



## ICM Guardian Poll – December 2016

**Fieldwork dates:** 9<sup>th</sup> – 11<sup>th</sup> December 2016

**Interview method:** Online

**Population effectively sampled:** All GB 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:** 2,049 GB 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 December 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	2049	955	1094	158	342	1163	257	129	386	715	532	287	515	593	488	167	232	139	634	553	240	149	155	93	677	645	727	1801
Weighted base	2049	936	1113	240	329	1066	211	203	414	517	588	430	514	597	445	139	240	145	664	547	227	141	182	118	703	672	674	1750
NET: Yes	1996	915	1081	205	321	1059	210	201	410	512	573	422	490	593	437	139	236	143	661	544	227	141	178	112	692	654	651	1706
	97%	98%	97%	85%	98%	99%	100%	99%	99%	99%	97%	98%	95%	99%	98%	100%	99%	99%	100%	99%	100%	100%	98%	95%	98%	97%	97%	98%
Yes - where living now	1962	904	1058	180	317	1057	209	201	409	503	562	411	486	589	431	136	235	135	658	538	226	133	177	112	685	646	631	1673
	96%	97%	95%	75%	96%	99%	99%	99%	99%	97%	96%	96%	95%	99%	97%	97%	98%	94%	99%	98%	99%	94%	98%	95%	97%	96%	94%	96%
Yes - somewhere else/ another address	34	12	23	25	5	3	1	-	1	9	10	11	4	4	6	3	1	7	2	6	1	8	1	-	6	8	20	33
	2%	1%	2%	10%	1%	*	1%	-	*	2%	2%	3%	1%	1%	1%	2%	*	5%	*	1%	1%	6%	1%	-	1%	1%	3%	2%
No	28	14	14	17	5	5	1	-	1	3	8	3	13	1	4	1	4	1	1	2	-	-	3	5	9	13	5	20
	1%	2%	1%	7%	2%	*	*	-	*	1%	1%	1%	3%	*	1%	*	1%	*	*	*	-	-	2%	4%	1%	2%	1%	1%
Don't know	25	7	18	18	2	2	-	2	2	2	7	5	11	4	5	-	-	1	2	2	-	-	*	1	2	5	18	24
	1%	1%	2%	7%	1%	*	-	1%	1%	*	1%	1%	2%	1%	1%	-	-	1%	*	*	-	-	*	1%	*	1%	3%	1%

## Online Poll

### ONLINE Fieldwork : 9th-11th December 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	2049	955	1094	158	342	1163	257	129	386	715	532	287	515	593	488	167	232	139	634	553	240	149	155	93	677	645	727	1801
Weighted base	2049	936	1113	240	329	1066	211	203	414	517	588	430	514	597	445	139	240	145	664	547	227	141	182	118	703	672	674	1750
10 - Absolutely certain to vote	1242	599	643	95	163	681	157	146	303	348	356	232	307	437	320	80	177	98	463	368	166	80	130	78	451	383	408	1033
	61%	64%	58%	40%	49%	64%	74%	72%	73%	67%	61%	54%	60%	73%	72%	57%	74%	67%	70%	67%	73%	57%	72%	67%	64%	57%	60%	59%
9	210	98	113	17	42	102	19	31	50	63	63	40	45	73	40	26	18	19	85	52	27	18	25	5	83	59	69	180
	10%	10%	10%	7%	13%	10%	9%	15%	12%	12%	11%	9%	9%	12%	9%	19%	8%	13%	13%	10%	12%	13%	14%	4%	12%	9%	10%	10%
8	165	74	91	17	49	76	15	7	22	45	43	38	39	47	32	17	13	7	61	45	16	14	8	11	52	67	46	146
	8%	8%	8%	7%	15%	7%	7%	3%	5%	9%	7%	9%	8%	8%	7%	12%	5%	5%	9%	8%	7%	10%	4%	9%	7%	10%	7%	8%
7	113	55	58	30	21	55	4	3	7	23	32	31	28	22	33	11	13	10	28	25	7	24	5	3	25	33	56	106
	6%	6%	5%	12%	6%	5%	2%	1%	2%	4%	5%	7%	5%	4%	8%	8%	5%	7%	4%	5%	3%	17%	3%	2%	4%	5%	8%	6%
6	55	19	36	16	5	25	2	7	9	8	13	23	11	11	7	4	8	4	11	16	3	-	3	3	15	22	19	49
	3%	2%	3%	7%	1%	2%	1%	4%	2%	2%	2%	5%	2%	2%	2%	3%	3%	3%	2%	3%	1%	-	2%	2%	2%	3%	3%	3%
5	49	22	27	8	9	29	*	2	3	7	17	10	15	2	8	1	1	5	5	15	1	4	1	2	12	16	21	45
	2%	2%	2%	3%	3%	3%	*	1%	1%	1%	3%	2%	3%	*	2%	1%	1%	3%	1%	3%	*	2%	1%	2%	2%	2%	3%	3%
4	9	6	3	2	6	2	-	-	-	1	3	4	1	-	5	-	1	-	2	1	-	-	2	1	4	3	8	
	*	1%	*	1%	2%	*	-	-	-	*	1%	1%	*	-	1%	-	1%	-	*	1%	-	-	1%	1%	*	1%	1%	*
3	21	5	16	5	3	8	1	4	5	4	3	10	3	2	-	-	3	*	2	1	1	-	2	9	8	4	18	
	1%	1%	1%	2%	1%	1%	*	2%	1%	1%	*	2%	1%	*	-	-	1%	*	*	*	1%	-	2%	1%	1%	1%	1%	1%
2	28	8	20	10	1	12	4	1	5	1	5	2	19	3	-	*	5	2	4	-	1	-	4	3	18	7	24	
	1%	1%	2%	4%	*	1%	2%	*	1%	*	1%	1%	4%	*	-	*	2%	1%	1%	-	*	-	3%	2%	*	3%	1%	1%
1 - Certain not to vote	68	28	40	16	16	30	6	1	6	5	21	21	22	-	-	-	-	-	-	1	1	-	6	3	24	26	18	60
	3%	3%	4%	7%	5%	3%	3%	*	2%	1%	4%	5%	4%	-	-	-	-	-	-	*	*	-	3%	2%	3%	4%	3%	3%
Don't know	72	22	51	13	15	40	3	1	4	12	20	17	24	-	-	-	-	4	11	2	1	4	5	27	26	19	64	
	4%	2%	5%	5%	5%	4%	1%	*	1%	2%	3%	4%	5%	-	-	-	-	1%	2%	1%	1%	2%	4%	4%	4%	3%	4%	
Refused	16	1	15	10	-	5	-	-	-	-	13	3	-	-	-	-	-	-	-	10	1	-	-	2	10	4	16	
	1%	*	1%	4%	-	1%	-	-	-	-	2%	1%	-	-	-	-	-	-	-	2%	*	-	-	*	1%	1%	1%	
Mean	8.78	8.92	8.66	7.59	8.49	8.93	9.24	9.32	9.28	9.25	8.83	8.42	8.56	9.45	9.32	9.16	9.20	9.16	9.38	9.26	9.42	9.03	9.29	8.77	8.98	8.55	8.80	8.73
Standard deviation	2.23	2.08	2.35	2.93	2.35	2.09	1.94	1.56	1.76	1.54	2.19	2.48	2.56	1.16	1.30	1.23	1.74	1.59	1.23	1.41	1.34	1.33	1.79	2.40	2.09	2.47	2.12	2.26
Standard error	0.05	0.07	0.07	0.25	0.13	0.06	0.12	0.14	0.09	0.06	0.10	0.15	0.12	0.05	0.06	0.10	0.11	0.13	0.05	0.06	0.09	0.11	0.15	0.25	0.08	0.10	0.08	0.05

## Online Poll

### ONLINE Fieldwork : 9th-11th December 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	2049	955	1094	158	342	1163	257	129	386	715	532	287	515	593	488	167	232	139	634	553	240	149	155	93	677	645	727	1801		
Weighted base	2049	936	1113	240	329	1066	211	203	414	517	588	430	514	597	445	139	240	145	664	547	227	141	182	118	703	672	674	1750		
Conservative	597 29%	312 33%	285 26%	37 15%	66 20%	306 29%	90 43%	99 49%	189 46%	188 36%	194 33%	118 27%	97 19%	597 100%	-	-	-	-	512 77%	29 5%	26 12%	9 7%	32 18%	24 21%	184 26%	187 28%	227 34%	541 31%		
Labour	445 22%	193 21%	252 23%	70 29%	95 29%	222 21%	36 17%	22 11%	58 14%	106 21%	118 20%	82 19%	138 27%	-	445 100%	-	-	-	14 2%	366 67%	8 3%	14 10%	27 15%	30 26%	172 24%	138 21%	135 20%	388 22%		
Liberal Democrat	139 7%	68 7%	71 6%	14 6%	25 8%	74 7%	11 5%	17 8%	27 7%	52 10%	47 8%	15 3%	25 5%	-	-	139 100%	-	-	13 2%	33 6%	8 4%	73 52%	4 2%	8 6%	36 5%	42 6%	61 9%	128 7%		
UK Independence Party (UKIP)	240 12%	132 14%	108 10%	32 13%	24 7%	131 12%	33 16%	18 9%	51 12%	43 8%	48 8%	79 18%	69 13%	-	-	-	240 100%	-	41 6%	19 4%	149 65%	2 1%	4 2%	20 17%	69 10%	88 13%	82 12%	215 12%		
Scottish National Party/SNP	71 3%	38 4%	33 3%	1 1%	13 4%	45 4%	4 2%	7 4%	11 3%	12 2%	24 4%	15 3%	20 4%	-	-	-	-	71 49%	1 *	-	-	71 39%	-	71 10%	-	-	-	-		
Plaid Cymru	6 *	3 *	3 *	3 1%	* *	2 *	-	-	-	3 1%	-	-	3 1%	-	-	-	-	6 4%	-	-	-	-	6 5%	-	6 1%	-	-	-		
Green	56 3%	23 2%	33 3%	11 4%	14 4%	27 2%	4 2%	1 1%	5 1%	21 4%	13 2%	7 2%	16 3%	-	-	-	-	56 39%	1 *	4 1%	4 2%	1 *	3 2%	3 3%	13 2%	17 2%	26 4%	50 3%		
Another party	12 1%	9 1%	3 *	5 2%	-	7 1%	-	-	-	3 1%	2 *	7 2%	1 *	-	-	-	-	12 8%	2 *	-	2 1%	5 3%	-	2 2%	* *	9 1%	3 *	10 1%		
Would note vote	68 3%	28 3%	40 4%	16 7%	16 5%	30 3%	6 3%	1 *	6 2%	5 1%	21 4%	21 5%	22 4%	-	-	-	-	-	-	1 *	1 *	-	6 3%	3 2%	24 3%	26 4%	18 3%	60 3%		
Don't know	393 19%	126 13%	267 24%	41 17%	74 22%	215 20%	26 13%	37 18%	63 15%	83 16%	104 18%	84 20%	122 24%	-	-	-	-	-	80 12%	81 15%	28 12%	38 27%	34 19%	21 18%	131 19%	146 22%	116 17%	337 19%		
Refused	22 1%	4 *	18 2%	10 4%	1 *	8 1%	* *	2 1%	2 1%	2 *	16 3%	4 1%	1 *	-	-	-	-	-	-	11 2%	1 *	-	* *	1 1%	3 *	13 2%	6 1%	21 1%		

**Online Poll**  
**ONLINE Fieldwork : 9th-11th December 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 (3%), 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**

	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	1564	822	742	56	194	921	268	126	394	677	417	172	299	615	438	164	223	124	606	462	210	114	123	72	528	480	556	1370	
Weighted base	1460	753	708	83	175	809	206	187	393	481	445	244	289	609	380	133	212	127	602	409	188	98	137	84	511	453	496	1239	
Conservative	609 42%	328 44%	281 40%	18 21%	52 30%	318 39%	108 52%	113 61%	221 56%	223 46%	206 46%	95 39%	85 30%	609 100%	-	-	-	-	533 89%	30 7%	27 14%	10 10%	34 25%	25 30%	185 36%	193 43%	231 47%	549 44%	
Labour	380 26%	171 23%	209 30%	33 39%	71 40%	212 26%	40 19%	24 13%	64 16%	114 24%	105 24%	61 25%	100 35%	-	380 100%	-	-	-	12 2%	325 80%	7 4%	12 12%	23 17%	29 34%	152 30%	119 26%	110 22%	328 26%	
Liberal Democrat	133 9%	66 9%	67 9%	7 8%	19 11%	75 9%	12 6%	20 11%	32 8%	59 12%	43 10%	11 4%	20 7%	-	-	133 100%	-	-	15 3%	32 8%	7 4%	71 73%	4 3%	8 10%	33 7%	41 9%	59 12%	121 10%	
UK Independence Party (UKIP)	212 15%	123 16%	89 13%	16 20%	15 8%	124 15%	37 18%	19 10%	56 14%	46 10%	51 11%	59 24%	55 19%	-	-	-	212 100%	-	39 6%	18 4%	140 75%	2 2%	4 3%	15 18%	59 12%	81 18%	72 15%	193 16%	
Scottish National Party/SNP	70 5%	36 5%	33 5%	1 1%	9 5%	47 6%	5 2%	9 5%	13 3%	14 3%	27 6%	12 5%	16 6%	-	-	-	-	70 55%	-	*	-	-	70 51%	-	70 14%	-	-	-	
Plaid Cymru	2 *	* *	2 *	* *	* *	2 *	- -	- -	- -	2 *	- -	- -	* *	- -	- -	- -	- -	2 2%	- -	- -	- -	- -	- -	2 3%	- -	2 *	- -	- -	
Green	46 3%	21 3%	25 4%	6 7%	10 6%	24 3%	5 2%	1 1%	6 2%	20 4%	12 3%	3 1%	11 4%	-	-	-	-	46 36%	1 *	4 1%	3 2%	1 1%	3 2%	3 3%	13 2%	12 3%	21 4%	40 3%	
Another party	9 1%	7 1%	2 *	2 3%	- -	7 1%	- -	- -	- -	4 1%	2 *	3 1%	* *	- -	- -	- -	- -	9 7%	1 *	- -	3 2%	2 2%	- -	1 2%	* *	5 1%	4 1%	8 1%	

**Online Poll**  
**ONLINE Fieldwork : 9th-11th December 2016**

Col percents

Table 5  
**Published Vote Intention Figures**  
Percentages derived from the responses of 1786 respondents

	<u>Total</u>
Conservative	41%
Labour	27%
Liberal Democrat	9%
SNP	4%
Plaid Cymru	*
Green	3%
UKIP	14%
Other	1%



## Online Poll

### ONLINE Fieldwork : 9th-11th December 2016

Absolutes/col percents

Table 6

**Q2. You may recall that Ed Balls was the Shadow Chancellor of the Exchequer in the last Parliament but lost his seat in the 2015 General Election. He recently performed on Strictly Come Dancing. Imagine for a second that Ed Balls was currently the leader of the Labour Party instead of Jeremy Corbyn. How would you vote if he lead the Labour Party in a General Election held tomorrow? Would you vote Conservative, Labour, Liberal Democrat, UKIP or for another party?**  
**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	2049	955	1094	158	342	1163	257	129	386	715	532	287	515	593	488	167	232	139	634	553	240	149	155	93	677	645	727	1801
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Conservative	564 28%	307 33%	257 23%	33 14%	57 17%	294 28%	85 40%	96 47%	180 44%	185 36%	172 29%	107 25%	100 19%	531 89%	8 2%	2 1%	11 5%	1 1%	493 74%	14 3%	27 12%	9 6%	31 17%	23 19%	168 24%	179 27%	216 32%	510 29%
Labour	466 23%	210 22%	256 23%	66 28%	81 25%	241 23%	44 21%	34 17%	78 19%	101 20%	129 22%	91 21%	144 28%	29 5%	333 75%	28 20%	21 9%	9 6%	26 4%	366 67%	21 9%	13 9%	30 16%	28 24%	169 24%	162 24%	135 20%	409 23%
Liberal Democrats	134 7%	61 6%	73 7%	20 8%	24 7%	69 6%	10 5%	12 6%	22 5%	47 9%	41 7%	26 6%	20 4%	2 *	11 2%	101 72%	- -	5 3%	13 2%	16 3%	7 3%	78 55%	4 2%	8 7%	35 5%	45 7%	54 8%	122 7%
UKIP	188 9%	106 11%	82 7%	18 8%	11 3%	119 11%	29 14%	11 5%	40 10%	34 7%	36 6%	65 15%	53 10%	- -	5 1%	- -	173 72%	- -	27 4%	10 2%	127 56%	3 2%	3 2%	16 13%	51 7%	74 11%	64 9%	169 10%
Green	63 3%	28 3%	35 3%	9 4%	17 5%	32 3%	4 2%	2 1%	6 1%	19 4%	18 3%	6 2%	20 4%	- -	15 3%	- -	- -	44 31%	1 *	11 2%	3 1%	1 1%	2 1%	5 4%	14 2%	21 3%	28 4%	56 3%
Scottish National Party (SNP)	76 4%	40 4%	35 3%	6 2%	12 4%	47 4%	4 2%	7 4%	11 3%	16 3%	26 4%	15 3%	19 4%	- -	8 2%	* *	- -	66 46%	- -	5 1%	- *	* *	72 39%	- -	72 10%	1 *	3 *	4 *
Plaid Cymru	5 *	5 *	1 *	3 1%	* *	2 *	- -	- -	- -	1 *	- -	- -	5 1%	- -	- -	- -	- -	3 2%	- -	- -	- -	- -	5 5%	- -	5 1%	- -	- -	
Prefer not to say	46 2%	20 2%	26 2%	16 7%	5 2%	20 2%	* *	4 2%	5 1%	4 1%	22 4%	6 1%	14 3%	- -	5 1%	1 1%	4 1%	2 2%	- -	11 2%	1 *	3 2%	- -	4 3%	12 2%	14 2%	20 3%	42 2%
Other	16 1%	10 1%	6 1%	1 *	4 1%	9 1%	2 1%	- -	2 *	3 1%	5 1%	4 1%	4 1%	1 *	* *	- -	1 *	3 2%	1 *	- -	2 1%	- -	4 2%	- -	5 1%	6 1%	5 1%	11 1%
Don't know	490 24%	148 16%	342 31%	68 29%	117 36%	235 22%	33 16%	37 18%	70 17%	107 21%	139 24%	109 25%	136 26%	34 6%	61 14%	7 5%	30 12%	11 7%	103 16%	113 21%	39 17%	35 24%	35 20%	30 25%	176 25%	164 24%	150 22%	425 24%

**Online Poll**  
**ONLINE Fieldwork : 9th-11th December 2016**

Absolutes/col percents

Table 7

Data derived from:-

**Q2. You may recall that Ed Balls was the Shadow Chancellor of the Exchequer in the last Parliament but lost his seat in the 2015 General Election.**

**He recently performed on Strictly Come Dancing. Imagine for a second that Ed Balls was currently the leader of the Labour Party instead of Jeremy Corbyn.**

**How would you vote if he lead the Labour Party in a General Election held tomorrow? Would you vote Conservative, Labour, Liberal Democrat, UKIP or for another party?**

**Data excludes those who don't know who they would vote for (24%) 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						
	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	1517	806	711	49	175	908	262	123	385	662	400	161	293	587	388	156	209	115	593	435	205	115	123	66	501	475	541	1327
Weighted base	1396	733	663	69	151	791	201	183	384	460	418	236	282	579	330	126	192	117	582	376	182	98	137	77	481	442	473	1182
Conservative	574 41%	319 44%	255 39%	17 24%	45 30%	304 38%	100 50%	109 59%	208 54%	218 47%	184 44%	87 37%	85 30%	550 95%	7 2%	2 1%	10 5%	1 1%	516 89%	13 3%	27 15%	10 10%	31 23%	24 32%	168 35%	188 43%	219 46%	519 44%
Labour	402 29%	191 26%	210 32%	27 39%	61 40%	227 29%	49 24%	38 21%	87 23%	112 24%	114 27%	69 29%	107 38%	28 5%	292 88%	28 22%	18 9%	6 5%	24 4%	326 87%	18 10%	10 10%	28 20%	27 35%	150 31%	132 30%	119 25%	347 29%
Liberal Democrats	115 8%	53 7%	63 9%	7 11%	18 12%	66 8%	11 5%	14 8%	25 7%	50 11%	36 9%	14 6%	16 6%	* *	10 3%	96 77%	- -	2 2%	13 2%	15 4%	6 4%	74 75%	3 2%	6 8%	34 7%	34 8%	47 10%	106 9%
UKIP	176 13%	103 14%	72 11%	9 12%	6 4%	116 15%	33 16%	12 7%	45 12%	40 9%	40 10%	50 21%	45 16%	- -	5 2%	- -	163 85%	- -	27 5%	9 2%	125 68%	4 4%	3 3%	14 19%	47 10%	69 16%	59 13%	158 13%
Green	51 4%	24 3%	26 4%	6 9%	12 8%	27 3%	4 2%	1 1%	6 1%	19 4%	15 4%	5 2%	13 4%	- -	12 4%	- -	- -	38 32%	1 *	9 2%	3 1%	* *	3 2%	3 4%	13 3%	15 3%	22 5%	45 4%
Scottish National Party (SNP)	71 5%	37 5%	34 5%	3 5%	8 5%	47 6%	5 2%	9 5%	13 3%	17 4%	28 7%	12 5%	14 5%	- -	5 1%	* *	- -	65 56%	- -	4 1%	- *	* *	68 50%	- -	68 14%	1 *	2 *	3 *
Plaid Cymru	2 *	1 *	* *	* *	* *	1 *	- -	- -	- -	* *	- -	- -	1 1%	- -	- -	- -	- -	1 1%	- -	- -	- -	- -	- -	2 2%	- -	2 *	- -	- -
Other	5 *	4 1%	1 *	* 1%	1 1%	4 *	- -	- -	- -	3 1%	1 *	- -	1 *	* *	* *	- -	1 *	4 3%	1 *	- -	3 2%	- -	* *	- -	* *	1 *	4 1%	5 *

**Online Poll**  
**ONLINE Fieldwork : 9th-11th December 2016**

Col percents

Table 8  
**Published Vote Intention Figures**  
Percentages derived from the responses of 1786 respondents

	<u>Total</u>
Conservative	41%
Labour	30%
Liberal Democrat	8%
SNP	5%
Plaid Cymru	*
Green	4%
UKIP	12%
Other	1%

**Online Poll**  
**ONLINE Fieldwork : 9th-11th December 2016**

Absolutes/col percents

Table 9

**Q3. I would like you to think about a number of politicians who are still prominent and newsworthy, even though they are no longer central to British politics. Thinking about your overall impression of them when they were central to British politics**

**(i.e NOT just their high points or low points but their overall contribution when in their political prime)**

**would you say that your opinion of them NOW is more favourable than it was then, less favourable, or is there no difference one way or another?**

**- Summary table**

**Base: All respondents**

	Ed Balls, former Labour Shadow Chancellor of the Exchequer	Tony Blair, former leader of the Labour party and former prime minister	John Major, former leader of the Conservative party and former prime minister	Paddy Ashdown, former leader of the Liberal Democrats
Unweighted base	2049	2049	2049	2049
Weighted base	2049	2049	2049	2049
More favourable	409 20%	124 6%	200 10%	153 7%
No difference	1054 51%	762 37%	1143 56%	1223 60%
Less favourable	345 17%	938 46%	453 22%	349 17%
Don't know	241 12%	225 11%	254 12%	323 16%

**Online Poll**  
**ONLINE Fieldwork : 9th-11th December 2016**

Absolutes/col percents

Table 10

**Q3. I would like you to think about a number of politicians who are still prominent and newsworthy, even though they are no longer central to British politics. Thinking about your overall impression of them when they were central to British politics**

**(i.e NOT just their high points or low points but their overall contribution when in their political prime)**

**would you say that your opinion of them NOW is more favourable than it was then, less favourable, or is there no difference one way or another?**

**- Ed Balls, former Labour Shadow Chancellor of the Exchequer**

**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	2049	955	1094	158	342	1163	257	129	386	715	532	287	515	593	488	167	232	139	634	553	240	149	155	93	677	645	727	1801			
Weighted base	2049	936	1113	240	329	1066	211	203	414	517	588	430	514	597	445	139	240	145	664	547	227	141	182	118	703	672	674	1750			
More favourable	409 20%	161 17%	248 22%	39 16%	56 17%	208 20%	45 21%	61 30%	105 25%	114 22%	131 22%	86 20%	79 15%	127 21%	110 25%	37 27%	40 17%	22 15%	128 19%	165 30%	37 16%	26 19%	38 21%	17 14%	149 21%	136 20%	125 18%	354 20%			
No difference	1054 51%	510 55%	544 49%	96 40%	167 51%	573 54%	115 55%	103 51%	218 53%	281 54%	305 52%	209 49%	259 50%	325 54%	236 53%	77 56%	109 46%	85 59%	353 53%	284 52%	112 49%	74 52%	92 51%	73 62%	358 51%	343 51%	353 52%	888 51%			
Less favourable	345 17%	197 21%	148 13%	50 21%	45 14%	180 17%	37 17%	33 16%	69 17%	87 17%	90 15%	75 18%	92 18%	124 21%	70 16%	20 14%	60 25%	23 16%	132 20%	67 12%	56 24%	25 18%	34 19%	24 20%	116 17%	121 18%	108 16%	287 16%			
Don't know	241 12%	68 7%	173 16%	55 23%	60 18%	105 10%	14 7%	7 3%	21 5%	35 7%	62 11%	60 14%	84 16%	21 4%	30 7%	5 4%	30 13%	15 11%	51 8%	32 6%	23 10%	16 11%	17 10%	4 3%	80 11%	72 11%	89 13%	220 13%			

**Online Poll**  
**ONLINE Fieldwork : 9th-11th December 2016**

Absolutes/col percents

Table 11

**Q3. I would like you to think about a number of politicians who are still prominent and newsworthy, even though they are no longer central to British politics.**

**Thinking about your overall impression of them when they were central to British politics**

**(i.e NOT just their high points or low points but their overall contribution when in their political prime)**

**would you say that your opinion of them NOW is more favourable than it was then, less favourable, or is there no difference one way or another?**

**- Tony Blair, former leader of the Labour party and former prime minister**

**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	2049	955	1094	158	342	1163	257	129	386	715	532	287	515	593	488	167	232	139	634	553	240	149	155	93	677	645	727	1801			
Weighted base	2049	936	1113	240	329	1066	211	203	414	517	588	430	514	597	445	139	240	145	664	547	227	141	182	118	703	672	674	1750			
More favourable	124 6%	58 6%	66 6%	30 12%	28 8%	52 5%	6 3%	8 4%	15 4%	43 8%	38 6%	23 5%	20 4%	27 4%	51 12%	20 14%	8 3%	1 1%	21 3%	62 11%	3 1%	13 9%	9 5%	9 8%	43 6%	33 5%	48 7%	106 6%			
No difference	762 37%	324 35%	438 39%	86 36%	154 47%	414 39%	56 27%	52 26%	108 26%	188 36%	221 38%	175 41%	178 35%	210 35%	200 45%	57 41%	65 27%	55 38%	220 33%	255 47%	65 28%	59 42%	66 37%	44 37%	286 41%	234 35%	241 36%	652 37%			
Less favourable	938 46%	490 52%	447 40%	68 28%	99 30%	503 47%	138 65%	131 65%	269 65%	253 49%	266 45%	182 42%	238 46%	345 58%	170 38%	56 40%	143 60%	82 56%	378 57%	185 34%	145 64%	60 43%	87 48%	61 52%	293 42%	333 50%	313 46%	790 45%			
Don't know	225 11%	64 7%	161 14%	56 23%	49 15%	98 9%	11 5%	11 6%	22 5%	32 6%	64 11%	51 12%	78 15%	16 3%	25 6%	7 5%	24 10%	7 5%	45 7%	44 8%	15 6%	9 6%	19 11%	4 3%	81 12%	72 11%	72 11%	202 12%			

**Online Poll**  
**ONLINE Fieldwork : 9th-11th December 2016**

Absolutes/col percents

Table 12

**Q3. I would like you to think about a number of politicians who are still prominent and newsworthy, even though they are no longer central to British politics. Thinking about your overall impression of them when they were central to British politics**

**(i.e NOT just their high points or low points but their overall contribution when in their political prime)**

**would you say that your opinion of them NOW is more favourable than it was then, less favourable, or is there no difference one way or another?**

**- John Major, former leader of the Conservative party and former prime minister**

**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	2049	955	1094	158	342	1163	257	129	386	715	532	287	515	593	488	167	232	139	634	553	240	149	155	93	677	645	727	1801			
Weighted base	2049	936	1113	240	329	1066	211	203	414	517	588	430	514	597	445	139	240	145	664	547	227	141	182	118	703	672	674	1750			
More favourable	200 10%	113 12%	87 8%	21 9%	29 9%	96 9%	27 13%	26 13%	53 13%	77 15%	56 10%	33 8%	34 7%	96 16%	43 10%	32 23%	4 2%	9 6%	96 14%	47 9%	13 6%	20 14%	20 11%	14 12%	55 8%	64 10%	81 12%	166 10%			
No difference	1143 56%	493 53%	650 58%	101 42%	186 57%	627 59%	110 52%	118 58%	228 55%	291 56%	346 59%	243 56%	263 51%	370 62%	263 59%	81 58%	106 44%	73 51%	395 59%	331 61%	111 49%	79 56%	103 57%	70 59%	412 59%	369 55%	362 54%	970 55%			
Less favourable	453 22%	261 28%	191 17%	51 21%	53 16%	240 22%	60 29%	49 24%	109 26%	106 20%	116 20%	95 22%	136 26%	109 18%	112 25%	18 13%	104 44%	43 30%	121 18%	130 24%	84 37%	33 23%	41 23%	24 21%	156 22%	159 24%	138 21%	387 22%			
Don't know	254 12%	69 7%	185 17%	66 28%	61 19%	103 10%	13 6%	11 5%	24 6%	43 8%	69 12%	60 14%	81 16%	22 4%	27 6%	9 6%	25 10%	19 13%	53 8%	39 7%	20 9%	9 6%	17 10%	10 9%	81 11%	80 12%	93 14%	226 13%			

**Online Poll**  
**ONLINE Fieldwork : 9th-11th December 2016**

Absolutes/col percents

Table 13

**Q3. I would like you to think about a number of politicians who are still prominent and newsworthy, even though they are no longer central to British politics. Thinking about your overall impression of them when they were central to British politics**

**(i.e NOT just their high points or low points but their overall contribution when in their political prime)**

**would you say that your opinion of them NOW is more favourable than it was then, less favourable, or is there no difference one way or another?**

**- Paddy Ashdown, former leader of the Liberal Democrats**

**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	2049	955	1094	158	342	1163	257	129	386	715	532	287	515	593	488	167	232	139	634	553	240	149	155	93	677	645	727	1801			
Weighted base	2049	936	1113	240	329	1066	211	203	414	517	588	430	514	597	445	139	240	145	664	547	227	141	182	118	703	672	674	1750			
More favourable	153 7%	99 11%	54 5%	13 5%	25 7%	76 7%	24 12%	16 8%	40 10%	51 10%	41 7%	29 7%	31 6%	47 8%	39 9%	22 16%	12 5%	16 11%	52 8%	42 8%	11 5%	18 13%	19 10%	8 7%	50 7%	44 7%	59 9%	126 7%			
No difference	1223 60%	554 59%	669 60%	104 43%	182 55%	677 63%	134 64%	126 62%	260 63%	317 61%	370 63%	261 61%	275 54%	377 63%	275 62%	96 69%	146 61%	89 62%	412 62%	342 62%	131 57%	92 65%	106 58%	84 71%	408 58%	413 62%	402 60%	1033 59%			
Less favourable	349 17%	203 22%	147 13%	49 20%	30 9%	186 17%	34 16%	50 25%	85 20%	93 18%	84 14%	70 16%	103 20%	133 22%	85 19%	10 7%	55 23%	19 13%	126 19%	95 17%	65 29%	17 12%	31 17%	18 15%	137 19%	113 17%	99 15%	301 17%			
Don't know	323 16%	81 9%	242 22%	74 31%	92 28%	128 12%	18 9%	11 5%	29 7%	56 11%	93 16%	71 16%	105 20%	40 7%	47 10%	11 8%	26 11%	20 14%	73 11%	69 13%	20 9%	15 10%	26 14%	8 7%	108 15%	101 15%	114 17%	289 17%			



**Online Poll**  
**ONLINE Fieldwork : 9th-11th December 2016**

Absolutes/col percents

Table 14  
**Classification**  
**Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2049	2049
Weighted base	2049	2049
<b><u>Gender</u></b>		
Male	955 47%	936 46%
Female	1094 53%	1113 54%
<b><u>Age</u></b>		
18-24	158 8%	240 12%
25-34	342 17%	329 16%
35-44	426 21%	407 20%
45-54	386 19%	351 17%
55-64	351 17%	309 15%
65+	386 19%	414 20%
Average age	48.09	47.56

**Online Poll**  
**ONLINE Fieldwork : 9th-11th December 2016**

Absolutes/col percents

Table 14  
**Classification**  
**Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Weighted base	2049	2049
<b><u>Social Grade</u></b>		
AB	715 35%	517 25%
C1	532 26%	588 29%
C2	287 14%	430 21%
DE	515 25%	514 25%
<b><u>Region</u></b>		
North	677 33%	703 34%
Midlands	645 31%	672 33%
South	727 35%	674 33%

**Online Poll**  
**ONLINE Fieldwork : 9th-11th December 2016**

Absolutes/col percents

Table 14  
**Classification**  
**Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Weighted base	2049	2049
<b><u>Working status</u></b>		
Full-time	862 42%	884 43%
Part-time	324 16%	260 13%
Not working but seeking work or temporarily unemployed/sick	89 4%	87 4%
Not working/Not seeking work	86 4%	78 4%
Retired	441 22%	462 23%
Student	71 3%	89 4%
House person/Housewife/ Househusband	176 9%	188 9%
<b><u>Q.C Voting in May 7th 2015 General Election</u></b>		
Conservative	634 31%	664 32%
Labour	553 27%	547 27%
UK Independence Party (UKIP)	240 12%	227 11%
Liberal Democrat/ Liberal	149 7%	141 7%
Scottish National Party/SNP	64 3%	78 4%
Plaid Cymru	5 *	10 *
Green Party	87 4%	77 4%
Another party	15 1%	16 1%
Did not vote	236 12%	230 11%
Don't know	41 2%	41 2%
Prefer not to say	25 1%	19 1%

**Online Poll**  
**ONLINE Fieldwork : 9th-11th December 2016**

Absolutes/col percents

Table 14  
**Classification**  
**Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Weighted base	2049	2049
<b><u>Q1. Political Interest</u></b>		
Very interested	486 24%	293 14%
Fairly interested	1032 50%	912 44%
Not very interested	349 17%	516 25%
Not at all interested	170 8%	322 16%
NET: Interested	1518 74%	1205 59%
NET: Not Interested	519 25%	838 41%
Don't know	12 1%	6 *