

Opinion Poll

ONLINE Fieldwork : 22nd-23rd 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	2051	1018	1033	216	274	376	385	337	463	591	603	347	510	536	520	501	311	183	245	907	528	547	117	287	589	424	323	
Weighted base	2051	1005	1046	244	345	345	366	304	446	548	569	447	487	554	533	492	287	185	240	909	494	533	131	226	534	398	325	
Absolutely certain to vote	(10) 1277	682	595	111	160	206	227	218	356	372	355	261	289	336	318	305	188	131	148	538	370	404	96	165	425	325	233	
		62%	68%	57%	45%	46%	60%	62%	71%	80%	68%	62%	58%	59%	61%	60%	62%	65%	71%	62%	59%	75%	76%	73%	73%	80%	82%	72%
	(9)	225	110	115	37	37	42	45	25	39	79	56	52	38	55	49	62	38	19	43	103	64	60	19	27	54	37	52
		11%	11%	11%	15%	11%	12%	12%	8%	9%	14%	10%	12%	8%	10%	9%	13%	13%	10%	18%	11%	13%	11%	15%	12%	10%	9%	16%
	(8)	103	53	50	19	30	13	16	10	15	26	29	24	23	35	31	23	9	4	10	43	27	23	5	20	26	14	14
		5%	5%	5%	8%	9%	4%	4%	3%	3%	5%	5%	5%	5%	6%	6%	5%	3%	2%	4%	5%	6%	4%	4%	9%	5%	4%	4%
	(7)	99	39	60	17	22	21	17	14	8	21	36	29	13	29	29	14	17	11	10	51	21	27	5	5	9	13	10
		5%	4%	6%	7%	6%	6%	5%	5%	2%	4%	6%	6%	3%	5%	5%	3%	6%	6%	4%	6%	4%	5%	4%	2%	2%	3%	3%
	(6)	26	8	18	5	10	2	6	2	1	9	7	4	6	10	6	5	4	1	-	13	-	7	2	2	5	1	2
		1%	1%	2%	2%	3%	1%	2%	1%	*	2%	1%	1%	1%	2%	1%	1%	1%	*	-	1%	-	1%	1%	1%	1%	*	1%
	(5)	40	15	25	5	16	3	5	5	5	9	11	9	11	8	12	3	6	2	17	6	9	3	3	1	3	2	
		2%	2%	2%	2%	5%	1%	1%	2%	1%	2%	2%	2%	2%	2%	2%	1%	3%	1%	2%	1%	2%	2%	1%	*	1%	1%	
	(4)	17	6	11	4	2	2	6	-	3	5	3	4	4	7	6	3	*	1	3	9	3	2	-	3	2	-	4
		1%	1%	1%	2%	1%	1%	2%	-	1%	1%	1%	1%	1%	1%	1%	1%	*	1%	1%	1%	1%	1%	*	-	1%	*	1%
	(3)	18	4	14	4	5	4	4	-	-	4	6	2	7	4	7	4	3	-	1	7	2	2	1	1	1	-	1
		1%	*	1%	2%	2%	1%	1%	-	-	1%	1%	*	1%	1%	1%	1%	1%	-	1%	1%	*	*	1%	*	*	-	*
	(2)	17	6	11	4	1	2	5	3	2	6	7	*	4	5	8	*	3	-	1	7	1	-	-	1	2	-	-
		1%	1%	1%	2%	*	1%	1%	1%	*	1%	1%	*	1%	1%	2%	*	1%	-	*	1%	*	-	-	*	*	-	-
Definitely would not vote	(1)	142	48	94	21	41	29	22	18	12	8	33	44	56	46	35	37	12	11	15	74	-	-	-	-	7	2	2
		7%	5%	9%	9%	12%	8%	6%	6%	3%	2%	6%	10%	12%	8%	7%	7%	4%	6%	6%	8%	-	-	-	-	1%	*	*
Don't know		88	34	55	17	21	20	14	9	6	9	26	17	36	15	35	28	10	-	6	47	-	-	-	-	1	2	4
		4%	3%	5%	7%	6%	6%	4%	3%	1%	2%	5%	4%	7%	3%	7%	6%	3%	-	3%	5%	-	-	-	-	*	1%	1%
Mean		8.64	8.99	8.30	8.03	7.83	8.53	8.66	8.96	9.41	9.16	8.68	8.41	8.19	8.45	8.53	8.69	8.94	8.91	8.84	8.50	9.50	9.47	9.45	9.40	9.51	9.64	9.45
Standard deviation		2.61	2.24	2.89	2.90	3.08	2.76	2.57	2.39	1.75	1.81	2.53	2.83	3.14	2.77	2.70	2.61	2.24	2.37	2.41	2.74	1.13	1.17	1.19	1.31	1.42	1.00	1.27
Standard error		0.06	0.07	0.09	0.20	0.19	0.15	0.13	0.13	0.08	0.08	0.10	0.15	0.14	0.12	0.12	0.12	0.13	0.17	0.16	0.09	0.05	0.05	0.11	0.08	0.06	0.05	0.07

Opinion Poll

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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	2051	1018	1033	216	274	376	385	337	463	591	603	347	510	536	520	501	311	183	245	907	528	547	117	287	589	424	323
Weighted base	2051	1005	1046	244	345	345	366	304	446	548	569	447	487	554	533	492	287	185	240	909	494	533	131	226	534	398	325
Conservative	494 24%	271 27%	223 21%	41 17%	45 13%	60 17%	100 27%	87 28%	161 36%	168 31%	141 25%	106 24%	79 16%	137 25%	148 28%	120 24%	63 22%	25 13%	33 14%	211 23%	494 100%	-	-	-	353 66%	20 5%	38 12%
Labour	533 26%	260 26%	272 26%	76 31%	93 27%	120 35%	92 25%	70 23%	82 18%	127 23%	146 26%	115 26%	145 30%	144 26%	118 22%	154 31%	69 24%	48 26%	91 38%	232 26%	-	533 100%	-	-	27 5%	286 72%	70 22%
Liberal Democrat	131 6%	71 7%	60 6%	15 6%	24 7%	18 5%	21 6%	21 7%	32 7%	52 10%	36 6%	23 5%	20 4%	41 7%	30 6%	18 4%	31 11%	10 5%	15 6%	64 7%	-	-	131 100%	-	10 2%	6 1%	86 26%
SNP	60 3%	28 3%	32 3%	4 2%	13 4%	10 3%	5 1%	21 7%	8 2%	11 2%	12 2%	11 3%	24 5%	-	-	-	-	60 32%	7 3%	28 3%	-	-	-	-	1 *	10 3%	4 1%
Plaid Cymru	9 *	5 1%	4 *	2 1%	1 *	1 *	2 *	2 1%	3 1%	4 1%	2 *	1 *	2 *	-	-	-	9 3%	-	3 1%	3 *	-	-	-	-	-	1 *	1 *
The UK Independence Party	226 11%	136 14%	90 9%	11 4%	33 10%	24 7%	47 13%	31 10%	80 18%	57 10%	59 10%	52 12%	59 12%	62 11%	68 13%	58 12%	34 12%	5 3%	18 7%	96 11%	-	-	-	226 100%	87 16%	28 7%	31 10%
The Green Party	80 4%	38 4%	42 4%	25 10%	21 6%	16 5%	6 2%	3 1%	8 2%	24 4%	22 4%	22 5%	12 2%	17 3%	24 5%	28 6%	10 3%	2 1%	15 6%	30 3%	-	-	-	-	3 *	5 1%	22 7%
The British National Party	1 *	1 *	1 *	-	1 *	-	1 *	-	-	-	-	-	1 *	-	1 *	1 *	-	-	-	1 *	-	-	-	-	1 *	-	-
Some other party	4 *	2 *	2 *	-	-	1 *	-	2 1%	2 *	* *	2 *	1 *	1 *	-	2 *	1 *	-	1 *	2 1%	1 *	-	-	-	-	-	1 *	2 1%
Would not vote	162 8%	57 6%	105 10%	22 9%	47 14%	31 9%	27 7%	21 7%	14 3%	11 2%	42 7%	48 11%	61 13%	51 9%	47 9%	38 8%	15 5%	11 6%	15 6%	83 9%	-	-	-	-	11 2%	2 *	3 1%
Rather not say	38 2%	13 1%	26 2%	6 3%	5 1%	9 3%	7 2%	6 2%	5 1%	15 3%	11 2%	5 1%	7 1%	14 3%	14 3%	5 1%	4 1%	1 1%	5 2%	20 2%	-	-	-	-	5 1%	1 *	1 *
Don't know	313 15%	123 12%	190 18%	42 17%	63 18%	56 16%	58 16%	42 14%	51 12%	78 14%	96 17%	62 14%	77 16%	88 16%	82 15%	68 14%	53 18%	22 12%	37 16%	139 15%	-	-	-	-	37 7%	38 9%	67 21%

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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	1370	685	686	133	159	241	250	240	347	415	395	229	332	349	345	337	207	133	160	590	441	452	95	233	462	334	225
Weighted base	1271	643	628	135	183	205	223	203	322	368	347	270	287	327	325	312	181	126	154	538	410	440	107	183	412	308	217
Conservative	410	213	197	30	38	50	82	74	136	139	117	87	66	112	125	99	53	21	29	174	410	-	-	-	302	17	33
	32%	33%	31%	22%	21%	25%	37%	36%	42%	38%	34%	32%	23%	34%	39%	32%	29%	16%	19%	32%	100%	-	-	-	73%	6%	15%
Labour	440	210	231	61	71	99	77	61	71	106	119	94	121	118	97	127	58	40	77	187	-	440	-	-	23	246	60
	35%	33%	37%	45%	39%	48%	35%	30%	22%	29%	34%	35%	42%	36%	30%	41%	32%	32%	50%	35%	-	100%	-	-	5%	80%	27%
Liberal Democrat	107	55	52	11	19	15	16	18	28	43	29	19	16	33	25	16	25	8	13	50	-	-	107	-	9	5	74
	8%	9%	8%	8%	10%	7%	7%	9%	9%	12%	8%	7%	6%	10%	8%	5%	14%	6%	8%	9%	-	-	100%	-	2%	2%	34%
SNP	51	22	29	3	11	9	4	17	7	10	11	10	21	-	-	-	-	51	6	24	-	-	-	-	1	9	3
	4%	3%	5%	2%	6%	4%	2%	9%	2%	3%	3%	4%	7%	-	-	-	-	41%	4%	4%	-	-	-	-	*	3%	1%
Plaid Cymru	8	4	4	2	1	*	1	2	2	4	2	1	2	-	-	-	8	-	2	3	-	-	-	-	-	1	1
	1%	1%	1%	1%	*	*	1%	1%	1%	1%	*	*	1%	-	-	-	5%	-	2%	1%	-	-	-	-	-	*	*
The UK Independence Party	183	106	77	8	24	19	37	27	69	45	48	42	49	50	55	46	28	4	14	73	-	-	-	183	75	24	26
	14%	17%	12%	6%	13%	9%	16%	13%	21%	12%	14%	15%	17%	15%	17%	15%	16%	3%	9%	14%	-	-	-	100%	18%	8%	12%
The Green Party	66	29	37	21	19	12	5	3	7	20	19	17	10	14	20	23	8	1	11	25	-	-	-	-	2	4	20
	5%	5%	6%	15%	10%	6%	2%	1%	2%	5%	6%	6%	3%	4%	6%	7%	5%	1%	7%	5%	-	-	-	-	1%	1%	9%
The British National Party	1	1	1	-	1	-	1	-	-	-	-	-	1	-	1	1	-	-	-	1	-	-	-	-	1	-	-
	*	*	*	-	*	-	*	-	-	-	-	-	*	-	*	*	-	-	-	*	-	-	-	-	*	-	-
Some other party	4	2	2	-	-	*	-	1	2	*	2	1	*	-	2	1	-	1	1	*	-	-	-	-	-	1	1
	*	*	*	-	-	*	-	1%	1%	*	1%	*	*	-	1%	*	-	1%	1%	*	-	-	-	-	-	*	1%

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Table 4
Gender
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2051	2051
Weighted base	2051	2051
Male	1018 50%	1005 49%
Female	1033 50%	1046 51%

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Table 5
Age
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2051	2051
Weighted base	2051	2051
18-24	216 11%	244 12%
25-34	274 13%	345 17%
35-44	376 18%	345 17%
45-54	385 19%	366 18%
55-64	337 16%	304 15%
65+	463 23%	446 22%
Average age	48.61	47.38

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Table 6
Social Grade
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2051	2051
Weighted base	2051	2051
AB	591 29%	548 27%
C1	603 29%	569 28%
C2	347 17%	447 22%
DE	510 25%	487 24%
NET: ABC1	1194 58%	1117 54%
NET: C2DE	857 42%	934 46%

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Table 7
GO Region
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2051	2051
Weighted base	2051	2051
Scotland	183 9%	185 9%
North East	88 4%	82 4%
North West	215 10%	226 11%
Yorkshire & Humberside	198 10%	185 9%
West Midlands	175 9%	185 9%
East Midlands	144 7%	144 7%
Wales	112 5%	103 5%
Eastern	201 10%	205 10%
London	222 11%	267 13%
South East	314 15%	287 14%
South West	199 10%	185 9%

Opinion Poll
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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	2051	2051
Weighted base	2051	2051
NET: Working	1152 56%	1149 56%
Working full time - working 30 hours per week or more	881 43%	902 44%
Working part time - working between 8 and 29 hours per week	271 13%	246 12%
NET: Not working	899 44%	902 44%
Not working but seeking work or temporarily unemployed or sick	99 5%	102 5%
Not working and not seeking work/ student	140 7%	160 8%
Retired on a state pension only	130 6%	129 6%
Retired with a private pension	378 18%	348 17%
House person, housewife, househusband, etc.	152 7%	163 8%

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Absolutes/col percents

Table 9
Tenure
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2051	2051
Weighted base	2051	2051
NET: Homeowners	1392 68%	1333 65%
Owned outright - without mortgage	752 37%	677 33%
Owned with a mortgage or loan	640 31%	656 32%
NET: Renters	618 30%	674 33%
Rented from the council	128 6%	287 14%
Rented from a housing association	163 8%	113 6%
Rented from someone else	327 16%	274 13%
Rent free	41 2%	44 2%

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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	2051	2051
Weighted base	2051	2051
Yes	1212 59%	1251 61%
No	839 41%	800 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	2051	2051
Weighted base	2051	2051
No cars in the household	376 18%	431 21%
NET: Any	1675 82%	1620 79%
1	1118 55%	861 42%
2	457 22%	574 28%
3+	100 5%	185 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	2051	2051
Weighted base	2051	2051
Conservative	661 32%	615 30%
Labour	642 31%	615 30%
Liberal Democrat	169 8%	205 10%
SNP	62 3%	50 2%
Plaid Cymru	11 1%	8 *
Green	81 4%	67 3%
UKIP	198 10%	113 5%
BNP	6 *	5 *
Another party	14 1%	13 1%
None	207 10%	359 17%