

Opinion Poll

ONLINE Fieldwork : 4th - 5th 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	2063	1107	956	179	296	313	411	334	530	611	616	314	522	539	536	507	298	183	242	762	492	528	140	307	562	417	395	
Weighted base	2063	1011	1052	245	347	347	368	306	449	551	572	449	490	557	536	495	289	186	274	881	470	494	137	236	502	397	364	
Absolutely certain to vote	(10)	1132	628	504	89	139	163	220	200	320	332	299	235	266	288	291	279	167	107	130	437	319	349	73	167	377	277	237
		55%	62%	48%	36%	40%	47%	60%	65%	71%	60%	52%	52%	54%	52%	54%	56%	58%	58%	47%	50%	68%	71%	53%	71%	75%	70%	65%
	(9)	234	130	105	21	30	31	52	34	65	82	54	58	41	85	57	47	31	16	49	79	72	63	21	29	64	55	51
		11%	13%	10%	9%	9%	9%	14%	11%	14%	15%	9%	13%	8%	15%	11%	9%	11%	9%	18%	9%	15%	13%	15%	12%	13%	14%	14%
	(8)	120	49	71	24	38	15	15	12	15	22	46	32	20	30	38	26	21	5	21	61	32	27	9	15	13	18	29
		6%	5%	7%	10%	11%	4%	4%	4%	3%	4%	8%	7%	4%	5%	7%	5%	7%	3%	8%	7%	7%	5%	6%	6%	3%	5%	8%
	(7)	132	61	71	22	40	28	19	13	10	24	41	33	34	40	34	22	21	14	10	75	23	32	23	15	15	16	26
		6%	6%	7%	9%	11%	8%	5%	4%	2%	4%	7%	7%	7%	7%	6%	4%	7%	8%	4%	8%	5%	6%	16%	7%	3%	4%	7%
	(6)	35	10	25	4	12	11	2	2	3	8	7	8	13	14	7	9	4	-	5	18	5	6	4	3	4	*	3
		2%	1%	2%	2%	4%	3%	1%	1%	1%	1%	1%	2%	3%	2%	1%	2%	-	2%	2%	1%	1%	3%	1%	1%	*	*	1%
	(5)	55	17	38	4	15	12	9	11	4	11	17	10	17	18	17	12	5	3	10	22	3	10	3	4	3	11	8
		3%	2%	4%	2%	4%	3%	3%	4%	1%	2%	3%	2%	3%	3%	3%	2%	2%	2%	3%	3%	1%	2%	2%	2%	1%	3%	2%
	(4)	24	11	14	11	8	3	2	1	-	13	4	4	3	6	11	2	3	2	5	17	7	2	4	2	-	11	1
		1%	1%	1%	5%	2%	1%	1%	*	-	2%	1%	1%	1%	1%	2%	*	1%	1%	2%	2%	2%	*	3%	1%	-	3%	*
	(3)	19	9	10	7	*	4	6	*	1	4	7	4	4	3	4	4	6	3	5	9	3	5	-	1	1	2	2
		1%	1%	1%	3%	*	1%	2%	*	*	1%	1%	1%	1%	*	1%	1%	2%	1%	2%	1%	1%	1%	-	*	*	*	*
	(2)	47	15	32	10	5	11	5	2	12	7	17	12	10	17	14	15	*	1	5	22	5	1	1	-	11	*	1
		2%	1%	3%	4%	2%	3%	1%	1%	3%	1%	3%	3%	2%	3%	3%	3%	*	*	2%	2%	1%	*	*	-	2%	*	*
Definitely would not vote	(1)	148	53	95	19	28	33	28	24	15	30	49	23	46	33	28	47	22	17	21	67	-	-	-	-	8	3	4
		7%	5%	9%	8%	8%	10%	7%	8%	3%	5%	9%	5%	9%	6%	5%	9%	8%	9%	8%	8%	-	-	-	-	2%	1%	1%
Don't know		117	30	87	33	31	35	8	6	4	19	31	30	37	24	35	32	9	18	13	74	-	-	-	-	6	4	3
		6%	3%	8%	13%	9%	10%	2%	2%	1%	3%	5%	7%	8%	4%	7%	6%	3%	10%	5%	8%	-	-	-	-	1%	1%	1%
Mean		8.32	8.72	7.91	7.42	7.81	7.81	8.50	8.65	9.11	8.65	8.10	8.42	8.11	8.32	8.38	8.17	8.43	8.39	8.15	8.08	9.26	9.31	8.78	9.36	9.33	9.24	9.18
Standard deviation		2.79	2.45	3.04	3.12	2.81	3.12	2.73	2.67	2.16	2.52	2.96	2.60	3.01	2.68	2.66	3.05	2.70	2.90	2.83	2.89	1.51	1.38	1.68	1.26	1.76	1.63	1.56
Standard error		0.06	0.07	0.10	0.24	0.17	0.18	0.14	0.15	0.09	0.10	0.12	0.15	0.13	0.12	0.12	0.14	0.16	0.22	0.18	0.11	0.07	0.06	0.14	0.07	0.07	0.08	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	2063	1107	956	179	296	313	411	334	530	611	616	314	522	539	536	507	298	183	242	762	492	528	140	307	562	417	395
Weighted base	2063	1011	1052	245	347	347	368	306	449	551	572	449	490	557	536	495	289	186	274	881	470	494	137	236	502	397	364
Conservative	470	254	216	42	69	55	79	66	159	163	131	111	64	144	133	111	63	19	46	193	470	-	-	-	319	19	45
	23%	25%	21%	17%	20%	16%	21%	21%	35%	30%	23%	25%	13%	26%	25%	22%	22%	10%	17%	22%	100%	-	-	-	64%	5%	12%
Labour	494	279	216	65	84	90	95	75	85	115	145	107	127	132	122	153	69	17	82	199	-	494	-	-	22	286	88
	24%	28%	20%	27%	24%	26%	26%	24%	19%	21%	25%	24%	26%	24%	23%	31%	24%	9%	30%	23%	-	100%	-	-	4%	72%	24%
Liberal Democrat	137	74	64	17	31	19	22	20	28	53	35	22	28	49	33	25	18	13	16	67	-	-	137	-	5	6	89
	7%	7%	6%	7%	9%	5%	6%	7%	6%	10%	6%	5%	6%	9%	6%	5%	6%	7%	6%	8%	-	-	100%	-	1%	2%	24%
SNP	69	47	22	5	5	17	8	17	17	18	12	18	21	-	-	-	-	69	7	26	-	-	-	-	4	11	8
	3%	5%	2%	2%	1%	5%	2%	6%	4%	3%	2%	4%	4%	-	-	-	-	37%	3%	3%	-	-	-	-	1%	3%	2%
Plaid Cymru	9	3	6	2	1	1	1	1	1	1	4	2	1	-	-	-	9	-	3	3	-	-	-	-	-	-	-
	*	*	1%	1%	*	*	*	*	*	*	1%	1%	*	-	-	-	3%	-	1%	*	-	-	-	-	-	-	-
The UK Independence Party	236	141	95	14	21	22	53	47	79	49	54	58	76	66	83	54	27	6	20	88	-	-	-	236	83	27	40
	11%	14%	9%	6%	6%	6%	14%	15%	18%	9%	9%	13%	15%	12%	16%	11%	9%	3%	7%	10%	-	-	-	100%	17%	7%	11%
The Green Party	86	32	54	22	19	12	16	7	10	24	26	18	18	29	20	18	18	2	13	39	-	-	-	-	4	9	29
	4%	3%	5%	9%	5%	4%	4%	2%	2%	4%	5%	4%	4%	5%	4%	4%	6%	1%	5%	4%	-	-	-	-	1%	2%	8%
The British National Party	4	3	1	-	-	*	3	1	-	-	-	1	3	-	3	2	-	-	-	3	-	-	-	-	-	-	-
	*	*	*	-	-	*	1%	*	-	-	-	*	1%	-	1%	*	-	-	-	*	-	-	-	-	-	-	-
Some other party	6	4	2	-	-	4	1	1	-	2	4	-	*	2	3	*	1	-	2	2	-	-	-	-	1	-	2
	*	*	*	-	-	1%	*	*	-	*	1%	-	*	*	1%	*	*	-	1%	*	-	-	-	-	*	-	*
Would not vote	188	62	125	28	33	44	32	26	25	36	63	35	54	49	39	60	22	17	25	86	-	-	-	-	16	3	5
	9%	6%	12%	12%	9%	13%	9%	8%	5%	7%	11%	8%	11%	9%	7%	12%	8%	9%	9%	10%	-	-	-	-	3%	1%	1%
Rather not say	30	10	20	2	11	5	6	7	-	9	8	6	7	5	9	2	12	3	9	14	-	-	-	-	*	-	1
	1%	1%	2%	1%	3%	1%	2%	2%	-	2%	1%	1%	1%	1%	2%	*	4%	1%	3%	2%	-	-	-	-	*	-	*
Don't know	334	103	231	45	73	78	51	38	47	82	90	71	92	81	91	70	50	42	51	160	-	-	-	-	48	36	57
	16%	10%	22%	18%	21%	22%	14%	13%	11%	15%	16%	16%	19%	15%	17%	14%	17%	23%	18%	18%	-	-	-	-	10%	9%	16%

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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	1359	797	562	100	164	186	273	232	404	419	397	210	334	355	350	343	187	124	150	470	404	428	106	251	434	323	274
Weighted base	1203	677	526	116	167	172	230	196	321	344	326	265	268	335	310	294	163	102	150	479	377	397	99	191	375	296	245
Conservative	377	205	171	27	52	43	64	56	135	130	107	90	49	118	99	92	53	15	32	154	377	-	-	-	274	11	38
	31%	30%	33%	23%	31%	25%	28%	29%	42%	38%	33%	34%	18%	35%	32%	31%	32%	15%	21%	32%	100%	-	-	-	73%	4%	15%
Labour	397	224	173	50	64	69	80	61	73	97	112	85	104	104	102	123	55	13	68	155	-	397	-	-	19	240	71
	33%	33%	33%	43%	38%	40%	35%	31%	23%	28%	34%	32%	39%	31%	33%	42%	34%	13%	45%	32%	-	100%	-	-	5%	81%	29%
Liberal Democrat	99	55	44	11	18	14	16	16	24	41	27	14	18	37	23	18	12	8	13	43	-	-	99	-	4	5	72
	8%	8%	8%	9%	11%	8%	7%	8%	8%	12%	8%	5%	7%	11%	8%	6%	8%	8%	8%	9%	-	-	100%	-	1%	2%	29%
SNP	59	41	19	4	4	14	7	15	15	15	10	16	18	-	-	-	-	59	6	21	-	-	-	-	3	10	7
	5%	6%	4%	3%	2%	8%	3%	8%	5%	4%	3%	6%	7%	-	-	-	-	58%	4%	4%	-	-	-	-	1%	3%	3%
Plaid Cymru	5	2	3	*	1	1	1	1	1	1	3	*	1	-	-	-	5	-	2	1	-	-	-	-	-	-	-
	*	*	1%	*	1%	1%	1%	1%	*	*	1%	*	*	-	-	-	3%	-	1%	*	-	-	-	-	-	-	-
The UK Independence Party	191	117	74	9	15	17	45	38	67	40	43	45	63	54	65	45	22	5	16	71	-	-	-	191	71	23	34
	16%	17%	14%	8%	9%	10%	20%	20%	21%	12%	13%	17%	23%	16%	21%	15%	13%	5%	10%	15%	-	-	-	100%	19%	8%	14%
The Green Party	66	27	39	15	13	11	12	6	8	19	21	14	13	21	15	14	15	1	11	29	-	-	-	-	3	8	23
	5%	4%	7%	13%	8%	6%	5%	3%	2%	5%	6%	5%	5%	6%	5%	5%	9%	1%	8%	6%	-	-	-	-	1%	3%	9%
The British National Party	4	3	1	-	-	*	3	1	-	-	-	1	3	-	2	2	-	-	-	3	-	-	-	-	-	-	-
	*	*	*	-	-	*	1%	*	-	-	-	1%	1%	-	1%	1%	-	-	-	1%	-	-	-	-	-	-	-
Some other party	5	3	2	-	-	3	1	1	-	1	3	-	*	1	3	*	1	-	2	2	-	-	-	-	1	-	1
	*	1%	*	-	-	2%	*	1%	-	*	1%	-	*	*	1%	*	*	-	1%	*	-	-	-	-	*	-	1%

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Absolutes/col percents

Table 4
Gender
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2063	2063
Weighted base	2063	2063
Male	1107 54%	1011 49%
Female	956 46%	1052 51%

Opinion Poll
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Absolutes/col percents

Table 5
Age
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2063	2063
Weighted base	2063	2063
18-24	179 9%	245 12%
25-34	296 14%	347 17%
35-44	313 15%	347 17%
45-54	411 20%	368 18%
55-64	334 16%	306 15%
65+	530 26%	449 22%
Average age	50.09	47.53

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Table 6
Social Grade
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2063	2063
Weighted base	2063	2063
AB	611 30%	551 27%
C1	616 30%	572 28%
C2	314 15%	449 22%
DE	522 25%	490 24%
NET: ABC1	1227 59%	1123 54%
NET: C2DE	836 41%	940 46%

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Table 7
GO Region
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2063	2063
Weighted base	2063	2063
Scotland	183 9%	186 9%
North East	93 5%	83 4%
North West	234 11%	227 11%
Yorkshire & Humberside	180 9%	186 9%
West Midlands	204 10%	186 9%
East Midlands	161 8%	144 7%
Wales	104 5%	103 5%
Eastern	171 8%	206 10%
London	210 10%	268 13%
South East	329 16%	289 14%
South West	194 9%	186 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	2063	2063
Weighted base	2063	2063
NET: Working	1004 49%	1155 56%
Working full time - working 30 hours per week or more	716 35%	908 44%
Working part time - working between 8 and 29 hours per week	288 14%	248 12%
NET: Not working	1059 51%	908 44%
Not working but seeking work or temporarily unemployed or sick	90 4%	81 4%
Not working and not seeking work/ student	141 7%	115 6%
Retired on a state pension only	180 9%	166 8%
Retired with a private pension	526 25%	430 21%
House person, housewife, househusband, etc.	122 6%	114 6%

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Absolutes/col percents

Table 9
Tenure
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2063	2063
Weighted base	2063	2063
NET: Homeowners	1344 65%	1341 65%
Owned outright - without mortgage	716 35%	681 33%
Owned with a mortgage or loan	628 30%	660 32%
NET: Renters	695 34%	696 34%
Rented from the council	169 8%	289 14%
Rented from a housing association	184 9%	123 6%
Rented from someone else	342 17%	284 14%
Rent free	24 1%	26 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	2063	2063
Weighted base	2063	2063
Yes	1215 59%	1258 61%
No	848 41%	805 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	2063	2063
Weighted base	2063	2063
No cars in the household	446 22%	433 21%
NET: Any	1617 78%	1630 79%
1	1095 53%	866 42%
2	445 22%	578 28%
3+	77 4%	186 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	2063	2063
Weighted base	2063	2063
Conservative	621 30%	578 28%
Labour	643 31%	598 29%
Liberal Democrat	202 10%	206 10%
SNP	73 4%	56 3%
Plaid Cymru	8 *	7 *
Green	83 4%	66 3%
UKIP	196 10%	124 6%
BNP	7 *	4 *
Another party	16 1%	11 1%
None	214 10%	413 20%