



ICM Guardian Poll – August 2016

Fieldwork dates: 26-28th August 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: 2040 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 : 26th-28th August 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	2040	932	1108	179	342	1104	241	174	415	783	523	260	474	626	484	131	203	169	669	526	227	146	167	105	683	649	708	1768
Weighted base	2040	906	1134	237	314	1073	213	203	416	511	590	430	508	577	461	124	193	166	661	545	226	141	168	118	704	672	663	1754
NET: Yes	2001	894	1106	215	306	1066	211	202	414	506	579	424	493	577	456	122	192	162	659	537	226	140	166	110	696	655	650	1725
	98%	99%	98%	90%	98%	99%	99%	100%	99%	99%	98%	98%	97%	100%	99%	99%	100%	98%	100%	99%	100%	99%	99%	93%	99%	97%	98%	98%
Yes - where living now	1978	883	1095	206	301	1058	211	202	414	501	571	419	487	575	448	121	192	156	658	529	226	140	164	108	690	650	639	1706
	97%	97%	97%	87%	96%	99%	99%	100%	99%	98%	97%	97%	96%	100%	97%	98%	100%	94%	99%	97%	100%	99%	98%	92%	98%	97%	96%	97%
Yes - somewhere else/ another address	22	11	11	9	5	9	-	-	-	5	7	4	6	2	8	1	-	6	2	8	-	-	2	2	6	5	11	19
	1%	1%	1%	4%	2%	1%	-	-	-	1%	1%	1%	1%	*	2%	1%	-	4%	*	1%	-	-	1%	1%	1%	1%	2%	1%
No	24	7	17	11	6	5	*	1	1	3	7	6	8	*	1	-	1	3	-	6	-	-	2	3	7	8	9	19
	1%	1%	2%	5%	2%	*	*	*	*	1%	1%	1%	2%	*	*	-	*	2%	-	1%	-	-	1%	2%	1%	1%	1%	1%
Don't know	15	5	11	12	1	1	1	-	1	2	5	1	8	-	3	1	-	1	2	2	-	1	-	5	1	10	5	10
	1%	1%	1%	5%	*	*	1%	-	*	*	1%	*	2%	-	1%	1%	-	*	*	*	-	1%	-	4%	*	1%	1%	1%

Online Poll

ONLINE Fieldwork : 26th-28th August 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	2040	932	1108	179	342	1104	241	174	415	783	523	260	474	626	484	131	203	169	669	526	227	146	167	105	683	649	708	1768
Weighted base	2040	906	1134	237	314	1073	213	203	416	511	590	430	508	577	461	124	193	166	661	545	226	141	168	118	704	672	663	1754
10 - Absolutely certain to vote	1253 61%	603 67%	650 57%	89 37%	158 50%	696 65%	153 72%	157 77%	310 74%	326 64%	383 65%	246 57%	298 59%	425 74%	317 69%	88 71%	151 78%	117 71%	472 71%	358 66%	169 75%	91 65%	120 71%	77 65%	434 62%	396 59%	422 64%	1056 60%
9	208 10%	75 8%	133 12%	36 15%	30 10%	98 9%	30 14%	14 7%	44 11%	64 13%	67 11%	43 10%	34 7%	81 14%	46 10%	17 14%	14 7%	13 8%	85 13%	51 9%	22 10%	21 15%	11 7%	6 5%	71 10%	66 10%	71 11%	191 11%
8	176 9%	76 8%	100 9%	28 12%	36 12%	87 8%	15 7%	8 4%	24 6%	38 7%	57 10%	43 10%	37 7%	35 6%	47 10%	12 9%	15 8%	15 9%	51 8%	62 11%	17 8%	14 10%	11 7%	10 9%	64 9%	64 10%	47 7%	154 9%
7	82 4%	27 3%	56 5%	14 6%	15 5%	40 4%	5 3%	9 4%	14 3%	26 5%	18 3%	21 5%	18 3%	19 3%	17 4%	4 3%	7 4%	7 4%	20 3%	26 5%	5 2%	5 4%	8 5%	1 1%	22 3%	31 5%	29 4%	73 4%
6	73 4%	36 4%	37 3%	27 11%	20 6%	22 2%	2 1%	2 1%	4 1%	15 3%	16 3%	21 5%	22 4%	8 1%	17 4%	3 2%	*	7 4%	14 2%	27 5%	4 2%	4 3%	2 1%	8 6%	20 3%	24 4%	29 4%	63 4%
5	39 2%	14 2%	25 2%	10 4%	5 2%	24 2%	-	-	-	12 2%	13 2%	6 1%	9 2%	6 1%	8 2%	-	1 1%	2 1%	9 1%	5 1%	1 *	3 2%	2 1%	-	20 3%	9 1%	11 2%	37 2%
4	13 1%	2 *	10 1%	2 1%	5 2%	5 *	1 *	-	1 *	1 *	3 *	4 1%	5 1%	1 *	2 *	-	-	-	3 *	1 *	1 *	-	3 2%	-	5 1%	3 1%	4 1%	10 1%
3	23 1%	7 1%	16 1%	9 4%	2 1%	13 1%	-	-	-	4 1%	1 *	5 1%	13 3%	2 *	6 1%	-	2 1%	2 1%	*	3 1%	2 1%	-	-	2 1%	9 1%	11 2%	4 1%	22 1%
2	25 1%	7 1%	19 2%	1 *	8 2%	12 1%	1 *	4 2%	5 1%	*	5 1%	9 2%	12 2%	1 *	-	1 1%	2 1%	2 1%	-	3 1%	1 *	1 1%	4 2%	-	12 2%	7 1%	6 3%	21 1%
1 - Certain not to vote	76 4%	42 5%	34 3%	11 5%	20 6%	40 4%	1 *	4 2%	4 1%	13 3%	19 3%	16 4%	28 6%	-	-	-	-	-	3 *	3 1%	-	-	5 3%	8 7%	26 4%	29 4%	20 3%	63 4%
Don't know	64 3%	14 2%	50 4%	6 3%	13 4%	34 3%	5 2%	5 3%	10 2%	11 2%	8 1%	15 4%	30 6%	-	-	-	-	-	3 *	6 1%	4 2%	2 1%	1 1%	3 3%	19 3%	27 4%	18 3%	60 3%
Refused	7 *	3 *	4 *	5 2%	1 *	1 *	-	-	-	1 *	1 *	2 *	4 1%	-	-	-	-	-	1 *	-	-	-	*	3 3%	1 *	5 1%	1 *	4 *
Mean	8.77	8.86	8.70	7.92	8.19	8.87	9.50	9.34	9.42	9.02	8.98	8.61	8.40	9.49	9.23	9.44	9.46	9.18	9.40	9.14	9.46	9.26	8.95	8.73	8.73	8.69	8.90	8.76
Standard deviation	2.28	2.29	2.26	2.52	2.71	2.25	1.13	1.78	1.48	1.90	2.04	2.36	2.74	1.10	1.44	1.13	1.36	1.64	1.25	1.57	1.28	1.32	2.23	2.53	2.34	2.35	2.12	2.26
Standard error	0.05	0.08	0.07	0.19	0.15	0.07	0.07	0.14	0.07	0.07	0.09	0.15	0.13	0.04	0.07	0.10	0.10	0.13	0.05	0.07	0.09	0.11	0.17	0.25	0.09	0.09	0.08	0.05

Online Poll
ONLINE Fieldwork : 26th-28th August 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				
	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	NET: Eng-land
Unweighted base	2040	932	1108	179	342	1104	241	174	415	783	523	260	474	626	484	131	203	169	669	526	227	146	167	105	683	649	708	1768
Weighted base	2040	906	1134	237	314	1073	213	203	416	511	590	430	508	577	461	124	193	166	661	545	226	141	168	118	704	672	663	1754
Conservative	577	282	295	35	64	297	88	93	181	200	180	94	103	577	-	-	-	-	499	23	28	8	25	20	169	186	221	531
	28%	31%	26%	15%	21%	28%	41%	46%	43%	39%	30%	22%	20%	100%	-	-	-	-	76%	4%	12%	6%	15%	17%	24%	28%	33%	30%
Labour	461	208	253	99	85	226	32	18	50	107	131	92	130	-	461	-	-	-	13	374	14	12	26	30	183	135	143	405
	23%	23%	22%	42%	27%	21%	15%	9%	12%	21%	22%	21%	26%	-	100%	-	-	-	2%	69%	6%	9%	15%	26%	26%	20%	22%	23%
Liberal Democrat	124	65	59	4	25	71	11	12	23	47	34	18	24	-	-	124	-	-	15	26	1	73	7	2	35	36	52	114
	6%	7%	5%	2%	8%	7%	5%	6%	6%	9%	6%	4%	5%	-	-	100%	-	-	2%	5%	1%	52%	4%	2%	5%	5%	8%	6%
UK Independence Party (UKIP)	193	110	83	11	20	108	32	21	53	34	53	58	48	-	-	-	193	-	30	14	131	4	5	16	47	72	74	172
	9%	12%	7%	5%	6%	10%	15%	10%	13%	7%	9%	14%	9%	-	-	-	100%	-	4%	3%	58%	3%	3%	13%	7%	11%	11%	10%
Scottish National Party/SNP	72	34	38	2	13	48	5	4	9	9	16	24	23	-	-	-	-	72	-	3	-	2	72	-	72	-	-	-
	4%	4%	3%	1%	4%	5%	3%	2%	2%	2%	3%	6%	5%	-	-	-	-	44%	-	1%	-	1%	43%	-	10%	-	-	-
Plaid Cymru	16	5	11	5	4	7	-	-	-	1	4	7	4	-	-	-	-	16	1	5	-	-	16	-	16	-	-	-
	1%	1%	1%	2%	1%	1%	-	-	-	*	1%	2%	1%	-	-	-	-	10%	*	1%	-	-	13%	-	2%	-	-	-
Green	71	24	47	15	15	39	2	1	3	19	21	7	24	-	-	-	-	71	4	7	1	3	6	3	15	30	27	62
	4%	3%	4%	6%	5%	4%	1%	1%	1%	4%	4%	2%	5%	-	-	-	-	43%	1%	1%	*	2%	4%	2%	2%	5%	4%	4%
Another party	6	5	1	1	1	5	-	-	-	1	6	-	-	-	-	-	-	6	5	-	-	-	1	-	4	1	1	6
	*	1%	*	*	*	*	-	-	-	*	1%	-	-	-	-	-	-	4%	1%	-	-	-	*	-	1%	*	*	*
Would not vote	76	42	34	11	20	40	1	4	4	13	19	16	28	-	-	-	-	-	3	3	-	-	5	8	26	29	20	63
	4%	5%	3%	5%	6%	4%	*	2%	1%	3%	3%	4%	6%	-	-	-	-	-	*	1%	-	-	3%	7%	4%	4%	3%	4%
Don't know	421	124	297	42	65	223	42	49	91	74	123	109	116	-	-	-	-	-	90	89	51	38	19	20	149	156	116	382
	21%	14%	26%	18%	21%	21%	20%	24%	22%	14%	21%	25%	23%	-	-	-	-	-	14%	16%	23%	27%	12%	17%	21%	23%	18%	22%
Refused	24	8	16	12	2	9	-	2	2	6	4	6	8	-	-	-	-	-	1	1	-	-	1	3	4	11	9	19
	1%	1%	1%	5%	1%	1%	-	1%	*	1%	1%	1%	2%	-	-	-	-	-	*	*	-	-	1%	3%	1%	2%	1%	1%

Online Poll

ONLINE Fieldwork : 26th-28th August 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 (1%)

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

	Gender			Age					NET: 65+	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+		AB	C1	C2	DE	Con	Lab	Lib Dem	UKIP	Other	Con	Lab	UKIP	Lib Dem	Scot-land	Wales	North	Mid-lands	South		
Unweighted base	1579	787	792	70	199	901	237	171	409	742	413	165	258	658	437	134	201	149	642	439	196	119	141	72	538	473	567	1366	
Weighted base	1424	709	715	85	169	803	193	175	367	458	449	247	270	589	386	123	186	141	585	407	172	104	136	78	494	439	492	1210	
Conservative	589	294	295	21	52	304	101	111	212	229	187	83	90	589	-	-	-	-	518	24	29	10	27	23	172	190	227	540	
	41%	41%	41%	24%	31%	38%	53%	63%	58%	50%	42%	34%	33%	100%	-	-	-	-	89%	6%	17%	10%	20%	29%	35%	43%	46%	45%	
Labour	386	183	203	45	62	222	36	20	56	110	120	68	88	-	386	-	-	-	10	329	12	12	24	26	156	112	118	336	
	27%	26%	28%	53%	37%	28%	19%	11%	15%	24%	27%	28%	33%	-	100%	-	-	-	2%	81%	7%	12%	18%	34%	32%	25%	24%	28%	
Liberal Democrat	123	66	57	3	19	73	13	14	28	52	37	14	20	-	-	123	-	-	16	25	1	73	8	2	37	34	52	113	
	9%	9%	8%	3%	11%	9%	7%	8%	8%	11%	8%	6%	7%	-	-	100%	-	-	3%	6%	1%	71%	6%	3%	8%	8%	11%	9%	
UK Independence Party (UKIP)	186	105	81	7	13	108	34	24	58	37	59	51	39	-	-	-	186	-	32	15	128	4	4	14	45	68	73	168	
	13%	15%	11%	8%	8%	13%	18%	14%	16%	8%	13%	20%	15%	-	-	-	100%	-	5%	4%	75%	4%	3%	18%	9%	15%	15%	14%	
Scottish National Party/SNP	67	31	35	1	8	48	6	4	10	10	18	22	16	-	-	-	67	-	2	-	1	67	-	67	-	-	-	-	
	5%	4%	5%	1%	5%	6%	3%	2%	3%	2%	4%	9%	6%	-	-	-	47%	-	1%	-	1%	49%	-	14%	-	-	-	-	
Plaid Cymru	11	3	9	2	2	7	-	-	-	2	3	5	1	-	-	-	11	1	4	-	-	-	11	-	11	-	-	-	
	1%	*	1%	3%	1%	1%	-	-	-	*	1%	2%	1%	-	-	-	8%	*	1%	-	-	-	15%	-	3%	-	-	-	
Green	56	22	34	6	11	36	2	2	4	17	19	4	16	-	-	-	56	3	8	1	3	7	1	13	23	21	48		
	4%	3%	5%	7%	6%	4%	1%	1%	1%	4%	4%	2%	6%	-	-	-	40%	1%	2%	*	3%	5%	2%	3%	5%	4%	4%		
Another party	6	5	1	*	1	5	-	-	-	1	6	-	-	-	-	-	6	5	-	-	-	*	-	4	1	1	6		
	*	1%	*	*	1%	1%	-	-	-	*	1%	-	-	-	-	-	5%	1%	-	-	-	*	-	1%	*	*	*		

Online Poll
ONLINE Fieldwork : 26th-28th August 2016

Col percents

Table 5
Published Vote Intention Figures
Percentages derived from the responses of 1813 respondents

	<u>Total</u>
Conservative	41%
Labour	27%
Liberal Democrat	9%
SNP	4%
Plaid Cymru	1%
Green	4%
UKIP	13%
Other	1%

Online Poll
ONLINE Fieldwork : 26th-28th August 2016

Absolutes/col percents

Table 7
Classification
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2040	2040
Weighted base	2040	2040
<u>Gender</u>		
Male	932 46%	906 44%
Female	1108 54%	1134 56%
<u>Age</u>		
18-24	179 9%	237 12%
25-34	342 17%	314 15%
35-44	410 20%	404 20%
45-54	369 18%	369 18%
55-64	325 16%	300 15%
65+	415 20%	416 20%
Average age	48.29	47.81

Online Poll
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Absolutes/col percents

Table 7
Classification
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Weighted base	2040	2040
<u>Social Grade</u>		
AB	783 38%	511 25%
C1	523 26%	590 29%
C2	260 13%	430 21%
DE	474 23%	508 25%
<u>Region</u>		
North	683 33%	704 35%
Midlands	649 32%	672 33%
South	708 35%	663 33%

Online Poll
ONLINE Fieldwork : 26th-28th August 2016

Absolutes/col percents

Table 7
Classification
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Weighted base	2040	2040
<u>Working status</u>		
Full-time	849 42%	873 43%
Part-time	274 13%	259 13%
Not working but seeking work or temporarily unemployed/sick	102 5%	94 5%
Not working/Not seeking work	80 4%	82 4%
Retired	489 24%	457 22%
Student	93 5%	109 5%
House person/Housewife/ Househusband	153 8%	166 8%
<u>Q.C Voting in May 7th 2015 General Election</u>		
Conservative	669 33%	661 32%
Labour	526 26%	545 27%
UK Independence Party (UKIP)	227 11%	226 11%
Liberal Democrat/ Liberal	146 7%	141 7%
Scottish National Party/SNP	74 4%	77 4%
Plaid Cymru	14 1%	15 1%
Green Party	87 4%	76 4%
Another party	10 *	12 1%
Did not vote	226 11%	229 11%
Don't know	27 1%	28 1%
Prefer not to say	34 2%	31 2%

Online Poll
ONLINE Fieldwork : 26th-28th August 2016

Absolutes/col percents

Table 7
Classification
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Weighted base	2040	2040
<u>Q1. Political Interest</u>		
Very interested	474 23%	292 14%
Fairly interested	1069 52%	908 44%
Not very interested	318 16%	514 25%
Not at all interested	163 8%	320 16%
NET: Interested	1543 76%	1200 59%
NET: Not Interested	481 24%	834 41%
Don't know	16 1%	6 *