

Opinion Poll

ONLINE Fieldwork : 11th - 12th 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	2055	1042	1013	262	291	334	390	320	458	548	604	399	504	506	534	518	304	193	237	883	471	526	105	309	579	395	330
Weighted base	2055	1007	1048	244	346	346	366	305	447	549	570	448	488	555	534	493	288	185	228	923	453	525	148	217	543	387	343
Absolutely certain to vote	(10) 1135	624	511	99	143	178	203	201	311	303	306	246	280	304	269	267	167	128	134	469	328	347	95	149	397	279	216
	55%	62%	49%	41%	41%	51%	55%	66%	70%	55%	54%	55%	57%	55%	50%	54%	58%	69%	59%	51%	72%	66%	64%	69%	73%	72%	63%
	(9) 236	134	102	29	40	32	38	34	64	77	60	46	53	65	76	48	37	10	23	118	62	70	24	30	69	50	52
	11%	13%	10%	12%	12%	9%	10%	11%	14%	14%	11%	10%	11%	12%	14%	10%	13%	6%	10%	13%	14%	13%	16%	14%	13%	13%	15%
	(8) 156	73	83	23	52	25	22	17	18	50	39	44	23	49	45	32	14	15	19	76	32	47	4	14	41	27	32
	8%	7%	8%	9%	15%	7%	6%	6%	4%	9%	7%	10%	5%	9%	8%	7%	5%	8%	8%	8%	7%	9%	3%	7%	8%	7%	9%
	(7) 110	47	64	28	19	16	23	9	15	33	32	23	23	22	20	33	28	7	14	36	20	33	12	11	15	7	16
	5%	5%	6%	11%	5%	5%	6%	3%	3%	6%	6%	5%	5%	4%	4%	7%	10%	4%	6%	4%	4%	6%	8%	5%	3%	2%	5%
	(6) 31	16	15	5	7	9	7	1	3	7	6	9	9	13	7	8	4	1	6	14	3	6	3	5	1	7	2
	2%	2%	1%	2%	2%	3%	2%	*	1%	1%	1%	2%	2%	2%	1%	2%	1%	*	2%	2%	1%	1%	2%	2%	*	2%	1%
	(5) 52	16	35	3	19	13	8	7	2	11	15	11	15	26	12	8	2	4	3	33	2	14	4	3	4	9	5
	3%	2%	3%	1%	5%	4%	2%	2%	1%	2%	3%	2%	3%	5%	2%	2%	1%	2%	1%	4%	1%	3%	3%	1%	1%	2%	2%
	(4) 9	4	5	4	2	1	-	-	1	2	2	1	4	4	2	3	-	-	-	5	1	2	1	-	-	-	1
	*	*	*	2%	1%	*	-	-	*	*	*	*	1%	1%	*	1%	-	-	-	1%	*	*	1%	-	-	-	*
	(3) 43	12	31	9	10	9	6	1	8	12	14	9	8	6	22	10	5	-	4	21	2	3	4	1	-	1	-
	2%	1%	3%	4%	3%	3%	2%	*	2%	2%	3%	2%	2%	1%	4%	2%	2%	-	2%	2%	*	1%	3%	1%	-	*	-
	(2) 38	10	28	6	2	10	10	4	6	8	17	9	4	12	8	15	3	-	4	23	2	3	-	4	3	3	4
	2%	1%	3%	2%	1%	3%	3%	1%	1%	1%	3%	2%	1%	2%	2%	3%	1%	-	2%	3%	1%	1%	-	2%	1%	1%	1%
Definitely would not vote	(1) 146	42	104	15	35	32	31	15	17	27	44	29	46	39	41	41	14	12	14	69	-	-	-	-	5	2	8
	7%	4%	10%	6%	10%	9%	9%	5%	4%	5%	8%	7%	9%	7%	8%	8%	5%	7%	6%	8%	-	-	-	-	1%	*	2%
Don't know	99	29	70	22	18	22	18	16	2	18	33	22	25	16	31	28	14	8	8	59	-	-	-	-	7	3	8
	5%	3%	7%	9%	5%	6%	5%	5%	1%	3%	6%	5%	5%	3%	6%	6%	5%	4%	3%	6%	-	-	-	-	1%	1%	2%
Mean	8.34	8.84	7.85	7.88	7.76	7.94	8.20	8.93	9.03	8.56	8.16	8.37	8.29	8.29	8.17	8.16	8.70	8.92	8.51	8.17	9.45	9.21	9.07	9.23	9.46	9.37	9.09
Standard deviation	2.77	2.27	3.12	2.82	2.97	3.09	2.95	2.34	2.20	2.48	2.95	2.71	2.92	2.76	2.89	2.96	2.37	2.39	2.63	2.89	1.17	1.45	1.67	1.58	1.30	1.42	1.84
Standard error	0.06	0.07	0.10	0.18	0.18	0.17	0.15	0.13	0.10	0.11	0.12	0.14	0.13	0.12	0.13	0.13	0.14	0.18	0.17	0.10	0.05	0.06	0.16	0.09	0.05	0.07	0.10

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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	2055	1042	1013	262	291	334	390	320	458	548	604	399	504	506	534	518	304	193	237	883	471	526	105	309	579	395	330	
Weighted base	2055	1007	1048	244	346	346	366	305	447	549	570	448	488	555	534	493	288	185	228	923	453	525	148	217	543	387	343	
Conservative	453 22%	234 23%	219 21%	45 18%	53 15%	40 12%	72 20%	75 25%	168 38%	156 28%	137 24%	88 20%	72 15%	147 27%	121 23%	88 18%	76 27%	20 11%	36 16%	185 20%	453 100%	-	-	-	339 62%	14 4%	41 12%	
Labour	525 26%	281 28%	244 23%	67 27%	110 32%	108 31%	95 26%	67 22%	78 17%	138 25%	121 21%	101 23%	166 34%	155 28%	125 23%	156 32%	53 19%	35 19%	82 36%	239 26%	-	525 100%	-	-	21 4%	281 73%	81 24%	
Liberal Democrat	148 7%	95 9%	52 5%	20 8%	18 5%	29 8%	32 9%	15 5%	34 8%	47 9%	28 5%	36 8%	36 7%	35 6%	34 6%	41 8%	27 9%	12 6%	4 2%	86 9%	-	-	148 100%	-	10 2%	5 1%	90 26%	
SNP	60 3%	29 3%	31 3%	4 2%	13 4%	10 3%	13 4%	10 3%	10 2%	12 2%	16 3%	17 4%	14 3%	-	-	-	-	60 33%	7 3%	31 3%	-	-	-	-	-	16 4%	4 1%	
Plaid Cymru	5 *	2 *	2 *	- -	* *	* *	1 *	1 *	2 *	* *	- -	2 *	3 1%	-	-	-	5 2%	-	1 *	1 *	-	-	-	-	-	-	-	-
The UK Independence Party	217 11%	134 13%	83 8%	10 4%	16 5%	29 8%	46 13%	50 16%	66 15%	43 8%	59 10%	61 14%	54 11%	54 10%	73 14%	46 9%	36 12%	9 5%	18 8%	88 9%	-	-	-	217 100%	92 17%	19 5%	22 6%	
The Green Party	88 4%	47 5%	41 4%	28 11%	23 7%	9 3%	11 3%	6 2%	11 2%	29 5%	31 6%	17 4%	12 2%	26 5%	23 4%	21 4%	13 4%	6 3%	15 7%	35 4%	-	-	-	-	7 1%	10 3%	26 8%	
The British National Party	4 *	2 *	2 *	- -	2 *	1 *	1 *	1 *	1 *	2 *	- -	2 *	1 *	-	3 1%	1 *	* *	1 *	-	3 *	-	-	-	-	1 *	-	-	
Some other party	16 1%	9 1%	6 1%	* *	2 *	5 1%	-	5 1%	5 1%	2 *	* *	6 1%	7 1%	6 1%	3 1%	6 1%	1 *	-	1 *	7 1%	-	-	-	-	4 1%	2 *	3 1%	
Would not vote	193 9%	59 6%	134 13%	22 9%	41 12%	48 14%	39 11%	17 6%	26 6%	40 7%	57 10%	45 10%	51 10%	50 9%	57 11%	59 12%	16 5%	12 7%	19 8%	95 10%	-	-	-	-	7 1%	8 2%	11 3%	
Rather not say	18 1%	6 1%	12 1%	4 2%	5 1%	5 1%	2 1%	1 *	1 *	6 1%	3 *	5 1%	4 1%	3 1%	7 1%	5 1%	2 1%	1 *	1 *	11 1%	-	-	-	-	1 *	* *	1 *	
Don't know	327 16%	107 11%	220 21%	44 18%	64 18%	62 18%	55 15%	57 19%	45 10%	73 13%	117 21%	67 15%	70 14%	78 14%	90 17%	71 14%	59 21%	29 16%	45 20%	141 15%	-	-	-	-	62 11%	32 8%	63 18%	

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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	1324	733	590	150	161	202	250	217	345	365	375	260	323	328	344	322	193	137	153	558	391	419	83	250	443	302	225
Weighted base	1218	681	537	126	179	188	214	193	318	347	311	268	292	333	309	282	172	123	133	535	375	415	114	173	406	290	224
Conservative	375	195	180	34	40	32	58	65	145	127	115	75	58	120	100	74	64	17	29	154	375	-	-	-	291	12	35
	31%	29%	33%	27%	22%	17%	27%	34%	46%	37%	37%	28%	20%	36%	32%	26%	37%	14%	22%	29%	100%	-	-	-	72%	4%	15%
Labour	415	226	190	47	83	88	76	57	63	110	92	78	134	120	104	120	42	29	68	182	-	415	-	-	17	234	67
	34%	33%	35%	38%	47%	47%	35%	30%	20%	32%	30%	29%	46%	36%	34%	43%	25%	24%	51%	34%	-	100%	-	-	4%	81%	30%
Liberal Democrat	114	79	35	14	11	24	23	13	30	41	17	29	27	27	26	28	22	11	4	64	-	-	114	-	9	4	77
	9%	12%	6%	11%	6%	13%	11%	7%	9%	12%	6%	11%	9%	8%	9%	10%	13%	9%	3%	12%	-	-	100%	-	2%	1%	35%
SNP	53	26	27	4	12	8	11	9	9	11	14	15	13	-	-	-	-	53	6	27	-	-	-	-	-	14	4
	4%	4%	5%	3%	7%	4%	5%	4%	3%	3%	4%	6%	4%	-	-	-	-	43%	5%	5%	-	-	-	-	-	5%	2%
Plaid Cymru	4	2	2	-	*	*	1	1	2	*	-	1	2	-	-	-	4	-	1	1	-	-	-	-	-	-	-
	*	*	*	-	*	*	*	*	1%	*	-	*	1%	-	-	-	2%	-	*	*	-	-	-	-	-	-	-
The UK Independence Party	173	106	67	6	11	24	38	39	56	34	47	50	42	42	58	38	28	7	15	71	-	-	-	173	79	16	19
	14%	16%	12%	4%	6%	13%	18%	20%	17%	10%	15%	19%	14%	13%	19%	13%	17%	6%	11%	13%	-	-	-	100%	19%	5%	8%
The Green Party	68	38	30	20	19	7	8	5	9	20	25	14	9	19	16	16	11	5	11	29	-	-	-	-	6	9	20
	6%	6%	6%	16%	11%	4%	4%	3%	3%	6%	8%	5%	3%	6%	5%	6%	6%	4%	8%	5%	-	-	-	-	1%	3%	9%
The British National Party	3	2	1	-	2	1	*	1	*	1	-	1	1	-	2	1	*	*	-	3	-	-	-	-	1	-	-
	*	*	*	-	1%	*	*	*	*	*	-	*	*	-	1%	*	*	*	-	*	-	-	-	-	*	-	-
Some other party	12	6	6	*	1	3	-	3	4	2	*	3	6	5	2	5	*	-	1	5	-	-	-	-	4	1	3
	1%	1%	1%	*	1%	2%	-	2%	1%	1%	*	1%	2%	1%	1%	2%	*	-	*	1%	-	-	-	-	1%	1%	1%

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Table 4
Gender
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2055	2055
Weighted base	2055	2055
Male	1042 51%	1007 49%
Female	1013 49%	1048 51%

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Absolutes/col percents

Table 5
Age
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2055	2055
Weighted base	2055	2055
18-24	262 13%	244 12%
25-34	291 14%	346 17%
35-44	334 16%	346 17%
45-54	390 19%	366 18%
55-64	320 16%	305 15%
65+	458 22%	447 22%
Average age	47.80	47.19

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Table 6
Social Grade
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2055	2055
Weighted base	2055	2055
AB	548 27%	549 27%
C1	604 29%	570 28%
C2	399 19%	448 22%
DE	504 25%	488 24%
NET: ABC1	1152 56%	1119 54%
NET: C2DE	903 44%	936 46%

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Table 7
GO Region
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2055	2055
Weighted base	2055	2055
Scotland	193 9%	185 9%
North East	86 4%	82 4%
North West	244 12%	226 11%
Yorkshire & Humberside	188 9%	185 9%
West Midlands	200 10%	185 9%
East Midlands	142 7%	144 7%
Wales	106 5%	103 5%
Eastern	192 9%	205 10%
London	226 11%	267 13%
South East	280 14%	288 14%
South West	198 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	2055	2055
Weighted base	2055	2055
NET: Working	1120 55%	1151 56%
Working full time - working 30 hours per week or more	853 42%	904 44%
Working part time - working between 8 and 29 hours per week	267 13%	247 12%
NET: Not working	935 45%	904 44%
Not working but seeking work or temporarily unemployed or sick	104 5%	121 6%
Not working and not seeking work/ student	186 9%	172 8%
Retired on a state pension only	109 5%	104 5%
Retired with a private pension	372 18%	346 17%
House person, housewife, househusband, etc.	164 8%	161 8%

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Absolutes/col percents

Table 9
Tenure
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2055	2055
Weighted base	2055	2055
NET: Homeowners	1383 67%	1336 65%
Owned outright - without mortgage	719 35%	678 33%
Owned with a mortgage or loan	664 32%	658 32%
NET: Renters	635 31%	676 33%
Rented from the council	123 6%	288 14%
Rented from a housing association	164 8%	114 6%
Rented from someone else	348 17%	274 13%
Rent free	37 2%	43 2%

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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	2055	2055
Weighted base	2055	2055
Yes	1147 56%	1254 61%
No	908 44%	801 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	2055	2055
Weighted base	2055	2055
No cars in the household	441 21%	432 21%
NET: Any	1614 79%	1623 79%
1	1134 55%	863 42%
2	394 19%	575 28%
3+	86 4%	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	2055	2055
Weighted base	2055	2055
Conservative	603 29%	575 28%
Labour	608 30%	596 29%
Liberal Democrat	146 7%	205 10%
SNP	75 4%	55 3%
Plaid Cymru	8 *	5 *
Green	102 5%	65 3%
UKIP	235 11%	123 6%
BNP	14 1%	9 *
Another party	17 1%	11 1%
None	247 12%	411 20%