

## Opinion Poll

### ONLINE Fieldwork : 17th-19th April 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	2048	1031	1017	241	294	344	389	323	457	577	609	356	506	556	534	496	290	172	247	794	493	553	125	323	566	399	369
Weighted base	2048	1004	1044	243	345	345	365	304	445	547	568	446	486	553	532	492	287	184	267	880	508	542	142	239	556	401	384
Absolutely certain to vote	(10) 1246	669	577	101	162	190	237	214	342	352	342	265	287	323	330	288	168	137	154	503	370	386	100	173	436	306	278
	61%	67%	55%	41%	47%	55%	65%	70%	77%	64%	60%	59%	59%	58%	62%	59%	59%	74%	58%	57%	73%	71%	70%	72%	78%	76%	72%
	(9) 260	136	124	32	49	48	33	48	50	88	67	42	63	66	79	71	33	12	32	119	71	83	20	32	69	48	54
	13%	14%	12%	13%	14%	14%	9%	16%	11%	16%	12%	9%	13%	12%	15%	14%	11%	7%	12%	13%	14%	15%	14%	13%	12%	12%	14%
	(8) 113	49	64	22	34	21	13	13	11	32	34	24	24	34	43	18	12	6	13	69	32	29	9	9	25	12	22
	6%	5%	6%	9%	10%	6%	3%	4%	2%	6%	6%	5%	5%	6%	8%	4%	4%	3%	5%	8%	6%	5%	6%	4%	5%	3%	6%
	(7) 90	30	59	23	17	17	15	6	11	18	26	30	16	28	18	15	16	12	19	33	19	23	9	14	5	13	12
	4%	3%	6%	9%	5%	5%	4%	2%	2%	3%	5%	7%	3%	5%	3%	3%	6%	7%	7%	4%	4%	4%	6%	6%	1%	3%	3%
	(6) 44	12	32	12	7	7	12	4	3	13	8	13	11	9	13	7	12	3	6	19	6	10	3	6	4	8	2
	2%	1%	3%	5%	2%	2%	3%	1%	1%	2%	1%	3%	2%	2%	2%	1%	4%	2%	2%	2%	1%	2%	2%	2%	1%	2%	1%
	(5) 44	16	28	7	14	5	15	1	2	8	11	13	13	12	7	15	5	5	3	26	8	6	1	3	5	3	2
	2%	2%	3%	3%	4%	1%	4%	*	*	1%	2%	3%	3%	2%	1%	3%	2%	2%	1%	3%	2%	1%	*	1%	1%	1%	1%
	(4) 12	1	10	1	5	1	*	1	3	4	2	3	3	5	4	2	*	-	4	2	-	4	-	1	-	1	3
	1%	*	1%	*	1%	*	*	*	1%	1%	*	1%	1%	1%	1%	*	*	-	1%	*	-	1%	-	1%	-	*	1%
	(3) 13	6	8	3	3	4	1	1	1	3	6	1	4	5	2	3	4	-	2	5	2	1	1	1	1	1	-
	1%	1%	1%	1%	1%	1%	*	*	*	*	1%	*	1%	1%	*	1%	1%	-	1%	1%	*	*	*	*	*	*	-
	(2) 47	13	34	22	4	10	6	-	5	1	27	7	11	29	3	13	2	-	3	19	-	1	1	*	3	-	1
	2%	1%	3%	9%	1%	3%	2%	-	1%	*	5%	2%	2%	5%	*	3%	1%	-	1%	2%	-	*	*	*	1%	-	*
Definitely would not vote	(1) 106	52	54	6	35	27	19	11	7	20	26	29	31	25	23	36	21	2	15	62	-	-	-	-	3	5	2
	5%	5%	5%	3%	10%	8%	5%	4%	2%	4%	5%	7%	6%	5%	4%	7%	7%	1%	6%	7%	-	-	-	-	1%	1%	1%
Don't know	73	18	55	15	15	15	14	4	10	11	19	20	24	17	12	24	13	8	16	23	-	-	-	-	4	4	7
	4%	2%	5%	6%	4%	4%	4%	1%	2%	2%	3%	4%	5%	3%	2%	5%	5%	4%	6%	3%	-	-	-	-	1%	1%	2%
Mean	8.66	8.91	8.42	7.87	7.98	8.34	8.70	9.24	9.41	9.03	8.54	8.50	8.54	8.44	8.91	8.48	8.50	9.37	8.59	8.46	9.48	9.41	9.38	9.37	9.57	9.45	9.46
Standard deviation	2.51	2.35	2.64	2.79	2.97	2.84	2.50	1.88	1.66	2.03	2.65	2.64	2.67	2.70	2.17	2.78	2.67	1.45	2.53	2.69	1.08	1.21	1.22	1.29	1.19	1.41	1.26
Standard error	0.06	0.07	0.08	0.18	0.18	0.16	0.13	0.11	0.08	0.09	0.11	0.14	0.12	0.12	0.09	0.13	0.16	0.11	0.16	0.10	0.05	0.05	0.11	0.07	0.05	0.07	0.07

## Opinion Poll

### ONLINE Fieldwork : 17th-19th April 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	Pri-vate	Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Unweighted base	2048	1031	1017	241	294	344	389	323	457	577	609	356	506	556	534	496	290	172	247	794	493	553	125	323	566	399	369
Weighted base	2048	1004	1044	243	345	345	365	304	445	547	568	446	486	553	532	492	287	184	267	880	508	542	142	239	556	401	384
Conservative	508 25%	257 26%	251 24%	45 18%	63 18%	50 15%	95 26%	101 33%	153 34%	164 30%	158 28%	100 22%	85 17%	141 26%	148 28%	122 25%	75 26%	22 12%	54 20%	215 24%	508 100%	-	-	-	363 65%	23 6%	42 11%
Labour	542 26%	271 27%	271 26%	67 28%	108 31%	114 33%	107 29%	71 23%	75 17%	143 26%	130 23%	126 28%	144 30%	147 27%	143 27%	145 30%	70 24%	37 20%	85 32%	243 28%	-	542 100%	-	-	40 7%	276 69%	98 26%
Liberal Democrat	142 7%	82 8%	60 6%	15 6%	17 5%	18 5%	26 7%	18 6%	48 11%	55 10%	38 7%	22 5%	27 6%	45 8%	29 5%	30 6%	19 7%	19 10%	17 6%	48 5%	-	-	142 100%	-	12 2%	8 2%	102 26%
SNP	71 3%	37 4%	34 3%	4 2%	15 4%	17 5%	15 4%	5 2%	15 3%	18 3%	21 4%	20 4%	13 3%	-	-	-	-	71 38%	17 6%	27 3%	-	-	-	-	3 *	14 4%	14 4%
Plaid Cymru	9 *	2 *	7 1%	3 1%	2 1%	1 *	1 *	1 *	1 *	1 *	5 1%	1 *	1 *	-	-	-	9 3%	-	2 1%	5 1%	-	-	-	-	1 *	3 1%	-
The UK Independence Party	239 12%	141 14%	98 9%	18 7%	25 7%	35 10%	39 11%	49 16%	73 16%	55 10%	55 10%	57 13%	71 15%	66 12%	82 15%	56 11%	31 11%	3 2%	18 7%	106 12%	-	-	-	239 100%	84 15%	22 6%	40 10%
The Green Party	71 3%	32 3%	39 4%	14 6%	15 4%	13 4%	10 3%	12 4%	6 1%	25 4%	21 4%	12 3%	13 3%	22 4%	26 5%	12 2%	8 3%	3 2%	9 3%	40 5%	-	-	-	-	4 1%	4 1%	29 7%
The British National Party	4 *	4 *	1 *	- *	1 *	- *	2 1%	1 *	1 *	- *	2 *	1 *	2 *	* *	1 *	3 1%	- *	- *	1 *	2 *	- *	- *	- *	- *	* *	1 *	- *
Some other party	8 *	5 *	4 *	* *	2 *	1 *	1 *	2 1%	3 1%	4 1%	2 *	2 *	1 *	1 *	3 1%	2 *	1 *	1 1%	1 *	3 *	-	-	-	-	3 1%	-	2 *
Would not vote	148 7%	64 6%	83 8%	28 12%	40 12%	36 10%	21 6%	11 4%	11 3%	22 4%	49 9%	38 8%	39 8%	52 9%	24 5%	48 10%	22 8%	2 1%	18 7%	77 9%	-	-	-	-	4 1%	5 1%	2 1%
Rather not say	23 1%	18 2%	5 *	5 2%	3 1%	11 3%	3 1%	1 *	- *	8 1%	9 2%	1 *	5 1%	15 3%	- *	* 2%	6 2%	2 1%	1 *	15 2%	-	-	-	-	-	1 *	- *
Don't know	283 14%	91 9%	192 18%	44 18%	54 16%	49 14%	45 12%	30 10%	60 14%	53 10%	78 14%	65 15%	86 18%	63 11%	76 14%	73 15%	47 16%	24 13%	44 17%	99 11%	-	-	-	-	44 8%	45 11%	57 15%

## Opinion Poll

### ONLINE Fieldwork : 17th-19th April 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	1376	697	679	134	179	214	266	240	342	416	402	235	322	365	372	324	187	127	165	523	407	449	98	262	452	299	271
Weighted base	1304	654	650	126	193	198	243	223	322	384	350	277	293	340	357	304	174	130	163	553	422	445	115	192	442	294	275
Conservative	422 32%	199 30%	223 34%	33 26%	49 26%	43 22%	75 31%	88 39%	133 41%	136 35%	131 37%	84 30%	70 24%	116 34%	126 35%	101 33%	61 35%	19 14%	41 25%	177 32%	422 100%	-	-	-	315 71%	17 6%	35 13%
Labour	445 34%	215 33%	229 35%	52 41%	84 43%	90 46%	90 37%	61 27%	67 21%	118 31%	105 30%	100 36%	121 41%	116 34%	118 33%	122 40%	57 33%	32 25%	70 43%	191 35%	-	445 100%	-	-	34 8%	233 79%	85 31%
Liberal Democrat	115 9%	64 10%	51 8%	11 8%	13 7%	14 7%	20 8%	15 7%	42 13%	44 11%	32 9%	18 7%	21 7%	38 11%	23 6%	24 8%	16 9%	15 12%	13 8%	37 7%	-	-	115 100%	-	10 2%	7 2%	85 31%
SNP	58 4%	30 5%	28 4%	3 2%	12 6%	12 6%	13 6%	5 2%	12 4%	16 4%	16 5%	15 5%	11 4%	-	-	-	-	58 44%	14 9%	21 4%	-	-	-	-	2 1%	12 4%	12 4%
Plaid Cymru	8 1%	2 *	6 1%	3 2%	1 1%	1 *	1 *	1 1%	1 *	1 *	5 1%	1 *	1 *	-	-	-	8 4%	-	2 1%	4 1%	-	-	-	-	1 *	2 1%	-
The UK Independence Party	192 15%	112 17%	79 12%	13 10%	19 10%	26 13%	33 14%	40 18%	60 19%	45 12%	44 13%	46 16%	57 19%	53 16%	66 18%	45 15%	25 15%	3 2%	15 9%	86 16%	-	-	-	192 100%	73 16%	20 7%	34 12%
The Green Party	57 4%	25 4%	32 5%	11 9%	12 6%	11 6%	8 3%	10 5%	5 2%	21 6%	15 4%	10 4%	11 4%	17 5%	21 6%	9 3%	7 4%	3 2%	8 5%	32 6%	-	-	-	-	4 1%	3 1%	24 9%
The British National Party	3 *	2 *	1 *	-	1 *	-	1 *	1 *	1 *	-	* *	1 *	1 *	* *	1 *	1 *	-	-	1 *	1 *	-	-	-	-	* *	1 *	-
Some other party	6 *	4 1%	2 *	* *	1 1%	1 *	1 *	2 1%	2 *	3 1%	2 *	1 1%	1 *	1 *	3 1%	2 1%	1 *	* *	1 *	3 1%	-	-	-	-	3 1%	-	1 *

**Opinion Poll**  
**ONLINE Fieldwork : 17th-19th April 2015**

Absolutes/col percents

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

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2048	2048
Weighted base	2048	2048
Male	1031 50%	1004 49%
Female	1017 50%	1044 51%

**Opinion Poll**  
**ONLINE Fieldwork : 17th-19th April 2015**

Absolutes/col percents

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

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2048	2048
Weighted base	2048	2048
18-24	241 12%	243 12%
25-34	294 14%	345 17%
35-44	344 17%	345 17%
45-54	389 19%	365 18%
55-64	323 16%	304 15%
65+	457 22%	445 22%
Average age	48.01	47.27

**Opinion Poll**  
**ONLINE Fieldwork : 17th-19th April 2015**

Absolutes/col percents

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

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2048	2048
Weighted base	2048	2048
AB	577 28%	547 27%
C1	609 30%	568 28%
C2	356 17%	446 22%
DE	506 25%	486 24%
NET: ABC1	1186 58%	1115 54%
NET: C2DE	862 42%	933 46%

**Opinion Poll**  
**ONLINE Fieldwork : 17th-19th April 2015**

Absolutes/col percents

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

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2048	2048
Weighted base	2048	2048
Scotland	172 8%	184 9%
North East	85 4%	82 4%
North West	221 11%	225 11%
Yorkshire & Humberside	190 9%	184 9%
West Midlands	198 10%	184 9%
East Midlands	141 7%	143 7%
Wales	92 4%	102 5%
Eastern	195 10%	205 10%
London	257 13%	266 13%
South East	299 15%	287 14%
South West	198 10%	184 9%

**Opinion Poll**  
**ONLINE Fieldwork : 17th-19th April 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	2048	2048
Weighted base	2048	2048
NET: Working	1041 51%	1147 56%
Working full time - working 30 hours per week or more	729 36%	901 44%
Working part time - working between 8 and 29 hours per week	312 15%	246 12%
NET: Not working	1007 49%	901 44%
Not working but seeking work or temporarily unemployed or sick	114 6%	90 4%
Not working and not seeking work/ student	166 8%	131 6%
Retired on a state pension only	137 7%	131 6%
Retired with a private pension	409 20%	378 18%
House person, housewife, househusband, etc.	181 9%	171 8%



**Opinion Poll**  
**ONLINE Fieldwork : 17th-19th April 2015**

Absolutes/col percents

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

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2048	2048
Weighted base	2048	2048
NET: Homeowners	1192 58%	1331 65%
Owned outright - without mortgage	650 32%	675 33%
Owned with a mortgage or loan	542 26%	656 32%
NET: Renters	825 40%	690 34%
Rented from the council	194 9%	287 14%
Rented from a housing association	239 12%	137 7%
Rented from someone else	392 19%	267 13%
Rent free	31 2%	27 1%

**Opinion Poll**  
**ONLINE Fieldwork : 17th-19th April 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	2048	2048
Weighted base	2048	2048
Yes	1150 56%	1249 61%
No	898 44%	799 39%

**Opinion Poll**  
**ONLINE Fieldwork : 17th-19th April 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	2048	2048
Weighted base	2048	2048
No cars in the household	520 25%	430 21%
NET: Any	1528 75%	1618 79%
1	1055 52%	860 42%
2	389 19%	573 28%
3+	84 4%	184 9%

**Opinion Poll**  
**ONLINE Fieldwork : 17th-19th April 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	2048	2048
Weighted base	2048	2048
Conservative	597 29%	614 30%
Labour	646 32%	614 30%
Liberal Democrat	178 9%	205 10%
SNP	66 3%	56 3%
Plaid Cymru	11 1%	9 *
Green	89 4%	64 3%
UKIP	218 11%	113 5%
BNP	10 *	6 *
Another party	12 1%	8 *
None	221 11%	358 17%