

# Voting Intention Poll



Fieldwork: 27th March to 5th April 2018

Sample: 1,037 UK eligible voters

	Gender		Age				Voting intention			2017 vote				EU referendum		Education		Geography							
	All	Male	Female	18-24	25-44	45-64	65+	CON	LAB	LD	CON	LAB	LD	DNV	Remain	Leave	Graduate	Non-grad	Ldn	South	Mids	North	Scot	Wales	NI
Unweighted n	1,037	502	535	105	318	370	244	304	283	58	298	285	48	230	404	441	388	649	108	339	164	263	83	52	28
Weighted n	1,037	506	531	114	319	352	252	308	279	58	300	279	50	233	399	442	367	670	122	331	167	248	89	52	29

## HEADLINE GB VOTING INTENTION

		Male	Female	18-24	25-44	45-64	65+	CON	LAB	LD	CON	LAB	LD	DNV	Remain	Leave	Graduate	Non-grad	Ldn	South	Mids	North	Scot	Wales	NI
Conservative	43	43	42	23	28	45	61	100	0	0	96	2	0	43	28	56	42	43	41	51	47	39	22	24	0
Labour	38	39	37	56	49	37	22	0	100	0	2	92	7	36	45	31	38	38	44	28	38	49	16	66	0
Liberal Democrat	8	8	9	13	8	8	6	0	0	100	*	3	88	9	14	3	8	8	6	9	9	6	13	3	0
UKIP	3	2	3	0	4	1	3	0	0	0	1	0	2	2	*	5	1	4	2	3	3	3	0	0	0
Green	3	2	5	4	4	3	3	0	0	0	1	1	3	5	6	1	5	3	3	6	1	2	3	0	0
SNP	4	4	4	3	5	3	4	0	0	0	*	1	0	1	6	2	5	3	0	*	0	0	46	0	0
Plaid Cymru	1	1	1	0	1	1	*	0	0	0	0	*	0	2	*	1	*	1	0	1	0	1	0	6	0
Other	*	*	0	1	1	0	0	0	0	0	0	0	0	2	*	0	*	*	0	*	*	0	0	0	0

Base: Eligible voters in GB with undecideds and refusers removed.

Weighting: Normal and turnout.

## Q2 And which party do you think you would vote for?

		Male	Female	18-24	25-44	45-64	65+	CON	LAB	LD	CON	LAB	LD	DNV	Remain	Leave	Graduate	Non-grad	Ldn	South	Mids	North	Scot	Wales	NI
Conservative	30	32	28	15	18	31	49	100	0	0	84	2	0	19	22	44	32	29	28	37	35	30	14	17	0
Labour	27	29	25	38	33	25	18	0	100	0	1	81	6	18	36	24	29	26	31	21	29	37	11	44	0
Liberal Democrat	6	5	6	8	5	6	5	0	0	100	*	3	73	4	11	3	6	5	4	7	6	5	8	2	0
UKIP	2	2	2	0	3	1	3	0	0	0	1	0	3	1	*	4	1	2	2	2	2	0	0	0	0
Green	2	2	3	3	3	2	3	0	0	0	1	1	2	3	5	1	4	2	3	5	1	1	2	0	0
SNP	3	3	2	2	3	2	3	0	0	0	*	1	0	*	4	2	4	2	0	*	0	0	29	0	0
Plaid Cymru	1	1	*	0	1	*	*	0	0	0	0	*	0	1	*	*	*	1	0	1	0	*	0	5	0
DUP	1	1	1	1	1	1	0	0	0	0	0	0	0	1	1	1	*	1	0	*	*	0	0	0	21
Sinn Fein	1	1	0	0	1	1	0	0	0	0	0	0	0	1	1	0	1	*	1	0	0	0	0	0	16
UUP	*	*	0	0	0	1	0	0	0	0	0	0	0	0	0	*	0	*	0	0	0	0	0	0	7
SDLP	1	1	1	0	1	1	0	0	0	0	0	0	0	0	1	*	*	1	0	0	0	0	0	0	20
Other party	1	1	1	2	0	1	0	0	0	0	0	0	0	1	1	*	*	1	2	*	0	*	0	0	9
Independent candidate	*	*	*	0	0	1	0	0	0	0	*	0	0	0	0	*	0	*	0	0	1	0	0	2	0
Don't know	15	8	21	12	17	15	13	0	0	0	11	10	13	18	13	12	14	15	9	16	13	14	20	21	14
Refusal	6	6	6	8	4	8	3	0	0	0	1	1	3	6	4	2	5	6	9	6	6	3	10	4	4
Certain not to vote	7	9	6	12	9	6	4	0	0	0	1	1	0	28	1	5	3	9	13	5	7	6	7	6	10

Base: Eligible voters. Weighting: Normal.



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	All	Gender		Age				Voting intention			2017 vote				EU referendum		Education		Geography						
	All	Male	Female	18-24	25-44	45-64	65+	CON	LAB	LD	CON	LAB	LD	DNV	Remain	Leave	Graduate	Non-grad	Ldn	South	Mids	North	Scot	Wales	NI
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Weighted n	1,037	506	531	114	319	352	252	308	279	58	300	279	50	233	399	442	367	670	122	331	167	248	89	52	29

Q1 If a new general election were held tomorrow,  
how likely is it that you would vote?

0 – Absolutely certain that I would NOT vote	7	9	6	12	9	6	4	0	0	0	1	1	0	28	1	5	3	9	13	5	7	6	7	6	10
1	1	2	1	4	1	1	1	*	1	0	*	0	0	5	1	1	1	1	2	1	0	1	3	3	4
2	1	1	1	3	2	1	0	0	1	0	*	*	0	3	1	1	*	2	4	1	1	0	2	4	0
3	1	1	2	1	3	1	*	1	1	0	0	0	0	7	1	1	1	2	2	2	1	2	1	0	0
4	1	1	1	4	1	1	0	1	1	2	0	1	2	4	1	1	1	1	1	2	1	*	0	0	0
5	4	3	5	8	5	4	*	3	3	4	2	1	4	10	3	3	4	4	4	5	2	5	2	2	0
6	2	1	2	2	2	3	*	1	1	2	1	1	0	6	1	1	1	2	1	1	3	2	3	2	3
7	3	3	3	3	5	2	2	2	2	7	3	2	3	3	3	3	3	3	2	3	2	3	3	4	8
8	5	4	6	6	6	6	3	3	3	10	3	4	6	5	6	4	5	5	0	5	7	6	5	4	15
9	6	5	7	4	7	5	8	7	5	14	7	5	15	4	8	5	7	6	6	6	6	3	14	8	5
10 – Absolutely certain that I would vote	66	69	63	52	55	70	79	81	81	62	81	84	70	22	73	74	71	63	63	65	67	71	59	67	52
Don't know	2	1	3	1	3	1	3	1	1	0	1	1	0	4	*	3	1	3	2	3	2	1	1	0	3
Mean	8.4	8.3	8.4	7.1	7.8	8.6	9.3	9.4	9.3	9.1	9.5	9.5	9.3	4.7	9.1	8.9	8.9	8.1	7.6	8.5	8.5	8.6	8.2	8.3	7.9

Base: Eligible voters. Weighting: Normal.