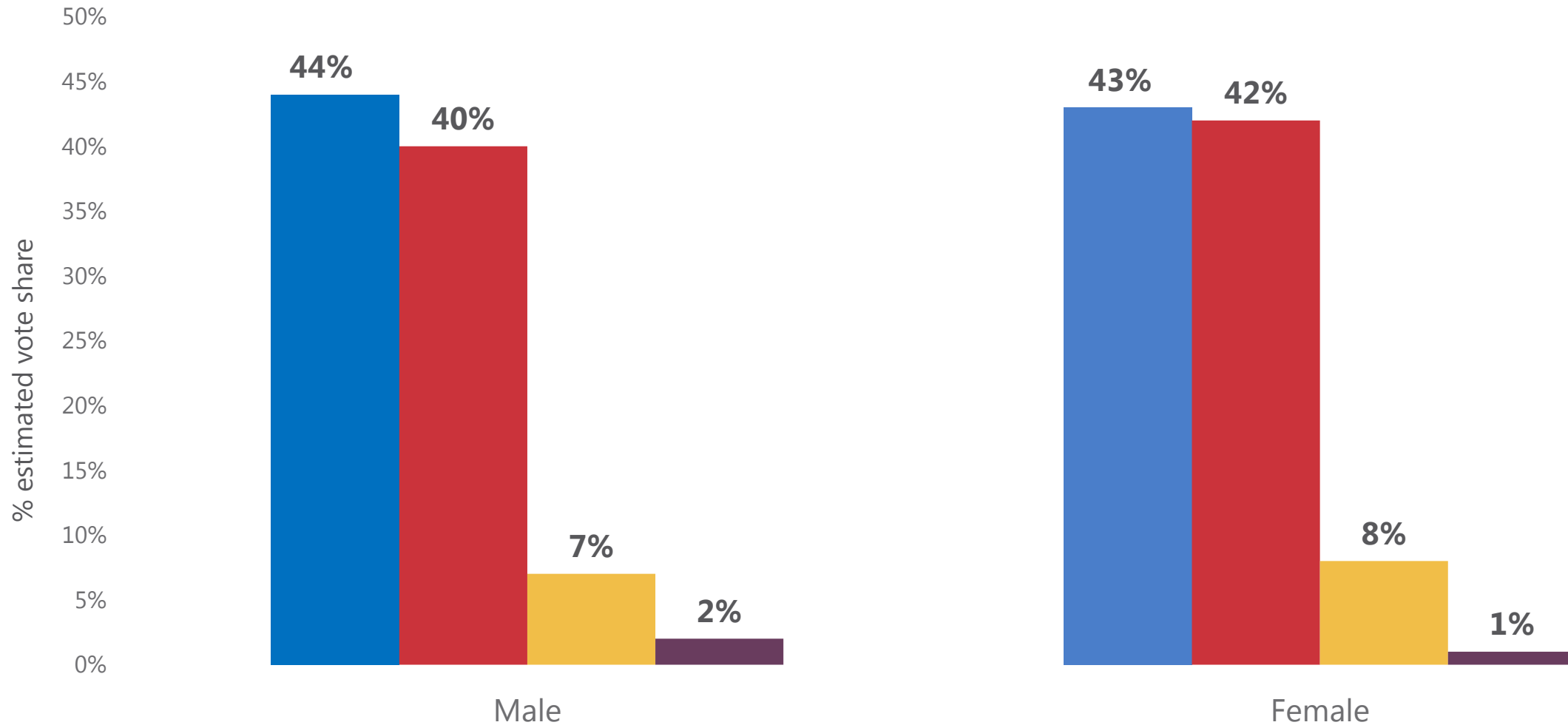


# How the voters voted in the 2017 election

Ipsos MORI estimates



# How Britain voted by gender – overall men and women had similar voting patterns



Base: 7,505 GB adults aged 18+ (5,255 classified as voters), interviewed telephone and online 21 April – 7 June 2017. Data has been weighted to the actual results by region and to the population profile of Great Britain.

Source: Ipsos MORI Political Monitor



Ipsos MORI

CONSERVATIVE



LABOUR



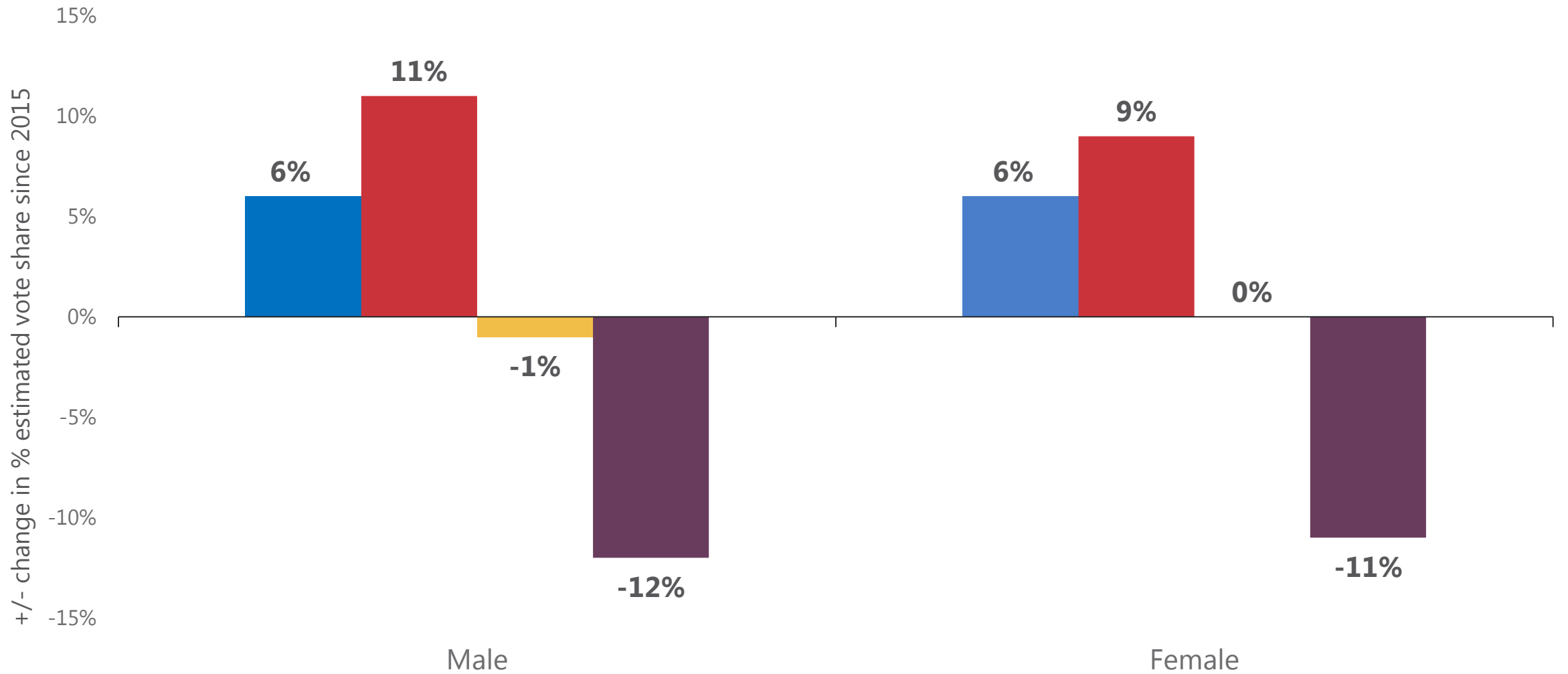
LIB DEM



UKIP



# The change since 2015 was also similar by gender



Base: 7,505 GB adults aged 18+ (5,255 classified as voters), interviewed telephone and online 21 April – 7 June 2017. Data has been weighted to the actual results by region and to the population profile of Great Britain.

Source: Ipsos MORI Political Monitor



Ipsos MORI

CONSERVATIVE



LABOUR



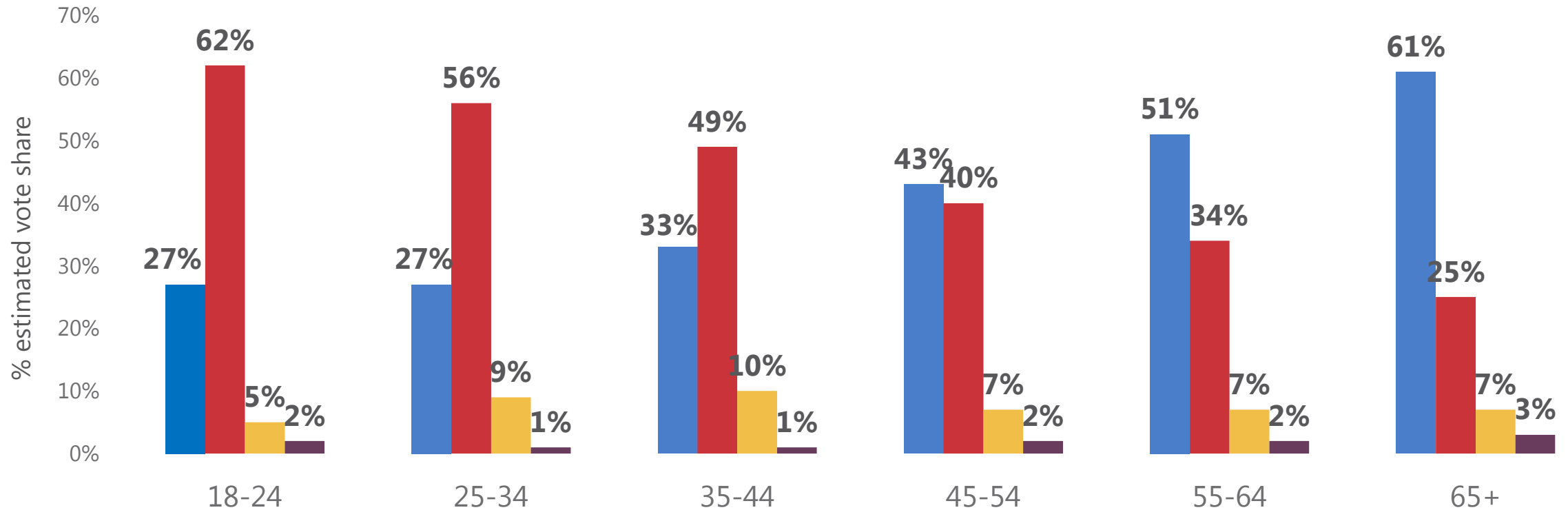
LIB DEM



UKIP



# How Britain voted by age – the biggest age gap we've seen since our estimates started in 1979



Base: 7,505 GB adults aged 18+ (5,255 classified as voters), interviewed telephone and online 21 April – 7 June 2017. Data has been weighted to the actual results by region and to the population profile of Great Britain.

Source: Ipsos MORI Political Monitor



Ipsos MORI

CONSERVATIVE



LABOUR



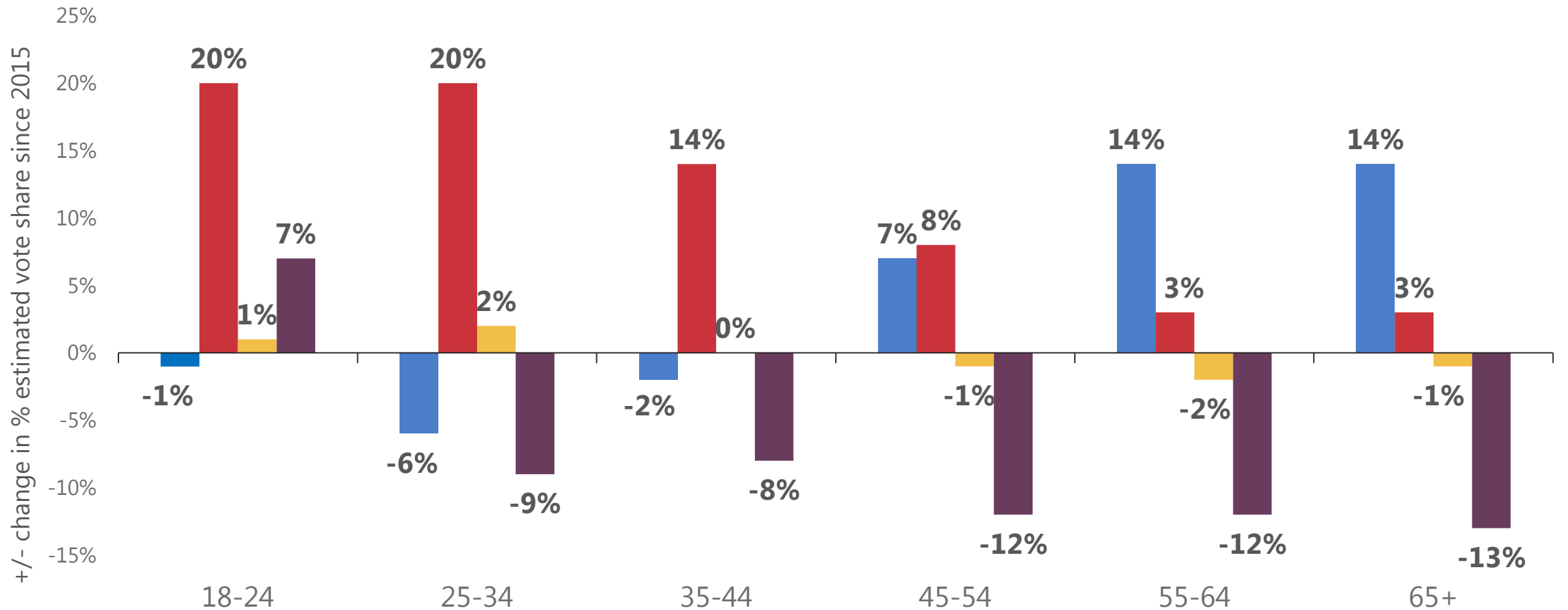
LIB DEM



UKIP



# Change since 2015 by age: there was a swing to Labour among under 44s, and a swing to the Conservatives among over 55s



Base: 7,505 GB adults aged 18+ (5,255 classified as voters), interviewed telephone and online 21 April – 7 June 2017. Data has been weighted to the actual results by region and to the population profile of Great Britain.

Source: Ipsos MORI Political Monitor



Ipsos MORI

CONSERVATIVE



LABOUR



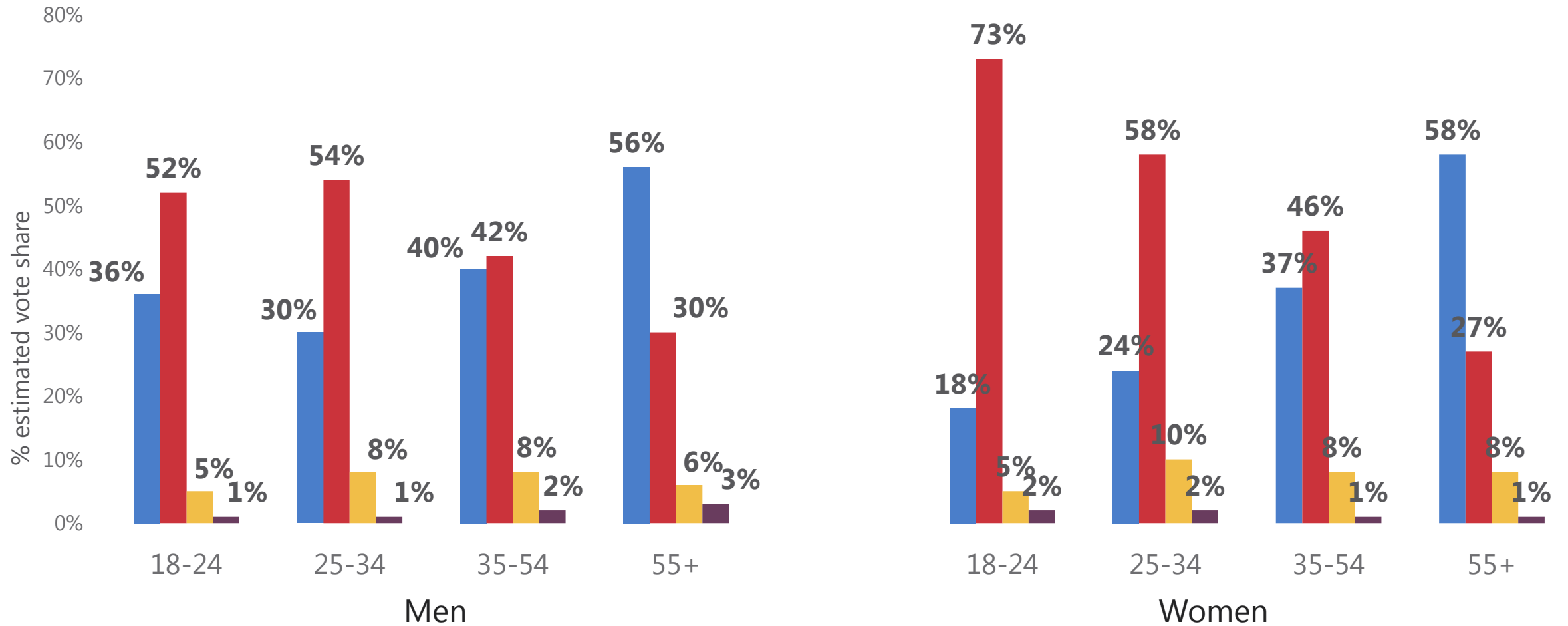
LIB DEM



UKIP



# Young women were even more likely to vote Labour than young men



Base: 7,505 GB adults aged 18+ (5,255 classified as voters), interviewed telephone and online 21 April – 7 June 2017. Data has been weighted to the actual results by region and to the population profile of Great Britain.

Source: Ipsos MORI Political Monitor



Ipsos MORI

CONSERVATIVE



LABOUR



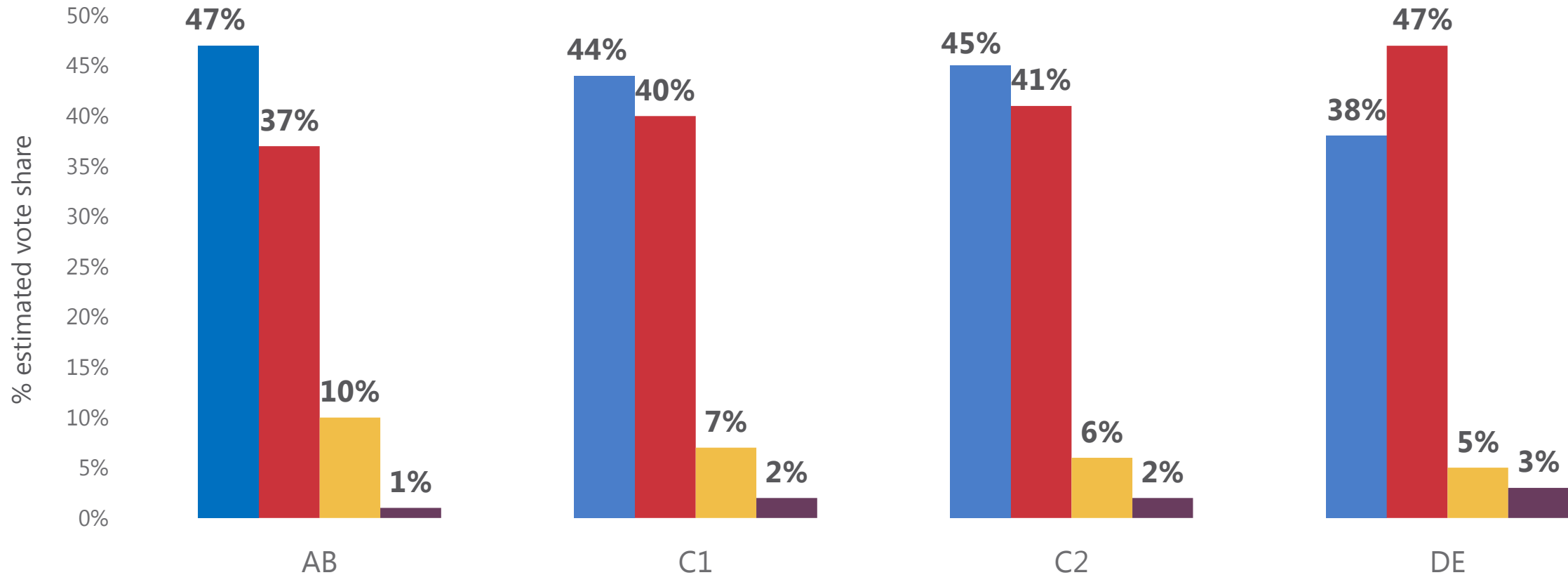
LIB DEM



UKIP



# How Britain voted by social class – best score for Labour among ABC1s since our data series began in 1979, best score for the Conservatives among C2DEs



Base: 7,505 GB adults aged 18+ (5,255 classified as voters), interviewed telephone and online 21 April – 7 June 2017. Data has been weighted to the actual results by region and to the population profile of Great Britain.

Source: Ipsos MORI Political Monitor



Ipsos MORI

CONSERVATIVE



LABOUR



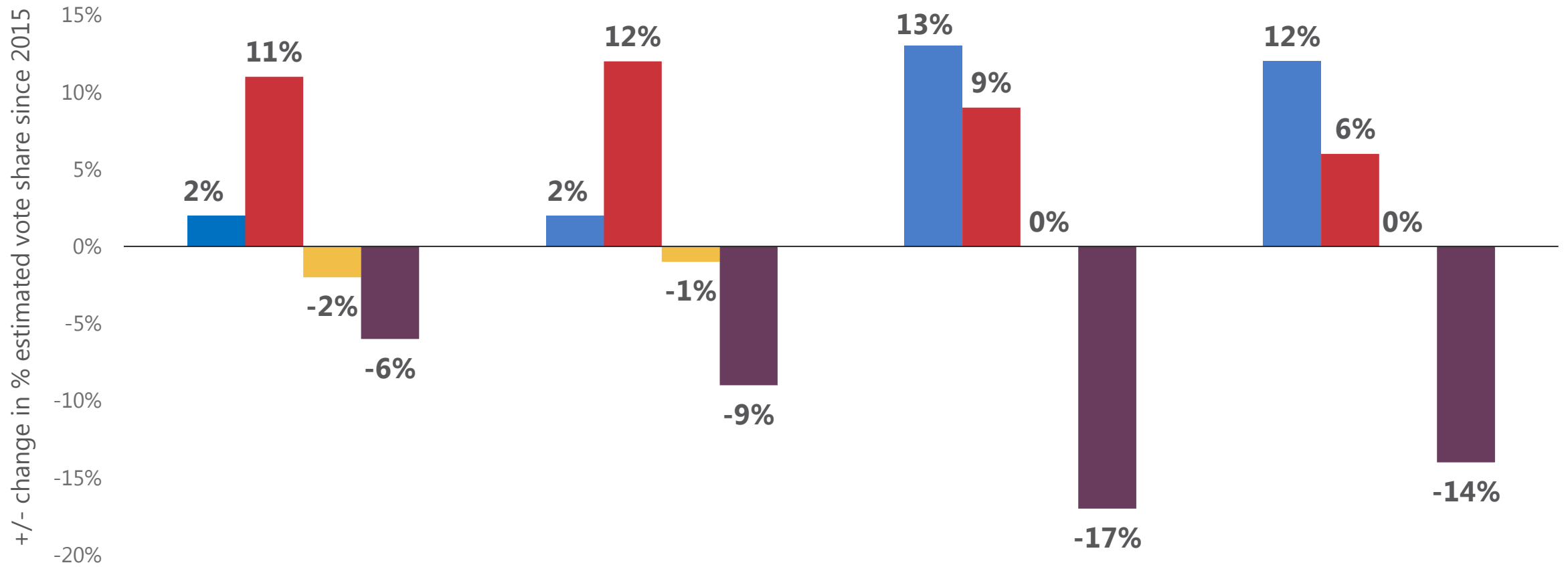
LIB DEM



UKIP



# Since 2015, swing to Labour among ABC1s. Among C2DEs, Conservative vote share up even more than Labour, UKIP down substantially



Base: 7,505 GB adults aged 18+ (5,255 classified as voters), interviewed telephone and online 21 April – 7 June 2017. Data has been weighted to the actual results by region and to the population profile of Great Britain.

Source: Ipsos MORI Political Monitor



Ipsos MORI

CONSERVATIVE



LABOUR



LIB DEM

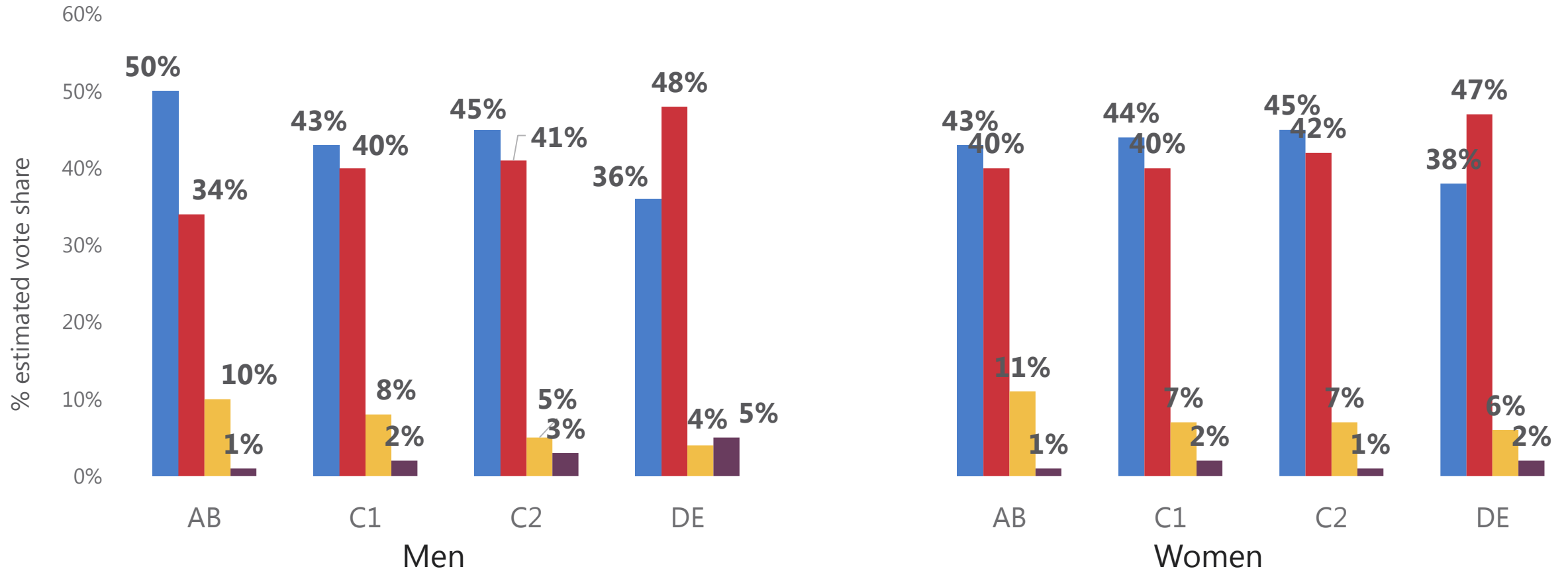


UKIP





# Broadly similar voting patterns by gender within class



Base: 7,505 GB adults aged 18+ (5,255 classified as voters), interviewed telephone and online 21 April – 7 June 2017. Data has been weighted to the actual results by region and to the population profile of Great Britain.

Source: Ipsos MORI Political Monitor



Ipsos MORI

CONSERVATIVE



LABOUR



LIB DEM

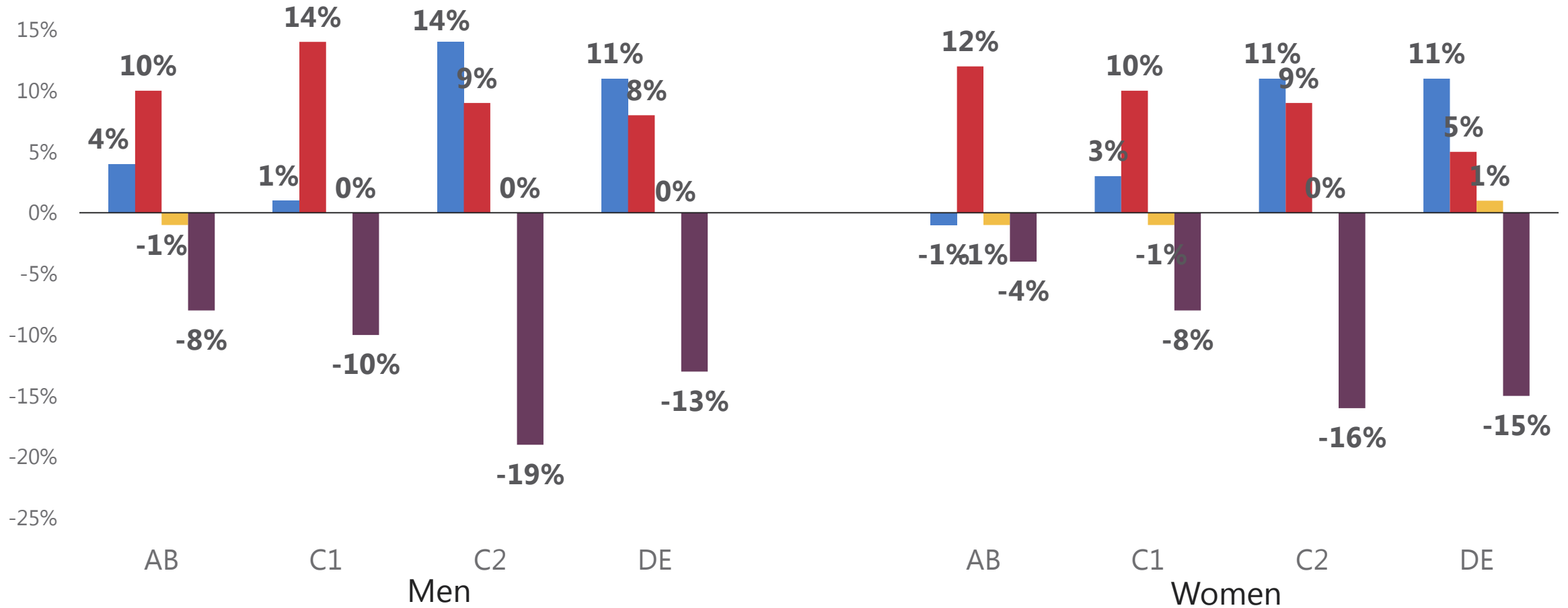


UKIP



# Since 2015, both men and women ABC1s have swung to Labour

+/- change in % estimated vote share since 2015  
20%



Base: 7,505 GB adults aged 18+ (5,255 classified as voters), interviewed telephone and online 21 April – 7 June 2017. Data has been weighted to the actual results by region and to the population profile of Great Britain.

Source: Ipsos MORI Political Monitor



Ipsos MORI

CONSERVATIVE



LABOUR



LIB DEM

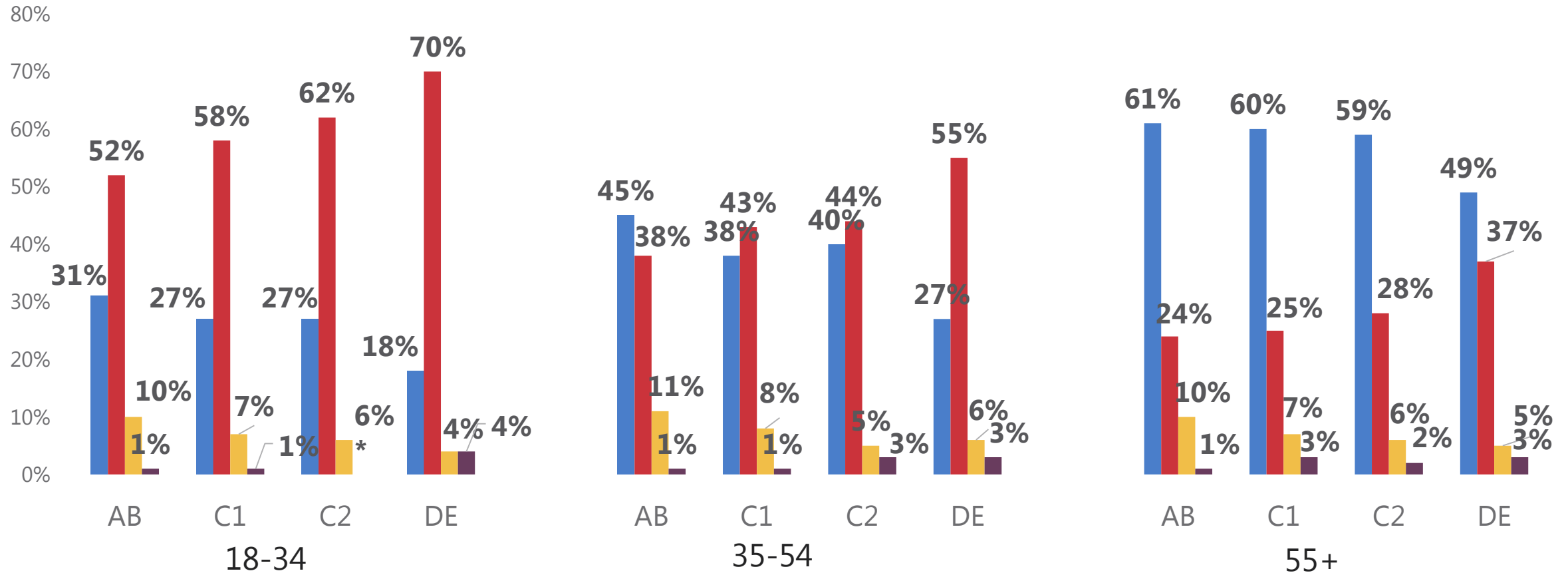


UKIP



# How Britain voted: class patterns seen within age, age patterns seen within class

% estimated vote share



Base: 7,505 GB adults aged 18+ (5,255 classified as voters), interviewed telephone and online 21 April – 7 June 2017. Data has been weighted to the actual results by region and to the population profile of Great Britain.

Source: Ipsos MORI Political Monitor



Ipsos MORI

CONSERVATIVE



LABOUR



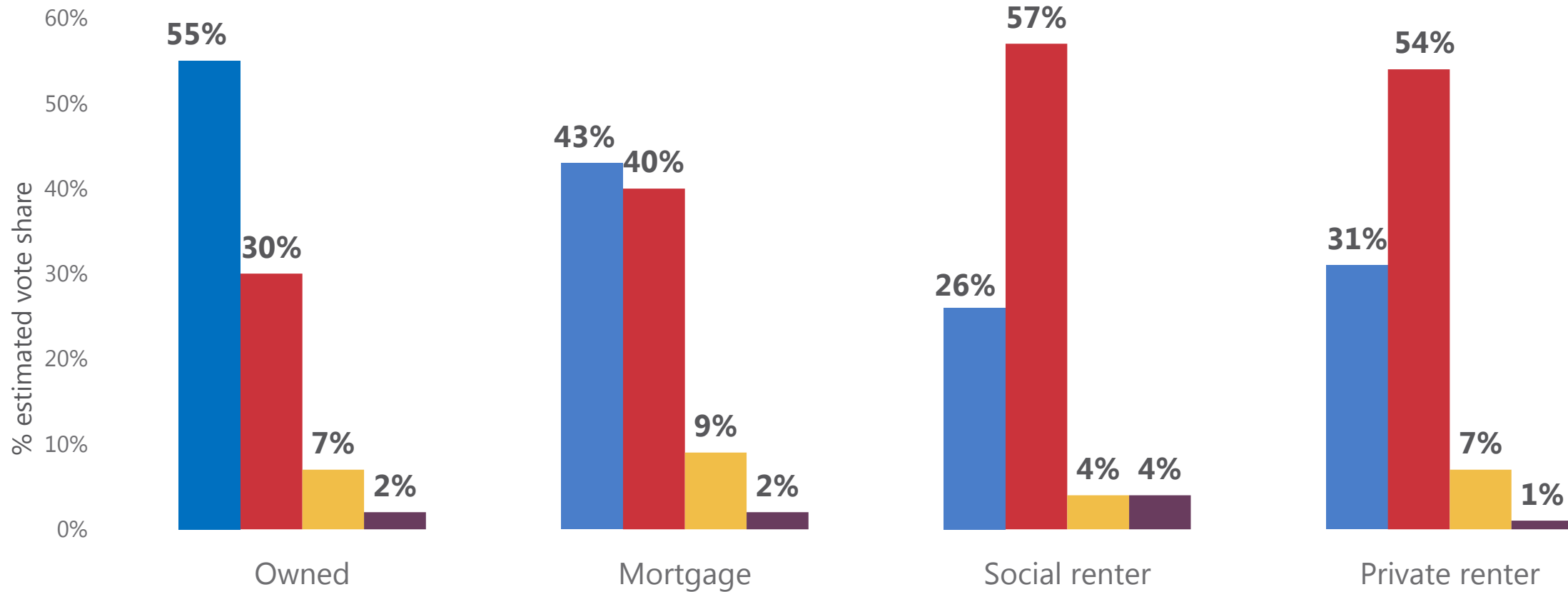
LIB DEM



UKIP



# How Britain voted by housing tenure: renters strongly Labour, homeowners Conservative, mortgage holders split



Base: 7,505 GB adults aged 18+ (5,255 classified as voters), interviewed telephone and online 21 April – 7 June 2017. Data has been weighted to the actual results by region and to the population profile of Great Britain.

Source: Ipsos MORI Political Monitor



Ipsos MORI

CONSERVATIVE



LABOUR



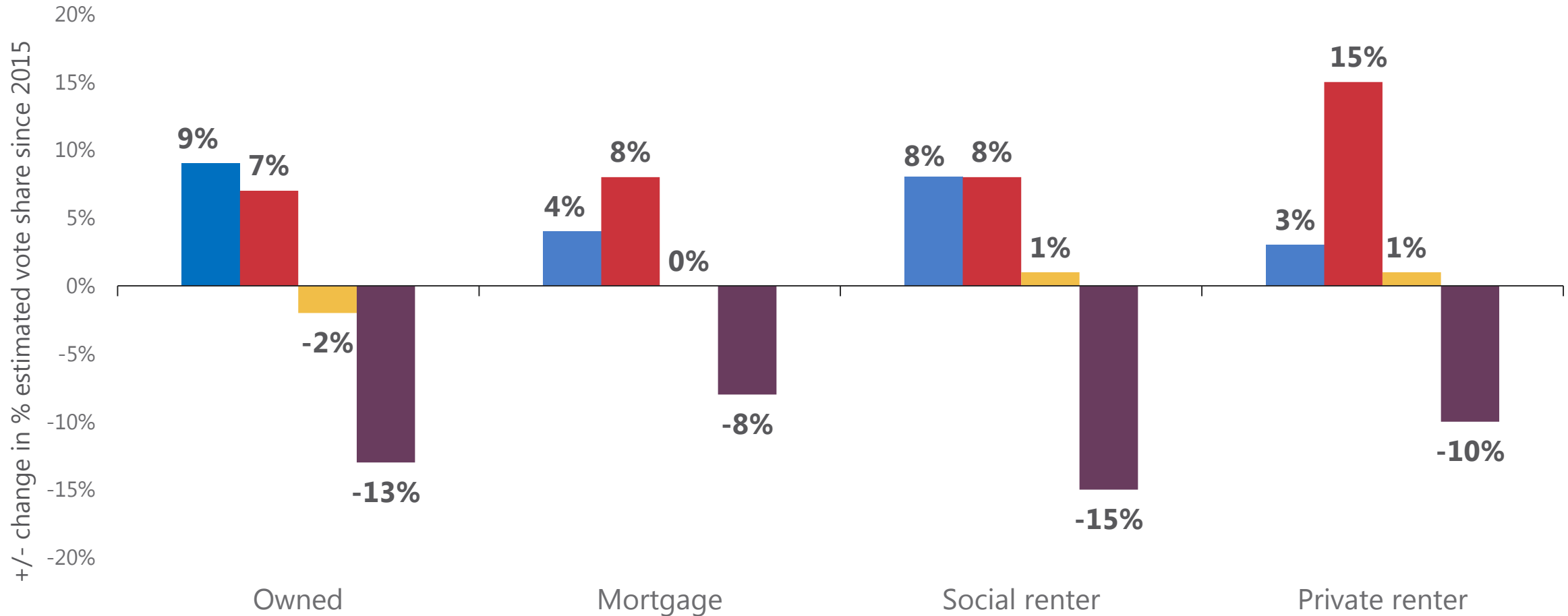
LIB DEM



UKIP



# Since 2015, both Conservatives and Labour increased share among all groups, private renters and mortgage holders swung more to Labour.



Base: 7,505 GB adults aged 18+ (5,255 classified as voters), interviewed telephone and online 21 April – 7 June 2017. Data has been weighted to the actual results by region and to the population profile of Great Britain.

Source: Ipsos MORI Political Monitor



Ipsos MORI

CONSERVATIVE



LABOUR



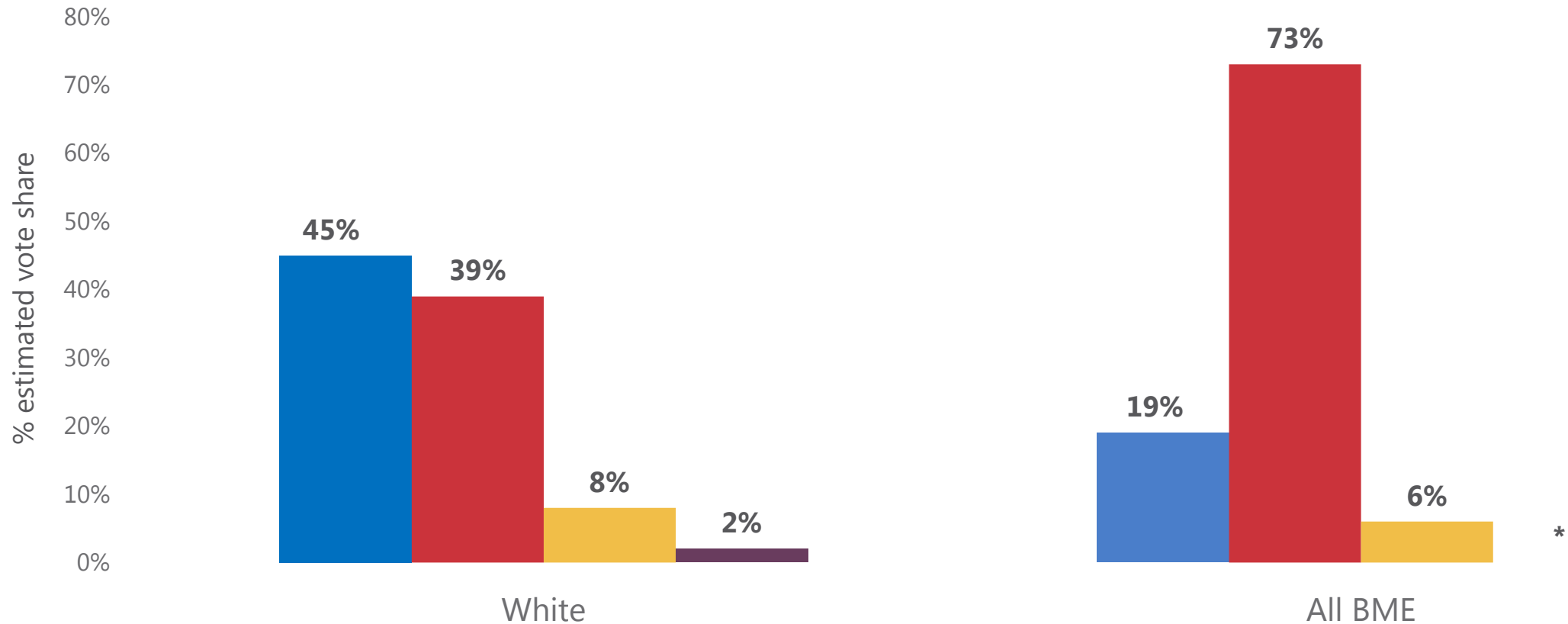
LIB DEM



UKIP



# How Britain voted by ethnicity – Labour keeps strong lead among BME voters



Base: 7,505 GB adults aged 18+ (5,255 classified as voters), interviewed telephone and online 21 April – 7 June 2017. Data has been weighted to the actual results by region and to the population profile of Great Britain.

Source: Ipsos MORI Political Monitor



Ipsos MORI

CONSERVATIVE



LABOUR



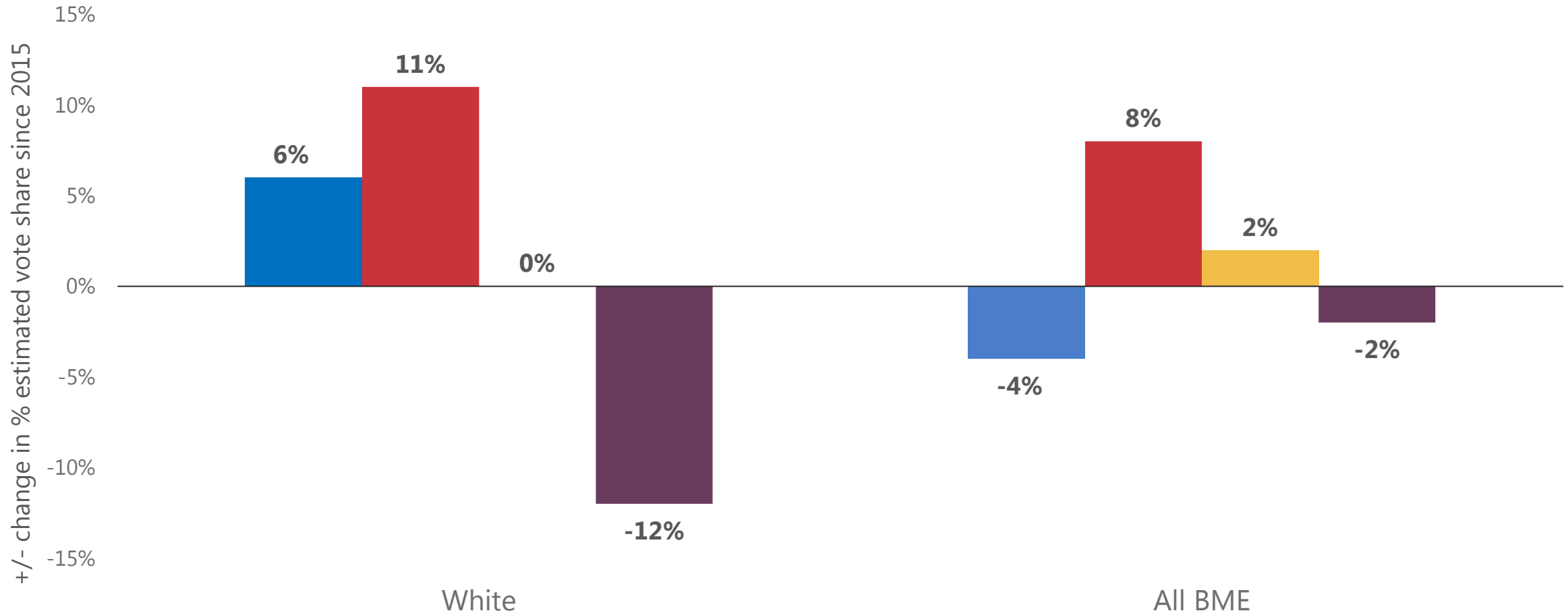
LIB DEM



UKIP



# Since 2015, Labour increased share among both white and BME voters, but Conservatives lost ground among BME voters



Base: 7,505 GB adults aged 18+ (5,255 classified as voters), interviewed telephone and online 21 April – 7 June 2017. Data has been weighted to the actual results by region and to the population profile of Great Britain.

Source: Ipsos MORI Political Monitor



Ipsos MORI

CONSERVATIVE



LABOUR



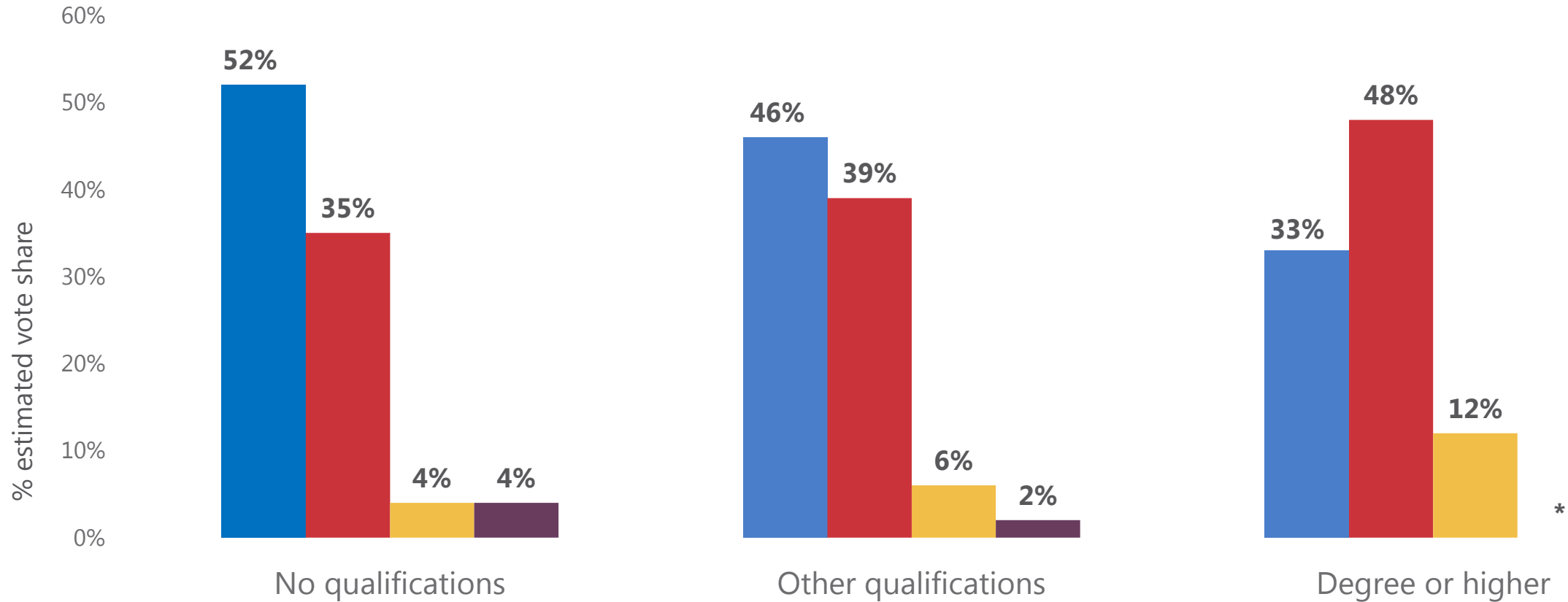
LIB DEM



UKIP



# How Britain voted: education level is another clear dividing line



Base: 7,505 GB adults aged 18+ (5,255 classified as voters), interviewed telephone and online 21 April – 7 June 2017. Data has been weighted to the actual results by region and to the population profile of Great Britain.

Source: Ipsos MORI Political Monitor



Ipsos MORI

CONSERVATIVE



LABOUR



LIB DEM

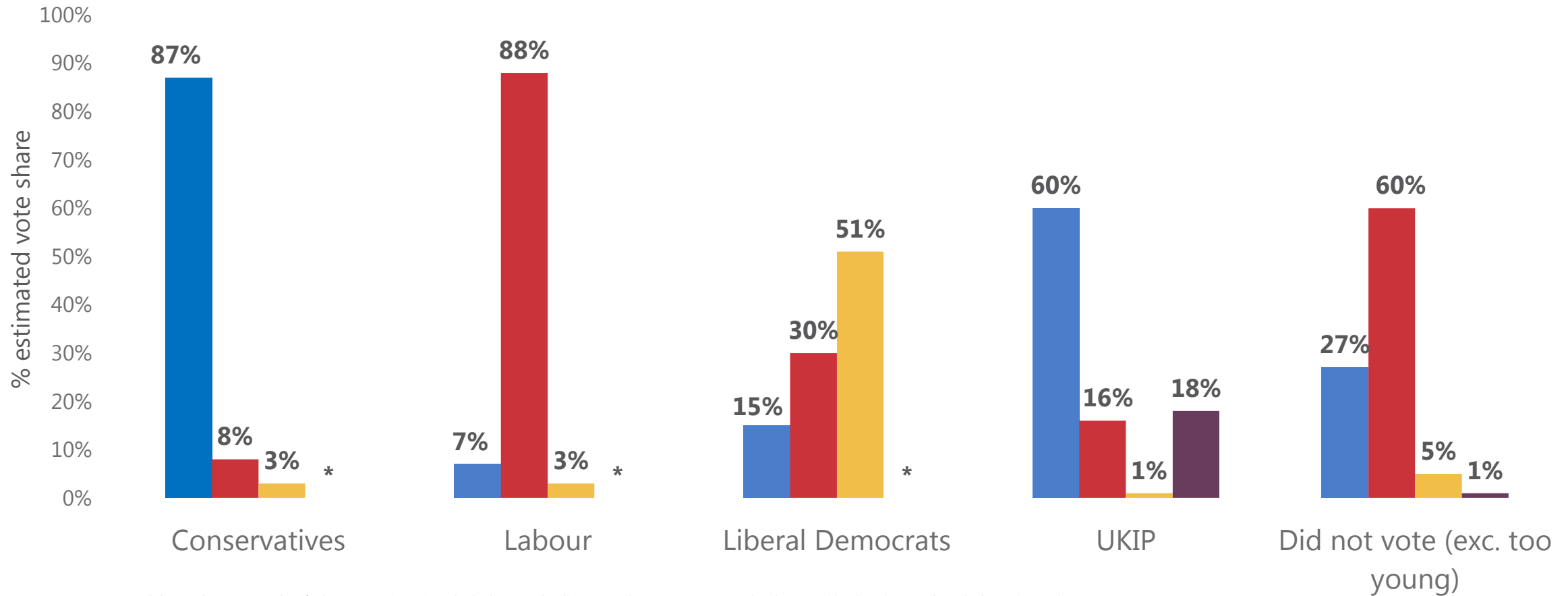


UKIP





# How Britain voted: Conservative and Labour both held on to most of their 2015 vote, but LibDems only kept half of theirs. Six in ten UKIP voters switched Conservative, most 2015 non-voters went Labour



Base: 7,505 GB adults aged 18+ (5,255 classified as voters), interviewed telephone and online 21 April – 7 June 2017. Data has been weighted to the actual results by region and to the population profile of Great Britain.

Source: Ipsos MORI Political Monitor



Ipsos MORI

CONSERVATIVE



LABOUR



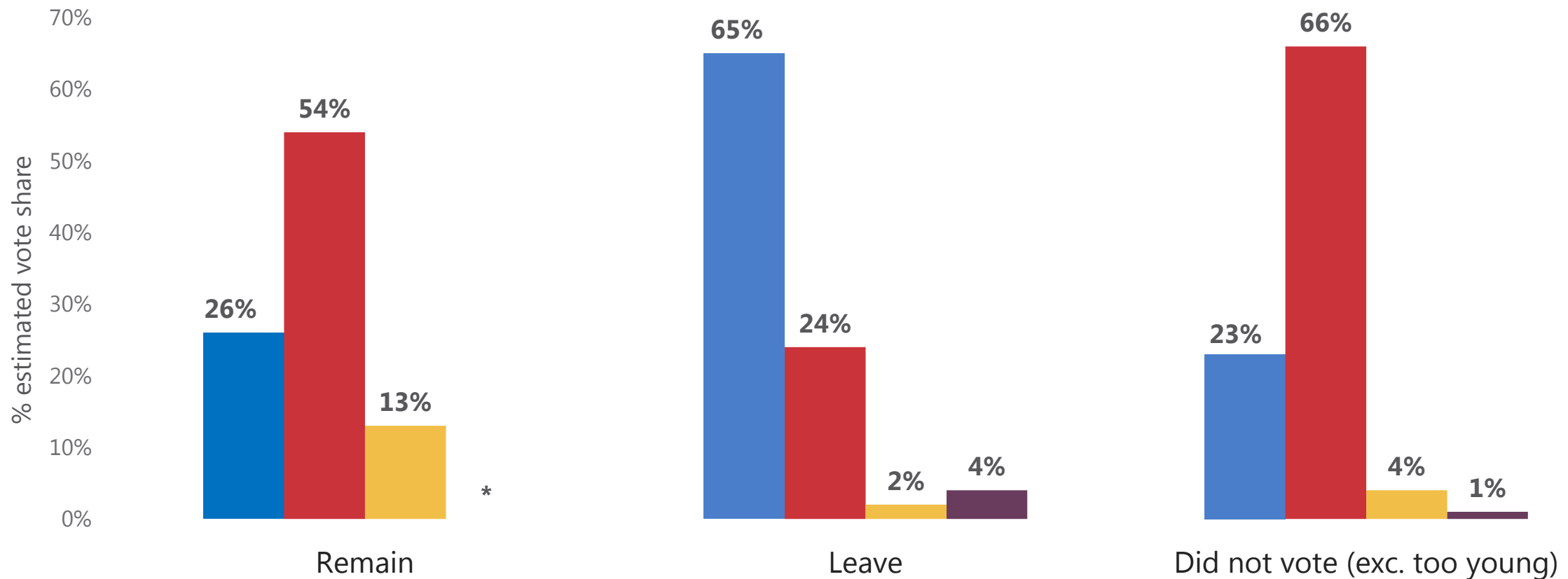
LIB DEM



UKIP



# Conservatives won among 2016 Leave voters, Labour won among 2016 Remainders and those who did not vote



Base: 7,505 GB adults aged 18+ (5,255 classified as voters), interviewed telephone and online 21 April – 7 June 2017. Data has been weighted to the actual results by region and to the population profile of Great Britain.

Source: Ipsos MORI Political Monitor



Ipsos MORI

CONSERVATIVE



LABOUR



LIB DEM



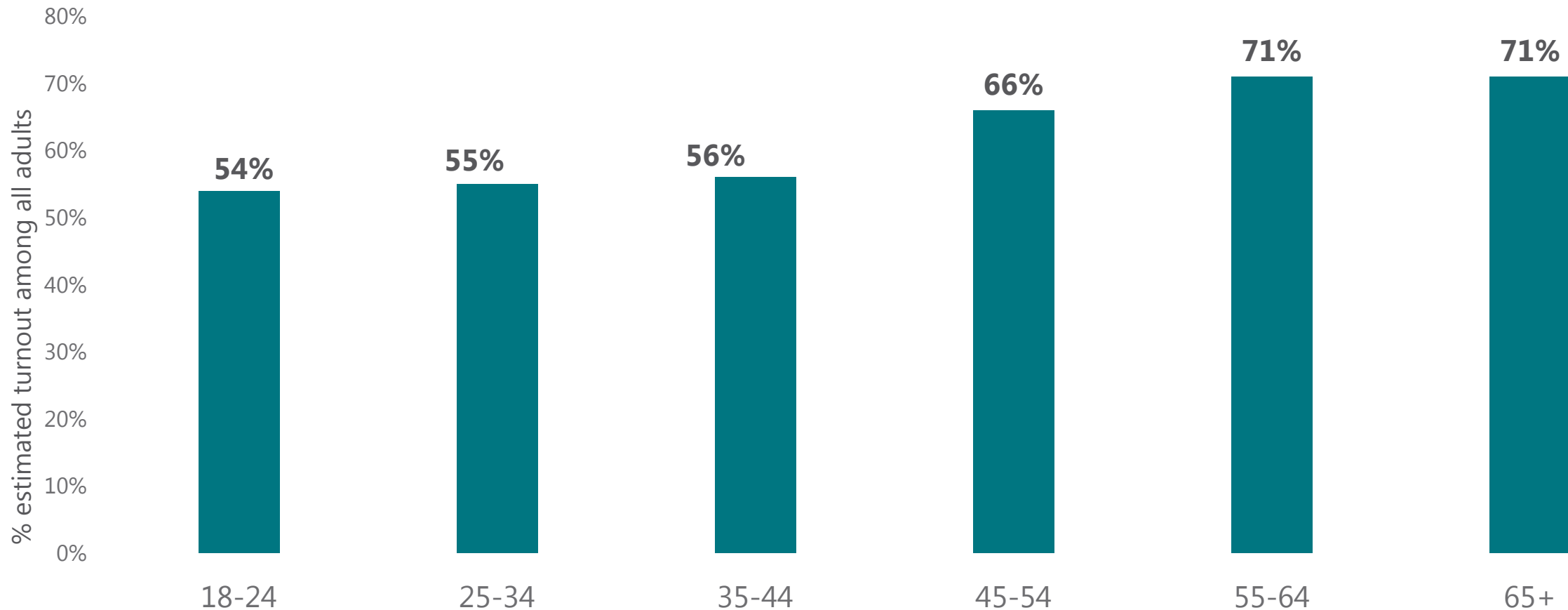
UKIP



# Turnout estimates

- As we have noted before, estimating turnout is one of the hardest challenges when relying solely on survey data. Despite the changes we have introduced to our methodology since 2015, which we believe have made our samples more representative, polls may still be more likely to interview politically engaged people than those who are disengaged, people may over-estimate their likelihood of voting, and they may think they are registered when in fact they are not. For post-election analysis we have the advantage of knowing how many people turned out in the end, but we still have to identify them in our data on the basis of the answers they gave before the election. This means that the turnout estimates given here should be treated with particular caution, including taking into account the voter validation results from the British Election Study when these are published (in previous elections these have shown a similar pattern to our estimates).
- The turnout figures in these charts express turnout as a % of all resident adults, which is what our sample is based on. This gives a figure lower than the “official turnout” figures usually used, which is a % of the number of names on the electoral register (as not everyone in Britain is registered, and some people may be registered twice even though they can only vote once). The two measures should not be confused. We have also provided a figure for all those registered in the [full analysis on our website](#), however for the reasons expressed [here](#) we believe the figures based on all adults are both more reliable and more meaningful.

# Older people are still more likely to vote than younger people



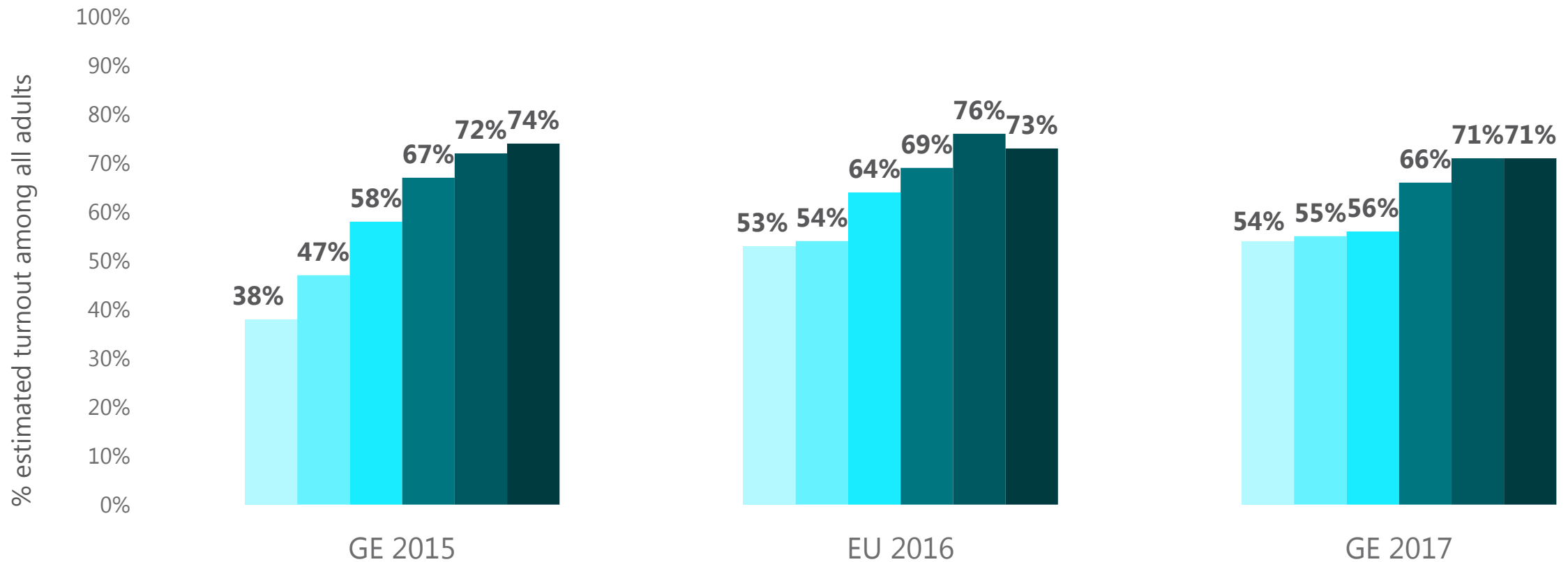
Base: 7,505 GB adults aged 18+ (5,255 classified as voters), interviewed telephone and online 21 April – 7 June 2017. Data has been weighted to the actual results by region and to the population profile of Great Britain.

Source: Ipsos MORI Political Monitor



Ipsos MORI

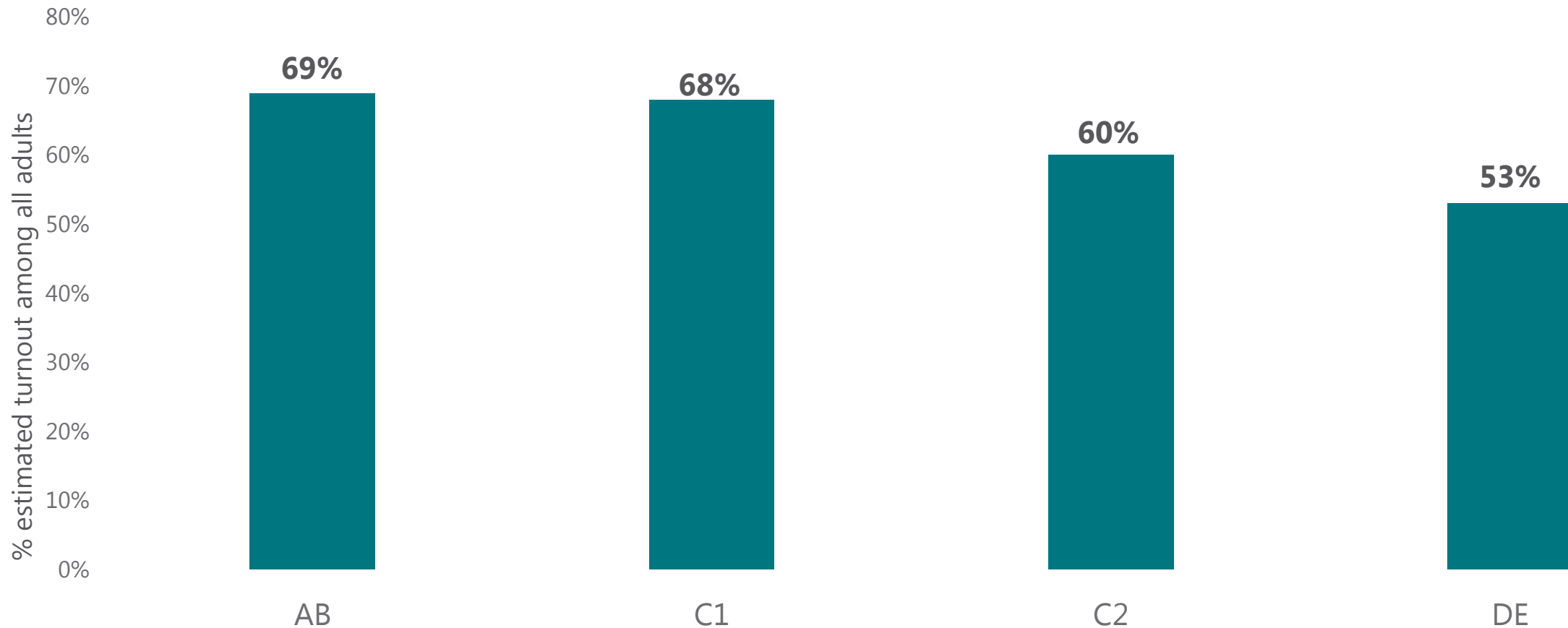
# However the turnout gap has narrowed (which started in the 2016 EU referendum) – young people were more likely to vote in GE2017 than 2015



Base: 7,505 GB adults aged 18+ (5,255 classified as voters), interviewed telephone and online 21 April – 7 June 2017. Data has been weighted to the actual results by region and to the population profile of Great Britain.

Source: Ipsos MORI Political Monitor

# Social classes ABC1 remain more likely to vote than classes C2DE



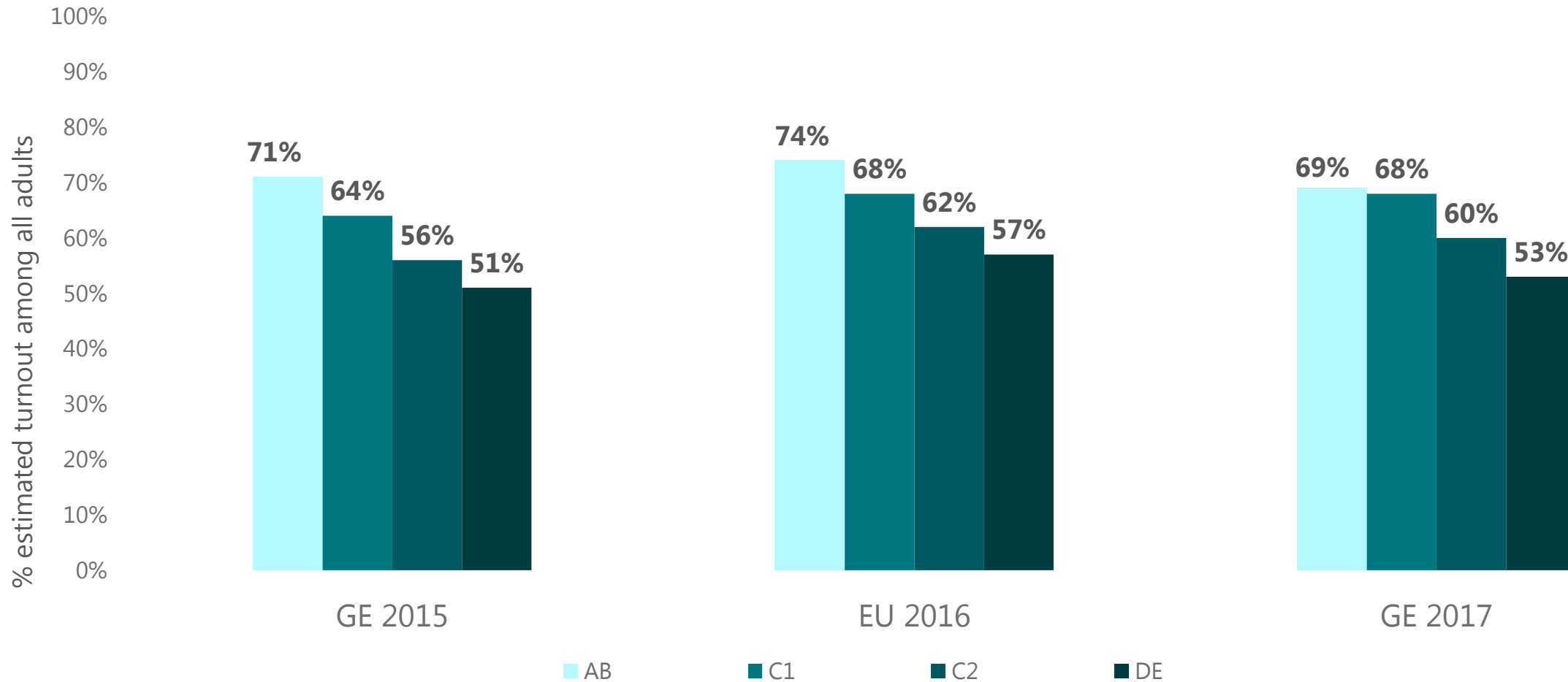
Base: 7,505 GB adults aged 18+ (5,255 classified as voters), interviewed telephone and online 21 April – 7 June 2017. Data has been weighted to the actual results by region and to the population profile of Great Britain.

Source: Ipsos MORI Political Monitor



Ipsos MORI

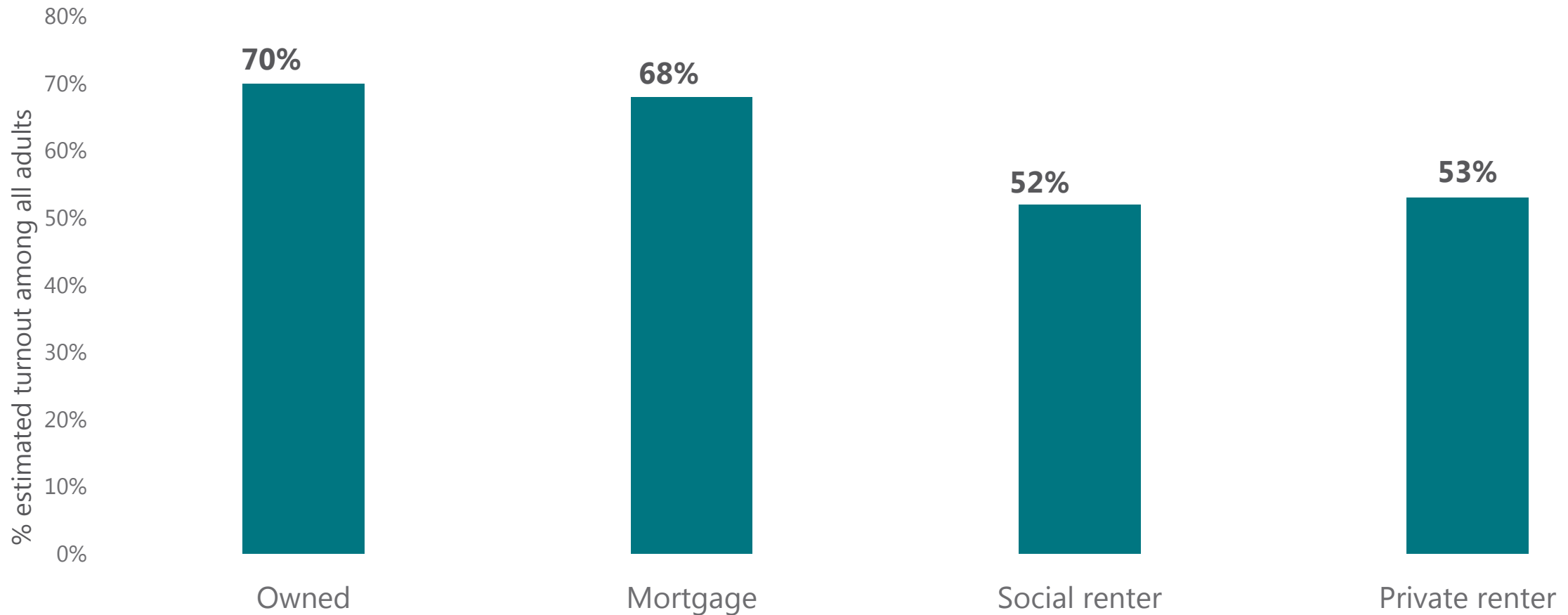
# Turnout among social classes C1C2 slightly higher than in GE2015



Base: 7,505 GB adults aged 18+ (5,255 classified as voters), interviewed telephone and online 21 April – 7 June 2017. Data has been weighted to the actual results by region and to the population profile of Great Britain.

Source: Ipsos MORI Political Monitor

# Owner-occupiers more likely to vote than renters



Base: 7,505 GB adults aged 18+ (5,255 classified as voters), interviewed telephone and online 21 April – 7 June 2017. Data has been weighted to the actual results by region and to the population profile of Great Britain.

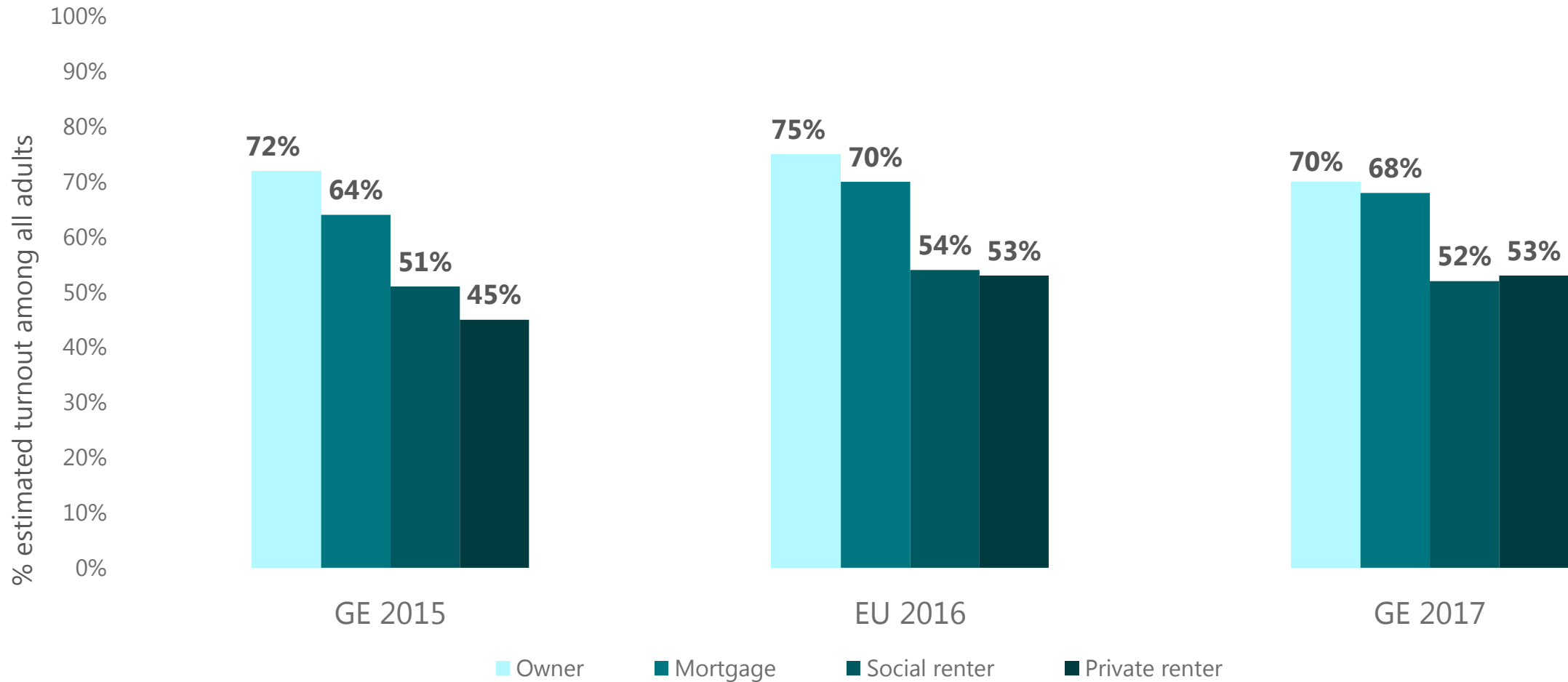
Source: Ipsos MORI Political Monitor



Ipsos MORI



# Trends in turnout by tenure



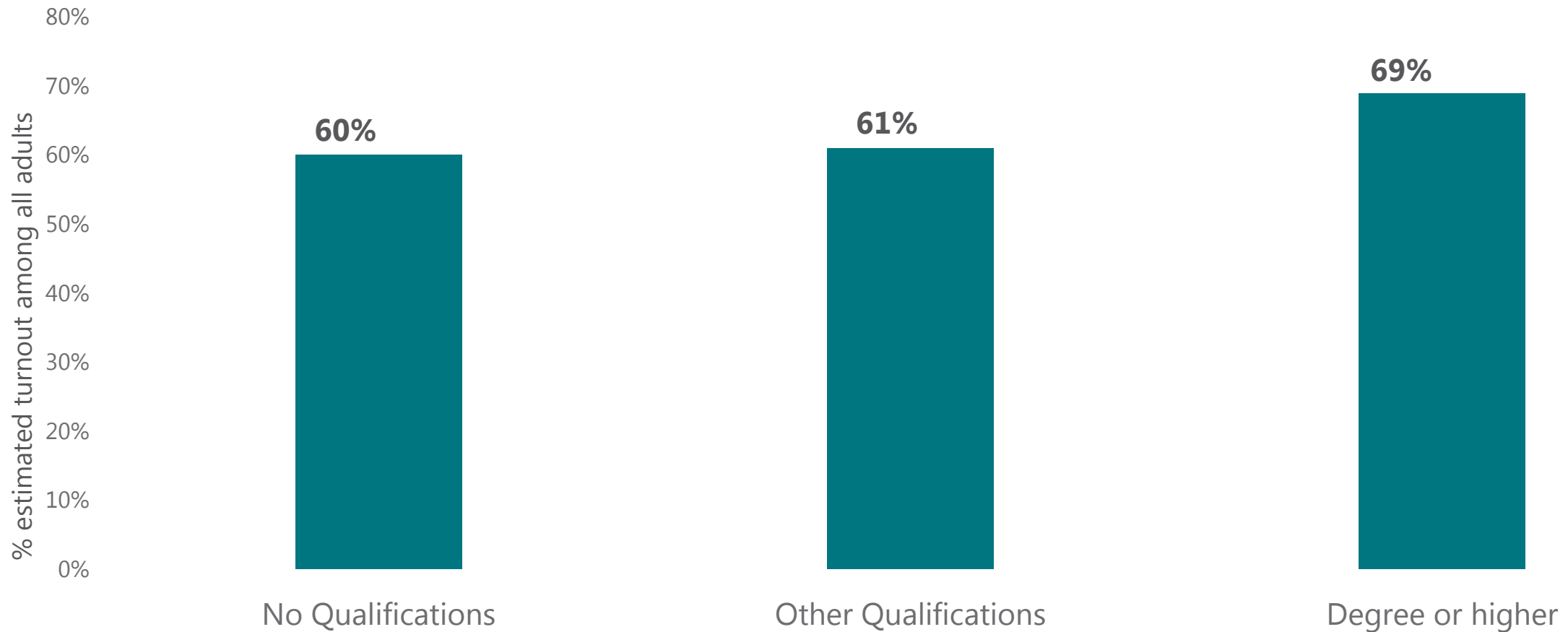
Base: 7,505 GB adults aged 18+ (5,255 classified as voters), interviewed telephone and online 21 April – 7 June 2017. Data has been weighted to the actual results by region and to the population profile of Great Britain.

Source: Ipsos MORI Political Monitor



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# Turnout was highest among graduates



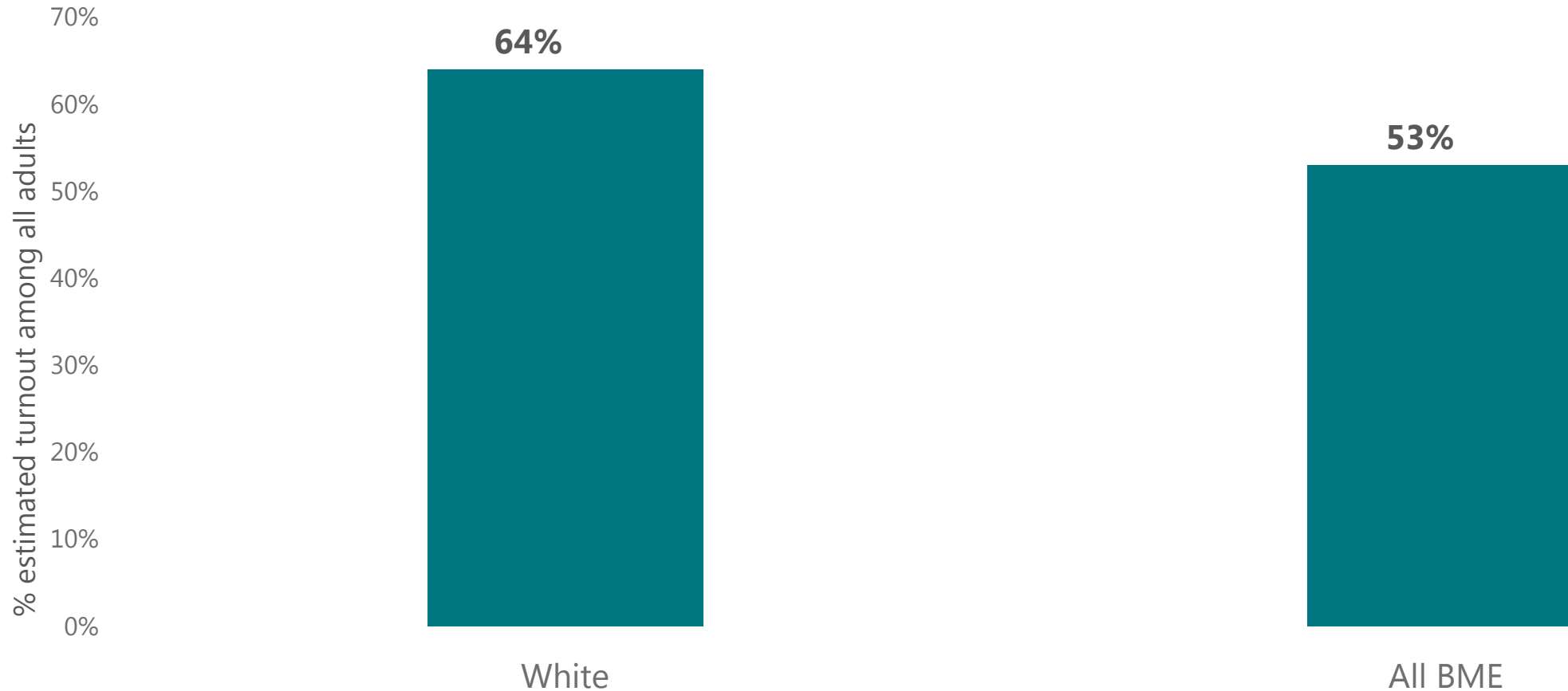
Base: 7,505 GB adults aged 18+ (5,255 classified as voters), interviewed telephone and online 21 April – 7 June 2017. Data has been weighted to the actual results by region and to the population profile of Great Britain.

Source: Ipsos MORI Political Monitor



Ipsos MORI

# White voters were more likely to vote than BME voters



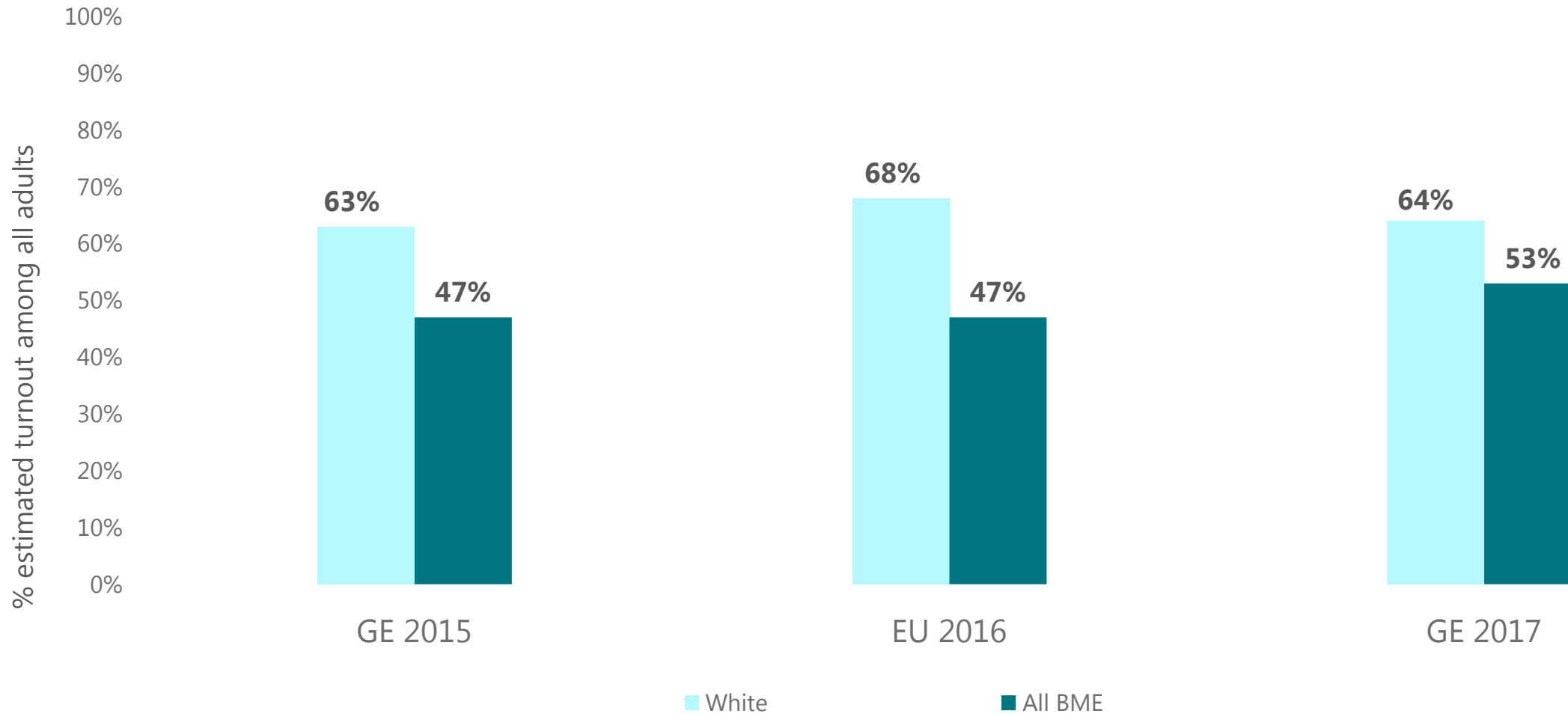
Base: 7,505 GB adults aged 18+ (5,255 classified as voters), interviewed telephone and online 21 April – 7 June 2017. Data has been weighted to the actual results by region and to the population profile of Great Britain.

Source: Ipsos MORI Political Monitor



Ipsos MORI

# However the turnout gap between white and BME voters narrowed this year



Base: 7,505 GB adults aged 18+ (5,255 classified as voters), interviewed telephone and online 21 April – 7 June 2017. Data has been weighted to the actual results by region and to the population profile of Great Britain.

Source: Ipsos MORI Political Monitor



Ipsos MORI

# How the voters voted in the 2017 election

Ipsos MORI estimates

