

Polling Methodological note – 7.6.2017

The Kantar TNS Omnibus interviewed a representative sample of 2,159 adults in Great Britain between the 1st June and c.14.30 on the 7th June. All interviews were conducted as online self-completion. The Kantar TNS Omnibus uses the Lightspeed access panel as its sample source.

The data was weighted to match population totals for age, gender, working status, 2015 General Election voting patterns, 2016 EU referendum voting patterns, education, region, and likelihood to vote in the next General Election. Further details on the weighting are given on page two.

Since our previous poll, we have made the following change:

- An additional weighting target has been included to fix the share of the 2017 vote coming from 2015 Labour and Conservative voters at 61%. This is based on analysis of the vote flow in the 2015 British Election Study. This change has added one point to the Conservative lead.

Voting intentions

The voting intention figures provided aim to show the current political opinion of the nation rather than to accurately predict the outcome of the next General Election.

Voting intention has been imputed for those that have not stated a preference. The imputation model is based on age, region, education, how people think their friends and family will vote, and whether respondents most associate “trustworthiness” with Jeremy Corbyn or Theresa May.

After the population weighting stage a voting probability estimate has been calculated for each respondent. This estimate is derived from analysis of data from respondents that participated in our polls immediately prior to the 2015 general election and immediately after the election. The Voter Weight is equal to the main weight multiplied by the estimated voting probability.

Margin of error

The figures are estimates based on a sample of the population of Great Britain; this means that there is a degree of uncertainty around each estimate. On the assumption that – conditional on the weights - the sample is practically equivalent to a random sample, the survey estimates have a margin of error of up to ± 3 percentage points. This uncertainty means that it is important that each individual poll is not viewed in isolation.

Weighting

Weights have been applied to the sample to ensure that it is representative of the general public in Great Britain aged 18+. The sources for the population totals are provided in each table.

Gender* and working status

Source: Annual Population Survey (Jan 2016-Dec 2016)

| | Unweighted count | Weighted count |
|--------------------|------------------|----------------|
| Male working | 691 | 704 |
| Male not working | 358 | 348 |
| Female working | 555 | 617 |
| Female not working | 555 | 489 |

*Those reporting an “other” gender are randomly allocated to male or female.

Gender* and age

Source: ONS Mid Year-2015 Population Estimates:

| | Unweighted count | Weighted count |
|--------------|------------------|----------------|
| Male 18-24 | 121 | 126 |
| Male 25-34 | 171 | 185 |
| Male 35-44 | 175 | 175 |
| Male 45-54 | 214 | 191 |
| Male 55-69 | 262 | 228 |
| Male 70+ | 106 | 147 |
| Female 18-24 | 106 | 121 |
| Female 25-34 | 184 | 185 |
| Female 35-44 | 178 | 177 |
| Female 45-54 | 229 | 196 |
| Female 55-69 | 303 | 238 |
| Female 70+ | 110 | 190 |

*Those reporting an “other” gender are randomly allocated to male or female.

Region

Source: ONS Mid Year-2015 Population Estimates:

| | Unweighted count | Weighted count |
|--------------------|------------------|----------------|
| North East England | 91 | 91 |
| North West England | 256 | 244 |
| Yorkshire & Humber | 202 | 184 |
| East Midlands | 175 | 160 |
| West Midlands | 171 | 194 |
| East of England | 232 | 207 |
| London | 283 | 291 |
| South East England | 261 | 304 |
| South West England | 200 | 190 |
| Wales | 106 | 107 |
| Scotland | 182 | 188 |

Education by age

Source: Annual Population Survey April 2015 - March 2016

| | Unweighted count | Weighted count |
|--------------------------|------------------|----------------|
| Aged 18-24 with a degree | 87 | 43 |
| Aged 25-44 with a degree | 334 | 278 |
| Aged 45-69 with a degree | 288 | 196 |
| Other | 1450 | 1642 |

Vote in the 2015 General Election*

Source: General Election & ONS Mid Year-2015 Population Estimates

| | Unweighted percentage | Weighted percentage |
|---------------|-----------------------|---------------------|
| Conservative | 33% | 23% |
| Labour | 26% | 19% |
| UKIP | 10% | 8% |
| SNP/PC | 4% | 3% |
| Other/No vote | 28% | 48% |

*An imputed response is given for those that prefer not to say who they voted for in the 2015 General Election.

Vote in the 2016 EU referendum*

Source: EU referendum & ONS Mid Year-2015 Population Estimates

| | Unweighted percentage | Weighted percentage |
|--------------|-----------------------|---------------------|
| Remain | 42% | 31% |
| Leave | 45% | 34% |
| Did not vote | 13% | 34% |

*An imputed response is given for those that prefer not to say who they voted for in the referendum.

Likelihood to Vote in General Election

We have estimated the likelihood that each respondent will vote in the next General Election. This value is based on respondents' stated intention to vote, their age and whether they voted in the last general election. The expected population turnout has been included as a population total in the weighting matrix. This turnout has been estimated based on the relationship between sample and population turnout rates in the 2015 general election.

In addition, we make the assumption that 61% of 2017 voters will have voted either Labour or Conservative in 2015. This is based on analysis of the vote flow in the 2015 British Election Study.

| | Unweighted percentage | Weighted percentage |
|---|-----------------------|---------------------|
| Estimated turnout if General Election were to be held tomorrow | 86% | 66% |
| Estimated turnout (as above) multiplied by proportion of voters expected to be 2015 Labour or Conservative voters | 58% | 41% |

Further details

Please contact Luke Taylor luke.taylor@kantarpublish.com for further details on the methodology used in this polling.

Voting intention for General Election -

- Those who plan to vote for Greens/UKIP but live in a constituency where no candidate from this party is standing reallocated to their second choice)

- Those who currently don't know / prefer not to say / would not vote assigned to the party they currently prefer (if this is not given their voting intention has been imputed)

Base: All adults registered to vote - weighted by likelihood of turning out in the General Election

| | | Total | Gender | | Age | | | | | |
|-------------------------|-------------------|-------|--------|--------|-------|-------|-------|-------|-------|-----|
| | | | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ |
| | <i>Wtd base</i> | 1386 | 678 | 706 | 91 | 203 | 169 | 242 | 265 | 416 |
| | <i>Uwtd base</i> | 2063 | 1001 | 1057 | 196 | 332 | 329 | 427 | 356 | 423 |
| Voting intention | Conservative | 43% | 43% | 43% | 17% | 28% | 39% | 39% | 40% | 63% |
| | Labour | 38% | 36% | 39% | 72% | 52% | 43% | 40% | 33% | 23% |
| | Liberal Democrats | 7% | 7% | 6% | 4% | 6% | 10% | 7% | 6% | 6% |
| | UKIP | 4% | 5% | 4% | 2% | 4% | 7% | 5% | 6% | 3% |
| | SNP | 4% | 4% | 3% | 4% | 6% | 1% | 6% | 5% | 2% |
| | Plaid Cymru | 1% | 1% | 1% | 0% | 0% | 0% | 2% | 2% | 1% |
| | Green | 2% | 3% | 2% | 2% | 2% | 1% | 2% | 6% | 2% |
| | Other | 1% | 1% | 1% | 0% | 1% | 0% | 0% | 3% | 1% |

| Base: All adults aged 18+ in GB | | | | | | | | | | |
|--|---------------------------------|--------------|---------------|--------|------------|-------|-------|-------|-------|-----|
| | | Total | Gender | | Age | | | | | |
| | | | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ |
| | <i>Wtd base</i> | 2159 | 1052 | 1104 | 247 | 371 | 352 | 386 | 334 | 469 |
| | <i>Uwtd base</i> | 2159 | 1047 | 1107 | 227 | 355 | 353 | 443 | 358 | 423 |
| The General Election is being held on Thursday 8th June, have you already voted in this election by post? | No | 77% | 77% | 78% | 80% | 82% | 87% | 82% | 74% | 64% |
| | Yes | 23% | 23% | 22% | 20% | 18% | 13% | 18% | 26% | 36% |
| Base: All adults GB 18+ that have not yet voted by post | | | | | | | | | | |
| | <i>Wtd base</i> | 1669 | 808 | 857 | 198 | 303 | 305 | 315 | 246 | 301 |
| | <i>Uwtd base</i> | 1516 | 730 | 781 | 160 | 267 | 264 | 324 | 242 | 259 |
| Thinking about the next UK general election that will be held on June 8 2017, will you... | Definitely vote | 45% | 46% | 44% | 24% | 33% | 30% | 47% | 59% | 74% |
| | Probably vote | 14% | 16% | 13% | 25% | 18% | 13% | 7% | 18% | 9% |
| | Probably not vote | 11% | 10% | 13% | 15% | 18% | 12% | 13% | 6% | 4% |
| | Definitely not vote | 23% | 24% | 23% | 28% | 25% | 33% | 29% | 14% | 11% |
| | Or would you prefer not to say? | 6% | 4% | 7% | 7% | 6% | 12% | 4% | 3% | 1% |

| Base: All adults aged 18+ in GB | | | | | | | | | | |
|---|--|--------------|---------------|--------|------------|-------|-------|-------|-------|-----|
| | | Total | Gender | | Age | | | | | |
| | | | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ |
| | <i>Wtd base</i> | 2159 | 1052 | 1104 | 247 | 371 | 352 | 386 | 334 | 469 |
| | <i>Uwtd base</i> | 2159 | 1047 | 1107 | 227 | 355 | 353 | 443 | 358 | 423 |
| Which party do you believe would best manage the UK economy? | Conservative party | 29% | 33% | 26% | 12% | 14% | 19% | 27% | 34% | 57% |
| | Labour party | 27% | 28% | 25% | 51% | 31% | 29% | 21% | 23% | 17% |
| | UKIP - United Kingdom Independence Party | 4% | 5% | 3% | 3% | 4% | 1% | 7% | 5% | 2% |
| | Liberal Democrats | 3% | 2% | 3% | 1% | 3% | 3% | 2% | 4% | 3% |
| | SNP - Scottish National Party | 2% | 2% | 1% | 0% | 2% | 1% | 3% | 2% | 1% |
| | Green Party | 1% | 2% | 1% | 0% | 2% | 0% | 2% | 3% | 1% |
| | Plaid Cymru | 0% | 0% | 0% | 0% | 0% | 0% | 1% | 0% | 0% |
| | Another party | 1% | 2% | 0% | 0% | 0% | 1% | 2% | 2% | 0% |
| Don't know | 33% | 27% | 40% | 32% | 43% | 46% | 36% | 27% | 19% | |
| If you had to choose between Theresa May and Jeremy Corbyn, who do you think would make the best leader for Britain? | Theresa May (leader of Conservatives) | 35% | 38% | 32% | 11% | 17% | 28% | 36% | 41% | 62% |
| | Jeremy Corbyn (leader of Labour) | 29% | 32% | 27% | 52% | 38% | 30% | 24% | 25% | 18% |
| | Neither of these | 22% | 21% | 24% | 22% | 19% | 23% | 29% | 27% | 16% |
| | Don't know | 13% | 9% | 17% | 15% | 25% | 19% | 11% | 7% | 5% |

| Base: All adults in England 18+ who plan to vote/have already voted in the election | | | | | | | | | | |
|--|--|-------|--------|--------|-------|-------|-------|-------|-------|-----|
| | | Total | Gender | | Age | | | | | |
| | | | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ |
| | Wtd base | 1534 | 745 | 786 | 178 | 261 | 223 | 242 | 259 | 373 |
| | Uwtd base | 1779 | 861 | 913 | 194 | 293 | 289 | 348 | 302 | 353 |
| When the UK General Election is held, who will you vote for in your local constituency? ENGLAND | Conservative party (led by Theresa May) | 31% | 33% | 30% | 12% | 13% | 25% | 29% | 34% | 57% |
| | Labour party (led by Jeremy Corbyn) | 30% | 31% | 28% | 57% | 33% | 30% | 27% | 26% | 19% |
| | UKIP - United Kingdom Independence Party (led by Paul Nuttall) | 5% | 7% | 4% | 1% | 6% | 9% | 7% | 8% | 3% |
| | Liberal Democrats (led by Tim Farron) | 5% | 4% | 6% | 2% | 6% | 5% | 5% | 3% | 7% |
| | Green Party (led by Caroline Lucas and Jonathan Bartley) | 2% | 2% | 2% | 1% | 2% | 0% | 1% | 7% | 2% |
| | Other party or individual | 1% | 1% | 1% | 2% | 0% | 0% | 0% | 2% | 1% |
| | Don't know | 16% | 11% | 21% | 14% | 25% | 20% | 20% | 15% | 7% |
| | Prefer not to say | 9% | 10% | 9% | 10% | 16% | 12% | 11% | 5% | 5% |

| Base: All adults in England 18+ who would not vote in the election, or who would vote but who "don't know" or "prefer not to say" who they will vote for | | | | | | | | | | |
|---|--|-------|--------|--------|-------|-------|-------|-------|-------|-----|
| | | Total | Gender | | Age | | | | | |
| | | | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ |
| | Wtd base | 669 | 280 | 388 | 90 | 150 | 137 | 155 | 76 | 63 |
| | Uwtd base | 365 | 134 | 230 | 42 | 83 | 69 | 82 | 50 | 39 |
| Although you currently [plan not to vote / don't know how you will vote / prefer not to say how you will vote] in the upcoming General Election, which of the following parties do you prefer? ENGLAND | Conservative party (led by Theresa May) | 11% | 18% | 5% | 4% | 10% | 1% | 20% | 10% | 23% |
| | Labour party (led by Jeremy Corbyn) | 17% | 12% | 21% | 42% | 15% | 17% | 12% | 3% | 17% |
| | UKIP - United Kingdom Independence Party (led by Paul Nuttall) | 3% | 6% | 1% | 0% | 2% | 6% | 4% | 2% | 6% |
| | Liberal Democrats (led by Tim Farron) | 5% | 4% | 5% | 4% | 3% | 12% | 0% | 7% | 0% |
| | Green Party (led by Caroline Lucas and Jonathan Bartley) | 3% | 5% | 1% | 1% | 5% | 0% | 7% | 0% | 0% |
| | Other party or individual | 3% | 5% | 3% | 0% | 0% | 0% | 5% | 19% | 2% |
| | Don't know | 45% | 36% | 51% | 31% | 49% | 52% | 43% | 50% | 35% |
| | Prefer not to say | 13% | 15% | 12% | 18% | 17% | 12% | 8% | 9% | 17% |

| Base: All adults in Scotland 18+ who plan to vote/have already voted in the election | | |
|---|---|--------------|
| | | Total |
| | <i>Wtd base</i> | 153 |
| | <i>Uwtd base</i> | 173 |
| When the UK General Election is held, who will you vote for in your local constituency? SCOTLAND | SNP - Scottish National Party (led by Nicola Sturgeon) | 29% |
| | Labour party (led by Jeremy Corbyn in the UK and Kezia Dugdale in Scotland) | 21% |
| | Conservative party (led by Theresa May in the UK and Ruth Davidson in Scotland) | 18% |
| | Liberal Democrats (led by Tim Farron in the UK and Willie Rennie in Scotland) | 6% |
| | UKIP - United Kingdom Independence Party (led by Paul Nuttall in the UK and David Coburn in Scotland) | 1% |
| | Scottish Green Party (led by Patrick Harvie and Maggie Chapman) | 1% |
| | Other party or individual | 0% |
| | Don't know | 15% |
| | Prefer not to say | 8% |

| Base: All adults in Scotland 18+ who would not vote in the election, or who would vote but who "don't know" or "prefer not to say" who they will vote for | | |
|--|---|-----|
| | | |
| | <i>Wtd base</i> | 65 |
| | <i>Uwtd base</i> | 32 |
| Although you currently [plan not to vote / don't know how you will vote / prefer not to say how you will vote] in the upcoming General Election, which of the following parties do you prefer? SCOTLAND | SNP - Scottish National Party (led by Nicola Sturgeon) | 10% |
| | Labour party (led by Jeremy Corbyn in the UK and Kezia Dugdale in Scotland) | 14% |
| | Conservative party (led by Theresa May in the UK and Ruth Davidson in Scotland) | 0% |
| | Liberal Democrats (led by Tim Farron in the UK and Willie Rennie in Scotland) | 0% |
| | UKIP - United Kingdom Independence Party (led by Paul Nuttall in the UK and David Coburn in Scotland) | 0% |
| | Scottish Green Party (led by Patrick Harvie and Maggie Chapman) | 0% |
| | Other party or individual | 0% |
| | Don't know | 62% |
| | Prefer not to say | 14% |

| Base: All adults in Wales 18+ who plan to vote/have already voted in the election | | |
|--|--|--------------|
| | | Total |
| | <i>Wtd base</i> | <i>81</i> |
| | <i>Uwtd base</i> | <i>100</i> |
| When the UK General Election is held, who will you vote for in your local constituency? WALES | Labour party (led by Jeremy Corbyn in the UK and Carwyn Jones in Wales) | 37% |
| | Conservative party (led by Theresa May in the UK and Andrew RT Davies in Wales) | 25% |
| | UKIP - United Kingdom Independence Party (led by Paul Nuttall in the UK and Neil Hamilton in Wales) | 3% |
| | Plaid Cymru (led by Leanne Wood) | 11% |
| | Liberal Democrats (led by Tim Farron in the UK and Mark Williams in Wales) | 1% |
| | Green Party (led by Caroline Lucas and Jonathan Bartley in England and Wales and Grenville Ham in Wales) | 0% |
| | Other party or individual | 3% |
| | Don't know | 16% |
| | Prefer not to say | 4% |

| Base: All adults in Wales 18+ who would not vote in the election, or who would vote but who "don't know" or "prefer not to say" who they will vote for | | |
|---|--|--------------|
| | | Total |
| | <i>Wtd base</i> | <i>42</i> |
| | <i>Uwtd base</i> | <i>19</i> |
| Although you currently [plan not to vote / don't know how you will vote / prefer not to say how you will vote] in the upcoming General Election, which of the following parties do you prefer? WALES | Labour party (led by Jeremy Corbyn in the UK and Carwyn Jones in Wales) | 0% |
| | Conservative party (led by Theresa May in the UK and Andrew RT Davies in Wales) | 0% |
| | UKIP - United Kingdom Independence Party (led by Paul Nuttall in the UK and Neil Hamilton in Wales) | 0% |
| | Plaid Cymru (led by Leanne Wood) | 9% |
| | Liberal Democrats (led by Tim Farron in the UK and Mark Williams in Wales) | 10% |
| | Green Party (led by Caroline Lucas and Jonathan Bartley in England and Wales and Grenville Ham in Wales) | 0% |
| | Other party or individual | 0% |
| | Don't know | 73% |
| | Prefer not to say | 7% |

| Base: All adults in GB 18+ who are planning to vote for a specific party in the General Election | | | | | |
|--|-------------------|--------------|---|--------|----------|
| | | Total | Voting intention - those expressing a first preference | | |
| | | | Con-servative | Labour | Lib Dems |
| | <i>Wtd base</i> | 1322 | 528 | 517 | 85 |
| | <i>Uwtd base</i> | 1679 | 678 | 656 | 113 |
| Imagine that you were allowed to cast more than one vote in the election, which other party (or parties) might you consider voting for? | Conservatives | 6% | 0% | 7% | 13% |
| | Labour | 8% | 6% | 0% | 34% |
| | UKIP | 13% | 21% | 9% | 7% |
| | Liberal Democrats | 16% | 14% | 24% | 0% |
| | Green Party | 20% | 8% | 33% | 31% |
| | SNP | 1% | 1% | 2% | 0% |
| | Plaid Cymru | 1% | 0% | 2% | 0% |
| | Another party | 2% | 2% | 1% | 3% |
| | No one else | 33% | 44% | 25% | 13% |
| Don't know | 6% | 6% | 7% | 5% | |

| Base: All adults in GB 18+ | | | | | |
|---|--|--------------|---|--------|----------|
| | | Total | Voting intention - those expressing a first preference | | |
| | | | Con-servative | Labour | Lib Dems |
| | <i>Wtd base</i> | 2159 | 528 | 517 | 85 |
| | <i>Uwtd base</i> | 2159 | 678 | 656 | 113 |
| Which party do you think would win the General Election if it was just your friends and family voting? | Conservative party | 26% | 71% | 7% | 17% |
| | Labour party | 27% | 5% | 76% | 19% |
| | UKIP - United Kingdom Independence Party | 3% | 1% | 1% | 0% |
| | Liberal Democrats | 2% | 1% | 1% | 27% |
| | Green Party | 2% | 0% | 0% | 0% |
| | SNP - Scottish National Party | 3% | 0% | 2% | 6% |
| | Plaid Cymru | 0% | 0% | 0% | 0% |
| | Another party | 1% | 0% | 0% | 1% |
| | Don't know | 35% | 20% | 13% | 30% |

Base: All adults in GB 18+

| | | Total | Gender | | Age | | | | | |
|---|--|-------|--------|--------|-------|-------|-------|-------|-------|------|
| | | | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ |
| | <i>Wtd base</i> | 2159 | 1052 | 1104 | 247 | 371 | 352 | 386 | 334 | 469 |
| | <i>Uwtd base</i> | 2159 | 1047 | 1107 | 227 | 355 | 353 | 443 | 358 | 423 |
| So far as you know, are you registered to vote in the upcoming UK General Election? | Yes, I am registered to vote | 82% | 83% | 82% | 52% | 74% | 74% | 83% | 96% | 100% |
| | No, I am not registered to vote | 9% | 8% | 9% | 20% | 10% | 17% | 11% | 0% | 0% |
| | I don't know if I am registered to vote or not | 6% | 6% | 5% | 20% | 6% | 6% | 5% | 3% | 0% |
| | I would prefer not to say | 3% | 3% | 4% | 7% | 10% | 3% | 1% | 1% | 0% |
| The last General Election was held on 7th May 2015. Did you manage to vote in that General Election? | No, did not vote | 39% | 39% | 39% | 71% | 51% | 57% | 37% | 23% | 13% |
| | Yes, Conservative | 21% | 21% | 22% | 3% | 10% | 15% | 18% | 22% | 46% |
| | Yes, Labour | 18% | 17% | 19% | 11% | 16% | 17% | 18% | 22% | 21% |
| | Yes, UKIP (United Kingdom Independence Party) | 7% | 9% | 6% | 2% | 5% | 4% | 9% | 13% | 8% |
| | Yes, Liberal Democrat | 4% | 4% | 4% | 2% | 3% | 2% | 4% | 6% | 6% |
| | Yes, SNP - Scottish National Party | 3% | 3% | 2% | 1% | 4% | 0% | 4% | 4% | 1% |
| | Yes, Plaid Cymru | 1% | 1% | 1% | 0% | 0% | 0% | 1% | 1% | 1% |
| | Yes, Green Party | 1% | 1% | 1% | 1% | 1% | 2% | 2% | 2% | 1% |
| | Other party or individual (Specify) | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 1% | 0% |
| | Prefer not to answer | 6% | 4% | 7% | 8% | 8% | 4% | 6% | 5% | 2% |
| On 23rd June 2016 a referendum was held on the UK's membership of the European Union. How did you vote in this referendum? | Leave | 33% | 33% | 33% | 16% | 18% | 26% | 35% | 44% | 51% |
| | Remain | 32% | 32% | 32% | 31% | 31% | 25% | 28% | 34% | 38% |
| | Did not vote | 31% | 33% | 30% | 49% | 41% | 46% | 33% | 20% | 11% |
| | Prefer not to say | 4% | 2% | 5% | 4% | 9% | 3% | 4% | 2% | 1% |