

Opinion Poll

ONLINE Fieldwork : 1st-3rd May 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	2054	1058	996	257	282	340	371	337	467	601	614	332	507	562	538	507	285	162	253	814	554	578	143	273	567	413	346
Weighted base	2054	1007	1047	244	346	346	366	305	447	549	570	448	488	555	534	493	288	185	262	888	554	555	153	218	549	405	354
Absolutely certain to vote	(10) 1340	677	663	117	184	210	243	220	365	393	366	274	307	351	337	334	181	137	183	541	430	439	110	167	446	313	266
	65%	67%	63%	48%	53%	61%	66%	72%	82%	72%	64%	61%	63%	63%	63%	68%	63%	74%	70%	61%	78%	79%	72%	77%	81%	77%	75%
	(9) 191	96	95	15	35	42	37	26	36	59	50	49	33	48	47	47	28	19	20	98	55	50	19	17	55	45	38
	9%	9%	9%	6%	10%	12%	10%	8%	8%	11%	9%	11%	7%	9%	9%	10%	10%	8%	11%	10%	9%	13%	8%	10%	11%	11%	
	(8) 117	63	55	20	23	31	14	13	17	23	36	30	29	39	41	28	8	2	9	55	33	24	15	12	28	14	22
	6%	6%	5%	8%	7%	9%	4%	4%	4%	4%	6%	7%	6%	7%	8%	6%	3%	1%	4%	6%	6%	4%	10%	5%	5%	4%	6%
	(7) 93	39	54	10	24	16	21	15	6	21	20	34	18	25	28	7	18	15	18	44	17	24	8	10	11	11	17
	5%	4%	5%	4%	7%	5%	6%	5%	1%	4%	3%	8%	4%	4%	5%	1%	6%	8%	7%	5%	3%	4%	5%	5%	2%	3%	5%
	(6) 29	15	14	6	9	5	4	4	1	4	11	6	8	5	6	7	10	1	6	13	7	6	-	3	3	6	4
	1%	1%	1%	3%	3%	1%	1%	1%	*	1%	2%	1%	2%	1%	1%	1%	3%	*	2%	1%	1%	1%	-	2%	*	1%	1%
	(5) 32	11	21	10	6	5	7	4	-	8	9	10	5	16	9	6	1	-	9	15	7	9	-	1	1	3	4
	2%	1%	2%	4%	2%	2%	2%	1%	-	2%	2%	2%	1%	3%	2%	1%	*	-	3%	2%	1%	2%	-	1%	*	1%	1%
	(4) 12	9	3	*	4	1	*	7	-	3	2	6	1	*	8	3	-	*	*	11	-	-	-	6	1	-	-
	1%	1%	*	*	1%	*	*	2%	-	1%	*	1%	*	*	2%	1%	-	*	*	1%	-	-	-	3%	*	-	-
	(3) 4	-	4	2	1	-	1	-	-	1	-	1	3	-	4	-	1	-	-	1	-	2	1	-	-	-	-
	*	-	*	1%	*	-	*	-	-	*	-	*	1%	-	1%	-	*	-	-	*	-	*	*	-	-	-	-
	(2) 37	9	28	27	5	2	3	-	-	3	17	3	13	24	7	1	4	1	-	11	5	1	-	*	1	-	-
	2%	1%	3%	11%	1%	1%	1%	-	-	1%	3%	1%	3%	4%	1%	*	1%	*	-	1%	1%	*	-	*	*	-	-
Definitely would not vote	(1) 146	71	75	25	43	22	32	10	14	26	45	22	53	30	34	41	35	6	13	81	-	-	-	-	3	8	2
	7%	7%	7%	10%	12%	6%	9%	3%	3%	5%	8%	5%	11%	5%	6%	8%	12%	3%	5%	9%	-	-	-	-	1%	2%	1%
Don't know	54	18	36	12	11	11	5	7	8	8	14	13	19	15	13	20	3	4	3	19	-	-	-	-	1	5	2
	3%	2%	3%	5%	3%	3%	1%	2%	2%	1%	2%	3%	4%	3%	2%	4%	1%	2%	1%	2%	-	-	-	-	*	1%	1%
Mean	8.66	8.77	8.55	7.34	7.97	8.75	8.63	9.13	9.51	9.06	8.52	8.74	8.28	8.57	8.62	8.79	8.29	9.25	8.90	8.45	9.51	9.53	9.49	9.39	9.64	9.45	9.48
Standard deviation	2.64	2.54	2.73	3.46	3.13	2.42	2.72	1.98	1.65	2.19	2.81	2.34	3.09	2.67	2.58	2.64	3.05	1.89	2.27	2.81	1.20	1.14	0.98	1.38	1.03	1.51	1.18
Standard error	0.06	0.08	0.09	0.22	0.19	0.13	0.14	0.11	0.08	0.09	0.11	0.13	0.14	0.11	0.11	0.12	0.18	0.15	0.14	0.10	0.05	0.05	0.08	0.08	0.04	0.07	0.06

Opinion Poll

ONLINE Fieldwork : 1st-3rd May 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	Private	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	
Unweighted base	2054	1058	996	257	282	340	371	337	467	601	614	332	507	562	538	507	285	162	253	814	554	578	143	273	567	413	346	
Weighted base	2054	1007	1047	244	346	346	366	305	447	549	570	448	488	555	534	493	288	185	262	888	554	555	153	218	549	405	354	
Conservative	554 27%	273 27%	280 27%	49 20%	63 18%	58 17%	105 29%	82 27%	198 44%	206 38%	147 26%	108 24%	92 19%	172 31%	176 33%	121 24%	60 21%	25 13%	54 21%	234 26%	554 100%	-	-	-	387 70%	24 6%	44 12%	
Labour	555 27%	271 27%	284 27%	74 30%	102 29%	119 35%	99 27%	74 24%	87 19%	122 22%	144 25%	132 29%	157 32%	136 25%	132 25%	174 35%	73 26%	39 21%	108 41%	209 24%	-	555 100%	-	-	27 5%	286 70%	97 27%	
Liberal Democrat	153 7%	84 8%	68 7%	10 4%	40 12%	19 5%	24 6%	27 9%	33 7%	60 11%	49 9%	24 5%	19 4%	51 9%	34 6%	33 7%	22 8%	13 7%	11 4%	83 9%	-	-	153 100%	-	13 2%	9 2%	109 31%	
SNP	72 4%	41 4%	31 3%	4 2%	15 4%	11 3%	16 4%	10 3%	15 3%	19 3%	20 4%	20 4%	13 3%	-	-	-	-	72 39%	13 5%	31 3%	-	-	-	-	1 *	16 4%	5 1%	
Plaid Cymru	9 *	4 *	5 *	1 *	1 *	2 1%	-	3 1%	1 *	-	7 1%	1 *	* *	-	-	-	9 3%	-	5 2%	3 *	-	-	-	-	-	1 *	3 1%	
The UK Independence Party	218 11%	135 13%	83 8%	12 5%	21 6%	30 9%	45 12%	52 17%	59 13%	37 7%	45 8%	72 16%	65 13%	51 9%	80 15%	53 11%	32 11%	3 2%	18 7%	100 11%	-	-	-	218 100%	77 14%	20 5%	33 9%	
The Green Party	78 4%	29 3%	49 5%	14 6%	12 3%	19 5%	13 4%	12 4%	8 2%	20 4%	27 5%	16 4%	16 3%	22 4%	19 4%	15 3%	14 5%	8 4%	9 3%	37 4%	-	-	-	-	5 1%	16 4%	22 6%	
The British National Party	* *	* *	- -	- -	- -	* *	- -	- -	- -	- -	- *	- *	- -	- -	* *	- -	- -	- -	- *	* *	- -	- -	- -	- -	- -	- -	- -	- -
Some other party	8 *	5 1%	3 *	1 *	-	4 1%	1 *	1 *	1 *	3 1%	5 1%	-	-	2 *	1 *	2 *	3 1%	-	1 *	5 1%	-	-	-	-	1 *	2 *	-	
Would not vote	177 9%	80 8%	97 9%	49 20%	48 14%	24 7%	32 9%	10 3%	14 3%	29 5%	60 10%	22 5%	66 13%	52 9%	37 7%	45 9%	36 13%	6 3%	14 5%	86 10%	-	-	-	-	3 1%	8 2%	3 1%	
Rather not say	36 2%	18 2%	19 2%	6 3%	10 3%	3 1%	8 2%	5 2%	3 1%	11 2%	11 2%	9 2%	5 1%	14 2%	10 2%	3 1%	8 3%	1 1%	4 2%	21 2%	-	-	-	-	2 *	-	1 *	
Don't know	194 9%	66 7%	127 12%	25 10%	34 10%	57 16%	23 6%	29 9%	26 6%	42 8%	55 10%	43 10%	55 11%	53 10%	45 8%	47 10%	31 11%	18 10%	24 9%	79 9%	-	-	-	-	32 6%	23 6%	38 11%	

Opinion Poll

ONLINE Fieldwork : 1st-3rd May 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	1443	729	714	154	185	221	258	247	378	448	423	235	338	382	378	365	197	122	177	557	465	481	118	230	464	322	262
Weighted base	1366	657	709	125	203	217	249	216	355	395	371	294	306	360	354	338	180	134	179	566	463	465	126	175	443	318	265
Conservative	463 34%	212 32%	251 35%	39 31%	47 23%	46 21%	84 34%	72 33%	176 49%	175 44%	123 33%	86 29%	79 26%	141 39%	144 41%	104 31%	52 29%	22 16%	45 25%	187 33%	463 100%	-	-	-	335 76%	20 6%	37 14%
Labour	465 34%	213 32%	251 35%	54 43%	83 41%	101 46%	86 34%	65 30%	77 22%	104 26%	121 33%	108 37%	132 43%	111 31%	108 31%	149 44%	64 36%	33 25%	88 49%	172 30%	-	465 100%	-	-	24 5%	245 77%	84 32%
Liberal Democrat	126 9%	66 10%	61 9%	9 7%	32 16%	15 7%	20 8%	23 11%	28 8%	49 12%	41 11%	19 7%	17 6%	44 12%	28 8%	27 8%	17 9%	10 8%	9 5%	69 12%	-	-	126 100%	-	11 3%	7 2%	93 35%
SNP	61 4%	33 5%	29 4%	3 3%	13 6%	10 5%	14 6%	8 4%	13 4%	16 4%	17 5%	16 5%	12 4%	-	-	-	-	61 46%	12 6%	26 5%	-	-	-	-	1 *	15 5%	4 2%
Plaid Cymru	6 *	3 *	2 *	1 1%	1 1%	2 1%	-	1 *	1 *	-	4 1%	1 *	-	-	-	-	6 3%	-	2 1%	2 *	-	-	-	-	-	1 *	1 *
The UK Independence Party	175 13%	104 16%	71 10%	9 7%	17 8%	25 11%	37 15%	36 17%	51 14%	31 8%	38 10%	53 18%	54 18%	44 12%	58 16%	45 13%	26 15%	3 2%	15 9%	76 13%	-	-	-	175 100%	66 15%	17 5%	27 10%
The Green Party	62 5%	22 3%	40 6%	10 8%	10 5%	16 7%	8 3%	11 5%	7 2%	17 4%	22 6%	11 4%	12 4%	18 5%	16 4%	12 4%	12 7%	5 3%	7 4%	30 5%	-	-	-	-	5 1%	12 4%	19 7%
The British National Party	* *	* *	- -	- -	- -	* *	- -	- -	- -	- -	- -	* *	- -	- -	* *	- -	- -	- -	- -	* *	- -	- -	- -	- -	- -	- -	- -
Some other party	6 *	4 1%	2 *	1 *	-	4 2%	1 *	* *	1 *	3 1%	4 1%	-	-	2 *	1 *	2 1%	2 1%	-	1 *	4 1%	-	-	-	-	1 *	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	34%
Labour	34%
Liberal Democrat	10%
The UK Independence Party	13%
Other	10%

Opinion Poll
ONLINE Fieldwork : 1st-3rd May 2015

Absolutes/col percents

Table 5
Gender
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2054	2054
Weighted base	2054	2054
Male	1058 52%	1007 49%
Female	996 48%	1047 51%

Opinion Poll
ONLINE Fieldwork : 1st-3rd May 2015

Absolutes/col percents

Table 6
Age
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2054	2054
Weighted base	2054	2054
18-24	257 13%	244 12%
25-34	282 14%	346 17%
35-44	340 17%	346 17%
45-54	371 18%	366 18%
55-64	337 16%	305 15%
65+	467 23%	447 22%
Average age	48.10	47.30

Opinion Poll
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Absolutes/col percents

Table 7
Social Grade
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2054	2054
Weighted base	2054	2054
AB	601 29%	549 27%
C1	614 30%	570 28%
C2	332 16%	448 22%
DE	507 25%	488 24%
NET: ABC1	1215 59%	1118 54%
NET: C2DE	839 41%	936 46%

Opinion Poll
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Absolutes/col percents

Table 8
GO Region
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2054	2054
Weighted base	2054	2054
Scotland	162 8%	185 9%
North East	88 4%	82 4%
North West	236 11%	226 11%
Yorkshire & Humberside	183 9%	185 9%
West Midlands	198 10%	185 9%
East Midlands	154 7%	144 7%
Wales	105 5%	103 5%
Eastern	186 9%	205 10%
London	262 13%	267 13%
South East	300 15%	288 14%
South West	180 9%	185 9%

Opinion Poll
ONLINE Fieldwork : 1st-3rd May 2015

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	2054	2054
Weighted base	2054	2054
NET: Working	1067 52%	1150 56%
Working full time - working 30 hours per week or more	737 36%	904 44%
Working part time - working between 8 and 29 hours per week	330 16%	247 12%
NET: Not working	987 48%	904 44%
Not working but seeking work or temporarily unemployed or sick	141 7%	131 6%
Not working and not seeking work/ student	168 8%	128 6%
Retired on a state pension only	127 6%	127 6%
Retired with a private pension	390 19%	358 17%
House person, housewife, househusband, etc.	161 8%	161 8%

Opinion Poll
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Absolutes/col percents

Table 10

Tenure**Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2054	2054
Weighted base	2054	2054
NET: Homeowners	1229 60%	1335 65%
Owned outright - without mortgage	679 33%	678 33%
Owned with a mortgage or loan	550 27%	658 32%
NET: Renters	776 38%	679 33%
Rented from the council	176 9%	288 14%
Rented from a housing association	214 10%	128 6%
Rented from someone else	386 19%	264 13%
Rent free	49 2%	40 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	2054	2054
Weighted base	2054	2054
Yes	1211 59%	1253 61%
No	843 41%	801 39%

Opinion Poll
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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	2054	2054
Weighted base	2054	2054
No cars in the household	472 23%	431 21%
NET: Any	1582 77%	1623 79%
1	1074 52%	863 42%
2	411 20%	575 28%
3+	97 5%	185 9%

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Absolutes/col percents

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

	Unweighted Total	Weighted Total
Unweighted base	2054	2054
Weighted base	2054	2054
Conservative	638 31%	616 30%
Labour	676 33%	616 30%
Liberal Democrat	184 9%	205 10%
SNP	61 3%	63 3%
Plaid Cymru	9 *	7 *
Green	88 4%	64 3%
UKIP	193 9%	113 6%
BNP	2 *	1 *
Another party	12 1%	9 *
None	191 9%	359 18%