

Opinion Poll

ONLINE Fieldwork : 10th-12th 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	2036	1025	1011	222	278	333	382	324	497	580	599	358	499	535	518	511	301	171	215	669	511	597	109	293	553	424	334	
Weighted base	2036	998	1038	242	343	343	363	302	443	544	565	444	484	550	529	489	285	183	283	857	517	539	128	233	533	397	346	
Absolutely certain to vote	(10)	1203	628	575	85	156	193	228	207	333	328	320	258	297	319	311	291	153	129	166	442	374	378	82	176	408	297	221
		59%	63%	55%	35%	46%	56%	63%	69%	75%	60%	57%	58%	61%	58%	59%	59%	54%	70%	59%	52%	72%	70%	64%	75%	77%	75%	64%
	(9)	212	113	99	16	35	39	36	37	50	67	71	32	43	59	47	53	39	15	30	101	55	62	13	28	57	45	51
		10%	11%	10%	6%	10%	11%	10%	12%	11%	12%	13%	7%	9%	11%	9%	11%	14%	8%	11%	12%	11%	11%	10%	12%	11%	11%	15%
	(8)	149	73	77	29	37	30	29	9	16	46	35	40	29	45	41	34	23	6	27	76	50	36	13	8	35	19	24
		7%	7%	7%	12%	11%	9%	8%	3%	4%	8%	6%	9%	6%	8%	8%	7%	8%	3%	9%	9%	10%	7%	10%	3%	7%	5%	7%
	(7)	111	57	54	23	30	13	18	15	12	29	29	23	31	34	32	18	16	12	17	55	20	39	12	11	12	23	17
		5%	6%	5%	10%	9%	4%	5%	5%	3%	5%	5%	5%	6%	6%	6%	4%	6%	6%	6%	6%	4%	7%	9%	5%	2%	6%	5%
	(6)	35	8	27	8	12	4	6	1	5	8	9	9	9	8	13	7	4	4	16	6	9	3	2	*	4	4	
		2%	1%	3%	3%	4%	1%	2%	*	1%	1%	2%	2%	2%	1%	2%	2%	1%	2%	1%	2%	1%	2%	2%	1%	*	1%	1%
	(5)	45	16	30	11	12	8	7	6	2	7	13	16	9	14	10	11	7	3	4	30	4	8	3	4	7	2	7
		2%	2%	3%	4%	4%	2%	2%	2%	*	1%	2%	4%	2%	3%	2%	2%	2%	2%	1%	4%	1%	2%	2%	2%	1%	*	2%
	(4)	17	8	8	3	5	7	1	-	-	4	-	10	2	2	8	5	1	-	-	16	5	5	2	1	-	4	*
		1%	1%	1%	1%	2%	2%	*	-	-	1%	-	2%	*	*	1%	1%	*	-	-	2%	1%	1%	1%	1%	-	1%	*
	(3)	15	4	12	3	5	3	2	1	1	6	4	2	4	3	5	2	3	3	1	7	-	1	*	3	1	-	-
		1%	*	1%	1%	2%	1%	1%	*	*	1%	1%	*	1%	1%	1%	*	1%	1%	*	1%	-	*	*	1%	*	-	-
	(2)	44	12	31	28	1	7	4	1	2	16	16	3	9	20	14	8	1	-	8	18	3	*	-	1	2	*	-
		2%	1%	3%	12%	*	2%	1%	*	*	3%	3%	1%	2%	4%	3%	2%	*	-	3%	2%	1%	*	-	*	*	*	-
Definitely would not vote	(1)	106	46	60	20	25	20	15	14	12	20	39	16	31	30	20	31	19	6	12	51	-	-	-	-	5	-	4
		5%	5%	6%	8%	7%	6%	4%	5%	3%	4%	7%	4%	6%	5%	4%	6%	7%	3%	4%	6%	-	-	-	-	1%	-	1%
Don't know		98	32	66	16	24	19	17	11	11	14	29	36	20	16	30	27	19	6	13	46	-	-	-	-	6	3	17
		5%	3%	6%	7%	7%	6%	5%	4%	3%	3%	5%	8%	4%	3%	6%	6%	7%	3%	5%	5%	-	-	-	-	1%	1%	5%
Mean		8.59	8.83	8.36	7.01	8.08	8.48	8.85	9.05	9.38	8.71	8.44	8.69	8.57	8.47	8.61	8.57	8.53	9.08	8.68	8.30	9.39	9.31	9.10	9.40	9.50	9.49	9.27
Standard deviation		2.53	2.31	2.72	3.28	2.71	2.65	2.25	2.19	1.71	2.38	2.75	2.31	2.63	2.64	2.46	2.63	2.56	2.04	2.43	2.67	1.27	1.31	1.46	1.40	1.32	1.12	1.44
Standard error		0.06	0.07	0.09	0.23	0.17	0.15	0.12	0.12	0.08	0.10	0.11	0.13	0.12	0.12	0.11	0.12	0.15	0.16	0.17	0.11	0.06	0.05	0.14	0.08	0.06	0.05	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	2036	1025	1011	222	278	333	382	324	497	580	599	358	499	535	518	511	301	171	215	669	511	597	109	293	553	424	334	
Weighted base	2036	998	1038	242	343	343	363	302	443	544	565	444	484	550	529	489	285	183	283	857	517	539	128	233	533	397	346	
Conservative	517	268	249	46	60	58	90	91	172	165	145	97	109	156	155	100	81	24	58	190	517	-	-	-	359	14	50	
	25%	27%	24%	19%	18%	17%	25%	30%	39%	30%	26%	22%	23%	28%	29%	21%	29%	13%	20%	22%	100%	-	-	-	67%	4%	14%	
Labour	539	278	261	58	118	110	91	69	93	126	144	119	150	139	123	173	65	39	80	229	-	539	-	-	29	299	86	
	26%	28%	25%	24%	34%	32%	25%	23%	21%	23%	25%	27%	31%	25%	23%	35%	23%	21%	28%	27%	-	100%	-	-	5%	75%	25%	
Liberal Democrat	128	71	57	8	17	24	22	24	32	45	35	28	20	42	39	23	14	10	15	55	-	-	128	-	11	4	85	
	6%	7%	6%	3%	5%	7%	6%	8%	7%	8%	6%	6%	4%	8%	7%	5%	5%	6%	5%	6%	-	-	100%	-	2%	1%	25%	
SNP	81	40	41	7	10	12	27	13	12	13	18	34	16	-	-	-	-	81	14	36	-	-	-	-	-	9	2	
	4%	4%	4%	3%	3%	3%	7%	4%	3%	2%	3%	8%	3%	-	-	-	-	44%	5%	4%	-	-	-	-	-	2%	*	
Plaid Cymru	6	*	6	2	3	-	-	-	2	2	2	-	2	-	-	-	6	-	-	4	-	-	-	-	-	2	-	
	*	*	1%	1%	1%	-	-	-	*	*	*	-	*	-	-	-	2%	-	-	1%	-	-	-	-	-	-	1%	-
The UK Independence Party	233	147	87	9	27	34	59	40	63	53	41	67	72	68	80	59	19	7	25	103	-	-	-	233	89	33	35	
	11%	15%	8%	4%	8%	10%	16%	13%	14%	10%	7%	15%	15%	12%	15%	12%	7%	4%	9%	12%	-	-	-	100%	17%	8%	10%	
The Green Party	92	39	52	24	25	13	11	14	4	30	29	15	18	25	22	24	18	2	29	39	-	-	-	-	3	10	24	
	5%	4%	5%	10%	7%	4%	3%	5%	1%	5%	5%	3%	4%	5%	4%	5%	6%	1%	10%	5%	-	-	-	-	1%	3%	7%	
The British National Party	5	3	1	-	*	-	*	-	4	-	1	-	4	3	-	1	*	-	-	*	-	-	-	-	*	-	1	
	*	*	*	-	*	-	*	-	1%	-	*	-	1%	*	-	*	*	-	-	*	-	-	-	-	*	-	*	
Some other party	5	2	3	-	*	-	*	3	2	2	1	2	-	1	1	1	2	1	3	*	-	-	-	-	2	*	*	
	*	*	*	-	*	-	*	1%	*	*	*	*	-	*	*	*	1%	*	1%	*	-	-	-	-	*	*	*	
Would not vote	143	57	86	46	29	25	15	15	13	31	56	20	37	47	32	39	19	6	16	67	-	-	-	-	5	*	4	
	7%	6%	8%	19%	8%	7%	4%	5%	3%	6%	10%	4%	8%	9%	6%	8%	7%	3%	6%	8%	-	-	-	-	1%	*	1%	
Rather not say	31	16	15	8	2	12	3	3	1	9	16	-	5	13	10	2	3	2	6	16	-	-	-	-	-	1	-	
	1%	2%	1%	3%	1%	4%	1%	1%	*	2%	3%	-	1%	2%	2%	1%	1%	1%	2%	2%	-	-	-	-	-	*	-	
Don't know	257	76	181	34	51	54	42	30	45	67	77	62	51	54	68	65	58	11	37	116	-	-	-	-	34	24	59	
	13%	8%	17%	14%	15%	16%	12%	10%	10%	12%	14%	14%	10%	10%	13%	13%	20%	6%	13%	14%	-	-	-	-	6%	6%	17%	

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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	1368	705	664	124	163	206	256	237	381	396	392	241	340	362	347	343	193	124	147	414	420	484	85	237	435	335	240
Weighted base	1289	650	639	111	194	198	242	215	329	353	342	280	313	346	331	311	169	132	183	503	423	432	98	188	417	309	239
Conservative	423	203	220	33	45	44	72	78	150	133	122	76	92	129	124	82	68	21	46	149	423	-	-	-	307	12	43
	33%	31%	34%	30%	23%	22%	30%	36%	46%	38%	36%	27%	29%	37%	38%	26%	40%	16%	25%	30%	100%	-	-	-	74%	4%	18%
Labour	432	217	214	45	87	90	72	59	78	104	116	91	120	108	98	142	52	32	65	175	-	432	-	-	24	248	72
	33%	33%	34%	40%	45%	46%	30%	27%	24%	30%	34%	32%	38%	31%	30%	46%	31%	24%	36%	35%	-	100%	-	-	6%	80%	30%
Liberal Democrat	98	53	46	5	12	19	15	19	28	36	27	20	15	35	26	19	11	8	13	39	-	-	98	-	8	3	71
	8%	8%	7%	5%	6%	10%	6%	9%	9%	10%	8%	7%	5%	10%	8%	6%	6%	6%	7%	8%	-	-	100%	-	2%	1%	30%
SNP	64	30	34	3	6	9	24	11	11	11	14	27	12	-	-	-	-	64	12	28	-	-	-	-	-	8	1
	5%	5%	5%	3%	3%	4%	10%	5%	3%	3%	4%	10%	4%	-	-	-	-	48%	7%	5%	-	-	-	-	-	2%	1%
Plaid Cymru	5	*	5	2	2	-	-	-	2	2	2	-	2	-	-	-	5	-	-	4	-	-	-	-	-	2	-
	*	*	1%	1%	1%	-	-	-	*	1%	1%	-	*	-	-	-	3%	-	-	1%	-	-	-	-	-	1%	-
The UK Independence Party	188	113	75	5	20	26	50	35	53	43	36	52	58	52	66	49	16	6	22	79	-	-	-	188	72	28	31
	15%	17%	12%	4%	10%	13%	20%	16%	16%	12%	10%	18%	18%	15%	20%	16%	9%	4%	12%	16%	-	-	-	100%	17%	9%	13%
The Green Party	70	28	42	18	20	10	8	11	3	23	23	13	12	19	16	17	15	2	22	28	-	-	-	-	3	8	20
	5%	4%	7%	16%	11%	5%	3%	5%	1%	6%	7%	5%	4%	6%	5%	6%	9%	1%	12%	6%	-	-	-	-	1%	3%	8%
The British National Party	4	3	1	-	*	-	*	-	3	-	1	-	3	2	-	1	*	-	-	*	-	-	-	-	*	-	1
	*	*	*	-	*	-	*	-	1%	-	*	-	1%	1%	-	*	*	-	-	*	-	-	-	-	*	-	*
Some other party	4	2	2	-	*	-	*	2	1	1	1	2	-	1	1	1	1	*	2	*	-	-	-	-	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	2036	2036
Weighted base	2036	2036
Male	1025 50%	998 49%
Female	1011 50%	1038 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	2036	2036
Weighted base	2036	2036
18-24	222 11%	242 12%
25-34	278 14%	343 17%
35-44	333 16%	343 17%
45-54	382 19%	363 18%
55-64	324 16%	302 15%
65+	497 24%	443 22%
Average age	49.11	47.41

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Absolutes/col percents

Table 6
Social Grade
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2036	2036
Weighted base	2036	2036
AB	580 28%	544 27%
C1	599 29%	565 28%
C2	358 18%	444 22%
DE	499 25%	484 24%
NET: ABC1	1179 58%	1109 54%
NET: C2DE	857 42%	927 46%

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Table 7
GO Region
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2036	2036
Weighted base	2036	2036
Scotland	171 8%	183 9%
North East	84 4%	81 4%
North West	245 12%	224 11%
Yorkshire & Humberside	182 9%	183 9%
West Midlands	199 10%	183 9%
East Midlands	153 8%	143 7%
Wales	103 5%	102 5%
Eastern	166 8%	204 10%
London	223 11%	265 13%
South East	312 15%	285 14%
South West	198 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	2036	2036
Weighted base	2036	2036
NET: Working	884 43%	1140 56%
Working full time - working 30 hours per week or more	594 29%	896 44%
Working part time - working between 8 and 29 hours per week	290 14%	244 12%
NET: Not working	1152 57%	896 44%
Not working but seeking work or temporarily unemployed or sick	103 5%	82 4%
Not working and not seeking work/ student	177 9%	116 6%
Retired on a state pension only	231 11%	223 11%
Retired with a private pension	462 23%	352 17%
House person, housewife, househusband, etc.	179 9%	122 6%

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Absolutes/col percents

Table 9
Tenure
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2036	2036
Weighted base	2036	2036
NET: Homeowners	1204 59%	1323 65%
Owned outright - without mortgage	685 34%	671 33%
Owned with a mortgage or loan	519 25%	652 32%
NET: Renters	799 39%	687 34%
Rented from the council	188 9%	285 14%
Rented from a housing association	237 12%	132 7%
Rented from someone else	374 18%	269 13%
Rent free	33 2%	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	2036	2036
Weighted base	2036	2036
Yes	1103 54%	1242 61%
No	933 46%	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	2036	2036
Weighted base	2036	2036
No cars in the household	437 21%	428 21%
NET: Any	1599 79%	1608 79%
1	1140 56%	855 42%
2	389 19%	570 28%
3+	70 3%	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	2036	2036
Weighted base	2036	2036
Conservative	622 31%	611 30%
Labour	675 33%	611 30%
Liberal Democrat	170 8%	204 10%
SNP	61 3%	59 3%
Plaid Cymru	6 *	5 *
Green	74 4%	66 3%
UKIP	196 10%	112 6%
BNP	6 *	6 *
Another party	8 *	7 *
None	218 11%	356 17%