%       | 25%         | 22%       | 26%         | 23%           | 25%   | 26%          | 24%        |
| Not at all                        | 514   | 255  | 248    | 46    | 67    | 75    | 93    | 234   |     | 112   | 168         | 234   | 55    | 110        | 133   | 215  | 124   | 137       | 115   | 56     | 29    | 53       | 423   | 91    | 293      | 221     | 159        | 355     | 308        | 205         | 459   | 53       | 317  | 135         | 62        | 104  | 205   | 101         | 104  | 117       | 397         | 171       | 130         | 34            | 70    | 213          | 182        |
|                                   | 47%   | 48%  | 46%    | 29%   | 33%   | 39%   | 48%   | 66%   |     | 31%   | 43%         | 66%   | 29%   | 34%        | 50%   | 67%  | 48%   | 48%       | 46%   | 35%    | 56%   | 57%      | 45%   | 55%   | 47%      | 46%     | 42%        | 49%     | 42%        | 56%         | 50%   | 32%      | 49%  | 39%         | 60%       | 53%  | 56%   | 42%         | 35%  | 32%       | 54%         | 60%       | 48%         | 43%           | 54%   | 52%          | 51%        |
|                                   |       |      |        |       |       |       | cd    | cdef  | F   |       | h           | hi    |       |            | kl    | klm  | r     | r         | r     |        | r     | r        |       | u     |          |         |            | у       |            | В           | E     |          | G    |             | G         | KL   | KL    |             |      |           | M           | PQ        |             |               |       |              |            |
| great deal/a fair amount (NET)    | 215   | 123  | 89     | 63    | 53    | 49    | 29    | 21    |     | 116   | 77          | 21    | 76    | 80         | 41    | 17   | 44    | 59        | 37    | 55     | 10    | 10       | 190   | 25    | 110      | 105     | 95         | 120     | 165        | 50          | 150   | 65       | 123  | 83          | 9         | 21   | 42    | 63          | 88   | 120       | 95          | 46        | 63          | 22            | 23    | 83           | 57         |
|                                   | 20%   | 23%  | 16%    | 40%   | 26%   | 25%   | 15%   | 6%    |     | 33%   | 20%         | 6%    | 40%   | 25%        | 15%   | 5%   | 17%   | 21%       | 15%   | 35%    | 20%   | 10%      | 20%   | 15%   | 18%      | 22%     | 25%        | 17%     | 23%        | 14%         | 16%   | 39%      | 19%  | 24%         | 8%        | 11%  | 12%   | 26%         | 30%  | 33%       | 13%         | 16%       | 23%         | 28%           | 18%   | 20%          | 16%        |
|                                   |       | b    |        | defe  | fg    | fg    | e     |       |     | ii.   | 1           |       | lmn   | mn         | n     |      |       | t         |       | opat   |       |          |       |       | 20/1     |         | A          |         | C          |             |       | D        | Н    | Н           |           |      |       | IJ          | IJ   | N         |             |           | 0           | 0             |       |              |            |
| ot very much/not at all (NET)     | 778   | 373  | 388    | 76    | 118   | 125   | 149   | 310   |     | 195   | 273         | 310   | 91    | 201        | 204   | 283  | 189   | 201       | 181   | 90     | 40    | 78       | 650   | 128   | 458      | 320     | 247        | 531     | 498        | 281         | 689   | 87       | 465  | 224         | 89        | 156  | 297   | 156         | 170  | 200       | 578         | 235       | 199         | 52            | 103   | 319          | 268        |
|                                   | 71%   | 70%  | 71%    | 49%   | 59%   | 65%   | 77%   | 88%   |     | 55%   | 71%         | 88%   | 48%   | 62%        | 77%   | 88%  | 72%   | 71%       | 74%   | 57%    | 77%   | 82%      | 70%   | 78%   | 74%      | 67%     | 66%        | 74%     | 68%        | 76%         | 75%   | 52%      | 72%  | 64%         | 87%       | 80%  | 81%   | 65%         | 58%  | 56%       | 79%         | 82%       | 73%         | 66%           | 79%   | 77%          | 75%        |
|                                   |       |      |        |       |       | с     | cde   | cdef  | F   |       | h           | hi    |       | k          | kl    | klm  | r     | r         | r     |        | r     | r        |       |       | ×        |         |            | у       |            | В           | E     |          | G    |             | FG        | KL   | KL    |             |      |           | M           | PQ        |             |               |       |              |            |
| lean                              | 1.76  | 1.82 | 1.71   | 2.29  | 2.02  | 1.95  | 1.66  | 1.36  |     | 2.14  | 1.81        | 1.36  | 2.28  | 2          | 1.65  | 1.35 | 1.72  | 1.75      | 1.68  | 2.14   | 1.67  | 1.53     | 1.79  | 1.6   | 1.73     | 1.8     | 1.91       | 1.69    | 1.86       | 1.57        | 1.69  | 2.19     | 1.73 | 1.91        | 1.47      | 1.57 | 1.54  | 1.92        | 2.05 | 2.15      | 1.58        | 1.6       | 1.8         | 1.96          | 1.7   | 1.72         | 1.67       |
|                                   |       |      |        | def   | fg    | fg    | g     |       |     | ij    | j           |       | Imn   | mn         | n     |      |       |           |       | opq    |       |          | v     |       |          |         | A          |         | c          |             |       | D        | н    | FH          |           |      |       | IJ          | IJ   | N         |             |           | 0           | 0             |       |              |            |
|                                   |       |      |        | g     |       |       |       |       |     |       |             |       |       |            |       |      |       |           |       | st     |       |          |       |       |          |         |            |         |            |             |       |          |      |             |           |      |       |             |      |           |             |           |             |               |       |              |            |
| vill not vote at the next general | 65    | 19   | 46     | 14    | 14    | 9     | 12    | 16    |     | 28    | 21          | 16    | 16    | 21         | 13    | 15   | 23    | 14        | 18    | 7      | 1     | 2        | 57    | 7     | 27       | 37      | 15         | 50      | 40         | 24          | 56    | 9        | 36   | 24          | 5         | 8    | 15    | 11          | 30   | 29        | 35          | 3         | 3           | 3             | 1     | 2            | 21         |
| ection                            |       |      |        |       |       |       |       |       |     |       |             |       |       |            |       |      |       |           |       |        |       |          |       |       |          |         |            |         |            |             |       |          |      |             |           |      |       |             |      |           |             |           |             |               |       |              |            |
|                                   | 6%    | 4%   | 8%     | 9%    | 7%    | 5%    | 6%    | 5%    |     | 8%    | 5%          | 5%    | 8%    | 6%         | 5%    | 5%   | 9%    | 5%        | 7%    | 5%     | 1%    | 3%       | 6%    | 4%    | 4%       | 8%      | 4%         | 7%      | 6%         | 7%          | 6%    | 5%       | 6%   | 7%          | 5%        | 4%   | 4%    | 5%          | 10%  | 8%        | 5%          | 1%        | 1%          | 4%            | 1%    | 1%           | 6%         |
|                                   |       |      | a      |       |       |       |       |       |     |       |             |       |       |            |       |      |       |           |       |        |       |          |       |       |          | w       |            |         |            |             |       |          |      |             |           |      |       |             | IJK  |           |             |           |             |               |       |              | S          |
| n't know                          | 37    | 17   | 20     | 3     | 15    | 10    | 5     | 5     |     | 18    | 14          | 5     | 6     | 21         | 6     | 5    | 5     | 10        | 11    | 6      | 1     | 5        | 33    | 4     | 23       | 14      | 18         | 19      | 24         | 13          | 29    | 6        | 19   | 19          | -         | 10   | 10    | 11          | 6    | 12        | 26          | 4         | 6           | 2             | 2     | 9            | 10         |
|                                   | 3%    | 3%   | 4%     | 2%    | 7%    | 5%    | 2%    | 1%    |     | 5%    | 4%          | 1%    | 3%    | 6%         | 2%    | 1%   | 2%    | 4%        | 4%    | 4%     | 2%    | 5%       | 4%    | 3%    | 4%       | 3%      | 5%         | 3%      | 3%         | 4%          | 3%    | 3%       | 3%   | 5%          | -         | 5%   | 3%    | 5%          | 2%   | 3%        | 4%          | 1%        | 2%          | 2%            | 2%    | 2%           | 3%         |
|                                   |       | I    |        |       | cfg   | g     |       |       | 1   | i     |             |       | 1     | mn         |       |      |       |           |       |        |       |          |       |       | 1        |         |            |         | 1          |             | 1     |          |      | H           |           | 1    |       |             |      |           |             |           |             |               |       |              |            |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/l/g - h/l/j - k/Vm/n - o/p/q/r/s/t - u/v - w/x - y/A - B/C - D/E - F/G/H - l/l/K/L - M/N - O/P/Q/R - S/T Overlap formulae used. \* small base