

Opinion Poll

ONLINE Fieldwork : 2nd-4th 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	2046	995	1051	242	351	354	360	300	439	583	618	340	505	562	520	481	289	194	284	848	469	527	101	284	547	396	351
Weighted base	2046	1003	1043	243	345	345	365	304	445	547	567	446	486	552	532	491	286	184	281	864	482	519	130	165	528	393	356
Absolutely certain to vote	(10) 1145	608	537	84	149	174	224	211	303	329	307	244	265	304	299	263	161	118	172	438	345	358	85	123	400	284	241
	56%	61%	51%	34%	43%	51%	61%	69%	68%	60%	54%	55%	54%	55%	56%	54%	56%	64%	61%	51%	72%	69%	65%	75%	76%	72%	68%
	(9) 230	126	104	17	46	29	42	33	63	72	71	46	41	68	65	56	23	17	28	97	68	65	28	23	68	44	53
	11%	13%	10%	7%	13%	8%	12%	11%	14%	13%	12%	10%	8%	12%	12%	11%	8%	9%	10%	11%	14%	12%	21%	14%	13%	11%	15%
	(8) 117	49	68	15	26	9	28	13	25	30	39	31	17	33	24	30	11	19	14	56	32	39	6	7	33	21	21
	6%	5%	6%	6%	8%	3%	8%	4%	6%	5%	7%	7%	4%	6%	4%	6%	4%	10%	5%	6%	7%	7%	5%	4%	6%	5%	6%
	(7) 113	46	67	26	26	25	15	7	13	29	37	26	21	25	34	30	23	2	15	51	22	29	5	5	12	14	17
	6%	5%	6%	11%	8%	7%	4%	2%	3%	5%	7%	6%	4%	4%	6%	6%	8%	1%	5%	6%	5%	6%	4%	3%	2%	3%	5%
	(6) 38	12	25	6	17	8	1	1	6	8	11	6	12	10	8	5	13	2	2	24	5	11	5	-	2	3	3
	2%	1%	2%	2%	5%	2%	*	*	1%	2%	2%	1%	2%	2%	1%	1%	5%	1%	1%	3%	1%	2%	4%	-	*	1%	1%
	(5) 44	17	27	11	9	13	9	1	1	4	12	18	10	21	7	8	5	4	4	29	6	8	-	2	2	7	5
	2%	2%	3%	4%	3%	4%	2%	*	*	1%	2%	4%	2%	4%	1%	2%	2%	2%	1%	3%	1%	2%	-	1%	*	2%	1%
	(4) 10	3	7	1	3	2	1	*	1	2	2	4	1	3	4	2	*	-	1	4	1	4	*	2	1	-	1
	*	*	1%	1%	1%	1%	*	*	*	*	*	1%	*	1%	1%	*	*	-	*	1%	*	1%	*	1%	*	-	*
	(3) 27	16	11	14	6	3	*	2	2	5	6	8	7	5	10	6	5	1	2	18	1	4	-	1	1	*	1
	1%	2%	1%	6%	2%	1%	*	1%	*	1%	1%	2%	1%	1%	2%	1%	2%	1%	1%	2%	*	1%	-	1%	*	*	*
	(2) 35	17	18	13	4	7	1	4	6	6	13	7	10	14	4	10	6	-	2	22	2	1	-	2	2	1	1
	2%	2%	2%	5%	1%	2%	*	1%	1%	1%	2%	2%	2%	3%	1%	2%	2%	-	1%	2%	1%	*	-	1%	*	*	*
Definitely would not vote	(1) 168	81	86	31	28	41	33	21	14	45	26	37	60	40	19	64	27	17	29	71	-	-	-	-	3	7	4
	8%	8%	8%	13%	8%	12%	9%	7%	3%	8%	5%	8%	12%	7%	4%	13%	9%	9%	10%	8%	-	-	-	-	1%	2%	1%
Don't know	120	28	92	26	30	32	11	10	10	16	43	18	42	29	57	17	12	5	12	55	-	-	-	-	4	11	9
	6%	3%	9%	11%	9%	9%	3%	3%	2%	3%	8%	4%	9%	5%	11%	3%	4%	3%	4%	6%	-	-	-	-	1%	3%	2%
Mean	8.33	8.47	8.19	6.83	7.99	7.82	8.58	8.89	9.13	8.54	8.56	8.20	7.95	8.32	8.77	7.93	8.11	8.61	8.41	8.07	9.42	9.28	9.39	9.41	9.53	9.35	9.30
Standard deviation	2.84	2.80	2.89	3.43	2.83	3.24	2.71	2.54	2.01	2.72	2.49	2.88	3.27	2.81	2.31	3.23	3.00	2.74	2.93	2.95	1.20	1.39	1.09	1.45	1.19	1.59	1.50
Standard error	0.06	0.09	0.09	0.23	0.16	0.18	0.14	0.15	0.10	0.11	0.10	0.16	0.15	0.12	0.10	0.15	0.18	0.20	0.18	0.10	0.06	0.06	0.11	0.09	0.05	0.08	0.08

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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	2046	995	1051	242	351	354	360	300	439	583	618	340	505	562	520	481	289	194	284	848	469	527	101	284	547	396	351
Weighted base	2046	1003	1043	243	345	345	365	304	445	547	567	446	486	552	532	491	286	184	281	864	482	519	130	165	528	393	356
Conservative	482	258	225	41	54	45	80	99	162	161	143	98	80	144	148	97	76	17	50	200	482	-	-	-	368	11	31
	24%	26%	22%	17%	16%	13%	22%	33%	36%	29%	25%	22%	16%	26%	28%	20%	27%	9%	18%	23%	100%	-	-	-	70%	3%	9%
Labour	519	275	244	64	110	99	89	65	91	130	146	124	118	142	131	148	60	38	87	222	-	519	-	-	21	288	91
	25%	27%	23%	26%	32%	29%	24%	22%	21%	24%	26%	28%	24%	26%	25%	30%	21%	21%	31%	26%	-	100%	-	-	4%	73%	26%
Liberal Democrat	130	75	54	8	25	24	25	14	33	51	31	25	24	40	32	24	25	10	24	57	-	-	130	-	5	11	97
	6%	7%	5%	3%	7%	7%	7%	5%	8%	9%	5%	6%	5%	7%	6%	5%	9%	5%	8%	7%	-	-	100%	-	1%	3%	27%
SNP	50	26	24	4	10	5	16	7	8	17	11	13	9	-	-	-	-	50	6	19	-	-	-	-	1	13	6
	2%	3%	2%	2%	3%	1%	4%	2%	2%	3%	2%	3%	2%	-	-	-	-	27%	2%	2%	-	-	-	-	*	3%	2%
Plaid Cymru	3	1	1	-	1	-	1	-	1	-	1	1	1	-	-	-	3	-	1	1	-	-	-	-	-	-	-
	*	*	*	-	*	-	*	-	*	-	*	*	*	-	-	-	1%	-	*	*	-	-	-	-	-	-	-
The UK Independence Party	165	96	69	7	10	26	44	37	42	36	39	46	44	39	60	38	26	3	14	68	-	-	-	165	71	7	20
	8%	10%	7%	3%	3%	8%	12%	12%	9%	7%	7%	10%	9%	7%	11%	8%	9%	2%	5%	8%	-	-	-	100%	13%	2%	6%
The Green Party	74	33	41	9	12	12	12	12	17	19	22	18	15	22	21	15	10	7	16	22	-	-	-	-	8	6	29
	4%	3%	4%	4%	3%	4%	3%	4%	4%	4%	4%	4%	3%	4%	4%	3%	3%	4%	6%	3%	-	-	-	-	1%	2%	8%
The British National Party	4	3	1	*	*	-	2	-	1	-	*	-	4	-	1	3	*	-	-	3	-	-	-	-	-	-	1
	*	*	*	*	*	-	1%	-	*	-	*	-	1%	-	*	1%	*	-	-	*	-	-	-	-	-	-	*
Some other party	7	4	3	-	3	1	2	-	2	1	3	-	2	2	1	3	-	1	1	5	-	-	-	-	-	2	1
	*	*	*	-	1%	*	1%	-	*	*	1%	-	*	*	*	1%	-	*	*	1%	-	-	-	-	-	*	*
Would not vote	201	101	101	46	31	47	36	22	19	48	42	45	66	54	23	74	33	17	31	94	-	-	-	-	3	7	5
	10%	10%	10%	19%	9%	14%	10%	7%	4%	9%	7%	10%	14%	10%	4%	15%	12%	9%	11%	11%	-	-	-	-	1%	2%	1%
Rather not say	29	10	19	*	8	4	7	8	2	7	2	1	19	12	3	6	4	4	3	7	-	-	-	-	*	1	2
	1%	1%	2%	*	2%	1%	2%	3%	*	1%	*	*	4%	2%	1%	1%	1%	2%	1%	1%	-	-	-	-	*	*	1%
Don't know	381	120	261	63	79	82	51	40	66	76	125	76	104	97	111	84	51	38	46	168	-	-	-	-	52	48	73
	19%	12%	25%	26%	23%	24%	14%	13%	15%	14%	22%	17%	21%	18%	21%	17%	18%	21%	17%	19%	-	-	-	-	10%	12%	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	1290	681	608	127	195	201	240	209	319	390	392	213	295	338	339	302	184	127	180	514	384	418	80	233	420	292	237
Weighted base	1166	638	528	100	169	169	223	199	306	346	322	258	241	314	321	266	160	104	165	476	397	415	106	137	403	284	232
Conservative	397	214	183	33	41	37	63	83	140	135	117	78	65	120	123	77	61	15	42	161	397	-	-	-	313	9	26
	34%	34%	35%	33%	24%	22%	28%	42%	46%	39%	36%	30%	27%	38%	38%	29%	38%	15%	25%	34%	100%	-	-	-	78%	3%	11%
Labour	415	223	192	47	82	79	73	57	76	106	116	97	96	112	104	121	48	30	72	174	-	415	-	-	18	242	76
	36%	35%	36%	47%	48%	47%	33%	29%	25%	31%	36%	38%	40%	36%	32%	45%	30%	28%	43%	37%	-	100%	-	-	4%	85%	33%
Liberal Democrat	106	63	43	6	19	18	21	12	29	43	25	20	18	34	26	20	19	8	18	46	-	-	106	-	4	9	82
	9%	10%	8%	6%	11%	11%	10%	6%	10%	12%	8%	8%	7%	11%	8%	7%	12%	8%	11%	10%	-	-	100%	-	1%	3%	35%
SNP	43	22	21	3	8	4	14	6	7	15	10	10	7	-	-	-	-	43	6	17	-	-	-	-	1	11	5
	4%	3%	4%	3%	5%	3%	6%	3%	2%	4%	3%	4%	3%	-	-	-	-	41%	3%	3%	-	-	-	-	*	4%	2%
Plaid Cymru	2	1	1	-	*	-	1	-	1	-	1	*	1	-	-	-	2	-	1	*	-	-	-	-	-	-	-
	*	*	*	-	*	-	*	-	*	-	*	*	*	-	-	-	1%	-	*	*	-	-	-	-	-	-	-
The UK Independence Party	137	81	56	5	8	20	37	32	36	30	32	38	37	32	49	32	21	2	12	56	-	-	-	137	61	6	17
	12%	13%	11%	5%	5%	12%	17%	16%	12%	9%	10%	15%	15%	10%	15%	12%	13%	2%	7%	12%	-	-	-	100%	15%	2%	7%
The Green Party	58	28	30	7	9	10	10	9	14	15	17	13	12	16	17	12	8	6	14	16	-	-	-	-	6	4	24
	5%	4%	6%	7%	5%	6%	4%	4%	5%	4%	5%	5%	5%	5%	5%	5%	5%	5%	8%	3%	-	-	-	-	2%	2%	10%
The British National Party	4	2	1	*	*	-	2	-	1	-	*	-	3	-	1	2	*	-	-	2	-	-	-	-	-	-	1
	*	*	*	*	*	-	1%	-	*	-	*	-	1%	-	*	1%	*	-	-	*	-	-	-	-	-	-	*
Some other party	6	4	2	-	2	1	2	-	2	1	3	-	2	1	1	3	-	1	1	4	-	-	-	-	-	2	1
	1%	1%	*	-	1%	*	1%	-	1%	*	1%	-	1%	*	*	1%	-	1%	1%	1%	-	-	-	-	-	1%	*

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Absolutes/col percents

Table 4
Gender
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2046	2046
Weighted base	2046	2046
Male	995 49%	1003 49%
Female	1051 51%	1043 51%

Opinion Poll
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Absolutes/col percents

Table 5
Age
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2046	2046
Weighted base	2046	2046
18-24	242 12%	243 12%
25-34	351 17%	345 17%
35-44	354 17%	345 17%
45-54	360 18%	365 18%
55-64	300 15%	304 15%
65+	439 21%	445 22%
Average age	47.23	47.39

Opinion Poll
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Absolutes/col percents

Table 6
Social Grade
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2046	2046
Weighted base	2046	2046
AB	583 28%	547 27%
C1	618 30%	567 28%
C2	340 17%	446 22%
DE	505 25%	486 24%
NET: ABC1	1201 59%	1114 54%
NET: C2DE	845 41%	932 46%

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Table 7
GO Region
Base: All respondents

	Unweighted Total	Weighted Total
Unweighted base	2046	2046
Weighted base	2046	2046
Scotland	194 9%	184 9%
North East	73 4%	82 4%
North West	215 11%	225 11%
Yorkshire & Humberside	193 9%	184 9%
West Midlands	158 8%	184 9%
East Midlands	142 7%	143 7%
Wales	94 5%	102 5%
Eastern	220 11%	205 10%
London	272 13%	266 13%
South East	290 14%	286 14%
South West	195 10%	184 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	2046	2046
Weighted base	2046	2046
NET: Working	1132 55%	1146 56%
Working full time - working 30 hours per week or more	767 37%	900 44%
Working part time - working between 8 and 29 hours per week	365 18%	246 12%
NET: Not working	914 45%	900 44%
Not working but seeking work or temporarily unemployed or sick	124 6%	120 6%
Not working and not seeking work/ student	138 7%	119 6%
Retired on a state pension only	121 6%	114 6%
Retired with a private pension	364 18%	377 18%
House person, housewife, househusband, etc.	167 8%	170 8%

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Absolutes/col percents

Table 9
Tenure
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2046	2046
Weighted base	2046	2046
NET: Homeowners	1191 58%	1330 65%
Owned outright - without mortgage	646 32%	675 33%
Owned with a mortgage or loan	545 27%	655 32%
NET: Renters	825 40%	696 34%
Rented from the council	193 9%	286 14%
Rented from a housing association	234 11%	136 7%
Rented from someone else	398 19%	273 13%
Rent free	30 1%	20 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	2046	2046
Weighted base	2046	2046
Yes	1133 55%	1248 61%
No	913 45%	798 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	2046	2046
Weighted base	2046	2046
No cars in the household	482 24%	430 21%
NET: Any	1564 76%	1616 79%
1	1063 52%	859 42%
2	434 21%	573 28%
3+	67 3%	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	2046	2046
Weighted base	2046	2046
Conservative	556 27%	573 28%
Labour	605 30%	593 29%
Liberal Democrat	159 8%	205 10%
SNP	64 3%	34 2%
Plaid Cymru	5 *	3 *
Green	121 6%	58 3%
UKIP	239 12%	82 4%
BNP	6 *	3 *
Another party	9 *	5 *
None	282 14%	491 24%