



The Guardian – April (3) 2017

Fieldwork dates: April 21-24th 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: 2,024 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 .

Further enquiries: martin.boon@icmunlimited.com

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 : 21st-24th April 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					Ethnicity		Working status					Social Class				Educational attainment				Region						
	Total	Male	Female	18-24	25-34	35-64	65-74	75+	NET: 65+	White	Non- white	Work Full- time	Work Part- time	Not work- ing	Retired	Student	AB	C1	C2	DE	Higher degree /NVQ5	Degree /NVQ4	Secun- dary / NVQ1-3	Still studyin g	Scot- land	Wales	North	Mid- lands	South	NET: Eng- land
Unweighted base	2024	908	1116	174	234	1217	294	105	399	1856	149	822	320	336	459	87	723	570	267	464	263	650	1024	47	168	104	708	633	683	1752
Weighted base	2024	930	1094	224	341	1050	218	192	410	1856	150	867	255	334	458	110	514	593	429	488	223	595	1093	68	169	112	682	651	691	1742
NET: Yes	1957	892	1064	195	323	1031	218	190	408	1798	141	844	253	316	456	88	504	573	415	464	217	584	1058	56	164	107	661	634	662	1686
	97%	96%	97%	87%	95%	98%	100%	99%	100%	97%	94%	97%	99%	95%	100%	79%	98%	97%	97%	95%	97%	98%	97%	83%	97%	95%	97%	97%	96%	97%
Yes - where living now	1919	884	1035	171	316	1025	217	190	407	1769	133	831	250	311	455	72	493	562	404	461	213	579	1042	45	162	103	643	623	653	1653
	95%	95%	95%	76%	93%	98%	100%	99%	99%	95%	88%	96%	98%	93%	99%	66%	96%	95%	94%	94%	96%	97%	95%	67%	96%	92%	94%	96%	94%	95%
Yes - somewhere else/ another address	37	8	30	23	8	6	*	-	*	29	9	13	2	5	1	15	11	12	11	4	4	6	16	11	2	3	18	11	9	32
	2%	1%	3%	10%	2%	1%	*	-	*	2%	6%	2%	1%	2%	*	14%	2%	2%	3%	1%	2%	1%	16%	1%	3%	3%	2%	1%	2%	
No	45	25	20	17	13	13	-	2	2	39	6	17	*	14	2	11	7	16	7	15	4	9	27	5	3	4	15	6	25	38
	2%	3%	2%	8%	4%	1%	-	1%	*	2%	4%	2%	*	4%	*	10%	1%	3%	2%	3%	2%	2%	7%	2%	2%	3%	2%	1%	4%	2%
Don't know	22	13	10	12	4	6	-	-	-	20	3	5	2	3	-	12	3	4	6	9	2	2	7	7	2	2	6	12	5	19
	1%	1%	1%	5%	1%	1%	-	-	-	1%	2%	1%	1%	1%	-	11%	1%	1%	1%	2%	1%	*	1%	10%	1%	2%	1%	2%	1%	1%

Online Poll

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Base: All respondents

	Voting Intention						Vote In 2015 General Election					EU Ref Vote in June 2016		EU Ref/2015 voting pattern							Political Interest					Marginals					NET: Lab/Con Marginal		
	Total	Con	Lab	Lib Dem	UKIP	Other	Con	Lab	UKIP	Lib Dem	Remain	Leave	DNV/DK	Con Leave	Con Remain	Lab Leave	Lab Remain	LD Leave	LD Remain	UKIP Leave	UKIP Remain	Very	Fairly	Not very	Not at all	Lab held AND LAB<15% in E&W.	Con held AND CON<10% in E&W.	LD-held seats in E&W	Safe Labour (i.e. Lab held AND Lab>15.1% in E&W)	Safe Conservative (i.e. Con held >10.1% in E&W)		Scotland	Other
Unweighted base	2024	680	476	182	118	148	602	541	237	151	929	882	213	320	267	166	353	40	104	221	15	465	1018	352	173	213	199	24	491	914	170	13	412
Weighted base	2024	721	450	153	117	138	656	540	225	140	890	897	237	352	281	176	331	45	88	203	21	289	901	510	318	212	222	20	454	932	170	14	434
NET: Yes	1957	719	439	152	115	135	655	527	224	137	872	884	200	352	280	169	326	43	87	202	21	287	882	494	287	209	218	19	438	894	164	14	427
	97%	100%	98%	99%	99%	98%	100%	97%	100%	98%	98%	99%	84%	100%	100%	96%	99%	95%	99%	100%	100%	99%	98%	97%	90%	99%	98%	96%	97%	96%	97%	100%	98%
Yes - where living now	1919	716	427	145	115	133	653	518	224	129	851	881	188	352	278	168	322	43	81	202	21	286	871	480	277	202	211	18	432	880	162	13	413
	95%	99%	95%	95%	99%	97%	100%	96%	100%	92%	96%	98%	79%	100%	99%	96%	97%	95%	92%	100%	100%	99%	97%	94%	87%	95%	95%	93%	95%	94%	95%	93%	95%
Yes - somewhere else/ another address	37	3	12	7	-	1	2	8	-	8	21	3	13	-	2	1	4	-	6	-	-	1	11	14	10	7	7	1	6	14	2	1	14
	2%	*	3%	5%	-	1%	*	2%	-	6%	2%	*	5%	-	1%	*	1%	-	7%	-	-	*	1%	3%	3%	3%	3%	3%	3%	1%	1%	7%	3%
No	45	-	6	*	-	1	-	10	*	-	9	6	31	-	-	5	5	-	-	*	-	2	11	10	22	2	2	-	10	28	4	-	4
	2%	-	1%	*	-	*	-	2%	*	-	1%	13%	-	-	3%	1%	-	-	-	*	-	1%	1%	2%	7%	1%	1%	-	2%	3%	2%	-	1%
Don't know	22	2	5	1	2	3	1	4	*	3	9	8	6	-	1	2	-	2	1	*	-	-	7	6	9	1	2	1	6	11	2	-	3
	1%	*	1%	*	1%	2%	*	1%	*	2%	1%	1%	3%	-	*	1%	-	5%	1%	*	-	-	1%	1%	3%	1%	1%	4%	1%	1%	1%	-	1%

Online Poll

ONLINE Fieldwork : 21st-24th April 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					Ethnicity		Working status					Social Class				Educational attainment					Region					NET-England
	Total	Male	Female	18-24	25-34	35-64	65-74	75+	NET: 65+	White	Non-white	Work Full-time	Work Part-time	Not work-ing	Retired	Student	AB	C1	C2	DE	Higher degree / NVQ5	Degree / NVQ4	Sec-ondary / NVQ1-3	Still studyin-g	Scot-land	Wales	North	Mid-lands	South	
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10 - Absolutely certain to vote	1247 62%	624 67%	624 57%	92 41%	170 50%	661 63%	166 76%	158 82%	324 79%	1187 64%	56 37%	527 61%	128 50%	180 54%	366 80%	47 42%	338 66%	381 64%	256 60%	273 56%	142 64%	391 66%	664 61%	24 36%	134 79%	74 66%	442 65%	409 63%	396 57%	1039 60%
9	198 10%	101 11%	97 9%	27 12%	28 8%	92 9%	25 12%	26 14%	51 13%	182 10%	16 10%	76 9%	42 16%	19 6%	48 10%	14 12%	62 12%	53 9%	45 11%	38 8%	22 10%	73 12%	97 9%	6 9%	8 5%	15 13%	69 10%	58 9%	71 10%	176 10%
8	145 7%	43 5%	101 9%	23 10%	34 10%	73 7%	14 6%	1 1%	15 4%	121 6%	21 14%	72 8%	26 10%	19 6%	18 4%	9 8%	43 7%	41 9%	39 21%	19 9%	45 8%	71 6%	4 6%	6 4%	5 4%	45 7%	41 6%	59 9%	133 8%	
7	84 4%	30 3%	54 5%	10 5%	16 5%	53 5%	1 *	3 2%	4 1%	71 4%	10 7%	44 5%	16 6%	10 3%	5 1%	8 7%	15 3%	35 6%	18 4%	16 3%	8 4%	28 5%	40 4%	3 5%	2 1%	1 1%	18 3%	26 4%	39 6%	80 5%
6	53 3%	23 2%	30 3%	14 6%	15 5%	22 2%	2 1%	-	2 *	43 2%	10 6%	26 3%	5 2%	13 4%	3 1%	5 5%	8 1%	9 1%	16 4%	20 4%	7 3%	12 2%	24 2%	9 13%	1 1%	1 1%	19 3%	13 2%	21 3%	51 3%
5	75 4%	21 2%	53 5%	15 7%	16 5%	41 4%	3 1%	-	3 1%	56 3%	15 10%	31 4%	15 6%	13 4%	6 1%	10 9%	13 3%	25 4%	18 4%	19 4%	6 3%	10 2%	48 4%	9 13%	4 2%	3 3%	18 3%	28 4%	29 4%	68 4%
4	24 1%	8 1%	16 1%	5 2%	8 2%	10 1%	-	-	-	15 1%	7 5%	9 1%	3 1%	10 3%	-	2 2%	4 1%	2 *	7 2%	10 2%	* *	4 1%	14 1%	4 6%	2 1%	* *	5 1%	11 2%	8 1%	22 1%
3	22 1%	8 1%	13 1%	10 4%	4 1%	8 1%	-	-	-	21 1%	1 *	9 1%	1 *	7 2%	-	5 4%	2 1%	6 1%	5 1%	10 2%	2 1%	3 *	11 1%	5 7%	3 2%	1 1%	8 1%	11 2%	2 *	18 1%
2	24 1%	7 1%	17 2%	4 2%	6 2%	14 1%	1 *	-	1 *	22 1%	2 1%	6 1%	4 1%	10 3%	1 *	3 3%	4 1%	2 *	5 1%	13 3%	2 1%	3 1%	18 2%	1 1%	2 1%	2 1%	4 1%	9 1%	11 2%	20 1%
1 - Certain not to vote	91 5%	42 5%	49 4%	17 7%	31 9%	37 4%	3 1%	4 2%	7 2%	84 5%	7 5%	38 4%	6 3%	36 11%	6 1%	5 5%	11 2%	25 4%	14 3%	42 9%	6 3%	13 2%	68 6%	3 4%	6 6%	6 4%	29 4%	31 5%	31 4%	79 5%
Don't know	51 3%	16 2%	36 3%	4 2%	11 3%	33 3%	3 2%	-	3 1%	46 2%	4 3%	23 3%	8 3%	14 4%	5 1%	2 2%	13 2%	12 2%	6 1%	21 4%	6 3%	13 2%	31 3%	-	1 *	6 5%	22 3%	13 2%	17 2%	45 3%
Refused	11 1%	6 1%	5 *	4 2%	1 *	6 1%	-	-	-	8 *	3 2%	5 1%	1 *	3 1%	-	1 1%	2 *	4 1%	-	5 1%	2 1%	1 *	7 1%	-	-	-	1 *	2 *	7 1%	11 1%
Mean	8.66	8.87	8.47	7.64	7.90	8.77	9.48	9.63	9.55	8.75	7.73	8.66	8.59	7.75	9.54	7.75	9.09	8.80	8.65	8.02	8.95	9.08	8.47	7.19	9.07	8.88	8.84	8.58	8.56	8.60
Standard deviation	2.43	2.32	2.50	2.92	2.97	2.29	1.41	1.33	1.37	2.40	2.59	2.36	2.17	3.25	1.38	2.79	1.88	2.27	2.29	3.06	2.03	1.87	2.68	2.78	2.30	2.46	2.31	2.55	2.42	2.43
Standard error	0.05	0.08	0.08	0.23	0.20	0.07	0.08	0.13	0.07	0.06	0.22	0.08	0.12	0.18	0.06	0.31	0.07	0.10	0.14	0.15	0.13	0.07	0.08	0.41	0.18	0.25	0.09	0.10	0.09	0.06

Online Poll

ONLINE Fieldwork : 21st-24th April 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

	Voting Intention						Vote In 2015 General Election				EU Ref Vote in June 2016				EU Ref/2015 voting pattern						Political Interest				Marginals								
	Total	Con	Lab	Lib Dem	UKIP	Other	Con	Lab	UKIP	Lib Dem	Remain	Leave	DNV/ DK	Con Leave	Con Remain	Lab Leave	Lab Remain	LD Leave	LD Remain	UKIP Leave	UKIP Remain	Very	Fairly	Not very	Not at all	Lab held AND in E&W	Con held AND in E&W	LD-held seats in E&W	Safe Labour (i.e. Lab held AND Lab>15. 1% in E&W)	Safe Conservative (i.e. Con held >10.1% in E&W)	Scotland	Other	NET: Lab/Con Marginal
Unweighted base	2024	680	476	182	118	148	602	541	237	151	929	882	213	320	267	166	353	40	104	221	15	465	1018	352	173	213	199	24	491	914	170	13	412
Weighted base	2024	721	450	153	117	138	656	540	225	140	890	897	237	352	281	176	331	45	88	203	21	289	901	510	318	212	222	20	454	932	170	14	434
10 - Absolutely certain to vote	1247	533	339	107	68	90	477	376	147	88	607	615	25	271	200	128	240	26	60	137	10	253	625	251	117	124	139	12	250	578	134	11	263
9	198	79	37	16	15	14	78	44	31	19	92	90	16	43	28	12	31	7	12	25	6	19	101	65	14	30	30	3	35	91	8	*	60
8	145	55	23	10	12	5	61	36	13	11	73	55	17	23	33	8	23	2	9	12	1	8	75	45	16	15	19	1	43	60	6	-	34
7	84	25	23	7	7	3	17	20	13	10	37	32	14	8	4	3	16	6	4	11	2	4	33	20	25	4	8	1	23	45	2	1	12
6	53	10	9	3	6	14	11	8	6	2	16	20	17	3	7	5	3	-	*	6	-	*	18	20	14	12	2	-	13	24	1	*	15
5	75	15	11	3	2	9	4	24	7	2	23	25	27	-	4	6	9	*	-	4	2	1	18	34	21	5	4	2	23	37	4	-	9
4	24	1	4	4	*	2	1	5	-	-	8	11	6	1	-	3	1	-	-	-	-	-	7	11	6	4	3	-	7	7	2	-	8
3	22	-	2	2	5	1	-	2	4	-	9	10	3	-	-	2	-	-	4	-	-	-	5	7	10	1	1	-	6	10	3	1	2
2	24	1	4	2	1	-	*	4	1	3	1	10	13	*	-	4	-	1	-	1	-	1	5	5	13	*	1	-	6	14	2	-	1
1 - Certain not to vote	91	-	-	-	-	-	-	9	1	2	5	14	72	-	-	7	2	2	-	1	-	3	8	24	57	9	8	*	29	37	7	1	17
Don't know	51	-	-	-	-	-	6	12	3	2	18	13	21	2	4	-	5	-	2	3	-	*	5	28	18	6	7	-	17	21	1	-	13
Refused	11	-	-	-	-	-	-	1	-	-	1	3	7	-	-	-	-	-	1	-	-	-	1	8	1	-	-	2	7	-	-	-	1
Mean	8.66	9.44	9.31	9.12	8.76	8.89	9.50	9.08	9.15	9.03	9.21	9.05	4.74	9.61	9.43	8.85	9.33	8.67	9.48	9.19	8.81	9.70	9.22	8.28	6.58	8.71	8.98	8.91	8.28	8.68	9.03	8.68	8.84
Standard deviation	2.43	1.17	1.51	1.78	1.96	1.86	1.01	1.92	1.60	1.88	1.58	1.96	3.38	0.90	1.09	2.43	1.43	2.37	0.91	1.60	1.63	1.15	1.62	2.55	3.59	2.31	2.06	1.93	2.71	2.39	2.35	2.88	2.18
Standard error	0.05	0.05	0.07	0.13	0.18	0.15	0.04	0.08	0.11	0.15	0.05	0.07	0.25	0.05	0.07	0.19	0.08	0.38	0.09	0.11	0.42	0.05	0.05	0.14	0.29	0.16	0.15	0.39	0.12	0.08	0.18	0.80	0.11

Online Poll

ONLINE Fieldwork : 21st-24th April 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					Ethnicity		Working status					Social Class				Educational attainment				Region						
	Total	Male	Female	18-24	25-34	35-64	65-74	75+	NET: 65+	White	Non- white	Work Full- time	Work Part- time	Not work- ing	Retired	Student	AB	C1	C2	DE	Higher degree /NVQ5	Degree / NVQ4	Secun- dary / NVQ1-3	Still studyin g	Scot- land	Wales	North	Mid- lands	South	NET: Eng- land
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Conservative	721 36%	375 40%	346 32%	44 19%	84 25%	366 35%	112 52%	115 60%	228 56%	689 37%	29 20%	316 36%	83 33%	63 19%	245 54%	14 13%	218 42%	219 37%	168 39%	116 24%	81 36%	225 38%	399 36%	6 9%	37 22%	44 39%	184 27%	282 43%	255 37%	640 37%
Labour	450 22%	193 21%	258 24%	87 39%	86 25%	223 21%	37 17%	17 9%	54 13%	381 21%	68 45%	186 21%	60 24%	83 25%	63 14%	58 53%	101 20%	117 20%	103 24%	129 26%	51 23%	127 21%	234 21%	29 43%	21 12%	27 24%	193 28%	118 18%	140 20%	403 23%
Liberal Democrat	153 8%	72 8%	81 7%	12 5%	21 6%	73 7%	18 8%	29 15%	47 11%	138 7%	11 7%	62 7%	16 6%	16 5%	51 11%	7 7%	56 11%	57 10%	12 3%	29 6%	26 12%	63 11%	54 5%	8 11%	13 8%	3 3%	47 7%	39 6%	68 10%	137 8%
UK Independence Party (UKIP)	117 6%	59 6%	58 5%	12 5%	15 4%	72 7%	12 5%	6 3%	18 5%	113 6%	3 2%	56 6%	12 5%	29 9%	18 4%	2 1%	18 4%	21 4%	40 9%	37 8%	1 6%	26 4%	85 8%	- -	1 1%	4 4%	41 6%	40 6%	36 5%	112 6%
Scottish National Party/SNP	64 3%	37 4%	27 2%	4 2%	13 4%	32 3%	9 4%	7 4%	16 4%	64 3%	- -	25 3%	7 3%	12 4%	20 4%	- -	8 2%	29 5%	11 3%	16 3%	5 2%	25 4%	27 2%	- -	64 38%	- -	64 9%	- -	- -	- -
Plaid Cymru	10 *	2 *	8 1%	1 1%	2 1%	4 *	- -	1 1%	1 *	10 1%	- -	3 *	1 *	4 1%	2 -	- -	2 *	3 1%	1 *	4 1%	3 1%	4 1%	3 *	- -	- -	10 8%	- -	10 1%	- -	- -
Green	53 3%	22 2%	31 3%	9 4%	13 4%	27 3%	4 2%	1 1%	5 1%	47 3%	6 4%	19 2%	11 4%	14 4%	6 1%	4 3%	18 3%	13 2%	8 2%	14 3%	6 3%	18 3%	26 2%	3 4%	4 3%	1 2%	13 3%	20 3%	21 3%	48 3%
Another party	11 1%	9 1%	2 *	- -	9 3%	2 *	- -	- -	- -	8 *	4 2%	10 1%	- -	1 *	- -	- -	2 *	- -	3 1%	6 1%	1 *	4 1%	1 *	5 7%	- -	1 1%	- -	6 1%	6 1%	10 1%
Would note vote	91 5%	42 5%	49 4%	17 7%	31 9%	37 4%	3 1%	4 2%	7 2%	84 5%	7 5%	38 4%	6 3%	36 11%	6 1%	5 5%	11 2%	25 4%	14 3%	42 9%	6 3%	13 2%	68 6%	3 4%	6 4%	6 4%	29 4%	31 5%	31 4%	79 5%
Don't know	323 16%	106 11%	218 20%	34 15%	62 18%	200 19%	19 9%	8 4%	27 7%	298 16%	19 12%	139 16%	57 22%	71 21%	38 8%	19 17%	71 14%	98 17%	67 16%	87 18%	42 19%	80 13%	182 17%	14 21%	23 14%	17 15%	105 15%	98 15%	121 18%	284 16%
Refused	30 1%	14 1%	17 2%	5 2%	5 1%	14 1%	4 2%	3 1%	7 2%	25 1%	3 2%	14 2%	2 1%	6 2%	8 2%	1 1%	8 2%	10 2%	3 1%	10 2%	2 1%	9 2%	14 1%	- -	- -	- -	6 1%	9 1%	15 2%	30 2%

Online Poll

ONLINE Fieldwork : 21st-24th April 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

	Voting Intention						Vote In 2015 General Election					EU Ref Vote in June 2016				EU Ref/2015 voting pattern						Political Interest					Marginals						
	Total	Con	Lab	Lib Dem	UKIP	Other	Con	Lab	UKIP	Lib Dem	Remain	Leave	DNV/ DK	Con Leave	Con Remain	Lab Leave	Lab Remain	LD Leave	LD Remain	UKIP Leave	UKIP Remain	Very	Fairly	Not very	Not at all	Lab held AND LAB<15% in E&W.	Con held AND CON<10% in E&W.	LD-held seats in E&W	Lab held AND Lab>15.1% in E&W	Safe Labour (i.e. Lab held AND Lab>10.1% in E&W)	Safe Conservative (i.e. Con held >10.1% in E&W)	Scotland	Other
Unweighted base	2024	680	476	182	118	148	602	541	237	151	929	882	213	320	267	166	353	40	104	221	15	465	1018	352	173	213	199	24	491	914	170	13	412
Weighted base	2024	721	450	153	117	138	656	540	225	140	890	897	237	352	281	176	331	45	88	203	21	289	901	510	318	212	222	20	454	932	170	14	434
Conservative	721	721	-	-	-	-	557	49	74	15	260	431	30	309	227	30	17	11	4	68	6	111	359	181	70	77	63	9	98	429	37	7	140
	36%	100%	-	-	-	-	85%	9%	33%	11%	29%	48%	13%	88%	81%	17%	5%	24%	5%	34%	27%	38%	40%	35%	22%	36%	28%	47%	22%	46%	22%	53%	32%
Labour	450	-	450	-	-	-	17	344	17	22	289	130	31	6	11	98	230	8	14	10	6	86	226	90	47	58	56	2	168	145	21	1	114
	22%	-	100%	-	-	-	3%	64%	7%	16%	33%	14%	13%	2%	4%	56%	69%	18%	16%	5%	29%	30%	25%	18%	15%	27%	25%	10%	37%	16%	12%	7%	26%
Liberal Democrat	153	-	-	153	-	-	20	35	7	75	113	31	10	2	18	6	29	15	57	6	1	30	81	28	14	17	20	2	30	71	12	1	37
	8%	-	-	100%	-	-	3%	7%	3%	53%	13%	3%	4%	1%	6%	3%	9%	32%	65%	3%	3%	10%	9%	6%	4%	8%	9%	9%	7%	8%	7%	8%	8%
UK Independence Party (UKIP)	117	-	-	-	117	-	2	9	94	-	5	110	2	2	-	8	1	-	-	90	4	18	43	22	33	13	25	2	23	52	1	1	38
	6%	-	-	-	100%	-	*	2%	42%	-	1%	12%	1%	1%	-	5%	*	-	-	44%	21%	6%	5%	4%	10%	6%	11%	11%	5%	6%	1%	8%	9%
Scottish National Party/SNP	64	-	-	-	-	64	-	2	-	-	50	13	1	-	-	2	-	-	-	-	-	15	27	13	10	-	-	-	-	-	64	-	-
	3%	-	-	-	-	47%	-	*	-	-	6%	1%	1%	-	-	1%	-	-	-	-	-	5%	3%	3%	-	-	-	-	-	-	38%	-	-
Plaid Cymru	10	-	-	-	-	10	-	2	-	-	5	3	1	-	-	1	1	-	-	-	-	*	7	2	-	-	-	-	7	1	-	1	-
	*	-	-	-	-	7%	-	*	-	-	1%	*	*	-	-	1%	*	-	-	-	-	*	1%	*	-	-	-	-	2%	*	-	8%	-
Green	53	-	-	-	-	53	4	9	*	2	32	18	3	4	-	2	7	-	2	-	*	5	29	11	8	8	7	1	10	22	4	1	15
	3%	-	-	-	-	38%	1%	2%	*	1%	4%	2%	1%	1%	-	1%	2%	-	2%	-	2%	2%	3%	2%	3%	4%	3%	3%	2%	3%	5%	3%	
Another party	11	-	-	-	-	11	-	1	-	-	1	5	5	-	-	1	-	-	-	-	-	*	5	5	-	*	-	-	5	6	-	-	*
	1%	-	-	-	-	8%	-	*	-	-	*	1%	2%	-	-	*	-	-	-	-	-	*	1%	1%	-	*	-	-	1%	1%	-	-	*
Would not vote	91	-	-	-	-	-	9	1	2	5	14	72	-	-	7	2	2	-	1	-	-	3	8	24	57	9	8	*	29	37	7	1	17
	5%	-	-	-	-	-	-	2%	*	2%	1%	2%	30%	-	-	4%	1%	5%	-	*	-	1%	1%	5%	18%	4%	3%	1%	6%	4%	4%	7%	4%
Don't know	323	-	-	-	-	-	52	76	31	24	123	130	71	26	25	18	44	10	11	27	4	21	109	123	68	29	42	3	76	150	23	*	71
	16%	-	-	-	-	-	8%	14%	14%	17%	14%	14%	30%	7%	9%	10%	13%	21%	12%	13%	17%	7%	12%	24%	21%	13%	19%	13%	17%	16%	14%	3%	16%
Refused	30	-	-	-	-	-	3	4	1	-	6	13	12	3	-	1	1	-	-	1	-	1	7	11	10	1	2	1	8	18	-	-	3
	1%	-	-	-	-	-	*	1%	*	-	1%	1%	5%	1%	-	1%	*	-	-	1%	-	*	1%	2%	3%	1%	1%	5%	2%	2%	-	-	1%

Online Poll

ONLINE Fieldwork : 21st-24th April 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 (5%), don't know who they would vote for (16%) or refuse to answer (1%)

THIS TABLE DOES NOT INCLUDE ADJUSTMENT FOR DON'T KNOW/REFUSERS

	Gender			Age					Ethnicity		Working status					Social Class				Educational attainment				Region					NET: Eng-land	
	Total	Male	Female	18-24	25-34	35-64	65-74	75+	NET: 65+	White	Non-white	Work Full-time	Work Part-time	Not work-ing	Retired	Student	AB	C1	C2	DE	Higher degree / NVQ5	Degree / NVQ4	Sec-on-dary / NVQ1-3	Still studyin-g	Scot-land	Wales	North	Mid-lands		South
Unweighted base	1570	804	767	62	127	951	312	118	430	1470	94	643	232	188	478	29	678	450	180	263	209	564	763	15	150	80	564	490	516	1340
Weighted base	1474	772	702	81	180	785	220	209	429	1382	86	626	171	170	468	40	474	464	277	259	167	492	769	21	144	85	508	478	488	1245
Conservative	729 49%	401 52%	328 47%	23 29%	66 37%	374 48%	131 60%	134 64%	265 62%	702 51%	26 30%	305 49%	77 45%	56 33%	284 61%	6 16%	250 53%	239 52%	142 51%	98 38%	80 48%	235 48%	403 52%	3 14%	38 27%	44 52%	187 37%	282 59%	260 53%	647 52%
Labour	379 26%	180 23%	200 28%	40 50%	62 34%	215 27%	42 19%	21 10%	63 15%	332 24%	46 54%	173 28%	51 30%	56 33%	72 15%	28 70%	108 23%	101 22%	82 29%	89 34%	47 28%	116 24%	198 26%	13 61%	22 16%	25 30%	166 33%	99 21%	114 23%	332 27%
Liberal Democrat	151 10%	77 10%	73 10%	7 8%	16 9%	71 9%	21 10%	35 17%	56 13%	143 10%	6 6%	56 9%	16 9%	14 8%	61 13%	4 10%	65 14%	55 12%	7 2%	24 9%	27 16%	67 14%	52 7%	3 14%	15 10%	3 4%	48 9%	39 8%	64 13%	132 11%
UK Independence Party (UKIP)	97 7%	51 7%	46 7%	5 6%	10 6%	61 8%	12 6%	8 4%	21 5%	94 7%	3 3%	46 7%	11 6%	20 12%	20 4%	*	19 4%	22 5%	31 11%	26 10%	1 1%	24 5%	68 9%	-	1 1%	2 3%	33 6%	34 7%	31 6%	93 7%
Scottish National Party/SNP	63 4%	39 5%	24 3%	2 2%	11 6%	33 4%	9 4%	8 4%	17 4%	63 5%	-	21 3%	7 4%	12 7%	22 5%	-	10 2%	31 7%	9 3%	12 5%	4 3%	26 5%	26 3%	-	63 44%	-	63 12%	-	-	-
Plaid Cymru	8 1%	2 *	6 1%	1 1%	1 1%	5 1%	-	1 1%	1 *	8 1%	-	2 *	1 1%	3 2%	2 *	-	2 *	3 1%	1 *	2 1%	2 1%	4 1%	3 *	-	-	8 10%	-	8 2%	-	-
Green	41 3%	18 2%	23 3%	3 4%	9 5%	24 3%	4 2%	1 1%	5 1%	38 3%	3 4%	18 3%	7 4%	9 5%	6 1%	2 4%	17 4%	12 3%	6 2%	6 3%	6 3%	17 3%	18 2%	*	4 3%	1 1%	11 2%	14 3%	16 3%	36 3%
Another party	6 *	4 1%	2 *	-	4 2%	1 *	-	-	-	4 *	2 2%	5 1%	-	*	-	-	2 *	-	1 *	2 1%	*	2 *	1 *	2 8%	-	1 1%	-	2 1%	3 1%	5 *

Online Poll

ONLINE Fieldwork : 21st-24th April 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 (5%), don't know who they would vote for (16%) or refuse to answer (1%)

THIS TABLE DOES NOT INCLUDE ADJUSTMENT FOR DON'T KNOW/REFUSERS

	Voting Intention					Vote In 2015 General Election					EU Ref Vote in June 2016		EU Ref/2015 voting pattern								Political Interest				Marginals								
	Total	Con	Lab	Lib Dem	UKIP	Other	Con	Lab	UKIP	Lib Dem	Remain	Leave	DNV/ DK	Con Leave	Con Remain	Lab Leave	Lab Remain	LD Leave	LD Remain	UKIP Leave	UKIP Remain	Very	Fairly	Not very	Not at all	Lab held AND LAB<15% in E&W.	Con held AND CON<10% in E&W.	LD-held seats in E&W	Safe Labour (i.e. Lab held AND Lab>15.1% in E&W)	Safe Conservative (i.e. Con held >10.1% in E&W)	Scotland	Other	NET: Lab/Con Marginal
Unweighted base	1570	717	430	184	105	134	601	445	194	134	797	732	42	327	262	134	303	44	99	185	9	460	836	201	69	168	145	17	351	728	151	10	313
Weighted base	1474	729	379	151	97	118	623	406	179	114	716	716	43	342	262	135	263	33	79	165	13	277	742	308	146	157	155	13	294	699	144	12	312
Conservative	729	729	-	-	-	-	577	46	76	17	263	444	22	326	233	28	18	13	4	71	5	123	370	169	67	75	62	8	102	436	39	8	137
	49%	100%	-	-	-	-	93%	11%	43%	14%	37%	62%	51%	95%	89%	21%	7%	38%	5%	43%	40%	44%	50%	55%	46%	48%	40%	60%	35%	62%	27%	68%	44%
Labour	379	-	379	-	-	-	17	304	14	17	255	113	12	7	10	87	210	5	12	10	4	83	194	72	30	49	45	1	134	126	22	1	95
	26%	-	100%	-	-	-	3%	75%	8%	15%	36%	16%	27%	2%	4%	64%	80%	16%	15%	6%	26%	30%	26%	23%	20%	31%	29%	9%	46%	18%	16%	6%	30%
Liberal Democrat	151	-	-	151	-	-	21	35	7	79	115	32	4	2	19	6	29	15	61	6	*	32	80	26	13	14	21	2	27	73	15	*	34
	10%	-	-	100%	-	-	3%	9%	4%	69%	16%	4%	9%	1%	7%	5%	11%	46%	78%	4%	3%	11%	11%	8%	9%	9%	13%	16%	9%	10%	10%	1%	11%
UK Independence Party (UKIP)	97	-	-	-	97	-	3	8	81	-	4	93	*	3	-	8	*	-	-	78	4	17	40	16	24	12	20	2	17	43	1	1	32
	7%	-	-	-	100%	-	*	2%	46%	-	1%	13%	1%	1%	-	6%	*	-	-	47%	27%	6%	5%	5%	16%	8%	13%	14%	6%	6%	1%	9%	10%
Scottish National Party/SNP	63	-	-	-	-	63	-	3	-	-	47	15	1	-	-	3	-	-	-	-	-	16	25	13	9	-	-	-	-	-	63	-	-
	4%	-	-	-	-	53%	-	1%	-	-	7%	2%	3%	-	2%	-	-	-	-	-	-	6%	3%	4%	6%	-	-	-	-	-	44%	-	-
Plaid Cymru	8	-	-	-	-	8	-	2	-	-	5	3	1	-	-	1	1	-	-	-	-	1	6	1	-	-	-	-	6	1	-	1	-
	1%	-	-	-	-	7%	-	*	-	-	1%	*	2%	-	-	*	*	-	-	-	-	*	1%	*	-	-	-	-	2%	*	-	11%	-
Green	41	-	-	-	-	41	5	7	*	2	26	14	1	5	-	2	5	-	2	-	*	6	23	8	4	7	7	*	6	16	4	1	14
	3%	-	-	-	-	35%	1%	2%	*	2%	4%	2%	3%	1%	-	1%	2%	-	2%	-	4%	2%	3%	3%	3%	5%	5%	1%	2%	2%	3%	5%	5%
Another party	6	-	-	-	-	6	-	1	-	-	1	3	2	-	-	1	-	-	-	-	-	*	3	2	-	*	-	-	3	2	-	-	*
	*	-	-	-	-	5%	-	*	-	-	*	*	4%	-	-	1%	-	-	-	-	-	*	*	1%	-	*	-	-	1%	*	-	-	*

Online Poll
ONLINE Fieldwork : 21st-24th April 2017

Col percents

Table 5
Published Vote Intention Figures
Percentages derived from the responses of 1805 respondents

	<u>Total</u>
Conservative	48%
Labour	27%
Liberal Democrat	10%
SNP	4%
Plaid Cymru	1%
Green	3%
UKIP	7%

Other *

Online Poll
ONLINE Fieldwork : 21st-24th April 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					Ethnicity		Working status					Social Class				Educational attainment				Region						
	Total	Male	Female	18-24	25-34	35-64	65-74	75+	NET: 65+	White	Non- white	Work Full- time	Work Part- time	Not work- ing	Retired	Student	AB	C1	C2	DE	Higher degree / NVQ5	Degree / NVQ4	Secun- dary / NVQ1-3	Still studyin g	Scot- land	Wales	North	Mid- lands	South	NET: Eng- land
Unweighted base	2024	908	1116	174	234	1217	294	105	399	1856	149	822	320	336	459	87	723	570	267	464	263	650	1024	47	168	104	708	633	683	1752
Weighted base	2024	930	1094	224	341	1050	218	192	410	1856	150	867	255	334	458	110	514	593	429	488	223	595	1093	68	169	112	682	651	691	1742
Vote for the UK to Remain in the EU	890 44%	401 43%	488 45%	123 55%	156 46%	451 43%	96 44%	64 33%	160 39%	797 43%	85 56%	418 48%	115 45%	117 35%	174 38%	66 60%	283 55%	280 47%	156 36%	170 35%	145 65%	318 53%	372 34%	39 57%	103 61%	48 43%	334 49%	259 40%	296 43%	738 42%
Vote for the UK to Leave the EU	897 44%	439 47%	459 42%	46 20%	116 34%	507 48%	112 52%	117 61%	229 56%	853 46%	37 24%	369 43%	107 42%	147 44%	261 57%	13 12%	190 37%	249 42%	227 53%	232 47%	57 26%	241 41%	574 53%	3 4%	55 33%	46 41%	276 41%	299 46%	322 47%	796 46%
Did not vote	208 10%	89 10%	120 11%	49 22%	67 20%	75 7%	6 3%	11 6%	17 4%	183 10%	24 16%	74 9%	25 10%	65 19%	19 4%	26 23%	37 7%	54 9%	37 9%	81 17%	18 8%	33 6%	131 12%	21 31%	11 7%	19 17%	67 10%	77 12%	64 9%	179 10%
Can't remember/refuse	29 1%	2 *	27 2%	6 3%	3 1%	16 2%	3 2%	1 *	4 1%	23 1%	5 3%	5 1%	8 3%	5 2%	4 1%	6 6%	4 1%	10 2%	9 2%	6 1%	2 1%	3 1%	15 1%	5 8%	- -	- -	4 1%	16 2%	8 1%	29 2%

Online Poll

ONLINE Fieldwork : 21st-24th April 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

	Voting Intention						Vote In 2015 General Election					EU Ref Vote in June 2016		EU Ref/2015 voting pattern								Political Interest				Marginals							
	Total	Con	Lab	Lib Dem	UKIP	Other	Con	Lab	UKIP	Lib Dem	Remain	Leave	DNV/DK	Con Leave	Con Remain	Lab Leave	Lab Remain	LD Leave	LD Remain	UKIP Leave	UKIP Remain	Very	Fairly	Not very	Not at all	Lab held AND LAB<15% in E&W	Con held AND CON<10% in E&W	LD-held seats in E&W	Safe Labour (i.e. Lab held AND Lab>15.1% in E&W)	Safe Conservative (i.e. Con held >10.1% in E&W)	Scotlan d	Other	NET: Lab/Con Marginal
Unweighted base	2024	680	476	182	118	148	602	541	237	151	929	882	213	320	267	166	353	40	104	221	15	465	1018	352	173	213	199	24	491	914	170	13	412
Weighted base	2024	721	450	153	117	138	656	540	225	140	890	897	237	352	281	176	331	45	88	203	21	289	901	510	318	212	222	20	454	932	170	14	434
Vote for the UK to Remain in the EU	890	260	289	113	5	89	281	331	21	88	890	-	-	-	281	-	331	-	88	-	21	153	433	225	77	96	84	4	215	383	103	3	180
	44%	36%	64%	74%	4%	64%	43%	61%	9%	63%	100%	-	-	-	100%	-	100%	-	100%	-	100%	53%	48%	44%	24%	45%	38%	22%	47%	41%	61%	22%	41%
Vote for the UK to Leave the EU	897	431	130	31	110	39	352	176	203	45	-	897	-	352	-	176	-	45	-	203	-	131	411	205	148	97	119	14	175	429	55	9	216
	44%	60%	29%	20%	94%	29%	54%	33%	90%	33%	-	100%	-	100%	-	100%	-	100%	-	100%	-	45%	46%	40%	47%	46%	53%	71%	38%	46%	33%	61%	50%
Did not vote	208	26	26	10	2	10	18	23	1	7	-	-	208	-	-	-	-	-	-	-	-	5	54	59	89	17	19	1	59	99	11	2	36
	10%	4%	6%	6%	1%	7%	3%	4%	*	5%	-	-	88%	-	-	-	-	-	-	-	-	2%	6%	12%	28%	8%	8%	7%	13%	11%	6%	17%	8%
Can't remember/refuse	29	4	5	-	-	-	5	11	-	-	-	-	29	-	-	-	-	-	-	-	-	1	2	21	3	1	1	-	5	22	-	-	2
	1%	1%	1%	-	-	-	1%	2%	-	-	-	-	12%	-	-	-	-	-	-	-	-	*	*	4%	1%	1%	*	-	1%	2%	-	-	1%

Online Poll
ONLINE Fieldwork : 21st-24th April 2017

Absolutes/col percents

Table 7
Classification
Base: All respondents

	Unweighted Total	Weighted Total
Unweighted base	2024	2024
Weighted base	2024	2024
<u>Gender</u>		
Male	908 45%	930 46%
Female	1116 55%	1094 54%
<u>Age</u>		
18-24	174 9%	224 11%
25-34	234 12%	341 17%
35-44	428 21%	383 19%
45-54	415 21%	364 18%
55-64	374 18%	303 15%
65+	399 20%	410 20%
Average age	49.00	47.58

Online Poll
ONLINE Fieldwork : 21st-24th April 2017

Absolutes/col percents

Table 7
Classification
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Weighted base	2024	2024
<u>Social Grade</u>		
AB	723 36%	514 25%
C1	570 28%	593 29%
C2	267 13%	429 21%
DE	464 23%	488 24%
<u>Region</u>		
North	708 35%	682 34%
Midlands	633 31%	651 32%
South	683 34%	691 34%

Online Poll
ONLINE Fieldwork : 21st-24th April 2017

Absolutes/col percents

Table 7
Classification
Base: All respondents

	Unweighted Total	Weighted Total
Weighted base	2024	2024
<u>Working status</u>		
Full-time	822 41%	867 43%
Part-time	320 16%	255 13%
Not working but seeking work or temporarily unemployed/sick	85 4%	87 4%
Not working/Not seeking work	84 4%	88 4%
Retired	459 23%	458 23%
Student	87 4%	110 5%
House person/Housewife/ Househusband	167 8%	158 8%
<u>Q.C Voting in May 7th 2015 General Election</u>		
Conservative	602 30%	656 32%
Labour	541 27%	540 27%
UK Independence Party (UKIP)	237 12%	225 11%
Liberal Democrat/ Liberal	151 7%	140 7%
Scottish National Party/SNP	76 4%	75 4%
Plaid Cymru	14 1%	9 *
Green Party	86 4%	76 4%
Another party	12 1%	18 1%
Did not vote	239 12%	227 11%
Don't know	36 2%	37 2%
Prefer not to say	30 1%	22 1%

Online Poll
ONLINE Fieldwork : 21st-24th April 2017

Absolutes/col percents

Table 7
Classification
Base: All respondents

	Unweighted Total	Weighted Total
Weighted base	2024	2024
<u>Q1. Political Interest</u>		
Very interested	465 23%	289 14%
Fairly interested	1018 50%	901 44%
Not very interested	352 17%	510 25%
Not at all interested	173 9%	318 16%
NET: Interested	1483 73%	1190 59%
NET: Not Interested	525 26%	828 41%
Don't know	16 1%	6 *