

Opinion Poll

ONLINE Fieldwork : 31st March - 1st April 2015

Absolutes/col percents

Table 1

Q.1 Many people say that if there was a new general election they probably wouldn't vote at all, while others say they definitely would vote.

Please say how likely you would be to vote if there was another general election?

Base: All respondents

	Gender		Age					Social Grade				Region					Employment Sector		Vote Intention				2010 Vote				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Unweighted base	2057	975	1082	240	369	305	341	322	480	630	650	323	454	550	524	496	298	189	259	873	581	531	127	276	624	385	344
Weighted base	2057	1008	1049	244	346	346	367	306	448	550	570	448	489	555	535	494	288	185	258	894	497	523	147	230	542	386	358
Absolutely certain to vote	(10) 1200	668	532	99	166	186	194	203	351	367	343	244	245	320	296	283	169	132	166	480	364	387	91	165	413	291	231
	58%	66%	51%	41%	48%	54%	53%	67%	78%	67%	60%	54%	50%	58%	55%	57%	59%	71%	64%	54%	73%	74%	62%	72%	76%	75%	64%
	(9) 226	110	115	24	34	42	43	31	52	67	70	49	40	64	66	55	29	13	18	113	60	68	22	37	70	39	56
	11%	11%	11%	10%	10%	12%	12%	10%	12%	12%	12%	11%	8%	12%	12%	11%	10%	7%	7%	13%	12%	13%	15%	16%	13%	10%	16%
	(8) 129	57	72	19	20	42	17	13	18	31	39	30	29	31	40	33	17	7	16	61	33	33	16	12	25	23	31
	6%	6%	7%	8%	6%	12%	5%	4%	4%	6%	7%	7%	6%	6%	7%	7%	6%	4%	6%	7%	7%	6%	11%	5%	5%	6%	9%
	(7) 90	36	54	17	23	15	16	17	3	22	20	27	22	25	33	11	13	8	13	43	17	19	11	7	8	7	17
	4%	4%	5%	7%	7%	4%	4%	5%	1%	4%	4%	6%	4%	4%	6%	2%	5%	5%	5%	5%	3%	4%	8%	3%	2%	2%	5%
	(6) 48	16	31	12	13	6	9	2	6	11	14	10	13	12	9	12	13	2	3	23	7	6	3	5	5	8	4
	2%	2%	3%	5%	4%	2%	2%	1%	1%	2%	2%	2%	3%	2%	2%	2%	5%	1%	1%	3%	1%	1%	2%	2%	1%	2%	1%
	(5) 47	18	29	6	16	4	10	5	7	11	8	15	13	16	16	9	4	1	3	20	11	3	1	2	5	3	9
	2%	2%	3%	2%	5%	1%	3%	2%	1%	2%	1%	3%	3%	3%	3%	2%	1%	*	1%	2%	2%	1%	1%	1%	1%	1%	2%
	(4) 15	4	11	2	3	2	7	1	1	2	6	6	2	1	9	2	3	-	6	5	1	2	-	1	1	2	-
	1%	*	1%	1%	1%	*	2%	*	*	*	1%	1%	*	*	2%	*	1%	-	2%	1%	*	*	-	*	*	1%	-
	(3) 17	6	10	8	2	2	3	1	1	4	6	1	6	1	5	8	2	1	1	11	2	2	3	2	1	-	-
	1%	1%	1%	3%	1%	1%	1%	*	*	1%	1%	*	1%	*	1%	2%	1%	1%	*	1%	*	*	2%	1%	*	-	-
	(2) 36	12	24	12	7	3	11	2	1	5	11	5	16	14	5	10	4	3	4	13	3	5	1	*	1	-	6
	2%	1%	2%	5%	2%	1%	3%	1%	*	1%	2%	1%	3%	2%	1%	2%	1%	2%	2%	1%	1%	1%	*	*	-	-	2%
Definitely would not vote	(1) 147	59	87	24	37	34	28	19	6	18	35	29	65	46	37	42	14	8	19	83	-	-	-	-	5	5	1
	7%	6%	8%	10%	11%	10%	8%	6%	1%	3%	6%	6%	13%	8%	7%	8%	5%	4%	7%	9%	-	-	-	-	1%	1%	*
Don't know	103	21	82	22	24	12	28	13	4	13	20	33	37	25	20	29	20	10	10	42	-	-	-	-	9	8	3
	5%	2%	8%	9%	7%	3%	8%	4%	1%	2%	3%	7%	8%	5%	4%	6%	7%	5%	4%	5%	-	-	-	-	2%	2%	1%
Mean	8.47	8.80	8.13	7.46	7.82	8.32	8.19	8.86	9.50	9.02	8.59	8.44	7.68	8.36	8.40	8.34	8.65	9.01	8.54	8.22	9.40	9.45	9.11	9.44	9.54	9.43	9.20
Standard deviation	2.72	2.47	2.92	3.22	3.10	2.82	2.93	2.43	1.42	2.08	2.60	2.63	3.37	2.85	2.66	2.90	2.46	2.31	2.74	2.91	1.30	1.27	1.53	1.20	1.24	1.45	1.53
Standard error	0.06	0.08	0.09	0.21	0.16	0.16	0.16	0.14	0.07	0.08	0.10	0.15	0.16	0.12	0.12	0.13	0.15	0.17	0.17	0.10	0.05	0.06	0.14	0.07	0.05	0.07	0.08

Opinion Poll

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Absolutes/col percents

Table 2

Q.2 Which party would you vote for if there was a General Election tomorrow?**Base: All respondents**

	Gender		Age					Social Grade				Region					Employment Sector		Vote Intention				2010 Vote				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Unweighted base	2057	975	1082	240	369	305	341	322	480	630	650	323	454	550	524	496	298	189	259	873	581	531	127	276	624	385	344
Weighted base	2057	1008	1049	244	346	346	367	306	448	550	570	448	489	555	535	494	288	185	258	894	497	523	147	230	542	386	358
Conservative	497 24%	290 29%	208 20%	42 17%	73 21%	65 19%	80 22%	75 24%	162 36%	183 33%	141 25%	99 22%	74 15%	162 29%	126 24%	98 20%	86 30%	25 14%	44 17%	227 25%	497 100%	-	-	-	346 64%	17 4%	50 14%
Labour	523 25%	236 23%	286 27%	61 25%	99 29%	110 32%	94 26%	76 25%	83 19%	119 22%	155 27%	104 23%	145 30%	115 21%	124 23%	178 36%	65 23%	41 22%	92 36%	231 26%	-	523 100%	-	-	33 6%	280 73%	80 22%
Liberal Democrat	147 7%	86 9%	61 6%	12 5%	16 4%	28 8%	23 6%	25 8%	44 10%	61 11%	35 6%	28 6%	23 5%	47 9%	53 10%	17 4%	15 5%	14 7%	9 4%	64 7%	-	-	147 100%	-	13 2%	2 1%	104 29%
SNP	67 3%	45 4%	22 2%	6 3%	12 4%	6 2%	4 1%	13 4%	25 6%	31 6%	14 2%	12 3%	10 2%	-	-	-	-	67 36%	10 4%	21 2%	-	-	-	-	3 1%	11 3%	8 2%
Plaid Cymru	8 *	6 1%	2 *	-	1 *	2 1%	1 *	-	4 1%	1 *	1 *	1 *	4 1%	-	-	-	8 3%	-	1 1%	2 *	-	-	-	-	1 *	2 *	-
The UK Independence Party	230 11%	140 14%	90 9%	8 3%	22 6%	39 11%	50 14%	49 16%	63 14%	47 8%	61 11%	67 15%	56 11%	67 12%	73 14%	53 11%	36 12%	2 1%	22 9%	113 13%	-	-	-	230 100%	97 18%	26 7%	28 8%
The Green Party	90 4%	37 4%	53 5%	29 12%	20 6%	17 5%	11 3%	5 2%	9 2%	15 3%	42 7%	13 3%	20 4%	31 6%	25 5%	23 5%	8 3%	4 2%	13 5%	25 3%	-	-	-	-	4 1%	7 2%	30 8%
The British National Party	3 *	1 *	2 *	-	-	-	2 *	1 *	-	-	1 *	2 *	-	1 *	1 *	-	-	1 1%	-	3 *	-	-	-	-	-	-	-
Some other party	5 *	2 *	3 *	1 1%	1 *	1 *	1 *	1 *	-	1 *	2 *	1 *	1 *	2 *	2 *	-	1 *	-	1 *	4 *	-	-	-	-	1 *	-	1 *
Would not vote	171 8%	69 7%	101 10%	38 15%	41 12%	35 10%	32 9%	19 6%	6 1%	21 4%	44 8%	34 8%	72 15%	56 10%	40 7%	48 10%	19 7%	8 4%	20 8%	91 10%	-	-	-	-	5 1%	5 1%	3 1%
Rather not say	13 1%	1 *	11 1%	2 1%	2 *	-	7 2%	2 1%	1 *	1 *	3 *	5 1%	4 1%	7 1%	1 *	3 1%	1 *	1 *	1 *	6 1%	-	-	-	-	-	1 *	-
Don't know	304 15%	94 9%	210 20%	46 19%	59 17%	43 13%	63 17%	41 13%	52 12%	69 13%	72 13%	83 19%	80 16%	66 12%	91 17%	75 15%	50 17%	22 12%	45 17%	107 12%	-	-	-	-	41 7%	35 9%	53 15%

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Absolutes/col percents

Table 3

Q.2 Which party would you vote for if there was a General Election tomorrow?**Base: All respondents expressing an intention to vote (Turnout Weighted)**

	Gender			Age						Social Grade				Region					Employment Sector		Vote Intention				2010 Vote		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Unweighted base	1389	720	669	133	227	206	221	233	369	456	445	208	280	374	347	325	204	139	180	586	479	439	102	227	502	296	252
Weighted base	1280	700	580	118	188	218	212	207	336	382	370	262	266	344	326	302	177	131	162	551	407	432	114	190	425	292	252
Conservative	407	237	170	30	53	52	67	65	139	156	115	78	58	130	103	81	71	21	38	181	407	-	-	-	296	14	41
	32%	34%	29%	25%	28%	24%	31%	31%	41%	41%	31%	30%	22%	38%	32%	27%	40%	16%	24%	33%	100%	-	-	-	70%	5%	16%
Labour	432	201	231	46	80	91	77	66	73	99	128	88	117	93	99	150	54	37	77	187	-	432	-	-	27	240	69
	34%	29%	40%	39%	43%	42%	36%	32%	22%	26%	35%	33%	44%	27%	30%	50%	31%	28%	47%	34%	-	100%	-	-	6%	82%	27%
Liberal Democrat	114	69	46	10	11	21	14	21	38	51	27	19	18	39	43	10	11	10	7	45	-	-	114	-	12	1	85
	9%	10%	8%	8%	6%	10%	7%	10%	11%	13%	7%	7%	7%	11%	13%	3%	6%	8%	4%	8%	-	-	100%	-	3%	*	34%
SNP	57	38	19	5	11	6	3	11	22	27	12	9	9	-	-	-	-	57	9	19	-	-	-	-	3	9	8
	4%	5%	3%	4%	6%	3%	2%	5%	7%	7%	3%	4%	3%	-	-	-	-	44%	5%	3%	-	-	-	-	1%	3%	3%
Plaid Cymru	6	5	1	-	1	2	*	-	3	1	1	1	3	-	-	-	6	-	1	2	-	-	-	-	1	1	-
	1%	1%	*	-	*	1%	*	-	1%	*	*	*	1%	-	-	-	4%	-	1%	*	-	-	-	-	*	*	-
The UK Independence Party	190	118	72	6	15	32	41	42	55	38	51	55	46	55	60	46	28	1	19	94	-	-	-	190	83	22	25
	15%	17%	12%	5%	8%	15%	19%	20%	16%	10%	14%	21%	17%	16%	18%	15%	16%	1%	12%	17%	-	-	-	100%	20%	7%	10%
The Green Party	68	28	40	22	15	13	8	3	7	10	33	10	14	24	19	16	6	4	11	19	-	-	-	-	3	5	23
	5%	4%	7%	18%	8%	6%	4%	1%	2%	3%	9%	4%	5%	7%	6%	5%	3%	3%	7%	3%	-	-	-	-	1%	2%	9%
The British National Party	2	1	1	-	-	-	2	*	-	-	*	2	-	*	1	-	-	1	-	2	-	-	-	-	-	-	-
	*	*	*	-	-	-	1%	*	-	-	*	1%	-	*	*	-	-	1%	-	*	-	-	-	-	-	-	-
Some other party	3	2	2	*	1	1	1	1	-	1	1	1	1	2	2	-	*	-	*	3	-	-	-	-	1	-	1
	*	*	*	*	1%	*	*	*	-	*	*	*	*	1%	*	-	*	-	*	1%	-	-	-	-	*	-	*

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Absolutes/col percents

Table 4
Gender
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2057	2057
Weighted base	2057	2057
Male	975 47%	1008 49%
Female	1082 53%	1049 51%

Opinion Poll
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Absolutes/col percents

Table 5
Age
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2057	2057
Weighted base	2057	2057
18-24	240 12%	244 12%
25-34	369 18%	346 17%
35-44	305 15%	346 17%
45-54	341 17%	367 18%
55-64	322 16%	306 15%
65+	480 23%	448 22%
Average age	47.73	47.20

Opinion Poll
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Absolutes/col percents

Table 6
Social Grade
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2057	2057
Weighted base	2057	2057
AB	630 31%	550 27%
C1	650 32%	570 28%
C2	323 16%	448 22%
DE	454 22%	489 24%
NET: ABC1	1280 62%	1120 54%
NET: C2DE	777 38%	937 46%

Opinion Poll
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Absolutes/col percents

Table 7
GO Region
Base: All respondents

	Unweighted Total	Weighted Total
Unweighted base	2057	2057
Weighted base	2057	2057
Scotland	189 9%	185 9%
North East	86 4%	82 4%
North West	210 10%	226 11%
Yorkshire & Humberside	200 10%	185 9%
West Midlands	183 9%	185 9%
East Midlands	143 7%	144 7%
Wales	112 5%	103 5%
Eastern	198 10%	206 10%
London	250 12%	267 13%
South East	300 15%	288 14%
South West	186 9%	185 9%

Opinion Poll
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Absolutes/col percents

Table 8

Which of the following best describes your current working status?

Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2057	2057
Weighted base	2057	2057
NET: Working	1132 55%	1152 56%
Working full time - working 30 hours per week or more	864 42%	905 44%
Working part time - working between 8 and 29 hours per week	268 13%	247 12%
NET: Not working	925 45%	905 44%
Not working but seeking work or temporarily unemployed or sick	98 5%	123 6%
Not working and not seeking work/ student	175 9%	175 8%
Retired on a state pension only	78 4%	77 4%
Retired with a private pension	410 20%	368 18%
House person, housewife, househusband, etc.	164 8%	162 8%

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Absolutes/col percents

Table 9
Tenure
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2057	2057
Weighted base	2057	2057
NET: Homeowners	1441 70%	1337 65%
Owned outright - without mortgage	750 36%	679 33%
Owned with a mortgage or loan	691 34%	658 32%
NET: Renters	582 28%	684 33%
Rented from the council	116 6%	288 14%
Rented from a housing association	142 7%	117 6%
Rented from someone else	324 16%	280 14%
Rent free	34 2%	36 2%

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Absolutes/col percents

Table 10
Have you taken a foreign holiday in the last 3 years?
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2057	2057
Weighted base	2057	2057
Yes	1279 62%	1255 61%
No	778 38%	802 39%

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Absolutes/col percents

Table 11
How many cars are there in your household?
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2057	2057
Weighted base	2057	2057
No cars in the household	386 19%	432 21%
NET: Any	1671 81%	1625 79%
1	1037 50%	864 42%
2	540 26%	576 28%
3+	94 5%	185 9%

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Table 12

Q.4 Regardless of which party, if any, you are likely to end up voting for at the next General Election due in May 2015 or are leaning towards at the moment, which political party would you say you have usually most closely identified yourself with?

Base: All respondents

	Unweighted Total	Weighted Total
Unweighted base	2057	2057
Weighted base	2057	2057
Conservative	696 34%	576 28%
Labour	621 30%	597 29%
Liberal Democrat	177 9%	206 10%
SNP	58 3%	56 3%
Plaid Cymru	10 *	8 *
Green	77 4%	71 3%
UKIP	181 9%	123 6%
BNP	4 *	3 *
Another party	7 *	6 *
None	226 11%	411 20%