

Opinion Poll

ONLINE Fieldwork : 29th-30th 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	2016	993	1023	244	311	379	387	251	444	626	575	316	499	535	519	498	282	182	270	858	541	556	120	281	576	441	340	
Weighted base	2016	988	1028	240	339	339	359	299	439	539	559	439	479	544	524	484	282	181	270	859	529	536	132	236	545	419	366	
Absolutely certain to vote	(10)	1327	677	650	123	194	210	231	209	359	350	364	301	311	353	349	305	183	137	173	522	404	421	92	192	441	324	258
		66%	69%	63%	52%	57%	62%	64%	70%	82%	65%	65%	69%	65%	65%	67%	63%	65%	76%	64%	61%	76%	78%	70%	82%	81%	77%	70%
	(9)	218	112	106	18	36	41	47	45	31	69	65	41	44	63	50	54	36	16	29	114	64	59	21	24	58	43	66
		11%	11%	10%	8%	11%	12%	13%	15%	7%	13%	12%	9%	9%	12%	9%	11%	13%	9%	11%	13%	12%	11%	16%	10%	11%	10%	18%
	(8)	103	58	45	19	25	20	22	10	7	32	32	21	19	34	35	27	5	2	13	62	40	29	9	11	26	19	13
		5%	6%	4%	8%	7%	6%	6%	3%	2%	6%	6%	5%	4%	6%	7%	6%	2%	1%	5%	7%	7%	5%	7%	5%	5%	4%	4%
	(7)	63	21	41	17	16	9	6	7	8	22	15	14	12	18	16	11	11	8	9	29	11	12	8	3	3	10	15
		3%	2%	4%	7%	5%	3%	2%	2%	2%	4%	3%	3%	3%	3%	3%	2%	4%	4%	3%	3%	2%	2%	6%	1%	*	2%	4%
	(6)	26	7	19	4	4	6	7	2	2	4	7	9	6	7	6	4	8	1	4	9	1	6	1	3	2	4	-
		1%	1%	2%	2%	1%	2%	2%	1%	*	1%	1%	2%	1%	1%	1%	1%	3%	1%	2%	1%	*	1%	1%	1%	*	1%	-
	(5)	22	8	14	6	8	2	4	1	1	5	6	5	6	4	8	3	4	4	2	12	3	5	-	2	1	-	3
		1%	1%	1%	3%	2%	*	1%	*	*	1%	1%	1%	1%	1%	2%	1%	1%	2%	1%	1%	1%	1%	-	1%	*	-	1%
	(4)	16	11	6	2	4	4	2	-	4	8	3	-	6	1	11	4	1	-	2	9	3	3	1	1	-	6	-
		1%	1%	1%	1%	1%	1%	1%	-	1%	1%	1%	-	1%	*	2%	1%	*	-	1%	1%	1%	1%	1%	*	-	1%	-
	(3)	8	3	4	1	3	3	1	-	-	1	2	1	4	3	1	2	1	-	1	4	1	1	1	*	-	-	-
		*	*	*	*	1%	1%	*	-	-	*	*	*	1%	1%	*	*	*	-	*	*	*	*	1%	*	-	-	-
	(2)	35	7	28	11	7	4	3	2	7	9	13	3	10	9	8	11	5	1	6	16	3	2	-	-	1	1	6
		2%	1%	3%	5%	2%	1%	1%	1%	2%	2%	2%	1%	2%	2%	2%	2%	2%	1%	2%	2%	1%	*	-	-	*	*	2%
Definitely would not vote	(1)	140	66	74	26	30	26	25	15	18	23	38	34	45	37	22	44	26	10	24	51	-	-	-	-	8	8	2
		7%	7%	7%	11%	9%	8%	7%	5%	4%	4%	7%	8%	9%	7%	4%	9%	9%	6%	9%	6%	-	-	-	-	1%	2%	1%
Don't know		59	18	41	12	11	15	11	7	3	15	16	11	17	16	19	19	4	2	8	32	-	-	-	-	6	5	3
		3%	2%	4%	5%	3%	4%	3%	2%	1%	3%	3%	3%	3%	3%	4%	4%	1%	1%	3%	4%	-	-	-	-	1%	1%	1%
Mean		8.72	8.88	8.56	7.83	8.27	8.61	8.78	9.13	9.27	8.90	8.71	8.80	8.45	8.74	8.87	8.50	8.53	9.06	8.54	8.68	9.54	9.56	9.41	9.66	9.61	9.43	9.40
Standard deviation		2.62	2.47	2.76	3.20	2.91	2.70	2.53	2.15	2.13	2.30	2.63	2.58	2.95	2.58	2.34	2.90	2.84	2.30	2.83	2.54	1.09	1.09	1.16	0.91	1.26	1.57	1.44
Standard error		0.06	0.08	0.09	0.21	0.17	0.14	0.13	0.14	0.10	0.09	0.11	0.15	0.13	0.11	0.10	0.13	0.17	0.17	0.17	0.09	0.05	0.05	0.11	0.05	0.05	0.08	0.08

Opinion Poll

ONLINE Fieldwork : 29th-30th April 2015

Absolutes/col percents

Table 2
Q.2 Which party will you vote for in the General Election on May 7th?
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	2016	993	1023	244	311	379	387	251	444	626	575	316	499	535	519	498	282	182	270	858	541	556	120	281	576	441	340
Weighted base	2016	988	1028	240	339	339	359	299	439	539	559	439	479	544	524	484	282	181	270	859	529	536	132	236	545	419	366
Conservative	529 26%	258 26%	271 26%	44 19%	85 25%	77 23%	98 27%	68 23%	156 35%	181 34%	148 27%	106 24%	94 20%	164 30%	162 31%	107 22%	69 24%	27 15%	56 21%	243 28%	529 100%	-	-	-	374 69%	22 5%	43 12%
Labour	536 27%	289 29%	247 24%	78 33%	95 28%	102 30%	93 26%	76 25%	92 21%	118 22%	148 27%	117 27%	153 32%	129 24%	131 25%	163 34%	69 25%	44 24%	89 33%	208 24%	-	536 100%	-	-	38 7%	295 71%	83 23%
Liberal Democrat	132 7%	66 7%	65 6%	15 6%	21 6%	26 8%	29 8%	16 5%	25 6%	48 9%	40 7%	27 6%	16 3%	45 8%	33 6%	26 5%	18 6%	10 6%	18 7%	61 7%	-	-	132 100%	-	11 2%	14 3%	85 23%
SNP	67 3%	41 4%	26 3%	3 1%	16 5%	9 3%	16 4%	10 3%	12 3%	17 3%	19 3%	18 4%	13 3%	-	-	-	-	67 37%	12 5%	30 4%	-	-	-	-	-	10 2%	8 2%
Plaid Cymru	7 *	4 *	3 *	2 1%	1 *	2 1%	-	1 *	1 *	2 *	4 1%	-	2 *	-	-	-	7 3%	-	2 1%	4 *	-	-	-	-	-	3 1%	-
The UK Independence Party	236 12%	121 12%	115 11%	13 5%	21 6%	30 9%	43 12%	54 18%	74 17%	45 8%	59 11%	63 14%	68 14%	59 11%	73 14%	58 12%	39 14%	7 4%	15 6%	94 11%	-	-	-	236 100%	77 14%	31 7%	43 12%
The Green Party	73 4%	39 4%	33 3%	18 8%	14 4%	9 3%	13 4%	11 4%	7 2%	22 4%	24 4%	11 3%	15 3%	24 4%	20 4%	22 5%	7 3%	-	11 4%	36 4%	-	-	-	-	3 1%	7 2%	23 6%
The British National Party	1 *	-	1 *	-	-	-	-	-	1 *	-	-	-	1 *	-	-	1 *	-	-	-	-	-	-	-	-	-	-	1 *
Some other party	9 *	5 1%	3 *	1 *	2 1%	* *	1 *	-	5 1%	2 *	2 *	1 *	3 1%	4 1%	4 1%	-	1 *	1 *	-	2 *	-	-	-	-	2 *	-	3 1%
Would not vote	167 8%	74 7%	94 9%	33 14%	38 11%	31 9%	28 8%	16 5%	22 5%	31 6%	49 9%	36 8%	52 11%	46 8%	27 5%	54 11%	29 10%	11 6%	28 10%	63 7%	-	-	-	-	8 1%	10 2%	8 2%
Rather not say	37 2%	14 1%	23 2%	3 1%	5 2%	7 2%	1 *	16 5%	4 1%	7 1%	6 1%	16 4%	8 2%	14 3%	13 2%	4 1%	4 2%	2 1%	7 3%	14 2%	-	-	-	-	7 1%	1 *	6 2%
Don't know	221 11%	75 8%	146 14%	28 12%	40 12%	46 14%	36 10%	31 10%	40 9%	65 12%	58 10%	44 10%	54 11%	60 11%	63 12%	48 10%	38 13%	12 7%	31 12%	104 12%	-	-	-	-	26 5%	25 6%	62 17%

Opinion Poll

ONLINE Fieldwork : 29th-30th April 2015

Absolutes/col percents

Table 3

Q.2 Which party will you vote for in the General Election on May 7th?**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	1406	681	725	154	202	250	272	180	349	434	405	224	343	366	368	339	196	137	188	579	457	467	98	238	467	352	240
Weighted base	1336	654	682	136	207	213	245	206	329	360	377	290	309	356	353	314	179	133	173	550	446	450	108	202	438	327	249
Conservative	446 33%	204 31%	242 36%	34 25%	71 34%	65 31%	80 33%	59 29%	137 42%	151 42%	126 34%	89 31%	79 26%	139 39%	139 39%	86 27%	59 33%	23 17%	49 28%	199 36%	446 100%	-	-	-	325 74%	18 5%	37 15%
Labour	450 34%	230 35%	220 32%	63 46%	74 36%	84 39%	79 32%	68 33%	81 25%	99 27%	124 33%	96 33%	131 42%	106 30%	108 30%	138 44%	61 34%	37 28%	75 43%	168 31%	-	450 100%	-	-	32 7%	253 77%	73 29%
Liberal Democrat	108 8%	51 8%	57 8%	11 8%	17 8%	21 10%	24 10%	13 6%	22 7%	39 11%	34 9%	23 8%	12 4%	39 11%	25 7%	22 7%	14 8%	8 6%	15 9%	47 9%	-	-	108 100%	-	9 2%	12 4%	71 29%
SNP	58 4%	34 5%	24 4%	3 2%	14 7%	8 4%	14 6%	9 4%	11 3%	15 4%	17 5%	15 5%	11 4%	-	-	-	-	58 44%	11 6%	26 5%	-	-	-	-	-	9 3%	7 3%
Plaid Cymru	6 *	4 1%	3 *	2 2%	1 1%	2 1%	-	1 *	1 *	1 *	4 1%	-	1 *	-	-	-	6 4%	-	2 1%	4 1%	-	-	-	-	-	3 1%	-
The UK Independence Party	202 15%	97 15%	105 15%	10 7%	17 8%	26 12%	36 15%	48 23%	65 20%	37 10%	50 13%	56 19%	59 19%	51 14%	63 18%	50 16%	32 18%	6 4%	13 8%	77 14%	-	-	-	202 100%	67 15%	28 9%	37 15%
The Green Party	56 4%	29 4%	27 4%	13 10%	10 5%	8 4%	11 4%	8 4%	5 2%	16 4%	19 5%	9 3%	12 4%	18 5%	15 4%	16 5%	6 4%	-	8 5%	27 5%	-	-	-	-	3 1%	5 2%	19 8%
The British National Party	1 *	-	1 *	-	-	-	-	-	1 *	-	-	-	1 *	-	-	1 *	-	-	-	-	-	-	-	-	-	-	1 1%
Some other party	7 1%	5 1%	3 *	* *	2 1%	* *	1 *	-	4 1%	2 1%	2 1%	1 *	2 1%	3 1%	3 1%	-	1 *	* *	-	2 *	-	-	-	-	2 *	-	2 1%

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Col percents

Table 4
Adjusted Voting Intention
Voting Intention (Turnout Weighted)
This table is based on a manual adjustment of data reallocating some don't knows & refusals

	<u>Total</u>
Conservative	33%
Labour	33%
Liberal Democrat	9%
The UK Independence Party	15%
Other	9%

Opinion Poll
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Absolutes/col percents

Table 5
Gender
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2016	2016
Weighted base	2016	2016
Male	993 49%	988 49%
Female	1023 51%	1028 51%

Opinion Poll
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Absolutes/col percents

Table 6
Age
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2016	2016
Weighted base	2016	2016
18-24	244 12%	240 12%
25-34	311 15%	339 17%
35-44	379 19%	339 17%
45-54	387 19%	359 18%
55-64	251 12%	299 15%
65+	444 22%	439 22%
Average age	47.17	47.31

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Table 7
Social Grade
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2016	2016
Weighted base	2016	2016
AB	626 31%	539 27%
C1	575 29%	559 28%
C2	316 16%	439 22%
DE	499 25%	479 24%
NET: ABC1	1201 60%	1097 54%
NET: C2DE	815 40%	919 46%

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Absolutes/col percents

Table 8
GO Region
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2016	2016
Weighted base	2016	2016
Scotland	182 9%	181 9%
North East	76 4%	81 4%
North West	232 12%	222 11%
Yorkshire & Humberside	190 9%	181 9%
West Midlands	167 8%	181 9%
East Midlands	158 8%	141 7%
Wales	97 5%	101 5%
Eastern	194 10%	202 10%
London	253 13%	262 13%
South East	282 14%	282 14%
South West	185 9%	181 9%

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Absolutes/col percents

Table 9
Which of the following best describes your current working status?
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2016	2016
Weighted base	2016	2016
NET: Working	1128 56%	1129 56%
Working full time - working 30 hours per week or more	861 43%	887 44%
Working part time - working between 8 and 29 hours per week	267 13%	242 12%
NET: Not working	888 44%	887 44%
Not working but seeking work or temporarily unemployed or sick	109 5%	100 5%
Not working and not seeking work/ student	151 7%	153 8%
Retired on a state pension only	190 9%	201 10%
Retired with a private pension	279 14%	271 13%
House person, housewife, househusband, etc.	159 8%	163 8%

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Absolutes/col percents

Table 10
Tenure
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2016	2016
Weighted base	2016	2016
NET: Homeowners	1383 69%	1310 65%
Owned outright - without mortgage	748 37%	665 33%
Owned with a mortgage or loan	635 31%	645 32%
NET: Renters	599 30%	669 33%
Rented from the council	138 7%	282 14%
Rented from a housing association	159 8%	135 7%
Rented from someone else	302 15%	251 12%
Rent free	34 2%	37 2%

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Absolutes/col percents

Table 11
Have you taken a foreign holiday in the last 3 years?
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2016	2016
Weighted base	2016	2016
Yes	1231 61%	1230 61%
No	785 39%	786 39%

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Absolutes/col percents

Table 12
How many cars are there in your household?
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2016	2016
Weighted base	2016	2016
No cars in the household	420 21%	423 21%
NET: Any	1596 79%	1593 79%
1	1025 51%	847 42%
2	461 23%	564 28%
3+	110 5%	181 9%

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Table 13

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	2016	2016
Weighted base	2016	2016
Conservative	628 31%	605 30%
Labour	644 32%	605 30%
Liberal Democrat	171 8%	202 10%
SNP	64 3%	54 3%
Plaid Cymru	9 *	7 *
Green	76 4%	65 3%
UKIP	191 9%	111 5%
BNP	3 *	3 *
Another party	14 1%	12 1%
None	216 11%	353 18%