

## Opinion Poll

### ONLINE Fieldwork : 8th-9th January 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	2012	1001	1011	209	303	327	393	323	457	597	595	339	481	545	511	486	295	175	251	830	460	567	141	261	592	396	385	
Weighted base	2012	986	1026	242	322	382	342	302	422	543	584	423	463	511	531	505	290	175	269	858	455	577	180	112	559	385	414	
Absolutely certain to vote	(10)	1060	591	469	72	117	187	195	193	295	338	294	216	211	259	266	289	148	96	140	429	322	387	87	85	385	284	234
		53%	60%	46%	30%	36%	49%	57%	64%	70%	62%	50%	51%	46%	51%	50%	57%	51%	55%	52%	50%	71%	67%	48%	75%	69%	74%	56%
	(9)	234	134	100	14	45	53	35	38	49	80	69	47	38	69	74	40	32	18	28	106	61	77	36	10	79	42	70
		12%	14%	10%	6%	14%	14%	10%	13%	12%	15%	12%	11%	8%	14%	14%	8%	11%	10%	10%	12%	13%	13%	20%	9%	14%	11%	17%
	(8)	140	51	89	16	35	32	23	20	14	33	47	23	37	46	37	26	21	10	31	72	34	41	20	7	38	23	38
		7%	5%	9%	7%	11%	8%	7%	7%	3%	6%	8%	6%	8%	9%	7%	5%	7%	6%	12%	8%	7%	7%	11%	6%	7%	6%	9%
	(7)	105	42	64	26	29	17	13	9	13	21	30	25	29	30	26	29	13	7	21	47	23	25	13	5	19	18	20
		5%	4%	6%	11%	9%	4%	4%	3%	3%	4%	5%	6%	6%	6%	5%	6%	5%	4%	8%	6%	5%	4%	7%	4%	3%	5%	5%
	(6)	43	16	28	9	9	10	7	4	6	6	18	8	11	13	16	11	3	1	4	19	4	12	8	5	5	2	12
		2%	2%	3%	4%	3%	3%	2%	1%	1%	1%	3%	2%	2%	2%	3%	2%	1%	1%	2%	2%	1%	2%	5%	4%	1%	1%	3%
	(5)	79	34	45	18	20	15	14	5	6	17	27	20	15	18	23	17	14	7	6	42	5	18	8	1	4	8	12
		4%	3%	4%	7%	6%	4%	4%	2%	2%	3%	5%	5%	3%	4%	4%	3%	5%	4%	2%	5%	1%	3%	4%	*	1%	2%	3%
	(4)	24	8	16	5	9	2	5	2	1	5	9	5	6	4	5	4	7	4	9	9	1	8	3	-	2	-	1
		1%	1%	2%	2%	3%	1%	1%	1%	*	1%	1%	1%	1%	1%	1%	1%	3%	2%	3%	1%	*	1%	2%	-	*	-	*
	(3)	30	7	23	17	1	5	3	1	2	3	14	1	11	4	9	11	6	-	3	9	3	3	4	*	5	-	1
		1%	1%	2%	7%	*	1%	1%	*	1%	1%	2%	*	2%	1%	2%	2%	2%	-	1%	1%	1%	*	2%	*	1%	-	*
	(2)	35	18	17	8	6	10	6	3	2	4	12	6	13	9	12	2	10	1	4	15	2	6	1	*	5	1	1
		2%	2%	2%	3%	2%	3%	2%	1%	*	1%	2%	2%	3%	2%	2%	*	4%	*	2%	2%	*	1%	*	*	1%	*	*
Definitely would not vote	(1)	161	60	102	26	30	33	32	14	27	24	32	50	55	38	34	54	18	18	14	74	-	-	-	-	9	7	9
		8%	6%	10%	11%	9%	9%	9%	5%	6%	4%	5%	12%	12%	7%	6%	11%	6%	10%	5%	9%	-	-	-	-	2%	2%	2%
Don't know		100	28	72	32	21	18	8	13	7	12	32	21	35	20	28	22	16	13	10	34	-	-	-	-	7	2	17
		5%	3%	7%	13%	7%	5%	2%	4%	2%	2%	6%	5%	7%	4%	5%	4%	6%	7%	4%	4%	-	-	-	-	1%	*	4%
Mean		8.18	8.58	7.78	6.71	7.61	8.06	8.18	8.93	8.91	8.83	8.21	7.91	7.57	8.24	8.21	8.12	8.07	8.23	8.34	8.07	9.37	9.16	8.67	9.44	9.23	9.33	8.95
Standard deviation		2.87	2.59	3.07	3.26	2.93	2.93	2.97	2.25	2.44	2.28	2.71	3.13	3.27	2.74	2.75	3.05	2.90	2.98	2.57	2.89	1.28	1.61	1.82	1.17	1.72	1.58	1.84
Standard error		0.07	0.08	0.10	0.24	0.17	0.17	0.15	0.13	0.11	0.09	0.11	0.17	0.15	0.12	0.12	0.14	0.17	0.23	0.16	0.10	0.06	0.07	0.15	0.07	0.07	0.08	0.10

## Opinion Poll

### ONLINE Fieldwork : 8th-9th January 2014

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	2012	1001	1011	209	303	327	393	323	457	597	595	339	481	545	511	486	295	175	251	830	460	567	141	261	592	396	385
Weighted base	2012	986	1026	242	322	382	342	302	422	543	584	423	463	511	531	505	290	175	269	858	455	577	180	112	559	385	414
Conservative	455 23%	262 27%	194 19%	40 17%	47 14%	70 18%	72 21%	88 29%	139 33%	169 31%	114 20%	105 25%	67 14%	129 25%	139 26%	103 20%	65 22%	19 11%	38 14%	218 25%	455 100%	-	-	-	368 66%	13 3%	30 7%
Labour	577 29%	306 31%	271 26%	67 28%	107 33%	126 33%	101 30%	85 28%	89 21%	133 24%	165 28%	109 26%	170 37%	136 27%	133 25%	197 39%	72 25%	38 22%	100 37%	235 27%	-	577 100%	-	-	29 5%	309 80%	115 28%
Liberal Democrat	180 9%	80 8%	100 10%	25 10%	30 9%	44 12%	25 7%	24 8%	32 8%	56 10%	69 12%	36 8%	19 4%	65 13%	47 9%	32 6%	29 10%	8 5%	22 8%	81 9%	-	-	180 100%	-	4 1%	2 1%	142 34%
SNP	36 2%	19 2%	17 2%	2 1%	4 1%	11 3%	8 2%	5 1%	6 1%	9 2%	13 2%	7 2%	7 1%	-	-	-	-	36 21%	8 3%	16 2%	-	-	-	-	-	3 1%	5 1%
Plaid Cymru	8 *	5 1%	3 *	* *	2 1%	1 *	2 1%	2 1%	1 *	2 *	3 1%	2 1%	* *	-	-	-	8 3%	-	1 *	5 1%	-	-	-	-	-	-	-
The UK Independence Party	112 6%	71 7%	42 4%	2 1%	7 2%	11 3%	24 7%	18 6%	50 12%	36 7%	25 4%	24 6%	27 6%	28 5%	33 6%	27 5%	20 7%	4 2%	11 4%	41 5%	-	-	-	112 100%	60 11%	11 3%	17 4%
The Green Party	47 2%	19 2%	28 3%	4 2%	9 3%	10 3%	11 3%	8 3%	6 1%	11 2%	21 4%	6 1%	10 2%	19 4%	10 2%	9 2%	8 3%	2 1%	13 5%	15 2%	-	-	-	-	4 1%	4 1%	15 4%
The British National Party	7 *	4 *	2 *	- *	2 *	- *	3 1%	* *	2 1%	1 *	- *	4 1%	2 *	* *	3 1%	2 *	1 *	- *	- *	2 *	-	-	-	-	5 1%	-	2 *
Some other party	7 *	5 1%	1 *	1 *	1 *	1 *	1 *	1 *	2 1%	3 1%	2 *	1 *	1 *	1 *	2 *	1 *	3 1%	-	2 1%	2 *	-	-	-	-	-	1 *	2 *
Would not vote	183 9%	69 7%	114 11%	32 13%	33 10%	35 9%	37 11%	16 5%	30 7%	27 5%	40 7%	52 12%	63 14%	41 8%	42 8%	60 12%	22 7%	19 11%	16 6%	83 10%	-	-	-	-	12 2%	7 2%	10 2%
Rather not say	26 1%	12 1%	14 1%	6 2%	4 1%	4 1%	7 2%	1 *	5 1%	7 1%	5 1%	6 1%	8 2%	11 2%	4 1%	2 *	7 2%	3 2%	5 2%	13 1%	-	-	-	-	* *	* *	-
Don't know	374 19%	133 13%	241 24%	62 26%	77 24%	70 18%	51 15%	54 18%	60 14%	88 16%	126 22%	71 17%	90 19%	82 16%	119 22%	72 14%	55 19%	47 27%	54 20%	147 17%	-	-	-	-	78 14%	35 9%	76 18%

## Opinion Poll

### ONLINE Fieldwork : 8th-9th January 2014

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	1229	680	549	89	158	194	253	220	316	404	354	206	266	341	298	307	180	103	156	499	376	446	101	210	433	296	257
Weighted base	1123	626	497	89	149	209	203	195	278	347	318	230	228	297	281	295	161	89	152	476	371	452	128	92	395	287	263
Conservative	371	218	154	27	36	56	61	74	118	142	92	84	53	105	111	85	54	16	31	177	371	-	-	-	310	10	24
	33%	35%	31%	31%	24%	27%	30%	38%	42%	41%	29%	37%	23%	35%	39%	29%	34%	18%	20%	37%	100%	-	-	-	79%	3%	9%
Labour	452	246	206	40	79	98	83	74	78	110	130	86	126	104	105	158	54	31	80	180	-	452	-	-	24	258	98
	40%	39%	41%	45%	53%	47%	41%	38%	28%	32%	41%	37%	55%	35%	38%	53%	33%	35%	53%	38%	-	100%	-	-	6%	90%	37%
Liberal Democrat	128	58	70	16	19	30	18	18	27	41	48	26	14	50	30	21	21	6	14	54	-	-	128	-	3	2	108
	11%	9%	14%	18%	13%	14%	9%	9%	10%	12%	15%	11%	6%	17%	11%	7%	13%	7%	9%	11%	-	-	100%	-	1%	1%	41%
SNP	31	17	15	2	4	9	7	4	5	8	12	6	6	-	-	-	-	31	7	14	-	-	-	-	-	3	5
	3%	3%	3%	2%	2%	4%	4%	2%	2%	2%	4%	2%	3%	-	-	-	-	35%	4%	3%	-	-	-	-	-	1%	2%
Plaid Cymru	6	4	1	*	1	*	1	1	1	2	2	1	*	-	-	-	6	-	1	3	-	-	-	-	-	-	-
	*	1%	*	*	1%	*	1%	1%	*	1%	1%	*	*	-	-	-	3%	-	1%	1%	-	-	-	-	-	-	-
The UK Independence Party	92	60	32	1	4	9	20	16	42	31	20	20	21	23	25	23	17	3	9	35	-	-	-	92	50	9	14
	8%	10%	6%	1%	3%	4%	10%	8%	15%	9%	6%	9%	9%	8%	9%	8%	11%	4%	6%	7%	-	-	-	100%	13%	3%	5%
The Green Party	33	16	17	1	5	6	9	7	4	9	13	5	6	13	6	6	6	1	9	10	-	-	-	-	3	4	11
	3%	3%	3%	2%	4%	3%	4%	3%	1%	3%	4%	2%	2%	5%	2%	2%	4%	1%	6%	2%	-	-	-	-	1%	1%	4%
The British National Party	5	3	2	-	1	-	2	*	1	1	-	3	1	*	2	1	1	-	-	2	-	-	-	-	4	-	1
	*	*	*	-	1%	-	1%	*	*	*	-	1%	1%	*	1%	*	1%	-	-	*	-	-	-	-	1%	-	1%
Some other party	5	4	1	1	*	1	1	1	2	3	2	*	1	1	2	1	2	-	2	1	-	-	-	-	-	1	2
	*	1%	*	1%	*	*	*	*	1%	1%	1%	*	*	*	1%	*	1%	-	1%	*	-	-	-	-	-	*	1%

**Opinion Poll**  
**ONLINE Fieldwork : 8th-9th January 2014**

Absolutes/col percents

Table 4  
**Gender**  
**Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2012	2012
Weighted base	2012	2012
Male	1001 50%	986 49%
Female	1011 50%	1026 51%

**Opinion Poll**  
**ONLINE Fieldwork : 8th-9th January 2014**

Absolutes/col percents

Table 5  
**Age**  
**Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2012	2012
Weighted base	2012	2012
18-24	209 10%	242 12%
25-34	303 15%	322 16%
35-44	327 16%	382 19%
45-54	393 20%	342 17%
55-64	323 16%	302 15%
65+	457 23%	422 21%
Average age	48.41	47.03

**Opinion Poll**  
**ONLINE Fieldwork : 8th-9th January 2014**

Absolutes/col percents

Table 6  
**Social Grade**  
**Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2012	2012
Weighted base	2012	2012
AB	597 30%	543 27%
C1	595 30%	584 29%
C2	339 17%	423 21%
DE	481 24%	463 23%

**Opinion Poll**  
**ONLINE Fieldwork : 8th-9th January 2014**

Absolutes/col percents

Table 7  
**GO Region**  
**Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2012	2012
Weighted base	2012	2012
Scotland	175 9%	175 9%
North East	82 4%	91 5%
North West	232 12%	236 12%
Yorkshire & Humberside	172 9%	177 9%
West Midlands	180 9%	186 9%
East Midlands	151 8%	156 8%
Wales	95 5%	107 5%
Eastern	180 9%	189 9%
London	237 12%	253 13%
South East	308 15%	258 13%
South West	200 10%	184 9%

**Opinion Poll**  
**ONLINE Fieldwork : 8th-9th January 2014**

Absolutes/col percents

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	2012	2012
Weighted base	2012	2012
NET: Working	1081 54%	1127 56%
Working full time - working 30 hours per week or more	770 38%	885 44%
Working part time - working between 8 and 29 hours per week	311 15%	241 12%
NET: Not working	931 46%	885 44%
Not working but seeking work or temporarily unemployed or sick	113 6%	127 6%
Not working and not seeking work	134 7%	139 7%
Retired on a state pension only	119 6%	106 5%
Retired with a private pension	405 20%	359 18%
House person, housewife, househusband, etc.	160 8%	155 8%

**Opinion Poll**  
**ONLINE Fieldwork : 8th-9th January 2014**

Absolutes/col percents

Table 9  
**Tenure**  
**Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2012	2012
Weighted base	2012	2012
NET: Homeowners	1329 66%	1368 68%
Owned outright - without mortgage	722 36%	664 33%
Owned with a mortgage or loan	607 30%	705 35%
NET: Renters	658 33%	624 31%
Rented from the council	169 8%	261 13%
Rented from a housing association	174 9%	122 6%
Rented from someone else	315 16%	240 12%
Rent free	25 1%	20 1%

**Opinion Poll**  
**ONLINE Fieldwork : 8th-9th January 2014**

Absolutes/col percents

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	2012	2012
Weighted base	2012	2012
Yes	1194 59%	1247 62%
No	818 41%	765 38%

**Opinion Poll**  
**ONLINE Fieldwork : 8th-9th January 2014**

Absolutes/col percents

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

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2012	2012
Weighted base	2012	2012
No cars in the household	388 19%	407 20%
NET: Any	1624 81%	1605 80%
1	1020 51%	833 41%
2	505 25%	589 29%
3+	99 5%	183 9%

**Opinion Poll**  
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Absolutes/col percents

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	2012	2012
Weighted base	2012	2012
Conservative	582 29%	563 28%
Labour	623 31%	624 31%
Liberal Democrat	206 10%	262 13%
SNP	47 2%	37 2%
Plaid Cymru	9 *	7 *
Green	49 2%	39 2%
UKIP	196 10%	20 1%
BNP	6 *	5 *
Another party	15 1%	13 1%
None	279 14%	443 22%