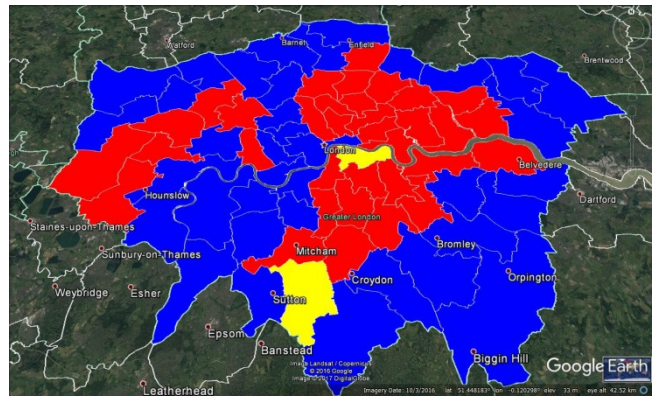
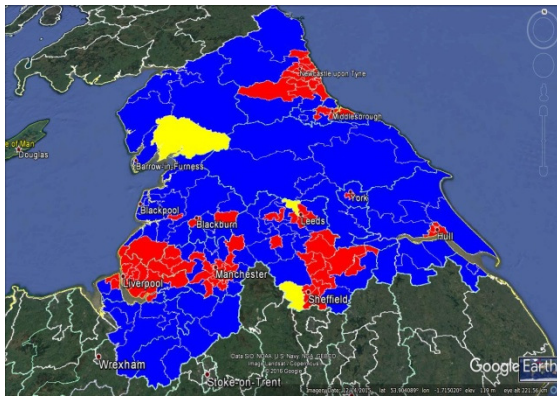
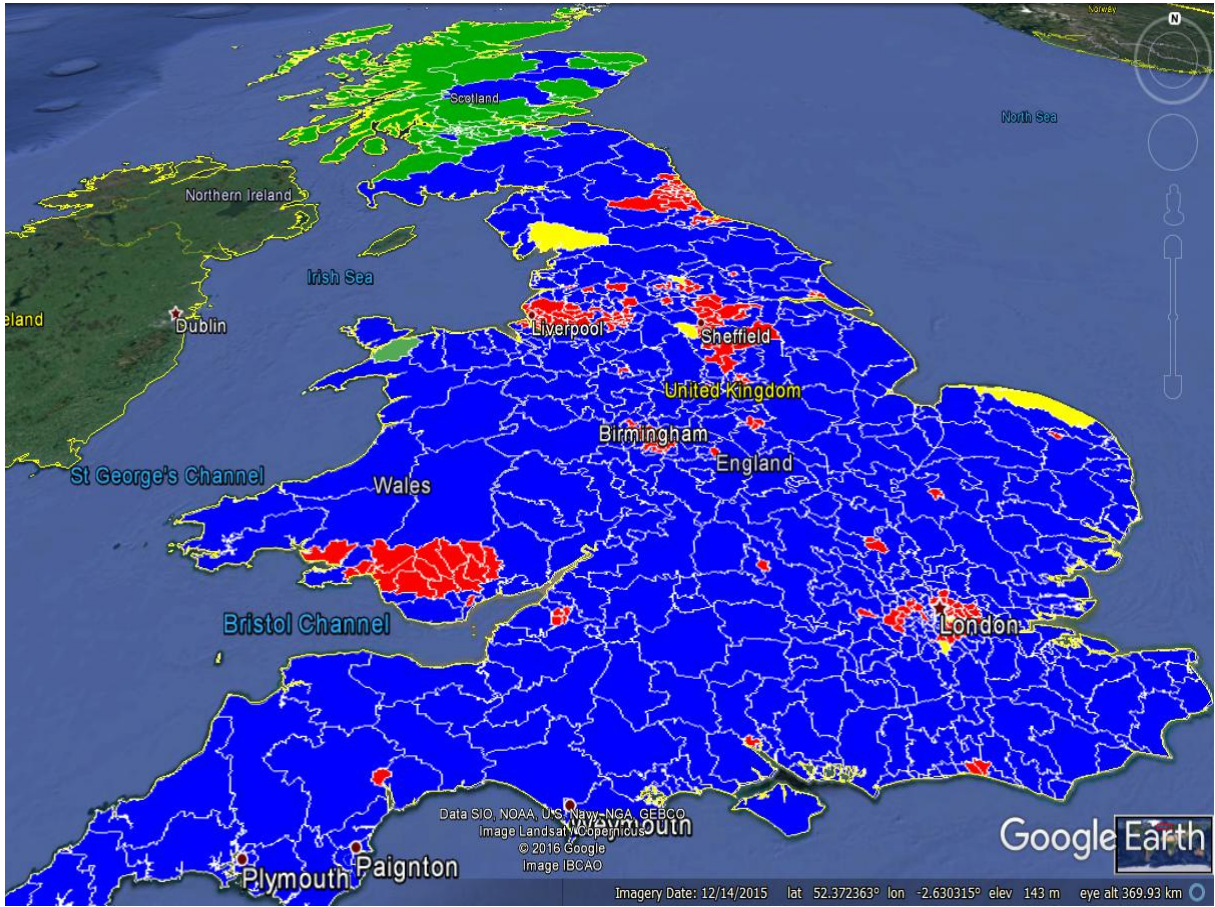


TALLYRIFFIC MAPS

ANALYSIS OF POLLS FIELDWORK ENDING 3rd
MAY TO 9th MAY IN THE 2017 UK ELECTION

CONSERVATIVES	48%	409 (+69)
LABOUR	29%	167 (-65)
LIB DEMOCRATS	9%	6 (-2)
UKIP	6%	0 (-1)
SCOTTISH NAT P	4%	49 (-7)
GREENS	2%	0 (-1)
PLAID CYMRU	1%	1 (-2)

WHAT BRITAIN MIGHT LOOK LIKE....



COMMENTARY

The Conservatives are up 10 points since 2015 and would gain 79 seats - however in the first polls after the election was called they were on a similar figure but were gaining 125 seats. The difference this time is that Labour have closed the gap somewhat from 23 points to 19 points. They would gain particularly amongst older voters, working-class voters and voters in Wales and Scotland (though their gains in terms of seats in the latter country would be modest). By contrast, the vote amongst younger voters has remained static.

Labour have held onto their younger vote - in fact they increase it, but lose amongst older voters. The Tories are ahead of them in every region bar the North - but a rise in their vote in Wales suggests they could take 15 of the 40 seats, which is an improvement on the near-complete wipeout suggested by previous polls.

The Liberal Democrats fare better amongst middle-class voters, and see a sizeable increase in London - but less elsewhere. 5 out of every 6 Liberal Democrats are Remain voters, due partly to a small influx of Remain voters from other parties, but more because of an exodus of 2015 Liberal Democrat voters who voted LEAVE - it seems only 2 out of every 5 intend to stick with the LibDems, and a similar number intend to vote for the Tories.

As many 2015 UKIP voters now say they are going to vote Conservative as say they will remain with UKIP. They do best amongst working-class voters. The vast majority of UKIPers are Leave voters.

The SNP would still retain a huge majority of the seats in Scotland, but the Tories would secure a significant foothold of 10 seats.

The Conservatives been very successful in retaining their 2015 voters, with 9 out of 10 saying there are sticking with them. In addition nearly half of 2015 UKIP voters and nearly a quarter of 2015 Liberal Democrat voters (and 1 in ten 2015 Labour voters) are now intending to vote for the Conservatives. Of Particular interest is that, despite the fact that the Conservatives are implementing Brexit, they are managing to hang on to more than 5 out of 6 of their 2015 voters who voted REMAIN in 2016 (source : ICM polls). This compares to Labour only currently retaining 2 out of 3 of their LEAVE voters, and the Liberal Democrats only retaining 1 out of 3 of their Leave Voters.

In fact the Liberal Democrat support base seems to be in considerable flux - only half of those currently intending to vote LibDem voted for the party in 2015 (one in 6 are former Tory voters, 1 in 4 are former Labour voters) - on the other side 2 out of every 5 of their 2015 voters are now voting for either the Conservatives or Labour (splitting 3:2 in favour of the former).

One of the more surprising findings in ICM polls is that the Conservatives are outpolling Labour by 46% to 35% in Labour marginal seats. However a similar analysis by YouGov (which returned a 9 point lead for the Tories in Labour marginals on National Voting intentions) found that when respondents were asked about their constituency voting intention, the Conservative lead was cut to 2 points.

BREAKDOWN BY AREA

	CON	LAB	LD	UKIP	GRN	SNP	PC
London Central	8	7	1				
London East	7	13					
London North	6	5					
London West	10	2	1				
London South	6	7					
LONDON	37	34	2				
Derbyshire	8	3					
Leicestershire	7	3					
Lincolnshire	7						
Northamptonshire	7						
Nottinghamshire	6	5					
Herefordshire	2						
Shropshire	5						
Staffordshire	11	1					
Warwickshire	6						
West Midlands	13	15					
Worcestershire	6						
MIDLANDS	78	27					
Cleveland	3	3					
County Durham	3	4					
Northumberland	2	2					
Tyne and Wear		12					
Cheshire	9	2					
Cumbria	5		1				
Gtr Manchester	11	16					
Lancashire	12	4					
Merseyside	3	12					
Humberside	7	3					
North Yorkshire	7	1					
South Yorkshire	3	10	1				
West Yorkshire	12	9	1				
NORTH	77	78	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	11	1					
Dorset	8						
Gloucestershire	6						
Somerset	5						
Wiltshire	7						
SOUTH	183	13	1				
Central Scotland						7	
Glasgow						8	
Highland And Islands	1					6	
Lothian	1					7	
Mid Scotland & Fife	1					6	
North East Scotland	2					5	
South Scotland	3					5	
West Scotland	2					5	
SCOTLAND	10					40	
Clwyd	7						
Dyfed	4	1					
Gwent	3	5					
Gwynedd	2				1		
Mid Glamorgan	2	4					
Powys	2						
South Glamorgan	3	1					
West Glamorgan	1	4					
WALES	24	15			1		
TOTAL	409	167	6		1	55	

Source : 2015 Election Data combined with Regional Poll Data

DEMOGRAPHICS

	CON	LAB	LIB DEM	UKIP
Social Grade				
<i>ABC1</i>	49% (+7)	28% (-1)	12% (+2)	4% (-6)
<i>C2DE</i>	45% (+12)	32% (-3)	6% (nc)	9% (-8)
Region				
<i>Scotland</i>	33% (+18)	16% (-8)	5% (-3)	1% (-2)
<i>Wales</i>	43% (+16)	34% (-3)	5% (-2)	5% (-9)
<i>Midlands</i>	51% (+8)	30% (-2)	8% (+2)	8% (-8)
<i>North</i>	42% (+12)	39% (-4)	8% (+1)	6% (-9)
<i>South</i>	56% (+7)	22% (+2)	12% (+1)	7% (-8)
<i>London</i>	43% (+8)	36% (-7)	13% (+5)	5% (-3)
2015 Vote				
<i>Conservative</i>	89%	4%	4%	1%
<i>Labour</i>	10%	78%	7%	1%
<i>Liberal Democrat</i>	23%	16%	58%	0%
<i>UKIP</i>	45%	9%	3%	38%
Brexit Vote				
<i>Remain</i>	32%	40%	16%	1%
<i>Leave</i>	64%	19%	3%	10%
Gender				
<i>Male</i>	46% (+9)	29% (nc)	10% (+2)	7% (-8)
<i>Female</i>	48% (+11)	30% (-3)	9% (+1)	5% (-7)
Age				
<i>Young</i>	32% (+1)	44% (+5)	10% (+2)	5% (-5)
<i>Middle-aged</i>	43% (+8)	32% (-1)	10% (+2)	6% (-7)
<i>Old</i>	61% (+16)	19% (-6)	8% (-4)	6% (-8)
TOTAL	48% (+10)	29% (-2)	9% (+1)	6% (-7)

Source : YouGov (Fieldwork ending 3rd May), ICM (5th May), YouGov (5th May), ICM (7th May), Panelbase (9th May), Opinium (9th May)

CONSTITUENCIES WON BY CLASS MAKEUP

	CONSERVATIVES	LABOUR	LIBDEM	GREEN	SNP	PC	TOTAL
Over 70% Middle-Class	65	4	1		1		71
65% to 70% Middle-Class	71	12	3		2		88
60%-65% Middle-Class	101	10	1		5		117
55%-60% Middle-Class	73	22	1		11	1	108
50%-55% Middle-Class	66	31			12		109
50%-55% Working-Class	26	42			14		82
Over 55% Working-Class	7	46			4		57
TOTAL	409	167	6		49	1	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	101	1	2		4		108
15%-20% more Old than Young	98	7			7		112
10%-15% more Old than Young	73	31			15		119
5%-10% more Old than Young	70	28	1		12		111
<5% more Old than Young	32	23	1		4		60
<10% more Young than Old	30	34			3	1	68
Over 10% more Young than Old	5	43	2		4		54
TOTAL	409	167	6		49	1	632

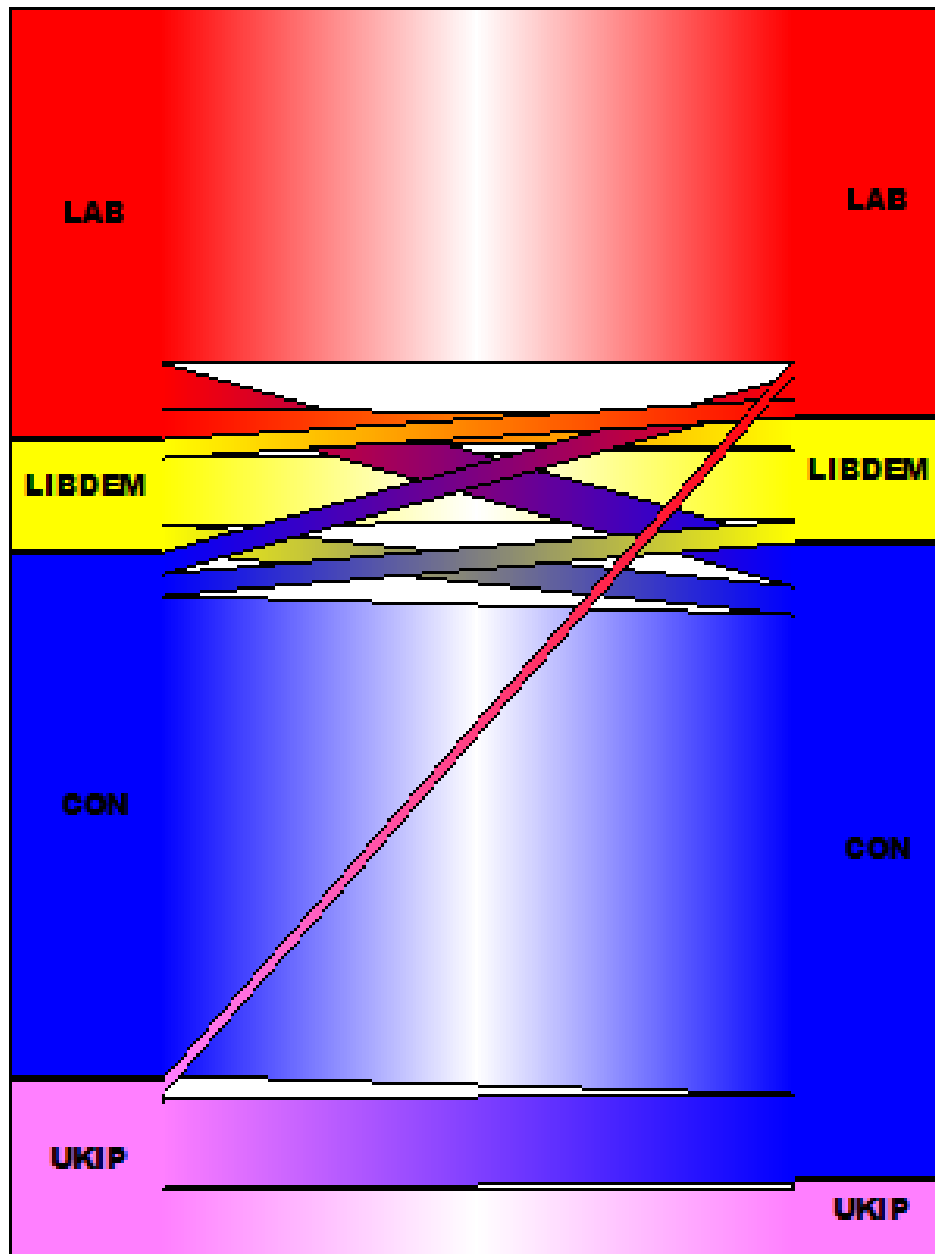
Source : British Election Study Census Data

PROJECTED VOTE SHIFTS

2015

Polls 3/5 to 9/5

2017



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PARTY DEMOGRAPHIC COMPOSITION

