ICM Guardian Poll – September 2016

Fieldwork dates: 9-11th September 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: 2013 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 : 9th-11th September 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			
	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	2013	1012	1001	203	337	1110	240	123	363	762	544	254	453	595	474	146	193	168	627	532	226	149	177	98	666	662	685	1738
Weighted base	2013	927	1086	235	305	1060	218	195	413	496	576	438	502	575	442	120	211	159	652	537	223	139	177	112	706	650	657	1724
NET: Yes	1966	912	1055	215	291	1049	217	195	412	489	563	431	484	574	439	120	208	156	652	534	223	139	169	112	687	639	640	1685
	98%	98%	97%	91%	95%	99%	99%	100%	100%	99%	98%	98%	96%	100%	99%	100%	99%	98%	100%	99%	100%	100%	96%	100%	97%	98%	97%	98%
Yes - where living now	1934	894	1040	196	284	1044	216	194	410	479	550	425	480	564	432	115	203	153	643	528	218	139	166	107	679	627	628	1661
	96%	96%	96%	83%	93%	99%	99%	99%	99%	97%	95%	97%	96%	98%	98%	96%	96%	96%	99%	98%	97%	100%	94%	95%	96%	97%	96%	96%
Yes - somewhere else/ another address	32	18	14	19	6	5	1	1	2	10	13	6	3	10	8	5	5	3	8	6	6	-	3	5	9	12	12	24
	2%	2%	1%	8%	2%	*	*	1%	*	2%	2%	1%	1%	2%	2%	4%	3%	2%	1%	1%	3%	-	2%	5%	1%	2%	2%	1%
No	24	13	11	8	8	6	1	-	1	2	11	1	9	-	2	-	1	1	-	1	-	-	8	-	10	7	7	16
	1%	1%	1%	3%	3%	1%	1%	-	*	*	2%	*	2%	-	1%	-	*	1%	-	*	-	-	4%	-	1%	1%	1%	1%
Don't know	23	2	21	12	6	5	-	-	-	5	3	6	9	*	1	*	2	2	*	2	-	-	-	-	9	4	10	23
	1%	*	2%	5%	2%	*	-	-	-	1%	*	1%	2%	*	*	*	1%	1%	*	*	-	-	-	-	1%	1%	2%	1%

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Online Poll
ONLINE Fieldwork : 9th-11th September 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: England |
	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	2013	1012	1001	203	337	1110	240	123	363	762	544	254	453	595	474	146	193	168	627	532	226	149	177	98	666	662	685	1738
Weighted base	2013	927	1086	235	305	1060	218	195	413	496	576	438	502	575	442	120	211	159	652	537	223	139	177	112	706	650	657	1724
10 - Absolutely certain to vote	1231 61%	584 63%	646 60%	100 43%	157 52%	653 62%	158 73%	161 83%	320 77%	323 65%	354 61%	261 60%	293 58%	445 77%	318 72%	72 60%	143 68%	106 66%	489 75%	361 67%	145 65%	87 63%	114 64%	62 55%	441 63%	374 57%	416 63%	1055 61%
9	218 11%	114 12%	104 10%	21 9%	43 14%	115 11%	30 14%	9 5%	39 9%	51 10%	56 10%	64 15%	47 9%	57 10%	53 12%	25 21%	23 11%	23 15%	64 10%	68 13%	31 14%	16 12%	18 10%	16 14%	82 12%	70 11%	66 10%	185 11%
8	171 8%	73 8%	98 9%	27 12%	35 12%	91 9%	10 5%	7 4%	17 4%	53 11%	47 8%	34 8%	37 7%	44 8%	38 9%	11 9%	21 10%	10 6%	49 8%	46 9%	25 11%	23 16%	17 10%	9 8%	51 7%	71 11%	48 7%	145 8%
7	91 5%	42 5%	49 5%	17 7%	17 6%	52 5%	2 1%	2 1%	4 1%	21 4%	28 5%	14 3%	28 5%	17 3%	9 2%	8 7%	13 6%	10 6%	26 4%	8 1%	16 7%	9 6%	6 4%	7 6%	20 3%	31 5%	40 6%	78 5%
6	50 3%	25 3%	26 2%	17 7%	8 3%	20 2%	2 1%	3 1%	5 1%	10 2%	21 4%	6 1%	13 3%	10 2%	11 3%	2 1%	2 1%	4 2%	14 2%	11 2%	2 1%	1 1%	3 2%	8 7%	20 3%	18 3%	13 2%	39 2%
5	54 3%	10 1%	45 4%	13 5%	8 3%	24 2%	1 1%	8 4%	9 2%	14 3%	8 1%	15 3%	17 3%	*	7 2%	2 2%	8 4%	5 3%	5 1%	14 3%	4 2%	1 1%	*	2 2%	25 4%	14 2%	15 2%	52 3%
4	7 *	2 *	5 *	2 1%	2 1%	4 *	-	-	-	3 1%	-	-	5 1%	2 *	1 *	-	-	-	1 *	1 *	-	-	1 1%	-	3 *	4 1%	*	6 *
3	14 1%	7 1%	7 1%	4 1%	1 *	8 1%	1 *	-	1 *	2 *	3 1%	6 1%	3 1%	1 *	4 1%	-	-	-	-	3 *	-	-	1 1%	-	7 1%	4 1%	3 *	13 1%
2	16 1%	7 1%	9 1%	3 1%	2 1%	8 1%	2 1%	1 1%	3 1%	*	9 1%	1 *	6 1%	-	1 *	-	1 *	1 1%	1 *	3 1%	-	-	2 1%	-	6 1%	4 1%	6 1%	14 1%
1 - Certain not to vote	78 4%	37 4%	41 4%	10 4%	21 7%	37 3%	11 5%	-	11 3%	9 2%	30 5%	16 4%	23 5%	-	-	-	-	-	-	4 1%	2 1%	-	12 7%	7 6%	25 4%	30 5%	22 3%	60 3%
Don't know	78 4%	25 3%	53 5%	17 7%	10 3%	47 4%	1 1%	3 2%	4 1%	10 2%	19 3%	20 5%	29 6%	-	-	-	-	-	2 *	19 4%	-	1 1%	2 1%	2 1%	24 3%	27 4%	27 4%	75 4%
Refused	4 *	1 *	3 *	3 1%	-	1 *	-	-	-	-	1 *	1 *	2 *	-	-	-	-	-	-	-	1 *	-	-	-	1 *	2 *	*	4 *
Mean	8.82	8.91	8.74	8.08	8.44	8.88	9.14	9.52	9.32	9.09	8.70	8.88	8.62	9.56	9.37	9.24	9.24	9.21	9.48	9.26	9.26	9.27	8.70	8.58	8.84	8.70	8.92	8.85
Standard deviation	2.22	2.16	2.27	2.51	2.53	2.14	2.16	1.35	1.83	1.76	2.42	2.14	2.43	0.96	1.32	1.16	1.36	1.46	1.09	1.54	1.33	1.11	2.55	2.35	2.23	2.31	2.11	2.17
Standard error	0.05	0.07	0.07	0.18	0.14	0.07	0.14	0.12	0.10	0.06	0.11	0.14	0.12	0.04	0.06	0.10	0.10	0.11	0.04	0.07	0.09	0.09	0.19	0.24	0.09	0.09	0.08	0.05

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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

	Total	Gender Male	Gender Female	Age 18-24	Age 25-34	Age 35-64	Age 65-74	Age 75+	NET: 65+	Social Class AB	Social Class C1	Social Class C2	Social Class DE	Voting Intention Con	Voting Intention Lab	Voting Intention Lib Dem	Voting Intention UKIP	Voting Intention Other	Vote 2015 Con	Vote 2015 Lab	Vote 2015 UKIP	Vote 2015 Lib Dem	Region Scotland	Region Wales	Region North	Region Midlands	Region South	NET: England
Unweighted base	2013	1012	1001	203	337	1110	240	123	363	762	544	254	453	595	474	146	193	168	627	532	226	149	177	98	666	662	685	1738
Weighted base	2013	927	1086	235	305	1060	218	195	413	496	576	438	502	575	442	120	211	159	652	537	223	139	177	112	706	650	657	1724
Conservative	575 / 29%	275 / 30%	300 / 28%	47 / 20%	75 / 25%	260 / 25%	78 / 36%	115 / 59%	193 / 47%	170 / 34%	180 / 31%	123 / 28%	101 / 20%	575 / 100%	-	-	-	-	500 / 77%	21 / 4%	26 / 12%	10 / 7%	30 / 17%	23 / 21%	174 / 25%	173 / 27%	228 / 35%	522 / 30%
Labour	442 / 22%	215 / 23%	227 / 21%	77 / 33%	68 / 22%	237 / 22%	42 / 19%	19 / 9%	61 / 15%	104 / 21%	114 / 20%	99 / 22%	126 / 25%	-	442 / 100%	-	-	-	16 / 2%	351 / 65%	12 / 6%	18 / 13%	18 / 10%	29 / 26%	183 / 26%	155 / 24%	104 / 16%	396 / 23%
Liberal Democrat	120 / 6%	74 / 8%	46 / 4%	7 / 3%	23 / 7%	68 / 6%	17 / 8%	6 / 3%	23 / 5%	54 / 11%	33 / 6%	12 / 3%	21 / 4%	-	-	120 / 100%	-	-	13 / 2%	19 / 4%	3 / 1%	76 / 55%	8 / 5%	12 / 11%	27 / 4%	39 / 6%	55 / 8%	100 / 6%
UK Independence Party (UKIP)	211 / 10%	118 / 13%	93 / 9%	12 / 5%	19 / 6%	140 / 13%	23 / 11%	18 / 9%	41 / 10%	30 / 6%	46 / 8%	72 / 17%	62 / 12%	-	-	-	211 / 100%	-	28 / 4%	19 / 4%	151 / 68%	3 / 2%	5 / 3%	9 / 8%	61 / 9%	71 / 11%	79 / 12%	197 / 11%
Scottish National Party/SNP	70 / 3%	33 / 4%	37 / 3%	3 / 1%	13 / 4%	42 / 4%	7 / 3%	4 / 2%	11 / 3%	15 / 3%	17 / 3%	17 / 4%	21 / 4%	-	-	-	-	70 / 44%	-	4 / 1%	-	-	70 / 40%	-	70 / 10%	-	-	-
Plaid Cymru	11 / 1%	9 / 1%	2 / *	2 / 1%	2 / 1%	4 / *	4 / 2%	-	4 / 1%	2 / *	3 / 1%	2 / *	4 / 1%	-	-	-	-	11 / 7%	-	1 / *	1 / *	-	-	11 / 10%	-	11 / 2%	-	-
Green	66 / 3%	29 / 3%	37 / 3%	16 / 7%	16 / 5%	32 / 3%	1 / *	1 / 1%	2 / 1%	24 / 5%	23 / 4%	10 / 2%	9 / 2%	-	-	-	-	66 / 41%	1 / *	9 / 2%	-	2 / 1%	7 / 4%	3 / 2%	16 / 2%	22 / 3%	28 / 4%	56 / 3%
Another party	12 / 1%	6 / 1%	6 / 1%	6 / 2%	2 / 1%	4 / *	-	-	-	4 / 1%	6 / 1%	-	2 / *	-	-	-	-	12 / 7%	1 / *	-	1 / *	1 / 1%	1 / *	1 / *	5 / 1%	2 / *	5 / 1%	11 / 1%
Would note vote	78 / 4%	37 / 4%	41 / 4%	10 / 4%	21 / 7%	37 / 3%	11 / 5%	-	11 / 3%	9 / 2%	30 / 5%	16 / 4%	23 / 5%	-	-	-	-	-	-	4 / 1%	2 / 1%	-	12 / 7%	7 / 6%	25 / 4%	30 / 5%	22 / 3%	60 / 3%
Don't know	406 / 20%	122 / 13%	285 / 26%	47 / 20%	67 / 22%	227 / 21%	34 / 16%	31 / 16%	65 / 16%	81 / 16%	117 / 20%	81 / 18%	127 / 25%	-	-	-	-	-	91 / 14%	108 / 20%	28 / 12%	29 / 21%	26 / 15%	17 / 15%	139 / 20%	139 / 21%	128 / 19%	364 / 21%
Refused	21 / 1%	9 / 1%	12 / 1%	9 / 4%	1 / *	9 / 1%	1 / *	1 / 1%	2 / 1%	3 / 1%	6 / 1%	7 / 2%	5 / 1%	-	-	-	-	-	1 / *	1 / *	1 / *	-	1 / *	-	5 / 1%	7 / 1%	9 / 1%	20 / 1%

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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 Genereal 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

| | Total | Gender | | Age | | | | | | Social Class | | | | Voting Intention | | | | | Vote In 2015 General Election | | | | Region | | | | | NET: England |
		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	Scotland	Wales	North	Midlands	South	
Unweighted base	1527	843	684	77	198	895	230	127	357	697	416	163	251	616	423	147	184	155	581	429	196	135	140	77	509	488	530	1310
Weighted base	1415	725	689	87	164	781	196	186	382	439	422	278	275	580	383	118	194	140	563	397	184	112	127	80	499	440	475	1208
Conservative	580	279	301	27	58	268	93	134	227	196	188	107	89	580	-	-	-	-	508	24	27	11	28	24	176	173	231	529
	41%	38%	44%	32%	36%	34%	47%	72%	59%	45%	45%	38%	32%	100%	-	-	-	-	90%	6%	15%	10%	22%	30%	35%	39%	49%	44%
Labour	383	196	187	37	51	229	46	20	66	110	104	79	90	-	383	-	-	-	13	319	11	16	14	25	161	134	89	344
	27%	27%	27%	43%	31%	29%	23%	11%	17%	25%	25%	28%	33%	-	100%	-	-	-	2%	80%	6%	14%	11%	31%	32%	30%	19%	28%
Liberal Democrat	118	75	43	3	18	71	19	6	25	57	33	11	17	-	-	118	-	-	13	19	3	78	8	11	27	35	56	99
	8%	10%	6%	4%	11%	9%	10%	3%	7%	13%	8%	4%	6%	-	-	100%	-	-	2%	5%	2%	70%	6%	13%	5%	8%	12%	8%
UK Independence Party (UKIP)	194	107	88	6	13	131	26	20	45	33	51	59	51	-	-	-	194	-	27	21	141	3	4	7	53	67	74	183
	14%	15%	13%	7%	8%	17%	13%	10%	12%	8%	12%	21%	19%	-	-	-	100%	-	5%	5%	77%	3%	3%	9%	11%	15%	16%	15%
Scottish National Party/SNP	66	30	36	1	10	43	8	4	12	17	18	15	17	-	-	-	-	66	-	2	-	-	66	-	66	-	-	-
	5%	4%	5%	1%	6%	6%	4%	2%	3%	4%	4%	5%	6%	-	-	-	-	48%	-	1%	-	-	52%	-	13%	-	-	-
Plaid Cymru	10	7	3	*	1	4	4	-	4	2	2	1	4	-	-	-	-	10	-	1	1	-	-	10	-	10	-	-
	1%	1%	*	*	1%	1%	2%	-	1%	1%	1%	1%	1%	-	-	-	-	7%	-	*	*	-	-	12%	-	2%	-	-
Green	54	28	26	9	11	31	1	2	3	20	20	6	7	-	-	-	-	54	1	10	-	2	6	3	13	19	22	45
	4%	4%	4%	10%	7%	4%	1%	1%	1%	5%	5%	2%	2%	-	-	-	-	39%	*	2%	-	2%	5%	3%	3%	4%	5%	4%
Another party	9	4	5	3	2	5	-	-	-	3	5	-	1	-	-	-	-	9	1	-	1	1	*	1	4	2	3	8
	1%	1%	1%	3%	1%	1%	-	-	-	1%	1%	-	*	-	-	-	-	7%	*	-	*	1%	*	1%	1%	*	1%	1%

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Col percents

Table 5
Published Vote Intention Figures
Percentages derived from the responses of 1770 respondents

	Total
Conservative	41%
Labour	28%
Liberal Democrat	9%
SNP	4%
Plaid Cymru	1%
Green	4%
UKIP	13%
Other	1%

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Table 6
Classification
Base: All respondents

	Unweighted Total	Weighted Total
Unweighted base	2013	2013
Weighted base	2013	2013
Gender		
Male	1012 50%	927 46%
Female	1001 50%	1086 54%
Age		
18-24	203 10%	235 12%
25-34	337 17%	305 15%
35-44	413 21%	402 20%
45-54	371 18%	365 18%
55-64	326 16%	292 15%
65+	363 18%	413 21%
Average age	47.13	47.68

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Table 6
Classification
Base: All respondents

	Unweighted Total	Weighted Total
Weighted base	2013	2013
Social Grade		
AB	762 38%	496 25%
C1	544 27%	576 29%
C2	254 13%	438 22%
DE	453 23%	502 25%
Region		
North	666 33%	706 35%
Midlands	662 33%	650 32%
South	685 34%	657 33%

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Table 6
Classification
Base: All respondents

	Unweighted Total	Weighted Total
Weighted base	2013	2013
Working status		
Full-time	876 44%	864 43%
Part-time	291 14%	254 13%
Not working but seeking work or temporarily unemployed/sick	97 5%	86 4%
Not working/Not seeking work	75 4%	82 4%
Retired	421 21%	452 22%
Student	101 5%	108 5%
House person/Housewife/ Househusband	152 8%	166 8%
Q.C Voting in May 7th 2015 General Election		
Conservative	627 31%	652 32%
Labour	532 26%	537 27%
UK Independence Party (UKIP)	226 11%	223 11%
Liberal Democrat/ Liberal	149 7%	139 7%
Scottish National Party/SNP	80 4%	79 4%
Plaid Cymru	12 1%	11 1%
Green Party	83 4%	77 4%
Another party	13 1%	10 1%
Did not vote	226 11%	226 11%
Don't know	31 2%	31 2%
Prefer not to say	34 2%	27 1%

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Online Poll
ONLINE Fieldwork : 9th-11th September 2016

Table 6
Classification
Base: All respondents

	Unweighted Total	Weighted Total
Weighted base	2013	2013
QI. Political Interest		
Very interested	473 23%	288 14%
Fairly interested	1006 50%	896 44%
Not very interested	357 18%	507 25%
Not at all interested	164 8%	316 16%
NET: Interested	1479 73%	1184 59%
NET: Not Interested	521 26%	823 41%
Don't know	13 1%	6 *

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