

Opinion Poll

ONLINE Fieldwork : 27th - 29th 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	2004	997	1007	203	280	346	390	319	466	610	615	319	460	570	485	532	258	159	251	740	549	533	103	261	552	391	343	
Weighted base	2004	982	1022	238	337	337	357	298	436	536	556	437	476	541	521	481	281	180	281	841	489	521	123	217	495	386	353	
Absolutely certain to vote	(10)	1173	625	548	78	156	165	218	214	342	358	318	238	260	298	306	261	184	125	165	447	362	367	72	160	384	291	240
		59%	64%	54%	33%	46%	49%	61%	72%	78%	67%	57%	54%	55%	55%	59%	54%	65%	69%	59%	53%	74%	70%	59%	74%	78%	75%	68%
	(9)	211	121	90	23	32	37	39	28	52	74	52	37	49	69	65	42	21	13	34	86	66	51	18	30	57	46	47
		11%	12%	9%	10%	10%	11%	11%	9%	12%	14%	9%	8%	10%	13%	12%	9%	8%	7%	12%	10%	14%	10%	14%	14%	12%	12%	13%
	(8)	133	54	79	30	30	20	28	10	14	28	38	36	31	33	39	38	17	6	20	59	31	40	12	14	26	24	22
		7%	6%	8%	13%	9%	6%	8%	3%	3%	5%	7%	8%	7%	6%	7%	8%	6%	4%	7%	7%	6%	8%	10%	6%	5%	6%	6%
	(7)	103	39	64	15	21	28	18	12	9	22	36	22	22	27	26	28	19	3	22	46	15	35	8	7	6	12	24
		5%	4%	6%	6%	6%	8%	5%	4%	2%	4%	7%	5%	5%	5%	5%	6%	7%	2%	8%	5%	3%	7%	6%	3%	1%	3%	7%
	(6)	45	15	30	6	11	10	10	2	6	11	10	13	12	13	12	14	4	1	6	23	10	11	6	3	2	4	3
		2%	2%	3%	2%	3%	3%	3%	1%	1%	2%	2%	3%	2%	2%	2%	3%	1%	1%	2%	3%	2%	2%	5%	1%	*	1%	1%
	(5)	59	28	32	13	14	14	5	9	4	8	21	18	13	11	22	14	5	8	6	33	2	12	5	*	5	2	-
		3%	3%	3%	6%	4%	4%	1%	3%	1%	2%	4%	4%	3%	2%	4%	3%	2%	4%	2%	4%	*	2%	4%	*	1%	*	-
	(4)	9	-	9	1	1	-	3	3	-	1	1	4	4	1	1	1	5	1	1	3	1	1	-	-	1	-	-
		*	-	1%	*	*	-	1%	1%	-	*	*	1%	1%	*	*	*	2%	*	*	*	*	*	-	-	*	-	-
	(3)	26	11	14	12	5	5	2	1	-	2	10	4	10	4	5	11	4	2	4	12	3	2	1	1	-	-	1
		1%	1%	1%	5%	2%	1%	1%	*	-	*	2%	1%	2%	1%	1%	2%	1%	1%	1%	1%	1%	*	1%	1%	-	-	*
	(2)	52	29	23	26	12	7	5	1	2	2	13	15	22	34	3	11	2	2	3	25	-	1	1	1	5	-	5
		3%	3%	2%	11%	3%	2%	1%	*	1%	*	2%	3%	5%	6%	1%	2%	1%	1%	1%	3%	-	*	1%	1%	1%	-	1%
Definitely would not vote	(1)	112	40	72	15	36	25	18	12	6	18	33	32	29	26	22	42	13	11	7	66	-	-	-	-	5	5	1
		6%	4%	7%	6%	11%	7%	5%	4%	1%	3%	6%	7%	6%	5%	4%	9%	4%	6%	3%	8%	-	-	-	-	1%	1%	*
Don't know		81	19	61	19	18	27	10	6	2	14	25	18	24	24	21	19	9	7	14	41	-	-	-	-	4	2	9
		4%	2%	6%	8%	5%	8%	3%	2%	*	3%	4%	4%	5%	4%	4%	4%	3%	4%	5%	5%	-	-	-	-	1%	1%	3%
Mean		8.48	8.73	8.23	7.04	7.69	8.12	8.70	9.05	9.49	9.10	8.40	8.14	8.18	8.33	8.73	8.10	8.78	8.76	8.83	8.13	9.50	9.29	8.93	9.49	9.50	9.49	9.32
Standard deviation		2.64	2.45	2.80	3.23	3.15	2.82	2.41	2.17	1.43	1.96	2.69	2.89	2.90	2.78	2.28	2.96	2.37	2.60	2.10	2.91	1.08	1.35	1.68	1.16	1.40	1.28	1.43
Standard error		0.06	0.08	0.09	0.24	0.19	0.16	0.12	0.12	0.07	0.08	0.11	0.16	0.14	0.12	0.10	0.13	0.15	0.21	0.13	0.11	0.05	0.06	0.17	0.07	0.06	0.07	0.08

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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	2004	997	1007	203	280	346	390	319	466	610	615	319	460	570	485	532	258	159	251	740	549	533	103	261	552	391	343	
Weighted base	2004	982	1022	238	337	337	357	298	436	536	556	437	476	541	521	481	281	180	281	841	489	521	123	217	495	386	353	
Conservative	489 24%	250 25%	240 23%	38 16%	65 19%	62 18%	85 24%	64 21%	176 40%	186 35%	143 26%	104 24%	56 12%	141 26%	146 28%	108 22%	69 25%	25 14%	62 22%	202 24%	489 100%	-	-	-	335 68%	26 7%	48 14%	
Labour	521 26%	287 29%	234 23%	62 26%	96 28%	87 26%	111 31%	77 26%	89 20%	143 27%	142 26%	110 25%	126 27%	138 25%	132 25%	147 31%	74 26%	29 16%	94 33%	214 25%	-	521 100%	-	-	17 3%	288 75%	87 25%	
Liberal Democrat	123 6%	52 5%	70 7%	17 7%	24 7%	14 4%	19 5%	16 5%	33 8%	40 8%	29 5%	14 3%	39 8%	30 6%	27 5%	23 5%	32 11%	10 6%	11 4%	46 5%	-	-	123 100%	-	6 1%	2 1%	78 22%	
SNP	66 3%	25 3%	41 4%	6 3%	12 4%	8 2%	14 4%	15 5%	11 3%	11 2%	19 3%	21 5%	15 3%	-	-	-	-	66 37%	14 5%	20 2%	-	-	-	-	1 *	8 2%	5 1%	
Plaid Cymru	4 *	1 *	4 *	-	-	1 *	1 *	1 *	1 *	1 *	1 *	-	2 *	-	-	-	4 2%	-	-	2 *	-	-	-	-	-	-	-	-
The UK Independence Party	217 11%	145 15%	72 7%	6 3%	24 7%	29 9%	42 12%	54 18%	62 14%	46 9%	45 8%	54 12%	73 15%	62 11%	82 16%	49 10%	22 8%	3 1%	25 9%	86 10%	-	-	-	217 100%	84 17%	17 5%	43 12%	
The Green Party	66 3%	32 3%	34 3%	21 9%	3 1%	20 6%	6 2%	7 2%	8 2%	20 4%	27 5%	8 2%	11 2%	23 4%	12 2%	16 3%	10 3%	5 3%	11 4%	24 3%	-	-	-	-	4 1%	8 2%	18 5%	
The British National Party	4 *	3 *	1 *	-	1 *	* *	-	-	2 *	-	-	1 *	2 *	1 *	1 *	1 *	-	-	-	2 *	-	-	-	-	1 *	-	1 *	
Some other party	6 *	4 *	2 *	1 *	-	* *	4 1%	1 *	1 *	2 *	1 *	1 *	2 *	-	2 *	3 1%	1 *	-	2 1%	2 *	-	-	-	-	2 *	* *	1 *	
Would not vote	164 8%	69 7%	95 9%	40 17%	47 14%	32 10%	23 7%	13 4%	8 2%	20 4%	44 8%	49 11%	50 11%	56 10%	26 5%	54 11%	15 5%	13 7%	12 4%	89 11%	-	-	-	-	9 2%	5 1%	6 2%	
Rather not say	30 2%	11 1%	19 2%	5 2%	4 1%	3 1%	2 1%	7 2%	9 2%	7 1%	7 1%	5 1%	12 3%	10 2%	5 1%	5 1%	7 3%	4 2%	7 2%	5 1%	-	-	-	-	4 1%	1 *	2 *	
Don't know	314 16%	104 11%	210 21%	42 18%	61 18%	81 24%	50 14%	43 15%	36 8%	60 11%	98 18%	69 16%	87 18%	79 15%	87 17%	76 16%	46 16%	26 14%	44 16%	149 18%	-	-	-	-	33 7%	30 8%	64 18%	

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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	1313	720	593	106	155	193	264	233	362	443	392	203	275	363	331	339	172	109	165	465	455	427	79	217	441	303	239
Weighted base	1214	661	553	108	171	173	231	201	331	377	325	250	263	319	328	276	177	114	177	478	407	415	92	181	388	297	234
Conservative	407	208	199	27	49	52	69	56	154	157	117	88	45	116	122	89	58	21	50	167	407	-	-	-	289	22	40
	34%	31%	36%	26%	28%	30%	30%	28%	47%	42%	36%	35%	17%	37%	37%	32%	33%	18%	28%	35%	100%	-	-	-	74%	7%	17%
Labour	415	234	182	45	75	64	91	64	77	119	112	83	101	112	105	114	61	23	76	164	-	415	-	-	15	245	73
	34%	35%	33%	42%	44%	37%	39%	32%	23%	32%	35%	33%	38%	35%	32%	41%	35%	20%	43%	34%	-	100%	-	-	4%	82%	31%
Liberal Democrat	92	42	50	9	17	11	15	13	27	33	22	8	29	21	20	17	26	8	9	34	-	-	92	-	5	2	63
	8%	6%	9%	8%	10%	6%	6%	6%	8%	9%	7%	3%	11%	7%	6%	6%	14%	7%	5%	7%	-	-	100%	-	1%	1%	27%
SNP	56	22	34	5	9	6	12	14	10	10	15	18	13	-	-	-	-	56	12	17	-	-	-	-	1	7	5
	5%	3%	6%	5%	5%	4%	5%	7%	3%	3%	5%	7%	5%	-	-	-	-	49%	7%	4%	-	-	-	-	*	2%	2%
Plaid Cymru	4	1	3	-	-	*	1	1	1	1	*	-	2	-	-	-	4	-	-	2	-	-	-	-	-	-	-
	*	*	1%	-	-	*	1%	1%	*	*	*	-	1%	-	-	-	2%	-	-	*	-	-	-	-	-	-	-
The UK Independence Party	181	123	58	6	17	23	35	47	54	39	36	44	61	51	68	41	19	2	22	70	-	-	-	181	72	15	37
	15%	19%	10%	5%	10%	13%	15%	23%	16%	10%	11%	18%	23%	16%	21%	15%	11%	2%	12%	15%	-	-	-	100%	19%	5%	16%
The Green Party	51	26	26	16	3	15	5	6	6	15	21	6	8	17	10	12	8	4	8	20	-	-	-	-	4	6	15
	4%	4%	5%	15%	2%	9%	2%	3%	2%	4%	7%	2%	3%	5%	3%	4%	5%	3%	4%	4%	-	-	-	-	1%	2%	6%
The British National Party	3	2	1	-	1	*	-	-	2	-	-	1	2	1	1	1	-	-	-	2	-	-	-	-	1	-	*
	*	*	*	-	1%	*	-	-	*	-	-	*	1%	*	*	*	-	-	-	*	-	-	-	-	*	-	*
Some other party	5	4	1	*	-	*	3	1	1	2	1	1	2	-	2	2	1	-	2	1	-	-	-	-	2	*	1
	*	1%	*	*	-	*	1%	*	*	*	*	*	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	2004	2004
Weighted base	2004	2004
Male	997 50%	982 49%
Female	1007 50%	1022 51%

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Table 5
Age
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2004	2004
Weighted base	2004	2004
18-24	203 10%	238 12%
25-34	280 14%	337 17%
35-44	346 17%	337 17%
45-54	390 19%	357 18%
55-64	319 16%	298 15%
65+	466 23%	436 22%
Average age	48.84	47.38

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Table 6
Social Grade
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2004	2004
Weighted base	2004	2004
AB	610 30%	536 27%
C1	615 31%	556 28%
C2	319 16%	437 22%
DE	460 23%	476 24%
NET: ABC1	1225 61%	1091 54%
NET: C2DE	779 39%	913 46%

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Table 7
GO Region
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2004	2004
Weighted base	2004	2004
Scotland	159 8%	180 9%
North East	89 4%	80 4%
North West	245 12%	220 11%
Yorkshire & Humberside	198 10%	180 9%
West Midlands	184 9%	180 9%
East Midlands	154 8%	140 7%
Wales	87 4%	100 5%
Eastern	147 7%	200 10%
London	259 13%	261 13%
South East	311 16%	281 14%
South West	171 9%	180 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	2004	2004
Weighted base	2004	2004
NET: Working	991 49%	1122 56%
Working full time - working 30 hours per week or more	669 33%	882 44%
Working part time - working between 8 and 29 hours per week	322 16%	240 12%
NET: Not working	1013 51%	882 44%
Not working but seeking work or temporarily unemployed or sick	99 5%	88 4%
Not working and not seeking work/ student	186 9%	153 8%
Retired on a state pension only	121 6%	132 7%
Retired with a private pension	445 22%	366 18%
House person, housewife, househusband, etc.	162 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	2004	2004
Weighted base	2004	2004
NET: Homeowners	1271 63%	1303 65%
Owned outright - without mortgage	729 36%	661 33%
Owned with a mortgage or loan	542 27%	642 32%
NET: Renters	696 35%	672 34%
Rented from the council	184 9%	280 14%
Rented from a housing association	176 9%	119 6%
Rented from someone else	336 17%	273 14%
Rent free	37 2%	29 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	2004	2004
Weighted base	2004	2004
Yes	1177 59%	1222 61%
No	827 41%	782 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	2004	2004
Weighted base	2004	2004
No cars in the household	412 21%	421 21%
NET: Any	1592 79%	1583 79%
1	1009 50%	842 42%
2	478 24%	561 28%
3+	105 5%	180 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	2004	2004
Weighted base	2004	2004
Conservative	636 32%	561 28%
Labour	622 31%	581 29%
Liberal Democrat	156 8%	200 10%
SNP	55 3%	57 3%
Plaid Cymru	7 *	5 *
Green	86 4%	66 3%
UKIP	178 9%	120 6%
BNP	8 *	7 *
Another party	5 *	5 *
None	251 13%	401 20%