



ICM Poll for The Guardian

Fieldwork dates: 15-17 January 2016

Interview Method: Telephone.

Population effectively sampled: All adults aged 18+

Sampling Method, RDD: Within each government office region, a random sample of telephone numbers was drawn from the entire BT database of domestic telephone numbers. Each number so selected had its last digit randomised so as to provide a sample including both listed and unlisted numbers.

Sampling Method, Mobile RDD: A random sample of mobile telephone numbers was generated in proportion to network provider market share. As with the landline process, seed telephone numbers are used to create the mobile RDD sample by randomising the last N digits of the seed number.

Sample size: 1,001

Data weighting: Data were weighted to the profile of all adults aged 18+ (including non telephone owning households). 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

1. Respondents are asked whether they voted in the last general election (2015) and if they did, which party they voted for.

2. The sample is weighted by demographics (age, sex, tenure etc). However, after such weighting the declared past votes may not match, exactly, the results of the last election. Partly this is because demographics (by which ICM control the sample)

are relatively poorly correlated with vote behaviour. Nevertheless past vote weighting has to be used with caution as some people genuinely forget how they voted.

3. ICM takes the declared past votes on any new poll and adds it to the most recent ICM polls containing the same question. The average of these polls is used in the past vote weighting scheme. (Polls conducted just after the 2015 General Election will obviously rely on only those polls that have been conducted).

4. ICM compares the declared past votes derived in 3) above to the actual result of the last general election and gives a weight of 80% to the results of the last election and 20% to the average of the most recent polls, thereby assuming that most of the difference can be attributed to political imbalance in the sample and to faulty recall.

Weighting for turnout

1. ICM ask respondents to say how likely it is that they will go and vote in a new general election using a ten points scale where 10 means they would be absolutely certain to vote and 1 means they would be certain not to vote.

2. We then weight people by their anticipated turnout. If someone is 10/10 certain to vote, they are given a weight of 1.0. If someone is 9/10 certain to vote they are given a weight of 0.9 etc. People who tell us they are likely to vote in the next General Election but did not vote in the last, are further down-weighted. If someone says they are 10/10 certain to vote but did not vote in 2010, they are given a weight of 0.5. If they say 9/10 certainty, the weight becomes 0.45 etc.

Voting intentions: ICM derives vote intentions from 2 questions.

First of all respondents are asked how likely it is that they would be to go and vote in a new election. 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 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.

Our expectation is that the combined effects of Adjustments 1 +2 as described above will have the net effect of adding c.1-2 percentage points vote share to the Conservatives, and reduce the Labour vote share by c.0-1 percentage points compared to the pre-2015 ICM adjustment process.

Further methodological changes: ICM continues to analyse our data and expect to produce further methodological innovations in the future.

Questions: The computer tables attached in PDF format show each question, in full, in the order they were put to respondents, all response codes and the weighted and un-weighted bases for all demographics and other data including but not limited that published .

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

Opinion Poll

CATI Fieldwork : 15th - 17th January 2016

Absolutes/col percents

Table 1

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 held tomorrow?

Base: All respondents

| | Gender | | | Age | | | | Class | | | | Voting Intention | | | | | Vote in 2015 General Election | | | | | | Region | | | | | NET: Eng- land | | |
|---------------------|--------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------------|------------|------------|-----------|-----------|-------------------------------|------------|------------|-----------|-----------|----------------------|-----------|---------------|-----------|------------|---------------|----------------------|------------|----------|
| | Total | Male | Female | 18-34 | 35-44 | 45-64 | 65+ | AB | C1 | C2 | DE | Con | Lab | Lib Dem | UKIP | Other | Con | Lab | Lib Dem | UKIP | Green | SNP/ PC/ Other | DNV | Scot- land | Wales | North | Mid- lands | | South | |
| Unweighted base | 1001 | 471 | 530 | 244 | 161 | 341 | 255 | 377 | 221 | 145 | 258 | 276 | 43 | 65 | 52 | 242 | 251 | 55 | 68 | 25 | 44 | 216 | 86 | 48 | 233 | 245 | 389 | 867 | | |
| Weighted base | 1001 | 491 | 510 | 286 | 163 | 325 | 228 | 272 | 264 | 219 | 247 | 268 | 264 | 42 | 79 | 58 | 257 | 220 | 56 | 88 | 24 | 49 | 227 | 88 | 51 | 239 | 264 | 359 | 862 | |
| Certain to vote | (10) | 620 62% | 296 60% | 324 63% | 139 49% | 104 64% | 206 64% | 170 75% | 196 72% | 120 65% | 132 55% | 199 74% | 190 72% | 29 69% | 54 68% | 41 70% | 192 75% | 165 75% | 47 83% | 65 74% | 22 90% | 37 76% | 33 15% | 56 64% | 27 52% | 145 61% | 173 66% | 219 61% | 537 62% | |
| | (9) | 49 5% | 28 6% | 21 4% | 19 7% | 3 2% | 16 5% | 11 5% | 14 5% | 10 4% | 15 7% | 10 4% | 18 7% | 12 4% | 5 11% | 4 5% | 4 7% | 21 8% | 9 4% | 4 8% | 4 4% | 1 4% | - 4% | 10 7% | 6 5% | 2 7% | 16 3% | 8 7% | 16 3% | 40 5% |
| | (8) | 64 6% | 29 6% | 35 7% | 25 9% | 12 7% | 18 6% | 8 4% | 15 5% | 18 7% | 17 8% | 14 6% | 20 7% | 21 8% | 2 5% | 3 4% | 3 4% | 17 7% | 15 7% | 1 1% | 2 2% | 1 6% | 5 11% | 16 7% | 5 6% | 6 11% | 15 6% | 16 6% | 21 6% | 53 6% |
| | (7) | 40 4% | 20 4% | 20 4% | 20 7% | 7 4% | 11 4% | 2 1% | 11 4% | 12 4% | 6 3% | 11 5% | 15 6% | 12 4% | 1 2% | 3 3% | 2 4% | 13 5% | 5 2% | - - | - - | - - | 1 1% | 20 9% | 5 6% | 1 3% | 12 5% | 11 4% | 11 3% | 34 4% |
| | (6) | 18 2% | 11 2% | 7 1% | 9 3% | 2 2% | 6 2% | 1 * | 5 2% | 8 3% | 1 1% | 4 2% | 6 1% | 1 2% | 1 1% | - - | 2 1% | 5 2% | - - | - - | - - | - - | 9 4% | 2 2% | - - | 1 1% | 8 3% | 7 2% | 16 2% | |
| | (5) | 55 5% | 24 5% | 31 6% | 20 7% | 7 4% | 17 5% | 10 5% | 7 3% | 9 3% | 17 8% | 22 9% | 7 3% | 15 6% | 3 7% | 9 11% | 2 4% | 7 3% | 13 6% | 2 3% | 7 8% | - - | 1 2% | 20 9% | - - | 3 5% | 7 3% | 13 5% | 31 9% | 52 6% |
| | (4) | 8 1% | 3 1% | 5 1% | 3 1% | 1 1% | 2 1% | 1 * | 2 1% | 2 1% | - - | 3 1% | 2 1% | 2 1% | - - | 2 3% | 1 2% | 1 2% | - - | 2 4% | - - | 1 2% | 3 1% | 2 2% | - - | 3 1% | 2 1% | 1 * | 1 * | 6 1% |
| | (3) | 15 1% | 7 1% | 8 2% | 4 1% | 6 3% | 3 1% | 2 1% | 1 * | 4 1% | 4 2% | 6 2% | 1 * | 4 2% | 1 3% | 3 4% | 2 3% | - - | - - | 4 4% | - - | 2 5% | 9 4% | 2 2% | 3 5% | 3 1% | 2 1% | 5 1% | 10 1% | |
| | (2) | 17 2% | 12 2% | 6 1% | 7 2% | 4 2% | 5 1% | 2 1% | 2 1% | 5 2% | 4 2% | 7 3% | 4 2% | 1 * | 1 2% | 2 2% | 3 4% | 1 * | 1 * | 2 3% | - - | - - | 14 6% | 4 4% | - - | 7 3% | 1 * | 6 2% | 14 2% | |
| Certain not to vote | (1) | 109 11% | 58 12% | 51 10% | 35 12% | 17 10% | 37 11% | 19 8% | 16 6% | 21 8% | 35 16% | 36 15% | - - | - - | - - | - - | 3 1% | 7 3% | - - | 4 4% | - - | 2 3% | 91 40% | 6 7% | 8 16% | 28 12% | 28 11% | 39 11% | 95 11% | |
| Refused | | 3 * | 3 1% | 1 * | 2 1% | 1 * | - - | 1 * | 1 * | - - | 1 * | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | 2 1% | 1 1% | - - | - - | 1 * | 2 * | 2 * | |
| Don't know | | 5 * | 2 * | 3 1% | 2 1% | - - | 2 1% | 1 * | 1 * | 2 1% | 1 1% | 1 1% | - - | - - | - - | - - | - - | 1 2% | - - | - - | - - | 1 1% | - - | 2 3% | 1 * | - - | 2 1% | 3 * | | |
| Mean | | 8.08 | 7.97 | 8.18 | 7.56 | 8.06 | 8.11 | 8.69 | 8.82 | 8.36 | 7.59 | 7.40 | 9.27 | 9.09 | 8.99 | 8.61 | 8.82 | 9.30 | 9.03 | 9.50 | 8.65 | 9.83 | 8.90 | 4.43 | 8.34 | 7.53 | 8.02 | 8.26 | 8.00 | 8.09 |
| Standard deviation | | 3.10 | 3.20 | 3.01 | 3.21 | 3.16 | 3.13 | 2.79 | 2.48 | 2.87 | 3.43 | 3.44 | 1.57 | 1.74 | 2.00 | 2.36 | 2.32 | 1.59 | 2.10 | 1.63 | 2.64 | 0.52 | 2.37 | 3.52 | 2.91 | 3.46 | 3.20 | 2.98 | 3.12 | 3.10 |
| Standard error | | 0.10 | 0.15 | 0.13 | 0.21 | 0.25 | 0.17 | 0.18 | 0.13 | 0.19 | 0.29 | 0.22 | 0.10 | 0.10 | 0.30 | 0.29 | 0.32 | 0.10 | 0.13 | 0.22 | 0.32 | 0.10 | 0.36 | 0.24 | 0.32 | 0.51 | 0.21 | 0.19 | 0.16 | 0.11 |

Opinion Poll

CATI Fieldwork : 15th - 17th January 2016

Absolutes/col percents

Table 2

Q.B The Conservatives, Labour, the Liberal Democrats, UKIP and other parties would fight a new election in your area. If there were a general election tomorrow which party do you think you would vote for?

Base: All respondents

| | Gender | | | Age | | | | Class | | | | Voting Intention | | | | | Vote in 2015 General Election | | | | | | | Region | | | | | NET: Eng- land |
|---------------------------------|------------|------------|------------|------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|------------------|-------------|------------|------------|------------|-------------------------------|------------|------------|-----------|-----------|----------------------|-----------|---------------|-----------|-----------|---------------|------------|----------------------|
| | Total | Male | Female | 18-34 | 35-44 | 45-64 | 65+ | AB | C1 | C2 | DE | Con | Lab | Lib Dem | UKIP | Other | Con | Lab | Lib Dem | UKIP | Green | SNP/ PC/ Other | DNV | Scot- land | Wales | North | Mid- lands | South | |
| Unweighted base | 1001 | 471 | 530 | 244 | 161 | 341 | 255 | 377 | 221 | 145 | 258 | 258 | 276 | 43 | 65 | 52 | 242 | 251 | 55 | 68 | 25 | 44 | 216 | 86 | 48 | 233 | 245 | 389 | 867 |
| Weighted base | 1001 | 491 | 510 | 286 | 163 | 325 | 228 | 272 | 264 | 219 | 247 | 268 | 264 | 42 | 79 | 58 | 257 | 220 | 56 | 88 | 24 | 49 | 227 | 88 | 51 | 239 | 264 | 359 | 862 |
| Conservative | 268 27% | 154 31% | 114 22% | 55 19% | 47 29% | 85 26% | 81 35% | 91 33% | 62 24% | 51 23% | 65 26% | 268 100% | - | - | - | 211 82% | 8 3% | 12 22% | 7 8% | 2 10% | 3 5% | 19 8% | 11 13% | 6 12% | 63 26% | 85 32% | 103 29% | 250 29% | |
| Labour | 264 26% | 124 25% | 139 27% | 100 35% | 43 27% | 73 23% | 47 21% | 70 26% | 83 32% | 56 26% | 55 22% | - | 264 100% | - | - | - | 11 4% | 182 83% | 6 11% | 8 9% | 10 43% | 8 16% | 36 16% | 14 16% | 16 31% | 75 31% | 58 22% | 101 28% | 234 27% |
| Liberal Democrat/ Liberal | 42 4% | 19 4% | 23 4% | 9 3% | 6 3% | 13 4% | 15 6% | 16 6% | 11 4% | 7 3% | 8 3% | - | - | 42 100% | - | - | 3 1% | 2 1% | 29 52% | - | - | 1 2% | 7 3% | 4 5% | 2 4% | 13 6% | 10 4% | 13 4% | 36 4% |
| Scottish National Party/SNP | 29 3% | 12 2% | 18 3% | 9 3% | 7 4% | 12 4% | 1 * | 5 2% | 5 2% | 16 7% | 4 2% | - | - | - | 29 50% | 3 1% | - | 1 2% | - | - | 20 41% | 5 2% | 27 30% | - | - | - | - | 3 1% | 3 * |
| Plaid Cymru | 8 1% | 3 1% | 5 1% | 2 1% | 1 1% | 3 1% | 2 1% | 2 1% | 5 2% | 1 * | - | - | - | - | 8 14% | - | 2 1% | - | - | - | 5 10% | 1 * | - | 8 16% | - | - | - | - | - |
| Green Party | 16 2% | 4 1% | 12 2% | 5 2% | 2 1% | 7 2% | 2 1% | 5 2% | 6 2% | - | 4 2% | - | - | - | 16 27% | - | 1 1% | - | 2 2% | 8 34% | 1 1% | 2 1% | * | 1 1% | - | 4 2% | 5 2% | 6 2% | 15 2% |
| UK Independence Party (UKIP) | 79 8% | 41 8% | 38 8% | 22 8% | 10 6% | 29 9% | 18 8% | 15 6% | 16 6% | 21 10% | 27 11% | - | - | - | 79 100% | - | 7 3% | 1 * | - | 60 68% | 1 3% | - | 11 5% | 3 3% | 6 12% | 17 7% | 29 11% | 24 7% | 70 8% |
| British National Party (BNP) | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Other | 6 1% | 5 1% | 1 * | 5 2% | - | - | 1 * | 1 * | 1 * | 3 1% | 1 * | - | - | - | 6 10% | - | 1 * | - | - | - | 1 1% | 4 2% | 1 1% | - | - | 3 1% | 2 1% | 5 1% | |
| Will not vote | 109 11% | 58 12% | 51 10% | 35 12% | 17 10% | 37 11% | 19 8% | 16 6% | 21 8% | 35 16% | 36 15% | - | - | - | - | 3 1% | 7 3% | - | 4 4% | - | 2 3% | 91 40% | 6 7% | 8 16% | 28 12% | 28 11% | 39 11% | 95 11% | |
| Don't know | 128 13% | 46 9% | 82 16% | 39 14% | 21 13% | 42 13% | 26 11% | 34 13% | 32 12% | 22 10% | 40 16% | - | - | - | - | 18 7% | 13 6% | 7 12% | 8 9% | 3 11% | 9 19% | 46 20% | 16 18% | 5 9% | 28 12% | 33 13% | 47 13% | 108 13% | |
| Refused | 53 5% | 25 5% | 28 6% | 5 2% | 10 6% | 22 7% | 16 7% | 17 6% | 21 8% | 8 3% | 8 3% | - | - | - | - | 2 1% | 3 1% | - | - | - | - | 5 2% | 7 8% | - | 11 5% | 12 5% | 22 6% | 46 5% | |

Opinion Poll

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Absolutes/col percents

Table 3

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. I would like to know how certain it is that you would actually vote in a general election?

Q.B The Conservatives, Labour, the Liberal Democrats and other parties would fight a new 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 (11%), don't know who they would vote for (13%) or refuse to answer (5%)

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

| | Gender | | | Age | | | | Class | | | | Voting Intention | | | | | Vote in 2015 General Election | | | | | | | Region | | | | | | NET: Eng- land |
|---------------------------------|--------|------|--------|-------|-------|-------|-----|-------|-----|-----|-----|------------------|------|------------|------|-------|-------------------------------|-----|------------|------|-------|----------------------|-----|---------------|-------|-------|---------------|-------|-----|----------------------|
| | Total | Male | Female | 18-34 | 35-44 | 45-64 | 65+ | AB | C1 | C2 | DE | Con | Lab | Lib Dem | UKIP | Other | Con | Lab | Lib Dem | UKIP | Green | SNP/ PC/ Other | DNV | Scot- land | Wales | North | Mid- lands | South | | |
| Unweighted base | 606 | 291 | 316 | 139 | 98 | 199 | 171 | 251 | 133 | 81 | 140 | 233 | 241 | 37 | 53 | 42 | 209 | 209 | 46 | 52 | 22 | 32 | 27 | 49 | 30 | 146 | 152 | 229 | 528 | |
| Weighted base | 615 | 306 | 309 | 165 | 97 | 196 | 157 | 186 | 164 | 127 | 138 | 242 | 226 | 36 | 65 | 47 | 222 | 184 | 47 | 70 | 21 | 34 | 30 | 50 | 33 | 150 | 168 | 214 | 532 | |
| Conservative | 242 | 135 | 106 | 46 | 42 | 77 | 77 | 82 | 57 | 44 | 58 | 242 | - | - | - | 200 | 8 | 11 | 6 | 2 | 3 | 7 | 10 | 5 | 56 | 77 | 93 | 226 | | |
| | 39% | 44% | 34% | 28% | 43% | 39% | 49% | 44% | 35% | 35% | 42% | 100% | - | - | - | 90% | 4% | 24% | 8% | 11% | 8% | 22% | 20% | 17% | 37% | 46% | 43% | 42% | | |
| Labour | 226 | 102 | 124 | 81 | 37 | 64 | 45 | 64 | 72 | 47 | 44 | - | 226 | - | - | 10 | 170 | 6 | 8 | 10 | 7 | 13 | 12 | 14 | 68 | 50 | 83 | 201 | | |
| | 37% | 33% | 40% | 49% | 38% | 32% | 28% | 34% | 44% | 37% | 32% | - | 100% | - | - | 4% | 92% | 13% | 12% | 48% | 22% | 44% | 24% | 41% | 45% | 30% | 39% | 38% | | |
| Liberal Democrat/ Liberal | 36 | 15 | 20 | 6 | 5 | 11 | 13 | 15 | 10 | 5 | 6 | - | - | 36 | - | 3 | 2 | 28 | - | - | * | 2 | 4 | 1 | 12 | 9 | 10 | 31 | | |
| | 6% | 5% | 7% | 4% | 5% | 6% | 8% | 8% | 6% | 4% | 4% | - | - | 100% | - | 1% | 1% | 60% | - | - | 1% | 8% | 7% | 3% | 8% | 6% | 5% | 6% | | |
| Scottish National Party/SNP | 23 | 10 | 13 | 8 | 3 | 11 | 1 | 4 | 4 | 12 | 3 | - | - | - | 23 | 2 | - | 1 | - | - | 18 | 2 | 21 | - | - | - | 2 | 2 | | |
| | 4% | 3% | 4% | 5% | 3% | 6% | 1% | 2% | 2% | 10% | 2% | - | - | - | 49% | 1% | - | 3% | - | - | 53% | 5% | 41% | - | - | - | 1% | * | | |
| Plaid Cymru | 7 | 3 | 4 | 2 | * | 3 | 2 | 2 | 5 | * | - | - | - | - | 7 | - | 2 | - | - | - | 5 | * | - | 7 | - | - | - | - | | |
| | 1% | 1% | 1% | 1% | * | 1% | 1% | 1% | 3% | * | - | - | - | - | 15% | - | 1% | - | - | - | 13% | 1% | - | 21% | - | - | - | - | | |
| Green Party | 14 | 4 | 10 | 3 | 2 | 6 | 2 | 5 | 5 | - | 4 | - | - | - | 14 | - | 1 | - | 2 | 8 | 1 | 1 | * | - | 3 | 5 | 4 | 13 | | |
| | 2% | 1% | 3% | 2% | 2% | 3% | 1% | 3% | 3% | - | 3% | - | - | - | 29% | - | 1% | - | 3% | 38% | 2% | 2% | 1% | - | 2% | 3% | 2% | 2% | | |
| UK Independence Party (UKIP) | 65 | 35 | 30 | 15 | 8 | 24 | 17 | 14 | 12 | 17 | 22 | - | - | - | 65 | - | 7 | 1 | - | 54 | 1 | - | 3 | 3 | 6 | 12 | 25 | 20 | 57 | |
| | 11% | 11% | 10% | 9% | 9% | 12% | 11% | 7% | 7% | 13% | 16% | - | - | - | 100% | - | 3% | * | - | 77% | 3% | - | 10% | 5% | 18% | 8% | 15% | 9% | 11% | |
| Other | 3 | 3 | * | 3 | - | - | * | * | 1 | 2 | * | - | - | - | 3 | - | * | - | - | - | * | 2 | * | - | - | 2 | 1 | 3 | | |
| | * | 1% | * | 2% | - | - | * | * | * | 1% | * | - | - | - | 7% | - | * | - | - | - | 1% | 7% | 1% | - | - | 1% | * | * | | |

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Col percents

Table 4
Published Vote Intention Figures
Percentages derived from the responses of 761 respondents

| | <u>Total</u> |
|-------------------|--------------|
| Conservatives | 40% |
| Labour | 35% |
| Liberal Democrats | 6% |
| UKIP | 10% |
| Green | 3% |
| SNP | 4% |
| PC | 1% |
| Other | 1% |

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Absolutes/col percents

Table 5
Q.C/D Voting in May 7th 2015 General Election

| | Unweighted Total | Weighted Total |
|---------------------------------|---------------------|-------------------|
| Unweighted base | 1001 | 1001 |
| Weighted base | 1001 | 1001 |
| Conservative | 242 24% | 257 26% |
| Labour | 251 25% | 220 22% |
| Liberal Democrat/ Liberal | 55 5% | 56 6% |
| Scottish National Party/SNP | 25 2% | 27 3% |
| Plaid Cymru | 9 1% | 10 1% |
| Green Party | 25 2% | 24 2% |
| UK Independence Party (UKIP) | 68 7% | 88 9% |
| British National Party (BNP) | - | - |
| Other | 10 1% | 12 1% |
| Did not vote | 216 22% | 227 23% |
| Refused | 79 8% | 62 6% |
| Don't know | 21 2% | 17 2% |

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Absolutes/col percents

Table 6

Have you taken a foreign holiday in the last 3 years?**Base: All respondents**

| | <u>Unweighted Total</u> | <u>Weighted Total</u> |
|-----------------|-----------------------------|---------------------------|
| Unweighted base | 1001 | 1001 |
| Weighted base | 1001 | 1001 |
| Yes | 649 65% | 606 61% |
| No | 352 35% | 395 39% |

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Absolutes/col percents

Table 7
Is the house or flat in which you live...?
Base: All respondents

| | Unweighted Total | Weighted Total |
|--------------------------------------|---------------------|-------------------|
| Unweighted base | 1001 | 1001 |
| Weighted base | 1001 | 1001 |
| NET: Owners | 638 64% | 631 63% |
| Owned outright - without mortgage | 328 33% | 329 33% |
| Owned with a mortgage or loan | 310 31% | 302 30% |
| NET: Renters | 336 34% | 347 35% |
| Rented from the council | 103 10% | 139 14% |
| Rented from a housing association | 92 9% | 81 8% |
| Rented from someone else | 141 14% | 127 13% |
| Rent free | 27 3% | 23 2% |

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Absolutes/col percents

Table 8
How many cars are there in your household?
Base: All respondents

| | Unweighted Total | Weighted Total |
|--------------------|---------------------|-------------------|
| Unweighted base | 1001 | 1001 |
| Weighted base | 1001 | 1001 |
| None | 220 22% | 209 21% |
| 1 | 416 42% | 420 42% |
| 2 | 257 26% | 278 28% |
| 3+ | 108 11% | 93 9% |
| Mean | 1.33 | 1.32 |
| Standard deviation | 1.21 | 1.19 |
| Standard error | 0.04 | 0.04 |

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Absolutes/col percents

Table 9
Current working status
Base: All respondents

| | Unweighted Total | Weighted Total |
|---|---------------------|-------------------|
| Unweighted base | 1001 | 1001 |
| Weighted base | 1001 | 1001 |
| NET: Working | 578 58% | 565 56% |
| Working full time - working 30 hours per week or more | 454 45% | 449 45% |
| Working part time - working between 8 and 29 hours per week | 124 12% | 116 12% |
| NET: Not Working | 423 42% | 436 44% |
| Not working but seeking work or temporarily unemployed or sick | 50 5% | 59 6% |
| Not working and not seeking work/ student | 51 5% | 61 6% |
| Retired on a state pension only | 123 12% | 112 11% |
| Retired with a private pension | 161 16% | 157 16% |
| House person, housewife, househusband, etc. | 38 4% | 47 5% |

Opinion Poll
CATI Fieldwork : 15th - 17th January 2016

Absolutes/col percents

Table 10
SEG
Base: All respondents

| | Unweighted Total | Weighted Total |
|-----------------|---------------------|-------------------|
| Unweighted base | 1001 | 1001 |
| Weighted base | 1001 | 1001 |
| NET: AB | 377 38% | 272 27% |
| A | 133 13% | 96 10% |
| B | 244 24% | 176 18% |
| C1 | 221 22% | 264 26% |
| C2 | 145 14% | 219 22% |
| D | 95 9% | 92 9% |
| E | 163 16% | 154 15% |
| NET: DE | 258 26% | 247 25% |

Opinion Poll
CATI Fieldwork : 15th - 17th January 2016

Absolutes/col percents

Table 11
Age
Base: All respondents

| | Unweighted Total | Weighted Total |
|-----------------|---------------------|-------------------|
| Unweighted base | 1001 | 1001 |
| Weighted base | 1001 | 1001 |
| 18-24 | 83 8% | 113 11% |
| 25-34 | 161 16% | 172 17% |
| 35-44 | 161 16% | 163 16% |
| 45-54 | 181 18% | 178 18% |
| 55-64 | 160 16% | 146 15% |
| 65 or older | 255 25% | 228 23% |
| Average age | 49.13 | 47.34 |

Opinion Poll
CATI Fieldwork : 15th - 17th January 2016

Absolutes/col percents

Table 12
Gender
Base: All respondents

| | Unweighted Total | Weighted Total |
|-----------------|---------------------|-------------------|
| Unweighted base | 1001 | 1001 |
| Weighted base | 1001 | 1001 |
| Male | 471 47% | 491 49% |
| Female | 530 53% | 510 51% |

Opinion Poll
CATI Fieldwork : 15th - 17th January 2016

Absolutes/col percents

Table 13
Region
Base: All respondents

| | Unweighted Total | Weighted Total |
|------------------------|---------------------|-------------------|
| Unweighted base | 1001 | 1001 |
| Weighted base | 1001 | 1001 |
| Scotland | 86 9% | 88 9% |
| North East | 38 4% | 42 4% |
| North West | 108 11% | 114 11% |
| Yorkshire & Humberside | 87 9% | 83 8% |
| West Midlands | 81 8% | 91 9% |
| East Midlands | 70 7% | 74 7% |
| Wales | 48 5% | 51 5% |
| Eastern | 94 9% | 99 10% |
| London | 141 14% | 130 13% |
| South East | 156 16% | 140 14% |
| South West | 92 9% | 90 9% |