

# TALLYRIFFIC MAPS

ANALYSIS OF POLLS FIELDWORK ENDING 18<sup>th</sup>  
TO 21<sup>st</sup> APRIL IN THE 2017 UK ELECTION

CONSERVATIVES	48%	455 (+125)
LABOUR	25%	115 (-117)
LIB DEMOCRATS	11%	11 (+3)
UKIP	7%	0 (-1)
SCOTTISH NAT P	4%	51 (-5)
PLAID CYMRU	1%	0 (-3)

# BREAKDOWN BY AREA

	CON	LAB	LD	UKIP	GRN	SNP	PC
London Central	8	7	1				
London East	7	13					
London North	6	4	1				
London West	10	2	1				
London South	7	6					
<b>LONDON</b>	<b>38</b>	<b>32</b>	<b>3</b>				
Derbyshire	9	2					
Leicestershire	8	2					
Lincolnshire	7						
Northamptonshire	7						
Nottinghamshire	9	2					
Herefordshire	2						
Shropshire	5						
Staffordshire	12						
Warwickshire	6						
West Midlands	19	9					
Worcestershire	6						
<b>MIDLANDS</b>	<b>90</b>	<b>15</b>					
Cleveland	4	2					
County Durham	4	3					
Northumberland	3	1					
Tyne and Wear	3	9					
Cheshire	10	1					
Cumbria	5		1				
Gtr Manchester	15	12					
Lancashire	13	2	1				
Merseyside	4	11					
Humberside	7	3					
North Yorkshire	8						
South Yorkshire	3	10	1				
West Yorkshire	14	7	1				
<b>NORTH</b>	<b>93</b>	<b>61</b>	<b>4</b>				

	CON	LAB	LD	UKIP	GRN	SNP	PC
Bedfordshire	4	2					
Cambridgeshire	6		1				
Essex	18						
Hertfordshire	11						
Norfolk	7	1	1				
Suffolk	7						
Berkshire	7	1					
Buckinghamshire	7						
East Sussex	8						
Hampshire	18						
Isle Of Wight	1						
Kent	17						
Oxfordshire	5	1					
Surrey	11						
West Sussex	8						
Avon	10	1					
Cornwall	6						
Devon	11	1					
Dorset	8						
Gloucestershire	6						
Somerset	5						
Wiltshire	7						
<b>SOUTH</b>	<b>188</b>	<b>7</b>	<b>2</b>				
Central Scotland						7	
Glasgow						8	
Highland And Islands			1			6	
Lothian	1					7	
Mid Scotland & Fife						7	
North East Scotland	2					5	
South Scotland	3					5	
West Scotland	1					6	
<b>SCOTLAND</b>	<b>7</b>		<b>1</b>			<b>51</b>	
Clwyd	7						
Dyfed	4		1				
Gwent	8						
Gwynedd	3						
Mid Glamorgan	6						
Powys	2						
South Glamorgan	4						
West Glamorgan	5						
<b>WALES</b>	<b>39</b>		<b>1</b>				
<b>TOTAL</b>	<b>455</b>	<b>115</b>	<b>11</b>			<b>51</b>	

Source : 2015 Election Data combined with Regional Poll Data

# DEMOGRAPHICS

	CON	LAB	LIB DEM	UKIP
Social Grade				
<i>ABC1</i>	49% (+7)	23% (-5)	13% (+3)	5% (-5)
<i>C2DE</i>	46% (+13)	28% (-7)	7% (+1)	11% (-6)
Region				
<i>Scotland</i>	31% (+16)	16% (-8)	6% (-2)	1% (-1)
<i>Wales</i>	46% (+19)	23% (-14)	7% (+1)	9% (-5)
<i>Midlands</i>	52% (+9)	25% (-8)	10% (+5)	8% (-7)
<i>North</i>	43% (+12)	33% (-10)	9% (+2)	8% (-7)
<i>South</i>	58% (+8)	17% (-2)	14% (+3)	8% (-7)
<i>London</i>	40% (+5)	33% (-10)	16% (+8)	5% (-3)
2015 Vote				
<i>Conservative</i>	91%	3%	4%	1%
<i>Labour</i>	11%	70%	11%	3%
<i>Liberal Democrat</i>	20%	8%	66%	1%
<i>UKIP</i>	48%	9%	1%	44%
Brexit Vote				
<i>Remain</i>	34%	35%	19%	1%
<i>Leave</i>	63%	14%	3%	13%
Gender				
<i>Male</i>	46% (+8)	24% (-6)	13% (+5)	7% (-8)
<i>Female</i>	50% (+13)	26% (-7)	9% (+1)	7% (-4)
Age				
<i>Young</i>	30% (-1)	39% (-)	14% (+6)	7% (-2)
<i>Middle-aged</i>	44% (+10)	29% (-5)	11% (+4)	7% (-7)
<i>Old</i>	66% (+21)	14% (-10)	9% (-2)	4% (-10)
<b>TOTAL</b>	<b>48% (+10)</b>	<b>25% (-6)</b>	<b>11% (+3)</b>	<b>7% (-6)</b>

Source : ICM (Fieldwork ending 18<sup>th</sup> April), YouGov (19<sup>th</sup> April), ComRes (20<sup>th</sup> April), YouGov (21<sup>st</sup> April), ICM (22<sup>nd</sup> April)

Note : Some Polls use different Regional and Age Groups.

## CONSTITUENCIES WON BY CLASS MAKEUP

	CONSERVATIVES	LABOUR	LIBDEM	SNP	TOTAL
Over 70% Middle-Class	67	1	2	1	71
65% to 70% Middle-Class	74	8	4	2	88
60%-65% Middle-Class	102	8	2	5	117
55%-60% Middle-Class	82	12	1	13	108
50%-55% Middle-Class	75	21	1	12	109
50%-55% Working-Class	33	34	1	14	82
Over 55% Working-Class	22	31	0	4	57
TOTAL	455	115	11	51	632

*Source : British Election Study Census Data*

## CONSTITUENCIES WON BY AGE MAKE-UP

	CONSERVATIVES	LABOUR	LIBDEM	SNP	TOTAL
Over 20% more Old than Young	102		2	4	108
15%-20% more Old than Young	101	2	1	8	112
10%-15% more Old than Young	83	20		16	119
5%-10% more Old than Young	80	16	3	12	111
<5% more Old than Young	41	14	1	4	60
<10% more Young than Old	36	28	1	3	68
Over 10% more Young than Old	12	35	3	4	54
TOTAL	455	115	11	51	632

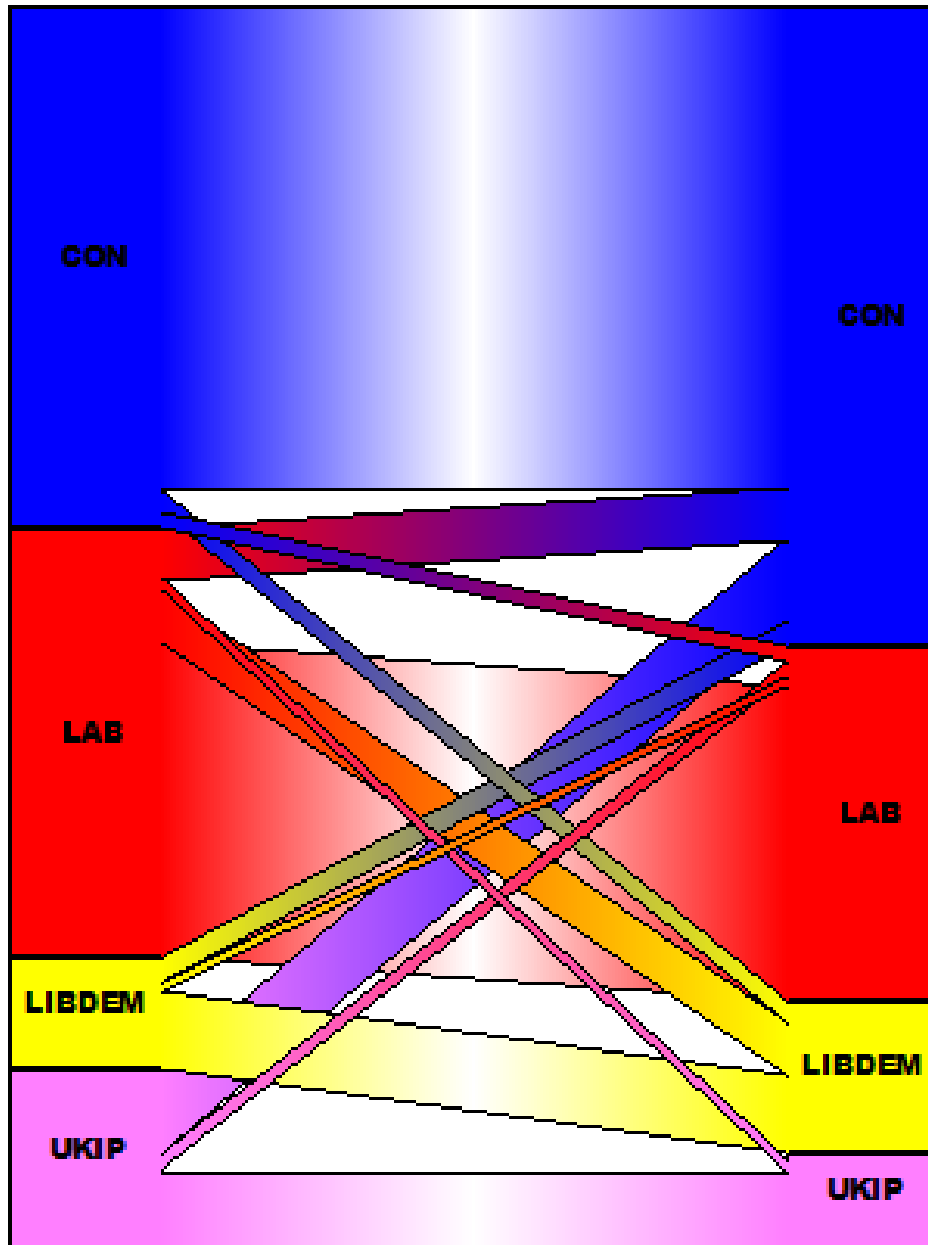
*Source : British Election Study Census Data*

# PROJECTED VOTE SHIFTS

**2015**

**Polls 18/4 to 21/4**

**2017**



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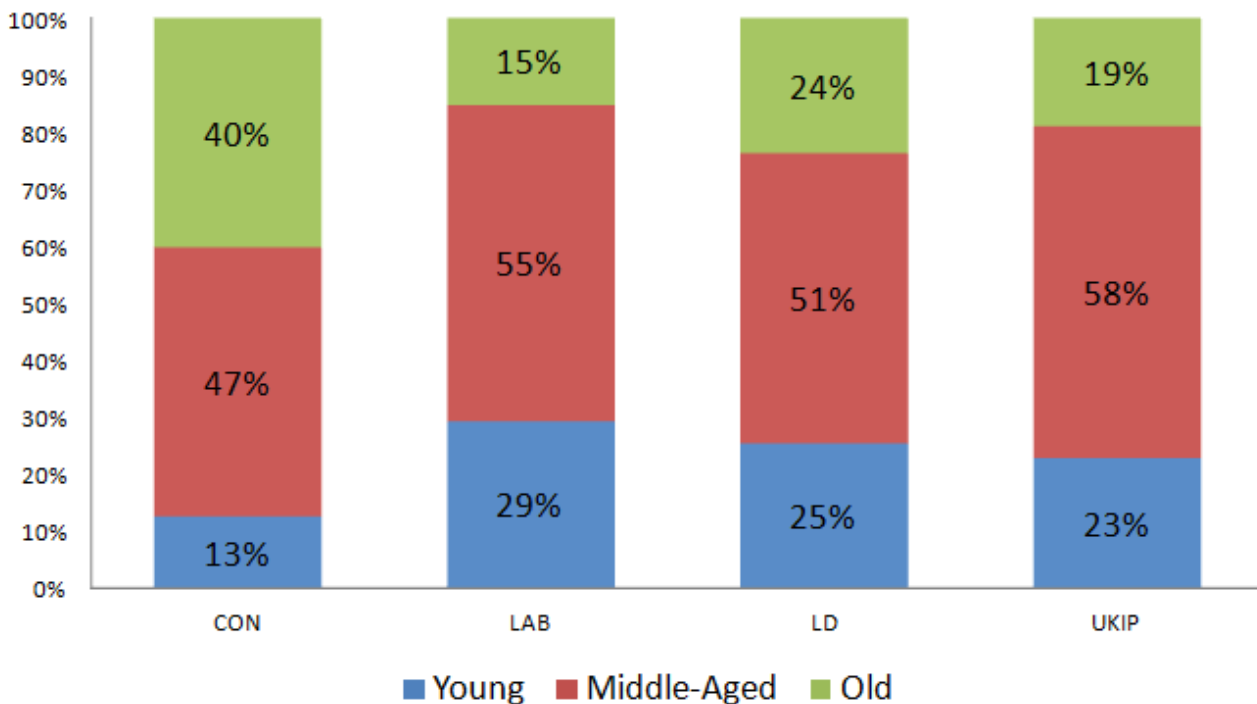
# PARTY DEMOGRAPHIC COMPOSITION

## Party Class Composition Polls Ending 18/4 - 21/4



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## Party Age Composition Polls Ending 18/4 - 21/4



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