



ICM Vote Intention Poll

Fieldwork dates: 22-24th 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: 2012 adults aged 18+

Data weighting: 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 a combination of sources, including Census, and 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

The sample employed quotas to ensure that the recall of voting at the 2015 General Election closely approximated the actual result. Further, the results were fully weighted to that result.

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 : 22nd-24th 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	2012	890	1122	137	345	1101	239	190	429	772	517	254	469	621	459	125	206	155	655	527	225	146	169	109	700	595	717	1734		
Weighted base	2012	914	1098	241	317	1043	216	195	411	492	568	448	504	598	438	107	205	159	652	537	223	139	181	111	709	647	656	1720		
NET: Yes	1981	898	1083	224	312	1034	216	195	411	488	561	443	489	598	433	106	205	159	651	536	220	139	179	108	700	633	648	1695		
	98%	98%	99%	93%	98%	99%	100%	100%	100%	99%	99%	99%	97%	100%	99%	99%	100%	100%	100%	100%	98%	100%	99%	97%	99%	98%	99%	99%		
Yes - where living now	1955	886	1069	214	305	1025	216	194	410	481	554	437	483	594	430	105	205	151	646	533	220	137	178	108	696	624	635	1669		
	97%	97%	97%	89%	96%	98%	100%	100%	100%	98%	98%	98%	96%	99%	98%	98%	100%	95%	99%	99%	98%	99%	98%	97%	98%	96%	97%	97%		
Yes - somewhere else/ another address	26	12	14	9	7	8	*	1	1	7	8	6	6	4	3	1	-	8	5	2	*	1	1	*	4	9	13	25		
	1%	1%	1%	4%	2%	1%	*	*	*	1%	1%	1%	1%	1%	1%	1%	-	5%	1%	*	*	1%	*	*	1%	1%	2%	1%		
No	16	13	3	6	1	8	-	-	-	3	2	2	10	-	1	1	-	-	1	1	3	-	2	-	6	7	3	14		
	1%	1%	*	3%	*	1%	-	-	-	1%	*	*	2%	-	*	1%	-	-	*	*	1%	-	1%	-	1%	1%	*	1%		
Don't know	15	3	11	11	3	1	-	-	-	1	4	4	6	1	3	-	*	-	1	*	*	-	-	3	3	7	5	11		
	1%	*	1%	4%	1%	*	-	-	-	*	1%	1%	1%	*	1%	-	*	-	*	*	*	-	-	3%	*	1%	1%	1%		

Online Poll

ONLINE Fieldwork : 22nd-24th 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	2012	890	1122	137	345	1101	239	190	429	772	517	254	469	621	459	125	206	155	655	527	225	146	169	109	700	595	717	1734	
Weighted base	2012	914	1098	241	317	1043	216	195	411	492	568	448	504	598	438	107	205	159	652	537	223	139	181	111	709	647	656	1720	
10 - Absolutely certain to vote	1239	597	643	95	155	674	166	150	316	325	349	247	319	460	297	67	159	102	465	359	166	90	122	70	452	393	394	1047	
	62%	65%	59%	39%	49%	65%	77%	77%	77%	66%	61%	55%	63%	77%	68%	63%	78%	64%	71%	67%	74%	65%	68%	63%	64%	61%	60%	61%	
9	231	95	136	27	50	118	22	14	36	72	68	54	37	76	44	17	24	26	92	51	26	21	20	12	88	73	69	199	
	11%	10%	12%	11%	16%	11%	10%	7%	9%	15%	12%	12%	7%	13%	10%	16%	11%	17%	14%	10%	11%	15%	11%	12%	11%	11%	11%	12%	
8	134	51	83	33	33	53	11	4	15	31	45	35	23	30	45	14	5	21	34	34	9	9	13	4	37	44	53	117	
	7%	6%	8%	14%	11%	5%	5%	2%	4%	6%	8%	8%	5%	5%	10%	14%	3%	13%	5%	6%	4%	7%	7%	4%	5%	7%	8%	7%	
7	110	45	64	21	27	59	*	2	3	13	37	43	17	24	17	7	12	5	35	25	10	6	5	7	31	38	41	98	
	5%	5%	6%	9%	9%	6%	*	1%	1%	3%	6%	10%	3%	4%	4%	7%	6%	3%	5%	5%	4%	4%	3%	7%	4%	6%	6%	6%	
6	27	11	15	6	10	9	-	2	2	4	6	8	8	2	7	-	-	-	5	6	-	2	3	5	10	8	8	19	
	1%	1%	1%	3%	3%	1%	-	1%	1%	1%	1%	2%	2%	*	2%	-	-	-	1%	1%	-	1%	2%	5%	1%	1%	1%	1%	
5	59	32	27	28	10	17	2	1	3	11	27	7	13	6	22	1	3	2	6	25	4	3	1	1	11	15	33	57	
	3%	3%	2%	12%	3%	2%	1%	*	1%	2%	5%	2%	3%	1%	5%	1%	2%	1%	1%	5%	2%	2%	*	1%	2%	2%	5%	3%	
4	13	6	7	2	-	11	-	-	-	1	1	6	5	1	*	-	-	2	-	1	-	-	-	-	4	4	5	13	
	1%	1%	1%	1%	-	1%	-	-	-	*	*	1%	1%	*	*	-	-	1%	-	*	-	-	-	-	-	1%	1%	1%	
3	14	6	8	2	1	10	1	*	1	3	4	5	2	*	3	-	1	1	*	1	*	1	1	-	7	3	5	14	
	1%	1%	1%	1%	*	1%	*	*	*	1%	1%	1%	*	*	1%	-	*	1%	*	*	*	*	*	-	1%	*	1%	1%	
2	17	4	13	3	2	12	-	1	1	2	3	1	10	-	3	*	1	-	6	-	-	6	-	11	3	4	12		
	1%	*	1%	1%	1%	1%	-	*	*	1%	1%	*	2%	-	1%	*	*	-	1%	-	-	3%	-	2%	*	1%	1%	1%	
1 - Certain not to vote	81	43	39	14	16	43	5	2	7	20	14	13	35	-	-	-	-	-	2	8	3	2	9	4	30	28	23	68	
	4%	5%	4%	6%	5%	4%	2%	1%	2%	4%	2%	3%	7%	-	-	-	-	-	*	1%	2%	1%	5%	4%	4%	4%	4%	4%	
Don't know	84	23	61	8	13	37	8	18	26	9	12	29	34	-	-	-	-	-	13	22	5	5	3	5	28	37	20	76	
	4%	3%	6%	3%	4%	4%	4%	9%	6%	2%	2%	6%	7%	-	-	-	-	-	2%	4%	2%	3%	1%	5%	4%	6%	3%	4%	
Refused	2	1	1	1	-	1	*	-	*	1	2	-	-	-	-	-	-	-	-	-	-	-	-	*	*	*	1	2	
	*	*	*	*	-	*	*	-	*	*	*	-	-	-	-	-	-	-	-	-	-	-	-	*	*	*	*	*	
Mean	8.82	8.84	8.80	7.84	8.51	8.86	9.48	9.61	9.54	9.03	8.89	8.76	8.56	9.58	9.16	9.30	9.52	9.30	9.47	9.10	9.43	9.24	8.85	8.97	8.86	8.85	8.74	8.80	
Standard deviation	2.26	2.30	2.22	2.63	2.32	2.30	1.59	1.33	1.48	2.10	2.02	2.09	2.76	0.94	1.56	1.13	1.16	1.25	1.12	1.84	1.46	1.57	2.44	2.04	2.31	2.23	2.23	2.25	
Standard error	0.05	0.08	0.07	0.23	0.13	0.07	0.11	0.10	0.07	0.08	0.09	0.13	0.13	0.04	0.07	0.10	0.08	0.10	0.04	0.08	0.10	0.13	0.19	0.20	0.09	0.09	0.08	0.06	

Online Poll

ONLINE Fieldwork : 22nd-24th 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	2012	890	1122	137	345	1101	239	190	429	772	517	254	469	621	459	125	206	155	655	527	225	146	169	109	700	595	717	1734		
Weighted base	2012	914	1098	241	317	1043	216	195	411	492	568	448	504	598	438	107	205	159	652	537	223	139	181	111	709	647	656	1720		
Conservative	598 30%	297 33%	301 27%	40 16%	71 22%	314 30%	84 39%	90 46%	174 42%	193 39%	193 34%	121 27%	91 18%	598 100%	-	-	-	-	503 77%	20 4%	30 14%	19 14%	26 14%	23 20%	182 26%	198 31%	219 33%	550 32%		
Labour	438 22%	197 22%	241 22%	87 36%	81 25%	204 20%	40 19%	26 13%	66 16%	90 18%	115 20%	103 23%	129 26%	-	438 100%	-	-	-	10 2%	347 65%	15 7%	14 10%	34 19%	20 18%	168 24%	114 18%	155 24%	384 22%		
Liberal Democrat	107 5%	50 5%	57 5%	12 5%	19 6%	52 5%	12 5%	12 6%	24 6%	40 8%	32 6%	14 3%	20 4%	-	-	107 100%	-	-	10 2%	17 3%	5 2%	66 48%	6 3%	9 8%	27 4%	38 6%	42 6%	92 5%		
UK Independence Party (UKIP)	205 10%	108 12%	97 9%	19 8%	21 7%	117 11%	28 13%	20 11%	49 12%	32 6%	52 9%	51 11%	71 14%	-	-	-	205 100%	-	30 5%	26 5%	137 62%	1 1%	2 1%	16 14%	63 9%	82 13%	60 9%	188 11%		
Scottish National Party/SNP	68 3%	38 4%	30 3%	2 1%	16 5%	40 4%	6 3%	4 2%	9 2%	8 2%	19 3%	18 4%	23 4%	-	-	-	-	68 43%	1 *	4 1%	-	-	68 37%	-	68 10%	-	-	-		
Plaid Cymru	9 *	5 1%	4 *	- *	* *	8 1%	- *	1 *	1 *	2 *	3 1%	1 *	4 1%	-	-	-	-	9 6%	1 *	-	-	-	9 8%	-	9 1%	-	-			
Green	77 4%	31 3%	46 4%	16 7%	19 6%	38 4%	3 1%	1 1%	4 1%	23 5%	23 4%	16 3%	15 3%	-	-	-	-	77 49%	4 1%	7 1%	-	5 4%	5 3%	7 6%	15 2%	28 4%	34 5%	66 4%		
Another party	5 *	2 *	3 *	2 1%	* *	2 *	1 *	- *	1 *	1 *	2 *	1 *	1 *	-	-	-	-	5 3%	-	2 *	-	-	-	-	2 *	2 *	1 *	5 *		
Would note vote	81 4%	43 5%	39 4%	14 6%	16 5%	43 4%	5 2%	2 1%	7 2%	20 4%	14 2%	13 3%	35 7%	-	-	-	-	-	2 *	8 1%	3 2%	2 1%	9 5%	4 4%	30 4%	28 4%	23 4%	68 4%		
Don't know	405 20%	135 15%	270 25%	47 20%	69 22%	214 20%	37 17%	38 20%	75 18%	78 16%	109 19%	111 25%	107 21%	-	-	-	-	-	92 14%	105 20%	32 14%	31 22%	30 17%	24 21%	142 20%	145 22%	118 18%	351 20%		
Refused	19 1%	8 1%	11 1%	1 *	4 1%	12 1%	1 *	* *	1 *	5 1%	6 1%	-	8 2%	-	-	-	-	-	-	1 *	1 *	1 1%	2 1%	1 1%	13 2%	2 *	3 1%	16 1%		

Online Poll

ONLINE Fieldwork : 22nd-24th 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 (20%) or refuse to answer (1%)

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	1546	755	791	52	203	869	232	190	422	708	409	158	272	665	410	126	203	142	629	416	197	120	134	81	539	452	555	1331	
Weighted base	1413	705	708	89	170	778	196	179	375	432	441	258	282	612	365	103	194	139	574	377	187	107	133	79	500	442	471	1201	
Conservative	612 43%	308 44%	304 43%	24 27%	56 33%	328 42%	98 50%	106 59%	204 54%	224 52%	204 46%	103 40%	82 29%	612 100%	-	-	-	-	521 91%	20 5%	35 19%	21 20%	27 20%	24 31%	190 38%	200 45%	222 47%	561 47%	
Labour	365 26%	176 25%	189 27%	39 44%	60 35%	193 25%	43 22%	29 16%	73 19%	95 22%	99 23%	77 30%	94 33%	-	365 100%	-	-	-	9 2%	304 81%	11 6%	13 13%	29 22%	17 22%	149 30%	93 21%	122 26%	318 26%	
Liberal Democrat	103 7%	51 7%	52 7%	7 8%	15 9%	54 7%	13 7%	13 7%	26 7%	44 10%	32 7%	9 3%	17 6%	-	-	103 100%	-	-	9 2%	16 4%	6 3%	66 62%	7 5%	9 11%	26 5%	35 8%	42 9%	87 7%	
UK Independence Party (UKIP)	194 14%	102 14%	92 13%	9 10%	14 8%	116 15%	31 16%	24 13%	55 15%	37 9%	58 13%	43 17%	56 20%	-	-	-	194 100%	-	30 5%	24 6%	135 72%	1 1%	2 1%	14 17%	57 11%	82 19%	56 12%	179 15%	
Scottish National Party/SNP	64 5%	38 5%	26 4%	1 1%	11 7%	40 5%	7 4%	4 2%	11 3%	10 2%	20 5%	14 6%	20 7%	-	-	-	-	64 46%	1 *	4 1%	-	-	64 48%	-	64 13%	-	-	-	
Plaid Cymru	9 1%	5 1%	4 1%	-	* *	8 1%	-	1 *	1 *	2 *	3 1%	1 *	3 1%	-	-	-	-	9 6%	1 *	-	-	-	-	9 11%	-	9 2%	-	-	
Green	64 4%	25 3%	39 6%	7 8%	14 8%	38 5%	3 1%	2 1%	5 1%	20 5%	23 5%	11 4%	9 3%	-	-	-	-	64 46%	3 *	8 2%	-	5 5%	4 3%	6 8%	14 3%	22 5%	28 6%	53 4%	
Another party	3 *	1 *	2 *	1 2%	* *	1 *	* *	- -	* *	1 *	1 *	1 *	* *	- -	- -	- -	- -	3 2%	-	1 *	-	-	-	-	1 *	1 *	1 *	3 *	

Online Poll
ONLINE Fieldwork : 22nd-24th July 2016

Col percents

Table 5
Published Vote Intention Figures
Percentages derived from the responses of 1797 respondents

	<u>Total</u>
Conservative	43%
Labour	27%
Liberal Democrat	8%
SNP	4%
Plaid Cymru	1%
Green	4%
UKIP	13%

Other *

Online Poll
ONLINE Fieldwork : 22nd-24th July 2016

Absolutes/col percents

Table 6
Classification
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2012	2012
Weighted base	2012	2012
<u>Gender</u>		
Male	890 44%	914 45%
Female	1122 56%	1098 55%
<u>Age</u>		
18-24	137 7%	241 12%
25-34	345 17%	317 16%
35-44	409 20%	378 19%
45-54	368 18%	362 18%
55-64	324 16%	304 15%
65+	429 21%	411 20%
Average age	48.95	47.58

Online Poll
ONLINE Fieldwork : 22nd-24th July 2016

Absolutes/col percents

Table 6
Classification
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Weighted base	2012	2012
<u>Social Grade</u>		
AB	772 38%	492 24%
C1	517 26%	568 28%
C2	254 13%	448 22%
DE	469 23%	504 25%
<u>Region</u>		
North	700 35%	709 35%
Midlands	595 30%	647 32%
South	717 36%	656 33%

Online Poll
ONLINE Fieldwork : 22nd-24th July 2016

Absolutes/col percents

Table 6
Classification
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Weighted base	2012	2012
<u>Working status</u>		
Full-time	826 41%	857 43%
Part-time	282 14%	258 13%
Not working but seeking work or temporarily unemployed/sick	91 5%	91 5%
Not working/Not seeking work	73 4%	74 4%
Retired	507 25%	475 24%
Student	60 3%	77 4%
House person/Housewife/ Househusband	173 9%	180 9%
<u>Q.C Voting in May 7th 2015 General Election</u>		
Conservative	655 33%	652 32%
Labour	527 26%	537 27%
UK Independence Party (UKIP)	225 11%	223 11%
Liberal Democrat/ Liberal	146 7%	139 7%
Scottish National Party/SNP	64 3%	71 4%
Plaid Cymru	14 1%	15 1%
Green Party	91 5%	84 4%
Another party	8 *	7 *
Did not vote	225 11%	225 11%
Don't know	30 1%	31 2%
Prefer not to say	27 1%	27 1%

Online Poll
ONLINE Fieldwork : 22nd-24th July 2016

Absolutes/col percents

Table 6
Classification
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Weighted base	2012	2012
<u>Q1. Political Interest</u>		
Very interested	518 26%	288 14%
Fairly interested	983 49%	895 45%
Not very interested	341 17%	507 25%
Not at all interested	162 8%	316 16%
NET: Interested	1501 75%	1183 59%
NET: Not Interested	503 25%	823 41%
Don't know	8 *	6 *