

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		
	<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%