



Choice Matters.

Sun On Sunday – Campaign Poll 2

May 2017

Fieldwork dates: 3-5th May 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: 2,020GB 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 : 3rd-5th 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						
	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	2020	976	1044	201	345	1104	240	130	370	1830	167	879	321	322	414	84	748	538	264	470	267	701	939	51	189	86	677	619	724	1745
Weighted base	2020	903	1117	240	319	1047	208	205	414	1845	157	873	251	350	454	92	488	585	447	500	209	643	1041	49	180	100	705	641	675	1739
NET: Yes	1974	891	1083	214	308	1039	208	205	414	1813	146	867	248	331	454	74	479	577	441	476	208	629	1023	43	175	100	688	627	659	1699
	98%	99%	97%	89%	96%	99%	100%	100%	100%	98%	93%	99%	99%	94%	100%	81%	98%	99%	99%	95%	99%	98%	98%	89%	97%	98%	98%	98%	98%	98%
Yes - where living now	1941	887	1055	194	303	1032	207	205	412	1791	134	859	242	327	452	61	474	561	435	471	204	615	1011	40	174	100	674	622	646	1667
	96%	98%	94%	81%	95%	99%	99%	100%	100%	97%	86%	98%	96%	93%	99%	67%	97%	96%	97%	94%	98%	96%	97%	82%	97%	99%	96%	97%	96%	96%
Yes - somewhere else/ another address	33	4	28	20	5	7	1	-	1	21	11	7	6	4	3	13	5	15	6	6	3	14	12	3	1	-	15	5	13	31
	2%	*	3%	8%	2%	1%	1%	-	*	1%	7%	1%	2%	1%	1%	14%	1%	3%	1%	1%	2%	2%	1%	6%	1%	-	2%	1%	2%	2%
No	30	8	22	14	9	6	-	-	-	22	8	6	3	12	-	9	5	6	5	14	1	11	12	3	4	-	13	8	9	26
	1%	1%	2%	6%	3%	1%	-	-	-	1%	5%	1%	1%	4%	-	10%	1%	1%	1%	3%	*	2%	1%	7%	2%	-	2%	1%	1%	1%
Don't know	16	4	13	12	2	2	-	-	-	10	3	1	*	7	-	9	4	3	-	9	1	3	7	2	1	1	4	6	7	15
	1%	*	1%	5%	1%	*	-	-	-	1%	2%	*	*	2%	-	10%	1%	1%	-	2%	*	1%	1%	5%	*	1%	*	1%	1%	1%

Online Poll

ONLINE Fieldwork : 3rd-5th May 2017

Absolutes/col percents

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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

	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 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	2020	722	495	169	108	145	665	527	203	145	906	892	222	377	271	166	333	45	95	190	9	534	958	346	168	247	189	17	493	868	194	12	436
Weighted base	2020	694	490	144	123	136	654	539	224	139	842	947	230	370	266	188	312	59	77	208	13	289	899	509	317	249	205	16	518	835	186	12	453
NET: Yes	1974	694	483	142	123	135	654	532	224	138	834	939	200	370	266	187	310	58	76	208	13	288	890	499	291	248	201	15	503	815	179	12	449
	98%	100%	99%	99%	100%	100%	100%	99%	100%	99%	99%	99%	87%	100%	100%	99%	99%	99%	99%	100%	100%	100%	99%	98%	92%	100%	98%	98%	97%	98%	97%	100%	99%
Yes - where living now	1941	686	472	141	123	133	647	521	224	137	814	932	195	367	261	186	300	58	76	208	13	287	872	488	287	240	201	15	493	802	176	12	441
	96%	99%	96%	98%	100%	98%	99%	97%	100%	98%	97%	98%	85%	99%	98%	99%	96%	99%	99%	100%	100%	99%	97%	96%	91%	97%	98%	98%	95%	96%	95%	100%	97%
Yes - somewhere else/ another address	33	8	11	1	-	2	8	11	-	1	21	7	5	3	5	1	9	-	-	-	-	1	17	10	4	8	-	-	9	13	3	-	8
	2%	1%	2%	1%	-	1%	1%	2%	-	1%	2%	1%	2%	1%	2%	*	3%	-	-	-	-	*	2%	2%	1%	3%	-	-	2%	2%	1%	-	2%
No	30	-	4	1	1	*	-	4	-	1	7	3	20	-	-	2	2	1	1	-	-	7	4	19	*	3	*	6	15	6	-	3	
	1%	-	1%	1%	*	*	-	1%	-	1%	1%	*	9%	-	-	1%	1%	1%	1%	-	-	1%	1%	6%	*	1%	2%	1%	2%	3%	-	1%	
Don't know	16	-	4	-	-	-	-	3	-	-	1	5	10	-	-	-	-	-	-	-	-	1	2	7	7	1	1	-	10	4	1	-	2
	1%	-	1%	-	-	-	-	1%	-	-	*	1%	5%	-	-	-	-	-	-	-	-	*	*	1%	2%	*	*	-	2%	*	*	-	*

Online Poll

ONLINE Fieldwork : 3rd-5th 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?

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	
Unweighted base	2020	976	1044	201	345	1104	240	130	370	1830	167	879	321	322	414	84	748	538	264	470	267	701	939	51	189	86	677	619	724	1745
Weighted base	2020	903	1117	240	319	1047	208	205	414	1845	157	873	251	350	454	92	488	585	447	500	209	643	1041	49	180	100	705	641	675	1739
10 - Absolutely certain to vote	1209 60%	568 63%	641 57%	86 36%	176 55%	631 60%	150 72%	166 81%	316 76%	1131 61%	69 44%	501 57%	131 52%	191 55%	348 77%	38 41%	340 70%	353 60%	229 51%	287 57%	125 60%	405 63%	623 60%	18 36%	120 67%	67 66%	446 63%	389 61%	373 55%	1021 59%
9	252 12%	119 13%	133 12%	27 11%	34 11%	144 14%	25 12%	23 11%	48 12%	228 12%	22 14%	120 14%	43 17%	32 9%	46 10%	10 11%	65 13%	74 13%	64 14%	49 10%	25 12%	95 15%	118 11%	7 15%	16 9%	10 10%	86 12%	68 11%	98 14%	226 13%
8	142 7%	61 7%	82 7%	22 9%	31 10%	76 7%	14 7%	-	14 3%	128 7%	13 8%	78 9%	17 7%	25 7%	15 3%	7 8%	24 5%	56 10%	37 8%	24 5%	14 7%	39 6%	82 8%	4 7%	7 4%	9 9%	39 5%	46 7%	57 9%	127 7%
7	86 4%	41 5%	45 4%	18 7%	13 4%	44 4%	6 3%	5 2%	10 3%	70 4%	12 8%	40 5%	12 5%	20 6%	11 2%	4 4%	17 4%	22 4%	17 4%	30 6%	11 5%	23 4%	44 4%	1 2%	9 5%	4 4%	18 3%	32 5%	36 5%	73 4%
6	62 3%	17 2%	45 4%	15 6%	14 4%	29 3%	2 1%	3 1%	5 1%	56 3%	6 4%	22 2%	10 4%	15 4%	6 1%	9 10%	9 2%	16 3%	18 4%	20 4%	5 2%	21 3%	27 3%	4 7%	11 6%	-	25 4%	13 2%	24 4%	51 3%
5	64 3%	27 3%	36 3%	30 13%	3 1%	26 2%	4 2%	-	4 1%	50 3%	13 9%	30 3%	7 3%	11 3%	6 1%	10 11%	5 1%	20 3%	27 6%	12 2%	12 6%	20 3%	18 2%	8 17%	1 1%	-	22 3%	19 3%	23 3%	62 4%
4	14 1%	6 1%	8 1%	4 2%	3 1%	7 1%	-	-	-	9 *	4 3%	7 1%	3 1%	3 1%	-	1 1%	2 *	4 1%	-	8 2%	-	4 1%	9 1%	1 2%	2 1%	1 1%	5 1%	3 1%	6 1%	12 1%
3	20 1%	10 1%	10 1%	5 2%	7 2%	8 1%	-	-	-	16 1%	4 3%	9 1%	2 1%	6 2%	-	3 4%	2 *	2 *	6 1%	9 2%	2 1%	6 1%	8 1%	3 7%	5 3%	-	13 2%	2 *	4 *	14 1%
2	19 1%	4 *	15 1%	2 1%	6 2%	8 1%	1 *	3 1%	4 1%	16 1%	4 2%	9 1%	3 1%	3 1%	3 1%	2 2%	5 1%	5 1%	4 1%	6 1%	2 1%	2 *	14 1%	1 2%	*	-	5 1%	5 1%	9 1%	19 1%
1 - Certain not to vote	90 4%	36 4%	54 5%	20 9%	25 8%	37 4%	4 2%	3 1%	7 2%	84 5%	6 4%	39 4%	14 6%	25 7%	8 2%	4 5%	10 2%	19 3%	26 6%	35 7%	12 6%	14 2%	61 6%	2 3%	3 7%	7 3%	23 3%	40 6%	27 4%	80 5%
Don't know	58 3%	12 1%	46 4%	11 4%	8 2%	34 3%	2 1%	3 2%	6 1%	54 3%	3 2%	18 2%	9 4%	18 5%	11 2%	3 3%	7 1%	13 2%	19 4%	20 4%	1 1%	13 2%	35 3%	1 1%	5 3%	2 2%	20 3%	23 4%	15 2%	51 3%
Refused	3 *	1 *	2 *	1 *	-	3 *	-	-	-	3 *	1 *	1 *	-	1 *	-	1 1%	2 *	1 *	-	1 *	1 *	1 *	1 *	-	-	1 1%	1 *	1 *	2 *	3 *
Mean	8.70	8.84	8.58	7.41	8.25	8.84	9.31	9.51	9.41	8.76	7.99	8.65	8.47	8.29	9.43	7.67	9.20	8.83	8.37	8.34	8.56	9.00	8.62	7.42	8.96	8.88	8.82	8.66	8.61	8.66
Standard deviation	2.36	2.21	2.46	2.89	2.82	2.17	1.64	1.56	1.60	2.33	2.61	2.35	2.52	2.74	1.58	2.75	1.82	2.14	2.56	2.75	2.50	1.94	2.52	2.77	2.01	2.42	2.26	2.49	2.32	2.38
Standard error	0.05	0.07	0.08	0.21	0.15	0.07	0.11	0.14	0.08	0.06	0.20	0.08	0.14	0.16	0.08	0.31	0.07	0.09	0.16	0.13	0.15	0.07	0.08	0.39	0.15	0.27	0.09	0.10	0.09	0.06

Online Poll

ONLINE Fieldwork : 3rd-5th 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?

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	2020	722	495	169	108	145	665	527	203	145	906	892	222	377	271	166	333	45	95	190	9	534	958	346	168	247	189	17	493	868	194	12	436
Weighted base	2020	694	490	144	123	136	654	539	224	139	842	947	230	370	266	188	312	59	77	208	13	289	899	509	317	249	205	16	518	835	186	12	453
10 - Absolutely certain to vote	1209	498	348	95	62	100	463	353	133	85	572	600	37	269	184	124	219	29	55	130	2	245	597	223	142	143	142	8	312	474	124	5	285
9	252	93	53	23	32	10	90	63	48	25	113	130	10	53	37	20	37	11	13	40	8	20	142	77	13	38	20	-	62	116	16	1	58
8	142	46	39	11	4	9	47	46	11	9	59	63	20	24	21	20	21	6	3	8	2	10	59	52	23	18	10	2	33	68	8	3	29
7	86	30	15	7	10	4	25	24	16	5	19	53	13	12	5	14	11	3	2	16	-	3	35	36	12	7	10	-	17	41	9	2	17
6	62	10	8	6	2	6	8	12	4	2	15	30	17	5	4	6	3	1	1	4	-	4	27	18	13	9	5	2	19	16	11	-	15
5	64	16	16	1	9	1	11	19	8	7	25	26	12	1	10	2	9	7	-	8	-	3	13	33	14	15	4	1	17	27	*	-	18
4	14	1	4	1	-	3	2	3	-	2	6	3	5	1	1	1	1	-	1	-	-	1	4	6	4	2	1	-	4	6	2	-	3
3	20	1	4	-	1	1	-	8	-	2	9	2	8	-	-	6	2	-	-	-	-	4	11	5	1	-	-	-	9	4	5	-	1
2	19	-	2	1	3	2	-	2	-	1	4	7	8	-	-	2	-	-	1	-	-	4	9	6	1	1	1	1	6	9	*	-	2
1 - Certain not to vote	90	-	-	-	-	-	1	3	3	1	10	12	68	1	1	-	1	-	1	2	-	4	8	18	60	9	5	*	21	49	4	2	14
Don't know	58	-	-	-	-	-	7	7	1	1	9	20	29	5	2	2	2	1	-	-	1	1	7	27	23	5	5	1	17	25	5	-	11
Refused	3	-	-	-	-	-	-	-	-	-	-	3	-	-	-	-	-	-	-	-	-	1	-	2	1	1	*	-	1	1	-	-	2
Mean	8.70	9.42	9.26	9.25	8.77	9.18	9.43	9.10	9.10	8.98	9.17	9.06	5.04	9.53	9.35	9.25	9.22	8.59	9.33	9.15	9.00	9.60	9.23	8.19	7.04	8.71	9.14	7.88	8.68	8.58	8.92	7.42	8.91
Standard deviation	2.36	1.16	1.50	1.40	1.86	1.74	1.16	1.68	1.59	1.84	1.74	1.76	3.57	0.99	1.31	1.26	1.67	1.94	1.65	1.51	0.62	1.32	1.54	2.48	3.64	2.22	1.88	2.93	2.38	2.48	2.11	3.43	2.08
Standard error	0.05	0.04	0.07	0.11	0.18	0.14	0.05	0.07	0.11	0.15	0.06	0.06	0.26	0.05	0.08	0.10	0.09	0.29	0.17	0.11	0.22	0.06	0.05	0.14	0.30	0.14	0.14	0.73	0.11	0.09	0.15	0.99	0.10

Online Poll

ONLINE Fieldwork : 3rd-5th 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	Secon- dary / NVQ1-3	Still studyin g	Scot- land	Wales	North	Mid- lands	South	NET: Eng- land	
Unweighted base	2020	976	1044	201	345	1104	240	130	370	1830	167	879	321	322	414	84	748	538	264	470	267	701	939	51	189	86	677	619	724	1745	
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Conservative	694	312	382	40	87	348	96	121	218	653	34	290	83	80	222	20	202	210	141	141	75	220	372	10	39	35	213	230	250	620	
	34%	35%	34%	17%	27%	33%	46%	59%	53%	35%	21%	33%	33%	23%	49%	22%	41%	36%	32%	28%	36%	34%	36%	21%	21%	35%	30%	36%	37%	36%	
Labour	490	249	241	94	84	251	35	26	61	415	74	217	55	108	75	36	104	134	106	146	51	158	241	22	27	35	203	156	131	427	
	24%	28%	22%	39%	26%	24%	17%	13%	15%	22%	47%	25%	22%	31%	17%	40%	21%	23%	24%	29%	24%	25%	23%	45%	15%	35%	29%	24%	19%	25%	
Liberal Democrat	144	70	74	8	25	77	16	18	34	133	7	67	19	13	39	5	60	55	9	20	22	66	50	1	9	1	39	42	63	134	
	7%	8%	7%	3%	8%	7%	8%	9%	8%	7%	4%	8%	8%	4%	9%	6%	12%	9%	2%	4%	11%	10%	5%	2%	5%	1%	6%	7%	9%	8%	
UK Independence Party (UKIP)	123	69	54	13	15	71	18	7	25	117	6	56	11	25	30	1	24	24	35	39	11	26	78	1	2	3	28	49	47	119	
	6%	8%	5%	5%	5%	7%	9%	3%	6%	6%	4%	6%	4%	7%	6%	2%	5%	4%	8%	8%	5%	4%	8%	2%	1%	3%	4%	8%	7%	7%	
Scottish National Party/SNP	67	30	37	4	6	48	5	4	9	67	-	38	10	10	8	1	12	15	22	19	4	22	37	1	67	-	67	-	-	-	
	3%	3%	3%	2%	2%	5%	2%	2%	2%	4%	-	4%	4%	3%	2%	1%	2%	2%	5%	4%	2%	3%	4%	3%	37%	-	9%	-	-	-	
Plaid Cymru	6	2	4	-	1	4	*	-	*	6	-	2	-	3	1	-	1	5	-	-	2	4	*	-	-	6	-	6	-	-	
	*	*	*	-	*	*	*	-	*	*	-	*	-	1%	*	-	*	1%	-	-	1%	1%	*	-	-	6%	-	1%	-	-	
Green	55	23	33	9	16	26	1	3	4	51	3	21	11	14	4	5	17	12	17	10	6	25	20	3	10	2	19	11	25	44	
	3%	3%	3%	4%	5%	2%	1%	2%	1%	3%	2%	2%	4%	4%	1%	5%	3%	2%	4%	4%	2%	3%	4%	2%	6%	5%	2%	3%	2%	4%	3%
Another party	8	6	2	*	1	5	2	-	2	8	*	4	*	1	2	-	2	2	1	3	-	3	5	-	1	-	5	1	3	7	
	*	1%	*	*	*	1%	1%	-	*	*	*	1%	*	*	*	-	*	*	*	1%	-	*	1%	-	*	-	1%	*	*	*	
Would not vote	90	36	54	20	25	37	4	3	7	84	6	39	14	25	8	4	10	19	26	35	12	14	61	2	3	7	23	40	27	80	
	4%	4%	5%	9%	8%	4%	2%	1%	2%	5%	4%	4%	6%	7%	2%	5%	2%	3%	6%	7%	6%	2%	6%	3%	1%	7%	3%	6%	4%	5%	
Don't know	324	100	224	46	55	172	29	21	50	297	24	130	47	66	17	50	104	87	83	25	97	171	8	21	10	104	99	121	294		
	16%	11%	20%	19%	17%	16%	14%	10%	12%	16%	15%	15%	19%	14%	19%	10%	18%	19%	17%	12%	15%	16%	17%	12%	10%	15%	16%	18%	17%		
Refused	19	7	12	5	4	7	2	2	3	14	2	9	1	6	2	1	7	5	3	5	1	8	5	-	3	2	5	6	8	15	
	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	2%	1%	*	2%	*	1%	1%	1%	1%	1%	1%	1%	1%	-	1%	2%	1%	1%	1%		

Online Poll

ONLINE Fieldwork : 3rd-5th 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 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	2020	722	495	169	108	145	665	527	203	145	906	892	222	377	271	166	333	45	95	190	9	534	958	346	168	247	189	17	493	868	194	12	436
Weighted base	2020	694	490	144	123	136	654	539	224	139	842	947	230	370	266	188	312	59	77	208	13	289	899	509	317	249	205	16	518	835	186	12	453
Conservative	694	694	-	-	-	-	539	45	60	24	247	421	26	311	212	29	16	16	6	55	5	124	359	158	52	95	65	5	127	361	40	1	160
	34%	100%	-	-	-	-	82%	8%	27%	17%	29%	44%	11%	84%	80%	16%	5%	27%	8%	27%	35%	43%	40%	31%	16%	38%	32%	34%	25%	43%	21%	7%	35%
Labour	490	-	490	-	-	-	28	377	18	16	281	168	41	12	16	120	232	7	8	16	2	84	237	107	60	69	60	2	198	130	29	3	129
	24%	-	100%	-	-	-	4%	70%	8%	11%	33%	18%	18%	3%	6%	64%	74%	12%	11%	8%	13%	29%	26%	21%	19%	28%	29%	12%	38%	16%	16%	22%	28%
Liberal Democrat	144	-	-	144	-	-	24	28	9	67	98	40	5	10	14	3	20	17	50	5	4	32	59	37	16	15	14	1	34	70	9	-	30
	7%	-	-	100%	-	-	4%	5%	4%	48%	12%	4%	2%	3%	5%	2%	6%	29%	66%	2%	31%	11%	7%	7%	5%	6%	7%	8%	7%	8%	5%	-	7%
UK Independence Party (UKIP)	123	-	-	-	123	-	8	7	100	1	5	113	5	6	3	7	1	1	-	97	2	16	57	27	23	16	23	-	32	50	2	-	40
	6%	-	-	-	100%	-	1%	1%	44%	*	1%	12%	2%	1%	1%	3%	*	1%	-	47%	13%	6%	6%	5%	7%	7%	11%	-	6%	6%	1%	-	9%
Scottish National Party/SNP	67	-	-	-	-	67	-	2	-	-	47	13	6	-	-	1	1	-	-	-	-	9	27	14	16	-	-	-	-	-	67	-	-
	3%	-	-	-	-	49%	-	*	-	-	6%	1%	3%	-	-	*	*	-	-	-	-	3%	3%	3%	5%	-	-	-	-	-	36%	-	-
Plaid Cymru	6	-	-	-	-	6	-	1	-	-	4	1	-	-	-	1	-	-	-	-	-	1	5	-	-	-	-	-	2	1	-	2	-
	*	-	-	-	-	4%	-	*	-	-	1%	*	-	-	-	*	-	-	-	-	-	*	1%	-	-	-	-	-	*	*	-	19%	-
Green	55	-	-	-	-	55	1	1	1	5	33	21	1	-	1	-	1	5	-	1	-	7	21	18	10	6	2	3	13	21	10	*	9
	3%	-	-	-	-	41%	*	*	*	4%	4%	2%	*	-	*	-	8%	-	*	-	-	2%	2%	4%	3%	3%	1%	20%	2%	3%	5%	3%	2%
Another party	8	-	-	-	-	8	2	3	-	-	2	6	*	2	-	2	1	-	-	-	-	1	4	1	2	2	-	-	3	3	1	-	2
	*	-	-	-	-	6%	*	1%	-	-	*	1%	*	1%	-	1%	*	-	-	-	-	*	*	*	1%	1%	-	-	1%	*	*	-	*
Would not vote	90	-	-	-	-	1	3	3	1	10	12	68	1	1	-	1	-	1	2	-	4	8	18	60	9	5	*	21	49	4	2	14	
	4%	-	-	-	-	*	1%	1%	1%	1%	1%	29%	*	*	-	*	-	1%	1%	-	1%	4%	8%	19%	4%	2%	4%	4%	6%	2%	19%	3%	
Don't know	324	-	-	-	-	51	70	34	26	111	147	66	28	20	25	38	14	11	31	1	10	117	125	68	34	33	4	82	146	22	4	67	
	16%	-	-	-	-	8%	13%	15%	19%	13%	16%	29%	7%	7%	13%	12%	23%	15%	15%	8%	4%	13%	25%	22%	14%	16%	24%	16%	18%	12%	30%	15%	
Refused	19	-	-	-	-	2	-	-	-	3	4	12	-	-	1	-	-	-	-	-	-	1	5	3	10	2	1	-	8	5	3	-	4
	1%	-	-	-	-	*	-	-	-	*	*	5%	-	-	*	-	-	-	-	-	-	*	1%	1%	3%	1%	1%	-	1%	1%	1%	-	1%

Online Poll

ONLINE Fieldwork : 3rd-5th 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: 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	1583	851	732	69	213	919	245	137	382	1474	96	705	235	193	421	30	734	418	167	264	224	598	710	20	164	70	552	469	563	1349
Weighted base	1474	735	739	79	177	817	195	206	401	1382	83	636	172	199	433	33	471	455	268	281	160	516	742	18	145	77	528	459	487	1252
Conservative	694 47%	322 44%	372 50%	19 25%	67 38%	358 44%	111 57%	139 68%	250 62%	666 48%	23 28%	279 44%	79 46%	70 35%	256 59%	10 31%	237 50%	226 50%	114 43%	117 42%	69 44%	228 44%	376 51%	5 30%	39 27%	34 44%	215 41%	230 50%	249 51%	621 50%
Labour	410 28%	217 30%	193 26%	44 56%	63 36%	233 29%	39 20%	30 15%	69 17%	359 26%	50 61%	185 29%	47 27%	77 38%	83 19%	17 51%	109 23%	117 26%	84 31%	99 35%	49 31%	139 27%	200 27%	9 51%	26 18%	32 41%	168 32%	129 28%	113 23%	352 28%
Liberal Democrat	145 10%	74 10%	70 9%	3 4%	20 12%	81 10%	18 9%	23 11%	40 10%	137 10%	4 5%	65 10%	17 10%	13 6%	47 11%	2 7%	64 14%	56 12%	8 3%	16 6%	20 13%	71 14%	49 7%	1 4%	9 6%	1 1%	40 8%	43 9%	61 13%	134 11%
UK Independence Party (UKIP)	104 7%	65 9%	39 5%	6 7%	9 5%	64 8%	19 10%	6 3%	25 6%	101 7%	3 4%	48 8%	9 5%	17 8%	30 7%	* 1%	27 6%	23 5%	30 11%	23 8%	11 7%	25 5%	65 9%	* 1%	2 1%	3 4%	23 4%	41 9%	40 8%	100 8%
Scottish National Party/SNP	62 4%	31 4%	32 4%	2 2%	5 3%	47 6%	6 3%	4 2%	9 2%	62 5%	- -	37 6%	10 6%	8 4%	8 2%	* -	13 3%	15 3%	19 7%	15 5%	4 2%	23 4%	33 5%	2 2%	62 43%	- -	62 12%	- -	- -	- -
Plaid Cymru	6 *	3 *	4 1%	- -	1 1%	5 1%	1 *	- -	1 *	6 *	- -	2 *	- -	3 1%	1 *	- -	1 *	5 1%	- -	- -	2 1%	4 1%	1 *	- -	- -	6 8%	- -	6 1%	- -	- -
Green	46 3%	19 3%	27 4%	4 5%	11 6%	25 3%	2 1%	4 2%	6 1%	44 3%	2 2%	16 3%	10 6%	11 6%	6 1%	3 9%	18 4%	8 2%	12 5%	8 3%	5 3%	23 4%	15 2%	2 11%	6 4%	1 2%	14 3%	10 2%	22 5%	39 3%
Another party	7 *	5 1%	2 *	* *	1 *	5 1%	1 *	- -	1 *	6 *	* *	4 1%	* *	1 1%	1 *	- -	1 *	3 1%	* *	2 1%	- -	3 1%	4 *	- -	1 1%	- -	5 1%	* *	1 *	5 *

Online Poll

ONLINE Fieldwork : 3rd-5th 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

	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<15% in E&W	CON<10% in E&W	LD-held seats in E&W	Lab held AND Lab>15.1% in E&W	Con held AND >10.1% in E&W		Scotlan d	Other	
Unweighted base	1583	750	435	171	94	134	659	433	172	130	780	758	45	380	268	128	290	37	89	165	7	531	774	205	70	193	147	10	364	694	167	8	339	
Weighted base	1474	694	410	145	104	122	616	406	180	114	681	746	47	356	248	138	249	45	67	168	12	286	726	310	150	183	149	11	359	618	148	6	332	
Conservative	694 47%	694 100%	-	-	-	-	552 89%	39 10%	63 35%	28 24%	242 36%	435 58%	18 38%	325 91%	214 86%	27 5%	12 42%	19 10%	7 35%	59 34%	4 34%	133 46%	368 51%	147 47%	46 31%	89 49%	66 44%	4 39%	120 33%	374 60%	40 27%	1 18%	154 47%	
Labour	410 28%	- -	410 100%	-	-	-	25 4%	328 81%	18 10%	13 11%	253 37%	138 19%	18 40%	10 3%	15 6%	102 74%	212 85%	4 9%	8 12%	16 10%	2 13%	84 30%	201 28%	79 26%	44 29%	54 30%	48 32%	2 15%	167 46%	110 18%	27 18%	2 33%	102 31%	
Liberal Democrat	145 10%	-	-	145 100%	-	-	28 5%	27 7%	10 5%	69 60%	101 15%	40 5%	4 8%	13 4%	16 6%	3 2%	21 8%	17 37%	52 78%	6 3%	4 35%	35 12%	57 8%	39 13%	14 9%	17 9%	16 10%	1 7%	32 9%	70 11%	9 6%	-	33 10%	
UK Independence Party (UKIP)	104 7%	-	-	-	104 100%	-	9 1%	5 1%	88 49%	* *	6 1%	97 13%	1 2%	6 2%	3 1%	5 3%	1 *	* 1%	-	86 51%	2 17%	16 6%	50 7%	18 6%	19 13%	15 8%	19 13%	-	24 7%	44 7%	2 1%	-	34 10%	
Scottish National Party/SNP	62 4%	-	-	-	-	62 51%	-	2 1%	-	-	46 7%	11 1%	5 11%	-	-	* *	1 *	-	-	-	-	-	9 3%	25 4%	14 4%	14 9%	-	-	-	-	-	62 42%	-	-
Plaid Cymru	6 *	-	-	-	-	6 5%	-	1 *	-	-	5 1%	1 *	-	-	-	-	1 *	-	-	-	-	-	1 *	5 1%	-	-	-	-	-	2 1%	1 *	-	3 46%	-
Green	46 3%	-	-	-	-	46 38%	1 *	1 *	1 1%	5 4%	27 4%	19 3%	* 1%	-	1 *	-	1 *	5 11%	-	1 1%	-	6 2%	17 2%	13 4%	11 7%	6 4%	1 1%	4 39%	10 3%	18 3%	6 4%	* 3%	7 2%	
Another party	7 *	-	-	-	-	7 5%	3 *	2 *	-	-	1 *	5 1%	* *	3 1%	-	2 1%	* *	-	-	-	-	-	1 *	2 *	1 *	2 1%	2 1%	-	-	3 1%	1 *	1 1%	-	2 1%

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

Col percents

Table 5
Published Vote Intention Figures
Percentages derived from the responses of 1772 respondents

	<u>Total</u>
Conservative	46%
Labour	28%
Liberal Democrat	10%
SNP	4%
Plaid Cymru	*
Green	4%
UKIP	8%
Other	*

Online Poll
ONLINE Fieldwork : 3rd-5th 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	2020	976	1044	201	345	1104	240	130	370	1830	167	879	321	322	414	84	748	538	264	470	267	701	939	51	189	86	677	619	724	1745
Weighted base	2020	903	1117	240	319	1047	208	205	414	1845	157	873	251	350	454	92	488	585	447	500	209	643	1041	49	180	100	705	641	675	1739
Vote for the UK to Remain in the EU	842 42%	383 42%	460 41%	118 49%	152 48%	423 40%	75 36%	75 36%	149 36%	743 40%	91 58%	390 45%	118 47%	120 34%	165 36%	49 54%	253 52%	263 45%	151 34%	175 35%	122 58%	336 52%	339 33%	27 55%	101 56%	48 48%	334 47%	235 37%	274 41%	693 40%
Vote for the UK to Leave the EU	947 47%	449 50%	498 45%	65 27%	114 36%	519 50%	128 61%	122 59%	249 60%	896 49%	44 28%	389 45%	106 42%	169 48%	270 60%	13 15%	201 41%	258 44%	237 53%	251 50%	70 33%	255 40%	572 55%	5 11%	62 34%	42 42%	297 42%	306 48%	343 51%	843 48%
Did not vote	207 10%	67 7%	141 13%	44 18%	52 16%	97 9%	5 3%	8 4%	14 3%	192 10%	14 9%	88 10%	24 10%	59 17%	17 4%	20 22%	29 6%	54 9%	53 12%	71 14%	17 8%	45 7%	124 12%	9 18%	16 9%	10 10%	70 10%	86 13%	51 8%	181 10%
Can't remember/refuse	23 1%	4 *	19 2%	13 5%	1 *	8 1%	1 *	1 *	1 *	15 1%	8 5%	6 1%	3 1%	3 1%	2 *	9 9%	4 1%	11 2%	5 1%	2 *	* *	6 1%	6 1%	8 16%	1 1%	- -	3 *	14 2%	6 1%	22 1%

Online Poll

ONLINE Fieldwork : 3rd-5th 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

	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)	Scotlan d	Other
Unweighted base	2020	722	495	169	108	145	665	527	203	145	906	892	222	377	271	166	333	45	95	190	9	534	958	346	168	247	189	17	493	868	194	12	436
Weighted base	2020	694	490	144	123	136	654	539	224	139	842	947	230	370	266	188	312	59	77	208	13	289	899	509	317	249	205	16	518	835	186	12	453
Vote for the UK to Remain in the EU	842	247	281	98	5	87	266	312	13	77	842	-	-	-	266	-	312	-	77	-	13	142	414	214	71	87	77	7	225	338	105	3	165
	42%	36%	57%	68%	4%	64%	41%	58%	6%	55%	100%	-	-	-	100%	-	100%	-	100%	-	100%	49%	46%	42%	22%	35%	38%	46%	43%	41%	56%	21%	36%
Vote for the UK to Leave the EU	947	421	168	40	113	42	370	188	208	59	-	947	-	370	-	188	-	59	-	208	-	139	432	220	155	129	111	7	227	403	62	9	240
	47%	61%	34%	28%	92%	31%	56%	35%	93%	42%	-	100%	-	100%	-	100%	-	100%	-	100%	-	48%	48%	43%	49%	52%	54%	45%	44%	48%	33%	72%	53%
Did not vote	207	26	32	5	5	7	18	31	3	4	-	-	207	-	-	-	-	-	-	-	-	7	49	60	91	32	14	1	63	78	18	1	46
	10%	4%	6%	4%	4%	5%	3%	6%	1%	3%	-	-	90%	-	-	-	-	-	-	-	-	2%	5%	12%	29%	13%	7%	9%	12%	9%	10%	7%	10%
Can't remember/refuse	23	-	9	-	-	*	1	8	-	-	-	-	23	-	-	-	-	-	-	-	-	1	4	16	-	1	1	-	4	16	1	-	3
	1%	-	2%	-	-	*	*	1%	-	-	-	-	10%	-	-	-	-	-	-	-	-	*	*	3%	-	*	1%	-	1%	2%	1%	-	1%

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

Absolutes/col percents

Table 7
Classification
Base: All respondents

	Unweighted Total	Weighted Total
Unweighted base	2020	2020
Weighted base	2020	2020
<u>Gender</u>		
Male	976 48%	903 45%
Female	1044 52%	1117 55%
<u>Age</u>		
18-24	201 10%	240 12%
25-34	345 17%	319 16%
35-44	411 20%	392 19%
45-54	368 18%	362 18%
55-64	325 16%	293 15%
65+	370 18%	414 20%
Average age	47.30	47.65

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

Absolutes/col percents

Table 7
Classification
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Weighted base	2020	2020
<u>Social Grade</u>		
AB	748 37%	488 24%
C1	538 27%	585 29%
C2	264 13%	447 22%
DE	470 23%	500 25%
<u>Region</u>		
North	677 34%	705 35%
Midlands	619 31%	641 32%
South	724 36%	675 33%

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

Absolutes/col percents

Table 7
Classification
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Weighted base	2020	2020
<u>Working status</u>		
Full-time	879 44%	873 43%
Part-time	321 16%	251 12%
Not working but seeking work or temporarily unemployed/sick	97 5%	101 5%
Not working/Not seeking work	78 4%	89 4%
Retired	414 20%	454 22%
Student	84 4%	92 5%
House person/Housewife/ Househusband	147 7%	160 8%
<u>Q.C Voting in May 7th 2015 General Election</u>		
Conservative	665 33%	654 32%
Labour	527 26%	539 27%
UK Independence Party (UKIP)	203 10%	224 11%
Liberal Democrat/ Liberal	145 7%	139 7%
Scottish National Party/SNP	81 4%	82 4%
Plaid Cymru	10 *	10 1%
Green Party	82 4%	75 4%
Another party	12 1%	11 1%
Did not vote	230 11%	226 11%
Don't know	34 2%	36 2%
Prefer not to say	31 2%	22 1%

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

Absolutes/col percents

Table 7
Classification
Base: All respondents

	Unweighted Total	Weighted Total
Weighted base	2020	2020
<u>Q1. Political Interest</u>		
Very interested	534 26%	289 14%
Fairly interested	958 47%	899 45%
Not very interested	346 17%	509 25%
Not at all interested	168 8%	317 16%
NET: Interested	1492 74%	1188 59%
NET: Not Interested	514 25%	826 41%
Don't know	14 1%	6 *