

Opinion Poll

ONLINE Fieldwork : 15th-16th 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	2048	1060	988	263	319	349	338	319	460	589	608	350	501	539	538	466	305	200	267	815	517	520	135	278	561	389	355
Weighted base	2048	1004	1044	243	345	345	365	304	446	547	568	446	487	553	532	492	287	184	293	854	505	525	147	215	533	393	349
Absolutely certain to vote	(10) 1238	648	590	95	174	194	199	223	352	367	337	253	281	332	319	290	165	132	168	490	369	370	86	176	421	314	232
	60%	65%	57%	39%	50%	56%	54%	73%	79%	67%	59%	57%	58%	60%	60%	59%	58%	72%	57%	57%	73%	71%	59%	82%	79%	80%	67%
	(9) 232	121	110	33	37	47	39	30	47	69	70	49	44	63	67	53	35	13	40	99	73	69	27	20	60	48	52
	11%	12%	11%	13%	11%	14%	11%	10%	10%	13%	12%	11%	9%	11%	13%	11%	12%	7%	14%	12%	14%	13%	18%	9%	11%	12%	15%
	(8) 136	63	73	26	17	30	27	20	15	39	41	35	21	31	35	37	22	11	20	65	30	44	15	8	22	14	37
	7%	6%	7%	11%	5%	9%	7%	7%	3%	7%	7%	8%	4%	6%	7%	8%	8%	6%	7%	8%	6%	8%	10%	4%	4%	3%	10%
	(7) 92	32	59	15	25	16	24	8	3	23	18	35	16	26	24	18	17	6	13	50	19	21	10	8	11	8	14
	4%	3%	6%	6%	7%	5%	7%	3%	1%	4%	3%	8%	3%	5%	4%	4%	6%	3%	5%	6%	4%	4%	7%	4%	2%	2%	4%
	(6) 44	12	32	13	10	8	10	1	2	7	12	12	14	12	13	6	9	3	10	21	7	10	6	2	4	3	3
	2%	1%	3%	5%	3%	2%	3%	*	1%	1%	2%	3%	3%	2%	2%	1%	3%	2%	4%	3%	1%	2%	4%	1%	1%	1%	1%
	(5) 24	13	11	3	13	4	2	-	1	3	13	5	3	9	9	4	3	1	4	13	4	5	2	*	4	-	1
	1%	1%	1%	1%	4%	1%	1%	-	*	1%	2%	1%	1%	2%	2%	1%	1%	*	1%	1%	1%	1%	2%	*	1%	-	*
	(4) 7	2	4	2	3	1	1	-	-	-	4	1	2	4	-	3	-	-	-	4	*	2	1	-	-	2	1
	*	*	*	1%	1%	*	*	-	-	-	1%	*	*	1%	-	1%	-	-	-	1%	*	*	1%	-	-	1%	*
	(3) 35	12	23	6	4	6	10	3	5	8	8	8	10	7	12	9	4	3	2	25	2	4	-	*	1	1	5
	2%	1%	2%	3%	1%	2%	3%	1%	1%	1%	1%	2%	2%	1%	2%	2%	1%	2%	1%	3%	*	1%	-	*	*	*	1%
	(2) 43	19	25	32	5	*	5	1	*	5	18	3	18	31	2	8	2	-	2	10	1	1	-	1	2	-	-
	2%	2%	2%	13%	2%	*	1%	*	*	1%	3%	1%	4%	6%	*	2%	1%	-	1%	1%	*	*	-	*	*	-	-
Definitely would not vote	(1) 127	56	71	9	37	25	29	10	17	14	32	26	54	29	26	49	22	2	23	46	-	-	-	-	6	3	1
	6%	6%	7%	4%	11%	7%	8%	3%	4%	3%	6%	6%	11%	5%	5%	10%	8%	1%	8%	5%	-	-	-	-	1%	1%	*
Don't know	70	25	45	9	20	12	19	8	3	12	14	20	24	10	27	14	7	12	10	31	-	-	-	-	2	*	2
	3%	3%	4%	4%	6%	3%	5%	3%	1%	2%	2%	4%	5%	2%	5%	3%	2%	7%	4%	4%	-	-	-	-	*	*	1%
Mean	8.56	8.77	8.35	7.48	7.93	8.53	8.30	9.26	9.34	9.09	8.49	8.56	8.02	8.39	8.74	8.30	8.48	9.38	8.53	8.51	9.49	9.38	9.14	9.63	9.53	9.60	9.32
Standard deviation	2.64	2.49	2.77	3.10	3.08	2.60	2.82	1.90	1.92	1.97	2.68	2.50	3.24	2.79	2.38	2.97	2.66	1.53	2.63	2.57	1.09	1.23	1.30	0.99	1.34	1.16	1.33
Standard error	0.06	0.08	0.09	0.19	0.18	0.14	0.16	0.11	0.09	0.08	0.11	0.14	0.15	0.12	0.10	0.14	0.15	0.11	0.16	0.09	0.05	0.05	0.11	0.06	0.06	0.06	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	2048	1060	988	263	319	349	338	319	460	589	608	350	501	539	538	466	305	200	267	815	517	520	135	278	561	389	355
Weighted base	2048	1004	1044	243	345	345	365	304	446	547	568	446	487	553	532	492	287	184	293	854	505	525	147	215	533	393	349
Conservative	505 25%	261 26%	244 23%	46 19%	60 17%	59 17%	83 23%	92 30%	165 37%	163 30%	152 27%	108 24%	82 17%	163 29%	147 28%	109 22%	70 24%	17 9%	50 17%	202 24%	505 100%	-	-	-	363 68%	17 4%	38 11%
Labour	525 26%	277 28%	248 24%	67 28%	100 29%	103 30%	91 25%	71 23%	92 21%	145 27%	135 24%	114 26%	130 27%	114 21%	125 24%	171 35%	69 24%	44 24%	101 35%	224 26%	-	525 100%	-	-	23 4%	282 72%	94 27%
Liberal Democrat	147 7%	76 8%	71 7%	14 6%	20 6%	32 9%	23 6%	20 7%	37 8%	58 11%	32 6%	29 6%	27 6%	38 7%	50 9%	25 5%	20 7%	15 8%	18 6%	65 8%	-	-	147 100%	-	16 3%	7 2%	93 27%
SNP	73 4%	47 5%	27 3%	2 1%	10 3%	13 4%	14 4%	20 7%	14 3%	17 3%	20 4%	15 3%	21 4%	-	-	-	-	73 40%	7 2%	36 4%	-	-	-	-	2 *	9 2%	6 2%
Plaid Cymru	6 *	3 *	3 *	2 1%	1 *	2 *	1 *	* *	* *	2 *	2 *	1 *	1 *	-	-	-	6 2%	-	2 1%	3 *	-	-	-	-	-	2 1%	-
The UK Independence Party	215 10%	140 14%	74 7%	12 5%	18 5%	39 11%	38 11%	40 13%	68 15%	48 9%	49 9%	52 12%	65 13%	70 13%	65 12%	43 9%	32 11%	5 3%	11 4%	99 12%	-	-	-	215 100%	77 14%	30 8%	32 9%
The Green Party	72 3%	28 3%	44 4%	22 9%	15 4%	9 3%	11 3%	8 3%	7 1%	23 4%	26 5%	11 2%	12 2%	32 6%	10 2%	19 4%	10 3%	1 1%	7 2%	29 3%	-	-	-	-	3 1%	4 1%	23 7%
The British National Party	4 *	3 *	2 *	-	4 1%	1 *	-	-	-	-	-	3 1%	2 *	2 *	1 *	2 *	-	-	-	3 *	-	-	-	-	1 *	-	-
Some other party	6 *	2 *	4 *	-	2 1%	1 *	-	-	3 1%	3 1%	3 1%	-	-	1 *	3 1%	-	2 1%	-	3 1%	1 *	-	-	-	-	2 *	-	1 *
Would not vote	177 9%	78 8%	98 9%	43 18%	41 12%	26 8%	34 9%	11 4%	21 5%	20 4%	53 9%	33 7%	71 15%	61 11%	37 7%	53 11%	24 8%	2 1%	25 8%	63 7%	-	-	-	-	7 1%	3 1%	1 *
Rather not say	28 1%	5 *	23 2%	6 2%	6 2%	7 2%	5 1%	4 1%	1 *	6 1%	6 1%	11 2%	5 1%	7 1%	10 2%	3 1%	7 3%	1 *	4 1%	13 2%	-	-	-	-	1 *	1 *	1 *
Don't know	291 14%	84 8%	207 20%	30 12%	66 19%	52 15%	65 18%	38 12%	39 9%	62 11%	88 15%	70 16%	71 15%	66 12%	85 16%	67 14%	46 16%	26 14%	65 22%	117 14%	-	-	-	-	40 8%	36 9%	59 17%

Opinion Poll

ONLINE Fieldwork : 15th-16th 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	1366	723	643	151	190	225	221	229	349	423	399	222	321	362	353	305	201	145	169	535	432	425	107	228	443	302	249	
Weighted base	1273	654	619	125	181	208	213	213	333	384	346	266	277	344	325	300	175	129	165	526	420	427	114	180	417	303	240	
Conservative	420	203	217	36	48	47	67	79	143	136	126	91	67	136	122	89	59	15	43	161	420	-	-	-	315	15	31	
	33%	31%	35%	29%	27%	23%	32%	37%	43%	36%	37%	34%	24%	40%	37%	30%	34%	11%	26%	31%	100%	-	-	-	75%	5%	13%	
Labour	427	217	210	51	79	83	74	59	80	122	109	90	105	94	101	139	57	36	84	178	-	427	-	-	19	242	78	
	34%	33%	34%	41%	44%	40%	35%	28%	24%	32%	32%	34%	38%	27%	31%	46%	32%	28%	51%	34%	-	100%	-	-	4%	80%	33%	
Liberal Democrat	114	58	56	9	14	25	17	17	31	48	26	20	20	31	36	21	16	10	13	48	-	-	114	-	13	6	77	
	9%	9%	9%	8%	8%	12%	8%	8%	9%	12%	7%	8%	7%	9%	11%	7%	9%	8%	8%	9%	-	-	100%	-	3%	2%	32%	
SNP	63	39	25	2	9	11	12	18	12	15	18	12	18	-	-	-	-	63	6	30	-	-	-	-	2	8	5	
	5%	6%	4%	1%	5%	5%	6%	8%	4%	4%	5%	5%	7%	-	-	-	-	49%	4%	6%	-	-	-	-	*	3%	2%	
Plaid Cymru	5	2	3	2	1	1	1	*	*	1	2	1	1	-	-	-	5	-	2	3	-	-	-	-	-	2	-	
	*	*	*	1%	*	1%	*	*	*	*	1%	*	*	-	-	-	3%	-	1%	1%	-	-	-	-	-	-	1%	-
The UK Independence Party	180	112	67	8	14	32	33	34	59	40	42	42	55	58	55	36	27	4	9	82	-	-	-	180	65	27	27	
	14%	17%	11%	6%	8%	16%	15%	16%	18%	10%	12%	16%	20%	17%	17%	12%	15%	3%	5%	16%	-	-	-	100%	16%	9%	11%	
The Green Party	56	21	36	17	11	7	9	7	5	19	20	8	10	24	8	15	9	1	6	21	-	-	-	-	2	4	20	
	4%	3%	6%	13%	6%	4%	4%	3%	2%	5%	6%	3%	3%	7%	2%	5%	5%	1%	4%	4%	-	-	-	-	1%	1%	8%	
The British National Party	3	1	1	-	2	*	-	-	-	-	-	1	1	*	1	1	-	-	-	1	-	-	-	-	*	-	-	
	*	*	*	-	1%	*	-	-	-	-	-	*	1%	*	*	*	-	-	-	*	-	-	-	-	*	-	-	
Some other party	5	1	4	-	2	1	-	-	2	2	3	-	-	*	2	-	2	-	2	*	-	-	-	-	1	-	1	
	*	*	1%	-	1%	*	-	-	1%	1%	1%	-	-	*	1%	-	1%	-	1%	*	-	-	-	-	*	-	*	

Opinion Poll
ONLINE Fieldwork : 15th-16th April 2015

Absolutes/col percents

Table 4
Gender
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2048	2048
Weighted base	2048	2048
Male	1060 52%	1004 49%
Female	988 48%	1044 51%

Opinion Poll
ONLINE Fieldwork : 15th-16th April 2015

Absolutes/col percents

Table 5
Age
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2048	2048
Weighted base	2048	2048
18-24	263 13%	243 12%
25-34	319 16%	345 17%
35-44	349 17%	345 17%
45-54	338 17%	365 18%
55-64	319 16%	304 15%
65+	460 22%	446 22%
Average age	47.65	47.40

Opinion Poll
ONLINE Fieldwork : 15th-16th April 2015

Absolutes/col percents

Table 6
Social Grade
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2048	2048
Weighted base	2048	2048
AB	589 29%	547 27%
C1	608 30%	568 28%
C2	350 17%	446 22%
DE	501 24%	487 24%
NET: ABC1	1197 58%	1115 54%
NET: C2DE	851 42%	933 46%

Opinion Poll
ONLINE Fieldwork : 15th-16th April 2015

Absolutes/col percents

Table 7
GO Region
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2048	2048
Weighted base	2048	2048
Scotland	200 10%	184 9%
North East	75 4%	82 4%
North West	215 10%	225 11%
Yorkshire & Humberside	176 9%	184 9%
West Midlands	176 9%	184 9%
East Midlands	151 7%	143 7%
Wales	110 5%	102 5%
Eastern	211 10%	205 10%
London	258 13%	266 13%
South East	281 14%	287 14%
South West	195 10%	184 9%

Opinion Poll
ONLINE Fieldwork : 15th-16th 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	2048	2048
Weighted base	2048	2048
NET: Working	1082 53%	1147 56%
Working full time - working 30 hours per week or more	824 40%	901 44%
Working part time - working between 8 and 29 hours per week	258 13%	246 12%
NET: Not working	966 47%	901 44%
Not working but seeking work or temporarily unemployed or sick	89 4%	87 4%
Not working and not seeking work/ student	197 10%	160 8%
Retired on a state pension only	119 6%	122 6%
Retired with a private pension	409 20%	365 18%
House person, housewife, househusband, etc.	152 7%	167 8%

Opinion Poll
ONLINE Fieldwork : 15th-16th April 2015

Absolutes/col percents

Table 9
Tenure
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2048	2048
Weighted base	2048	2048
NET: Homeowners	1416 69%	1331 65%
Owned outright - without mortgage	740 36%	676 33%
Owned with a mortgage or loan	676 33%	655 32%
NET: Renters	599 29%	686 34%
Rented from the council	118 6%	287 14%
Rented from a housing association	165 8%	132 6%
Rented from someone else	316 15%	268 13%
Rent free	33 2%	31 2%

Opinion Poll
ONLINE Fieldwork : 15th-16th 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	2048	2048
Weighted base	2048	2048
Yes	1177 57%	1249 61%
No	871 43%	799 39%

Opinion Poll
ONLINE Fieldwork : 15th-16th 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	2048	2048
Weighted base	2048	2048
No cars in the household	416 20%	430 21%
NET: Any	1632 80%	1618 79%
1	1127 55%	860 42%
2	405 20%	573 28%
3+	100 5%	184 9%

Opinion Poll
ONLINE Fieldwork : 15th-16th 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	2048	2048
Weighted base	2048	2048
Conservative	626 31%	614 30%
Labour	620 30%	614 30%
Liberal Democrat	194 9%	205 10%
SNP	76 4%	59 3%
Plaid Cymru	13 1%	7 *
Green	101 5%	61 3%
UKIP	190 9%	113 5%
BNP	8 *	6 *
Another party	13 1%	10 *
None	207 10%	358 17%