

GfK Political Poll March 17
Weighting Report



Social Grade	Sample Profile	Population Profile	Weighting Factor
	1938	1938	1
A/B (22.9%)	454	444	0.98
	23.43%	22.90%	
C1 (27.3%)	625	529	0.85
	32.25%	27.29%	
C2 (21.7%)	369	421	1.14
	19.04%	21.70%	
D/E (28.1%)	490	545	1.11
	25.28%	28.11%	
Age / Gender	Sample Profile	Population Profile	Weighting Factor
	1938	1938	1
15-24 MALE (5.9%)	58	114	1.97
	2.99%	5.90%	
25-34 MALE (8.6%)	106	167	1.57
	5.47%	8.60%	
35-44 MALE (8.1%)	171	157	0.92
	8.82%	8.10%	
45-54 MALE (8.8%)	157	170	1.09
	8.10%	8.80%	
55-59 MALE (3.8%)	83	74	0.89
	4.28%	3.80%	
60-64 MALE (3.3%)	87	64	0.73
	4.49%	3.30%	
65-70 MALE (3.9%)	152	76	0.5
	7.84%	3.90%	
71+ MALE (6.3%)	94	122	1.3
	4.85%	6.29%	
15-24 FEMALE (5.6%)	160	109	0.68
	8.26%	5.61%	
25-34 FEMALE (8.6%)	189	167	0.88
	9.75%	8.60%	
35-44 FEMALE (8.2%)	186	159	0.86
	9.60%	8.21%	
45-54 FEMALE (9.1%)	180	176	0.98
	9.29%	9.10%	
55-59 FEMALE (3.9%)	73	76	1.04
	3.77%	3.90%	
60-64 FEMALE (3.5%)	68	68	1
	3.51%	3.50%	
65-70 FEMALE (4.2%)	120	81	0.68
	6.19%	4.20%	
71+ FEMALE (8.2%)	54	159	2.94
	2.79%	8.19%	
Government Region	Sample Profile	Population Profile	Weighting Factor
	1938	1938	1
North East (4.2%)	85	81	0.96
	4.39%	4.20%	
North West (11.3%)	221	219	0.99
	11.40%	11.29%	
Yorks/Humber (8.5%)	169	165	0.97

	8.72%	8.50%	
East Midlands (7.4%)	147	143	0.98
	7.59%	7.40%	
West Midlands (9%)	185	174	0.94
	9.55%	9.00%	
East of England (9.6%)	188	186	0.99
	9.70%	9.60%	
Greater London (13.5%)	217	262	1.21
	11.20%	13.50%	
South East (14.1%)	273	273	1
	14.09%	14.10%	
South West (8.8%)	185	170	0.92
	9.55%	8.80%	
Wales (5%)	101	97	0.96
	5.21%	5.00%	
Scotland (8.6%)	167	167	1
	8.62%	8.62%	
Q1. Political engagement	Sample Profile	Population Profile	Weighting Factor
Unweighted Base	1938	1938	1
Weighted Base	1938	1938	1
Very interested (14%)	364	271	0.75
	18.78%	13.99%	
Fairly interested (45%)	894	872	0.98
	46.13%	44.98%	
Not very interested (25%)	412	485	1.18
	21.26%	25.01%	
Not at all interested (15.99%)	242	310	1.28
	12.49%	16.01%	
Don't know (0.01%)	26	0	0.01
	1.34%	0.01%	
Q2. Past vote recall	Sample Profile	Population Profile	Weighting Factor
Unweighted Base	1938	1938	1
Weighted Base	1938	1938	1
Voted Conservative (30%)	534	582	1.09
	27.55%	30.01%	
Voted Labour (25%)	516	485	0.94
	26.63%	25.01%	
Voted SNP (4%)	62	78	1.25
	3.20%	4.00%	
Voted Liberal Democrat (6%)	156	116	0.75
	8.05%	6.00%	
Voted UKIP (10%)	218	194	0.89
	11.25%	10.00%	
Voted any other party (6%)	57	116	2.04
	2.94%	6.00%	
Did not vote/Don't remember/Rather not say (19%)	395	368	0.93
	20.38%	18.98%	
Q3. Brexit vote	Sample Profile	Population Profile	Weighting Factor
Unweighted Base	1938	1938	1
Weighted Base	1938	1938	1
Voted Remain (41%)	747	795	1.06
	38.54%	41.00%	
Voted Leave (44%)	895	853	0.95

	46.18%	44.00%	
Did not vote/Can't remember/Prefer not to say (15%)	296	291	0.98
	15.27%	15.00%	