

Opinion Poll

ONLINE Fieldwork : 14th-15th 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	2070	997	1073	228	305	328	398	334	477	610	642	333	485	560	514	479	286	231	304	856	479	511	103	311	562	411	384	
Weighted base	2070	1014	1056	246	349	348	369	307	451	553	574	451	492	559	538	497	290	186	298	861	475	514	131	205	538	405	376	
Absolutely certain to vote	(10) 1135	635	500	84	140	183	208	199	320	325	300	249	262	305	285	262	149	134	172	429	333	347	80	156	401	282	246	
		55%	63%	47%	34%	40%	53%	56%	65%	71%	59%	52%	55%	53%	55%	53%	51%	72%	58%	50%	70%	67%	61%	76%	75%	69%	65%	
	(9) 258	131	127	22	34	38	45	50	70	86	78	51	43	74	73	57	35	19	35	106	64	76	27	29	74	55	56	
		12%	13%	12%	9%	10%	11%	12%	16%	16%	14%	11%	9%	13%	13%	11%	12%	10%	12%	12%	13%	15%	21%	14%	14%	14%	15%	
	(8) 119	69	50	20	26	21	20	13	19	31	34	36	18	35	28	27	20	9	15	62	31	33	7	6	19	18	32	
		6%	7%	5%	8%	7%	6%	5%	4%	6%	6%	8%	4%	6%	5%	5%	7%	5%	5%	7%	7%	6%	6%	3%	4%	4%	8%	
	(7) 93	37	56	19	25	13	16	11	9	22	23	20	27	22	24	21	21	6	14	36	26	30	10	3	15	13	16	
		4%	4%	5%	8%	7%	4%	4%	2%	4%	4%	4%	6%	4%	4%	4%	7%	3%	5%	4%	6%	6%	8%	1%	3%	3%	4%	
	(6) 51	17	35	9	16	10	12	2	2	15	16	11	9	12	18	8	9	4	7	34	12	11	3	3	8	11	5	
		2%	2%	3%	4%	5%	3%	3%	1%	*	3%	3%	3%	2%	2%	3%	2%	2%	2%	4%	2%	2%	2%	2%	1%	1%	3%	1%
	(5) 53	20	34	13	11	14	10	1	4	9	7	21	16	25	17	7	4	1	6	33	6	10	1	5	4	11	4	
		3%	2%	3%	5%	3%	4%	3%	*	1%	2%	1%	5%	3%	4%	3%	1%	1%	2%	4%	1%	2%	1%	2%	1%	3%	1%	
	(4) 13	4	9	4	2	4	1	*	1	2	5	3	3	3	5	5	-	-	1	5	-	2	-	3	2	-	*	
		1%	*	1%	2%	1%	1%	*	*	*	1%	1%	1%	1%	1%	1%	-	-	*	1%	-	*	-	1%	*	-	*	
	(3) 27	9	19	6	5	9	7	1	-	4	15	1	8	7	8	8	4	-	2	14	3	4	3	*	-	3	-	
		1%	1%	2%	2%	1%	3%	2%	*	-	1%	3%	*	2%	1%	2%	2%	1%	-	1%	2%	1%	1%	2%	*	-	1%	-
	(2) 43	12	32	10	7	5	11	6	3	20	14	4	4	13	12	15	4	-	4	25	1	2	-	1	4	1	-	
		2%	1%	3%	4%	2%	1%	3%	2%	1%	4%	3%	1%	2%	2%	3%	1%	-	1%	3%	*	*	-	*	1%	*	-	
Definitely would not vote	(1) 156	54	103	20	50	34	19	14	18	26	42	36	52	43	30	49	31	3	27	59	-	-	-	-	6	6	8	
		8%	5%	10%	8%	14%	10%	5%	5%	4%	5%	7%	8%	11%	8%	6%	10%	11%	2%	9%	7%	-	-	-	1%	1%	2%	
Don't know	121	28	92	39	32	17	19	10	4	13	39	18	51	22	38	37	13	10	16	58	-	-	-	-	4	5	10	
		6%	3%	9%	16%	9%	5%	5%	3%	1%	2%	7%	4%	10%	4%	7%	7%	5%	5%	5%	7%	-	-	-	1%	1%	3%	
Mean	8.32	8.78	7.86	7.37	7.35	7.99	8.42	8.97	9.20	8.60	8.24	8.34	8.07	8.27	8.38	8.07	8.09	9.39	8.39	8.13	9.36	9.26	9.17	9.46	9.42	9.21	9.24	
Standard deviation	2.82	2.40	3.12	3.11	3.34	3.07	2.69	2.27	2.00	2.54	2.88	2.74	3.11	2.84	2.68	3.11	2.99	1.54	2.85	2.85	1.24	1.38	1.44	1.33	1.48	1.71	1.60	
Standard error	0.06	0.08	0.10	0.22	0.20	0.17	0.14	0.13	0.09	0.10	0.12	0.15	0.15	0.12	0.12	0.15	0.18	0.10	0.17	0.10	0.06	0.06	0.14	0.08	0.06	0.08	0.08	

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	2070	997	1073	228	305	328	398	334	477	610	642	333	485	560	514	479	286	231	304	856	479	511	103	311	562	411	384
Weighted base	2070	1014	1056	246	349	348	369	307	451	553	574	451	492	559	538	497	290	186	298	861	475	514	131	205	538	405	376
Conservative	475 23%	275 27%	200 19%	41 16%	53 15%	49 14%	74 20%	94 31%	165 36%	158 29%	134 23%	95 21%	89 18%	151 27%	127 24%	98 20%	63 22%	36 20%	49 16%	193 22%	475 100%	-	-	-	351 65%	14 4%	42 11%
Labour	514 25%	263 26%	251 24%	65 26%	84 24%	119 34%	101 27%	62 20%	84 19%	119 21%	155 27%	119 26%	121 25%	135 24%	125 23%	149 30%	62 22%	44 24%	93 31%	210 24%	-	514 100%	-	-	16 3%	285 70%	87 23%
Liberal Democrat	131 6%	67 7%	64 6%	9 4%	29 8%	15 4%	28 8%	22 7%	27 6%	64 12%	28 5%	14 3%	25 5%	48 9%	26 5%	23 5%	21 7%	14 8%	11 4%	63 7%	-	-	131 100%	-	5 1%	6 2%	93 25%
SNP	42 2%	27 3%	15 1%	1 *	5 1%	8 2%	11 3%	10 3%	8 2%	16 3%	13 2%	8 2%	5 1%	-	-	-	-	42 23%	11 4%	16 2%	-	-	-	-	2 *	12 3%	3 1%
Plaid Cymru	4 *	3 *	1 *	-	1 *	* *	-	1 *	2 *	1 *	3 *	* *	-	-	-	-	4 1%	-	* *	3 *	-	-	-	-	-	-	-
The UK Independence Party	205 10%	136 13%	69 7%	6 2%	15 4%	23 7%	38 10%	38 13%	85 19%	36 6%	39 7%	69 15%	62 13%	49 9%	74 14%	49 10%	27 9%	7 4%	24 8%	73 8%	-	-	-	205 100%	93 17%	21 5%	30 8%
The Green Party	92 4%	40 4%	51 5%	18 7%	16 5%	18 5%	19 5%	11 4%	9 2%	29 5%	23 4%	20 4%	20 4%	20 4%	31 6%	21 4%	13 4%	6 3%	19 6%	32 4%	-	-	-	-	9 2%	7 2%	32 8%
The British National Party	7 *	5 *	3 *	* *	2 1%	-	3 1%	1 *	1 *	-	1 *	2 1%	4 1%	2 *	-	2 *	3 1%	-	-	4 1%	-	-	-	-	1 *	1 *	-
Some other party	4 *	2 *	1 *	-	1 *	2 1%	-	1 *	-	* *	2 *	1 *	1 *	1 *	2 *	-	* *	* *	1 *	3 *	-	-	-	-	* *	-	1 *
Would not vote	191 9%	64 6%	127 12%	29 12%	61 17%	38 11%	26 7%	18 6%	20 4%	41 7%	55 10%	38 8%	57 12%	52 9%	41 8%	63 13%	32 11%	3 2%	31 10%	80 9%	-	-	-	-	10 2%	7 2%	8 2%
Rather not say	20 1%	11 1%	9 1%	9 4%	2 1%	6 2%	1 *	2 1%	1 *	7 1%	2 *	4 1%	6 1%	8 1%	9 2%	2 *	* *	1 1%	2 1%	12 1%	-	-	-	-	-	1 *	-
Don't know	385 19%	120 12%	265 25%	68 28%	79 23%	71 20%	69 19%	48 16%	50 11%	82 15%	119 21%	80 18%	103 21%	92 17%	105 19%	91 18%	64 22%	32 17%	58 20%	172 20%	-	-	-	-	50 9%	50 12%	79 21%

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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	1323	717	606	116	155	201	260	235	357	418	404	213	288	360	330	290	172	171	196	526	391	407	82	253	438	305	262	
Weighted base	1188	675	513	103	149	188	218	204	326	347	320	261	259	324	306	274	155	128	169	470	385	410	103	169	407	289	241	
Conservative	385	225	161	31	36	38	58	79	142	130	109	74	72	120	103	80	51	32	40	151	385	-	-	-	301	11	35	
	32%	33%	31%	30%	24%	20%	27%	39%	44%	37%	34%	28%	28%	37%	34%	29%	33%	25%	24%	32%	100%	-	-	-	74%	4%	15%	
Labour	410	216	194	46	64	95	81	54	70	97	123	95	94	107	98	119	49	37	75	167	-	410	-	-	14	237	73	
	35%	32%	38%	44%	43%	51%	37%	26%	21%	28%	39%	36%	36%	33%	32%	43%	32%	29%	44%	35%	-	100%	-	-	3%	82%	30%	
Liberal Democrat	103	55	48	8	20	11	22	18	24	52	20	11	19	40	19	16	16	12	8	47	-	-	103	-	5	5	76	
	9%	8%	9%	8%	14%	6%	10%	9%	7%	15%	6%	4%	7%	12%	6%	6%	10%	9%	5%	10%	-	-	100%	-	1%	2%	32%	
SNP	37	24	13	1	4	7	10	8	7	14	11	7	4	-	-	-	-	37	9	14	-	-	-	-	2	11	3	
	3%	4%	3%	1%	3%	4%	4%	4%	2%	4%	3%	3%	2%	-	-	-	-	29%	5%	3%	-	-	-	-	*	4%	1%	
Plaid Cymru	3	3	1	-	1	*	-	1	1	1	2	*	-	-	-	-	3	-	*	3	-	-	-	-	-	-	-	
	*	*	*	-	*	*	-	*	*	*	1%	*	-	-	-	-	2%	-	*	1%	-	-	-	-	-	-	-	
The UK Independence Party	169	115	54	5	8	19	30	33	74	30	32	56	51	40	60	41	22	6	20	59	-	-	-	169	79	18	26	
	14%	17%	11%	5%	6%	10%	14%	16%	23%	9%	10%	21%	20%	12%	20%	15%	14%	4%	12%	13%	-	-	-	100%	19%	6%	11%	
The Green Party	72	33	40	12	13	15	15	10	7	22	20	16	15	15	25	16	11	5	17	25	-	-	-	-	7	6	28	
	6%	5%	8%	12%	9%	8%	7%	5%	2%	6%	6%	6%	6%	5%	8%	6%	7%	4%	10%	5%	-	-	-	-	2%	2%	11%	
The British National Party	4	3	2	*	1	-	2	1	1	-	1	1	2	1	-	2	2	-	-	3	-	-	-	-	1	1	-	
	*	*	*	*	1%	-	1%	*	*	-	*	1%	1%	*	-	1%	1%	-	-	1%	-	-	-	-	*	*	-	
Some other party	3	2	1	-	1	2	-	*	-	*	1	*	1	1	1	-	*	*	1	2	-	-	-	-	*	-	1	
	*	*	*	-	*	1%	-	*	-	*	*	*	*	*	*	-	*	*	*	*	*	-	-	-	-	*	-	*

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Table 4
Gender
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2070	2070
Weighted base	2070	2070
Male	997 48%	1014 49%
Female	1073 52%	1056 51%

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Absolutes/col percents

Table 5
Age
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2070	2070
Weighted base	2070	2070
18-24	228 11%	246 12%
25-34	305 15%	349 17%
35-44	328 16%	348 17%
45-54	398 19%	369 18%
55-64	334 16%	307 15%
65+	477 23%	451 22%
Average age	48.33	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	2070	2070
Weighted base	2070	2070
AB	610 29%	553 27%
C1	642 31%	574 28%
C2	333 16%	451 22%
DE	485 23%	492 24%
NET: ABC1	1252 60%	1127 54%
NET: C2DE	818 40%	943 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	2070	2070
Weighted base	2070	2070
Scotland	231 11%	186 9%
North East	83 4%	83 4%
North West	217 10%	228 11%
Yorkshire & Humberside	179 9%	186 9%
West Midlands	178 9%	186 9%
East Midlands	138 7%	145 7%
Wales	100 5%	104 5%
Eastern	198 10%	207 10%
London	253 12%	269 13%
South East	307 15%	290 14%
South West	186 9%	186 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	2070	2070
Weighted base	2070	2070
NET: Working	1160 56%	1159 56%
Working full time - working 30 hours per week or more	893 43%	911 44%
Working part time - working between 8 and 29 hours per week	267 13%	248 12%
NET: Not working	910 44%	911 44%
Not working but seeking work or temporarily unemployed or sick	91 4%	108 5%
Not working and not seeking work/ student	137 7%	142 7%
Retired on a state pension only	143 7%	146 7%
Retired with a private pension	385 19%	341 16%
House person, housewife, househusband, etc.	154 7%	174 8%

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Absolutes/col percents

Table 9
Tenure
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2070	2070
Weighted base	2070	2070
NET: Homeowners	1404 68%	1345 65%
Owned outright - without mortgage	732 35%	683 33%
Owned with a mortgage or loan	672 32%	662 32%
NET: Renters	628 30%	683 33%
Rented from the council	131 6%	290 14%
Rented from a housing association	170 8%	123 6%
Rented from someone else	327 16%	270 13%
Rent free	38 2%	41 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	2070	2070
Weighted base	2070	2070
Yes	1212 59%	1263 61%
No	858 41%	807 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	2070	2070
Weighted base	2070	2070
No cars in the household	424 20%	435 21%
NET: Any	1646 80%	1635 79%
1	1136 55%	869 42%
2	425 21%	580 28%
3+	85 4%	186 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	2070	2070
Weighted base	2070	2070
Conservative	575 28%	580 28%
Labour	610 29%	600 29%
Liberal Democrat	149 7%	207 10%
SNP	62 3%	29 1%
Plaid Cymru	6 *	3 *
Green	124 6%	58 3%
UKIP	226 11%	83 4%
BNP	13 1%	6 *
Another party	17 1%	8 *
None	288 14%	497 24%