

## Opinion Poll

### ONLINE Fieldwork : 6th - 8th March 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	2026	959	1067	241	286	330	386	327	456	594	602	323	507	547	521	499	277	182	248	804	463	557	112	305	515	415	359	
Weighted base	2026	993	1033	241	341	341	361	301	441	541	562	441	482	547	527	486	284	182	277	858	478	510	134	229	505	399	369	
Absolutely certain to vote	(10)	1138	595	544	91	132	180	222	191	321	303	308	248	279	282	313	274	144	126	140	473	332	334	87	160	374	286	238
		56%	60%	53%	38%	39%	53%	61%	64%	73%	56%	55%	56%	58%	52%	59%	56%	51%	69%	51%	55%	69%	65%	65%	70%	74%	72%	65%
	(9)	246	123	123	27	38	42	41	34	64	87	59	47	52	65	65	63	37	15	36	97	69	77	18	33	79	49	63
		12%	12%	12%	11%	11%	12%	11%	11%	15%	16%	11%	11%	11%	12%	12%	13%	13%	8%	13%	11%	14%	15%	13%	14%	16%	12%	17%
	(8)	129	67	62	18	29	26	22	18	16	35	42	33	19	46	21	36	17	9	22	66	34	35	12	11	18	25	25
		6%	7%	6%	8%	9%	8%	6%	6%	4%	6%	7%	8%	4%	8%	4%	7%	6%	5%	8%	8%	7%	7%	9%	5%	4%	6%	7%
	(7)	98	43	55	13	26	17	15	14	14	35	24	25	14	24	29	18	18	11	17	40	22	20	6	11	15	8	22
		5%	4%	5%	5%	8%	5%	4%	5%	3%	6%	4%	6%	3%	4%	5%	4%	6%	6%	6%	5%	5%	4%	5%	5%	3%	2%	6%
	(6)	44	23	20	9	15	10	5	3	2	10	14	11	8	15	14	9	4	3	5	18	4	15	5	6	3	6	2
		2%	2%	2%	4%	4%	3%	1%	1%	*	2%	3%	3%	2%	3%	3%	2%	1%	1%	2%	2%	1%	3%	4%	2%	1%	2%	1%
	(5)	57	21	37	17	17	7	7	3	6	15	20	10	12	21	9	14	5	8	8	28	11	9	3	6	3	5	6
		3%	2%	4%	7%	5%	2%	2%	1%	1%	3%	4%	2%	2%	4%	2%	3%	2%	4%	3%	3%	2%	2%	3%	2%	1%	1%	2%
	(4)	25	6	19	9	6	2	5	3	-	4	8	9	5	11	6	4	5	-	3	16	3	11	2	1	1	2	3
		1%	1%	2%	4%	2%	1%	1%	1%	-	1%	1%	2%	1%	2%	1%	1%	2%	-	1%	2%	1%	2%	2%	*	*	*	1%
	(3)	23	14	10	5	4	3	4	7	1	7	5	9	2	7	11	2	2	2	4	14	2	5	-	1	1	1	-
		1%	1%	1%	2%	1%	1%	1%	2%	*	1%	1%	2%	1%	1%	2%	*	1%	1%	2%	2%	*	1%	-	*	*	*	-
	(2)	34	15	18	13	11	2	4	1	3	7	17	3	6	17	4	9	2	1	1	24	1	4	1	2	2	*	1
		2%	2%	2%	5%	3%	1%	1%	*	1%	3%	1%	1%	1%	3%	1%	2%	1%	*	*	3%	*	1%	*	1%	*	*	*
Definitely would not vote	(1)	144	63	81	18	39	37	16	22	11	20	39	35	49	40	30	39	32	3	27	47	-	-	-	-	5	11	4
		7%	6%	8%	8%	11%	11%	4%	7%	3%	4%	7%	8%	10%	7%	6%	8%	11%	2%	10%	5%	-	-	-	-	1%	3%	1%
Don't know		87	22	64	20	24	13	20	5	4	16	24	10	36	18	25	20	18	6	13	35	-	-	-	3	6	4	
		4%	2%	6%	8%	7%	4%	6%	2%	1%	3%	4%	2%	7%	3%	5%	4%	6%	3%	5%	4%	-	-	-	1%	1%	1%	
Mean		8.38	8.55	8.21	7.38	7.41	8.15	8.78	8.60	9.31	8.67	8.24	8.29	8.29	8.10	8.59	8.39	8.05	9.12	8.12	8.34	9.35	9.12	9.14	9.30	9.47	9.25	9.23
Standard deviation		2.74	2.61	2.85	3.11	3.18	2.97	2.38	2.67	1.76	2.30	2.84	2.79	3.02	2.89	2.56	2.79	3.06	1.84	2.92	2.71	1.29	1.65	1.51	1.42	1.35	1.79	1.53
Standard error		0.06	0.09	0.09	0.21	0.19	0.17	0.12	0.15	0.08	0.10	0.12	0.16	0.14	0.13	0.11	0.13	0.19	0.14	0.19	0.10	0.06	0.07	0.14	0.08	0.06	0.09	0.08

## Opinion Poll

### ONLINE Fieldwork : 6th - 8th March 2015

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	2026	959	1067	241	286	330	386	327	456	594	602	323	507	547	521	499	277	182	248	804	463	557	112	305	515	415	359
Weighted base	2026	993	1033	241	341	341	361	301	441	541	562	441	482	547	527	486	284	182	277	858	478	510	134	229	505	399	369
Conservative	478 24%	236 24%	242 23%	51 21%	53 16%	58 17%	75 21%	87 29%	153 35%	171 32%	133 24%	86 19%	88 18%	156 28%	133 25%	106 22%	68 24%	16 9%	50 18%	207 24%	478 100%	-	-	-	340 67%	18 5%	44 12%
Labour	510 25%	266 27%	243 24%	61 25%	94 27%	99 29%	104 29%	72 24%	81 18%	118 22%	136 24%	133 30%	123 26%	119 22%	130 25%	160 33%	69 24%	32 18%	79 29%	232 27%	-	510 100%	-	-	24 5%	284 71%	79 22%
Liberal Democrat	134 7%	80 8%	54 5%	11 5%	30 9%	23 7%	18 5%	20 7%	31 7%	53 10%	37 7%	25 6%	19 4%	38 7%	30 6%	28 6%	21 8%	17 9%	24 9%	50 6%	-	-	134 100%	-	8 2%	4 1%	98 27%
SNP	69 3%	37 4%	32 3%	5 2%	7 2%	14 4%	14 4%	15 5%	15 3%	13 2%	18 3%	20 5%	18 4%	-	-	-	-	69 38%	10 4%	23 3%	-	-	-	-	1 *	11 3%	6 2%
Plaid Cymru	6 *	2 *	4 *	-	2 1%	1 *	-	1 *	2 *	1 *	2 *	-	3 1%	-	-	-	6 2%	-	3 1%	2 *	-	-	-	-	-	1 *	-
The UK Independence Party	229 11%	137 14%	92 9%	9 4%	28 8%	31 9%	55 15%	35 12%	71 16%	55 10%	45 8%	60 14%	69 14%	60 11%	83 16%	50 10%	29 10%	7 4%	20 7%	100 12%	-	-	-	229 100%	79 16%	28 7%	41 11%
The Green Party	90 4%	47 5%	43 4%	11 5%	16 5%	22 7%	16 4%	10 3%	14 3%	33 6%	28 5%	8 2%	21 4%	30 5%	32 6%	15 3%	12 4%	1 1%	16 6%	34 4%	-	-	-	-	2 *	11 3%	35 10%
The British National Party	8 *	6 1%	2 *	-	4 1%	-	3 1%	-	1 *	-	1 *	5 1%	2 *	3 *	2 *	2 *	-	1 1%	-	6 1%	-	-	-	-	1 *	* *	1 *
Some other party	6 *	3 *	3 *	-	-	1 *	* *	2 1%	3 1%	2 *	-	1 *	2 1%	2 *	1 *	3 1%	* *	-	-	2 *	-	-	-	-	2 *	-	-
Would not vote	179 9%	82 8%	97 9%	31 13%	48 14%	40 12%	21 6%	24 8%	16 4%	28 5%	60 11%	40 9%	51 11%	56 10%	36 7%	49 10%	35 12%	3 2%	30 11%	70 8%	-	-	-	-	9 2%	12 3%	4 1%
Rather not say	26 1%	15 1%	11 1%	7 3%	4 1%	8 2%	5 1%	1 *	1 *	3 1%	12 2%	7 2%	3 1%	18 3%	3 1%	2 *	1 *	2 1%	2 1%	18 2%	-	-	-	-	-	-	1 *
Don't know	292 14%	83 8%	209 20%	56 23%	56 17%	44 13%	49 14%	34 11%	53 12%	66 12%	89 16%	56 13%	82 17%	67 12%	78 15%	71 15%	42 15%	34 19%	42 15%	115 13%	-	-	-	-	39 8%	30 8%	59 16%

## Opinion Poll

### ONLINE Fieldwork : 6th - 8th March 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	1298	674	625	120	154	201	253	230	340	399	371	214	315	338	342	320	175	123	155	513	375	442	87	244	403	320	250
Weighted base	1214	654	561	101	165	196	232	202	318	348	318	266	282	312	329	293	161	120	158	509	387	398	104	184	389	299	253
Conservative	387 32%	192 29%	195 35%	35 35%	39 24%	45 23%	61 26%	75 37%	133 42%	138 40%	106 33%	69 26%	74 26%	126 40%	109 33%	86 29%	53 33%	14 12%	38 24%	167 33%	387 100%	-	-	-	289 74%	14 5%	37 15%
Labour	398 33%	211 32%	186 33%	40 40%	66 40%	76 39%	84 36%	60 30%	71 22%	91 26%	108 34%	101 38%	98 35%	86 28%	102 31%	128 44%	55 34%	27 23%	62 39%	175 34%	-	398 100%	-	-	21 5%	237 79%	67 26%
Liberal Democrat	104 9%	61 9%	43 8%	7 7%	20 12%	19 10%	14 6%	17 8%	27 9%	41 12%	29 9%	21 8%	13 5%	30 10%	23 7%	23 8%	14 9%	14 12%	19 12%	38 8%	-	-	104 100%	-	7 2%	4 1%	81 32%
SNP	58 5%	32 5%	27 5%	4 4%	5 3%	12 6%	13 5%	12 6%	13 4%	11 3%	14 4%	17 6%	16 6%	-	-	-	-	58 49%	8 5%	19 4%	-	-	-	-	1 *	10 3%	5 2%
Plaid Cymru	5 *	2 *	3 1%	-	2 1%	1 1%	-	1 *	1 *	1 *	2 1%	-	2 1%	-	-	-	5 3%	-	2 1%	2 *	-	-	-	-	-	1 *	-
The UK Independence Party	184 15%	112 17%	72 13%	6 6%	22 13%	25 13%	44 19%	27 13%	60 19%	42 12%	36 11%	48 18%	57 20%	46 15%	69 21%	41 14%	23 14%	4 4%	16 10%	79 15%	-	-	-	184 100%	68 17%	25 8%	35 14%
The Green Party	68 6%	37 6%	30 5%	8 8%	10 6%	17 9%	12 5%	9 4%	11 3%	24 7%	21 7%	5 2%	17 6%	22 7%	24 7%	10 3%	10 6%	1 1%	13 8%	25 5%	-	-	-	-	2 *	9 3%	28 11%
The British National Party	6 *	4 1%	2 *	-	2 1%	-	3 1%	-	1 *	-	1 *	3 1%	2 1%	1 *	2 1%	2 1%	-	1 1%	-	3 1%	-	-	-	-	1 *	* *	1 *
Some other party	5 *	2 *	3 *	-	-	1 *	* *	2 1%	2 1%	1 *	-	1 *	2 1%	1 *	1 *	2 1%	* *	-	-	2 *	-	-	-	-	1 *	-	-

**Opinion Poll**  
**ONLINE Fieldwork : 6th - 8th March 2015**

Absolutes/col percents

Table 4  
**Gender**  
**Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2026	2026
Weighted base	2026	2026
Male	959 47%	993 49%
Female	1067 53%	1033 51%

**Opinion Poll**  
**ONLINE Fieldwork : 6th - 8th March 2015**

Absolutes/col percents

Table 5  
**Age**  
**Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2026	2026
Weighted base	2026	2026
18-24	241 12%	241 12%
25-34	286 14%	341 17%
35-44	330 16%	341 17%
45-54	386 19%	361 18%
55-64	327 16%	301 15%
65+	456 23%	441 22%
Average age	48.01	47.15

**Opinion Poll**  
**ONLINE Fieldwork : 6th - 8th March 2015**

Absolutes/col percents

Table 6  
**Social Grade**  
**Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2026	2026
Weighted base	2026	2026
AB	594 29%	541 27%
C1	602 30%	562 28%
C2	323 16%	441 22%
DE	507 25%	482 24%
NET: ABC1	1196 59%	1103 54%
NET: C2DE	830 41%	923 46%

**Opinion Poll**  
**ONLINE Fieldwork : 6th - 8th March 2015**

Absolutes/col percents

Table 7  
**GO Region**  
**Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2026	2026
Weighted base	2026	2026
Scotland	182 9%	182 9%
North East	88 4%	81 4%
North West	242 12%	223 11%
Yorkshire & Humberside	169 8%	182 9%
West Midlands	199 10%	182 9%
East Midlands	136 7%	142 7%
Wales	102 5%	101 5%
Eastern	186 9%	203 10%
London	241 12%	263 13%
South East	306 15%	284 14%
South West	175 9%	182 9%

**Opinion Poll**  
**ONLINE Fieldwork : 6th - 8th March 2015**

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	2026	2026
Weighted base	2026	2026
NET: Working	1052 52%	1135 56%
Working full time - working 30 hours per week or more	707 35%	891 44%
Working part time - working between 8 and 29 hours per week	345 17%	243 12%
NET: Not working	974 48%	891 44%
Not working but seeking work or temporarily unemployed or sick	115 6%	112 6%
Not working and not seeking work/ student	151 7%	123 6%
Retired on a state pension only	163 8%	163 8%
Retired with a private pension	369 18%	330 16%
House person, housewife, househusband, etc.	176 9%	164 8%



**Opinion Poll**  
**ONLINE Fieldwork : 6th - 8th March 2015**

Absolutes/col percents

Table 9  
**Tenure**  
**Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2026	2026
Weighted base	2026	2026
NET: Homeowners	1191 59%	1317 65%
Owned outright - without mortgage	641 32%	669 33%
Owned with a mortgage or loan	550 27%	648 32%
NET: Renters	795 39%	681 34%
Rented from the council	162 8%	284 14%
Rented from a housing association	249 12%	138 7%
Rented from someone else	384 19%	258 13%
Rent free	40 2%	29 1%

**Opinion Poll**  
**ONLINE Fieldwork : 6th - 8th March 2015**

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	2026	2026
Weighted base	2026	2026
Yes	1123 55%	1236 61%
No	903 45%	790 39%

**Opinion Poll**  
**ONLINE Fieldwork : 6th - 8th March 2015**

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	2026	2026
Weighted base	2026	2026
No cars in the household	456 23%	425 21%
NET: Any	1570 77%	1601 79%
1	1089 54%	851 42%
2	398 20%	567 28%
3+	83 4%	182 9%

## Opinion Poll

### ONLINE Fieldwork : 6th - 8th March 2015

Absolutes/col percents

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	2026	2026
Weighted base	2026	2026
Conservative	548 27%	567 28%
Labour	662 33%	588 29%
Liberal Democrat	169 8%	203 10%
SNP	62 3%	60 3%
Plaid Cymru	7 *	7 *
Green	78 4%	61 3%
UKIP	222 11%	122 6%
BNP	7 *	8 *
Another party	9 *	6 *
None	262 13%	405 20%