

Opinion Poll

ONLINE Fieldwork : 24th-26th 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	2072	1045	1027	245	328	367	381	322	429	608	606	349	509	565	546	514	272	175	268	878	523	584	118	284	562	411	370
Weighted base	2072	1015	1057	246	349	349	369	308	451	554	574	451	493	559	539	497	290	186	271	889	520	565	132	218	545	407	381
Absolutely certain to vote	(10) 1303	694	609	116	170	216	232	207	361	364	360	284	294	363	327	305	171	137	177	540	394	425	92	158	441	322	272
	63%	68%	58%	47%	49%	62%	63%	67%	80%	66%	63%	63%	60%	65%	61%	61%	59%	73%	65%	61%	76%	75%	70%	73%	81%	79%	71%
	(9) 215	97	118	21	44	41	37	39	33	62	54	41	58	63	56	52	32	12	30	97	62	66	19	32	50	43	53
	10%	10%	11%	8%	13%	12%	10%	13%	7%	11%	9%	9%	12%	11%	10%	11%	11%	6%	11%	11%	12%	12%	15%	15%	9%	11%	14%
	(8) 114	62	51	28	27	17	13	13	16	35	36	22	21	40	32	15	20	7	15	53	27	31	8	14	21	10	18
	5%	6%	5%	11%	8%	5%	4%	4%	4%	6%	6%	5%	4%	7%	6%	3%	7%	4%	5%	6%	5%	5%	6%	7%	4%	3%	5%
	(7) 106	47	59	18	31	14	19	14	12	32	25	31	18	23	28	24	18	13	11	53	21	26	10	5	16	12	14
	5%	5%	6%	7%	9%	4%	5%	4%	3%	6%	4%	7%	4%	4%	5%	5%	6%	7%	4%	6%	4%	5%	8%	2%	3%	3%	4%
	(6) 28	8	20	7	8	4	6	2	1	9	6	7	6	10	5	5	7	1	3	13	3	10	-	4	4	3	3
	1%	1%	2%	3%	2%	1%	2%	1%	*	2%	1%	2%	1%	2%	1%	1%	3%	*	1%	1%	1%	2%	-	2%	1%	1%	1%
	(5) 38	10	29	9	9	7	4	4	5	8	15	7	8	9	13	13	3	1	5	16	5	4	-	3	2	*	5
	2%	1%	3%	4%	3%	2%	1%	1%	1%	2%	3%	1%	2%	2%	2%	3%	1%	*	2%	2%	1%	1%	-	1%	*	*	1%
	(4) 12	3	9	1	3	1	4	1	3	3	2	4	3	3	6	3	-	-	-	4	2	1	2	-	2	-	4
	1%	*	1%	*	1%	*	1%	*	1%	*	*	1%	1%	1%	1%	1%	-	-	-	1%	*	*	1%	-	*	-	1%
	(3) 21	8	13	4	5	4	9	-	-	2	10	5	4	3	7	6	4	1	4	12	5	2	-	*	-	-	3
	1%	1%	1%	1%	1%	1%	2%	-	-	*	2%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	-	*	-	-	1%
	(2) 12	2	9	2	2	3	3	-	1	4	*	5	2	1	1	8	1	-	-	7	1	-	-	2	3	1	-
	1%	*	1%	1%	1%	1%	1%	-	*	1%	*	1%	*	*	*	2%	*	-	-	1%	*	-	-	1%	1%	*	-
Definitely would not vote	(1) 137	63	74	20	28	26	31	21	11	19	33	30	54	25	28	43	29	11	14	54	-	-	-	-	1	8	6
	7%	6%	7%	8%	8%	7%	8%	7%	3%	3%	6%	7%	11%	5%	5%	9%	10%	6%	5%	6%	-	-	-	-	*	2%	2%
Don't know	86	21	66	21	24	16	12	6	7	15	32	16	23	20	34	23	4	5	13	42	-	-	-	-	5	5	3
	4%	2%	6%	9%	7%	4%	3%	2%	2%	3%	6%	4%	5%	4%	6%	5%	1%	3%	5%	5%	-	-	-	-	1%	1%	1%
Mean	8.68	8.89	8.48	8.08	8.23	8.61	8.46	8.91	9.41	9.00	8.73	8.60	8.35	8.94	8.73	8.43	8.35	9.02	8.91	8.66	9.48	9.50	9.41	9.45	9.61	9.50	9.29
Standard deviation	2.55	2.39	2.69	2.82	2.74	2.68	2.84	2.40	1.71	2.07	2.48	2.62	2.99	2.20	2.43	2.87	2.86	2.32	2.31	2.52	1.22	1.08	1.12	1.22	1.09	1.50	1.64
Standard error	0.06	0.07	0.09	0.18	0.16	0.14	0.15	0.13	0.08	0.08	0.10	0.14	0.14	0.09	0.11	0.13	0.18	0.18	0.14	0.09	0.05	0.04	0.10	0.07	0.05	0.07	0.09

Opinion Poll

ONLINE Fieldwork : 24th-26th April 2015

Absolutes/col percents

Table 2

Q.2 Which party will you vote for in the General Election on May 7th?**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	2072	1045	1027	245	328	367	381	322	429	608	606	349	509	565	546	514	272	175	268	878	523	584	118	284	562	411	370
Weighted base	2072	1015	1057	246	349	349	369	308	451	554	574	451	493	559	539	497	290	186	271	889	520	565	132	218	545	407	381
Conservative	520 25%	274 27%	246 23%	46 19%	65 19%	71 20%	83 23%	87 28%	169 38%	186 34%	146 25%	108 24%	79 16%	176 31%	142 26%	115 23%	75 26%	12 6%	54 20%	236 27%	520 100%	-	-	-	367 67%	26 6%	37 10%
Labour	565 27%	289 29%	275 26%	77 31%	106 30%	123 35%	94 25%	74 24%	91 20%	143 26%	151 26%	114 25%	157 32%	163 29%	119 22%	149 30%	80 28%	53 28%	101 37%	235 26%	-	565 100%	-	-	31 6%	288 71%	114 30%
Liberal Democrat	132 6%	71 7%	61 6%	16 6%	16 5%	17 5%	26 7%	15 5%	42 9%	34 6%	45 8%	27 6%	27 5%	45 8%	34 6%	22 5%	18 6%	13 7%	15 6%	49 6%	-	-	132 100%	-	19 4%	5 1%	85 22%
SNP	68 3%	41 4%	27 3%	3 1%	14 4%	5 1%	15 4%	22 7%	9 2%	13 2%	15 3%	21 5%	19 4%	-	-	-	-	68 36%	7 2%	36 4%	-	-	-	-	-	14 3%	4 1%
Plaid Cymru	5 *	2 *	2 *	1 *	-	-	1 *	* *	2 *	1 *	2 *	-	2 *	-	-	-	5 2%	-	1 *	2 *	-	-	-	-	-	1 *	-
The UK Independence Party	218 11%	115 11%	103 10%	8 3%	33 10%	24 7%	45 12%	42 14%	67 15%	49 9%	45 8%	65 14%	59 12%	52 9%	79 15%	49 10%	36 12%	2 1%	19 7%	88 10%	-	-	-	218 100%	68 12%	26 6%	41 11%
The Green Party	80 4%	32 3%	48 5%	20 8%	17 5%	11 3%	11 3%	14 5%	6 1%	26 5%	22 4%	12 3%	20 4%	19 3%	26 5%	21 4%	13 5%	1 *	10 4%	39 4%	-	-	-	-	7 1%	7 2%	29 8%
Some other party	7 *	5 *	2 *	* *	* *	2 1%	2 1%	2 1%	-	3 1%	3 1%	-	1 *	* *	1 *	3 1%	2 1%	* *	2 1%	3 *	-	-	-	-	2 *	-	1 *
Would not vote	162 8%	70 7%	92 9%	25 10%	35 10%	33 9%	35 9%	23 7%	11 3%	23 4%	44 8%	38 8%	57 12%	28 5%	34 6%	58 12%	29 10%	13 7%	16 6%	73 8%	-	-	-	-	2 *	9 2%	7 2%
Rather not say	37 2%	15 2%	22 2%	5 2%	4 1%	10 3%	7 2%	5 2%	5 1%	11 2%	16 3%	8 2%	2 *	16 3%	12 2%	5 1%	4 1%	-	4 1%	21 2%	-	-	-	-	10 2%	2 *	-
Don't know	279 13%	101 10%	178 17%	45 18%	59 17%	53 15%	51 14%	23 7%	48 11%	65 12%	86 15%	59 13%	70 14%	59 11%	91 17%	73 15%	30 11%	26 14%	41 15%	108 12%	-	-	-	-	39 7%	29 7%	64 17%

Opinion Poll

ONLINE Fieldwork : 24th-26th April 2015

Absolutes/col percents

Table 3

Q.2 Which party will you vote for in the General Election on May 7th?**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	1397	699	697	145	202	231	253	236	328	429	403	229	335	391	364	332	188	122	183	585	435	486	96	236	441	324	266
Weighted base	1315	651	663	131	198	207	225	216	337	372	357	280	305	375	331	301	184	123	175	553	430	469	107	180	422	316	265
Conservative	430	218	212	34	50	57	67	74	149	153	122	90	66	144	120	95	61	10	45	190	430	-	-	-	319	22	30
	33%	33%	32%	26%	25%	27%	30%	34%	44%	41%	34%	32%	22%	38%	36%	31%	33%	9%	26%	34%	100%	-	-	-	75%	7%	11%
Labour	469	225	244	60	83	102	79	65	81	117	126	91	134	134	98	130	63	44	84	190	-	469	-	-	26	248	97
	36%	35%	37%	45%	42%	49%	35%	30%	24%	31%	35%	33%	44%	36%	30%	43%	34%	36%	48%	34%	-	100%	-	-	6%	79%	37%
Liberal Democrat	107	55	52	13	13	15	19	12	36	28	38	20	22	38	26	18	15	10	13	39	-	-	107	-	14	4	73
	8%	9%	8%	10%	6%	7%	9%	6%	11%	8%	11%	7%	7%	10%	8%	6%	8%	8%	8%	7%	-	-	100%	-	3%	1%	27%
SNP	57	33	25	2	12	4	12	19	8	11	13	17	16	-	-	-	-	57	6	31	-	-	-	-	-	12	3
	4%	5%	4%	2%	6%	2%	5%	9%	2%	3%	4%	6%	5%	-	-	-	-	47%	3%	6%	-	-	-	-	-	4%	1%
Plaid Cymru	4	2	2	1	-	-	1	*	2	1	1	-	2	-	-	-	4	-	1	2	-	-	-	-	-	1	-
	*	*	*	1%	-	-	*	*	*	*	*	-	1%	-	-	-	2%	-	1%	*	-	-	-	-	-	*	-
The UK Independence Party	180	90	90	6	27	19	37	33	58	40	37	52	50	44	66	41	28	1	17	70	-	-	-	180	57	23	37
	14%	14%	14%	4%	14%	9%	17%	15%	17%	11%	11%	19%	16%	12%	20%	13%	15%	1%	10%	13%	-	-	-	100%	13%	7%	14%
The Green Party	62	24	38	15	13	9	9	11	4	20	17	10	15	15	21	15	11	*	7	30	-	-	-	-	6	6	24
	5%	4%	6%	11%	7%	4%	4%	5%	1%	5%	5%	4%	5%	4%	6%	5%	6%	*	4%	5%	-	-	-	-	1%	2%	9%
Some other party	6	4	2	*	*	2	2	1	-	3	2	-	1	*	1	3	1	*	2	2	-	-	-	-	1	-	1
	*	1%	*	*	*	1%	1%	1%	-	1%	1%	-	*	*	*	1%	1%	*	1%	*	-	-	-	-	*	-	*

Opinion Poll
ONLINE Fieldwork : 24th-26th April 2015

Absolutes/col percents

Table 4
Gender
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2072	2072
Weighted base	2072	2072
Male	1045 50%	1015 49%
Female	1027 50%	1057 51%

Opinion Poll
ONLINE Fieldwork : 24th-26th April 2015

Absolutes/col percents

Table 5
Age
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2072	2072
Weighted base	2072	2072
18-24	245 12%	246 12%
25-34	328 16%	349 17%
35-44	367 18%	349 17%
45-54	381 18%	369 18%
55-64	322 16%	308 15%
65+	429 21%	451 22%
Average age	47.21	47.16

Opinion Poll
ONLINE Fieldwork : 24th-26th April 2015

Absolutes/col percents

Table 6
Social Grade
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2072	2072
Weighted base	2072	2072
AB	608 29%	554 27%
C1	606 29%	574 28%
C2	349 17%	451 22%
DE	509 25%	493 24%
NET: ABC1	1214 59%	1128 54%
NET: C2DE	858 41%	944 46%

Opinion Poll
ONLINE Fieldwork : 24th-26th April 2015

Absolutes/col percents

Table 7
GO Region
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2072	2072
Weighted base	2072	2072
Scotland	175 8%	186 9%
North East	85 4%	83 4%
North West	234 11%	228 11%
Yorkshire & Humberside	195 9%	186 9%
West Midlands	202 10%	186 9%
East Midlands	143 7%	145 7%
Wales	94 5%	104 5%
Eastern	201 10%	207 10%
London	255 12%	269 13%
South East	310 15%	290 14%
South West	178 9%	186 9%

Opinion Poll
ONLINE Fieldwork : 24th-26th April 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	2072	2072
Weighted base	2072	2072
NET: Working	1146 55%	1160 56%
Working full time - working 30 hours per week or more	809 39%	912 44%
Working part time - working between 8 and 29 hours per week	337 16%	249 12%
NET: Not working	926 45%	912 44%
Not working but seeking work or temporarily unemployed or sick	118 6%	113 5%
Not working and not seeking work/ student	181 9%	170 8%
Retired on a state pension only	124 6%	124 6%
Retired with a private pension	333 16%	342 16%
House person, housewife, househusband, etc.	170 8%	163 8%

Opinion Poll
ONLINE Fieldwork : 24th-26th April 2015

Absolutes/col percents

Table 9
Tenure
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2072	2072
Weighted base	2072	2072
NET: Homeowners	1274 61%	1347 65%
Owned outright - without mortgage	658 32%	684 33%
Owned with a mortgage or loan	616 30%	663 32%
NET: Renters	761 37%	696 34%
Rented from the council	170 8%	290 14%
Rented from a housing association	207 10%	135 7%
Rented from someone else	384 19%	271 13%
Rent free	37 2%	29 1%

Opinion Poll
ONLINE Fieldwork : 24th-26th April 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	2072	2072
Weighted base	2072	2072
Yes	1233 60%	1264 61%
No	839 40%	808 39%

Opinion Poll
ONLINE Fieldwork : 24th-26th April 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	2072	2072
Weighted base	2072	2072
No cars in the household	434 21%	435 21%
NET: Any	1638 79%	1637 79%
1	1091 53%	870 42%
2	444 21%	580 28%
3+	103 5%	186 9%

Opinion Poll
ONLINE Fieldwork : 24th-26th April 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	2072	2072
Weighted base	2072	2072
Conservative	622 30%	622 30%
Labour	659 32%	622 30%
Liberal Democrat	189 9%	207 10%
SNP	67 3%	65 3%
Plaid Cymru	6 *	4 *
Green	85 4%	61 3%
UKIP	208 10%	114 6%
BNP	5 *	6 *
Another party	13 1%	9 *
None	218 11%	363 18%