

# TALLYRIFIC MAPS

ANALYSIS OF POLLS FIELDWORK ENDING 22<sup>nd</sup>  
TO 27<sup>th</sup> APRIL IN THE 2017 UK ELECTION

CONSERVATIVES	45%	402 (+72)
LABOUR	29%	162 (-70)
LIB DEMOCRATS	10%	12 (+4)
UKIP	8%	0 (-1)
SCOTTISH NAT P	4%	54 (-2)
GREENS	3%	1 (nc)
PLAID CYMRU	1%	1 (-2)

# BREAKDOWN BY AREA

	CON	LAB	LD	UKIP	GRN	SNP	PC
London Central	8	7	1				
London East	6	14					
London North	6	4	1				
London West	8	2	3				
London South	6	7					
<b>LONDON</b>	<b>34</b>	<b>34</b>	<b>5</b>				
Derbyshire	8	3					
Leicestershire	7	3					
Lincolnshire	7						
Northamptonshire	7						
Nottinghamshire	6	5					
Herefordshire	2						
Shropshire	5						
Staffordshire	11	1					
Warwickshire	6						
West Midlands	14	14					
Worcestershire	6						
<b>MIDLANDS</b>	<b>79</b>	<b>26</b>					
Cleveland	3	3					
County Durham	2	5					
Northumberland	2	2					
Tyne and Wear		12					
Cheshire	8	3					
Cumbria	5		1				
Gtr Manchester	10	17					
Lancashire	12	3	1				
Merseyside	3	12					
Humberside	7	3					
North Yorkshire	7	1					
South Yorkshire	2	11	1				
West Yorkshire	11	10	1				
<b>NORTH</b>	<b>72</b>	<b>82</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	6	1			1		
Hampshire	17	1					
Isle Of Wight	1						
Kent	17						
Oxfordshire	5	1					
Surrey	11						
West Sussex	8						
Avon	8	3					
Cornwall	6						
Devon	10	2					
Dorset	8						
Gloucestershire	6						
Somerset	5						
Wiltshire	7						
<b>SOUTH</b>	<b>182</b>	<b>13</b>	<b>1</b>		<b>1</b>		
Central Scotland						7	
Glasgow						8	
Highland And Islands			1			6	
Lothian						8	
Mid Scotland & Fife						7	
North East Scotland						7	
South Scotland	3					5	
West Scotland			1			6	
<b>SCOTLAND</b>	<b>3</b>		<b>2</b>			<b>54</b>	
Clwyd	7						
Dyfed	5						
Gwent	6	2					
Gwynedd	2						1
Mid Glamorgan	4	2					
Powys	2						
South Glamorgan	4						
West Glamorgan	2	3					
<b>WALES</b>	<b>32</b>		<b>7</b>			<b>1</b>	
<b>TOTAL</b>	<b>414</b>	<b>150</b>	<b>12</b>		<b>1</b>	<b>54</b>	<b>1</b>

Source : 2015 Election Data combined with Regional Poll Data

# DEMOGRAPHICS

	CON	LAB	LIB DEM	UKIP
Social Grade				
<i>ABC1</i>	46% (+4)	27% (-1)	13% (+3)	5% (-5)
<i>C2DE</i>	43% (+10)	30% (-4)	6% (nc)	12% (-5)
Region				
<i>Scotland</i>	25% (+10)	16% (-8)	8% (nc)	5% (+3)
<i>Wales</i>	47% (+20)	29% (-8)	5% (-1)	5% (-8)
<i>Midlands</i>	49% (+6)	28% (-4)	7% (+2)	9% (-7)
<i>North</i>	40% (+9)	39% (-4)	9% (+2)	8% (-7)
<i>South</i>	55% (+6)	23% (+4)	12% (+1)	8% (-7)
<i>London</i>	40% (+6)	32% (-12)	17% (+9)	7% (-1)
2015 Vote				
<i>Conservative</i>	90%	5%	4%	1%
<i>Labour</i>	10%	76%	9%	3%
<i>Liberal Democrat</i>	17%	11%	67%	2%
<i>UKIP</i>	45%	7%	2%	45%
Brexit Vote				
<i>Remain</i>	30%	38%	18%	2%
<i>Leave</i>	60%	18%	3%	13%
Gender				
<i>Male</i>	44% (+6)	27% (-2)	11% (+3)	9% (-6)
<i>Female</i>	44% (+7)	30% (-3)	9% (+1)	7% (-4)
Age				
<i>Young</i>	29% (-1)	42% (+3)	13% (+5)	6% (-3)
<i>Middle-aged</i>	38% (+4)	31% (-2)	10% (+3)	10% (-4)
<i>Old</i>	61% (+17)	18% (-6)	9% (-3)	7% (-7)
<b>TOTAL</b>	<b>45% (+7)</b>	<b>29% (-3)</b>	<b>10% (+2)</b>	<b>8% (-5)</b>

Source : Survation (Fieldwork ending 22<sup>nd</sup> April), Panelbase (24<sup>th</sup> April), ICM (24<sup>th</sup> April), YouGov (26<sup>th</sup> April), ORB (27<sup>th</sup> April)

Note : Some Polls use different Regional and Age Groups.

## CONSTITUENCIES WON BY CLASS MAKEUP

	CONSERVATIVES	LABOUR	LIBDEM	GREEN	SNP	PC	TOTAL
Over 70% Middle-Class	62	2	5	1	1		71
65% to 70% Middle-Class	69	12	3		4		88
60%-65% Middle-Class	101	9	1		6		117
55%-60% Middle-Class	74	19	1		13	1	109
50%-55% Middle-Class	61	33	1		12		107
50%-55% Working-Class	27	41	1		14		83
Over 55% Working-Class	8	46			4		57
<b>TOTAL</b>	<b>402</b>	<b>162</b>	<b>12</b>	<b>1</b>	<b>54</b>	<b>1</b>	<b>632</b>

*Source : British Election Study Census Data*

## CONSTITUENCIES WON BY AGE MAKE-UP

	TORIES	LABOUR	LIBDEM	GREEN	SNP	PC	TOTAL
Over 20% more Old than Young	101	1	3		3		108
15%-20% more Old than Young	94	8	1		9		112
10%-15% more Old than Young	73	29			17		119
5%-10% more Old than Young	70	26	3		12		111
<5% more Old than Young	30	25	1		4		60
<10% more Young than Old	29	31	2		5	1	68
Over 10% more Young than Old	5	42	2	1	4		54
<b>TOTAL</b>	<b>402</b>	<b>162</b>	<b>12</b>	<b>1</b>	<b>54</b>	<b>1</b>	<b>632</b>

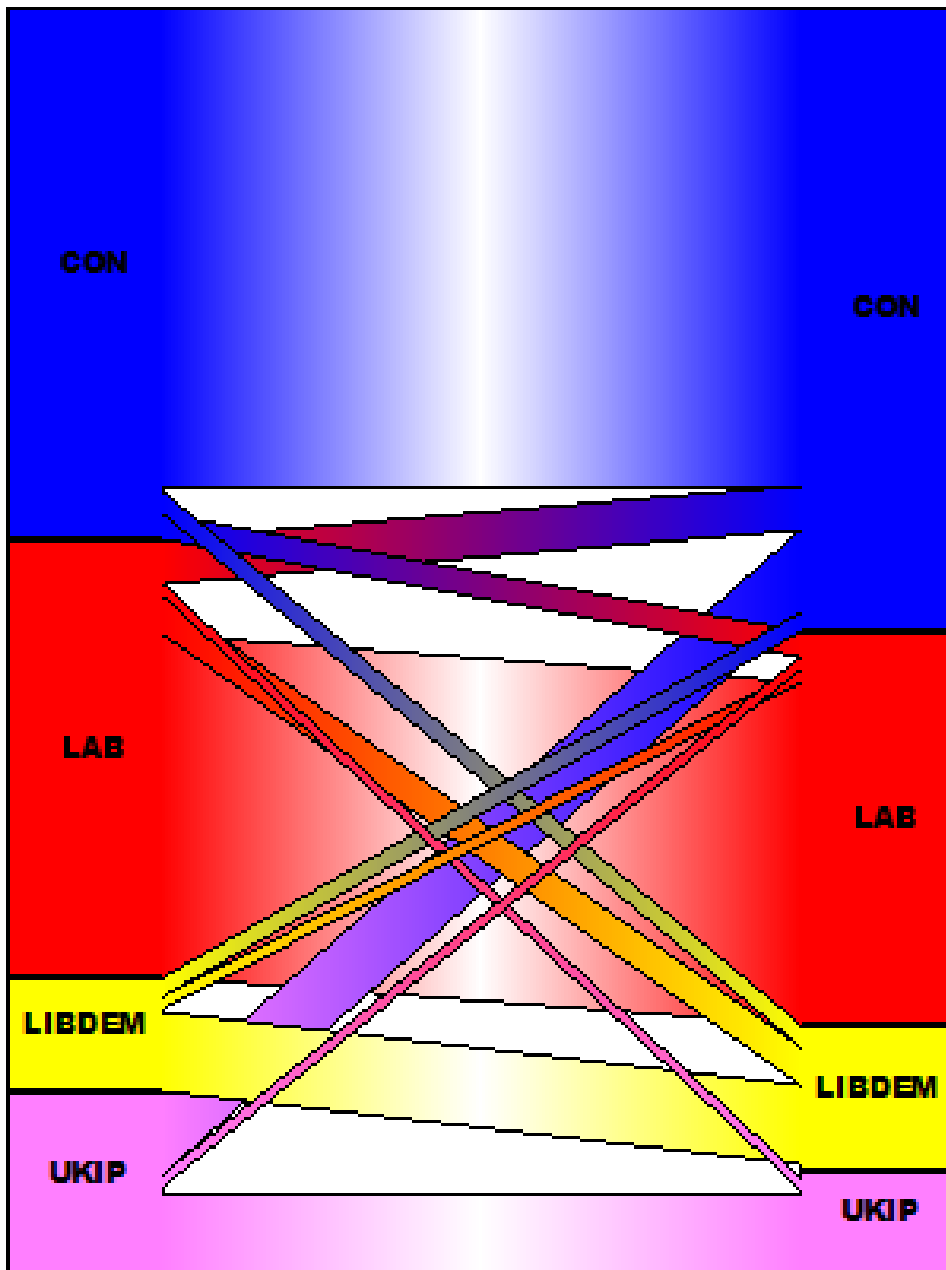
*Source : British Election Study Census Data*

# PROJECTED VOTE SHIFTS

**2015**

**Polls 22/4 to 27/4**

**2017**



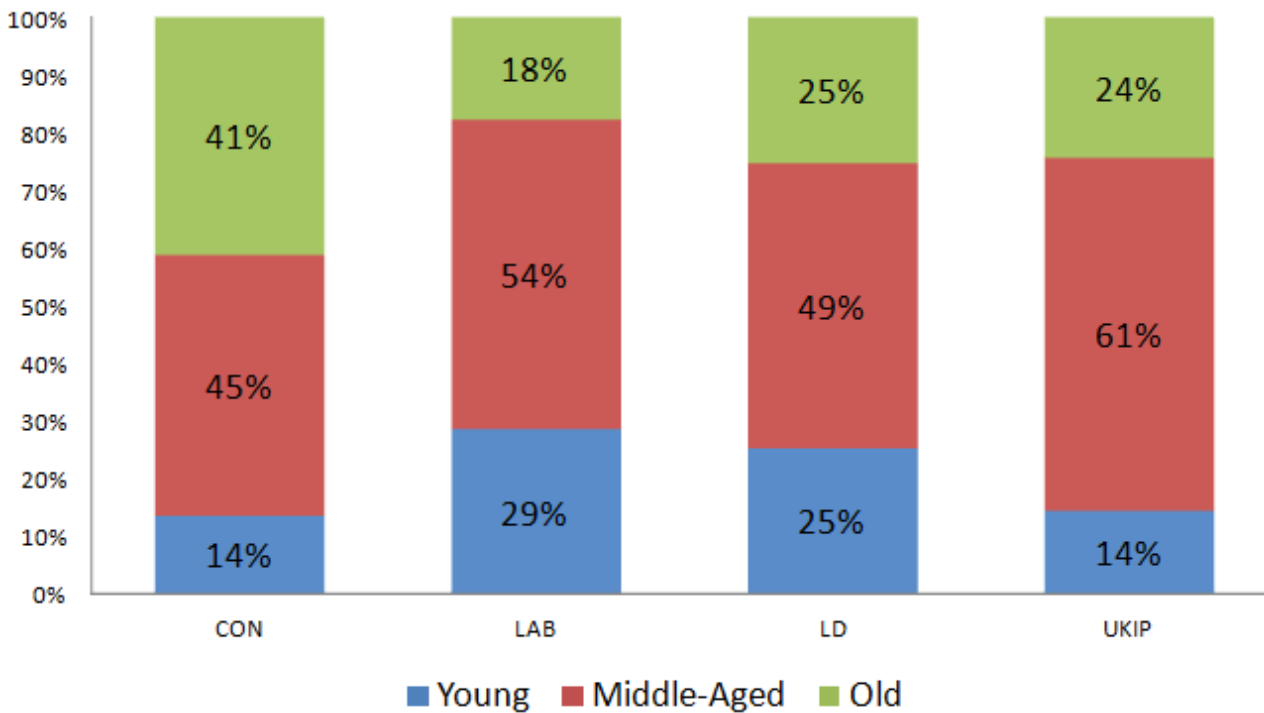
[www.facebook.com/tallyriffic.maps](http://www.facebook.com/tallyriffic.maps)

# PARTY DEMOGRAPHIC COMPOSITION

## Party Class Composition Polls Ending 22/4 - 27/4



## Party Age Composition Polls Ending 22/4 - 27/4



# WHAT BRITAIN MIGHT LOOK LIKE....

