ICM Guardian Poll – October 2016

Fieldwork dates: 28-30th October 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 : 28th-30th October 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

	Total	Gender		Age					NET: 65+	Social Class				Voting Intention					Vote In 2015 General Election				Region					NET: England
		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	Scotland	Wales	North	Midlands	South	
Unweighted base	2040	1022	1018	223	346	1107	240	124	364	745	570	253	472	614	470	142	199	175	656	530	228	146	190	102	662	649	729	1748
Weighted base	2040	928	1112	237	320	1076	221	186	407	510	579	442	509	613	454	122	196	158	661	545	226	141	177	117	709	660	671	1746
NET: Yes	1998 98%	903 97%	1096 99%	222 94%	309 96%	1061 99%	221 100%	186 100%	407 100%	507 99%	569 98%	435 98%	487 96%	613 100%	448 99%	122 100%	195 100%	157 100%	661 100%	542 99%	226 100%	141 100%	169 96%	113 96%	695 98%	644 98%	660 98%	1716 98%
Yes - where living now	1969 96%	894 96%	1075 97%	204 86%	303 95%	1057 98%	219 99%	186 100%	405 100%	496 97%	559 97%	433 98%	481 94%	608 99%	443 98%	121 98%	193 99%	153 97%	654 99%	540 99%	226 100%	141 100%	167 95%	111 94%	688 97%	633 96%	647 96%	1691 97%
Yes - somewhere else/ another address	30 1%	9 1%	21 2%	18 8%	5 2%	4 *	2 1%	-	2 *	11 2%	10 2%	3 1%	6 1%	5 1%	5 1%	2 2%	2 1%	4 3%	6 1%	1 *	* *	* *	2 1%	2 2%	6 1%	11 2%	13 2%	26 1%
No	30 1%	20 2%	10 1%	9 4%	10 3%	11 1%	-	-	-	3 1%	8 1%	1 *	18 3%	-	4 1%	-	1 *	* *	-	3 1%	* *	-	5 3%	4 3%	10 1%	14 2%	5 1%	21 1%
Don't know	12 1%	6 1%	6 1%	6 3%	2 *	4 *	-	-	-	* *	1 *	6 1%	5 1%	-	2 *	-	-	-	-	-	-	-	3 1%	* *	5 1%	1 *	6 1%	9 1%

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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	NET: Eng-land
Unweighted base	2040	1022	1018	223	346	1107	240	124	364	745	570	253	472	614	470	142	199	175	656	530	228	146	190	102	662	649	729	1748
Weighted base	2040	928	1112	237	320	1076	221	186	407	510	579	442	509	613	454	122	196	158	661	545	226	141	177	117	709	660	671	1746
10 - Absolutely certain to vote	1240	593	647	98	163	661	155	163	318	337	348	264	292	454	324	74	130	110	463	375	164	83	110	76	431	388	421	1054
	61%	64%	58%	41%	51%	61%	70%	87%	78%	66%	60%	60%	57%	74%	71%	61%	66%	70%	70%	69%	72%	59%	62%	65%	61%	59%	63%	60%
9	219	95	124	18	37	131	22	10	33	71	59	39	51	76	45	25	22	14	93	60	27	24	18	10	78	70	70	191
	11%	10%	11%	8%	11%	12%	10%	6%	8%	14%	10%	9%	10%	12%	10%	20%	11%	9%	14%	11%	12%	17%	10%	9%	11%	11%	11%	11%
8	160	61	99	31	29	81	19	-	19	35	51	49	24	45	30	13	21	16	48	36	18	16	17	6	49	57	53	137
	8%	7%	9%	13%	9%	8%	9%	-	5%	7%	9%	11%	5%	7%	7%	10%	11%	10%	7%	7%	8%	11%	9%	6%	7%	9%	8%	8%
7	93	42	51	26	12	43	9	3	12	25	35	11	22	20	15	9	8	8	25	19	6	8	4	11	26	39	29	78
	5%	5%	5%	11%	4%	4%	4%	2%	3%	5%	6%	2%	4%	3%	3%	7%	4%	5%	4%	4%	3%	6%	2%	9%	4%	6%	4%	4%
6	50	21	29	14	14	22	-	-	-	6	11	20	13	8	17	*	5	3	8	12	5	*	4	3	16	15	18	43
	2%	2%	3%	6%	4%	2%	-	-	-	1%	2%	4%	3%	1%	4%	*	2%	2%	1%	2%	2%	*	2%	3%	2%	2%	3%	2%
5	65	22	43	12	8	41	3	2	5	7	15	18	25	8	14	*	5	5	11	17	1	6	3	2	22	25	19	61
	3%	2%	4%	5%	2%	4%	1%	1%	1%	1%	3%	4%	5%	1%	3%	*	2%	3%	2%	3%	*	4%	2%	2%	3%	4%	3%	3%
4	6	3	3	2	2	2	-	-	-	*	4	-	1	1	-	-	-	1	1	-	-	-	*	1	1	2	2	5
	*	*	*	1%	1%	*	-	-	-	*	1%	-	*	*	-	-	-	1%	*	-	-	-	*	1%	*	*	*	*
3	20	10	10	3	8	8	-	-	-	1	1	*	9	*	4	*	2	-	-	5	-	-	-	3	8	8	4	17
	1%	1%	1%	1%	3%	1%	-	-	-	*	*	*	2%	*	1%	*	1%	-	-	1%	-	-	-	2%	1%	1%	1%	1%
2	22	11	11	6	4	7	3	2	4	2	9	5	6	1	4	1	4	1	*	3	3	-	*	-	4	6	12	22
	1%	1%	1%	3%	1%	1%	1%	1%	1%	*	1%	1%	1%	*	1%	1%	2%	1%	*	*	1%	-	*	-	1%	1%	2%	1%
1 - Certain not to vote	89	52	37	17	25	39	8	1	9	10	30	14	36	-	-	-	-	-	2	5	1	*	11	3	41	31	17	75
	4%	6%	3%	7%	8%	4%	4%	1%	2%	2%	5%	3%	7%	-	-	-	-	-	*	1%	1%	*	6%	3%	6%	5%	3%	4%
Don't know	68	16	51	7	17	36	2	6	8	12	15	13	28	-	-	-	-	-	9	13	1	3	8	3	28	18	22	57
	3%	2%	5%	3%	5%	3%	1%	3%	2%	2%	3%	3%	6%	-	-	-	-	-	1%	2%	*	2%	4%	2%	4%	3%	3%	3%
Refused	9	2	6	5	-	4	-	-	-	3	2	2	2	-	-	-	-	-	-	1	-	-	2	-	4	1	3	7
	*	*	1%	2%	-	*	-	-	-	1%	*	*	*	-	-	-	-	-	-	*	-	-	1%	-	1%	*	*	*
Mean	8.73	8.70	8.75	7.76	8.17	8.85	9.12	9.72	9.39	9.20	8.66	8.68	8.36	9.49	9.23	9.28	9.11	9.23	9.41	9.22	9.37	9.18	8.82	8.89	8.68	8.63	8.88	8.71
Standard deviation	2.34	2.48	2.22	2.78	2.84	2.18	2.02	1.21	1.73	1.69	2.41	2.29	2.77	1.07	1.57	1.21	1.67	1.47	1.21	1.64	1.44	1.33	2.40	2.08	2.48	2.39	2.13	2.35
Standard error	0.05	0.08	0.07	0.19	0.16	0.07	0.13	0.11	0.09	0.06	0.10	0.15	0.13	0.04	0.07	0.10	0.12	0.11	0.05	0.07	0.10	0.11	0.18	0.21	0.10	0.10	0.08	0.06

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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		Age					NET: 65+	Social Class				Voting Intention					Vote In 2015 General Election				Region					NET: England
		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	Scotland	Wales	North	Midlands	South	
Unweighted base	2040	1022	1018	223	346	1107	240	124	364	745	570	253	472	614	470	142	199	175	656	530	228	146	190	102	662	649	729	1748
Weighted base	2040	928	1112	237	320	1076	221	186	407	510	579	442	509	613	454	122	196	158	661	545	226	141	177	117	709	660	671	1746
Conservative	613	264	348	37	74	289	100	113	213	186	189	127	111	613	-	-	-	-	532	31	30	6	39	25	191	184	237	549
	30%	28%	31%	15%	23%	27%	45%	61%	52%	37%	33%	29%	22%	100%					81%	6%	13%	4%	22%	21%	27%	28%	35%	31%
Labour	454	228	225	82	74	262	26	10	36	102	116	96	140	-	454	-	-	-	14	376	7	13	25	30	179	140	134	399
	22%	25%	20%	35%	23%	24%	12%	5%	9%	20%	20%	22%	27%		100%				2%	69%	3%	9%	14%	25%	25%	21%	20%	23%
Liberal Democrat	122	66	56	11	22	58	18	13	32	49	39	18	17	-	-	122	-	-	10	27	1	74	7	6	27	37	58	110
	6%	7%	5%	5%	7%	5%	8%	7%	8%	10%	7%	4%	3%			100%			2%	5%	*	53%	4%	5%	4%	6%	9%	6%
UK Independence Party (UKIP)	196	118	78	27	19	117	28	6	34	29	46	56	65	-	-	-	196	-	13	13	146	8	3	10	52	81	63	183
	10%	13%	7%	11%	6%	11%	13%	3%	8%	6%	8%	13%	13%				100%		2%	2%	65%	5%	2%	9%	7%	12%	9%	11%
Scottish National Party/SNP	62	29	33	7	12	35	5	3	8	11	14	24	14	-	-	-	-	62	-	1	-	*	62	-	62	-	-	-
	3%	3%	3%	3%	4%	3%	2%	2%	2%	2%	2%	5%	3%					39%		*		*	35%		9%			
Plaid Cymru	5	1	4	-	1	3	-	2	2	1	1	-	3	-	-	-	-	5	-	-	-	*	-	5	-	5	-	-
	*	*	*	-	*	*	-	1%	*	*	*	-	1%					3%				*		4%		1%		
Green	87	36	52	13	22	42	7	4	11	29	21	20	17	-	-	-	-	87	4	10	1	6	6	8	20	30	37	73
	4%	4%	5%	6%	7%	4%	3%	2%	3%	6%	4%	5%	3%					55%	1%	2%	1%	4%	4%	7%	3%	5%	6%	4%
Another party	4	3	1	*	*	3	-	-	-	2	*	-	2	-	-	-	-	4	-	1	2	-	-	1	*	1	3	3
	*	*	*	*	*	*	-	-	-	*	*	-	*					3%		*	1%	-		1%	*	*	*	*
Would note vote	89	52	37	17	25	39	8	1	9	10	30	14	36	-	-	-	-	-	2	5	1	*	11	3	41	31	17	75
	4%	6%	3%	7%	8%	4%	4%	1%	2%	2%	5%	3%	7%						*	1%	1%	*	6%	3%	6%	5%	3%	4%
Don't know	380	121	259	36	65	217	28	35	63	86	117	82	94	-	-	-	-	-	85	80	38	31	21	29	129	142	110	330
	19%	13%	23%	15%	20%	20%	13%	19%	15%	17%	20%	19%	19%						13%	15%	17%	22%	12%	25%	18%	21%	16%	19%
Refused	28	10	18	7	7	12	2	-	2	6	7	4	11	-	-	-	-	-	-	2	-	2	3	1	7	9	11	24
	1%	1%	2%	3%	2%	1%	1%	-	*	1%	1%	1%	2%							*	-	1%	2%	1%	1%	1%	2%	1%

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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 (19%) or refuse to answer (1%)
THIS TABLE DOES NOT INCLUDE ADJUSTMENT FOR DON'T KNOW/REFUSERS

	Total	Gender Male	Female	Age 18-24	25-34	35-64	65-74	75+	NET: 65+	Social Class AB	C1	C2	DE	Voting Intention Con	Lab	Lib Dem	UKIP	Other	Vote In 2015 General Election Con	Lab	UKIP	Lib Dem	Region Scot-land	Wales	North	Mid-lands	South	NET: Eng-land
Unweighted base	1534	830	703	86	206	888	227	127	354	667	427	164	275	638	415	139	184	157	612	431	192	121	149	72	497	472	565	1313
Weighted base	1434	706	728	87	172	795	199	181	379	456	418	278	282	625	384	119	169	138	590	412	174	109	129	76	489	440	505	1229
Conservative	625 44%	274 39%	351 48%	22 26%	60 35%	297 37%	111 56%	134 74%	245 65%	216 47%	200 48%	112 40%	96 34%	625 100%	-	-	-	-	550 93%	30 7%	31 18%	7 6%	38 29%	24 32%	195 40%	186 42%	243 48%	563 46%
Labour	384 27%	200 28%	184 25%	39 45%	57 33%	248 31%	28 14%	11 6%	39 10%	109 24%	106 25%	69 25%	99 35%	-	384 100%	-	-	-	14 2%	331 80%	5 3%	12 11%	22 17%	27 36%	154 32%	115 26%	114 23%	334 27%
Liberal Democrat	119 8%	67 10%	52 7%	5 6%	16 9%	60 8%	21 11%	17 10%	38 10%	54 12%	36 9%	15 6%	13 5%	-	-	119 100%	-	-	11 2%	27 6%	1 *	77 70%	6 5%	5 7%	26 5%	35 8%	59 12%	108 9%
UK Independence Party (UKIP)	169 12%	106 15%	63 9%	10 12%	13 8%	110 14%	27 14%	7 4%	35 9%	32 7%	44 10%	47 17%	46 16%	-	-	-	169 100%	-	13 2%	12 3%	133 76%	6 6%	2 1%	8 11%	41 8%	74 17%	54 11%	159 13%
Scottish National Party/SNP	56 4%	26 4%	30 4%	4 5%	9 5%	34 4%	5 3%	3 2%	9 2%	12 3%	12 3%	20 7%	11 4%	-	-	-	-	56 40%	-	1 *	-	*	56 43%	-	56 11%	-	-	-
Plaid Cymru	4 *	1 *	3 *	-	* *	2 *	-	2 1%	2 *	1 *	* *	-	3 1%	-	-	-	-	4 3%	-	-	-	*	-	4 5%	-	4 1%	-	-
Green	74 5%	29 4%	45 6%	6 7%	16 9%	41 5%	7 3%	5 3%	12 3%	30 7%	19 5%	13 5%	12 4%	-	-	-	-	74 54%	3 1%	11 3%	2 1%	7 6%	6 5%	7 9%	18 4%	25 6%	32 6%	62 5%
Another party	4 *	3 *	1 *	* *	* *	3 *	-	-	-	2 1%	* *	-	1 *	-	-	-	-	4 3%	-	* *	2 1%	-	-	1 1%	* *	* *	3 1%	3 *

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<u>Online Poll</u>
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Col percents

Table 5
Published Vote Intention Figures
Percentages derived from the responses of 1777 respondents

	<u>Total</u>
Conservative	43%
Labour	27%
Liberal Democrat	8%
SNP	4%
Plaid Cymru	*
Green	5%
UKIP	12%
Other	1%

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<u>ONLINE Fieldwork : 28th-30th October 2016</u>

Absolutes/col percents

Table 6
Classification
Base: All respondents

	Unweighted Total	Weighted Total
Unweighted base	2040	2040
Weighted base	2040	2040
Gender		
Male	1022	928
	50%	46%
Female	1018	1112
	50%	54%
Age		
18-24	223	237
	11%	12%
25-34	346	320
	17%	16%
35-44	413	404
	20%	20%
45-54	366	370
	18%	18%
55-64	328	301
	16%	15%
65+	364	407
	18%	20%
Average age	46.99	47.65

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Table 6
Classification
Base: All respondents

	Unweighted Total	Weighted Total
Weighted base	2040	2040
Social Grade		
AB	745 37%	510 25%
C1	570 28%	579 28%
C2	253 12%	442 22%
DE	472 23%	509 25%
Region		
North	662 32%	709 35%
Midlands	649 32%	660 32%
South	729 36%	671 33%

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Table 6
Classification
Base: All respondents

	Unweighted Total	Weighted Total
Weighted base	2040	2040
Working status		
Full-time	889 44%	880 43%
Part-time	299 15%	256 13%
Not working but seeking work or temporarily unemployed/sick	101 5%	88 4%
Not working/Not seeking work	96 5%	97 5%
Retired	436 21%	465 23%
Student	84 4%	85 4%
House person/Housewife/ Househusband	135 7%	169 8%
Q.C Voting in May 7th 2015 General Election		
Conservative	656 32%	661 32%
Labour	530 26%	545 27%
UK Independence Party (UKIP)	228 11%	226 11%
Liberal Democrat/ Liberal	146 7%	141 7%
Scottish National Party/SNP	78 4%	74 4%
Plaid Cymru	10 *	9 *
Green Party	88 4%	84 4%
Another party	11 1%	12 1%
Did not vote	228 11%	229 11%
Don't know	30 1%	29 1%
Prefer not to say	35 2%	30 1%

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Online Poll
ONLINE Fieldwork : 28th-30th October 2016

Absolutes/col percents

Table 6
Classification
Base: All respondents

	Unweighted Total	Weighted Total
Weighted base	2040	2040
QI. Political Interest		
Very interested	489	292
	24%	14%
Fairly interested	1030	908
	50%	44%
Not very interested	350	514
	17%	25%
Not at all interested	161	320
	8%	16%
NET: Interested	1519	1200
	74%	59%
NET: Not Interested	511	834
	25%	41%
Don't know	10	6
	*	*

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