



ICM Guardian Poll – February 2017

Fieldwork dates: 20-22nd 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: 1,984 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 : 3rd-5th February 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						EU Ref Vote in June 2016		
	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	Remain	Leave	DNV/ DK			
Unweighted base	1984	941	1043	164	338	1118	242	122	364	727	498	268	491	602	449	158	174	169	606	530	228	137	181	93	681	621	682	1710	895	876	213			
Weighted base	1984	896	1088	235	316	1035	211	187	399	493	582	414	496	596	429	139	186	162	643	530	220	137	169	108	688	647	648	1708	843	908	232			
NET: Yes	1943	877	1066	212	307	1026	211	187	398	483	570	409	481	596	423	137	186	158	643	529	220	136	166	105	671	638	634	1672	836	903	204			
	98%	98%	98%	90%	97%	99%	100%	100%	100%	98%	98%	99%	97%	100%	99%	98%	100%	97%	100%	100%	99%	98%	98%	98%	98%	98%	98%	98%	99%	99%	88%			
Yes - where living now	1915	870	1045	194	301	1023	210	187	397	471	560	405	480	587	416	135	184	155	634	524	220	134	162	105	660	628	628	1648	824	889	201			
	97%	97%	96%	83%	95%	99%	99%	100%	100%	96%	96%	98%	97%	98%	97%	97%	99%	96%	99%	99%	100%	98%	96%	98%	96%	97%	97%	96%	98%	98%	87%			
Yes - somewhere else/ another address	28	6	21	18	5	3	1	-	1	12	10	4	1	9	7	1	2	3	9	4	1	2	3	-	12	10	6	24	11	13	3			
	1%	1%	2%	8%	2%	*	1%	-	*	2%	2%	1%	*	2%	2%	1%	1%	2%	1%	1%	*	2%	2%	-	2%	2%	1%	1%	1%	1%	1%			
No	24	13	11	14	3	6	*	-	*	7	5	3	8	-	4	1	-	2	-	1	-	-	2	2	9	7	7	20	4	2	18			
	1%	1%	1%	6%	1%	1%	*	-	*	1%	1%	1%	2%	-	1%	1%	-	1%	-	*	-	-	1%	2%	1%	1%	1%	1%	*	*	8%			
Don't know	17	6	11	9	6	3	-	-	-	3	6	1	7	-	1	1	-	2	-	-	-	1	1	*	8	3	7	16	4	4	10			
	1%	1%	1%	4%	2%	*	-	-	-	1%	1%	*	1%	-	*	1%	-	1%	-	-	-	1%	1%	*	1%	*	1%	1%	*	*	4%			

Online Poll

ONLINE Fieldwork : 3rd-5th February 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					EU Ref Vote in June 2016				
	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	Remain	Leave	DNV/ DK
Unweighted base	1984	941	1043	164	338	1118	242	122	364	727	498	268	491	602	449	158	174	169	606	530	228	137	181	93	681	621	682	1710	895	876	213
Weighted base	1984	896	1088	235	316	1035	211	187	399	493	582	414	496	596	429	139	186	162	643	530	220	137	169	108	688	647	648	1708	843	908	232
10 - Absolutely certain to vote	1202	568	634	82	158	658	156	148	304	312	349	241	300	443	295	95	115	117	446	343	140	96	120	67	431	371	400	1015	573	578	51
	61%	63%	58%	35%	50%	64%	74%	79%	76%	63%	60%	58%	61%	74%	69%	68%	62%	72%	69%	65%	63%	70%	71%	62%	63%	57%	62%	59%	68%	64%	22%
9	233	111	123	34	42	106	26	25	51	66	76	43	49	77	43	19	22	17	94	64	25	20	15	16	71	82	81	203	105	117	12
	12%	12%	11%	15%	13%	10%	12%	13%	13%	13%	13%	10%	10%	13%	10%	13%	12%	10%	15%	12%	11%	15%	9%	15%	10%	13%	12%	12%	12%	13%	5%
8	139	68	71	13	23	93	8	3	10	38	50	23	28	33	37	12	16	10	39	47	17	8	7	8	41	56	42	125	64	58	16
	7%	8%	7%	6%	7%	9%	4%	1%	3%	8%	9%	6%	6%	6%	9%	9%	9%	6%	6%	9%	7%	6%	4%	7%	6%	9%	6%	7%	8%	6%	7%
7	103	53	50	29	26	38	10	1	11	24	20	25	35	21	22	7	23	9	25	20	25	8	8	2	30	38	35	93	35	57	11
	5%	6%	5%	12%	8%	4%	5%	*	3%	5%	3%	6%	7%	4%	5%	5%	12%	6%	4%	4%	12%	6%	5%	2%	4%	6%	5%	5%	4%	6%	5%
6	38	14	24	9	7	19	2	2	3	6	11	11	10	10	6	2	2	3	10	6	1	1	3	6	8	17	13	30	17	11	11
	2%	2%	2%	4%	2%	2%	1%	1%	1%	1%	2%	3%	2%	2%	2%	1%	1%	2%	2%	1%	1%	1%	2%	5%	1%	3%	2%	2%	2%	1%	5%
5	55	17	39	21	13	20	2	-	2	6	17	22	10	8	17	4	5	1	14	17	5	1	1	-	24	11	20	54	11	29	15
	3%	2%	4%	9%	4%	2%	1%	-	*	1%	3%	5%	2%	1%	4%	3%	3%	1%	2%	3%	2%	*	1%	-	4%	2%	3%	3%	1%	3%	6%
4	12	5	7	4	2	3	3	-	3	5	1	-	6	2	6	-	-	1	2	2	-	-	-	*	4	2	6	11	2	4	6
	1%	1%	1%	2%	1%	*	2%	-	1%	1%	*	-	1%	*	1%	-	-	*	*	*	-	-	-	*	1%	*	1%	1%	*	*	3%
3	28	11	17	9	5	14	-	-	-	11	7	8	3	1	2	-	4	1	7	7	2	-	5	1	13	13	3	23	12	8	8
	1%	1%	2%	4%	2%	1%	-	-	-	2%	1%	2%	1%	*	*	-	2%	1%	1%	1%	1%	-	3%	1%	2%	2%	*	1%	1%	1%	3%
2	24	6	19	4	3	16	-	1	1	3	7	3	11	*	2	1	-	2	-	2	-	-	1	1	8	9	7	22	6	5	14
	1%	1%	2%	2%	1%	2%	-	1%	*	1%	1%	1%	2%	*	*	*	-	1%	-	*	-	-	1%	1%	1%	1%	1%	1%	1%	1%	6%
1 - Certain not to vote	60	25	36	10	20	28	2	-	2	7	23	12	19	-	-	-	-	1	-	2	-	4	5	26	18	16	51	4	10	46	
	3%	3%	3%	4%	6%	3%	1%	-	*	1%	4%	3%	4%	-	-	-	-	*	-	1%	-	2%	5%	4%	3%	2%	3%	*	1%	20%	
Don't know	83	16	66	15	17	39	4	8	11	13	21	26	23	-	-	-	-	6	23	4	1	5	1	30	29	23	76	13	28	41	
	4%	2%	6%	6%	6%	4%	2%	4%	3%	4%	6%	5%	-	-	-	-	-	1%	4%	2%	1%	3%	1%	4%	5%	4%	4%	2%	3%	18%	
Refused	5	3	2	3	-	2	-	-	-	2	-	1	2	-	-	-	-	-	-	-	-	2	-	1	2	1	2	4	1	3	1
	*	*	*	1%	-	*	-	-	-	*	-	*	*	-	-	-	-	-	-	-	-	2%	-	1%	*	*	*	*	*	*	1%
Mean	8.81	8.95	8.69	7.66	8.30	8.92	9.43	9.73	9.57	9.04	8.79	8.71	8.69	9.48	9.17	9.32	9.02	9.30	9.34	9.21	9.12	9.49	9.10	8.82	8.77	8.75	8.91	8.78	9.23	9.08	5.74
Standard deviation	2.21	2.03	2.35	2.69	2.63	2.13	1.36	0.87	1.17	1.89	2.27	2.25	2.40	1.11	1.56	1.28	1.59	1.51	1.35	1.51	1.53	0.97	2.05	2.32	2.36	2.20	2.06	2.22	1.59	1.76	3.61
Standard error	0.05	0.07	0.07	0.22	0.15	0.06	0.09	0.08	0.06	0.07	0.10	0.14	0.11	0.05	0.07	0.10	0.12	0.12	0.05	0.07	0.10	0.08	0.15	0.24	0.09	0.09	0.08	0.05	0.05	0.06	0.27

Online Poll

ONLINE Fieldwork : 3rd-5th February 2017

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					EU Ref Vote in June 2016			
	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	Remain	Leave	DNV/ DK
Unweighted base	1984	941	1043	164	338	1118	242	122	364	727	498	268	491	602	449	158	174	169	606	530	228	137	181	93	681	621	682	1710	895	876	213
Weighted base	1984	896	1088	235	316	1035	211	187	399	493	582	414	496	596	429	139	186	162	643	530	220	137	169	108	688	647	648	1708	843	908	232
Conservative	596	291	305	39	78	298	95	87	182	179	194	109	114	596	-	-	-	503	20	48	4	33	24	166	220	210	539	221	350	25	
	30%	32%	28%	16%	25%	29%	45%	47%	46%	36%	33%	26%	23%	100%	-	-	-	78%	4%	22%	3%	20%	22%	24%	34%	32%	32%	26%	39%	11%	
Labour	429	208	221	68	80	220	35	27	62	95	110	102	122	-	429	-	-	19	327	6	19	17	28	180	121	128	384	265	117	47	
	22%	23%	20%	29%	25%	21%	16%	14%	15%	19%	19%	25%	25%	-	100%	-	-	3%	62%	3%	14%	10%	26%	26%	19%	20%	22%	31%	13%	20%	
Liberal Democrat	139	80	59	6	27	74	18	13	32	53	47	14	25	-	-	139	-	13	35	1	80	11	7	44	41	54	121	94	37	7	
	7%	9%	5%	3%	9%	7%	9%	7%	8%	11%	8%	3%	5%	-	-	100%	-	2%	7%	*	58%	7%	6%	6%	6%	8%	7%	11%	4%	3%	
UK Independence Party (UKIP)	186	103	84	23	11	108	27	17	44	29	40	54	64	-	-	-	186	-	19	26	125	*	1	16	47	75	65	169	20	160	7
	9%	11%	8%	10%	4%	10%	13%	9%	11%	6%	7%	13%	13%	-	-	-	100%	-	3%	5%	57%	*	1%	15%	7%	12%	10%	10%	2%	18%	3%
Scottish National Party/SNP	74	37	37	5	14	41	9	5	14	12	26	17	19	-	-	-	74	-	2	1	-	74	-	74	-	-	-	35	34	5	
	4%	4%	3%	2%	5%	4%	4%	3%	4%	2%	5%	4%	4%	-	-	-	46%	-	*	*	-	44%	-	11%	-	-	-	4%	4%	2%	
Plaid Cymru	11	3	8	-	2	6	1	2	2	2	1	2	6	-	-	-	11	-	2	*	*	-	11	-	11	-	-	6	3	2	
	1%	*	1%	-	1%	1%	*	1%	1%	*	*	*	1%	-	-	-	7%	-	*	*	*	-	10%	-	2%	-	-	1%	*	1%	
Green	72	30	42	24	12	31	3	1	5	23	23	13	13	-	-	-	72	3	14	3	3	4	4	15	29	28	64	51	14	7	
	4%	3%	4%	10%	4%	3%	2%	1%	1%	5%	4%	3%	3%	-	-	-	44%	*	3%	1%	3%	2%	3%	2%	4%	4%	4%	6%	2%	3%	
Another party	5	*	5	2	3	*	-	-	-	2	-	2	1	-	-	-	5	*	*	-	1	*	-	1	1	4	5	4	1	1	
	*	*	*	1%	1%	*	-	-	-	*	-	1%	*	-	-	-	3%	*	-	-	1%	*	-	*	*	1%	*	*	*	*	
Would note vote	60	25	36	10	20	28	2	-	2	7	23	12	19	-	-	-	-	1	-	2	-	4	5	26	18	16	51	4	10	46	
	3%	3%	3%	4%	6%	3%	1%	-	*	1%	4%	3%	4%	-	-	-	-	*	-	1%	-	2%	5%	4%	3%	2%	3%	*	1%	20%	
Don't know	387	110	277	50	65	217	21	34	55	86	108	85	108	-	-	-	-	84	104	34	23	24	13	132	122	133	350	139	174	74	
	19%	12%	25%	21%	21%	21%	10%	18%	14%	17%	19%	21%	22%	-	-	-	-	13%	20%	16%	17%	14%	12%	19%	19%	21%	20%	17%	19%	32%	
Refused	25	9	15	7	3	13	1	1	2	5	10	4	6	-	-	-	-	-	-	-	5	*	1	5	10	11	24	4	8	13	
	1%	1%	1%	3%	1%	1%	*	1%	1%	1%	2%	1%	1%	-	-	-	-	-	-	-	3%	*	1%	1%	1%	2%	1%	1%	1%	6%	

Online Poll

ONLINE Fieldwork : 3rd-5th February 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 (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					EU Ref Vote in June 2016		
	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	Remain	Leave	DNV/ DK
Unweighted base	1502	811	691	59	191	880	254	117	372	674	377	168	283	624	402	161	167	147	583	430	191	111	157	73	537	464	500	1272	741	708	53
Weighted base	1407	733	674	80	168	776	211	172	383	433	439	247	287	601	364	139	166	137	572	389	173	107	139	86	495	463	449	1181	660	687	59
Conservative	601 43%	305 42%	296 44%	20 25%	60 36%	312 40%	108 51%	101 59%	209 55%	206 48%	202 46%	95 38%	97 34%	601 100%	-	-	-	-	519 91%	19 5%	49 29%	5 5%	34 24%	23 26%	171 35%	218 47%	211 47%	544 46%	225 34%	358 52%	18 30%
Labour	364 26%	181 25%	183 27%	32 40%	58 34%	208 27%	36 17%	30 18%	67 17%	100 23%	101 23%	73 29%	90 32%	-	364 100%	-	-	-	15 3%	296 76%	6 4%	17 16%	16 12%	29 34%	156 31%	106 23%	102 23%	318 27%	237 36%	102 15%	25 42%
Liberal Democrat	139 10%	83 11%	56 8%	2 2%	22 13%	78 10%	22 10%	14 8%	36 9%	61 14%	46 11%	13 5%	18 6%	-	-	139 100%	-	-	14 2%	38 10%	1 1%	81 76%	12 9%	7 8%	46 9%	40 9%	52 12%	119 10%	102 15%	35 5%	2 4%
UK Independence Party (UKIP)	166 12%	99 14%	67 10%	9 12%	7 4%	103 13%	30 14%	18 10%	47 12%	31 7%	43 10%	40 16%	52 18%	-	-	-	166 100%	-	21 4%	22 6%	114 66%	* *	1 1%	14 17%	37 8%	67 15%	62 14%	151 13%	15 2%	147 21%	5 8%
Scottish National Party/SNP	71 5%	36 5%	35 5%	2 3%	10 6%	43 6%	11 5%	5 3%	16 4%	14 3%	28 6%	15 6%	16 5%	-	-	-	-	71 52%	-	3 1%	* *	- -	71 51%	-	71 14%	-	-	-	35 5%	32 5%	5 8%
Plaid Cymru	10 1%	3 *	6 1%	- -	2 1%	5 1%	1 *	2 1%	2 1%	2 *	1 *	2 1%	5 2%	-	-	-	-	10 7%	-	2 *	* *	* *	-	10 11%	-	10 2%	-	-	6 1%	3 *	1 2%
Green	52 4%	24 3%	28 4%	13 17%	7 4%	27 3%	4 2%	2 1%	5 1%	17 4%	19 4%	9 4%	8 3%	-	-	-	-	52 38%	3 1%	10 3%	2 1%	3 3%	4 3%	3 4%	13 3%	21 5%	19 4%	45 4%	38 6%	11 2%	3 5%
Another party	4 *	1 *	3 *	1 1%	3 2%	* *	- -	- -	- -	2 *	- -	2 1%	* *	-	-	-	-	4 3%	* *	- -	- -	* *	* *	-	1 *	* *	3 1%	3 *	2 *	1 *	1 1%

Online Poll
ONLINE Fieldwork : 3rd-5th February 2017

Col percents

Table 5
Published Vote Intention Figures
Percentages derived from the responses of 1734 respondents

	<u>Total</u>
Conservative	42%
Labour	27%
Liberal Democrat	10%
SNP	5%
Plaid Cymru	1%
Green	4%
UKIP	12%

Other *

Online Poll
ONLINE Fieldwork : 3rd-5th February 2017

Absolutes/col percents

Table 6

Q5. Thinking back to the referendum on UK membership of the European Union in June 2016, did you**Base: All respondents**

	Gender			Age					Social Class				Voting Intention						Vote In 2015 General Election						Region					EU Ref Vote in June 2016		
	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	Remain	Leave	DNV/ DK	
	Unweighted base	1984	941	1043	164	338	1118	242	122	364	727	498	268	491	602	449	158	174	169	606	530	228	137	181	93	681	621	682	1710	895	876	213
Weighted base	1984	896	1088	235	316	1035	211	187	399	493	582	414	496	596	429	139	186	162	643	530	220	137	169	108	688	647	648	1708	843	908	232	
Vote for the UK to Remain in the EU	843 43%	395 44%	449 41%	117 50%	153 48%	419 40%	79 37%	76 40%	154 39%	266 54%	282 48%	135 33%	160 32%	221 37%	265 62%	94 68%	20 11%	96 59%	254 40%	324 61%	17 8%	90 66%	80 47%	45 42%	299 44%	247 38%	297 46%	719 42%	843 100%	-	-	
Vote for the UK to Leave the EU	908 46%	412 46%	497 46%	70 30%	103 33%	513 50%	122 58%	100 54%	222 56%	193 39%	233 40%	218 53%	264 53%	350 59%	117 27%	37 27%	160 86%	52 32%	364 57%	166 31%	195 88%	45 33%	75 44%	46 43%	309 45%	324 50%	276 43%	787 46%	-	908 100%	-	
Did not vote	212 11%	85 9%	127 12%	42 18%	52 16%	97 9%	10 5%	11 6%	21 5%	29 6%	61 10%	57 14%	65 13%	25 4%	45 11%	6 4%	6 3%	11 7%	24 4%	38 7%	9 4%	-	13 8%	16 15%	76 11%	71 11%	64 10%	183 11%	-	-	212 91%	
Can't remember/refuse	21 1%	5 1%	16 1%	5 2%	8 3%	6 1%	1 *	1 *	1 *	4 1%	6 1%	4 1%	6 1%	-	2 *	1 1%	1 *	3 2%	* *	2 *	-	2 1%	* 1%	1 *	3 1%	5 1%	13 2%	19 1%	-	-	21 9%	

Online Poll
ONLINE Fieldwork : 3rd-5th February 2017

Absolutes/col percents

Table 7

Q1. Thinking about Brexit, do you think it will have a positive impact, negative impact or make no difference.....

- Summary table

Base: All respondents

	<u>To the British economy</u>	<u>To your own personal finances</u>	<u>On the way of life in Britain today in general</u>
Unweighted base	1984	1984	1984
Weighted base	1984	1984	1984
Positive impact	757 38%	240 12%	806 41%
Negative impact	854 43%	680 34%	712 36%
Makes no difference	373 19%	1065 54%	466 23%

Online Poll
ONLINE Fieldwork : 3rd-5th February 2017

Absolutes/col percents

Table 8

Q1. Thinking about Brexit, do you think it will have a positive impact, negative impact or make no difference.....

- To the British economy

Base: All respondents

	Gender			Age						Social Class				Voting Intention					Vote In 2015 General Election					Region					EU Ref Vote in June 2016		
	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	Remain	Leave	DNV/ DK
Unweighted base	1984	941	1043	164	338	1118	242	122	364	727	498	268	491	602	449	158	174	169	606	530	228	137	181	93	681	621	682	1710	895	876	213
Weighted base	1984	896	1088	235	316	1035	211	187	399	493	582	414	496	596	429	139	186	162	643	530	220	137	169	108	688	647	648	1708	843	908	232
Positive impact	757	352	406	53	95	395	106	109	215	185	195	168	209	340	92	30	107	46	339	127	143	29	62	42	244	274	240	654	75	637	45
	38%	39%	37%	22%	30%	38%	50%	58%	54%	38%	33%	41%	42%	57%	21%	22%	58%	28%	53%	24%	65%	21%	37%	39%	35%	42%	37%	38%	9%	70%	19%
Negative impact	854	393	461	137	161	431	69	56	125	247	292	142	172	158	278	97	28	99	197	327	23	81	83	52	310	239	305	719	679	69	106
	43%	44%	42%	58%	51%	42%	33%	30%	31%	50%	50%	34%	35%	27%	65%	70%	15%	61%	31%	62%	11%	59%	49%	48%	45%	37%	47%	42%	81%	8%	45%
Makes no difference	373	151	221	45	59	209	36	23	59	60	95	104	114	98	59	12	51	17	107	76	54	27	23	14	135	135	103	336	89	202	82
	19%	17%	20%	19%	19%	20%	17%	12%	15%	12%	16%	25%	23%	16%	14%	8%	28%	10%	17%	14%	24%	20%	14%	13%	20%	21%	16%	20%	11%	22%	35%

Online Poll
ONLINE Fieldwork : 3rd-5th February 2017

Absolutes/col percents

Table 9

Q1. Thinking about Brexit, do you think it will have a positive impact, negative impact or make no difference.....

- To your own personal finances

Base: All respondents

	Gender			Age						Social Class				Voting Intention						Vote In 2015 General Election						Region						EU Ref Vote in June 2016		
	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	Remain	Leave	DNV/ DK			
Unweighted base	1984	941	1043	164	338	1118	242	122	364	727	498	268	491	602	449	158	174	169	606	530	228	137	181	93	681	621	682	1710	895	876	213			
Weighted base	1984	896	1088	235	316	1035	211	187	399	493	582	414	496	596	429	139	186	162	643	530	220	137	169	108	688	647	648	1708	843	908	232			
Positive impact	240	127	112	37	34	132	20	17	36	68	62	50	59	94	43	12	29	17	101	58	34	7	25	10	68	92	79	204	37	185	17			
	12%	14%	10%	16%	11%	13%	9%	9%	9%	14%	11%	12%	12%	16%	10%	9%	16%	10%	16%	11%	15%	5%	15%	9%	10%	14%	12%	12%	4%	20%	7%			
Negative impact	680	322	358	102	121	350	59	48	107	196	222	111	150	159	206	77	28	70	177	252	29	62	64	41	221	184	274	574	507	93	80			
	34%	36%	33%	43%	38%	34%	28%	26%	27%	40%	38%	27%	30%	27%	48%	55%	15%	43%	27%	48%	13%	45%	38%	38%	32%	28%	42%	34%	60%	10%	34%			
Makes no difference	1065	447	618	96	161	553	133	122	255	228	298	252	287	343	180	50	129	75	365	219	158	68	79	57	399	371	295	929	299	630	135			
	54%	50%	57%	41%	51%	53%	63%	65%	64%	46%	51%	61%	58%	57%	42%	36%	69%	46%	57%	41%	72%	50%	47%	53%	58%	57%	46%	54%	36%	69%	58%			

Online Poll
ONLINE Fieldwork : 3rd-5th February 2017

Absolutes/col percents

Table 10

Q1. Thinking about Brexit, do you think it will have a positive impact, negative impact or make no difference.....

- On the way of life in Britain today in general

Base: All respondents

	Gender			Age						Social Class				Voting Intention					Vote In 2015 General Election					Region					EU Ref Vote in June 2016		
	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	Remain	Leave	DNV/ DK
Unweighted base	1984	941	1043	164	338	1118	242	122	364	727	498	268	491	602	449	158	174	169	606	530	228	137	181	93	681	621	682	1710	895	876	213
Weighted base	1984	896	1088	235	316	1035	211	187	399	493	582	414	496	596	429	139	186	162	643	530	220	137	169	108	688	647	648	1708	843	908	232
Positive impact	806	373	434	60	100	419	113	114	227	177	206	190	233	340	97	33	137	40	348	147	156	29	65	40	262	276	269	702	90	664	52
	41%	42%	40%	25%	32%	41%	54%	61%	57%	36%	35%	46%	47%	57%	23%	24%	73%	25%	54%	28%	71%	22%	38%	37%	38%	43%	41%	41%	11%	73%	22%
Negative impact	712	329	383	115	137	371	52	37	89	205	245	123	139	123	247	79	16	86	145	267	16	83	76	49	262	203	246	586	583	41	88
	36%	37%	35%	49%	43%	36%	25%	20%	22%	42%	42%	30%	28%	21%	58%	57%	9%	53%	23%	50%	7%	61%	45%	46%	38%	31%	38%	34%	69%	5%	38%
Makes no difference	466	194	272	60	78	244	46	37	83	111	131	100	124	133	85	27	33	35	150	116	48	24	28	18	164	168	133	419	170	203	92
	23%	22%	25%	26%	25%	24%	22%	20%	21%	23%	22%	24%	25%	22%	20%	20%	18%	22%	23%	22%	22%	18%	17%	17%	24%	26%	21%	25%	20%	22%	40%

Online Poll

ONLINE Fieldwork : 3rd-5th February 2017

Absolutes/col percents

Table 11

Q2. How soon do you expect the Labour Party to return to government?**Base: All respondents**

	Gender			Age					Social Class				Voting Intention						Vote In 2015 General Election				Region					EU Ref Vote in June 2016			
	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	Remain	Leave	DNV/ DK
Unweighted base	1984	941	1043	164	338	1118	242	122	364	727	498	268	491	602	449	158	174	169	606	530	228	137	181	93	681	621	682	1710	895	876	213
Weighted base	1984	896	1088	235	316	1035	211	187	399	493	582	414	496	596	429	139	186	162	643	530	220	137	169	108	688	647	648	1708	843	908	232
At the next General Election, scheduled to take place in three years' time, the year 2020	297	117	180	69	80	124	17	6	23	65	95	61	75	33	177	13	18	29	49	141	16	16	17	21	107	89	101	259	162	102	32
	15%	13%	17%	30%	25%	12%	8%	3%	6%	13%	16%	15%	15%	6%	41%	9%	10%	18%	8%	27%	7%	12%	10%	20%	16%	14%	16%	15%	19%	11%	14%
At the election after that, in eight years' time, the year 2025	358	193	165	35	51	203	41	29	70	120	115	56	67	118	85	38	21	38	110	114	33	41	40	14	141	115	102	304	188	153	17
	18%	22%	15%	15%	16%	20%	19%	15%	17%	24%	20%	14%	13%	20%	20%	27%	11%	23%	17%	21%	15%	30%	24%	13%	21%	18%	16%	18%	22%	17%	7%
Not until the election in 13 years' time, the year 2030	251	177	75	27	22	126	37	39	76	74	69	59	49	116	18	28	38	25	110	37	45	18	29	15	81	77	93	208	97	133	21
	13%	20%	7%	11%	7%	12%	18%	21%	19%	15%	12%	14%	10%	19%	4%	20%	20%	15%	17%	7%	20%	13%	17%	14%	12%	12%	14%	12%	12%	15%	9%
Not until the election in 18 years' time, the year 2035	64	42	23	4	2	41	5	12	17	24	15	11	13	28	4	4	14	6	24	12	13	3	10	4	21	20	23	50	20	36	8
	3%	5%	2%	2%	*	4%	2%	7%	4%	5%	3%	3%	3%	5%	1%	3%	7%	4%	4%	2%	6%	2%	6%	4%	3%	3%	4%	3%	2%	4%	4%
Not until the election in 23 years' time, the year 2040	34	14	20	2	2	17	13	1	14	4	15	6	9	20	1	3	6	1	15	7	8	3	*	2	6	15	14	32	14	18	3
	2%	2%	2%	1%	1%	2%	6%	1%	4%	1%	3%	1%	2%	3%	*	2%	3%	1%	2%	1%	4%	2%	*	2%	1%	2%	2%	2%	2%	2%	1%
Later than this, or never	200	113	86	7	21	105	34	33	67	40	58	44	58	96	5	10	43	15	97	14	45	8	15	7	68	67	65	177	42	138	19
	10%	13%	8%	3%	7%	10%	16%	17%	17%	8%	10%	11%	12%	16%	1%	7%	23%	9%	15%	3%	20%	6%	9%	6%	10%	10%	10%	10%	5%	15%	8%
Don't know	780	241	539	91	138	419	64	68	132	166	214	176	224	184	138	44	46	48	239	205	61	47	57	45	264	265	251	677	320	328	131
	39%	27%	50%	39%	44%	40%	30%	36%	33%	34%	37%	43%	45%	31%	32%	32%	25%	30%	37%	39%	28%	35%	34%	42%	38%	41%	39%	40%	38%	36%	56%

Online Poll

ONLINE Fieldwork : 3rd-5th February 2017

Absolutes/col percents

Table 12

Q3. Thinking about the relationship that Britain has with the USA and its new President, Donald Trump, which one of the following do you most agree with?

Base: All respondents

	Gender			Age						Social Class				Voting Intention						Vote In 2015 General Election						Region						EU Ref Vote in June 2016		
	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	Remain	Leave	DNV/ DK			
Unweighted base	1984	941	1043	164	338	1118	242	122	364	727	498	268	491	602	449	158	174	169	606	530	228	137	181	93	681	621	682	1710	895	876	213			
Weighted base	1984	896	1088	235	316	1035	211	187	399	493	582	414	496	596	429	139	186	162	643	530	220	137	169	108	688	647	648	1708	843	908	232			
Britain should be a trusted partner, offering guidance when necessary and being as or more supportive of President Trump than any other nation, in the hope of getting a favourable trade deal and a continued special relationship.	307 15%	173 19%	134 12%	41 18%	54 17%	158 15%	28 13%	25 13%	54 13%	86 17%	89 15%	55 13%	77 16%	125 21%	51 12%	10 7%	53 29%	25 15%	135 21%	56 11%	50 23%	14 10%	28 17%	14 13%	91 13%	110 17%	106 16%	264 15%	94 11%	190 21%	23 10%			
Britain should be balanced and diplomatic, offering support and criticism when it feels necessary to do so.	1129 57%	527 59%	603 55%	109 46%	153 49%	610 59%	138 65%	119 64%	257 65%	292 59%	346 59%	240 58%	252 51%	396 66%	220 51%	88 63%	118 64%	83 51%	414 64%	289 55%	149 68%	90 66%	92 55%	66 61%	401 58%	364 56%	365 56%	972 57%	484 57%	568 62%	77 33%			
Britain should stand back, and adopt a tough approach, condemning the introduction of measures that Britain believes would be harmful.	376 19%	155 17%	221 20%	54 23%	65 20%	192 19%	35 17%	30 16%	66 16%	93 19%	110 19%	65 16%	108 22%	53 9%	134 31%	37 27%	8 4%	48 29%	60 9%	142 27%	14 6%	30 22%	37 22%	22 20%	133 19%	117 18%	125 19%	317 19%	228 27%	98 11%	49 21%			
Don't know	172 9%	41 5%	130 12%	30 13%	44 14%	75 7%	10 5%	13 7%	22 6%	23 5%	37 6%	53 13%	59 12%	22 4%	24 6%	4 3%	6 3%	6 4%	34 5%	42 8%	7 3%	3 2%	11 6%	6 5%	63 9%	57 9%	52 8%	155 9%	36 4%	53 6%	83 36%			

Online Poll
ONLINE Fieldwork : 3rd-5th February 2017

Absolutes/col percents

Table 13
Classification
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	1984	1984
Weighted base	1984	1984
<u>Gender</u>		
Male	941 47%	896 45%
Female	1043 53%	1088 55%
<u>Age</u>		
18-24	164 8%	235 12%
25-34	338 17%	316 16%
35-44	415 21%	385 19%
45-54	374 19%	350 18%
55-64	329 17%	300 15%
65+	364 18%	399 20%
Average age	47.70	47.51

Online Poll
ONLINE Fieldwork : 3rd-5th February 2017

Absolutes/col percents

Table 13
Classification
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Weighted base	1984	1984
<u>Social Grade</u>		
AB	727 37%	493 25%
C1	498 25%	582 29%
C2	268 14%	414 21%
DE	491 25%	496 25%
<u>Region</u>		
North	681 34%	688 35%
Midlands	621 31%	647 33%
South	682 34%	648 33%

Online Poll
ONLINE Fieldwork : 3rd-5th February 2017

Absolutes/col percents

Table 13
Classification
Base: All respondents

	Unweighted Total	Weighted Total
Weighted base	1984	1984
<u>Working status</u>		
Full-time	851 43%	849 43%
Part-time	315 16%	250 13%
Not working but seeking work or temporarily unemployed/sick	78 4%	86 4%
Not working/Not seeking work	87 4%	86 4%
Retired	427 22%	443 22%
Student	70 4%	95 5%
House person/Housewife/ Househusband	156 8%	176 9%
<u>Q.C Voting in May 7th 2015 General Election</u>		
Conservative	606 31%	643 32%
Labour	530 27%	530 27%
UK Independence Party (UKIP)	228 11%	220 11%
Liberal Democrat/ Liberal	137 7%	137 7%
Scottish National Party/SNP	75 4%	77 4%
Plaid Cymru	14 1%	15 1%
Green Party	90 5%	76 4%
Another party	8 *	6 *
Did not vote	228 11%	222 11%
Don't know	34 2%	31 2%
Prefer not to say	34 2%	26 1%

Online Poll
ONLINE Fieldwork : 3rd-5th February 2017

Absolutes/col percents

Table 13
Classification
Base: All respondents

	Unweighted Total	Weighted Total
Weighted base	1984	1984
<u>Q1. Political Interest</u>		
Very interested	458 23%	284 14%
Fairly interested	1022 52%	883 45%
Not very interested	337 17%	500 25%
Not at all interested	159 8%	311 16%
NET: Interested	1480 75%	1167 59%
NET: Not Interested	496 25%	811 41%
Don't know	8 *	6 *