

Opinion Poll

ONLINE Fieldwork : 20th - 22nd 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	2035	949	1086	282	238	285	384	356	490	601	617	332	485	549	544	477	286	179	244	768	500	550	104	277	565	382	336	
Weighted base	2035	997	1038	242	343	343	363	302	443	544	564	443	483	549	529	488	285	183	277	862	471	498	133	248	536	357	372	
Absolutely certain to vote	(10) 1157	629	528	84	162	162	224	192	332	335	316	233	273	293	304	284	155	121	157	458	326	365	89	169	390	274	243	
		57%	63%	51%	35%	47%	47%	62%	64%	75%	62%	56%	52%	56%	53%	58%	54%	66%	57%	53%	69%	73%	67%	68%	73%	77%	65%	
	(9)	262	132	130	27	39	59	41	32	63	66	55	60	79	64	50	53	17	43	98	73	64	26	36	79	46	60	
		13%	13%	13%	11%	11%	17%	11%	11%	14%	15%	12%	13%	12%	14%	12%	10%	19%	9%	15%	11%	16%	13%	19%	14%	15%	13%	16%
	(8)	123	62	62	18	30	21	24	17	13	27	36	38	23	40	24	35	14	10	14	68	25	24	6	19	30	17	32
		6%	6%	6%	7%	9%	6%	7%	6%	3%	5%	6%	8%	5%	7%	5%	7%	5%	6%	5%	8%	5%	5%	5%	8%	6%	5%	9%
	(7)	111	36	75	25	22	21	16	17	10	31	25	25	31	31	34	23	12	11	16	47	32	23	6	10	17	7	21
		5%	4%	7%	10%	7%	6%	4%	6%	2%	6%	4%	6%	6%	6%	6%	5%	4%	6%	6%	5%	7%	5%	5%	4%	3%	2%	6%
	(6)	33	11	22	10	6	9	2	5	1	10	5	8	10	12	11	2	7	*	4	9	4	10	-	4	1	2	1
		2%	1%	2%	4%	2%	3%	*	2%	*	2%	1%	2%	2%	2%	2%	*	3%	*	1%	1%	2%	-	2%	*	1%	1%	*
	(5)	56	19	37	12	11	17	7	4	6	6	11	23	15	16	10	18	7	6	6	28	4	9	5	5	3	4	5
		3%	2%	4%	5%	3%	5%	2%	1%	1%	1%	2%	5%	3%	3%	2%	4%	2%	3%	2%	3%	1%	2%	4%	2%	1%	1%	1%
	(4)	8	3	5	1	2	2	3	-	-	4	3	1	*	5	2	1	-	-	2	4	1	1	-	-	-	-	2
		*	*	*	1%	*	1%	1%	-	-	1%	*	*	*	1%	*	*	-	-	1%	*	*	*	-	-	-	-	1%
	(3)	20	9	12	4	6	5	4	-	1	3	10	5	2	3	9	4	4	1	1	12	3	2	-	1	1	-	-
		1%	1%	1%	2%	2%	2%	1%	-	*	1%	2%	1%	*	1%	2%	1%	1%	1%	*	1%	1%	*	-	*	*	-	-
	(2)	45	22	23	16	11	6	5	6	1	16	16	1	12	8	20	4	7	6	5	32	3	1	1	3	2	-	2
		2%	2%	2%	7%	3%	2%	1%	2%	*	3%	3%	*	3%	1%	4%	1%	2%	3%	2%	4%	1%	*	1%	1%	*	-	1%
Definitely would not vote	(1) 142	51	92	32	31	18	26	23	13	25	49	29	41	41	22	54	20	6	21	65	-	-	-	-	10	3	3	
		7%	5%	9%	13%	9%	5%	7%	8%	3%	5%	9%	6%	8%	7%	4%	11%	7%	3%	8%	8%	-	-	-	-	2%	1%	1%
Don't know	77	24	52	12	22	22	11	5	3	7	28	27	16	21	30	14	7	5	8	41	-	-	-	-	3	3	3	
		4%	2%	5%	5%	6%	7%	3%	2%	1%	1%	5%	6%	3%	4%	6%	3%	2%	3%	5%	-	-	-	-	*	1%	1%	
Mean	8.42	8.75	8.10	6.99	7.93	8.32	8.58	8.60	9.36	8.71	8.25	8.42	8.30	8.36	8.53	8.24	8.42	8.83	8.45	8.18	9.35	9.42	9.34	9.27	9.41	9.55	9.27	
Standard deviation	2.72	2.46	2.93	3.36	3.02	2.58	2.67	2.68	1.73	2.44	2.96	2.58	2.86	2.70	2.59	3.00	2.72	2.33	2.73	2.91	1.30	1.23	1.29	1.47	1.49	1.20	1.43	
Standard error	0.06	0.08	0.09	0.21	0.20	0.16	0.14	0.14	0.08	0.10	0.12	0.14	0.13	0.12	0.11	0.14	0.16	0.18	0.18	0.11	0.06	0.05	0.13	0.09	0.06	0.06	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	2035	949	1086	282	238	285	384	356	490	601	617	332	485	549	544	477	286	179	244	768	500	550	104	277	565	382	336
Weighted base	2035	997	1038	242	343	343	363	302	443	544	564	443	483	549	529	488	285	183	277	862	471	498	133	248	536	357	372
Conservative	471 23%	238 24%	232 22%	42 17%	54 16%	60 18%	69 19%	77 26%	169 38%	184 34%	126 22%	83 19%	78 16%	144 26%	142 27%	97 20%	60 21%	27 15%	46 17%	182 21%	471 100%	-	-	-	339 63%	15 4%	39 10%
Labour	498 24%	264 26%	234 23%	47 20%	101 29%	95 28%	106 29%	65 22%	83 19%	111 20%	132 23%	120 27%	136 28%	135 25%	107 20%	160 33%	71 25%	25 14%	92 33%	204 24%	-	498 100%	-	-	35 7%	255 71%	88 24%
Liberal Democrat	133 7%	63 6%	70 7%	14 6%	26 8%	31 9%	10 3%	19 6%	34 8%	47 9%	31 6%	31 7%	25 5%	44 8%	46 9%	16 3%	18 6%	9 5%	21 8%	55 6%	-	-	133 100%	-	8 2%	5 1%	93 25%
SNP	67 3%	39 4%	28 3%	1 1%	11 3%	8 2%	18 5%	15 5%	14 3%	12 2%	16 3%	19 4%	20 4%	-	-	-	-	67 37%	6 2%	29 3%	-	-	-	-	1 *	11 3%	3 1%
Plaid Cymru	3 *	1 *	3 *	-	1 *	-	2 *	-	1 *	-	3 1%	-	-	-	-	-	3 1%	-	-	2 *	-	-	-	-	-	1 *	1 *
The UK Independence Party	248 12%	144 14%	104 10%	20 8%	23 7%	31 9%	60 17%	42 14%	72 16%	47 9%	62 11%	67 15%	73 15%	53 10%	79 15%	59 12%	48 17%	8 5%	32 12%	102 12%	-	-	-	248 100%	91 17%	33 9%	37 10%
The Green Party	89 4%	45 5%	44 4%	27 11%	18 5%	14 4%	13 4%	9 3%	8 2%	26 5%	24 4%	13 3%	26 5%	28 5%	27 5%	24 5%	6 2%	4 2%	15 5%	34 4%	-	-	-	-	7 1%	6 2%	28 8%
The British National Party	2 *	1 *	1 *	1 *	-	-	1 *	1 *	-	-	1 *	1 *	1 *	1 *	-	-	-	1 1%	1 *	1 *	-	-	-	-	1 *	-	-
Some other party	13 1%	10 1%	3 *	-	4 1%	1 *	2 1%	3 1%	2 1%	4 1%	1 *	4 1%	4 1%	7 1%	3 1%	1 *	-	1 1%	3 1%	6 1%	-	-	-	-	2 *	-	2 1%
Would not vote	171 8%	65 7%	106 10%	46 19%	38 11%	21 6%	26 7%	26 8%	14 3%	37 7%	61 11%	29 6%	44 9%	45 8%	35 7%	59 12%	25 9%	7 4%	24 9%	84 10%	-	-	-	-	10 2%	3 1%	3 1%
Rather not say	29 1%	14 1%	15 1%	6 2%	3 1%	9 3%	2 1%	3 1%	5 1%	6 1%	13 2%	3 1%	7 2%	10 2%	9 2%	6 1%	1 *	3 2%	4 1%	11 1%	-	-	-	-	* *	1 *	-
Don't know	310 15%	113 11%	197 19%	38 16%	65 19%	72 21%	53 15%	41 14%	41 9%	70 13%	95 17%	75 17%	70 14%	81 15%	82 15%	65 13%	51 18%	31 17%	34 12%	152 18%	-	-	-	-	40 7%	27 8%	77 21%

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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	1318	674	644	139	141	167	256	242	372	410	382	218	308	346	353	312	181	126	160	477	412	449	84	227	440	302	231
Weighted base	1232	667	565	106	184	188	230	193	330	353	324	262	292	324	323	295	170	118	175	490	382	408	108	199	412	279	244
Conservative	382 31%	196 29%	187 33%	29 28%	41 23%	44 23%	57 25%	65 34%	145 44%	152 43%	104 32%	64 24%	62 21%	114 35%	113 35%	82 28%	51 30%	23 19%	37 21%	144 29%	382 100%	-	-	-	290 70%	13 5%	29 12%
Labour	408 33%	221 33%	186 33%	34 32%	78 43%	78 41%	88 38%	56 29%	73 22%	94 27%	112 34%	94 36%	109 37%	107 33%	87 27%	137 47%	56 33%	21 18%	75 43%	169 34%	-	408 100%	-	-	30 7%	221 79%	74 30%
Liberal Democrat	108 9%	54 8%	55 10%	9 8%	20 11%	26 14%	9 4%	16 8%	30 9%	39 11%	23 7%	26 10%	20 7%	35 11%	40 12%	11 4%	15 9%	7 6%	18 10%	45 9%	-	-	108 100%	-	7 2%	4 1%	80 33%
SNP	55 4%	34 5%	22 4%	1 1%	10 5%	7 4%	13 6%	13 7%	12 3%	10 3%	13 4%	15 6%	17 6%	-	-	-	-	55 47%	6 3%	23 5%	-	-	-	-	1 *	8 3%	3 1%
Plaid Cymru	2 *	1 *	2 *	-	1 *	-	1 *	-	1 *	-	2 1%	-	-	-	-	-	2 1%	-	-	1 *	-	-	-	-	-	1 *	1 *
The UK Independence Party	199 16%	120 18%	79 14%	15 14%	15 8%	23 12%	50 22%	34 18%	61 19%	38 11%	50 16%	50 19%	60 20%	43 13%	63 19%	46 15%	40 24%	7 6%	26 15%	79 16%	-	-	-	199 100%	76 18%	27 10%	32 13%
The Green Party	65 5%	34 5%	31 6%	18 17%	15 8%	10 5%	9 4%	7 4%	6 2%	15 4%	18 6%	10 4%	22 7%	19 6%	20 6%	18 6%	5 3%	3 2%	11 6%	25 5%	-	-	-	-	5 1%	5 2%	23 9%
The British National Party	2 *	1 *	1 *	* *	-	-	1 *	* *	-	-	* *	1 *	* *	1 *	-	-	-	1 1%	* *	1 *	-	-	-	-	* *	-	-
Some other party	10 1%	7 1%	3 *	-	4 2%	1 *	1 *	2 1%	2 1%	3 1%	* *	3 1%	4 1%	7 2%	1 *	1 *	-	1 1%	2 1%	4 1%	-	-	-	-	2 1%	-	2 1%

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Table 4
Gender
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2035	2035
Weighted base	2035	2035
Male	949 47%	997 49%
Female	1086 53%	1038 51%

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Table 5
Age
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2035	2035
Weighted base	2035	2035
18-24	282 14%	242 12%
25-34	238 12%	343 17%
35-44	285 14%	343 17%
45-54	384 19%	363 18%
55-64	356 17%	302 15%
65+	490 24%	443 22%
Average age	48.74	47.24

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Table 6
Social Grade
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2035	2035
Weighted base	2035	2035
AB	601 30%	544 27%
C1	617 30%	564 28%
C2	332 16%	443 22%
DE	485 24%	483 24%
NET: ABC1	1218 60%	1108 54%
NET: C2DE	817 40%	927 46%

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Table 7
GO Region
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2035	2035
Weighted base	2035	2035
Scotland	179 9%	183 9%
North East	84 4%	81 4%
North West	212 10%	224 11%
Yorkshire & Humberside	181 9%	183 9%
West Midlands	201 10%	183 9%
East Midlands	154 8%	142 7%
Wales	90 4%	102 5%
Eastern	189 9%	203 10%
London	267 13%	265 13%
South East	282 14%	285 14%
South West	196 10%	183 9%

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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	2035	2035
Weighted base	2035	2035
NET: Working	1012 50%	1140 56%
Working full time - working 30 hours per week or more	707 35%	895 44%
Working part time - working between 8 and 29 hours per week	305 15%	244 12%
NET: Not working	1023 50%	895 44%
Not working but seeking work or temporarily unemployed or sick	113 6%	118 6%
Not working and not seeking work/ student	218 11%	172 8%
Retired on a state pension only	133 7%	122 6%
Retired with a private pension	399 20%	340 17%
House person, housewife, househusband, etc.	160 8%	144 7%

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Absolutes/col percents

Table 9
Tenure
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2035	2035
Weighted base	2035	2035
NET: Homeowners	1235 61%	1323 65%
Owned outright - without mortgage	677 33%	671 33%
Owned with a mortgage or loan	558 27%	652 32%
NET: Renters	762 37%	685 34%
Rented from the council	165 8%	285 14%
Rented from a housing association	204 10%	122 6%
Rented from someone else	393 19%	279 14%
Rent free	38 2%	27 1%

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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	2035	2035
Weighted base	2035	2035
Yes	1187 58%	1241 61%
No	848 42%	794 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	2035	2035
Weighted base	2035	2035
No cars in the household	426 21%	427 21%
NET: Any	1609 79%	1608 79%
1	1053 52%	855 42%
2	442 22%	570 28%
3+	114 6%	183 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	2035	2035
Weighted base	2035	2035
Conservative	623 31%	570 28%
Labour	657 32%	590 29%
Liberal Democrat	163 8%	203 10%
SNP	70 3%	65 3%
Plaid Cymru	4 *	5 *
Green	71 3%	55 3%
UKIP	179 9%	122 6%
BNP	7 *	5 *
Another party	14 1%	12 1%
None	247 12%	407 20%