

TALLYRIFIC MAPS

ANALYSIS OF POLLS FIELDWORK ENDING 28th
APRIL TO 2nd MAY IN THE 2017 UK ELECTION

CONSERVATIVES	46%	397 (+67)
LABOUR	30%	172 (-60)
LIB DEMOCRATS	9%	8 (nc)
UKIP	7%	0 (-1)
SCOTTISH NAT P	4%	55 (-1)
GREENS	2%	0 (-1)
PLAID CYMRU	1%	0 (-3)

BREAKDOWN BY AREA

	CON	LAB	LD	UKIP	GRN	SNP	PC
London Central	8	7	1				
London East	6	14					
London North	6	5					
London West	9	2	2				
London South	6	7					
LONDON	35	35	3				
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						
MIDLANDS	79	26					
Cleveland	3	3					
County Durham	2	5					
Northumberland	2	2					
Tyne and Wear		12					
Cheshire	8	3					
Cumbria	5		1				
Gtr Manchester	7	20					
Lancashire	12	4					
Merseyside	2	13					
Humberside	7	3					
North Yorkshire	7	1					
South Yorkshire	1	12	1				
West Yorkshire	11	10	1				
NORTH	67	88	3				

	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	2					
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						
SOUTH	182	14	1				
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						7	
SCOTLAND	3		1			55	
Clwyd	7						
Dyfed	5						
Gwent	5	3					
Gwynedd	2						
Mid Glamorgan	3	4					
Powys	2						
South Glamorgan	4						
West Glamorgan	2	3					
WALES	31		9				
TOTAL	397	172	8		1	55	

Source : 2015 Election Data combined with Regional Poll Data

DEMOGRAPHICS

	CON	LAB	LIB DEM	UKIP
Social Grade				
<i>ABC1</i>	48% (+6)	28% (nc)	12% (+2)	4% (-5)
<i>C2DE</i>	43% (+10)	32% (-2)	6% (nc)	10% (-7)
Region				
<i>Scotland</i>	27% (+12)	17% (-7)	6% (-1)	2% (nc)
<i>Wales</i>	47% (+20)	29% (-8)	5% (-1)	8% (-6)
<i>Midlands</i>	51% (+8)	28% (-4)	7% (+2)	10% (-6)
<i>North</i>	40% (+9)	40% (-3)	8% (+1)	6% (-9)
<i>South</i>	55% (+6)	21% (+2)	12% (+2)	7% (-8)
<i>London</i>	41% (+10)	36% (-8)	14% (+6)	6% (-3)
2015 Vote				
<i>Conservative</i>	88%	6%	4%	2%
<i>Labour</i>	13%	74%	8%	3%
<i>Liberal Democrat</i>	16%	13%	59%	3%
<i>UKIP</i>	48%	11%	2%	42%
Brexit Vote				
<i>Remain</i>	31%	39%	17%	1%
<i>Leave</i>	62%	19%	3%	13%
Gender				
<i>Male</i>	44% (+6)	28% (-2)	11% (+3)	8% (-6)
<i>Female</i>	47% (+10)	32% (-1)	8% (nc)	5% (-6)
Age				
<i>Young</i>	32% (+1)	44% (+5)	10% (+4)	5% (-5)
<i>Middle-aged</i>	41% (+6)	32% (-2)	10% (+3)	8% (-6)
<i>Old</i>	59% (+15)	19% (-5)	8% (-3)	7% (-7)
TOTAL	46% (+8)	30% (-1)	9% (+1)	7% (-6)

Source : Opinium (Fieldwork ending 28th April), YouGov (28th April), ICM (28th April), PanelBase (2nd May), Opinium (2nd May)

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	63	4	2		2		71
65% to 70% Middle-Class	69	12	3		4		88
60%-65% Middle-Class	100	10	1		6		117
55%-60% Middle-Class	75	19	1		13		108
50%-55% Middle-Class	58	38	1		12		109
50%-55% Working-Class	25	43			14		82
Over 55% Working-Class	7	46			4		57
TOTAL	397	172	8		55		632

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	100	2	2		4		108
15%-20% more Old than Young	93	9	1		9		112
10%-15% more Old than Young	71	31			17		119
5%-10% more Old than Young	67	30	2		12		111
<5% more Old than Young	30	25	1		4		60
<10% more Young than Old	31	32			5		68
Over 10% more Young than Old	5	43	2		4		54
TOTAL	397	172	8		55		632

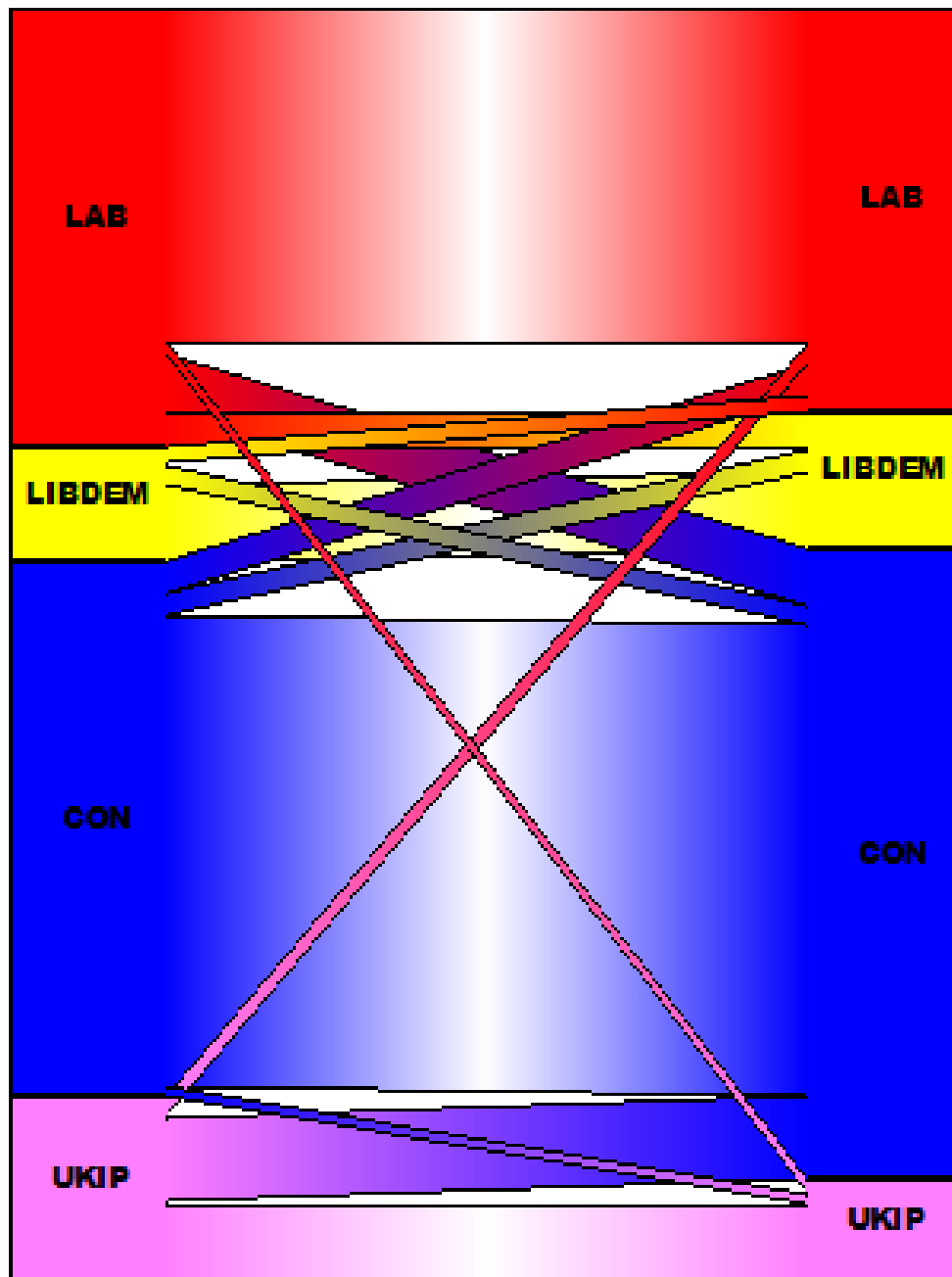
Source : British Election Study Census Data

PROJECTED VOTE SHIFTS

2015

Polls 28/4 to 2/5

2017



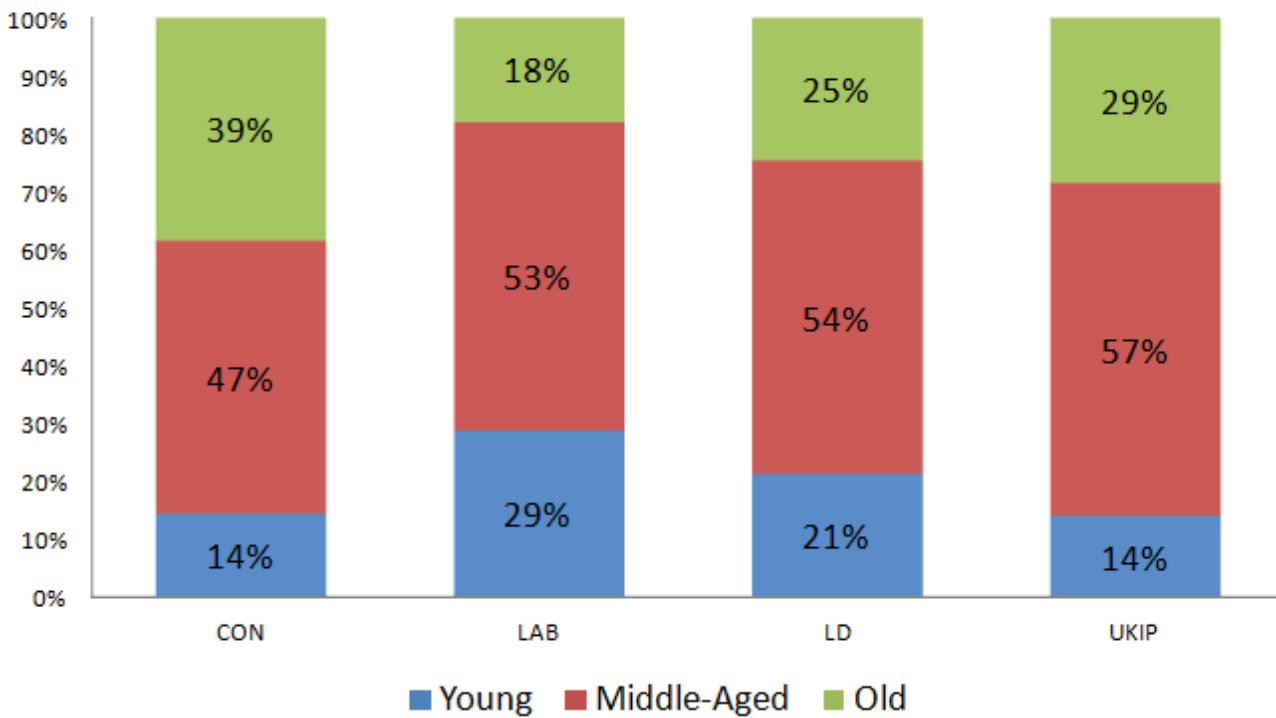
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PARTY DEMOGRAPHIC COMPOSITION

Party Class Composition Polls Ending 28/4 - 2/5



Party Age Composition Polls Ending 28/4 - 2/5



WHAT BRITAIN MIGHT LOOK LIKE....

