

# ComRes Published Voting Intention Figures

|                  | ITV News / Daily Mail  | Independent on Sunday/ Sunday Mirror | Daily Mail                | Independent on Sunday/ Sunday Mirror | The Independent          | Independent on Sunday/ Sunday Mirror |
|------------------|------------------------|--------------------------------------|---------------------------|--------------------------------------|--------------------------|--------------------------------------|
|                  | 25 <sup>th</sup> March | 15 <sup>th</sup> March               | 24 <sup>th</sup> February | 15 <sup>th</sup> February            | 27 <sup>th</sup> January | 18 <sup>th</sup> January             |
| Conservative     | 35%                    | 33%                                  | 34%                       | 32%                                  | 31%                      | 33%                                  |
| Labour           | 35%                    | 35%                                  | 32%                       | 34%                                  | 30%                      | 34%                                  |
| Liberal Democrat | 8%                     | 7%                                   | 8%                        | 7%                                   | 8%                       | 7%                                   |
| UKIP             | 10%                    | 16%                                  | 13%                       | 16%                                  | 17%                      | 18%                                  |
| Other            | 13%                    | 8%                                   | 14%                       | 11%                                  | 14%                      | 8%                                   |

## METHODOLOGY NOTE

ComRes interviewed 1,001 GB adults by telephone between 20th and 2nd March 2015. Data were weighted to be demographically representative of all GB adults. Data were also weighted by past vote recall. ComRes is a member of the British Polling Council and abides by its rules.

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

[katharine.peacock@comres.co.uk](mailto:katharine.peacock@comres.co.uk)

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

## CATI Opinion Poll Fieldwork : 20th - 22nd March 2015

Absolutes/col percents

Table 1

**Q1. Thinking back to the General Election in 2010 / UK General Election (for Scotland), which party if any did you vote for?**

**Base: All respondents**

|                  | Gender     |            | Age        |           |           |           |           |           | Class     |           |            |           | Region    |                  |            |           |                |                    |           |
|------------------|------------|------------|------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|------------|-----------|-----------|------------------|------------|-----------|----------------|--------------------|-----------|
|                  | Total      | Male       | Female     | 18-24     | 25-34     | 35-44     | 45-54     | 55-64     | 65+       | AB        | C1         | C2        | DE        | Eng-land & Wales | South East | Mid-lands | North Eng-land | Wales & South West | Scot-land |
| Unweighted base  | 1001       | 483        | 518        | 87        | 156       | 164       | 202       | 150       | 242       | 384       | 213        | 164       | 240       | 912              | 273        | 270       | 236            | 133                | 89        |
| Weighted base    | 1001       | 490        | 511        | 119       | 170       | 170       | 179       | 147       | 215       | 273       | 278        | 214       | 236       | 913              | 273        | 261       | 241            | 139                | 88        |
| Conservative     | 211<br>21% | 104<br>21% | 106<br>21% | 8<br>6%   | 31<br>18% | 28<br>16% | 31<br>17% | 38<br>25% | 76<br>35% | 65<br>24% | 62<br>22%  | 50<br>23% | 33<br>14% | 202<br>22%       | 61<br>22%  | 76<br>29% | 50<br>21%      | 15<br>11%          | 9<br>10%  |
| Labour           | 183<br>18% | 81<br>17%  | 102<br>20% | 13<br>11% | 19<br>11% | 26<br>15% | 35<br>20% | 42<br>28% | 48<br>23% | 48<br>17% | 38<br>14%  | 48<br>22% | 50<br>21% | 164<br>18%       | 36<br>13%  | 41<br>16% | 58<br>24%      | 29<br>21%          | 19<br>22% |
| Liberal Democrat | 127<br>13% | 59<br>12%  | 68<br>13%  | 8<br>7%   | 25<br>15% | 28<br>17% | 29<br>16% | 16<br>11% | 20<br>9%  | 56<br>20% | 31<br>11%  | 17<br>8%  | 23<br>10% | 117<br>13%       | 39<br>14%  | 30<br>12% | 31<br>13%      | 17<br>12%          | 10<br>12% |
| Other            | 64<br>6%   | 35<br>7%   | 29<br>6%   | 1<br>1%   | 8<br>5%   | 12<br>7%  | 14<br>8%  | 9<br>6%   | 19<br>9%  | 14<br>5%  | 16<br>6%   | 18<br>8%  | 16<br>7%  | 49<br>5%         | 14<br>5%   | 12<br>5%  | 10<br>4%       | 13<br>9%           | 15<br>17% |
| Did not vote     | 325<br>32% | 173<br>35% | 152<br>30% | 83<br>70% | 80<br>47% | 55<br>33% | 51<br>28% | 30<br>20% | 26<br>12% | 63<br>23% | 108<br>39% | 64<br>30% | 90<br>38% | 298<br>33%       | 97<br>35%  | 78<br>30% | 68<br>28%      | 55<br>40%          | 27<br>31% |
| Don't remember   | 40<br>4%   | 13<br>3%   | 27<br>5%   | 6<br>5%   | 4<br>3%   | 11<br>7%  | 3<br>2%   | 3<br>2%   | 12<br>6%  | 10<br>4%  | 3<br>1%    | 12<br>6%  | 14<br>6%  | 38<br>4%         | 9<br>3%    | 10<br>4%  | 10<br>4%       | 8<br>6%            | 2<br>2%   |
| Refused          | 51<br>5%   | 24<br>5%   | 27<br>5%   | -<br>-    | 3<br>2%   | 9<br>5%   | 15<br>8%  | 10<br>7%  | 13<br>6%  | 16<br>6%  | 19<br>7%   | 6<br>3%   | 10<br>4%  | 45<br>5%         | 17<br>6%   | 14<br>5%  | 13<br>6%       | 2<br>1%            | 6<br>6%   |

## CATI Opinion Poll

### Fieldwork : 20th - 22nd March 2015

Absolutes/col percents

Table 1

**Q1. Thinking back to the General Election in 2010 / UK General Election (for Scotland), which party if any did you vote for?**

**Base: All respondents**

|                  | Q.3/4/5 Voting Intention (including Squeeze & DK/Refuse at Q.4) |                   |            |           |           |           |           |                |           |          | Voted in 2010 General Election |                   |             |                          |
|------------------|---|-------------------|------------|-----------|-----------|-----------|-----------|----------------|-----------|----------|--------------------------------|-------------------|-------------|--------------------------|
|                  | Total   | Conser-<br>vative | Labour     | Lib Dem   | UKIP      | Green     | SNP       | Plaid<br>Cymru | BNP       | Other    | DK/Refuse<br>at Q4             | Conser-<br>vative | Labour      | Liberal<br>Demo-<br>crat |
| Unweighted base  | 1001  | 254               | 241        | 53        | 77        | 40        | 26        | 6              | 1         | 9        | 189                            | 219               | 202         | 113                      |
| Weighted base    | 1001  | 243               | 245        | 53        | 75        | 45        | 25        | 5              | 1         | 9        | 191                            | 211               | 183         | 127                      |
| Conservative     | 211<br>21%  | 162<br>66%        | 8<br>3%    | 8<br>15%  | 19<br>25% | 3<br>7%   | -         | -              | -         | -        | 15<br>8%                       | 211<br>100%       | -           | -                        |
| Labour           | 183<br>18%  | 10<br>4%          | 148<br>60% | 1<br>2%   | 6<br>8%   | 1<br>1%   | 1<br>6%   | -              | -         | *<br>3%  | 6<br>3%                        | -                 | 183<br>100% | -                        |
| Liberal Democrat | 127<br>13%  | 20<br>8%          | 23<br>9%   | 32<br>61% | 9<br>12%  | 19<br>42% | 2<br>10%  | 1<br>18%       | -         | 1<br>13% | 23<br>12%                      | -                 | -           | 127<br>100%              |
| Other            | 64<br>6%  | 2<br>1%           | 5<br>2%    | *<br>1%   | 22<br>29% | 8<br>17%  | 12<br>49% | 3<br>59%       | -         | 2<br>23% | 6<br>3%                        | -                 | -           | -                        |
| Did not vote     | 325<br>32%  | 38<br>16%         | 54<br>22%  | 11<br>21% | 13<br>17% | 13<br>29% | 8<br>31%  | 1<br>24%       | 1<br>100% | 6<br>62% | 79<br>41%                      | -                 | -           | -                        |
| Don't remember   | 40<br>4%  | 5<br>2%           | 6<br>2%    | -         | 6<br>8%   | 1<br>2%   | -         | -              | -         | -        | 20<br>10%                      | -                 | -           | -                        |
| Refused          | 51<br>5%  | 5<br>2%           | 2<br>1%    | -         | 1<br>1%   | -         | 1<br>3%   | -              | -         | -        | 42<br>22%                      | -                 | -           | -                        |

## CATI Opinion Poll Fieldwork : 20th - 22nd March 2015

Absolutes/col percents

Table 1

**Q1. Thinking back to the General Election in 2010 / UK General Election (for Scotland), which party if any did you vote for?**

**Base: All respondents**

Q5. Generally speaking, do you think of yourself as...?

|                  | Total      | Labour     | Conser<br>-vative | Lib Dem   | UKIP      | Green     | SNP      | Plaid Cymru | BNP      | Other     | Refused   | Don't know |
|------------------|------------|------------|-------------------|-----------|-----------|-----------|----------|-------------|----------|-----------|-----------|------------|
| Unweighted base  | 1001       | 275        | 247               | 71        | 59        | 46        | 22       | 5           | 3        | 39        | 67        | 167        |
| Weighted base    | 1001       | 277        | 239               | 72        | 61        | 50        | 21       | 4           | 4        | 36        | 64        | 173        |
| Conservative     | 211<br>21% | 6<br>2%    | 165<br>69%        | 5<br>7%   | 12<br>19% | 2<br>5%   | -<br>-   | -<br>-      | -<br>-   | 3<br>8%   | 3<br>5%   | 14<br>8%   |
| Labour           | 183<br>18% | 157<br>57% | 5<br>2%           | 2<br>3%   | 4<br>7%   | 3<br>5%   | 1<br>3%  | -<br>-      | -<br>-   | 2<br>4%   | 1<br>2%   | 8<br>5%    |
| Liberal Democrat | 127<br>13% | 23<br>8%   | 12<br>5%          | 45<br>63% | 6<br>10%  | 9<br>18%  | 2<br>12% | -<br>-      | -<br>-   | 3<br>7%   | 6<br>9%   | 22<br>12%  |
| Other            | 64<br>6%   | 5<br>2%    | 5<br>2%           | 1<br>2%   | 16<br>26% | 8<br>16%  | 9<br>42% | 2<br>55%    | 2<br>42% | 6<br>16%  | 4<br>7%   | 7<br>4%    |
| Did not vote     | 325<br>32% | 78<br>28%  | 43<br>18%         | 16<br>22% | 19<br>30% | 26<br>52% | 9<br>40% | 2<br>45%    | 2<br>58% | 22<br>61% | 15<br>23% | 95<br>55%  |
| Don't remember   | 40<br>4%   | 4<br>1%    | 5<br>2%           | 3<br>3%   | 5<br>8%   | 2<br>4%   | -<br>-   | -<br>-      | -<br>-   | 1<br>2%   | 2<br>4%   | 19<br>11%  |
| Refused          | 51<br>5%   | 3<br>1%    | 5<br>2%           | -<br>-    | -<br>-    | -<br>-    | 1<br>4%  | -<br>-      | -<br>-   | 1<br>2%   | 32<br>50% | 9<br>5%    |

## CATI Opinion Poll

### Fieldwork : 20th - 22nd March 2015

Absolutes/col percents

Table 1

**Q1. Thinking back to the General Election in 2010 / UK General Election (for Scotland), which party if any did you vote for?**

**Base: All respondents**

|                  | Region     |           |            |            |                          |               |               |           |             |                |            |            | Region Summary |           |           |
|------------------|------------|-----------|------------|------------|--------------------------|---------------|---------------|-----------|-------------|----------------|------------|------------|----------------|-----------|-----------|
|                  | Total      | Scotland  | North East | North West | Yorkshire & Humber -side | East Midlands | West Midlands | Wales     | East Anglia | Greater London | South East | South West | England        | Scotland  | Wales     |
| Unweighted base  | 1001       | 89        | 40         | 103        | 93                       | 70            | 91            | 48        | 109         | 126            | 147        | 85         | 864            | 89        | 48        |
| Weighted base    | 1001       | 88        | 40         | 110        | 91                       | 70            | 89            | 49        | 101         | 132            | 141        | 90         | 864            | 88        | 49        |
| Conservative     | 211<br>21% | 9<br>10%  | 10<br>25%  | 23<br>21%  | 17<br>18%                | 15<br>21%     | 29<br>32%     | 2<br>4%   | 32<br>32%   | 18<br>14%      | 43<br>30%  | 13<br>14%  | 200<br>23%     | 9<br>10%  | 2<br>4%   |
| Labour           | 183<br>18% | 19<br>22% | 8<br>20%   | 29<br>26%  | 21<br>23%                | 9<br>13%      | 19<br>21%     | 12<br>25% | 13<br>13%   | 24<br>18%      | 12<br>8%   | 17<br>19%  | 152<br>18%     | 19<br>22% | 12<br>25% |
| Liberal Democrat | 127<br>13% | 10<br>12% | 3<br>8%    | 15<br>13%  | 13<br>15%                | 7<br>10%      | 8<br>9%       | 4<br>9%   | 15<br>15%   | 20<br>15%      | 19<br>13%  | 13<br>14%  | 113<br>13%     | 10<br>12% | 4<br>9%   |
| Other            | 64<br>6%   | 15<br>17% | 2<br>4%    | 5<br>5%    | 3<br>3%                  | 3<br>4%       | 4<br>4%       | 7<br>15%  | 5<br>5%     | 4<br>3%        | 10<br>7%   | 6<br>6%    | 42<br>5%       | 15<br>17% | 7<br>15%  |
| Did not vote     | 325<br>32% | 27<br>31% | 9<br>22%   | 28<br>26%  | 31<br>34%                | 28<br>40%     | 26<br>29%     | 22<br>46% | 24<br>24%   | 50<br>38%      | 47<br>33%  | 33<br>36%  | 276<br>32%     | 27<br>31% | 22<br>46% |
| Don't remember   | 40<br>4%   | 2<br>2%   | 4<br>10%   | 2<br>2%    | 4<br>4%                  | 4<br>5%       | 1<br>1%       | 1<br>2%   | 6<br>5%     | 7<br>6%        | 2<br>1%    | 8<br>8%    | 37<br>4%       | 2<br>2%   | 1<br>2%   |
| Refused          | 51<br>5%   | 6<br>6%   | 4<br>10%   | 7<br>7%    | 2<br>2%                  | 4<br>6%       | 3<br>4%       | -<br>-    | 6<br>6%     | 8<br>6%        | 9<br>6%    | 2<br>2%    | 45<br>5%       | 6<br>6%   | -<br>-    |

## CATI Opinion Poll

### Fieldwork : 20th - 22nd March 2015

Absolutes/col percents

Table 2

**Q2. In the General Election coming up in May, how likely would you be to vote on a scale of 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   |       |       |       |       |      | Class |      |      |      | Region           |            |           |                |                    |           |      |
|----------------------------|--------|------|--------|-------|-------|-------|-------|-------|------|-------|------|------|------|------------------|------------|-----------|----------------|--------------------|-----------|------|
|                            | Total  | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+  | AB    | C1   | C2   | DE   | Eng-land & Wales | South East | Mid-lands | North Eng-land | Wales & South West | Scot-land |      |
| Unweighted base            | 1001   | 483  | 518    | 87    | 156   | 164   | 202   | 150   | 242  | 384   | 213  | 164  | 240  | 912              | 273        | 270       | 236            | 133                | 89        |      |
| Weighted base              | 1001   | 490  | 511    | 119   | 170   | 170   | 179   | 147   | 215  | 273   | 278  | 214  | 236  | 913              | 273        | 261       | 241            | 139                | 88        |      |
| Absolutely certain to vote | (10)   | 546  | 252    | 294   | 36    | 70    | 94    | 100   | 90   | 155   | 167  | 162  | 106  | 110              | 482        | 137       | 140            | 135                | 70        | 64   |
|                            |        | 55%  | 52%    | 57%   | 31%   | 41%   | 55%   | 56%   | 61%  | 72%   | 61%  | 58%  | 49%  | 47%              | 53%        | 50%       | 54%            | 56%                | 51%       | 72%  |
|                            | (9)    | 52   | 32     | 20    | 8     | 6     | 11    | 12    | 8    | 7     | 18   | 16   | 10   | 7                | 48         | 15        | 15             | 12                 | 6         | 4    |
|                            |        | 5%   | 7%     | 4%    | 7%    | 3%    | 6%    | 7%    | 5%   | 3%    | 7%   | 6%   | 5%   | 3%               | 5%         | 6%        | 6%             | 5%                 | 5%        | 4%   |
|                            | (8)    | 71   | 28     | 42    | 9     | 15    | 9     | 16    | 9    | 12    | 17   | 20   | 11   | 23               | 68         | 24        | 16             | 16                 | 12        | 3    |
|                            |        | 7%   | 6%     | 8%    | 8%    | 9%    | 6%    | 9%    | 6%   | 5%    | 6%   | 7%   | 5%   | 10%              | 7%         | 9%        | 6%             | 7%                 | 8%        | 3%   |
|                            | (7)    | 56   | 32     | 24    | 15    | 9     | 12    | 8     | 8    | 4     | 13   | 18   | 15   | 10               | 53         | 22        | 12             | 10                 | 8         | 3    |
|                            |        | 6%   | 6%     | 5%    | 12%   | 5%    | 7%    | 4%    | 5%   | 2%    | 5%   | 7%   | 7%   | 4%               | 6%         | 8%        | 5%             | 4%                 | 6%        | 4%   |
|                            | (6)    | 21   | 10     | 11    | 1     | 8     | 1     | 3     | 4    | 5     | 9    | 4    | 4    | 5                | 18         | 5         | 5              | 3                  | 5         | 3    |
|                            |        | 2%   | 2%     | 2%    | 1%    | 4%    | 1%    | 2%    | 2%   | 2%    | 3%   | 1%   | 2%   | 2%               | 2%         | 2%        | 2%             | 1%                 | 3%        | 3%   |
|                            | (5)    | 80   | 33     | 47    | 15    | 17    | 17    | 10    | 9    | 12    | 15   | 17   | 30   | 17               | 77         | 25        | 22             | 15                 | 15        | 3    |
|                            |        | 8%   | 7%     | 9%    | 12%   | 10%   | 10%   | 6%    | 6%   | 6%    | 6%   | 6%   | 14%  | 7%               | 8%         | 9%        | 8%             | 6%                 | 11%       | 3%   |
|                            | (4)    | 14   | 9      | 4     | 3     | 3     | 2     | 2     | 3    | 1     | 1    | 2    | 3    | 8                | 12         | 3         | 3              | 5                  | 2         | 1    |
|                            |        | 1%   | 2%     | 1%    | 3%    | 2%    | 1%    | 1%    | 2%   | *     | *    | 1%   | 1%   | 3%               | 1%         | 1%        | 1%             | 2%                 | 1%        | 1%   |
|                            | (3)    | 16   | 13     | 3     | 3     | 4     | 1     | 4     | 3    | 1     | 4    | 6    | 5    | 1                | 14         | 4         | 1              | 5                  | 4         | 1    |
|                            |        | 2%   | 3%     | 1%    | 3%    | 2%    | 1%    | 2%    | 2%   | *     | 1%   | 2%   | 2%   | 1%               | 2%         | 2%        | *              | 2%                 | 3%        | 2%   |
|                            | (2)    | 18   | 13     | 5     | 7     | 6     | 2     | 2     | *    | 1     | 3    | 8    | 1    | 6                | 18         | 4         | 8              | 3                  | 3         | -    |
|                            |        | 2%   | 3%     | 1%    | 6%    | 3%    | 1%    | 1%    | *    | *     | 1%   | 3%   | 1%   | 2%               | 2%         | 1%        | 3%             | 1%                 | 2%        | -    |
| Certain not to vote        | (1)    | 120  | 63     | 56    | 19    | 30    | 20    | 23    | 13   | 14    | 23   | 23   | 28   | 46               | 114        | 31        | 36             | 35                 | 13        | 5    |
|                            |        | 12%  | 13%    | 11%   | 16%   | 18%   | 12%   | 13%   | 9%   | 7%    | 8%   | 8%   | 13%  | 20%              | 13%        | 11%       | 14%            | 15%                | 9%        | 6%   |
| Refused                    |        | 1    | -      | 1     | -     | -     | -     | -     | -    | 1     | 1    | -    | -    | -                | 1          | -         | 1              | -                  | -         | -    |
|                            |        | *    | -      | *     | -     | -     | -     | -     | -    | *     | *    | -    | -    | -                | *          | -         | *              | -                  | -         | -    |
| Don't know                 |        | 8    | 5      | 4     | 2     | 4     | -     | -     | -    | 3     | 2    | 2    | 1    | 4                | 8          | 1         | 2              | 2                  | 3         | 1    |
|                            |        | 1%   | 1%     | 1%    | 2%    | 2%    | -     | -     | -    | 1%    | 1%   | 1%   | *    | 1%               | 1%         | *         | 1%             | 1%                 | 2%        | 1%   |
| Mean                       |        | 7.73 | 7.52   | 7.93  | 6.41  | 6.77  | 7.80  | 7.84  | 8.19 | 8.73  | 8.28 | 8.08 | 7.39 | 6.98             | 7.63       | 7.65      | 7.58           | 7.63               | 7.68      | 8.76 |
| Standard deviation         |        | 3.20 | 3.31   | 3.07  | 3.40  | 3.51  | 3.15  | 3.20  | 2.89 | 2.59  | 2.85 | 2.97 | 3.25 | 3.61             | 3.24       | 3.12      | 3.35           | 3.37               | 3.06      | 2.54 |
| Standard error             |        | 0.10 | 0.15   | 0.14  | 0.37  | 0.28  | 0.25  | 0.23  | 0.24 | 0.17  | 0.15 | 0.20 | 0.25 | 0.23             | 0.11       | 0.19      | 0.20           | 0.22               | 0.27      | 0.27 |

## CATI Opinion Poll

### Fieldwork : 20th - 22nd March 2015

Absolutes/col percents

Table 2

**Q2. In the General Election coming up in May, how likely would you be to vote on a scale of 1 to 10, where 1 means you are certain not to vote and 10 means you are absolutely certain to vote?**

**Base: All respondents**

|                               | Q.3/4/5 Voting Intention (including Squeeze & DK/Refuse at Q.4) |                   |            |            |           |           |           |                |          |           | Voted in 2010 General Election |                   |            |                         |           |
|-------------------------------|---|-------------------|------------|------------|-----------|-----------|-----------|----------------|----------|-----------|--------------------------------|-------------------|------------|-------------------------|-----------|
|                               | Total   | Conser-<br>vative | Labour     | Lib Dem    | UKIP      | Green     | SNP       | Plaid<br>Cymru | BNP      | Other     | DK/Refuse<br>at Q4             | Conser-<br>vative | Labour     | Liberal<br>Democr<br>at |           |
| Unweighted base               | 1001  | 254               | 241        | 53         | 77        | 40        | 26        | 6              | 1        | 9         | 189                            | 219               | 202        | 113                     |           |
| Weighted base                 | 1001  | 243               | 245        | 53         | 75        | 45        | 25        | 5              | 1        | 9         | 191                            | 211               | 183        | 127                     |           |
| Absolutely certain<br>to vote | (10)  | 546<br>55%        | 172<br>71% | 157<br>64% | 36<br>69% | 57<br>76% | 31<br>70% | 22<br>91%      | 4<br>83% | -         | 1<br>15%                       | 81<br>43%         | 154<br>73% | 127<br>70%              | 94<br>74% |
|                               | (9)   | 52<br>5%          | 12<br>5%   | 17<br>7%   | 4<br>8%   | 3<br>3%   | 7<br>15%  | -              | -        | -         | 9<br>5%                        | 9<br>4%           | 9<br>5%    | 8<br>6%                 |           |
|                               | (8)   | 71<br>7%          | 21<br>9%   | 17<br>7%   | 6<br>12%  | 5<br>7%   | 3<br>6%   | 1<br>3%        | -        | -         | 12<br>6%                       | 14<br>7%          | 16<br>9%   | 11<br>9%                |           |
|                               | (7)   | 56<br>6%          | 17<br>7%   | 22<br>9%   | 3<br>5%   | 1<br>1%   | 2<br>4%   | -              | 1<br>17% | -         | 2<br>26%                       | 6<br>3%           | 10<br>5%   | 7<br>4%                 | 5<br>4%   |
|                               | (6)   | 21<br>2%          | 4<br>2%    | 3<br>1%    | 1<br>2%   | 4<br>5%   | 1<br>3%   | -              | -        | -         | 1<br>13%                       | 7<br>4%           | 7<br>3%    | 3<br>2%                 | 4<br>3%   |
|                               | (5)   | 80<br>8%          | 18<br>7%   | 29<br>12%  | 2<br>4%   | 6<br>8%   | *<br>1%   | 2<br>6%        | -        | 1<br>100% | 4<br>44%                       | 16<br>9%          | 10<br>5%   | 6<br>3%                 | 2<br>1%   |
|                               | (4)   | 14<br>1%          | -          | -          | -         | -         | -         | -              | -        | -         | 4<br>2%                        | -                 | 1<br>*     | -                       |           |
|                               | (3)   | 16<br>2%          | -          | -          | -         | -         | -         | -              | -        | -         | 1<br>1%                        | -                 | 1<br>1%    | -                       |           |
|                               | (2)   | 18<br>2%          | -          | -          | -         | -         | -         | -              | -        | -         | 6<br>3%                        | 1<br>*            | 1<br>*     | -                       |           |
| Certain not to vote           | (1)   | 120<br>12%        | -          | -          | -         | -         | -         | -              | -        | -         | 46<br>24%                      | 4<br>2%           | 11<br>6%   | 2<br>2%                 |           |
| Refused                       |   | 1<br>*            | -          | -          | -         | -         | -         | -              | -        | -         | -                              | 1<br>*            | -          | -                       |           |
| Don't know                    |   | 8<br>1%           | -          | -          | -         | -         | -         | -              | -        | -         | 1<br>1%                        | -                 | 1<br>1%    | 1<br>1%                 |           |
| Mean                          |   | 7.73              | 9.14       | 8.88       | 9.26      | 9.20      | 9.41      | 9.62           | 9.48     | 5.00      | 6.47                           | 6.52              | 9.08       | 8.79                    | 9.29      |
| Standard deviation            |   | 3.20              | 1.54       | 1.75       | 1.33      | 1.60      | 1.11      | 1.27           | 1.27     | -         | 1.81                           | 3.76              | 1.90       | 2.45                    | 1.60      |
| Standard error                |   | 0.10              | 0.10       | 0.11       | 0.18      | 0.18      | 0.18      | 0.25           | 0.52     | -         | 0.60                           | 0.28              | 0.13       | 0.17                    | 0.15      |

## CATI Opinion Poll

### Fieldwork : 20th - 22nd March 2015

Absolutes/col percents

Table 2

**Q2. In the General Election coming up in May, how likely would you be to vote on a scale of 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...?

|                            | Total           | Labour     | Conser<br>-vative | Lib Dem   | UKIP      | Green     | SNP       | Plaid Cymru | BNP      | Other     | Refused   | Don't know |
|----------------------------|-----------------|------------|-------------------|-----------|-----------|-----------|-----------|-------------|----------|-----------|-----------|------------|
| Unweighted base            | 1001            | 275        | 247               | 71        | 59        | 46        | 22        | 5           | 3        | 39        | 67        | 167        |
| Weighted base              | 1001            | 277        | 239               | 72        | 61        | 50        | 21        | 4           | 4        | 36        | 64        | 173        |
| Absolutely certain to vote | (10) 546<br>55% | 157<br>57% | 150<br>63%        | 47<br>65% | 38<br>62% | 24<br>48% | 18<br>85% | 4<br>100%   | -        | 12<br>33% | 36<br>56% | 60<br>35%  |
|                            | (9) 52<br>5%    | 18<br>6%   | 13<br>5%          | 2<br>3%   | 4<br>6%   | 4<br>9%   | -         | -           | -        | -         | 5<br>8%   | 6<br>4%    |
|                            | (8) 71<br>7%    | 14<br>5%   | 20<br>8%          | 8<br>11%  | 7<br>11%  | 4<br>9%   | 1<br>4%   | -           | -        | 3<br>8%   | 5<br>7%   | 9<br>5%    |
|                            | (7) 56<br>6%    | 20<br>7%   | 15<br>6%          | 2<br>3%   | *<br>*    | 5<br>9%   | -         | -           | -        | 1<br>3%   | 1<br>1%   | 12<br>7%   |
|                            | (6) 21<br>2%    | 3<br>1%    | 6<br>3%           | 4<br>5%   | 1<br>2%   | -         | -         | -           | -        | -         | 4<br>7%   | 2<br>1%    |
|                            | (5) 80<br>8%    | 25<br>9%   | 15<br>6%          | 2<br>2%   | 5<br>8%   | 1<br>1%   | *<br>1%   | -           | 1<br>26% | 3<br>7%   | 2<br>3%   | 26<br>15%  |
|                            | (4) 14<br>1%    | 4<br>2%    | 3<br>1%           | 2<br>2%   | -         | -         | 1<br>6%   | -           | -        | 1<br>2%   | -         | 3<br>2%    |
|                            | (3) 16<br>2%    | 4<br>1%    | 4<br>2%           | 1<br>2%   | 2<br>3%   | -         | 1<br>4%   | -           | 2<br>42% | 2<br>6%   | -         | 1<br>1%    |
|                            | (2) 18<br>2%    | 3<br>1%    | 1<br>1%           | -         | -         | 1<br>2%   | -         | -           | -        | 2<br>6%   | -         | 11<br>6%   |
| Certain not to vote        | (1) 120<br>12%  | 27<br>10%  | 9<br>4%           | 5<br>7%   | 5<br>9%   | 10<br>21% | -         | -           | 1<br>31% | 13<br>35% | 10<br>16% | 38<br>22%  |
| Refused                    | 1<br>*          | -          | 1<br>*            | -         | -         | -         | -         | -           | -        | -         | -         | -          |
| Don't know                 | 8<br>1%         | 2<br>1%    | 3<br>1%           | -         | -         | -         | -         | -           | -        | -         | 1<br>1%   | 3<br>2%    |
| Mean                       | 7.73            | 7.95       | 8.58              | 8.46      | 8.28      | 7.34      | 9.24      | 10.00       | 2.90     | 5.24      | 7.82      | 6.13       |
| Standard deviation         | 3.20            | 3.02       | 2.41              | 2.67      | 2.87      | 3.61      | 2.02      | 0.00        | 1.78     | 3.99      | 3.34      | 3.64       |
| Standard error             | 0.10            | 0.18       | 0.15              | 0.32      | 0.37      | 0.53      | 0.43      | 0.00        | 1.03     | 0.64      | 0.41      | 0.28       |

## CATI Opinion Poll

### Fieldwork : 20th - 22nd March 2015

Absolutes/col percents

Table 2

**Q2. In the General Election coming up in May, how likely would you be to vote on a scale of 1 to 10, where 1 means you are certain not to vote and 10 means you are absolutely certain to vote?**

**Base: All respondents**

|                            | Region |          |            |            |                          |               |               |       |             |                |            |            | Region Summary |          |       |      |
|----------------------------|--------|----------|------------|------------|--------------------------|---------------|---------------|-------|-------------|----------------|------------|------------|----------------|----------|-------|------|
|                            | Total  | Scotland | North East | North West | Yorkshire & Humber -side | East Midlands | West Midlands | Wales | East Anglia | Greater London | South East | South West | England        | Scotland | Wales |      |
| Unweighted base            | 1001   | 89       | 40         | 103        | 93                       | 70            | 91            | 48    | 109         | 126            | 147        | 85         | 864            | 89       | 48    |      |
| Weighted base              | 1001   | 88       | 40         | 110        | 91                       | 70            | 89            | 49    | 101         | 132            | 141        | 90         | 864            | 88       | 49    |      |
| Absolutely certain to vote | (10)   | 546      | 64         | 21         | 66                       | 48            | 34            | 44    | 25          | 62             | 65         | 72         | 45             | 457      | 64    | 25   |
|                            |        | 55%      | 72%        | 54%        | 60%                      | 52%           | 48%           | 49%   | 51%         | 62%            | 49%        | 51%        | 50%            | 53%      | 72%   | 51%  |
|                            | (9)    | 52       | 4          | -          | 7                        | 5             | 2             | 5     | 2           | 8              | 9          | 6          | 4              | 46       | 4     | 2    |
|                            |        | 5%       | 4%         | -          | 6%                       | 6%            | 3%            | 5%    | 5%          | 8%             | 7%         | 4%         | 4%             | 5%       | 4%    | 5%   |
|                            | (8)    | 71       | 3          | 2          | 5                        | 9             | *             | 10    | 4           | 6              | 9          | 15         | 7              | 63       | 3     | 4    |
|                            |        | 7%       | 3%         | 4%         | 4%                       | 10%           | 1%            | 11%   | 9%          | 6%             | 7%         | 11%        | 8%             | 7%       | 3%    | 9%   |
|                            | (7)    | 56       | 3          | 1          | 8                        | 1             | 2             | 5     | 2           | 5              | 8          | 14         | 6              | 50       | 3     | 2    |
|                            |        | 6%       | 4%         | 3%         | 7%                       | 1%            | 3%            | 5%    | 5%          | 5%             | 6%         | 10%        | 6%             | 6%       | 4%    | 5%   |
|                            | (6)    | 21       | 3          | 1          | 1                        | 1             | -             | 4     | 2           | 1              | 2          | 4          | 3              | 17       | 3     | 2    |
|                            |        | 2%       | 3%         | 3%         | 1%                       | 1%            | -             | 5%    | 3%          | 1%             | 1%         | 3%         | 3%             | 2%       | 3%    | 3%   |
|                            | (5)    | 80       | 3          | 5          | 2                        | 8             | 10            | 8     | 3           | 4              | 17         | 7          | 12             | 74       | 3     | 3    |
|                            |        | 8%       | 3%         | 12%        | 2%                       | 9%            | 14%           | 9%    | 5%          | 4%             | 13%        | 5%         | 13%            | 9%       | 3%    | 5%   |
|                            | (4)    | 14       | 1          | 2          | 2                        | 1             | 2             | 1     | 2           | *              | 2          | 1          | -              | 11       | 1     | 2    |
|                            |        | 1%       | 1%         | 4%         | 2%                       | 2%            | 3%            | 1%    | 3%          | *              | 1%         | 1%         | -              | 1%       | 1%    | 3%   |
|                            | (3)    | 16       | 1          | 1          | 1                        | 4             | -             | 1     | 1           | 1              | 1          | 4          | 2              | 13       | 1     | 1    |
|                            |        | 2%       | 2%         | 2%         | 1%                       | 4%            | -             | 1%    | 1%          | 1%             | 1%         | 3%         | 3%             | 2%       | 2%    | 2%   |
|                            | (2)    | 18       | -          | 1          | -                        | 2             | 6             | 1     | 3           | 1              | 2          | 1          | -              | 15       | -     | 3    |
|                            |        | 2%       | -          | 2%         | -                        | 2%            | 9%            | 2%    | 6%          | 1%             | 2%         | 1%         | -              | 2%       | -     | 6%   |
| Certain not to vote        | (1)    | 120      | 5          | 5          | 18                       | 12            | 14            | 10    | 5           | 11             | 15         | 16         | 8              | 110      | 5     | 5    |
|                            |        | 12%      | 6%         | 12%        | 17%                      | 13%           | 20%           | 11%   | 10%         | 11%            | 11%        | 12%        | 9%             | 13%      | 6%    | 10%  |
| Refused                    |        | 1        | -          | -          | -                        | -             | -             | -     | -           | 1              | -          | -          | -              | 1        | -     | -    |
|                            |        | *        | -          | -          | -                        | -             | -             | -     | -           | 1%             | -          | -          | -              | *        | -     | -    |
| Don't know                 |        | 8        | 1          | 1          | 1                        | -             | -             | 2     | -           | -              | 1          | -          | 3              | 8        | 1     | -    |
|                            |        | 1%       | 1%         | 3%         | 1%                       | -             | -             | 2%    | -           | -              | 1%         | -          | 3%             | 1%       | 1%    | -    |
| Mean                       |        | 7.73     | 8.76       | 7.32       | 7.84                     | 7.51          | 6.53          | 7.66  | 7.51        | 8.23           | 7.58       | 7.71       | 7.77           | 7.63     | 8.76  | 7.51 |
| Standard deviation         |        | 3.20     | 2.54       | 3.41       | 3.39                     | 3.36          | 3.83          | 3.11  | 3.29        | 3.01           | 3.14       | 3.10       | 2.94           | 3.24     | 2.54  | 3.29 |
| Standard error             |        | 0.10     | 0.27       | 0.55       | 0.34                     | 0.35          | 0.46          | 0.33  | 0.48        | 0.29           | 0.28       | 0.26       | 0.32           | 0.11     | 0.27  | 0.48 |

## CATI Opinion Poll

### Fieldwork : 20th - 22nd March 2015

Absolutes/col percents

Table 3

**Q3. In the General Election coming up in May, will you vote Conservative, Labour, Liberal Democrat, UKIP or for some other party?**

**Base: All respondents saying 5-10 likely to vote**

|                 | Gender     |            | Age        |           |           |           |           |           | Class     |           |           |           | Region    |                  |            |           |                |                    |           |
|-----------------|------------|------------|------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|------------------|------------|-----------|----------------|--------------------|-----------|
|                 | Total      | Male       | Female     | 18-24     | 25-34     | 35-44     | 45-54     | 55-64     | 65+       | AB        | C1        | C2        | DE        | Eng-land & Wales | South East | Mid-lands | North Eng-land | Wales & South West | Scot-land |
| Unweighted base | 833        | 386        | 447        | 60        | 114       | 141       | 168       | 132       | 218       | 338       | 182       | 132       | 181       | 752              | 232        | 222       | 186            | 112                | 81        |
| Weighted base   | 825        | 387        | 438        | 85        | 124       | 145       | 149       | 128       | 195       | 239       | 237       | 177       | 172       | 746              | 229        | 210       | 191            | 116                | 79        |
| Conservative    | 220<br>27% | 110<br>28% | 110<br>25% | 10<br>11% | 35<br>28% | 30<br>21% | 27<br>18% | 48<br>38% | 70<br>36% | 72<br>30% | 58<br>24% | 52<br>29% | 38<br>22% | 209<br>28%       | 61<br>27%  | 74<br>35% | 51<br>27%      | 24<br>21%          | 11<br>14% |
| Labour          | 212<br>26% | 96<br>25%  | 116<br>27% | 30<br>36% | 35<br>28% | 36<br>25% | 33<br>22% | 33<br>26% | 45<br>23% | 55<br>23% | 52<br>22% | 53<br>30% | 53<br>31% | 194<br>26%       | 52<br>23%  | 41<br>20% | 65<br>34%      | 35<br>30%          | 18<br>23% |
| UKIP            | 74<br>9%   | 50<br>13%  | 24<br>5%   | -<br>-    | 2<br>2%   | 13<br>9%  | 24<br>16% | 10<br>8%  | 24<br>12% | 13<br>6%  | 24<br>10% | 14<br>8%  | 23<br>13% | 71<br>10%        | 20<br>9%   | 21<br>10% | 21<br>11%      | 10<br>9%           | 2<br>3%   |
| Green           | 45<br>5%   | 19<br>5%   | 25<br>6%   | 10<br>12% | 8<br>6%   | 8<br>5%   | 9<br>6%   | 4<br>3%   | 5<br>3%   | 12<br>5%  | 18<br>8%  | 5<br>3%   | 10<br>6%  | 44<br>6%         | 13<br>6%   | 13<br>6%  | 9<br>5%        | 8<br>7%            | 1<br>1%   |
| Lib Dem         | 42<br>5%   | 23<br>6%   | 19<br>4%   | 8<br>9%   | 6<br>5%   | 4<br>3%   | 12<br>8%  | 4<br>3%   | 8<br>4%   | 17<br>7%  | 11<br>5%  | 4<br>2%   | 11<br>6%  | 38<br>5%         | 18<br>8%   | 7<br>3%   | 7<br>3%        | 7<br>6%            | 4<br>5%   |
| SNP             | 23<br>3%   | 13<br>3%   | 10<br>2%   | 4<br>5%   | 6<br>5%   | 2<br>2%   | 5<br>3%   | 1<br>1%   | 5<br>3%   | 6<br>2%   | 5<br>2%   | 6<br>3%   | 5<br>3%   | -<br>-           | -<br>-     | -<br>-    | -<br>-         | -<br>-             | 23<br>28% |
| Plaid Cymru     | 5<br>1%    | 1<br>*     | 4<br>1%    | -<br>-    | -<br>-    | 1<br>*    | 1<br>1%   | 1<br>1%   | 2<br>1%   | 2<br>1%   | -<br>-    | 1<br>1%   | 2<br>1%   | 5<br>1%          | -<br>-     | -<br>-    | -<br>-         | 5<br>4%            | -<br>-    |
| BNP             | 1<br>*     | 1<br>*     | -<br>-     | -<br>-    | 1<br>1%   | -<br>-    | -<br>-    | -<br>-    | -<br>-    | -<br>-    | 1<br>*    | -<br>-    | -<br>-    | 1<br>*           | -<br>-     | -<br>-    | -<br>-         | 1<br>1%            | -<br>-    |
| Other           | 9<br>1%    | 4<br>1%    | 5<br>1%    | -<br>-    | 3<br>2%   | 1<br>1%   | 1<br>1%   | 3<br>2%   | 1<br>1%   | 2<br>1%   | 5<br>1%   | 3<br>3%   | 1<br>*    | 8<br>1%          | 4<br>2%    | 1<br>*    | 2<br>1%        | 1<br>1%            | 1<br>2%   |
| Refused         | 57<br>7%   | 25<br>6%   | 33<br>7%   | 1<br>1%   | 6<br>5%   | 12<br>8%  | 18<br>12% | 8<br>6%   | 13<br>7%  | 18<br>7%  | 19<br>8%  | 11<br>6%  | 9<br>5%   | 51<br>7%         | 19<br>8%   | 15<br>7%  | 13<br>7%       | 4<br>3%            | 7<br>8%   |
| Don't know      | 137<br>17% | 46<br>12%  | 91<br>21%  | 22<br>25% | 22<br>18% | 37<br>26% | 19<br>13% | 16<br>12% | 22<br>11% | 43<br>18% | 48<br>20% | 27<br>15% | 20<br>11% | 126<br>17%       | 42<br>18%  | 39<br>19% | 23<br>12%      | 21<br>18%          | 12<br>15% |

## CATI Opinion Poll

### Fieldwork : 20th - 22nd March 2015

Absolutes/col percents

Table 3

**Q3. In the General Election coming up in May, will you vote Conservative, Labour, Liberal Democrat, UKIP or for some other party?**

**Base: All respondents saying 5-10 likely to vote**

|                 | Q.3/4/5 Voting Intention (including Squeeze & DK/Refuse at Q.4) |                   |            |           |           |            |           |                |           |           | Voted in 2010 General Election |                   |            |                          |
|-----------------|---|-------------------|------------|-----------|-----------|------------|-----------|----------------|-----------|-----------|--------------------------------|-------------------|------------|--------------------------|
|                 | Total   | Conser-<br>vative | Labour     | Lib Dem   | UKIP      | Green      | SNP       | Plaid<br>Cymru | BNP       | Other     | DK/Refuse<br>at Q4             | Conser-<br>vative | Labour     | Liberal<br>Demo-<br>crat |
| Unweighted base | 833   | 254               | 241        | 53        | 77        | 40         | 26        | 6              | 1         | 9         | 132                            | 213               | 186        | 110                      |
| Weighted base   | 825   | 243               | 245        | 53        | 75        | 45         | 25        | 5              | 1         | 9         | 132                            | 205               | 168        | 124                      |
| Conservative    | 220<br>27%  | 220<br>91%        | -          | -         | -         | -          | -         | -              | -         | -         | -                              | 150<br>73%        | 8<br>5%    | 19<br>15%                |
| Labour          | 212<br>26%  | -                 | 212<br>87% | -         | -         | -          | -         | -              | -         | -         | -                              | 6<br>3%           | 138<br>82% | 20<br>16%                |
| UKIP            | 74<br>9%  | -                 | -          | -         | 74<br>98% | -          | -         | -              | -         | -         | -                              | 17<br>9%          | 6<br>4%    | 8<br>7%                  |
| Green           | 45<br>5%  | -                 | -          | -         | -         | 45<br>100% | -         | -              | -         | -         | -                              | 3<br>2%           | 1<br>*     | 19<br>15%                |
| Lib Dem         | 42<br>5%  | -                 | -          | 42<br>80% | -         | -          | -         | -              | -         | -         | -                              | 7<br>3%           | 1<br>1%    | 25<br>20%                |
| SNP             | 23<br>3%  | -                 | -          | -         | -         | -          | 23<br>92% | -              | -         | -         | -                              | -                 | 1<br>1%    | 2<br>2%                  |
| Plaid Cymru     | 5<br>1%   | -                 | -          | -         | -         | -          | -         | 5<br>100%      | -         | -         | -                              | -                 | -          | 1<br>1%                  |
| BNP             | 1<br>*  | -                 | -          | -         | -         | -          | -         | -              | 1<br>100% | -         | -                              | -                 | -          | -                        |
| Other           | 9<br>1%   | -                 | -          | -         | -         | -          | -         | -              | -         | 9<br>100% | -                              | -                 | *<br>*     | 1<br>1%                  |
| Refused         | 57<br>7%  | 5<br>2%           | 5<br>2%    | -         | -         | -          | -         | -              | -         | -         | 50<br>38%                      | 3<br>1%           | *<br>*     | 3<br>2%                  |
| Don't know      | 137<br>17%  | 18<br>7%          | 28<br>11%  | 10<br>20% | 2<br>2%   | -          | 2<br>8%   | -              | -         | -         | 83<br>62%                      | 19<br>9%          | 11<br>7%   | 27<br>22%                |

## CATI Opinion Poll

### Fieldwork : 20th - 22nd March 2015

Absolutes/col percents

Table 3

**Q3. In the General Election coming up in May, will 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...?

|                 | Total      | Labour     | Conser<br>-vative | Lib Dem   | UKIP      | Green     | SNP       | Plaid Cymru | BNP       | Other    | Refused   | Don't know |
|-----------------|------------|------------|-------------------|-----------|-----------|-----------|-----------|-------------|-----------|----------|-----------|------------|
| Unweighted base | 833        | 234        | 228               | 63        | 53        | 36        | 20        | 5           | 1         | 21       | 57        | 115        |
| Weighted base   | 825        | 237        | 219               | 64        | 55        | 38        | 19        | 4           | 1         | 19       | 53        | 117        |
| Conservative    | 220<br>27% | 9<br>4%    | 176<br>81%        | 11<br>18% | 1<br>1%   | 1<br>2%   | -         | -           | -         | 2<br>9%  | 2<br>3%   | 19<br>16%  |
| Labour          | 212<br>26% | 190<br>80% | 3<br>1%           | 2<br>3%   | -         | 4<br>10%  | -         | -           | -         | 1<br>7%  | 1<br>2%   | 12<br>10%  |
| UKIP            | 74<br>9%   | 5<br>2%    | 10<br>4%          | -         | 47<br>87% | -         | -         | -           | -         | 2<br>11% | 3<br>7%   | 6<br>5%    |
| Green           | 45<br>5%   | 4<br>2%    | 1<br>*            | 7<br>10%  | -         | 23<br>61% | -         | -           | -         | 4<br>20% | 1<br>1%   | 5<br>4%    |
| Lib Dem         | 42<br>5%   | 1<br>*     | 6<br>3%           | 32<br>50% | -         | 1<br>2%   | -         | -           | -         | -        | -         | 3<br>2%    |
| SNP             | 23<br>3%   | 2<br>1%    | -                 | -         | -         | 1<br>2%   | 18<br>96% | -           | -         | -        | -         | 2<br>1%    |
| Plaid Cymru     | 5<br>1%    | -          | -                 | 1<br>1%   | -         | -         | -         | 3<br>86%    | -         | -        | -         | 1<br>1%    |
| BNP             | 1<br>*     | -          | -                 | -         | -         | -         | -         | -           | 1<br>100% | -        | -         | -          |
| Other           | 9<br>1%    | 1<br>*     | -                 | -         | -         | -         | -         | -           | -         | 5<br>29% | -         | 3<br>2%    |
| Refused         | 57<br>7%   | 3<br>1%    | 5<br>2%           | -         | -         | 1<br>3%   | -         | -           | -         | 1<br>8%  | 41<br>77% | 7<br>6%    |
| Don't know      | 137<br>17% | 23<br>10%  | 18<br>8%          | 11<br>18% | 6<br>12%  | 8<br>21%  | 1<br>4%   | 1<br>14%    | -         | 3<br>16% | 5<br>10%  | 61<br>52%  |

## CATI Opinion Poll

### Fieldwork : 20th - 22nd March 2015

Absolutes/col percents

Table 3

**Q3. In the General Election coming up in May, will you vote Conservative, Labour, Liberal Democrat, UKIP or for some other party?**

**Base: All respondents saying 5-10 likely to vote**

|                 | Region     |           |            |            |                          |               |               |           |             |                |            |            | Region Summary |           |           |
|-----------------|------------|-----------|------------|------------|--------------------------|---------------|---------------|-----------|-------------|----------------|------------|------------|----------------|-----------|-----------|
|                 | Total      | Scotland  | North East | North West | Yorkshire & Humber -side | East Midlands | West Midlands | Wales     | East Anglia | Greater London | South East | South West | England        | Scotland  | Wales     |
| Unweighted base | 833        | 81        | 29         | 83         | 74                       | 52            | 75            | 38        | 95          | 106            | 126        | 74         | 714            | 81        | 38        |
| Weighted base   | 825        | 79        | 30         | 88         | 72                       | 48            | 74            | 38        | 87          | 111            | 118        | 78         | 707            | 79        | 38        |
| Conservative    | 220<br>27% | 11<br>14% | 10<br>33%  | 23<br>26%  | 18<br>24%                | 17<br>36%     | 28<br>37%     | 7<br>18%  | 29<br>33%   | 21<br>19%      | 40<br>34%  | 17<br>22%  | 202<br>29%     | 11<br>14% | 7<br>18%  |
| Labour          | 212<br>26% | 18<br>23% | 9<br>30%   | 32<br>36%  | 24<br>34%                | 9<br>19%      | 19<br>25%     | 14<br>37% | 13<br>15%   | 36<br>33%      | 16<br>13%  | 20<br>26%  | 180<br>25%     | 18<br>23% | 14<br>37% |
| UKIP            | 74<br>9%   | 2<br>3%   | 2<br>8%    | 11<br>13%  | 7<br>10%                 | 9<br>18%      | 4<br>5%       | 5<br>13%  | 9<br>10%    | 7<br>6%        | 13<br>11%  | 5<br>6%    | 66<br>9%       | 2<br>3%   | 5<br>13%  |
| Green           | 45<br>5%   | 1<br>1%   | 1<br>4%    | 2<br>3%    | 6<br>8%                  | 1<br>3%       | 6<br>8%       | 2<br>6%   | 6<br>7%     | 5<br>4%        | 8<br>7%    | 6<br>8%    | 41<br>6%       | 1<br>1%   | 2<br>6%   |
| Lib Dem         | 42<br>5%   | 4<br>5%   | -          | 4<br>5%    | 2<br>3%                  | 1<br>1%       | 3<br>4%       | -         | 3<br>4%     | 10<br>9%       | 8<br>7%    | 7<br>9%    | 38<br>5%       | 4<br>5%   | -         |
| SNP             | 23<br>3%   | 23<br>28% | -          | -          | -                        | -             | -             | -         | -           | -              | -          | -          | -              | 23<br>28% | -         |
| Plaid Cymru     | 5<br>1%    | -         | -          | -          | -                        | -             | -             | 5<br>13%  | -           | -              | -          | -          | -              | -         | 5<br>13%  |
| BNP             | 1<br>*     | -         | -          | -          | -                        | -             | -             | -         | -           | -              | -          | 1<br>1%    | 1<br>*         | -         | -         |
| Other           | 9<br>1%    | 1<br>2%   | -          | -          | 2<br>3%                  | -             | *<br>*        | -         | 1<br>1%     | 3<br>2%        | 2<br>2%    | 1<br>1%    | 8<br>1%        | 1<br>2%   | -         |
| Refused         | 57<br>7%   | 7<br>8%   | 4<br>13%   | 7<br>8%    | 3<br>4%                  | 4<br>9%       | 4<br>5%       | -         | 6<br>7%     | 11<br>10%      | 7<br>6%    | 4<br>5%    | 51<br>7%       | 7<br>8%   | -         |
| Don't know      | 137<br>17% | 12<br>15% | 4<br>13%   | 9<br>10%   | 10<br>14%                | 7<br>14%      | 12<br>16%     | 5<br>12%  | 21<br>24%   | 18<br>16%      | 24<br>20%  | 17<br>22%  | 121<br>17%     | 12<br>15% | 5<br>12%  |

## CATI Opinion Poll

### Fieldwork : 20th - 22nd 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       |           |           |           |           |           | Class     |           |           |           | Region           |            |           |                |                    |           |
|-----------------|------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|------------------|------------|-----------|----------------|--------------------|-----------|
|                 | Total      | Male      | Female    | 18-24     | 25-34     | 35-44     | 45-54     | 55-64     | 65+       | AB        | C1        | C2        | DE        | Eng-land & Wales | South East | Mid-lands | North Eng-land | Wales & South West | Scot-land |
| Unweighted base | 364        | 173       | 191       | 43        | 69        | 71        | 76        | 41        | 64        | 132       | 81        | 59        | 92        | 338              | 100        | 103       | 87             | 48                 | 26        |
| Weighted base   | 371        | 173       | 197       | 58        | 74        | 75        | 67        | 43        | 54        | 94        | 107       | 76        | 94        | 344              | 105        | 105       | 86             | 48                 | 27        |
| Labour          | 62<br>17%  | 28<br>16% | 33<br>17% | 12<br>20% | 17<br>23% | 12<br>16% | 7<br>11%  | 8<br>18%  | 6<br>11%  | 11<br>12% | 17<br>16% | 18<br>23% | 16<br>17% | 59<br>17%        | 10<br>10%  | 22<br>21% | 15<br>17%      | 12<br>25%          | 2<br>9%   |
| Conservative    | 30<br>8%   | 22<br>13% | 8<br>4%   | 10<br>17% | 6<br>8%   | 6<br>8%   | 4<br>6%   | 1<br>2%   | 4<br>7%   | 11<br>12% | 5<br>4%   | 8<br>11%  | 6<br>6%   | 30<br>9%         | 8<br>8%    | 8<br>8%   | 10<br>12%      | 4<br>9%            | -<br>-    |
| UKIP            | 24<br>7%   | 14<br>8%  | 10<br>5%  | 8<br>14%  | 4<br>5%   | 4<br>5%   | 5<br>8%   | 2<br>5%   | 1<br>2%   | 5<br>5%   | 7<br>6%   | 4<br>5%   | 9<br>9%   | 23<br>7%         | 6<br>6%    | 10<br>9%  | 3<br>3%        | 4<br>9%            | 1<br>5%   |
| Green           | 19<br>5%   | 8<br>4%   | 11<br>6%  | 2<br>3%   | 8<br>11%  | 5<br>7%   | 3<br>4%   | -<br>-    | 1<br>2%   | 6<br>6%   | 7<br>7%   | 1<br>1%   | 5<br>5%   | 19<br>5%         | 11<br>11%  | 3<br>3%   | 2<br>2%        | 3<br>6%            | -<br>-    |
| Lib Dem         | 14<br>4%   | 5<br>3%   | 9<br>4%   | 6<br>10%  | 1<br>1%   | 3<br>4%   | 3<br>4%   | 1<br>3%   | 1<br>2%   | 5<br>5%   | 5<br>5%   | 2<br>2%   | 2<br>2%   | 14<br>4%         | 4<br>4%    | 4<br>4%   | 5<br>6%        | 1<br>3%            | -<br>-    |
| SNP             | 3<br>1%    | 1<br>1%   | 2<br>1%   | -<br>-    | 1<br>2%   | -<br>-    | 1<br>1%   | -<br>-    | 1<br>2%   | -<br>-    | -<br>-    | 1<br>2%   | 2<br>2%   | -<br>-           | -<br>-     | -<br>-    | -<br>-         | -<br>-             | 3<br>12%  |
| BNP             | 3<br>1%    | 3<br>2%   | -<br>-    | -<br>-    | 2<br>2%   | -<br>-    | 1<br>2%   | -<br>-    | -<br>-    | -<br>-    | 2<br>1%   | -<br>-    | 1<br>1%   | 3<br>1%          | 2<br>1%    | -<br>-    | 1<br>1%        | -<br>-             | -<br>-    |
| Plaid Cymru     | 2<br>*     | 2<br>1%   | -<br>-    | -<br>-    | 2<br>2%   | -<br>-    | -<br>-    | -<br>-    | -<br>-    | 1<br>1%   | 1<br>1%   | -<br>-    | -<br>-    | 2<br>1%          | -<br>-     | -<br>-    | -<br>-         | 2<br>4%            | -<br>-    |
| Other           | 22<br>6%   | 14<br>8%  | 9<br>4%   | 3<br>5%   | 4<br>5%   | 4<br>5%   | 2<br>3%   | 14<br>14% | 4<br>7%   | 9<br>9%   | 3<br>3%   | 5<br>6%   | 6<br>6%   | 22<br>6%         | 6<br>6%    | 5<br>4%   | 6<br>7%        | 5<br>11%           | 1<br>3%   |
| Refused         | 55<br>15%  | 28<br>16% | 27<br>14% | 2<br>3%   | 7<br>9%   | 11<br>15% | 17<br>26% | 9<br>21%  | 9<br>17%  | 18<br>19% | 20<br>18% | 10<br>13% | 8<br>8%   | 49<br>14%        | 17<br>16%  | 17<br>17% | 11<br>13%      | 4<br>7%            | 5<br>20%  |
| Don't know      | 137<br>37% | 49<br>28% | 88<br>44% | 16<br>28% | 24<br>32% | 29<br>39% | 24<br>36% | 16<br>38% | 27<br>50% | 30<br>32% | 41<br>38% | 27<br>35% | 39<br>42% | 123<br>36%       | 41<br>39%  | 36<br>34% | 33<br>38%      | 13<br>28%          | 14<br>51% |

## CATI Opinion Poll

### Fieldwork : 20th - 22nd 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**

|                 | Q.3/4/5 Voting Intention (including Squeeze & DK/Refuse at Q.4) |                   |           |          |           |       |           |                |     |       | Voted in 2010 General Election |                   |           |                          |
|-----------------|---|-------------------|-----------|----------|-----------|-------|-----------|----------------|-----|-------|--------------------------------|-------------------|-----------|--------------------------|
|                 | Total   | Conser-<br>vative | Labour    | Lib Dem  | UKIP      | Green | SNP       | Plaid<br>Cymru | BNP | Other | DK/Refuse<br>at Q4             | Conser-<br>vative | Labour    | Liberal<br>Demo-<br>crat |
| Unweighted base | 364   | 23                | 30        | 13       | 2         | -     | 2         | -              | -   | -     | 189                            | 26                | 30        | 30                       |
| Weighted base   | 371   | 23                | 33        | 10       | 2         | -     | 2         | -              | -   | -     | 191                            | 27                | 27        | 32                       |
| Labour          | 62<br>17%   | -                 | 20<br>62% | -        | -         | -     | -         | -              | -   | -     | -                              | 1<br>3%           | 17<br>62% | 2<br>7%                  |
| Conservative    | 30<br>8%  | 9<br>41%          | -         | -        | -         | -     | -         | -              | -   | -     | -                              | 9<br>31%          | 2<br>6%   | 1<br>4%                  |
| UKIP            | 24<br>7%  | -                 | -         | -        | -         | -     | -         | -              | -   | -     | -                              | -                 | -         | -                        |
| Green           | 19<br>5%  | -                 | -         | -        | -         | -     | -         | -              | -   | -     | -                              | 1<br>4%           | 1<br>3%   | 2<br>5%                  |
| Lib Dem         | 14<br>4%  | -                 | -         | 5<br>48% | -         | -     | -         | -              | -   | -     | -                              | 1<br>4%           | -         | 4<br>14%                 |
| SNP             | 3<br>1%   | -                 | -         | -        | -         | -     | 2<br>100% | -              | -   | -     | -                              | -                 | -         | -                        |
| BNP             | 3<br>1%   | -                 | -         | -        | -         | -     | -         | -              | -   | -     | -                              | -                 | -         | -                        |
| Plaid Cymru     | 2<br>*  | -                 | -         | -        | -         | -     | -         | -              | -   | -     | -                              | -                 | -         | -                        |
| Other           | 22<br>6%  | -                 | -         | -        | -         | -     | -         | -              | -   | -     | -                              | 1<br>4%           | 2<br>6%   | -                        |
| Refused         | 55<br>15%   | 3<br>13%          | 2<br>6%   | -        | -         | -     | -         | -              | -   | -     | 55<br>29%                      | 2<br>7%           | 1<br>4%   | 3<br>8%                  |
| Don't know      | 137<br>37%  | 11<br>46%         | 11<br>32% | 5<br>52% | 2<br>100% | -     | -         | -              | -   | -     | 137<br>71%                     | 13<br>47%         | 5<br>20%  | 20<br>63%                |

## CATI Opinion Poll

### Fieldwork : 20th - 22nd 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...?

|                 | Total      | Labour    | Conser<br>-vative | Green     | Lib Dem  | UKIP     | SNP      | BNP       | Plaid Cymru | Other     | Refused   | Don't know |
|-----------------|------------|-----------|-------------------|-----------|----------|----------|----------|-----------|-------------|-----------|-----------|------------|
| Unweighted base | 364        | 65        | 41                | 18        | 23       | 12       | 3        | 2         | 1           | 25        | 59        | 115        |
| Weighted base   | 371        | 65        | 44                | 20        | 19       | 13       | 3        | 3         | 1           | 22        | 57        | 123        |
| Labour          | 62<br>17%  | 44<br>68% | -<br>-            | 1<br>6%   | 1<br>3%  | 1<br>5%  | -<br>-   | -<br>-    | -<br>-      | 1<br>5%   | 2<br>4%   | 12<br>10%  |
| Conservative    | 30<br>8%   | 2<br>3%   | 19<br>43%         | 2<br>8%   | 1<br>6%  | -<br>-   | -<br>-   | -<br>-    | -<br>-      | 1<br>7%   | -<br>-    | 6<br>4%    |
| UKIP            | 24<br>7%   | 1<br>1%   | -<br>-            | *<br>2%   | 1<br>7%  | 9<br>67% | -<br>-   | -<br>-    | -<br>-      | 2<br>7%   | -<br>-    | 11<br>9%   |
| Green           | 19<br>5%   | 1<br>2%   | -<br>-            | 13<br>64% | -<br>-   | -<br>-   | -<br>-   | -<br>-    | -<br>-      | -<br>-    | -<br>-    | 4<br>4%    |
| Lib Dem         | 14<br>4%   | 1<br>1%   | 3<br>6%           | -<br>-    | 8<br>43% | -<br>-   | -<br>-   | -<br>-    | -<br>-      | 1<br>3%   | -<br>-    | 1<br>1%    |
| SNP             | 3<br>1%    | -<br>-    | 1<br>3%           | -<br>-    | -<br>-   | -<br>-   | 2<br>73% | -<br>-    | -<br>-      | -<br>-    | -<br>-    | -<br>-     |
| BNP             | 3<br>1%    | -<br>-    | -<br>-            | -<br>-    | -<br>-   | -<br>-   | -<br>-   | 3<br>100% | -<br>-      | -<br>-    | -<br>-    | -<br>-     |
| Plaid Cymru     | 2<br>*     | -<br>-    | -<br>-            | -<br>-    | -<br>-   | -<br>-   | -<br>-   | -<br>-    | 1<br>100%   | -<br>-    | -<br>-    | 1<br>1%    |
| Other           | 22<br>6%   | 1<br>2%   | 1<br>2%           | 1<br>6%   | -<br>-   | *<br>2%  | 1<br>27% | -<br>-    | -<br>-      | 11<br>51% | 4<br>7%   | 3<br>2%    |
| Refused         | 55<br>15%  | 2<br>3%   | 4<br>9%           | -<br>-    | -<br>-   | -<br>-   | -<br>-   | -<br>-    | -<br>-      | 1<br>3%   | 42<br>73% | 7<br>5%    |
| Don't know      | 137<br>37% | 13<br>20% | 16<br>37%         | 3<br>15%  | 8<br>41% | 3<br>25% | -<br>-   | -<br>-    | -<br>-      | 5<br>25%  | 9<br>16%  | 78<br>63%  |

## CATI Opinion Poll

### Fieldwork : 20th - 22nd 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**

|                 | Region     |           |            |            |                           |               |               |          |             |                |            |            | Region Summary |           |          |
|-----------------|------------|-----------|------------|------------|---------------------------|---------------|---------------|----------|-------------|----------------|------------|------------|----------------|-----------|----------|
|                 | Total      | Scotland  | North East | North West | York-shire & Humber -side | East Midlands | West Midlands | Wales    | East Anglia | Greater London | South East | South West | Eng-land       | Scotland  | Wales    |
| Unweighted base | 364        | 26        | 20         | 35         | 32                        | 29            | 32            | 16       | 42          | 46             | 54         | 32         | 322            | 26        | 16       |
| Weighted base   | 371        | 27        | 17         | 37         | 32                        | 33            | 31            | 15       | 41          | 50             | 54         | 33         | 329            | 27        | 15       |
| Labour          | 62<br>17%  | 2<br>9%   | 2<br>12%   | 5<br>14%   | 8<br>24%                  | 9<br>27%      | 5<br>17%      | 4<br>26% | 8<br>20%    | 8<br>15%       | 2<br>4%    | 8<br>24%   | 55<br>17%      | 2<br>9%   | 4<br>26% |
| Conservative    | 30<br>8%   | -<br>-    | 2<br>10%   | 5<br>14%   | 3<br>10%                  | 3<br>10%      | 3<br>9%       | 1<br>7%  | 2<br>5%     | 3<br>6%        | 5<br>9%    | 3<br>9%    | 29<br>9%       | -<br>-    | 1<br>7%  |
| UKIP            | 24<br>7%   | 1<br>5%   | -<br>-     | 1<br>2%    | 2<br>7%                   | 3<br>8%       | 6<br>19%      | 1<br>7%  | 1<br>3%     | 1<br>3%        | 5<br>9%    | 3<br>9%    | 22<br>7%       | 1<br>5%   | 1<br>7%  |
| Green           | 19<br>5%   | -<br>-    | 1<br>6%    | 1<br>2%    | -<br>-                    | 1<br>2%       | 1<br>2%       | 1<br>5%  | 2<br>4%     | 6<br>11%       | 6<br>10%   | 2<br>7%    | 18<br>5%       | -<br>-    | 1<br>5%  |
| Lib Dem         | 14<br>4%   | -<br>-    | 1<br>6%    | 4<br>10%   | -<br>-                    | 1<br>4%       | 1<br>5%       | -<br>-   | 1<br>2%     | 4<br>7%        | 1<br>1%    | 1<br>4%    | 14<br>4%       | -<br>-    | -<br>-   |
| SNP             | 3<br>1%    | 3<br>12%  | -<br>-     | -<br>-     | -<br>-                    | -<br>-        | -<br>-        | -<br>-   | -<br>-      | -<br>-         | -<br>-     | -<br>-     | -<br>-         | 3<br>12%  | -<br>-   |
| BNP             | 3<br>1%    | -<br>-    | -<br>-     | -<br>-     | 1<br>4%                   | -<br>-        | -<br>-        | -<br>-   | -<br>-      | -<br>-         | 2<br>3%    | -<br>-     | 3<br>1%        | -<br>-    | -<br>-   |
| Plaid Cymru     | 2<br>*     | -<br>-    | -<br>-     | -<br>-     | -<br>-                    | -<br>-        | -<br>-        | 2<br>12% | -<br>-      | -<br>-         | -<br>-     | -<br>-     | -<br>-         | -<br>-    | 2<br>12% |
| Other           | 22<br>6%   | 1<br>3%   | 1<br>4%    | 2<br>5%    | 3<br>10%                  | 2<br>7%       | 1<br>4%       | 1<br>8%  | 1<br>3%     | 3<br>5%        | 3<br>6%    | 4<br>12%   | 20<br>6%       | 1<br>3%   | 1<br>8%  |
| Refused         | 55<br>15%  | 5<br>20%  | 4<br>23%   | 5<br>13%   | 2<br>8%                   | 5<br>14%      | 5<br>17%      | 1<br>3%  | 8<br>19%    | 11<br>22%      | 6<br>11%   | 3<br>9%    | 49<br>15%      | 5<br>20%  | 1<br>3%  |
| Don't know      | 137<br>37% | 14<br>51% | 7<br>38%   | 15<br>39%  | 12<br>37%                 | 9<br>28%      | 9<br>28%      | 5<br>32% | 18<br>45%   | 15<br>30%      | 26<br>47%  | 9<br>26%   | 118<br>36%     | 14<br>51% | 5<br>32% |

## CATI Opinion Poll

### Fieldwork : 20th - 22nd March 2015

Absolutes/col percents

Table 5

**Q5. Generally speaking, do you think of yourself as...?**

**Base: All respondents**

|                 | Gender     |            | Age        |           |           |           |           |           | Class     |           |           |           | Region    |                  |            |           |                |                    |           |
|-----------------|------------|------------|------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|------------------|------------|-----------|----------------|--------------------|-----------|
|                 | Total      | Male       | Female     | 18-24     | 25-34     | 35-44     | 45-54     | 55-64     | 65+       | AB        | C1        | C2        | DE        | Eng-land & Wales | South East | Mid-lands | North Eng-land | Wales & South West | Scot-land |
| Unweighted base | 1001       | 483        | 518        | 87        | 156       | 164       | 202       | 150       | 242       | 384       | 213       | 164       | 240       | 912              | 273        | 270       | 236            | 133                | 89        |
| Weighted base   | 1001       | 490        | 511        | 119       | 170       | 170       | 179       | 147       | 215       | 273       | 278       | 214       | 236       | 913              | 273        | 261       | 241            | 139                | 88        |
| Labour          | 277<br>28% | 132<br>27% | 145<br>28% | 43<br>36% | 42<br>25% | 44<br>26% | 47<br>26% | 42<br>28% | 59<br>27% | 65<br>24% | 70<br>25% | 70<br>33% | 71<br>30% | 255<br>28%       | 71<br>26%  | 54<br>21% | 85<br>35%      | 46<br>33%          | 22<br>25% |
| Conservative    | 239<br>24% | 124<br>25% | 115<br>23% | 18<br>15% | 34<br>20% | 31<br>18% | 34<br>19% | 51<br>34% | 71<br>33% | 73<br>27% | 59<br>21% | 61<br>29% | 46<br>19% | 227<br>25%       | 75<br>27%  | 73<br>28% | 51<br>21%      | 27<br>20%          | 13<br>15% |
| Lib Dem         | 72<br>7%   | 31<br>6%   | 41<br>8%   | 11<br>9%  | 12<br>7%  | 10<br>6%  | 18<br>10% | 11<br>8%  | 10<br>5%  | 29<br>11% | 23<br>8%  | 7<br>3%   | 13<br>5%  | 68<br>7%         | 20<br>7%   | 17<br>6%  | 18<br>8%       | 13<br>9%           | 4<br>4%   |
| UKIP            | 61<br>6%   | 37<br>8%   | 24<br>5%   | 4<br>3%   | 5<br>3%   | 14<br>8%  | 12<br>7%  | 9<br>6%   | 17<br>8%  | 10<br>4%  | 24<br>9%  | 9<br>4%   | 19<br>8%  | 59<br>7%         | 15<br>6%   | 19<br>7%  | 16<br>7%       | 9<br>7%            | 2<br>2%   |
| Green           | 50<br>5%   | 19<br>4%   | 30<br>6%   | 11<br>10% | 13<br>7%  | 8<br>5%   | 9<br>5%   | 1<br>1%   | 7<br>3%   | 11<br>4%  | 22<br>8%  | 7<br>3%   | 10<br>4%  | 48<br>5%         | 21<br>8%   | 14<br>5%  | 8<br>3%        | 5<br>4%            | 2<br>2%   |
| SNP             | 21<br>2%   | 13<br>3%   | 8<br>2%    | 4<br>3%   | 7<br>4%   | 2<br>1%   | 4<br>2%   | 1<br>*    | 4<br>2%   | 4<br>2%   | 5<br>2%   | 5<br>2%   | 7<br>3%   | -<br>-           | -<br>-     | -<br>-    | -<br>-         | -<br>-             | 21<br>24% |
| Plaid Cymru     | 4<br>*     | 1<br>*     | 3<br>1%    | -<br>-    | 1<br>*    | 1<br>*    | 1<br>1%   | *<br>*    | 1<br>1%   | 1<br>1%   | -<br>-    | 1<br>1%   | 1<br>1%   | 4<br>*           | -<br>-     | -<br>-    | -<br>-         | 4<br>3%            | -<br>-    |
| BNP             | 4<br>*     | 4<br>1%    | -<br>-     | -<br>-    | 2<br>1%   | -<br>-    | 1<br>1%   | -<br>-    | -<br>-    | -<br>-    | 2<br>1%   | -<br>-    | 1<br>*    | 4<br>*           | 2<br>1%    | -<br>-    | 1<br>*         | 1<br>1%            | -<br>-    |
| Other           | 36<br>4%   | 24<br>5%   | 12<br>2%   | 6<br>5%   | 6<br>4%   | 7<br>4%   | 8<br>4%   | 6<br>4%   | 2<br>1%   | 13<br>5%  | 7<br>2%   | 8<br>4%   | 9<br>4%   | 31<br>3%         | 8<br>3%    | 5<br>2%   | 11<br>4%       | 6<br>5%            | 5<br>6%   |
| Refused         | 64<br>6%   | 27<br>6%   | 36<br>7%   | 1<br>1%   | 14<br>8%  | 11<br>6%  | 21<br>11% | 4<br>3%   | 13<br>6%  | 22<br>8%  | 20<br>7%  | 11<br>5%  | 11<br>5%  | 57<br>6%         | 17<br>6%   | 19<br>7%  | 14<br>6%       | 7<br>5%            | 7<br>8%   |
| Don't know      | 173<br>17% | 77<br>16%  | 96<br>19%  | 21<br>18% | 33<br>19% | 42<br>25% | 25<br>14% | 22<br>15% | 30<br>14% | 44<br>16% | 47<br>17% | 34<br>16% | 48<br>20% | 161<br>18%       | 43<br>16%  | 60<br>23% | 37<br>15%      | 21<br>15%          | 12<br>14% |

## CATI Opinion Poll

### Fieldwork : 20th - 22nd March 2015

Absolutes/col percents

Table 5

**Q5. Generally speaking, do you think of yourself as...?**

**Base: All respondents**

|                 | Q.3/4/5 Voting Intention (including Squeeze & DK/Refuse at Q.4) |                   |            |           |           |           |           |                |           |          | Voted in 2010 General Election |                   |            |                          |
|-----------------|---|-------------------|------------|-----------|-----------|-----------|-----------|----------------|-----------|----------|--------------------------------|-------------------|------------|--------------------------|
|                 | Total   | Conser-<br>vative | Labour     | Lib Dem   | UKIP      | Green     | SNP       | Plaid<br>Cymru | BNP       | Other    | DK/Refuse<br>at Q4             | Conser-<br>vative | Labour     | Liberal<br>Demo-<br>crat |
| Unweighted base | 1001  | 254               | 241        | 53        | 77        | 40        | 26        | 6              | 1         | 9        | 189                            | 219               | 202        | 113                      |
| Weighted base   | 1001  | 243               | 245        | 53        | 75        | 45        | 25        | 5              | 1         | 9        | 191                            | 211               | 183        | 127                      |
| Labour          | 277<br>28%  | 10<br>4%          | 215<br>88% | 1<br>1%   | 5<br>6%   | 4<br>10%  | 2<br>8%   | -<br>-         | -<br>-    | 1<br>13% | 15<br>8%                       | 6<br>3%           | 157<br>86% | 23<br>18%                |
| Conservative    | 239<br>24%  | 196<br>81%        | 3<br>1%    | 7<br>14%  | 10<br>13% | 1<br>2%   | 1<br>5%   | -<br>-         | -<br>-    | -<br>-   | 20<br>11%                      | 165<br>78%        | 5<br>3%    | 12<br>9%                 |
| Lib Dem         | 72<br>7%  | 13<br>5%          | 3<br>1%    | 40<br>77% | -<br>-    | 7<br>15%  | -<br>-    | 1<br>18%       | -<br>-    | -<br>-   | 8<br>4%                        | 5<br>2%           | 2<br>1%    | 45<br>36%                |
| UKIP            | 61<br>6%  | 1<br>*            | -<br>-     | -<br>-    | 49<br>65% | -<br>-    | -<br>-    | -<br>-         | -<br>-    | -<br>-   | 3<br>2%                        | 12<br>6%          | 4<br>2%    | 6<br>5%                  |
| Green           | 50<br>5%  | 1<br>*            | 4<br>2%    | 1<br>1%   | -<br>-    | 23<br>52% | 1<br>3%   | -<br>-         | -<br>-    | -<br>-   | 3<br>2%                        | 2<br>1%           | 3<br>1%    | 9<br>7%                  |
| SNP             | 21<br>2%  | -<br>-            | -<br>-     | -<br>-    | -<br>-    | -<br>-    | 19<br>78% | -<br>-         | -<br>-    | -<br>-   | -<br>-                         | -<br>-            | 1<br>*     | 2<br>2%                  |
| Plaid Cymru     | 4<br>*  | -<br>-            | -<br>-     | -<br>-    | -<br>-    | -<br>-    | 3<br>65%  | -<br>-         | -<br>-    | -<br>-   | -<br>-                         | -<br>-            | -<br>-     | -<br>-                   |
| BNP             | 4<br>*  | -<br>-            | -<br>-     | -<br>-    | -<br>-    | -<br>-    | -<br>-    | -<br>-         | 1<br>100% | -<br>-   | -<br>-                         | -<br>-            | -<br>-     | -<br>-                   |
| Other           | 36<br>4%  | 2<br>1%           | 1<br>1%    | 1<br>1%   | 2<br>3%   | 4<br>8%   | -<br>-    | -<br>-         | -<br>-    | 5<br>59% | 6<br>3%                        | 3<br>1%           | 2<br>1%    | 3<br>2%                  |
| Refused         | 64<br>6%  | 2<br>1%           | 3<br>1%    | -<br>-    | 3<br>5%   | 1<br>2%   | -<br>-    | -<br>-         | -<br>-    | -<br>-   | 51<br>27%                      | 3<br>2%           | 1<br>1%    | 6<br>4%                  |
| Don't know      | 173<br>17%  | 19<br>8%          | 17<br>7%   | 3<br>5%   | 6<br>8%   | 5<br>11%  | 2<br>6%   | 1<br>17%       | -<br>-    | 3<br>28% | 85<br>44%                      | 14<br>7%          | 8<br>4%    | 22<br>17%                |

## CATI Opinion Poll

### Fieldwork : 20th - 22nd March 2015

Absolutes/col percents

Table 5

**Q5. Generally speaking, do you think of yourself as...?**

**Base: All respondents**

|                 | Q5. Generally speaking, do you think of yourself as...? |             |                   |            |            |            |            |             |           |            |            |             |
|-----------------|---|-------------|-------------------|------------|------------|------------|------------|-------------|-----------|------------|------------|-------------|
|                 | Total   | Labour      | Conser<br>-vative | Lib Dem    | UKIP       | Green      | SNP        | Plaid Cymru | BNP       | Other      | Refused    | Don't know  |
| Unweighted base | 1001  | 275         | 247               | 71         | 59         | 46         | 22         | 5           | 3         | 39         | 67         | 167         |
| Weighted base   | 1001  | 277         | 239               | 72         | 61         | 50         | 21         | 4           | 4         | 36         | 64         | 173         |
| Labour          | 277<br>28%  | 277<br>100% | -                 | -          | -          | -          | -          | -           | -         | -          | -          | -           |
| Conservative    | 239<br>24%  | -           | 239<br>100%       | -          | -          | -          | -          | -           | -         | -          | -          | -           |
| Lib Dem         | 72<br>7%  | -           | -                 | 72<br>100% | -          | -          | -          | -           | -         | -          | -          | -           |
| UKIP            | 61<br>6%  | -           | -                 | -          | 61<br>100% | -          | -          | -           | -         | -          | -          | -           |
| Green           | 50<br>5%  | -           | -                 | -          | -          | 50<br>100% | -          | -           | -         | -          | -          | -           |
| SNP             | 21<br>2%  | -           | -                 | -          | -          | -          | 21<br>100% | -           | -         | -          | -          | -           |
| Plaid Cymru     | 4<br>*  | -           | -                 | -          | -          | -          | -          | 4<br>100%   | -         | -          | -          | -           |
| BNP             | 4<br>*  | -           | -                 | -          | -          | -          | -          | -           | 4<br>100% | -          | -          | -           |
| Other           | 36<br>4%  | -           | -                 | -          | -          | -          | -          | -           | -         | 36<br>100% | -          | -           |
| Refused         | 64<br>6%  | -           | -                 | -          | -          | -          | -          | -           | -         | -          | 64<br>100% | -           |
| Don't know      | 173<br>17%  | -           | -                 | -          | -          | -          | -          | -           | -         | -          | -          | 173<br>100% |

## CATI Opinion Poll

### Fieldwork : 20th - 22nd March 2015

Absolutes/col percents

Table 5

**Q5. Generally speaking, do you think of yourself as...?**

**Base: All respondents**

|                 | Region     |           |            |            |                          |               |               |           |             |                |            |            | Region Summary |           |           |
|-----------------|------------|-----------|------------|------------|--------------------------|---------------|---------------|-----------|-------------|----------------|------------|------------|----------------|-----------|-----------|
|                 | Total      | Scotland  | North East | North West | Yorkshire & Humber -side | East Midlands | West Midlands | Wales     | East Anglia | Greater London | South East | South West | England        | Scotland  | Wales     |
| Unweighted base | 1001       | 89        | 40         | 103        | 93                       | 70            | 91            | 48        | 109         | 126            | 147        | 85         | 864            | 89        | 48        |
| Weighted base   | 1001       | 88        | 40         | 110        | 91                       | 70            | 89            | 49        | 101         | 132            | 141        | 90         | 864            | 88        | 49        |
| Labour          | 277<br>28% | 22<br>25% | 13<br>33%  | 40<br>37%  | 31<br>35%                | 17<br>24%     | 22<br>24%     | 18<br>38% | 15<br>15%   | 48<br>37%      | 23<br>16%  | 27<br>30%  | 237<br>27%     | 22<br>25% | 18<br>38% |
| Conservative    | 239<br>24% | 13<br>15% | 12<br>29%  | 20<br>18%  | 20<br>22%                | 15<br>21%     | 32<br>35%     | 10<br>20% | 27<br>26%   | 26<br>19%      | 49<br>35%  | 18<br>20%  | 217<br>25%     | 13<br>15% | 10<br>20% |
| Lib Dem         | 72<br>7%   | 4<br>4%   | 3<br>7%    | 11<br>10%  | 4<br>4%                  | 5<br>7%       | 5<br>6%       | 1<br>2%   | 7<br>7%     | 10<br>8%       | 10<br>7%   | 12<br>13%  | 68<br>8%       | 4<br>4%   | 1<br>2%   |
| UKIP            | 61<br>6%   | 2<br>2%   | -          | 8<br>7%    | 8<br>9%                  | 6<br>9%       | 5<br>6%       | 4<br>9%   | 7<br>7%     | 3<br>2%        | 12<br>9%   | 5<br>6%    | 55<br>6%       | 2<br>2%   | 4<br>9%   |
| Green           | 50<br>5%   | 2<br>2%   | 1<br>2%    | 4<br>4%    | 3<br>3%                  | -             | 3<br>4%       | 1<br>2%   | 11<br>10%   | 10<br>8%       | 11<br>8%   | 4<br>5%    | 47<br>5%       | 2<br>2%   | 1<br>2%   |
| SNP             | 21<br>2%   | 21<br>24% | -          | -          | -                        | -             | -             | -         | -           | -              | -          | -          | -              | 21<br>24% | -         |
| Plaid Cymru     | 4<br>*     | -         | -          | -          | -                        | -             | -             | 4<br>8%   | -           | -              | -          | -          | -              | -         | 4<br>8%   |
| BNP             | 4<br>*     | -         | -          | -          | 1<br>1%                  | -             | -             | -         | -           | -              | 2<br>1%    | 1<br>1%    | 4<br>*         | -         | -         |
| Other           | 36<br>4%   | 5<br>6%   | 1<br>4%    | 3<br>3%    | 6<br>7%                  | 3<br>4%       | 2<br>2%       | 1<br>2%   | 1<br>1%     | 3<br>2%        | 5<br>4%    | 5<br>6%    | 30<br>3%       | 5<br>6%   | 1<br>2%   |
| Refused         | 64<br>6%   | 7<br>8%   | 5<br>11%   | 5<br>5%    | 4<br>4%                  | 7<br>11%      | 4<br>5%       | -         | 7<br>7%     | 10<br>7%       | 7<br>5%    | 7<br>8%    | 57<br>7%       | 7<br>8%   | -         |
| Don't know      | 173<br>17% | 12<br>14% | 5<br>13%   | 19<br>17%  | 13<br>14%                | 17<br>24%     | 16<br>18%     | 10<br>20% | 26<br>26%   | 22<br>16%      | 22<br>15%  | 11<br>12%  | 151<br>17%     | 12<br>14% | 10<br>20% |

## CATI Opinion Poll

### Fieldwork : 20th - 22nd 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 saying 5-10 likely to vote**

|                 | Gender     |            | Age        |           |           |           |           |           | Class     |           |           |           | Region    |                  |            |           |                |                    |           |
|-----------------|------------|------------|------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|------------------|------------|-----------|----------------|--------------------|-----------|
|                 | Total      | Male       | Female     | 18-24     | 25-34     | 35-44     | 45-54     | 55-64     | 65+       | AB        | C1        | C2        | DE        | Eng-land & Wales | South East | Mid-lands | North Eng-land | Wales & South West | Scot-land |
| Unweighted base | 598        | 286        | 311        | 43        | 72        | 91        | 115       | 104       | 173       | 247       | 127       | 93        | 131       | 538              | 161        | 158       | 143            | 77                 | 60        |
| Weighted base   | 588        | 289        | 299        | 58        | 79        | 92        | 103       | 102       | 155       | 175       | 164       | 124       | 125       | 529              | 157        | 148       | 144            | 80                 | 59        |
| Conservative    | 207<br>35% | 104<br>36% | 103<br>34% | 9<br>15%  | 30<br>38% | 28<br>31% | 26<br>25% | 44<br>43% | 70<br>45% | 69<br>39% | 58<br>36% | 43<br>35% | 36<br>29% | 196<br>37%       | 58<br>37%  | 69<br>46% | 49<br>34%      | 20<br>25%          | 11<br>19% |
| Labour          | 205<br>35% | 87<br>30%  | 118<br>39% | 27<br>47% | 30<br>38% | 36<br>40% | 32<br>31% | 37<br>36% | 43<br>28% | 57<br>32% | 52<br>32% | 50<br>41% | 46<br>37% | 187<br>35%       | 50<br>32%  | 43<br>29% | 61<br>42%      | 33<br>41%          | 18<br>31% |
| UKIP            | 61<br>10%  | 44<br>15%  | 18<br>6%   | -<br>-    | 2<br>2%   | 10<br>11% | 21<br>20% | 8<br>8%   | 21<br>13% | 12<br>7%  | 20<br>12% | 14<br>11% | 16<br>13% | 59<br>11%        | 17<br>11%  | 17<br>12% | 17<br>12%      | 9<br>11%           | 2<br>4%   |
| Lib Dem         | 45<br>8%   | 23<br>8%   | 23<br>8%   | 9<br>15%  | 6<br>7%   | 7<br>8%   | 10<br>10% | 5<br>5%   | 9<br>6%   | 19<br>11% | 13<br>8%  | 3<br>3%   | 10<br>8%  | 41<br>8%         | 17<br>11%  | 8<br>6%   | 10<br>7%       | 7<br>8%            | 4<br>7%   |
| Green           | 39<br>7%   | 17<br>6%   | 22<br>7%   | 10<br>17% | 6<br>7%   | 7<br>7%   | 8<br>8%   | 4<br>4%   | 5<br>3%   | 11<br>6%  | 15<br>9%  | 4<br>3%   | 9<br>7%   | 38<br>7%         | 13<br>8%   | 11<br>7%  | 8<br>5%        | 7<br>9%            | *<br>1%   |
| SNP             | 22<br>4%   | 12<br>4%   | 10<br>3%   | 4<br>7%   | 5<br>6%   | 2<br>2%   | 5<br>5%   | 1<br>1%   | 5<br>3%   | 5<br>3%   | 5<br>3%   | 6<br>5%   | 5<br>4%   | -<br>-           | -<br>-     | -<br>-    | -<br>-         | -<br>-             | 22<br>36% |
| Plaid Cymru     | 4<br>1%    | 1<br>*     | 3<br>1%    | -<br>-    | -<br>-    | 1<br>1%   | 1<br>1%   | 1<br>1%   | 2<br>1%   | 2<br>1%   | -<br>-    | 1<br>1%   | 1<br>1%   | 4<br>1%          | -<br>-     | -<br>-    | -<br>-         | 4<br>5%            | -<br>-    |
| BNP             | *<br>*     | *<br>*     | -<br>-     | -<br>-    | *<br>*    | -<br>-    | -<br>-    | -<br>-    | -<br>-    | -<br>-    | *<br>*    | -<br>-    | -<br>-    | *<br>*           | -<br>-     | -<br>-    | -<br>-         | *<br>*             | -<br>-    |
| Other           | 4<br>1%    | 2<br>1%    | 3<br>1%    | -<br>-    | 1<br>1%   | *<br>*    | *<br>*    | 2<br>2%   | 1<br>*    | 1<br>1%   | 1<br>*    | 2<br>2%   | *<br>*    | 3<br>1%          | 2<br>1%    | *<br>*    | *<br>*         | *<br>*             | 1<br>2%   |

## CATI Opinion Poll

### Fieldwork : 20th - 22nd 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 saying 5-10 likely to vote**

|                 | Q.3/4/5 Voting Intention (including Squeeze & DK/Refuse at Q.4) |                   |             |            |            |            |            |                |           |           | Voted in 2010 General Election |                   |            |                          |
|-----------------|---|-------------------|-------------|------------|------------|------------|------------|----------------|-----------|-----------|--------------------------------|-------------------|------------|--------------------------|
|                 | Total   | Conser-<br>vative | Labour      | Lib Dem    | UKIP       | Green      | SNP        | Plaid<br>Cymru | BNP       | Other     | DK/Refuse<br>at Q4             | Conser-<br>vative | Labour     | Liberal<br>Demo-<br>crat |
| Unweighted base | 598   | 218               | 206         | 45         | 62         | 35         | 23         | 5              | *         | 4         | 26                             | 195               | 172        | 91                       |
| Weighted base   | 588   | 207               | 205         | 45         | 61         | 39         | 22         | 4              | *         | 4         | 28                             | 186               | 157        | 102                      |
| Conservative    | 207<br>35%  | 207<br>100%       | -           | -          | -          | -          | -          | -              | -         | -         | 10<br>37%                      | 151<br>81%        | 9<br>6%    | 19<br>19%                |
| Labour          | 205<br>35%  | -                 | 205<br>100% | -          | -          | -          | -          | -              | -         | -         | 11<br>40%                      | 7<br>4%           | 139<br>88% | 22<br>21%                |
| UKIP            | 61<br>10%   | -                 | -           | -          | 61<br>100% | -          | -          | -              | -         | -         | 2<br>6%                        | 18<br>9%          | 6<br>4%    | 8<br>8%                  |
| Lib Dem         | 45<br>8%  | -                 | -           | 45<br>100% | -          | -          | -          | -              | -         | -         | 5<br>17%                       | 7<br>4%           | 1<br>1%    | 30<br>30%                |
| Green           | 39<br>7%  | -                 | -           | -          | -          | 39<br>100% | -          | -              | -         | -         | -                              | 3<br>2%           | *<br>*     | 19<br>18%                |
| SNP             | 22<br>4%  | -                 | -           | -          | -          | -          | 22<br>100% | -              | -         | -         | -                              | -                 | 1<br>1%    | 2<br>2%                  |
| Plaid Cymru     | 4<br>1%   | -                 | -           | -          | -          | -          | -          | 4<br>100%      | -         | -         | -                              | -                 | -          | 1<br>1%                  |
| BNP             | *<br>*  | -                 | -           | -          | -          | -          | -          | -              | *<br>100% | -         | -                              | -                 | -          | -                        |
| Other           | 4<br>1%   | -                 | -           | -          | -          | -          | -          | -              | -         | 4<br>100% | -                              | -                 | *<br>*     | 1<br>1%                  |

## CATI Opinion Poll

### Fieldwork : 20th - 22nd 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 saying 5-10 likely to vote**

|                 | Q5. Generally speaking, do you think of yourself as...? |            |                   |           |           |           |            |             |           |          |          |            |
|-----------------|---|------------|-------------------|-----------|-----------|-----------|------------|-------------|-----------|----------|----------|------------|
|                 | Total   | Labour     | Conser<br>-vative | Lib Dem   | UKIP      | Green     | SNP        | Plaid Cymru | BNP       | Other    | Refused  | Don't know |
| Unweighted base | 598   | 203        | 197               | 53        | 39        | 24        | 17         | 4           | *         | 12       | 8        | 41         |
| Weighted base   | 588   | 202        | 187               | 55        | 40        | 25        | 17         | 3           | *         | 12       | 7        | 39         |
| Conservative    | 207<br>35%  | 9<br>4%    | 168<br>90%        | 12<br>21% | *<br>1%   | *<br>1%   | -<br>-     | -<br>-      | -<br>-    | 2<br>16% | 2<br>25% | 14<br>35%  |
| Labour          | 205<br>35%  | 182<br>90% | 3<br>1%           | 2<br>4%   | -<br>-    | 4<br>15%  | -<br>-     | -<br>-      | -<br>-    | 1<br>10% | 2<br>30% | 11<br>28%  |
| UKIP            | 61<br>10%   | 4<br>2%    | 8<br>4%           | -<br>-    | 40<br>99% | -<br>-    | -<br>-     | -<br>-      | -<br>-    | 2<br>15% | 3<br>35% | 5<br>13%   |
| Lib Dem         | 45<br>8%  | 1<br>*     | 7<br>4%           | 35<br>64% | -<br>-    | *<br>1%   | -<br>-     | -<br>-      | -<br>-    | 1<br>5%  | -<br>-   | 2<br>5%    |
| Green           | 39<br>7%  | 4<br>2%    | 1<br>*            | 5<br>9%   | -<br>-    | 20<br>80% | -<br>-     | -<br>-      | -<br>-    | 4<br>30% | 1<br>11% | 5<br>13%   |
| SNP             | 22<br>4%  | 2<br>1%    | *<br>*            | -<br>-    | -<br>-    | 1<br>3%   | 17<br>100% | -<br>-      | -<br>-    | -<br>-   | -<br>-   | 2<br>4%    |
| Plaid Cymru     | 4<br>1%   | -<br>-     | -<br>-            | 1<br>2%   | -<br>-    | -<br>-    | -<br>-     | 3<br>100%   | -<br>-    | -<br>-   | -<br>-   | 1<br>2%    |
| BNP             | *<br>*  | -<br>-     | -<br>-            | -<br>-    | -<br>-    | -<br>-    | -<br>-     | -<br>-      | *<br>100% | -<br>-   | -<br>-   | -<br>-     |
| Other           | 4<br>1%   | 1<br>*     | -<br>-            | -<br>-    | -<br>-    | -<br>-    | -<br>-     | -<br>-      | -<br>-    | 3<br>23% | -<br>-   | 1<br>2%    |

## CATI Opinion Poll

### Fieldwork : 20th - 22nd 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 saying 5-10 likely to vote**

|                 | Region     |           |            |            |                           |               |               |           |             |                |            | Region Summary |            |           |           |
|-----------------|------------|-----------|------------|------------|---------------------------|---------------|---------------|-----------|-------------|----------------|------------|----------------|------------|-----------|-----------|
|                 | Total      | Scotland  | North East | North West | York-shire & Humber -side | East Midlands | West Midlands | Wales     | East Anglia | Greater London | South East | South West     | Eng-land   | Scotland  | Wales     |
| Unweighted base | 598        | 60        | 19         | 67         | 56                        | 38            | 54            | 27        | 66          | 75             | 86         | 50             | 511        | 60        | 27        |
| Weighted base   | 588        | 59        | 20         | 71         | 53                        | 34            | 53            | 28        | 62          | 76             | 80         | 52             | 501        | 59        | 28        |
| Conservative    | 207<br>35% | 11<br>19% | 9<br>48%   | 24<br>33%  | 16<br>30%                 | 16<br>48%     | 24<br>46%     | 4<br>14%  | 28<br>46%   | 19<br>25%      | 39<br>49%  | 16<br>31%      | 192<br>38% | 11<br>19% | 4<br>14%  |
| Labour          | 205<br>35% | 18<br>31% | 7<br>36%   | 31<br>44%  | 23<br>42%                 | 10<br>31%     | 17<br>32%     | 13<br>47% | 16<br>25%   | 36<br>47%      | 14<br>18%  | 20<br>38%      | 174<br>35% | 18<br>31% | 13<br>47% |
| UKIP            | 61<br>10%  | 2<br>4%   | 2<br>8%    | 9<br>13%   | 6<br>11%                  | 6<br>17%      | 4<br>7%       | 5<br>16%  | 8<br>12%    | 5<br>7%        | 12<br>15%  | 4<br>8%        | 55<br>11%  | 2<br>4%   | 5<br>16%  |
| Lib Dem         | 45<br>8%   | 4<br>7%   | 1<br>3%    | 5<br>8%    | 4<br>7%                   | *<br>1%       | 3<br>6%       | -         | 5<br>8%     | 11<br>14%      | 6<br>7%    | 7<br>13%       | 41<br>8%   | 4<br>7%   | -         |
| Green           | 39<br>7%   | *<br>1%   | 1<br>5%    | 1<br>2%    | 5<br>10%                  | 1<br>4%       | 5<br>9%       | 2<br>7%   | 5<br>8%     | 5<br>6%        | 8<br>10%   | 5<br>10%       | 37<br>7%   | *<br>1%   | 2<br>7%   |
| SNP             | 22<br>4%   | 22<br>36% | -          | -          | -                         | -             | -             | -         | -           | -              | -          | -              | -          | 22<br>36% | -         |
| Plaid Cymru     | 4<br>1%    | -         | -          | -          | -                         | -             | -             | 4<br>15%  | -           | -              | -          | -              | -          | -         | 4<br>15%  |
| BNP             | *<br>*     | -<br>-    | -<br>-     | -<br>-     | -<br>-                    | -<br>-        | -<br>-        | -<br>-    | -<br>-      | -<br>-         | -<br>*     | *<br>*         | *<br>*     | -<br>-    | -<br>-    |
| Other           | 4<br>1%    | 1<br>2%   | -          | -          | *<br>1%                   | -             | *<br>*        | -         | *<br>*      | 1<br>1%        | 1<br>1%    | *<br>1%        | 3<br>1%    | 1<br>2%   | -         |

**CATI Opinion Poll**  
**Fieldwork : 20th - 22nd March 2015**

Absolutes/col percents

Table 7

**Q6. Have you definitely decided the party you will vote for at the General Election or may you still change your mind?**

**Base: All giving a voting intention**

|                          | Gender |      | Age    |       |       |       |       |       | Class |     |     |     | Region |                  |            |           |                |                    |           |
|--------------------------|--------|------|--------|-------|-------|-------|-------|-------|-------|-----|-----|-----|--------|------------------|------------|-----------|----------------|--------------------|-----------|
|                          | Total  | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+   | AB  | C1  | C2  | DE     | Eng-land & Wales | South East | Mid-lands | North Eng-land | Wales & South West | Scot-land |
| Unweighted base          | 812    | 406  | 406    | 74    | 129   | 125   | 157   | 126   | 201   | 316 | 165 | 138 | 193    | 742              | 220        | 215       | 191            | 116                | 70        |
| Weighted base            | 810    | 413  | 397    | 102   | 140   | 129   | 138   | 122   | 178   | 225 | 217 | 178 | 189    | 741              | 215        | 207       | 196            | 122                | 69        |
| Definitely decided       | 404    | 216  | 188    | 29    | 52    | 67    | 65    | 75    | 115   | 108 | 100 | 97  | 99     | 365              | 99         | 114       | 106            | 45                 | 39        |
|                          | 50%    | 52%  | 47%    | 29%   | 37%   | 52%   | 47%   | 62%   | 64%   | 48% | 46% | 55% | 52%    | 49%              | 46%        | 55%       | 54%            | 37%                | 56%       |
| May still change my mind | 406    | 197  | 209    | 73    | 88    | 62    | 73    | 47    | 63    | 117 | 117 | 81  | 91     | 376              | 116        | 93        | 90             | 77                 | 30        |
|                          | 50%    | 48%  | 53%    | 71%   | 63%   | 48%   | 53%   | 38%   | 36%   | 52% | 54% | 45% | 48%    | 51%              | 54%        | 45%       | 46%            | 63%                | 44%       |

## CATI Opinion Poll Fieldwork : 20th - 22nd March 2015

Absolutes/col percents

Table 7

**Q6. Have you definitely decided the party you will vote for at the General Election or may you still change your mind?**

**Base: All giving a voting intention**

|                             | Q.3/4/5 Voting Intention (including Squeeze & DK/Refuse at Q.4) |                   |        |         |      |       |     |                |      |       | Voted in 2010 General Election |                   |        |                          |
|-----------------------------|---|-------------------|--------|---------|------|-------|-----|----------------|------|-------|--------------------------------|-------------------|--------|--------------------------|
|                             | Total   | Conser-<br>vative | Labour | Lib Dem | UKIP | Green | SNP | Plaid<br>Cymru | BNP  | Other | DK/Refuse<br>at Q4             | Conser-<br>vative | Labour | Liberal<br>Demo-<br>crat |
| Unweighted base             | 812   | 243               | 229    | 46      | 75   | 40    | 26  | 6              | 1    | 9     | -                              | 207               | 194    | 92                       |
| Weighted base               | 810   | 229               | 233    | 47      | 74   | 45    | 25  | 5              | 1    | 9     | -                              | 196               | 177    | 104                      |
| Definitely decided          | 404   | 123               | 131    | 21      | 45   | 15    | 18  | 2              | -    | 1     | -                              | 121               | 117    | 39                       |
|                             | 50%   | 54%               | 56%    | 45%     | 61%  | 33%   | 74% | 35%            | -    | 5%    | -                              | 62%               | 66%    | 38%                      |
| May still change my<br>mind | 406   | 106               | 101    | 26      | 29   | 30    | 6   | 3              | 1    | 9     | -                              | 75                | 59     | 65                       |
|                             | 50%   | 46%               | 44%    | 55%     | 39%  | 67%   | 26% | 65%            | 100% | 95%   | -                              | 38%               | 34%    | 62%                      |

## CATI Opinion Poll Fieldwork : 20th - 22nd March 2015

Absolutes/col percents

Table 7

**Q6. Have you definitely decided the party you will vote for at the General Election or may you still change your mind?**

**Base: All giving a voting intention**

Q5. Generally speaking, do you think of yourself as...?

|                          | Total | Labour | Conser<br>-vative | Lib Dem | UKIP | Green | SNP | Plaid Cymru | BNP | Other | Refused | Don't know |
|--------------------------|-------|--------|-------------------|---------|------|-------|-----|-------------|-----|-------|---------|------------|
| Unweighted base          | 812   | 259    | 228               | 62      | 56   | 44    | 22  | 5           | 3   | 33    | 14      | 86         |
| Weighted base            | 810   | 262    | 219               | 64      | 58   | 47    | 21  | 4           | 4   | 30    | 13      | 88         |
| Definitely decided       | 404   | 151    | 123               | 24      | 37   | 16    | 16  | 2           | 1   | 8     | 4       | 21         |
|                          | 50%   | 58%    | 56%               | 38%     | 63%  | 35%   | 75% | 46%         | 31% | 28%   | 32%     | 23%        |
| May still change my mind | 406   | 110    | 96                | 40      | 21   | 30    | 5   | 2           | 2   | 22    | 9       | 67         |
|                          | 50%   | 42%    | 44%               | 62%     | 37%  | 65%   | 25% | 54%         | 69% | 72%   | 68%     | 77%        |

## **CATI Opinion Poll**

### **Fieldwork : 20th - 22nd March 2015**

Absolutes/col percents

Table 7

**Q6. Have you definitely decided the party you will vote for at the General Election or may you still change your mind?**

**Base: All giving a voting intention**

|                          | Region |          |            |            |                          |               |               |       |             |                |            |            | Region Summary |          |       | Q6. Decided The Party Will Vote For |                          |
|--------------------------|--------|----------|------------|------------|--------------------------|---------------|---------------|-------|-------------|----------------|------------|------------|----------------|----------|-------|-------------------------------------|--------------------------|
|                          | Total  | Scotland | North East | North West | Yorkshire & Humber -side | East Midlands | West Midlands | Wales | East Anglia | Greater London | South East | South West | England        | Scotland | Wales | Definitely decided                  | May still change my mind |
| Unweighted base          | 812    | 70       | 28         | 85         | 78                       | 59            | 75            | 42    | 81          | 103            | 117        | 74         | 700            | 70       | 42    | 414                                 | 398                      |
| Weighted base            | 810    | 69       | 29         | 91         | 77                       | 57            | 76            | 43    | 75          | 105            | 109        | 79         | 697            | 69       | 43    | 404                                 | 406                      |
| Definitely decided       | 404    | 39       | 16         | 49         | 41                       | 34            | 32            | 17    | 48          | 48             | 51         | 27         | 347            | 39       | 17    | 404                                 | -                        |
|                          | 50%    | 56%      | 55%        | 54%        | 54%                      | 61%           | 42%           | 40%   | 65%         | 46%            | 46%        | 35%        | 50%            | 56%      | 40%   | 100%                                | -                        |
| May still change my mind | 406    | 30       | 13         | 42         | 35                       | 22            | 44            | 26    | 27          | 57             | 59         | 51         | 350            | 30       | 26    | -                                   | 406                      |
|                          | 50%    | 44%      | 45%        | 46%        | 46%                      | 39%           | 58%           | 60%   | 35%         | 54%            | 54%        | 65%        | 50%            | 44%      | 60%   | -                                   | 100%                     |

## CATI Opinion Poll

### Fieldwork : 20th - 22nd March 2015

Absolutes/col percents

Table 8

**Q7. How important, if at all, will each of the following be in helping you decide who to vote for ...**

**- The TV debate between the Party leaders**

**Base: All respondents**

|                      | Gender |      |        | Age   |       |       |       |       |      | Class |      |      |      | Region           |            |           |                |                    |           |      |
|----------------------|--------|------|--------|-------|-------|-------|-------|-------|------|-------|------|------|------|------------------|------------|-----------|----------------|--------------------|-----------|------|
|                      | Total  | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+  | AB    | C1   | C2   | DE   | Eng-land & Wales | South East | Mid-lands | North Eng-land | Wales & South West | Scot-land |      |
| Unweighted base      | 1001   | 483  | 518    | 87    | 156   | 164   | 202   | 150   | 242  | 384   | 213  | 164  | 240  | 912              | 273        | 270       | 236            | 133                | 89        |      |
| Weighted base        | 1001   | 490  | 511    | 119   | 170   | 170   | 179   | 147   | 215  | 273   | 278  | 214  | 236  | 913              | 273        | 261       | 241            | 139                | 88        |      |
| NET: Important       | 450    | 217  | 233    | 65    | 110   | 77    | 66    | 51    | 81   | 116   | 125  | 81   | 128  | 401              | 131        | 104       | 108            | 59                 | 49        |      |
|                      | 45%    | 44%  | 46%    | 55%   | 65%   | 45%   | 37%   | 34%   | 38%  | 42%   | 45%  | 38%  | 54%  | 44%              | 48%        | 40%       | 45%            | 42%                | 56%       |      |
| Very important       | (4)    | 174  | 84     | 90    | 27    | 48    | 25    | 24    | 19   | 31    | 45   | 50   | 29   | 50               | 150        | 46        | 38             | 43                 | 24        | 24   |
|                      |        | 17%  | 17%    | 18%   | 23%   | 28%   | 15%   | 14%   | 13%  | 14%   | 16%  | 18%  | 14%  | 21%              | 16%        | 17%       | 14%            | 18%                | 17%       | 28%  |
| Fairly important     | (3)    | 276  | 133    | 143   | 38    | 62    | 51    | 41    | 32   | 51    | 71   | 75   | 52   | 78               | 251        | 85        | 66             | 66                 | 35        | 25   |
|                      |        | 28%  | 27%    | 28%   | 32%   | 36%   | 30%   | 23%   | 22%  | 24%   | 26%  | 27%  | 24%  | 33%              | 28%        | 31%       | 25%            | 27%                | 25%       | 28%  |
| Not very important   | (2)    | 253  | 112    | 141   | 34    | 27    | 39    | 49    | 43   | 61    | 79   | 79   | 56   | 39               | 234        | 74        | 71             | 51                 | 38        | 19   |
|                      |        | 25%  | 23%    | 28%   | 29%   | 16%   | 23%   | 27%   | 29%  | 29%   | 28%  | 26%  | 17%  | 26%              | 27%        | 27%       | 21%            | 27%                | 22%       |      |
| Not at all important | (1)    | 290  | 156    | 135   | 20    | 30    | 55    | 63    | 51   | 71    | 78   | 72   | 76   | 65               | 270        | 67        | 82             | 80                 | 40        | 20   |
|                      |        | 29%  | 32%    | 26%   | 17%   | 18%   | 32%   | 35%   | 34%  | 33%   | 28%  | 26%  | 35%  | 27%              | 30%        | 25%       | 32%            | 33%                | 29%       | 23%  |
| NET: Not Important   |        | 543  | 268    | 275   | 54    | 58    | 93    | 112   | 93   | 132   | 157  | 151  | 132  | 104              | 504        | 141       | 154            | 131                | 78        | 39   |
|                      |        | 54%  | 55%    | 54%   | 45%   | 34%   | 55%   | 63%   | 63%  | 62%   | 58%  | 54%  | 61%  | 44%              | 55%        | 52%       | 59%            | 54%                | 56%       | 44%  |
| Don't know           |        | 7    | 5      | 3     | -     | 2     | -     | 1     | 3    | 1     | -    | 2    | 2    | 4                | 7          | -         | 3              | 2                  | 2         | -    |
|                      |        | 1%   | 1%     | 1%    | -     | 1%    | -     | 1%    | 2%   | *     | -    | 1%   | 1%   | 2%               | 1%         | -         | 1%             | 1%                 | 2%        | -    |
| Mean                 |        | 2.34 | 2.30   | 2.37  | 2.61  | 2.76  | 2.28  | 2.15  | 2.13 | 2.19  | 2.30 | 2.37 | 2.16 | 2.49             | 2.31       | 2.40      | 2.23           | 2.29               | 2.31      | 2.61 |
| Standard deviation   |        | 1.08 | 1.10   | 1.06  | 1.02  | 1.06  | 1.07  | 1.06  | 1.04 | 1.05  | 1.05 | 1.06 | 1.06 | 1.12             | 1.07       | 1.04      | 1.06           | 1.11               | 1.08      | 1.12 |
| Standard error       |        | 0.03 | 0.05   | 0.05  | 0.11  | 0.09  | 0.08  | 0.07  | 0.09 | 0.07  | 0.05 | 0.07 | 0.08 | 0.07             | 0.04       | 0.06      | 0.06           | 0.07               | 0.09      | 0.12 |

## CATI Opinion Poll

### Fieldwork : 20th - 22nd March 2015

Absolutes/col percents

Table 8

**Q7. How important, if at all, will each of the following be in helping you decide who to vote for ...**

**- The TV debate between the Party leaders**

**Base: All respondents**

|                      | Q.3/4/5 Voting Intention (including Squeeze & DK/Refuse at Q.4) |                   |            |           |           |           |           |                |           |          | Voted in 2010 General Election |                   |           |                         |
|----------------------|---|-------------------|------------|-----------|-----------|-----------|-----------|----------------|-----------|----------|--------------------------------|-------------------|-----------|-------------------------|
|                      | Total   | Conser-<br>vative | Labour     | Lib Dem   | UKIP      | Green     | SNP       | Plaid<br>Cymru | BNP       | Other    | DK/Refuse<br>at Q4             | Conser-<br>vative | Labour    | Liberal<br>Democr<br>at |
| Unweighted base      | 1001  | 254               | 241        | 53        | 77        | 40        | 26        | 6              | 1         | 9        | 189                            | 219               | 202       | 113                     |
| Weighted base        | 1001  | 243               | 245        | 53        | 75        | 45        | 25        | 5              | 1         | 9        | 191                            | 211               | 183       | 127                     |
| NET: Important       | 450<br>45%  | 110<br>45%        | 140<br>57% | 27<br>52% | 29<br>38% | 19<br>42% | 12<br>48% | 1<br>29%       | -         | 3<br>29% | 70<br>37%                      | 90<br>43%         | 96<br>52% | 67<br>53%               |
| Very important       | (4)<br>17%  | 39<br>16%         | 57<br>23%  | 11<br>20% | 14<br>19% | 6<br>13%  | 6<br>24%  | 1<br>23%       | -         | *<br>3%  | 25<br>13%                      | 31<br>15%         | 41<br>22% | 27<br>21%               |
| Fairly important     | (3)<br>28%  | 71<br>29%         | 84<br>34%  | 17<br>32% | 15<br>20% | 13<br>29% | 6<br>24%  | *<br>7%        | -         | 2<br>26% | 46<br>24%                      | 59<br>28%         | 55<br>30% | 40<br>32%               |
| Not very important   | (2)<br>25%  | 63<br>26%         | 55<br>23%  | 16<br>30% | 19<br>26% | 13<br>30% | 7<br>28%  | 1<br>24%       | 1<br>100% | 4<br>43% | 54<br>28%                      | 56<br>27%         | 39<br>21% | 30<br>24%               |
| Not at all important | (1)<br>29%  | 70<br>29%         | 48<br>19%  | 10<br>18% | 27<br>36% | 13<br>28% | 6<br>24%  | 2<br>47%       | -         | 3<br>28% | 63<br>33%                      | 64<br>31%         | 46<br>25% | 30<br>24%               |
| NET: Not Important   | 543<br>54%  | 133<br>55%        | 103<br>42% | 25<br>48% | 46<br>62% | 26<br>58% | 13<br>52% | 4<br>71%       | 1<br>100% | 7<br>71% | 117<br>61%                     | 121<br>57%        | 85<br>47% | 60<br>47%               |
| Don't know           | 7<br>1%   | -                 | 2<br>1%    | -         | -         | -         | -         | -              | -         | -        | 4<br>2%                        | -                 | 2<br>1%   | -                       |
| Mean                 | 2.34  | 2.32              | 2.61       | 2.54      | 2.21      | 2.27      | 2.48      | 2.05           | 2.00      | 2.04     | 2.17                           | 2.27              | 2.50      | 2.51                    |
| Standard deviation   | 1.08  | 1.06              | 1.05       | 1.02      | 1.13      | 1.03      | 1.12      | 1.34           | -         | 0.86     | 1.04                           | 1.05              | 1.10      | 1.07                    |
| Standard error       | 0.03  | 0.07              | 0.07       | 0.14      | 0.13      | 0.16      | 0.22      | 0.55           | -         | 0.29     | 0.08                           | 0.07              | 0.08      | 0.10                    |

## CATI Opinion Poll

### Fieldwork : 20th - 22nd March 2015

Absolutes/col percents

Table 8

**Q7. How important, if at all, will each of the following be in helping you decide who to vote for ...**

**- The TV debate between the Party leaders**

**Base: All respondents**

Q5. Generally speaking, do you think of yourself as...?

|                      | Total          | Labour     | Conser<br>-vative | Lib Dem   | UKIP      | Green     | SNP       | Plaid Cymru | BNP      | Other     | Refused   | Don't know |
|----------------------|----------------|------------|-------------------|-----------|-----------|-----------|-----------|-------------|----------|-----------|-----------|------------|
| Unweighted base      | 1001           | 275        | 247               | 71        | 59        | 46        | 22        | 5           | 3        | 39        | 67        | 167        |
| Weighted base        | 1001           | 277        | 239               | 72        | 61        | 50        | 21        | 4           | 4        | 36        | 64        | 173        |
| NET: Important       | 450<br>45%     | 147<br>53% | 108<br>45%        | 36<br>50% | 32<br>52% | 21<br>42% | 11<br>50% | 2<br>53%    | 1<br>31% | 14<br>39% | 26<br>41% | 52<br>30%  |
| Very important       | (4) 174<br>17% | 59<br>21%  | 38<br>16%         | 15<br>20% | 15<br>24% | 5<br>11%  | 4<br>17%  | 1<br>30%    | 1<br>31% | 5<br>14%  | 10<br>15% | 22<br>13%  |
| Fairly important     | (3) 276<br>28% | 88<br>32%  | 70<br>29%         | 22<br>30% | 17<br>28% | 15<br>31% | 7<br>33%  | 1<br>23%    | -        | 9<br>25%  | 16<br>25% | 31<br>18%  |
| Not very important   | (2) 253<br>25% | 62<br>22%  | 67<br>28%         | 17<br>24% | 12<br>19% | 13<br>27% | 6<br>30%  | 1<br>31%    | 1<br>26% | 9<br>24%  | 17<br>27% | 46<br>27%  |
| Not at all important | (1) 290<br>29% | 67<br>24%  | 64<br>27%         | 17<br>24% | 17<br>28% | 16<br>31% | 4<br>20%  | 1<br>16%    | 2<br>42% | 13<br>37% | 19<br>30% | 70<br>40%  |
| NET: Not Important   | 543<br>54%     | 129<br>47% | 131<br>55%        | 34<br>48% | 29<br>48% | 29<br>58% | 11<br>50% | 2<br>47%    | 2<br>69% | 22<br>61% | 37<br>58% | 116<br>67% |
| Don't know           | 7<br>1%        | -          | -                 | 2<br>2%   | -         | -         | -         | -           | -        | -         | 1<br>2%   | 5<br>3%    |
| Mean                 | 2.34           | 2.50       | 2.34              | 2.48      | 2.48      | 2.21      | 2.48      | 2.67        | 2.21     | 2.15      | 2.26      | 2.03       |
| Standard deviation   | 1.08           | 1.08       | 1.04              | 1.08      | 1.15      | 1.02      | 1.02      | 1.25        | 1.50     | 1.08      | 1.07      | 1.06       |
| Standard error       | 0.03           | 0.07       | 0.07              | 0.13      | 0.15      | 0.15      | 0.22      | 0.56        | 0.87     | 0.17      | 0.13      | 0.08       |

## CATI Opinion Poll

### Fieldwork : 20th - 22nd March 2015

Absolutes/col percents

Table 8

**Q7. How important, if at all, will each of the following be in helping you decide who to vote for ...**

**- The TV debate between the Party leaders**

**Base: All respondents**

|                      | Total             | Region    |            |            |                          |               |               |           |             |                |            |            | Region Summary |           |           | Q6. Decided The Party Will Vote For |                          |
|----------------------|-------------------|-----------|------------|------------|--------------------------|---------------|---------------|-----------|-------------|----------------|------------|------------|----------------|-----------|-----------|-------------------------------------|--------------------------|
|                      |                   | Scotland  | North East | North West | Yorkshire & Humber -side | East Midlands | West Midlands | Wales     | East Anglia | Greater London | South East | South West | England        | Scotland  | Wales     | Definitely decided                  | May still change my mind |
| Unweighted base      | 1001              | 89        | 40         | 103        | 93                       | 70            | 91            | 48        | 109         | 126            | 147        | 85         | 864            | 89        | 48        | 414                                 | 398                      |
| Weighted base        | 1001              | 88        | 40         | 110        | 91                       | 70            | 89            | 49        | 101         | 132            | 141        | 90         | 864            | 88        | 49        | 404                                 | 406                      |
| NET: Important       | 450<br>45%        | 49<br>56% | 15<br>39%  | 45<br>41%  | 47<br>52%                | 33<br>48%     | 47<br>52%     | 19<br>39% | 24<br>23%   | 70<br>53%      | 61<br>43%  | 40<br>44%  | 382<br>44%     | 49<br>56% | 19<br>39% | 174<br>43%                          | 206<br>51%               |
| Very important       | (4)<br>174<br>17% | 24<br>28% | 7<br>18%   | 17<br>16%  | 18<br>20%                | 9<br>13%      | 19<br>21%     | 5<br>10%  | 10<br>9%    | 27<br>20%      | 19<br>14%  | 19<br>21%  | 145<br>17%     | 24<br>28% | 5<br>10%  | 71<br>18%                           | 79<br>19%                |
| Fairly important     | (3)<br>276<br>28% | 25<br>28% | 8<br>21%   | 28<br>25%  | 29<br>32%                | 24<br>34%     | 28<br>31%     | 14<br>29% | 14<br>14%   | 44<br>33%      | 41<br>29%  | 21<br>23%  | 237<br>27%     | 25<br>28% | 14<br>29% | 103<br>26%                          | 127<br>31%               |
| Not very important   | (2)<br>253<br>25% | 19<br>22% | 14<br>35%  | 22<br>20%  | 14<br>16%                | 13<br>18%     | 28<br>31%     | 14<br>29% | 31<br>31%   | 35<br>27%      | 39<br>28%  | 24<br>26%  | 220<br>25%     | 19<br>22% | 14<br>29% | 102<br>25%                          | 97<br>24%                |
| Not at all important | (1)<br>290<br>29% | 20<br>23% | 10<br>26%  | 41<br>37%  | 29<br>32%                | 23<br>33%     | 15<br>17%     | 16<br>32% | 44<br>44%   | 26<br>20%      | 41<br>29%  | 25<br>27%  | 255<br>29%     | 20<br>23% | 16<br>32% | 126<br>31%                          | 100<br>25%               |
| NET: Not Important   | 543<br>54%        | 39<br>44% | 24<br>61%  | 63<br>57%  | 43<br>48%                | 36<br>51%     | 43<br>48%     | 30<br>61% | 75<br>74%   | 61<br>47%      | 80<br>57%  | 49<br>54%  | 475<br>55%     | 39<br>44% | 30<br>61% | 228<br>56%                          | 198<br>49%               |
| Don't know           | 7<br>1%           | -<br>-    | -<br>-     | 2<br>2%    | -<br>-                   | 1<br>2%       | -<br>-        | -<br>-    | 2<br>2%     | -<br>-         | -<br>-     | 2<br>3%    | 7<br>1%        | -<br>-    | -<br>-    | 2<br>*                              | 2<br>1%                  |
| Mean                 | 2.34              | 2.61      | 2.31       | 2.20       | 2.40                     | 2.29          | 2.56          | 2.18      | 1.89        | 2.54           | 2.28       | 2.38       | 2.32           | 2.61      | 2.18      | 2.29                                | 2.46                     |
| Standard deviation   | 1.08              | 1.12      | 1.06       | 1.12       | 1.14                     | 1.08          | 1.01          | 1.01      | 0.99        | 1.03           | 1.03       | 1.11       | 1.07           | 1.12      | 1.01      | 1.09                                | 1.07                     |
| Standard error       | 0.03              | 0.12      | 0.17       | 0.11       | 0.12                     | 0.13          | 0.11          | 0.15      | 0.10        | 0.09           | 0.09       | 0.12       | 0.04           | 0.12      | 0.15      | 0.05                                | 0.05                     |

## CATI Opinion Poll

### Fieldwork : 20th - 22nd March 2015

Absolutes/col percents

Table 9

**Q7. How important, if at all, will each of the following be in helping you decide who to vote for ...**

**- The Party manifestos**

**Base: All respondents**

|                      | Gender |      |        | Age   |       |       |       |       |      | Class |      |      |      | Region           |            |           |                |                    |           |      |
|----------------------|--------|------|--------|-------|-------|-------|-------|-------|------|-------|------|------|------|------------------|------------|-----------|----------------|--------------------|-----------|------|
|                      | Total  | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+  | AB    | C1   | C2   | DE   | Eng-land & Wales | South East | Mid-lands | North Eng-land | Wales & South West | Scot-land |      |
| Unweighted base      | 1001   | 483  | 518    | 87    | 156   | 164   | 202   | 150   | 242  | 384   | 213  | 164  | 240  | 912              | 273        | 270       | 236            | 133                | 89        |      |
| Weighted base        | 1001   | 490  | 511    | 119   | 170   | 170   | 179   | 147   | 215  | 273   | 278  | 214  | 236  | 913              | 273        | 261       | 241            | 139                | 88        |      |
| NET: Important       | 729    | 344  | 385    | 94    | 142   | 131   | 126   | 95    | 141  | 210   | 213  | 142  | 164  | 657              | 201        | 183       | 176            | 97                 | 72        |      |
|                      | 73%    | 70%  | 75%    | 79%   | 84%   | 77%   | 71%   | 65%   | 65%  | 77%   | 77%  | 66%  | 70%  | 72%              | 74%        | 70%       | 73%            | 70%                | 82%       |      |
| Very important       | (4)    | 351  | 158    | 193   | 28    | 71    | 76    | 59    | 48   | 69    | 105  | 110  | 66   | 70               | 315        | 95        | 89             | 88                 | 43        | 36   |
|                      |        | 35%  | 32%    | 38%   | 24%   | 42%   | 45%   | 33%   | 33%  | 32%   | 39%  | 40%  | 31%  | 30%              | 35%        | 35%       | 34%            | 37%                | 31%       | 41%  |
| Fairly important     | (3)    | 378  | 186    | 192   | 66    | 71    | 54    | 68    | 47   | 72    | 105  | 103  | 76   | 95               | 342        | 106       | 94             | 88                 | 55        | 36   |
|                      |        | 38%  | 38%    | 38%   | 55%   | 42%   | 32%   | 38%   | 32%  | 34%   | 39%  | 37%  | 35%  | 40%              | 37%        | 39%       | 36%            | 36%                | 39%       | 41%  |
| Not very important   | (2)    | 138  | 71     | 67    | 19    | 9     | 21    | 26    | 29   | 33    | 31   | 31   | 38   | 37               | 132        | 37        | 42             | 34                 | 19        | 6    |
|                      |        | 14%  | 15%    | 13%   | 16%   | 5%    | 13%   | 15%   | 20%  | 16%   | 12%  | 11%  | 18%  | 16%              | 14%        | 13%       | 16%            | 14%                | 14%       | 7%   |
| Not at all important | (1)    | 124  | 69     | 54    | 6     | 16    | 16    | 27    | 23   | 37    | 28   | 33   | 34   | 29               | 114        | 33        | 34             | 30                 | 18        | 9    |
|                      |        | 12%  | 14%    | 11%   | 5%    | 9%    | 9%    | 15%   | 16%  | 17%   | 10%  | 12%  | 16%  | 12%              | 13%        | 12%       | 13%            | 12%                | 13%       | 11%  |
| NET: Not Important   |        | 261  | 140    | 121   | 24    | 25    | 37    | 53    | 52   | 70    | 60   | 64   | 71   | 66               | 246        | 70        | 76             | 64                 | 37        | 15   |
|                      |        | 26%  | 29%    | 24%   | 20%   | 15%   | 22%   | 29%   | 35%  | 33%   | 22%  | 23%  | 33%  | 28%              | 27%        | 26%       | 29%            | 26%                | 27%       | 17%  |
| Don't know           |        | 10   | 5      | 5     | 1     | 3     | 2     | -     | -    | 4     | 3    | 1    | 2    | 5                | 10         | 2         | 2              | 1                  | 5         | 1    |
|                      |        | 1%   | 1%     | 1%    | 1%    | 2%    | 1%    | -     | -    | 2%    | 1%   | *    | 1%   | 2%               | 1%         | 1%        | 1%             | *                  | 3%        | 1%   |
| Mean                 |        | 2.97 | 2.89   | 3.03  | 2.99  | 3.18  | 3.14  | 2.88  | 2.82 | 2.82  | 3.06 | 3.05 | 2.82 | 2.89             | 2.95       | 2.97      | 2.92           | 2.98               | 2.91      | 3.13 |
| Standard deviation   |        | 1.00 | 1.02   | 0.97  | 0.77  | 0.91  | 0.97  | 1.03  | 1.06 | 1.07  | 0.96 | 0.99 | 1.04 | 0.98             | 1.00       | 0.99      | 1.01           | 1.00               | 1.00      | 0.95 |
| Standard error       |        | 0.03 | 0.05   | 0.04  | 0.08  | 0.07  | 0.08  | 0.07  | 0.09 | 0.07  | 0.05 | 0.07 | 0.08 | 0.06             | 0.03       | 0.06      | 0.06           | 0.07               | 0.09      | 0.10 |

## CATI Opinion Poll

### Fieldwork : 20th - 22nd March 2015

Absolutes/col percents

Table 9

**Q7. How important, if at all, will each of the following be in helping you decide who to vote for ...**

**- The Party manifestos**

**Base: All respondents**

|                      | Q.3/4/5 Voting Intention (including Squeeze & DK/Refuse at Q.4) |                   |            |           |           |           |           |                |           |          | Voted in 2010 General Election |                   |            |                         |
|----------------------|---|-------------------|------------|-----------|-----------|-----------|-----------|----------------|-----------|----------|--------------------------------|-------------------|------------|-------------------------|
|                      | Total   | Conser-<br>vative | Labour     | Lib Dem   | UKIP      | Green     | SNP       | Plaid<br>Cymru | BNP       | Other    | DK/Refuse<br>at Q4             | Conser-<br>vative | Labour     | Liberal<br>Democr<br>at |
| Unweighted base      | 1001  | 254               | 241        | 53        | 77        | 40        | 26        | 6              | 1         | 9        | 189                            | 219               | 202        | 113                     |
| Weighted base        | 1001  | 243               | 245        | 53        | 75        | 45        | 25        | 5              | 1         | 9        | 191                            | 211               | 183        | 127                     |
| NET: Important       | 729<br>73%  | 188<br>77%        | 202<br>82% | 39<br>74% | 50<br>67% | 38<br>85% | 22<br>90% | 2<br>30%       | 1<br>100% | 8<br>81% | 121<br>63%                     | 159<br>76%        | 147<br>80% | 91<br>71%               |
| Very important       | (4)<br>35%  | 97<br>40%         | 89<br>36%  | 21<br>40% | 27<br>36% | 23<br>53% | 11<br>46% | 1<br>24%       | -         | 3<br>33% | 62<br>32%                      | 81<br>38%         | 69<br>38%  | 57<br>45%               |
| Fairly important     | (3)<br>38%  | 91<br>38%         | 113<br>46% | 18<br>35% | 23<br>31% | 14<br>32% | 11<br>45% | *<br>7%        | 1<br>100% | 4<br>49% | 60<br>31%                      | 78<br>37%         | 78<br>43%  | 34<br>27%               |
| Not very important   | (2)<br>14%  | 31<br>13%         | 31<br>13%  | 7<br>13%  | 12<br>16% | 3<br>8%   | 1<br>3%   | -              | -         | 1<br>8%  | 37<br>19%                      | 26<br>12%         | 20<br>11%  | 22<br>17%               |
| Not at all important | (1)<br>12%  | 23<br>10%         | 12<br>5%   | 7<br>13%  | 11<br>15% | 3<br>6%   | 2<br>7%   | 3<br>53%       | -         | 1<br>8%  | 31<br>16%                      | 24<br>12%         | 16<br>8%   | 14<br>11%               |
| NET: Not Important   | 261<br>26%  | 55<br>22%         | 43<br>18%  | 14<br>26% | 24<br>32% | 6<br>13%  | 2<br>10%  | 3<br>53%       | -         | 1<br>16% | 68<br>36%                      | 50<br>24%         | 36<br>20%  | 35<br>28%               |
| Don't know           | 10<br>1%  | 1<br>*            | -          | -         | 1<br>1%   | 1<br>2%   | -         | 1<br>17%       | -         | *<br>3%  | 1<br>1%                        | 1<br>1%           | *<br>*     | 1<br>1%                 |
| Mean                 | 2.97  | 3.08              | 3.14       | 3.01      | 2.89      | 3.34      | 3.29      | 2.01           | 3.00      | 3.10     | 2.80                           | 3.03              | 3.10       | 3.06                    |
| Standard deviation   | 1.00  | 0.96              | 0.82       | 1.02      | 1.07      | 0.87      | 0.84      | 1.56           | -         | 0.90     | 1.07                           | 0.99              | 0.91       | 1.03                    |
| Standard error       | 0.03  | 0.06              | 0.05       | 0.14      | 0.12      | 0.14      | 0.16      | 0.70           | -         | 0.32     | 0.08                           | 0.07              | 0.06       | 0.10                    |

## CATI Opinion Poll

### Fieldwork : 20th - 22nd March 2015

Absolutes/col percents

Table 9

**Q7. How important, if at all, will each of the following be in helping you decide who to vote for ...**

**- The Party manifestos**

**Base: All respondents**

| Q5. Generally speaking, do you think of yourself as...? |                |            |                   |           |           |           |           |             |          |           |           |            |
|---|----------------|------------|-------------------|-----------|-----------|-----------|-----------|-------------|----------|-----------|-----------|------------|
|   | Total          | Labour     | Conser<br>-vative | Lib Dem   | UKIP      | Green     | SNP       | Plaid Cymru | BNP      | Other     | Refused   | Don't know |
| Unweighted base   | 1001           | 275        | 247               | 71        | 59        | 46        | 22        | 5           | 3        | 39        | 67        | 167        |
| Weighted base   | 1001           | 277        | 239               | 72        | 61        | 50        | 21        | 4           | 4        | 36        | 64        | 173        |
| NET: Important  | 729<br>73%     | 215<br>78% | 181<br>76%        | 49<br>68% | 49<br>79% | 39<br>78% | 18<br>83% | 2<br>54%    | 2<br>58% | 26<br>71% | 41<br>64% | 109<br>63% |
| Very important  | (4) 351<br>35% | 95<br>34%  | 91<br>38%         | 29<br>41% | 21<br>35% | 23<br>46% | 7<br>35%  | 1<br>31%    | 1<br>31% | 11<br>31% | 23<br>36% | 48<br>27%  |
| Fairly important  | (3) 378<br>38% | 120<br>43% | 90<br>38%         | 20<br>27% | 27<br>44% | 16<br>32% | 10<br>48% | 1<br>23%    | 1<br>26% | 14<br>40% | 18<br>29% | 61<br>35%  |
| Not very important                                      | (2) 138<br>14% | 36<br>13%  | 34<br>14%         | 12<br>17% | 7<br>12%  | 3<br>7%   | 1<br>3%   | -<br>-      | -<br>-   | 3<br>8%   | 13<br>20% | 29<br>17%  |
| Not at all important                                    | (1) 124<br>12% | 26<br>9%   | 24<br>10%         | 10<br>14% | 6<br>9%   | 7<br>14%  | 3<br>14%  | 2<br>46%    | 2<br>42% | 7<br>19%  | 9<br>14%  | 29<br>17%  |
| NET: Not Important                                      | 261<br>26%     | 62<br>22%  | 58<br>24%         | 23<br>31% | 13<br>21% | 10<br>21% | 4<br>17%  | 2<br>46%    | 2<br>42% | 10<br>26% | 22<br>35% | 58<br>33%  |
| Don't know  | 10<br>1%       | -<br>-     | *<br>*            | 1<br>1%   | -<br>-    | 1<br>2%   | -<br>-    | -<br>-      | -<br>-   | 1<br>3%   | 1<br>1%   | 7<br>4%    |
| Mean  | 2.97           | 3.03       | 3.04              | 2.96      | 3.05      | 3.12      | 3.03      | 2.39        | 2.47     | 2.85      | 2.86      | 2.76       |
| Standard deviation                                      | 1.00           | 0.92       | 0.96              | 1.08      | 0.92      | 1.05      | 1.00      | 1.56        | 1.54     | 1.09      | 1.07      | 1.05       |
| Standard error  | 0.03           | 0.06       | 0.06              | 0.13      | 0.12      | 0.16      | 0.21      | 0.70        | 0.89     | 0.18      | 0.13      | 0.08       |

## CATI Opinion Poll

### Fieldwork : 20th - 22nd March 2015

Absolutes/col percents

Table 9

**Q7. How important, if at all, will each of the following be in helping you decide who to vote for ...**

**- The Party manifestos**

**Base: All respondents**

|                      | Total             | Region    |            |            |                          |               |               |           |             |                |            |            | Region Summary |           |           | Q6. Decided The Party Will Vote For |                          |
|----------------------|-------------------|-----------|------------|------------|--------------------------|---------------|---------------|-----------|-------------|----------------|------------|------------|----------------|-----------|-----------|-------------------------------------|--------------------------|
|                      |                   | Scotland  | North East | North West | Yorkshire & Humber -side | East Midlands | West Midlands | Wales     | East Anglia | Greater London | South East | South West | England        | Scotland  | Wales     | Definitely decided                  | May still change my mind |
| Unweighted base      | 1001              | 89        | 40         | 103        | 93                       | 70            | 91            | 48        | 109         | 126            | 147        | 85         | 864            | 89        | 48        | 414                                 | 398                      |
| Weighted base        | 1001              | 88        | 40         | 110        | 91                       | 70            | 89            | 49        | 101         | 132            | 141        | 90         | 864            | 88        | 49        | 404                                 | 406                      |
| NET: Important       | 729<br>73%        | 72<br>82% | 24<br>59%  | 81<br>74%  | 71<br>78%                | 50<br>71%     | 62<br>69%     | 35<br>72% | 71<br>70%   | 103<br>78%     | 98<br>70%  | 63<br>69%  | 622<br>72%     | 72<br>82% | 35<br>72% | 289<br>72%                          | 319<br>79%               |
| Very important       | (4)<br>351<br>35% | 36<br>41% | 12<br>30%  | 42<br>38%  | 34<br>38%                | 23<br>33%     | 31<br>35%     | 15<br>30% | 35<br>35%   | 51<br>39%      | 43<br>31%  | 28<br>31%  | 301<br>35%     | 36<br>41% | 15<br>30% | 156<br>39%                          | 133<br>33%               |
| Fairly important     | (3)<br>378<br>38% | 36<br>41% | 12<br>29%  | 40<br>36%  | 37<br>40%                | 27<br>39%     | 31<br>34%     | 20<br>42% | 36<br>35%   | 51<br>39%      | 55<br>39%  | 34<br>38%  | 322<br>37%     | 36<br>41% | 20<br>42% | 133<br>33%                          | 186<br>46%               |
| Not very important   | (2)<br>138<br>14% | 6<br>7%   | 8<br>21%   | 16<br>14%  | 10<br>11%                | 9<br>12%      | 14<br>16%     | 6<br>12%  | 19<br>19%   | 16<br>12%      | 20<br>14%  | 13<br>15%  | 126<br>15%     | 6<br>7%   | 6<br>12%  | 59<br>15%                           | 42<br>10%                |
| Not at all important | (1)<br>124<br>12% | 9<br>11%  | 7<br>18%   | 13<br>12%  | 10<br>11%                | 11<br>16%     | 12<br>14%     | 7<br>14%  | 10<br>10%   | 11<br>8%       | 22<br>16%  | 11<br>12%  | 107<br>12%     | 9<br>11%  | 7<br>14%  | 54<br>13%                           | 38<br>9%                 |
| NET: Not Important   | 261<br>26%        | 15<br>17% | 15<br>39%  | 29<br>26%  | 19<br>21%                | 20<br>29%     | 27<br>30%     | 13<br>26% | 29<br>29%   | 27<br>21%      | 43<br>30%  | 24<br>27%  | 233<br>27%     | 15<br>17% | 13<br>26% | 113<br>28%                          | 80<br>20%                |
| Don't know           | 10<br>1%          | 1<br>1%   | 1<br>2%    | -<br>-     | *<br>*                   | -<br>-        | 1<br>1%       | 1<br>2%   | 1<br>1%     | 2<br>1%        | -<br>-     | 4<br>4%    | 9<br>1%        | 1<br>1%   | 1<br>2%   | 2<br>*                              | 7<br>2%                  |
| Mean                 | 2.97              | 3.13      | 2.74       | 3.00       | 3.06                     | 2.88          | 2.91          | 2.89      | 2.96        | 3.11           | 2.85       | 2.92       | 2.95           | 3.13      | 2.89      | 2.97                                | 3.04                     |
| Standard deviation   | 1.00              | 0.95      | 1.10       | 1.00       | 0.96                     | 1.05          | 1.04          | 1.01      | 0.97        | 0.92           | 1.03       | 0.99       | 1.00           | 0.95      | 1.01      | 1.04                                | 0.91                     |
| Standard error       | 0.03              | 0.10      | 0.18       | 0.10       | 0.10                     | 0.13          | 0.11          | 0.15      | 0.09        | 0.08           | 0.09       | 0.11       | 0.03           | 0.10      | 0.15      | 0.05                                | 0.05                     |

## CATI Opinion Poll

### Fieldwork : 20th - 22nd March 2015

Absolutes/col percents

Table 10

**Q7. How important, if at all, will each of the following be in helping you decide who to vote for ...**

**- Leaflets and campaign materials I receive from the parties**

**Base: All respondents**

|                      | Gender |      |        | Age   |       |       |       |       |      | Class |      |      |      | Region           |            |           |                |                    |           |      |
|----------------------|--------|------|--------|-------|-------|-------|-------|-------|------|-------|------|------|------|------------------|------------|-----------|----------------|--------------------|-----------|------|
|                      | Total  | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+  | AB    | C1   | C2   | DE   | Eng-land & Wales | South East | Mid-lands | North Eng-land | Wales & South West | Scot-land |      |
| Unweighted base      | 1001   | 483  | 518    | 87    | 156   | 164   | 202   | 150   | 242  | 384   | 213  | 164  | 240  | 912              | 273        | 270       | 236            | 133                | 89        |      |
| Weighted base        | 1001   | 490  | 511    | 119   | 170   | 170   | 179   | 147   | 215  | 273   | 278  | 214  | 236  | 913              | 273        | 261       | 241            | 139                | 88        |      |
| NET: Important       | 355    | 146  | 209    | 47    | 66    | 57    | 59    | 43    | 84   | 85    | 104  | 69   | 98   | 325              | 106        | 76        | 90             | 52                 | 31        |      |
|                      | 35%    | 30%  | 41%    | 39%   | 39%   | 33%   | 33%   | 29%   | 39%  | 31%   | 37%  | 32%  | 42%  | 36%              | 39%        | 29%       | 38%            | 37%                | 35%       |      |
| Very important       | (4)    | 96   | 34     | 62    | 12    | 18    | 11    | 16    | 12   | 17    | 29   | 20   | 29   | 88               | 35         | 17        | 24             | 13                 | 8         |      |
|                      |        | 10%  | 7%     | 12%   | 10%   | 10%   | 7%    | 9%    | 8%   | 12%   | 6%   | 10%  | 10%  | 12%              | 10%        | 13%       | 6%             | 10%                | 9%        | 9%   |
| Fairly important     | (3)    | 260  | 112    | 148   | 35    | 48    | 45    | 43    | 30   | 67    | 75   | 48   | 69   | 237              | 72         | 59        | 67             | 39                 | 23        |      |
|                      |        | 26%  | 23%    | 29%   | 30%   | 28%   | 27%   | 24%   | 21%  | 25%   | 27%  | 23%  | 29%  | 26%              | 26%        | 23%       | 28%            | 28%                | 26%       |      |
| Not very important   | (2)    | 318  | 148    | 169   | 42    | 57    | 59    | 49    | 62   | 97    | 84   | 66   | 71   | 295              | 88         | 96        | 72             | 39                 | 23        |      |
|                      |        | 32%  | 30%    | 33%   | 35%   | 34%   | 35%   | 27%   | 33%  | 35%   | 30%  | 31%  | 30%  | 32%              | 32%        | 37%       | 30%            | 28%                | 26%       |      |
| Not at all important | (1)    | 319  | 190    | 128   | 31    | 44    | 54    | 68    | 56   | 90    | 89   | 79   | 61   | 285              | 75         | 88        | 77             | 45                 | 34        |      |
|                      |        | 32%  | 39%    | 25%   | 26%   | 26%   | 32%   | 38%   | 38%  | 33%   | 32%  | 37%  | 26%  | 31%              | 28%        | 34%       | 32%            | 32%                | 38%       |      |
| NET: Not Important   |        | 637  | 339    | 298   | 73    | 101   | 112   | 117   | 105  | 187   | 172  | 145  | 133  | 580              | 163        | 184       | 149            | 84                 | 57        |      |
|                      |        | 64%  | 69%    | 58%   | 61%   | 60%   | 66%   | 65%   | 71%  | 69%   | 62%  | 67%  | 56%  | 63%              | 60%        | 71%       | 62%            | 60%                | 65%       |      |
| Don't know           |        | 9    | 5      | 4     | -     | 3     | 1     | 3     | -    | 2     | 1    | 2    | 1    | 5                | 3          | 1         | 2              | 3                  | 1         |      |
|                      |        | 1%   | 1%     | 1%    | -     | 2%    | 1%    | 2%    | -    | 1%    | *    | 1%   | *    | 2%               | 1%         | 1%        | 1%             | 2%                 | 1%        |      |
| Mean                 |        | 2.13 | 1.98   | 2.28  | 2.23  | 2.24  | 2.08  | 2.04  | 2.00 | 2.21  | 2.04 | 2.16 | 2.05 | 2.29             | 2.14       | 2.24      | 2.02           | 2.16               | 2.15      | 2.05 |
| Standard deviation   |        | 0.98 | 0.95   | 0.98  | 0.95  | 0.96  | 0.92  | 1.00  | 0.96 | 1.02  | 0.92 | 0.99 | 0.99 | 1.00             | 0.97       | 1.00      | 0.91           | 0.99               | 0.99      | 1.01 |
| Standard error       |        | 0.03 | 0.04   | 0.04  | 0.10  | 0.08  | 0.07  | 0.07  | 0.08 | 0.07  | 0.05 | 0.07 | 0.08 | 0.06             | 0.03       | 0.06      | 0.06           | 0.06               | 0.09      | 0.11 |

## CATI Opinion Poll

### Fieldwork : 20th - 22nd March 2015

Absolutes/col percents

Table 10

**Q7. How important, if at all, will each of the following be in helping you decide who to vote for ...**

**- Leaflets and campaign materials I receive from the parties**

**Base: All respondents**

|                      | Q.3/4/5 Voting Intention (including Squeeze & DK/Refuse at Q.4) |               |            |           |           |           |           |             |           |          | Voted in 2010 General Election |               |            |                   |
|----------------------|---|---------------|------------|-----------|-----------|-----------|-----------|-------------|-----------|----------|--------------------------------|---------------|------------|-------------------|
|                      | Total   | Conser-vative | Labour     | Lib Dem   | UKIP      | Green     | SNP       | Plaid Cymru | BNP       | Other    | DK/Refuse at Q4                | Conser-vative | Labour     | Liberal Democ-rat |
| Unweighted base      | 1001  | 254           | 241        | 53        | 77        | 40        | 26        | 6           | 1         | 9        | 189                            | 219           | 202        | 113               |
| Weighted base        | 1001  | 243           | 245        | 53        | 75        | 45        | 25        | 5           | 1         | 9        | 191                            | 211           | 183        | 127               |
| NET: Important       | 355<br>35%  | 82<br>34%     | 112<br>46% | 20<br>39% | 29<br>39% | 19<br>43% | 7<br>30%  | 1<br>24%    | -         | 5<br>59% | 52<br>27%                      | 67<br>32%     | 79<br>43%  | 41<br>32%         |
| Very important       | (4)<br>96<br>10%  | 22<br>9%      | 32<br>13%  | 4<br>8%   | 15<br>20% | 2<br>5%   | 1<br>3%   | 1<br>24%    | -         | 1<br>9%  | 9<br>5%                        | 16<br>8%      | 25<br>14%  | 10<br>8%          |
| Fairly important     | (3)<br>260<br>26%   | 60<br>25%     | 80<br>33%  | 16<br>31% | 14<br>19% | 17<br>38% | 6<br>26%  | -           | -         | 5<br>50% | 43<br>23%                      | 51<br>24%     | 54<br>29%  | 31<br>24%         |
| Not very important   | (2)<br>318<br>32%   | 91<br>37%     | 78<br>32%  | 17<br>32% | 15<br>21% | 14<br>32% | 7<br>27%  | 2<br>47%    | 1<br>100% | -        | 65<br>34%                      | 73<br>34%     | 56<br>31%  | 50<br>39%         |
| Not at all important | (1)<br>319<br>32%   | 68<br>28%     | 55<br>22%  | 15<br>29% | 30<br>40% | 11<br>26% | 11<br>43% | 1<br>29%    | -         | 4<br>41% | 71<br>37%                      | 70<br>33%     | 47<br>25%  | 36<br>28%         |
| NET: Not Important   | 637<br>64%  | 159<br>65%    | 133<br>54% | 32<br>61% | 46<br>61% | 25<br>57% | 17<br>70% | 4<br>76%    | 1<br>100% | 4<br>41% | 136<br>71%                     | 143<br>68%    | 103<br>56% | 86<br>68%         |
| Don't know           | 9<br>1%   | 3<br>1%       | -          | -         | -         | -         | -         | -           | -         | -        | 3<br>2%                        | 1<br>*        | 2<br>1%    | -                 |
| Mean                 | 2.13  | 2.15          | 2.37       | 2.17      | 2.18      | 2.23      | 1.89      | 2.18        | 2.00      | 2.26     | 1.95                           | 2.07          | 2.32       | 2.12              |
| Standard deviation   | 0.98  | 0.94          | 0.97       | 0.95      | 1.17      | 0.90      | 0.92      | 1.22        | -         | 1.15     | 0.90                           | 0.94          | 1.01       | 0.92              |
| Standard error       | 0.03  | 0.06          | 0.06       | 0.13      | 0.13      | 0.14      | 0.18      | 0.50        | -         | 0.38     | 0.07                           | 0.06          | 0.07       | 0.09              |

## CATI Opinion Poll

### Fieldwork : 20th - 22nd March 2015

Absolutes/col percents

Table 10

**Q7. How important, if at all, will each of the following be in helping you decide who to vote for ...**

**- Leaflets and campaign materials I receive from the parties**

**Base: All respondents**

Q5. Generally speaking, do you think of yourself as...?

|                      | Total          | Labour     | Conser<br>-vative | Lib Dem   | UKIP      | Green     | SNP       | Plaid Cymru | BNP      | Other     | Refused   | Don't know |
|----------------------|----------------|------------|-------------------|-----------|-----------|-----------|-----------|-------------|----------|-----------|-----------|------------|
| Unweighted base      | 1001           | 275        | 247               | 71        | 59        | 46        | 22        | 5           | 3        | 39        | 67        | 167        |
| Weighted base        | 1001           | 277        | 239               | 72        | 61        | 50        | 21        | 4           | 4        | 36        | 64        | 173        |
| NET: Important       | 355<br>35%     | 119<br>43% | 74<br>31%         | 30<br>41% | 25<br>41% | 17<br>35% | 6<br>27%  | 2<br>45%    | 1<br>31% | 15<br>40% | 17<br>27% | 49<br>28%  |
| Very important       | (4) 96<br>10%  | 38<br>14%  | 19<br>8%          | 6<br>9%   | 8<br>14%  | 2<br>5%   | 2<br>10%  | 2<br>45%    | 1<br>31% | 1<br>4%   | 6<br>10%  | 9<br>5%    |
| Fairly important     | (3) 260<br>26% | 81<br>29%  | 56<br>23%         | 23<br>32% | 17<br>27% | 15<br>30% | 4<br>17%  | -<br>-      | -<br>-   | 13<br>37% | 11<br>17% | 40<br>23%  |
| Not very important   | (2) 318<br>32% | 81<br>29%  | 87<br>36%         | 21<br>29% | 11<br>19% | 19<br>39% | 6<br>27%  | 1<br>39%    | 1<br>26% | 12<br>34% | 21<br>32% | 57<br>33%  |
| Not at all important | (1) 319<br>32% | 75<br>27%  | 76<br>32%         | 22<br>30% | 25<br>40% | 13<br>26% | 10<br>46% | 1<br>16%    | 2<br>42% | 9<br>26%  | 26<br>41% | 61<br>35%  |
| NET: Not Important   | 637<br>64%     | 157<br>57% | 163<br>68%        | 42<br>59% | 36<br>59% | 32<br>65% | 15<br>73% | 2<br>55%    | 2<br>69% | 22<br>60% | 47<br>73% | 117<br>68% |
| Don't know           | 9<br>1%        | 1<br>*     | 2<br>1%           | -<br>-    | -<br>-    | -<br>-    | -<br>-    | -<br>-      | -<br>-   | -<br>-    | -<br>-    | 6<br>4%    |
| Mean                 | 2.13           | 2.30       | 2.07              | 2.20      | 2.15      | 2.13      | 1.91      | 2.74        | 2.21     | 2.18      | 1.96      | 1.98       |
| Standard deviation   | 0.98           | 1.02       | 0.93              | 0.97      | 1.11      | 0.87      | 1.03      | 1.38        | 1.50     | 0.87      | 1.00      | 0.91       |
| Standard error       | 0.03           | 0.06       | 0.06              | 0.12      | 0.14      | 0.13      | 0.22      | 0.62        | 0.87     | 0.14      | 0.12      | 0.07       |

## CATI Opinion Poll

### Fieldwork : 20th - 22nd March 2015

Absolutes/col percents

Table 10

**Q7. How important, if at all, will each of the following be in helping you decide who to vote for ...**

**- Leaflets and campaign materials I receive from the parties**

**Base: All respondents**

|                      | Total             | Region    |            |            |                          |               |               |           |             |                |            |            | Region Summary |           |           | Q6. Decided The Party Will Vote For |                          |
|----------------------|-------------------|-----------|------------|------------|--------------------------|---------------|---------------|-----------|-------------|----------------|------------|------------|----------------|-----------|-----------|-------------------------------------|--------------------------|
|                      |                   | Scotland  | North East | North West | Yorkshire & Humber -side | East Midlands | West Midlands | Wales     | East Anglia | Greater London | South East | South West | England        | Scotland  | Wales     | Definitely decided                  | May still change my mind |
| Unweighted base      | 1001              | 89        | 40         | 103        | 93                       | 70            | 91            | 48        | 109         | 126            | 147        | 85         | 864            | 89        | 48        | 414                                 | 398                      |
| Weighted base        | 1001              | 88        | 40         | 110        | 91                       | 70            | 89            | 49        | 101         | 132            | 141        | 90         | 864            | 88        | 49        | 404                                 | 406                      |
| NET: Important       | 355<br>35%        | 31<br>35% | 11<br>28%  | 41<br>37%  | 39<br>42%                | 19<br>27%     | 36<br>40%     | 19<br>40% | 22<br>22%   | 49<br>37%      | 57<br>41%  | 32<br>36%  | 305<br>35%     | 31<br>35% | 19<br>40% | 144<br>36%                          | 158<br>39%               |
| Very important       | (4)<br>96<br>10%  | 8<br>9%   | 4<br>11%   | 9<br>8%    | 10<br>11%                | 4<br>6%       | 9<br>10%      | 4<br>9%   | 4<br>4%     | 17<br>13%      | 17<br>12%  | 9<br>10%   | 84<br>10%      | 8<br>9%   | 4<br>9%   | 47<br>12%                           | 39<br>10%                |
| Fairly important     | (3)<br>260<br>26% | 23<br>26% | 7<br>17%   | 31<br>28%  | 28<br>31%                | 15<br>21%     | 27<br>30%     | 15<br>31% | 18<br>18%   | 32<br>24%      | 40<br>28%  | 24<br>26%  | 222<br>26%     | 23<br>26% | 15<br>31% | 97<br>24%                           | 119<br>29%               |
| Not very important   | (2)<br>318<br>32% | 23<br>26% | 14<br>34%  | 34<br>31%  | 24<br>27%                | 23<br>33%     | 31<br>34%     | 13<br>27% | 42<br>41%   | 46<br>35%      | 41<br>29%  | 26<br>29%  | 281<br>33%     | 23<br>26% | 13<br>27% | 128<br>32%                          | 125<br>31%               |
| Not at all important | (1)<br>319<br>32% | 34<br>38% | 14<br>34%  | 35<br>32%  | 28<br>31%                | 28<br>40%     | 23<br>26%     | 16<br>33% | 37<br>36%   | 34<br>26%      | 41<br>29%  | 29<br>32%  | 269<br>31%     | 34<br>38% | 16<br>33% | 131<br>32%                          | 117<br>29%               |
| NET: Not Important   | 637<br>64%        | 57<br>65% | 27<br>68%  | 69<br>63%  | 52<br>58%                | 52<br>73%     | 54<br>60%     | 29<br>60% | 78<br>78%   | 80<br>61%      | 83<br>59%  | 55<br>60%  | 551<br>64%     | 57<br>65% | 29<br>60% | 259<br>64%                          | 242<br>60%               |
| Don't know           | 9<br>1%           | 1<br>1%   | 2<br>4%    | -<br>-     | -<br>-                   | -<br>-        | -<br>-        | -<br>-    | 1<br>1%     | 2<br>1%        | 1<br>1%    | 3<br>4%    | 9<br>1%        | 1<br>1%   | -<br>-    | -<br>-                              | 6<br>1%                  |
| Mean                 | 2.13              | 2.05      | 2.05       | 2.13       | 2.23                     | 1.92          | 2.24          | 2.16      | 1.89        | 2.25           | 2.24       | 2.14       | 2.14           | 2.05      | 2.16      | 2.15                                | 2.20                     |
| Standard deviation   | 0.98              | 1.01      | 1.00       | 0.97       | 1.01                     | 0.92          | 0.95          | 1.00      | 0.83        | 1.00           | 1.01       | 1.00       | 0.97           | 1.01      | 1.00      | 1.01                                | 0.97                     |
| Standard error       | 0.03              | 0.11      | 0.16       | 0.10       | 0.11                     | 0.11          | 0.10          | 0.14      | 0.08        | 0.09           | 0.08       | 0.11       | 0.03           | 0.11      | 0.14      | 0.05                                | 0.05                     |

## CATI Opinion Poll

### Fieldwork : 20th - 22nd March 2015

Absolutes/col percents

Table 11

**Q7. How important, if at all, will each of the following be in helping you decide who to vote for ...**

**- The party with the leader I think will make the best Prime Minister**

**Base: All respondents**

|                      | Gender  |      |        | Age   |       |       |       |       |      | Class |      |      |      | Region           |            |           |                |                    |           |
|----------------------|---------|------|--------|-------|-------|-------|-------|-------|------|-------|------|------|------|------------------|------------|-----------|----------------|--------------------|-----------|
|                      | Total   | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+  | AB    | C1   | C2   | DE   | Eng-land & Wales | South East | Mid-lands | North Eng-land | Wales & South West | Scot-land |
| Unweighted base      | 1001    | 483  | 518    | 87    | 156   | 164   | 202   | 150   | 242  | 384   | 213  | 164  | 240  | 912              | 273        | 270       | 236            | 133                | 89        |
| Weighted base        | 1001    | 490  | 511    | 119   | 170   | 170   | 179   | 147   | 215  | 273   | 278  | 214  | 236  | 913              | 273        | 261       | 241            | 139                | 88        |
| NET: Important       | 772     | 367  | 406    | 97    | 138   | 140   | 130   | 106   | 161  | 213   | 227  | 158  | 175  | 705              | 213        | 199       | 184            | 109                | 68        |
|                      | 77%     | 75%  | 79%    | 81%   | 81%   | 83%   | 73%   | 72%   | 75%  | 78%   | 82%  | 74%  | 74%  | 77%              | 78%        | 76%       | 76%            | 78%                | 77%       |
| Very important       | (4) 399 | 189  | 210    | 51    | 55    | 67    | 65    | 69    | 92   | 97    | 118  | 94   | 90   | 366              | 106        | 108       | 102            | 50                 | 33        |
|                      | 40%     | 39%  | 41%    | 43%   | 32%   | 39%   | 36%   | 47%   | 43%  | 36%   | 42%  | 44%  | 38%  | 40%              | 39%        | 41%       | 42%            | 36%                | 37%       |
| Fairly important     | (3) 374 | 178  | 196    | 46    | 82    | 73    | 65    | 37    | 69   | 116   | 109  | 64   | 85   | 339              | 108        | 91        | 82             | 59                 | 35        |
|                      | 37%     | 36%  | 38%    | 39%   | 48%   | 43%   | 36%   | 25%   | 32%  | 42%   | 39%  | 30%  | 36%  | 37%              | 40%        | 35%       | 34%            | 42%                | 39%       |
| Not very important   | (2) 108 | 53   | 55     | 10    | 17    | 15    | 20    | 19    | 27   | 31    | 29   | 27   | 21   | 99               | 30         | 26        | 25             | 17                 | 9         |
|                      | 11%     | 11%  | 11%    | 9%    | 10%   | 9%    | 11%   | 13%   | 12%  | 12%   | 10%  | 13%  | 9%   | 11%              | 11%        | 10%       | 11%            | 12%                | 11%       |
| Not at all important | (1) 105 | 67   | 39     | 10    | 14    | 15    | 25    | 20    | 23   | 26    | 20   | 25   | 34   | 95               | 23         | 32        | 29             | 10                 | 11        |
|                      | 11%     | 14%  | 8%     | 8%    | 8%    | 9%    | 14%   | 13%   | 11%  | 10%   | 7%   | 12%  | 14%  | 10%              | 9%         | 12%       | 12%            | 7%                 | 12%       |
| NET: Not Important   | 214     | 120  | 94     | 20    | 31    | 30    | 45    | 39    | 49   | 58    | 49   | 52   | 55   | 193              | 53         | 58        | 54             | 27                 | 20        |
|                      | 21%     | 25%  | 18%    | 17%   | 18%   | 17%   | 25%   | 26%   | 23%  | 21%   | 18%  | 24%  | 23%  | 21%              | 20%        | 22%       | 23%            | 20%                | 23%       |
| Don't know           | 15      | 3    | 12     | 2     | 2     | -     | 4     | 3     | 4    | 2     | 2    | 5    | 6    | 15               | 6          | 3         | 3              | 3                  | -         |
|                      | 1%      | 1%   | 2%     | 2%    | 1%    | -     | 2%    | 2%    | 2%   | 1%    | 1%   | 2%   | 3%   | 2%               | 2%         | 1%        | 1%             | 2%                 | -         |
| Mean                 | 3.08    | 3.00 | 3.16   | 3.18  | 3.07  | 3.13  | 2.97  | 3.07  | 3.09 | 3.05  | 3.17 | 3.08 | 3.01 | 3.09             | 3.11       | 3.07      | 3.08           | 3.09               | 3.02      |
| Standard deviation   | 0.97    | 1.02 | 0.90   | 0.91  | 0.87  | 0.90  | 1.03  | 1.07  | 1.00 | 0.93  | 0.89 | 1.02 | 1.04 | 0.97             | 0.92       | 1.01      | 1.01           | 0.89               | 0.99      |
| Standard error       | 0.03    | 0.05 | 0.04   | 0.10  | 0.07  | 0.07  | 0.07  | 0.09  | 0.06 | 0.05  | 0.06 | 0.08 | 0.07 | 0.03             | 0.06       | 0.06      | 0.07           | 0.08               | 0.11      |

## CATI Opinion Poll

### Fieldwork : 20th - 22nd March 2015

Absolutes/col percents

Table 11

**Q7. How important, if at all, will each of the following be in helping you decide who to vote for ...**

**- The party with the leader I think will make the best Prime Minister**

**Base: All respondents**

|                      | Q.3/4/5 Voting Intention (including Squeeze & DK/Refuse at Q.4) |                   |            |           |           |           |           |                |           |          | Voted in 2010 General Election |                   |            |                          |
|----------------------|---|-------------------|------------|-----------|-----------|-----------|-----------|----------------|-----------|----------|--------------------------------|-------------------|------------|--------------------------|
|                      | Total   | Conser-<br>vative | Labour     | Lib Dem   | UKIP      | Green     | SNP       | Plaid<br>Cymru | BNP       | Other    | DK/Refuse<br>at Q4             | Conser-<br>vative | Labour     | Liberal<br>Democr-<br>at |
| Unweighted base      | 1001  | 254               | 241        | 53        | 77        | 40        | 26        | 6              | 1         | 9        | 189                            | 219               | 202        | 113                      |
| Weighted base        | 1001  | 243               | 245        | 53        | 75        | 45        | 25        | 5              | 1         | 9        | 191                            | 211               | 183        | 127                      |
| NET: Important       | 772<br>77%  | 229<br>94%        | 193<br>79% | 43<br>82% | 59<br>78% | 24<br>54% | 18<br>73% | 4<br>71%       | 1<br>100% | 8<br>89% | 136<br>71%                     | 193<br>92%        | 139<br>76% | 97<br>76%                |
| Very important       | (4)<br>399<br>40%   | 144<br>59%        | 104<br>42% | 15<br>29% | 30<br>40% | 7<br>15%  | 8<br>33%  | 2<br>46%       | -<br>-    | 3<br>35% | 56<br>29%                      | 103<br>49%        | 75<br>41%  | 37<br>29%                |
| Fairly important     | (3)<br>374<br>37%   | 85<br>35%         | 89<br>36%  | 28<br>53% | 29<br>38% | 17<br>39% | 10<br>40% | 1<br>25%       | 1<br>100% | 5<br>54% | 81<br>42%                      | 90<br>43%         | 64<br>35%  | 59<br>46%                |
| Not very important   | (2)<br>108<br>11%   | 8<br>3%           | 35<br>14%  | 7<br>13%  | 5<br>7%   | 14<br>32% | 5<br>20%  | -<br>-         | -<br>-    | -<br>-   | 19<br>10%                      | 8<br>4%           | 25<br>13%  | 20<br>16%                |
| Not at all important | (1)<br>105<br>11%   | 6<br>3%           | 14<br>6%   | 3<br>6%   | 9<br>12%  | 6<br>14%  | 2<br>7%   | 1<br>29%       | -<br>-    | 1<br>8%  | 28<br>14%                      | 7<br>4%           | 17<br>9%   | 11<br>8%                 |
| NET: Not Important   | 214<br>21%  | 15<br>6%          | 50<br>20%  | 10<br>18% | 15<br>19% | 21<br>46% | 7<br>27%  | 1<br>29%       | -<br>-    | 1<br>8%  | 47<br>24%                      | 16<br>8%          | 41<br>22%  | 31<br>24%                |
| Don't know           | 15<br>1%  | -<br>-            | 3<br>1%    | -<br>-    | 2<br>2%   | -<br>-    | -<br>-    | -<br>-         | -<br>-    | *<br>3%  | 9<br>4%                        | 2<br>1%           | 3<br>2%    | -<br>-                   |
| Mean                 | 3.08  | 3.50              | 3.16       | 3.05      | 3.09      | 2.55      | 2.98      | 2.88           | 3.00      | 3.21     | 2.90                           | 3.38              | 3.10       | 2.97                     |
| Standard deviation   | 0.97  | 0.69              | 0.89       | 0.80      | 0.99      | 0.92      | 0.93      | 1.42           | -         | 0.84     | 1.00                           | 0.73              | 0.96       | 0.89                     |
| Standard error       | 0.03  | 0.04              | 0.06       | 0.11      | 0.11      | 0.15      | 0.18      | 0.58           | -         | 0.30     | 0.07                           | 0.05              | 0.07       | 0.08                     |

## CATI Opinion Poll

### Fieldwork : 20th - 22nd March 2015

Absolutes/col percents

Table 11

**Q7. How important, if at all, will each of the following be in helping you decide who to vote for ...**

**- The party with the leader I think will make the best Prime Minister**

**Base: All respondents**

Q5. Generally speaking, do you think of yourself as...?

|                      | Total          | Labour     | Conser<br>-vative | Lib Dem   | UKIP      | Green     | SNP       | Plaid Cymru | BNP      | Other     | Refused   | Don't know |
|----------------------|----------------|------------|-------------------|-----------|-----------|-----------|-----------|-------------|----------|-----------|-----------|------------|
| Unweighted base      | 1001           | 275        | 247               | 71        | 59        | 46        | 22        | 5           | 3        | 39        | 67        | 167        |
| Weighted base        | 1001           | 277        | 239               | 72        | 61        | 50        | 21        | 4           | 4        | 36        | 64        | 173        |
| NET: Important       | 772<br>77%     | 211<br>76% | 222<br>93%        | 55<br>76% | 52<br>84% | 27<br>55% | 17<br>79% | 3<br>84%    | 1<br>26% | 23<br>64% | 44<br>69% | 118<br>68% |
| Very important       | (4) 399<br>40% | 112<br>41% | 127<br>53%        | 26<br>36% | 27<br>44% | 12<br>24% | 7<br>32%  | 2<br>61%    | -        | 10<br>29% | 19<br>29% | 55<br>32%  |
| Fairly important     | (3) 374<br>37% | 99<br>36%  | 95<br>40%         | 29<br>40% | 24<br>40% | 15<br>31% | 10<br>47% | 1<br>23%    | 1<br>26% | 13<br>35% | 25<br>39% | 62<br>36%  |
| Not very important   | (2) 108<br>11% | 35<br>12%  | 11<br>4%          | 10<br>14% | 3<br>5%   | 14<br>28% | 3<br>16%  | -           | -        | 5<br>15%  | 4<br>6%   | 23<br>13%  |
| Not at all important | (1) 105<br>11% | 28<br>10%  | 6<br>2%           | 5<br>7%   | 7<br>11%  | 8<br>17%  | 1<br>5%   | 1<br>16%    | 3<br>74% | 7<br>19%  | 14<br>22% | 26<br>15%  |
| NET: Not Important   | 214<br>21%     | 63<br>23%  | 16<br>7%          | 15<br>21% | 10<br>16% | 22<br>45% | 4<br>21%  | 1<br>16%    | 3<br>74% | 12<br>34% | 18<br>28% | 49<br>28%  |
| Don't know           | 15<br>1%       | 3<br>1%    | 1<br>*            | 2<br>2%   | -         | -         | -         | -           | -        | 1<br>2%   | 2<br>3%   | 6<br>4%    |
| Mean                 | 3.08           | 3.08       | 3.44              | 3.08      | 3.18      | 2.62      | 3.06      | 3.29        | 1.53     | 2.75      | 2.78      | 2.88       |
| Standard deviation   | 0.97           | 0.97       | 0.70              | 0.90      | 0.96      | 1.04      | 0.84      | 1.26        | 1.04     | 1.09      | 1.12      | 1.04       |
| Standard error       | 0.03           | 0.06       | 0.04              | 0.11      | 0.12      | 0.15      | 0.18      | 0.56        | 0.60     | 0.18      | 0.14      | 0.08       |

## CATI Opinion Poll

### Fieldwork : 20th - 22nd March 2015

Absolutes/col percents

Table 11

**Q7. How important, if at all, will each of the following be in helping you decide who to vote for ...**

**- The party with the leader I think will make the best Prime Minister**

**Base: All respondents**

|                      | Total             | Region    |            |            |                          |               |               |           |             |                |            |            | Region Summary |           |           | Q6. Decided The Party Will Vote For |                          |
|----------------------|-------------------|-----------|------------|------------|--------------------------|---------------|---------------|-----------|-------------|----------------|------------|------------|----------------|-----------|-----------|-------------------------------------|--------------------------|
|                      |                   | Scotland  | North East | North West | Yorkshire & Humber -side | East Midlands | West Midlands | Wales     | East Anglia | Greater London | South East | South West | England        | Scotland  | Wales     | Definitely decided                  | May still change my mind |
| Unweighted base      | 1001              | 89        | 40         | 103        | 93                       | 70            | 91            | 48        | 109         | 126            | 147        | 85         | 864            | 89        | 48        | 414                                 | 398                      |
| Weighted base        | 1001              | 88        | 40         | 110        | 91                       | 70            | 89            | 49        | 101         | 132            | 141        | 90         | 864            | 88        | 49        | 404                                 | 406                      |
| NET: Important       | 772<br>77%        | 68<br>77% | 25<br>62%  | 91<br>83%  | 68<br>75%                | 52<br>74%     | 74<br>83%     | 38<br>79% | 73<br>72%   | 102<br>77%     | 112<br>79% | 71<br>78%  | 667<br>77%     | 68<br>77% | 38<br>79% | 314<br>78%                          | 322<br>79%               |
| Very important       | (4)<br>399<br>40% | 33<br>37% | 17<br>44%  | 48<br>44%  | 36<br>40%                | 28<br>40%     | 40<br>45%     | 18<br>37% | 40<br>40%   | 59<br>45%      | 47<br>33%  | 32<br>35%  | 347<br>40%     | 33<br>37% | 18<br>37% | 170<br>42%                          | 173<br>42%               |
| Fairly important     | (3)<br>374<br>37% | 35<br>39% | 7<br>18%   | 43<br>39%  | 31<br>35%                | 24<br>34%     | 35<br>39%     | 20<br>41% | 33<br>32%   | 43<br>33%      | 64<br>46%  | 39<br>43%  | 319<br>37%     | 35<br>39% | 20<br>41% | 143<br>36%                          | 150<br>37%               |
| Not very important   | (2)<br>108<br>11% | 9<br>11%  | 8<br>20%   | 9<br>8%    | 9<br>10%                 | 6<br>8%       | 8<br>9%       | 7<br>13%  | 13<br>13%   | 16<br>12%      | 14<br>10%  | 10<br>11%  | 92<br>11%      | 9<br>11%  | 7<br>13%  | 44<br>11%                           | 45<br>11%                |
| Not at all important | (1)<br>105<br>11% | 11<br>12% | 6<br>15%   | 9<br>8%    | 14<br>16%                | 13<br>18%     | 7<br>8%       | 3<br>6%   | 12<br>12%   | 9<br>7%        | 14<br>10%  | 8<br>9%    | 92<br>11%      | 11<br>12% | 3<br>6%   | 44<br>11%                           | 33<br>8%                 |
| NET: Not Important   | 214<br>21%        | 20<br>23% | 14<br>35%  | 17<br>16%  | 23<br>25%                | 18<br>26%     | 15<br>17%     | 9<br>19%  | 25<br>25%   | 25<br>19%      | 28<br>20%  | 18<br>20%  | 184<br>21%     | 20<br>23% | 9<br>19%  | 89<br>22%                           | 78<br>19%                |
| Don't know           | 15<br>1%          | -<br>-    | 1<br>3%    | 2<br>2%    | -<br>-                   | -<br>-        | *<br>*        | 1<br>2%   | 3<br>3%     | 5<br>4%        | 1<br>1%    | 2<br>2%    | 14<br>2%       | -<br>-    | 1<br>2%   | 1<br>*                              | 5<br>1%                  |
| Mean                 | 3.08              | 3.02      | 2.93       | 3.20       | 2.99                     | 2.96          | 3.20          | 3.13      | 3.03        | 3.19           | 3.04       | 3.07       | 3.08           | 3.02      | 3.13      | 3.09                                | 3.15                     |
| Standard deviation   | 0.97              | 0.99      | 1.15       | 0.90       | 1.06                     | 1.11          | 0.91          | 0.86      | 1.02        | 0.92           | 0.92       | 0.91       | 0.97           | 0.99      | 0.86      | 0.98                                | 0.92                     |
| Standard error       | 0.03              | 0.11      | 0.18       | 0.09       | 0.11                     | 0.13          | 0.10          | 0.13      | 0.10        | 0.08           | 0.08       | 0.10       | 0.03           | 0.11      | 0.13      | 0.05                                | 0.05                     |

## CATI Opinion Poll Fieldwork : 20th - 22nd March 2015

Absolutes/col percents

Table 12

**Q8. Do you think each of the following are better or worse now than they were in 2010 ...**

**- The state of the British economy**

**Base: All respondents**

|                 | Gender     |            |            | Age       |           |           |           |           |           | Class      |            |           |           | Region           |            |            |                |                    |           |
|-----------------|------------|------------|------------|-----------|-----------|-----------|-----------|-----------|-----------|------------|------------|-----------|-----------|------------------|------------|------------|----------------|--------------------|-----------|
|                 | Total      | Male       | Female     | 18-24     | 25-34     | 35-44     | 45-54     | 55-64     | 65+       | AB         | C1         | C2        | DE        | Eng-land & Wales | South East | Mid-lands  | North Eng-land | Wales & South West | Scot-land |
| Unweighted base | 1001       | 483        | 518        | 87        | 156       | 164       | 202       | 150       | 242       | 384        | 213        | 164       | 240       | 912              | 273        | 270        | 236            | 133                | 89        |
| Weighted base   | 1001       | 490        | 511        | 119       | 170       | 170       | 179       | 147       | 215       | 273        | 278        | 214       | 236       | 913              | 273        | 261        | 241            | 139                | 88        |
| Better          | 405<br>40% | 231<br>47% | 174<br>34% | 46<br>38% | 76<br>45% | 60<br>35% | 64<br>36% | 64<br>43% | 95<br>44% | 148<br>54% | 118<br>42% | 77<br>36% | 62<br>26% | 380<br>42%       | 122<br>45% | 123<br>47% | 91<br>38%      | 45<br>32%          | 25<br>28% |
| Worse           | 296<br>30% | 122<br>25% | 174<br>34% | 41<br>35% | 49<br>29% | 55<br>32% | 63<br>35% | 33<br>22% | 54<br>25% | 62<br>23%  | 70<br>25%  | 74<br>34% | 90<br>38% | 262<br>29%       | 71<br>26%  | 66<br>25%  | 79<br>33%      | 46<br>33%          | 34<br>39% |
| About the same  | 281<br>28% | 130<br>27% | 151<br>30% | 27<br>23% | 42<br>25% | 55<br>32% | 49<br>27% | 50<br>34% | 58<br>27% | 60<br>22%  | 86<br>31%  | 60<br>28% | 76<br>32% | 254<br>28%       | 72<br>26%  | 68<br>26%  | 68<br>28%      | 46<br>33%          | 27<br>31% |
| Don't know      | 19<br>2%   | 6<br>1%    | 12<br>2%   | 5<br>4%   | 3<br>2%   | 1<br>1%   | 3<br>1%   | -<br>-    | 7<br>3%   | 3<br>1%    | 4<br>1%    | 4<br>2%   | 8<br>3%   | 16<br>2%         | 7<br>3%    | 4<br>2%    | 3<br>1%        | 2<br>1%            | 2<br>3%   |

## CATI Opinion Poll Fieldwork : 20th - 22nd March 2015

Absolutes/col percents

Table 12

**Q8. Do you think each of the following are better or worse now than they were in 2010 ...**

**- The state of the British economy**

**Base: All respondents**

|                 | Q.3/4/5 Voting Intention (including Squeeze & DK/Refuse at Q.4) |                   |            |           |           |           |           |                |           |          | Voted in 2010 General Election |                   |           |                          |
|-----------------|---|-------------------|------------|-----------|-----------|-----------|-----------|----------------|-----------|----------|--------------------------------|-------------------|-----------|--------------------------|
|                 | Total   | Conser-<br>vative | Labour     | Lib Dem   | UKIP      | Green     | SNP       | Plaid<br>Cymru | BNP       | Other    | DK/Refuse<br>at Q4             | Conser-<br>vative | Labour    | Liberal<br>Demo-<br>crat |
| Unweighted base | 1001  | 254               | 241        | 53        | 77        | 40        | 26        | 6              | 1         | 9        | 189                            | 219               | 202       | 113                      |
| Weighted base   | 1001  | 243               | 245        | 53        | 75        | 45        | 25        | 5              | 1         | 9        | 191                            | 211               | 183       | 127                      |
| Better          | 405<br>40%  | 180<br>74%        | 44<br>18%  | 30<br>58% | 22<br>29% | 17<br>38% | 5<br>21%  | 2<br>42%       | -         | 3<br>29% | 71<br>37%                      | 149<br>71%        | 36<br>20% | 53<br>42%                |
| Worse           | 296<br>30%  | 15<br>6%          | 105<br>43% | 4<br>8%   | 28<br>37% | 14<br>31% | 13<br>51% | 3<br>58%       | 1<br>100% | 3<br>35% | 63<br>33%                      | 25<br>12%         | 80<br>44% | 28<br>22%                |
| About the same  | 281<br>28%  | 42<br>17%         | 92<br>38%  | 18<br>35% | 25<br>33% | 13<br>29% | 7<br>28%  | -              | -         | 3<br>36% | 51<br>27%                      | 33<br>16%         | 66<br>36% | 46<br>36%                |
| Don't know      | 19<br>2%  | 6<br>2%           | 5<br>2%    | -         | 1<br>1%   | 1<br>2%   | -         | -              | -         | -        | 7<br>3%                        | 4<br>2%           | 1<br>*    | -                        |

## CATI Opinion Poll

### Fieldwork : 20th - 22nd March 2015

Absolutes/col percents

Table 12

**Q8. Do you think each of the following are better or worse now than they were in 2010 ...**

**- The state of the British economy**

**Base: All respondents**

Q5. Generally speaking, do you think of yourself as...?

|                 | Total      | Labour     | Conser<br>-vative | Lib Dem   | UKIP      | Green     | SNP       | Plaid Cymru | BNP      | Other     | Refused   | Don't know |
|-----------------|------------|------------|-------------------|-----------|-----------|-----------|-----------|-------------|----------|-----------|-----------|------------|
| Unweighted base | 1001       | 275        | 247               | 71        | 59        | 46        | 22        | 5           | 3        | 39        | 67        | 167        |
| Weighted base   | 1001       | 277        | 239               | 72        | 61        | 50        | 21        | 4           | 4        | 36        | 64        | 173        |
| Better          | 405<br>40% | 55<br>20%  | 170<br>71%        | 35<br>49% | 17<br>28% | 17<br>34% | 4<br>18%  | 1<br>23%    | 2<br>42% | 8<br>21%  | 34<br>54% | 63<br>36%  |
| Worse           | 296<br>30% | 120<br>43% | 23<br>10%         | 10<br>13% | 25<br>40% | 14<br>28% | 13<br>61% | 3<br>77%    | 2<br>58% | 19<br>53% | 18<br>28% | 50<br>29%  |
| About the same  | 281<br>28% | 96<br>35%  | 41<br>17%         | 27<br>38% | 19<br>32% | 17<br>34% | 5<br>21%  | -           | -        | 9<br>26%  | 10<br>16% | 56<br>33%  |
| Don't know      | 19<br>2%   | 6<br>2%    | 5<br>2%           | -         | -         | 2<br>4%   | -         | -           | -        | -         | 2<br>3%   | 4<br>2%    |

## CATI Opinion Poll Fieldwork : 20th - 22nd March 2015

Absolutes/col percents

Table 12

**Q8. Do you think each of the following are better or worse now than they were in 2010 ...**

**- The state of the British economy**

**Base: All respondents**

|                 | Region     |           |            |            |                           |               |               |           |             |                |            | Region Summary |            |           |           |
|-----------------|------------|-----------|------------|------------|---------------------------|---------------|---------------|-----------|-------------|----------------|------------|----------------|------------|-----------|-----------|
|                 | Total      | Scotland  | North East | North West | York-shire & Humber -side | East Midlands | West Midlands | Wales     | East Anglia | Greater London | South East | South West     | Eng-land   | Scotland  | Wales     |
| Unweighted base | 1001       | 89        | 40         | 103        | 93                        | 70            | 91            | 48        | 109         | 126            | 147        | 85             | 864        | 89        | 48        |
| Weighted base   | 1001       | 88        | 40         | 110        | 91                        | 70            | 89            | 49        | 101         | 132            | 141        | 90             | 864        | 88        | 49        |
| Better          | 405<br>40% | 25<br>28% | 12<br>29%  | 49<br>44%  | 30<br>34%                 | 21<br>30%     | 47<br>53%     | 14<br>29% | 54<br>54%   | 52<br>39%      | 70<br>50%  | 31<br>34%      | 366<br>42% | 25<br>28% | 14<br>29% |
| Worse           | 296<br>30% | 34<br>39% | 13<br>33%  | 31<br>28%  | 34<br>38%                 | 25<br>36%     | 23<br>25%     | 19<br>39% | 18<br>18%   | 38<br>29%      | 33<br>24%  | 27<br>30%      | 243<br>28% | 34<br>39% | 19<br>39% |
| About the same  | 281<br>28% | 27<br>31% | 13<br>33%  | 30<br>27%  | 25<br>28%                 | 23<br>32%     | 18<br>20%     | 13<br>28% | 27<br>27%   | 35<br>27%      | 36<br>26%  | 33<br>36%      | 241<br>28% | 27<br>31% | 13<br>28% |
| Don't know      | 19<br>2%   | 2<br>3%   | 2<br>5%    | -          | 1<br>1%                   | 1<br>2%       | 1<br>2%       | 2<br>4%   | 2<br>2%     | 6<br>5%        | 1<br>1%    | -              | 15<br>2%   | 2<br>3%   | 2<br>4%   |

## CATI Opinion Poll Fieldwork : 20th - 22nd March 2015

Absolutes/col percents

Table 13

**Q8. Do you think each of the following are better or worse now than they were in 2010 ...**

**- Your family's financial situation**

**Base: All respondents**

|                 | Gender     |            |            | Age       |           |           |           |           |            | Class      |            |           |            | Region           |            |            |                |                    |           |
|-----------------|------------|------------|------------|-----------|-----------|-----------|-----------|-----------|------------|------------|------------|-----------|------------|------------------|------------|------------|----------------|--------------------|-----------|
|                 | Total      | Male       | Female     | 18-24     | 25-34     | 35-44     | 45-54     | 55-64     | 65+        | AB         | C1         | C2        | DE         | Eng-land & Wales | South East | Mid-lands  | North Eng-land | Wales & South West | Scot-land |
| Unweighted base | 1001       | 483        | 518        | 87        | 156       | 164       | 202       | 150       | 242        | 384        | 213        | 164       | 240        | 912              | 273        | 270        | 236            | 133                | 89        |
| Weighted base   | 1001       | 490        | 511        | 119       | 170       | 170       | 179       | 147       | 215        | 273        | 278        | 214       | 236        | 913              | 273        | 261        | 241            | 139                | 88        |
| Better          | 237<br>24% | 151<br>31% | 87<br>17%  | 27<br>22% | 59<br>35% | 44<br>26% | 32<br>18% | 37<br>25% | 39<br>18%  | 91<br>33%  | 62<br>22%  | 55<br>26% | 29<br>12%  | 220<br>24%       | 71<br>26%  | 65<br>25%  | 50<br>21%      | 33<br>24%          | 18<br>20% |
| Worse           | 326<br>33% | 140<br>29% | 186<br>36% | 39<br>32% | 56<br>33% | 63<br>37% | 72<br>40% | 46<br>31% | 50<br>23%  | 65<br>24%  | 98<br>35%  | 71<br>33% | 92<br>39%  | 299<br>33%       | 86<br>32%  | 83<br>32%  | 85<br>35%      | 44<br>32%          | 28<br>32% |
| About the same  | 426<br>43% | 195<br>40% | 230<br>45% | 51<br>42% | 55<br>32% | 63<br>37% | 73<br>41% | 63<br>43% | 121<br>56% | 116<br>42% | 115<br>42% | 85<br>40% | 110<br>46% | 385<br>42%       | 111<br>41% | 108<br>42% | 103<br>43%     | 62<br>44%          | 41<br>47% |
| Don't know      | 12<br>1%   | 3<br>1%    | 8<br>2%    | 3<br>3%   | -<br>-    | -<br>-    | 2<br>1%   | 2<br>1%   | 5<br>2%    | 1<br>*     | 2<br>1%    | 3<br>1%   | 6<br>2%    | 10<br>1%         | 4<br>1%    | 4<br>2%    | 2<br>1%        | 1<br>*             | 1<br>1%   |

## CATI Opinion Poll Fieldwork : 20th - 22nd March 2015

Absolutes/col percents

Table 13

**Q8. Do you think each of the following are better or worse now than they were in 2010 ...**

**- Your family's financial situation**

**Base: All respondents**

|                 | Q.3/4/5 Voting Intention (including Squeeze & DK/Refuse at Q.4) |                   |            |           |           |           |           |                |           |          | Voted in 2010 General Election |                   |           |                          |
|-----------------|---|-------------------|------------|-----------|-----------|-----------|-----------|----------------|-----------|----------|--------------------------------|-------------------|-----------|--------------------------|
|                 | Total   | Conser-<br>vative | Labour     | Lib Dem   | UKIP      | Green     | SNP       | Plaid<br>Cymru | BNP       | Other    | DK/Refuse<br>at Q4             | Conser-<br>vative | Labour    | Liberal<br>Demo-<br>crat |
| Unweighted base | 1001  | 254               | 241        | 53        | 77        | 40        | 26        | 6              | 1         | 9        | 189                            | 219               | 202       | 113                      |
| Weighted base   | 1001  | 243               | 245        | 53        | 75        | 45        | 25        | 5              | 1         | 9        | 191                            | 211               | 183       | 127                      |
| Better          | 237<br>24%  | 99<br>41%         | 37<br>15%  | 18<br>34% | 10<br>13% | 12<br>27% | 2<br>8%   | 1<br>25%       | -         | 1<br>13% | 40<br>21%                      | 78<br>37%         | 30<br>16% | 38<br>30%                |
| Worse           | 326<br>33%  | 36<br>15%         | 113<br>46% | 15<br>29% | 33<br>44% | 13<br>28% | 10<br>41% | 2<br>36%       | -         | 2<br>22% | 66<br>35%                      | 42<br>20%         | 72<br>40% | 44<br>34%                |
| About the same  | 426<br>43%  | 106<br>43%        | 94<br>38%  | 18<br>34% | 31<br>42% | 20<br>45% | 13<br>51% | 2<br>40%       | 1<br>100% | 6<br>65% | 83<br>43%                      | 89<br>42%         | 80<br>44% | 46<br>36%                |
| Don't know      | 12<br>1%  | 2<br>1%           | 1<br>*     | 1<br>3%   | 1<br>1%   | -         | -         | -              | -         | -        | 2<br>1%                        | 2<br>1%           | 1<br>1%   | -                        |

**CATI Opinion Poll**  
**Fieldwork : 20th - 22nd March 2015**

Absolutes/col percents

Table 13

**Q8. Do you think each of the following are better or worse now than they were in 2010 ...**

**- Your family's financial situation**

**Base: All respondents**

Q5. Generally speaking, do you think of yourself as...?

|                 | Total      | Labour     | Conser<br>-vative | Lib Dem   | UKIP      | Green     | SNP       | Plaid Cymru | BNP      | Other     | Refused   | Don't know |
|-----------------|------------|------------|-------------------|-----------|-----------|-----------|-----------|-------------|----------|-----------|-----------|------------|
| Unweighted base | 1001       | 275        | 247               | 71        | 59        | 46        | 22        | 5           | 3        | 39        | 67        | 167        |
| Weighted base   | 1001       | 277        | 239               | 72        | 61        | 50        | 21        | 4           | 4        | 36        | 64        | 173        |
| Better          | 237<br>24% | 47<br>17%  | 90<br>38%         | 20<br>28% | 7<br>11%  | 10<br>21% | -<br>-    | *<br>9%     | -<br>-   | 5<br>13%  | 15<br>24% | 43<br>25%  |
| Worse           | 326<br>33% | 121<br>44% | 51<br>21%         | 22<br>31% | 23<br>37% | 17<br>35% | 9<br>41%  | 2<br>47%    | 1<br>31% | 13<br>35% | 15<br>24% | 53<br>31%  |
| About the same  | 426<br>43% | 107<br>39% | 94<br>39%         | 29<br>41% | 31<br>50% | 21<br>43% | 13<br>59% | 2<br>44%    | 2<br>69% | 19<br>53% | 33<br>51% | 75<br>43%  |
| Don't know      | 12<br>1%   | 2<br>1%    | 5<br>2%           | 1<br>1%   | 1<br>1%   | 1<br>1%   | -<br>-    | -<br>-      | -<br>-   | -<br>-    | *<br>1%   | 2<br>1%    |

**CATI Opinion Poll**  
**Fieldwork : 20th - 22nd March 2015**

Absolutes/col percents

Table 13

**Q8. Do you think each of the following are better or worse now than they were in 2010 ...**

**- Your family's financial situation**

**Base: All respondents**

|                 | Region     |           |            |            |                           |               |               |           |             |                |            | Region Summary |            |           |           |
|-----------------|------------|-----------|------------|------------|---------------------------|---------------|---------------|-----------|-------------|----------------|------------|----------------|------------|-----------|-----------|
|                 | Total      | Scotland  | North East | North West | York-shire & Humber -side | East Midlands | West Midlands | Wales     | East Anglia | Greater London | South East | South West     | Eng-land   | Scotland  | Wales     |
| Unweighted base | 1001       | 89        | 40         | 103        | 93                        | 70            | 91            | 48        | 109         | 126            | 147        | 85             | 864        | 89        | 48        |
| Weighted base   | 1001       | 88        | 40         | 110        | 91                        | 70            | 89            | 49        | 101         | 132            | 141        | 90             | 864        | 88        | 49        |
| Better          | 237<br>24% | 18<br>20% | 5<br>12%   | 29<br>27%  | 17<br>18%                 | 20<br>28%     | 19<br>21%     | 9<br>18%  | 27<br>26%   | 34<br>26%      | 37<br>26%  | 24<br>26%      | 211<br>24% | 18<br>20% | 9<br>18%  |
| Worse           | 326<br>33% | 28<br>32% | 18<br>44%  | 33<br>30%  | 34<br>38%                 | 29<br>41%     | 28<br>31%     | 17<br>34% | 27<br>26%   | 48<br>36%      | 39<br>28%  | 28<br>30%      | 282<br>33% | 28<br>32% | 17<br>34% |
| About the same  | 426<br>43% | 41<br>47% | 18<br>44%  | 48<br>43%  | 38<br>42%                 | 19<br>27%     | 42<br>47%     | 23<br>47% | 47<br>47%   | 49<br>37%      | 62<br>44%  | 39<br>43%      | 362<br>42% | 41<br>47% | 23<br>47% |
| Don't know      | 12<br>1%   | 1<br>1%   | -          | -          | 2<br>2%                   | 3<br>4%       | 1<br>1%       | 1<br>1%   | 1<br>1%     | 1<br>1%        | 3<br>2%    | -              | 10<br>1%   | 1<br>1%   | 1<br>1%   |

## CATI Opinion Poll Fieldwork : 20th - 22nd March 2015

Absolutes/col percents

Table 14

**Q9. For each of the following, do you think they would be better off under David Cameron and George Osborne or under Ed Miliband and Ed Balls ...**

**- The British economy**

**Base: All respondents**

|                   | Gender |      |        | Age   |       |       |       |       |     | Class |     |     |     | Region           |            |           |                |                    |           |
|-------------------|--------|------|--------|-------|-------|-------|-------|-------|-----|-------|-----|-----|-----|------------------|------------|-----------|----------------|--------------------|-----------|
|                   | Total  | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB    | C1  | C2  | DE  | Eng-land & Wales | South East | Mid-lands | North Eng-land | Wales & South West | Scot-land |
| Unweighted base   | 1001   | 483  | 518    | 87    | 156   | 164   | 202   | 150   | 242 | 384   | 213 | 164 | 240 | 912              | 273        | 270       | 236            | 133                | 89        |
| Weighted base     | 1001   | 490  | 511    | 119   | 170   | 170   | 179   | 147   | 215 | 273   | 278 | 214 | 236 | 913              | 273        | 261       | 241            | 139                | 88        |
| Cameron & Osborne | 452    | 237  | 215    | 52    | 73    | 65    | 75    | 69    | 117 | 144   | 119 | 97  | 93  | 428              | 132        | 131       | 103            | 63                 | 25        |
|                   | 45%    | 48%  | 42%    | 44%   | 43%   | 39%   | 42%   | 47%   | 55% | 53%   | 43% | 45% | 39% | 47%              | 48%        | 50%       | 43%            | 45%                | 28%       |
| Miliband & Balls  | 339    | 155  | 184    | 51    | 55    | 65    | 60    | 48    | 59  | 80    | 99  | 74  | 86  | 300              | 81         | 73        | 96             | 50                 | 39        |
|                   | 34%    | 32%  | 36%    | 43%   | 32%   | 38%   | 34%   | 33%   | 28% | 29%   | 36% | 34% | 36% | 33%              | 30%        | 28%       | 40%            | 36%                | 44%       |
| Don't know        | 210    | 97   | 113    | 16    | 42    | 40    | 44    | 30    | 38  | 49    | 60  | 44  | 58  | 186              | 60         | 58        | 42             | 26                 | 25        |
|                   | 21%    | 20%  | 22%    | 13%   | 25%   | 23%   | 25%   | 20%   | 18% | 18%   | 22% | 20% | 24% | 20%              | 22%        | 22%       | 18%            | 19%                | 28%       |

## CATI Opinion Poll Fieldwork : 20th - 22nd March 2015

Absolutes/col percents

Table 14

**Q9. For each of the following, do you think they would be better off under David Cameron and George Osborne or under Ed Miliband and Ed Balls ...**

**- The British economy**

**Base: All respondents**

|                   | Q.3/4/5 Voting Intention (including Squeeze & DK/Refuse at Q.4) |                   |        |         |      |       |     |                |      |       | Voted in 2010 General Election |                   |        |                          |
|-------------------|---|-------------------|--------|---------|------|-------|-----|----------------|------|-------|--------------------------------|-------------------|--------|--------------------------|
|                   | Total   | Conser-<br>vative | Labour | Lib Dem | UKIP | Green | SNP | Plaid<br>Cymru | BNP  | Other | DK/Refuse<br>at Q4             | Conser-<br>vative | Labour | Liberal<br>Demo-<br>crat |
| Unweighted base   | 1001  | 254               | 241    | 53      | 77   | 40    | 26  | 6              | 1    | 9     | 189                            | 219               | 202    | 113                      |
| Weighted base     | 1001  | 243               | 245    | 53      | 75   | 45    | 25  | 5              | 1    | 9     | 191                            | 211               | 183    | 127                      |
| Cameron & Osborne | 452   | 222               | 32     | 30      | 37   | 11    | 4   | 1              | -    | 4     | 64                             | 183               | 27     | 54                       |
|                   | 45%   | 91%               | 13%    | 57%     | 49%  | 24%   | 17% | 25%            | -    | 46%   | 34%                            | 87%               | 15%    | 43%                      |
| Miliband & Balls  | 339   | 9                 | 181    | 17      | 22   | 22    | 14  | 2              | 1    | 5     | 22                             | 15                | 140    | 48                       |
|                   | 34%   | 4%                | 74%    | 32%     | 29%  | 49%   | 58% | 46%            | 100% | 51%   | 12%                            | 7%                | 76%    | 38%                      |
| Don't know        | 210   | 12                | 32     | 6       | 17   | 12    | 6   | 1              | -    | *     | 105                            | 12                | 16     | 25                       |
|                   | 21%   | 5%                | 13%    | 11%     | 22%  | 27%   | 25% | 29%            | -    | 3%    | 55%                            | 6%                | 9%     | 19%                      |

**CATI Opinion Poll**  
**Fieldwork : 20th - 22nd March 2015**

Absolutes/col percents

Table 14

**Q9. For each of the following, do you think they would be better off under David Cameron and George Osborne or under Ed Miliband and Ed Balls ...**

**- The British economy**

**Base: All respondents**

Q5. Generally speaking, do you think of yourself as...?

|                   | Total      | Labour     | Conser<br>-vative | Lib Dem   | UKIP      | Green     | SNP       | Plaid Cymru | BNP      | Other     | Refused   | Don't know |
|-------------------|------------|------------|-------------------|-----------|-----------|-----------|-----------|-------------|----------|-----------|-----------|------------|
| Unweighted base   | 1001       | 275        | 247               | 71        | 59        | 46        | 22        | 5           | 3        | 39        | 67        | 167        |
| Weighted base     | 1001       | 277        | 239               | 72        | 61        | 50        | 21        | 4           | 4        | 36        | 64        | 173        |
| Cameron & Osborne | 452<br>45% | 42<br>15%  | 212<br>89%        | 43<br>59% | 28<br>46% | 18<br>35% | 5<br>24%  | 1<br>23%    | -        | 16<br>45% | 24<br>38% | 63<br>36%  |
| Miliband & Balls  | 339<br>34% | 199<br>72% | 12<br>5%          | 21<br>28% | 16<br>27% | 21<br>43% | 12<br>56% | 2<br>61%    | 1<br>26% | 12<br>33% | 5<br>8%   | 37<br>21%  |
| Don't know        | 210<br>21% | 35<br>13%  | 15<br>6%          | 9<br>12%  | 17<br>28% | 11<br>22% | 4<br>20%  | 1<br>16%    | 3<br>74% | 8<br>22%  | 35<br>54% | 73<br>42%  |

**CATI Opinion Poll**  
**Fieldwork : 20th - 22nd March 2015**

Absolutes/col percents

Table 14

**Q9. For each of the following, do you think they would be better off under David Cameron and George Osborne or under Ed Miliband and Ed Balls ...**

**- The British economy**

**Base: All respondents**

|                   | Region |          |            |            |                           |               |               |       |             |                |            | Region Summary |          |          |       |
|-------------------|--------|----------|------------|------------|---------------------------|---------------|---------------|-------|-------------|----------------|------------|----------------|----------|----------|-------|
|                   | Total  | Scotland | North East | North West | York-shire & Humber -side | East Midlands | West Midlands | Wales | East Anglia | Greater London | South East | South West     | Eng-land | Scotland | Wales |
| Unweighted base   | 1001   | 89       | 40         | 103        | 93                        | 70            | 91            | 48    | 109         | 126            | 147        | 85             | 864      | 89       | 48    |
| Weighted base     | 1001   | 88       | 40         | 110        | 91                        | 70            | 89            | 49    | 101         | 132            | 141        | 90             | 864      | 88       | 49    |
| Cameron & Osborne | 452    | 25       | 17         | 49         | 37                        | 25            | 48            | 23    | 58          | 57             | 75         | 40             | 405      | 25       | 23    |
|                   | 45%    | 28%      | 42%        | 45%        | 41%                       | 35%           | 53%           | 47%   | 58%         | 43%            | 53%        | 44%            | 47%      | 28%      | 47%   |
| Miliband & Balls  | 339    | 39       | 13         | 45         | 38                        | 23            | 28            | 20    | 21          | 53             | 28         | 30             | 280      | 39       | 20    |
|                   | 34%    | 44%      | 32%        | 41%        | 42%                       | 32%           | 32%           | 42%   | 21%         | 40%            | 20%        | 33%            | 32%      | 44%      | 42%   |
| Don't know        | 210    | 25       | 11         | 16         | 16                        | 23            | 13            | 6     | 21          | 22             | 37         | 21             | 180      | 25       | 6     |
|                   | 21%    | 28%      | 27%        | 15%        | 17%                       | 33%           | 15%           | 11%   | 21%         | 17%            | 27%        | 23%            | 21%      | 28%      | 11%   |

## CATI Opinion Poll

### Fieldwork : 20th - 22nd March 2015

Absolutes/col percents

Table 15

**Q9. For each of the following, do you think they would be better off under David Cameron and George Osborne or under Ed Miliband and Ed Balls ...**

**- Your family's financial situation**

**Base: All respondents**

|                   | Gender |      |        | Age   |       |       |       |       |     | Class |     |     |     | Region           |            |           |                |                    |           |
|-------------------|--------|------|--------|-------|-------|-------|-------|-------|-----|-------|-----|-----|-----|------------------|------------|-----------|----------------|--------------------|-----------|
|                   | Total  | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB    | C1  | C2  | DE  | Eng-land & Wales | South East | Mid-lands | North Eng-land | Wales & South West | Scot-land |
| Unweighted base   | 1001   | 483  | 518    | 87    | 156   | 164   | 202   | 150   | 242 | 384   | 213 | 164 | 240 | 912              | 273        | 270       | 236            | 133                | 89        |
| Weighted base     | 1001   | 490  | 511    | 119   | 170   | 170   | 179   | 147   | 215 | 273   | 278 | 214 | 236 | 913              | 273        | 261       | 241            | 139                | 88        |
| Cameron & Osborne | 429    | 235  | 194    | 48    | 66    | 66    | 73    | 70    | 105 | 142   | 119 | 92  | 76  | 403              | 123        | 125       | 103            | 53                 | 26        |
|                   | 43%    | 48%  | 38%    | 40%   | 39%   | 39%   | 41%   | 47%   | 49% | 52%   | 43% | 43% | 32% | 44%              | 45%        | 48%       | 43%            | 38%                | 29%       |
| Miliband & Balls  | 329    | 152  | 177    | 52    | 55    | 59    | 63    | 45    | 54  | 85    | 89  | 71  | 84  | 293              | 79         | 70        | 92             | 52                 | 36        |
|                   | 33%    | 31%  | 35%    | 44%   | 32%   | 35%   | 35%   | 30%   | 25% | 31%   | 32% | 33% | 36% | 32%              | 29%        | 27%       | 38%            | 37%                | 41%       |
| Don't know        | 243    | 103  | 140    | 19    | 49    | 44    | 43    | 33    | 55  | 46    | 70  | 51  | 76  | 217              | 71         | 66        | 46             | 34                 | 26        |
|                   | 24%    | 21%  | 27%    | 16%   | 29%   | 26%   | 24%   | 22%   | 26% | 17%   | 25% | 24% | 32% | 24%              | 26%        | 25%       | 19%            | 25%                | 30%       |

## CATI Opinion Poll Fieldwork : 20th - 22nd March 2015

Absolutes/col percents

Table 15

**Q9. For each of the following, do you think they would be better off under David Cameron and George Osborne or under Ed Miliband and Ed Balls ...**

**- Your family's financial situation**

**Base: All respondents**

|                   | Q.3/4/5 Voting Intention (including Squeeze & DK/Refuse at Q.4) |                   |        |         |      |       |     |                |      |       | Voted in 2010 General Election |                   |        |                          |
|-------------------|---|-------------------|--------|---------|------|-------|-----|----------------|------|-------|--------------------------------|-------------------|--------|--------------------------|
|                   | Total   | Conser-<br>vative | Labour | Lib Dem | UKIP | Green | SNP | Plaid<br>Cymru | BNP  | Other | DK/Refuse<br>at Q4             | Conser-<br>vative | Labour | Liberal<br>Demo-<br>crat |
| Unweighted base   | 1001  | 254               | 241    | 53      | 77   | 40    | 26  | 6              | 1    | 9     | 189                            | 219               | 202    | 113                      |
| Weighted base     | 1001  | 243               | 245    | 53      | 75   | 45    | 25  | 5              | 1    | 9     | 191                            | 211               | 183    | 127                      |
| Cameron & Osborne | 429   | 215               | 32     | 23      | 39   | 11    | 4   | 1              | -    | 4     | 52                             | 178               | 26     | 50                       |
|                   | 43%   | 88%               | 13%    | 44%     | 52%  | 25%   | 18% | 18%            | -    | 46%   | 27%                            | 85%               | 14%    | 39%                      |
| Miliband & Balls  | 329   | 11                | 181    | 21      | 17   | 19    | 13  | 3              | 1    | 5     | 20                             | 15                | 133    | 49                       |
|                   | 33%   | 5%                | 74%    | 40%     | 22%  | 42%   | 53% | 53%            | 100% | 51%   | 11%                            | 7%                | 73%    | 39%                      |
| Don't know        | 243   | 17                | 33     | 9       | 19   | 15    | 7   | 1              | -    | *     | 119                            | 17                | 24     | 28                       |
|                   | 24%   | 7%                | 13%    | 16%     | 25%  | 33%   | 29% | 29%            | -    | 3%    | 62%                            | 8%                | 13%    | 22%                      |

**CATI Opinion Poll**  
**Fieldwork : 20th - 22nd March 2015**

Absolutes/col percents

Table 15

**Q9. For each of the following, do you think they would be better off under David Cameron and George Osborne or under Ed Miliband and Ed Balls ...**

**- Your family's financial situation**

**Base: All respondents**

Q5. Generally speaking, do you think of yourself as...?

|                   | Total      | Labour     | Conser<br>-vative | Lib Dem   | UKIP      | Green     | SNP       | Plaid Cymru | BNP      | Other     | Refused   | Don't know |
|-------------------|------------|------------|-------------------|-----------|-----------|-----------|-----------|-------------|----------|-----------|-----------|------------|
| Unweighted base   | 1001       | 275        | 247               | 71        | 59        | 46        | 22        | 5           | 3        | 39        | 67        | 167        |
| Weighted base     | 1001       | 277        | 239               | 72        | 61        | 50        | 21        | 4           | 4        | 36        | 64        | 173        |
| Cameron & Osborne | 429<br>43% | 42<br>15%  | 206<br>86%        | 37<br>51% | 34<br>55% | 14<br>28% | 4<br>21%  | 1<br>14%    | -        | 17<br>46% | 20<br>32% | 55<br>32%  |
| Miliband & Balls  | 329<br>33% | 199<br>72% | 13<br>5%          | 25<br>34% | 11<br>18% | 23<br>46% | 12<br>55% | 3<br>70%    | 1<br>26% | 8<br>22%  | 5<br>8%   | 31<br>18%  |
| Don't know        | 243<br>24% | 36<br>13%  | 21<br>9%          | 10<br>14% | 17<br>27% | 13<br>27% | 5<br>24%  | 1<br>16%    | 3<br>74% | 12<br>32% | 39<br>61% | 87<br>50%  |

## CATI Opinion Poll Fieldwork : 20th - 22nd March 2015

Absolutes/col percents

Table 15

**Q9. For each of the following, do you think they would be better off under David Cameron and George Osborne or under Ed Miliband and Ed Balls ...**

**- Your family's financial situation**

**Base: All respondents**

|                   | Region     |           |            |            |                           |               |               |           |             |                |            | Region Summary |            |           |           |
|-------------------|------------|-----------|------------|------------|---------------------------|---------------|---------------|-----------|-------------|----------------|------------|----------------|------------|-----------|-----------|
|                   | Total      | Scotland  | North East | North West | York-shire & Humber -side | East Midlands | West Midlands | Wales     | East Anglia | Greater London | South East | South West     | Eng-land   | Scotland  | Wales     |
| Unweighted base   | 1001       | 89        | 40         | 103        | 93                        | 70            | 91            | 48        | 109         | 126            | 147        | 85             | 864        | 89        | 48        |
| Weighted base     | 1001       | 88        | 40         | 110        | 91                        | 70            | 89            | 49        | 101         | 132            | 141        | 90             | 864        | 88        | 49        |
| Cameron & Osborne | 429<br>43% | 26<br>29% | 15<br>36%  | 53<br>48%  | 36<br>40%                 | 26<br>36%     | 43<br>48%     | 16<br>33% | 56<br>55%   | 51<br>39%      | 72<br>51%  | 37<br>41%      | 387<br>45% | 26<br>29% | 16<br>33% |
| Miliband & Balls  | 329<br>33% | 36<br>41% | 15<br>39%  | 42<br>38%  | 35<br>38%                 | 20<br>28%     | 29<br>32%     | 23<br>48% | 22<br>21%   | 51<br>39%      | 27<br>19%  | 29<br>32%      | 269<br>31% | 36<br>41% | 23<br>48% |
| Don't know        | 243<br>24% | 26<br>30% | 10<br>25%  | 15<br>14%  | 20<br>22%                 | 25<br>36%     | 17<br>19%     | 9<br>19%  | 23<br>23%   | 29<br>22%      | 42<br>30%  | 25<br>28%      | 208<br>24% | 26<br>30% | 9<br>19%  |

## CATI Opinion Poll Fieldwork : 20th - 22nd March 2015

Absolutes/col percents

Table 16

**Q9. For each of the following, do you think they would be better off under David Cameron and George Osborne or under Ed Miliband and Ed Balls ...**

**- Future of the country**

**Base: All respondents**

|                   | Gender |      |        | Age   |       |       |       |       |     | Class |     |     |     | Region           |            |           |                |                    |           |
|-------------------|--------|------|--------|-------|-------|-------|-------|-------|-----|-------|-----|-----|-----|------------------|------------|-----------|----------------|--------------------|-----------|
|                   | Total  | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB    | C1  | C2  | DE  | Eng-land & Wales | South East | Mid-lands | North Eng-land | Wales & South West | Scot-land |
| Unweighted base   | 1001   | 483  | 518    | 87    | 156   | 164   | 202   | 150   | 242 | 384   | 213 | 164 | 240 | 912              | 273        | 270       | 236            | 133                | 89        |
| Weighted base     | 1001   | 490  | 511    | 119   | 170   | 170   | 179   | 147   | 215 | 273   | 278 | 214 | 236 | 913              | 273        | 261       | 241            | 139                | 88        |
| Cameron & Osborne | 424    | 221  | 203    | 47    | 62    | 63    | 69    | 70    | 112 | 131   | 118 | 94  | 81  | 399              | 122        | 124       | 101            | 52                 | 25        |
|                   | 42%    | 45%  | 40%    | 39%   | 37%   | 37%   | 38%   | 48%   | 52% | 48%   | 43% | 44% | 34% | 44%              | 45%        | 47%       | 42%            | 37%                | 29%       |
| Miliband & Balls  | 352    | 168  | 183    | 60    | 61    | 63    | 67    | 43    | 58  | 90    | 96  | 69  | 96  | 315              | 91         | 69        | 98             | 58                 | 36        |
|                   | 35%    | 34%  | 36%    | 50%   | 36%   | 37%   | 37%   | 29%   | 27% | 33%   | 35% | 32% | 41% | 35%              | 33%        | 26%       | 41%            | 42%                | 41%       |
| Don't know        | 226    | 100  | 126    | 13    | 47    | 43    | 43    | 34    | 44  | 52    | 63  | 52  | 59  | 199              | 60         | 68        | 42             | 29                 | 26        |
|                   | 23%    | 20%  | 25%    | 11%   | 28%   | 26%   | 24%   | 23%   | 21% | 19%   | 23% | 24% | 25% | 22%              | 22%        | 26%       | 17%            | 21%                | 30%       |

## CATI Opinion Poll Fieldwork : 20th - 22nd March 2015

Absolutes/col percents

Table 16

**Q9. For each of the following, do you think they would be better off under David Cameron and George Osborne or under Ed Miliband and Ed Balls ...**

**- Future of the country**

**Base: All respondents**

|                   | Q.3/4/5 Voting Intention (including Squeeze & DK/Refuse at Q.4) |                   |            |           |           |           |           |                |           |          | Voted in 2010 General Election |                   |            |                          |
|-------------------|---|-------------------|------------|-----------|-----------|-----------|-----------|----------------|-----------|----------|--------------------------------|-------------------|------------|--------------------------|
|                   | Total   | Conser-<br>vative | Labour     | Lib Dem   | UKIP      | Green     | SNP       | Plaid<br>Cymru | BNP       | Other    | DK/Refuse<br>at Q4             | Conser-<br>vative | Labour     | Liberal<br>Demo-<br>crat |
| Unweighted base   | 1001  | 254               | 241        | 53        | 77        | 40        | 26        | 6              | 1         | 9        | 189                            | 219               | 202        | 113                      |
| Weighted base     | 1001  | 243               | 245        | 53        | 75        | 45        | 25        | 5              | 1         | 9        | 191                            | 211               | 183        | 127                      |
| Cameron & Osborne | 424<br>42%  | 222<br>91%        | 26<br>11%  | 24<br>46% | 39<br>52% | 7<br>16%  | 4<br>17%  | 1<br>18%       | -         | 3<br>33% | 59<br>31%                      | 187<br>89%        | 20<br>11%  | 43<br>34%                |
| Miliband & Balls  | 352<br>35%  | 8<br>3%           | 187<br>76% | 20<br>37% | 20<br>26% | 26<br>58% | 12<br>47% | 3<br>53%       | 1<br>100% | 3<br>36% | 21<br>11%                      | 12<br>6%          | 144<br>78% | 56<br>44%                |
| Don't know        | 226<br>23%  | 14<br>6%          | 31<br>13%  | 9<br>17%  | 17<br>22% | 12<br>26% | 9<br>36%  | 1<br>29%       | -         | 3<br>31% | 111<br>58%                     | 12<br>6%          | 19<br>11%  | 28<br>22%                |

## CATI Opinion Poll

### Fieldwork : 20th - 22nd March 2015

Absolutes/col percents

Table 16

**Q9. For each of the following, do you think they would be better off under David Cameron and George Osborne or under Ed Miliband and Ed Balls ...**

**- Future of the country**

**Base: All respondents**

Q5. Generally speaking, do you think of yourself as...?

|                   | Total      | Labour     | Conser<br>-vative | Lib Dem   | UKIP      | Green     | SNP       | Plaid Cymru | BNP      | Other     | Refused   | Don't know |
|-------------------|------------|------------|-------------------|-----------|-----------|-----------|-----------|-------------|----------|-----------|-----------|------------|
| Unweighted base   | 1001       | 275        | 247               | 71        | 59        | 46        | 22        | 5           | 3        | 39        | 67        | 167        |
| Weighted base     | 1001       | 277        | 239               | 72        | 61        | 50        | 21        | 4           | 4        | 36        | 64        | 173        |
| Cameron & Osborne | 424<br>42% | 35<br>13%  | 216<br>90%        | 36<br>49% | 34<br>55% | 12<br>24% | 4<br>20%  | 1<br>14%    | -        | 15<br>42% | 19<br>30% | 53<br>31%  |
| Miliband & Balls  | 352<br>35% | 207<br>75% | 8<br>3%           | 24<br>33% | 13<br>22% | 27<br>54% | 11<br>52% | 3<br>70%    | 1<br>26% | 11<br>31% | 9<br>13%  | 39<br>22%  |
| Don't know        | 226<br>23% | 35<br>13%  | 16<br>7%          | 13<br>18% | 14<br>23% | 11<br>22% | 6<br>28%  | 1<br>16%    | 3<br>74% | 10<br>27% | 36<br>57% | 81<br>47%  |

**CATI Opinion Poll**  
**Fieldwork : 20th - 22nd March 2015**

Absolutes/col percents

Table 16

**Q9. For each of the following, do you think they would be better off under David Cameron and George Osborne or under Ed Miliband and Ed Balls ...**

**- Future of the country**

**Base: All respondents**

|                   | Region     |           |            |            |                           |               |               |           |             |                |            | Region Summary |            |           |           |
|-------------------|------------|-----------|------------|------------|---------------------------|---------------|---------------|-----------|-------------|----------------|------------|----------------|------------|-----------|-----------|
|                   | Total      | Scotland  | North East | North West | York-shire & Humber -side | East Midlands | West Midlands | Wales     | East Anglia | Greater London | South East | South West     | Eng-land   | Scotland  | Wales     |
| Unweighted base   | 1001       | 89        | 40         | 103        | 93                        | 70            | 91            | 48        | 109         | 126            | 147        | 85             | 864        | 89        | 48        |
| Weighted base     | 1001       | 88        | 40         | 110        | 91                        | 70            | 89            | 49        | 101         | 132            | 141        | 90             | 864        | 88        | 49        |
| Cameron & Osborne | 424<br>42% | 25<br>29% | 16<br>40%  | 52<br>47%  | 33<br>37%                 | 26<br>37%     | 44<br>49%     | 17<br>34% | 54<br>54%   | 46<br>35%      | 76<br>54%  | 36<br>39%      | 382<br>44% | 25<br>29% | 17<br>34% |
| Miliband & Balls  | 352<br>35% | 36<br>41% | 15<br>39%  | 44<br>40%  | 39<br>43%                 | 22<br>32%     | 27<br>30%     | 26<br>53% | 20<br>20%   | 60<br>46%      | 31<br>22%  | 32<br>35%      | 289<br>33% | 36<br>41% | 26<br>53% |
| Don't know        | 226<br>23% | 26<br>30% | 9<br>22%   | 14<br>13%  | 19<br>21%                 | 22<br>32%     | 19<br>21%     | 6<br>12%  | 27<br>27%   | 26<br>20%      | 34<br>24%  | 23<br>25%      | 193<br>22% | 26<br>30% | 6<br>12%  |

**CATI Opinion Poll**  
**Fieldwork : 20th - 22nd March 2015**

Absolutes/col percents

Table 17

**Q10. For each of the following pairs of statements, which comes closest to your own view ...**

**Base: All respondents**

|   | Gender     |            |            | Age       |           |           |           |           |            | Class      |            |            |           | Region           |            |            |                |                    |           |
|---|------------|------------|------------|-----------|-----------|-----------|-----------|-----------|------------|------------|------------|------------|-----------|------------------|------------|------------|----------------|--------------------|-----------|
|   | Total      | Male       | Female     | 18-24     | 25-34     | 35-44     | 45-54     | 55-64     | 65+        | AB         | C1         | C2         | DE        | Eng-land & Wales | South East | Mid-lands  | North Eng-land | Wales & South West | Scot-land |
| Unweighted base   | 1001       | 483        | 518        | 87        | 156       | 164       | 202       | 150       | 242        | 384        | 213        | 164        | 240       | 912              | 273        | 270        | 236            | 133                | 89        |
| Weighted base   | 1001       | 490        | 511        | 119       | 170       | 170       | 179       | 147       | 215        | 273        | 278        | 214        | 236       | 913              | 273        | 261        | 241            | 139                | 88        |
| David Cameron would make a better Prime Minister than Ed Miliband | 492<br>49% | 261<br>53% | 232<br>45% | 56<br>47% | 82<br>48% | 77<br>45% | 81<br>45% | 77<br>52% | 120<br>56% | 156<br>57% | 135<br>49% | 105<br>49% | 96<br>41% | 457<br>50%       | 139<br>51% | 139<br>53% | 113<br>47%     | 67<br>48%          | 35<br>40% |
| Ed Miliband would make a better Prime Minister than David Cameron | 331<br>33% | 155<br>32% | 176<br>34% | 55<br>46% | 49<br>29% | 62<br>37% | 58<br>33% | 46<br>31% | 60<br>28%  | 80<br>29%  | 93<br>33%  | 67<br>31%  | 90<br>38% | 293<br>32%       | 77<br>28%  | 70<br>27%  | 94<br>39%      | 52<br>37%          | 38<br>43% |
| Don't know  | 178<br>18% | 74<br>15%  | 104<br>20% | 8<br>7%   | 40<br>23% | 31<br>18% | 39<br>22% | 25<br>17% | 35<br>16%  | 36<br>13%  | 49<br>18%  | 43<br>20%  | 50<br>21% | 163<br>18%       | 57<br>21%  | 52<br>20%  | 34<br>14%      | 20<br>15%          | 15<br>17% |

## CATI Opinion Poll

### Fieldwork : 20th - 22nd March 2015

Absolutes/col percents

Table 17

**Q10. For each of the following pairs of statements, which comes closest to your own view ...**

**Base: All respondents**

|  | Q.3/4/5 Voting Intention (including Squeeze & DK/Refuse at Q.4) |                   |            |           |           |           |           |                |           |          | Voted in 2010 General Election |                   |            |                          |
|--|---|-------------------|------------|-----------|-----------|-----------|-----------|----------------|-----------|----------|--------------------------------|-------------------|------------|--------------------------|
|  | Total   | Conser-<br>vative | Labour     | Lib Dem   | UKIP      | Green     | SNP       | Plaid<br>Cymru | BNP       | Other    | DK/Refuse<br>at Q4             | Conser-<br>vative | Labour     | Liberal<br>Demo-<br>crat |
| Unweighted base  | 1001  | 254               | 241        | 53        | 77        | 40        | 26        | 6              | 1         | 9        | 189                            | 219               | 202        | 113                      |
| Weighted base  | 1001  | 243               | 245        | 53        | 75        | 45        | 25        | 5              | 1         | 9        | 191                            | 211               | 183        | 127                      |
| David Cameron would<br>make a better Prime<br>Minister than Ed<br>Miliband | 492<br>49%  | 225<br>93%        | 58<br>24%  | 27<br>52% | 44<br>59% | 12<br>27% | 7<br>29%  | 1<br>17%       | -<br>-    | 1<br>13% | 73<br>38%                      | 190<br>90%        | 35<br>19%  | 51<br>40%                |
| Ed Miliband would make<br>a better Prime Minister<br>than David Cameron    | 331<br>33%  | 8<br>3%           | 169<br>69% | 20<br>38% | 19<br>25% | 23<br>51% | 15<br>60% | 4<br>83%       | 1<br>100% | 3<br>36% | 25<br>13%                      | 12<br>6%          | 134<br>73% | 54<br>43%                |
| Don't know   | 178<br>18%  | 10<br>4%          | 19<br>8%   | 5<br>10%  | 12<br>16% | 10<br>22% | 3<br>11%  | -<br>-         | -<br>-    | 5<br>51% | 93<br>49%                      | 8<br>4%           | 14<br>8%   | 22<br>18%                |

## CATI Opinion Poll

### Fieldwork : 20th - 22nd March 2015

Absolutes/col percents

Table 17

**Q10. For each of the following pairs of statements, which comes closest to your own view ...**

**Base: All respondents**

|  | Q5. Generally speaking, do you think of yourself as...? |            |                   |           |           |           |           |             |          |           |           |            |
|--|---|------------|-------------------|-----------|-----------|-----------|-----------|-------------|----------|-----------|-----------|------------|
|  | Total   | Labour     | Conser<br>-vative | Lib Dem   | UKIP      | Green     | SNP       | Plaid Cymru | BNP      | Other     | Refused   | Don't know |
| Unweighted base  | 1001  | 275        | 247               | 71        | 59        | 46        | 22        | 5           | 3        | 39        | 67        | 167        |
| Weighted base  | 1001  | 277        | 239               | 72        | 61        | 50        | 21        | 4           | 4        | 36        | 64        | 173        |
| David Cameron would<br>make a better Prime<br>Minister than Ed<br>Miliband | 492<br>49%  | 64<br>23%  | 220<br>92%        | 41<br>57% | 36<br>59% | 15<br>30% | 5<br>25%  | 1<br>14%    | -        | 17<br>47% | 23<br>36% | 71<br>41%  |
| Ed Miliband would make<br>a better Prime Minister<br>than David Cameron    | 331<br>33%  | 191<br>69% | 9<br>4%           | 25<br>35% | 13<br>22% | 23<br>46% | 13<br>62% | 3<br>86%    | 1<br>26% | 8<br>23%  | 6<br>9%   | 38<br>22%  |
| Don't know   | 178<br>18%  | 22<br>8%   | 11<br>4%          | 6<br>9%   | 12<br>20% | 12<br>23% | 3<br>13%  | -           | 3<br>74% | 11<br>29% | 35<br>55% | 64<br>37%  |

## CATI Opinion Poll

### Fieldwork : 20th - 22nd March 2015

Absolutes/col percents

Table 17

**Q10. For each of the following pairs of statements, which comes closest to your own view ...**

**Base: All respondents**

|   | Region     |           |            |            |                           |               |               |           |             |                |            | Region Summary |            |           |           |
|---|------------|-----------|------------|------------|---------------------------|---------------|---------------|-----------|-------------|----------------|------------|----------------|------------|-----------|-----------|
|   | Total      | Scotland  | North East | North West | York-shire & Humber -side | East Midlands | West Midlands | Wales     | East Anglia | Greater London | South East | South West     | Eng-land   | Scotland  | Wales     |
| Unweighted base   | 1001       | 89        | 40         | 103        | 93                        | 70            | 91            | 48        | 109         | 126            | 147        | 85             | 864        | 89        | 48        |
| Weighted base   | 1001       | 88        | 40         | 110        | 91                        | 70            | 89            | 49        | 101         | 132            | 141        | 90             | 864        | 88        | 49        |
| David Cameron would make a better Prime Minister than Ed Miliband | 492<br>49% | 35<br>40% | 22<br>54%  | 56<br>51%  | 36<br>39%                 | 31<br>44%     | 51<br>57%     | 23<br>47% | 57<br>56%   | 58<br>44%      | 81<br>57%  | 44<br>49%      | 434<br>50% | 35<br>40% | 23<br>47% |
| Ed Miliband would make a better Prime Minister than David Cameron | 331<br>33% | 38<br>43% | 11<br>28%  | 43<br>39%  | 40<br>44%                 | 19<br>28%     | 28<br>32%     | 21<br>43% | 22<br>22%   | 51<br>39%      | 26<br>18%  | 31<br>34%      | 272<br>31% | 38<br>43% | 21<br>43% |
| Don't know  | 178<br>18% | 15<br>17% | 7<br>18%   | 11<br>10%  | 15<br>17%                 | 20<br>28%     | 10<br>12%     | 5<br>10%  | 22<br>22%   | 22<br>17%      | 34<br>24%  | 15<br>17%      | 158<br>18% | 15<br>17% | 5<br>10%  |

## CATI Opinion Poll

### Fieldwork : 20th - 22nd March 2015

Absolutes/col percents

Table 18

**Q10. For each of the following pairs of statements, which comes closest to your own view...**

**Base: All respondents**

|   | Gender     |            | Age        |           |           |           |           |           | Class      |            |            |           | Region    |                  |            |            |                |                    |           |
|---|------------|------------|------------|-----------|-----------|-----------|-----------|-----------|------------|------------|------------|-----------|-----------|------------------|------------|------------|----------------|--------------------|-----------|
|   | Total      | Male       | Female     | 18-24     | 25-34     | 35-44     | 45-54     | 55-64     | 65+        | AB         | C1         | C2        | DE        | Eng-land & Wales | South East | Mid-lands  | North Eng-land | Wales & South West | Scot-land |
| Unweighted base   | 1001       | 483        | 518        | 87        | 156       | 164       | 202       | 150       | 242        | 384        | 213        | 164       | 240       | 912              | 273        | 270        | 236            | 133                | 89        |
| Weighted base   | 1001       | 490        | 511        | 119       | 170       | 170       | 179       | 147       | 215        | 273        | 278        | 214       | 236       | 913              | 273        | 261        | 241            | 139                | 88        |
| George Osborne would make a better Chancellor than Ed Balls | 421<br>42% | 229<br>47% | 192<br>38% | 42<br>35% | 61<br>36% | 64<br>38% | 66<br>37% | 75<br>51% | 113<br>53% | 134<br>49% | 108<br>39% | 88<br>41% | 90<br>38% | 391<br>43%       | 119<br>44% | 120<br>46% | 103<br>43%     | 48<br>35%          | 30<br>34% |
| Ed Balls would make a better Chancellor than George Osborne | 323<br>32% | 149<br>30% | 174<br>34% | 55<br>46% | 52<br>30% | 62<br>37% | 61<br>34% | 36<br>25% | 56<br>26%  | 87<br>32%  | 94<br>34%  | 63<br>29% | 78<br>33% | 289<br>32%       | 79<br>29%  | 69<br>27%  | 93<br>39%      | 47<br>34%          | 34<br>39% |
| Don't know  | 257<br>26% | 112<br>23% | 146<br>28% | 23<br>19% | 57<br>34% | 43<br>26% | 52<br>29% | 36<br>25% | 45<br>21%  | 51<br>19%  | 75<br>27%  | 63<br>29% | 68<br>29% | 233<br>26%       | 74<br>27%  | 71<br>27%  | 45<br>19%      | 43<br>31%          | 24<br>27% |

**CATI Opinion Poll**  
**Fieldwork : 20th - 22nd March 2015**

Absolutes/col percents

Table 18

**Q10. For each of the following pairs of statements, which comes closest to your own view...**

**Base: All respondents**

|  | Q.3/4/5 Voting Intention (including Squeeze & DK/Refuse at Q.4) |                   |            |           |           |           |           |                |           |          | Voted in 2010 General Election |                   |            |                          |
|--|---|-------------------|------------|-----------|-----------|-----------|-----------|----------------|-----------|----------|--------------------------------|-------------------|------------|--------------------------|
|  | Total   | Conser-<br>vative | Labour     | Lib Dem   | UKIP      | Green     | SNP       | Plaid<br>Cymru | BNP       | Other    | DK/Refuse<br>at Q4             | Conser-<br>vative | Labour     | Liberal<br>Dem-<br>ocrat |
| Unweighted base  | 1001  | 254               | 241        | 53        | 77        | 40        | 26        | 6              | 1         | 9        | 189                            | 219               | 202        | 113                      |
| Weighted base  | 1001  | 243               | 245        | 53        | 75        | 45        | 25        | 5              | 1         | 9        | 191                            | 211               | 183        | 127                      |
| George Osborne would<br>make a better<br>Chancellor than Ed<br>Balls | 421<br>42%  | 189<br>78%        | 46<br>19%  | 32<br>60% | 39<br>52% | 11<br>24% | 9<br>38%  | 2<br>30%       | -         | 1<br>13% | 61<br>32%                      | 166<br>79%        | 37<br>20%  | 49<br>38%                |
| Ed Balls would make a<br>better Chancellor than<br>George Osborne    | 323<br>32%  | 19<br>8%          | 164<br>67% | 15<br>28% | 19<br>26% | 19<br>43% | 13<br>54% | 2<br>30%       | 1<br>100% | 4<br>41% | 21<br>11%                      | 16<br>8%          | 123<br>67% | 53<br>42%                |
| Don't know   | 257<br>26%  | 35<br>15%         | 35<br>14%  | 6<br>11%  | 17<br>22% | 15<br>33% | 2<br>9%   | 2<br>40%       | -         | 4<br>46% | 110<br>57%                     | 28<br>13%         | 24<br>13%  | 25<br>20%                |

**CATI Opinion Poll**  
**Fieldwork : 20th - 22nd March 2015**

Absolutes/col percents

Table 18

**Q10. For each of the following pairs of statements, which comes closest to your own view...**

**Base: All respondents**

Q5. Generally speaking, do you think of yourself as...?

|  | Total      | Labour     | Conser<br>-vative | Lib Dem   | UKIP      | Green     | SNP       | Plaid Cymru | BNP      | Other     | Refused   | Don't know |
|--|------------|------------|-------------------|-----------|-----------|-----------|-----------|-------------|----------|-----------|-----------|------------|
| Unweighted base  | 1001       | 275        | 247               | 71        | 59        | 46        | 22        | 5           | 3        | 39        | 67        | 167        |
| Weighted base  | 1001       | 277        | 239               | 72        | 61        | 50        | 21        | 4           | 4        | 36        | 64        | 173        |
| George Osborne would<br>make a better<br>Chancellor than Ed<br>Balls | 421<br>42% | 56<br>20%  | 184<br>77%        | 44<br>60% | 28<br>46% | 15<br>29% | 7<br>32%  | 1<br>30%    | -<br>-   | 14<br>39% | 20<br>31% | 52<br>30%  |
| Ed Balls would make a<br>better Chancellor than<br>George Osborne    | 323<br>32% | 182<br>66% | 16<br>7%          | 22<br>30% | 17<br>28% | 21<br>42% | 12<br>58% | 2<br>40%    | 1<br>26% | 4<br>11%  | 7<br>11%  | 39<br>23%  |
| Don't know   | 257<br>26% | 39<br>14%  | 39<br>16%         | 7<br>9%   | 16<br>26% | 14<br>29% | 2<br>10%  | 1<br>30%    | 3<br>74% | 18<br>50% | 37<br>58% | 82<br>47%  |

## CATI Opinion Poll

### Fieldwork : 20th - 22nd March 2015

Absolutes/col percents

Table 18

**Q10. For each of the following pairs of statements, which comes closest to your own view...**

**Base: All respondents**

|   | Region     |           |            |            |                           |               |               |           |             |                |            | Region Summary |            |           |           |
|---|------------|-----------|------------|------------|---------------------------|---------------|---------------|-----------|-------------|----------------|------------|----------------|------------|-----------|-----------|
|   | Total      | Scotland  | North East | North West | York-shire & Humber -side | East Midlands | West Midlands | Wales     | East Anglia | Greater London | South East | South West     | Eng-land   | Scotland  | Wales     |
| Unweighted base   | 1001       | 89        | 40         | 103        | 93                        | 70            | 91            | 48        | 109         | 126            | 147        | 85             | 864        | 89        | 48        |
| Weighted base   | 1001       | 88        | 40         | 110        | 91                        | 70            | 89            | 49        | 101         | 132            | 141        | 90             | 864        | 88        | 49        |
| George Osborne would make a better Chancellor than Ed Balls | 421<br>42% | 30<br>34% | 22<br>56%  | 50<br>45%  | 31<br>34%                 | 24<br>34%     | 44<br>50%     | 15<br>31% | 52<br>52%   | 50<br>38%      | 69<br>49%  | 33<br>37%      | 376<br>44% | 30<br>34% | 15<br>31% |
| Ed Balls would make a better Chancellor than George Osborne | 323<br>32% | 34<br>39% | 10<br>25%  | 49<br>44%  | 34<br>38%                 | 20<br>28%     | 27<br>30%     | 21<br>42% | 23<br>23%   | 53<br>40%      | 27<br>19%  | 27<br>30%      | 268<br>31% | 34<br>39% | 21<br>42% |
| Don't know  | 257<br>26% | 24<br>27% | 8<br>19%   | 11<br>10%  | 26<br>29%                 | 27<br>38%     | 18<br>21%     | 13<br>27% | 26<br>26%   | 29<br>22%      | 45<br>32%  | 30<br>33%      | 220<br>25% | 24<br>27% | 13<br>27% |

## CATI Opinion Poll Fieldwork : 20th - 22nd March 2015

Absolutes/col percents

Table 19

**Q11. For many people it used to be that when you retired your pension was used to buy an annuity which gave you monthly income for the rest of your life. In the budget last week, the Chancellor made it possible for people with annuities to cash them in and receive the money all at once. Do you support or oppose this change?**

**Base: All respondents**

|                 | Gender |      |        | Age   |       |       |       |       |     | Class |     |     |     | Region           |            |           |                |                    |           |
|-----------------|--------|------|--------|-------|-------|-------|-------|-------|-----|-------|-----|-----|-----|------------------|------------|-----------|----------------|--------------------|-----------|
|                 | Total  | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB    | C1  | C2  | DE  | Eng-land & Wales | South East | Mid-lands | North Eng-land | Wales & South West | Scot-land |
| Unweighted base | 1001   | 483  | 518    | 87    | 156   | 164   | 202   | 150   | 242 | 384   | 213 | 164 | 240 | 912              | 273        | 270       | 236            | 133                | 89        |
| Weighted base   | 1001   | 490  | 511    | 119   | 170   | 170   | 179   | 147   | 215 | 273   | 278 | 214 | 236 | 913              | 273        | 261       | 241            | 139                | 88        |
| Support         | 539    | 278  | 261    | 63    | 100   | 96    | 97    | 82    | 101 | 165   | 145 | 113 | 116 | 504              | 159        | 141       | 129            | 75                 | 35        |
|                 | 54%    | 57%  | 51%    | 53%   | 59%   | 56%   | 54%   | 56%   | 47% | 61%   | 52% | 53% | 49% | 55%              | 58%        | 54%       | 54%            | 54%                | 40%       |
| Oppose          | 346    | 161  | 184    | 48    | 57    | 51    | 61    | 50    | 78  | 84    | 105 | 74  | 83  | 305              | 81         | 94        | 81             | 49                 | 41        |
|                 | 35%    | 33%  | 36%    | 40%   | 33%   | 30%   | 34%   | 34%   | 37% | 31%   | 38% | 35% | 35% | 33%              | 30%        | 36%       | 34%            | 36%                | 46%       |
| Don't know      | 116    | 50   | 66     | 8     | 13    | 23    | 21    | 16    | 35  | 24    | 28  | 28  | 37  | 104              | 33         | 26        | 31             | 15                 | 12        |
|                 | 12%    | 10%  | 13%    | 7%    | 8%    | 14%   | 12%   | 11%   | 16% | 9%    | 10% | 13% | 16% | 11%              | 12%        | 10%       | 13%            | 11%                | 14%       |

## CATI Opinion Poll

### Fieldwork : 20th - 22nd March 2015

Absolutes/col percents

Table 19

**Q11. For many people it used to be that when you retired your pension was used to buy an annuity which gave you monthly income for the rest of your life. In the budget last week, the Chancellor made it possible for people with annuities to cash them in and receive the money all at once. Do you support or oppose this change?**

**Base: All respondents**

|                 | Q.3/4/5 Voting Intention (including Squeeze & DK/Refuse at Q.4) |                   |            |           |           |           |           |                |           |          | Voted in 2010 General Election |                   |           |                          |
|-----------------|---|-------------------|------------|-----------|-----------|-----------|-----------|----------------|-----------|----------|--------------------------------|-------------------|-----------|--------------------------|
|                 | Total   | Conser-<br>vative | Labour     | Lib Dem   | UKIP      | Green     | SNP       | Plaid<br>Cymru | BNP       | Other    | DK/Refuse<br>at Q4             | Conser-<br>vative | Labour    | Liberal<br>Demo-<br>crat |
| Unweighted base | 1001  | 254               | 241        | 53        | 77        | 40        | 26        | 6              | 1         | 9        | 189                            | 219               | 202       | 113                      |
| Weighted base   | 1001  | 243               | 245        | 53        | 75        | 45        | 25        | 5              | 1         | 9        | 191                            | 211               | 183       | 127                      |
| Support         | 539<br>54%  | 150<br>62%        | 112<br>46% | 33<br>62% | 43<br>57% | 21<br>48% | 11<br>44% | 2<br>41%       | 1<br>100% | 6<br>61% | 92<br>48%                      | 123<br>58%        | 83<br>45% | 68<br>54%                |
| Oppose          | 346<br>35%  | 65<br>27%         | 95<br>39%  | 17<br>32% | 30<br>39% | 21<br>46% | 12<br>50% | 2<br>41%       | -         | 4<br>39% | 75<br>39%                      | 59<br>28%         | 75<br>41% | 50<br>39%                |
| Don't know      | 116<br>12%  | 29<br>12%         | 39<br>16%  | 3<br>6%   | 3<br>4%   | 3<br>6%   | 1<br>6%   | 1<br>17%       | -         | -        | 25<br>13%                      | 28<br>14%         | 25<br>14% | 9<br>7%                  |

**CATI Opinion Poll**  
**Fieldwork : 20th - 22nd March 2015**

Absolutes/col percents

Table 19

**Q11. For many people it used to be that when you retired your pension was used to buy an annuity which gave you monthly income for the rest of your life. In the budget last week, the Chancellor made it possible for people with annuities to cash them in and receive the money all at once. Do you support or oppose this change?**

**Base: All respondents**

Q5. Generally speaking, do you think of yourself as...?

|                 | Total      | Labour     | Conser<br>-vative | Lib Dem   | UKIP      | Green     | SNP       | Plaid Cymru | BNP       | Other     | Refused   | Don't know |
|-----------------|------------|------------|-------------------|-----------|-----------|-----------|-----------|-------------|-----------|-----------|-----------|------------|
| Unweighted base | 1001       | 275        | 247               | 71        | 59        | 46        | 22        | 5           | 3         | 39        | 67        | 167        |
| Weighted base   | 1001       | 277        | 239               | 72        | 61        | 50        | 21        | 4           | 4         | 36        | 64        | 173        |
| Support         | 539<br>54% | 132<br>48% | 146<br>61%        | 42<br>58% | 33<br>54% | 29<br>58% | 9<br>43%  | 2<br>45%    | 4<br>100% | 22<br>60% | 28<br>44% | 92<br>53%  |
| Oppose          | 346<br>35% | 107<br>39% | 65<br>27%         | 26<br>36% | 25<br>42% | 14<br>29% | 11<br>50% | 2<br>55%    | -         | 10<br>29% | 23<br>37% | 62<br>36%  |
| Don't know      | 116<br>12% | 38<br>14%  | 29<br>12%         | 4<br>6%   | 2<br>4%   | 6<br>13%  | 1<br>7%   | -           | -         | 4<br>11%  | 12<br>19% | 18<br>11%  |

## CATI Opinion Poll Fieldwork : 20th - 22nd March 2015

Absolutes/col percents

Table 19

**Q11. For many people it used to be that when you retired your pension was used to buy an annuity which gave you monthly income for the rest of your life. In the budget last week, the Chancellor made it possible for people with annuities to cash them in and receive the money all at once. Do you support or oppose this change?**

**Base: All respondents**

|                 | Region     |           |            |            |                           |               |               |           |             |                |            | Region Summary |            |           |           |
|-----------------|------------|-----------|------------|------------|---------------------------|---------------|---------------|-----------|-------------|----------------|------------|----------------|------------|-----------|-----------|
|                 | Total      | Scotland  | North East | North West | York-shire & Humber -side | East Midlands | West Midlands | Wales     | East Anglia | Greater London | South East | South West     | Eng-land   | Scotland  | Wales     |
| Unweighted base | 1001       | 89        | 40         | 103        | 93                        | 70            | 91            | 48        | 109         | 126            | 147        | 85             | 864        | 89        | 48        |
| Weighted base   | 1001       | 88        | 40         | 110        | 91                        | 70            | 89            | 49        | 101         | 132            | 141        | 90             | 864        | 88        | 49        |
| Support         | 539<br>54% | 35<br>40% | 20<br>50%  | 60<br>54%  | 49<br>54%                 | 36<br>51%     | 50<br>56%     | 29<br>61% | 55<br>54%   | 80<br>61%      | 79<br>56%  | 45<br>50%      | 475<br>55% | 35<br>40% | 29<br>61% |
| Oppose          | 346<br>35% | 41<br>46% | 16<br>40%  | 34<br>31%  | 31<br>34%                 | 30<br>42%     | 32<br>36%     | 15<br>31% | 33<br>32%   | 40<br>31%      | 40<br>29%  | 34<br>38%      | 290<br>34% | 41<br>46% | 15<br>31% |
| Don't know      | 116<br>12% | 12<br>14% | 4<br>10%   | 17<br>15%  | 10<br>11%                 | 5<br>7%       | 7<br>8%       | 4<br>9%   | 14<br>14%   | 11<br>9%       | 21<br>15%  | 11<br>12%      | 100<br>12% | 12<br>14% | 4<br>9%   |

**CATI Opinion Poll**  
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**Weighting Table**

Table 20

**Q1. Thinking back to the General Election in 2010 / UK General Election (for Scotland), which party if any did you vote for?**

**Base: All respondents**

|                  | Unweighted<br>Total | Weighted Total |
|------------------|---------------------|----------------|
| Unweighted base  | 1001                | 1001           |
| Weighted base    | 1001                | 1001           |
| Conservative     | 219<br>22%          | 211<br>21%     |
| Labour           | 202<br>20%          | 183<br>18%     |
| Liberal Democrat | 113<br>11%          | 127<br>13%     |
| Other            | 77<br>8%            | 64<br>6%       |
| Did not vote     | 296<br>30%          | 325<br>32%     |
| Don't remember   | 40<br>4%            | 40<br>4%       |
| Refused          | 54<br>5%            | 51<br>5%       |