

## Sun On Sunday – Campaign Poll 4

### May-June 2017

**Fieldwork dates:** 31<sup>st</sup> May – 2<sup>nd</sup> June 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:** 2,051 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 .

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**British Polling Council:** ICM is a member of the British Polling Council and abides by its rules. <http://www.britishpollingcouncil.org/>

## Online Poll

### ONLINE Fieldwork : 31st May - 2nd June 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 working	Retired	Student	AB	C1	C2	DE	Higher degree / NVQ5	Degree / NVQ4	Secondary / NVQ1-3	Still studying	Scotland	Wales	North	Mid-lands	South	NET: Eng-land
Unweighted base	2051	941	1110	177	344	1157	256	117	373	1879	158	906	288	347	423	87	701	589	288	473	278	664	1011	52	181	110	676	677	698	1760
Weighted base	2051	911	1140	216	335	1077	216	208	424	1901	139	879	263	349	469	90	481	600	442	528	212	615	1114	52	186	109	702	671	677	1756
NET: Yes	2019	903	1116	205	321	1069	216	208	423	1878	130	866	255	342	469	87	475	590	436	518	210	607	1095	51	182	109	696	659	664	1728
	98%	99%	98%	95%	96%	99%	100%	100%	100%	99%	94%	98%	97%	98%	100%	96%	99%	98%	99%	98%	99%	99%	98%	98%	98%	100%	99%	98%	98%	98%
Yes - where living now	2003	895	1107	196	320	1063	216	208	423	1866	126	862	253	339	468	80	474	582	432	515	208	601	1089	49	182	107	688	654	660	1713
	98%	98%	97%	91%	96%	99%	100%	100%	100%	98%	91%	98%	96%	97%	100%	89%	98%	97%	98%	98%	98%	98%	98%	93%	98%	98%	98%	97%	98%	98%
Yes - somewhere else/ another address	17	8	9	9	1	6	-	-	-	12	4	5	2	3	*	6	2	8	4	3	3	6	6	2	*	2	8	5	4	15
	1%	1%	1%	4%	*	1%	-	-	-	1%	3%	1%	1%	1%	*	7%	*	1%	1%	1%	1%	1%	1%	4%	*	2%	1%	1%	1%	1%
No	28	7	21	8	14	5	*	-	*	21	7	12	7	5	*	4	5	9	6	9	2	7	17	1	4	-	6	11	11	24
	1%	1%	2%	4%	4%	*	*	-	*	1%	5%	1%	3%	1%	*	4%	1%	2%	1%	2%	1%	1%	2%	2%	-	-	1%	2%	2%	1%
Don't know	4	1	2	2	-	2	-	-	-	2	1	1	1	2	-	-	2	1	-	1	-	1	2	-	-	-	-	2	2	4
	*	*	*	1%	-	*	-	-	-	*	1%	*	*	1%	-	-	*	*	-	*	-	*	*	-	-	-	-	*	*	*

## Online Poll

### ONLINE Fieldwork : 31st May - 2nd June 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**

	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	2051	678	660	145	79	126	641	535	225	144	924	910	217	344	280	165	353	44	96	205	15	539	1014	306	180	260	202	20	512	862	182	13	462
Weighted base	2051	676	629	127	78	131	664	548	228	142	873	955	223	359	282	190	329	53	84	199	21	293	913	517	322	262	218	17	505	848	187	14	480
NET: Yes	2019	673	624	126	78	130	659	544	227	142	870	952	198	358	281	190	329	53	84	198	21	291	908	508	307	259	212	16	502	834	183	14	470
	98%	100%	99%	99%	100%	100%	99%	99%	100%	100%	100%	100%	89%	100%	99%	100%	100%	100%	100%	100%	99%	99%	98%	95%	99%	97%	94%	99%	98%	98%	98%	100%	98%
Yes - where living now	2003	673	617	123	78	130	658	542	226	138	864	944	194	356	281	190	326	51	84	197	21	289	898	504	306	256	209	16	497	828	182	14	465
	98%	99%	98%	97%	100%	99%	99%	99%	99%	98%	99%	99%	87%	99%	99%	100%	99%	96%	100%	99%	100%	99%	98%	95%	98%	96%	94%	98%	98%	98%	98%	100%	97%
Yes - somewhere else/ another address	17	1	7	3	-	*	2	3	1	3	6	7	4	2	-	-	3	2	*	1	-	2	10	4	1	3	2	-	5	6	*	-	5
	1%	*	1%	2%	-	*	*	*	*	2%	1%	1%	2%	*	-	-	1%	4%	*	*	-	1%	1%	1%	*	1%	1%	-	1%	1%	*	-	1%
No	28	3	5	-	-	*	5	3	*	-	2	2	24	1	1	-	-	-	*	-	2	3	8	14	3	5	-	4	12	4	-	8	
	1%	*	1%	-	-	*	1%	1%	*	-	*	*	11%	*	1%	-	-	-	*	-	1%	*	2%	4%	1%	2%	-	1%	1%	2%	-	2%	
Don't know	4	-	-	1	-	-	-	-	*	-	1	*	2	-	-	-	-	-	*	-	-	2	*	1	*	1	1	1	1	-	-	-	1
	*	-	-	1%	-	-	-	-	*	-	*	*	1%	-	-	-	-	-	*	-	-	*	*	*	*	1%	6%	-	*	-	-	-	*

## Online Poll

### ONLINE Fieldwork : 31st May - 2nd June 2017

Absolutes/col percents

Table 2

**QA. The General Election will take place on Thursday June 8th. Some people have said they will not vote in the General Election, while others have said they will vote. How certain is it that you will actually cast your vote in the General Election next Thursday? On a ten-point scale where 10 means you are absolutely certain to vote in it and 1 means you are certain not to vote in it, how likely is it that you will 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 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	2051	941	1110	177	344	1157	256	117	373	1879	158	906	288	347	423	87	701	589	288	473	278	664	1011	52	181	110	676	677	698	1760
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10 - Absolutely certain to vote	1490 73%	693 76%	797 70%	133 62%	217 65%	793 74%	165 76%	181 87%	347 82%	1406 74%	77 55%	621 71%	186 71%	238 68%	385 82%	60 67%	391 81%	450 75%	275 62%	374 71%	158 75%	461 75%	786 71%	39 75%	146 78%	86 79%	537 76%	484 72%	469 69%	1258 72%
9	138 7%	70 8%	68 6%	5 2%	12 4%	85 8%	24 11%	10 5%	35 8%	127 7%	10 7%	65 7%	21 8%	13 4%	36 8%	3 3%	33 7%	39 6%	40 9%	26 5%	16 8%	58 9%	63 6%	- -	11 6%	2 2%	40 6%	32 5%	66 10%	124 7%
8	117 6%	46 5%	71 6%	14 7%	33 10%	51 5%	11 5%	9 4%	19 5%	105 6%	10 7%	60 7%	13 5%	19 5%	20 4%	5 5%	18 4%	35 6%	35 8%	28 5%	15 7%	29 5%	72 6%	1 2%	10 5%	7 7%	33 5%	45 7%	39 6%	100 6%
7	44 2%	23 3%	21 2%	8 4%	2 1%	30 3%	5 2%	- -	5 1%	39 2%	6 4%	19 2%	6 2%	6 2%	8 2%	5 6%	5 1%	10 2%	20 5%	9 2%	3 1%	13 2%	26 2%	3 6%	4 2%	4 4%	14 2%	19 3%	11 2%	36 2%
6	26 1%	8 1%	18 2%	4 2%	10 3%	10 1%	3 1%	- -	3 1%	21 1%	5 4%	13 1%	6 2%	1 *	3 1%	3 3%	4 1%	11 2%	3 1%	8 1%	2 1%	7 1%	11 1%	2 5%	1 1%	1 1%	6 1%	9 1%	11 2%	24 1%
5	44 2%	13 1%	32 3%	19 9%	8 2%	18 2%	- -	- -	- -	30 2%	15 10%	19 2%	5 2%	13 4%	- -	7 8%	5 1%	12 2%	12 3%	14 3%	7 3%	10 2%	25 2%	2 4%	2 1%	- -	8 1%	14 2%	23 3%	42 2%
4	8 *	6 1%	2 *	3 2%	2 1%	3 *	- -	- -	- -	8 *	- -	4 *	2 1%	2 1%	- -	- -	- -	3 *	- -	5 1%	- -	1 *	6 1%	- -	- -	- -	1 *	1 *	6 1%	8 *
3	14 1%	5 1%	8 1%	* 2%	7 2%	6 1%	- -	- -	- -	14 1%	- -	3 1%	2 1%	8 2%	- -	- -	1 *	2 *	5 1%	6 1%	1 *	2 *	7 1%	4 7%	* 4%	4 4%	5 1%	7 1%	1 *	9 1%
2	17 1%	3 *	14 1%	- -	9 3%	9 1%	- -	- -	- -	17 1%	- -	8 1%	4 2%	5 1%	* *	- -	4 1%	3 1%	4 1%	6 1%	1 *	5 1%	11 1%	- -	3 2%	- -	4 1%	3 1%	9 1%	14 1%
1 - Certain not to vote	100 5%	33 4%	66 6%	15 7%	30 9%	45 4%	8 3%	1 *	9 2%	89 5%	11 8%	40 5%	14 5%	32 9%	9 2%	6 6%	13 3%	20 3%	30 7%	36 7%	6 3%	17 3%	73 7%	1 2%	8 4%	1 1%	38 5%	40 6%	22 3%	91 5%
Don't know	45 2%	8 1%	38 3%	11 5%	6 2%	22 2%	* *	6 3%	7 2%	42 2%	2 2%	25 3%	2 1%	10 3%	8 2%	* *	7 1%	11 2%	15 3%	12 2%	3 1%	9 1%	29 3%	- -	1 1%	3 3%	13 2%	15 2%	17 2%	41 2%
Refused	8 *	3 *	5 *	3 1%	- -	5 -	- -	- -	- -	4 *	4 3%	2 *	2 1%	3 1%	- -	1 1%	1 *	3 1%	2 *	3 1%	- -	3 *	6 1%	- -	- -	- -	3 *	1 *	4 *	8 *
Mean	9.00	9.19	8.83	8.39	8.28	9.10	9.35	9.82	9.58	9.05	8.20	8.99	8.85	8.42	9.58	8.58	9.41	9.18	8.61	8.72	9.21	9.25	8.81	8.76	9.17	9.34	9.08	8.89	9.02	8.96
Standard deviation	2.31	2.03	2.50	2.74	3.01	2.17	1.78	0.77	1.40	2.27	2.77	2.26	2.45	2.98	1.40	2.55	1.79	2.01	2.62	2.67	1.91	1.90	2.56	2.41	2.16	1.71	2.31	2.45	2.15	2.35
Standard error	0.05	0.07	0.08	0.21	0.16	0.06	0.11	0.07	0.07	0.05	0.22	0.08	0.15	0.16	0.07	0.28	0.07	0.08	0.16	0.12	0.12	0.07	0.08	0.33	0.16	0.16	0.09	0.10	0.08	0.06

## Online Poll

### ONLINE Fieldwork : 31st May - 2nd June 2017

Absolutes/col percents

Table 2

**QA. The General Election will take place on Thursday June 8th. Some people have said they will not vote in the General Election, while others have said they will vote. How certain is it that you will actually cast your vote in the General Election next Thursday? On a ten-point scale where 10 means you are absolutely certain to vote in it and 1 means you are certain not to vote in it, how likely is it that you will 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<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	2051	678	660	145	79	126	641	535	225	144	924	910	217	344	280	165	353	44	96	205	15	539	1014	306	180	260	202	20	512	862	182	13	462
Weighted base	2051	676	629	127	78	131	664	548	228	142	873	955	223	359	282	190	329	53	84	199	21	293	913	517	322	262	218	17	505	848	187	14	480
10 - Absolutely certain to vote	1490	577	522	103	59	99	540	424	175	112	687	740	62	298	227	145	271	43	66	159	15	273	730	333	151	178	174	13	350	614	146	14	352
9	138	53	34	9	8	8	53	35	19	16	71	63	3	23	29	12	22	4	12	19	-	7	82	35	13	19	9	2	28	67	11	1	29
8	117	29	37	7	2	13	29	43	11	8	42	59	16	15	13	23	12	2	5	11	-	7	43	48	18	21	10	1	29	46	10	-	31
7	44	5	11	3	7	2	10	9	5	3	21	16	7	4	6	1	8	2	*	3	-	2	20	11	11	6	10	-	9	16	4	-	15
6	26	6	8	-	-	2	9	5	2	2	6	11	9	3	4	2	2	-	-	2	-	1	9	8	8	1	*	-	9	15	1	-	2
5	44	1	15	1	1	7	1	17	1	2	8	19	18	1	-	4	5	1	1	1	-	*	9	26	8	7	1	-	13	21	2	-	8
4	8	1	1	-	-	2	-	-	-	-	1	5	2	2	-	-	-	-	-	-	-	-	1	2	4	3	1	-	4	-	-	-	4
3	14	1	-	4	1	*	1	-	-	-	6	2	5	-	1	-	-	-	-	-	-	1	1	8	4	2	-	-	8	3	*	-	2
2	17	5	*	1	-	-	5	-	*	-	3	4	10	3	-	-	-	-	-	*	-	*	1	5	10	1	-	-	1	8	3	-	1
1 - Certain not to vote	100	-	-	-	-	-	13	7	3	-	13	22	65	6	3	3	2	-	-	1	-	1	14	14	70	13	8	-	38	33	8	-	21
Don't know	45	-	-	-	-	-	3	9	11	*	14	12	19	3	-	-	7	*	-	2	6	*	1	26	16	9	4	-	12	19	1	-	13
Refused	8	-	-	-	-	-	-	-	-	-	-	2	6	-	-	-	-	-	-	-	-	-	-	8	2	-	-	4	2	-	-	-	2
Mean	9.00	9.70	9.59	9.47	9.41	9.35	9.47	9.42	9.55	9.62	9.45	9.32	5.48	9.51	9.58	9.38	9.63	9.64	9.66	9.60	10.00	9.81	9.49	8.85	6.92	8.90	9.33	9.36	8.68	9.06	9.17	9.96	9.10
Standard deviation	2.31	0.97	1.08	1.48	1.28	1.38	1.59	1.47	1.31	0.91	1.55	1.77	3.83	1.56	1.20	1.49	1.13	0.93	0.78	1.14	0.00	0.93	1.44	2.21	3.82	2.35	1.87	1.85	2.71	2.17	2.16	0.20	2.15
Standard error	0.05	0.04	0.04	0.12	0.14	0.12	0.06	0.06	0.09	0.08	0.05	0.06	0.28	0.08	0.07	0.12	0.06	0.14	0.08	0.08	0.00	0.04	0.05	0.13	0.30	0.15	0.13	0.41	0.12	0.07	0.16	0.06	0.10

## Online Poll

### ONLINE Fieldwork : 31st May - 2nd June 2017

Absolutes/col percents

Table 3

**QB. The Conservatives, Labour, the Liberal Democrats, UKIP and other parties will fight the General Election in your area on June 8th.  
Which party will you vote for in the General Election on Thursday?**

**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	2051	941	1110	177	344	1157	256	117	373	1879	158	906	288	347	423	87	701	589	288	473	278	664	1011	52	181	110	676	677	698	1760
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Conservative	676 33%	344 38%	332 29%	23 11%	80 24%	367 34%	98 45%	108 52%	206 49%	648 34%	28 20%	303 34%	78 30%	66 19%	217 46%	12 13%	179 37%	208 35%	143 32%	146 28%	66 31%	212 34%	372 33%	11 20%	40 21%	31 28%	185 26%	246 37%	245 36%	606 35%
Labour	629 31%	265 29%	364 32%	107 50%	119 36%	318 30%	48 22%	36 17%	84 20%	555 29%	74 53%	266 30%	88 33%	124 36%	96 20%	55 61%	138 29%	190 32%	126 29%	174 33%	68 32%	188 31%	330 30%	26 49%	36 19%	32 29%	262 37%	184 27%	183 27%	561 32%
Liberal Democrat	127 6%	59 6%	69 6%	8 4%	24 7%	63 6%	17 8%	15 7%	32 7%	118 6%	8 6%	48 5%	16 6%	23 7%	35 8%	6 6%	52 11%	39 6%	16 4%	20 4%	24 11%	48 8%	43 4%	9 17%	7 4%	12 11%	26 4%	43 6%	59 9%	108 6%
UK Independence Party (UKIP)	78 4%	39 4%	39 3%	9 4%	4 1%	36 3%	14 6%	15 7%	29 7%	75 4%	3 2%	26 3%	5 2%	12 3%	30 6%	4 5%	17 4%	11 2%	24 5%	26 5%	4 2%	22 4%	43 4%	5 9%	- -	9 9%	18 3%	40 6%	21 3%	69 4%
Scottish National Party/SNP	64 3%	32 4%	32 3%	* -	15 4%	37 3%	8 4%	3 1%	11 3%	63 3%	* -	26 3%	10 4%	12 3%	16 3%	* 1%	9 2%	22 4%	12 3%	22 4%	6 3%	20 3%	35 3%	* 1%	64 34%	- -	64 9%	- -	- -	- -
Plaid Cymru	6 *	1 *	4 *	- -	1 *	3 *	- -	1 1%	1 *	6 *	- -	- -	1 *	3 1%	1 *	- -	- -	1 *	- -	5 1%	- -	2 *	4 *	- -	- -	6 5%	- -	6 1%	- -	- -
Green	47 2%	19 2%	28 2%	11 5%	7 2%	18 2%	3 2%	8 4%	11 3%	41 2%	3 2%	18 2%	8 3%	7 2%	13 3%	1 1%	13 3%	11 2%	14 3%	8 2%	8 4%	11 2%	28 3%	- -	3 1%	2 2%	12 2%	17 3%	18 3%	42 2%
Another party	14 1%	8 1%	6 1%	- -	3 1%	11 1%	- -	- -	- -	14 1%	- -	11 1%	- -	3 1%	- -	3 1%	3 *	6 1%	3 1%	1 1%	9 1%	5 *	- -	* -	- *	- -	5 1%	* 1%	9 1%	14 1%
Would not vote	100 5%	33 4%	66 6%	15 7%	30 9%	45 4%	8 4%	1 3%	9 2%	89 5%	11 8%	40 5%	14 5%	32 9%	9 2%	6 6%	13 3%	20 3%	30 7%	36 7%	6 3%	17 3%	73 7%	1 2%	8 4%	1 1%	38 5%	40 6%	22 3%	91 5%
Don't know	267 13%	97 11%	170 15%	36 16%	45 14%	153 14%	19 9%	14 7%	33 8%	258 14%	8 6%	130 15%	37 14%	58 17%	39 8%	4 4%	49 10%	82 14%	63 14%	72 14%	27 13%	75 12%	153 14%	1 1%	27 15%	14 13%	81 12%	85 13%	101 15%	226 13%
Refused	43 2%	13 1%	30 3%	6 3%	4 1%	24 2%	1 1%	6 3%	8 2%	35 2%	4 3%	12 1%	6 2%	9 3%	13 3%	2 3%	7 2%	14 2%	6 1%	15 3%	2 1%	12 2%	27 2%	1 1%	2 1%	3 3%	12 2%	11 2%	19 3%	38 2%



## Online Poll

### ONLINE Fieldwork : 31st May - 2nd June 2017

Absolutes/col percents

Table 3

**QB. The Conservatives, Labour, the Liberal Democrats, UKIP and other parties will fight the General Election in your area on June 8th. Which party will you vote for in the General Election on Thursday?**

**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	2051	678	660	145	79	126	641	535	225	144	924	910	217	344	280	165	353	44	96	205	15	539	1014	306	180	260	202	20	512	862	182	13	462
Weighted base	2051	676	629	127	78	131	664	548	228	142	873	955	223	359	282	190	329	53	84	199	21	293	913	517	322	262	218	17	505	848	187	14	480
Conservative	676	676	-	-	-	-	499	47	78	20	231	423	23	290	195	30	16	13	7	74	5	117	313	185	61	87	74	8	113	352	40	1	161
	33%	100%	-	-	-	-	75%	9%	34%	14%	26%	44%	10%	81%	69%	16%	5%	25%	8%	37%	23%	40%	34%	36%	19%	33%	34%	49%	22%	42%	21%	9%	34%
Labour	629	-	629	-	-	-	49	405	41	27	346	233	50	24	21	127	259	8	19	35	5	106	338	124	60	88	81	2	221	200	36	1	169
	31%	-	100%	-	-	-	7%	74%	18%	19%	40%	24%	22%	7%	7%	67%	79%	15%	23%	18%	21%	36%	37%	24%	19%	34%	37%	14%	44%	24%	19%	4%	35%
Liberal Democrat	127	-	-	127	-	-	26	18	2	66	92	27	9	2	24	1	13	20	44	2	1	23	63	22	19	12	20	4	22	62	8	-	32
	6%	-	-	100%	-	-	4%	3%	1%	46%	11%	3%	4%	1%	9%	1%	4%	38%	52%	1%	3%	8%	7%	4%	6%	5%	9%	20%	4%	7%	4%	-	7%
UK Independence Party (UKIP)	78	-	-	-	78	-	4	2	62	1	4	72	3	4	-	2	-	1	-	56	4	13	31	26	8	16	10	1	14	32	-	6	25
	4%	-	-	-	100%	-	1%	*	27%	*	*	8%	1%	1%	-	1%	-	1%	-	28%	17%	5%	3%	5%	3%	6%	4%	4%	3%	4%	-	44%	5%
Scottish National Party/SNP	64	-	-	-	-	64	-	1	-	-	44	16	4	-	-	-	1	-	-	-	-	12	29	18	5	-	-	-	-	-	64	-	-
	3%	-	-	-	-	49%	-	*	-	-	5%	2%	2%	-	-	-	*	-	-	-	-	4%	3%	4%	2%	-	-	-	-	-	34%	-	-
Plaid Cymru	6	-	-	-	-	6	-	-	-	-	1	3	1	-	-	-	-	-	-	-	-	-	3	1	2	-	-	-	4	1	-	1	-
	*	-	-	-	-	4%	-	-	-	-	*	*	*	-	-	-	-	-	-	-	-	-	*	*	1%	-	-	-	1%	*	-	4%	-
Green	47	-	-	-	-	47	1	17	1	1	20	24	2	1	-	12	4	-	1	1	-	5	20	19	3	5	4	-	25	9	3	2	9
	2%	-	-	-	-	36%	*	3%	*	1%	2%	3%	1%	*	-	6%	1%	-	1%	1%	-	2%	2%	4%	1%	2%	2%	5%	1%	1%	15%	2%	2%
Another party	14	-	-	-	-	14	2	2	9	-	4	11	-	-	2	-	2	-	-	9	-	1	9	-	4	1	-	-	11	*	1	1	1
	1%	-	-	-	-	11%	*	*	4%	-	*	1%	-	-	1%	-	1%	-	-	5%	-	*	1%	-	1%	*	-	-	*	1%	*	7%	*
Would not vote	100	-	-	-	-	13	7	3	-	13	22	65	6	3	3	2	-	-	1	-	1	14	14	70	13	8	-	38	33	8	-	21	
	5%	-	-	-	-	2%	1%	1%	-	2%	29%	2%	1%	1%	-	1%	-	-	1%	-	*	2%	3%	22%	5%	4%	-	7%	4%	4%	-	4%	
Don't know	267	-	-	-	-	62	48	31	24	102	109	56	26	34	15	31	11	11	21	8	14	83	94	73	33	18	2	51	133	27	2	51	
	13%	-	-	-	-	9%	9%	14%	17%	12%	11%	25%	7%	12%	8%	9%	20%	13%	10%	36%	5%	9%	18%	23%	13%	8%	14%	10%	16%	15%	17%	11%	
Refused	43	-	-	-	-	9	1	-	3	15	16	11	5	4	-	1	-	3	-	-	1	11	15	16	7	4	-	16	14	2	-	11	
	2%	-	-	-	-	1%	*	-	2%	2%	2%	5%	1%	1%	-	*	-	3%	-	-	*	1%	3%	5%	3%	2%	-	3%	2%	1%	-	2%	

## Online Poll

### ONLINE Fieldwork : 31st May - 2nd June 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 (13%) or refuse to answer (2%)

**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	1658	837	822	71	213	978	269	127	397	1542	108	744	224	212	441	37	681	502	189	286	243	586	778	25	162	91	560	542	556	1406
Weighted base	1562	764	798	81	189	867	212	213	425	1467	90	665	195	202	463	38	461	493	285	323	175	505	819	25	151	85	548	506	508	1326
Conservative	697 45%	363 48%	334 42%	11 14%	62 33%	386 44%	112 53%	126 59%	239 56%	672 46%	25 28%	299 45%	79 41%	63 31%	251 54%	5 14%	213 46%	230 47%	124 44%	131 40%	71 40%	223 44%	384 47%	6 23%	44 29%	33 38%	198 36%	249 49%	250 49%	620 47%
Labour	546 35%	245 32%	301 38%	56 69%	88 46%	308 36%	51 24%	42 20%	93 22%	493 34%	53 58%	244 37%	76 39%	94 46%	106 23%	26 70%	144 31%	174 35%	100 35%	128 40%	61 35%	169 33%	288 35%	12 50%	34 23%	30 35%	227 41%	162 32%	156 31%	482 36%
Liberal Democrat	128 8%	64 8%	64 8%	5 6%	18 10%	68 8%	19 9%	18 8%	37 9%	119 8%	8 8%	48 7%	16 8%	19 9%	41 9%	4 11%	60 13%	39 8%	13 4%	16 5%	24 13%	50 10%	46 6%	5 19%	8 5%	7 8%	28 5%	38 8%	61 12%	113 9%
UK Independence Party (UKIP)	73 5%	35 5%	38 5%	3 4%	3 1%	35 4%	16 8%	16 7%	32 8%	70 5%	2 3%	22 3%	5 3%	11 5%	33 7%	1 3%	19 4%	12 2%	20 7%	22 7%	5 3%	23 5%	39 5%	2 8%	- -	7 9%	18 3%	35 7%	20 4%	65 5%
Scottish National Party/SNP	62 4%	32 4%	30 4%	* *	11 6%	39 4%	9 4%	3 1%	12 3%	61 4%	* *	25 4%	10 5%	9 5%	17 4%	* *	10 2%	23 5%	11 4%	17 5%	6 3%	21 4%	33 4%	1 1%	62 41%	- -	62 11%	- -	- -	- -
Plaid Cymru	5 *	1 *	4 *	- -	1 *	3 *	- -	1 *	1 *	5 *	- -	- -	1 1%	2 1%	1 1%	- -	- -	1 *	- -	4 1%	- -	1 *	4 *	- -	- -	5 6%	- -	5 1%	- -	- -
Green	39 2%	17 2%	21 3%	5 7%	5 3%	18 2%	4 2%	7 3%	11 3%	35 2%	2 2%	16 2%	6 3%	3 1%	13 3%	1 2%	12 3%	12 2%	12 4%	3 1%	8 5%	10 2%	21 3%	- -	2 2%	3 3%	10 2%	16 3%	13 3%	33 3%
Another party	13 1%	7 1%	5 1%	- -	2 1%	10 1%	- -	- -	- -	13 1%	- -	10 2%	- -	3 1%	- -	- -	3 1%	3 1%	5 2%	2 1%	1 1%	8 2%	4 *	- -	* *	- -	4 1%	1 *	8 2%	12 1%

## Online Poll

### ONLINE Fieldwork : 31st May - 2nd June 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 (13%) or refuse to answer (2%)

**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	Lab held AND Lab>15.1% in E&W	Con held AND >10.1% in E&W	Scotlan d	Other	NET: Lab/Con Marginal
Unweighted base	1658	718	594	151	75	120	624	484	204	133	824	786	48	340	271	146	327	48	96	190	12	532	860	199	65	208	166	17	390	703	163	13	373
Weighted base	1562	697	546	128	73	118	607	459	195	117	727	782	54	333	257	158	287	43	72	179	14	288	776	352	144	197	179	14	360	647	152	13	376
Conservative	697 45%	697 100%	-	-	-	-	523 86%	46 10%	86 44%	22 19%	242 33%	440 56%	15 28%	303 91%	208 81%	30 19%	16 6%	15 35%	7 10%	81 45%	5 37%	125 44%	329 42%	186 53%	56 39%	90 46%	74 42%	8 56%	114 32%	365 56%	44 29%	2 13%	164 44%
Labour	546 35%	-	546 100%	-	-	-	48 8%	379 82%	37 19%	23 20%	320 44%	203 26%	22 42%	22 7%	21 8%	118 75%	251 88%	7 16%	16 22%	32 18%	5 34%	106 37%	300 39%	92 26%	47 32%	75 38%	73 41%	2 16%	190 53%	170 26%	34 22%	1 5%	148 39%
Liberal Democrat	128 8%	-	-	128 100%	-	-	28 5%	19 4%	2 1%	70 60%	95 13%	26 3%	7 13%	2 1%	26 10%	1 1%	14 5%	21 48%	48 66%	1 1%	1 7%	26 9%	63 8%	19 5%	20 14%	11 6%	21 12%	3 23%	20 5%	64 10%	9 6%	-	32 9%
UK Independence Party (UKIP)	73 5%	-	-	-	73 100%	-	5 1%	2 *	61 31%	* *	3 *	67 9%	2 4%	5 1%	-	2 1%	-	* 1%	-	56 31%	3 22%	12 4%	27 3%	24 7%	9 6%	15 7%	7 4%	1 4%	14 4%	30 5%	-	7 53%	22 6%
Scottish National Party/SNP	62 4%	-	-	-	-	62 52%	-	1 *	-	-	44 6%	14 2%	4 7%	-	-	-	1 *	-	-	-	-	13 4%	28 4%	17 5%	4 3%	-	-	-	-	-	62 41%	-	-
Plaid Cymru	5 *	-	-	-	-	5 4%	-	-	-	-	1 *	3 *	1 1%	-	-	-	-	-	-	-	-	-	3 *	1 *	2 1%	-	-	-	4 1%	1 *	-	1 4%	-
Green	39 2%	-	-	-	-	39 33%	1 *	11 2%	1 1%	1 1%	18 2%	18 2%	3 5%	1 *	-	8 5%	3 1%	-	1 2%	1 1%	-	5 2%	19 2%	12 3%	3 2%	5 2%	3 2%	-	18 5%	8 1%	2 2%	2 17%	8 2%
Another party	13 1%	-	-	-	-	13 11%	2 *	2 *	8 4%	-	4 1%	9 1%	-	-	2 1%	-	2 1%	-	-	8 4%	-	1 *	8 1%	-	4 3%	1 1%	-	-	1 *	9 1%	* *	1 8%	1 *

**Online Poll**  
**ONLINE Fieldwork : 31st May - 2nd June 2017**

Col percents

Table 5  
**Published Vote Intention Figures**  
Percentages derived from the responses of 1848 respondents

	<u>Total</u>
Conservative	45%
Labour	34%
Liberal Democrat	9%
SNP	4%
Plaid Cymru	*
Green	3%
UKIP	5%
Other	1%

**Online Poll**  
**ONLINE Fieldwork : 31st May - 2nd June 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	2051	941	1110	177	344	1157	256	117	373	1879	158	906	288	347	423	87	701	589	288	473	278	664	1011	52	181	110	676	677	698	1760
Weighted base	2051	911	1140	216	335	1077	216	208	424	1901	139	879	263	349	469	90	481	600	442	528	212	615	1114	52	186	109	702	671	677	1756
Vote for the UK to Remain in the EU	873 43%	424 47%	449 39%	103 48%	157 47%	445 41%	77 36%	92 45%	169 40%	808 42%	62 44%	408 46%	125 48%	109 31%	191 41%	40 44%	269 56%	282 47%	158 36%	164 31%	118 56%	331 54%	384 34%	28 54%	109 58%	40 36%	335 48%	235 35%	304 45%	725 41%
Vote for the UK to Leave the EU	955 47%	428 47%	527 46%	61 28%	113 34%	542 50%	127 59%	111 53%	238 56%	905 48%	43 31%	386 44%	108 41%	183 52%	256 55%	22 24%	178 37%	252 42%	233 53%	292 55%	77 37%	234 38%	602 54%	12 23%	62 33%	60 55%	299 43%	351 52%	305 45%	832 47%
Did not vote	208 10%	55 6%	152 13%	48 22%	65 19%	79 7%	12 6%	4 2%	16 4%	174 9%	34 24%	80 9%	29 11%	51 15%	20 4%	28 31%	33 7%	62 10%	47 11%	65 12%	15 7%	49 8%	116 10%	12 22%	15 8%	5 5%	64 9%	80 12%	64 10%	187 11%
Can't remember/refuse	16 1%	4 *	11 1%	4 2%	1 *	10 1%	- -	- -	- -	15 1%	1 *	5 1%	1 *	6 2%	2 1%	1 1%	1 *	4 1%	4 1%	7 1%	1 1%	1 *	13 1%	* 1%	- -	4 4%	5 1%	6 1%	4 1%	12 1%

## Online Poll

### ONLINE Fieldwork : 31st May - 2nd June 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	2051	678	660	145	79	126	641	535	225	144	924	910	217	344	280	165	353	44	96	205	15	539	1014	306	180	260	202	20	512	862	182	13	462
Weighted base	2051	676	629	127	78	131	664	548	228	142	873	955	223	359	282	190	329	53	84	199	21	293	913	517	322	262	218	17	505	848	187	14	480
Vote for the UK to Remain in the EU	873	231	346	92	4	70	282	329	21	84	873	-	-	-	282	-	329	-	84	-	21	154	451	182	86	94	91	5	210	360	109	4	185
	43%	34%	55%	72%	5%	53%	42%	60%	9%	60%	100%	-	-	-	100%	-	100%	-	100%	-	100%	52%	49%	35%	27%	36%	42%	28%	42%	42%	59%	32%	38%
Vote for the UK to Leave the EU	955	423	233	27	72	54	359	190	199	53	-	955	-	359	-	190	-	53	-	199	-	132	408	269	145	128	107	12	228	408	62	10	235
	47%	62%	37%	21%	91%	41%	54%	35%	87%	37%	-	100%	-	100%	-	100%	-	100%	-	100%	-	45%	45%	52%	45%	49%	49%	67%	45%	48%	33%	68%	49%
Did not vote	208	23	49	9	1	7	24	28	5	4	-	-	208	-	-	-	-	-	-	-	-	7	51	62	85	30	19	1	66	77	15	-	49
	10%	3%	8%	7%	1%	6%	4%	5%	2%	3%	-	-	93%	-	-	-	-	-	-	-	-	2%	6%	12%	26%	11%	9%	5%	13%	9%	8%	-	10%
Can't remember/refuse	16	-	1	-	2	-	-	*	2	-	-	-	16	-	-	-	-	-	-	-	-	1	3	4	7	10	1	-	2	3	-	-	11
	1%	-	*	-	3%	-	-	*	1%	-	-	-	7%	-	-	-	-	-	-	-	-	*	*	1%	2%	4%	*	-	*	*	-	-	2%

**Online Poll**  
**ONLINE Fieldwork : 31st May - 2nd June 2017**

Absolutes/col percents

Table 7  
**Classification**  
**Base: All respondents**

	Unweighted Total	Weighted Total
Unweighted base	2051	2051
Weighted base	2051	2051
<b><u>Gender</u></b>		
Male	941 46%	911 44%
Female	1110 54%	1140 56%
<b><u>Age</u></b>		
18-24	177 9%	216 11%
25-34	344 17%	335 16%
35-44	422 21%	384 19%
45-54	385 19%	380 19%
55-64	350 17%	312 15%
65+	373 18%	424 21%
Average age	47.58	48.01

**Online Poll**  
**ONLINE Fieldwork : 31st May - 2nd June 2017**

Absolutes/col percents

Table 7  
**Classification**  
**Base: All respondents**

	Unweighted Total	Weighted Total
Weighted base	2051	2051
<b><u>Social Grade</u></b>		
AB	701 34%	481 23%
C1	589 29%	600 29%
C2	288 14%	442 22%
DE	473 23%	528 26%
<b><u>Region</u></b>		
North	676 33%	702 34%
Midlands	677 33%	671 33%
South	698 34%	677 33%



**Online Poll**  
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Table 7  
**Classification**  
**Base: All respondents**

	Unweighted Total	Weighted Total
Weighted base	2051	2051
<b><u>Working status</u></b>		
Full-time	906 44%	879 43%
Part-time	288 14%	263 13%
Not working but seeking work or temporarily unemployed/sick	102 5%	98 5%
Not working/Not seeking work	83 4%	91 4%
Retired	423 21%	469 23%
Student	87 4%	90 4%
House person/Housewife/ Househusband	162 8%	161 8%
<b><u>Q.C Voting in May 7th 2015 General Election</u></b>		
Conservative	641 31%	664 32%
Labour	535 26%	548 27%
UK Independence Party (UKIP)	225 11%	228 11%
Liberal Democrat/ Liberal	144 7%	142 7%
Scottish National Party/SNP	76 4%	79 4%
Plaid Cymru	8 *	11 1%
Green Party	84 4%	84 4%
Another party	8 *	7 *
Did not vote	262 13%	230 11%
Don't know	46 2%	41 2%
Prefer not to say	22 1%	18 1%

**Online Poll**  
**ONLINE Fieldwork : 31st May - 2nd June 2017**

Absolutes/col percents

Table 7  
**Classification**  
**Base: All respondents**

	Unweighted Total	Weighted Total
Weighted base	2051	2051
<b><u>Q1. Political Interest</u></b>		
Very interested	539 26%	293 14%
Fairly interested	1014 49%	913 45%
Not very interested	306 15%	517 25%
Not at all interested	180 9%	322 16%
NET: Interested	1553 76%	1206 59%
NET: Not Interested	486 24%	839 41%
Don't know	12 1%	6 *