

## Opinion Poll

### ONLINE Fieldwork : 28th-29th January 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	2020	996	1024	289	275	322	351	324	459	558	603	354	505	512	516	502	307	183	237	841	482	535	107	288	576	387	310	
Weighted base	2020	990	1030	240	340	340	360	300	440	540	560	440	480	545	525	485	283	182	247	885	481	525	152	191	556	364	347	
Absolutely certain to vote	(10)	1096	606	491	74	146	162	220	188	306	304	301	239	252	298	277	243	150	128	132	451	348	317	93	144	412	260	206
		54%	61%	48%	31%	43%	48%	61%	63%	70%	56%	54%	54%	52%	55%	53%	50%	53%	71%	54%	51%	72%	60%	61%	76%	74%	71%	59%
	(9)	226	121	105	27	40	35	32	35	58	67	66	43	49	65	52	62	38	10	28	95	58	81	24	29	60	46	60
		11%	12%	10%	11%	12%	10%	9%	12%	13%	12%	12%	10%	10%	12%	10%	13%	13%	5%	12%	11%	12%	15%	16%	15%	11%	13%	17%
	(8)	139	48	91	21	28	27	21	21	21	47	38	28	27	35	37	40	16	11	13	74	33	58	7	8	31	25	27
		7%	5%	9%	9%	8%	8%	6%	7%	5%	9%	7%	6%	6%	6%	7%	8%	6%	6%	5%	8%	7%	11%	5%	4%	6%	7%	8%
	(7)	106	34	71	18	23	26	17	16	6	29	29	29	20	29	31	14	21	11	20	49	26	27	8	4	22	12	22
		5%	3%	7%	7%	7%	8%	5%	5%	1%	5%	5%	6%	4%	5%	6%	3%	7%	6%	8%	6%	5%	5%	5%	2%	4%	3%	6%
	(6)	47	23	24	19	8	8	6	1	5	3	22	12	9	11	11	17	6	2	4	22	6	13	4	3	2	4	-
		2%	2%	2%	8%	2%	2%	2%	*	1%	1%	4%	3%	2%	2%	2%	3%	2%	1%	2%	3%	1%	2%	3%	1%	*	1%	-
	(5)	56	23	33	6	23	17	3	4	4	12	15	12	16	14	23	12	7	-	10	35	7	15	4	1	14	4	6
		3%	2%	3%	3%	7%	5%	1%	1%	1%	2%	3%	3%	3%	3%	4%	2%	2%	-	4%	4%	2%	3%	3%	1%	2%	1%	2%
	(4)	12	2	10	4	3	3	*	-	1	2	3	3	4	4	5	2	1	-	*	4	1	5	-	1	-	*	1
		1%	*	1%	2%	1%	1%	*	-	*	*	*	1%	1%	1%	1%	*	*	-	*	*	*	1%	-	*	-	*	*
	(3)	27	9	18	10	4	4	2	*	7	5	8	5	9	8	10	9	-	1	1	9	2	4	*	1	-	3	-
		1%	1%	2%	4%	1%	1%	1%	*	2%	1%	1%	1%	2%	1%	2%	2%	-	*	*	1%	*	1%	*	*	-	1%	-
	(2)	46	21	25	9	11	4	7	7	8	6	14	6	20	17	10	11	7	1	7	18	-	6	11	*	1	3	11
		2%	2%	2%	4%	3%	1%	2%	2%	2%	1%	3%	1%	4%	3%	2%	2%	2%	1%	3%	2%	-	1%	7%	*	*	1%	3%
Definitely would not vote	(1)	154	70	84	25	32	29	41	15	12	35	40	37	41	36	33	48	29	8	24	69	-	-	-	-	5	1	3
		8%	7%	8%	10%	9%	8%	11%	5%	3%	7%	7%	8%	9%	7%	6%	10%	10%	4%	10%	8%	-	-	-	-	1%	*	1%
Don't know		111	33	78	28	20	26	13	12	12	29	24	25	33	29	36	28	7	10	7	58	-	-	-	-	10	4	11
		5%	3%	8%	12%	6%	8%	3%	4%	3%	5%	4%	6%	7%	5%	7%	6%	3%	5%	3%	7%	-	-	-	-	2%	1%	3%
Mean		8.27	8.54	8.00	7.09	7.67	8.03	8.28	8.78	9.12	8.57	8.25	8.23	7.98	8.30	8.25	8.02	8.13	9.08	8.09	8.18	9.41	9.04	8.73	9.55	9.42	9.35	9.02
Standard deviation		2.84	2.71	2.93	3.19	3.07	2.88	3.06	2.43	2.08	2.56	2.80	2.86	3.11	2.80	2.76	3.04	2.97	2.14	2.98	2.84	1.18	1.62	2.29	1.05	1.37	1.45	1.86
Standard error		0.06	0.09	0.09	0.20	0.19	0.16	0.17	0.14	0.10	0.11	0.12	0.16	0.14	0.13	0.12	0.14	0.17	0.16	0.20	0.10	0.05	0.07	0.22	0.06	0.06	0.07	0.11

## Opinion Poll

### ONLINE Fieldwork : 28th-29th January 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	2020	996	1024	289	275	322	351	324	459	558	603	354	505	512	516	502	307	183	237	841	482	535	107	288	576	387	310
Weighted base	2020	990	1030	240	340	340	360	300	440	540	560	440	480	545	525	485	283	182	247	885	481	525	152	191	556	364	347
Conservative	481 24%	254 26%	227 22%	38 16%	53 16%	61 18%	81 22%	85 28%	162 37%	152 28%	151 27%	92 21%	87 18%	163 30%	130 25%	100 21%	59 21%	30 16%	38 15%	208 23%	481 100%	-	-	-	348 63%	12 3%	42 12%
Labour	525 26%	260 26%	266 26%	58 24%	122 36%	106 31%	97 27%	71 24%	72 16%	140 26%	145 26%	112 25%	129 27%	121 22%	117 22%	145 30%	95 34%	47 26%	93 38%	243 27%	-	525 100%	-	-	30 5%	271 74%	85 24%
Liberal Democrat	152 8%	96 10%	57 6%	17 7%	43 13%	23 7%	18 5%	22 7%	28 6%	44 8%	32 6%	35 8%	41 9%	44 8%	43 8%	31 6%	18 7%	16 9%	17 7%	70 8%	-	-	152 100%	-	9 2%	6 2%	111 32%
SNP	42 2%	27 3%	16 2%	2 1%	7 2%	5 2%	9 3%	6 2%	12 3%	9 2%	10 2%	10 2%	13 3%	-	-	-	-	42 23%	3 1%	16 2%	-	-	-	-	1 *	11 3%	1 *
Plaid Cymru	2 *	2 *	* *	- -	1 *	- -	1 *	1 *	1 *	* *	1 *	1 *	1 *	-	-	-	2 1%	-	1 *	1 *	-	-	-	-	* *	* *	- -
The UK Independence Party	191 9%	127 13%	64 6%	3 1%	8 2%	24 7%	53 15%	39 13%	64 15%	41 8%	50 9%	57 13%	43 9%	47 9%	64 12%	49 10%	24 9%	7 4%	20 8%	85 10%	-	-	-	191 100%	89 16%	20 5%	26 7%
The Green Party	70 3%	27 3%	42 4%	28 12%	11 3%	6 2%	7 2%	7 2%	10 2%	22 4%	23 4%	11 3%	13 3%	20 4%	17 3%	18 4%	11 4%	3 2%	8 3%	17 2%	-	-	-	-	10 2%	4 1%	17 5%
The British National Party	3 *	3 *	1 *	1 *	2 1%	- -	1 *	- -	- -	- -	- -	2 *	2 *	1 *	1 *	1 *	- -	- -	- -	3 *	-	-	-	-	* *	- -	- -
Some other party	3 *	- -	3 *	* *	1 *	1 *	- -	- -	* *	3 1%	- -	- -	* *	- -	1 *	1 *	* *	- -	2 1%	* *	-	-	-	-	1 *	- -	1 *
Would not vote	181 9%	84 8%	97 9%	30 12%	38 11%	31 9%	44 12%	23 8%	16 4%	39 7%	53 10%	40 9%	49 10%	41 8%	43 8%	54 11%	35 13%	8 4%	24 10%	80 9%	-	-	-	-	6 1%	1 *	3 1%
Rather not say	29 1%	9 1%	21 2%	7 3%	9 3%	5 1%	4 1%	3 1%	* *	4 1%	7 1%	8 2%	10 2%	11 2%	10 2%	5 1%	2 1%	1 1%	3 1%	8 1%	-	-	-	-	-	2 *	2 1%
Don't know	339 17%	102 10%	237 23%	55 23%	43 13%	77 23%	47 13%	43 14%	74 17%	86 16%	88 16%	72 16%	93 19%	97 18%	98 19%	81 17%	36 13%	28 15%	38 15%	155 17%	-	-	-	-	62 11%	36 10%	59 17%

## Opinion Poll

### ONLINE Fieldwork : 28th-29th January 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	1284	704	579	144	152	194	235	220	339	365	388	229	301	324	325	307	196	130	151	529	396	414	81	239	439	287	213
Weighted base	1162	649	513	100	174	180	219	191	297	331	327	250	253	311	290	272	167	123	140	502	393	404	112	160	415	264	223
Conservative	393 34%	213 33%	181 35%	27 27%	39 22%	48 26%	67 31%	72 38%	141 47%	124 37%	122 30%	74 29%	74 29%	133 43%	102 35%	84 31%	48 29%	26 21%	29 20%	166 33%	393 100%	-	-	-	295 71%	10 4%	34 15%
Labour	404 35%	207 32%	197 38%	38 38%	85 49%	83 46%	78 36%	57 30%	63 21%	110 33%	112 34%	82 33%	100 39%	92 30%	86 30%	113 41%	76 45%	37 30%	76 54%	178 35%	-	404 100%	-	-	24 6%	219 83%	70 32%
Liberal Democrat	112 10%	74 11%	38 7%	12 12%	27 16%	17 10%	16 7%	19 10%	20 7%	38 11%	24 7%	28 11%	21 8%	29 9%	34 12%	21 8%	13 8%	15 12%	9 6%	53 11%	-	-	112 100%	-	8 2%	6 2%	83 37%
SNP	36 3%	22 3%	14 3%	1 1%	6 3%	5 3%	8 4%	5 3%	10 4%	8 2%	9 3%	8 3%	11 4%	-	-	-	-	36 29%	2 2%	14 3%	-	-	-	-	1 *	9 4%	1 *
Plaid Cymru	2 *	2 *	* *	- -	* *	- -	* *	1 *	* *	* *	* *	1 *	1 *	-	-	-	2 1%	-	* *	1 *	-	-	-	-	* *	* *	- -
The UK Independence Party	160 14%	109 17%	51 10%	2 2%	7 4%	21 12%	44 20%	32 17%	55 19%	34 10%	43 13%	48 19%	35 14%	41 13%	53 18%	41 15%	19 12%	6 5%	16 11%	74 15%	-	-	-	160 100%	77 19%	17 6%	22 10%
The Green Party	50 4%	21 3%	29 6%	19 19%	9 5%	5 3%	5 2%	5 2%	8 3%	15 5%	16 5%	8 3%	11 4%	15 5%	13 4%	11 4%	8 5%	3 2%	6 4%	13 3%	-	-	-	-	8 2%	3 1%	13 6%
The British National Party	1 *	1 *	* *	* *	1 *	- -	1 *	- -	- -	- -	- -	1 *	1 *	* *	1 *	* *	- -	- -	- -	1 *	-	-	-	-	* *	- -	- -
Some other party	3 *	- -	3 1%	* *	1 1%	1 1%	- -	- -	* *	3 1%	- -	- -	* *	- -	1 *	1 *	* *	- -	2 1%	* *	-	-	-	-	1 *	- -	1 *

**Opinion Poll**  
**ONLINE Fieldwork : 28th-29th January 2015**

Absolutes/col percents

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

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2020	2020
Weighted base	2020	2020
Male	996 49%	990 49%
Female	1024 51%	1030 51%

**Opinion Poll**  
**ONLINE Fieldwork : 28th-29th January 2015**

Absolutes/col percents

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

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2020	2020
Weighted base	2020	2020
18-24	289 14%	240 12%
25-34	275 14%	340 17%
35-44	322 16%	340 17%
45-54	351 17%	360 18%
55-64	324 16%	300 15%
65+	459 23%	440 22%
Average age	47.47	47.03

**Opinion Poll**  
**ONLINE Fieldwork : 28th-29th January 2015**

Absolutes/col percents

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

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2020	2020
Weighted base	2020	2020
AB	558 28%	540 27%
C1	603 30%	560 28%
C2	354 18%	440 22%
DE	505 25%	480 24%
NET: ABC1	1161 57%	1100 54%
NET: C2DE	859 43%	920 46%

**Opinion Poll**  
**ONLINE Fieldwork : 28th-29th January 2015**

Absolutes/col percents

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

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2020	2020
Weighted base	2020	2020
Scotland	183 9%	182 9%
North East	88 4%	81 4%
North West	232 11%	222 11%
Yorkshire & Humberside	182 9%	182 9%
West Midlands	182 9%	182 9%
East Midlands	145 7%	141 7%
Wales	110 5%	101 5%
Eastern	189 9%	202 10%
London	227 11%	263 13%
South East	285 14%	283 14%
South West	197 10%	182 9%

**Opinion Poll**  
**ONLINE Fieldwork : 28th-29th January 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	2020	2020
Weighted base	2020	2020
NET: Working	1078 53%	1131 56%
Working full time - working 30 hours per week or more	805 40%	889 44%
Working part time - working between 8 and 29 hours per week	273 14%	242 12%
NET: Not working	942 47%	889 44%
Not working but seeking work or temporarily unemployed or sick	102 5%	107 5%
Not working and not seeking work/ student	201 10%	165 8%
Retired on a state pension only	127 6%	123 6%
Retired with a private pension	362 18%	344 17%
House person, housewife, househusband, etc.	150 7%	151 7%



**Opinion Poll**  
**ONLINE Fieldwork : 28th-29th January 2015**

Absolutes/col percents

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

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2020	2020
Weighted base	2020	2020
NET: Homeowners	1332 66%	1313 65%
Owned outright - without mortgage	678 34%	667 33%
Owned with a mortgage or loan	654 32%	646 32%
NET: Renters	647 32%	674 33%
Rented from the council	117 6%	283 14%
Rented from a housing association	156 8%	114 6%
Rented from someone else	374 19%	277 14%
Rent free	41 2%	33 2%

**Opinion Poll**  
**ONLINE Fieldwork : 28th-29th January 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	2020	2020
Weighted base	2020	2020
Yes	1197 59%	1232 61%
No	823 41%	788 39%

**Opinion Poll**  
**ONLINE Fieldwork : 28th-29th January 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	2020	2020
Weighted base	2020	2020
No cars in the household	433 21%	424 21%
NET: Any	1587 79%	1596 79%
1	1087 54%	848 42%
2	412 20%	566 28%
3+	88 4%	182 9%

**Opinion Poll**  
**ONLINE Fieldwork : 28th-29th January 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	2020	2020
Weighted base	2020	2020
Conservative	582 29%	566 28%
Labour	620 31%	586 29%
Liberal Democrat	146 7%	202 10%
SNP	62 3%	46 2%
Plaid Cymru	9 *	3 *
Green	100 5%	39 2%
UKIP	219 11%	81 4%
BNP	5 *	4 *
Another party	15 1%	9 *
None	262 13%	485 24%