

Opinion Poll

ONLINE Fieldwork : 23rd-25th 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	2039	954	1085	264	308	329	366	327	445	579	592	365	503	524	538	503	297	177	236	799	480	497	103	289	576	383	316	
Weighted base	2039	999	1040	242	343	343	363	303	444	545	565	444	485	551	530	489	285	184	272	870	473	510	130	186	553	390	345	
Absolutely certain to vote	(10)	1109	598	511	85	149	162	216	181	316	297	328	224	260	297	266	279	150	117	155	456	347	354	78	136	409	271	210
		54%	60%	49%	35%	43%	47%	59%	60%	71%	55%	58%	50%	54%	54%	50%	57%	52%	64%	57%	52%	73%	70%	60%	73%	74%	70%	61%
	(9)	243	133	109	28	37	38	45	50	44	76	64	58	45	68	68	57	39	11	39	105	71	64	19	30	75	52	57
		12%	13%	11%	11%	11%	11%	12%	17%	10%	14%	11%	13%	9%	12%	13%	12%	14%	6%	14%	12%	15%	12%	15%	16%	14%	13%	16%
	(8)	123	57	66	28	25	23	19	15	13	35	36	32	21	39	31	24	16	14	14	62	19	34	18	7	20	21	27
		6%	6%	6%	11%	7%	7%	5%	5%	3%	6%	6%	7%	4%	7%	6%	5%	6%	8%	5%	7%	4%	7%	14%	4%	4%	5%	8%
	(7)	103	44	59	23	22	19	16	7	16	30	21	30	22	24	36	20	16	8	14	43	22	28	7	8	15	9	20
		5%	4%	6%	10%	6%	5%	4%	2%	4%	6%	4%	7%	4%	4%	7%	4%	6%	4%	5%	5%	5%	6%	5%	4%	3%	2%	6%
	(6)	35	10	25	8	8	11	4	3	2	10	7	7	10	13	12	7	2	1	5	20	3	10	5	1	5	10	2
		2%	1%	2%	3%	2%	3%	1%	1%	*	2%	1%	2%	2%	2%	2%	1%	1%	*	2%	2%	1%	2%	4%	1%	1%	3%	*
	(5)	56	19	37	12	19	4	6	9	16	15	11	13	21	12	13	8	2	4	29	7	12	*	1	5	6	8	
		3%	2%	4%	5%	5%	1%	2%	2%	2%	3%	3%	3%	3%	4%	2%	3%	3%	1%	1%	3%	2%	2%	*	1%	1%	1%	2%
	(4)	19	8	11	3	3	9	4	-	*	5	3	9	1	4	2	4	5	3	1	14	1	2	-	*	3	1	*
		1%	1%	1%	1%	1%	3%	1%	-	*	1%	1%	2%	*	1%	*	1%	2%	2%	*	2%	*	*	-	*	1%	*	*
	(3)	30	14	16	9	7	6	7	-	1	7	7	12	5	4	8	14	4	*	*	16	2	4	2	*	1	2	1
		1%	1%	2%	4%	2%	2%	2%	-	*	1%	1%	3%	1%	1%	2%	3%	1%	*	*	2%	*	1%	2%	*	*	1%	*
	(2)	48	7	41	11	10	11	3	4	9	10	17	11	10	12	20	8	5	4	9	14	1	2	1	1	1	1	2
		2%	1%	4%	5%	3%	3%	1%	1%	2%	2%	3%	3%	2%	2%	4%	2%	2%	2%	3%	2%	*	*	1%	1%	*	*	1%
Definitely would not vote	(1)	143	71	72	14	29	36	22	22	20	38	28	24	53	43	32	34	23	11	13	54	-	-	-	-	12	7	2
		7%	7%	7%	6%	8%	10%	6%	7%	4%	7%	5%	5%	11%	8%	6%	7%	8%	6%	5%	6%	-	-	-	-	2%	2%	1%
Don't know		130	37	92	20	36	25	21	15	13	22	38	26	45	26	45	28	18	13	16	57	-	-	-	-	8	10	16
		6%	4%	9%	8%	10%	7%	6%	5%	3%	4%	7%	6%	9%	5%	8%	6%	6%	7%	6%	7%	-	-	-	-	1%	2%	5%
Mean		8.31	8.59	8.04	7.53	7.78	7.78	8.62	8.70	9.00	8.37	8.56	8.22	8.05	8.27	8.24	8.36	8.23	8.67	8.62	8.30	9.47	9.27	9.10	9.48	9.37	9.26	9.20
Standard deviation		2.81	2.63	2.95	2.90	3.05	3.17	2.60	2.60	2.32	2.72	2.62	2.74	3.16	2.82	2.80	2.82	2.88	2.64	2.55	2.73	1.17	1.42	1.48	1.18	1.64	1.68	1.50
Standard error		0.06	0.09	0.09	0.18	0.18	0.18	0.14	0.15	0.11	0.11	0.11	0.15	0.15	0.13	0.12	0.13	0.17	0.20	0.17	0.10	0.05	0.06	0.15	0.07	0.07	0.09	0.09

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	2039	954	1085	264	308	329	366	327	445	579	592	365	503	524	538	503	297	177	236	799	480	497	103	289	576	383	316	
Weighted base	2039	999	1040	242	343	343	363	303	444	545	565	444	485	551	530	489	285	184	272	870	473	510	130	186	553	390	345	
Conservative	473 23%	249 25%	224 22%	45 18%	61 18%	56 16%	88 24%	78 26%	145 26%	159 29%	129 23%	94 21%	90 19%	168 31%	122 23%	111 23%	50 18%	22 12%	51 19%	209 24%	473 100%	-	-	-	352 64%	16 4%	28 8%	
Labour	510 25%	268 27%	242 23%	54 22%	124 36%	89 26%	81 22%	74 24%	88 20%	115 21%	148 26%	106 24%	140 29%	105 19%	115 22%	161 33%	84 29%	45 25%	87 32%	211 24%	-	510 100%	-	-	30 5%	286 73%	75 22%	
Liberal Democrat	130 6%	78 8%	52 5%	12 5%	21 6%	33 9%	12 3%	22 7%	29 7%	50 9%	38 7%	28 6%	14 3%	50 9%	29 5%	22 4%	25 9%	5 3%	10 4%	58 7%	-	-	130 100%	-	5 1%	9 2%	95 27%	
SNP	43 2%	22 2%	22 2%	3 1%	6 2%	5 1%	18 5%	4 1%	8 2%	7 1%	15 3%	9 2%	12 3%	-	-	-	-	43 24%	8 3%	19 2%	-	-	-	-	1 *	6 2%	2 *	
Plaid Cymru	5 *	4 *	1 *	-	1 *	-	3 1%	* *	-	3 *	* *	1 *	1 *	-	-	-	5 2%	-	2 1%	2 *	-	-	-	-	-	-	-	1 *
The UK Independence Party	186 9%	118 12%	67 6%	4 2%	10 3%	18 5%	48 13%	43 14%	63 14%	43 8%	48 8%	53 12%	42 9%	43 8%	72 14%	47 10%	18 6%	6 3%	15 5%	85 10%	-	-	-	186 100%	87 16%	19 5%	24 7%	
The Green Party	87 4%	39 4%	48 5%	32 13%	11 3%	9 3%	10 3%	8 3%	18 4%	27 5%	32 6%	14 3%	15 3%	25 5%	25 5%	22 4%	13 4%	3 2%	21 8%	28 3%	-	-	-	-	9 2%	7 2%	29 8%	
The British National Party	4 *	2 *	2 *	-	* *	* *	1 *	* *	2 1%	-	* *	1 *	3 1%	2 *	2 *	1 *	-	-	-	2 *	-	-	-	-	3 1%	* *	* *	
Some other party	1 *	1 *	* *	1 *	-	-	-	1 *	-	* *	1 *	-	1 *	1 *	* *	-	-	-	-	* *	-	-	-	-	-	-	-	* *
Would not vote	186 9%	81 8%	105 10%	26 11%	36 10%	42 12%	29 8%	26 9%	28 6%	49 9%	35 6%	41 9%	61 13%	48 9%	46 9%	51 11%	25 9%	15 8%	21 8%	66 8%	-	-	-	-	12 2%	7 2%	5 1%	
Rather not say	36 2%	21 2%	15 1%	6 2%	7 2%	12 3%	7 2%	1 *	4 1%	8 1%	6 1%	15 3%	6 1%	13 2%	14 3%	4 1%	3 1%	2 1%	1 *	21 2%	-	-	-	-	1 *	1 *	3 1%	
Don't know	378 19%	117 12%	261 25%	61 25%	66 19%	79 23%	67 18%	45 15%	60 13%	83 15%	113 20%	82 19%	100 21%	96 18%	105 20%	70 14%	64 22%	43 23%	56 21%	169 19%	-	-	-	-	54 10%	38 10%	83 24%	

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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	1265	654	611	138	167	187	226	220	329	374	376	219	296	324	328	316	184	113	148	487	393	393	79	237	444	281	202
Weighted base	1165	644	521	108	175	166	219	194	303	326	336	242	260	317	291	296	157	104	159	490	392	407	101	155	420	284	210
Conservative	392	211	181	33	46	45	75	67	125	131	108	78	75	138	100	94	40	19	44	171	392	-	-	-	305	14	23
	34%	33%	35%	31%	26%	27%	34%	34%	41%	40%	32%	32%	29%	44%	34%	32%	26%	18%	28%	35%	100%	-	-	-	73%	5%	11%
Labour	407	215	192	37	92	71	68	63	76	91	120	81	115	82	91	128	68	38	72	163	-	407	-	-	26	235	63
	35%	33%	37%	34%	53%	43%	31%	32%	25%	28%	36%	33%	44%	26%	31%	43%	43%	37%	45%	33%	-	100%	-	-	6%	83%	30%
Liberal Democrat	101	62	39	9	15	25	10	18	25	40	29	21	11	39	22	18	19	3	7	45	-	-	101	-	3	8	77
	9%	10%	8%	8%	9%	15%	4%	10%	8%	12%	9%	9%	4%	12%	8%	6%	12%	3%	4%	9%	-	-	100%	-	1%	3%	36%
SNP	36	19	17	1	4	4	15	4	7	6	12	8	10	-	-	-	-	36	6	16	-	-	-	-	*	5	1
	3%	3%	3%	1%	3%	3%	7%	2%	2%	2%	3%	3%	4%	-	-	-	-	35%	4%	3%	-	-	-	-	*	2%	1%
Plaid Cymru	4	3	1	-	1	-	2	*	-	2	*	1	*	-	-	-	4	-	1	2	-	-	-	-	-	-	1
	*	*	*	-	1%	-	1%	*	-	1%	*	*	*	-	-	-	2%	-	1%	*	-	-	-	-	-	-	*
The UK Independence Party	155	101	54	3	8	14	40	35	54	36	41	44	34	35	59	40	16	5	13	71	-	-	-	155	76	16	21
	13%	16%	10%	3%	4%	8%	18%	18%	18%	11%	12%	18%	13%	11%	20%	13%	10%	5%	8%	14%	-	-	-	100%	18%	6%	10%
The Green Party	67	32	35	24	8	8	7	6	14	20	26	10	12	21	18	16	11	2	17	21	-	-	-	-	7	6	24
	6%	5%	7%	22%	5%	5%	3%	3%	5%	6%	8%	4%	5%	7%	6%	5%	7%	2%	11%	4%	-	-	-	-	2%	2%	11%
The British National Party	3	1	2	-	*	*	1	*	1	-	*	1	2	1	1	1	-	-	-	2	-	-	-	-	2	*	*
	*	*	*	-	*	*	*	*	*	-	*	*	1%	*	1%	*	-	-	-	*	-	-	-	-	*	*	*
Some other party	1	1	*	1	-	-	-	1	-	*	*	-	1	1	*	-	-	-	-	*	-	-	-	-	-	-	*
	*	*	*	1%	-	-	-	*	-	*	*	-	*	*	*	-	-	-	-	*	-	-	-	-	-	-	*

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Table 4
Gender
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2039	2039
Weighted base	2039	2039
Male	954 47%	999 49%
Female	1085 53%	1040 51%

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Absolutes/col percents

Table 5
Age
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2039	2039
Weighted base	2039	2039
18-24	264 13%	242 12%
25-34	308 15%	343 17%
35-44	329 16%	343 17%
45-54	366 18%	363 18%
55-64	327 16%	303 15%
65+	445 22%	444 22%
Average age	47.37	47.10

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Absolutes/col percents

Table 6
Social Grade
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2039	2039
Weighted base	2039	2039
AB	579 28%	545 27%
C1	592 29%	565 28%
C2	365 18%	444 22%
DE	503 25%	485 24%
NET: ABC1	1171 57%	1110 54%
NET: C2DE	868 43%	929 46%

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Absolutes/col percents

Table 7
GO Region
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2039	2039
Weighted base	2039	2039
Scotland	177 9%	184 9%
North East	88 4%	82 4%
North West	237 12%	224 11%
Yorkshire & Humberside	178 9%	184 9%
West Midlands	193 9%	184 9%
East Midlands	154 8%	143 7%
Wales	101 5%	102 5%
Eastern	191 9%	204 10%
London	216 11%	265 13%
South East	308 15%	285 14%
South West	196 10%	184 9%

Opinion Poll
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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	2039	2039
Weighted base	2039	2039
NET: Working	1035 51%	1142 56%
Working full time - working 30 hours per week or more	698 34%	897 44%
Working part time - working between 8 and 29 hours per week	337 17%	245 12%
NET: Not working	1004 49%	897 44%
Not working but seeking work or temporarily unemployed or sick	132 6%	117 6%
Not working and not seeking work/ student	196 10%	166 8%
Retired on a state pension only	150 7%	142 7%
Retired with a private pension	348 17%	315 15%
House person, housewife, househusband, etc.	178 9%	157 8%

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Absolutes/col percents

Table 9
Tenure
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2039	2039
Weighted base	2039	2039
NET: Homeowners	1224 60%	1325 65%
Owned outright - without mortgage	652 32%	673 33%
Owned with a mortgage or loan	572 28%	653 32%
NET: Renters	773 38%	684 34%
Rented from the council	158 8%	285 14%
Rented from a housing association	203 10%	128 6%
Rented from someone else	412 20%	271 13%
Rent free	42 2%	29 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	2039	2039
Weighted base	2039	2039
Yes	1197 59%	1244 61%
No	842 41%	795 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	2039	2039
Weighted base	2039	2039
No cars in the household	494 24%	428 21%
NET: Any	1545 76%	1611 79%
1	1051 52%	856 42%
2	395 19%	571 28%
3+	99 5%	184 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	2039	2039
Weighted base	2039	2039
Conservative	597 29%	571 28%
Labour	612 30%	591 29%
Liberal Democrat	152 7%	204 10%
SNP	59 3%	41 2%
Plaid Cymru	6 *	3 *
Green	99 5%	48 2%
UKIP	222 11%	82 4%
BNP	9 *	4 *
Another party	11 1%	7 *
None	272 13%	489 24%