



The Guardian – Campaign Poll 5, May 2017

Fieldwork dates: May 5-7th 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: 2,038 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 to 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 : 5th-7th May 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					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-ondary / NVQ1-3	Still studyin-g	Scot-land	Wales	North	Mid-lands		South
Unweighted base	2038	1000	1038	225	342	1101	240	130	370	1828	183	873	300	347	423	95	735	553	274	476	263	694	962	66	171	99	683	642	713	1768
Weighted base	2038	932	1106	233	320	1069	213	203	416	1850	169	871	259	353	463	92	501	598	435	505	198	645	1064	71	172	113	710	656	671	1753
NET: Yes	1986	904	1081	211	306	1055	210	203	414	1810	158	855	254	340	458	79	493	586	426	480	195	631	1039	64	168	108	696	637	653	1710
	97%	97%	98%	91%	96%	99%	99%	100%	99%	98%	93%	98%	98%	96%	99%	85%	98%	98%	98%	95%	99%	98%	98%	91%	97%	95%	98%	97%	97%	98%
Yes - where living now	1953	896	1057	196	300	1043	209	203	413	1785	151	844	245	339	457	67	486	578	411	478	194	616	1031	56	166	108	688	626	639	1680
	96%	96%	96%	84%	94%	98%	98%	100%	99%	96%	90%	97%	95%	96%	99%	73%	97%	97%	95%	95%	98%	96%	97%	80%	96%	95%	97%	95%	95%	96%
Yes - somewhere else/ another address	33	9	24	15	6	11	1	-	1	26	6	10	9	1	1	11	7	9	15	2	2	15	8	8	2	-	8	10	14	30
	2%	1%	2%	7%	2%	1%	*	-	*	1%	4%	1%	3%	*	*	12%	1%	1%	3%	*	1%	2%	1%	11%	1%	-	1%	2%	2%	2%
No	34	19	14	13	11	8	2	-	2	28	6	12	3	7	3	9	5	7	4	18	2	9	18	6	4	2	12	13	8	28
	2%	2%	1%	5%	3%	1%	1%	-	*	2%	3%	1%	1%	2%	1%	10%	1%	1%	1%	4%	1%	1%	2%	8%	2%	2%	2%	2%	1%	2%
Don't know	19	8	11	9	2	6	1	-	1	12	6	4	3	5	2	5	3	4	5	7	1	5	8	1	*	4	2	6	10	15
	1%	1%	1%	4%	1%	1%	1%	-	*	1%	3%	*	1%	1%	*	5%	1%	1%	1%	1%	*	1%	1%	1%	*	3%	*	1%	2%	1%

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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										
	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	2038	772	475	178	98	142	667	527	220	145	905	940	193	383	267	192	318	32	110	204	11	545	962	344	172	252	184	24	498	896	174	10	436
Weighted base	2038	757	458	140	105	142	660	544	226	141	828	997	213	393	247	220	297	39	98	207	14	291	907	514	320	252	190	20	505	885	175	9	443
NET: Yes	1986	753	452	139	104	138	656	539	226	139	809	991	186	390	246	220	292	39	96	207	14	289	896	496	299	244	189	20	490	862	170	9	434
	97%	99%	99%	99%	99%	98%	99%	99%	100%	99%	98%	99%	87%	99%	100%	100%	98%	100%	98%	100%	96%	99%	99%	97%	93%	97%	100%	98%	97%	97%	97%	100%	98%
Yes - where living now	1953	748	442	138	101	135	651	531	223	137	789	985	179	388	243	219	285	39	95	205	14	286	882	484	297	242	185	20	478	851	168	9	427
	96%	99%	97%	98%	96%	95%	99%	98%	99%	97%	95%	99%	84%	99%	98%	100%	96%	100%	97%	99%	96%	98%	97%	94%	93%	96%	97%	98%	95%	96%	96%	100%	96%
Yes - somewhere else/ another address	33	4	10	2	3	4	5	8	2	2	20	6	7	1	3	1	7	-	1	2	-	3	15	12	2	2	5	*	12	11	3	-	7
	2%	1%	2%	1%	3%	3%	1%	1%	1%	2%	2%	1%	3%	*	1%	*	2%	-	1%	1%	-	1%	2%	2%	1%	1%	2%	1%	2%	2%	2%	-	2%
No	34	3	5	1	1	2	1	5	1	2	14	2	18	1	-	-	5	-	2	-	1	2	7	10	15	6	-	-	8	15	4	-	6
	2%	*	1%	1%	*	1%	*	1%	*	1%	2%	*	9%	*	-	-	2%	-	2%	-	4%	1%	1%	2%	5%	2%	-	-	2%	2%	2%	-	1%
Don't know	19	2	1	-	*	2	3	-	-	-	6	4	9	2	1	-	-	-	-	-	-	*	3	8	6	2	1	*	7	8	*	-	3
	1%	*	*	-	*	1%	*	-	-	-	1%	*	4%	1%	*	-	-	-	-	-	-	*	*	2%	2%	1%	*	2%	1%	1%	*	-	1%

Online Poll

ONLINE Fieldwork : 5th-7th May 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?

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10 - Absolutely certain to vote	1271	573	698	97	176	679	158	161	319	1189	71	533	153	196	348	41	328	385	267	290	116	416	668	32	115	66	471	391	409	1090
	62%	62%	63%	41%	55%	64%	74%	79%	77%	64%	42%	61%	59%	55%	75%	45%	66%	64%	61%	57%	59%	65%	63%	46%	67%	58%	66%	60%	61%	62%
9	218	108	110	19	37	111	29	22	51	196	19	99	23	30	56	9	63	58	44	54	35	86	86	7	16	9	77	71	70	193
	11%	12%	10%	8%	11%	10%	14%	11%	12%	11%	11%	11%	9%	9%	12%	10%	13%	10%	10%	11%	18%	13%	8%	11%	9%	8%	11%	11%	10%	11%
8	155	80	75	32	33	80	8	2	10	138	14	83	21	30	12	9	42	38	43	31	13	52	80	7	10	15	39	52	64	129
	8%	9%	7%	14%	10%	7%	4%	1%	3%	7%	8%	10%	8%	8%	3%	10%	8%	6%	10%	6%	6%	8%	7%	10%	6%	14%	5%	8%	10%	7%
7	89	37	52	24	17	37	5	6	11	74	15	36	15	11	16	12	21	36	14	17	13	13	53	7	4	5	25	36	28	80
	4%	4%	5%	10%	5%	4%	2%	3%	3%	4%	9%	4%	6%	3%	4%	12%	4%	6%	3%	3%	6%	2%	5%	10%	2%	5%	3%	3%	4%	5%
6	62	27	35	9	18	32	*	3	3	52	9	35	10	8	6	4	9	25	13	15	3	15	40	4	8	1	21	18	23	53
	3%	3%	3%	4%	6%	3%	*	1%	1%	3%	6%	4%	4%	2%	1%	4%	2%	4%	3%	3%	2%	2%	4%	5%	5%	1%	3%	3%	3%	3%
5	47	25	22	14	5	25	2	-	2	39	7	20	9	10	4	3	7	14	13	13	4	19	20	4	2	2	18	12	17	42
	2%	3%	2%	6%	2%	2%	1%	-	*	2%	4%	2%	4%	3%	1%	3%	1%	2%	3%	3%	2%	3%	2%	6%	1%	2%	3%	2%	3%	2%
4	14	5	10	9	2	4	-	-	-	10	4	6	1	5	2	1	2	6	5	2	1	9	4	-	-	2	1	3	11	12
	1%	*	1%	4%	1%	*	-	-	-	1%	3%	1%	1%	1%	*	1%	*	1%	1%	*	*	1%	*	-	-	2%	*	*	2%	1%
3	19	9	10	6	3	10	1	-	1	15	5	8	2	5	1	3	4	7	4	4	2	3	12	2	5	-	8	8	3	15
	1%	1%	1%	2%	1%	1%	1%	-	*	1%	3%	1%	1%	1%	*	3%	1%	1%	1%	1%	1%	*	1%	3%	3%	-	1%	1%	*	1%
2	27	8	18	4	-	19	1	3	3	20	6	8	4	7	3	3	3	10	4	9	-	8	17	1	3	1	11	4	11	23
	1%	1%	2%	2%	-	2%	*	1%	1%	1%	4%	1%	2%	2%	1%	4%	1%	2%	1%	2%	-	1%	2%	2%	2%	1%	2%	2%	1%	2%
1 - Certain not to vote	87	49	38	10	20	51	5	1	7	81	6	33	11	31	7	5	15	12	10	49	7	17	57	4	7	6	33	37	17	74
	4%	5%	3%	4%	6%	5%	3%	1%	2%	4%	4%	4%	4%	9%	2%	5%	3%	2%	2%	10%	4%	3%	5%	6%	4%	5%	5%	6%	3%	4%
Don't know	42	6	35	6	8	21	3	5	8	32	9	9	9	16	6	2	7	5	15	15	4	6	28	1	2	3	5	21	16	37
	2%	1%	3%	3%	2%	2%	1%	2%	2%	2%	6%	1%	4%	4%	1%	2%	1%	1%	4%	3%	2%	1%	3%	2%	1%	3%	1%	3%	2%	2%
Refused	8	4	4	5	3	*	-	-	-	5	2	-	1	5	-	1	-	1	*	6	-	-	1	-	*	2	1	5	2	5
	*	*	*	2%	1%	*	-	-	-	*	1%	-	*	2%	-	1%	-	*	*	1%	-	-	*	-	*	2%	*	*	*	*
Mean	8.75	8.69	8.80	7.88	8.53	8.72	9.35	9.54	9.44	8.82	7.90	8.76	8.61	8.19	9.37	7.90	9.02	8.84	8.86	8.25	8.87	8.95	8.63	7.96	8.76	8.67	8.78	8.66	8.80	8.75
Standard deviation	2.34	2.41	2.28	2.60	2.44	2.42	1.74	1.38	1.58	2.30	2.69	2.24	2.39	2.96	1.64	2.76	2.01	2.12	2.09	2.96	2.09	2.07	2.51	2.70	2.44	2.39	2.41	2.44	2.16	2.33
Standard error	0.05	0.08	0.07	0.18	0.13	0.07	0.11	0.12	0.08	0.05	0.20	0.08	0.14	0.16	0.08	0.29	0.07	0.09	0.13	0.14	0.13	0.08	0.34	0.19	0.25	0.09	0.10	0.08	0.06	

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	62%	75%	72%	59%	58%	68%	72%	73%	67%	62%	65%	69%	18%	74%	71%	78%	74%	66%	61%	70%	45%	84%	69%	52%	42%	59%	68%	69%	59%	63%	67%	54%	63%
9	218	91	46	27	17	10	89	45	32	17	103	107	8	50	38	13	30	2	16	31	*	20	123	42	32	32	19	4	48	100	16	-	51
	11%	12%	10%	19%	16%	7%	13%	8%	14%	12%	12%	11%	4%	13%	15%	6%	10%	4%	16%	15%	3%	7%	14%	8%	10%	13%	10%	18%	9%	11%	9%	-	12%
8	155	50	41	15	10	11	45	32	13	19	70	74	11	25	18	18	14	6	14	10	3	14	73	50	18	17	18	1	30	74	10	4	36
	8%	7%	9%	11%	9%	8%	7%	6%	6%	14%	8%	7%	5%	6%	7%	8%	5%	14%	14%	5%	22%	5%	8%	10%	6%	7%	10%	4%	6%	8%	6%	46%	8%
7	89	27	19	10	5	5	26	17	7	3	32	37	20	18	6	3	11	1	2	6	-	3	34	37	15	16	5	1	21	42	4	-	21
	4%	4%	4%	7%	5%	3%	4%	3%	3%	2%	4%	4%	9%	5%	2%	2%	4%	3%	2%	3%	-	1%	4%	7%	5%	6%	3%	5%	4%	5%	2%	-	5%
6	62	15	7	5	6	8	13	10	8	7	21	27	13	6	6	3	5	2	4	8	-	1	19	25	15	7	8	-	12	26	8	-	15
	3%	2%	2%	4%	6%	5%	2%	2%	3%	5%	3%	3%	6%	1%	2%	1%	2%	4%	4%	4%	-	*	2%	5%	5%	3%	4%	-	2%	3%	5%	-	3%
5	47	6	11	1	1	2	5	22	3	4	20	14	13	2	3	7	10	-	3	2	-	1	5	32	6	6	-	-	22	16	2	-	6
	2%	1%	2%	*	1%	2%	1%	4%	1%	3%	2%	1%	6%	1%	1%	3%	3%	-	3%	1%	-	*	1%	6%	2%	2%	-	-	4%	2%	1%	-	1%
4	14	1	-	-	-	5	1	5	-	-	11	2	1	-	-	1	4	-	-	-	-	1	2	11	-	*	2	-	6	6	-	-	2
	1%	*	-	-	-	4%	*	1%	-	-	1%	*	1%	-	-	1%	-	-	-	-	-	*	2%	-	*	1%	-	-	1%	1%	-	-	*
3	19	2	2	-	2	3	2	1	-	2	7	5	8	1	1	-	1	2	-	-	-	-	7	8	5	2	1	-	4	8	5	-	3
	1%	*	*	-	2%	2%	*	*	-	1%	1%	*	4%	*	*	-	1%	4%	-	-	-	-	1%	2%	1%	1%	*	-	1%	1%	3%	-	1%
2	27	1	1	-	5	1	-	4	2	-	5	10	11	-	-	1	1	-	-	2	-	*	7	8	10	4	2	-	7	11	3	-	6
	1%	*	*	-	4%	1%	-	1%	1%	-	1%	1%	5%	-	-	*	1%	-	-	1%	-	*	1%	2%	3%	2%	1%	-	1%	1%	2%	-	1%
1 - Certain not to vote	87	-	-	-	-	-	-	3	2	1	6	17	64	-	-	3	-	1	-	1	-	2	5	13	66	14	5	1	34	26	8	-	19
	4%	-	-	-	-	-	-	*	1%	1%	1%	2%	30%	-	-	1%	-	4%	-	*	-	1%	1%	3%	21%	5%	3%	4%	7%	3%	4%	-	4%
Don't know	42	-	-	-	-	-	4	7	8	-	10	12	20	2	1	1	-	-	2	4	2	5	18	15	4	1	-	-	15	20	2	-	5
	2%	-	-	-	-	-	1%	1%	3%	-	1%	1%	9%	1%	*	*	-	-	1%	30%	1%	1%	4%	5%	2%	1%	-	3%	2%	1%	-	1%	
Refused	8	-	-	-	-	-	-	-	-	-	2	1	5	-	-	-	-	-	-	-	-	-	3	4	1	-	-	-	4	2	*	-	1
	*	-	-	-	-	-	-	-	-	-	*	*	2%	-	-	-	-	-	-	-	-	-	1%	1%	*	-	-	-	1%	*	*	-	*
Mean	8.75	9.49	9.35	9.21	8.79	8.94	9.47	9.25	9.27	9.02	9.10	9.16	5.03	9.51	9.44	9.36	9.30	8.78	9.20	9.34	9.33	9.65	9.29	8.33	6.97	8.61	9.07	9.25	8.42	8.88	8.75	9.08	8.81
Standard deviation	2.34	1.09	1.31	1.16	2.04	1.93	1.07	1.63	1.56	1.70	1.71	1.80	3.62	1.00	1.12	1.58	1.51	2.30	1.29	1.40	0.97	1.14	1.50	2.39	3.70	2.47	1.95	1.87	2.72	2.12	2.45	1.06	2.27
Standard error	0.05	0.04	0.06	0.09	0.21	0.16	0.04	0.07	0.11	0.14	0.06	0.06	0.28	0.05	0.07	0.11	0.08	0.41	0.12	0.10	0.31	0.05	0.05	0.13	0.29	0.16	0.14	0.38	0.12	0.07	0.19	0.33	0.11

Online Poll

ONLINE Fieldwork : 5th-7th May 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	Sec- ondary / NVQ1-3	Still studyin g	Scot- land	Wales	North	Mid- lands	South	NET: Eng- land
Unweighted base	2038	1000	1038	225	342	1101	240	130	370	1828	183	873	300	347	423	95	735	553	274	476	263	694	962	66	171	99	683	642	713	1768
Weighted base	2038	932	1106	233	320	1069	213	203	416	1850	169	871	259	353	463	92	501	598	435	505	198	645	1064	71	172	113	710	656	671	1753
Conservative	757 37%	353 38%	404 36%	42 18%	95 30%	370 35%	116 55%	134 66%	250 60%	716 39%	39 23%	320 37%	74 29%	80 23%	267 58%	16 17%	208 42%	228 38%	161 37%	161 32%	64 32%	246 38%	423 40%	15 22%	43 25%	34 30%	221 31%	263 40%	273 41%	680 39%
Labour	458 22%	215 23%	243 22%	93 40%	75 23%	253 24%	26 12%	11 6%	37 9%	389 21%	63 37%	206 24%	68 26%	99 28%	49 11%	36 39%	112 22%	133 22%	101 23%	113 22%	61 31%	138 21%	213 20%	29 42%	21 12%	30 26%	193 27%	134 20%	131 20%	407 23%
Liberal Democrat	140 7%	73 8%	67 6%	13 6%	21 7%	74 7%	18 8%	14 7%	32 8%	131 7%	7 4%	55 6%	25 10%	16 5%	36 8%	8 8%	64 13%	39 6%	12 3%	25 5%	25 12%	64 10%	44 4%	5 7%	3 2%	5 5%	38 5%	39 6%	62 9%	131 7%
UK Independence Party (UKIP)	105 5%	51 5%	54 5%	6 3%	27 9%	58 5%	5 2%	8 4%	13 3%	99 5%	6 4%	60 7%	14 5%	12 3%	15 3%	4 4%	16 3%	30 5%	29 7%	30 6%	4 2%	28 4%	62 6%	2 3%	2 1%	8 7%	26 4%	39 6%	39 6%	96 5%
Scottish National Party/SNP	68 3%	30 3%	38 3%	8 3%	12 4%	36 3%	6 3%	6 3%	12 3%	68 4%	-	32 4%	9 4%	16 4%	11 2%	1 1%	8 2%	23 4%	10 2%	28 6%	3 2%	20 3%	44 4%	1 2%	68 40%	-	68 10%	-	-	-
Plaid Cymru	4 *	2 *	2 *	-	1 *	2 *	-	1 1%	1 *	4 *	-	-	-	1 *	3 1%	-	-	-	2 *	2 *	-	2 *	2 *	-	-	4 4%	-	4 1%	-	-
Green	59 3%	21 2%	38 3%	11 5%	19 6%	29 3%	-	-	-	49 3%	8 5%	25 3%	8 3%	16 5%	1 *	9 10%	15 3%	26 4%	11 3%	7 1%	7 3%	25 4%	21 2%	5 8%	7 4%	3 3%	18 2%	21 3%	20 3%	48 3%
Another party	10 1%	7 1%	4 *	2 1%	1 *	7 1%	1 *	-	1 *	9 *	1 1%	8 1%	* *	1 *	1 *	-	3 1%	4 1%	1 *	1 *	* *	7 1%	3 *	-	1 1%	-	5 1%	1 *	4 1%	9 1%
Would not vote	87 4%	49 5%	38 3%	10 4%	20 6%	51 5%	5 3%	1 2%	7 2%	81 4%	6 4%	33 4%	11 4%	31 9%	7 2%	5 5%	15 3%	12 2%	10 2%	49 10%	7 4%	17 3%	57 5%	4 6%	7 4%	6 5%	33 5%	37 6%	17 3%	74 4%
Don't know	326 16%	119 13%	206 19%	41 18%	46 14%	176 17%	35 16%	28 14%	63 15%	285 15%	35 21%	122 14%	47 18%	74 21%	71 15%	13 14%	59 12%	95 16%	93 21%	78 15%	27 14%	89 14%	189 18%	8 12%	17 10%	20 17%	103 14%	109 17%	114 17%	289 17%
Refused	24 1%	10 1%	13 1%	8 3%	3 1%	13 1%	* *	-	* *	19 1%	3 2%	10 1%	4 1%	7 2%	* *	2 2%	1 *	8 1%	4 1%	11 2%	* *	9 1%	6 1%	* *	3 1%	3 2%	6 1%	9 1%	10 1%	18 1%

Online Poll

ONLINE Fieldwork : 5th-7th May 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<15% in E&W.	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	2038	772	475	178	98	142	667	527	220	145	905	940	193	383	267	192	318	32	110	204	11	545	962	344	172	252	184	24	498	896	174	10	436
Weighted base	2038	757	458	140	105	142	660	544	226	141	828	997	213	393	247	220	297	39	98	207	14	291	907	514	320	252	190	20	505	885	175	9	443
Conservative	757	757	-	-	-	-	557	49	84	24	239	491	28	344	197	30	19	13	10	82	2	126	400	172	59	87	86	9	137	390	45	3	174
	37%	100%	-	-	-	-	84%	9%	37%	17%	29%	49%	13%	88%	80%	14%	6%	34%	10%	40%	11%	43%	44%	33%	19%	35%	45%	46%	27%	44%	26%	28%	39%
Labour	458	-	458	-	-	-	19	355	10	15	256	169	32	7	11	137	206	3	12	9	*	82	212	122	39	83	40	1	172	140	21	1	122
	22%	-	100%	-	-	-	3%	65%	4%	10%	31%	17%	15%	2%	4%	62%	69%	6%	12%	4%	3%	28%	23%	24%	12%	33%	21%	3%	34%	16%	12%	8%	28%
Liberal Democrat	140	-	-	140	-	-	19	26	9	69	115	21	4	4	15	3	23	7	61	7	3	36	73	18	13	12	15	4	23	83	3	-	26
	7%	-	-	100%	-	-	3%	5%	4%	49%	14%	2%	2%	1%	6%	1%	8%	17%	62%	3%	19%	12%	8%	4%	5%	8%	21%	5%	9%	2%	4%	-	6%
UK Independence Party (UKIP)	105	-	-	-	105	-	6	7	79	-	4	97	4	5	1	6	1	-	-	78	1	12	53	20	20	11	15	-	18	58	2	-	27
	5%	-	-	-	100%	-	1%	1%	35%	-	*	10%	2%	1%	*	3%	*	-	-	37%	7%	4%	6%	4%	6%	4%	8%	-	4%	7%	1%	-	6%
Scottish National Party/SNP	68	-	-	-	-	68	*	2	1	-	41	25	2	-	*	1	1	-	-	-	1	10	29	23	6	-	-	-	-	-	68	-	-
	3%	-	-	-	-	48%	*	*	*	-	5%	2%	1%	-	*	*	*	-	-	-	4%	3%	3%	4%	2%	-	-	-	-	-	39%	-	-
Plaid Cymru	4	-	-	-	-	4	-	-	-	-	2	1	1	-	-	-	-	-	-	-	-	*	1	2	-	-	-	2	2	-	-	-	-
	*	-	-	-	-	3%	-	-	-	-	*	*	*	-	-	-	-	-	-	-	-	*	*	*	-	-	-	*	*	-	-	-	-
Green	59	-	-	-	-	59	3	5	-	3	36	19	3	1	2	1	3	-	3	-	-	6	29	13	11	3	2	1	24	20	7	1	5
	3%	-	-	-	-	41%	*	1%	-	2%	4%	2%	2%	*	1%	1%	1%	-	3%	-	-	2%	3%	2%	3%	1%	1%	5%	5%	2%	4%	12%	1%
Another party	10	-	-	-	-	10	4	1	1	-	5	5	1	3	1	-	1	-	-	1	-	1	4	2	3	1	2	-	4	2	-	-	3
	1%	-	-	-	-	7%	1%	*	1%	-	1%	1%	*	1%	*	-	*	-	-	*	-	*	*	*	1%	*	1%	-	1%	*	1%	-	-
Would not vote	87	-	-	-	-	-	3	2	1	6	17	64	-	-	3	-	1	-	1	-	2	5	13	66	14	5	1	34	26	8	-	19	
	4%	-	-	-	-	-	*	1%	1%	1%	2%	30%	-	-	1%	-	4%	-	*	-	1%	1%	3%	21%	5%	3%	4%	7%	3%	4%	-	4%	
Don't know	326	-	-	-	-	-	51	97	38	29	119	146	61	28	20	39	43	15	12	28	8	15	95	122	91	41	22	3	84	154	17	5	63
	16%	-	-	-	-	-	8%	18%	17%	21%	14%	15%	28%	7%	8%	18%	14%	39%	13%	14%	56%	5%	11%	24%	28%	16%	12%	15%	17%	10%	52%	14%	
Refused	24	-	-	-	-	-	1	*	2	-	5	5	13	1	-	-	*	-	-	2	-	1	4	6	12	2	2	1	7	9	3	-	4
	1%	-	-	-	-	-	*	*	1%	-	1%	*	6%	*	-	-	*	-	-	1%	-	*	*	1%	4%	1%	1%	5%	1%	1%	-	-	1%

Online Poll

ONLINE Fieldwork : 5th-7th May 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 (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: 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 working	Retired	Student	AB	C1	C2	DE	Higher degree / NVQ5	Degree / NVQ4	Secondary / NVQ1-3	Still studying	Scotland	Wales	North	Mid-lands		South
Unweighted base	1589	830	760	81	215	914	244	135	379	1467	109	702	220	213	421	33	696	444	179	270	224	589	726	25	143	69	558	479	552	1377
Weighted base	1485	718	767	81	187	824	197	197	393	1389	86	653	177	193	430	32	469	476	263	277	159	520	750	26	133	73	536	452	497	1279
Conservative	756 51%	357 50%	399 52%	23 28%	72 38%	373 45%	135 68%	154 78%	288 73%	723 52%	30 36%	302 46%	72 40%	71 37%	304 71%	7 24%	246 52%	240 50%	137 52%	132 48%	64 40%	253 49%	425 57%	7 28%	46 34%	32 44%	233 43%	252 56%	272 55%	678 53%
Labour	388 26%	189 26%	198 26%	40 50%	56 30%	249 30%	28 14%	15 7%	42 11%	342 25%	41 48%	192 29%	57 32%	70 36%	55 13%	14 43%	112 24%	124 26%	77 29%	74 27%	59 37%	129 25%	177 24%	11 44%	18 14%	24 32%	167 31%	108 24%	113 23%	346 27%
Liberal Democrat	136 9%	71 10%	65 8%	7 9%	17 9%	77 9%	20 10%	15 8%	35 9%	129 9%	6 7%	53 8%	24 14%	15 8%	40 9%	4 11%	69 15%	37 8%	10 4%	21 8%	24 15%	65 13%	42 6%	2 9%	3 2%	6 8%	36 7%	39 9%	61 12%	127 10%
UK Independence Party (UKIP)	88 6%	46 6%	42 5%	2 3%	18 10%	55 7%	6 3%	6 3%	12 3%	85 6%	2 3%	51 8%	10 6%	10 5%	14 3%	2 7%	16 4%	29 6%	21 8%	21 8%	4 3%	24 5%	50 7%	1 3%	*	7 9%	22 4%	33 7%	33 7%	81 6%
Scottish National Party/SNP	59 4%	29 4%	30 4%	3 4%	8 4%	34 4%	8 4%	6 3%	14 3%	59 4%	-	26 4%	8 4%	12 6%	13 3%	1 2%	9 2%	19 3%	9 4%	22 8%	2 1%	21 4%	35 5%	1 3%	59 44%	-	59 11%	-	-	-
Plaid Cymru	2 *	* *	2 *	- -	* *	* *	- -	1 1%	1 *	2 *	- -	- -	- -	1 *	1 *	- -	- -	- -	- -	2 1%	- -	* *	2 *	- -	- -	2 3%	- -	2 *	- -	- -
Green	47 3%	18 2%	29 4%	5 6%	15 8%	27 3%	- -	- -	- -	39 3%	6 7%	22 3%	6 3%	14 7%	1 *	5 14%	14 3%	21 4%	8 3%	4 1%	6 3%	22 4%	16 2%	3 12%	6 4%	3 4%	12 2%	18 4%	17 3%	38 3%
Another party	10 1%	8 1%	2 *	* *	1 *	8 1%	1 1%	- -	1 *	9 1%	* *	7 1%	* *	1 *	2 *	- -	2 *	6 1%	* *	1 *	* *	6 1%	3 *	- -	1 1%	- -	6 1%	2 *	2 *	8 1%

Online Poll

ONLINE Fieldwork : 5th-7th May 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?

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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<15% in E&W.	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	1589	787	421	175	84	122	641	432	189	129	752	802	36	376	253	154	271	24	103	183	5	517	798	211	62	186	149	19	372	711	145	7	335
Weighted base	1485	756	388	136	88	117	613	410	178	114	647	800	38	369	229	168	235	25	87	173	4	278	759	312	134	170	152	15	342	666	135	5	321
Conservative	756	756	-	-	-	-	564	51	87	28	240	497	19	350	199	33	18	15	12	86	1	131	406	162	57	82	84	10	135	396	47	3	166
	51%	100%	-	-	-	-	92%	12%	49%	25%	37%	62%	50%	95%	87%	19%	8%	60%	14%	50%	32%	47%	53%	52%	43%	48%	55%	63%	39%	59%	35%	56%	52%
Labour	388	-	388	-	-	-	16	321	9	14	226	149	13	5	10	124	190	2	12	9	*	82	185	92	28	65	35	1	148	121	18	1	99
	26%	-	100%	-	-	-	3%	78%	5%	13%	35%	19%	33%	1%	4%	74%	81%	10%	14%	5%	6%	29%	24%	29%	21%	38%	23%	5%	43%	18%	13%	17%	31%
Liberal Democrat	136	-	-	136	-	-	20	25	9	69	113	22	1	4	16	3	22	8	61	7	2	38	69	16	13	11	15	4	22	81	3	-	26
	9%	-	-	100%	-	-	3%	6%	5%	61%	18%	3%	2%	1%	7%	2%	9%	30%	70%	4%	42%	13%	9%	5%	10%	7%	10%	25%	6%	12%	2%	-	8%
UK Independence Party (UKIP)	88	-	-	-	88	-	6	7	72	-	2	84	2	5	1	6	1	-	-	71	*	11	45	14	17	9	15	-	12	51	*	-	24
	6%	-	-	-	100%	-	1%	2%	41%	-	*	10%	4%	1%	*	4%	*	-	-	41%	9%	4%	6%	5%	13%	6%	10%	-	3%	8%	*	-	8%
Scottish National Party/SNP	59	-	-	-	-	59	1	1	*	-	35	22	2	-	1	1	1	-	-	-	*	10	27	18	4	-	-	-	-	-	59	-	-
	4%	-	-	-	-	50%	*	*	*	-	5%	3%	5%	-	*	*	*	-	-	-	11%	4%	4%	6%	3%	-	-	-	-	44%	-	-	-
Plaid Cymru	2	-	-	-	-	2	-	-	-	-	*	1	*	-	-	-	-	-	-	-	-	*	1	*	-	-	-	-	2	*	-	-	-
	*	-	-	-	-	2%	-	-	-	-	*	*	1%	-	-	-	-	-	-	-	-	*	*	*	-	-	-	-	*	*	-	-	-
Green	47	-	-	-	-	47	3	5	-	2	27	18	2	1	2	2	3	-	2	-	-	5	22	9	11	2	2	1	20	15	6	1	4
	3%	-	-	-	-	40%	*	1%	-	2%	4%	2%	4%	*	1%	1%	1%	-	2%	-	-	2%	3%	3%	8%	1%	1%	8%	6%	2%	4%	27%	4
Another party	10	-	-	-	-	10	4	1	1	-	3	6	*	3	*	-	1	-	-	1	-	2	4	1	3	*	1	-	4	2	2	-	1
	1%	-	-	-	-	8%	1%	*	1%	-	*	1%	1%	1%	*	-	*	-	-	*	-	1%	1%	*	2%	*	1%	-	1%	*	2%	-	*

Online Poll
ONLINE Fieldwork : 5th-7th May 2017

Col percents

Table 5
Published Vote Intention Figures
Percentages derived from the responses of 1780 respondents

	<u>Total</u>
Conservative	49%
Labour	27%
Liberal Democrat	9%
SNP	4%
Plaid Cymru	*
Green	3%
UKIP	6%
Other	1%

Online Poll
ONLINE Fieldwork : 5th-7th May 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	2038	1000	1038	225	342	1101	240	130	370	1828	183	873	300	347	423	95	735	553	274	476	263	694	962	66	171	99	683	642	713	1768
Weighted base	2038	932	1106	233	320	1069	213	203	416	1850	169	871	259	353	463	92	501	598	435	505	198	645	1064	71	172	113	710	656	671	1753
Vote for the UK to Remain in the EU	828 41%	370 40%	458 41%	132 57%	138 43%	406 38%	78 37%	73 36%	152 36%	726 39%	91 54%	349 40%	118 46%	132 37%	172 37%	58 62%	263 53%	251 42%	146 34%	169 33%	107 54%	318 49%	337 32%	47 67%	80 47%	44 39%	300 42%	245 37%	284 42%	704 40%
Vote for the UK to Leave the EU	997 49%	469 50%	528 48%	54 23%	140 44%	549 51%	128 60%	126 62%	254 61%	948 51%	44 26%	438 50%	109 42%	162 46%	279 60%	10 10%	200 40%	295 49%	239 55%	263 52%	71 36%	291 45%	601 56%	4 6%	77 45%	56 50%	336 47%	327 50%	334 50%	863 49%
Did not vote	181 9%	84 9%	97 9%	38 16%	38 12%	94 9%	6 3%	4 2%	11 3%	156 8%	25 15%	73 8%	29 11%	47 13%	12 3%	20 22%	36 7%	44 7%	41 9%	61 12%	19 9%	27 4%	113 11%	15 22%	9 5%	12 11%	60 8%	73 11%	48 7%	160 9%
Can't remember/refuse	32 2%	8 1%	23 2%	9 4%	3 1%	19 2%	-	-	-	20 1%	10 6%	12 1%	3 1%	12 3%	-	5 5%	2 *	8 1%	9 2%	12 2%	2 1%	9 1%	13 1%	4 5%	6 3%	*	15 2%	12 2%	6 1%	26 1%

Online Poll
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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)	Scotl and	Other	NET: Lab/Con Marginal
Unweighted base	2038	772	475	178	98	142	667	527	220	145	905	940	193	383	267	192	318	32	110	204	11	545	962	344	172	252	184	24	498	896	174	10	436
Weighted base	2038	757	458	140	105	142	660	544	226	141	828	997	213	393	247	220	297	39	98	207	14	291	907	514	320	252	190	20	505	885	175	9	443
Vote for the UK to Remain in the EU	828	239	256	115	4	84	247	297	14	98	828	-	-	-	247	-	297	-	98	-	14	148	401	212	68	105	61	6	207	364	83	2	167
	41%	32%	56%	82%	4%	59%	37%	55%	6%	70%	100%	-	-	-	100%	-	100%	-	100%	-	100%	51%	44%	41%	21%	42%	32%	30%	41%	41%	47%	25%	38%
Vote for the UK to Leave the EU	997	491	169	21	97	51	393	220	207	39	-	997	-	393	-	220	-	39	-	207	-	142	454	237	163	114	113	13	216	458	77	7	227
	49%	65%	37%	15%	92%	36%	60%	40%	92%	28%	-	100%	-	100%	-	100%	-	100%	-	100%	-	49%	50%	46%	51%	45%	59%	63%	43%	52%	44%	75%	51%
Did not vote	181	28	23	4	2	6	19	17	3	3	-	-	181	-	-	-	-	-	-	-	-	2	48	55	74	30	14	2	70	56	10	-	44
	9%	4%	5%	3%	2%	5%	3%	3%	1%	2%	-	-	85%	-	-	-	-	-	-	-	-	1%	5%	11%	23%	12%	7%	8%	14%	6%	6%	-	10%
Can't remember/refuse	32	-	9	-	2	1	1	10	2	-	-	-	32	-	-	-	-	-	-	-	-	*	4	9	15	3	3	-	12	8	6	-	6
	2%	-	2%	-	2%	1%	*	2%	1%	-	-	-	15%	-	-	-	-	-	-	-	-	*	*	2%	5%	1%	1%	-	2%	1%	3%	-	1%

Online Poll
ONLINE Fieldwork : 5th-7th May 2017

Absolutes/col percents

Table 7
Classification
Base: All respondents

	Unweighted Total	Weighted Total
Unweighted base	2038	2038
Weighted base	2038	2038
<u>Gender</u>		
Male	1000 49%	932 46%
Female	1038 51%	1106 54%
<u>Age</u>		
18-24	225 11%	233 11%
25-34	342 17%	320 16%
35-44	411 20%	394 19%
45-54	366 18%	382 19%
55-64	324 16%	292 14%
65+	370 18%	416 20%
Average age	47.07	47.83

Online Poll
ONLINE Fieldwork : 5th-7th May 2017

Absolutes/col percents

Table 7
Classification
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Weighted base	2038	2038
<u>Social Grade</u>		
AB	735 36%	501 25%
C1	553 27%	598 29%
C2	274 13%	435 21%
DE	476 23%	505 25%
<u>Region</u>		
North	683 34%	710 35%
Midlands	642 32%	656 32%
South	713 35%	671 33%

Online Poll
ONLINE Fieldwork : 5th-7th May 2017

Absolutes/col percents

Table 7
Classification
Base: All respondents

	Unweighted Total	Weighted Total
Weighted base	2038	2038
<u>Working status</u>		
Full-time	873 43%	871 43%
Part-time	300 15%	259 13%
Not working but seeking work or temporarily unemployed/sick	117 6%	115 6%
Not working/Not seeking work	81 4%	80 4%
Retired	423 21%	463 23%
Student	95 5%	92 5%
House person/Housewife/ Househusband	149 7%	158 8%
<u>Q.C Voting in May 7th 2015 General Election</u>		
Conservative	667 33%	660 32%
Labour	527 26%	544 27%
UK Independence Party (UKIP)	220 11%	226 11%
Liberal Democrat/ Liberal	145 7%	141 7%
Scottish National Party/SNP	77 4%	82 4%
Plaid Cymru	8 *	6 *
Green Party	90 4%	79 4%
Another party	10 *	12 1%
Did not vote	228 11%	228 11%
Don't know	37 2%	36 2%
Prefer not to say	29 1%	23 1%

Online Poll
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Absolutes/col percents

Table 7
Classification
Base: All respondents

	Unweighted Total	Weighted Total
Weighted base	2038	2038
<u>Q1. Political Interest</u>		
Very interested	545 27%	291 14%
Fairly interested	962 47%	907 44%
Not very interested	344 17%	514 25%
Not at all interested	172 8%	320 16%
NET: Interested	1507 74%	1198 59%
NET: Not Interested	516 25%	834 41%
Don't know	15 1%	6 *