

Opinion Poll

ONLINE Fieldwork : 5th - 6th February 2014

Absolutes/col percents

Table 1

Q.1 Many people say that if there was a new general election they probably wouldn't vote at all, while others say they definitely would vote.

Please say how likely you would be to vote if there was another general election?

Base: All respondents

	Gender		Age					Social Grade				Region					Employment Sector		Vote Intention				2010 Vote					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	
Unweighted base	2015	991	1024	264	346	301	346	300	458	534	605	378	498	558	524	466	287	180	213	832	447	549	100	296	582	391	340	
Weighted base	2015	987	1028	239	339	339	359	299	439	539	559	439	479	544	524	484	282	181	251	877	441	507	125	202	571	372	362	
Absolutely certain to vote	(10)	1056	579	477	72	131	157	205	188	303	295	284	223	253	278	254	264	150	110	125	438	295	332	81	145	384	268	228
		52%	59%	46%	30%	39%	46%	57%	63%	69%	55%	51%	51%	53%	51%	49%	55%	53%	61%	50%	50%	67%	65%	65%	72%	67%	72%	63%
	(9)	224	124	100	14	36	43	43	30	83	53	51	37	68	65	49	28	14	24	100	74	58	14	33	85	36	49	
		11%	13%	10%	6%	11%	13%	12%	10%	15%	10%	12%	8%	12%	12%	10%	10%	8%	10%	11%	17%	12%	11%	16%	15%	10%	14%	
	(8)	121	60	61	19	31	14	22	17	28	41	22	30	39	35	22	18	8	12	68	28	33	12	10	31	15	30	
		6%	6%	6%	8%	9%	4%	6%	6%	4%	5%	7%	5%	6%	7%	5%	6%	4%	5%	8%	6%	6%	10%	5%	5%	4%	8%	
	(7)	113	49	63	25	23	24	20	11	23	26	37	26	34	23	28	17	12	23	53	25	37	6	9	23	20	12	
		6%	5%	6%	11%	7%	7%	5%	4%	2%	4%	5%	8%	6%	6%	4%	6%	7%	9%	6%	6%	7%	5%	4%	4%	5%	3%	
	(6)	43	13	30	6	14	12	4	3	12	17	9	5	5	14	18	6	-	10	19	3	14	2	1	8	4	9	
		2%	1%	3%	2%	4%	4%	1%	1%	2%	3%	2%	1%	1%	3%	4%	2%	-	4%	2%	1%	3%	1%	1%	1%	1%	2%	
	(5)	85	28	57	20	27	16	10	8	23	21	24	17	26	21	19	18	1	11	47	11	23	5	2	7	13	11	
		4%	3%	6%	9%	8%	5%	3%	3%	4%	4%	5%	4%	5%	4%	4%	6%	1%	4%	5%	3%	5%	4%	1%	1%	3%	3%	
	(4)	22	7	15	4	11	1	2	2	7	8	4	3	8	4	5	2	3	3	11	5	3	4	*	1	1	3	
		1%	1%	2%	2%	3%	*	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	3%	*	*	*	1%	
	(3)	26	3	23	15	5	1	5	-	7	7	7	5	3	11	8	1	3	3	18	-	4	1	1	1	-	-	
		1%	*	2%	6%	1%	*	1%	-	1%	1%	1%	1%	1%	2%	2%	*	2%	1%	2%	-	1%	1%	*	*	-	-	
	(2)	21	11	10	7	5	4	2	2	8	6	2	5	5	9	5	2	1	4	10	1	2	1	1	2	-	-	
		1%	1%	1%	3%	1%	1%	*	1%	2%	1%	*	1%	1%	2%	1%	1%	*	2%	1%	*	*	1%	*	*	-	-	
Definitely would not vote	(1)	171	80	91	24	34	38	30	25	28	54	37	53	47	42	33	29	20	26	64	-	-	-	-	12	12	5	
		8%	8%	9%	10%	10%	11%	8%	8%	4%	5%	10%	8%	11%	9%	8%	7%	10%	11%	10%	7%	-	-	-	-	2%	3%	1%
Don't know		133	33	100	33	23	28	16	14	24	41	24	44	33	45	33	11	11	10	49	-	-	-	-	16	3	15	
		7%	3%	10%	14%	7%	8%	4%	5%	4%	5%	7%	6%	9%	6%	9%	7%	4%	6%	4%	6%	-	-	-	-	3%	1%	4%
Mean		8.18	8.48	7.87	6.82	7.46	7.87	8.41	8.61	9.14	8.49	8.03	8.13	8.04	8.20	8.08	8.29	8.07	8.28	7.84	8.12	9.30	9.07	9.02	9.46	9.25	9.13	9.15
Standard deviation		2.88	2.73	3.00	3.21	3.05	3.09	2.77	2.70	2.11	2.56	3.00	2.83	3.11	2.83	2.92	2.77	2.97	3.05	3.06	2.81	1.31	1.63	1.73	1.14	1.68	1.95	1.63
Standard error		0.07	0.09	0.10	0.21	0.17	0.18	0.15	0.16	0.10	0.11	0.13	0.15	0.15	0.12	0.13	0.13	0.18	0.23	0.21	0.10	0.06	0.07	0.17	0.07	0.07	0.10	0.09

Opinion Poll

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Absolutes/col percents

Table 2

Q.2 Which party would you vote for if there was a General Election tomorrow?**Base: All respondents**

	Gender			Age						Social Grade				Region					Employment Sector		Vote Intention				2010 Vote		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri- vate	Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Unweighted base	2015	991	1024	264	346	301	346	300	458	534	605	378	498	558	524	466	287	180	213	832	447	549	100	296	582	391	340
Weighted base	2015	987	1028	239	339	339	359	299	439	539	559	439	479	544	524	484	282	181	251	877	441	507	125	202	571	372	362
Conservative	441 22%	233 24%	208 20%	38 16%	47 14%	77 23%	61 17%	83 28%	135 31%	150 28%	119 21%	103 23%	71 15%	133 24%	122 23%	97 20%	65 23%	25 14%	44 17%	197 22%	441 100%	-	-	-	338 59%	9 2%	34 9%
Labour	507 25%	267 27%	241 23%	59 25%	102 30%	103 30%	106 29%	59 20%	79 18%	130 24%	145 26%	102 23%	130 27%	124 23%	134 26%	147 30%	60 21%	43 24%	63 25%	242 28%	-	507 100%	-	-	29 5%	291 78%	85 24%
Liberal Democrat	125 6%	68 7%	58 6%	15 6%	32 9%	16 5%	20 5%	18 6%	25 6%	47 9%	30 5%	20 5%	28 6%	42 8%	25 5%	27 6%	28 10%	4 2%	14 6%	61 7%	-	-	125 100%	-	7 1%	6 2%	95 26%
SNP	46 2%	25 3%	21 2%	4 2%	2 1%	10 3%	4 1%	14 5%	11 3%	6 1%	11 2%	18 4%	11 2%	-	-	-	-	46 25%	9 4%	15 2%	-	-	-	-	-	6 2%	4 1%
Plaid Cymru	8 *	5 *	3 *	* *	2 1%	* *	1 *	2 1%	2 *	2 *	2 *	2 *	2 *	-	-	-	8 3%	-	3 1%	1 *	-	-	-	-	1 *	1 *	2 1%
The UK Independence Party	202 10%	133 13%	69 7%	7 3%	12 3%	22 7%	48 13%	40 13%	74 17%	47 9%	43 8%	63 14%	49 10%	59 11%	50 9%	62 13%	29 10%	3 2%	19 8%	74 8%	-	-	-	202 100%	92 16%	18 5%	30 8%
The Green Party	36 2%	20 2%	16 2%	8 3%	10 3%	1 *	9 3%	4 1%	4 1%	10 2%	10 2%	7 2%	8 2%	10 2%	14 3%	4 1%	5 2%	2 1%	9 3%	15 2%	-	-	-	-	2 *	2 1%	6 2%
The British National Party	8 *	3 *	5 *	- -	2 1%	- -	1 *	- -	4 1%	- -	3 *	1 *	4 1%	* *	3 1%	4 1%	- -	- -	- -	2 *	- -	- -	- -	- -	2 *	- -	1 *
Some other party	3 *	1 *	1 *	- -	* *	* *	- -	1 *	1 *	- -	- -	1 *	2 *	- -	3 1%	- -	- -	- -	- -	1 *	- -	- -	- -	- -	* *	- -	* *
Would not vote	204 10%	91 9%	113 11%	37 15%	48 14%	40 12%	31 9%	28 9%	20 5%	38 7%	66 12%	43 10%	57 12%	51 9%	58 11%	38 8%	34 12%	23 13%	32 13%	84 10%	-	-	-	-	14 3%	15 4%	5 1%
Rather not say	21 1%	8 1%	13 1%	5 2%	5 1%	4 1%	7 2%	- -	- -	10 2%	6 1%	2 1%	2 1%	6 1%	4 1%	5 1%	3 1%	2 1%	1 *	14 2%	-	-	-	-	-	-	1 *
Don't know	414 21%	133 13%	281 27%	68 28%	77 23%	65 19%	72 20%	50 17%	83 19%	97 18%	126 23%	76 17%	114 24%	120 22%	109 21%	100 21%	52 18%	34 19%	57 23%	170 19%	-	-	-	-	86 15%	24 6%	97 27%

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Absolutes/col percents

Table 3

Q.2 Which party would you vote for if there was a General Election tomorrow?**Base: All respondents expressing an intention to vote (Turnout Weighted)**

	Gender			Age						Social Grade				Region					Employment Sector		Vote Intention				2010 Vote		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Unweighted base	1186	657	529	114	168	171	216	196	321	332	346	231	278	325	303	275	170	113	120	479	361	417	74	242	421	294	205
Weighted base	1084	610	474	86	148	177	203	182	287	315	281	242	246	286	277	268	153	100	123	471	355	388	96	167	394	276	211
Conservative	355 33%	190 31%	165 35%	26 31%	36 24%	59 33%	50 25%	68 37%	116 40%	122 39%	97 35%	79 33%	57 23%	108 38%	95 34%	77 29%	55 36%	20 20%	34 27%	157 33%	355 100%	-	-	-	284 72%	7 3%	27 13%
Labour	388 36%	210 34%	178 38%	38 44%	73 49%	77 43%	83 41%	49 27%	69 24%	101 32%	107 38%	75 31%	105 43%	93 32%	103 37%	111 42%	46 30%	35 35%	48 39%	183 39%	-	388 100%	-	-	23 6%	239 87%	69 33%
Liberal Democrat	96 9%	54 9%	42 9%	8 9%	20 14%	13 8%	18 9%	15 8%	21 7%	38 12%	21 7%	15 6%	22 9%	32 11%	20 7%	21 8%	20 13%	2 2%	11 9%	45 10%	-	-	96 100%	-	6 1%	5 2%	77 37%
SNP	39 4%	22 4%	17 4%	3 3%	2 1%	9 5%	3 2%	12 7%	9 3%	5 2%	10 3%	14 6%	9 4%	-	-	-	-	39 39%	8 7%	12 3%	-	-	-	-	-	6 2%	3 2%
Plaid Cymru	6 1%	4 1%	2 *	* *	1 1%	* *	1 1%	2 1%	1 *	2 1%	1 1%	1 *	2 1%	-	-	-	6 4%	-	2 1%	1 *	-	-	-	-	1 *	1 *	1 *
The UK Independence Party	167 15%	111 18%	57 12%	6 7%	9 6%	18 10%	39 19%	32 18%	64 22%	39 13%	36 13%	51 21%	41 17%	46 16%	43 15%	53 20%	23 15%	3 3%	14 12%	61 13%	-	-	-	167 100%	77 20%	16 6%	27 13%
The Green Party	26 2%	17 3%	9 2%	5 6%	6 4%	1 *	7 4%	3 2%	3 1%	7 2%	7 2%	6 3%	6 2%	7 2%	11 4%	2 1%	3 2%	1 1%	6 5%	10 2%	-	-	-	-	2 *	2 1%	6 3%
The British National Party	6 1%	2 *	4 1%	- -	1 1%	- -	1 1%	- -	3 1%	- -	2 1%	1 *	3 1%	* *	3 1%	3 1%	- -	- -	- -	1 *	-	-	-	-	2 *	-	1 1%
Some other party	2 *	* *	1 *	- -	* *	* *	- -	* *	1 *	- -	- -	* *	2 1%	- -	2 1%	- -	- -	- -	- -	* *	-	-	-	-	* *	- -	* *

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Table 4
Gender
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2015	2015
Weighted base	2015	2015
Male	991 49%	987 49%
Female	1024 51%	1028 51%

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Table 5
Age
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2015	2015
Weighted base	2015	2015
18-24	264 13%	239 12%
25-34	346 17%	339 17%
35-44	301 15%	339 17%
45-54	346 17%	359 18%
55-64	300 15%	299 15%
65+	458 23%	439 22%
Average age	47.31	47.25

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Table 6
Social Grade
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2015	2015
Weighted base	2015	2015
AB	534 27%	539 27%
C1	605 30%	559 28%
C2	378 19%	439 22%
DE	498 25%	479 24%

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Table 7
GO Region
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2015	2015
Weighted base	2015	2015
Scotland	180 9%	181 9%
North East	76 4%	81 4%
North West	212 11%	222 11%
Yorkshire & Humberside	178 9%	181 9%
West Midlands	175 9%	181 9%
East Midlands	138 7%	141 7%
Wales	111 6%	101 5%
Eastern	211 10%	201 10%
London	254 13%	262 13%
South East	304 15%	282 14%
South West	176 9%	181 9%

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Table 8
Which of the following best describes your current working status?
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2015	2015
Weighted base	2015	2015
NET: Working	1045 52%	1128 56%
Working full time - working 30 hours per week or more	707 35%	887 44%
Working part time - working between 8 and 29 hours per week	338 17%	242 12%
NET: Not working	970 48%	887 44%
Not working but seeking work or temporarily unemployed or sick	119 6%	114 6%
Not working and not seeking work	169 8%	134 7%
Retired on a state pension only	138 7%	143 7%
Retired with a private pension	372 18%	338 17%
House person, housewife, househusband, etc.	172 9%	157 8%

Opinion Poll
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Absolutes/col percents

Table 9
Tenure
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2015	2015
Weighted base	2015	2015
NET: Homeowners	1202 60%	1310 65%
Owned outright - without mortgage	649 32%	665 33%
Owned with a mortgage or loan	553 27%	645 32%
NET: Renters	775 38%	676 34%
Rented from the council	192 10%	282 14%
Rented from a housing association	219 11%	146 7%
Rented from someone else	364 18%	248 12%
Rent free	38 2%	29 1%

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Table 10
Have you taken a foreign holiday in the last 3 years?
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2015	2015
Weighted base	2015	2015
Yes	1096 54%	1229 61%
No	919 46%	786 39%

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Table 11
How many cars are there in your household?
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2015	2015
Weighted base	2015	2015
No cars in the household	426 21%	423 21%
NET: Any	1589 79%	1592 79%
1	1098 54%	846 42%
2	403 20%	564 28%
3+	88 4%	181 9%

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Table 12

Q.4 Regardless of which party, if any, you are likely to end up voting for at the next General Election due in May 2015 or are leaning towards at the moment, which political party would you say you have usually most closely identified yourself with?

Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2015	2015
Weighted base	2015	2015
Conservative	588 29%	564 28%
Labour	618 31%	584 29%
Liberal Democrat	159 8%	202 10%
SNP	58 3%	45 2%
Plaid Cymru	12 1%	7 *
Green	44 2%	29 1%
UKIP	202 10%	81 4%
BNP	11 1%	7 *
Another party	23 1%	12 1%
None	300 15%	484 24%