

## YouGov / Queen Mary University London Survey Results

Sample Size: 1044 London Adults  
Fieldwork: 25th - 29th September 2017

	Vote in 2017			EU Ref 2016		Voting intention			Gender		Age				Social Grade		
	Total	Con	Lab	Lib Dem	Remain	Leave	Con	Lab	Lib Dem	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE
<b>Weighted Sample</b>	<b>1044</b>	277	456	74	500	335	237	444	68	509	535	120	568	212	144	616	428
<b>Unweighted Sample</b>	<b>1044</b>	265	399	99	512	333	245	413	83	433	611	118	521	226	179	645	399
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

On a scale of 0-10, where 0 means 'not at all' and 10 means 'very strongly', to what extent do you think of yourself as each of the following?

### British

0 – not at all	7	4	4	6	4	6	4	6	6	6	9	2	10	5	3	8	7
1	1	0	0	1	1	1	1	0	1	1	1	1	1	0	1	2	0
2	1	1	1	2	1	0	1	1	2	1	1	0	1	0	1	1	0
3	2	2	3	3	3	2	1	3	8	3	2	4	2	2	1	2	3
4	2	2	1	3	1	2	2	2	2	2	1	2	2	1	1	2	2
5	7	7	6	10	6	7	5	7	4	8	7	11	5	10	8	6	8
6	6	5	6	8	5	5	4	6	14	6	5	11	6	3	4	7	4
7	10	9	13	3	14	5	8	13	4	11	8	8	14	4	5	12	7
8	13	11	17	17	18	13	14	17	11	15	12	11	16	12	10	15	12
9	10	12	10	16	12	10	13	10	17	10	11	9	9	15	11	9	12
10 – very strongly	36	46	34	32	33	46	47	32	29	33	40	32	31	43	54	34	40
<b>AVERAGE</b>	<b>7.4</b>	<b>8.1</b>	<b>7.7</b>	<b>7.5</b>	<b>7.7</b>	<b>7.9</b>	<b>8.3</b>	<b>7.5</b>	<b>7.2</b>	<b>7.5</b>	<b>7.5</b>	<b>7.5</b>	<b>7.2</b>	<b>7.9</b>	<b>8.3</b>	<b>7.4</b>	<b>7.7</b>
Don't know	4	1	4	0	2	3	1	3	3	5	3	9	4	3	0	3	5

### English

0 – not at all	15	9	14	17	14	12	6	18	20	14	16	11	19	13	8	17	12
1	2	1	2	1	2	2	0	2	2	1	3	1	3	1	0	3	1
2	3	2	3	5	3	2	2	3	7	2	4	4	3	1	2	3	2
3	3	0	3	7	3	0	1	4	5	3	2	5	3	1	1	3	2
4	3	3	3	2	4	1	4	4	1	4	2	2	4	1	1	3	3
5	8	4	12	7	9	7	4	12	6	10	7	11	8	8	8	9	7
6	6	2	8	9	9	3	3	9	10	7	4	6	7	6	3	7	4
7	8	6	10	9	11	3	6	10	13	9	7	9	10	4	4	9	6
8	8	6	9	10	9	5	7	11	6	7	9	13	7	7	6	8	6
9	8	9	7	12	9	8	10	6	8	7	8	7	6	11	9	8	7
10 – very strongly	34	57	25	20	24	54	56	19	19	33	35	23	26	46	58	27	44
<b>AVERAGE</b>	<b>6.6</b>	<b>8.0</b>	<b>6.1</b>	<b>5.8</b>	<b>6.1</b>	<b>7.5</b>	<b>8.3</b>	<b>5.7</b>	<b>5.4</b>	<b>6.6</b>	<b>6.5</b>	<b>6.4</b>	<b>5.8</b>	<b>7.4</b>	<b>8.1</b>	<b>6.0</b>	<b>7.1</b>
Don't know	4	1	3	0	2	2	2	3	2	4	3	9	4	2	1	3	5

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<b>Weighted Sample</b>	<b>1044</b>	<b>277</b>	<b>456</b>	<b>74</b>	<b>500</b>	<b>335</b>	<b>237</b>	<b>444</b>	<b>68</b>	<b>509</b>	<b>535</b>	<b>120</b>	<b>568</b>	<b>212</b>	<b>144</b>	<b>616</b>	<b>428</b>
<b>Unweighted Sample</b>	<b>1044</b>	<b>265</b>	<b>399</b>	<b>99</b>	<b>512</b>	<b>333</b>	<b>245</b>	<b>413</b>	<b>83</b>	<b>433</b>	<b>611</b>	<b>118</b>	<b>521</b>	<b>226</b>	<b>179</b>	<b>645</b>	<b>399</b>
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**A Londoner**

0 – not at all	5	8	2	8	3	7	6	2	7	4	5	1	5	5	6	5	4
1	1	1	0	3	0	1	1	0	1	1	1	1	1	0	1	1	0
2	2	2	2	0	3	2	3	3	1	4	1	2	3	3	1	3	1
3	2	2	3	3	2	2	2	2	2	3	2	1	3	1	3	3	1
4	3	2	3	3	2	3	1	3	3	3	3	6	3	1	3	3	2
5	8	12	6	10	9	8	11	6	14	7	8	9	7	11	6	9	5
6	4	4	3	6	5	2	4	3	2	4	3	3	4	3	3	4	4
7	9	8	9	11	9	8	8	10	10	8	9	8	10	7	7	10	6
8	10	8	12	13	15	5	9	10	17	9	11	10	12	8	8	10	10
9	9	12	7	12	10	8	13	8	12	9	9	8	7	13	12	10	8
10 – very strongly	44	41	50	32	40	50	40	49	30	44	44	46	41	44	51	38	53
<b>AVERAGE</b>	<b>7.7</b>	<b>7.5</b>	<b>8.2</b>	<b>7.2</b>	<b>7.8</b>	<b>7.7</b>	<b>7.5</b>	<b>8.0</b>	<b>7.3</b>	<b>7.8</b>	<b>7.7</b>	<b>8.0</b>	<b>7.6</b>	<b>7.8</b>	<b>8.0</b>	<b>7.4</b>	<b>8.2</b>
Don't know	3	1	3	0	2	3	1	2	2	5	2	5	4	3	0	3	4

**European**

0 – not at all	23	41	16	12	8	50	34	14	11	20	27	10	20	28	39	18	31
1	3	4	2	0	2	4	5	3	0	4	2	4	3	3	4	3	3
2	4	7	3	4	4	4	8	3	2	5	4	9	3	5	4	4	6
3	5	5	4	6	4	6	6	4	2	6	4	5	6	2	5	5	4
4	4	4	4	4	4	4	5	4	5	5	3	2	4	5	4	5	3
5	10	11	11	4	9	11	12	10	10	9	10	15	9	8	9	10	9
6	7	6	7	9	9	5	7	8	3	6	8	12	6	7	5	7	7
7	9	5	12	10	13	5	6	13	5	9	9	10	11	7	5	10	8
8	7	5	9	13	11	3	5	8	15	7	8	6	8	9	3	9	5
9	5	2	7	11	7	1	2	8	15	6	5	5	6	5	4	7	2
10 – very strongly	17	9	20	25	26	4	9	22	29	17	17	12	18	17	17	20	13
<b>AVERAGE</b>	<b>4.9</b>	<b>3.3</b>	<b>5.8</b>	<b>6.5</b>	<b>6.6</b>	<b>2.5</b>	<b>3.5</b>	<b>6.0</b>	<b>6.9</b>	<b>5.1</b>	<b>4.9</b>	<b>5.2</b>	<b>5.3</b>	<b>4.7</b>	<b>3.9</b>	<b>5.6</b>	<b>4.1</b>
Don't know	5	1	5	2	3	3	1	3	2	6	4	9	6	3	2	3	9

*\*Any percentages calculated on bases fewer than 50 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures will be italicised.*