

Would you describe the way the UK economy works as fair or unfair?

Base: Nationally representative sample of 1,330 Sky customers, weighted to match the profile of the population. Respondents interviewed online 17-20 August 2018.

	Weighted	Unweighted	Total %	Vote in 2017										Age						Region					
				Con	Lab	18-24	25-34	35-44	45-54	55-64	65-74	75+	18-34	35-54	55+	London	Scotland	Wales	North	South	Midlands				
Weighted	1330		100%	382	357	155	229	219	241	194	160	131	384	460	486	181	108	67	321	439	213				
Unweighted		1330		613	378	116	174	160	253	286	271	70	290	413	627	139	131	74	360	441	185				
Very fair	55	38	4%	3%	1%	0%	2%	5%	11%	4%	4%	0%	1%	8%	3%	6%	1%	0%	0%	6%	7%				
Fairly fair	242	292	18%	31%	20%	6%	16%	19%	22%	17%	22%	24%	12%	21%	20%	17%	6%	16%	30%	15%	15%				
Neither fair nor unfair	281	278	21%	26%	17%	19%	13%	27%	13%	24%	22%	39%	15%	20%	27%	29%	9%	9%	17%	26%	19%				
Fairly unfair	444	406	33%	32%	30%	42%	54%	29%	23%	32%	30%	18%	49%	26%	28%	31%	43%	30%	30%	35%	35%				
Very unfair	205	243	15%	5%	22%	22%	10%	18%	17%	19%	15%	7%	14%	17%	14%	16%	18%	41%	11%	12%	20%				
Don't know	104	73	8%	3%	9%	11%	6%	2%	13%	3%	8%	13%	8%	8%	7%	0%	22%	4%	12%	6%	5%				

	Weighted	Unweighted	Total %	Mosaic														
				A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Weighted	1330		100%	58	117	84	81	83	127	103	122	116	79	77	57	76	66	84
Unweighted		1330		54	133	106	86	101	148	93	98	81	80	63	52	72	52	111
Very fair	55	38	4%	6%	6%	18%	0%	1%	0%	7%	7%	0%	4%	8%	0%	0%	1%	
Fairly fair	242	292	18%	32%	36%	25%	12%	13%	19%	13%	20%	13%	1%	3%	28%	12%	18%	27%
Neither fair nor unfair	281	278	21%	11%	20%	17%	20%	27%	7%	27%	21%	41%	15%	7%	42%	16%	22%	25%
Fairly unfair	444	406	33%	44%	31%	28%	24%	26%	35%	44%	28%	39%	25%	39%	9%	49%	41%	36%
Very unfair	205	243	15%	6%	6%	7%	36%	6%	14%	5%	17%	4%	32%	42%	20%	20%	18%	11%
Don't know	104	73	8%	1%	2%	4%	8%	26%	24%	5%	8%	3%	23%	1%	0%	1%	0%	0%

	Weighted	Unweighted	Total %	EU vote		Education		Gender	
				Leave	Remain	Degree	No degree	Female	Male
Weighted	1330		100%	492	466	384	946	680	650
Unweighted		1330		634	614	518	812	628	702
Very fair	55	38	4%	7%	3%	2%	5%	3%	5%
Fairly fair	242	292	18%	21%	22%	21%	17%	15%	22%
Neither fair nor unfair	281	278	21%	25%	16%	17%	23%	20%	22%
Fairly unfair	444	406	33%	27%	36%	34%	33%	38%	28%
Very unfair	205	243	15%	14%	16%	15%	16%	13%	18%
Don't know	104	73	8%	7%	6%	10%	7%	10%	5%



Do you think the way the UK economy works has become more or less fair over the last decade, or has there been no change?

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	Weighted	Unweighted	Total %	Vote in 2017										Age						Region					
				Con	Lab	18-24	25-34	35-44	45-54	55-64	65-74	75+	18-34	35-54	55+	London	Scotland	Wales	North	South	Midlands				
Weighted	1330		100%	382	357	155	229	219	241	194	160	131	384	460	486	181	108	67	321	439	213				
Unweighted		1330		613	378	116	174	160	253	286	271	70	290	413	627	139	131	74	360	441	185				
Much more fair	11	12	1%	1%	2%	2%	0%	0%	2%	1%	1%	0%	1%	1%	0%	2%	0%	0%	0%	1%	0%				
Slightly more fair	116	112	9%	14%	3%	1%	6%	5%	12%	6%	18%	15%	4%	9%	14%	2%	2%	10%	8%	9%					
No change	367	351	28%	40%	21%	26%	17%	42%	20%	34%	22%	37%	20%	30%	31%	24%	29%	11%	22%	35%	28%				
Slightly less fair	334	362	25%	28%	29%	14%	40%	15%	22%	29%	25%	29%	30%	19%	28%	31%	12%	34%	29%	20%	30%				
Much less fair	368	399	28%	10%	35%	22%	32%	35%	32%	24%	26%	15%	28%	33%	23%	33%	50%	26%	27%	25%					
Don't know	135	94	10%	7%	10%	35%	6%	3%	13%	6%	9%	4%	18%	8%	5%	24%	2%	12%	9%	8%					

	Weighted	Unweighted	Total %	Mosaic														
				A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Weighted	1330		100%	58	117	84	81	83	127	103	122	116	79	77	57	76	66	84
Unweighted		1330		54	133	106	86	101	148	93	98	81	80	63	52	72	52	111
Much more fair	11	12	1%	0%	1%	1%	0%	0%	0%	0%	3%	0%	0%	0%	0%	5%	2%	
Slightly more fair	116	112	9%	22%	5%	35%	5%	9%	3%	18%	11%	5%	1%	3%	13%	3%	1%	
No change	367	351	28%	36%	28%	21%	31%	36%	15%	25%	29%	64%	7%	23%	29%	16%	29%	
Slightly less fair	334	362	25%	21%	25%	27%	26%	22%	36%	37%	22%	13%	15%	1%	27%	27%	34%	
Much less fair	368	399	28%	19%	35%	12%	20%	18%	19%	13%	23%	15%	49%	71%	31%	50%	44%	
Don't know	135	94	10%	2%	5%	5%	17%	15%	27%	7%	13%	4%	28%	2%	0%	3%	1%	

	Weighted	Unweighted	Total %	EU vote		Education		Gender	
				Leave	Remain	Degree	No degree	Female	Male
Weighted	1330		100%	492	466	384	946	680	650
Unweighted		1330		634	614	518	812	628	702
Much more fair	11	12	1%	2%	0%	2%	0%	1%	0%
Slightly more fair	116	112	9%	14%	8%	9%	9%	11%	7%
No change	367	351	28%	32%	25%	19%	31%	23%	32%
Slightly less fair	334	362	25%	24%	31%	29%	23%	27%	23%
Much less fair	368	399	28%	20%	32%	31%	26%	25%	31%
Don't know	135	94	10%	9%	4%	10%	10%	13%	7%



For each of the following, please indicate if you think the UK economy works well or badly for them? People like me

Base: Nationally representative sample of 1,330 Sky customers, weighted to match the profile of the population. Respondents interviewed online 17-20 August 2018.

	Weighted	Unweighted	Total %	Vote in 2017										Age						Region					
				Con	Lab	18-24	25-34	35-44	45-54	55-64	65-74	75+	18-34	35-54	55+	London	Scotland	Wales	North	South	Midlands				
Weighted	1330		100%	382	357	155	229	219	241	194	160	131	384	460	486	181	108	67	321	439	213				
Unweighted		1330		613	378	116	174	160	253	286	271	70	290	413	627	139	131	74	360	441	185				
Very well	23	31	2%	2%	1%	0%	1%	1%	4%	1%	1%	4%	1%	3%	2%	4%	0%	3%	1%	1%	3%				
Fairly well	294	325	22%	32%	16%	8%	23%	22%	27%	23%	22%	27%	17%	25%	24%	20%	12%	15%	23%	21%	33%				
Neither well nor badly	409	432	31%	38%	29%	23%	12%	26%	32%	45%	45%	39%	17%	29%	44%	33%	39%	29%	34%	31%	20%				
Fairly badly	392	337	29%	22%	34%	38%	39%	34%	27%	22%	24%	18%	39%	30%	22%	32%	29%	44%	27%	29%	29%				
Very badly	173	182	13%	4%	18%	26%	24%	17%	8%	6%	2%	2%	25%	12%	4%	11%	16%	9%	12%	14%	13%				
Don't know	38	23	3%	2%	2%	4%	1%	0%	2%	3%	6%	8%	2%	5%	0%	0%	4%	0%	4%	4%	2%				

	Weighted	Unweighted	Total %	Mosaic														
				A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Weighted	1330		100%	58	117	84	81	83	127	103	122	116	79	77	57	76	66	84
Unweighted		1330		54	133	106	86	101	148	93	98	81	80	63	52	72	52	111
Very well	23	31	2%	12%	2%	1%	2%	3%	0%	7%	0%	0%	1%	0%	0%	0%	1%	
Fairly well	294	325	22%	36%	47%	45%	10%	32%	19%	34%	22%	9%	2%	6%	38%	7%	15%	
Neither well nor badly	409	432	31%	36%	32%	17%	27%	37%	41%	43%	24%	29%	33%	10%	30%	43%	24%	
Fairly badly	392	337	29%	11%	10%	27%	37%	14%	28%	14%	42%	52%	21%	56%	18%	42%	41%	
Very badly	173	182	13%	4%	5%	3%	24%	1%	7%	2%	11%	10%	35%	28%	7%	8%	20%	
Don't know	38	23	3%	0%	4%	6%	0%	14%	4%	0%	1%	0%	8%	0%	7%	0%	0%	

	Weighted	Unweighted	Total %	EU vote		Education		Gender	
				Leave	Remain	Degree	No degree	Female	Male
Weighted	1330		100%	492	466	384	946	680	650
Unweighted		1330		634	614	518	812	628	702
Very well	23	31	2%	2%	2%	2%	2%	3%	1%
Fairly well	294	325	22%	24%	26%	32%	18%	18%	26%
Neither well nor badly	409	432	31%	33%	33%	29%	31%	31%	31%
Fairly badly	392	337	29%	29%	25%	23%	32%	34%	25%
Very badly	173	182	13%	9%	13%	13%	13%	11%	15%
Don't know	38	23	3%	4%	1%	1%	4%	3%	3%



For each of the following, please indicate if you think the UK economy works well or badly for them? People born into wealthy families

Base: Nationally representative sample of 1,330 Sky customers, weighted to match the profile of the population. Respondents interviewed online 17-20 August 2018.

	Weighted	Unweighted	Total %	Vote in 2017										Age						Region					
				Con	Lab	18-24	25-34	35-44	45-54	55-64	65-74	75+	18-34	35-54	55+	London	Scotland	Wales	North	South	Midlands				
Weighted	1330		100%	382	357	155	229	219	241	194	160	131	384	460	486	181	108	67	321	439	213				
Unweighted		1330		613	378	116	174	160	253	286	271	70	290	413	627	139	131	74	360	441	185				
Very well		771	58%	48%	74%	61%	65%	62%	45%	60%	57%	58%	63%	53%	58%	57%	46%	63%	70%	54%	54%				
Fairly well		337	25%	35%	13%	25%	22%	25%	32%	21%	25%	25%	23%	29%	24%	21%	44%	16%	14%	29%	31%				
Neither well nor badly		141	11%	12%	6%	4%	5%	11%	16%	15%	11%	9%	5%	14%	12%	15%	7%	20%	7%	12%	8%				
Fairly badly		28	2%	0%	1%	1%	7%	0%	2%	3%	0%	5%	1%	1%	2%	0%	0%	0%	2%	0%	8%				
Very badly		3	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%				
Don't know		51	4%	4%	5%	9%	1%	1%	4%	0%	7%	8%	4%	4%	4%	4%	3%	0%	7%	4%	0%				

	Weighted	Unweighted	Total %	Mosaic														
				A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Weighted	1330		100%	58	117	84	81	83	127	103	122	116	79	77	57	76	66	84
Unweighted		1330		54	133	106	86	101	148	93	98	81	80	63	52	72	52	111
Very well		771	58%	81%	44%	38%	70%	59%	59%	42%	70%	32%	81%	79%	51%	64%	86%	43%
Fairly well		337	25%	10%	26%	40%	21%	27%	29%	27%	23%	50%	9%	9%	20%	20%	6%	36%
Neither well nor badly		141	11%	8%	30%	16%	7%	4%	4%	11%	6%	15%	1%	11%	10%	16%	3%	9%
Fairly badly		28	2%	0%	0%	0%	1%	0%	4%	16%	0%	2%	0%	0%	0%	6%	0%	0%
Very badly		3	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	1%	0%	0%	0%	0%	0%
Don't know		51	4%	0%	0%	5%	1%	10%	4%	4%	1%	1%	8%	0%	19%	0%	0%	11%

	Weighted	Unweighted	Total %	EU vote		Education		Gender	
				Leave	Remain	Degree	No degree	Female	Male
Weighted	1330		100%	492	466	384	946	680	650
Unweighted		1330		634	614	518	812	628	702
Very well		771	58%	54%	72%	60%	57%	56%	60%
Fairly well		337	25%	26%	21%	27%	25%	28%	23%
Neither well nor badly		141	11%	12%	7%	12%	10%	9%	13%
Fairly badly		28	2%	2%	0%	0%	3%	3%	1%
Very badly		3	0%	0%	0%	0%	0%	0%	0%
Don't know		51	4%	5%	1%	1%	5%	5%	3%



For each of the following, please indicate if you think the UK economy works well or badly for them? People born into families which are neither wealthy nor poor

Base: Nationally representative sample of 1,330 Sky customers, weighted to match the profile of the population. Respondents interviewed online 17-20 August 2018.

	Weighted	Unweighted	Total %	Vote in 2017										Age						Region					
				Con	Lab	18-24	25-34	35-44	45-54	55-64	65-74	75+	18-34	35-54	55+	London	Scotland	Wales	North	South	Midlands				
Weighted	1330		100%	382	357	155	229	219	241	194	160	131	384	460	486	181	108	67	321	439	213				
Unweighted		1330		613	378	116	174	160	253	286	271	70	290	413	627	139	131	74	360	441	185				
Very well	6	15	0%	0%	1%	0%	1%	0%	1%	0%	1%	0%	0%	1%	0%	0%	1%	3%	0%	0%	0%				
Fairly well	190	213	14%	18%	7%	11%	11%	12%	17%	15%	24%	10%	11%	15%	17%	3%	5%	13%	12%	26%					
Neither well nor badly	597	607	45%	57%	34%	35%	30%	33%	51%	55%	55%	64%	32%	42%	58%	39%	51%	58%	49%	44%	40%				
Fairly badly	346	337	26%	16%	44%	18%	48%	29%	21%	24%	16%	17%	36%	25%	19%	35%	20%	23%	26%	26%	23%				
Very badly	151	122	11%	3%	11%	32%	9%	25%	7%	2%	2%	0%	18%	16%	7%	24%	11%	6%	14%	10%					
Don't know	39	36	3%	5%	3%	4%	2%	0%	3%	4%	2%	9%	3%	2%	1%	0%	0%	5%	4%	2%					

	Weighted	Unweighted	Total %	Mosaic															
				A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	
Weighted	1330		100%	58	117	84	81	83	127	103	122	116	79	77	57	76	66	84	
Unweighted		1330		54	133	106	86	101	148	93	98	81	80	63	52	72	52	111	
Very well	6	15	0%	0%	0%	1%	0%	1%	0%	1%	0%	2%	0%	0%	1%	0%	0%		
Fairly well	190	213	14%	44%	18%	28%	17%	13%	6%	33%	16%	5%	5%	4%	24%	3%	5%	4%	
Neither well nor badly	597	607	45%	38%	62%	41%	42%	49%	63%	41%	37%	27%	36%	49%	49%	65%	31%	36%	
Fairly badly	346	337	26%	14%	14%	18%	18%	22%	17%	23%	37%	25%	23%	36%	24%	21%	53%	52%	
Very badly	151	122	11%	4%	5%	6%	18%	1%	10%	2%	10%	40%	28%	9%	0%	8%	11%	5%	
Don't know	39	36	3%	0%	0%	6%	4%	14%	4%	0%	1%	0%	8%	3%	2%	2%	0%	2%	

	Weighted	Unweighted	Total %	EU vote		Education		Gender	
				Leave	Remain	Degree	No degree	Female	Male
Weighted	1330		100%	492	466	384	946	680	650
Unweighted		1330		634	614	518	812	628	702
Very well	6	15	0%	1%	0%	1%	0%	0%	1%
Fairly well	190	213	14%	15%	13%	11%	16%	13%	16%
Neither well nor badly	597	607	45%	48%	46%	47%	44%	47%	43%
Fairly badly	346	337	26%	25%	32%	28%	25%	25%	27%
Very badly	151	122	11%	7%	7%	12%	11%	11%	12%
Don't know	39	36	3%	5%	1%	2%	3%	4%	2%



For each of the following, please indicate if you think the UK economy works well or badly for them? People born into poor families

Base: Nationally representative sample of 1,330 Sky customers, weighted to match the profile of the population. Respondents interviewed online 17-20 August 2018.

	Weighted	Unweighted	Total %	Vote in 2017										Age						Region					
				Con	Lab	18-24	25-34	35-44	45-54	55-64	65-74	75+	18-34	35-54	55+	London	Scotland	Wales	North	South	Midlands				
Weighted	1330		100%	382	357	155	229	219	241	194	160	131	384	460	486	181	108	67	321	439	213				
Unweighted		1330		613	378	116	174	160	253	286	271	70	290	413	627	139	131	74	360	441	185				
Very well	37	23	3%	1%	0%	11%	7%	0%	0%	0%	1%	0%	9%	0%	0%	0%	14%	4%	0%	0%	8%				
Fairly well	103	121	8%	12%	6%	2%	5%	3%	12%	9%	13%	10%	4%	8%	3%	0%	7%	9%	10%	8%					
Neither well nor badly	170	213	13%	23%	3%	0%	5%	8%	18%	25%	22%	10%	3%	13%	11%	27%	18%	6%	15%	10%					
Fairly badly	370	410	28%	38%	20%	17%	24%	23%	26%	27%	35%	52%	21%	24%	42%	13%	17%	26%	26%	33%					
Very badly	610	532	46%	22%	70%	65%	57%	65%	42%	31%	28%	23%	60%	53%	43%	45%	54%	55%	44%	37%					
Don't know	40	31	3%	4%	2%	4%	1%	1%	2%	8%	2%	5%	2%	2%	1%	0%	0%	4%	4%	4%					

	Weighted	Unweighted	Total %	Mosaic														
				A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Weighted	1330		100%	58	117	84	81	83	127	103	122	116	79	77	57	76	66	84
Unweighted		1330		54	133	106	86	101	148	93	98	81	80	63	52	72	52	111
Very well	37	23	3%	0%	0%	1%	1%	0%	0%	17%	2%	13%	0%	0%	0%	0%	0%	
Fairly well	103	121	8%	4%	12%	22%	6%	17%	7%	11%	6%	3%	2%	16%	1%	9%	3%	
Neither well nor badly	170	213	13%	4%	14%	21%	12%	11%	20%	16%	6%	23%	0%	2%	1%	21%	14%	
Fairly badly	370	410	28%	68%	52%	22%	23%	49%	27%	23%	22%	10%	17%	36%	21%	11%	32%	
Very badly	610	532	46%	25%	22%	31%	43%	16%	40%	33%	63%	51%	74%	80%	46%	58%	50%	
Don't know	40	31	3%	0%	0%	3%	15%	8%	6%	0%	1%	2%	8%	0%	0%	0%	2%	

	Weighted	Unweighted	Total %	EU vote		Education		Gender	
				Leave	Remain	Degree	No degree	Female	Male
Weighted	1330		100%	492	466	384	946	680	650
Unweighted		1330		634	614	518	812	628	702
Very well	37	23	3%	1%	0%	0%	4%	3%	2%
Fairly well	103	121	8%	14%	5%	7%	8%	7%	8%
Neither well nor badly	170	213	13%	18%	8%	12%	13%	14%	12%
Fairly badly	370	410	28%	30%	29%	30%	27%	26%	30%
Very badly	610	532	46%	35%	56%	50%	44%	47%	45%
Don't know	40	31	3%	2%	2%	2%	4%	3%	3%



For each of the following, please indicate if you think the UK economy works well or badly for them? Homeowners

Base: Nationally representative sample of 1,330 Sky customers, weighted to match the profile of the population. Respondents interviewed online 17-20 August 2018.

	Weighted	Unweighted	Total %	Vote in 2017						Age							Region					
				Con	Lab	18-24	25-34	35-44	45-54	55-64	65-74	75+	18-34	35-54	55+	London	Scotland	Wales	North	South	Midlands	
Weighted	1330		100%	382	357	155	229	219	241	194	160	131	384	460	486	181	108	67	321	439	213	
Unweighted		1330		613	378	116	174	160	253	286	271	70	290	413	627	139	131	74	360	441	185	
Very well	65	63	5%	5%	4%	7%	12%	5%	1%	4%	2%	2%	10%	3%	3%	11%	1%	3%	3%	3%	9%	
Fairly well	354	421	27%	34%	23%	26%	16%	25%	27%	40%	21%	35%	20%	26%	33%	37%	13%	23%	21%	28%	31%	
Neither well nor badly	517	465	39%	39%	33%	39%	41%	42%	40%	34%	43%	29%	40%	41%	36%	37%	64%	31%	43%	31%	39%	
Fairly badly	283	272	21%	14%	30%	9%	25%	26%	21%	18%	21%	29%	18%	23%	22%	12%	19%	35%	22%	27%	13%	
Very badly	65	81	5%	6%	5%	8%	5%	2%	9%	1%	5%	4%	7%	6%	3%	3%	3%	6%	5%	7%	3%	
Don't know	47	28	4%	2%	5%	10%	1%	2%	2%	3%	9%	0%	5%	2%	4%	0%	0%	2%	6%	3%	5%	

	Weighted	Unweighted	Total %	Mosaic														
				A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Weighted	1330		100%	58	117	84	81	83	127	103	122	116	79	77	57	76	66	84
Unweighted		1330		54	133	106	86	101	148	93	98	81	80	63	52	72	52	111
Very well	65	63	5%	5%	3%	2%	5%	2%	1%	17%	8%	3%	1%	10%	3%	1%	10%	
Fairly well	354	421	27%	62%	28%	53%	25%	38%	26%	24%	38%	10%	11%	22%	17%	16%	23%	
Neither well nor badly	517	465	39%	26%	50%	27%	32%	21%	35%	40%	27%	50%	53%	24%	38%	47%	42%	
Fairly badly	283	272	21%	5%	13%	12%	11%	29%	21%	16%	24%	31%	18%	40%	26%	34%	27%	
Very badly	65	81	5%	2%	3%	3%	27%	6%	7%	3%	2%	4%	5%	1%	1%	7%	2%	
Don't know	47	28	4%	0%	4%	2%	0%	5%	10%	0%	1%	1%	12%	2%	15%	0%	1%	

	Weighted	Unweighted	Total %	EU vote		Education		Gender	
				Leave	Remain	Degree	No degree	Female	Male
Weighted	1330		100%	492	466	384	946	680	650
Unweighted		1330		634	614	518	812	628	702
Very well	65	63	5%	2%	6%	4%	5%	4%	6%
Fairly well	354	421	27%	33%	34%	30%	25%	23%	30%
Neither well nor badly	517	465	39%	38%	28%	44%	37%	37%	41%
Fairly badly	283	272	21%	18%	25%	17%	23%	26%	17%
Very badly	65	81	5%	7%	4%	3%	6%	5%	4%
Don't know	47	28	4%	1%	3%	2%	4%	5%	2%



For each of the following, please indicate if you think the UK economy works well or badly for them? Older people

Base: Nationally representative sample of 1,330 Sky customers, weighted to match the profile of the population. Respondents interviewed online 17-20 August 2018.

	Weighted	Unweighted	Total %	Vote in 2017										Age						Region					
				Con	Lab	18-24	25-34	35-44	45-54	55-64	65-74	75+	18-34	35-54	55+	London	Scotland	Wales	North	South	Midlands				
Weighted	1330		100%	382	357	155	229	219	241	194	160	131	384	460	486	181	108	67	321	439	213				
Unweighted		1330		613	378	116	174	160	253	286	271	70	290	413	627	139	131	74	360	441	185				
Very well		73	5%	4%	3%	2%	13%	4%	10%	2%	1%	1%	8%	7%	1%	4%	2%	5%	8%	7%	1%				
Fairly well		263	20%	24%	21%	20%	15%	18%	23%	15%	21%	30%	17%	21%	21%	19%	14%	17%	17%	22%	23%				
Neither well nor badly		267	20%	25%	15%	18%	6%	27%	15%	33%	22%	24%	11%	21%	27%	23%	37%	21%	15%	20%	15%				
Fairly badly		385	29%	29%	37%	35%	39%	17%	25%	30%	30%	31%	37%	21%	30%	41%	21%	19%	37%	20%	32%				
Very badly		315	24%	16%	21%	20%	26%	32%	25%	20%	25%	13%	23%	28%	20%	13%	25%	33%	18%	28%	29%				
Don't know		27	2%	2%	2%	6%	2%	1%	2%	1%	1%	2%	3%	2%	1%	0%	1%	5%	4%	2%	0%				

	Weighted	Unweighted	Total %	Mosaic														
				A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Weighted	1330		100%	58	117	84	81	83	127	103	122	116	79	77	57	76	66	84
Unweighted		1330		54	133	106	86	101	148	93	98	81	80	63	52	72	52	111
Very well		73	5%	5%	25%	3%	1%	2%	3%	4%	4%	0%	1%	0%	1%	24%	1%	3%
Fairly well		263	20%	23%	26%	39%	17%	34%	12%	31%	25%	5%	10%	18%	21%	9%	3%	22%
Neither well nor badly		267	20%	32%	19%	19%	19%	14%	29%	11%	13%	44%	11%	13%	16%	32%	14%	11%
Fairly badly		385	29%	37%	22%	21%	14%	32%	31%	27%	45%	17%	35%	25%	32%	16%	32%	52%
Very badly		315	24%	3%	9%	15%	50%	19%	20%	26%	10%	33%	36%	42%	23%	18%	50%	12%
Don't know		27	2%	0%	0%	3%	0%	1%	5%	2%	2%	1%	7%	2%	7%	1%	0%	1%

	Weighted	Unweighted	Total %	EU vote		Education		Gender	
				Leave	Remain	Degree	No degree	Female	Male
Weighted	1330		100%	492	466	384	946	680	650
Unweighted		1330		634	614	518	812	628	702
Very well		73	5%	2%	10%	11%	3%	5%	6%
Fairly well		263	20%	20%	25%	26%	17%	15%	25%
Neither well nor badly		267	20%	23%	17%	18%	21%	17%	23%
Fairly badly		385	29%	28%	35%	30%	29%	33%	24%
Very badly		315	24%	24%	12%	14%	28%	28%	19%
Don't know		27	2%	3%	1%	1%	3%	2%	2%



For each of the following, please indicate if you think the UK economy works well or badly for them? People who do not own a home

Base: Nationally representative sample of 1,330 Sky customers, weighted to match the profile of the population. Respondents interviewed online 17-20 August 2018.

	Weighted	Unweighted	Total %	Vote in 2017		Age										Region					
				Con	Lab	18-24	25-34	35-44	45-54	55-64	65-74	75+	18-34	35-54	55+	London	Scotland	Wales	North	South	Midlands
Weighted	1330		100%	382	357	155	229	219	241	194	160	131	384	460	486	181	108	67	321	439	213
Unweighted		1330		613	378	116	174	160	253	286	271	70	290	413	627	139	131	74	360	441	185
Very well	6	17	0%	1%	0%	1%	1%	0%	0%	0%	0%	2%	1%	0%	1%	0%	0%	1%	0%	1%	0%
Fairly well	130	113	10%	10%	5%	2%	4%	8%	21%	10%	11%	10%	3%	14%	10%	10%	2%	3%	13%	9%	12%
Neither well nor badly	238	278	18%	30%	11%	1%	7%	14%	21%	22%	29%	37%	5%	18%	28%	9%	29%	20%	15%	20%	19%
Fairly badly	463	514	35%	37%	45%	32%	35%	28%	32%	41%	37%	43%	34%	30%	40%	29%	27%	34%	38%	34%	41%
Very badly	460	371	35%	20%	37%	53%	51%	50%	24%	27%	20%	7%	52%	36%	19%	50%	41%	42%	27%	35%	28%
Don't know	33	37	2%	1%	2%	10%	2%	1%	2%	0%	2%	0%	5%	2%	1%	2%	0%	0%	6%	2%	0%

	Weighted	Unweighted	Total %	Mosaic														
				A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Weighted	1330		100%	58	117	84	81	83	127	103	122	116	79	77	57	76	66	84
Unweighted		1330		54	133	106	86	101	148	93	98	81	80	63	52	72	52	111
Very well	6	17	0%	0%	0%	0%	1%	0%	0%	1%	0%	0%	0%	0%	5%	0%	0%	
Fairly well	130	113	10%	27%	23%	20%	17%	14%	8%	9%	4%	3%	2%	0%	16%	5%	1%	
Neither well nor badly	238	278	18%	10%	19%	20%	18%	36%	27%	23%	12%	17%	7%	4%	29%	26%	5%	
Fairly badly	463	514	35%	44%	49%	40%	30%	45%	34%	28%	47%	18%	24%	41%	15%	43%	32%	
Very badly	460	371	35%	19%	7%	16%	33%	5%	27%	38%	36%	61%	50%	52%	35%	26%	58%	
Don't know	33	37	2%	0%	3%	3%	1%	1%	4%	0%	1%	1%	16%	3%	0%	0%	2%	

	Weighted	Unweighted	Total %	EU vote		Education		Gender	
				Leave	Remain	Degree	No degree	Female	Male
Weighted	1330		100%	492	466	384	946	680	650
Unweighted		1330		634	614	518	812	628	702
Very well	6	17	0%	1%	0%	1%	0%	1%	0%
Fairly well	130	113	10%	13%	6%	10%	10%	7%	12%
Neither well nor badly	238	278	18%	23%	16%	16%	19%	19%	17%
Fairly badly	463	514	35%	33%	48%	40%	33%	34%	36%
Very badly	460	371	35%	28%	29%	31%	36%	37%	32%
Don't know	33	37	2%	2%	2%	3%	2%	3%	2%



For each of the following, please indicate if you think the UK economy works well or badly for them? Young people

Base: Nationally representative sample of 1,330 Sky customers, weighted to match the profile of the population. Respondents interviewed online 17-20 August 2018.

	Weighted	Unweighted	Total %	Vote in 2017										Age						Region					
				Con	Lab	18-24	25-34	35-44	45-54	55-64	65-74	75+	18-34	35-54	55+	London	Scotland	Wales	North	South	Midlands				
Weighted	1330		100%	382	357	155	229	219	241	194	160	131	384	460	486	181	108	67	321	439	213				
Unweighted		1330		613	378	116	174	160	253	286	271	70	290	413	627	139	131	74	360	441	185				
Very well	27	18	2%	2%	0%	0%	7%	0%	1%	0%	1%	5%	4%	1%	1%	0%	0%	0%	1%	2%	8%				
Fairly well	163	174	12%	25%	8%	3%	6%	11%	7%	15%	18%	34%	5%	9%	21%	14%	3%	3%	15%	13%	14%				
Neither well nor badly	221	275	17%	26%	5%	2%	4%	13%	20%	28%	29%	24%	3%	16%	27%	14%	31%	27%	7%	20%	15%				
Fairly badly	501	514	38%	35%	50%	40%	42%	35%	40%	41%	30%	32%	41%	38%	35%	53%	31%	31%	51%	25%	36%				
Very badly	390	318	29%	9%	34%	51%	40%	41%	29%	11%	19%	5%	44%	35%	12%	20%	35%	39%	22%	39%	23%				
Don't know	28	31	2%	3%	2%	4%	1%	0%	2%	4%	3%	0%	2%	3%	0%	0%	0%	1%	4%	1%	4%				

	Weighted	Unweighted	Total %	Mosaic														
				A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Weighted	1330		100%	58	117	84	81	83	127	103	122	116	79	77	57	76	66	84
Unweighted		1330		54	133	106	86	101	148	93	98	81	80	63	52	72	52	111
Very well	27	18	2%	0%	1%	1%	0%	7%	0%	16%	0%	0%	0%	0%	0%	0%	0%	
Fairly well	163	174	12%	28%	11%	12%	8%	21%	14%	13%	9%	5%	5%	2%	39%	1%	30%	3%
Neither well nor badly	221	275	17%	5%	18%	23%	25%	25%	26%	23%	7%	26%	2%	5%	3%	25%	12%	8%
Fairly badly	501	514	38%	52%	38%	51%	24%	33%	30%	34%	52%	25%	41%	39%	41%	36%	13%	59%
Very badly	390	318	29%	14%	31%	10%	38%	8%	24%	13%	30%	44%	44%	54%	16%	38%	45%	28%
Don't know	28	31	2%	0%	0%	3%	5%	5%	5%	1%	1%	0%	8%	0%	0%	0%	2%	

	Weighted	Unweighted	Total %	EU vote		Education		Gender	
				Leave	Remain	Degree	No degree	Female	Male
Weighted	1330		100%	492	466	384	946	680	650
Unweighted		1330		634	614	518	812	628	702
Very well	27	18	2%	1%	1%	0%	3%	4%	0%
Fairly well	163	174	12%	17%	12%	7%	15%	13%	12%
Neither well nor badly	221	275	17%	25%	10%	17%	17%	18%	16%
Fairly badly	501	514	38%	37%	45%	41%	36%	34%	42%
Very badly	390	318	29%	17%	30%	33%	28%	30%	29%
Don't know	28	31	2%	2%	2%	2%	2%	3%	2%



For each of the following, please indicate if you think the UK economy works well or badly for them? People in the south of England

Base: Nationally representative sample of 1,330 Sky customers, weighted to match the profile of the population. Respondents interviewed online 17-20 August 2018.

	Weighted	Unweighted	Total %	Vote in 2017										Age						Region					
				Con	Lab	18-24	25-34	35-44	45-54	55-64	65-74	75+	18-34	35-54	55+	London	Scotland	Wales	North	South	Midlands				
Weighted	1330		100%	382	357	155	229	219	241	194	160	131	384	460	486	181	108	67	321	439	213				
Unweighted		1330		613	378	116	174	160	253	286	271	70	290	413	627	139	131	74	360	441	185				
Very well	230	269	17%	25%	19%	15%	9%	16%	21%	17%	15%	33%	12%	19%	2%	25%	34%	26%	10%	24%					
Fairly well	474	559	36%	44%	39%	34%	25%	31%	43%	32%	42%	48%	28%	37%	31%	20%	30%	47%	33%	36%					
Neither well nor badly	294	291	22%	22%	20%	8%	29%	18%	22%	32%	26%	14%	20%	20%	25%	25%	26%	30%	14%	29%					
Fairly badly	119	91	9%	5%	9%	5%	21%	16%	5%	2%	3%	4%	15%	10%	3%	22%	3%	2%	4%	6%					
Very badly	99	43	7%	1%	5%	14%	11%	16%	5%	0%	3%	0%	12%	10%	8%	4%	1%	1%	17%	0%					
Don't know	114	77	9%	3%	8%	24%	4%	3%	4%	17%	11%	0%	12%	3%	13%	22%	4%	9%	5%	6%					

	Weighted	Unweighted	Total %	Mosaic														
				A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Weighted	1330		100%	58	117	84	81	83	127	103	122	116	79	77	57	76	66	84
Unweighted		1330		54	133	106	86	101	148	93	98	81	80	63	52	72	52	111
Very well	230	269	17%	10%	11%	12%	27%	25%	29%	22%	21%	13%	8%	20%	33%	14%	1%	10%
Fairly well	474	559	36%	59%	46%	55%	26%	58%	35%	36%	46%	17%	30%	22%	20%	35%	35%	14%
Neither well nor badly	294	291	22%	26%	24%	23%	22%	6%	27%	22%	11%	26%	16%	19%	19%	48%	3%	37%
Fairly badly	119	91	9%	5%	6%	4%	4%	3%	2%	19%	12%	6%	18%	20%	5%	2%	1%	27%
Very badly	99	43	7%	0%	3%	0%	13%	0%	1%	0%	7%	24%	8%	13%	7%	0%	40%	2%
Don't know	114	77	9%	0%	10%	6%	7%	8%	6%	1%	4%	15%	20%	6%	17%	1%	20%	11%

	Weighted	Unweighted	Total %	EU vote		Education		Gender	
				Leave	Remain	Degree	No degree	Female	Male
Weighted	1330		100%	492	466	384	946	680	650
Unweighted		1330		634	614	518	812	628	702
Very well	230	269	17%	28%	13%	16%	18%	15%	20%
Fairly well	474	559	36%	40%	45%	45%	32%	32%	40%
Neither well nor badly	294	291	22%	18%	28%	24%	21%	22%	22%
Fairly badly	119	91	9%	5%	9%	10%	9%	10%	8%
Very badly	99	43	7%	3%	1%	3%	9%	11%	3%
Don't know	114	77	9%	6%	4%	3%	11%	10%	7%



For each of the following, please indicate if you think the UK economy works well or badly for them? People outside of the south of England

Base: Nationally representative sample of 1,330 Sky customers, weighted to match the profile of the population. Respondents interviewed online 17-20 August 2018.

	Weighted	Unweighted	Total %	Vote in 2017										Age						Region					
				Con	Lab	18-24	25-34	35-44	45-54	55-64	65-74	75+	18-34	35-54	55+	London	Scotland	Wales	North	South	Midlands				
Weighted	1330		100%	382	357	155	229	219	241	194	160	131	384	460	486	181	108	67	321	439	213				
Unweighted		1330		613	378	116	174	160	253	286	271	70	290	413	627	139	131	74	360	441	185				
Very well	16	30	1%	1%	2%	1%	1%	2%	2%	1%	1%	1%	1%	2%	1%	0%	0%	2%	2%	1%	2%				
Fairly well	135	149	10%	14%	5%	20%	3%	6%	14%	7%	9%	18%	10%	10%	11%	15%	11%	4%	14%	8%					
Neither well nor badly	372	361	28%	37%	11%	14%	26%	25%	22%	36%	45%	32%	21%	23%	34%	34%	24%	11%	38%	26%					
Fairly badly	506	500	38%	33%	52%	37%	58%	32%	39%	36%	24%	34%	50%	36%	31%	32%	26%	33%	54%	27%	50%				
Very badly	205	210	15%	10%	23%	15%	9%	32%	18%	6%	12%	12%	11%	25%	13%	18%	25%	21%	15%	6%					
Don't know	96	80	7%	4%	7%	14%	4%	3%	5%	15%	9%	4%	8%	4%	9%	7%	6%	9%	5%	7%					

	Weighted	Unweighted	Total %	Mosaic														
				A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Weighted	1330		100%	58	117	84	81	83	127	103	122	116	79	77	57	76	66	84
Unweighted		1330		54	133	106	86	101	148	93	98	81	80	63	52	72	52	111
Very well	16	30	1%	1%	0%	1%	0%	0%	3%	0%	1%	4%	0%	1%	1%	1%	2%	
Fairly well	135	149	10%	21%	16%	25%	3%	23%	3%	11%	6%	14%	6%	3%	2%	1%	13%	
Neither well nor badly	372	361	28%	50%	31%	22%	34%	32%	33%	35%	19%	28%	17%	15%	33%	44%	24%	
Fairly badly	506	500	38%	23%	36%	36%	36%	19%	41%	47%	59%	20%	41%	26%	24%	41%	49%	
Very badly	205	210	15%	4%	8%	10%	22%	14%	14%	3%	10%	32%	16%	50%	25%	11%	10%	
Don't know	96	80	7%	0%	9%	6%	5%	11%	6%	3%	6%	2%	20%	6%	15%	3%	2%	

	Weighted	Unweighted	Total %	EU vote		Education		Gender	
				Leave	Remain	Degree	No degree	Female	Male
Weighted	1330		100%	492	466	384	946	680	650
Unweighted		1330		634	614	518	812	628	702
Very well	16	30	1%	3%	0%	1%	1%	0%	2%
Fairly well	135	149	10%	12%	9%	7%	11%	7%	14%
Neither well nor badly	372	361	28%	33%	26%	27%	28%	28%	27%
Fairly badly	506	500	38%	33%	44%	50%	33%	39%	38%
Very badly	205	210	15%	13%	16%	10%	18%	16%	15%
Don't know	96	80	7%	6%	5%	4%	8%	10%	4%



In general, which of these comes closest to your views?

Base: Nationally representative sample of 1,330 Sky customers, weighted to match the profile of the population. Respondents interviewed online 17-20 August 2018.

	Weighted	Unweighted	Total %	Vote in 2017										Age						Region					
				Con	Lab	18-24	25-34	35-44	45-54	55-64	65-74	75+	18-34	35-54	55+	London	Scotland	Wales	North	South	Midlands				
Weighted	1330		100%	382	357	155	229	219	241	194	160	131	384	460	486	181	108	67	321	439	213				
Unweighted		1330		613	378	116	174	160	253	286	271	70	290	413	627	139	131	74	360	441	185				
Employers have far too much power over workers	357	322	27%	9%	39%	43%	28%	23%	24%	31%	29%	9%	34%	24%	24%	32%	45%	29%	26%	25%	18%				
Employers have slightly too much power over workers	399	375	30%	31%	30%	28%	35%	33%	27%	33%	16%	37%	32%	30%	29%	15%	33%	18%	31%	33%	37%				
The balance of power between employers and workers is about right	374	410	28%	42%	18%	17%	29%	27%	29%	22%	33%	43%	24%	28%	31%	44%	17%	30%	25%	28%	24%				
Workers have slightly too much power over employers	76	104	6%	10%	3%	0%	7%	5%	9%	5%	7%	5%	4%	7%	6%	3%	0%	18%	3%	7%	7%				
Workers have far too much power over employers	40	58	3%	4%	2%	3%	0%	1%	4%	7%	2%	4%	1%	3%	5%	0%	1%	4%	4%	3%	5%				
Don't know	84	61	6%	5%	8%	9%	2%	11%	7%	2%	12%	1%	5%	9%	5%	5%	3%	1%	11%	4%	9%				

	Weighted	Unweighted	Total %	Mosaic														
				A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Weighted	1330		100%	58	117	84	81	83	127	103	122	116	79	77	57	76	66	84
Unweighted		1330		54	133	106	86	101	148	93	98	81	80	63	52	72	52	111
Employers have far too much power over workers	357	322	27%	17%	14%	4%	32%	14%	23%	18%	37%	24%	21%	52%	29%	36%	72%	25%
Employers have slightly too much power over workers	399	375	30%	21%	20%	13%	21%	26%	43%	39%	39%	55%	18%	16%	36%	42%	19%	20%
The balance of power between employers and workers is about right	374	410	28%	61%	54%	67%	20%	43%	27%	26%	17%	8%	14%	7%	18%	15%	8%	40%
Workers have slightly too much power over employers	76	104	6%	1%	6%	11%	9%	4%	3%	7%	6%	6%	5%	13%	1%	0%	1%	8%
Workers have far too much power over employers	40	58	3%	1%	4%	2%	18%	4%	3%	0%	0%	2%	6%	1%	1%	0%	0%	3%
Don't know	84	61	6%	0%	2%	3%	1%	8%	1%	9%	1%	4%	36%	10%	16%	7%	0%	5%

	Weighted	Unweighted	Total %	EU vote		Education		Gender	
				Leave	Remain	Degree	No degree	Female	Male
Weighted	1330		100%	492	466	384	946	680	650
Unweighted		1330		634	614	518	812	628	702
Employers have far too much power over workers	357	322	27%	26%	24%	20%	30%	27%	27%
Employers have slightly too much power over workers	399	375	30%	27%	33%	33%	29%	32%	28%
The balance of power between employers and workers is about right	374	410	28%	31%	33%	36%	25%	27%	29%
Workers have slightly too much power over employers	76	104	6%	7%	5%	6%	6%	5%	7%
Workers have far too much power over employers	40	58	3%	3%	3%	1%	4%	2%	4%
Don't know	84	61	6%	4%	4%	5%	7%	7%	6%



Over recent years, do you think...?

Base: Nationally representative sample of 1,330 Sky customers, weighted to match the profile of the population. Respondents interviewed online 17-20 August 2018.

	Weighted	Unweighted	Total %	Vote in 2017										Age						Region					
				Con	Lab	18-24	25-34	35-44	45-54	55-64	65-74	75+	18-34	35-54	55+	London	Scotland	Wales	North	South	Midlands				
Weighted	1330		100%	382	357	155	229	219	241	194	160	131	384	460	486	181	108	67	321	439	213				
Unweighted		1330		613	378	116	174	160	253	286	271	70	290	413	627	139	131	74	360	441	185				
Employers have gained much more power over workers	329	328	25%	12%	42%	17%	28%	20%	26%	35%	22%	20%	24%	23%	27%	22%	21%	19%	27%	30%	18%				
Employers have gained slightly more power over workers	260	342	20%	22%	23%	14%	19%	14%	25%	22%	17%	25%	17%	20%	21%	10%	13%	14%	30%	18%	21%				
There has been no change in the balance of power between employers and workers	305	241	23%	23%	11%	29%	31%	20%	25%	16%	15%	23%	30%	23%	18%	36%	55%	17%	13%	18%	22%				
Workers have gained slightly more power over employers	207	263	16%	28%	14%	14%	12%	13%	15%	11%	24%	26%	13%	14%	19%	18%	5%	28%	14%	16%	16%				
Workers have gained much more power over employers	100	83	8%	11%	3%	4%	3%	12%	8%	14%	4%	5%	4%	10%	8%	8%	1%	20%	8%	6%	10%				
Don't know	130	73	10%	4%	8%	22%	7%	21%	1%	1%	18%	2%	13%	10%	7%	6%	5%	3%	8%	13%	13%				

	Weighted	Unweighted	Total %	Mosaic														
				A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Weighted	1330		100%	58	117	84	81	83	127	103	122	116	79	77	57	76	66	84
Unweighted		1330		54	133	106	86	101	148	93	98	81	80	63	52	72	52	111
Employers have gained much more power over workers	329	328	25%	11%	15%	7%	17%	31%	27%	13%	34%	25%	22%	42%	23%	26%	59%	23%
Employers have gained slightly more power over workers	260	342	20%	23%	38%	28%	19%	15%	18%	13%	18%	6%	8%	9%	35%	49%	6%	13%
There has been no change in the balance of power between employers and workers	305	241	23%	12%	18%	41%	15%	12%	31%	36%	17%	27%	6%	17%	25%	5%	27%	45%
Workers have gained slightly more power over employers	207	263	16%	31%	20%	14%	20%	25%	7%	23%	20%	12%	15%	16%	1%	12%	3%	12%
Workers have gained much more power over employers	100	83	8%	18%	7%	8%	17%	8%	14%	5%	6%	3%	8%	13%	1%	0%	4%	2%
Don't know	130	73	10%	5%	3%	3%	13%	9%	3%	10%	6%	28%	40%	3%	16%	7%	1%	5%

	Weighted	Unweighted	Total %	EU vote		Education		Gender	
				Leave	Remain	Degree	No degree	Female	Male
Weighted	1330		100%	492	466	384	946	680	650
Unweighted		1330		634	614	518	812	628	702
Employers have gained much more power over workers	329	328	25%	28%	22%	19%	27%	21%	29%
Employers have gained slightly more power over workers	260	342	20%	19%	28%	27%	16%	17%	23%
There has been no change in the balance of power between employers and workers	305	241	23%	19%	21%	25%	22%	25%	21%
Workers have gained slightly more power over employers	207	263	16%	21%	16%	17%	15%	16%	15%
Workers have gained much more power over employers	100	83	8%	8%	8%	5%	8%	7%	8%
Don't know	130	73	10%	5%	6%	7%	11%	14%	6%



Do you think trade unions should be more or less involved in negotiating workers' pay and conditions, or are they currently involved about the right amount?

Base: Nationally representative sample of 1,330 Sky customers, weighted to match the profile of the population. Respondents interviewed online 17-20 August 2018.

	Weighted	Unweighted	Total %	Vote in 2017		Age										Region					
				Con	Lab	18-24	25-34	35-44	45-54	55-64	65-74	75+	18-34	35-54	55+	London	Scotland	Wales	North	South	Midlands
Weighted	1330		100%	382	357	155	229	219	241	194	160	131	384	460	486	181	108	67	321	439	213
Unweighted		1330		613	378	116	174	160	253	286	271	70	290	413	627	139	131	74	360	441	185
Much more	281	254	21%	10%	32%	25%	30%	16%	27%	21%	14%	7%	28%	22%	15%	17%	21%	43%	21%	18%	26%
Slightly more	208	259	16%	6%	27%	14%	26%	14%	19%	18%	8%	4%	21%	16%	11%	11%	17%	21%	19%	14%	15%
About right	397	425	30%	42%	21%	12%	33%	29%	33%	23%	36%	42%	24%	31%	33%	43%	37%	27%	32%	23%	28%
Slightly less	112	158	8%	21%	3%	5%	3%	8%	6%	9%	16%	17%	4%	7%	13%	9%	4%	4%	6%	10%	12%
Much less	121	134	9%	17%	4%	3%	4%	8%	10%	13%	12%	16%	4%	9%	13%	6%	4%	2%	9%	13%	8%
Don't know	210	100	16%	4%	13%	40%	4%	25%	5%	16%	15%	14%	18%	15%	14%	18%	2%	13%	22%	12%	

	Weighted	Unweighted	Total %	Mosaic														
				A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Weighted	1330		100%	58	117	84	81	83	127	103	122	116	79	77	57	76	66	84
Unweighted		1330		54	133	106	86	101	148	93	98	81	80	63	52	72	52	111
Much more	281	254	21%	6%	4%	8%	24%	3%	21%	32%	40%	12%	22%	41%	25%	23%	50%	10%
Slightly more	208	259	16%	14%	15%	6%	12%	9%	15%	15%	16%	16%	13%	22%	10%	45%	6%	23%
About right	397	425	30%	52%	48%	34%	28%	27%	44%	21%	32%	9%	10%	21%	37%	18%	21%	43%
Slightly less	112	158	8%	15%	10%	18%	12%	22%	10%	11%	4%	2%	3%	2%	1%	4%	9%	3%
Much less	121	134	9%	8%	14%	31%	10%	12%	2%	11%	3%	9%	11%	1%	12%	8%	1%	4%
Don't know	210	100	16%	5%	10%	4%	13%	27%	9%	9%	4%	52%	40%	13%	15%	1%	13%	17%

	Weighted	Unweighted	Total %	EU vote		Education		Gender	
				Leave	Remain	Degree	No degree	Female	Male
Weighted	1330		100%	492	466	384	946	680	650
Unweighted		1330		634	614	518	812	628	702
Much more	281	254	21%	22%	18%	17%	23%	21%	21%
Slightly more	208	259	16%	14%	23%	19%	14%	15%	17%
About right	397	425	30%	29%	37%	42%	25%	29%	31%
Slightly less	112	158	8%	12%	9%	7%	9%	10%	7%
Much less	121	134	9%	16%	5%	5%	11%	10%	8%
Don't know	210	100	16%	8%	6%	9%	18%	15%	16%



Would you support or oppose the following policies? Increase government borrowing to pay for higher investment in health, education and infrastructure (such as transport and telecommunications)

Base: Nationally representative sample of 1,330 Sky customers, weighted to match the profile of the population. Respondents interviewed online 17-20 August 2018.

	Weighted	Unweighted	Total %	Vote in 2017		Age										Region					
				Con	Lab	18-24	25-34	35-44	45-54	55-64	65-74	75+	18-34	35-54	55+	London	Scotland	Wales	North	South	Midlands
Weighted	1330		100%	382	357	155	229	219	241	194	160	131	384	460	486	181	108	67	321	439	213
Unweighted		1330		613	378	116	174	160	253	286	271	70	290	413	627	139	131	74	360	441	185
Strongly support	325	311	24%	15%	37%	27%	27%	21%	21%	24%	28%	25%	27%	21%	26%	33%	41%	22%	25%	21%	16%
Tend to support	375	420	28%	30%	33%	40%	24%	25%	27%	29%	27%	30%	30%	26%	29%	23%	22%	36%	38%	25%	25%
Neither support nor oppose	306	226	23%	23%	15%	7%	26%	26%	26%	22%	21%	27%	19%	26%	23%	28%	25%	10%	12%	30%	25%
Tend to oppose	181	236	14%	24%	10%	8%	12%	15%	18%	16%	13%	11%	10%	16%	14%	11%	6%	14%	15%	15%	14%
Strongly oppose	104	107	8%	8%	2%	2%	9%	12%	8%	8%	9%	5%	6%	10%	7%	1%	5%	18%	3%	7%	19%
Don't know	40	30	3%	0%	2%	16%	2%	2%	0%	1%	1%	3%	7%	1%	4%	1%	0%	6%	2%	1%	

	Weighted	Unweighted	Total %	Mosaic														
				A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Weighted	1330		100%	58	117	84	81	83	127	103	122	116	79	77	57	76	66	84
Unweighted		1330		54	133	106	86	101	148	93	98	81	80	63	52	72	52	111
Strongly support	325	311	24%	30%	9%	13%	21%	28%	27%	26%	17%	27%	14%	20%	36%	17%	75%	29%
Tend to support	375	420	28%	34%	23%	23%	28%	37%	36%	29%	41%	16%	34%	43%	29%	15%	5%	24%
Neither support nor oppose	306	226	23%	23%	29%	23%	23%	19%	25%	15%	12%	46%	2%	13%	20%	45%	13%	29%
Tend to oppose	181	236	14%	11%	38%	16%	10%	10%	8%	10%	23%	11%	5%	22%	8%	7%	6%	6%
Strongly oppose	104	107	8%	2%	2%	23%	18%	2%	3%	19%	5%	1%	24%	1%	7%	14%	1%	1%
Don't know	40	30	3%	0%	0%	2%	0%	4%	1%	0%	3%	0%	20%	0%	0%	2%	0%	12%

	Weighted	Unweighted	Total %	EU vote		Education		Gender	
				Leave	Remain	Degree	No degree	Female	Male
Weighted	1330		100%	492	466	384	946	680	650
Unweighted		1330		634	614	518	812	628	702
Strongly support	325	311	24%	24%	26%	17%	27%	25%	24%
Tend to support	375	420	28%	25%	39%	31%	27%	26%	30%
Neither support nor oppose	306	226	23%	21%	18%	21%	24%	30%	16%
Tend to oppose	181	236	14%	17%	13%	23%	10%	12%	16%
Strongly oppose	104	107	8%	10%	3%	7%	8%	5%	11%
Don't know	40	30	3%	2%	1%	0%	4%	3%	3%



Would you support or oppose the following policies? Establishing a publically owned investment bank to invest in infrastructure and growing businesses which struggle to get finance, at an initial cost of £20 billion

Base: Nationally representative sample of 1,330 Sky customers, weighted to match the profile of the population. Respondents interviewed online 17-20 August 2018.

	Weighted	Unweighted	Total %	Vote in 2017											Age						Region					
				Con	Lab	18-24	25-34	35-44	45-54	55-64	65-74	75+	18-34	35-54	55+	London	Scotland	Wales	North	South	Midlands					
Weighted	1330		100%	382	357	155	229	219	241	194	160	131	384	460	486	181	108	67	321	439	213					
Unweighted		1330		613	378	116	174	160	253	286	271	70	290	413	627	139	131	74	360	441	185					
Strongly support	328	324	25%	23%	27%	22%	28%	27%	24%	27%	23%	19%	25%	25%	23%	28%	19%	38%	26%	23%	21%					
Tend to support	398	469	30%	41%	32%	19%	26%	34%	25%	34%	26%	52%	23%	29%	36%	32%	21%	29%	31%	27%	36%					
Neither support nor oppose	268	275	20%	17%	19%	11%	22%	11%	33%	28%	18%	9%	17%	23%	20%	11%	31%	16%	25%	17%	22%					
Tend to oppose	78	96	6%	9%	4%	7%	8%	12%	3%	2%	4%	5%	8%	7%	3%	9%	1%	7%	4%	6%	7%					
Strongly oppose	49	62	4%	4%	2%	5%	1%	0%	7%	2%	9%	1%	3%	4%	4%	1%	1%	5%	2%	7%	2%					
Don't know	209	104	16%	8%	16%	36%	15%	16%	8%	7%	21%	13%	24%	12%	13%	18%	26%	5%	12%	19%	11%					

	Weighted	Unweighted	Total %	Mosaic														
				A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Weighted	1330		100%	58	117	84	81	83	127	103	122	116	79	77	57	76	66	84
Unweighted		1330		54	133	106	86	101	148	93	98	81	80	63	52	72	52	111
Strongly support	328	324	25%	55%	7%	21%	24%	16%	29%	29%	28%	23%	14%	39%	29%	26%	34%	10%
Tend to support	398	469	30%	37%	35%	25%	43%	45%	24%	34%	24%	18%	34%	16%	36%	21%	32%	37%
Neither support nor oppose	268	275	20%	5%	41%	20%	14%	9%	31%	23%	25%	19%	15%	9%	4%	20%	16%	23%
Tend to oppose	78	96	6%	2%	11%	7%	4%	2%	3%	8%	14%	2%	2%	11%	0%	2%	6%	8%
Strongly oppose	49	62	4%	1%	3%	21%	0%	1%	1%	2%	0%	1%	9%	12%	5%	0%	0%	3%
Don't know	209	104	16%	0%	3%	7%	15%	27%	12%	5%	8%	37%	25%	14%	26%	31%	13%	18%

	Weighted	Unweighted	Total %	EU vote		Education		Gender	
				Leave	Remain	Degree	No degree	Female	Male
Weighted	1330		100%	492	466	384	946	680	650
Unweighted		1330		634	614	518	812	628	702
Strongly support	328	324	25%	26%	21%	19%	27%	25%	24%
Tend to support	398	469	30%	33%	36%	38%	26%	26%	34%
Neither support nor oppose	268	275	20%	21%	18%	26%	18%	19%	21%
Tend to oppose	78	96	6%	4%	10%	8%	5%	5%	6%
Strongly oppose	49	62	4%	5%	2%	2%	4%	3%	4%
Don't know	209	104	16%	11%	13%	6%	20%	21%	10%



Would you support or oppose the following policies? Raise the minimum wage from £7.83 to £8.75 an hour.

Base: Nationally representative sample of 1,330 Sky customers, weighted to match the profile of the population. Respondents interviewed online 17-20 August 2018.

	Weighted	Unweighted	Total %	Vote in 2017		Age										Region					
				Con	Lab	18-24	25-34	35-44	45-54	55-64	65-74	75+	18-34	35-54	55+	London	Scotland	Wales	North	South	Midlands
Weighted	1330		100%	382	357	155	229	219	241	194	160	131	384	460	486	181	108	67	321	439	213
Unweighted		1330		613	378	116	174	160	253	286	271	70	290	413	627	139	131	74	360	441	185
Strongly support	703	606	53%	38%	63%	72%	57%	54%	38%	54%	58%	40%	63%	46%	52%	62%	57%	46%	55%	54%	39%
Tend to support	362	383	27%	37%	27%	10%	31%	31%	22%	27%	26%	45%	23%	26%	32%	28%	11%	24%	22%	27%	43%
Neither support nor oppose	152	190	11%	15%	7%	7%	5%	12%	21%	11%	11%	11%	6%	17%	11%	3%	26%	25%	10%	10%	12%
Tend to oppose	76	90	6%	7%	2%	1%	5%	2%	16%	7%	2%	3%	4%	9%	4%	1%	3%	2%	10%	6%	5%
Strongly oppose	23	39	2%	3%	0%	5%	1%	2%	2%	1%	1%	1%	3%	2%	1%	5%	3%	2%	0%	1%	0%
Don't know	14	22	1%	1%	1%	4%	1%	0%	0%	0%	2%	0%	3%	0%	1%	0%	0%	0%	2%	1%	1%

	Weighted	Unweighted	Total %	Mosaic														
				A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Weighted	1330		100%	58	117	84	81	83	127	103	122	116	79	77	57	76	66	84
Unweighted		1330		54	133	106	86	101	148	93	98	81	80	63	52	72	52	111
Strongly support	703	606	53%	72%	22%	20%	43%	44%	50%	54%	53%	80%	46%	75%	53%	78%	78%	42%
Tend to support	362	383	27%	23%	31%	33%	40%	48%	22%	25%	23%	15%	42%	8%	39%	12%	14%	41%
Neither support nor oppose	152	190	11%	5%	20%	19%	13%	3%	25%	14%	16%	3%	2%	16%	7%	7%	6%	3%
Tend to oppose	76	90	6%	0%	25%	24%	1%	4%	3%	3%	8%	1%	2%	1%	0%	2%	0%	1%
Strongly oppose	23	39	2%	0%	2%	3%	0%	2%	0%	4%	0%	0%	1%	0%	1%	1%	1%	11%
Don't know	14	22	1%	0%	0%	2%	2%	0%	0%	0%	0%	2%	7%	0%	0%	0%	0%	3%

	Weighted	Unweighted	Total %	EU vote		Education		Gender	
				Leave	Remain	Degree	No degree	Female	Male
Weighted	1330		100%	492	466	384	946	680	650
Unweighted		1330		634	614	518	812	628	702
Strongly support	703	606	53%	48%	54%	38%	59%	59%	46%
Tend to support	362	383	27%	30%	30%	33%	25%	24%	30%
Neither support nor oppose	152	190	11%	12%	10%	18%	9%	13%	9%
Tend to oppose	76	90	6%	8%	4%	9%	4%	2%	10%
Strongly oppose	23	39	2%	1%	2%	2%	2%	1%	3%
Don't know	14	22	1%	1%	1%	0%	1%	1%	1%



Would you support or oppose the following policies? Raise the minimum wage for zero hours contracts to 20% above the standard minimum wage.

Base: Nationally representative sample of 1,330 Sky customers, weighted to match the profile of the population. Respondents interviewed online 17-20 August 2018.

	Weighted	Unweighted	Total %	Vote in 2017											Age						Region					
				Con	Lab	18-24	25-34	35-44	45-54	55-64	65-74	75+	18-34	35-54	55+	London	Scotland	Wales	North	South	Midlands					
Weighted	1330		100%	382	357	155	229	219	241	194	160	131	384	460	486	181	108	67	321	439	213					
Unweighted		1330		613	378	116	174	160	253	286	271	70	290	413	627	139	131	74	360	441	185					
Strongly support	438	368	33%	15%	40%	54%	38%	22%	28%	41%	29%	17%	45%	25%	31%	33%	31%	57%	36%	29%	29%					
Tend to support	312	346	23%	29%	32%	17%	23%	16%	21%	21%	35%	39%	20%	19%	30%	19%	12%	12%	26%	26%	28%					
Neither support nor oppose	333	319	25%	31%	16%	9%	24%	41%	26%	19%	23%	29%	18%	33%	23%	39%	46%	8%	17%	27%	17%					
Tend to oppose	130	160	10%	15%	9%	7%	10%	11%	12%	9%	7%	13%	8%	11%	9%	6%	6%	13%	12%	8%	13%					
Strongly oppose	61	85	5%	6%	1%	7%	3%	3%	9%	6%	2%	1%	4%	6%	3%	1%	3%	4%	5%	5%	6%					
Don't know	57	52	4%	3%	2%	6%	3%	7%	4%	4%	4%	1%	4%	5%	3%	1%	2%	6%	4%	5%	7%					

	Weighted	Unweighted	Total %	Mosaic														
				A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Weighted	1330		100%	58	117	84	81	83	127	103	122	116	79	77	57	76	66	84
Unweighted		1330		54	133	106	86	101	148	93	98	81	80	63	52	72	52	111
Strongly support	438	368	33%	31%	14%	16%	32%	10%	33%	37%	32%	49%	32%	59%	20%	36%	62%	34%
Tend to support	312	346	23%	22%	18%	11%	29%	54%	16%	30%	27%	14%	22%	5%	42%	46%	17%	11%
Neither support nor oppose	333	319	25%	32%	19%	30%	30%	13%	27%	21%	25%	34%	11%	31%	28%	16%	20%	37%
Tend to oppose	130	160	10%	13%	30%	14%	5%	18%	15%	7%	8%	1%	4%	1%	5%	2%	0%	13%
Strongly oppose	61	85	5%	2%	10%	20%	5%	1%	3%	4%	8%	1%	4%	2%	2%	1%	0%	2%
Don't know	57	52	4%	0%	8%	8%	1%	3%	6%	0%	0%	1%	27%	3%	3%	0%	0%	3%

	Weighted	Unweighted	Total %	EU vote		Education		Gender	
				Leave	Remain	Degree	No degree	Female	Male
Weighted	1330		100%	492	466	384	946	680	650
Unweighted		1330		634	614	518	812	628	702
Strongly support	438	368	33%	29%	28%	28%	35%	34%	31%
Tend to support	312	346	23%	29%	29%	22%	24%	24%	23%
Neither support nor oppose	333	319	25%	21%	24%	24%	25%	29%	21%
Tend to oppose	130	160	10%	12%	12%	16%	7%	8%	12%
Strongly oppose	61	85	5%	6%	4%	4%	5%	3%	6%
Don't know	57	52	4%	4%	2%	6%	4%	2%	7%



Would you support or oppose the following policies? Oblige companies with more than 250 workers to have at least two workers on their company boards

Base: Nationally representative sample of 1,330 Sky customers, weighted to match the profile of the population. Respondents interviewed online 17-20 August 2018.

	Weighted	Unweighted	Total %	Vote in 2017		Age											Region					
				Con	Lab	18-24	25-34	35-44	45-54	55-64	65-74	75+	18-34	35-54	55+	London	Scotland	Wales	North	South	Midlands	
Weighted	1330		100%	382	357	155	229	219	241	194	160	131	384	460	486	181	108	67	321	439	213	
Unweighted		1330		613	378	116	174	160	253	286	271	70	290	413	627	139	131	74	360	441	185	
Strongly support	345	350	26%	17%	39%	31%	26%	26%	27%	22%	28%	22%	28%	27%	24%	26%	16%	48%	34%	22%	22%	
Tend to support	488	490	37%	44%	35%	29%	38%	29%	28%	37%	49%	56%	34%	29%	46%	23%	50%	30%	34%	40%	41%	
Neither support nor oppose	307	287	23%	21%	21%	17%	26%	17%	33%	31%	14%	16%	23%	26%	21%	33%	26%	12%	23%	19%	25%	
Tend to oppose	75	113	6%	10%	4%	1%	8%	9%	3%	6%	6%	6%	5%	6%	6%	14%	2%	6%	4%	5%	6%	
Strongly oppose	33	41	3%	4%	0%	0%	1%	3%	8%	2%	2%	0%	0%	5%	1%	2%	4%	0%	1%	5%	0%	
Don't know	81	49	6%	4%	1%	23%	2%	15%	1%	3%	1%	0%	10%	7%	1%	2%	3%	5%	5%	10%	6%	

	Weighted	Unweighted	Total %	Mosaic														
				A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Weighted	1330		100%	58	117	84	81	83	127	103	122	116	79	77	57	76	66	84
Unweighted		1330		54	133	106	86	101	148	93	98	81	80	63	52	72	52	111
Strongly support	345	350	26%	26%	10%	12%	17%	17%	29%	34%	35%	20%	25%	65%	34%	33%	22%	16%
Tend to support	488	490	37%	34%	29%	30%	39%	67%	35%	37%	38%	35%	32%	16%	46%	52%	57%	12%
Neither support nor oppose	307	287	23%	3%	43%	18%	30%	10%	27%	22%	17%	22%	19%	15%	19%	14%	16%	58%
Tend to oppose	75	113	6%	31%	12%	17%	2%	3%	3%	4%	7%	0%	2%	0%	1%	1%	8%	
Strongly oppose	33	41	3%	6%	3%	20%	0%	1%	0%	3%	1%	0%	0%	1%	0%	1%	0%	3%
Don't know	81	49	6%	0%	2%	3%	13%	2%	6%	1%	3%	23%	21%	3%	0%	0%	4%	3%

	Weighted	Unweighted	Total %	EU vote		Education		Gender	
				Leave	Remain	Degree	No degree	Female	Male
Weighted	1330		100%	492	466	384	946	680	650
Unweighted		1330		634	614	518	812	628	702
Strongly support	345	350	26%	25%	30%	26%	26%	26%	26%
Tend to support	488	490	37%	44%	36%	35%	37%	41%	32%
Neither support nor oppose	307	287	23%	19%	18%	25%	22%	19%	27%
Tend to oppose	75	113	6%	5%	11%	10%	4%	4%	8%
Strongly oppose	33	41	3%	5%	2%	3%	2%	1%	4%
Don't know	81	49	6%	3%	3%	2%	8%	9%	3%



Would you support or oppose the following policies? Requiring the major digital companies such as Google and Facebook to follow rules set by government on how they operate, in the same way that broadcasters and mobile phone providers must

Base: Nationally representative sample of 1,330 Sky customers, weighted to match the profile of the population. Respondents interviewed online 17-20 August 2018.

	Weighted	Unweighted	Total %	Vote in 2017										Age										Region					
				Con	Lab	18-24	25-34	35-44	45-54	55-64	65-74	75+	18-34	35-54	55+	London	Scotland	Wales	North	South	Midlands								
Weighted	1330		100%	382	357	155	229	219	241	194	160	131	384	460	486	181	108	67	321	439	213								
Unweighted		1330		613	378	116	174	160	253	286	271	70	290	413	627	139	131	74	360	441	185								
Strongly support	697	774	52%	57%	62%	47%	50%	46%	47%	63%	58%	62%	49%	47%	61%	49%	46%	75%	57%	49%	51%								
Tend to support	429	378	32%	32%	28%	31%	35%	22%	48%	25%	32%	27%	33%	36%	28%	35%	49%	15%	33%	29%	32%								
Neither support nor oppose	100	73	8%	4%	6%	2%	9%	20%	3%	5%	8%	4%	6%	11%	5%	11%	2%	6%	3%	13%	4%								
Tend to oppose	25	46	2%	2%	3%	1%	4%	4%	0%	2%	1%	0%	3%	2%	1%	1%	0%	3%	1%	2%	5%								
Strongly oppose	18	30	1%	2%	1%	2%	2%	1%	2%	1%	0%	2%	2%	1%	1%	0%	1%	1%	1%	2%	2%								
Don't know	61	29	5%	2%	1%	18%	1%	5%	0%	5%	2%	5%	8%	3%	4%	5%	1%	1%	5%	5%	6%								

	Weighted	Unweighted	Total %	Mosaic														
				A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Weighted	1330		100%	58	117	84	81	83	127	103	122	116	79	77	57	76	66	84
Unweighted		1330		54	133	106	86	101	148	93	98	81	80	63	52	72	52	111
Strongly support	697	774	52%	53%	47%	39%	58%	69%	53%	56%	56%	49%	39%	75%	44%	51%	64%	36%
Tend to support	429	378	32%	19%	47%	49%	21%	22%	37%	41%	24%	23%	18%	10%	52%	43%	22%	49%
Neither support nor oppose	100	73	8%	21%	3%	6%	2%	2%	6%	3%	12%	4%	12%	1%	5%	0%	9%	
Tend to oppose	25	46	2%	6%	1%	1%	1%	0%	1%	0%	5%	2%	5%	1%	0%	1%	3%	
Strongly oppose	18	30	1%	1%	1%	3%	5%	0%	1%	0%	1%	1%	3%	4%	0%	0%	0%	
Don't know	61	29	5%	0%	1%	2%	13%	7%	1%	1%	2%	0%	33%	1%	0%	0%	13%	2%

	Weighted	Unweighted	Total %	EU vote		Education		Gender	
				Leave	Remain	Degree	No degree	Female	Male
Weighted	1330		100%	492	466	384	946	680	650
Unweighted		1330		634	614	518	812	628	702
Strongly support	697	774	52%	63%	48%	49%	54%	51%	54%
Tend to support	429	378	32%	27%	37%	39%	29%	33%	31%
Neither support nor oppose	100	73	8%	5%	8%	4%	9%	8%	7%
Tend to oppose	25	46	2%	1%	3%	4%	1%	1%	3%
Strongly oppose	18	30	1%	2%	2%	0%	2%	1%	2%
Don't know	61	29	5%	1%	2%	3%	5%	6%	3%



Would you support or oppose the following policies? Raising the rates of tax paid on the income which people make from owning wealth (for example in company dividends, or the profit when you sell something that has increased in value since you bought it) to the same rates as those paid on income people make from work?

Base: Nationally representative sample of 1,330 Sky customers, weighted to match the profile of the population. Respondents interviewed online 17-20 August 2018.

	Weighted	Unweighted	Total %	Vote in 2017											Age						Region					
				Con	Lab	18-24	25-34	35-44	45-54	55-64	65-74	75+	18-34	35-54	55+	London	Scotland	Wales	North	South	Midlands					
Weighted	1330		100%	382	357	155	229	219	241	194	160	131	384	460	486	181	108	67	321	439	213					
Unweighted		1330		613	378	116	174	160	253	286	271	70	290	413	627	139	131	74	360	441	185					
Strongly support	322	305	24%	18%	35%	23%	23%	34%	21%	26%	14%	27%	23%	27%	23%	28%	20%	39%	32%	17%	23%					
Tend to support	341	369	26%	23%	35%	29%	25%	17%	24%	25%	26%	38%	27%	21%	29%	19%	26%	23%	27%	25%	32%					
Neither support nor oppose	264	242	20%	24%	16%	10%	21%	13%	26%	26%	19%	21%	17%	20%	22%	32%	28%	7%	17%	17%	20%					
Tend to oppose	179	213	13%	22%	7%	8%	9%	11%	18%	12%	25%	11%	9%	15%	16%	12%	7%	26%	11%	15%	15%					
Strongly oppose	128	146	10%	11%	2%	11%	15%	8%	10%	9%	9%	3%	13%	9%	7%	7%	16%	2%	5%	16%	4%					
Don't know	96	55	7%	1%	6%	20%	6%	17%	1%	1%	7%	0%	12%	8%	3%	2%	3%	4%	9%	11%	5%					

	Weighted	Unweighted	Total %	Mosaic														
				A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Weighted	1330		100%	58	117	84	81	83	127	103	122	116	79	77	57	76	66	84
Unweighted		1330		54	133	106	86	101	148	93	98	81	80	63	52	72	52	111
Strongly support	322	305	24%	28%	11%	14%	9%	34%	31%	34%	28%	21%	34%	42%	16%	29%	13%	17%
Tend to support	341	369	26%	22%	17%	19%	34%	37%	19%	14%	47%	13%	16%	26%	37%	57%	14%	21%
Neither support nor oppose	264	242	20%	4%	16%	18%	18%	6%	33%	26%	9%	20%	15%	29%	19%	6%	30%	43%
Tend to oppose	179	213	13%	37%	39%	21%	12%	20%	13%	18%	2%	6%	7%	2%	9%	2%	7%	4%
Strongly oppose	128	146	10%	6%	15%	25%	9%	3%	4%	6%	5%	16%	2%	1%	4%	4%	36%	10%
Don't know	96	55	7%	3%	2%	2%	18%	0%	0%	1%	8%	24%	26%	1%	15%	2%	1%	5%

	Weighted	Unweighted	Total %	EU vote		Education		Gender	
				Leave	Remain	Degree	No degree	Female	Male
Weighted	1330		100%	492	466	384	946	680	650
Unweighted		1330		634	614	518	812	628	702
Strongly support	322	305	24%	27%	27%	26%	24%	20%	29%
Tend to support	341	369	26%	25%	35%	27%	25%	27%	24%
Neither support nor oppose	264	242	20%	22%	13%	17%	21%	20%	20%
Tend to oppose	179	213	13%	12%	16%	19%	11%	14%	13%
Strongly oppose	128	146	10%	12%	5%	8%	10%	10%	10%
Don't know	96	55	7%	3%	3%	3%	9%	10%	5%



Would you support or oppose the following policies? Ask the Bank of England to adopt policies to keep house prices from rising

Base: Nationally representative sample of 1,330 Sky customers, weighted to match the profile of the population. Respondents interviewed online 17-20 August 2018.

	Weighted	Unweighted	Total %	Vote in 2017								Age						Region					
				Con	Lab	18-24	25-34	35-44	45-54	55-64	65-74	75+	18-34	35-54	55+	London	Scotland	Wales	North	South	Midlands		
Weighted	1330		100%	382	357	155	229	219	241	194	160	131	384	460	486	181	108	67	321	439	213		
Unweighted		1330		613	378	116	174	160	253	286	271	70	290	413	627	139	131	74	360	441	185		
Strongly support	432	335	32%	20%	38%	55%	37%	27%	28%	24%	25%	35%	45%	28%	27%	37%	41%	46%	41%	26%	21%		
Tend to support	366	409	28%	34%	40%	22%	34%	25%	32%	15%	23%	41%	29%	29%	25%	31%	19%	31%	26%	20%	45%		
Neither support nor oppose	319	304	24%	24%	14%	7%	19%	27%	22%	34%	37%	18%	14%	24%	31%	16%	31%	10%	20%	34%	16%		
Tend to oppose	132	189	10%	18%	6%	2%	7%	13%	11%	17%	12%	4%	5%	12%	12%	10%	7%	11%	9%	10%	14%		
Strongly oppose	46	64	3%	4%	2%	2%	1%	5%	7%	6%	1%	1%	2%	6%	3%	4%	2%	2%	2%	5%	4%		
Don't know	35	29	3%	1%	0%	12%	1%	2%	0%	2%	1%	2%	5%	1%	2%	2%	1%	0%	2%	5%	1%		

	Weighted	Unweighted	Total %	Mosaic															
				A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	
Weighted	1330		100%	58	117	84	81	83	127	103	122	116	79	77	57	76	66	84	
Unweighted		1330		54	133	106	86	101	148	93	98	81	80	63	52	72	52	111	
Strongly support	432	335	32%	14%	21%	16%	19%	29%	30%	29%	41%	26%	35%	73%	45%	24%	68%	28%	
Tend to support	366	409	28%	24%	21%	26%	23%	43%	29%	15%	28%	23%	42%	11%	39%	25%	13%	55%	
Neither support nor oppose	319	304	24%	23%	29%	22%	20%	23%	32%	25%	22%	49%	7%	15%	4%	44%	11%	9%	
Tend to oppose	132	189	10%	32%	19%	14%	25%	4%	7%	24%	5%	1%	2%	1%	8%	5%	3%	4%	
Strongly oppose	46	64	3%	6%	11%	19%	0%	2%	1%	5%	1%	1%	3%	0%	2%	1%	1%	1%	
Don't know	35	29	3%	0%	0%	2%	13%	0%	1%	2%	2%	0%	11%	1%	4%	1%	4%	2%	

	Weighted	Unweighted	Total %	EU vote		Education		Gender	
				Leave	Remain	Degree	No degree	Female	Male
Weighted	1330		100%	492	466	384	946	680	650
Unweighted		1330		634	614	518	812	628	702
Strongly support	432	335	32%	31%	22%	25%	35%	31%	34%
Tend to support	366	409	28%	32%	34%	31%	26%	28%	27%
Neither support nor oppose	319	304	24%	22%	26%	25%	24%	29%	18%
Tend to oppose	132	189	10%	8%	15%	14%	8%	6%	14%
Strongly oppose	46	64	3%	5%	3%	4%	3%	3%	4%
Don't know	35	29	3%	2%	0%	1%	3%	3%	2%



Would you support or oppose the following policies? Introduce a new corporation tax for multinational companies that misleadingly report zero or very low profits in the UK

Base: Nationally representative sample of 1,330 Sky customers, weighted to match the profile of the population. Respondents interviewed online 17-20 August 2018.

	Weighted	Unweighted	Total %	Vote in 2017		Age										Region					
				Con	Lab	18-24	25-34	35-44	45-54	55-64	65-74	75+	18-34	35-54	55+	London	Scotland	Wales	North	South	Midlands
Weighted	1330		100%	382	357	155	229	219	241	194	160	131	384	460	486	181	108	67	321	439	213
Unweighted		1330		613	378	116	174	160	253	286	271	70	290	413	627	139	131	74	360	441	185
Strongly support	844	881	63%	62%	72%	54%	76%	58%	54%	71%	63%	69%	67%	56%	68%	76%	45%	88%	69%	58%	58%
Tend to support	265	299	20%	26%	19%	10%	19%	14%	28%	20%	24%	22%	16%	21%	22%	15%	32%	5%	13%	22%	28%
Neither support nor oppose	66	66	5%	4%	3%	1%	1%	8%	10%	7%	4%	1%	1%	9%	4%	7%	6%	2%	9%	3%	2%
Tend to oppose	19	27	1%	2%	1%	2%	2%	1%	1%	1%	0%	3%	2%	1%	1%	3%	0%	3%	0%	1%	2%
Strongly oppose	20	11	2%	0%	0%	0%	0%	1%	6%	0%	3%	0%	0%	3%	1%	0%	4%	0%	0%	3%	0%
Don't know	116	46	9%	5%	4%	33%	1%	19%	1%	1%	7%	4%	14%	9%	4%	0%	13%	2%	8%	12%	10%

	Weighted	Unweighted	Total %	Mosaic														
				A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Weighted	1330		100%	58	117	84	81	83	127	103	122	116	79	77	57	76	66	84
Unweighted		1330		54	133	106	86	101	148	93	98	81	80	63	52	72	52	111
Strongly support	844	881	63%	81%	35%	48%	73%	75%	63%	78%	80%	48%	48%	81%	41%	56%	67%	84%
Tend to support	265	299	20%	13%	43%	27%	10%	20%	27%	17%	16%	9%	12%	12%	31%	32%	15%	8%
Neither support nor oppose	66	66	5%	2%	18%	3%	0%	1%	2%	3%	2%	5%	1%	7%	0%	11%	14%	3%
Tend to oppose	19	27	1%	4%	3%	1%	3%	0%	0%	0%	1%	0%	0%	5%	1%	4%	1%	
Strongly oppose	20	11	2%	0%	0%	16%	1%	0%	0%	0%	0%	0%	0%	7%	0%	0%	2%	
Don't know	116	46	9%	0%	1%	6%	13%	3%	8%	1%	2%	37%	39%	0%	15%	0%	2%	

	Weighted	Unweighted	Total %	EU vote		Education		Gender	
				Leave	Remain	Degree	No degree	Female	Male
Weighted	1330		100%	492	466	384	946	680	650
Unweighted		1330		634	614	518	812	628	702
Strongly support	844	881	63%	70%	65%	61%	65%	61%	66%
Tend to support	265	299	20%	19%	27%	25%	18%	22%	18%
Neither support nor oppose	66	66	5%	4%	4%	8%	4%	4%	6%
Tend to oppose	19	27	1%	2%	2%	3%	1%	1%	2%
Strongly oppose	20	11	2%	3%	0%	0%	2%	1%	2%
Don't know	116	46	9%	3%	3%	3%	11%	11%	6%

