

Opinion Poll

ONLINE Fieldwork : 2nd-6th 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	2008	1012	996	257	278	338	383	319	433	578	604	332	494	549	517	497	277	168	260	788	484	547	139	292	526	402	343	
Weighted base	2008	984	1024	239	338	338	358	298	437	537	557	437	477	542	522	482	281	181	287	837	469	491	150	225	504	378	364	
Absolutely certain to vote	(10)	1190	632	558	91	156	175	223	207	337	344	322	240	285	323	313	275	158	120	157	453	346	361	96	177	407	295	234
		59%	64%	54%	38%	46%	52%	62%	69%	77%	64%	58%	55%	60%	60%	60%	57%	56%	67%	55%	54%	74%	74%	64%	78%	81%	78%	64%
	(9)	217	106	111	18	31	47	46	25	51	77	64	43	34	65	55	51	33	12	30	93	55	54	32	22	51	40	66
		11%	11%	11%	8%	9%	14%	13%	8%	12%	14%	12%	10%	7%	12%	11%	11%	12%	7%	10%	11%	12%	11%	21%	10%	10%	11%	18%
	(8)	114	53	61	19	33	21	18	14	10	31	34	26	23	29	33	27	13	13	29	47	27	31	9	11	18	18	23
		6%	5%	6%	8%	10%	6%	5%	5%	2%	6%	6%	6%	5%	5%	6%	6%	5%	7%	10%	6%	6%	6%	6%	5%	4%	5%	6%
	(7)	86	39	47	14	21	21	11	13	6	21	19	25	20	22	34	8	12	10	25	32	14	23	8	4	10	13	14
		4%	4%	5%	6%	6%	6%	3%	4%	1%	4%	3%	6%	4%	4%	7%	2%	4%	5%	9%	4%	3%	5%	6%	2%	2%	3%	4%
	(6)	32	16	17	7	14	4	4	-	3	6	10	8	8	7	14	9	2	1	3	18	8	9	3	4	2	1	2
		2%	2%	2%	3%	4%	1%	1%	-	1%	1%	2%	2%	2%	1%	3%	2%	1%	*	1%	2%	2%	2%	2%	2%	2%	*	*
	(5)	33	11	21	6	7	7	7	4	1	3	10	13	6	5	7	11	3	6	5	15	7	13	-	2	3	2	3
		2%	1%	2%	3%	2%	2%	2%	1%	*	1%	2%	3%	1%	1%	1%	2%	1%	3%	2%	2%	1%	3%	-	1%	1%	1%	1%
	(4)	18	9	9	2	12	2	1	1	-	5	5	3	5	4	5	7	2	-	2	15	4	*	1	4	2	2	-
		1%	1%	1%	1%	3%	*	*	*	-	1%	1%	1%	1%	1%	1%	1%	1%	-	1%	2%	1%	*	1%	2%	*	*	-
	(3)	30	5	25	6	5	3	5	5	7	3	17	8	2	3	9	6	10	3	5	14	7	-	-	1	3	-	3
		1%	1%	2%	2%	1%	1%	1%	2%	1%	1%	3%	2%	*	*	2%	1%	3%	1%	2%	2%	1%	-	-	*	1%	-	1%
	(2)	37	15	22	28	1	4	2	-	1	12	9	5	10	19	13	3	2	-	2	24	2	1	-	*	1	-	-
		2%	2%	2%	12%	*	1%	*	-	*	2%	2%	1%	2%	3%	2%	1%	1%	-	1%	3%	*	*	-	*	*	-	-
Definitely would not vote	(1)	172	70	102	29	36	37	18	16	24	41	37	69	48	26	50	39	10	19	84	-	-	-	-	-	2	3	5
		9%	7%	10%	12%	11%	11%	10%	6%	4%	4%	7%	8%	15%	9%	5%	10%	14%	5%	6%	10%	-	-	-	-	*	1%	1%
Don't know		80	28	52	18	22	18	6	11	5	10	25	29	15	19	13	33	8	6	10	43	-	-	-	-	5	5	13
		4%	3%	5%	7%	7%	5%	2%	4%	1%	2%	5%	7%	3%	3%	3%	7%	3%	4%	3%	5%	-	-	-	-	1%	1%	4%
Mean		8.36	8.65	8.08	6.83	7.81	8.11	8.47	8.91	9.29	8.84	8.35	8.24	7.94	8.35	8.55	8.24	7.95	8.81	8.44	8.03	9.35	9.41	9.37	9.48	9.61	9.55	9.30
Standard deviation		2.88	2.65	3.07	3.57	3.05	3.03	2.87	2.42	1.99	2.36	2.85	2.90	3.34	2.95	2.56	3.04	3.29	2.39	2.57	3.12	1.46	1.22	1.08	1.31	1.14	1.21	1.49
Standard error		0.07	0.08	0.10	0.23	0.19	0.17	0.15	0.14	0.10	0.10	0.12	0.16	0.15	0.13	0.11	0.14	0.20	0.19	0.16	0.11	0.07	0.05	0.09	0.08	0.05	0.06	0.08

Opinion Poll

ONLINE Fieldwork : 2nd-6th April 2015

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	2008	1012	996	257	278	338	383	319	433	578	604	332	494	549	517	497	277	168	260	788	484	547	139	292	526	402	343
Weighted base	2008	984	1024	239	338	338	358	298	437	537	557	437	477	542	522	482	281	181	287	837	469	491	150	225	504	378	364
Conservative	469 23%	241 24%	228 22%	46 19%	58 17%	66 20%	79 22%	76 26%	143 33%	166 31%	130 23%	78 18%	95 20%	141 26%	139 27%	96 20%	73 26%	20 11%	65 22%	173 21%	469 100%	-	-	-	328 65%	15 4%	44 12%
Labour	491 24%	258 26%	233 23%	56 24%	97 29%	90 27%	102 29%	61 20%	84 19%	109 20%	145 26%	114 26%	124 26%	124 23%	113 22%	153 32%	61 22%	40 22%	77 27%	211 25%	-	491 100%	-	-	26 5%	262 69%	81 22%
Liberal Democrat	150 7%	78 8%	71 7%	17 7%	29 8%	18 5%	16 5%	23 8%	47 11%	56 10%	48 9%	22 5%	23 5%	45 8%	39 8%	31 6%	20 7%	16 9%	13 4%	66 8%	-	-	150 100%	-	4 1%	7 2%	108 30%
SNP	64 3%	35 4%	29 3%	2 1%	19 5%	8 2%	13 4%	10 3%	12 3%	14 3%	17 3%	16 4%	16 3%	-	-	-	-	64 36%	12 4%	20 2%	-	-	-	-	5 1%	10 3%	1 *
Plaid Cymru	5 *	3 *	2 *	* *	2 1%	1 *	* *	* *	1 *	3 1%	1 *	-	1 *	-	-	-	5 2%	-	* *	3 *	-	-	-	-	-	1 *	* *
The UK Independence Party	225 11%	132 13%	93 9%	10 4%	19 6%	26 8%	51 14%	41 14%	78 18%	59 11%	45 8%	60 14%	62 13%	71 13%	84 16%	46 10%	21 8%	2 1%	25 9%	86 10%	-	-	-	225 100%	91 18%	28 7%	33 9%
The Green Party	77 4%	41 4%	36 4%	15 6%	15 4%	16 5%	8 2%	10 3%	12 3%	23 4%	24 4%	14 3%	16 3%	14 3%	33 6%	18 4%	10 4%	2 1%	17 6%	33 4%	-	-	-	-	2 *	11 3%	21 6%
The British National Party	4 *	1 *	3 *	- *	1 *	-	3 1%	-	-	-	2 *	1 *	* *	-	3 1%	* *	-	-	-	2 *	-	-	-	-	1 *	* *	2 1%
Some other party	10 *	3 *	7 1%	* *	-	-	2 1%	2 1%	5 1%	3 1%	2 *	3 1%	2 *	3 *	3 1%	* *	2 1%	2 1%	2 1%	1 *	-	-	-	-	1 *	-	1 *
Would not vote	209 10%	84 9%	124 12%	54 23%	39 12%	44 13%	35 10%	20 7%	16 4%	29 5%	59 11%	44 10%	77 16%	66 12%	34 6%	58 12%	41 15%	10 5%	20 7%	109 13%	-	-	-	-	2 *	3 1%	5 1%
Rather not say	25 1%	15 1%	10 1%	1 *	2 1%	10 3%	4 1%	8 3%	-	2 *	10 2%	8 2%	3 1%	14 3%	1 *	3 1%	6 2%	-	5 2%	11 1%	-	-	-	-	6 1%	-	2 *
Don't know	281 14%	94 10%	187 18%	36 15%	59 17%	59 17%	42 12%	46 16%	38 9%	71 13%	73 13%	78 18%	59 12%	66 12%	72 14%	75 16%	43 15%	25 14%	51 18%	122 15%	-	-	-	-	39 8%	43 11%	67 19%

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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	1334	724	610	146	167	205	259	224	333	404	404	213	312	365	349	324	177	118	167	506	395	447	113	243	419	307	248
Weighted base	1210	653	557	109	180	181	226	187	328	359	333	243	275	326	331	283	153	119	163	477	381	401	122	187	392	284	246
Conservative	381 31%	198 30%	183 33%	33 30%	45 25%	53 29%	64 28%	63 34%	124 38%	138 38%	105 31%	59 24%	79 29%	117 36%	112 34%	79 28%	57 37%	17 14%	52 32%	138 29%	381 100%	-	-	-	280 71%	12 4%	38 15%
Labour	401 33%	216 33%	185 33%	46 42%	74 41%	73 40%	83 37%	52 28%	73 22%	93 26%	116 35%	90 37%	102 37%	102 31%	89 27%	128 45%	51 33%	32 27%	59 36%	170 36%	-	401 100%	-	-	22 6%	224 79%	68 28%
Liberal Democrat	122 10%	63 10%	59 11%	12 11%	22 12%	15 8%	13 6%	20 11%	41 12%	46 13%	40 12%	19 8%	17 6%	37 11%	30 9%	26 9%	16 11%	14 11%	10 6%	52 11%	-	-	122 100%	-	4 1%	6 2%	91 37%
SNP	53 4%	29 4%	24 4%	2 1%	15 9%	6 3%	12 5%	8 4%	11 3%	12 3%	14 4%	13 6%	14 5%	-	-	-	-	53 45%	11 7%	16 3%	-	-	-	-	4 1%	9 3%	1 *
Plaid Cymru	4 *	3 *	1 *	* *	1 1%	1 *	* *	* *	1 *	2 1%	1 *	- *	1 *	-	-	-	4 3%	-	* *	2 *	-	-	-	-	-	1 *	* *
The UK Independence Party	187 15%	112 17%	74 13%	5 5%	13 7%	23 13%	44 19%	34 18%	68 21%	49 14%	37 11%	49 20%	52 19%	58 18%	73 22%	37 13%	16 11%	2 2%	21 13%	70 15%	-	-	-	187 100%	80 20%	23 8%	29 12%
The Green Party	53 4%	29 4%	24 4%	11 11%	10 5%	11 6%	6 3%	7 4%	7 2%	17 5%	17 5%	9 4%	10 4%	9 3%	22 7%	12 4%	8 5%	1 1%	8 5%	26 5%	-	-	-	-	1 *	8 3%	16 7%
The British National Party	3 *	1 *	2 *	- *	* *	- *	3 1%	- *	- *	- *	2 1%	1 *	* *	- *	3 1%	* *	- *	- *	- *	1 *	-	-	-	-	* *	* *	2 1%
Some other party	6 1%	2 *	4 1%	* *	- *	- *	2 1%	2 1%	2 1%	1 *	2 *	2 1%	1 1%	2 1%	3 1%	* *	1 1%	* *	2 1%	1 *	-	-	-	-	1 *	-	1 *

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Table 4
Gender
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2008	2008
Weighted base	2008	2008
Male	1012 50%	984 49%
Female	996 50%	1024 51%

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Table 5
Age
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2008	2008
Weighted base	2008	2008
18-24	257 13%	239 12%
25-34	278 14%	338 17%
35-44	338 17%	338 17%
45-54	383 19%	358 18%
55-64	319 16%	298 15%
65+	433 22%	437 22%
Average age	47.60	47.22

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Table 6
Social Grade
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2008	2008
Weighted base	2008	2008
AB	578 29%	537 27%
C1	604 30%	557 28%
C2	332 17%	437 22%
DE	494 25%	477 24%
NET: ABC1	1182 59%	1093 54%
NET: C2DE	826 41%	915 46%

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Table 7
GO Region
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2008	2008
Weighted base	2008	2008
Scotland	168 8%	181 9%
North East	88 4%	80 4%
North West	231 12%	221 11%
Yorkshire & Humberside	178 9%	181 9%
West Midlands	199 10%	181 9%
East Midlands	136 7%	141 7%
Wales	105 5%	100 5%
Eastern	182 9%	201 10%
London	241 12%	261 13%
South East	308 15%	281 14%
South West	172 9%	181 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	2008	2008
Weighted base	2008	2008
NET: Working	1048 52%	1124 56%
Working full time - working 30 hours per week or more	711 35%	884 44%
Working part time - working between 8 and 29 hours per week	337 17%	241 12%
NET: Not working	960 48%	884 44%
Not working but seeking work or temporarily unemployed or sick	115 6%	107 5%
Not working and not seeking work/ student	186 9%	136 7%
Retired on a state pension only	123 6%	113 6%
Retired with a private pension	382 19%	370 18%
House person, housewife, househusband, etc.	154 8%	158 8%

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Absolutes/col percents

Table 9
Tenure
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2008	2008
Weighted base	2008	2008
NET: Homeowners	1162 58%	1305 65%
Owned outright - without mortgage	609 30%	662 33%
Owned with a mortgage or loan	553 28%	643 32%
NET: Renters	818 41%	687 34%
Rented from the council	192 10%	281 14%
Rented from a housing association	218 11%	129 6%
Rented from someone else	408 20%	277 14%
Rent free	28 1%	16 1%

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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	2008	2008
Weighted base	2008	2008
Yes	1113 55%	1225 61%
No	895 45%	783 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	2008	2008
Weighted base	2008	2008
No cars in the household	513 26%	422 21%
NET: Any	1495 74%	1586 79%
1	1017 51%	843 42%
2	408 20%	562 28%
3+	70 3%	181 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	2008	2008
Weighted base	2008	2008
Conservative	591 29%	562 28%
Labour	651 32%	582 29%
Liberal Democrat	182 9%	201 10%
SNP	71 4%	65 3%
Plaid Cymru	9 *	5 *
Green	68 3%	53 3%
UKIP	201 10%	120 6%
BNP	9 *	6 *
Another party	15 1%	12 1%
None	211 11%	402 20%