

## Opinion Poll

### ONLINE Fieldwork : 25th - 26th 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	2049	979	1070	245	348	290	361	324	481	630	657	318	444	576	530	480	288	175	243	833	543	552	128	284	602	389	347	
Weighted base	2049	1004	1045	243	345	345	365	304	446	548	568	446	487	553	533	492	287	184	264	883	475	511	155	243	541	385	368	
Absolutely certain to vote	(10) 1170	654	516	90	149	189	225	192	325	329	336	236	269	306	313	279	148	123	151	485	334	351	93	175	423	276	228	
		57%	65%	49%	37%	43%	55%	62%	63%	73%	60%	59%	53%	55%	59%	57%	52%	67%	57%	55%	70%	69%	60%	72%	78%	72%	62%	
	(9)	282	137	144	25	46	55	49	41	65	90	64	65	63	70	73	78	44	17	35	121	72	86	25	31	68	60	73
		14%	14%	14%	10%	13%	16%	13%	14%	15%	16%	11%	15%	13%	13%	14%	16%	15%	9%	13%	14%	15%	17%	16%	13%	13%	16%	20%
	(8)	136	52	84	22	25	32	25	17	16	36	41	30	29	38	36	31	14	16	17	65	30	25	12	13	24	19	31
		7%	5%	8%	9%	7%	9%	7%	5%	4%	7%	7%	7%	6%	7%	7%	6%	5%	9%	7%	7%	6%	5%	8%	5%	4%	5%	8%
	(7)	111	49	61	24	26	25	16	11	9	33	23	29	25	34	29	15	15	16	11	59	22	30	11	15	7	15	16
		5%	5%	6%	10%	8%	7%	4%	3%	2%	6%	4%	6%	5%	6%	6%	3%	5%	9%	4%	7%	5%	6%	7%	6%	1%	4%	4%
	(6)	43	15	28	11	13	4	5	6	4	8	12	15	8	9	12	8	11	2	6	20	4	9	5	4	4	5	6
		2%	1%	3%	4%	4%	1%	1%	2%	1%	1%	2%	3%	2%	2%	2%	2%	4%	1%	2%	2%	1%	2%	3%	2%	1%	1%	2%
	(5)	35	10	24	11	12	3	4	2	3	6	15	5	8	18	8	4	3	2	4	17	7	8	4	1	1	2	1
		2%	1%	2%	5%	4%	1%	1%	1%	1%	3%	1%	2%	3%	1%	1%	1%	1%	1%	2%	2%	1%	2%	3%	*	*	1%	*
	(4)	12	3	10	3	2	4	-	3	-	1	6	2	3	5	4	1	3	-	*	6	1	2	1	1	1	-	4
		1%	*	1%	1%	1%	1%	-	1%	-	*	1%	*	1%	1%	1%	*	1%	-	*	1%	*	1%	*	*	*	-	1%
	(3)	11	4	8	5	2	-	3	-	3	6	2	-	3	-	4	4	-	1	5	3	1	4	-	-	1	-	
		1%	*	1%	2%	1%	-	1%	-	1%	1%	1%	-	1%	-	1%	1%	-	*	1%	1%	*	2%	-	-	*	-	
	(2)	41	6	35	19	10	5	5	1	2	12	15	6	8	17	10	6	7	1	9	9	1	1	-	3	1	-	1
		2%	1%	3%	8%	3%	1%	1%	*	*	2%	3%	1%	2%	3%	2%	1%	2%	1%	3%	1%	*	*	-	1%	*	-	*
Definitely would not vote	(1)	144	57	87	18	42	24	23	22	16	22	31	29	62	41	25	53	22	3	29	58	-	-	-	-	7	3	4
		7%	6%	8%	7%	12%	7%	6%	7%	4%	4%	5%	6%	13%	7%	5%	11%	8%	2%	11%	7%	-	-	-	-	1%	1%	1%
Don't know		65	18	48	16	18	5	12	9	5	7	19	27	12	11	22	13	16	4	-	37	-	-	-	-	4	5	3
		3%	2%	5%	7%	5%	1%	3%	3%	1%	1%	3%	6%	2%	2%	4%	3%	6%	2%	-	4%	-	-	-	-	1%	1%	1%
Mean		8.48	8.88	8.09	7.36	7.64	8.52	8.72	8.75	9.29	8.81	8.51	8.49	8.08	8.27	8.72	8.34	8.26	9.17	8.14	8.51	9.39	9.37	9.01	9.38	9.55	9.46	9.24
Standard deviation		2.67	2.33	2.91	3.10	3.17	2.55	2.50	2.52	1.87	2.27	2.63	2.57	3.14	2.81	2.37	2.95	2.83	1.64	3.08	2.56	1.23	1.21	1.64	1.32	1.31	1.24	1.45
Standard error		0.06	0.07	0.09	0.20	0.17	0.15	0.13	0.14	0.09	0.09	0.10	0.15	0.15	0.12	0.10	0.14	0.17	0.13	0.20	0.09	0.05	0.05	0.14	0.08	0.05	0.06	0.08

## Opinion Poll

### ONLINE Fieldwork : 25th - 26th March 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	2049	979	1070	245	348	290	361	324	481	630	657	318	444	576	530	480	288	175	243	833	543	552	128	284	602	389	347
Weighted base	2049	1004	1045	243	345	345	365	304	446	548	568	446	487	553	533	492	287	184	264	883	475	511	155	243	541	385	368
Conservative	475 23%	252 25%	223 21%	39 16%	54 16%	62 18%	92 25%	82 27%	146 33%	167 30%	137 24%	78 17%	93 19%	147 27%	145 27%	114 23%	49 17%	21 11%	44 17%	210 24%	475 100%	-	-	-	334 62%	20 5%	38 10%
Labour	511 25%	260 26%	251 24%	63 26%	108 31%	93 27%	101 28%	64 21%	82 18%	112 21%	148 26%	120 27%	130 27%	110 20%	125 23%	164 33%	78 27%	34 18%	80 30%	222 25%	-	511 100%	-	-	40 7%	253 66%	79 22%
Liberal Democrat	155 8%	99 10%	57 5%	9 4%	21 6%	36 10%	20 5%	23 8%	47 11%	63 11%	41 7%	31 7%	21 4%	58 11%	45 8%	19 4%	12 4%	21 11%	13 5%	79 9%	-	-	155 100%	-	7 1%	10 3%	115 31%
SNP	72 4%	41 4%	31 3%	5 2%	12 4%	17 5%	9 2%	12 4%	17 4%	20 4%	21 4%	14 3%	17 3%	-	-	-	-	72 39%	10 4%	30 3%	-	-	-	-	3 1%	16 4%	7 2%
Plaid Cymru	8 *	6 1%	2 *	1 1%	1 *	2 1%	-	2 1%	2 *	2 *	2 *	1 *	3 1%	-	-	-	8 3%	-	1 1%	4 *	-	-	-	-	1 *	* *	-
The UK Independence Party	243 12%	142 14%	100 10%	21 9%	21 6%	31 9%	55 15%	45 15%	70 16%	57 10%	59 10%	60 13%	67 14%	65 12%	78 15%	62 13%	28 10%	9 5%	25 10%	108 12%	-	-	-	243 100%	100 18%	19 5%	41 11%
The Green Party	87 4%	38 4%	49 5%	28 12%	16 5%	18 5%	10 3%	7 2%	8 2%	26 5%	32 6%	13 3%	15 3%	30 5%	29 5%	17 3%	7 3%	3 2%	14 5%	31 3%	-	-	-	-	5 1%	8 2%	25 7%
The British National Party	6 *	3 *	2 *	-	2 1%	1 *	2 1%	-	-	-	* *	4 1%	1 *	2 *	3 1%	-	-	1 1%	-	6 1%	-	-	-	-	1 *	* *	-
Some other party	7 *	4 *	3 *	2 1%	2 *	3 1%	-	-	-	2 *	2 *	3 1%	-	3 *	1 *	2 *	2 1%	-	2 1%	3 *	-	-	-	-	-	-	-
Would not vote	182 9%	63 6%	119 11%	34 14%	56 16%	28 8%	25 7%	23 8%	16 4%	29 5%	48 8%	34 8%	71 15%	58 11%	34 6%	59 12%	27 9%	3 2%	36 14%	70 8%	-	-	-	-	8 1%	3 1%	4 1%
Rather not say	29 1%	16 2%	13 1%	6 2%	5 2%	12 3%	1 *	3 1%	3 1%	4 1%	13 2%	9 2%	3 1%	15 3%	2 *	5 1%	7 3%	-	1 *	18 2%	-	-	-	-	6 1%	-	2 1%
Don't know	275 13%	80 8%	195 19%	35 14%	48 14%	43 12%	50 14%	44 14%	55 12%	65 12%	65 11%	80 18%	65 13%	65 12%	71 13%	50 10%	69 24%	21 11%	39 15%	104 12%	-	-	-	-	37 7%	55 14%	56 15%

## Opinion Poll

### ONLINE Fieldwork : 25th - 26th March 2015

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	1381	716	665	133	210	188	252	232	367	441	447	205	289	381	363	330	180	129	162	556	444	445	101	233	482	296	250
Weighted base	1262	696	565	119	179	207	238	199	319	365	355	259	282	330	345	311	145	130	153	550	389	415	118	198	424	278	253
Conservative	389	208	181	28	40	49	76	71	124	137	110	63	78	120	121	94	37	17	36	168	389	-	-	-	290	17	32
	31%	30%	32%	24%	22%	24%	32%	36%	39%	38%	31%	24%	27%	36%	35%	30%	25%	13%	23%	31%	100%	-	-	-	68%	6%	13%
Labour	415	219	197	45	85	76	84	53	72	93	119	95	108	88	99	138	64	27	66	181	-	415	-	-	34	216	67
	33%	31%	35%	38%	48%	37%	35%	27%	23%	26%	34%	37%	38%	27%	29%	44%	44%	21%	43%	33%	-	100%	-	-	8%	78%	26%
Liberal Democrat	118	78	41	5	12	26	14	20	41	49	30	25	14	46	33	14	10	16	10	55	-	-	118	-	4	8	94
	9%	11%	7%	4%	7%	13%	6%	10%	13%	14%	8%	10%	5%	14%	10%	4%	7%	13%	7%	10%	-	-	100%	-	1%	3%	37%
SNP	59	34	25	3	11	14	8	9	15	16	17	11	15	-	-	-	-	59	9	24	-	-	-	-	3	14	6
	5%	5%	4%	2%	6%	7%	3%	5%	5%	4%	5%	4%	5%	-	-	-	-	46%	6%	4%	-	-	-	-	1%	5%	2%
Plaid Cymru	6	5	1	1	1	1	-	1	2	2	2	1	3	-	-	-	6	-	1	3	-	-	-	-	1	*	-
	1%	1%	*	1%	*	1%	-	1%	1%	*	*	*	1%	-	-	-	4%	-	1%	1%	-	-	-	-	*	*	-
The UK Independence Party	198	119	79	14	15	23	46	40	59	46	50	49	53	53	66	51	21	7	21	89	-	-	-	198	88	16	35
	16%	17%	14%	12%	9%	11%	19%	20%	18%	13%	14%	19%	19%	16%	19%	16%	15%	5%	13%	16%	-	-	-	100%	21%	6%	14%
The Green Party	67	30	37	21	12	15	7	5	7	19	25	11	12	23	22	14	6	3	10	24	-	-	-	-	4	7	20
	5%	4%	7%	18%	7%	7%	3%	3%	2%	5%	7%	4%	4%	7%	6%	4%	4%	2%	7%	4%	-	-	-	-	1%	2%	8%
The British National Party	4	2	2	-	1	1	2	-	-	-	*	3	1	*	3	-	-	1	-	4	-	-	-	-	1	*	-
	*	*	*	-	1%	*	1%	-	-	-	*	1%	*	*	1%	-	-	1%	-	1%	-	-	-	-	*	*	-
Some other party	5	2	2	1	1	2	-	-	-	2	2	1	-	1	*	1	2	-	2	1	-	-	-	-	-	-	-
	*	*	*	1%	1%	1%	-	-	-	1%	*	*	-	*	*	*	1%	-	1%	*	-	-	-	-	-	-	-

**Opinion Poll**  
**ONLINE Fieldwork : 25th - 26th March 2015**

Absolutes/col percents

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

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2049	2049
Weighted base	2049	2049
Male	979 48%	1004 49%
Female	1070 52%	1045 51%

**Opinion Poll**  
**ONLINE Fieldwork : 25th - 26th March 2015**

Absolutes/col percents

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

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2049	2049
Weighted base	2049	2049
18-24	245 12%	243 12%
25-34	348 17%	345 17%
35-44	290 14%	345 17%
45-54	361 18%	365 18%
55-64	324 16%	304 15%
65+	481 23%	446 22%
Average age	47.86	47.18

**Opinion Poll**  
**ONLINE Fieldwork : 25th - 26th March 2015**

Absolutes/col percents

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

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2049	2049
Weighted base	2049	2049
AB	630 31%	548 27%
C1	657 32%	568 28%
C2	318 16%	446 22%
DE	444 22%	487 24%
NET: ABC1	1287 63%	1116 54%
NET: C2DE	762 37%	933 46%

**Opinion Poll**  
**ONLINE Fieldwork : 25th - 26th March 2015**

Absolutes/col percents

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

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2049	2049
Weighted base	2049	2049
Scotland	175 9%	184 9%
North East	102 5%	82 4%
North West	193 9%	225 11%
Yorkshire & Humberside	185 9%	184 9%
West Midlands	176 9%	184 9%
East Midlands	145 7%	143 7%
Wales	114 6%	102 5%
Eastern	209 10%	205 10%
London	266 13%	266 13%
South East	310 15%	287 14%
South West	174 8%	184 9%

**Opinion Poll**  
**ONLINE Fieldwork : 25th - 26th March 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	2049	2049
Weighted base	2049	2049
NET: Working	1076 53%	1147 56%
Working full time - working 30 hours per week or more	793 39%	902 44%
Working part time - working between 8 and 29 hours per week	283 14%	246 12%
NET: Not working	973 47%	902 44%
Not working but seeking work or temporarily unemployed or sick	89 4%	94 5%
Not working and not seeking work/ student	177 9%	157 8%
Retired on a state pension only	124 6%	124 6%
Retired with a private pension	399 19%	338 17%
House person, housewife, househusband, etc.	184 9%	188 9%



**Opinion Poll**  
**ONLINE Fieldwork : 25th - 26th March 2015**

Absolutes/col percents

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

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2049	2049
Weighted base	2049	2049
NET: Homeowners	1349 66%	1332 65%
Owned outright - without mortgage	728 36%	676 33%
Owned with a mortgage or loan	621 30%	656 32%
NET: Renters	663 32%	684 33%
Rented from the council	146 7%	287 14%
Rented from a housing association	167 8%	122 6%
Rented from someone else	350 17%	276 13%
Rent free	37 2%	33 2%

**Opinion Poll**  
**ONLINE Fieldwork : 25th - 26th March 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	2049	2049
Weighted base	2049	2049
Yes	1255 61%	1250 61%
No	794 39%	799 39%

**Opinion Poll**  
**ONLINE Fieldwork : 25th - 26th March 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	2049	2049
Weighted base	2049	2049
No cars in the household	412 20%	430 21%
NET: Any	1637 80%	1619 79%
1	1107 54%	861 42%
2	429 21%	574 28%
3+	101 5%	184 9%

**Opinion Poll**  
**ONLINE Fieldwork : 25th - 26th March 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	2049	2049
Weighted base	2049	2049
Conservative	669 33%	574 28%
Labour	659 32%	594 29%
Liberal Democrat	174 8%	205 10%
SNP	59 3%	57 3%
Plaid Cymru	13 1%	8 *
Green	82 4%	59 3%
UKIP	182 9%	123 6%
BNP	8 *	8 *
Another party	13 1%	11 1%
None	190 9%	410 20%