

The image shows the year '2017' in large, bold, red 3D block letters. The numbers are placed on a dark wooden floor against a dark, textured wall. A spotlight effect illuminates the numbers from above, creating a bright area around them and casting soft shadows on the floor.

ICM Guardian Poll – January 2017

Fieldwork dates: 6-8th January 2017

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: 2,000 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 : 6th-8th January 2017

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 | 2000 | 968 | 1032 | 192 | 345 | 1100 | 240 | 123 | 363 | 760 | 529 | 255 | 456 | 576 | 451 | 148 | 192 | 161 | 624 | 526 | 226 | 146 | 178 | 95 | 689 | 639 | 672 | 1727 | |
| Weighted base | 2000 | 918 | 1082 | 229 | 315 | 1052 | 208 | 196 | 404 | 515 | 581 | 410 | 494 | 584 | 445 | 122 | 177 | 143 | 648 | 534 | 222 | 138 | 169 | 106 | 684 | 636 | 680 | 1725 | |
| NET: Yes | 1954 | 893 | 1062 | 212 | 300 | 1040 | 208 | 194 | 402 | 507 | 567 | 404 | 475 | 576 | 434 | 121 | 177 | 141 | 645 | 531 | 218 | 138 | 167 | 101 | 669 | 622 | 663 | 1686 | |
| | 98% | 97% | 98% | 93% | 95% | 99% | 100% | 99% | 100% | 99% | 98% | 99% | 96% | 99% | 98% | 99% | 100% | 99% | 100% | 99% | 98% | 100% | 99% | 95% | 98% | 98% | 97% | 98% | |
| Yes - where living now | 1932 | 885 | 1047 | 202 | 295 | 1034 | 207 | 194 | 401 | 499 | 560 | 402 | 472 | 572 | 429 | 117 | 176 | 138 | 642 | 526 | 215 | 134 | 162 | 101 | 661 | 617 | 653 | 1669 | |
| | 97% | 96% | 97% | 88% | 94% | 98% | 99% | 99% | 99% | 97% | 96% | 98% | 95% | 98% | 97% | 96% | 99% | 97% | 99% | 99% | 97% | 97% | 96% | 95% | 97% | 97% | 96% | 97% | |
| Yes - somewhere else/ another address | 22 | 7 | 15 | 10 | 5 | 6 | 1 | - | 1 | 8 | 8 | 3 | 4 | 5 | 5 | 4 | 1 | 2 | 3 | 5 | 3 | 4 | 4 | - | 8 | 4 | 10 | 17 | |
| | 1% | 1% | 1% | 4% | 2% | 1% | 1% | - | * | 1% | 1% | 1% | 1% | 1% | 1% | 3% | 1% | 2% | * | 1% | 1% | 3% | 3% | - | 1% | 1% | 1% | 1% | |
| No | 28 | 15 | 13 | 5 | 13 | 9 | - | 2 | 2 | 5 | 6 | 4 | 13 | 3 | 6 | 1 | - | 2 | 3 | 3 | - | - | 1 | 5 | 9 | 12 | 7 | 21 | |
| | 1% | 2% | 1% | 2% | 4% | 1% | - | 1% | * | 1% | 1% | 1% | 3% | 1% | 1% | * | - | 1% | * | 1% | - | - | 1% | 5% | 1% | 2% | 1% | 1% | |
| Don't know | 18 | 10 | 7 | 12 | 1 | 4 | - | - | - | 3 | 8 | 2 | 6 | 4 | 4 | 1 | - | * | 1 | - | 4 | * | * | - | 5 | 2 | 11 | 17 | |
| | 1% | 1% | 1% | 5% | * | * | - | - | - | * | 1% | * | 1% | 1% | 1% | * | - | * | * | - | 2% | * | * | - | 1% | * | 2% | 1% | |

Online Poll

ONLINE Fieldwork : 6th-8th January 2017

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 | 2000 | 968 | 1032 | 192 | 345 | 1100 | 240 | 123 | 363 | 760 | 529 | 255 | 456 | 576 | 451 | 148 | 192 | 161 | 624 | 526 | 226 | 146 | 178 | 95 | 689 | 639 | 672 | 1727 | |
| Weighted base | 2000 | 918 | 1082 | 229 | 315 | 1052 | 208 | 196 | 404 | 515 | 581 | 410 | 494 | 584 | 445 | 122 | 177 | 143 | 648 | 534 | 222 | 138 | 169 | 106 | 684 | 636 | 680 | 1725 | |
| 10 - Absolutely certain to vote | 1181 59% | 543 59% | 638 59% | 74 32% | 163 52% | 643 61% | 153 74% | 149 76% | 302 75% | 330 64% | 360 62% | 218 53% | 273 55% | 422 72% | 293 66% | 85 69% | 115 65% | 95 66% | 448 69% | 347 65% | 146 66% | 93 67% | 114 67% | 64 60% | 423 62% | 353 55% | 405 59% | 1004 58% | |
| 9 | 236 12% | 121 13% | 115 11% | 27 12% | 40 13% | 123 12% | 25 12% | 22 11% | 47 12% | 69 13% | 56 10% | 59 14% | 52 11% | 87 15% | 50 11% | 15 12% | 25 14% | 18 13% | 90 14% | 54 10% | 34 15% | 19 14% | 16 9% | 13 12% | 72 10% | 94 15% | 71 10% | 208 12% | |
| 8 | 183 9% | 80 9% | 103 10% | 44 19% | 28 9% | 89 8% | 14 7% | 8 4% | 22 5% | 43 8% | 56 10% | 42 10% | 42 9% | 32 6% | 53 12% | 11 9% | 21 12% | 10 7% | 43 7% | 67 13% | 15 7% | 14 10% | 11 7% | 10 9% | 49 7% | 56 9% | 77 11% | 162 9% | |
| 7 | 82 4% | 39 4% | 43 4% | 20 9% | 15 5% | 44 4% | 2 1% | 2 1% | 3 1% | 27 5% | 18 3% | 12 3% | 25 5% | 20 3% | 17 4% | 4 3% | 5 3% | 13 9% | 27 4% | 21 4% | 11 5% | 3 2% | 11 6% | 2 4% | 27 4% | 26 4% | 29 4% | 69 4% | |
| 6 | 54 3% | 17 2% | 37 3% | 16 7% | 12 4% | 23 2% | 1 1% | 3 1% | 4 1% | 11 2% | 18 3% | 10 2% | 15 3% | 11 2% | 11 2% | 5 4% | 6 3% | 1 1% | 15 2% | 10 2% | 7 3% | 4 3% | 1 1% | 1 1% | 2 1% | 23 3% | 15 2% | 15 2% | 51 3% |
| 5 | 51 3% | 18 2% | 34 3% | 11 5% | 7 2% | 28 3% | - | 5 3% | 5 1% | 6 1% | 15 3% | 7 2% | 23 5% | 7 1% | 14 3% | 1 1% | 3 2% | 3 2% | 9 1% | 13 3% | 4 2% | 2 2% | 2 1% | 5 4% | 17 2% | 18 3% | 17 2% | 45 3% | |
| 4 | 15 1% | 9 1% | 5 * | 6 2% | 6 2% | 1 * | 1 1% | 1 * | 2 1% | 2 * | 9 2% | 3 1% | 1 * | - | 2 * | - | 1 * | 3 2% | - | 2 * | 1 1% | 2 1% | - | 1 1% | 1 * | 7 1% | 6 1% | 14 1% | |
| 3 | 18 1% | 8 1% | 10 1% | 2 1% | 9 3% | 6 1% | 1 * | - | 1 * | 1 * | 1 * | 9 2% | 8 2% | 1 * | 3 1% | - | 1 * | * | - | 5 1% | - | - | - | - | 7 1% | 7 1% | 4 1% | 18 1% | |
| 2 | 26 1% | 9 1% | 17 2% | 8 3% | 2 1% | 13 1% | 1 * | 2 1% | 3 1% | 2 * | 5 1% | 9 2% | 9 2% | 3 * | 1 * | 1 1% | - | * | 3 * | 2 * | 1 * | - | 3 2% | - | 12 2% | 8 1% | 6 1% | 23 1% | |
| 1 - Certain not to vote | 83 4% | 52 6% | 31 3% | 10 5% | 24 8% | 41 4% | 6 3% | 2 1% | 8 2% | 12 2% | 17 3% | 24 6% | 29 6% | - | - | - | - | - | 3 1% | - | - | 6 3% | 9 9% | 32 5% | 28 4% | 23 3% | 68 4% | | |
| Don't know | 60 3% | 18 2% | 42 4% | 9 4% | 7 2% | 38 4% | 4 2% | 3 2% | 7 2% | 9 2% | 18 3% | 19 5% | 14 3% | - | - | - | - | - | 14 2% | 8 1% | 3 1% | * | 6 3% | 2 2% | 16 2% | 23 4% | 22 3% | 53 3% | |
| Refused | 11 1% | 5 * | 6 1% | 3 1% | 3 1% | 5 * | - | - | - | 1 * | 7 1% | 1 * | 2 * | - | - | - | - | - | - | 1 * | - | - | - | - | 4 1% | 2 * | 5 1% | 11 1% | |
| Mean | 8.71 | 8.65 | 8.76 | 7.70 | 8.19 | 8.83 | 9.32 | 9.38 | 9.35 | 9.09 | 8.87 | 8.42 | 8.36 | 9.45 | 9.17 | 9.32 | 9.22 | 9.18 | 9.40 | 9.15 | 9.29 | 9.32 | 9.02 | 8.51 | 8.69 | 8.63 | 8.81 | 8.69 | |
| Standard deviation | 2.33 | 2.46 | 2.21 | 2.56 | 2.79 | 2.23 | 1.80 | 1.61 | 1.70 | 1.81 | 2.12 | 2.66 | 2.65 | 1.17 | 1.46 | 1.31 | 1.37 | 1.47 | 1.20 | 1.57 | 1.32 | 1.26 | 2.11 | 2.71 | 2.43 | 2.38 | 2.16 | 2.32 | |
| Standard error | 0.05 | 0.08 | 0.07 | 0.19 | 0.15 | 0.07 | 0.12 | 0.15 | 0.09 | 0.07 | 0.09 | 0.17 | 0.13 | 0.05 | 0.07 | 0.11 | 0.10 | 0.12 | 0.05 | 0.07 | 0.09 | 0.10 | 0.16 | 0.28 | 0.09 | 0.10 | 0.09 | 0.06 | |

Online Poll
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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

| | 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 | 2000 | 968 | 1032 | 192 | 345 | 1100 | 240 | 123 | 363 | 760 | 529 | 255 | 456 | 576 | 451 | 148 | 192 | 161 | 624 | 526 | 226 | 146 | 178 | 95 | 689 | 639 | 672 | 1727 |
| Weighted base | 2000 | 918 | 1082 | 229 | 315 | 1052 | 208 | 196 | 404 | 515 | 581 | 410 | 494 | 584 | 445 | 122 | 177 | 143 | 648 | 534 | 222 | 138 | 169 | 106 | 684 | 636 | 680 | 1725 |
| Conservative | 584 29% | 287 31% | 296 27% | 38 16% | 75 24% | 285 27% | 89 43% | 97 49% | 185 46% | 184 36% | 185 32% | 99 24% | 116 23% | 584 100% | - | - | - | - | 502 78% | 22 4% | 34 15% | 5 4% | 31 18% | 22 21% | 171 25% | 183 29% | 230 34% | 531 31% |
| Labour | 445 22% | 200 22% | 245 23% | 82 36% | 90 29% | 223 21% | 32 16% | 17 9% | 50 12% | 109 21% | 123 20% | 81 20% | 131 27% | - | 445 100% | - | - | - | 10 2% | 352 66% | 12 5% | 18 13% | 23 13% | 25 24% | 167 24% | 135 21% | 143 21% | 397 23% |
| Liberal Democrat | 122 6% | 60 7% | 62 6% | 13 6% | 15 5% | 72 7% | 12 6% | 10 5% | 21 5% | 56 11% | 29 5% | 23 6% | 14 3% | - | - | 122 100% | - | - | 17 3% | 24 4% | 4 2% | 68 49% | 6 4% | 4 3% | 39 6% | 31 5% | 52 8% | 112 7% |
| UK Independence Party (UKIP) | 177 9% | 99 11% | 78 7% | 22 10% | 15 5% | 101 10% | 26 12% | 14 7% | 39 10% | 32 6% | 45 8% | 49 12% | 51 10% | - | - | - | 177 100% | - | 15 2% | 23 4% | 125 56% | 2 1% | 7 4% | 17 16% | 47 7% | 78 12% | 52 8% | 154 9% |
| Scottish National Party/SNP | 55 3% | 29 3% | 26 2% | - | 13 4% | 32 3% | 6 3% | 4 2% | 10 3% | 11 2% | 18 3% | 14 3% | 12 2% | - | - | - | - | 55 38% | - | - | - | - | 55 33% | - | 55 8% | - | - | - |
| Plaid Cymru | 4 * | 2 * | 3 * | 1 * | 1 * | 2 * | - | 2 1% | 2 * | * * | 1 * | 1 * | 2 * | - | - | - | - | 4 3% | - | 1 * | - | - | 4 4% | - | 4 1% | - | - | |
| Green | 76 4% | 20 2% | 56 5% | 11 5% | 21 7% | 39 4% | 1 * | 5 2% | 6 1% | 19 4% | 33 6% | 10 2% | 14 3% | - | - | - | - | 76 53% | 7 1% | 8 1% | 1 1% | 6 5% | 5 3% | 4 4% | 15 2% | 29 5% | 32 5% | 67 4% |
| Another party | 7 * | 5 1% | 3 * | 2 1% | 3 1% | 2 * | * * | - | * * | 2 * | 3 * | - | 3 1% | - | - | - | - | 7 5% | - | - | - | * * | - | - | 1 * | 3 * | 4 1% | 7 * |
| Would note vote | 83 4% | 52 6% | 31 3% | 10 5% | 24 8% | 41 4% | 6 3% | 2 1% | 8 2% | 12 2% | 17 3% | 24 6% | 29 6% | - | - | - | - | - | - | 3 1% | - | - | 6 3% | 9 9% | 32 5% | 28 4% | 23 3% | 68 4% |
| Don't know | 417 21% | 153 17% | 264 24% | 42 18% | 53 17% | 242 23% | 36 17% | 44 23% | 80 20% | 82 16% | 120 21% | 98 24% | 117 24% | - | - | - | - | - | 96 15% | 99 19% | 46 21% | 39 28% | 36 21% | 20 19% | 149 22% | 136 21% | 132 19% | 361 21% |
| Refused | 30 1% | 11 1% | 18 2% | 8 4% | 4 1% | 15 1% | 1 * | 2 1% | 2 1% | 6 1% | 9 1% | 10 2% | 5 1% | - | - | - | - | - | 2 * | 2 * | - | - | 1 * | - | 9 1% | 7 1% | 13 2% | 29 2% |

Online Poll
ONLINE Fieldwork : 6th-8th January 2017

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 | | | | | 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 | 1466 | 774 | 692 | 71 | 203 | 846 | 235 | 112 | 347 | 681 | 398 | 149 | 239 | 593 | 397 | 150 | 181 | 145 | 577 | 412 | 183 | 117 | 141 | 66 | 518 | 448 | 501 | 1259 | | |
| Weighted base | 1362 | 669 | 693 | 80 | 170 | 754 | 191 | 167 | 358 | 450 | 425 | 233 | 254 | 581 | 372 | 121 | 161 | 126 | 557 | 389 | 165 | 99 | 121 | 68 | 470 | 422 | 469 | 1172 | | |
| Conservative | 581 43% | 293 44% | 289 42% | 19 23% | 54 32% | 296 39% | 103 54% | 109 65% | 213 59% | 211 47% | 188 44% | 89 38% | 93 37% | 581 100% | - | - | - | - | 512 92% | 22 6% | 32 19% | 6 6% | 30 25% | 22 32% | 169 36% | 180 43% | 232 49% | 529 45% | | |
| Labour | 372 27% | 170 25% | 202 29% | 38 47% | 68 40% | 211 28% | 36 19% | 19 12% | 55 15% | 111 25% | 113 27% | 62 27% | 87 34% | - | 372 100% | - | - | - | 9 2% | 310 80% | 12 7% | 17 17% | 20 16% | 20 30% | 149 32% | 111 26% | 113 24% | 332 28% | | |
| Liberal Democrat | 121 9% | 62 9% | 59 9% | 6 8% | 12 7% | 78 10% | 14 8% | 11 7% | 26 7% | 62 14% | 27 6% | 21 9% | 11 4% | - | - | 121 100% | - | - | 16 3% | 25 7% | 4 3% | 69 70% | 6 5% | 4 5% | 41 9% | 31 7% | 50 11% | 111 9% | | |
| UK Independence Party (UKIP) | 161 12% | 92 14% | 69 10% | 10 13% | 9 6% | 98 13% | 28 15% | 15 9% | 43 12% | 36 8% | 44 10% | 40 17% | 41 16% | - | - | - | 161 100% | - | 15 3% | 23 6% | 116 70% | 2 2% | 7 6% | 14 21% | 44 9% | 71 17% | 46 10% | 140 12% | | |
| Scottish National Party/SNP | 54 4% | 31 5% | 23 3% | - | 10 6% | 32 4% | 8 4% | 4 3% | 12 3% | 14 3% | 20 5% | 12 5% | 9 3% | - | - | - | - | 54 43% | - | - | - | - | 54 44% | - | 54 11% | - | - | - | - | |
| Plaid Cymru | 4 * | 1 * | 3 * | * * | 1 * | 2 * | - | 2 1% | 2 * | 1 * | 1 * | 1 * | 2 1% | - | - | - | - | 4 3% | - | 1 * | - | - | - | 4 6% | - | 4 1% | - | - | - | |
| Green | 64 5% | 17 3% | 47 7% | 7 8% | 15 9% | 36 5% | 1 * | 6 3% | 7 2% | 14 3% | 32 7% | 7 3% | 10 4% | - | - | - | - | 64 51% | 5 1% | 8 2% | 1 1% | 5 5% | 4 3% | 4 6% | 12 3% | 25 6% | 26 6% | 56 5% | | |
| Another party | 4 * | 3 * | 1 * | 1 1% | 1 1% | 2 * | 1 * | - | 1 * | 1 * | 1 * | - | 2 1% | - | - | - | - | 4 3% | - | - | - | * | - | - | 1 * | 1 * | 3 1% | 4 * | | |

Online Poll
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Col percents

Table 5
Published Vote Intention Figures
Percentages derived from the responses of 1661 respondents

| | <u>Total</u> |
|------------------|--------------|
| Conservative | 42% |
| Labour | 28% |
| Liberal Democrat | 9% |
| SNP | 4% |
| Plaid Cymru | * |
| Green | 4% |
| UKIP | 12% |

Other *

Online Poll
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Absolutes/col percents

Table 6
Classification
Base: All respondents

| | <u>Unweighted Total</u> | <u>Weighted Total</u> |
|----------------------|-----------------------------|---------------------------|
| Unweighted base | 2000 | 2000 |
| Weighted base | 2000 | 2000 |
| <u>Gender</u> | | |
| Male | 968 48% | 918 46% |
| Female | 1032 52% | 1082 54% |
| <u>Age</u> | | |
| 18-24 | 192 10% | 229 11% |
| 25-34 | 345 17% | 315 16% |
| 35-44 | 410 21% | 397 20% |
| 45-54 | 366 18% | 355 18% |
| 55-64 | 324 16% | 300 15% |
| 65+ | 363 18% | 404 20% |
| Average age | 47.29 | 47.68 |

Online Poll
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Absolutes/col percents

Table 6
Classification
Base: All respondents

| | <u>Unweighted Total</u> | <u>Weighted Total</u> |
|----------------------------|-----------------------------|---------------------------|
| Weighted base | 2000 | 2000 |
| <u>Social Grade</u> | | |
| AB | 760 38% | 515 26% |
| C1 | 529 26% | 581 29% |
| C2 | 255 13% | 410 21% |
| DE | 456 23% | 494 25% |
| <u>Region</u> | | |
| North | 689 34% | 684 34% |
| Midlands | 639 32% | 636 32% |
| South | 672 34% | 680 34% |

Online Poll
ONLINE Fieldwork : 6th-8th January 2017

Absolutes/col percents

Table 6
Classification
Base: All respondents

| | <u>Unweighted Total</u> | <u>Weighted Total</u> |
|---|-----------------------------|---------------------------|
| Weighted base | 2000 | 2000 |
| <u>Working status</u> | | |
| Full-time | 872 44% | 866 43% |
| Part-time | 276 14% | 252 13% |
| Not working but seeking work or temporarily unemployed/sick | 104 5% | 103 5% |
| Not working/Not seeking work | 92 5% | 84 4% |
| Retired | 437 22% | 462 23% |
| Student | 85 4% | 95 5% |
| House person/Housewife/ Househusband | 134 7% | 138 7% |
| <u>Q.C Voting in May 7th 2015 General Election</u> | | |
| Conservative | 624 31% | 648 32% |
| Labour | 526 26% | 534 27% |
| UK Independence Party (UKIP) | 226 11% | 222 11% |
| Liberal Democrat/ Liberal | 146 7% | 138 7% |
| Scottish National Party/SNP | 81 4% | 67 3% |
| Plaid Cymru | 9 * | 10 1% |
| Green Party | 85 4% | 80 4% |
| Another party | 11 1% | 18 1% |
| Did not vote | 227 11% | 224 11% |
| Don't know | 39 2% | 35 2% |
| Prefer not to say | 26 1% | 23 1% |

Online Poll
ONLINE Fieldwork : 6th-8th January 2017

Absolutes/col percents

Table 6
Classification
Base: All respondents

| | <u>Unweighted Total</u> | <u>Weighted Total</u> |
|--------------------------------------|-----------------------------|---------------------------|
| Weighted base | 2000 | 2000 |
| <u>Q1. Political Interest</u> | | |
| Very interested | 439 22% | 286 14% |
| Fairly interested | 972 49% | 890 45% |
| Not very interested | 394 20% | 504 25% |
| Not at all interested | 183 9% | 314 16% |
| NET: Interested | 1411 71% | 1176 59% |
| NET: Not Interested | 577 29% | 818 41% |
| Don't know | 12 1% | 6 * |