

Opinion Poll

ONLINE Fieldwork : 18th - 19th 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	2020	1033	987	220	333	365	377	345	380	613	622	330	455	542	503	499	281	195	286	916	490	548	120	299	557	439	363	
Weighted base	2020	990	1030	240	340	340	360	300	440	540	560	440	480	545	525	485	283	182	263	869	446	503	135	244	526	410	376	
Absolutely certain to vote	(10)	1161	625	536	74	149	171	226	211	330	338	313	245	266	298	303	282	150	128	154	501	332	345	79	187	407	292	242
		57%	63%	52%	31%	44%	50%	63%	70%	75%	63%	56%	55%	55%	58%	58%	53%	70%	59%	58%	74%	69%	58%	77%	77%	71%	64%	
	(9)	227	113	114	26	36	38	42	44	41	80	63	47	38	70	58	53	33	14	31	104	54	68	22	22	55	52	51
		11%	11%	11%	11%	11%	11%	12%	15%	9%	15%	11%	11%	8%	13%	11%	11%	12%	8%	12%	12%	12%	14%	16%	9%	10%	13%	14%
	(8)	125	53	72	17	29	33	20	15	11	28	30	38	29	29	47	24	17	9	16	51	25	39	13	10	24	22	27
		6%	5%	7%	7%	9%	10%	5%	5%	2%	5%	5%	9%	6%	5%	9%	5%	6%	5%	6%	6%	6%	8%	10%	4%	5%	5%	7%
	(7)	109	47	62	20	36	19	15	6	12	32	29	25	24	35	22	14	27	10	23	43	21	25	14	10	8	14	23
		5%	5%	6%	8%	11%	6%	4%	2%	3%	6%	5%	6%	5%	6%	4%	3%	9%	6%	9%	5%	5%	5%	10%	4%	2%	3%	6%
	(6)	32	6	26	10	9	7	7	-	-	8	8	12	5	6	8	9	8	2	3	17	4	6	4	5	-	7	1
		2%	1%	3%	4%	3%	2%	2%	-	-	1%	1%	3%	1%	1%	2%	2%	3%	1%	1%	2%	1%	1%	3%	2%	-	2%	*
	(5)	51	18	33	10	11	17	6	2	4	6	16	16	13	14	14	9	9	5	4	24	5	17	1	3	6	11	10
		3%	2%	3%	4%	3%	5%	2%	1%	1%	1%	3%	4%	3%	3%	3%	2%	3%	2%	1%	3%	1%	3%	1%	1%	1%	3%	3%
	(4)	15	3	12	6	1	2	3	3	-	2	4	6	3	3	10	*	2	-	1	12	1	1	3	4	1	-	-
		1%	*	1%	2%	*	1%	1%	1%	-	*	1%	1%	1%	1%	2%	*	1%	-	*	1%	*	*	2%	2%	*	-	-
	(3)	18	9	9	3	3	3	5	1	2	7	4	2	5	4	5	4	4	2	2	9	3	-	-	1	2	*	2
		1%	1%	1%	1%	1%	1%	2%	*	*	1%	1%	*	1%	1%	1%	1%	1%	1%	1%	1%	1%	-	-	*	*	*	1%
	(2)	39	22	17	22	2	3	5	1	6	7	20	5	6	19	3	10	4	3	3	24	2	2	-	2	2	-	5
		2%	2%	2%	9%	*	1%	1%	*	1%	1%	4%	1%	1%	3%	1%	2%	2%	1%	1%	3%	*	*	-	1%	*	-	1%
Definitely would not vote	(1)	145	73	72	31	37	29	14	14	19	21	43	17	63	35	37	59	9	4	16	48	-	-	-	-	6	9	6
		7%	7%	7%	13%	11%	9%	4%	5%	4%	4%	8%	4%	13%	6%	7%	12%	3%	2%	6%	6%	-	-	-	-	1%	2%	2%
Don't know		97	20	77	20	26	19	16	2	15	11	30	27	29	33	18	21	19	6	11	34	-	-	-	-	15	3	9
		5%	2%	7%	8%	8%	5%	4%	1%	3%	2%	5%	6%	6%	6%	3%	4%	7%	4%	4%	4%	-	-	-	-	3%	1%	2%
Mean		8.43	8.57	8.29	6.67	7.88	8.16	8.81	9.12	9.16	8.87	8.25	8.62	7.95	8.36	8.47	8.15	8.55	9.10	8.62	8.46	9.45	9.31	9.07	9.38	9.52	9.26	9.09
Standard deviation		2.74	2.72	2.75	3.45	2.96	2.83	2.34	2.11	2.20	2.23	2.92	2.34	3.25	2.77	2.65	3.17	2.34	1.98	2.50	2.67	1.22	1.32	1.40	1.45	1.41	1.70	1.83
Standard error		0.06	0.09	0.09	0.24	0.17	0.15	0.12	0.11	0.11	0.09	0.12	0.13	0.16	0.12	0.12	0.14	0.14	0.14	0.15	0.09	0.06	0.06	0.13	0.08	0.06	0.08	0.10

Opinion Poll

ONLINE Fieldwork : 18th - 19th 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	2020	1033	987	220	333	365	377	345	380	613	622	330	455	542	503	499	281	195	286	916	490	548	120	299	557	439	363
Weighted base	2020	990	1030	240	340	340	360	300	440	540	560	440	480	545	525	485	283	182	263	869	446	503	135	244	526	410	376
Conservative	446 22%	227 23%	218 21%	41 17%	54 16%	52 15%	81 23%	83 28%	134 30%	164 30%	138 25%	69 16%	75 16%	143 26%	131 25%	99 20%	58 20%	15 8%	44 17%	207 24%	446 100%	-	-	-	316 60%	23 6%	45 12%
Labour	503 25%	243 25%	260 25%	58 24%	103 30%	97 29%	92 25%	71 24%	83 19%	115 21%	123 22%	127 29%	137 29%	108 20%	120 23%	162 33%	72 26%	41 23%	77 30%	218 25%	-	503 100%	-	-	27 5%	276 67%	88 23%
Liberal Democrat	135 7%	83 8%	52 5%	14 6%	24 7%	20 6%	23 6%	24 8%	31 7%	61 11%	29 5%	28 6%	17 4%	41 8%	31 6%	29 6%	23 8%	12 6%	18 7%	57 7%	-	-	135 100%	-	5 1%	8 2%	97 26%
SNP	67 3%	37 4%	30 3%	2 1%	17 5%	9 3%	13 3%	7 2%	20 5%	15 3%	23 4%	15 3%	13 3%	-	-	-	-	67 37%	10 4%	26 3%	-	-	-	-	5 1%	10 2%	7 2%
Plaid Cymru	7 *	3 *	3 *	-	4 1%	1 *	-	1 *	1 *	3 1%	2 *	1 *	1 *	-	-	-	7 2%	-	3 1%	3 *	-	-	-	-	-	-	-
The UK Independence Party	244 12%	156 16%	88 9%	9 4%	16 5%	39 11%	59 17%	46 15%	74 17%	51 9%	55 10%	66 15%	72 15%	72 13%	78 15%	49 10%	35 12%	10 6%	20 8%	117 13%	-	-	-	244 100%	97 18%	24 6%	34 9%
The Green Party	77 4%	30 3%	47 5%	19 8%	10 3%	17 5%	9 2%	10 3%	12 3%	28 5%	23 4%	14 3%	12 2%	22 4%	24 5%	18 4%	11 4%	2 1%	14 5%	33 4%	-	-	-	-	8 2%	5 1%	26 7%
The British National Party	4 *	1 *	3 *	-	2 1%	-	2 1%	-	-	1 *	1 *	2 *	1 *	-	3 1%	1 *	-	-	-	4 *	-	-	-	-	2 *	* *	-
Some other party	7 *	5 1%	2 *	-	-	3 1%	-	2 1%	2 *	2 *	4 1%	1 *	-	1 *	1 *	1 *	2 1%	2 1%	2 1%	2 *	-	-	-	-	1 *	-	3 1%
Would not vote	181 9%	97 10%	85 8%	55 23%	40 12%	32 9%	19 5%	14 5%	21 5%	29 5%	66 12%	21 5%	65 14%	58 11%	38 7%	67 14%	15 5%	4 2%	19 7%	76 9%	-	-	-	-	8 2%	9 2%	8 2%
Rather not say	26 1%	9 1%	17 2%	4 2%	4 1%	5 1%	8 2%	5 2%	-	3 1%	3 *	15 3%	5 1%	9 2%	12 2%	2 *	1 1%	1 1%	3 1%	14 2%	-	-	-	-	-	3 1%	-
Don't know	324 16%	98 10%	225 22%	39 16%	67 20%	64 19%	54 15%	38 13%	62 14%	68 13%	92 16%	82 19%	82 17%	92 17%	87 17%	58 12%	58 21%	29 16%	52 20%	112 13%	-	-	-	-	57 11%	52 13%	69 18%

Opinion Poll

ONLINE Fieldwork : 18th - 19th 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	1327	729	598	111	202	228	254	249	283	436	395	209	287	347	330	329	180	141	189	615	403	444	93	243	432	329	255
Weighted base	1205	652	553	98	176	185	227	209	310	361	323	256	264	315	313	292	160	125	153	535	368	404	104	199	396	290	250
Conservative	368	186	182	32	41	41	66	71	117	136	114	56	63	119	110	81	45	13	36	171	368	-	-	-	273	18	38
	31%	29%	33%	32%	23%	22%	29%	34%	38%	38%	35%	22%	24%	38%	35%	28%	28%	11%	24%	32%	100%	-	-	-	69%	6%	15%
Labour	404	202	201	41	81	74	75	61	72	97	95	100	111	86	95	131	56	35	64	171	-	404	-	-	20	231	75
	34%	31%	36%	41%	46%	40%	33%	29%	23%	27%	29%	39%	42%	27%	30%	45%	35%	28%	42%	32%	-	100%	-	-	5%	80%	30%
Liberal Democrat	104	66	37	8	17	15	16	21	27	48	24	22	11	33	22	25	15	9	14	42	-	-	104	-	5	7	79
	9%	10%	7%	8%	10%	8%	7%	10%	9%	13%	7%	8%	4%	11%	7%	9%	9%	7%	9%	8%	-	-	100%	-	1%	2%	32%
SNP	58	32	25	1	14	8	11	6	18	13	19	13	12	-	-	-	-	58	8	22	-	-	-	-	5	8	6
	5%	5%	5%	1%	8%	4%	5%	3%	6%	4%	6%	5%	5%	-	-	-	-	46%	5%	4%	-	-	-	-	1%	3%	2%
Plaid Cymru	5	3	2	-	3	1	-	1	1	2	2	1	1	-	-	-	5	-	2	2	-	-	-	-	-	-	-
	*	*	*	-	1%	1%	-	*	*	1%	1%	*	*	-	-	-	3%	-	1%	*	-	-	-	-	-	-	-
The UK Independence Party	199	132	66	5	10	30	49	39	65	43	46	52	58	58	64	40	27	8	16	97	-	-	-	199	85	21	29
	17%	20%	12%	5%	6%	16%	22%	19%	21%	12%	14%	20%	22%	19%	21%	14%	17%	7%	10%	18%	-	-	-	100%	21%	7%	11%
The Green Party	59	24	35	13	8	14	7	8	10	21	20	10	9	17	18	13	9	1	11	25	-	-	-	-	7	4	21
	5%	4%	6%	13%	4%	7%	3%	4%	3%	6%	6%	4%	3%	6%	6%	4%	6%	1%	7%	5%	-	-	-	-	2%	1%	8%
The British National Party	4	1	3	-	2	-	2	-	-	1	1	2	1	-	3	1	-	-	-	3	-	-	-	-	1	*	-
	*	*	*	-	1%	-	1%	-	-	*	*	1%	*	-	1%	*	-	-	-	1%	-	-	-	-	*	*	-
Some other party	5	5	*	-	-	3	-	2	*	1	3	1	-	1	1	*	2	1	2	2	-	-	-	-	1	-	2
	*	1%	*	-	-	2%	-	1%	*	*	1%	*	-	*	*	*	1%	*	1%	*	-	-	-	-	*	-	1%

Opinion Poll
ONLINE Fieldwork : 18th - 19th March 2015

Absolutes/col percents

Table 4
Gender
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2020	2020
Weighted base	2020	2020
Male	1033 51%	990 49%
Female	987 49%	1030 51%

Opinion Poll
ONLINE Fieldwork : 18th - 19th March 2015

Absolutes/col percents

Table 5
Age
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2020	2020
Weighted base	2020	2020
18-24	220 11%	240 12%
25-34	333 16%	340 17%
35-44	365 18%	340 17%
45-54	377 19%	360 18%
55-64	345 17%	300 15%
65+	380 19%	440 22%
Average age	47.14	47.22

Opinion Poll
ONLINE Fieldwork : 18th - 19th March 2015

Absolutes/col percents

Table 6
Social Grade
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2020	2020
Weighted base	2020	2020
AB	613 30%	540 27%
C1	622 31%	560 28%
C2	330 16%	440 22%
DE	455 23%	480 24%
NET: ABC1	1235 61%	1100 54%
NET: C2DE	785 39%	920 46%

Opinion Poll
ONLINE Fieldwork : 18th - 19th March 2015

Absolutes/col percents

Table 7
GO Region
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2020	2020
Weighted base	2020	2020
Scotland	195 10%	182 9%
North East	87 4%	81 4%
North West	223 11%	222 11%
Yorkshire & Humberside	189 9%	182 9%
West Midlands	170 8%	182 9%
East Midlands	132 7%	141 7%
Wales	103 5%	101 5%
Eastern	201 10%	202 10%
London	246 12%	263 13%
South East	296 15%	283 14%
South West	178 9%	182 9%

Opinion Poll
ONLINE Fieldwork : 18th - 19th 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	2020	2020
Weighted base	2020	2020
NET: Working	1202 60%	1131 56%
Working full time - working 30 hours per week or more	925 46%	889 44%
Working part time - working between 8 and 29 hours per week	277 14%	242 12%
NET: Not working	818 40%	889 44%
Not working but seeking work or temporarily unemployed or sick	121 6%	139 7%
Not working and not seeking work/ student	125 6%	121 6%
Retired on a state pension only	107 5%	136 7%
Retired with a private pension	291 14%	299 15%
House person, housewife, househusband, etc.	174 9%	195 10%

Opinion Poll
ONLINE Fieldwork : 18th - 19th March 2015

Absolutes/col percents

Table 9
Tenure
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2020	2020
Weighted base	2020	2020
NET: Homeowners	1401 69%	1313 65%
Owned outright - without mortgage	742 37%	667 33%
Owned with a mortgage or loan	659 33%	646 32%
NET: Renters	592 29%	680 34%
Rented from the council	127 6%	283 14%
Rented from a housing association	154 8%	126 6%
Rented from someone else	311 15%	271 13%
Rent free	27 1%	27 1%

Opinion Poll
ONLINE Fieldwork : 18th - 19th 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	2020	2020
Weighted base	2020	2020
Yes	1234 61%	1232 61%
No	786 39%	788 39%

Opinion Poll
ONLINE Fieldwork : 18th - 19th 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	2020	2020
Weighted base	2020	2020
No cars in the household	388 19%	424 21%
NET: Any	1632 81%	1596 79%
1	1079 53%	848 42%
2	456 23%	566 28%
3+	97 5%	182 9%

Opinion Poll
ONLINE Fieldwork : 18th - 19th 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	2020	2020
Weighted base	2020	2020
Conservative	611 30%	566 28%
Labour	662 33%	586 29%
Liberal Democrat	173 9%	202 10%
SNP	60 3%	49 2%
Plaid Cymru	10 *	7 *
Green	71 4%	63 3%
UKIP	195 10%	121 6%
BNP	11 1%	8 *
Another party	15 1%	14 1%
None	212 10%	404 20%