

Green Vote at Record High Amongst Students, Liberal Democrats and UKIP Slump To 5%

Submitted by: Red Brick Research

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Nationwide survey of nearly 5,000 students in higher education reveals potential size of parliamentary shake-up, but still only 1 in 4 are certain to vote.

London: 31st March 2015 – Youth research agency Red Brick Research today published the findings of its nationwide survey of 4,700 students across the UK, ahead of Thursday's leaders' debate.

Headline findings:

- Labour hold the largest share of student support at 37% with the Greens close behind at 26% and Conservatives trailing in third with 24% of the vote.
- Liberal Democrat support at just 5% - level with UKIP
- 31% of students 'certain to vote'
- Conservative support stronger amongst male students (27%) than female (22%)
- Green support stronger amongst female students (28%) than male (23%)

N.B. Base for all 'share of vote' calculations is 2,379 which excludes non-voters, 'don't know' and 'prefer not to say'.

End.

Notes to Editors

Red Brick Research is an independent market research agency specialising in student and youth audiences. Logo 1 (<http://redbrickresearch.pub.resources.s3.amazonaws.com/redbricklogo.png>) Logo 2 (http://redbrickresearch.pub.resources.s3.amazonaws.com/redbricklogo_alt.png)

The survey data were gathered through a convenience sample of 4,710 students currently studying full or part-time in higher education in the UK who are eligible to vote in the 2015 general election. The survey was carried out in March 2015. Findings are presented based on the original raw and un-weighted data.

For a downloadable PowerPoint deck of key tables visit: SlideShare (<http://redbrick.to/studentpoll0315ppt>)

The survey data is published and freely available according to Open Data principles. Use of this data is on condition that Red Brick Research is attributed in any resulting use or publication of the data itself where possible.

The data may be downloaded here: Data (<http://redbrick.to/studentpoll0315data>)

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