

**Survey Data and Variables for Analyses Reported in:**  
**How the Internet Helped Labour at the 2017 General Election:**  
**Findings from New Research**

by

Harold Clarke, Matt Goodwin, Paul Whiteley and Marianne Stewart

**Survey Data**

The data used in this research project were gathered in representative national pre- and post-election internet surveys conducted by YouGov plc. under the direction of Field Supervisor, Joe Greenwood. The pre-election survey was carried out between May 17th and June 7th, 2017 and the post-election survey was carried out between June 9th and June 29th 2017, with 98% of the post-election fieldwork completed by June 23rd. Sample size of the pre-post panel survey is N = 4014, with an additional 1120 respondents participating in the post-election survey only. Funds for the surveys were provided by grants from the British Academy and the National Science Foundation (US). The authors are currently writing a book using the data, titled *Youthquake! Brexit, the 2017 British General Election and Beyond*. When the book is completed, the data and supporting materials will be archived with the Harvard Dataverse and placed on a website that will be created for the project.

**Voting in the 2017 General Election**

Vote Labour - a 0-1 dummy variable with Labour voters scored 1 and all other voters scored 0. Non-voters are not included in the analysis.

Vote Conservative - a 0-1 dummy variable with Conservative voters scored 1 and all other voters scored 0. Non-voters are not included in the analysis.

**Internet Usage**

Respondents were asked: 'How much did you use the internet to get or exchange information about the recent general election?' Answers were scored: 'a great deal' = 4, 'a fair amount' = 3, 'not very much' = 2, 'not at all/don't know' = 1.

**Political Knowledge Index**

Political knowledge is measured as the number of correct answers to the following questions: (i) The unemployment rate in the UK is currently less than 5%; (ii) The Chancellor of the Exchequer is responsible for setting interest rates in the UK; (iii) In 2016 over 500,000 immigrants came to the UK from the European Union; (iv) In the UK, anyone who earns less than £11,500 pays no income tax; (v) The UK is legally required to leave the European Union by March 2019; (vi) The minimum voting age for UK general elections is now 16 years of age; (vii) Any registered voter can obtain a postal vote for a general election by contacting their local council and asking for one; (viii) The UK currently spends just over one per cent of its gross national income on overseas aid.

## Statistical Controls

Several statistical controls were employed in the multivariate (binomial logit) analyses of Labour and Conservative voting. These variables include:

- (a) age - three 0-1 'dummy' variables for the 18-29, 30-49 and 50-64 age groups, with the 65 & older age group serving as the reference category;
- (b) social class - the standard Market Research Society social grade classification (A, B, C1, C2, D, E);
- (c) gender - a 0-1 dummy variable scored 1 for men and 0 for women;
- (d) education - a 0-1 dummy variable with those attending college or university scored 1 and those with other educational qualifications or no qualifications scored 0;
- (e) income - annual family income measured with a 15-category ordinal scale ranging from 'under £5000' to '£150,000 and over';
- (f) country of residence - two 0-1 dummy variables for residence in Scotland and Wales, with residence in England as the reference category;
- (g) vote in EU referendum - Leave voters are scored -1, non-voters are scored 0, and Remain voters are scored 1;
- (h) feelings about party leaders (Corbyn, Farron, May, Nuttall, Sturgeon) - respondents' scores on 0 ('really dislike') to 10 ('really like') scales;
- (i) party identification - a series of four 0-1 dummy variables for Conservative, Labour, Liberal Democrat and other parties, with non-identification/don't know as the reference category;
- (j) party best on issue chosen as most important - a series of four 0-1 dummy variables for Conservative, Labour, Liberal Democrat and other parties, with no party/don't know as the reference category;
- (k) ideological proximity- respondents were asked to place themselves and political parties on a 0 (cut taxes and public services) to 10 (raise taxes and increase public services) scale. Distances between respondents and parties on this scale are used to measure ideological proximities between respondents and the Conservative, Labour, Liberal Democrat, UKIP and SNP parties.
- (l) feeling left-behind - a summary index (range 0-3) based on answers to three questions that ask respondents if (i) they often get less than they deserve, (ii) are not treated fairly by government, (iii) have fallen behind other people financially.

## Statistical Software

The multivariate (binomial logit) analyses of Labour and Conservative voting were conducted using Stata 14.

## For Additional Information

Please contact Harold Clarke, email: [clarke475@msn.com](mailto:clarke475@msn.com)

## Authors

Harold Clarke  
 School of Economic, Political and Policy Sciences  
 University of Texas at Dallas  
 email: [clarke475@msn.com](mailto:clarke475@msn.com)

Matthew Goodwin  
 School of Politics and International Relations

University of Kent  
email: M.J.Goodwin@kent.ac.uk

Paul Whiteley  
Department of Government  
University of Essex  
email: whiteley@essex.ac.uk

Marianne Stewart  
School of Economic, Political and Policy Sciences  
University of Texas at Dallas  
email: mcmstewart@gmail.com