

Opinion Poll

ONLINE Fieldwork : 13th - 15th 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	2012	971	1041	191	267	353	388	344	469	610	560	315	527	546	521	483	303	159	213	662	487	508	131	281	550	390	349	
Weighted base	2012	986	1026	239	339	339	359	299	438	538	558	438	478	543	523	483	282	181	279	847	470	502	156	214	536	386	364	
Absolutely certain to vote	(10)	1178	650	527	94	143	189	226	192	333	335	325	242	276	332	317	272	141	115	173	455	348	345	112	165	411	287	241
		59%	66%	51%	39%	42%	56%	63%	64%	76%	62%	58%	55%	58%	61%	61%	56%	50%	64%	62%	54%	74%	69%	72%	77%	77%	74%	66%
	(9)	244	129	115	23	53	47	33	39	51	75	73	52	45	60	62	61	47	14	28	113	56	80	20	31	64	60	54
		12%	13%	11%	10%	16%	14%	9%	13%	12%	14%	13%	12%	9%	11%	12%	13%	17%	8%	10%	13%	12%	16%	13%	14%	12%	15%	15%
	(8)	104	42	62	21	17	21	14	15	15	31	39	18	16	33	36	16	11	8	18	41	24	22	8	6	19	14	17
		5%	4%	6%	9%	5%	6%	4%	5%	3%	6%	7%	4%	3%	6%	7%	3%	4%	4%	7%	5%	5%	4%	5%	3%	4%	4%	5%
	(7)	100	45	54	22	30	12	17	10	10	31	20	20	29	19	26	27	12	16	18	44	18	33	4	6	11	4	21
		5%	5%	5%	9%	9%	4%	5%	3%	2%	6%	4%	4%	6%	3%	5%	6%	4%	9%	6%	5%	4%	7%	3%	3%	2%	1%	6%
	(6)	29	12	17	4	6	5	8	2	2	7	7	5	10	6	5	4	10	3	5	14	5	4	5	2	2	4	8
		1%	1%	2%	2%	2%	2%	1%	*	*	1%	1%	1%	2%	1%	1%	1%	4%	2%	2%	2%	1%	1%	3%	1%	*	1%	2%
	(5)	54	11	42	12	15	9	10	6	2	6	12	25	11	12	13	15	12	1	9	31	10	15	6	*	3	-	6
		3%	1%	4%	5%	4%	3%	3%	2%	*	1%	2%	6%	2%	2%	2%	3%	4%	1%	3%	4%	2%	3%	4%	*	1%	-	2%
	(4)	16	6	11	3	3	3	6	1	-	5	2	7	3	3	6	3	2	2	1	9	1	2	2	1	-	1	-
		1%	1%	1%	1%	1%	1%	2%	*	-	1%	*	2%	1%	1%	1%	1%	1%	1%	*	1%	*	*	1%	1%	-	*	-
	(3)	16	5	10	3	4	5	1	-	1	5	4	5	2	4	7	3	2	-	-	8	1	-	-	2	-	-	2
		1%	1%	1%	1%	1%	2%	*	-	*	1%	1%	1%	*	1%	1%	1%	1%	-	-	1%	*	-	-	1%	-	-	1%
	(2)	28	12	16	8	-	10	6	1	2	8	13	5	2	7	1	9	10	1	5	15	7	1	-	1	-	1	1
		1%	1%	2%	3%	-	3%	2%	*	*	1%	2%	1%	*	1%	*	2%	4%	1%	2%	2%	1%	*	-	*	-	*	*
Definitely would not vote	(1)	123	41	82	24	23	19	20	24	13	16	33	25	49	33	27	43	15	5	11	55	-	-	-	-	11	12	1
		6%	4%	8%	10%	7%	6%	6%	8%	3%	3%	6%	6%	10%	6%	5%	9%	5%	3%	4%	6%	-	-	-	-	2%	3%	*
Don't know		121	32	88	23	44	17	17	10	10	19	30	35	37	34	25	30	18	14	12	61	-	-	-	-	15	3	13
		6%	3%	9%	10%	13%	5%	5%	3%	2%	3%	5%	8%	8%	6%	5%	6%	6%	8%	4%	7%	-	-	-	-	3%	1%	4%
Mean		8.59	8.96	8.20	7.51	8.20	8.44	8.62	8.74	9.37	8.92	8.59	8.43	8.32	8.70	8.74	8.31	8.28	9.00	8.78	8.39	9.38	9.34	9.32	9.56	9.51	9.38	9.30
Standard deviation		2.59	2.22	2.87	3.14	2.65	2.70	2.59	2.60	1.78	2.13	2.61	2.66	2.95	2.55	2.39	2.91	2.73	2.01	2.28	2.71	1.44	1.26	1.39	1.13	1.46	1.73	1.38
Standard error		0.06	0.07	0.09	0.24	0.17	0.15	0.13	0.14	0.08	0.09	0.11	0.15	0.13	0.11	0.11	0.14	0.16	0.16	0.16	0.11	0.07	0.06	0.12	0.07	0.06	0.09	0.07

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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	2012	971	1041	191	267	353	388	344	469	610	560	315	527	546	521	483	303	159	213	662	487	508	131	281	550	390	349
Weighted base	2012	986	1026	239	339	339	359	299	438	538	558	438	478	543	523	483	282	181	279	847	470	502	156	214	536	386	364
Conservative	470 23%	256 26%	214 21%	34 14%	42 12%	69 20%	95 27%	85 29%	144 33%	165 31%	129 23%	87 20%	90 19%	142 26%	159 30%	106 22%	45 16%	18 10%	72 26%	179 21%	470 100%	-	-	-	341 64%	15 4%	38 10%
Labour	502 25%	278 28%	223 22%	55 23%	132 39%	102 30%	79 22%	53 18%	80 18%	132 24%	147 26%	116 26%	107 22%	133 25%	121 23%	133 28%	80 29%	34 19%	85 31%	232 27%	-	502 100%	-	-	21 4%	286 74%	80 22%
Liberal Democrat	156 8%	86 9%	70 7%	14 6%	23 7%	26 8%	20 5%	24 8%	48 11%	56 10%	46 8%	28 6%	26 5%	56 10%	34 6%	27 6%	21 7%	18 10%	18 6%	58 7%	-	-	156 100%	-	7 1%	5 1%	108 30%
SNP	62 3%	33 3%	30 3%	9 4%	8 2%	14 4%	7 2%	10 3%	14 3%	12 2%	21 4%	19 4%	11 2%	-	-	-	-	62 34%	16 6%	17 2%	-	-	-	-	2 *	12 3%	* *
Plaid Cymru	4 *	3 *	2 *	1 *	1 *	1 *	-	-	2 *	* *	1 *	1 *	2 *	-	-	-	4 2%	-	-	2 *	-	-	-	-	-	-	-
The UK Independence Party	214 11%	130 13%	84 8%	8 3%	18 5%	26 8%	48 13%	52 17%	62 14%	53 10%	44 8%	55 13%	62 13%	70 13%	55 11%	58 12%	26 9%	5 3%	15 5%	87 10%	-	-	-	214 100%	86 16%	24 6%	29 8%
The Green Party	74 4%	33 3%	41 4%	23 10%	12 4%	10 3%	13 4%	9 3%	7 2%	21 4%	26 5%	12 3%	15 3%	19 4%	24 5%	17 3%	12 4%	2 1%	14 5%	35 4%	-	-	-	-	6 1%	6 1%	19 5%
The British National Party	7 *	2 *	5 *	1 *	1 *	-	4 1%	* *	1 *	-	1 *	2 1%	3 1%	1 *	5 1%	-	1 *	-	-	5 1%	-	-	-	-	1 *	* *	1 *
Some other party	11 1%	4 *	6 1%	-	-	4 1%	2 1%	3 1%	2 *	4 1%	* *	2 *	4 1%	2 *	5 1%	3 1%	1 *	-	1 *	5 1%	-	-	-	-	2 *	1 *	2 1%
Would not vote	146 7%	48 5%	99 10%	31 13%	29 8%	25 7%	25 7%	24 8%	13 3%	19 4%	44 8%	32 7%	51 11%	41 8%	34 7%	48 10%	16 6%	7 4%	13 5%	69 8%	-	-	-	-	11 2%	12 3%	3 1%
Rather not say	23 1%	6 1%	16 2%	2 1%	3 1%	10 3%	6 2%	-	3 1%	6 1%	9 2%	1 *	6 1%	8 1%	7 1%	5 1%	1 *	1 1%	4 2%	9 1%	-	-	-	-	-	3 1%	2 *
Don't know	344 17%	107 11%	237 23%	60 25%	70 21%	53 16%	60 17%	39 13%	61 14%	71 13%	89 16%	83 19%	101 21%	71 13%	79 15%	86 18%	73 26%	35 19%	41 15%	148 18%	-	-	-	-	59 11%	21 6%	83 23%

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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	1297	693	604	100	153	217	242	236	349	416	362	195	323	369	337	302	181	108	135	412	396	409	105	233	421	303	236
Weighted base	1219	682	537	109	180	200	220	197	313	355	343	258	264	347	327	278	151	117	177	497	384	405	125	180	403	300	232
Conservative	384 31%	210 31%	174 32%	24 22%	31 17%	54 27%	78 35%	72 36%	125 40%	132 37%	109 32%	68 26%	75 28%	117 34%	132 41%	85 31%	34 22%	15 13%	57 32%	149 30%	384 100%	-	-	-	294 73%	14 5%	33 14%
Labour	405 33%	228 33%	177 33%	43 40%	103 57%	81 41%	64 29%	44 22%	69 22%	107 30%	120 35%	91 35%	87 33%	109 31%	95 29%	107 38%	65 43%	29 25%	69 39%	182 37%	-	405 100%	-	-	18 5%	245 82%	66 28%
Liberal Democrat	125 10%	70 10%	55 10%	10 9%	16 9%	21 11%	15 7%	19 9%	43 14%	45 13%	37 11%	22 9%	20 7%	43 12%	27 8%	24 8%	17 11%	15 13%	15 8%	42 8%	-	-	125 100%	-	6 1%	4 1%	93 40%
SNP	52 4%	29 4%	23 4%	7 7%	5 3%	12 6%	6 3%	9 4%	13 4%	9 3%	16 5%	16 6%	10 4%	-	-	-	-	52 44%	13 7%	14 3%	-	-	-	-	2 *	11 4%	* *
Plaid Cymru	4 *	2 *	1 *	1 1%	1 *	1 *	-	-	1 *	* *	1 *	1 *	2 1%	-	-	-	4 2%	-	-	2 *	-	-	-	-	-	-	-
The UK Independence Party	180 15%	110 16%	70 13%	6 5%	14 8%	20 10%	41 19%	44 23%	55 17%	43 12%	38 11%	47 18%	52 20%	60 17%	46 14%	48 17%	21 14%	4 4%	12 7%	73 15%	-	-	-	180 100%	76 19%	21 7%	25 11%
The Green Party	55 5%	27 4%	29 5%	18 16%	8 4%	8 4%	10 5%	7 4%	5 2%	15 4%	20 6%	8 3%	12 5%	15 4%	17 5%	12 4%	9 6%	2 1%	9 5%	26 5%	-	-	-	-	5 1%	5 2%	13 6%
The British National Party	6 *	2 *	4 1%	1 1%	1 1%	-	3 2%	* *	* *	-	1 *	2 1%	2 1%	* *	5 1%	-	1 *	-	-	4 1%	-	-	-	-	* *	* *	1 *
Some other party	9 1%	4 1%	5 1%	-	-	4 2%	2 1%	2 1%	1 *	3 1%	* *	2 1%	4 1%	1 *	5 1%	2 1%	* *	-	1 1%	4 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	2012	2012
Weighted base	2012	2012
Male	971 48%	986 49%
Female	1041 52%	1026 51%

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Table 5
Age
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2012	2012
Weighted base	2012	2012
18-24	191 9%	239 12%
25-34	267 13%	339 17%
35-44	353 18%	339 17%
45-54	388 19%	359 18%
55-64	344 17%	299 15%
65+	469 23%	438 22%
Average age	49.26	47.31

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Table 6
Social Grade
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2012	2012
Weighted base	2012	2012
AB	610 30%	538 27%
C1	560 28%	558 28%
C2	315 16%	438 22%
DE	527 26%	478 24%
NET: ABC1	1170 58%	1095 54%
NET: C2DE	842 42%	917 46%

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Table 7
GO Region
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2012	2012
Weighted base	2012	2012
Scotland	159 8%	181 9%
North East	82 4%	80 4%
North West	229 11%	221 11%
Yorkshire & Humberside	172 9%	181 9%
West Midlands	209 10%	181 9%
East Midlands	135 7%	141 7%
Wales	95 5%	101 5%
Eastern	177 9%	201 10%
London	233 12%	262 13%
South East	313 16%	282 14%
South West	208 10%	181 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	2012	2012
Weighted base	2012	2012
NET: Working	875 43%	1127 56%
Working full time - working 30 hours per week or more	595 30%	885 44%
Working part time - working between 8 and 29 hours per week	280 14%	241 12%
NET: Not working	1137 57%	885 44%
Not working but seeking work or temporarily unemployed or sick	101 5%	77 4%
Not working and not seeking work/ student	173 9%	123 6%
Retired on a state pension only	201 10%	191 9%
Retired with a private pension	459 23%	347 17%
House person, housewife, househusband, etc.	203 10%	147 7%

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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	1220 61%	1308 65%
Owned outright - without mortgage	692 34%	664 33%
Owned with a mortgage or loan	528 26%	644 32%
NET: Renters	764 38%	675 34%
Rented from the council	169 8%	282 14%
Rented from a housing association	225 11%	125 6%
Rented from someone else	370 18%	268 13%
Rent free	28 1%	30 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	2012	2012
Weighted base	2012	2012
Yes	1133 56%	1227 61%
No	879 44%	785 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	2012	2012
Weighted base	2012	2012
No cars in the household	472 23%	423 21%
NET: Any	1540 77%	1589 79%
1	1070 53%	845 42%
2	394 20%	563 28%
3+	76 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	2012	2012
Weighted base	2012	2012
Conservative	586 29%	563 28%
Labour	604 30%	583 29%
Liberal Democrat	175 9%	201 10%
SNP	58 3%	55 3%
Plaid Cymru	6 *	6 *
Green	90 4%	62 3%
UKIP	205 10%	121 6%
BNP	8 *	7 *
Another party	15 1%	10 1%
None	265 13%	402 20%