

Opinion Poll

ONLINE Fieldwork : 11th - 12th 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	2041	1080	961	262	324	308	348	330	469	533	628	373	507	558	536	463	294	190	247	902	489	539	101	324	572	405	341	
Weighted base	2041	1000	1041	243	344	344	364	303	444	546	566	444	485	551	531	490	286	184	254	889	440	503	133	259	510	390	367	
Absolutely certain to vote	(10)	1155	648	506	88	142	181	205	204	334	310	300	248	297	309	300	257	158	131	146	456	300	325	81	192	381	269	253
		57%	65%	49%	36%	41%	53%	56%	67%	75%	57%	53%	56%	61%	56%	57%	52%	55%	71%	58%	51%	68%	65%	61%	74%	75%	69%	69%
	(9)	233	120	113	34	31	32	40	41	54	69	62	53	49	61	60	56	39	17	21	107	59	63	22	33	62	52	48
		11%	12%	11%	14%	9%	9%	11%	14%	12%	13%	11%	12%	10%	11%	11%	11%	14%	9%	8%	12%	13%	12%	17%	13%	12%	13%	13%
	(8)	139	63	76	20	52	36	14	13	4	46	42	33	18	37	36	39	18	9	20	79	37	41	9	11	25	26	24
		7%	6%	7%	8%	15%	10%	4%	4%	1%	8%	7%	7%	4%	7%	7%	8%	6%	5%	8%	9%	8%	8%	7%	4%	5%	7%	7%
	(7)	121	45	76	25	33	21	20	10	11	37	37	26	21	34	33	32	13	9	23	46	27	44	7	15	15	17	19
		6%	4%	7%	10%	10%	6%	6%	3%	2%	7%	6%	6%	4%	6%	6%	7%	5%	9%	9%	5%	6%	9%	5%	6%	3%	4%	5%
	(6)	48	16	32	9	11	12	10	6	*	5	18	18	8	11	16	15	6	1	12	21	5	11	2	2	4	8	8
		2%	2%	3%	4%	3%	3%	3%	2%	*	1%	3%	4%	2%	2%	3%	3%	2%	*	5%	2%	1%	2%	2%	1%	1%	2%	2%
	(5)	55	16	39	7	13	12	17	1	5	7	17	17	14	26	14	9	3	3	8	32	9	13	4	2	1	10	5
		3%	2%	4%	3%	4%	4%	5%	*	1%	1%	3%	4%	3%	5%	3%	2%	1%	2%	3%	4%	2%	3%	3%	1%	*	3%	1%
	(4)	13	6	7	1	4	4	4	1	-	3	7	-	3	5	5	2	1	-	1	10	2	1	3	1	*	1	1
		1%	1%	1%	*	1%	1%	1%	*	-	1%	1%	-	1%	1%	1%	*	*	-	*	1%	*	*	2%	*	*	*	*
	(3)	27	8	19	7	3	1	9	3	4	2	20	1	5	2	11	13	*	*	2	17	*	2	5	1	1	1	1
		1%	1%	2%	3%	1%	*	2%	1%	1%	*	3%	*	1%	*	2%	3%	*	*	1%	2%	*	*	4%	*	*	*	*
	(2)	35	7	28	12	10	1	5	2	5	10	17	4	5	18	5	4	7	2	4	17	-	2	-	1	2	-	-
		2%	1%	3%	5%	3%	*	1%	1%	1%	2%	3%	1%	1%	3%	1%	1%	2%	1%	1%	2%	-	*	-	1%	*	-	-
Definitely would not vote	(1)	122	51	71	17	29	16	29	14	17	27	27	29	40	35	30	38	16	4	10	57	-	-	-	-	11	2	1
		6%	5%	7%	7%	8%	5%	8%	5%	4%	5%	5%	6%	8%	6%	6%	8%	6%	2%	4%	6%	-	-	-	-	2%	*	*
Don't know		93	19	74	23	15	27	11	7	10	30	20	16	26	12	21	26	25	9	9	49	-	-	-	-	9	6	6
		5%	2%	7%	10%	4%	8%	3%	2%	2%	6%	3%	4%	5%	2%	4%	5%	9%	5%	3%	6%	-	-	-	-	2%	1%	2%
Mean		8.47	8.84	8.09	7.64	7.78	8.55	8.19	8.98	9.22	8.69	8.23	8.49	8.48	8.30	8.47	8.25	8.64	9.27	8.59	8.25	9.33	9.15	8.91	9.44	9.41	9.33	9.34
Standard deviation		2.62	2.33	2.83	2.96	2.87	2.36	2.90	2.25	2.09	2.39	2.71	2.54	2.80	2.75	2.57	2.78	2.53	1.75	2.31	2.73	1.21	1.45	1.90	1.25	1.57	1.36	1.30
Standard error		0.06	0.07	0.09	0.19	0.16	0.14	0.16	0.13	0.10	0.11	0.11	0.13	0.13	0.12	0.11	0.13	0.15	0.13	0.15	0.09	0.05	0.06	0.19	0.07	0.07	0.07	0.07

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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	2041	1080	961	262	324	308	348	330	469	533	628	373	507	558	536	463	294	190	247	902	489	539	101	324	572	405	341	
Weighted base	2041	1000	1041	243	344	344	364	303	444	546	566	444	485	551	531	490	286	184	254	889	440	503	133	259	510	390	367	
Conservative	440 22%	234 23%	206 20%	45 19%	69 20%	52 15%	64 18%	81 27%	128 29%	143 26%	125 22%	88 20%	84 17%	128 23%	129 24%	99 20%	67 23%	17 9%	40 16%	199 22%	440 100%	-	-	-	305 60%	12 3%	38 10%	
Labour	503 25%	273 27%	230 22%	56 23%	111 32%	98 29%	91 25%	69 23%	77 17%	124 23%	139 25%	112 25%	128 26%	140 25%	114 21%	156 32%	52 18%	41 22%	79 31%	231 26%	-	503 100%	-	-	29 6%	257 66%	85 23%	
Liberal Democrat	133 7%	73 7%	60 6%	12 5%	19 5%	27 8%	26 7%	16 5%	34 8%	38 7%	36 6%	32 7%	27 6%	33 6%	41 8%	27 6%	20 7%	12 7%	7 3%	66 7%	-	-	133 100%	-	9 2%	10 2%	87 24%	
SNP	66 3%	35 4%	31 3%	4 2%	13 4%	9 3%	13 3%	9 4%	18 3%	15 3%	20 4%	19 4%	12 3%	-	-	-	-	66 36%	6 2%	26 3%	-	-	-	-	* *	14 4%	7 2%	
Plaid Cymru	4 *	3 *	1 *	- -	1 *	- -	1 *	* *	2 *	1 *	1 *	1 *	1 *	-	-	-	4 1%	-	1 *	1 *	-	-	-	-	-	-	-	-
The UK Independence Party	259 13%	162 16%	97 9%	10 4%	19 6%	47 14%	60 17%	41 13%	81 18%	59 11%	59 10%	60 13%	81 17%	68 12%	93 17%	48 10%	38 13%	12 6%	28 11%	109 12%	-	-	-	259 100%	94 18%	31 8%	39 11%	
The Green Party	94 5%	35 3%	59 6%	36 15%	12 4%	11 3%	19 5%	9 3%	7 2%	33 6%	31 6%	12 3%	18 4%	32 6%	21 4%	21 4%	17 6%	3 1%	16 6%	32 4%	-	-	-	-	5 1%	4 1%	30 8%	
The British National Party	10 1%	7 1%	4 *	* *	4 1%	1 *	4 1%	- *	2 *	1 *	4 1%	4 1%	2 *	4 1%	4 1%	2 *	- -	- -	1 *	4 *	-	-	-	-	1 *	1 *	3 1%	
Some other party	14 1%	6 1%	8 1%	- -	4 1%	5 2%	1 *	2 1%	1 *	3 1%	2 *	5 1%	4 1%	4 1%	4 1%	5 1%	- -	1 1%	2 1%	10 1%	-	-	-	-	1 *	-	4 1%	
Would not vote	165 8%	63 6%	102 10%	31 13%	42 12%	17 5%	33 9%	16 5%	25 6%	35 6%	53 9%	31 7%	46 9%	54 10%	37 7%	45 9%	22 8%	6 3%	14 5%	76 9%	-	-	-	-	13 2%	2 *	1 *	
Rather not say	26 1%	8 1%	18 2%	4 2%	4 1%	8 2%	3 1%	5 2%	2 *	7 1%	9 2%	6 1%	3 1%	6 1%	12 2%	5 1%	2 1%	1 *	5 2%	10 1%	-	-	-	-	1 *	2 1%	1 *	
Don't know	327 16%	101 10%	226 22%	45 18%	45 13%	67 19%	49 14%	54 18%	68 15%	88 16%	85 15%	76 17%	79 16%	81 15%	76 14%	81 16%	64 22%	25 13%	55 21%	127 14%	-	-	-	-	52 10%	58 15%	73 20%	

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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	1324	767	557	145	186	190	230	228	344	352	400	241	330	356	348	297	188	135	158	572	395	424	78	263	439	299	234	
Weighted base	1209	676	533	120	181	192	217	194	305	335	321	263	290	322	317	279	163	127	146	518	355	391	100	213	379	271	244	
Conservative	355 29%	192 28%	162 30%	36 30%	49 27%	38 20%	50 23%	69 36%	113 37%	114 34%	99 31%	70 27%	71 24%	104 32%	102 32%	78 28%	56 35%	14 11%	31 21%	156 30%	355 100%	-	-	-	260 69%	9 3%	31 13%	
Labour	391 32%	220 32%	171 32%	39 32%	82 45%	76 39%	69 32%	59 31%	67 22%	98 29%	103 32%	87 33%	103 35%	108 34%	88 28%	120 43%	41 25%	33 26%	65 45%	175 34%	-	391 100%	-	-	25 7%	210 78%	72 30%	
Liberal Democrat	100 8%	58 9%	43 8%	9 7%	11 6%	20 10%	17 8%	14 7%	29 10%	32 10%	21 7%	27 10%	20 7%	26 8%	29 9%	19 7%	16 10%	10 8%	6 4%	44 8%	-	-	100 100%	-	7 2%	8 3%	72 30%	
SNP	57 5%	30 4%	27 5%	3 3%	11 6%	7 4%	11 5%	8 4%	16 5%	13 4%	18 6%	16 6%	10 4%	-	-	-	-	57 45%	5 4%	23 4%	-	-	-	-	*	13 5%	7 3%	
Plaid Cymru	3 *	2 *	1 *	-	1 1%	-	1 *	*	1 *	1 *	1 *	1 *	1 *	-	-	-	3 2%	-	1 1%	1 *	-	-	-	-	-	-	-	-
The UK Independence Party	213 18%	136 20%	77 14%	7 6%	14 8%	37 19%	50 23%	35 18%	71 23%	49 15%	48 15%	48 18%	68 24%	55 17%	77 24%	40 14%	32 20%	9 7%	21 15%	89 17%	-	-	-	213 100%	80 21%	26 10%	33 14%	
The Green Party	71 6%	28 4%	43 8%	27 22%	9 5%	9 4%	13 6%	7 4%	6 2%	24 7%	26 8%	9 3%	12 4%	23 7%	15 5%	16 6%	14 9%	2 2%	13 9%	21 4%	-	-	-	-	4 1%	4 1%	23 9%	
The British National Party	8 1%	5 1%	3 1%	*	2 1%	1 *	4 2%	-	1 *	1 *	3 1%	3 1%	1 *	2 1%	3 1%	2 1%	-	-	1 1%	2 *	-	-	-	-	*	1 *	3 1%	
Some other party	11 1%	5 1%	6 1%	-	3 2%	5 3%	1 *	1 1%	1 *	3 1%	2 1%	3 1%	3 1%	3 1%	3 1%	4 1%	-	1 1%	2 1%	7 1%	-	-	-	-	1 *	-	3 1%	

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Table 4
Gender
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2041	2041
Weighted base	2041	2041
Male	1080 53%	1000 49%
Female	961 47%	1041 51%

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Table 5
Age
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2041	2041
Weighted base	2041	2041
18-24	262 13%	243 12%
25-34	324 16%	344 17%
35-44	308 15%	344 17%
45-54	348 17%	364 18%
55-64	330 16%	303 15%
65+	469 23%	444 22%
Average age	47.76	47.23

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Table 6
Social Grade
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2041	2041
Weighted base	2041	2041
AB	533 26%	546 27%
C1	628 31%	566 28%
C2	373 18%	444 22%
DE	507 25%	485 24%
NET: ABC1	1161 57%	1111 54%
NET: C2DE	880 43%	930 46%

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Table 7
GO Region
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2041	2041
Weighted base	2041	2041
Scotland	190 9%	184 9%
North East	78 4%	82 4%
North West	187 9%	225 11%
Yorkshire & Humberside	198 10%	184 9%
West Midlands	167 8%	184 9%
East Midlands	153 7%	143 7%
Wales	110 5%	102 5%
Eastern	216 11%	204 10%
London	262 13%	265 13%
South East	296 15%	286 14%
South West	184 9%	184 9%

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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	2041	2041
Weighted base	2041	2041
NET: Working	1149 56%	1143 56%
Working full time - working 30 hours per week or more	916 45%	898 44%
Working part time - working between 8 and 29 hours per week	233 11%	245 12%
NET: Not working	892 44%	898 44%
Not working but seeking work or temporarily unemployed or sick	87 4%	103 5%
Not working and not seeking work/ student	174 9%	167 8%
Retired on a state pension only	164 8%	170 8%
Retired with a private pension	335 16%	307 15%
House person, housewife, househusband, etc.	132 6%	151 7%

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Absolutes/col percents

Table 9
Tenure
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2041	2041
Weighted base	2041	2041
NET: Homeowners	1420 70%	1327 65%
Owned outright - without mortgage	696 34%	674 33%
Owned with a mortgage or loan	724 35%	653 32%
NET: Renters	592 29%	685 34%
Rented from the council	120 6%	286 14%
Rented from a housing association	146 7%	124 6%
Rented from someone else	326 16%	275 13%
Rent free	29 1%	29 1%

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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	2041	2041
Weighted base	2041	2041
Yes	1182 58%	1245 61%
No	859 42%	796 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	2041	2041
Weighted base	2041	2041
No cars in the household	382 19%	429 21%
NET: Any	1659 81%	1612 79%
1	1181 58%	857 42%
2	386 19%	571 28%
3+	92 5%	184 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	2041	2041
Weighted base	2041	2041
Conservative	630 31%	571 28%
Labour	649 32%	592 29%
Liberal Democrat	150 7%	204 10%
SNP	62 3%	53 3%
Plaid Cymru	10 *	6 *
Green	81 4%	63 3%
UKIP	214 10%	122 6%
BNP	10 *	11 1%
Another party	10 *	9 *
None	225 11%	408 20%