

Voting Intention Poll



Fieldwork: 9th to 13th August 2018
Sample: 1,036 UK eligible voters

	All	Gender		Age						Education		Geography							Ethnicity		
	All	Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75+	Grad	Non-grad	Lon-don	Rest of South	Mid-lands	North	Scot-land	Wales	NI	White	Non-white
Unweighted n	1,036	505	531	112	163	156	189	167	137	112	363	673	119	329	198	230	75	48	37	927	109
Weighted n	1,036	506	530	114	162	157	189	163	141	110	366	670	122	330	167	248	88	52	29	929	107

HEADLINE GB VOTING INTENTION

	All	Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75+	Grad	Non-grad	Lon-don	Rest of South	Mid-lands	North	Scot-land	Wales	NI	White	Non-white
Conservative	38	38	37	17	14	23	41	46	52	61	35	40	34	49	32	35	23	32	0	39	20
Labour	40	39	41	62	60	62	39	28	25	15	44	38	48	31	48	50	22	48	0	38	64
Liberal Democrat	8	9	8	9	10	4	6	14	5	10	9	7	7	10	10	5	10	0	0	8	10
UKIP	5	6	5	4	2	3	5	7	9	8	3	7	8	7	6	6	0	1	0	6	3
Green	2	1	3	0	5	3	2	1	3	0	3	1	2	2	2	2	0	3	0	2	0
SNP	4	5	4	2	6	4	7	3	4	5	5	4	*	0	0	0	42	0	0	5	*
Plaid Cymru	1	1	1	*	2	1	0	1	2	1	*	2	0	0	1	0	0	16	0	1	2
Other	1	1	1	5	1	1	1	1	1	0	1	1	1	1	1	2	2	0	0	1	2

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

Weighting: Normal and turnout.

	All	Voting intention					Recalled 2017 vote					EU referendum			Tenure				Political attention		
	All	CON	LAB	LD	OTH	Don't know	CON	LAB	LD	OTH	Did not vote	Remain	Leave	Did not vote	Own outright	Mort-gage	Private rent	Social rent	Low	Mid	High
Unweighted n	1,036	276	318	70	147	139	320	303	53	89	241	445	422	145	381	288	178	182	215	485	336
Weighted n	1,036	280	318	66	146	139	325	304	50	89	239	446	424	143	380	294	176	180	214	484	339

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	All	Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75+	Grad	Non-grad	Lon-don	Rest of South	Mid-lands	North	Scot-land	Wales	NI	White	Non-white
Conservative	38	100	0	0	0	0	88	3	9	0	24	29	49	28	50	40	20	20	29	37	41
Labour	40	0	100	0	0	0	3	90	9	3	49	48	30	51	29	40	63	47	45	40	39
Liberal Democrat	8	0	0	100	0	0	2	3	77	0	11	14	3	4	9	8	6	8	9	9	6
UKIP	5	0	0	0	39	0	6	1	3	27	6	1	10	7	4	6	3	11	5	6	5
Green	2	0	0	0	14	0	0	2	2	11	3	3	1	6	1	3	5	1	4	2	1
SNP	4	0	0	0	32	0	0	1	0	42	4	6	4	1	4	3	3	10	6	3	5
Plaid Cymru	1	0	0	0	8	0	0	0	0	10	2	*	1	3	2	1	1	*	1	1	1
Other	1	0	0	0	8	0	1	*	0	7	1	1	2	0	2	0	0	3	1	1	2

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

Weighting: Normal and turnout.

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Unweighted n	1,036	505	531	112	163	156	189	167	137	112	363	673	119	329	198	230	75	48	37	927	109
Weighted n	1,036	506	530	114	162	157	189	163	141	110	366	670	122	330	167	248	88	52	29	929	107

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	6	4	8	8	7	8	6	3	5	5	3	7	8	6	6	6	4	2	5	5	11
1	1	1	1	1	0	2	3	0	1	0	1	1	2	1	0	1	0	0	8	1	1
2	2	3	1	4	6	1	2	1	0	0	2	2	1	1	3	2	4	2	3	2	5
3	1	2	1	4	4	0	0	1	0	0	1	1	4	1	1	1	0	2	0	1	2
4	2	2	3	8	5	1	0	1	1	0	2	2	1	1	3	2	3	4	5	2	3
5	4	5	3	5	8	7	2	2	1	2	2	5	3	2	6	5	1	4	2	4	5
6	2	2	2	8	3	3	2	0	0	0	2	2	3	1	4	3	0	0	3	2	8
7	4	4	5	6	8	4	3	4	2	1	4	4	13	2	4	2	4	6	3	4	8
8	5	5	5	7	5	8	4	5	4	3	6	4	7	5	7	5	3	0	7	4	12
9	7	7	7	10	7	9	5	8	6	8	6	8	6	7	6	8	12	6	8	7	12
10 - Absolutely certain that I would vote	63	64	62	40	44	55	70	75	77	79	68	60	51	70	56	63	67	72	52	67	32
Don't know	2	2	2	0	2	2	2	2	4	3	2	2	1	2	3	2	3	2	3	2	2

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	All	CON	LAB	LD	OTH	Don't know	CON	LAB	LD	OTH	Did not vote	Remain	Leave	Did not vote	Own outright	Mort-gage	Private rent	Social rent	Low	Mid	High
Unweighted n	1,036	276	318	70	147	139	320	303	53	89	241	445	422	145	381	288	178	182	215	485	336
Weighted n	1,036	280	318	66	146	139	325	304	50	89	239	446	424	143	380	294	176	180	214	484	339
0 - Absolutely certain that I would NOT vote	6	0	0	0	0	0	1	1	0	0	23	2	2	31	5	2	8	10	20	3	1
1	1	0	0	2	2	3	0	0	0	0	4	1	1	2	1	1	0	1	3	1	0
2	2	1	1	4	5	4	0	1	2	0	7	2	1	6	1	2	3	4	6	1	1
3	1	0	1	1	1	5	0	0	0	1	4	0	1	3	0	1	3	2	4	1	0
4	2	1	2	2	5	2	1	1	0	1	6	2	2	2	1	2	3	4	3	2	1
5	4	0	4	4	5	10	1	3	2	1	9	3	3	8	2	4	7	5	4	6	1
6	2	0	4	3	2	3	0	3	0	1	5	2	1	5	1	2	6	2	2	4	0
7	4	2	5	4	7	3	3	3	6	2	8	5	3	5	2	5	4	7	3	6	2
8	5	6	5	4	5	7	3	5	4	7	8	4	5	9	4	5	5	6	4	6	5
9	7	8	10	10	7	3	7	9	9	10	4	8	8	5	7	8	7	6	4	8	8
10 - Absolutely certain that I would vote	63	81	67	66	58	53	82	72	74	74	20	69	72	21	73	65	53	51	41	61	80
Don't know	2	1	0	0	3	9	2	1	2	2	3	1	3	2	2	2	1	2	5	2	0

Base: Eligible voters.
Weighting: Normal.

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Weighted n	1,036	506	530	114	162	157	189	163	141	110	366	670	122	330	167	248	88	52	29	929	107

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

Conservative	27	28	26	11	10	18	28	35	41	49	27	27	25	36	22	25	20	25	2	28	15
Labour	31	31	30	44	40	47	28	22	19	12	36	28	40	24	36	38	21	37	0	29	48
Liberal Democrat	6	7	6	7	6	4	5	10	4	8	8	5	6	8	8	5	9	0	0	6	7
UKIP	4	4	4	3	1	2	4	6	8	6	2	5	6	5	5	4	0	2	0	4	3
Green, Scottish Green or NI Green	2	1	2	0	3	2	2	1	2	0	3	1	2	2	1	2	0	2	0	2	0
SNP	4	5	3	2	5	4	5	2	3	4	4	3	1	0	0	0	42	0	0	4	1
Plaid Cymru	1	1	1	1	2	1	0	1	2	1	0	2	0	0	1	0	0	18	0	1	3
Women's Equality Party	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0
DUP	1	1	1	4	2	1	1	0	1	0	1	1	0	0	0	0	2	0	27	1	2
Sinn Fein	1	1	1	4	0	1	0	1	0	0	0	1	0	0	0	0	0	0	24	1	0
Ulster Unionist	0	0	0	0	0	0	0	1	1	0	0	0	0	0	0	0	0	0	11	0	0
SDLP	0	0	1	0	0	0	0	1	1	0	0	0	0	0	0	0	0	0	10	0	0
Alliance Party (NI)	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	6	0	0
Another party or candidate	1	1	1	1	2	2	0	1	1	0	2	1	1	0	1	1	0	0	15	1	1
Don't know	13	11	15	14	14	10	16	15	12	12	10	15	12	16	17	14	3	13	0	14	7
Prefer not to say	2	4	1	1	6	1	3	2	2	2	2	3	1	3	2	5	0	0	0	2	4
Certain not to vote	6	4	8	8	7	8	6	3	5	5	3	7	8	6	6	6	4	2	5	5	11

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Weighting: Normal.

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Weighted n	1,036	506	530	114	162	157	189	163	141	110	366	670	122	330	167	248	88	52	29	929	107

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

Conservative	27	100	0	0	0	0	74	3	9	0	11	22	38	12	38	30	14	13	15	27	35
Labour	31	0	100	0	0	0	3	80	9	2	25	39	25	22	23	31	45	33	25	31	34
Liberal Democrat	6	0	0	100	0	0	2	3	70	0	6	11	3	2	7	7	4	7	6	7	5
UKIP	4	0	0	0	29	0	5	1	2	18	3	1	8	3	3	5	2	7	3	5	4
Green, Scottish Green or NI Green	2	0	0	0	11	0	0	2	2	8	1	2	1	3	0	2	4	1	2	2	1
SNP	4	0	0	0	26	0	0	1	0	29	3	5	3	1	4	3	2	6	5	3	5
Plaid Cymru	1	0	0	0	8	0	0	0	0	8	2	1	1	2	1	1	2	1	0	1	2
Women's Equality Party	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
DUP	1	0	0	0	7	0	0	0	0	6	1	1	1	2	1	0	1	1	1	1	1
Sinn Fein	1	0	0	0	5	0	0	0	0	5	1	1	0	0	0	1	0	2	0	1	1
Ulster Unionist	0	0	0	0	2	0	0	0	0	2	1	0	1	1	0	1	0	1	1	0	1
SDLP	0	0	0	0	2	0	0	0	0	2	0	1	0	0	0	0	0	0	0	0	0
Alliance Party (NI)	0	0	0	0	1	0	0	0	0	2	0	0	0	0	0	1	0	0	0	0	0
Another party or candidate	1	0	0	0	7	0	0	0	0	6	1	1	1	1	1	0	1	2	0	1	2
Don't know	13	0	0	0	0	100	14	9	7	10	18	11	13	19	12	15	14	14	21	15	6
Prefer not to say	2	0	0	0	0	0	1	0	0	2	3	2	2	3	3	2	2	3	1	4	1
Certain not to vote	6	0	0	0	0	0	1	1	0	0	23	2	2	31	5	2	8	10	20	3	1

Base: Eligible voters.

Weighting: Normal.