

## Opinion Poll

### ONLINE Fieldwork : 12th-14th December 2014

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	2074	1031	1043	170	310	330	403	371	490	655	594	273	552	532	521	542	283	196	274	788	453	512	106	315	571	382	358	
Weighted base	2074	1016	1058	246	349	349	370	308	451	554	575	452	493	560	539	498	290	187	293	869	481	527	141	180	559	381	364	
Absolutely certain to vote	(10)	1087	609	478	76	150	165	198	178	320	333	299	194	261	289	286	258	141	112	130	448	329	357	83	123	406	265	216
		52%	60%	45%	31%	43%	47%	54%	58%	71%	60%	52%	43%	53%	52%	53%	52%	49%	60%	44%	52%	68%	68%	59%	68%	73%	70%	59%
	(9)	246	121	125	13	47	41	42	45	58	68	53	73	53	81	61	48	39	18	51	95	74	55	29	22	79	45	79
		12%	12%	12%	5%	14%	12%	11%	15%	13%	12%	9%	16%	11%	14%	11%	10%	13%	10%	17%	11%	15%	10%	21%	12%	14%	12%	22%
	(8)	163	86	77	21	37	26	28	27	23	38	46	56	23	40	40	49	20	14	30	72	40	49	14	17	31	39	35
		8%	8%	7%	8%	11%	8%	8%	9%	5%	7%	8%	12%	5%	7%	7%	10%	7%	8%	10%	8%	8%	9%	10%	10%	6%	10%	10%
	(7)	121	53	69	21	23	28	26	14	9	26	41	30	24	29	35	27	22	8	14	50	16	39	9	5	15	18	19
		6%	5%	6%	8%	7%	8%	7%	5%	2%	5%	7%	7%	5%	5%	6%	5%	8%	4%	5%	6%	3%	7%	7%	3%	3%	5%	5%
	(6)	39	12	27	9	12	2	5	3	8	11	8	9	8	9	10	6	6	1	17	11	4	-	4	4	1	-	
		2%	1%	3%	4%	3%	1%	1%	2%	2%	2%	2%	2%	1%	2%	2%	2%	3%	*	2%	2%	1%	-	2%	1%	*	-	
	(5)	66	17	49	16	19	9	12	2	8	22	11	12	22	27	11	17	9	2	10	28	7	13	2	4	6	6	3
		3%	2%	5%	6%	5%	2%	3%	1%	2%	4%	2%	3%	4%	5%	2%	3%	3%	1%	3%	3%	1%	2%	2%	2%	1%	2%	1%
	(4)	21	10	11	6	7	5	3	1	-	3	10	2	7	3	4	8	4	2	9	6	2	5	2	1	-	1	1
		1%	1%	1%	2%	2%	1%	1%	*	-	1%	2%	*	1%	1%	1%	2%	2%	1%	3%	1%	*	1%	*	-	*	*	
	(3)	36	18	18	11	9	6	1	7	2	2	14	13	7	10	19	6	*	1	5	22	2	2	-	3	3	-	-
		2%	2%	2%	4%	3%	2%	*	2%	*	*	3%	3%	1%	2%	3%	1%	*	1%	2%	3%	*	*	-	2%	1%	-	-
	(2)	44	15	29	16	8	7	2	7	4	19	12	2	11	10	15	13	7	-	10	21	-	3	1	1	4	1	1
		2%	1%	3%	6%	2%	1%	2%	1%	3%	2%	*	2%	2%	2%	3%	3%	2%	-	3%	2%	-	1%	1%	1%	1%	*	*
Definitely would not vote	(1)	146	41	105	32	19	32	30	18	15	14	38	40	54	30	28	43	26	19	15	55	-	-	-	-	11	2	6
		7%	4%	10%	13%	6%	9%	8%	6%	3%	3%	7%	9%	11%	5%	5%	9%	9%	10%	5%	6%	-	-	-	-	2%	1%	2%
Don't know		104	35	69	26	19	28	21	6	4	18	40	22	24	32	33	20	16	4	19	55	-	-	-	-	*	3	5
		5%	3%	7%	11%	5%	8%	6%	2%	1%	3%	7%	5%	5%	6%	6%	4%	5%	2%	6%	6%	-	-	-	-	*	1%	1%
Mean		8.24	8.72	7.76	6.56	7.97	7.99	8.35	8.55	9.14	8.72	8.20	8.04	7.91	8.37	8.31	8.06	8.06	8.39	8.16	8.22	9.36	9.20	9.19	9.21	9.30	9.36	9.21
Standard deviation		2.79	2.36	3.09	3.41	2.72	3.00	2.72	2.60	2.01	2.31	2.82	2.81	3.17	2.62	2.73	2.94	2.92	2.85	2.71	2.78	1.19	1.47	1.35	1.58	1.71	1.30	1.47
Standard error		0.06	0.07	0.10	0.27	0.16	0.17	0.14	0.14	0.09	0.09	0.12	0.17	0.14	0.12	0.12	0.13	0.18	0.21	0.17	0.10	0.06	0.06	0.13	0.09	0.07	0.07	0.08

## Opinion Poll

### ONLINE Fieldwork : 12th-14th December 2014

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	2074	1031	1043	170	310	330	403	371	490	655	594	273	552	532	521	542	283	196	274	788	453	512	106	315	571	382	358
Weighted base	2074	1016	1058	246	349	349	370	308	451	554	575	452	493	560	539	498	290	187	293	869	481	527	141	180	559	381	364
Conservative	481 23%	285 28%	196 19%	32 13%	77 22%	51 15%	73 20%	70 23%	179 40%	180 32%	128 22%	104 23%	69 14%	161 29%	128 24%	100 20%	60 21%	32 17%	36 12%	221 25%	481 100%	-	-	-	351 63%	6 2%	47 13%
Labour	527 25%	273 27%	254 24%	65 26%	108 31%	104 30%	109 29%	63 21%	78 17%	130 23%	143 25%	82 18%	172 35%	132 24%	129 24%	160 32%	72 25%	35 19%	91 31%	220 25%	-	527 100%	-	-	33 6%	273 72%	99 27%
Liberal Democrat	141 7%	76 7%	64 6%	11 4%	34 10%	15 4%	23 6%	33 11%	24 5%	51 9%	32 6%	29 6%	29 6%	44 8%	42 8%	28 6%	20 7%	7 4%	26 9%	57 7%	-	-	141 100%	-	6 1%	9 2%	90 25%
SNP	45 2%	24 2%	22 2%	4 2%	11 3%	5 1%	8 2%	9 3%	8 2%	11 2%	11 2%	13 3%	10 2%	-	-	-	-	45 24%	8 3%	17 2%	-	-	-	-	3 *	9 2%	7 2%
Plaid Cymru	7 *	3 *	5 *	-	1 *	-	5 1%	-	2 *	4 1%	*	3 1%	*	-	-	-	7 2%	-	2 1%	1 *	-	-	-	-	-	-	3 1%
The UK Independence Party	180 9%	102 10%	79 7%	6 2%	5 2%	25 7%	34 9%	45 14%	65 14%	36 7%	43 7%	52 12%	49 10%	43 8%	62 12%	47 9%	26 9%	2 1%	21 7%	60 7%	-	-	-	180 100%	90 16%	22 6%	22 6%
The Green Party	69 3%	33 3%	35 3%	13 5%	9 3%	16 5%	10 3%	17 6%	4 1%	20 4%	27 5%	14 3%	8 2%	16 3%	24 4%	17 3%	5 2%	7 4%	14 5%	27 3%	-	-	-	-	5 1%	9 2%	22 6%
The British National Party	4 *	3 *	1 *	1 *	1 *	-	2 *	*	1 *	1 *	2 *	1 *	1 *	1 *	1 *	2 *	1 *	-	-	2 *	-	-	-	-	*	-	-
Some other party	9 *	6 1%	2 *	-	2 1%	1 *	1 *	2 1%	3 1%	2 *	4 1%	2 *	1 *	3 1%	4 1%	1 *	2 1%	-	1 *	4 1%	-	-	-	-	*	-	5 1%
Would not vote	195 9%	55 5%	140 13%	52 21%	33 9%	38 11%	31 8%	22 7%	18 4%	37 7%	55 9%	40 9%	64 13%	46 8%	43 8%	53 11%	34 12%	19 10%	25 9%	83 9%	-	-	-	-	19 3%	4 1%	6 2%
Rather not say	45 2%	20 2%	26 2%	3 1%	12 3%	14 4%	2 1%	7 2%	7 2%	9 2%	15 3%	14 3%	7 1%	13 2%	9 2%	10 2%	2 1%	10 6%	4 1%	24 3%	-	-	-	-	*	3 1%	1 *
Don't know	370 18%	135 13%	234 22%	59 24%	57 16%	81 23%	71 19%	40 13%	61 14%	74 13%	117 20%	96 21%	82 17%	101 18%	98 18%	80 16%	62 21%	29 15%	65 22%	154 18%	-	-	-	-	51 9%	47 12%	63 17%

## Opinion Poll

### ONLINE Fieldwork : 12th-14th December 2014

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	1283	713	570	72	169	181	252	250	358	444	350	156	333	325	330	329	164	134	162	471	370	408	84	252	447	282	246
Weighted base	1167	652	515	95	183	171	211	197	310	352	307	231	277	319	314	279	149	106	156	480	391	416	111	143	419	272	243
Conservative	391	234	157	24	59	41	60	57	151	147	104	82	57	131	105	83	48	25	27	181	391	-	-	-	301	4	39
	34%	36%	31%	25%	32%	24%	29%	29%	49%	42%	34%	36%	21%	41%	33%	30%	32%	24%	17%	38%	100%	-	-	-	72%	1%	16%
Labour	416	220	195	47	77	83	87	54	68	106	109	62	139	105	102	127	52	29	70	171	-	416	-	-	28	229	82
	36%	34%	38%	50%	42%	49%	41%	27%	22%	30%	35%	27%	50%	33%	33%	45%	35%	28%	45%	36%	-	100%	-	-	7%	84%	34%
Liberal Democrat	111	60	51	8	26	11	19	26	21	40	25	20	26	34	33	23	16	5	22	44	-	-	111	-	5	8	74
	10%	9%	10%	8%	14%	7%	9%	13%	7%	11%	8%	9%	9%	11%	11%	8%	11%	5%	14%	9%	-	-	100%	-	1%	3%	31%
SNP	38	21	18	4	9	4	7	8	7	9	10	11	8	-	-	-	-	38	7	14	-	-	-	-	2	8	6
	3%	3%	3%	4%	5%	2%	3%	4%	2%	2%	3%	5%	3%	-	-	-	-	36%	4%	3%	-	-	-	-	1%	3%	3%
Plaid Cymru	5	2	3	-	*	-	3	-	1	3	*	1	*	-	-	-	5	-	2	1	-	-	-	-	-	-	2
	*	*	1%	-	*	-	1%	-	*	1%	*	1%	*	-	-	-	3%	-	1%	*	-	-	-	-	-	-	1%
The UK Independence Party	143	81	62	3	3	19	26	36	56	31	33	39	40	35	51	34	21	2	16	45	-	-	-	143	79	16	17
	12%	12%	12%	3%	2%	11%	12%	18%	18%	9%	11%	17%	14%	11%	16%	12%	14%	2%	10%	9%	-	-	-	100%	19%	6%	7%
The Green Party	53	27	26	9	7	12	7	15	3	15	22	11	5	12	20	12	4	6	12	20	-	-	-	-	4	7	18
	5%	4%	5%	9%	4%	7%	3%	7%	1%	4%	7%	5%	2%	4%	6%	4%	3%	6%	8%	4%	-	-	-	-	1%	3%	8%
The British National Party	3	2	*	*	1	-	1	*	1	1	*	1	1	*	1	1	1	-	-	1	-	-	-	-	*	-	-
	*	*	*	*	*	-	*	*	*	*	*	1%	*	*	*	*	1%	-	-	*	-	-	-	-	*	-	-
Some other party	7	5	2	-	1	1	1	2	2	1	3	2	1	2	2	1	2	-	1	4	-	-	-	-	*	-	3
	1%	1%	*	-	1%	*	1%	1%	1%	*	1%	1%	*	1%	1%	*	1%	-	*	1%	-	-	-	-	*	-	1%

**Opinion Poll**  
**ONLINE Fieldwork : 12th-14th December 2014**

Absolutes/col percents

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

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2074	2074
Weighted base	2074	2074
Male	1031 50%	1016 49%
Female	1043 50%	1058 51%

**Opinion Poll**  
**ONLINE Fieldwork : 12th-14th December 2014**

Absolutes/col percents

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

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2074	2074
Weighted base	2074	2074
18-24	170 8%	246 12%
25-34	310 15%	349 17%
35-44	330 16%	349 17%
45-54	403 19%	370 18%
55-64	371 18%	308 15%
65+	490 24%	451 22%
Average age	49.28	47.05

**Opinion Poll**  
**ONLINE Fieldwork : 12th-14th December 2014**

Absolutes/col percents

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

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2074	2074
Weighted base	2074	2074
AB	655 32%	554 27%
C1	594 29%	575 28%
C2	273 13%	452 22%
DE	552 27%	493 24%
NET: ABC1	1249 60%	1129 54%
NET: C2DE	825 40%	945 46%

**Opinion Poll**  
**ONLINE Fieldwork : 12th-14th December 2014**

Absolutes/col percents

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

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2074	2074
Weighted base	2074	2074
Scotland	196 9%	187 9%
North East	99 5%	83 4%
North West	233 11%	228 11%
Yorkshire & Humberside	210 10%	187 9%
West Midlands	172 8%	187 9%
East Midlands	141 7%	145 7%
Wales	97 5%	104 5%
Eastern	208 10%	207 10%
London	228 11%	270 13%
South East	304 15%	290 14%
South West	186 9%	187 9%

**Opinion Poll**  
**ONLINE Fieldwork : 12th-14th December 2014**

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	2074	2074
Weighted base	2074	2074
NET: Working	1062 51%	1161 56%
Working full time - working 30 hours per week or more	709 34%	913 44%
Working part time - working between 8 and 29 hours per week	353 17%	249 12%
NET: Not working	1012 49%	913 44%
Not working but seeking work or temporarily unemployed or sick	137 7%	127 6%
Not working and not seeking work/ student	161 8%	157 8%
Retired on a state pension only	123 6%	115 6%
Retired with a private pension	430 21%	365 18%
House person, housewife, househusband, etc.	161 8%	148 7%



**Opinion Poll**  
**ONLINE Fieldwork : 12th-14th December 2014**

Absolutes/col percents

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

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2074	2074
Weighted base	2074	2074
NET: Homeowners	1181 57%	1348 65%
Owned outright - without mortgage	678 33%	684 33%
Owned with a mortgage or loan	503 24%	664 32%
NET: Renters	859 41%	700 34%
Rented from the council	209 10%	290 14%
Rented from a housing association	250 12%	139 7%
Rented from someone else	400 19%	270 13%
Rent free	34 2%	26 1%

**Opinion Poll**  
**ONLINE Fieldwork : 12th-14th December 2014**

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	2074	2074
Weighted base	2074	2074
Yes	1135 55%	1265 61%
No	939 45%	809 39%

**Opinion Poll**  
**ONLINE Fieldwork : 12th-14th December 2014**

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	2074	2074
Weighted base	2074	2074
No cars in the household	488 24%	436 21%
NET: Any	1586 76%	1638 79%
1	1051 51%	871 42%
2	457 22%	581 28%
3+	78 4%	187 9%

**Opinion Poll**  
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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**

	Unweighted Total	Weighted Total
Unweighted base	2074	2074
Weighted base	2074	2074
Conservative	553 27%	581 28%
Labour	584 28%	601 29%
Liberal Democrat	151 7%	207 10%
SNP	75 4%	37 2%
Plaid Cymru	6 *	3 *
Green	95 5%	46 2%
UKIP	238 11%	83 4%
BNP	14 1%	7 *
Another party	21 1%	11 1%
None	337 16%	498 24%