

## Opinion Poll

### ONLINE Fieldwork : 25th - 27th February 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	2005	958	1047	235	278	287	398	350	457	566	616	317	506	543	482	509	308	163	245	823	513	492	88	335	619	368	325	
Weighted base	2005	983	1022	238	338	338	357	298	436	536	556	437	477	541	521	481	281	180	248	875	455	494	135	242	534	359	363	
Absolutely certain to vote	(10)	1122	635	487	71	140	171	219	190	330	318	286	243	274	288	289	254	163	128	135	459	308	335	94	179	380	274	239
		56%	65%	48%	30%	41%	51%	61%	64%	76%	59%	52%	56%	57%	53%	55%	53%	58%	71%	55%	52%	68%	68%	70%	74%	71%	76%	66%
	(9)	221	106	115	24	33	36	39	39	48	79	67	40	34	74	62	42	28	14	25	105	65	57	18	21	65	36	62
		11%	11%	11%	10%	10%	11%	11%	13%	11%	15%	12%	9%	7%	14%	12%	9%	10%	8%	10%	12%	14%	12%	13%	9%	12%	10%	17%
	(8)	141	82	59	29	38	26	18	13	16	50	41	33	17	44	41	35	13	7	19	74	32	40	8	13	41	18	25
		7%	8%	6%	12%	11%	8%	5%	5%	4%	9%	7%	7%	4%	8%	8%	7%	5%	4%	8%	9%	7%	8%	6%	5%	8%	5%	7%
	(7)	121	43	78	20	34	31	18	10	9	28	32	32	29	31	40	22	21	6	23	51	29	34	6	18	18	10	18
		6%	4%	8%	8%	10%	9%	5%	3%	2%	5%	6%	7%	6%	6%	8%	5%	7%	3%	9%	6%	6%	7%	4%	7%	3%	3%	5%
	(6)	52	8	44	10	12	10	11	5	5	10	10	20	12	10	13	19	9	1	9	28	7	12	5	4	8	2	3
		3%	1%	4%	4%	4%	3%	3%	2%	1%	2%	2%	5%	3%	2%	3%	4%	3%	1%	4%	3%	2%	2%	4%	2%	1%	1%	1%
	(5)	53	11	42	16	18	6	1	6	8	11	13	16	14	20	12	10	5	6	8	21	7	10	2	5	1	5	3
		3%	1%	4%	7%	5%	2%	*	2%	2%	2%	2%	4%	3%	4%	2%	2%	2%	3%	3%	2%	1%	2%	1%	2%	*	1%	1%
	(4)	14	4	11	5	4	1	2	1	1	3	8	2	2	6	4	2	1	1	1	5	1	4	-	-	1	2	-
		1%	*	1%	2%	1%	*	1%	*	*	1%	1%	*	*	1%	1%	*	*	1%	*	1%	*	1%	-	-	*	1%	-
	(3)	24	7	17	5	6	7	2	3	1	6	9	1	9	5	10	5	3	1	5	8	3	1	1	1	*	1	1
		1%	1%	2%	2%	2%	2%	1%	1%	*	1%	2%	*	2%	1%	2%	1%	1%	1%	2%	1%	1%	*	1%	1%	*	*	*
	(2)	36	14	22	9	5	7	8	4	3	8	19	6	3	14	9	10	2	1	4	22	3	1	1	2	4	1	-
		2%	1%	2%	4%	2%	2%	2%	1%	1%	2%	3%	1%	1%	3%	2%	2%	1%	1%	2%	3%	1%	*	1%	1%	1%	*	-
Definitely would not vote	(1)	119	47	72	21	25	25	22	19	8	15	35	21	48	31	19	43	23	3	11	47	-	-	-	-	6	6	5
		6%	5%	7%	9%	7%	7%	6%	6%	2%	3%	6%	5%	10%	6%	4%	9%	8%	2%	4%	5%	-	-	-	-	1%	2%	1%
Don't know		102	26	76	29	24	17	17	7	8	7	37	23	35	18	22	37	13	11	8	53	-	-	-	-	10	5	7
		5%	3%	7%	12%	7%	5%	5%	2%	2%	1%	7%	5%	7%	3%	4%	8%	5%	6%	3%	6%	-	-	-	-	2%	1%	2%
Mean		8.45	8.86	8.03	7.20	7.85	8.17	8.64	8.71	9.37	8.83	8.22	8.51	8.19	8.37	8.57	8.13	8.41	9.21	8.43	8.40	9.27	9.24	9.29	9.33	9.37	9.41	9.30
Standard deviation		2.62	2.33	2.84	3.04	2.78	2.80	2.59	2.57	1.67	2.12	2.82	2.45	3.02	2.64	2.38	2.97	2.74	1.88	2.47	2.60	1.39	1.38	1.44	1.41	1.46	1.57	1.47
Standard error		0.06	0.08	0.09	0.21	0.17	0.13	0.14	0.08	0.09	0.12	0.14	0.14	0.11	0.11	0.13	0.16	0.15	0.16	0.09	0.06	0.06	0.15	0.08	0.06	0.08	0.08	0.08

## Opinion Poll

### ONLINE Fieldwork : 25th - 27th February 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	2005	958	1047	235	278	287	398	350	457	566	616	317	506	543	482	509	308	163	245	823	513	492	88	335	619	368	325
Weighted base	2005	983	1022	238	338	338	357	298	436	536	556	437	477	541	521	481	281	180	248	875	455	494	135	242	534	359	363
Conservative	455 23%	246 25%	209 20%	48 20%	52 16%	66 20%	70 20%	73 25%	145 33%	168 31%	140 25%	87 20%	60 13%	150 28%	121 23%	100 21%	67 24%	18 10%	43 17%	196 22%	455 100%	-	-	-	321 60%	23 6%	36 10%
Labour	494 25%	258 26%	237 23%	56 24%	98 29%	91 27%	107 30%	63 21%	78 18%	132 25%	120 22%	107 25%	135 28%	131 24%	148 28%	129 27%	57 20%	29 16%	85 34%	209 24%	-	494 100%	-	-	19 4%	247 69%	90 25%
Liberal Democrat	135 7%	73 7%	63 6%	12 5%	32 10%	20 6%	18 5%	19 6%	35 8%	51 10%	24 4%	34 8%	25 5%	38 7%	31 6%	26 5%	27 9%	14 8%	14 6%	68 8%	-	-	135 100%	-	12 2%	7 2%	100 27%
SNP	58 3%	38 4%	20 2%	3 1%	3 1%	14 4%	13 4%	14 5%	11 3%	13 2%	15 3%	12 3%	18 4%	-	-	-	-	58 32%	7 3%	26 3%	-	-	-	-	2 *	10 3%	9 2%
Plaid Cymru	7 *	4 *	3 *	-	2 1%	-	2 1%	2 1%	-	* *	1 *	4 1%	2 *	-	-	-	7 2%	-	1 *	3 *	-	-	-	-	* *	-	-
The UK Independence Party	242 12%	145 15%	97 9%	10 4%	23 7%	29 9%	43 12%	49 16%	89 20%	39 7%	60 11%	77 18%	66 14%	58 11%	84 16%	49 10%	37 13%	14 8%	20 8%	99 11%	-	-	-	242 100%	98 18%	22 6%	36 10%
The Green Party	87 4%	39 4%	48 5%	17 7%	18 5%	18 5%	12 3%	11 4%	10 2%	28 5%	33 6%	12 3%	14 3%	30 6%	22 4%	17 4%	11 4%	8 4%	12 5%	44 5%	-	-	-	-	1 *	14 4%	27 7%
The British National Party	5 *	3 *	2 *	1 *	1 *	-	3 1%	1 *	1 *	-	1 *	1 *	4 1%	1 *	2 *	3 1%	-	-	1 *	1 *	-	-	-	-	-	1 *	-
Some other party	5 *	3 *	3 *	-	2 1%	-	-	3 1%	* *	3 *	-	-	3 1%	* *	2 *	2 *	-	1 *	-	2 *	-	-	-	-	-	-	3 1%
Would not vote	144 7%	57 6%	87 9%	32 13%	31 9%	27 8%	26 7%	20 7%	9 2%	19 4%	54 10%	23 5%	49 10%	42 8%	23 4%	51 11%	23 8%	5 3%	15 6%	63 7%	-	-	-	-	6 1%	7 2%	6 2%
Rather not say	27 1%	8 1%	18 2%	5 2%	8 2%	6 2%	4 1%	2 1%	3 1%	4 1%	8 2%	-	14 3%	5 1%	8 1%	11 2%	1 *	2 1%	10 4%	6 1%	-	-	-	-	1 *	2 *	2 1%
Don't know	344 17%	109 11%	235 23%	55 23%	66 20%	67 20%	60 17%	40 14%	56 13%	78 15%	100 18%	81 18%	86 18%	86 16%	82 16%	93 19%	52 19%	32 18%	42 17%	157 18%	-	-	-	-	72 14%	27 7%	56 15%

## Opinion Poll

### ONLINE Fieldwork : 25th - 27th February 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	1285	676	609	114	158	167	264	234	348	385	386	206	308	356	313	310	194	112	152	519	414	394	71	270	465	285	223
Weighted base	1193	669	524	100	175	185	222	192	319	348	320	263	262	324	323	262	163	121	140	516	364	392	109	195	386	276	250
Conservative	364 31%	203 30%	161 31%	33 33%	39 22%	54 29%	56 25%	58 30%	125 39%	135 39%	113 35%	69 26%	46 18%	118 36%	97 30%	80 30%	55 34%	14 12%	31 22%	156 30%	364 100%	-	-	-	273 71%	20 7%	29 12%
Labour	392 33%	212 32%	180 34%	39 39%	73 41%	69 37%	91 41%	53 28%	66 21%	104 30%	96 30%	84 32%	108 41%	105 32%	115 36%	104 40%	43 27%	24 20%	67 48%	164 32%	-	392 100%	-	-	16 4%	210 76%	74 30%
Liberal Democrat	109 9%	60 9%	48 9%	8 8%	23 13%	15 8%	15 7%	17 9%	31 10%	43 12%	19 6%	28 11%	18 7%	32 10%	25 8%	19 7%	22 13%	12 10%	11 8%	53 10%	-	-	109 100%	-	11 3%	6 2%	84 34%
SNP	52 4%	34 5%	18 3%	3 3%	3 1%	13 7%	12 5%	13 7%	10 3%	11 3%	13 4%	11 4%	17 6%	-	-	-	-	52 43%	6 4%	23 5%	-	-	-	-	2 1%	9 3%	8 3%
Plaid Cymru	5 *	3 *	2 *	-	2 1%	-	1 1%	2 1%	-	* *	1 *	3 1%	1 1%	-	-	-	5 3%	-	1 *	2 *	-	-	-	-	* *	-	-
The UK Independence Party	195 16%	120 18%	75 14%	5 5%	19 11%	20 11%	35 16%	39 20%	77 24%	32 9%	50 16%	58 22%	55 21%	45 14%	66 20%	41 16%	30 18%	12 10%	14 10%	80 15%	-	-	-	195 100%	83 22%	19 7%	31 12%
The Green Party	69 6%	32 5%	37 7%	12 12%	15 9%	15 8%	10 4%	9 5%	8 3%	21 6%	27 8%	10 4%	11 4%	24 7%	17 5%	13 5%	8 5%	6 5%	10 7%	35 7%	-	-	-	-	1 *	12 4%	22 9%
The British National Party	4 *	3 *	2 *	* *	1 *	-	2 1%	1 *	1 *	-	1 *	1 *	3 1%	* *	1 *	3 1%	-	-	1 1%	1 *	-	-	-	-	-	1 *	-
Some other party	4 *	2 *	2 *	-	1 1%	-	-	2 1%	* *	2 *	-	-	2 1%	* *	1 *	1 1%	-	1 *	-	1 *	-	-	-	-	-	-	2 1%

**Opinion Poll**  
**ONLINE Fieldwork : 25th - 27th February 2015**

Absolutes/col percents

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

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2005	2005
Weighted base	2005	2005
Male	958 48%	983 49%
Female	1047 52%	1022 51%

**Opinion Poll**  
**ONLINE Fieldwork : 25th - 27th February 2015**

Absolutes/col percents

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

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2005	2005
Weighted base	2005	2005
18-24	235 12%	238 12%
25-34	278 14%	338 17%
35-44	287 14%	338 17%
45-54	398 20%	357 18%
55-64	350 17%	298 15%
65+	457 23%	436 22%
Average age	48.71	47.37

**Opinion Poll**  
**ONLINE Fieldwork : 25th - 27th February 2015**

Absolutes/col percents

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

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2005	2005
Weighted base	2005	2005
AB	566 28%	536 27%
C1	616 31%	556 28%
C2	317 16%	437 22%
DE	506 25%	477 24%
NET: ABC1	1182 59%	1092 54%
NET: C2DE	823 41%	913 46%

**Opinion Poll**  
**ONLINE Fieldwork : 25th - 27th February 2015**

Absolutes/col percents

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

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2005	2005
Weighted base	2005	2005
Scotland	163 8%	180 9%
North East	90 4%	80 4%
North West	223 11%	221 11%
Yorkshire & Humberside	196 10%	180 9%
West Midlands	162 8%	180 9%
East Midlands	130 6%	140 7%
Wales	110 5%	100 5%
Eastern	190 9%	200 10%
London	262 13%	261 13%
South East	281 14%	281 14%
South West	198 10%	180 9%

**Opinion Poll**  
**ONLINE Fieldwork : 25th - 27th February 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	2005	2005
Weighted base	2005	2005
NET: Working	1068 53%	1123 56%
Working full time - working 30 hours per week or more	808 40%	882 44%
Working part time - working between 8 and 29 hours per week	260 13%	241 12%
NET: Not working	937 47%	882 44%
Not working but seeking work or temporarily unemployed or sick	87 4%	95 5%
Not working and not seeking work/ student	168 8%	157 8%
Retired on a state pension only	136 7%	139 7%
Retired with a private pension	371 19%	331 17%
House person, housewife, househusband, etc.	175 9%	160 8%



**Opinion Poll**  
**ONLINE Fieldwork : 25th - 27th February 2015**

Absolutes/col percents

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

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2005	2005
Weighted base	2005	2005
NET: Homeowners	1358 68%	1303 65%
Owned outright - without mortgage	734 37%	662 33%
Owned with a mortgage or loan	624 31%	642 32%
NET: Renters	605 30%	654 33%
Rented from the council	133 7%	281 14%
Rented from a housing association	184 9%	134 7%
Rented from someone else	288 14%	240 12%
Rent free	42 2%	48 2%

**Opinion Poll**  
**ONLINE Fieldwork : 25th - 27th February 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	2005	2005
Weighted base	2005	2005
Yes	1200 60%	1223 61%
No	805 40%	782 39%

**Opinion Poll**  
**ONLINE Fieldwork : 25th - 27th February 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	2005	2005
Weighted base	2005	2005
No cars in the household	396 20%	421 21%
NET: Any	1609 80%	1584 79%
1	1063 53%	842 42%
2	457 23%	561 28%
3+	89 4%	180 9%

**Opinion Poll**  
**ONLINE Fieldwork : 25th - 27th February 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	2005	2005
Weighted base	2005	2005
Conservative	629 31%	561 28%
Labour	576 29%	581 29%
Liberal Democrat	126 6%	200 10%
SNP	53 3%	53 3%
Plaid Cymru	8 *	6 *
Green	77 4%	64 3%
UKIP	247 12%	120 6%
BNP	8 *	6 *
Another party	13 1%	11 1%
None	268 13%	401 20%