

Opinion Poll

ONLINE Fieldwork : 20th - 22nd February 2015

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	2059	1040	1019	180	268	371	402	340	498	601	618	310	530	522	529	520	305	183	226	674	444	540	119	324	490	431	386
Weighted base	2059	1009	1050	245	347	347	367	306	448	550	571	449	489	556	535	494	288	185	295	858	488	504	150	233	506	421	374
Absolutely certain to vote	(10) 1183	620	563	86	153	179	220	222	324	338	317	269	260	297	318	287	160	122	161	448	351	339	98	168	389	290	260
	57%	61%	54%	35%	44%	52%	60%	73%	72%	61%	55%	60%	53%	53%	59%	58%	55%	66%	54%	52%	72%	67%	65%	72%	77%	69%	70%
	(9) 231	128	103	25	32	43	39	34	60	73	55	46	58	68	56	53	32	23	16	98	66	67	16	30	55	55	49
	11%	13%	10%	10%	9%	12%	11%	11%	13%	13%	10%	10%	12%	12%	10%	11%	11%	12%	5%	11%	14%	13%	11%	13%	11%	13%	13%
	(8) 139	64	76	18	29	21	26	18	27	43	50	12	35	36	33	35	21	15	33	53	31	42	6	10	30	31	21
	7%	6%	7%	8%	8%	6%	7%	6%	6%	8%	9%	3%	7%	7%	6%	7%	7%	8%	11%	6%	6%	8%	4%	4%	6%	7%	6%
	(7) 103	42	61	18	33	20	19	7	5	21	34	30	18	37	33	16	9	8	13	64	20	24	17	12	16	11	20
	5%	4%	6%	7%	10%	6%	5%	2%	1%	4%	6%	7%	4%	7%	6%	3%	3%	4%	4%	7%	4%	5%	12%	5%	3%	3%	5%
	(6) 34	14	20	6	11	7	7	-	3	10	8	6	10	5	5	12	11	2	6	17	9	6	3	2	3	1	3
	2%	1%	2%	2%	3%	2%	2%	-	1%	2%	1%	1%	2%	1%	1%	2%	4%	1%	2%	2%	2%	1%	2%	1%	1%	*	1%
	(5) 71	33	39	20	18	18	13	1	2	7	26	25	14	32	22	8	4	5	13	44	4	16	7	2	3	14	7
	3%	3%	4%	8%	5%	5%	4%	*	*	1%	4%	6%	3%	6%	4%	2%	1%	3%	4%	5%	1%	3%	5%	1%	1%	3%	2%
	(4) 20	2	18	9	3	1	1	3	3	4	2	6	8	9	4	3	2	2	3	8	1	7	2	2	*	2	5
	1%	*	2%	4%	1%	*	*	1%	1%	1%	*	1%	2%	2%	1%	1%	1%	1%	1%	1%	*	1%	1%	1%	*	*	1%
	(3) 18	10	8	1	6	10	1	-	-	4	4	5	4	2	5	6	4	1	2	14	1	1	2	7	-	2	-
	1%	1%	1%	*	2%	3%	*	-	-	1%	1%	1%	1%	*	1%	1%	1%	1%	1%	2%	*	*	1%	3%	-	*	-
	(2) 38	15	23	10	4	9	4	4	7	8	18	4	8	17	5	10	5	-	8	17	4	4	-	1	3	2	5
	2%	1%	2%	4%	1%	3%	1%	1%	1%	1%	3%	1%	2%	3%	1%	2%	2%	-	3%	2%	1%	1%	-	*	1%	*	1%
Definitely would not vote	(1) 125	56	69	24	35	17	29	10	11	23	32	29	42	35	27	31	28	4	22	50	-	-	-	-	3	9	*
	6%	6%	7%	10%	10%	5%	8%	3%	2%	4%	6%	6%	9%	6%	5%	6%	10%	2%	7%	6%	-	-	-	-	1%	2%	*
Don't know	96	25	71	27	24	23	9	6	7	19	26	17	34	17	29	33	14	3	19	43	-	-	-	-	4	4	5
	5%	2%	7%	11%	7%	7%	3%	2%	2%	4%	5%	4%	7%	3%	5%	7%	5%	2%	7%	5%	-	-	-	-	1%	1%	1%
Mean	8.48	8.67	8.29	7.24	7.75	8.27	8.49	9.20	9.28	8.82	8.38	8.45	8.23	8.23	8.64	8.53	8.20	9.08	8.19	8.25	9.41	9.20	9.02	9.27	9.52	9.16	9.28
Standard deviation	2.64	2.50	2.76	3.18	3.01	2.70	2.68	2.01	1.83	2.29	2.67	2.67	2.90	2.77	2.46	2.67	2.98	1.86	2.86	2.70	1.27	1.51	1.66	1.61	1.25	1.83	1.51
Standard error	0.06	0.08	0.09	0.25	0.19	0.14	0.14	0.11	0.08	0.09	0.11	0.15	0.13	0.12	0.11	0.12	0.18	0.14	0.19	0.11	0.06	0.06	0.15	0.09	0.06	0.09	0.08

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	2059	1040	1019	180	268	371	402	340	498	601	618	310	530	522	529	520	305	183	226	674	444	540	119	324	490	431	386
Weighted base	2059	1009	1050	245	347	347	367	306	448	550	571	449	489	556	535	494	288	185	295	858	488	504	150	233	506	421	374
Conservative	488 24%	273 27%	215 21%	37 15%	58 17%	62 18%	89 24%	84 27%	158 35%	158 29%	123 21%	100 22%	107 22%	130 23%	145 27%	107 22%	77 27%	29 15%	50 17%	195 23%	488 100%	-	-	-	337 67%	21 5%	51 14%
Labour	504 24%	254 25%	250 24%	66 27%	96 28%	93 27%	97 26%	67 22%	86 19%	131 24%	148 26%	111 25%	115 23%	127 23%	122 23%	155 31%	55 19%	45 24%	85 29%	221 26%	-	504 100%	-	-	17 3%	282 67%	96 26%
Liberal Democrat	150 7%	64 6%	86 8%	12 5%	35 10%	24 7%	30 8%	17 6%	31 7%	53 10%	36 6%	32 7%	29 6%	52 9%	42 8%	22 4%	19 7%	14 8%	15 5%	80 9%	-	-	150 100%	-	12 2%	8 2%	101 27%
SNP	59 3%	31 3%	28 3%	5 2%	11 3%	12 4%	7 2%	11 4%	13 3%	9 2%	18 3%	20 4%	13 3%	-	-	-	-	59 32%	14 5%	20 2%	-	-	-	-	2 *	15 3%	4 1%
Plaid Cymru	5 *	1 *	3 *	2 1%	-	-	* *	1 *	1 *	-	2 *	-	2 *	-	-	-	5 2%	-	-	* *	-	-	-	-	-	2 *	-
The UK Independence Party	233 11%	151 15%	82 8%	8 3%	22 6%	35 10%	45 12%	49 16%	74 17%	52 10%	54 10%	64 14%	62 13%	59 11%	75 14%	59 12%	31 11%	9 5%	22 7%	87 10%	-	-	-	233 100%	89 18%	18 4%	36 10%
The Green Party	95 5%	36 4%	59 6%	20 8%	15 4%	16 5%	15 4%	16 5%	14 3%	31 6%	37 6%	14 3%	14 3%	31 6%	28 5%	18 4%	15 5%	3 2%	18 6%	41 5%	-	-	-	-	3 1%	12 3%	28 8%
The British National Party	11 1%	7 1%	3 *	1 *	1 *	3 1%	2 *	1 *	3 1%	4 1%	2 *	2 *	3 1%	2 *	3 1%	5 1%	1 *	-	2 1%	4 1%	-	-	-	-	2 *	-	1 *
Some other party	8 *	7 1%	2 *	-	-	1 *	5 1%	1 *	1 *	3 1%	2 *	1 *	2 *	1 *	4 1%	2 *	1 *	-	4 1%	3 *	-	-	-	-	-	-	1 *
Would not vote	156 8%	71 7%	85 8%	33 13%	38 11%	27 8%	31 8%	14 4%	14 3%	26 5%	49 9%	31 7%	49 10%	51 9%	30 6%	41 8%	29 10%	4 2%	26 9%	69 8%	-	-	-	-	5 1%	11 3%	3 1%
Rather not say	22 1%	12 1%	10 1%	2 1%	2 1%	12 4%	3 1%	2 1%	-	5 1%	9 2%	7 1%	1 *	12 2%	4 1%	1 *	4 1%	-	-	15 2%	-	-	-	-	-	1 *	-
Don't know	327 16%	102 10%	225 21%	59 24%	69 20%	61 17%	42 12%	44 14%	53 12%	79 14%	90 16%	67 15%	91 19%	91 16%	80 15%	83 17%	51 18%	22 12%	60 20%	123 14%	-	-	-	-	39 8%	52 12%	52 14%

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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	1331	730	601	86	142	221	271	238	374	404	391	206	330	326	352	333	187	133	138	417	365	433	93	261	384	322	278
Weighted base	1242	670	572	106	174	192	234	210	326	355	335	277	274	315	335	302	159	130	166	499	400	399	114	187	393	304	263
Conservative	400 32%	224 33%	176 31%	29 28%	42 24%	50 26%	72 31%	73 35%	134 41%	130 37%	99 29%	85 31%	86 31%	108 34%	119 35%	89 29%	60 38%	25 19%	38 23%	158 32%	400 100%	-	-	-	287 73%	18 6%	44 17%
Labour	399 32%	207 31%	191 33%	47 44%	67 39%	73 38%	81 34%	56 27%	74 23%	105 30%	114 34%	88 32%	92 33%	98 31%	92 27%	126 42%	45 29%	37 28%	67 40%	165 33%	-	399 100%	-	-	14 4%	238 78%	75 29%
Liberal Democrat	114 9%	48 7%	66 11%	6 5%	25 14%	21 11%	22 10%	14 6%	27 8%	43 12%	29 9%	24 8%	18 7%	37 12%	34 10%	18 6%	15 9%	10 8%	13 8%	56 11%	-	-	114 100%	-	10 3%	6 2%	83 32%
SNP	49 4%	27 4%	22 4%	2 2%	9 5%	11 6%	6 3%	10 5%	11 3%	7 2%	15 4%	17 6%	9 3%	-	-	-	-	49 37%	13 8%	16 3%	-	-	-	-	1 *	13 4%	3 1%
Plaid Cymru	4 *	1 *	3 *	1 1%	-	-	-	1 *	1 *	-	2 1%	-	2 1%	-	-	-	4 2%	-	-	3 *	-	-	-	-	-	1 *	-
The UK Independence Party	187 15%	124 19%	63 11%	5 5%	17 10%	23 12%	35 15%	41 20%	64 20%	40 11%	45 13%	50 18%	51 19%	48 15%	61 18%	50 16%	22 14%	7 6%	17 10%	66 13%	-	-	-	187 100%	78 20%	16 5%	31 12%
The Green Party	78 6%	30 4%	48 8%	15 14%	13 7%	13 7%	13 5%	14 7%	11 3%	25 7%	28 8%	12 4%	12 4%	25 8%	23 7%	15 5%	12 8%	2 2%	15 9%	34 7%	-	-	-	-	3 1%	10 3%	24 9%
The British National Party	7 1%	4 1%	3 *	1 1%	1 1%	1 *	2 1%	1 *	2 1%	2 *	1 *	1 *	3 1%	1 *	3 1%	3 1%	1 *	-	3 1%	3 1%	-	-	-	-	1 *	-	1 *
Some other party	6 *	5 1%	1 *	-	-	1 1%	3 1%	1 *	1 *	2 *	2 1%	1 *	1 *	1 *	4 1%	2 1%	1 *	-	3 2%	1 *	-	-	-	-	-	-	1 *

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Table 4
Gender
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2059	2059
Weighted base	2059	2059
Male	1040 51%	1009 49%
Female	1019 49%	1050 51%

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Table 5
Age
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2059	2059
Weighted base	2059	2059
18-24	180 9%	245 12%
25-34	268 13%	347 17%
35-44	371 18%	347 17%
45-54	402 20%	367 18%
55-64	340 17%	306 15%
65+	498 24%	448 22%
Average age	49.74	47.51

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Table 6
Social Grade
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2059	2059
Weighted base	2059	2059
AB	601 29%	550 27%
C1	618 30%	571 28%
C2	310 15%	449 22%
DE	530 26%	489 24%
NET: ABC1	1219 59%	1121 54%
NET: C2DE	840 41%	938 46%

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Table 7
GO Region
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2059	2059
Weighted base	2059	2059
Scotland	183 9%	185 9%
North East	88 4%	82 4%
North West	242 12%	226 11%
Yorkshire & Humberside	190 9%	185 9%
West Midlands	198 10%	185 9%
East Midlands	137 7%	144 7%
Wales	104 5%	103 5%
Eastern	194 9%	206 10%
London	213 10%	268 13%
South East	309 15%	288 14%
South West	201 10%	185 9%

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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	2059	2059
Weighted base	2059	2059
NET: Working	900 44%	1153 56%
Working full time - working 30 hours per week or more	575 28%	906 44%
Working part time - working between 8 and 29 hours per week	325 16%	247 12%
NET: Not working	1159 56%	906 44%
Not working but seeking work or temporarily unemployed or sick	113 5%	68 3%
Not working and not seeking work/ student	171 8%	120 6%
Retired on a state pension only	195 9%	195 9%
Retired with a private pension	526 26%	412 20%
House person, housewife, househusband, etc.	154 7%	110 5%

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Absolutes/col percents

Table 9
Tenure
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2059	2059
Weighted base	2059	2059
NET: Homeowners	1184 58%	1338 65%
Owned outright - without mortgage	709 34%	679 33%
Owned with a mortgage or loan	475 23%	659 32%
NET: Renters	847 41%	696 34%
Rented from the council	191 9%	288 14%
Rented from a housing association	249 12%	127 6%
Rented from someone else	407 20%	280 14%
Rent free	28 1%	25 1%

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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	2059	2059
Weighted base	2059	2059
Yes	1109 54%	1256 61%
No	950 46%	803 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	2059	2059
Weighted base	2059	2059
No cars in the household	500 24%	432 21%
NET: Any	1559 76%	1627 79%
1	1112 54%	865 42%
2	375 18%	577 28%
3+	72 3%	185 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	2059	2059
Weighted base	2059	2059
Conservative	530 26%	577 28%
Labour	663 32%	597 29%
Liberal Democrat	178 9%	206 10%
SNP	55 3%	42 2%
Plaid Cymru	6 *	5 *
Green	113 5%	78 4%
UKIP	233 11%	124 6%
BNP	13 1%	8 *
Another party	16 1%	11 1%
None	252 12%	412 20%