

Opinion Poll

ONLINE Fieldwork : 8th-9th 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	2020	1013	1007	265	356	322	314	298	465	645	633	290	452	546	519	480	285	190	231	853	553	512	126	277	579	378	373	
Weighted base	2020	990	1030	240	340	340	360	300	440	540	560	440	480	545	525	485	283	182	247	885	463	493	121	249	501	369	376	
Absolutely certain to vote	(10)	1175	631	545	87	174	174	210	199	332	343	313	238	282	295	316	263	176	125	140	475	335	353	72	172	380	270	257
		58%	64%	53%	36%	51%	51%	58%	66%	75%	63%	56%	54%	59%	54%	60%	54%	62%	69%	57%	54%	72%	72%	59%	69%	76%	73%	68%
	(9)	228	120	108	27	42	47	40	35	36	76	66	46	40	66	59	51	39	13	33	103	62	66	24	29	52	40	63
		11%	12%	10%	11%	12%	14%	11%	12%	8%	14%	12%	10%	8%	12%	11%	11%	14%	7%	13%	12%	13%	20%	12%	10%	11%	17%	
	(8)	154	69	85	28	37	27	25	17	21	41	30	48	35	45	45	39	12	13	20	75	28	42	7	30	40	22	24
		8%	7%	8%	12%	11%	8%	7%	6%	5%	8%	5%	11%	7%	8%	8%	8%	4%	7%	8%	8%	6%	8%	6%	12%	8%	6%	6%
	(7)	90	35	54	19	13	21	19	10	8	16	33	22	19	33	15	18	5	9	50	17	19	10	5	9	13	8	
		4%	4%	5%	8%	4%	6%	5%	3%	2%	3%	6%	5%	4%	6%	3%	4%	3%	3%	6%	4%	4%	8%	2%	2%	3%	2%	
	(6)	39	11	28	4	13	9	9	1	3	6	12	14	7	13	8	13	4	1	8	20	9	1	5	4	6	3	2
		2%	1%	3%	2%	4%	3%	2%	*	1%	1%	2%	3%	1%	2%	2%	3%	1%	*	3%	2%	2%	*	4%	2%	1%	1%	*
	(5)	48	27	21	5	13	9	9	6	5	6	9	16	18	13	19	10	4	2	6	28	4	9	1	4	2	10	9
		2%	3%	2%	2%	4%	3%	2%	2%	1%	1%	2%	4%	4%	2%	4%	2%	1%	1%	2%	3%	1%	2%	1%	2%	*	3%	3%
	(4)	19	12	6	5	7	2	2	1	1	9	5	2	2	1	4	9	4	1	6	7	2	1	1	2	-	1	1
		1%	1%	1%	2%	2%	1%	1%	*	*	2%	1%	*	*	*	1%	2%	1%	*	2%	1%	*	*	*	1%	-	*	*
	(3)	24	8	17	5	6	3	4	5	1	6	8	4	5	11	1	9	2	2	2	16	6	2	-	1	1	-	7
		1%	1%	2%	2%	2%	1%	1%	2%	*	1%	2%	1%	1%	2%	*	2%	1%	1%	1%	2%	1%	*	-	1%	*	-	2%
	(2)	52	17	35	23	3	1	9	4	12	9	18	19	6	19	22	6	3	1	3	16	1	-	*	2	1	-	-
		3%	2%	3%	10%	1%	*	2%	1%	3%	2%	3%	4%	1%	4%	4%	1%	1%	1%	2%	*	-	*	1%	*	-	-	-
Definitely would not vote	(1)	124	53	71	18	21	38	25	7	13	20	43	14	48	39	17	47	13	7	17	62	-	-	-	-	5	5	1
		6%	5%	7%	8%	6%	11%	7%	2%	3%	4%	8%	3%	10%	7%	3%	10%	5%	4%	7%	7%	-	-	-	-	1%	1%	*
Don't know		67	6	61	18	10	9	9	14	7	9	23	16	19	9	20	18	8	12	4	34	-	-	-	-	5	5	4
		3%	1%	6%	7%	3%	3%	2%	5%	2%	2%	4%	4%	4%	2%	4%	4%	3%	7%	2%	4%	-	-	-	-	1%	1%	1%
Mean		8.46	8.69	8.22	7.32	8.25	8.10	8.39	9.04	9.14	8.86	8.26	8.43	8.25	8.20	8.66	8.12	8.78	9.09	8.44	8.28	9.38	9.43	9.15	9.29	9.49	9.35	9.33
Standard deviation		2.68	2.49	2.84	3.21	2.65	2.96	2.76	2.09	2.16	2.28	2.89	2.51	2.97	2.85	2.45	2.98	2.36	2.14	2.65	2.75	1.33	1.14	1.34	1.39	1.28	1.51	1.43
Standard error		0.06	0.08	0.09	0.20	0.14	0.17	0.16	0.12	0.10	0.09	0.12	0.15	0.14	0.12	0.11	0.14	0.14	0.16	0.18	0.10	0.06	0.05	0.12	0.08	0.05	0.08	0.07

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	2020	1013	1007	265	356	322	314	298	465	645	633	290	452	546	519	480	285	190	231	853	553	512	126	277	579	378	373
Weighted base	2020	990	1030	240	340	340	360	300	440	540	560	440	480	545	525	485	283	182	247	885	463	493	121	249	501	369	376
Conservative	463 23%	240 24%	223 22%	37 16%	61 18%	58 17%	72 20%	80 27%	156 35%	154 29%	140 25%	95 22%	74 15%	145 27%	114 22%	107 22%	74 26%	24 13%	35 14%	202 23%	463 100%	-	-	-	309 62%	14 4%	50 13%
Labour	493 24%	275 28%	218 21%	57 24%	110 32%	83 24%	100 28%	59 20%	83 19%	138 26%	119 21%	116 26%	119 25%	124 23%	128 24%	135 28%	68 24%	38 21%	84 34%	208 24%	-	493 100%	-	-	19 4%	259 70%	97 26%
Liberal Democrat	121 6%	62 6%	59 6%	16 7%	27 8%	22 7%	23 6%	13 4%	20 5%	50 9%	30 5%	18 4%	23 5%	34 6%	34 6%	22 5%	24 9%	6 4%	8 3%	65 7%	-	-	121 100%	-	14 3%	6 2%	78 21%
SNP	67 3%	35 4%	32 3%	4 2%	14 4%	14 4%	9 2%	16 5%	11 3%	22 4%	17 3%	19 4%	9 2%	-	-	-	-	67 37%	12 5%	30 3%	-	-	-	-	-	14 4%	12 3%
Plaid Cymru	9 *	5 *	4 *	-	2 1%	3 1%	-	1 *	3 1%	2 *	2 *	2 *	3 1%	-	-	-	9 3%	-	2 1%	3 *	-	-	-	-	-	-	1 *
The UK Independence Party	249 12%	159 16%	90 9%	14 6%	26 8%	35 10%	53 15%	44 15%	76 17%	54 10%	58 10%	66 15%	72 15%	52 9%	97 18%	65 13%	33 12%	3 2%	24 10%	109 12%	-	-	-	249 100%	105 21%	24 7%	32 9%
The Green Party	93 5%	42 4%	50 5%	17 7%	16 5%	22 6%	17 5%	11 4%	11 2%	23 4%	26 5%	21 5%	23 5%	32 6%	29 5%	21 4%	8 3%	3 2%	13 5%	37 4%	-	-	-	-	9 2%	9 2%	35 9%
The British National Party	4 *	3 *	1 *	-	1 *	1 *	-	-	2 *	-	1 *	1 *	2 *	2 *	-	2 *	-	-	-	1 *	-	-	-	-	1 *	-	1 *
Some other party	9 *	2 *	7 1%	-	1 *	-	4 1%	2 1%	2 *	1 *	3 1%	-	5 1%	2 *	3 *	1 *	2 1%	2 1%	1 1%	3 *	-	-	-	-	1 *	1 *	4 1%
Would not vote	181 9%	65 7%	116 11%	48 20%	30 9%	41 12%	25 7%	12 4%	25 6%	31 6%	66 12%	32 7%	53 11%	69 13%	33 6%	54 11%	19 7%	7 4%	22 9%	77 9%	-	-	-	-	5 1%	5 1%	4 1%
Rather not say	29 1%	10 1%	20 2%	5 2%	3 1%	8 2%	7 2%	5 2%	1 *	* *	11 2%	14 3%	5 1%	5 1%	10 2%	6 1%	4 1%	5 3%	3 1%	17 2%	-	-	-	-	-	2 1%	1 *
Don't know	301 15%	91 9%	210 20%	41 17%	48 14%	55 16%	50 14%	57 19%	51 12%	64 12%	87 16%	57 13%	93 19%	82 15%	79 15%	73 15%	42 15%	26 14%	42 17%	132 15%	-	-	-	-	38 8%	35 10%	62 16%

Opinion Poll

ONLINE Fieldwork : 8th-9th April 2015

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	1365	742	624	150	232	206	221	206	351	467	416	194	289	368	361	311	192	134	154	562	457	421	99	222	459	292	267
Weighted base	1228	675	553	111	199	189	226	190	313	367	322	269	270	320	332	278	178	121	147	519	378	406	95	201	390	276	258
Conservative	378	195	184	30	42	46	58	68	135	131	115	75	58	119	95	82	61	21	29	158	378	-	-	-	265	13	39
	31%	29%	33%	27%	21%	24%	26%	36%	43%	36%	36%	28%	21%	37%	29%	30%	34%	18%	20%	31%	100%	-	-	-	68%	5%	15%
Labour	406	226	179	44	89	66	85	49	73	116	97	91	101	103	105	111	54	32	71	167	-	406	-	-	17	219	83
	33%	34%	32%	39%	45%	35%	38%	26%	23%	32%	30%	34%	37%	32%	32%	40%	30%	27%	48%	32%	-	100%	-	-	4%	80%	32%
Liberal Democrat	95	50	45	12	20	18	16	11	17	40	22	14	18	28	27	17	18	5	6	48	-	-	95	-	12	5	65
	8%	7%	8%	11%	10%	10%	7%	6%	6%	11%	7%	5%	6%	9%	8%	6%	10%	4%	4%	9%	-	-	100%	-	3%	2%	25%
SNP	56	30	26	3	11	11	8	14	10	19	14	16	8	-	-	-	-	56	10	24	-	-	-	-	-	11	11
	5%	5%	5%	2%	5%	6%	3%	7%	3%	5%	4%	6%	3%	-	-	-	-	47%	7%	5%	-	-	-	-	-	4%	4%
Plaid Cymru	8	4	3	-	2	2	-	1	2	2	2	1	3	-	-	-	8	-	2	3	-	-	-	-	-	-	1
	1%	1%	1%	-	1%	1%	-	1%	1%	1%	1%	1%	1%	-	-	-	4%	-	1%	1%	-	-	-	-	-	-	*
The UK Independence Party	201	131	70	11	19	26	42	37	65	42	47	54	58	42	79	50	28	2	17	87	-	-	-	201	88	20	27
	16%	19%	13%	10%	10%	14%	19%	20%	21%	11%	15%	20%	21%	13%	24%	18%	16%	2%	12%	17%	-	-	-	100%	23%	7%	10%
The Green Party	74	34	39	12	13	18	13	9	8	16	21	16	20	26	23	16	7	2	10	29	-	-	-	-	7	7	29
	6%	5%	7%	11%	7%	10%	6%	5%	3%	4%	7%	6%	7%	8%	7%	6%	4%	2%	7%	6%	-	-	-	-	2%	3%	11%
The British National Party	3	3	1	-	1	*	-	-	2	-	1	1	2	2	-	2	-	-	-	1	-	-	-	-	*	-	1
	*	*	*	-	1%	*	-	-	1%	-	*	*	1%	1%	-	1%	-	-	-	*	-	-	-	-	*	-	*
Some other party	7	1	6	-	1	-	4	2	1	*	3	-	4	2	2	*	2	2	1	2	-	-	-	-	*	*	3
	1%	*	1%	-	1%	-	2%	1%	*	*	1%	-	2%	*	1%	*	1%	1%	1%	*	-	-	-	-	*	*	1%

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Table 4
Gender
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2020	2020
Weighted base	2020	2020
Male	1013 50%	990 49%
Female	1007 50%	1030 51%

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Absolutes/col percents

Table 5
Age
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2020	2020
Weighted base	2020	2020
18-24	265 13%	240 12%
25-34	356 18%	340 17%
35-44	322 16%	340 17%
45-54	314 16%	360 18%
55-64	298 15%	300 15%
65+	465 23%	440 22%
Average age	47.13	47.14

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Table 6
Social Grade
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2020	2020
Weighted base	2020	2020
AB	645 32%	540 27%
C1	633 31%	560 28%
C2	290 14%	440 22%
DE	452 22%	480 24%
NET: ABC1	1278 63%	1100 54%
NET: C2DE	742 37%	920 46%

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Absolutes/col percents

Table 7
GO Region
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2020	2020
Weighted base	2020	2020
Scotland	190 9%	182 9%
North East	71 4%	81 4%
North West	220 11%	222 11%
Yorkshire & Humberside	189 9%	182 9%
West Midlands	158 8%	182 9%
East Midlands	154 8%	141 7%
Wales	100 5%	101 5%
Eastern	207 10%	202 10%
London	255 13%	263 13%
South East	291 14%	283 14%
South West	185 9%	182 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	2020	2020
Weighted base	2020	2020
NET: Working	1084 54%	1131 56%
Working full time - working 30 hours per week or more	842 42%	889 44%
Working part time - working between 8 and 29 hours per week	242 12%	242 12%
NET: Not working	936 46%	889 44%
Not working but seeking work or temporarily unemployed or sick	115 6%	129 6%
Not working and not seeking work/ student	182 9%	150 7%
Retired on a state pension only	122 6%	141 7%
Retired with a private pension	396 20%	336 17%
House person, housewife, househusband, etc.	121 6%	132 7%

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Absolutes/col percents

Table 9
Tenure
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2020	2020
Weighted base	2020	2020
NET: Homeowners	1413 70%	1313 65%
Owned outright - without mortgage	774 38%	666 33%
Owned with a mortgage or loan	639 32%	646 32%
NET: Renters	564 28%	661 33%
Rented from the council	100 5%	283 14%
Rented from a housing association	140 7%	115 6%
Rented from someone else	324 16%	264 13%
Rent free	43 2%	46 2%

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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	2020	2020
Weighted base	2020	2020
Yes	1248 62%	1232 61%
No	772 38%	788 39%

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

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2020	2020
Weighted base	2020	2020
No cars in the household	408 20%	424 21%
NET: Any	1612 80%	1596 79%
1	1079 53%	848 42%
2	443 22%	566 28%
3+	90 4%	182 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

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2020	2020
Weighted base	2020	2020
Conservative	683 34%	566 28%
Labour	613 30%	586 29%
Liberal Democrat	197 10%	202 10%
SNP	60 3%	46 2%
Plaid Cymru	12 1%	10 *
Green	90 4%	64 3%
UKIP	168 8%	121 6%
BNP	4 *	3 *
Another party	16 1%	19 1%
None	177 9%	404 20%