ICM Guardian Poll – October 2016

Fieldwork dates: 7-9th October 2016

Interview Method: Online.

Population effectively sampled: All adults aged 18+

Online Sampling Method: A nationally representative sample was selected at random from the NewVista panel of 200,000+ adults, with sample selected in proportion to population distribution.

Sample size: 2017 adults aged 18+

Data weighting: In both cases, data were weighted to the profile of all adults aged 18+. Data were weighted by sex, age, social class, household tenure, work status and region. Targets for the weighted data were derived from the National Readership survey, a random probability survey comprising 36,000 random face-to-face interviews conducted annually.

The data were further weighted by declared votes in the 2015 general election. The weighting scheme is designed as follows:

Weighting by past votes – online
The sample were fully weighted to the 2015 General Election result. Recall on online tests has been superior to that achieved over the telephone, and given the resultant minimal impact of past weight voting online, making provision for faulty recall seems unnecessary.

Weighting for turnout
ICM has constructed a turnout probability matrix based on an interlocking combination of age and social grade. Turnout estimates from various sources, most notably but not limited to the British Election studies were factored into the matrix in order provide a best estimate for each demographic subgroup, modelled to population incidence and real turnout levels from the 2015 General Election.

Weighting for political interest
The data is weighted to the standard question on level of interest in politics, from BES 2015.

Voting intentions: ICM derives vote intentions from 2 questions.
First of all respondents are asked if they are registered to vote in UK elections. Those not registered are excluded from vote intention calculations.

Then, respondents are asked how likely it is that they would be to go and vote in a new election, although this question is no longer used to create turnout factors. Those who say they will vote are asked to say which party they would support in a new election. Respondents are then asked whether they voted in 2015 and which party they voted for in that election.

The vote figures shown in the tables are calculated after ICM has excluded those who are not registered, say they will not vote, refuse to answer the question or don't know who they would vote for (but see below).

Adjustment process 1: 'Partial Refuser' Reallocation
- A.) 75% of 2015 Conservative and Labour voters who refuse to answer the vote intention question or say they don't know, are added back to the party they voted for in 2015.
- B.) 50% of 2015 voters for all other parties who refuse to answer the vote intention question or say they don't know, are added back to the party they voted for in 2015.

Adjustment process 2: 'Total Refuser' Reallocation
'Total refusers' are people who refuse/DK their future vote intention AND also refuse/DK who they voted for in the previous General Election (2015). Given the lack of any political information about such respondents to date, ICM has excluded them from the vote intention figures. However, our post-2015 Recall Survey revealed that Total Refusers (who were subsequently willing to tell us what they did in the 2015 General Election) split disproportionately across different parties. Indeed, one important observation was that more than half of all Total Refusers actually voted Conservative, with more than twice as many voting Conservative than Labour.

Our new adjustment thus reallocates some Total Refusers back into the poll sample. This is achieved in the following way:

1. The number of Total Refusers on any poll is multiplied by the proportion of Partial Refusers who were (already) re-allocated in Adjustment Process 1. (For example, if 60% of Partial Refusers were added back, then 60% of Total Refusals will be added back).

2. Total Refusers are then multiplied by each party's share of reallocated Partial Refusers. (For example, if 40% of already allocated Partial Refusals were 2015 Conservative voters, then 40% of remaining Total Refusals will be reallocated to the Conservatives).

3. ICM's default position is that Total Refusers _at least_ look like Partial Refusers in terms of political make-up. However, given the findings of our Recall Poll,

we believe that Total Refusals are probably even more pro-Conservative than pro-Labour. In order to allow for this, the share of Total Refusals added back to the Conservatives is increased by 20% (for example, from the 40% mentioned in (2, above) to 60%), with a corresponding reduction of 20% in the share of Total Refuser reallocation to Labour.

Questions: The computer tables attached in PDF format show each question, in full, in the order they were put to respondents, all response codes and the weighted and un-weighted bases for all demographics and other data including but not limited that published .

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British Polling Council: ICM is a member of the British Polling Council and abides by its rules. http://www.britishpollingcouncil.org/

Online Poll
ONLINE Fieldwork : 7th-9th October 2016

Absolutes/col percents

Table 1
QR. As far as you know, is your name on the electoral register, that is, the official list of people who can vote, either where you are living now or somewhere else?
Base: All respondents

	Total	Gender Male	Gender Female	Age 18-24	Age 25-34	Age 35-64	Age 65-74	Age 75+	Age NET: 65+	Social Class AB	Social Class C1	Social Class C2	Social Class DE	Voting Intention Con	Voting Intention Lab	Voting Intention Lib Dem	Voting Intention UKIP	Voting Intention Other	Vote 2015 Con	Vote 2015 Lab	Vote 2015 UKIP	Vote 2015 Lib Dem	Region Scotland	Region Wales	Region North	Region Midlands	Region South	Region NET: England
Unweighted base	2017	1016	1001	206	344	1100	238	129	367	737	572	246	462	626	445	139	170	191	645	527	224	145	189	90	679	653	685	1738
Weighted base	2017	915	1102	229	307	1063	220	199	419	511	574	442	490	610	402	121	172	176	653	539	224	139	177	117	689	656	672	1723
NET: Yes	1975	902	1073	206	300	1051	219	199	418	507	561	438	470	609	397	121	172	176	650	532	224	139	173	117	674	639	661	1685
	98%	99%	97%	90%	98%	99%	100%	100%	100%	99%	98%	99%	96%	100%	99%	100%	100%	100%	99%	99%	100%	100%	98%	100%	98%	97%	98%	98%
Yes - where living now	1932	883	1049	180	293	1044	217	199	416	499	537	433	463	604	388	120	165	171	643	526	221	134	171	117	661	631	640	1644
	96%	97%	95%	79%	96%	98%	99%	100%	99%	98%	94%	98%	94%	99%	97%	98%	96%	97%	98%	98%	99%	96%	97%	100%	96%	96%	95%	95%
Yes - somewhere else/ another address	43	19	24	26	7	8	2	-	2	7	23	5	7	6	9	2	7	4	7	5	3	5	2	-	14	8	21	41
	2%	2%	2%	11%	2%	1%	1%	-	1%	1%	4%	1%	1%	1%	2%	2%	4%	3%	1%	1%	1%	4%	1%	-	2%	1%	3%	2%
No	24	8	16	10	5	8	1	-	1	4	7	2	11	1	4	-	-	-	2	5	-	-	3	-	7	11	6	21
	1%	1%	1%	4%	2%	1%	*	-	*	1%	1%	*	2%	*	1%	-	-	-	*	1%	-	-	2%	-	1%	2%	1%	1%
Don't know	18	5	13	13	1	4	-	-	-	1	7	2	9	-	1	-	-	-	2	2	-	-	1	-	8	6	5	17
	1%	1%	1%	6%	*	*	-	-	-	*	1%	1%	2%	-	*	-	-	-	*	*	-	-	1%	-	1%	1%	1%	1%

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Online Poll
ONLINE Fieldwork : 7th-9th October 2016

Table 2
QA. Some people have said they would not vote in a new General Election, while others have said they would vote. How certain is it that you would actually vote in a general election if it were to be held tomorrow? On a ten point scale where 10 means you would be absolutely certain to vote and 1 means you would be certain not to vote, how likely is it that you would cast your vote?
Base: All respondents

| | | Gender | | Age | | | | | | Social Class | | | | Voting Intention | | | | | Vote In 2015 General Election | | | | Region | | | | | NET: England |
	Total	Male	Female	18-24	25-34	35-64	65-74	75+	NET: 65+	AB	C1	C2	DE	Con	Lab	Lib Dem	UKIP	Other	Con	Lab	UKIP	Lib Dem	Scot-land	Wales	North	Mid-lands	South	
Unweighted base	2017	1016	1001	206	344	1100	238	129	367	737	572	246	462	626	445	139	170	191	645	527	224	145	189	90	679	653	685	1738
Weighted base	2017	915	1102	229	307	1063	220	199	419	511	574	442	490	610	402	121	172	176	653	539	224	139	177	117	689	656	672	1723
10 - Absolutely certain to vote	1161 58%	553 60%	608 55%	91 40%	146 48%	616 58%	163 74%	146 73%	309 74%	308 60%	341 59%	240 54%	272 55%	457 75%	243 60%	71 58%	116 67%	121 69%	459 70%	309 57%	152 68%	84 61%	107 60%	75 64%	407 59%	365 56%	389 58%	979 57%
9	212 11%	101 11%	111 10%	16 7%	38 12%	116 11%	23 11%	19 10%	42 10%	69 13%	57 10%	42 10%	45 9%	70 11%	47 12%	21 17%	18 11%	21 12%	79 12%	60 11%	23 10%	24 17%	11 6%	12 10%	68 10%	67 10%	77 11%	190 11%
8	187 9%	84 9%	102 9%	30 13%	26 9%	114 11%	9 4%	8 4%	17 4%	51 10%	63 11%	38 8%	34 7%	50 8%	49 12%	11 9%	8 4%	17 10%	58 9%	61 11%	7 3%	20 15%	15 8%	2 2%	62 9%	58 9%	67 10%	170 10%
7	120 6%	55 6%	65 6%	16 7%	19 6%	60 6%	12 5%	14 7%	25 6%	26 5%	26 4%	40 9%	29 6%	18 3%	26 7%	11 9%	12 7%	4 2%	18 3%	50 9%	20 9%	6 4%	11 6%	3 3%	46 7%	40 6%	34 5%	105 6%
6	71 4%	31 3%	40 4%	22 10%	16 5%	30 3%	3 1%	-	3 1%	15 3%	16 3%	15 3%	25 5%	11 2%	15 4%	7 6%	4 2%	8 4%	18 3%	19 4%	3 1%	1 1%	10 6%	5 5%	24 4%	20 3%	27 4%	56 3%
5	57 3%	21 2%	36 3%	13 6%	11 4%	27 3%	3 1%	2 1%	6 1%	10 2%	21 4%	14 3%	11 2%	1 *	16 4%	* *	9 5%	2 1%	8 1%	13 2%	7 3%	1 1%	2 1%	2 1%	13 2%	22 3%	22 3%	54 3%
4	13 1%	6 1%	7 1%	4 2%	5 2%	4 *	-	-	-	2 *	-	4 1%	7 1%	2 *	3 1%	-	1 *	* *	-	* *	-	-	-	1 1%	2 *	4 1%	7 1%	13 1%
3	25 1%	12 1%	13 1%	3 1%	10 3%	11 1%	-	-	-	3 1%	6 1%	12 3%	3 1%	-	* *	1 1%	2 1%	1 *	* *	8 1%	3 1%	-	2 1%	5 5%	9 1%	10 2%	5 1%	17 1%
2	22 1%	6 1%	16 1%	4 2%	2 1%	16 1%	-	-	-	2 *	6 1%	6 1%	8 2%	1 *	3 1%	-	3 2%	1 1%	1 *	1 *	-	1 1%	9 5%	2 2%	10 1%	7 1%	5 1%	11 1%
1 - Certain not to vote	73 4%	27 3%	45 4%	11 5%	21 7%	32 3%	2 1%	6 3%	9 2%	12 2%	22 4%	14 3%	24 5%	-	-	-	-	-	2 *	6 1%	2 1%	-	9 5%	8 7%	29 4%	28 4%	16 2%	56 3%
Don't know	71 4%	15 2%	56 5%	17 7%	10 3%	37 3%	3 1%	4 2%	7 2%	12 2%	12 2%	16 4%	31 6%	-	-	-	-	-	10 2%	11 2%	6 3%	1 1%	-	2 2%	14 2%	32 5%	24 4%	69 4%
Refused	6 *	3 *	2 *	2 1%	1 *	1 *	2 1%	-	2 *	1 *	3 1%	-	2 *	-	-	-	-	-	-	-	-	-	2 1%	-	3 *	2 *	1 *	4 *
Mean	8.66	8.80	8.55	7.83	8.05	8.74	9.42	9.25	9.34	8.96	8.70	8.46	8.47	9.52	8.99	9.07	9.01	9.27	9.40	8.88	9.15	9.26	8.35	8.39	8.64	8.55	8.79	8.71
Standard deviation	2.28	2.13	2.40	2.61	2.76	2.19	1.37	1.83	1.61	1.90	2.27	2.39	2.52	1.02	1.59	1.40	1.84	1.42	1.20	1.78	1.69	1.19	2.73	2.87	2.35	2.42	2.06	2.18
Standard error	0.05	0.07	0.08	0.19	0.15	0.07	0.09	0.16	0.08	0.07	0.10	0.15	0.12	0.04	0.08	0.12	0.14	0.10	0.05	0.08	0.11	0.10	0.20	0.31	0.09	0.10	0.08	0.05

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Online Poll
ONLINE Fieldwork : 7th-9th October 2016

Table 3
QB. The Conservatives, Labour, the Liberal Democrats, UKIP, and other parties would fight a new General Election in your area.
If there were a General Election tomorrow which party would you vote for?
Base: All respondents

		Gender		Age						Social Class				Voting Intention					Vote In 2015 General Election				Region					NET:
	Total	Male	Female	18-24	25-34	35-64	65-74	75+	NET: 65+	AB	C1	C2	DE	Con	Lab	Lib Dem	UKIP	Other	Con	Lab	UKIP	Lib Dem	Scot-land	Wales	North	Mid-lands	South	Eng-land
Unweighted base	2017	1016	1001	206	344	1100	238	129	367	737	572	246	462	626	445	139	170	191	645	527	224	145	189	90	679	653	685	1738
Weighted base	2017	915	1102	229	307	1063	220	199	419	511	574	442	490	610	402	121	172	176	653	539	224	139	177	117	689	656	672	1723
Conservative	610	258	352	35	69	309	95	103	197	198	180	114	117	610	-	-	-	-	527	30	27	9	31	16	182	193	234	563
	30%	28%	32%	15%	23%	29%	43%	52%	47%	39%	31%	26%	24%	100%	-	-	-	-	81%	6%	12%	7%	17%	14%	26%	29%	35%	33%
Labour	402	206	195	66	75	211	39	11	50	81	115	75	131	-	402	-	-	-	15	313	9	15	24	31	151	122	128	347
	20%	23%	18%	29%	25%	20%	18%	5%	12%	16%	20%	17%	27%	-	100%	-	-	-	2%	58%	4%	11%	13%	27%	22%	19%	19%	20%
Liberal Democrat	121	71	51	8	27	61	16	9	25	56	30	19	17	-	-	121	-	-	16	27	2	70	6	3	38	30	54	112
	6%	8%	5%	4%	9%	6%	7%	4%	6%	11%	5%	4%	3%	-	-	100%	-	-	2%	5%	1%	51%	3%	3%	5%	5%	8%	7%
UK Independence Party (UKIP)	172	118	54	24	20	100	19	9	28	26	47	48	50	-	-	-	172	-	9	19	128	-	5	14	50	65	57	153
	9%	13%	5%	11%	6%	9%	8%	4%	7%	5%	8%	11%	10%	-	-	-	100%	-	1%	4%	57%	-	3%	12%	7%	10%	8%	9%
Scottish National Party/SNP	57	33	24	3	9	40	4	1	5	18	15	14	10	-	-	-	-	57	-	1	-	*	57	-	57	-	-	-
	3%	4%	2%	1%	3%	4%	2%	*	1%	4%	3%	3%	2%	-	-	-	-	33%	-	*	-	*	32%	-	8%	-	-	-
Plaid Cymru	11	9	2	3	1	5	3	-	3	3	1	-	7	-	-	-	-	11	1	2	-	*	-	11	-	11	-	-
	1%	1%	*	1%	*	*	1%	-	1%	1%	*	-	1%	-	-	-	-	6%	*	*	-	*	-	10%	-	2%	-	-
Green	96	40	57	16	19	51	8	3	11	24	41	11	21	-	-	-	-	96	10	8	3	8	8	6	22	28	46	82
	5%	4%	5%	7%	6%	5%	4%	1%	3%	5%	7%	2%	4%	-	-	-	-	55%	2%	1%	2%	6%	5%	5%	3%	4%	7%	5%
Another party	11	5	6	3	-	8	-	-	-	1	4	2	5	-	-	-	-	11	-	1	2	-	-	2	2	6	3	9
	1%	1%	1%	1%	-	1%	-	-	-	*	1%	*	1%	-	-	-	-	6%	-	*	1%	-	-	1%	*	1%	*	1%
Would note vote	73	27	45	11	21	32	2	6	9	12	22	14	24	-	-	-	-	-	2	6	2	-	9	8	29	28	16	56
	4%	3%	4%	5%	7%	3%	1%	3%	2%	2%	4%	3%	5%	-	-	-	-	-	*	1%	1%	-	5%	7%	4%	4%	2%	3%
Don't know	446	141	305	57	63	239	31	57	87	88	114	143	102	-	-	-	-	-	72	131	52	35	34	25	149	166	130	386
	22%	15%	28%	25%	20%	22%	14%	29%	21%	17%	20%	32%	21%	-	-	-	-	-	11%	24%	23%	25%	19%	22%	22%	25%	19%	22%
Refused	17	7	11	3	4	7	3	1	4	4	5	2	7	-	-	-	-	-	1	-	-	-	3	-	8	5	5	15
	1%	1%	1%	1%	1%	1%	1%	*	1%	1%	1%	*	1%	-	-	-	-	-	*	-	-	-	2%	-	1%	1%	1%	1%

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ONLINE Fieldwork : 7th-9th October 2016

Absolutes/col percents

Table 4
Data derived from:-
Q.A Some people have said they would not vote in a new General Election, while others have said they would vote. How certain is it that you would actually vote in a general election if it were to be held tomorrow? On a ten point scale where 10 means you would be absolutely certain to vote and 1 means you would be certain not to vote how likely is it that you would cast your vote?
Q.B The Conservatives, Labour, the Liberal Democrats, UKIP, and other parties would fight a new Genereal Election in your area. If there were a General Election tomorrow which party do you think you would vote for?
Data excludes those who definitely will not vote (4%), don't know who they would vote for (22%) or refuse to answer (1%)
THIS TABLE DOES NOT INCLUDE ADJUSTMENT FOR DON'T KNOW/REFUSERS

	Total	Gender Male	Gender Female	Age 18-24	25-34	35-64	65-74	75+	NET: 65+	Social Class AB	C1	C2	DE	Voting Intention Con	Lab	Lib Dem	UKIP	Other	Vote In 2015 General Election Con	Lab	UKIP	Lib Dem	Region Scot-land	Wales	North	Mid-lands	South	NET: Eng-land
Unweighted base	1506	831	676	74	201	871	245	115	360	672	430	145	258	653	379	140	154	179	619	389	179	129	147	68	511	459	535	1291
Weighted base	1376	702	674	77	167	771	207	154	361	444	426	235	271	622	329	116	148	161	596	351	160	105	124	80	469	416	490	1171
Conservative	622 45%	272 39%	349 52%	19 24%	57 34%	317 41%	110 53%	119 77%	229 63%	227 51%	190 45%	103 44%	101 37%	622 100%	-	-	-	-	548 92%	28 8%	29 18%	10 9%	31 25%	19 23%	183 39%	197 47%	242 49%	572 49%
Labour	329 24%	180 26%	149 22%	31 40%	52 31%	193 25%	42 20%	11 7%	53 15%	81 18%	103 24%	57 24%	87 32%	-	329 100%	-	-	-	12 2%	272 77%	8 5%	14 14%	18 15%	30 38%	125 27%	99 24%	105 21%	280 24%
Liberal Democrat	116 8%	68 10%	48 7%	4 6%	22 13%	61 8%	19 9%	10 6%	29 8%	60 14%	31 7%	14 6%	11 4%	-	-	116 100%	-	-	16 3%	24 7%	1 1%	72 68%	6 5%	3 4%	37 8%	25 6%	53 11%	107 9%
UK Independence Party (UKIP)	148 11%	102 14%	47 7%	11 14%	14 9%	95 12%	19 9%	10 6%	29 8%	26 6%	43 10%	39 17%	41 15%	-	-	-	148 100%	-	9 1%	16 5%	118 74%	-	4 3%	12 15%	44 9%	57 14%	47 10%	132 11%
Scottish National Party/SNP	57 4%	33 5%	24 4%	2 2%	7 4%	43 6%	5 2%	1 1%	6 2%	21 5%	17 4%	12 5%	8 3%	-	-	-	-	57 35%	-	1 *	-	* *	57 46%	-	57 12%	-	-	-
Plaid Cymru	9 1%	6 1%	3 *	* *	1 *	5 1%	3 2%	-	3 1%	4 1%	1 *	-	4 2%	-	-	-	-	9 6%	1 *	2 *	-	* *	-	9 12%	-	9 2%	-	-
Green	87 6%	38 5%	49 7%	9 11%	15 9%	50 6%	9 5%	4 2%	13 4%	24 5%	38 9%	9 4%	15 6%	-	-	-	-	87 54%	10 2%	8 2%	4 2%	8 8%	7 6%	5 7%	21 5%	25 6%	41 8%	74 6%
Another party	8 1%	3 *	5 1%	1 2%	-	7 1%	-	-	-	1 *	3 1%	1 *	3 1%	-	-	-	-	8 5%	-	* *	1 1%	-	-	2 2%	2 *	4 1%	2 *	6 1%

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Online Poll
ONLINE Fieldwork : 7th-9th October 2016

Table 5
Published Vote Intention Figures
Percentages derived from the responses of 1752 respondents

	Total
Conservative	43%
Labour	26%
Liberal Democrat	8%
SNP	4%
Plaid Cymru	1%
Green	6%
UKIP	11%
Other	1%

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Online Poll
ONLINE Fieldwork : 7th-9th October 2016

Table 6
Classification
Base: All respondents

	Unweighted Total	Weighted Total
Unweighted base	2017	2017
Weighted base	2017	2017
Gender		
Male	1016 50%	915 45%
Female	1001 50%	1102 55%
Age		
18-24	206 10%	229 11%
25-34	344 17%	307 15%
35-44	409 20%	394 20%
45-54	367 18%	367 18%
55-64	324 16%	302 15%
65+	367 18%	419 21%
Average age	47.21	48.04

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Online Poll
ONLINE Fieldwork : 7th-9th October 2016

Table 6
Classification
Base: All respondents

	Unweighted Total	Weighted Total
Weighted base	2017	2017
Social Grade		
AB	737 37%	511 25%
C1	572 28%	574 28%
C2	246 12%	442 22%
DE	462 23%	490 24%
Region		
North	679 34%	689 34%
Midlands	653 32%	656 33%
South	685 34%	672 33%

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<u>Online Poll</u>
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Absolutes/col percents

Table 6
Classification
Base: All respondents

	Unweighted Total	Weighted Total
Weighted base	2017	2017
Working status		
Full-time	875 43%	861 43%
Part-time	294 15%	264 13%
Not working but seeking work or temporarily unemployed/sick	98 5%	90 4%
Not working/Not seeking work	96 5%	105 5%
Retired	440 22%	479 24%
Student	80 4%	80 4%
House person/Housewife/ Househusband	134 7%	138 7%
Q.C Voting in May 7th 2015 General Election		
Conservative	645 32%	653 32%
Labour	527 26%	539 27%
UK Independence Party (UKIP)	224 11%	224 11%
Liberal Democrat/ Liberal	145 7%	139 7%
Scottish National Party/SNP	75 4%	64 3%
Plaid Cymru	9 *	14 1%
Green Party	89 4%	85 4%
Another party	12 1%	14 1%
Did not vote	226 11%	226 11%
Don't know	34 2%	27 1%
Prefer not to say	31 2%	32 2%

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Absolutes/col percents

Table 6
Classification
Base: All respondents

	Unweighted Total	Weighted Total
Weighted base	2017	2017
QI. Political Interest		
Very interested	495 25%	288 14%
Fairly interested	1014 50%	898 45%
Not very interested	323 16%	508 25%
Not at all interested	173 9%	317 16%
NET: Interested	1509 75%	1186 59%
NET: Not Interested	496 25%	825 41%
Don't know	12 1%	6 *

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