



ICM Vote Intention Poll

Fieldwork dates: 8-10th July 2016

Interview Method: Online.

Population effectively sampled: All adults aged 18+

Online Sampling Method: A nationally representative sample was selected at random from the NewVista panel of 200,000+ adults, with sample selected in proportion to population distribution.

Sample size: 2025 adults aged 18+

Data weighting: In both cases, data were weighted to the profile of all adults aged 18+. Data were weighted by sex, age, social class, household tenure, work status and region. Targets for the weighted data were derived from the National Readership survey, a random probability survey comprising 36,000 random face-to-face interviews conducted annually.

The data were further weighted by declared votes in the 2015 general election. The weighting scheme is designed as follows:

Weighting by past votes – online

The sample were fully weighted to the 2015 General Election result. Recall on online tests has been superior to that achieved over the telephone, and given the resultant minimal impact of past weight voting online, making provision for faulty recall seems unnecessary.

Weighting for turnout

ICM has constructed a turnout probability matrix based on an interlocking combination of age and social grade. Turnout estimates from various sources, most notably but not limited to the British Election studies were factored into the matrix in order provide a best estimate for each demographic subgroup, modelled to population incidence and real turnout levels from the 2015 General Election.

Weighting for political interest

The data is weighted to the standard question on level of interest in politics, from BES 2015.

Voting intentions: ICM derives vote intentions from 2 questions.

First of all respondents are asked if they are registered to vote in UK elections. Those not registered are excluded from vote intention calculations.

Then, respondents are asked how likely it is that they would be to go and vote in a new election, although this question is no longer used to create turnout factors. Those who say they will vote are asked to say which party they would support in a new election. Respondents are then asked whether they voted in 2015 and which party they voted for in that election.

The vote figures shown in the tables are calculated after ICM has excluded those who are not registered, say they will not vote, refuse to answer the question or don't know who they would vote for (but see below).

Adjustment process 1: 'Partial Refuser' Reallocation

- A.) 75% of 2015 Conservative and Labour voters who refuse to answer the vote intention question or say they don't know, are added back to the party they voted for in 2015.
- B.) 50% of 2015 voters for all other parties who refuse to answer the vote intention question or say they don't know, are added back to the party they voted for in 2015.

Adjustment process 2: 'Total Refuser' Reallocation

'Total refusers' are people who refuse/DK their future vote intention AND also refuse/DK who they voted for in the previous General Election (2015). Given the lack of any political information about such respondents to date, ICM has excluded them from the vote intention figures. However, our post-2015 Recall Survey revealed that Total Refusers (who were subsequently willing to tell us what they did in the 2015 General Election) split disproportionately across different parties. Indeed, one important observation was that more than half of all Total Refusers actually voted Conservative, with more than twice as many voting Conservative than Labour.

Our new adjustment thus reallocates some Total Refusers back into the poll sample. This is achieved in the following way:

1. The number of Total Refusers on any poll is multiplied by the proportion of Partial Refusers who were (already) re-allocated in Adjustment Process 1. (For example, if 60% of Partial Refusers were added back, then 60% of Total Refusals will be added back).
2. Total Refusers are then multiplied by each party's share of reallocated Partial Refusers. (For example, if 40% of already allocated Partial Refusals were 2015 Conservative voters, then 40% of remaining Total Refusals will be reallocated to the Conservatives).
3. ICM's default position is that Total Refusers *at least* look like Partial Refusers in terms of political make-up. However, given the findings of our Recall Poll, we believe that Total Refusals are probably even more pro-Conservative than pro-Labour. In order to allow for this, the share of Total Refusals added back to the Conservatives is increased by 20% (for example, from the 40%

mentioned in (2, above) to 60%), with a corresponding reduction of 20% in the share of Total Refuser reallocation to Labour.

Questions: The computer tables attached in PDF format show each question, in full, in the order they were put to respondents, all response codes and the weighted and un-weighted bases for all demographics and other data including but not limited that published .

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British Polling Council: ICM is a member of the British Polling Council and abides by its rules. <http://www.britishpollingcouncil.org/>

Online Poll

ONLINE Fieldwork : 8th-10th July 2016

Absolutes/col percents

Table 1

QR. As far as you know, is your name on the electoral register, that is, the official list of people who can vote, either where you are living now or somewhere else?

Base: All respondents

	Gender			Age						Social Class					Voting Intention					Vote In 2015 General Election				Region					NET: Eng-land
	Total	Male	Female	18-24	25-34	35-64	65-74	75+	NET: 65+	AB	C1	C2	DE	Con	Lab	Lib Dem	UKIP	Other	Con	Lab	UKIP	Lib Dem	Scot-land	Wales	North	Mid-lands	South		
Unweighted base	2025	932	1093	175	345	1107	239	159	398	685	555	254	531	528	487	135	237	161	645	526	227	147	180	107	714	592	719	1738	
Weighted base	2025	912	1113	230	320	1066	220	189	409	501	591	418	514	511	474	119	226	159	656	541	225	140	184	120	707	655	663	1721	
NET: Yes	1969	889	1080	203	303	1054	220	189	409	494	575	405	496	506	470	116	226	157	653	529	219	137	180	113	698	630	642	1676	
	97%	97%	97%	88%	95%	99%	100%	100%	100%	99%	97%	97%	96%	99%	99%	98%	100%	99%	100%	98%	97%	98%	98%	94%	99%	96%	97%	97%	
Yes - where living now	1935	874	1061	192	293	1042	220	188	408	488	563	395	489	502	461	113	220	153	647	520	216	134	179	111	690	618	626	1645	
	96%	96%	95%	83%	92%	98%	100%	99%	100%	97%	95%	95%	95%	98%	97%	96%	97%	96%	99%	96%	96%	96%	97%	92%	98%	94%	94%	96%	
Yes - somewhere else/ another address	35	16	19	12	10	12	1	1	2	6	12	10	7	5	10	3	5	4	7	9	3	4	1	2	7	12	16	31	
	2%	2%	2%	5%	3%	1%	*	1%	*	1%	2%	2%	1%	1%	2%	2%	2%	3%	1%	2%	1%	3%	1%	2%	1%	2%	2%	2%	
No	33	13	20	13	15	5	-	-	-	3	13	4	13	1	3	-	-	1	3	8	-	-	4	6	7	14	13	24	
	2%	1%	2%	6%	5%	1%	-	-	-	1%	2%	1%	3%	*	1%	-	-	1%	*	1%	-	-	2%	5%	1%	2%	2%	1%	
Don't know	22	10	12	14	1	7	-	-	-	4	3	9	5	4	1	2	1	1	-	4	6	2	-	1	2	11	9	21	
	1%	1%	1%	6%	*	1%	-	-	-	1%	1%	2%	1%	1%	*	2%	*	*	-	1%	3%	2%	-	1%	*	2%	1%	1%	

Online Poll

ONLINE Fieldwork : 8th-10th July 2016

Absolutes/col percents

Table 2

QA. Some people have said they would not vote in a new General Election, while others have said they would vote. How certain is it that you would actually vote in a general election if it were to be held tomorrow? On a ten point scale where 10 means you would be absolutely certain to vote and 1 means you would be certain not to vote, how likely is it that you would cast your vote?

Base: All respondents

	Gender		Age					Social Class					Voting Intention					Vote In 2015 General Election					Region					NET: Eng- land
	Total	Male	Female	18-24	25-34	35-64	65-74	75+	NET: 65+	AB	C1	C2	DE	Con	Lab	Lib Dem	UKIP	Other	Con	Lab	UKIP	Lib Dem	Scot- land	Wales	North	Mid- lands	South	
Unweighted base	2025	932	1093	175	345	1107	239	159	398	685	555	254	531	528	487	135	237	161	645	526	227	147	180	107	714	592	719	1738
Weighted base	2025	912	1113	230	320	1066	220	189	409	501	591	418	514	511	474	119	226	159	656	541	225	140	184	120	707	655	663	1721
10 - Absolutely certain to vote	1283 63%	612 67%	671 60%	116 50%	171 53%	701 66%	155 70%	141 74%	296 72%	332 66%	392 66%	259 62%	299 58%	387 76%	360 76%	72 61%	183 81%	111 70%	479 73%	385 71%	168 75%	90 65%	126 69%	65 54%	470 67%	389 59%	424 64%	1091 63%
9	189 9%	90 10%	99 9%	20 9%	34 11%	98 9%	21 10%	16 8%	37 9%	65 13%	51 9%	31 7%	42 8%	55 11%	48 10%	17 14%	20 9%	17 11%	73 11%	54 10%	21 9%	18 13%	17 9%	4 3%	74 10%	54 8%	61 9%	168 10%
8	139 7%	55 6%	84 8%	27 12%	22 7%	68 6%	16 7%	6 3%	22 5%	38 7%	42 7%	29 7%	30 6%	32 6%	36 8%	7 6%	6 2%	19 12%	42 6%	35 6%	6 3%	10 7%	6 3%	15 12%	30 4%	55 8%	54 8%	118 7%
7	66 3%	30 3%	36 3%	6 3%	19 6%	36 3%	4 2%	2 1%	6 1%	10 2%	16 3%	16 4%	24 5%	13 3%	10 2%	10 8%	8 3%	4 3%	22 3%	14 3%	8 4%	8 6%	6 3%	2 4%	26 4%	13 2%	28 4%	59 3%
6	65 3%	27 3%	38 3%	21 9%	13 4%	23 2%	9 4%	-	9 2%	13 3%	14 2%	22 5%	17 3%	11 2%	16 3%	8 7%	6 3%	2 1%	9 1%	17 3%	5 2%	8 5%	-	7 6%	23 3%	21 3%	21 3%	58 3%
5	48 2%	18 2%	30 3%	15 7%	5 2%	25 2%	2 1%	1 1%	3 1%	12 2%	11 2%	7 2%	17 3%	9 2%	3 1%	4 4%	1 1%	3 2%	10 1%	7 1%	2 1%	4 3%	3 2%	-	12 2%	27 4%	9 1%	45 3%
4	11 1%	6 1%	5 *	1 *	-	8 1%	2 1%	-	2 1%	1 *	4 1%	1 *	4 1%	-	* -	-	2 1%	1 *	-	2 1%	2 1%	-	-	-	5 1%	1 *	6 1%	11 1%
3	17 1%	9 1%	8 1%	3 1%	1 *	13 1%	-	-	-	1 *	6 1%	5 1%	5 1%	1 *	1 *	-	-	2 1%	* 1%	4 1%	-	1 1%	5 3%	2 2%	8 1%	6 1%	3 *	10 1%
2	21 1%	7 1%	15 1%	3 1%	5 2%	12 1%	-	1 1%	1 *	2 *	2 *	9 2%	8 2%	2 *	-	* -	* -	1 *	-	* -	-	-	-	1 1%	6 1%	10 1%	5 1%	20 1%
1 - Certain not to vote	83 4%	32 3%	51 5%	11 5%	30 9%	33 3%	2 1%	7 4%	9 2%	13 3%	26 4%	18 4%	26 5%	-	-	-	-	-	2 *	2 *	8 4%	-	8 5%	10 9%	26 4%	30 5%	27 4%	64 4%
Don't know	97 5%	27 3%	70 6%	6 3%	18 6%	47 4%	9 4%	16 8%	25 6%	13 2%	25 4%	21 5%	38 7%	-	-	-	-	-	20 3%	21 4%	4 2%	1 *	12 6%	13 11%	25 4%	47 7%	24 4%	72 4%
Refused	6 *	* *	5 *	1 *	1 *	3 *	1 *	-	1 *	2 *	2 *	-	2 *	-	-	-	-	-	-	-	-	-	-	1 1%	1 *	2 *	3 *	5 *
Mean	8.82	8.96	8.70	8.19	8.23	8.93	9.35	9.35	9.35	9.12	8.90	8.66	8.55	9.47	9.50	9.02	9.55	9.30	9.48	9.37	9.21	9.14	8.98	8.26	8.92	8.65	8.87	8.84
Standard deviation	2.31	2.16	2.42	2.55	2.89	2.19	1.43	1.97	1.70	1.86	2.28	2.45	2.57	1.21	1.09	1.53	1.15	1.40	1.15	1.40	1.96	1.46	2.34	2.91	2.23	2.46	2.22	2.25
Standard error	0.05	0.07	0.07	0.20	0.16	0.07	0.09	0.16	0.09	0.07	0.10	0.16	0.11	0.05	0.05	0.13	0.07	0.11	0.05	0.06	0.13	0.12	0.18	0.29	0.08	0.10	0.08	0.05

Online Poll

ONLINE Fieldwork : 8th-10th July 2016

Absolutes/col percents

Table 3

**QB. The Conservatives, Labour, the Liberal Democrats, UKIP, and other parties would fight a new General Election in your area.
If there were a General Election tomorrow which party would you vote for?**

Base: All respondents

	Gender			Age					Social Class				Voting Intention					Vote In 2015 General Election					Region					NET: Eng- land
	Total	Male	Female	18-24	25-34	35-64	65-74	75+	NET: 65+	AB	C1	C2	DE	Con	Lab	Lib Dem	UKIP	Other	Con	Lab	UKIP	Lib Dem	Scot- land	Wales	North	Mid- lands	South	
Unweighted base	2025	932	1093	175	345	1107	239	159	398	685	555	254	531	528	487	135	237	161	645	526	227	147	180	107	714	592	719	1738
Weighted base	2025	912	1113	230	320	1066	220	189	409	501	591	418	514	511	474	119	226	159	656	541	225	140	184	120	707	655	663	1721
Conservative	511 25%	255 28%	257 23%	44 19%	70 22%	245 23%	76 34%	77 40%	152 37%	177 35%	142 24%	98 24%	94 18%	511 100%	-	-	-	-	458 70%	15 3%	20 9%	6 4%	25 13%	25 21%	149 21%	163 25%	199 30%	461 27%
Labour	474 23%	211 23%	264 24%	92 40%	70 22%	245 23%	51 23%	16 9%	68 17%	115 23%	135 17%	71 17%	153 30%	-	474 100%	-	-	-	27 4%	374 69%	8 4%	18 13%	20 11%	16 14%	197 28%	141 22%	136 21%	438 25%
Liberal Democrat	119 6%	58 6%	60 5%	16 7%	21 7%	56 5%	15 7%	12 6%	26 6%	35 7%	43 7%	20 5%	20 4%	-	-	119 100%	-	-	8 1%	21 4%	2 1%	80 57%	7 4%	6 5%	35 5%	32 5%	51 8%	106 6%
UK Independence Party (UKIP)	226 11%	139 15%	88 8%	16 7%	14 4%	147 14%	27 12%	21 11%	49 12%	36 7%	49 8%	79 19%	62 12%	-	-	-	226 100%	-	36 5%	25 5%	152 68%	2 2%	5 3%	18 15%	56 8%	84 13%	86 13%	204 12%
Scottish National Party/SNP	74 4%	29 3%	45 4%	-	15 5%	47 4%	5 2%	6 3%	12 3%	15 3%	13 2%	21 5%	24 5%	-	-	-	-	74 46%	1 *	5 1%	-	1 1%	74 40%	-	74 10%	-	-	-
Plaid Cymru	10 *	7 1%	3 *	-	4 1%	5 1%	-	-	-	* *	5 1%	3 1%	1 *	-	-	-	-	10 6%	1 *	2 *	-	-	10 8%	-	10 2%	-	-	
Green	66 3%	29 3%	37 3%	11 5%	22 7%	29 3%	1 1%	2 1%	4 1%	18 4%	24 4%	11 3%	12 2%	-	-	-	-	66 41%	2 *	12 2%	-	1 1%	10 6%	3 2%	22 3%	22 3%	21 3%	53 3%
Another party	10 *	7 1%	3 *	1 *	* *	8 1%	-	-	-	* *	4 1%	1 *	3 1%	-	-	-	-	10 6%	3 1%	* *	2 1%	-	-	-	4 1%	2 *	4 1%	10 1%
Would note vote	83 4%	32 3%	51 5%	11 5%	30 9%	33 3%	2 1%	7 4%	9 2%	13 3%	26 4%	18 4%	26 5%	-	-	-	-	-	2 *	2 *	8 4%	-	8 5%	10 9%	26 4%	30 5%	27 4%	64 4%
Don't know	420 21%	133 15%	287 26%	36 16%	66 21%	233 22%	42 19%	42 22%	84 21%	85 17%	143 24%	90 22%	102 20%	-	-	-	-	-	118 18%	80 15%	33 15%	31 22%	31 17%	31 26%	130 18%	160 24%	130 20%	358 21%
Refused	32 2%	13 1%	19 2%	3 1%	7 2%	16 2%	1 1%	5 3%	6 2%	7 1%	4 1%	5 1%	17 3%	-	-	-	-	-	1 *	4 1%	-	-	4 2%	1 1%	14 2%	10 2%	8 1%	27 2%

Online Poll
ONLINE Fieldwork : 8th-10th July 2016

Absolutes/col percents

Table 4

Data derived from:-

Q.A Some people have said they would not vote in a new General Election, while others have said they would vote. How certain is it that you would actually vote in a general election if it were to be held tomorrow? On a ten point scale where 10 means you would be absolutely certain to vote and 1 means you would be certain not to vote how likely is it that you would cast your vote?

Q.B The Conservatives, Labour, the Liberal Democrats, UKIP, and other parties would fight a new General Election in your area. If there were a General Election tomorrow which party do you think you would vote for?

Data excludes those who definitely will not vote (4%), don't know who they would vote for (21%) or refuse to answer (2%)

THIS TABLE DOES NOT INCLUDE ADJUSTMENT FOR DON'T KNOW/REFUSERS

	Gender			Age					Social Class					Voting Intention					Vote In 2015 General Election					Region					NET: Eng- land
	Total	Male	Female	18-24	25-34	35-64	65-74	75+	NET: 65+	AB	C1	C2	DE	Con	Lab	Lib Dem	UKIP	Other	Con	Lab	UKIP	Lib Dem	Scot- land	Wales	North	Mid- lands	South		
Unweighted base	1496	771	725	68	197	858	230	143	374	625	413	159	299	547	443	129	232	144	570	430	196	123	141	77	534	416	547	1279	
Weighted base	1390	704	686	88	168	785	196	155	350	435	425	254	276	511	414	108	218	139	541	411	182	105	137	74	508	407	476	1179	
Conservative	511 37%	260 37%	251 37%	22 25%	57 34%	255 32%	87 44%	90 58%	177 51%	197 45%	153 36%	81 32%	80 29%	511 100%	-	-	-	-	469 87%	12 3%	19 11%	6 5%	26 19%	25 35%	154 30%	157 39%	200 42%	460 39%	
Labour	414 30%	194 28%	220 32%	42 49%	56 33%	243 31%	55 28%	18 12%	73 21%	119 27%	132 31%	57 22%	107 39%	-	414 100%	-	-	-	22 4%	343 83%	7 4%	19 18%	20 15%	16 21%	174 34%	114 28%	126 27%	378 32%	
Liberal Democrat	108 8%	55 8%	53 8%	9 10%	16 9%	55 7%	17 8%	13 8%	30 8%	39 9%	41 10%	14 6%	14 5%	-	-	108 100%	-	-	8 1%	18 4%	1 1%	78 74%	7 5%	5 7%	34 7%	28 7%	46 10%	96 8%	
UK Independence Party (UKIP)	218 16%	131 19%	87 13%	8 9%	9 6%	146 19%	30 15%	24 16%	54 15%	44 10%	52 12%	72 28%	50 18%	-	-	-	218 100%	-	35 6%	20 5%	153 84%	1 1%	5 3%	16 22%	52 10%	81 20%	85 18%	197 17%	
Scottish National Party/SNP	70 5%	28 4%	42 6%	-	10 6%	47 6%	6 3%	7 4%	13 4%	19 4%	15 4%	18 7%	18 7%	-	-	-	-	70 51%	1 *	5 1%	-	* *	70 51%	-	70 14%	-	-	-	
Plaid Cymru	8 1%	5 1%	3 *	-	3 2%	5 1%	-	-	-	* *	4 1%	3 1%	* *	-	-	-	-	8 6%	1 *	1 *	-	-	8 11%	-	8 2%	-	-		
Green	53 4%	25 4%	29 4%	6 6%	16 10%	27 3%	2 1%	3 2%	4 1%	16 4%	23 5%	8 3%	6 2%	-	-	-	-	53 38%	2 *	11 3%	-	1 1%	10 7%	3 4%	19 4%	18 4%	16 3%	41 3%	
Another party	7 *	5 1%	1 *	* *	* *	6 1%	-	-	-	* *	4 1%	1 *	1 *	-	-	-	-	7 5%	4 1%	* *	2 1%	-	-	-	4 1%	1 *	3 1%	7 1%	

Online Poll
ONLINE Fieldwork : 8th-10th July 2016

Col percents

Table 5
Published Vote Intention Figures
Percentages derived from the responses of 1775 respondents

	<u>Total</u>
Conservative	38%
Labour	30%
Liberal Democrat	8%
SNP	5%
Plaid Cymru	1%
Green	4%
UKIP	15%

Other *

Online Poll
ONLINE Fieldwork : 8th-10th July 2016

Absolutes/col percents

Table 6
Classification
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2025	2025
Weighted base	2025	2025
<u>Gender</u>		
Male	932 46%	912 45%
Female	1093 54%	1113 55%
<u>Age</u>		
18-24	175 9%	230 11%
25-34	345 17%	320 16%
35-44	411 20%	404 20%
45-54	371 18%	353 17%
55-64	325 16%	309 15%
65+	398 20%	409 20%
Average age	48.03	47.62

Online Poll
ONLINE Fieldwork : 8th-10th July 2016

Absolutes/col percents

Table 6
Classification
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Weighted base	2025	2025
<u>Social Grade</u>		
AB	685 34%	501 25%
C1	555 27%	591 29%
C2	254 13%	418 21%
DE	531 26%	514 25%
<u>Region</u>		
North	714 35%	707 35%
Midlands	592 29%	655 32%
South	719 36%	663 33%

Online Poll
ONLINE Fieldwork : 8th-10th July 2016

Absolutes/col percents

Table 6
Classification
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Weighted base	2025	2025
<u>Working status</u>		
Full-time	802 40%	866 43%
Part-time	298 15%	251 12%
Not working but seeking work or temporarily unemployed/sick	100 5%	93 5%
Not working/Not seeking work	96 5%	85 4%
Retired	461 23%	448 22%
Student	74 4%	87 4%
House person/Housewife/ Househusband	194 10%	195 10%
<u>Q.C Voting in May 7th 2015 General Election</u>		
Conservative	645 32%	656 32%
Labour	526 26%	541 27%
UK Independence Party (UKIP)	227 11%	225 11%
Liberal Democrat/ Liberal	147 7%	140 7%
Scottish National Party/SNP	84 4%	77 4%
Plaid Cymru	12 1%	19 1%
Green Party	79 4%	77 4%
Another party	10 *	5 *
Did not vote	230 11%	227 11%
Don't know	36 2%	34 2%
Prefer not to say	29 1%	25 1%