

Opinion Poll

ONLINE Fieldwork : 4th - 5th 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	2056	1039	1017	222	364	343	376	305	446	571	605	379	501	566	513	493	299	185	243	900	498	484	91	333	610	401	306	
Weighted base	2056	1007	1049	244	346	346	366	305	448	550	570	448	489	555	535	493	288	185	243	908	464	507	128	244	553	405	332	
Absolutely certain to vote	(10)	1154	629	525	87	160	167	202	193	345	320	313	249	273	317	296	255	148	138	129	482	333	351	65	182	415	302	201
		56%	62%	50%	36%	46%	48%	55%	63%	77%	58%	55%	56%	56%	57%	55%	52%	51%	75%	53%	53%	72%	69%	51%	74%	75%	75%	61%
	(9)	226	126	100	29	32	33	42	43	47	82	62	43	40	68	63	47	38	10	30	93	56	70	25	25	63	46	54
		11%	13%	10%	12%	9%	9%	11%	14%	10%	15%	11%	9%	8%	12%	12%	10%	13%	5%	12%	10%	12%	14%	20%	10%	11%	11%	16%
	(8)	148	58	90	29	24	26	23	24	21	35	48	36	29	44	39	38	14	13	17	68	39	39	12	11	32	23	26
		7%	6%	9%	12%	7%	8%	6%	8%	5%	6%	8%	8%	6%	8%	7%	8%	5%	7%	7%	7%	8%	8%	10%	5%	6%	6%	8%
	(7)	100	40	60	17	25	20	18	8	12	31	25	19	32	23	24	13	7	15	45	19	25	10	15	18	10	20	
		5%	4%	6%	7%	7%	6%	5%	3%	3%	6%	4%	4%	6%	4%	5%	4%	4%	6%	5%	4%	5%	8%	6%	3%	2%	6%	
	(6)	40	16	24	4	14	9	12	1	*	9	5	7	19	8	11	10	9	1	2	24	4	9	2	6	5	3	6
		2%	2%	2%	2%	4%	3%	3%	*	*	2%	1%	2%	4%	1%	2%	2%	3%	1%	1%	3%	1%	2%	2%	2%	1%	1%	2%
	(5)	51	21	30	8	14	14	10	2	3	9	15	10	17	15	14	14	7	1	3	31	7	10	6	2	3	8	3
		2%	2%	3%	3%	4%	4%	3%	1%	1%	2%	3%	2%	3%	3%	3%	3%	2%	1%	1%	3%	2%	2%	4%	1%	*	2%	1%
	(4)	25	5	20	11	1	9	-	4	-	4	6	7	8	8	8	4	2	3	4	5	-	-	6	*	1	-	1
		1%	*	2%	5%	*	2%	-	1%	-	1%	1%	1%	2%	1%	2%	1%	1%	2%	2%	1%	-	-	5%	*	*	-	*
	(3)	29	13	16	11	7	4	4	4	-	6	13	6	3	3	10	12	3	-	2	19	2	1	1	1	1	1	-
		1%	1%	2%	4%	2%	1%	1%	1%	-	1%	2%	1%	1%	1%	2%	2%	1%	-	1%	2%	*	*	*	*	*	*	-
	(2)	42	12	30	10	8	14	9	-	*	15	15	6	7	11	8	13	10	1	3	23	3	2	1	2	2	-	3
		2%	1%	3%	4%	2%	4%	3%	-	*	3%	3%	1%	1%	2%	1%	3%	3%	1%	1%	2%	1%	*	1%	1%	*	-	1%
Definitely would not vote	(1)	136	63	72	17	33	22	33	15	15	21	41	33	41	33	27	43	27	6	25	68	-	-	-	-	7	6	7
		7%	6%	7%	7%	10%	6%	9%	5%	3%	4%	7%	3%	8%	6%	5%	9%	9%	3%	10%	7%	-	-	-	-	1%	2%	2%
Don't know		105	25	80	20	28	28	13	13	3	19	26	27	34	15	35	34	16	4	14	51	-	-	-	-	8	6	10
		5%	2%	8%	8%	8%	8%	3%	4%	1%	3%	5%	6%	7%	3%	7%	7%	6%	2%	6%	6%	-	-	-	-	1%	2%	3%
Mean		8.38	8.66	8.10	7.44	7.80	7.98	8.19	8.94	9.36	8.69	8.25	8.35	8.23	8.49	8.50	8.04	8.03	9.15	8.18	8.17	9.39	9.35	8.68	9.39	9.45	9.41	9.07
Standard deviation		2.73	2.56	2.87	3.04	3.06	2.93	2.95	2.24	1.79	2.39	2.86	2.78	2.89	2.59	2.57	3.02	3.06	2.04	2.98	2.88	1.28	1.26	1.91	1.34	1.40	1.50	1.80
Standard error		0.06	0.08	0.09	0.21	0.17	0.16	0.15	0.13	0.08	0.10	0.12	0.15	0.13	0.11	0.12	0.14	0.18	0.15	0.20	0.10	0.06	0.06	0.20	0.07	0.06	0.08	0.10

Opinion Poll

ONLINE Fieldwork : 4th - 5th February 2015

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	2056	1039	1017	222	364	343	376	305	446	571	605	379	501	566	513	493	299	185	243	900	498	484	91	333	610	401	306
Weighted base	2056	1007	1049	244	346	346	366	305	448	550	570	448	489	555	535	493	288	185	243	908	464	507	128	244	553	405	332
Conservative	464	253	211	45	59	49	78	82	151	155	142	100	67	158	135	81	66	24	32	204	464	-	-	-	344	17	35
	23%	25%	20%	18%	17%	14%	21%	27%	34%	28%	25%	22%	14%	28%	25%	16%	23%	13%	13%	22%	100%	-	-	-	62%	4%	10%
Labour	507	261	247	63	106	98	85	72	83	131	115	116	144	122	126	156	55	49	82	225	-	507	-	-	24	291	66
	25%	26%	24%	26%	31%	28%	23%	24%	19%	24%	20%	26%	30%	22%	24%	32%	19%	26%	34%	25%	-	100%	-	-	4%	72%	20%
Liberal Democrat	128	71	57	18	20	18	22	18	32	49	32	20	26	45	18	23	25	16	9	59	-	-	128	-	1	3	85
	6%	7%	5%	7%	6%	5%	6%	6%	7%	9%	6%	5%	5%	8%	3%	5%	9%	9%	4%	6%	-	-	100%	-	*	1%	26%
SNP	60	32	28	5	17	5	9	8	17	17	16	10	18	-	-	-	-	60	7	22	-	-	-	-	*	7	4
	3%	3%	3%	2%	5%	1%	2%	3%	4%	3%	3%	2%	4%	-	-	-	-	33%	3%	2%	-	-	-	-	*	2%	1%
Plaid Cymru	5	2	4	-	1	2	1	-	1	1	-	3	1	-	-	-	5	-	1	3	-	-	-	-	-	1	-
	*	*	*	-	*	1%	*	-	*	*	-	1%	*	-	-	-	2%	-	1%	*	-	-	-	-	-	*	-
The UK Independence Party	244	149	95	11	22	29	58	43	81	53	74	55	62	78	80	55	31	1	18	106	-	-	-	244	104	25	32
	12%	15%	9%	4%	6%	8%	16%	14%	18%	10%	13%	12%	13%	14%	15%	11%	11%	1%	8%	12%	-	-	-	100%	19%	6%	10%
The Green Party	73	38	35	23	11	9	12	10	7	23	30	11	10	28	18	13	11	3	16	21	-	-	-	-	8	6	27
	4%	4%	3%	9%	3%	3%	3%	3%	2%	4%	5%	2%	2%	5%	3%	3%	4%	2%	6%	2%	-	-	-	-	1%	2%	8%
The British National Party	10	8	2	1	3	-	2	2	3	1	1	3	6	3	1	4	2	-	-	5	-	-	-	-	2	*	2
	1%	1%	*	*	1%	-	1%	1%	1%	*	*	1%	1%	1%	*	1%	1%	-	-	1%	-	-	-	-	*	*	1%
Some other party	14	6	7	1	2	3	*	4	4	3	4	2	5	4	7	1	1	1	2	4	-	-	-	-	4	1	3
	1%	1%	1%	*	1%	1%	*	1%	1%	*	1%	1%	1%	1%	1%	*	*	1%	1%	*	-	-	-	-	1%	*	1%
Would not vote	182	80	102	32	43	36	39	17	15	29	65	42	46	42	38	63	33	6	27	101	-	-	-	-	9	6	9
	9%	8%	10%	13%	12%	10%	11%	5%	3%	5%	11%	9%	9%	8%	7%	13%	12%	3%	11%	11%	-	-	-	-	2%	2%	3%
Rather not say	21	4	17	5	3	3	2	3	6	8	2	3	9	3	7	2	7	2	1	7	-	-	-	-	1	1	-
	1%	*	2%	2%	1%	1%	*	1%	1%	1%	*	1%	2%	1%	1%	*	3%	1%	*	1%	-	-	-	-	*	*	-
Don't know	347	103	244	42	59	96	57	45	48	80	88	83	96	72	104	96	52	22	48	150	-	-	-	-	57	46	68
	17%	10%	23%	17%	17%	28%	16%	15%	11%	15%	15%	18%	20%	13%	19%	19%	18%	12%	20%	17%	-	-	-	-	10%	11%	21%

Opinion Poll

ONLINE Fieldwork : 4th - 5th February 2015

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	1306	732	574	118	212	192	236	210	339	380	385	239	302	376	327	291	180	132	146	553	410	391	66	271	471	301	201
Weighted base	1212	675	537	116	185	170	214	200	327	347	340	260	265	348	312	266	157	130	136	518	379	411	92	198	416	300	210
Conservative	379	213	166	33	45	38	63	68	132	126	119	81	54	129	109	67	53	21	25	167	379	-	-	-	295	13	28
	31%	31%	31%	28%	25%	22%	29%	34%	40%	36%	35%	31%	20%	37%	35%	25%	34%	16%	18%	32%	100%	-	-	-	71%	4%	13%
Labour	411	216	195	44	84	79	70	63	70	104	94	94	118	100	102	125	42	41	69	179	-	411	-	-	20	249	55
	34%	32%	36%	38%	45%	46%	33%	32%	22%	30%	28%	36%	45%	29%	33%	47%	27%	31%	50%	35%	-	100%	-	-	5%	83%	26%
Liberal Democrat	92	53	39	9	12	14	17	12	27	39	22	16	15	31	13	16	20	12	7	41	-	-	92	-	1	2	71
	8%	8%	7%	8%	7%	8%	8%	6%	8%	11%	6%	6%	6%	9%	4%	6%	13%	9%	5%	8%	-	-	100%	-	*	1%	34%
SNP	52	28	24	4	14	4	8	7	15	14	14	9	15	-	-	-	-	52	6	19	-	-	-	-	*	6	4
	4%	4%	4%	3%	8%	2%	4%	4%	5%	4%	4%	3%	6%	-	-	-	-	40%	4%	4%	-	-	-	-	*	2%	2%
Plaid Cymru	4	2	3	-	1	1	1	-	1	1	-	3	1	-	-	-	4	-	1	2	-	-	-	-	-	1	-
	*	*	1%	-	*	1%	1%	-	*	*	-	1%	*	-	-	-	3%	-	1%	*	-	-	-	-	-	*	-
The UK Independence Party	198	125	73	7	15	25	45	37	71	43	62	46	47	62	66	43	26	1	16	85	-	-	-	198	89	22	27
	16%	19%	14%	6%	8%	14%	21%	18%	22%	12%	18%	18%	18%	18%	21%	16%	17%	1%	11%	16%	-	-	-	100%	21%	7%	13%
The Green Party	58	30	27	18	10	7	9	7	6	17	24	9	8	21	15	11	8	3	11	18	-	-	-	-	6	6	21
	5%	4%	5%	16%	5%	4%	4%	4%	2%	5%	7%	3%	3%	6%	5%	4%	5%	2%	8%	3%	-	-	-	-	1%	2%	10%
The British National Party	7	5	2	*	2	-	1	2	2	*	1	1	4	1	1	3	1	-	-	3	-	-	-	-	1	*	2
	1%	1%	*	*	1%	-	*	1%	1%	*	*	1%	1%	*	*	1%	1%	-	-	1%	-	-	-	-	*	*	1%
Some other party	11	5	6	*	1	2	*	3	3	2	3	2	4	3	6	*	1	1	1	3	-	-	-	-	3	1	3
	1%	1%	1%	*	1%	1%	*	2%	1%	1%	1%	1%	2%	1%	2%	*	1%	1%	1%	1%	-	-	-	-	1%	*	1%

Opinion Poll
ONLINE Fieldwork : 4th - 5th February 2015

Absolutes/col percents

Table 4
Gender
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2056	2056
Weighted base	2056	2056
Male	1039 51%	1007 49%
Female	1017 49%	1049 51%

Opinion Poll
ONLINE Fieldwork : 4th - 5th February 2015

Absolutes/col percents

Table 5
Age
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2056	2056
Weighted base	2056	2056
18-24	222 11%	244 12%
25-34	364 18%	346 17%
35-44	343 17%	346 17%
45-54	376 18%	366 18%
55-64	305 15%	305 15%
65+	446 22%	448 22%
Average age	47.41	47.19

Opinion Poll
ONLINE Fieldwork : 4th - 5th February 2015

Absolutes/col percents

Table 6
Social Grade
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2056	2056
Weighted base	2056	2056
AB	571 28%	550 27%
C1	605 29%	570 28%
C2	379 18%	448 22%
DE	501 24%	489 24%
NET: ABC1	1176 57%	1120 54%
NET: C2DE	880 43%	936 46%

Opinion Poll
ONLINE Fieldwork : 4th - 5th February 2015

Absolutes/col percents

Table 7
GO Region
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2056	2056
Weighted base	2056	2056
Scotland	185 9%	185 9%
North East	84 4%	82 4%
North West	210 10%	226 11%
Yorkshire & Humberside	199 10%	185 9%
West Midlands	167 8%	185 9%
East Midlands	129 6%	144 7%
Wales	109 5%	103 5%
Eastern	217 11%	206 10%
London	281 14%	267 13%
South East	285 14%	288 14%
South West	190 9%	185 9%

Opinion Poll
ONLINE Fieldwork : 4th - 5th February 2015

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	2056	2056
Weighted base	2056	2056
NET: Working	1143 56%	1151 56%
Working full time - working 30 hours per week or more	894 43%	905 44%
Working part time - working between 8 and 29 hours per week	249 12%	247 12%
NET: Not working	913 44%	905 44%
Not working but seeking work or temporarily unemployed or sick	111 5%	109 5%
Not working and not seeking work/ student	156 8%	164 8%
Retired on a state pension only	116 6%	118 6%
Retired with a private pension	352 17%	334 16%
House person, housewife, househusband, etc.	178 9%	180 9%

Opinion Poll
ONLINE Fieldwork : 4th - 5th February 2015

Absolutes/col percents

Table 9
Tenure
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2056	2056
Weighted base	2056	2056
NET: Homeowners	1432 70%	1336 65%
Owned outright - without mortgage	734 36%	679 33%
Owned with a mortgage or loan	698 34%	658 32%
NET: Renters	594 29%	690 34%
Rented from the council	122 6%	288 14%
Rented from a housing association	167 8%	133 6%
Rented from someone else	305 15%	269 13%
Rent free	30 1%	30 1%

Opinion Poll
ONLINE Fieldwork : 4th - 5th February 2015

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	2056	2056
Weighted base	2056	2056
Yes	1232 60%	1254 61%
No	824 40%	802 39%

Opinion Poll
ONLINE Fieldwork : 4th - 5th February 2015

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	2056	2056
Weighted base	2056	2056
No cars in the household	377 18%	432 21%
NET: Any	1679 82%	1624 79%
1	1128 55%	864 42%
2	464 23%	576 28%
3+	87 4%	185 9%

Opinion Poll
ONLINE Fieldwork : 4th - 5th February 2015

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	2056	2056
Weighted base	2056	2056
Conservative	617 30%	576 28%
Labour	574 28%	596 29%
Liberal Democrat	143 7%	206 10%
SNP	69 3%	57 3%
Plaid Cymru	7 *	6 *
Green	89 4%	56 3%
UKIP	246 12%	123 6%
BNP	16 1%	13 1%
Another party	17 1%	12 1%
None	278 14%	411 20%