

YouGov / Election Data Survey Results

Sample Size: 1608 GB Adults
Fieldwork: 19th - 20th October 2016

	Voting Intention				Vote in 2015				EU Ref Vote			Gender		Age				Social Grade		Region					
	Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	UKIP	Remain	Leave	Did not vote	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample	1608	449	302	92	140	453	376	96	154	632	687	251	778	830	187	687	397	338	917	691	193	534	346	388	148
Unweighted Sample	1608	487	326	104	121	478	407	112	160	747	667	169	685	923	163	621	417	407	1019	589	159	562	345	398	144
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

HEADLINE VOTING INTENTION:

Westminster

[Weighted by likelihood to vote, excluding those who would not vote or don't know]

Con	42	100	0	0	0	89	8	16	32	32	52	34	42	42	30	35	42	57	44	39	28	53	46	39	22
Lab	26	0	100	0	0	2	72	11	1	38	14	39	24	28	34	31	27	14	25	27	39	19	25	37	14
Lib Dem	8	0	0	100	0	3	8	63	0	14	3	8	11	6	14	9	7	7	11	5	13	10	6	6	8
UKIP	12	0	0	0	100	6	4	2	63	0	23	5	13	11	9	11	13	13	8	19	11	14	12	13	2
Other	12	0	0	0	0	1	8	8	3	16	7	14	11	13	13	14	11	9	12	11	9	5	11	5	54

Other Parties Voting Intention

[Weighted by likelihood to vote, excluding those who would not vote or don't know]

SNP/ PCY	6	0	0	0	0	0	1	0	2	7	4	5	5	6	6	7	5	4	5	6	0	0	3	1	48
Green	5	0	0	0	0	0	5	8	2	8	3	7	5	5	6	5	5	4	5	5	6	4	7	4	6
BNP	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Respect	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	1	0	0	0	0	0	2	0	0	1	1	1	1	1	1	1	1	1	1	0	3	1	2	0	0

VOTING INTENTION - If UKIP not on the ballot:

Westminster

[Weighted by likelihood to vote, excluding those who would not vote or don't know]

Con	47	98	0	0	56	93	9	15	68	31	65	33	47	47	30	39	47	64	48	46	33	61	50	43	22
Lab	28	0	96	0	15	2	74	11	8	37	18	38	25	31	40	33	30	15	26	31	42	20	27	40	14
Lib Dem	10	1	1	100	2	4	9	67	2	15	4	10	14	6	16	10	9	9	12	7	14	12	9	7	8
Other	15	1	2	0	28	2	9	7	21	16	13	19	14	15	14	18	14	11	13	17	11	7	13	10	56

Other Parties Voting Intention (exc. UKIP)

[Weighted by likelihood to vote, excluding those who would not vote or don't know]

SNP/ PCY	7	0	1	0	0	0	2	0	2	8	5	8	6	7	8	8	6	4	6	7	0	0	4	1	48
Green	5	0	1	0	5	0	5	7	4	7	3	8	5	6	6	6	5	6	6	5	8	5	6	5	6
BNP	1	0	0	0	14	0	0	0	11	0	2	0	2	1	0	2	1	0	0	2	0	1	1	3	0
Respect	0	0	0	0	0	0	0	0	0	0	0	3	0	0	0	0	0	0	0	0	0	0	1	0	0
Other	2	0	0	0	8	1	1	0	4	1	3	0	2	1	0	2	2	1	1	2	2	1	2	1	2

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	Voting Intention				Vote in 2015				EU Ref Vote			Gender		Age				Social Grade		Region					
	Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	UKIP	Remain	Leave	Did not vote	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample	1608	449	302	92	140	453	376	96	154	632	687	251	778	830	187	687	397	338	917	691	193	534	346	388	148
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

If there were a general election held tomorrow, which party would you vote for?

Conservative	28	100	0	0	0	75	7	12	23	24	38	12	30	26	17	22	30	44	31	24	19	37	28	25	15
Labour	19	0	100	0	0	2	56	8	1	29	11	17	19	19	23	20	19	12	19	18	29	14	18	24	10
Liberal Democrat	6	0	0	100	0	2	6	45	0	11	2	4	8	4	9	5	5	6	8	3	9	7	4	4	6
UK Independence Party (UKIP)	9	0	0	0	100	5	4	1	47	0	18	6	11	7	6	8	10	10	6	13	6	10	10	10	2
Scottish National Party (SNP)/ Plaid Cymru	4	0	0	0	0	0	1	0	1	6	3	1	4	4	3	4	4	3	4	3	0	0	2	1	33
Some other party	4	0	0	0	0	1	5	6	2	7	3	4	4	4	5	4	4	5	5	3	6	4	6	3	7
Would not vote	10	0	0	0	0	3	3	2	4	4	5	37	9	11	12	14	8	5	8	14	8	9	11	15	5
Don't know	20	0	0	0	0	13	18	26	22	19	20	21	15	25	25	22	20	14	19	22	24	19	21	19	22

And which of these parties would you vote for?

[Only asked to respondents who selected 'SOME OTHER PARTY'; n=78]

Green	78	0	0	0	0	29	71	100	79	85	68	66	75	81	82	73	86	78	75	85	60	84	78	83	83
British National Party (BNP)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Respect	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Some other party	17	0	0	0	0	71	26	0	21	15	20	18	16	17	18	16	14	19	21	7	28	16	22	11	0
Don't know	5	0	0	0	0	0	3	0	0	0	12	16	9	2	0	11	0	4	4	8	12	0	0	6	17

On a scale of 0 (certain NOT to vote) to 10 (absolutely certain to vote), how likely would you be to vote in a general election tomorrow?

0 - Certain NOT to vote	10	1	1	1	6	2	2	2	2	3	4	40	9	10	21	11	6	4	7	13	10	8	13	12	3
1	2	0	1	0	2	0	0	0	0	1	1	4	1	2	1	2	1	2	1	2	1	2	1	1	3
2	1	0	0	1	2	1	1	0	0	1	1	4	1	1	3	2	0	0	1	1	2	1	0	2	2
3	2	0	0	3	1	0	1	0	3	1	2	3	2	1	2	3	1	0	2	1	2	2	2	2	0
4	1	0	1	1	0	1	1	1	0	1	1	3	1	1	2	2	0	0	1	1	2	1	1	1	0
5	7	3	8	2	5	3	7	4	8	5	6	14	6	8	4	10	5	6	4	11	10	7	8	6	3
6	2	2	2	0	4	2	1	2	3	2	2	2	2	3	3	2	2	2	2	2	2	3	2	2	0
7	5	5	5	1	2	4	5	3	3	4	5	7	5	4	5	5	5	3	4	5	5	4	3	5	7
8	7	9	6	5	3	7	9	7	4	7	7	7	6	8	9	8	7	4	7	7	7	6	8	8	4
9	8	10	11	10	4	10	10	14	3	10	7	2	9	7	7	8	8	8	8	7	6	8	8	6	11
10 - Absolutely certain to vote	56	70	64	76	71	69	63	67	74	66	64	13	57	56	43	49	64	70	62	49	52	57	54	54	68

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Unweighted Sample	1608	487	326	104	121	478	407	112	160	747	667	169	685	923	163	621	417	407	1019	589	159	562	345	398	144
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

And now imagine UKIP weren't on the ballot paper, which party would you vote for?

Conservative	30	96	0	0	28	76	7	11	37	24	44	12	32	29	15	23	33	49	33	26	21	40	30	28	16
Labour	19	0	92	0	9	2	57	9	5	29	13	13	18	20	24	20	21	13	19	19	29	14	18	26	10
Liberal Democrat	7	1	1	99	3	3	7	50	1	12	3	4	10	4	9	7	6	7	9	4	9	9	6	4	6
Scottish National Party (SNP)/ Plaid Cymru	4	0	2	1	0	0	2	0	1	6	3	3	4	4	4	5	4	3	4	4	0	0	3	2	34
Some other party	6	1	2	0	17	2	6	5	13	6	7	4	7	6	4	7	6	6	6	7	6	6	7	6	7
Would not vote	13	0	2	0	28	4	5	2	15	5	9	43	14	13	19	16	9	10	9	19	10	14	15	16	4
Don't know	20	1	1	0	16	13	16	23	28	17	21	21	15	24	25	22	20	13	19	21	24	18	21	18	23

And which of these parties would you vote for?

[Only asked to respondents who selected 'SOME OTHER PARTY'; n=102]

Green	57	10	27	0	14	16	64	100	15	87	33	55	45	71	83	50	48	76	68	44	73	58	50	43	84
British National Party (BNP)	12	17	0	0	41	9	0	0	52	0	24	0	17	6	0	19	10	4	5	21	0	11	6	31	0
Respect	6	23	73	0	0	17	0	0	0	3	0	45	11	0	17	10	0	0	2	11	0	4	20	0	0
Some other party	17	14	0	0	27	32	25	0	21	10	27	0	18	16	0	16	27	14	17	17	17	14	18	20	16
Don't know	8	36	0	0	18	26	11	0	12	0	16	0	9	7	0	5	15	6	8	7	10	13	5	5	0

Which, if any, of the following parties would you consider voting for at the next General Election? Please tick all that apply.

Conservative	39	94	5	26	27	83	13	33	43	35	49	21	42	35	25	34	41	53	43	33	31	49	36	35	27
Labour	31	6	90	49	9	9	71	40	11	48	20	22	32	30	41	34	30	21	35	25	39	26	30	36	27
Liberal Democrat	21	14	21	96	6	18	24	77	6	36	10	9	25	17	24	23	17	17	26	13	24	22	18	19	20
UK Independence Party (UKIP)	18	19	6	1	90	19	6	6	69	2	33	16	22	13	9	17	20	21	14	23	14	19	19	22	5
Green	18	5	35	35	8	6	31	31	9	32	10	9	18	19	26	18	18	15	22	14	24	18	17	15	25
Scottish National Party (SNP)	6	0	4	6	2	1	4	3	1	9	4	1	6	6	8	6	6	3	6	5	1	2	1	3	48
Plaid Cymru	3	1	5	3	1	1	3	1	2	4	1	3	4	2	2	3	2	3	3	3	1	1	10	0	2
Some other party	5	4	2	3	8	5	5	2	10	5	6	1	6	4	3	5	7	4	6	3	8	5	4	4	6
None of these	8	1	3	0	2	3	2	2	4	3	6	25	7	9	8	9	8	6	5	11	6	8	10	10	1
Don't know	11	1	0	0	1	6	10	7	10	8	10	18	7	16	21	13	8	5	9	14	14	9	11	13	12

YouGov Weighting Data

YouGov weights GB political surveys by (1) age interlocked with education, (2) political attention (3) social grade (4) 2015 recalled vote interlocked with region and (5) EU referendum voting intention. Weighting targets are YouGov estimates, data sources used in the calculation of targets are cited below. General election voting intention figures are additionally weighted by likelihood to vote. The poll was carried out online.

	Unweighted no.	Weighted no.	Target %
Age by Education (Labour Force Survey and ONS Mid Year Estimates)			
Men Over 65	182	151	9.4%
Men 50-64 High education	44	48	3%
Men 50-64 Mid education	98	80	5%
Men 50-64 Low education	66	66	4.1%
Men 25-50 High education	88	119	7.4%
Men 25-50 Mid education	117	127	7.9%
Men 25-50 Low education	31	93	5.8%
Men Under 25 High education	16	16	1.0%
Men Under 25 Mid & Low education	43	77	4.8%
Women Over 65	225	187	11.6%
Women 50-64 High education	43	45	2.8%
Women 50-64 Mid education	102	90	5.6%
Women 50-64 Low education	64	68	4.2%
Women 25-50 High education	147	129	8.0%
Women 25-50 Mid education	155	135	8.4%
Women 25-50 Low education	83	84	5.2%
Women Under 25 High education	20	18	1.1%
Women Under 25 Mid & Low education	84	76	4.7%
Political Attention (British Election Study face to face element)			
Low (0,1,2)	152	306	8.7%
Medium (3-7)	1068	981	44.8%
High (8,9,10)	388	322	16.4%
Social Grade (NRS and 2011 census)			
AB	502	450	28%
C1	517	466	29%
C2	245	338	21%
DE	344	354	22%
EU referendum Vote (Election Result)			
Remain	747	632	39.3%
Leave	667	687	42.7%
Don't Know / Did Not Vote	194	289	18.0%

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	Unweighted no.	Weighted no.	Target %
Region by 2015 Vote (Election Result and ONS Population estimates)			
South Con	217	201	12.5%
South Lab	89	79	4.9%
South LD	50	43	2.7%
South UKIP	64	61	3.8%
South Oth	30	24	1.5%
South DNV	112	125	7.8%
London Con	37	50	3.1%
London Lab	47	63	3.9%
London LD	14	11	0.7%
London UKIP	8	11	0.7%
London Oth	9	8	0.5%
London DNV	44	50	3.1%
Midlands Con	91	84	5.2%
Midlands Lab	71	63	3.9%
Midlands LD	13	11	0.7%
Midlands UKIP	33	31	1.9%
Midlands Oth	10	8	0.5%
Midlands DNV	42	69	4.3%
North Con	96	85	5.3%
North Lab	143	121	7.5%
North LD	22	19	1.2%
North UKIP	45	42	2.6%
North Oth	18	13	0.8%
North DNV	74	108	6.7%
Scotland Con	18	18	1.1%
Scotland Lab	32	29	1.8%
Scotland LD	9	8	0.5%
Scotland SNP	41	58	3.6%
Scotland Oth & DNV	44	35	2.2%
Wales Con	19	16	1.0%
Wales Lab	25	23	1.4%
Wales LD	4	3	0.2%
Wales PC	9	8	0.5%
Wales UKIP	8	8	0.5%
Wales Oth & DNV	20	23	1.4%

YouGov is a member of the British Polling Council and abides by its rules.

For more information on the methodology, please go to yougov.co.uk/publicopinion/methodology

Or visit our website: yougov.co.uk