

Opinion Poll

ONLINE Fieldwork : 13th - 15th 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	2013	1056	957	214	245	321	393	336	504	609	609	261	534	511	535	491	307	169	217	600	496	544	112	310	550	400	351	
Weighted base	2013	987	1026	239	339	339	359	299	438	538	558	439	478	544	523	483	282	181	287	840	499	510	127	222	543	387	361	
Absolutely certain to vote	(10)	1161	639	522	71	161	179	226	207	316	325	324	242	270	288	314	283	160	117	166	429	374	343	81	170	435	263	223
		58%	65%	51%	30%	48%	53%	63%	69%	72%	60%	58%	55%	57%	53%	60%	58%	57%	65%	58%	51%	75%	67%	64%	76%	80%	68%	62%
	(9)	260	123	137	12	54	49	40	43	63	94	60	54	53	67	64	66	40	24	41	99	65	86	14	26	57	63	71
		13%	12%	13%	5%	16%	14%	11%	14%	14%	17%	11%	12%	11%	12%	12%	14%	14%	13%	14%	12%	13%	17%	11%	12%	10%	16%	20%
	(8)	125	52	72	30	17	21	24	13	19	26	37	36	25	40	40	22	12	9	13	59	23	35	17	12	21	26	23
		6%	5%	7%	13%	5%	6%	7%	4%	4%	5%	7%	8%	5%	7%	8%	5%	4%	5%	5%	7%	5%	7%	14%	5%	4%	7%	6%
	(7)	91	27	64	14	20	22	15	14	7	29	26	12	24	22	29	13	19	8	27	29	21	29	8	1	12	19	21
		5%	3%	6%	6%	6%	6%	4%	5%	2%	5%	5%	3%	5%	4%	6%	3%	7%	5%	9%	3%	4%	6%	6%	1%	2%	5%	6%
	(6)	40	7	33	10	13	4	7	-	5	7	10	13	10	6	18	8	7	2	7	15	6	11	5	8	5	5	2
		2%	1%	3%	4%	4%	1%	2%	-	1%	1%	2%	3%	2%	1%	3%	2%	2%	1%	2%	2%	1%	2%	4%	3%	1%	1%	*
	(5)	44	25	19	10	13	4	3	5	8	6	18	6	14	9	10	10	8	7	5	20	7	4	*	2	5	-	9
		2%	3%	2%	4%	4%	1%	1%	2%	2%	1%	3%	1%	3%	2%	2%	2%	3%	4%	2%	2%	1%	1%	*	1%	1%	-	3%
	(4)	3	-	3	1	2	-	-	-	2	1	-	1	-	1	2	-	-	-	1	-	1	1	1	-	-	-	-
		*	-	*	*	1%	-	-	-	*	*	-	*	-	*	*	-	-	-	*	-	*	*	*	*	-	-	-
	(3)	12	7	5	2	1	7	2	-	3	1	3	5	4	1	5	1	*	*	9	*	-	-	2	-	*	-	
		1%	1%	*	1%	*	2%	1%	-	1%	*	1%	1%	1%	*	1%	*	*	*	1%	*	-	-	1%	-	*	-	
	(2)	48	18	30	33	5	3	3	3	2	16	14	10	9	19	18	11	*	*	7	33	1	*	*	1	1	2	3
		2%	2%	3%	14%	1%	1%	1%	1%	*	3%	2%	2%	2%	3%	3%	2%	*	*	2%	4%	*	*	*	1%	*	*	1%
Definitely would not vote	(1)	147	59	88	37	29	35	21	12	13	20	41	30	56	52	13	48	27	8	13	91	-	-	-	-	1	4	3
		7%	6%	9%	16%	9%	10%	6%	4%	3%	4%	7%	7%	12%	10%	3%	10%	9%	4%	5%	11%	-	-	-	-	*	1%	1%
Don't know		81	29	52	19	22	15	18	2	5	10	28	32	11	36	15	16	9	5	8	54	-	-	-	-	6	5	6
		4%	3%	5%	8%	6%	4%	5%	1%	1%	2%	5%	7%	2%	7%	3%	3%	3%	3%	3%	6%	-	-	-	-	1%	1%	2%
Mean		8.46	8.76	8.17	6.26	8.13	8.21	8.83	9.11	9.27	8.81	8.43	8.48	8.07	8.16	8.77	8.29	8.40	8.96	8.65	7.94	9.50	9.38	9.20	9.45	9.63	9.36	9.20
Standard deviation		2.73	2.53	2.89	3.61	2.85	2.95	2.38	2.05	1.83	2.31	2.76	2.70	3.11	3.04	2.23	3.00	2.77	2.14	2.39	3.18	1.10	1.11	1.29	1.34	1.00	1.38	1.52
Standard error		0.06	0.08	0.10	0.25	0.19	0.17	0.12	0.11	0.08	0.09	0.11	0.17	0.14	0.14	0.10	0.14	0.16	0.17	0.16	0.13	0.05	0.05	0.12	0.08	0.04	0.07	0.08

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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	2013	1056	957	214	245	321	393	336	504	609	609	261	534	511	535	491	307	169	217	600	496	544	112	310	550	400	351
Weighted base	2013	987	1026	239	339	339	359	299	438	538	558	439	478	544	523	483	282	181	287	840	499	510	127	222	543	387	361
Conservative	499	281	218	31	49	63	86	104	166	172	136	87	104	137	160	112	66	24	58	185	499	-	-	-	355	22	50
	25%	28%	21%	13%	14%	19%	24%	35%	38%	32%	24%	20%	22%	25%	31%	23%	24%	13%	20%	22%	100%	-	-	-	65%	6%	14%
Labour	510	262	248	54	101	109	97	69	79	118	144	112	136	124	122	150	83	31	98	193	-	510	-	-	30	283	85
	25%	27%	24%	23%	30%	32%	27%	23%	18%	22%	26%	26%	29%	23%	23%	31%	30%	17%	34%	23%	-	100%	-	-	6%	73%	24%
Liberal Democrat	127	61	66	11	40	9	17	14	35	47	40	26	14	43	28	28	14	14	18	48	-	-	127	-	8	4	95
	6%	6%	6%	5%	12%	3%	5%	5%	8%	9%	7%	6%	3%	8%	5%	6%	5%	8%	6%	6%	-	-	100%	-	2%	1%	26%
SNP	70	35	35	2	7	13	15	15	16	9	20	23	18	-	-	-	-	70	15	18	-	-	-	-	2	12	3
	3%	4%	3%	1%	2%	4%	4%	5%	4%	2%	4%	5%	4%	-	-	-	-	39%	5%	2%	-	-	-	-	*	3%	1%
Plaid Cymru	4	3	1	-	2	*	1	-	-	3	1	-	-	-	-	-	4	-	1	3	-	-	-	-	2	-	-
	*	*	*	-	1%	*	*	-	-	*	*	-	-	-	-	-	1%	-	*	*	-	-	-	-	*	-	-
The UK Independence Party	222	137	86	10	30	29	52	38	63	61	46	55	61	59	73	59	23	8	25	91	-	-	-	222	81	25	39
	11%	14%	8%	4%	9%	9%	15%	13%	14%	11%	8%	12%	13%	11%	14%	12%	8%	4%	9%	11%	-	-	-	100%	15%	6%	11%
The Green Party	75	26	49	18	21	9	13	7	8	25	17	21	12	22	24	16	9	3	10	41	-	-	-	-	5	3	29
	4%	3%	5%	8%	6%	3%	4%	2%	2%	5%	3%	5%	3%	4%	5%	3%	3%	2%	3%	5%	-	-	-	-	1%	1%	8%
The British National Party	3	1	2	-	-	*	2	*	-	*	1	2	*	*	3	-	-	-	-	2	-	-	-	-	-	1	*
	*	*	*	-	-	*	1%	*	-	*	*	*	*	*	1%	-	-	-	-	*	-	-	-	-	-	*	*
Some other party	6	5	1	-	-	1	1	3	1	3	2	-	1	1	3	1	1	-	5	*	-	-	-	-	1	3	-
	*	1%	*	-	-	*	*	1%	*	1%	*	-	*	*	1%	*	*	-	2%	*	-	-	-	-	1	3	-
Would not vote	191	80	112	66	33	43	22	13	14	28	55	43	65	74	20	63	27	8	15	125	-	-	-	-	2	4	4
	10%	8%	11%	28%	10%	13%	6%	4%	3%	5%	10%	10%	14%	14%	4%	13%	9%	4%	5%	15%	-	-	-	-	*	1%	1%
Rather not say	26	12	14	2	3	13	5	2	1	7	13	2	4	12	6	1	3	4	3	17	-	-	-	-	-	*	-
	1%	1%	1%	1%	1%	4%	1%	1%	*	1%	2%	*	1%	2%	1%	*	1%	2%	1%	2%	-	-	-	-	-	*	-
Don't know	281	85	196	44	52	49	47	34	55	64	85	67	65	71	85	54	52	19	42	116	-	-	-	-	55	29	55
	14%	9%	19%	19%	15%	14%	13%	11%	13%	12%	15%	15%	13%	13%	16%	11%	18%	11%	15%	14%	-	-	-	-	10%	8%	15%

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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	1325	760	565	104	148	190	262	243	378	423	395	171	337	334	360	323	191	117	144	366	410	441	88	253	435	308	250
Weighted base	1238	678	559	89	197	191	235	212	314	357	331	268	282	315	333	304	162	124	180	473	415	415	100	184	420	296	249
Conservative	415	235	179	23	37	51	73	88	142	142	111	75	87	113	134	94	53	21	46	153	415	-	-	-	308	18	42
	34%	35%	32%	26%	19%	27%	31%	42%	45%	40%	33%	28%	31%	36%	40%	31%	33%	17%	25%	32%	100%	-	-	-	73%	6%	17%
Labour	415	220	195	38	81	89	81	59	68	98	119	92	107	99	97	127	68	24	79	155	-	415	-	-	25	239	70
	34%	32%	35%	43%	41%	47%	34%	28%	22%	27%	36%	34%	38%	32%	29%	42%	42%	19%	44%	33%	-	100%	-	-	6%	81%	28%
Liberal Democrat	100	49	51	8	32	8	12	11	29	39	32	20	10	36	21	21	10	12	14	37	-	-	100	-	8	3	78
	8%	7%	9%	9%	16%	4%	5%	5%	9%	11%	10%	7%	3%	11%	6%	7%	6%	10%	8%	8%	-	-	100%	-	2%	1%	31%
SNP	59	31	28	2	5	12	13	13	14	8	16	20	15	-	-	-	-	59	11	15	-	-	-	-	2	11	2
	5%	4%	5%	2%	3%	6%	6%	6%	4%	2%	5%	7%	5%	-	-	-	-	47%	6%	3%	-	-	-	-	*	4%	1%
Plaid Cymru	3	3	1	-	2	*	1	-	-	2	1	-	-	-	-	-	3	-	1	3	-	-	-	-	2	-	-
	*	*	*	-	1%	*	1%	-	-	1%	*	-	-	-	-	-	2%	-	*	1%	-	-	-	-	*	-	-
The UK Independence Party	184	116	68	6	23	23	44	33	54	49	38	45	51	49	61	49	18	7	22	74	-	-	-	184	71	21	34
	15%	17%	12%	7%	12%	12%	19%	15%	17%	14%	12%	17%	18%	16%	18%	16%	11%	5%	12%	16%	-	-	-	100%	17%	7%	14%
The Green Party	56	22	34	12	17	6	9	5	6	17	13	15	10	17	16	12	8	2	6	32	-	-	-	-	4	3	22
	5%	3%	6%	14%	9%	3%	4%	3%	2%	5%	4%	6%	3%	5%	5%	4%	5%	2%	3%	7%	-	-	-	-	1%	1%	9%
The British National Party	3	1	2	-	-	*	2	*	-	*	*	2	*	*	2	-	-	-	-	2	-	-	-	-	-	*	*
	*	*	*	-	-	*	1%	*	-	*	*	1%	*	*	1%	-	-	-	-	*	-	-	-	-	-	*	*
Some other party	4	3	1	-	-	1	1	1	1	2	1	-	1	1	1	1	1	-	3	*	-	-	-	-	1	1	-
	*	*	*	-	-	1%	*	1%	*	1%	*	-	*	*	*	*	1%	-	2%	*	-	-	-	-	*	*	-

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Absolutes/col percents

Table 4
Gender
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2013	2013
Weighted base	2013	2013
Male	1056 52%	987 49%
Female	957 48%	1026 51%

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Absolutes/col percents

Table 5
Age
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2013	2013
Weighted base	2013	2013
18-24	214 11%	239 12%
25-34	245 12%	339 17%
35-44	321 16%	339 17%
45-54	393 20%	359 18%
55-64	336 17%	299 15%
65+	504 25%	438 22%
Average age	49.86	47.58

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Absolutes/col percents

Table 6
Social Grade
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2013	2013
Weighted base	2013	2013
AB	609 30%	538 27%
C1	609 30%	558 28%
C2	261 13%	439 22%
DE	534 27%	478 24%
NET: ABC1	1218 61%	1096 54%
NET: C2DE	795 39%	917 46%

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Table 7
GO Region
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2013	2013
Weighted base	2013	2013
Scotland	169 8%	181 9%
North East	83 4%	81 4%
North West	235 12%	221 11%
Yorkshire & Humberside	173 9%	181 9%
West Midlands	211 10%	181 9%
East Midlands	155 8%	141 7%
Wales	110 5%	101 5%
Eastern	169 8%	201 10%
London	201 10%	262 13%
South East	310 15%	282 14%
South West	197 10%	181 9%

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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	2013	2013
Weighted base	2013	2013
NET: Working	817 41%	1127 56%
Working full time - working 30 hours per week or more	536 27%	886 44%
Working part time - working between 8 and 29 hours per week	281 14%	242 12%
NET: Not working	1196 59%	886 44%
Not working but seeking work or temporarily unemployed or sick	119 6%	72 4%
Not working and not seeking work/ student	182 9%	103 5%
Retired on a state pension only	186 9%	172 9%
Retired with a private pension	529 26%	401 20%
House person, housewife, househusband, etc.	180 9%	138 7%

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Absolutes/col percents

Table 9
Tenure
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2013	2013
Weighted base	2013	2013
NET: Homeowners	1130 56%	1308 65%
Owned outright - without mortgage	711 35%	664 33%
Owned with a mortgage or loan	419 21%	644 32%
NET: Renters	849 42%	681 34%
Rented from the council	195 10%	282 14%
Rented from a housing association	255 13%	133 7%
Rented from someone else	399 20%	267 13%
Rent free	34 2%	23 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	2013	2013
Weighted base	2013	2013
Yes	1095 54%	1228 61%
No	918 46%	785 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	2013	2013
Weighted base	2013	2013
No cars in the household	525 26%	423 21%
NET: Any	1488 74%	1590 79%
1	1051 52%	845 42%
2	365 18%	564 28%
3+	72 4%	181 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

	Unweighted Total	Weighted Total
Unweighted base	2013	2013
Weighted base	2013	2013
Conservative	575 29%	564 28%
Labour	656 33%	584 29%
Liberal Democrat	171 8%	201 10%
SNP	59 3%	59 3%
Plaid Cymru	4 *	3 *
Green	81 4%	66 3%
UKIP	217 11%	121 6%
BNP	8 *	4 *
Another party	13 1%	8 *
None	229 11%	403 20%