

ITV London

METHODOLOGY NOTE

ComRes interviewed 1,004 London adults online from 20th–24th March 2015. Data were weighted to be representative of all London adults aged 18+. Data were also weighted by past vote recall. ComRes is a member of the British Polling Council and abides by its rules.

All press releases or other publications must be checked with ComRes before use. ComRes requires 48 hours to check a press release unless otherwise agreed.

To commission a voting intention poll or a public opinion survey please contact Katharine Peacock:

katharine.peacock@comres.co.uk

To register for Pollwatch, a monthly newsletter update on the polls, please email: pollwatch@comres.co.uk

General Election Survey

ONLINE Fieldwork: 20th - 24th March 2015

Absolutes/col percents

Table 1

Q1. Thinking back to the General Election in 2010, which party, if any, did you vote for?

Base: All respondents

	Gender			Age						Social Grade					Region					Ethnicity		Working status		Tenure		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Central (n)	East (o)	North (p)	South (q)	West (r)	White (s)	Non-White (t)	Work FT/PT (u)	Not working (v)	Own home (w)	Rented council/HA (x)	Rented private (y)	
Unweighted base	1004	478	526	117	220	186	169	134	178	449	295	113	147	140	299	112	209	244	659	324	649	355	581	190	217	
Weighted base	1004	482	522	131	231	211	151	120	160	434	300	114*	155	173	304	112*	196	219	570	413	713	291	502	231	251	
Conservative	263 26%	144 30% ^b	119 23%	13 10%	47 20% ^d	46 22% ^d	40 26% ^d	46 38% ^{def}	71 44% ^{def}	136 31% ^{km}	65 22% ^m	43 37% ^{km}	20 13%	37 21%	75 25%	34 30%	62 32% ⁿ	56 25%	188 33% ^t	70 17%	193 27%	71 24%	195 39% ^{xy}	33 14%	30 12%	
Labour	285 28%	136 28%	149 29%	27 21%	73 31% ⁱ	88 41% ^{deg}	42 28% ⁱ	27 23%	29 18%	124 29%	82 27%	33 28%	47 30%	59 34% ^{pq}	98 32%	25 22%	47 24%	56 26%	108 19%	171 42% ^s	223 31% ^v	62 21%	121 24%	79 34% ^w	80 32% ^w	
Liberal Democrat	166 16%	78 16%	87 17%	11 9%	35 15%	29 14%	28 19% ^d	25 21% ^d	37 23% ^{df}	80 19%	48 16%	13 11%	24 16%	32 18% ^o	33 11%	18 16%	45 23% ^o	38 18% ^o	113 20% ^t	49 12%	113 16%	52 18%	99 20% ^x	21 9%	44 18% ^x	
Some other party	49 5%	26 5%	23 4%	1 1%	7 3%	9 4%	15 10% ^{def}	6 5%	11 7% ^d	14 3%	16 5%	6 5%	14 9% ^j	7 4%	22 7% ^r	5 5%	8 4%	7 3%	46 8% ^t	3 1%	24 3%	26 9% ^u	21 4%	15 6%	10 4%	
Did not vote	195 19%	85 18%	110 21%	70 54% ^{efg}	56 24% ^{fgh}	29 14% ⁱ	18 12% ⁱ	12 10%	9 6%	68 16%	76 25% ^{jl}	14 13%	37 24% ^{jl}	32 19%	62 20%	20 18%	26 13%	54 25% ^q	90 16%	102 25% ^s	130 18%	65 22%	47 9%	74 32% ^w	70 28% ^w	
Don't remember	31 3%	8 2%	23 4% ^a	4 3%	11 5% ⁱ	9 4%	4 2%	3 2%	1 1%	8 2%	9 3%	5 4%	9 6% ^j	4 2%	10 3%	8 7% ^q	3 1%	6 3%	15 3%	14 3%	21 3%	10 3%	10 2%	7 3%	14 5% ^w	
Prefer not to say	14 1%	5 1%	9 2%	3 2%	3 1%	1 *	4 3%	2 2%	1 1%	5 1%	5 2%	1 1%	4 2%	2 1%	4 1%	3 2%	4 2%	1 *	10 2%	3 1%	8 1%	6 2%	8 2%	3 1%	3 1%	

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r - s/t - u/v - w/x/y

*** small base**

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ONLINE Fieldwork: 20th - 24th March 2015

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Table 1

Q1. Thinking back to the General Election in 2010, which party, if any, did you vote for?

Base: All respondents

	Total	Q.3/4/5 Voting Intention (including Squeeze & DK/Refuse at Q.4)						DK/Refuse at Q4	Voted in 2010 General Election		
		Conser- vative (a)	Labour (b)	Lib Dem (c)	UKIP (d)	Green (e)	Other (g)		Conser- vative (i)	Labour (k)	Liberal Demo- crat (l)
Unweighted base	1004	278	340	64	92	50	10	130	291	276	165
Weighted base	1004	245	362	63*	86*	54*	11**	137	263	285	166
Conservative	263 26%	188 76%BCDE	21 6%	1 1%	34 40%BCE	2 4%	1 9%	12 9%	263 100%KL	-	-
Labour	285 28%	12 5%	243 67%ACDE	7 11%aD	2 2%	3 6%	2 19%	17 12%	-	285 100%JL	-
Liberal Democrat	166 16%	19 8%	42 12%	47 75%ABDE	12 14%	23 42%ABD	3 29%	18 13%	-	-	166 100%JK
Some other party	49 5%	-	5 1%a	1 1%a	24 28%ABC	13 25%ABC	2 18%	3 2%	-	-	-
Did not vote	195 19%	25 10%	39 11%	6 10%	12 14%	11 21%ab	3 26%	64 47%	-	-	-
Don't remember	31 3%	2 1%	12 3%a	1 1%	2 3%	-	-	9 7%	-	-	-
Prefer not to say	14 1%	-	-	1 1%aB	-	1 2%aB	-	13 10%	-	-	-

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b/c/d/e/f/g - j/k/l

*** small base; ** very small base (under 30) ineligible for sig testing**

General Election Survey

ONLINE Fieldwork: 20th - 24th March 2015

Absolutes/col percents

Table 1

Q1. Thinking back to the General Election in 2010, which party, if any, did you vote for?

Base: All respondents

	Q5. Generally speaking, do you think of yourself as Conservative, Labour, Liberal Democrat, UKIP, or another party?									
	Total	Labour	Conser -vative	Liberal Democrat	UKIP	Green	BNP	Other	Prefer not to say	Don't know
Unweighted base	1004	347	290	77	56	41	3	31	18	141
Weighted base	1004	364	256	73	50	42	4	34	19	161
Conservative	263 26%	20 6%	196 77%	3 4%	14 27%	2 4%	-	1 3%	2 9%	26 16%
Labour	285 28%	239 66%	9 4%	7 10%	1 1%	5 12%	-	4 13%	6 31%	14 9%
Liberal Democrat	166 16%	41 11%	12 5%	56 77%	6 12%	10 24%	1 16%	10 28%	1 4%	28 18%
Some other party	49 5%	2 1%	4 2%	2 2%	18 36%	12 29%	2 43%	7 21%	-	3 2%
Did not vote	195 19%	50 14%	32 13%	4 6%	10 20%	12 27%	1 41%	11 32%	1 6%	73 46%
Don't remember	31 3%	11 3%	2 1%	-	2 4%	1 2%	-	1 2%	*	14 8%
Prefer not to say	14 1%	-	-	1 1%	-	1 2%	-	-	9 48%	3 2%

General Election Survey

ONLINE Fieldwork: 20th - 24th March 2015

Absolutes/col percents

Table 2

Q2. If there were a General Election tomorrow, how likely would you be to vote on a scale from 1 to 10, where 1 means you are certain not to vote and 10 means you are absolutely certain to vote.

Base: All respondents

		Gender		Age						Social Grade				Region					Ethnicity		Working status		Tenure			
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Central	East	North	South	West	White	Non-White	Work FT/PT	Not working	Own home	Rented council/HA	Rented private
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)
Unweighted base		1004	478	526	117	220	186	169	134	178	449	295	113	147	140	299	112	209	244	659	324	649	355	581	190	217
Weighted base		1004	482	522	131	231	211	151	120	160	434	300	114*	155	173	304	112*	196	219	570	413	713	291	502	231	251
Absolutely certain to vote	(10)	518	267	251	40	94	106	88	77	112	244	140	66	68	89	155	60	109	106	336	174	368	151	296	105	109
		52%	55%b	48%	31%	41%	50% ^d	58% ^d e	64% ^d e	70% ^d e	56% ^k m	47%	58% ^m	44%	52%	51%	53%	56%	48%	59% ^t	42%	52%	52%	59% ^{xy}	45%	43%
9	(9)	152	74	77	8	45	32	21	21	25	69	39	17	26	24	47	13	36	33	80	67	105	47	82	27	41
		15%	15%	15%	6%	20% ^d	15% ^d	14% ^d	18% ^d	15% ^d	16%	13%	15%	17%	14%	15%	11%	18%	15%	14%	16%	15%	16%	16%	12%	16%
8	(8)	91	45	46	11	34	19	13	6	8	42	32	10	7	13	38	8	14	19	42	47	73	18	48	9	33
		9%	9%	9%	8%	15% ^{hi}	9%	9%	5%	5%	10%	11% ^m	9%	4%	8%	12%	7%	7%	9%	7%	11%	10%	6%	10% ^x	4%	13% ^x
7	(7)	54	23	31	6	17	17	8	3	3	23	18	2	11	8	12	12	11	10	24	29	43	11	23	9	22
		5%	5%	6%	5%	8% ⁱ	8% ⁱ	5%	2%	2%	5%	6%	2%	7%	5%	4%	11% ^o	6%	5%	4%	7%	6%	4%	5%	4%	9% ^w
6	(6)	32	13	19	15	7	7	2	-	2	12	10	5	6	8	9	4	3	9	16	16	23	9	6	15	8
		3%	3%	4%	12% ^{efgh}	3%	3%	1%	-	1%	3%	3%	4%	4%	5%	3%	3%	1%	4%	3%	4%	3%	3%	1%	7% ^w	3%
5	(5)	54	22	32	26	12	10	3	2	-	19	19	6	10	6	11	3	7	27	12	42	47	7	8	35	11
		5%	5%	6%	20% ^{efgh}	5% ⁱ	5% ⁱ	2%	2%	-	4%	6%	5%	6%	3%	4%	2%	4%	13% ^{nopq}	12% ²	10% ^s	7% ^v	2%	2%	15% ^{wy}	4% ^w
4	(4)	7	2	4	3	1	2	-	*	-	2	3	-	1	2	2	-	-	2	3	3	5	1	4	1	2
		1%	*	1%	2%	*	1%	-	*	-	1%	1%	-	1%	1%	1%	-	-	1%	*	1%	1%	*	1%	*	1%
3	(3)	13	2	11	8	2	1	1	-	1	1	7	2	3	2	3	3	3	2	9	5	5	8	6	3	3
		1%	*	2% ^a	6% ^{efgh}	1%	1%	1%	-	1%	*	2% ^j	2%	2% ^j	1%	1%	3%	1%	1%	1%	1%	1%	3% ^u	1%	1%	1%
2	(2)	8	4	4	4	1	1	3	-	-	3	2	-	3	3	1	1	-	2	5	3	7	1	2	1	2
		1%	1%	1%	3%	*	*	2%	-	-	1%	1%	-	2%	2%	*	1%	-	1%	1%	1%	1%	*	*	*	1%
Certain not to vote	(1)	48	20	28	8	9	9	6	9	7	10	19	4	15	13	18	6	7	5	30	16	21	27	13	19	15
		5%	4%	5%	6%	4%	4%	4%	8%	4%	2%	6% ^j	4%	10% ^j	7% ^r	6% ^r	6%	4%	2%	5%	4%	3%	9% ^u	3%	8% ^w	6% ^w

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r - s/t - u/v - w/x/y
 * small base



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Table 2

Q2. If there were a General Election tomorrow, how likely would you be to vote on a scale from 1 to 10, where 1 means you are certain not to vote and 10 means you are absolutely certain to vote.

Base: All respondents

	Gender		Age						Social Grade				Region					Ethnicity		Working status		Tenure			
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Central (n)	East (o)	North (p)	South (q)	West (r)	White (s)	Non-White (t)	Work FT/PT (u)	Not working (v)	Own home (w)	Rented council/HA (x)	Rented private (y)
Weighted base	1004	482	522	131	231	211	151	120	160	434	300	114*	155	173	304	112*	196	219	570	413	713	291	502	231	251
NET: 1-4	76 8%	29 6%	48 9%	22 17%efgi	12 5%	14 7%	10 7%	10 8%	9 5%	16 4%	31 10%j	7 6%	22 14%jl	20 12%qr	25 8%	10 9%	10 5%	11 5%	46 8%	27 6%	38 5%	38 13%u	24 5%	24 10%w	23 9%w
NET: 5-9	383 38%	178 37%	206 39%	65 50%ghi	115 50%ghi	86 41%hi	47 32%	33 27%	37 23%	165 38%	119 39%	40 35%	60 39%	59 34%	117 38%	39 35%	70 36%	99 45%n	175 31%	200 48%st	291 41%v	92 32%	168 33%	96 42%	115 46%w
Prefer not to say	3 *	-	3 1%	1 1%	1 *	-	-	1 1%	-	2 *	1 *	-	-	-	2 1%	-	1 1%	-	2 *	1 *	2 *	1 *	1 *	-	2 1%
Don't know	23 2%	9 2%	14 3%	1 1%	9 4%h	5 2%	5 3%	-	3 2%	7 2%	10 3%	2 2%	5 3%	5 3%	7 2%	3 3%	6 3%	2 1%	10 2%	11 3%	14 2%	9 3%	13 3%	7 3%	3 1%
Mean	8.44	8.65b	8.24	6.80	8.41d	8.47d	8.76d	8.84d	9.18de f	8.82km	8.11	8.71m	7.78	8.19	8.46	8.37	8.82nr	8.32	8.66t	8.16	8.54v	8.18	8.96xy	7.71	8.18
Standard deviation	2.44	2.27	2.57	2.86	2.17	2.32	2.30	2.48	2.04	1.98	2.67	2.25	3.01	2.79	2.46	2.55	2.11	2.29	2.43	2.39	2.21	2.91	1.94	2.89	2.51
Standard error	0.08	0.10	0.11	0.27	0.15	0.17	0.18	0.21	0.15	0.09	0.16	0.21	0.25	0.24	0.14	0.25	0.15	0.15	0.10	0.13	0.09	0.16	0.08	0.21	0.17

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r - s/t - u/v - w/x/y

*** small base**

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Base: All respondents

	Total	Q.3/4/5 Voting Intention (including Squeeze & DK/Refuse at Q.4)							Voted in 2010 General Election		
		Conser- vative (a)	Labour (b)	Lib Dem (c)	UKIP (d)	Green (e)	Other (g)	DK/Refuse at Q4	Conser- vative (j)	Labour (k)	Liberal Demo- crat (l)
Unweighted base	1004	278	340	64	92	50	10	130	291	276	165
Weighted base	1004	245	362	63*	86*	54*	11**	137	263	285	166
Absolutely certain to vote	(10) 518 52%	160 65%BcE	204 56%	33 52%	67 77%ABCE	25 47%	8 74%	33 24%	171 65%k	164 57%	95 57%
9	(9) 152 15%	42 17%d	74 20%D	8 12%	8 9%	13 25%D	1 10%	10 7%	44 17%	42 15%	30 18%
8	(8) 91 9%	21 9%	40 11%	11 17%a	8 9%	4 8%	1 6%	7 5%	25 9%	31 11%	16 9%
7	(7) 54 5%	13 5%	17 5%	9 14%ABD	2 2%	5 9%	-	8 6%	7 3%	13 4%	10 6%j
6	(6) 32 3%	4 2%	15 4%a	-	1 1%	2 4%	1 10%	7 5%	4 1%	13 4%J	2 1%
5	(5) 54 5%	6 2%	12 3%	3 5%	1 1%	4 8%ad	-	28 21%	3 1%	13 5%J	4 2%
4	(4) 7 1%	-	-	-	-	-	-	1 1%	2 1%	1 *	1 1%
3	(3) 13 1%	-	-	-	-	-	-	6 4%	2 1%	1 1%	1 *
2	(2) 8 1%	-	-	-	-	-	-	2 2%	1 *	1 *	-
Certain not to vote	(1) 48 5%	-	-	-	-	-	-	18 13%	4 1%	3 1%	1 1%
NET: 1-4	76 8%	-	-	-	-	-	-	27 20%	9 3%	7 2%	3 2%
NET: 5-9	383 38%	86 35%D	158 44%AD	30 48%aD	19 23%	29 53%AD	3 26%	60 44%	82 31%	112 39%j	61 37%
Prefer not to say	3 *	-	-	-	-	-	-	2 2%	-	-	-

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b/c/d/e/f/g - j/k/l

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Prepared by ComRes

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	Q.3/4/5 Voting Intention (including Squeeze & DK/Refuse at Q.4)							Voted in 2010 General Election			
	Total	Conser- vative (a)	Labour (b)	Lib Dem (c)	UKIP (d)	Green (e)	Other (g)	DK/Refuse at Q4	Conser- vative (j)	Labour (k)	Liberal Demo- crat (l)
Weighted base	1004	245	362	63*	86*	54*	11**	137	263	285	166
Don't know	23 2%	-	-	-	-	-	-	15 11%	2 1%	3 1%	6 4%J
Mean	8.44	9.32BCE	9.10	8.89	9.57aBCE	8.78	9.38	6.33	9.19K	8.88	9.11
Standard deviation	2.44	1.17	1.33	1.43	0.95	1.59	1.30	3.19	1.65	1.81	1.53
Standard error	0.08	0.07	0.07	0.18	0.10	0.22	0.41	0.30	0.10	0.11	0.12

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Base: All respondents

		Q5. Generally speaking, do you think of yourself as Conservative, Labour, Liberal Democrat, UKIP, or another party?									
		Total	Labour	Conser -vative	Liberal Democrat	UKIP	Green	BNP	Other	Prefer not to say	Don't know
Unweighted base		1004	347	290	77	56	41	3	31	18	141
Weighted base		1004	364	256	73	50	42	4	34	19	161
Absolutely certain to vote	(10)	518 52%	197 54%	163 64%	41 56%	38 76%	21 49%	2 43%	15 44%	8 42%	33 21%
9	(9)	152 15%	61 17%	41 16%	9 12%	5 10%	5 12%	-	6 17%	3 16%	22 14%
8	(8)	91 9%	40 11%	23 9%	9 12%	4 7%	3 8%	-	3 9%	2 10%	8 5%
7	(7)	54 5%	16 4%	10 4%	5 7%	-	6 14%	-	1 2%	3 14%	13 8%
6	(6)	32 3%	13 3%	2 1%	-	-	2 5%	-	1 3%	-	14 9%
5	(5)	54 5%	13 4%	4 2%	2 2%	* 1%	2 4%	-	1 3%	1 6%	30 19%
4	(4)	7 1%	2 *	1 *	1 1%	-	-	-	-	-	4 2%
3	(3)	13 1%	3 1%	3 1%	1 1%	1 3%	1 2%	1 41%	-	-	3 2%
2	(2)	8 1%	1 *	-	-	1 1%	1 3%	-	3 7%	-	2 1%
Certain not to vote	(1)	48 5%	11 3%	5 2%	4 5%	-	1 2%	1 16%	5 15%	-	21 13%
NET: 1-4		76 8%	17 5%	9 4%	5 7%	2 4%	3 7%	2 57%	8 22%	-	30 18%
NET: 5-9		383 38%	143 39%	80 31%	24 33%	9 18%	19 44%	-	12 34%	9 45%	87 54%
Prefer not to say		3 *	1 *	-	-	-	-	-	-	2 11%	-
Don't know		23 2%	5 1%	3 1%	2 3%	1 2%	-	-	-	* 2%	11 7%

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Table 2

Q2. If there were a General Election tomorrow, how likely would you be to vote on a scale from 1 to 10, where 1 means you are certain not to vote and 10 means you are absolutely certain to vote.

Base: All respondents

	Q5. Generally speaking, do you think of yourself as Conservative, Labour, Liberal Democrat, UKIP, or another party?									
	Total	Labour	Conser -vative	Liberal Democrat	UKIP	Green	BNP	Other	Prefer not to say	Don't know
Weighted base	1004	364	256	73	50	42	4	34	19	161
Mean	8.44	8.74	9.12	8.69	9.39	8.31	5.69	7.38	8.78	6.45
Standard deviation	2.44	2.08	1.78	2.29	1.63	2.33	4.48	3.51	1.56	3.04
Standard error	0.08	0.11	0.10	0.26	0.22	0.36	2.59	0.63	0.40	0.26

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Absolutes/col percents

Table 3

Q3. If there were a General Election tomorrow, would you vote Conservative, Labour, Liberal Democrat, UKIP or for some other party?

Base: All respondents saying 5-10 likely to vote

	Gender			Age						Social Grade					Region					Ethnicity		Working status		Tenure		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Central (n)	East (o)	North (p)	South (q)	West (r)	White (s)	Non-White (t)	Work FT/PT (u)	Not working (v)	Own home (w)	Rented council/HA (x)	Rented private (y)	
Unweighted base	905	444	461	95	200	167	151	124	168	424	258	105	118	121	264	100	193	227	596	293	600	305	540	162	193	
Weighted base	902	445	457	106*	210	192	135	110	149	409	259	106*	128*	148	271	99*	179	205	511	374	659	243	464	201	224	
Labour	337 37%	167 37%	171 37%	39 37% ⁱ	102 49% ^{ghi}	91 47% ^{ghi}	44 33% ⁱ	33 30% ⁱ	27 18%	148 36%	101 39%	39 37%	50 39%	63 42% ^p	126 46% ^{pqr}	25 26%	57 32%	67 32%	127 25%	203 54% ^s	267 41% ^v	70 29%	139 30%	90 45% ^w	108 48% ^w	
Conservative	229 25%	133 30% ^b	97 21%	13 13%	44 21%	35 18%	37 27% ^d	39 35% ^{def}	61 41% ^{def}	127 31% ^{km}	61 24% ^m	25 24% ^m	15 12%	32 22%	55 20%	27 28%	58 32% ^{no}	57 28%	168 33% ^t	61 16%	173 26%	56 23%	182 39% ^{xy}	14 7%	33 15% ^x	
UKIP	86 10%	51 11%	36 8%	3 2%	9 4%	13 7%	19 14% ^{def}	16 15% ^{def}	26 17% ^{def}	30 7%	17 7%	21 20% ^{jk}	18 14% ^{jk}	12 8%	30 11%	9 9%	16 9%	20 10%	71 14% ^t	13 4%	46 7%	40 16% ^u	39 8%	24 12%	19 8%	
Green	54 6%	16 4%	38 8% ^a	12 12% ^{fi}	17 8% ^f	3 2%	11 8% ^f	5 5%	6 4%	16 4%	23 9% ^{jl}	2 2%	13 10% ^{jl}	13 9% ^r	20 7% ^r	10 10% ^r	7 4%	5 2%	38 7%	16 4%	30 5%	24 10% ^u	17 4%	14 7%	18 8% ^w	
Liberal Democrat	49 5%	22 5%	27 6%	5 4%	16 8%	6 3%	5 4%	4 4%	13 9% ^f	24 6%	14 5%	3 2%	8 6%	14 10% ^o	6 2%	4 5%	13 7% ^o	10 5%	37 7% ^t	10 3%	37 6%	11 5%	26 6% ^x	2 1%	21 9% ^x	
BNP	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Other	11 1%	8 2%	3 1%	1 1%	3 2%	4 2%	1 1%	1 1%	1 1%	3 1%	7 3%	-	1 1%	4 2% ^r	5 2%	-	3 1%	-	6 1%	5 1%	10 2%	1 1%	4 1%	3 2%	4 2%	
Prefer not to say	14 2%	2 *	12 3% ^a	2 2%	1 *	3 2%	4 3%	3 2%	1 1%	3 1%	3 1%	1 1%	7 5% ^{jk}	-	5 2%	2 2%	4 2%	3 2%	8 1%	5 1%	8 1%	6 2%	7 1%	5 3%	2 1%	
Don't know	121 13%	48 11%	73 16% ^a	31 29% ^{eghi}	17 8%	36 19% ^{ehi}	14 11%	9 8%	14 9%	57 14%	33 13%	16 15%	15 12%	11 7%	25 9%	21 22% ^{noq}	21 12%	44 21% ^{noq}	58 11%	61 16% ^s	87 13%	34 14%	50 11%	48 24% ^{wy}	19 8%	

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r - s/t - u/v - w/x/y

* small base

General Election Survey

ONLINE Fieldwork: 20th - 24th March 2015

Absolutes/col percents

Table 3

Q3. If there were a General Election tomorrow, would you vote Conservative, Labour, Liberal Democrat, UKIP or for some other party?

Base: All respondents saying 5-10 likely to vote

	Total	Q.3/4/5 Voting Intention (including Squeeze & DK/Refuse at Q.4)						DK/Refuse at Q4	Voted in 2010 General Election		
		Conser- vative (a)	Labour (b)	Lib Dem (c)	UKIP (d)	Green (e)	Other (g)		Conser- vative (i)	Labour (k)	Liberal Demo- crat (l)
Unweighted base	905	278	340	64	92	50	10	87	282	265	156
Weighted base	902	245	362	63*	86*	54*	11**	93*	252	275	156
Labour	337 37%	-	337 93%ACDE	-	-	-	-	-	19 7%	228 83%JL	37 24%J
Conservative	229 25%	229 93%BCDE	-	-	-	-	-	-	181 72%KL	11 4%	16 10%K
UKIP	86 10%	-	-	-	86 100%ABCE	-	-	-	34 14%KI	2 1%	12 8%K
Green	54 6%	-	-	-	-	54 100%ABCD	-	-	2 1%	3 1%	23 15%JK
Liberal Democrat	49 5%	-	-	49 77%ABDE	-	-	-	-	-	3 1%	41 26%JK
BNP	-	-	-	-	-	-	-	-	-	-	-
Other	11 1%	-	-	-	-	-	11 100%	-	1 *	2 1%	3 2%
Prefer not to say	14 2%	-	4 1%	1 1%a	-	-	-	11 12%	-	3 1%	-
Don't know	121 13%	16 7%De	21 6%D	13 21%ABDE	-	-	-	81 88%	15 6%	23 8%	26 16%JK

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b/c/d/e/f/g - j/k/l

*** small base; ** very small base (under 30) ineligible for sig testing**

General Election Survey

ONLINE Fieldwork: 20th - 24th March 2015

Absolutes/col percents

Table 3

Q3. If there were a General Election tomorrow, would you vote Conservative, Labour, Liberal Democrat, UKIP or for some other party?

Base: All respondents saying 5-10 likely to vote

	Q5. Generally speaking, do you think of yourself as Conservative, Labour, Liberal Democrat, UKIP, or another party?									
	Total	Labour	Conser- vative	Liberal Democrat	UKIP	Green	BNP	Other	Prefer not to say	Don't know
Unweighted base	905	324	278	69	52	38	1	24	15	104
Weighted base	902	340	243	66	47	40	2	27	17	121
Labour	337 37%	294 86%	5 2%	8 13%	- -	5 13%	- -	8 29%	3 20%	13 11%
Conservative	229 25%	8 2%	201 83%	6 8%	4 8%	- -	- -	- -	- -	12 10%
UKIP	86 10%	5 1%	22 9%	- -	43 91%	- -	2 100%	1 2%	- -	14 12%
Green	54 6%	3 1%	1 *	1 1%	- -	30 77%	- -	6 23%	- -	13 11%
Liberal Democrat	49 5%	3 1%	2 1%	38 58%	- -	1 2%	- -	- -	3 17%	1 1%
BNP	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other	11 1%	1 *	- -	- -	- -	- -	- -	8 31%	- -	2 2%
Prefer not to say	14 2%	4 1%	- -	1 1%	- -	- -	- -	- -	7 43%	2 2%
Don't know	121 13%	22 6%	12 5%	12 19%	1 1%	3 9%	- -	4 15%	3 20%	63 52%

General Election Survey

ONLINE Fieldwork: 20th - 24th March 2015

Absolutes/col percents

Table 4

Q4. If it were a legal requirement for you to vote, do you think you would probably vote Conservative, Labour, Liberal Democrat, UKIP or for some other party?

Base: All respondents saying 1-4 DK Ref for likely to vote or who say DK/Ref at Q3

	Gender		Age							Social Grade				Region					Ethnicity		Working status		Tenure		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Central (n)	East (o)	North (p)	South (q)	West (r)	White (s)	Non-White (t)	Work FT/PT (u)	Not working (v)	Own home (w)	Rented council/HA (x)	Rented private (y)
Unweighted base	228	80	148	48	37	51	39	23	30	86	69	25	48	28	65	32	42	61	138	81	133	95	108	68	43
Weighted base	237	87*	150	58*	39*	58*	33*	22**	26**	86*	77*	25**	49*	36**	62*	37**	42*	61*	124	104*	149	88*	94*	83*	48*
Labour	32 13%	11 13%	21 14%	8 14%	5 13%	4 7%	6 19%	4 20%	4 15%	9 11%	11 14%	3 13%	9 17%	4 11%	12 19%	5 14%	5 12%	6 10%	18 15%	13 13%	19 13%	13 15%	13 14%	13 16%	3 6%
Conservative	29 12%	13 15%	17 11%	5 9%	6 14%	9 16%	5 15%	1 6%	3 13%	11 13%	8 10%	1 6%	9 17%	8 24%	7 12%	3 10%	4 9%	6 10%	17 14%	12 11%	19 13%	11 12%	15 16%	7 8%	7 14%
UKIP	12 5%	7 8%	5 3%	1 2%	* 1%	4 6%	2 5%	2 10%	3 11%	2 2%	2 2%	7 13% _{jk}	2 6%	2 3%	1 4%	4 9%	2 4%	11 9% _t	1 1%	5 3%	7 8%	3 4%	6 7%	3 5%	
Liberal Democrat	12 5%	-	12 8% _a	-	3 7%	4 6%	3 10% _d	* 2%	1 5%	3 3%	3 4%	1 2%	5 10%	1 2%	3 5%	1 3%	4 9%	3 4%	8 7%	3 3%	7 5%	4 5%	8 9%	3 4%	-
Green	7 3%	3 3%	5 3%	3 5%	1 2%	2 4%	-	2 8%	-	4 5%	3 3%	-	1 1%	1 3%	2 4%	2 4%	3 6%	-	5 4%	2 2%	3 2%	4 4%	3 4%	2 2%	1 3%
BNP	1 *	-	1 1%	-	-	1 1%	-	1 3%	-	-	-	-	1 2%	-	1 2%	-	-	-	1 1%	-	-	1 1%	-	1 1%	-
Other	7 3%	2 3%	5 3%	1 1%	-	3 5%	-	-	3 13%	3 4%	2 3%	2 7%	-	2 5%	2 3%	1 3%	1 3%	1 2%	6 5%	1 1%	2 2%	5 5%	2 3%	2 2%	1 2%
Prefer not to say	15 6%	4 4%	12 8%	3 5%	4 10%	2 4%	4 12%	2 8%	1 3%	5 5%	5 6%	1 3%	5 10%	1 3%	6 10% _r	2 4%	6 14% _r	1 1%	7 6%	4 3%	9 6%	6 7%	8 8%	4 4%	4 9%
Don't know	121 51%	48 55%	74 49%	37 64% _g	21 53%	30 51%	13 39%	10 43%	11 42%	48 56% _m	44 57% _m	15 61%	14 28%	16 46%	27 43%	21 58%	16 37%	41 68% _{oq}	51 41%	68 65% _s	84 57%	37 42%	41 43%	45 54%	30 62%

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r - s/t - u/v - w/x/y

*** small base; ** very small base (under 30) ineligible for sig testing**

General Election Survey

ONLINE Fieldwork: 20th - 24th March 2015

Absolutes/col percents

Table 4

Q4. If it were a legal requirement for you to vote, do you think you would probably vote Conservative, Labour, Liberal Democrat, UKIP or for some other party?

Base: All respondents saying 1-4 DK Ref for likely to vote or who say DK/Ref at Q3

	Total	Q.3/4/5 Voting Intention (including Squeeze & DK/Refuse at Q.4)						DK/Refuse at Q4	Voted in 2010 General Election		
		Conser- vative (a)	Labour (b)	Lib Dem (c)	UKIP (d)	Green (e)	Other (g)		Conser- vative (i)	Labour (k)	Liberal Demo- crat (l)
Unweighted base	228	19	23	16	-	-	-	130	26	37	35
Weighted base	237	16**	25**	14**	-**	-**	-**	137	26**	36*	35*
Labour	32 13%	-	12 49%	-	-	-	-	-	-	14 38%L	4 11%
Conservative	29 12%	11 68%	-	-	-	-	-	-	12 48%	1 2%	4 10%
UKIP	12 5%	-	-	-	-	-	-	-	1 5%	1 2%	-
Liberal Democrat	12 5%	-	-	8 56%	-	-	-	-	-	2 6%	5 15%
Green	7 3%	-	-	-	-	-	-	-	-	-	3 7%
BNP	1 *	-	-	-	-	-	-	-	-	-	1 2%
Other	7 3%	-	-	-	-	-	-	-	-	2 5%	1 3%
Prefer not to say	15 6%	-	1 5%	1 6%	-	-	-	15 11%	-	-	2 5%
Don't know	121 51%	5 32%	11 46%	5 38%	-	-	-	121 89%	12 47%	17 47%	16 46%

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b/c/d/e/f/g - j/k/l

*** small base; ** very small base (under 30) ineligible for sig testing**

General Election Survey

ONLINE Fieldwork: 20th - 24th March 2015

Absolutes/col percents

Table 4

Q4. If it were a legal requirement for you to vote, do you think you would probably vote Conservative, Labour, Liberal Democrat, UKIP or for some other party?

Base: All respondents saying 1-4 DK Ref for likely to vote or who say DK/Ref at Q3

	Q5. Generally speaking, do you think of yourself as Conservative, Labour, Liberal Democrat, UKIP, or another party?									
	Total	Labour	Conser -vative	Liberal Democrat	Green	UKIP	BNP	Other	Prefer not to say	Don't know
Unweighted base	228	48	28	23	6	5	2	12	13	91
Weighted base	237	50	25	20	6	4	2	12	13	105
Labour	32 13%	25 50%	-	2 10%	1 22%	-	-	1 4%	-	3 3%
Conservative	29 12%	2 4%	15 59%	3 17%	-	-	-	1 10%	-	8 8%
UKIP	12 5%	1 1%	1 3%	-	-	3 83%	1 72%	-	-	6 6%
Liberal Democrat	12 5%	2 4%	1 3%	5 26%	2 25%	-	-	1 7%	-	1 1%
Green	7 3%	1 1%	-	2 7%	1 10%	-	-	3 25%	-	2 2%
BNP	1 *	-	-	-	-	-	1 28%	-	-	1 1%
Other	7 3%	1 2%	-	1 5%	-	-	-	3 27%	-	2 2%
Prefer not to say	15 6%	3 6%	-	1 4%	1 14%	-	-	-	9 71%	1 1%
Don't know	121 51%	16 32%	9 35%	6 31%	2 29%	1 17%	-	3 27%	4 29%	81 77%

General Election Survey

ONLINE Fieldwork: 20th - 24th March 2015

Absolutes/col percents

Table 5
Q5. Generally speaking, do you think of yourself as Conservative, Labour, Liberal Democrat, UKIP, or another party?
Base: All respondents

	Gender			Age						Social Grade				Region					Ethnicity		Working status		Tenure		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Central (n)	East (o)	North (p)	South (q)	West (r)	White (s)	Non-White (t)	Work FT/PT (u)	Not working (v)	Own home (w)	Rented council/HA (x)	Rented private (y)
Unweighted base	1004	478	526	117	220	186	169	134	178	449	295	113	147	140	299	112	209	244	659	324	649	355	581	190	217
Weighted base	1004	482	522	131	231	211	151	120	160	434	300	114*	155	173	304	112*	196	219	570	413	713	291	502	231	251
Labour	364 36%	166 34%	197 38%	45 34% ⁱ	96 42% ⁱ	99 47% ^{dhi}	55 37% ⁱ	39 32% ⁱ	29 18%	154 35%	109 36%	44 39%	56 36%	68 40%	129 42% ^{pr}	33 30%	66 34%	67 31%	139 24%	212 51% ^s	286 40% ^v	77 27%	155 31%	96 42% ^w	108 43% ^w
Conservative	256 26%	145 30% ^b	111 21%	17 13%	44 19%	44 21%	36 24% ^d	38 31% ^{de}	78 49% ^{def}	139 32% ^{km}	66 22% ^m	32 28% ^m	19 12%	34 19%	62 21%	33 30%	62 32% ^{no}	65 29% ^{no}	197 35% ^t	58 14%	180 25%	76 26%	195 39% ^{xy}	24 10%	36 14%
Liberal Democrat	73 7%	38 8%	35 7%	3 3%	22 9% ^d	12 6%	9 6%	7 5%	21 13% ^d	39 9%	22 7%	4 4%	8 5%	14 8%	14 5%	7 6%	20 10% ^o	18 8%	52 9% ^t	19 5%	53 7%	20 7%	50 10% ^x	3 1%	20 8% ^x
UKIP	50 5%	26 5%	24 5%	2 1%	6 3%	8 4%	14 9% ^{de}	9 8% ^{de}	11 7% ^{de}	13 3%	9 3%	12 10% ^{jk}	16 10% ^{jk}	7 4%	19 6%	4 4%	9 5%	11 5%	40 7% ^t	9 2%	24 3%	26 9% ^u	23 5%	16 7%	8 3%
Green	42 4%	13 3%	30 6% ^a	14 11% ^{efgh}	9 4%	9 4%	5 3%	2 2%	3 2%	17 4%	18 6%	2 1%	6 4%	9 5%	16 5%	5 4%	7 3%	6 3%	33 6% ^t	8 2%	28 4%	15 5%	18 3%	5 2%	17 7% ^x
BNP	4 *	3 1%	1 *	- -	- -	2 1%	2 1%	- -	- -	- -	- -	1 1% ^j	2 1% ^j	- -	1 *	1 1%	- -	2 1%	4 1%	- -	- -	4 1% ^u	1 *	2 1%	- -
Other	34 3%	20 4%	15 3%	4 3%	9 4%	5 2%	6 4%	4 3%	6 4%	6 1%	20 7% ^{jl}	1 1%	7 4%	9 5% ^r	13 4% ^r	3 2%	7 4%	2 1%	22 4%	12 3%	22 3%	12 4%	8 2%	10 5% ^w	14 5% ^w
Prefer not to say	19 2%	9 2%	11 2%	3 2%	2 1%	5 2%	6 4%	2 2%	2 1%	10 2%	3 1%	1 1%	6 4%	2 1%	6 2%	3 3%	5 3%	3 1%	12 2%	7 2%	12 2%	7 2%	7 1%	3 1%	9 4%
Don't know	161 16%	62 13%	99 19% ^a	42 32% ^{efg}	43 19% ⁱ	27 13%	19 13%	20 16% ⁱ	10 6%	56 13%	54 18%	16 14%	35 23% ^j	30 17%	44 14%	22 20% ^q	19 10%	46 21% ^q	71 12%	87 21% ^s	107 15%	54 19%	45 9%	71 31% ^{wy}	38 15% ^w

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r - s/t - u/v - w/x/y
 * small base

General Election Survey

ONLINE Fieldwork: 20th - 24th March 2015

Absolutes/col percents

Table 5

Q5. Generally speaking, do you think of yourself as Conservative, Labour, Liberal Democrat, UKIP, or another party?

Base: All respondents

	Total	Q.3/4/5 Voting Intention (including Squeeze & DK/Refuse at Q.4)						DK/Refuse at Q4	Voted in 2010 General Election		
		Conser- vative (a)	Labour (b)	Lib Dem (c)	UKIP (d)	Green (e)	Other (g)		Conser- vative (i)	Labour (k)	Liberal Demo- crat (l)
Unweighted base	1004	278	340	64	92	50	10	130	291	276	165
Weighted base	1004	245	362	63*	86*	54*	11**	137	263	285	166
Labour	364 36%	9 4%	317 87%ACDE	5 8%	5 5%	3 6%	1 8%	19 14%	20 8%	239 84%JL	41 25%J
Conservative	256 26%	211 86%BCDE	5 1%	3 5%b	22 26%BCE	1 2%	-	9 6%	196 74%KL	9 3%	12 8%k
Liberal Democrat	73 7%	7 3%	9 3%	47 75%ABDE	-	1 2%	-	7 5%	3 1%	7 3%	56 34%JK
UKIP	50 5%	4 2%B	-	-	43 50%ABCE	-	-	1 *	14 5%K	1 *	6 4%K
Green	42 4%	-	5 1%a	2 4%Ad	-	30 56%ABCD	-	3 2%	2 1%	5 2%	10 6%JK
BNP	4 *	-	-	-	2 2%AB	-	-	-	-	-	1 *
Other	34 3%	-	8 2%A	-	1 1%	6 11%ABCD	8 73%	3 2%	1 *	4 2%	10 6%JK
Prefer not to say	19 2%	-	3 1%	3 5%ABd	-	-	-	13 10%	2 1%	6 2%	1 *
Don't know	161 16%	14 6%	15 4%	3 4%	14 16%ABC	13 24%ABC	2 19%	82 60%	26 10%K	14 5%	28 17%JK

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b/c/d/e/f/g - j/k/l

*** small base; ** very small base (under 30) ineligible for sig testing**

General Election Survey

ONLINE Fieldwork: 20th - 24th March 2015

Absolutes/col percents

Table 5

Q5. Generally speaking, do you think of yourself as Conservative, Labour, Liberal Democrat, UKIP, or another party?

Base: All respondents

	Q5. Generally speaking, do you think of yourself as Conservative, Labour, Liberal Democrat, UKIP, or another party?									
	Total	Labour	Conser -vative	Liberal Democrat	UKIP	Green	BNP	Other	Prefer not to say	Don't know
Unweighted base	1004	347	290	77	56	41	3	31	18	141
Weighted base	1004	364	256	73	50	42	4	34	19	161
Labour	364 36%	364 100%	-	-	-	-	-	-	-	-
Conservative	256 26%	-	256 100%	-	-	-	-	-	-	-
Liberal Democrat	73 7%	-	-	73 100%	-	-	-	-	-	-
UKIP	50 5%	-	-	-	50 100%	-	-	-	-	-
Green	42 4%	-	-	-	-	42 100%	-	-	-	-
BNP	4 *	-	-	-	-	-	4 100%	-	-	-
Other	34 3%	-	-	-	-	-	-	34 100%	-	-
Prefer not to say	19 2%	-	-	-	-	-	-	-	19 100%	-
Don't know	161 16%	-	-	-	-	-	-	-	-	161 100%

General Election Survey

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Absolutes/col percents

Table 6
Q3/4/5. Voting Intention (including Squeeze & DK/Refuse at Q.4) - Weighted to Turnout values (Q2)
Base: All respondents expressing a voting intention and are 5-10 likely to vote for Con/Lab/Lib Dem or 10 likely to vote for other parties

	Gender			Age						Social Grade				Region					Ethnicity		Working status		Tenure		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Central (n)	East (o)	North (p)	South (q)	West (r)	White (s)	Non-White (t)	Work FT/PT (u)	Not working (v)	Own home (w)	Rented council/HA (x)	Rented private (y)
Unweighted base	731	365	366	58	160	134	123	105	151	356	196	89	90	102	213	78	159	179	497	222	486	245	465	113	146
Weighted base	714	360	354	62*	165	153	107	93*	135	338	192	89*	95*	123*	220	71*	147	153	421	281	528	186	397	137	172
Labour	329 46%	154 43%	175 49%	36 58%ghi	94 57%ghi	92 60%ghi	44 41%i	34 37%i	30 22%	144 43%	95 49%	40 45%	50 52%	59 48%	119 54%pqr	27 38%	61 42%	63 41%	131 31%	190 68%s	259 49%v	71 38%	137 34%	89 65%w	102 60%w
Conservative	229 32%	130 36%b	98 28%	13 21%	42 26%	37 24%	35 33%	39 42%def	63 46%def	130 39%g	58 30%g	25 28%	15 16%	32 26%	54 24%	29 40%o	56 38%o	57 37%o	169 40%t	59 21%	169 32%	60 32%	184 46%xy	15 11%	30 17%
UKIP	67 9%	40 11%	27 7%	- -	5 3%	12 8%d	16 15%de	13 13%de	21 16%def	24 7%	7 4%	19 22%jk	16 17%jk	11 9%	23 10%	5 7%	10 7%	18 12%	53 13%t	13 5%	36 7%	31 17%u	30 8%	22 16%wy	11 7%
Liberal Democrat	56 8%	24 7%	32 9%	4 6%	17 10%	7 4%	8 8%	5 5%	15 11%f	26 8%	16 9%	4 4%	10 10%	14 11%o	8 4%	6 9%	15 10%o	13 9%	42 10%t	12 4%	40 8%	16 9%	33 8%	5 3%	18 11%x
Green	25 4%	5 1%	20 6%a	9 14%efgh	5 3%	3 2%	3 3%	2 2%	4 3%	10 3%	11 6%	* 1%	4 4%	5 4%	11 5%r	4 6%r	3 2%	2 1%	23 5%t	3 1%	17 3%	8 4%	11 3%	3 2%	8 5%
Other	8 1%	6 2%	2 1%	- -	2 1%	3 2%	1 1%	1 1%	1 1%	3 1%	4 2%	- -	1 1%	2 2%	5 2%	- -	1 1%	- -	4 1%	4 1%	8 1%	1 *	3 1%	3 2%	2 1%

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r - s/t - u/v - w/x/y

* small base

General Election Survey

ONLINE Fieldwork: 20th - 24th March 2015

Absolutes/col percents

Table 6

Q3/4/5. Voting Intention (including Squeeze & DK/Refuse at Q.4) - Weighted to Turnout values (Q2)**Base: All respondents expressing a voting intention and are 5-10 likely to vote for Con/Lab/Lib Dem or 10 likely to vote for other parties**

	Total	Q.3/4/5 Voting Intention (including Squeeze & DK/Refuse at Q.4)						DK/Refuse at Q4	Voted in 2010 General Election		
		Conser- vative (a)	Labour (b)	Lib Dem (c)	UKIP (d)	Green (e)	Other (g)		Conser- vative (i)	Labour (k)	Liberal Demo- crat (l)
Unweighted base	731	260	311	57	68	27	7	24	253	236	127
Weighted base	714	229	329	56*	67*	25**	8**	22*	227	242	123
Labour	329 46%	-	329 100%ACD	-	-	-	-	11 51%	19 9%	221 91%JL	39 32%J
Conservative	229 32%	229 100%BCD	-	-	-	-	-	5 21%	178 78%KL	11 4%	18 15%K
UKIP	67 9%	-	-	-	67 100%ABC	-	-	-	27 12%K	2 1%	10 8%K
Liberal Democrat	56 8%	-	-	56 100%ABD	-	-	-	6 28%	1 *	6 2%j	42 34%JK
Green	25 4%	-	-	-	-	25 100%	-	-	1 1%	*	10 8%JK
Other	8 1%	-	-	-	-	-	8 100%	-	1 *	2 1%	3 3%j

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b/c/d/e/f/g - j/k/l

*** small base; ** very small base (under 30) ineligible for sig testing**

General Election Survey

ONLINE Fieldwork: 20th - 24th March 2015

Absolutes/col percents

Table 6

Q3/4/5. Voting Intention (including Squeeze & DK/Refuse at Q.4) - Weighted to Turnout values (Q2)**Base: All respondents expressing a voting intention and are 5-10 likely to vote for Con/Lab/Lib Dem or 10 likely to vote for other parties**

	Q5. Generally speaking, do you think of yourself as Conservative, Labour, Liberal Democrat, UKIP, or another party?									
	Total	Labour	Conser -vative	Liberal Democrat	UKIP	Green	BNP	Other	Prefer not to say	Don't know
Unweighted base	731	291	255	62	41	24	1	15	4	38
Weighted base	714	306	223	58	39	22	2	18	5	41
Labour	329 46%	289 95%	5 2%	9 15%	- -	4 19%	- -	7 40%	3 49%	13 31%
Conservative	229 32%	7 2%	198 89%	7 12%	4 9%	- -	- -	- -	- -	12 30%
UKIP	67 9%	3 1%	18 8%	- -	35 91%	- -	2 100%	- -	- -	9 23%
Liberal Democrat	56 8%	5 2%	2 1%	42 72%	- -	2 7%	- -	- -	3 51%	2 5%
Green	25 4%	1 *	- -	- -	- -	17 74%	- -	5 25%	- -	3 8%
Other	8 1%	1 *	- -	- -	- -	- -	- -	6 35%	- -	1 3%

General Election Survey

ONLINE Fieldwork: 20th - 24th March 2015

Absolutes/col percents

Table 7
Q6. Which of the following do you think will be most important to you when you deciding who to vote for at the General Election on May 7th? Please select your top three.
Base: All respondents

	Gender			Age						Social Grade					Region					Ethnicity		Working status		Tenure	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Central (n)	East (o)	North (p)	South (q)	West (r)	White (s)	Non-White (t)	Work FT/PT (u)	Not working (v)	Own home (w)	Rented council/HA (x)	Rented private (y)
Unweighted base	1004	478	526	117	220	186	169	134	178	449	295	113	147	140	299	112	209	244	659	324	649	355	581	190	217
Weighted base	1004	482	522	131	231	211	151	120	160	434	300	114*	155	173	304	112*	196	219	570	413	713	291	502	231	251
The economy	527 52%	285 59% ^b	242 46%	43 33%	128 55% ^d	118 56% ^d	75 50% ^d	70 58% ^d	94 58% ^d	259 60% ^{klm}	143 48%	54 47%	71 46%	90 52%	155 51%	69 62% ^r	117 60% ^r	96 44%	307 54%	207 50%	393 55% ^v	134 46%	308 61% ^{xy}	89 39%	124 50% ^x
The NHS	493 49%	216 45%	276 53% ^a	45 35%	100 43%	101 48% ^d	79 53% ^d	68 56% ^{de}	99 62% ^{def}	209 48%	147 49%	58 51%	79 51%	74 43%	166 54% ⁿ	61 54%	92 47%	100 46%	302 53% ^t	185 45%	334 47%	159 55% ^u	257 51%	117 50%	108 43%
Immigration	341 34%	157 33%	184 35%	27 20%	58 25%	60 28%	65 43% ^{def}	48 40% ^{def}	84 52% ^{def}	141 33%	84 28%	48 42% ^k	68 44% ^{jk}	46 27%	101 33%	35 31%	72 37%	87 40% ⁿ	226 40% ^t	106 26%	217 30%	124 43% ^u	191 38% ^y	75 32%	68 27%
Housing	250 25%	116 24%	134 26%	28 22%	72 31% ^{ghi}	67 32% ^{ghi}	30 20%	25 21%	29 18%	89 20%	90 30% ^j	33 29%	38 25%	58 33% ^r	76 25%	31 27%	47 24%	39 18%	131 23%	114 28%	195 27% ^v	55 19%	84 17%	68 29% ^w	92 37% ^w
Welfare	184 18%	73 15%	111 21% ^a	22 17%	38 17%	43 20%	40 27% ^{ei}	21 17%	19 12%	67 15%	59 20%	14 12%	45 29% ^{ijkl}	36 21%	55 18%	22 19%	37 19%	34 15%	109 19%	70 17%	120 17%	64 22%	92 18%	48 21%	39 15%
Security and terrorism	181 18%	86 18%	96 18%	9 7%	32 14%	33 15% ^d	24 16% ^d	27 23% ^d	56 35% ^{def}	86 20%	43 14%	16 14%	35 23% ^k	29 17%	53 17%	25 22%	43 22%	32 15%	112 20%	69 17%	112 16%	70 24% ^u	109 22% ^{xy}	34 15%	38 15%
Education	181 18%	67 14%	114 22% ^a	33 25% ^{hi}	51 22% ^{hi}	44 21% ^{hi}	24 16%	11 9%	17 11%	84 19%	55 18%	21 18%	21 14%	37 21%	52 17%	26 23%	34 18%	31 14%	91 16%	86 21%	137 19%	43 15%	92 18%	31 13%	57 23% ^x
Crime	102 10%	54 11%	48 9%	14 11%	21 9%	23 11%	17 11%	15 13%	10 6%	43 10%	23 8%	10 9%	25 16% ^k	24 14% ^q	32 11%	9 8%	11 6%	25 12% ^q	48 8%	53 13% ^s	72 10%	30 10%	53 11%	22 10%	26 10%
The environment	68 7%	31 6%	37 7%	7 5%	19 8%	18 9%	9 6%	5 5%	9 6%	28 6%	24 8%	5 4%	12 8%	12 7%	27 9% ^r	7 7%	16 8% ^r	5 2%	51 9% ^t	15 4%	44 6%	24 8%	32 6%	12 5%	22 9%
Transport	48 5%	26 5%	22 4%	16 12% ^{efgj}	12 5% ⁱ	7 3% ⁱ	7 5% ⁱ	6 5% ⁱ	- -	23 5%	14 5%	5 5%	5 3%	7 4%	16 5%	5 5%	8 4%	12 5%	19 3%	26 6% ^s	42 6% ^v	6 2%	23 5%	12 5%	12 5%
None of these	27 3%	18 4%	9 2%	16 12% ^{efgh}	3 1%	3 1%	2 1%	2 2%	1 1%	14 3%	11 4%	2 1%	1 *	1 1%	2 1%	2 2%	1 *	21 10% ^{nopq}	7 1%	20 5% ^s	23 3%	4 1%	5 1%	18 8% ^{wy}	3 1%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r - s/t - u/v - w/x/y
 * small base

General Election Survey

ONLINE Fieldwork: 20th - 24th March 2015

Absolutes/col percents

Table 7
Q6. Which of the following do you think will be most important to you when you deciding who to vote for at the General Election on May 7th? Please select your top three.
Base: All respondents

	Gender		Age							Social Grade				Region					Ethnicity		Working status		Tenure		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Central (n)	East (o)	North (p)	South (q)	West (r)	White (s)	Non-White (t)	Work FT/PT (u)	Not working (v)	Own home (w)	Rented council/HA (x)	Rented private (y)
Weighted base	1004	482	522	131	231	211	151	120	160	434	300	114*	155	173	304	112*	196	219	570	413	713	291	502	231	251
Don't know	38	18	21	17	6	9	2	2	3	13	17	4	4	8	5	3	8	15	15	23	26	12	11	18	8
	4%	4%	4%	13%	3%	4%	1%	2%	2%	3%	6%	4%	3%	4%	2%	2%	4%	7%	3%	5%	4%	4%	2%	8%	3%

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r - s/t - u/v - w/x/y
 * small base

General Election Survey

ONLINE Fieldwork: 20th - 24th March 2015

Absolutes/col percents

Table 7
Q6. Which of the following do you think will be most important to you when you deciding who to vote for at the General Election on May 7th? Please select your top three.
Base: All respondents

	Total	Q.3/4/5 Voting Intention (including Squeeze & DK/Refuse at Q.4)						DK/Refuse at Q4	Voted in 2010 General Election		
		Conser- vative (a)	Labour (b)	Lib Dem (c)	UKIP (d)	Green (e)	Other (g)		Conser- vative (i)	Labour (k)	Liberal Demo- crat (l)
Unweighted base	1004	278	340	64	92	50	10	130	291	276	165
Weighted base	1004	245	362	63*	86*	54*	11**	137	263	285	166
The economy	527 52%	167 68%BDE	197 54%D	37 59%D	31 36%	25 45%	5 46%	47 34%	176 67%KL	145 51%	90 54%
The NHS	493 49%	109 45%	192 53%A	31 49%	37 43%	37 67%AbcD	7 65%	58 42%	113 43%	158 55%J	92 56%J
Immigration	341 34%	110 45%BcE	76 21%	20 31%	76 88%ABCE	9 17%	-	35 25%	125 48%KL	70 25%	50 30%
Housing	250 25%	32 13%	121 33%AD	19 30%AD	12 14%	18 32%AD	7 57%	30 22%	25 9%	104 37%J	48 29%J
Welfare	184 18%	37 15%	77 21%a	13 21%	18 21%	13 24%	5 46%	19 14%	40 15%	52 18%	34 20%
Security and terrorism	181 18%	72 29%BE	43 12%	16 26%BE	23 26%BE	3 6%	-	20 15%	74 28%KL	36 13%	29 17%
Education	181 18%	38 16%D	81 22%AD	15 23%D	3 4%	16 30%AD	3 29%	23 17%	34 13%	62 22%J	36 22%J
Crime	102 10%	27 11%	37 10%	10 15%	11 13%	5 9%	-	9 7%	31 12%	32 11%	16 10%
The environment	68 7%	12 5%	16 4%	7 12%aBd	3 4%	16 30%ABCD	1 6%	8 6%	14 5%	15 5%	12 7%
Transport	48 5%	12 5%	21 6% <i>d</i>	4 6%	1 1%	3 5%	-	6 4%	10 4%	16 6%	7 4%
None of these	27 3%	-	3 1%	-	1 1%	1 2% <i>a</i>	-	17 13%	1 *	3 1%	3 2%
Don't know	38 4%	5 2%	9 3%	1 2%	* *	1 2%	-	17 12%	6 2%	8 3%	4 2%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b/c/d/e/f/g - j/k/l

* small base; ** very small base (under 30) ineligible for sig testing

General Election Survey

ONLINE Fieldwork: 20th - 24th March 2015

Absolutes/col percents

Table 7
Q6. Which of the following do you think will be most important to you when you deciding who to vote for at the General Election on May 7th? Please select your top three.
Base: All respondents

	Q5. Generally speaking, do you think of yourself as Conservative, Labour, Liberal Democrat, UKIP, or another party?									
	Total	Labour	Conser -vative	Liberal Democrat	UKIP	Green	BNP	Other	Prefer not to say	Don't know
Unweighted base	1004	347	290	77	56	41	3	31	18	141
Weighted base	1004	364	256	73	50	42	4	34	19	161
The economy	527 52%	196 54%	173 68%	42 57%	16 33%	15 36%	1 41%	13 38%	11 55%	59 37%
The NHS	493 49%	203 56%	122 47%	33 45%	19 38%	24 56%	-	21 61%	11 55%	61 38%
Immigration	341 34%	89 24%	125 49%	15 21%	44 88%	4 10%	4 100%	2 6%	11 56%	47 29%
Housing	250 25%	116 32%	30 12%	23 32%	7 13%	13 32%	1 41%	16 47%	5 26%	38 24%
Welfare	184 18%	74 20%	36 14%	14 20%	13 26%	9 22%	2 43%	9 27%	3 17%	24 15%
Security and terrorism	181 18%	45 12%	75 29%	17 24%	12 23%	3 7%	2 59%	3 9%	4 20%	21 13%
Education	181 18%	79 22%	38 15%	18 24%	2 5%	13 30%	-	10 28%	2 13%	19 12%
Crime	102 10%	38 11%	27 11%	11 15%	8 15%	2 5%	1 16%	4 11%	1 4%	11 7%
The environment	68 7%	13 4%	11 4%	6 9%	1 1%	19 45%	-	9 26%	3 16%	6 3%
Transport	48 5%	25 7%	12 5%	3 4%	1 2%	2 4%	-	2 6%	-	4 2%
None of these	27 3%	3 1%	1 *	1 2%	1 2%	-	-	-	-	21 13%
Don't know	38 4%	8 2%	6 2%	2 2%	* 1%	1 1%	-	-	1 7%	20 13%

General Election Survey

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Absolutes/col percents

Table 8

Q7. Would you be more or less likely to vote for the Conservatives if Boris Johnson were leader of the Conservative Party? Or would it make no difference?

Base: All respondents

	Gender		Age							Social Grade				Region				Ethnicity		Working status		Tenure			
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Central (n)	East (o)	North (p)	South (q)	West (r)	White (s)	Non-White (t)	Work FT/PT (u)	Not working (v)	Own home (w)	Rented council/HA (x)	Rented private (y)
Unweighted base	1004	478	526	117	220	186	169	134	178	449	295	113	147	140	299	112	209	244	659	324	649	355	581	190	217
Weighted base	1004	482	522	131	231	211	151	120	160	434	300	114*	155	173	304	112*	196	219	570	413	713	291	502	231	251
More likely to vote for the Conservatives if Boris Johnson were leader	187 19%	103 21% ^b	84 16%	23 17%	64 28% ^d	33 16%	26 17%	18 15%	23 14%	90 21% ^m	53 18%	25 21%	20 13%	39 22%	47 15%	27 24%	34 17%	40 18%	105 18%	75 18%	149 21% ^v	38 13%	99 20% ^x	27 12%	55 22% ^x
Would make no difference	530 53%	239 50%	291 56%	63 49%	99 43%	107 51%	91 61% ^e	70 58% ^e	100 62% ^d	229 53%	154 51%	65 57%	82 53%	78 45%	167 55%	53 47%	111 57% ⁿ	122 56%	312 55%	212 51%	368 52%	163 56%	271 54%	128 55%	124 50%
Less likely to vote for the Conservatives if Boris Johnson were leader	212 21%	113 23%	99 19%	23 18%	48 21%	54 25%	25 17%	28 24%	33 20%	88 20%	73 24%	21 19%	30 19%	44 25%	67 22%	23 20%	39 20%	40 18%	125 22%	83 20%	153 21%	59 20%	108 21%	43 19%	55 22%
Don't know	75 7%	27 6%	48 9% ^a	21 16% ^e	20 8% ^f	17 8% ^g	8 8% ^h	4 4%	5 3%	28 6%	20 7%	3 3%	24 15% ^j	13 7%	24 8%	9 8%	12 6%	17 8%	29 5%	43 10% ^s	44 6%	31 11% ^u	24 5%	33 14% ^w	17 7%

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r - s/t - u/v - w/x/y

* small base

General Election Survey

ONLINE Fieldwork: 20th - 24th March 2015

Absolutes/col percents

Table 8

Q7. Would you be more or less likely to vote for the Conservatives if Boris Johnson were leader of the Conservative Party? Or would it make no difference?

Base: All respondents

	Q.3/4/5 Voting Intention (including Squeeze & DK/Refuse at Q.4)							Voted in 2010 General Election			
	Total	Conser- vative (a)	Labour (b)	Lib Dem (c)	UKIP (d)	Green (e)	Other (g)	DK/Refuse at Q4	Conser- vative (i)	Labour (k)	Liberal Demo- crat (l)
Unweighted base	1004	278	340	64	92	50	10	130	291	276	165
Weighted base	1004	245	362	63*	86*	54*	11**	137	263	285	166
More likely to vote for the Conservatives if Boris Johnson were leader	187 19%	57 23%B	58 16%	9 15%	28 33%aBC	10 19%	1 9%	16 12%	77 29%KL	42 15%	26 16%
Would make no difference	530 53%	140 57%	198 55%	32 52%	42 48%	28 52%	7 60%	55 40%	135 51%	156 55%	94 57%
Less likely to vote for the Conservatives if Boris Johnson were leader	212 21%	40 16%	91 25%A	19 30%Ad	14 17%	13 24%	3 31%	25 18%	43 16%	75 26%J	39 24%j
Don't know	75 7%	9 4%	14 4%	2 4%	2 2%	3 5%	- -	41 30%	9 3%	13 5%	6 4%

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b/c/d/e/f/g - j/k/l

*** small base; ** very small base (under 30) ineligible for sig testing**

General Election Survey

ONLINE Fieldwork: 20th - 24th March 2015

Absolutes/col percents

Table 8

Q7. Would you be more or less likely to vote for the Conservatives if Boris Johnson were leader of the Conservative Party? Or would it make no difference?

Base: All respondents

	Q5. Generally speaking, do you think of yourself as Conservative, Labour, Liberal Democrat, UKIP, or another party?									
	Total	Labour	Conser -vative	Liberal Democrat	UKIP	Green	BNP	Other	Prefer not to say	Don't know
Unweighted base	1004	347	290	77	56	41	3	31	18	141
Weighted base	1004	364	256	73	50	42	4	34	19	161
More likely to vote for the Conservatives if Boris Johnson were leader	187 19%	62 17%	64 25%	11 16%	18 36%	8 18%	-	4 11%	1 6%	18 11%
Would make no difference	530 53%	198 54%	141 55%	38 51%	28 55%	21 49%	1 16%	23 67%	9 45%	74 46%
Less likely to vote for the Conservatives if Boris Johnson were leader	212 21%	91 25%	42 16%	21 29%	5 9%	12 29%	3 84%	6 17%	2 12%	30 19%
Don't know	75 7%	13 3%	10 4%	3 5%	-	2 4%	-	2 5%	7 37%	39 24%

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Absolutes/col percents

Table 9

Q1. Thinking back to the General Election in 2010, which party, if any, did you vote for?

Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	1004	1004
Weighted base	1004	1004
Conservative	263 26%	263 26%
Labour	285 28%	285 28%
Liberal Democrat	166 16%	166 16%
Some other party	49 5%	49 5%
Did not vote	195 19%	195 19%
Don't remember	31 3%	31 3%
Prefer not to say	14 1%	14 1%