



ICM Poll for The Guardian

Fieldwork dates: 13-15th February 2015

Interview Method: Telephone.

Population effectively sampled: All adults aged 18+

Sampling Method, RDD: Within each government office region, a random sample of telephone numbers was drawn from the entire BT database of domestic telephone numbers. Each number so selected had its last digit randomised so as to provide a sample including both listed and unlisted numbers. 850 interviews were conducted on land-lines.

Sampling Method, Mobile RDD: A random sample of mobile telephone numbers was generated in proportion to network provider market share. As with the landline process, seed telephone numbers are used to create the mobile RDD sample by randomising the last N digits of the seed number. A total of 150 interviews were conducted with people on their mobile phone.

Sample size: 1,00

Data weighting: Data were weighted to the profile of all adults aged 18+ (including non telephone owning households). Data were weighted by sex, age, social class, household tenure, work status and region. Targets for the weighted data were derived from the National Readership survey, a random probability survey comprising 36,000 random face-to-face interviews conducted annually.

The data were further weighted by declared votes in the 2010 general election. The weighting scheme is designed as follows:

Weighting by past votes

1. Respondents are asked whether they voted in the last general election and if they did, which party they voted for.

2. The sample is weighted by demographics (age, sex, tenure etc). However, after such weighting the declared past votes may not match, exactly, the results of the last election. Partly this is because demographics (by which ICM control the sample) are relatively poorly correlated with vote behaviour. Nevertheless past vote weighting has to be used with caution as some people genuinely forget how they voted. We cannot simply weight the data to the actual results last time.

3. ICM takes the declared past votes on any new poll and adds it to the 25 or so most recent ICM polls containing the same question. The average of these polls is used in the past vote weighting scheme.

4. ICM compares the declared past votes derived in 3) above to the actual result of the last general election and gives a weight of 80% to the results of the last election and 20% to the average of the most recent polls, thereby assuming that most of the difference can be attributed to political imbalance in the sample and to faulty recall.

Weighting for turnout

1. ICM ask respondents to say how likely it is that they will go and vote in a new general election using a ten points scale where 10 means they would be absolutely certain to vote and 1 means they would be certain not to vote.

2. We then weight people by their anticipated turnout. If someone is 10/10 certain to vote, they are given a weight of 1.0. If someone is 9/10 certain to vote they are given a weight of 0.9 etc. People who tell us they are likely to vote in the next General Election but did not vote in the last, are further down-weighted. If someone says they are 10/10 certain to vote but did not vote in 2010, they are given a weight of 0.5. If they say 9/10 certainty, the weight becomes 0.45 etc.

Voting intentions: ICM derives vote intentions from 2 questions.

First of all respondents are asked how likely it is that they would be to go and vote in a new election. Those who say they will vote are asked to say which party they would support in a new election. Respondents are then asked whether they voted in 2010 and which party they voted for in that election. The vote figures shown in the table are calculated after ICM has excluded those who say they will not vote, refuse to answer the question or don't know who they would vote for. The figures are adjusted for turnout calculated accordingly to their stated intentions to vote.

In a further step, ICM add 50% of those who refuse to answer the vote intention question or say they don't know to the party they voted for in 2010.

The analysis by vote intention shown on each table is taken from table 1, ie before adjusting for refusers and don't knows.

Questions: The computer tables attached in PDF format show each question, in full, in the order they were put to respondents, all response codes and the weighted and un-weighted bases for all demographics and other data including but not limited that published .

Further enquiries: martin.boon@icmresearch.com

British Polling Council: ICM is a member of the British Polling Council and abides by its rules. <http://www.britishpollingcouncil.org/>

Opinion Poll

CATI Fieldwork : 13th-15th February 2015

Absolutes/col percents

Table 1

Q.A Some people have said they would not vote in a new General Election, while others have said they would vote. I would like to know how certain it is that you would actually vote in a general election?

Base: All respondents

	Gender			Age				Social Class				Voting Intention					Vote In 2010 General Election					Region					NET: Eng- land & Wales
	Total	Male	Fe- male	18-24	25-34	35-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	UKIP	Other	Con	Lab	Lib Dem	Scot- land	Wales	North	Mid- lands	South	NET: Eng- land		
Unweighted base	1000	466	534	68	155	550	227	391	238	117	254	208	194	35	55	86	234	226	108	89	51	250	257	353	860	911	
Weighted base	1000	484	516	121	165	507	207	276	295	205	225	192	184	40	52	84	214	180	131	85	50	249	262	354	865	915	
Certain to vote	(10) 556	268	288	33	82	290	150	170	155	95	136	132	118	20	37	62	159	126	83	55	26	129	155	191	475	501	
	56%	55%	56%	28%	50%	57%	72%	62%	52%	46%	61%	69%	64%	50%	70%	74%	74%	70%	63%	65%	53%	52%	59%	54%	55%	55%	
(9)	67	38	29	9	5	41	12	16	30	13	8	12	8	6	3	5	12	13	16	3	2	16	13	32	61	63	
	7%	8%	6%	7%	3%	8%	6%	6%	10%	6%	4%	6%	4%	14%	6%	7%	6%	8%	12%	4%	5%	7%	5%	9%	7%	7%	
(8)	79	38	42	11	18	42	8	18	24	23	15	15	31	6	3	5	19	16	13	6	4	25	22	23	69	73	
	8%	8%	8%	11%	11%	8%	4%	6%	8%	11%	7%	8%	17%	15%	7%	5%	9%	9%	10%	7%	8%	8%	6%	8%	8%	8%	
(7)	44	27	17	15	9	16	4	13	16	9	7	10	8	7	5	-	5	5	8	2	-	13	13	16	43	43	
	4%	6%	3%	13%	6%	3%	2%	5%	5%	4%	3%	5%	4%	18%	10%	-	2%	3%	6%	2%	-	5%	5%	5%	5%	5%	
(6)	27	13	14	9	1	14	3	8	4	10	6	3	3	*	-	3	1	5	2	4	1	7	4	11	22	24	
	3%	3%	3%	7%	1%	3%	1%	3%	1%	5%	2%	2%	2%	1%	-	4%	*	3%	2	4	3	4	1%	3%	3%	3%	
(5)	62	27	35	7	16	30	8	19	17	12	14	14	6	1	4	4	12	6	5	5	3	17	18	20	54	57	
	6%	6%	7%	6%	10%	6%	4%	7%	6%	6%	6%	7%	3%	2%	8%	5%	5%	3%	4%	6%	6%	7%	7%	6%	6%	6%	
(4)	19	7	11	2	5	7	4	3	7	5	4	2	5	-	-	3	2	3	1	4	2	2	3	8	13	15	
	2%	2%	2%	1%	3%	1%	2%	1%	2%	2%	2%	1%	3%	-	-	4%	1%	1%	1%	4%	4%	1%	1%	2%	2%	2%	
(3)	19	5	15	8	2	8	1	5	6	2	7	2	2	-	-	-	2	-	1	-	1	6	8	5	19	19	
	2%	1%	3%	6%	1%	2%	1%	2%	2%	1%	3%	1%	1%	-	-	-	1%	-	1%	-	1%	2%	3%	2%	2%	2%	
(2)	11	4	7	2	2	7	-	3	8	-	1	2	2	-	-	1	-	1	-	-	-	3	3	5	11	11	
	1%	1%	1%	2%	1%	1%	-	1%	3%	-	*	1%	1%	-	-	2%	-	*	-	-	-	1%	1%	1%	1%	1%	
Certain not to vote	(1) 105	53	52	24	22	47	13	17	28	37	23	-	-	-	-	-	3	3	2	6	9	29	23	37	90	99	
	11%	11%	10%	20%	13%	9%	6%	6%	9%	18%	10%	-	-	-	-	-	1%	2%	2%	7%	19%	12%	9%	11%	10%	11%	
Refused	*	*	*	-	-	*	1	-	-	-	1	-	-	-	-	-	-	-	-	-	*	-	-	1	1	1	
	*	*	*	-	-	*	*	-	-	-	*	-	-	-	-	-	-	-	-	-	1%	-	-	*	*	*	
Don't know	9	4	5	1	2	4	2	4	2	-	3	-	-	-	-	-	-	2	-	1	1	2	1	5	8	9	
	1%	1%	1%	1%	1%	1%	1%	1%	1%	-	1%	-	-	-	-	-	-	1%	-	1%	2%	1%	*	1%	1%	1%	
Mean	7.92	7.99	7.85	6.28	7.47	8.10	8.80	8.36	7.88	7.29	8.01	8.96	8.91	8.87	9.13	9.07	9.18	9.11	8.98	8.38	7.33	7.75	8.07	7.89	7.91	7.88	
Standard deviation	3.07	3.03	3.12	3.41	3.26	2.96	2.53	2.71	3.06	3.40	3.10	1.88	1.84	1.35	1.55	1.93	1.78	1.83	1.85	2.76	3.61	3.14	2.97	3.09	3.07	3.10	
Standard error	0.10	0.14	0.14	0.42	0.26	0.13	0.17	0.14	0.20	0.31	0.20	0.13	0.13	0.23	0.21	0.21	0.12	0.12	0.18	0.29	0.52	0.20	0.19	0.17	0.11	0.10	

Opinion Poll

CATI Fieldwork : 13th-15th February 2015

Absolutes/col percents

Table 1

Q.A Some people have said they would not vote in a new General Election, while others have said they would vote. I would like to know how certain it is that you would actually vote in a general election?

Base: All respondents

	Total	Constituency category							All Lab-Cons margin als (1+2) above.
		Lab held AND LAB<10 % in E&W.	Con held AND CON<15 % in E&W.	LD-held seats in E&W	Safe Labour (i.e. Lab held AND Lab>10 .1%, in E&W)	Safe Conservative (i.e. Con held>1 5.1%, in E&W)	Scotland	Other	
Unweighted base	1000	75	135	57	208	279	89	10	210
Weighted base	1000	76	133	56	203	282	85	10	210
Certain to vote	(10) 556 56%	44 58%	67 50%	33 59%	104 51%	167 59%	55 65%	9 83%	111 53%
	(9) 67 7%	6 8%	10 8%	2 4%	11 5%	26 9%	3 4%	- -	16 8%
	(8) 79 8%	3 5%	13 10%	3 5%	18 9%	21 7%	6 7%	- -	16 8%
	(7) 44 4%	2 3%	6 5%	3 6%	10 5%	6 2%	2 2%	1 5%	9 4%
	(6) 27 3%	3 4%	1 1%	- -	6 3%	7 3%	4 4%	1 11%	4 2%
	(5) 62 6%	4 5%	9 7%	3 6%	18 9%	19 7%	5 6%	- -	12 6%
	(4) 19 2%	1 1%	1 1%	- -	7 3%	3 1%	4 4%	- -	2 1%
	(3) 19 2%	2 3%	4 3%	1 2%	1 1%	7 3%	- -	- -	6 3%
	(2) 11 1%	1 1%	1 *	2 3%	3 1%	1 *	- -	- -	1 1%
Certain not to vote	(1) 105 11%	8 10%	20 15%	8 14%	22 11%	22 8%	6 7%	- -	28 13%
Refused	1 *	- -	- -	- -	1 *	- -	- -	- -	- -
Don't know	9 1%	2 2%	1 1%	- -	2 1%	1 *	1 1%	- -	3 1%
Mean	7.92	8.05	7.54	7.70	7.69	8.25	8.38	9.39	7.72
Standard deviation	3.07	3.09	3.35	3.42	3.10	2.83	2.76	1.46	3.26
Standard error	0.10	0.36	0.29	0.45	0.22	0.17	0.29	0.46	0.23

Opinion Poll

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Absolutes/col percents

Table 2

Q.B The Conservatives, Labour, the Liberal Democrats and other parties would fight a new election in your area. If there were a general election tomorrow which party do you think you would vote for?

Base: All respondents

	Gender			Age				Social Class				Voting Intention					Vote In 2010 General Election					Region					NET: Eng- land & Wales
	Total	Male	Fe- male	18-24	25-34	35-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	UKIP	Other	Con	Lab	Lib Dem	Scot- land	Wales	North	Mid- lands	South	NET: Eng- land		
Unweighted base	1000	466	534	68	155	550	227	391	238	117	254	208	194	35	55	86	234	226	108	89	51	250	257	353	860	911	
Weighted base	1000	484	516	121	165	507	207	276	295	205	225	192	184	40	52	84	214	180	131	85	50	249	262	354	865	915	
Conservative	192 19%	95 20%	97 19%	11 9%	29 17%	94 19%	58 28%	65 24%	49 17%	32 16%	46 20%	192 100%	-	-	-	-	135 63%	4 2%	15 12%	8 10%	9 18%	44 18%	69 26%	62 17%	175 20%	184 20%	
Labour	184 18%	101 21%	83 16%	24 20%	44 27%	90 18%	27 13%	51 18%	54 18%	42 21%	37 17%	-	184 100%	-	-	-	4 2%	106 59%	25 19%	10 11%	8 16%	53 21%	54 21%	60 17%	166 19%	174 19%	
Liberal Democrat/ Liberal	40 4%	17 4%	23 5%	8 7%	5 3%	17 3%	11 5%	10 4%	20 7%	3 2%	7 3%	-	-	40 100%	-	-	1 1%	2 1%	21 16%	1 1%	2 3%	5 2%	8 3%	25 7%	38 4%	39 4%	
Scottish National Party/ SNP	34 3%	22 5%	12 2%	6 5%	3 2%	22 4%	3 1%	10 4%	6 2%	9 5%	9 4%	-	-	-	-	34 41%	1 1%	3 2%	4 3%	34 40%	-	1 *	-	-	1 *	1 *	
Plaid Cymru	3 *	3 1%	-	2 1%	1 1%	-	-	-	2 1%	1 1%	-	-	-	-	-	3 4%	-	-	-	-	3 6%	-	-	-	-	3 *	
Green Party	37 4%	17 4%	20 4%	2 2%	10 6%	21 4%	4 2%	10 4%	12 4%	5 2%	9 4%	-	-	-	-	37 44%	4 2%	5 3%	12 9%	-	1 1%	7 3%	11 4%	18 5%	36 4%	37 4%	
UK Independence Party (UKIP)	52 5%	35 7%	18 3%	5 4%	3 2%	31 6%	13 6%	12 4%	10 3%	13 6%	17 8%	-	-	-	52 100%	-	13 6%	10 5%	5 4%	1 1%	3 6%	10 4%	21 8%	18 5%	49 6%	52 6%	
Other	10 1%	6 1%	3 1%	1 1%	-	5 1%	4 2%	1 *	4 1%	-	5 2%	-	-	-	-	10 11%	3 1%	2 1%	-	2 3%	1 2%	1 1%	4 1%	2 *	6 1%	7 1%	
Will not vote	105 11%	53 11%	52 10%	24 20%	22 13%	47 9%	13 6%	17 6%	28 9%	37 18%	23 10%	-	-	-	-	-	3 1%	3 2%	2 2%	6 7%	9 19%	29 12%	23 9%	37 11%	90 10%	99 11%	
Don't know	252 25%	102 21%	150 29%	30 25%	44 27%	137 27%	41 20%	79 29%	90 30%	42 20%	41 18%	-	-	-	-	-	45 21%	38 21%	41 31%	14 17%	10 21%	73 29%	50 19%	104 29%	227 26%	238 26%	
Refused	90 9%	34 7%	57 11%	9 8%	5 3%	43 9%	33 16%	21 8%	20 7%	20 10%	29 13%	-	-	-	-	-	6 3%	6 4%	7 5%	9 11%	3 6%	27 11%	23 9%	28 8%	78 9%	81 9%	

Opinion Poll

CATI Fieldwork : 13th-15th February 2015

Absolutes/col percents

Table 2

Q.B The Conservatives, Labour, the Liberal Democrats and other parties would fight a new election in your area. If there were a general election tomorrow which party do you think you would vote for?

Base: All respondents

	Constituency category								
	Total	Lab held AND LAB<10 % in E&W.	Con held AND CON<15 % in E&W.	LD-held seats in E&W	Safe Labour (i.e. Lab held AND Lab>10 .1%, in E&W)	Safe Conservative (i.e. Con held>1 5.1%, in E&W)	Scotland	Other	All Lab-Con marginals (1+2) above.
Unweighted base	1000	75	135	57	208	279	89	10	210
Weighted base	1000	76	133	56	203	282	85	10	210
Conservative	192 19%	11 14%	30 22%	12 21%	16 8%	81 29%	8 10%	4 38%	41 19%
Labour	184 18%	16 21%	17 13%	2 4%	62 30%	40 14%	10 11%	2 22%	34 16%
Liberal Democrat/ Liberal	40 4%	2 3%	2 2%	9 17%	9 4%	12 4%	1 1%	- -	4 2%
Scottish National Party/ SNP	34 3%	-	-	-	-	-	34 40%	-	-
Plaid Cymru	3 *	-	-	-	3 2%	-	-	-	-
Green Party	37 4%	6 8%	6 5%	3 6%	7 3%	7 3%	-	2 17%	12 6%
UK Independence Party (UKIP)	52 5%	2 3%	9 7%	2 3%	12 6%	18 6%	1 1%	1 7%	12 6%
Other	10 1%	-	*	-	5 2%	1 *	2 3%	-	*
Will not vote	105 11%	8 10%	20 15%	8 14%	22 11%	22 8%	6 7%	-	28 13%
Don't know	252 25%	29 37%	38 29%	15 27%	50 25%	67 24%	14 17%	1 11%	67 32%
Refused	90 9%	2 3%	10 7%	5 9%	18 9%	33 12%	9 11%	*	12 6%

Opinion Poll

CATI Fieldwork : 13th-15th February 2015

Absolutes/col percents

Table 3

Data derived from:-

Q.A Some people have said they would not vote in a new General Election, while others have said they would vote. I would like to know how certain it is that you would actually vote in a general election?

Q.B The Conservatives, Labour, the Liberal Democrats and other parties would fight a new election in your area. If there were a general election tomorrow which party do you think you would vote for?

Data excludes those who definitely will not vote (11%), don't know who they would vote for (25%) or refuse to answer (9%)

THIS TABLE DOES NOT INCLUDE ADJUSTMENT FOR DON'T KNOW/REFUSERS

	Gender			Age				Social Class				Voting Intention					Vote In 2010 General Election							Region					NET: Eng- land & Wales
	Total	Male	Fe- male	18-24	25-34	35-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	UKIP	Other	Con	Lab	Lib Dem	Scot- land	Wales	North	Mid- lands	South	NET: Eng- land				
Unweighted base	489	254	235	18	69	278	124	197	106	53	133	179	161	28	47	73	168	159	64	49	28	110	140	163	412	440			
Weighted base	451	238	213	29	71	242	109	133	124	84	110	162	146	31	43	69	149	124	76	44	24	97	137	150	384	408			
Conservative	162	81	82	4	22	84	53	55	40	27	41	162	-	-	-	-	125	4	14	7	9	36	58	52	147	155			
	36%	34%	38%	12%	31%	34%	49%	41%	32%	32%	37%	100%	-	-	-	-	84%	3%	19%	17%	36%	37%	43%	35%	38%	38%			
Labour	146	77	69	12	31	79	25	40	40	33	32	-	146	-	-	-	4	99	24	9	7	42	43	45	130	137			
	32%	33%	32%	40%	43%	33%	23%	30%	32%	39%	29%	-	100%	-	-	-	2%	80%	31%	21%	29%	43%	31%	30%	34%	34%			
Liberal Democrat/ Liberal	31	12	19	3	4	13	10	9	15	1	6	-	-	31	-	-	1	2	20	*	1	4	5	20	29	30			
	7%	5%	9%	11%	6%	6%	9%	7%	12%	1%	5%	-	-	100%	-	-	1%	2%	26%	1%	6%	4%	3%	13%	8%	7%			
Scottish National Party/ SNP	26	16	9	3	2	17	3	9	5	6	6	-	-	-	-	26	1	3	3	25	-	1	-	-	1	1			
	6%	7%	4%	12%	3%	7%	3%	7%	4%	7%	5%	-	-	-	-	37%	1%	3%	4%	58%	-	1%	-	-	*	*			
Plaid Cymru	3	3	-	2	1	-	-	-	2	1	-	-	-	-	-	3	-	-	-	-	3	-	-	-	-	3			
	1%	1%	-	6%	2%	-	-	-	1%	2%	-	-	-	-	-	4%	-	-	-	-	13%	-	-	-	-	1%			
Green Party	33	15	18	2	9	18	4	10	11	5	7	-	-	-	-	33	3	5	11	-	1	7	9	16	32	33			
	7%	6%	9%	7%	12%	8%	4%	8%	9%	6%	6%	-	-	-	-	48%	2%	4%	14%	-	2%	7%	7%	11%	8%	8%			
UK Independence Party (UKIP)	43	29	14	3	2	28	11	10	9	11	14	-	-	-	43	-	13	9	4	1	2	7	18	15	40	43			
	10%	12%	7%	9%	3%	11%	10%	8%	7%	13%	13%	-	-	-	100%	-	9%	8%	5%	1%	10%	7%	13%	10%	10%	10%			
Other	7	5	2	1	-	3	2	*	3	-	4	-	-	-	-	7	3	1	-	1	1	-	4	1	5	6			
	2%	2%	1%	3%	-	1%	2%	*	2%	-	4%	-	-	-	-	10%	2%	1%	-	2%	4%	-	3%	1%	1%	1%			

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Labour	146 32%	13 43%	15 27%	2 7%	47 52%	32 24%	9 21%	2 22%	28 33%
Liberal Democrat/ Liberal	31 7%	1 3%	2 4%	7 31%	8 9%	10 7%	* 1%	- -	3 3%
Scottish National Party/ SNP	26 6%	-	-	-	-	-	25 58%	-	-
Plaid Cymru	3 1%	-	-	-	3 3%	-	-	-	-
Green Party	33 7%	5 17%	6 11%	2 9%	6 7%	7 5%	-	2 21%	11 13%
UK Independence Party (UKIP)	43 10%	2 7%	8 14%	2 8%	9 10%	16 12%	1 1%	1 9%	10 12%
Other	7 2%	-	* 1%	-	4 4%	1 1%	1 2%	-	* 1%

Opinion Poll
CATI Fieldwork : 13th-15th February 2015

Col percents

Table 4
Published Vote Intention Figures
Percentages derived from the responses of 737 respondents

	<u>Total</u>
Conservative	36%
Labour	32%
Liberal Democrat	10%
UKIP	9%
Green	7%
Other	7%

Opinion Poll

CATI Fieldwork : 13th-15th February 2015

Absolutes/col percents

Table 5

Q.1 Thinking about the single issue that will concern you most when it comes to casting your vote, which SINGLE ONE of the following would you say will be the most important to you?

Base: All respondents

	Gender		Age				Social Class				Voting Intention					Vote In 2010 General Election					Region					NET: Eng- land & Wales
	Total	Male	Fe- male	18-24	25-34	35-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	UKIP	Other	Con	Lab	Lib Dem	Scot- land	Wales	North	Mid- lands	South	NET: Eng- land	
Unweighted base	1000	466	534	68	155	550	227	391	238	117	254	208	194	35	55	86	234	226	108	89	51	250	257	353	860	911
Weighted base	1000	484	516	121	165	507	207	276	295	205	225	192	184	40	52	84	214	180	131	85	50	249	262	354	865	915
The NHS	311 31%	123 25%	188 36%	19 15%	46 28%	166 33%	80 39%	77 28%	78 27%	68 33%	88 39%	50 26%	82 45%	15 37%	11 21%	25 30%	54 25%	84 47%	38 29%	31 37%	13 27%	75 30%	86 33%	105 30%	266 31%	280 31%
Jobs, prices and wages	168 17%	88 18%	80 15%	40 33%	46 28%	71 14%	11 5%	53 19%	54 18%	40 20%	21 10%	34 18%	39 21%	7 18%	1 3%	16 19%	26 12%	31 17%	23 18%	8 10%	7 15%	50 20%	44 17%	59 17%	153 18%	160 17%
Immigration	146 15%	77 16%	69 13%	11 9%	14 9%	77 15%	43 21%	36 13%	37 13%	33 16%	40 18%	30 16%	12 6%	1 2%	22 41%	9 11%	43 20%	17 10%	17 13%	11 12%	11 21%	38 15%	39 15%	48 13%	125 14%	136 15%
Education	116 12%	43 9%	72 14%	29 24%	24 14%	55 11%	7 4%	37 13%	43 14%	17 8%	19 8%	14 7%	23 12%	7 16%	1 1%	7 8%	14 6%	13 7%	23 17%	14 17%	2 5%	28 11%	21 8%	49 14%	99 11%	101 11%
The government deficit	69 7%	45 9%	24 5%	8 7%	6 3%	37 7%	18 9%	24 9%	19 7%	14 7%	12 5%	34 18%	3 1%	1 3%	1 2%	8 9%	30 14%	4 2%	10 8%	8 9%	4 8%	10 4%	27 10%	21 6%	57 7%	62 7%
Europe	41 4%	27 6%	14 3%	5 4%	6 4%	21 4%	10 5%	13 5%	11 4%	7 4%	10 4%	13 7%	2 1%	2 5%	11 22%	3 3%	18 8%	6 3%	6 5%	- -	2 4%	12 5%	16 6%	12 3%	39 5%	41 4%
Pensions	36 4%	17 3%	19 4%	- -	4 3%	13 3%	19 9%	7 3%	10 3%	7 3%	12 5%	4 2%	7 4%	2 5%	2 4%	3 4%	11 5%	7 4%	3 3%	4 5%	2 3%	6 3%	7 3%	17 5%	30 3%	32 3%
Crime and disorder	26 3%	6 1%	20 4%	1 1%	4 3%	16 3%	5 2%	5 2%	10 3%	4 2%	7 3%	3 1%	4 2%	1 2%	1 2%	- -	6 3%	3 2%	3 2%	- -	2 4%	6 2%	6 2%	13 4%	24 3%	26 3%
Other (specify)	51 5%	36 7%	15 3%	4 3%	9 6%	32 6%	6 3%	18 6%	20 7%	6 3%	7 3%	8 4%	11 6%	4 11%	* 1%	11 13%	9 4%	11 6%	7 5%	6 7%	3 6%	12 5%	8 3%	22 6%	42 5%	45 5%
Don't know	36 4%	21 4%	15 3%	5 4%	5 3%	18 4%	8 4%	6 2%	13 4%	10 5%	8 4%	2 1%	2 1%	- -	2 3%	2 3%	3 1%	3 2%	- -	3 4%	3 7%	11 4%	10 4%	9 2%	29 3%	33 4%

Opinion Poll

CATI Fieldwork : 13th-15th February 2015

Absolutes/col percents

Table 5

Q.1 Thinking about the single issue that will concern you most when it comes to casting your vote, which SINGLE ONE of the following would you say will be the most important to you?

Base: All respondents

	Constituency category								
	Total	Lab held AND LAB<10 % in E&W.	Con held AND CON<15 % in E&W.	LD-held seats in E&W	Safe Labour (i.e. Lab held AND Lab>10 % in E&W)	Safe Conservative (i.e. Con held>10 % in E&W)	Scotland	Other	All Lab-Con marginals (1+2) above.
Unweighted base	1000	75	135	57	208	279	89	10	210
Weighted base	1000	76	133	56	203	282	85	10	210
The NHS	311 31%	33 43%	36 27%	11 19%	56 27%	90 32%	31 37%	2 19%	69 33%
Jobs, prices and wages	168 17%	15 20%	29 22%	6 11%	42 21%	41 15%	8 10%	2 17%	44 21%
Immigration	146 15%	7 9%	25 19%	6 11%	36 18%	35 12%	11 12%	5 49%	31 15%
Education	116 12%	4 5%	11 8%	6 10%	31 15%	32 11%	14 17%	-	15 7%
The government deficit	69 7%	1 1%	6 4%	9 17%	10 5%	27 10%	8 9%	-	7 3%
Europe	41 4%	7 9%	2 1%	7 13%	7 3%	11 4%	-	-	9 4%
Pensions	36 4%	1 1%	6 5%	1 2%	5 2%	11 4%	4 5%	-	7 3%
Crime and disorder	26 3%	3 4%	6 5%	1 1%	4 2%	8 3%	-	1 10%	9 4%
Other (specify)	51 5%	3 4%	7 5%	6 11%	10 5%	15 5%	6 7%	-	9 4%
Don't know	36 4%	3 4%	6 5%	2 4%	4 2%	11 4%	3 4%	*	9 4%

Opinion Poll

CATI Fieldwork : 13th-15th February 2015

Absolutes/col percents

Table 6

Q.2 Which party do you trust most to force wealthy individuals and companies to pay their taxes?**Base: All respondents**

	Gender			Age				Social Class				Voting Intention					Vote In 2010 General Election							Region					NET: Eng- land & Wales
	Total	Male	Fe- male	18-24	25-34	35-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	UKIP	Other	Con	Lab	Lib Dem	Scot- land	Wales	North	Mid- lands	South	NET: Eng- land				
Unweighted base	1000	466	534	68	155	550	227	391	238	117	254	208	194	35	55	86	234	226	108	89	51	250	257	353	860	911			
Weighted base	1000	484	516	121	165	507	207	276	295	205	225	192	184	40	52	84	214	180	131	85	50	249	262	354	865	915			
The Conservatives	205 20%	105 22%	100 19%	23 19%	29 18%	88 17%	65 31%	66 24%	50 17%	39 19%	50 22%	113 59%	6 3%	7 16%	11 21%	7 9%	100 47%	17 9%	12 10%	17 20%	8 17%	40 16%	60 23%	79 22%	179 21%	188 21%			
Labour	348 35%	189 39%	159 31%	47 39%	72 44%	179 35%	49 24%	85 31%	115 39%	80 39%	68 30%	17 9%	151 82%	22 53%	18 34%	29 34%	21 10%	117 65%	54 42%	27 32%	19 37%	84 34%	106 41%	111 31%	302 35%	321 35%			
Neither	290 29%	133 28%	156 30%	24 20%	36 22%	174 34%	56 27%	84 30%	88 30%	56 28%	62 27%	55 28%	18 10%	6 16%	14 28%	38 45%	69 32%	26 15%	48 37%	29 34%	19 38%	83 33%	58 22%	101 28%	242 28%	260 28%			
Both	3 *	2 *	1 *	- -	- -	3 1%	1 *	1 *	2 1%	- -	1 *	- -	- -	- -	- -	1 1%	- -	2 1%	1 1%	1 1%	1 1%	1 *	- -	1 *	2 *	2 *			
Liberal Democrats	5 *	5 1%	- -	2 1%	1 1%	1 *	1 1%	1 *	3 1%	2 1%	- -	2 1%	- -	2 5%	- -	1 1%	1 1%	- -	2 2%	1 1%	- -	2 1%	- -	2 1%	4 *	4 *			
Green	2 *	1 *	2 *	- -	- -	2 *	1 *	2 1%	- -	- -	1 *	- -	1 *	1 2%	- -	1 1%	- -	1 *	2 1%	- -	- -	- -	1 *	1 *	2 *	2 *			
UKIP	4 *	3 1%	1 *	1 1%	- -	2 *	1 *	2 1%	1 *	- -	1 *	- -	- -	- -	3 5%	- -	- -	- -	1 1%	- -	- -	1 *	1 *	2 1%	4 *	4 *			
SNP	3 *	2 *	1 *	- -	1 *	3 1%	- -	2 1%	- -	2 1%	- -	- -	- -	- -	- -	2 3%	- -	1 *	- -	3 4%	- -	- -	- -	- -	- -	- -			
Don't know	140 14%	44 9%	96 19%	25 20%	26 16%	56 11%	34 16%	33 12%	37 12%	26 13%	44 19%	6 3%	9 5%	3 8%	6 12%	5 6%	23 11%	17 9%	10 7%	6 7%	3 7%	38 15%	36 14%	56 16%	131 15%	134 15%			

Opinion Poll
CATI Fieldwork : 13th-15th February 2015

Absolutes/col percents

Table 6

Q.2 Which party do you trust most to force wealthy individuals and companies to pay their taxes?**Base: All respondents**

	Constituency category								
	Total	Lab held AND LAB<10 % in E&W.	Con held AND CON<15 % in E&W.	LD-held seats in E&W	Safe Labour (i.e. Lab held AND Lab>10 % in E&W)	Safe Conservative (i.e. Con held>1 5.1% in E&W)	Scotland	Other	All Lab-Con margins (1+2) above.
Unweighted base	1000	75	135	57	208	279	89	10	210
Weighted base	1000	76	133	56	203	282	85	10	210
The Conservatives	205 20%	13 17%	27 21%	14 25%	30 15%	73 26%	17 20%	6 55%	41 19%
Labour	348 35%	35 45%	38 28%	14 26%	92 45%	84 30%	27 32%	4 40%	72 34%
Neither	290 29%	15 20%	42 31%	20 36%	51 25%	83 29%	29 34%	- -	57 27%
Both	3 *	1 1%	- -	- -	1 *	1 *	1 1%	- -	1 *
Liberal Democrats	5 *	- -	- -	2 3%	2 1%	- -	1 1%	- -	- -
Green	2 *	1 1%	1 1%	- -	- -	- -	- -	- -	2 1%
UKIP	4 *	- -	1 1%	- -	- -	2 1%	- -	- -	1 1%
SNP	3 *	- -	- -	- -	- -	- -	3 4%	- -	- -
Don't know	140 14%	11 15%	24 18%	6 10%	28 14%	39 14%	6 7%	* 5%	35 17%

Opinion Poll

CATI Fieldwork : 13th-15th February 2015

Absolutes/col percents

Table 7

Q.3 You may have seen or heard about how HSBC bank has helped wealthy lients dodge taxes, by using secret Swiss bank accounts. Some clients were aking advantage of loopholes in the tax law, which might not be illegal, but it has been reported that others were evading tax illegally. Either way, government tax revenues fall short as a result. Who, if anyone, do you most blame for the hit to the public purse when rich people fail to pay their taxes in this kind of way?

Base: All respondents

	Gender			Age				Social Class				Voting Intention					Vote In 2010 General Election					Region					NET: Eng-land	NET: Eng-land & Wales
	Total	Male	Fe-male	18-24	25-34	35-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	UKIP	Other	Con	Lab	Lib Dem	Scot-land	Wales	North	Mid-lands	South				
Unweighted base	1000	466	534	68	155	550	227	391	238	117	254	208	194	35	55	86	234	226	108	89	51	250	257	353	860	911		
Weighted base	1000	484	516	121	165	507	207	276	295	205	225	192	184	40	52	84	214	180	131	85	50	249	262	354	865	915		
The bankers who help their clients dodge tax	316 32%	122 25%	194 38%	32 27%	59 36%	169 33%	55 27%	85 31%	90 31%	66 32%	75 33%	65 34%	62 33%	19 48%	14 27%	27 33%	69 32%	60 33%	46 35%	26 31%	17 35%	85 34%	84 32%	103 29%	272 31%	290 32%		
Wealthy individuals, who only take their money abroad to avoid tax	219 22%	99 20%	120 23%	31 26%	35 21%	100 20%	53 26%	60 22%	65 22%	45 22%	49 22%	44 23%	47 25%	9 22%	12 22%	16 19%	48 22%	39 21%	26 20%	17 20%	9 19%	56 22%	55 21%	81 23%	192 22%	202 22%		
The current Coalition government	168 17%	97 20%	71 14%	21 17%	29 17%	89 18%	29 14%	42 15%	59 20%	31 15%	36 16%	11 6%	44 24%	4 10%	12 24%	23 27%	17 8%	45 25%	28 21%	22 26%	8 17%	40 16%	42 16%	56 16%	138 16%	146 16%		
The last Labour government	129 13%	83 17%	45 9%	8 7%	28 17%	63 12%	30 14%	39 14%	34 12%	36 17%	19 9%	43 23%	10 5%	6 16%	7 14%	8 10%	45 21%	12 7%	17 13%	10 12%	7 14%	31 13%	35 13%	45 13%	111 13%	118 13%		
Someone else	26 3%	19 4%	7 1%	3 2%	2 1%	16 3%	5 2%	10 4%	7 2%	3 2%	6 3%	2 1%	2 1%	1 3%	2 4%	2 3%	2 1%	4 2%	3 2%	3 4%	1 2%	5 2%	6 2%	11 3%	22 3%	23 2%		
None of them	36 4%	19 4%	17 3%	7 6%	2 1%	18 3%	9 4%	14 5%	3 1%	9 4%	10 4%	10 5%	3 1%	- -	1 2%	3 3%	9 4%	3 1%	5 4%	1 2%	1 2%	4 2%	12 5%	17 5%	33 4%	34 4%		
Other	12 1%	10 2%	3 1%	- -	2 1%	9 2%	1 1%	5 2%	5 2%	- -	2 1%	- -	* *	1 1%	- -	- -	5 2%	1 2%	1 *	- -	- -	4 1%	5 2%	4 1%	12 1%	12 1%		
All of them	27 3%	9 2%	18 3%	3 3%	- -	15 3%	8 4%	5 2%	9 3%	3 2%	10 4%	3 1%	3 2%	- -	1 1%	4 5%	6 3%	4 2%	2 1%	2 3%	4 8%	8 3%	7 3%	5 1%	20 2%	24 3%		
Don't know	69 7%	27 6%	42 8%	15 12%	8 5%	29 6%	17 8%	16 6%	22 8%	13 6%	18 8%	14 8%	12 7%	- -	2 4%	1 1%	12 5%	12 6%	4 3%	3 3%	2 4%	16 7%	15 6%	33 9%	64 7%	66 7%		

Opinion Poll

CATI Fieldwork : 13th-15th February 2015

Absolutes/col percents

Table 7

Q.3 You may have seen or heard about how HSBC bank has helped wealthy lients dodge taxes, by using secret Swiss bank accounts. Some clients were aking advantage of loopholes in the tax law, which might not be illegal, but it has been reported that others were evading tax illegally. Either way, government tax revenues fall short as a result. Who, if anyone, do you most blame for the hit to the public purse when rich people fail to pay their taxes in this kind of way?

Base: All respondents

	Total	Constituency category							All Lab-Con margin als (1+2) above.
		Lab held AND LAB<10 % in E&W.	Con held AND CON<15 % in E&W.	LD-held seats in E&W	Safe Labour (i.e. Lab held AND Lab>10 .1%, in E&W)	Safe Conser vative (i.e. Con held>1 5.1%, in E&W)	Scotla nd	Other	
Unweighted base	1000	75	135	57	208	279	89	10	210
Weighted base	1000	76	133	56	203	282	85	10	210
The bankers who help their clients dodge tax	316 32%	27 35%	43 33%	10 18%	65 32%	93 33%	26 31%	5 45%	70 33%
Wealthy individuals, who only take their money abroad to avoid tax	219 22%	16 21%	36 27%	13 23%	53 26%	57 20%	17 20%	3 28%	52 25%
The current Coalition government	168 17%	15 19%	17 13%	10 17%	34 17%	42 15%	22 26%	1 12%	32 15%
The last Labour government	129 13%	7 9%	19 14%	15 27%	26 13%	26 9%	10 12%	- -	25 12%
Someone else	26 3%	1 1%	2 2%	4 7%	3 1%	9 3%	3 4%	- -	3 2%
None of them	36 4%	1 2%	4 3%	- -	2 1%	18 6%	1 2%	- -	5 2%
Other	12 1%	2 3%	2 1%	1 1%	2 1%	4 2%	- -	- -	4 2%
All of them	27 3%	1 2%	1 1%	2 4%	4 2%	11 4%	2 3%	- -	2 1%
Don't know	69 7%	6 8%	9 7%	1 2%	14 7%	22 8%	3 3%	1 14%	16 7%

Opinion Poll

CATI Fieldwork : 13th-15th February 2015

Absolutes/col percents

Table 8

Q.4 Do you agree or disagree with the following statements?**Wealthy tax dodgers deserve to be treated even more harshly than benefits cheats****Base: All respondents**

	Gender			Age				Social Class				Voting Intention					Vote In 2010 General Election							Region					NET: Eng- land & Wales	NET: Eng- land & Wales
	Total	Male	Fe- male	18-24	25-34	35-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	UKIP	Other	Con	Lab	Lib Dem	Scot- land	Wales	North	Mid- lands	South	NET: Eng- land	NET: Eng- land & Wales				
Unweighted base	1000	466	534	68	155	550	227	391	238	117	254	208	194	35	55	86	234	226	108	89	51	250	257	353	860	911				
Weighted base	1000	484	516	121	165	507	207	276	295	205	225	192	184	40	52	84	214	180	131	85	50	249	262	354	865	915				
Agree	522 52%	244 50%	278 54%	67 55%	89 54%	256 50%	110 53%	130 47%	142 48%	116 57%	133 59%	82 43%	119 65%	23 57%	33 63%	54 65%	89 42%	107 59%	74 56%	57 67%	26 52%	135 54%	134 51%	170 48%	439 51%	465 51%				
Disagree	418 42%	205 42%	212 41%	54 45%	71 43%	215 42%	78 38%	132 48%	133 45%	72 35%	81 36%	92 48%	61 33%	17 41%	17 33%	27 32%	109 51%	69 39%	47 36%	25 30%	22 45%	100 40%	110 42%	160 45%	370 43%	392 43%				
Don't know	61 6%	35 7%	26 5%	- -	5 3%	36 7%	20 9%	13 5%	20 7%	16 8%	11 5%	17 9%	4 2%	1 2%	2 4%	3 3%	15 7%	4 2%	10 8%	2 3%	1 3%	15 6%	18 7%	24 7%	57 7%	58 6%				

Opinion Poll
CATI Fieldwork : 13th-15th February 2015

Absolutes/col percents

Table 8

Q.4 Do you agree or disagree with the following statements?**Wealthy tax dodgers deserve to be treated even more harshly than benefits cheats****Base: All respondents**

	Constituency category								
	Total	Lab held AND LAB<10 % in E&W.	Con held AND CON<15 % in E&W.	LD-held seats in E&W	Safe Labour (i.e. Lab held AND Lab>10 .1%, in E&W)	Safe Conservative (i.e. Con held>1 5.1%, in E&W)	Scotland	Other	All Lab-Con marginals (1+2) above.
Unweighted base	1000	75	135	57	208	279	89	10	210
Weighted base	1000	76	133	56	203	282	85	10	210
Agree	522 52%	36 47%	67 51%	24 43%	122 60%	125 44%	57 67%	4 35%	104 49%
Disagree	418 42%	36 47%	60 45%	23 42%	72 36%	135 48%	25 30%	5 46%	96 46%
Don't know	61 6%	5 6%	5 4%	9 16%	9 4%	22 8%	2 3%	2 19%	10 5%

Opinion Poll

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Absolutes/col percents

Table 9

Q.4 Do you agree or disagree with the following statements?**Avoiding tax on my income using legal loopholes is something that I would take advantage of if I were in a position to****Base: All respondents**

	Gender		Age				Social Class				Voting Intention					Vote In 2010 General Election						Region					NET: Eng- land & Wales
	Total	Male	Fe- male	18-24	25-34	35-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	UKIP	Other	Con	Lab	Lib Dem	Scot- land	Wales	North	Mid- lands	South	NET: Eng- land	NET: Eng- land & Wales	
Unweighted base	1000	466	534	68	155	550	227	391	238	117	254	208	194	35	55	86	234	226	108	89	51	250	257	353	860	911	
Weighted base	1000	484	516	121	165	507	207	276	295	205	225	192	184	40	52	84	214	180	131	85	50	249	262	354	865	915	
Agree	336	201	135	35	58	176	67	106	96	79	56	91	36	19	21	28	89	47	48	29	21	79	98	109	286	306	
	34%	42%	26%	29%	35%	35%	32%	38%	32%	38%	25%	47%	19%	46%	39%	33%	41%	26%	36%	35%	42%	32%	37%	31%	33%	33%	
Disagree	610	253	357	80	101	306	122	159	184	117	150	95	146	21	30	48	114	127	76	48	27	160	152	222	535	561	
	61%	52%	69%	66%	62%	60%	59%	58%	62%	57%	67%	50%	79%	52%	56%	57%	53%	71%	58%	57%	54%	64%	58%	63%	62%	61%	
Don't know	54	30	25	6	5	25	18	11	16	9	19	5	2	1	2	8	11	6	7	7	2	10	12	23	45	47	
	5%	6%	5%	5%	3%	5%	9%	4%	5%	4%	9%	3%	1%	1%	4%	10%	5%	3%	6%	8%	4%	4%	5%	7%	5%	5%	

Opinion Poll

CATI Fieldwork : 13th-15th February 2015

Absolutes/col percents

Table 9

Q.4 Do you agree or disagree with the following statements?

Avoiding tax on my income using legal loopholes is something that I would take advantage of if I were in a position to

Base: All respondents

	Constituency category								
	Total	Lab held AND LAB<10 % in E&W.	Con held AND CON<15 % in E&W.	LD-held seats in E&W	Safe Labour (i.e. Lab held AND Lab>10 .1%, in E&W)	Safe Conservative (i.e. Con held>1 5.1%, in E&W)	Scotland	Other	All Lab-Con marginals (1+2) above.
Unweighted base	1000	75	135	57	208	279	89	10	210
Weighted base	1000	76	133	56	203	282	85	10	210
Agree	336 34%	25 32%	49 37%	28 50%	51 25%	99 35%	29 35%	2 20%	73 35%
Disagree	610 61%	45 59%	79 59%	23 42%	139 69%	171 61%	48 57%	8 80%	125 59%
Don't know	54 5%	6 8%	5 4%	5 9%	13 7%	11 4%	7 8%	-	12 6%

Opinion Poll

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Absolutes/col percents

Table 10

Q.4 Do you agree or disagree with the following statements?**Politicians and big business are so close to each other that tax avoidance would be allowed to continue, irrespective of who is in government****Base: All respondents**

	Gender		Age				Social Class				Voting Intention					Vote In 2010 General Election							Region					NET: Eng- land & Wales	NET: Eng- land & Wales
	Total	Male	Fe- male	18-24	25-34	35-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	UKIP	Other	Con	Lab	Lib Dem	Scot- land	Wales	North	Mid- lands	South	NET: Eng- land	NET: Eng- land & Wales			
Unweighted base	1000	466	534	68	155	550	227	391	238	117	254	208	194	35	55	86	234	226	108	89	51	250	257	353	860	911			
Weighted base	1000	484	516	121	165	507	207	276	295	205	225	192	184	40	52	84	214	180	131	85	50	249	262	354	865	915			
Agree	671	319	352	78	124	360	109	183	216	154	119	123	110	30	36	62	139	105	104	56	31	173	176	235	584	615			
	67%	66%	68%	64%	75%	71%	53%	66%	73%	75%	53%	64%	60%	75%	70%	74%	65%	58%	80%	66%	62%	69%	67%	66%	67%	67%			
Disagree	268	141	127	32	32	121	83	82	67	37	82	61	67	10	12	21	62	68	24	25	15	67	68	93	228	243			
	27%	29%	25%	26%	20%	24%	40%	30%	23%	18%	37%	32%	36%	25%	24%	25%	29%	38%	18%	29%	31%	27%	26%	26%	26%	27%			
Don't know	61	24	37	11	9	26	15	11	13	14	24	8	7	-	3	1	12	7	3	4	3	9	19	26	54	57			
	6%	5%	7%	9%	6%	5%	7%	4%	4%	7%	11%	4%	4%	-	7%	1%	6%	4%	2%	4%	7%	4%	7%	7%	6%	6%			

Opinion Poll
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Absolutes/col percents

Table 10

Q.4 Do you agree or disagree with the following statements?**Politicians and big business are so close to each other that tax avoidance would be allowed to continue, irrespective of who is in government****Base: All respondents**

	Constituency category								
	Total	Lab held AND LAB<10 % in E&W.	Con held AND CON<15 % in E&W.	LD-held seats in E&W	Safe Labour (i.e. Lab held AND Lab>10 .1%, in E&W)	Safe Conservative (i.e. Con held>1 5.1%, in E&W)	Scotland	Other	All Lab-Con margins (1+2) above.
Unweighted base	1000	75	135	57	208	279	89	10	210
Weighted base	1000	76	133	56	203	282	85	10	210
Agree	671 67%	55 72%	89 67%	40 72%	131 64%	194 69%	56 66%	6 57%	144 69%
Disagree	268 27%	18 23%	38 28%	14 26%	61 30%	62 22%	25 29%	3 27%	55 26%
Don't know	61 6%	4 5%	6 5%	2 3%	12 6%	26 9%	4 4%	2 16%	10 5%

Opinion Poll

CATI Fieldwork : 13th-15th February 2015

Absolutes/col percents

Table 11

Q.5 Which one of the following most applies to you, when it comes to casting your vote?**Base: All respondents**

	Gender		Age				Social Class				Voting Intention					Vote In 2010 General Election					Region					NET: Eng- land & Wales	NET: Eng- land & Wales
	Total	Male	Fe- male	18-24	25-34	35-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	UKIP	Other	Con	Lab	Lib Dem	Scot- land	Wales	North	Mid- lands	South	NET: Eng- land		
Unweighted base	1000	466	534	68	155	550	227	391	238	117	254	208	194	35	55	86	234	226	108	89	51	250	257	353	860	911	
Weighted base	1000	484	516	121	165	507	207	276	295	205	225	192	184	40	52	84	214	180	131	85	50	249	262	354	865	915	
Business knows what is best for the economy, and if they back one party over another THAT MAY influence my vote.	207 21%	112 23%	94 18%	26 21%	30 18%	90 18%	61 29%	62 22%	59 20%	43 21%	43 19%	72 38%	29 16%	14 34%	10 19%	10 12%	81 38%	27 15%	17 13%	15 18%	6 11%	57 23%	64 24%	64 18%	186 21%	191 21%	
Businessmen are just in it for themselves, and what they say will not influence my vote.	702 70%	330 68%	372 72%	92 76%	121 73%	367 72%	122 59%	192 70%	210 71%	144 70%	157 70%	108 56%	134 73%	25 62%	40 77%	70 84%	121 56%	129 72%	105 80%	63 74%	41 82%	167 67%	176 67%	256 72%	599 69%	639 70%	
Don't know	91 9%	42 9%	50 10%	3 3%	14 8%	50 10%	24 12%	22 8%	27 9%	17 8%	25 11%	12 6%	21 11%	1 4%	2 4%	3 4%	12 6%	24 13%	9 7%	7 8%	3 7%	25 10%	22 8%	34 10%	81 9%	84 9%	

Opinion Poll
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Absolutes/col percents

Table 11

Q.5 Which one of the following most applies to you, when it comes to casting your vote?

Base: All respondents

	Constituency category								
	Total	Lab held AND LAB<10 % in E&W.	Con held AND CON<15 % in E&W.	LD-held seats in E&W	Safe Labour (i.e. Lab held AND Lab>10 .1% in E&W)	Safe Conservative (i.e. Con held>1 5.1% in E&W)	Scotland	Other	All Lab-Con margins (1+2) above.
Unweighted base	1000	75	135	57	208	279	89	10	210
Weighted base	1000	76	133	56	203	282	85	10	210
Business knows what is best for the economy, and if they back one party over another THAT MAY influence my vote.	207 21%	21 27%	26 20%	18 32%	37 18%	59 21%	15 18%	4 44%	47 22%
Businessmen are just in it for themselves, and what they say will not influence my vote.	702 70%	48 63%	87 65%	36 65%	151 74%	205 73%	63 74%	5 52%	135 64%
Don't know	91 9%	8 11%	20 15%	2 3%	16 8%	18 7%	7 8%	* 5%	28 13%

Opinion Poll
CATI Fieldwork : 13th-15th February 2015

Absolutes/col percents

Table 12
Q.C/D Voting in May 6th 2010 General Election
Base: All respondents

	Unweighted Total	Weighted Total
Unweighted base	1000	1000
Weighted base	1000	1000
Conservative	234 23%	214 21%
Labour	226 23%	180 18%
Liberal Democrat/ Liberal	108 11%	131 13%
Scottish National Party/SNP	17 2%	15 1%
Plaid Cymru	5 1%	5 1%
Green Party	14 1%	13 1%
UK Independence Party (UKIP)	17 2%	18 2%
British National Party (BNP)	- -	- -
Others	7 1%	6 1%
Did not vote	249 25%	300 30%
Refused	92 9%	86 9%
Don't know	31 3%	33 3%

Opinion Poll
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Absolutes/col percents

Table 13
Classification
Base: All respondents

		Unweighted Total	Weighted Total
Unweighted base		1000	1000
Weighted base		1000	1000
<u>Gender</u>			
Male		466 47%	484 48%
Female		534 53%	516 52%
<u>Age</u>			
18-24	(21)	68 7%	121 12%
25-34	(29.5)	155 16%	165 16%
35-44	(39.5)	192 19%	189 19%
45-54	(49.5)	184 18%	169 17%
55-64	(59.5)	174 17%	149 15%
65+	(70)	227 23%	207 21%
Average age		48.94	46.59

Opinion Poll
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Absolutes/col percents

Table 13
Classification
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Weighted base	1000	1000
<u>Social Grade</u>		
AB	391 39%	276 28%
C1	238 24%	295 30%
C2	117 12%	205 20%
DE	254 25%	225 22%
<u>Region</u>		
North	339 34%	334 33%
Midlands	308 31%	312 31%
South	353 35%	354 35%

Opinion Poll
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Absolutes/col percents

Table 13
Classification
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Weighted base	1000	1000
<u>Working status</u>		
Full-time	478 48%	441 44%
Part-time	133 13%	121 12%
Not working but seeking work or temporarily unemployed/sick	41 4%	61 6%
Not working/not seeking work	38 4%	54 5%
Retired	257 26%	247 25%
Student	21 2%	43 4%
Refused	32 3%	32 3%

Opinion Poll
CATI Fieldwork : 13th-15th February 2015

Absolutes/col percents

Table 13
Classification
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Weighted base	1000	1000
<u>Tenure</u>		
Own outright	337 34%	332 33%
Own with a mortgage	363 36%	353 35%
Council	75 8%	125 13%
Housing Assoc.	36 4%	29 3%
Rented from someone else	126 13%	107 11%
Rent free	11 1%	9 1%
Refused	52 5%	44 4%