

## Opinion Poll

### ONLINE Fieldwork : 10th-11th 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	2048	1008	1040	266	309	337	342	323	471	581	607	366	494	547	515	512	278	196	226	878	457	512	108	317	571	407	337	
Weighted base	2048	1004	1044	243	345	345	365	304	446	547	568	446	487	553	532	492	287	184	230	917	471	516	132	190	542	390	349	
Absolutely certain to vote	(10)	1115	621	494	69	133	163	229	205	316	287	255	256	284	281	274	160	116	122	463	355	346	87	140	417	278	226	
		54%	62%	47%	29%	39%	47%	63%	67%	71%	58%	51%	57%	53%	51%	53%	56%	56%	63%	53%	51%	75%	67%	66%	74%	77%	71%	65%
	(9)	201	112	89	20	28	29	35	40	49	65	64	43	29	59	60	40	29	12	22	92	60	55	14	26	57	39	50
		10%	11%	9%	8%	8%	8%	9%	13%	11%	12%	11%	10%	6%	11%	11%	8%	10%	7%	10%	10%	13%	11%	10%	13%	10%	10%	14%
	(8)	137	63	74	26	35	23	14	12	27	40	36	27	34	31	44	34	21	7	15	61	23	46	10	12	21	32	35
		7%	6%	7%	11%	10%	7%	4%	4%	6%	7%	6%	6%	7%	6%	8%	7%	7%	4%	7%	7%	5%	9%	7%	7%	4%	8%	10%
	(7)	86	28	58	12	21	21	15	9	7	26	26	20	14	24	19	18	15	9	14	39	10	24	8	3	12	14	18
		4%	3%	6%	5%	6%	6%	4%	3%	2%	5%	5%	5%	3%	4%	4%	4%	5%	5%	6%	4%	2%	5%	6%	2%	2%	4%	5%
	(6)	49	19	30	5	22	4	11	3	4	14	13	14	7	19	16	6	6	2	7	32	7	10	5	2	9	5	4
		2%	2%	3%	2%	6%	1%	3%	1%	1%	3%	2%	3%	1%	3%	3%	1%	2%	1%	3%	4%	2%	2%	4%	1%	2%	1%	1%
	(5)	95	40	55	16	32	23	13	4	8	14	23	35	24	39	19	19	10	9	13	56	10	23	6	5	9	7	3
		5%	4%	5%	7%	9%	7%	4%	1%	2%	3%	4%	8%	5%	7%	4%	4%	3%	5%	6%	6%	2%	4%	5%	2%	2%	2%	1%
	(4)	17	7	10	4	3	3	3	1	2	5	6	4	2	1	2	7	*	7	6	4	2	4	-	1	2	1	1
		1%	1%	1%	2%	1%	1%	1%	*	*	1%	1%	1%	*	*	*	1%	*	4%	2%	*	*	1%	-	1%	*	*	*
	(3)	22	8	14	9	5	4	3	-	1	4	13	-	5	6	8	4	3	1	5	10	3	4	2	*	2	-	2
		1%	1%	1%	4%	1%	1%	1%	-	*	1%	2%	-	1%	1%	1%	1%	1%	*	2%	1%	1%	1%	1%	*	*	-	*
	(2)	55	16	40	20	5	10	12	4	4	14	18	8	15	25	11	12	4	4	3	34	2	3	1	*	1	-	2
		3%	2%	4%	8%	2%	3%	3%	1%	1%	3%	3%	2%	3%	4%	2%	3%	1%	2%	1%	4%	*	1%	1%	*	*	-	1%
Definitely would not vote	(1)	147	67	80	24	40	34	14	15	21	31	36	16	65	43	34	41	22	7	15	54	-	-	-	-	6	3	1
		7%	7%	8%	10%	12%	10%	4%	5%	5%	6%	6%	4%	13%	8%	6%	8%	8%	4%	7%	6%	-	-	-	-	1%	1%	*
Don't know		123	23	100	38	19	31	15	12	9	18	46	24	36	22	39	35	18	10	7	70	-	-	-	-	7	12	7
		6%	2%	10%	16%	6%	9%	4%	4%	2%	3%	8%	5%	7%	4%	7%	7%	6%	5%	3%	8%	-	-	-	-	1%	3%	2%
Mean		8.22	8.55	7.88	6.72	7.34	7.77	8.61	8.99	9.06	8.49	8.13	8.54	7.70	7.93	8.34	8.20	8.38	8.56	8.10	8.11	9.44	9.11	9.04	9.46	9.44	9.40	9.27
Standard deviation		2.86	2.66	3.02	3.38	3.10	3.13	2.55	2.29	2.20	2.62	2.88	2.42	3.39	3.02	2.72	2.97	2.76	2.57	2.81	2.84	1.30	1.63	1.68	1.21	1.47	1.31	1.39
Standard error		0.06	0.08	0.10	0.22	0.18	0.18	0.14	0.13	0.10	0.11	0.12	0.13	0.16	0.13	0.12	0.13	0.17	0.19	0.19	0.10	0.06	0.07	0.16	0.07	0.06	0.07	0.08

## Opinion Poll

### ONLINE Fieldwork : 10th-11th 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	2048	1008	1040	266	309	337	342	323	471	581	607	366	494	547	515	512	278	196	226	878	457	512	108	317	571	407	337
Weighted base	2048	1004	1044	243	345	345	365	304	446	547	568	446	487	553	532	492	287	184	230	917	471	516	132	190	542	390	349
Conservative	471 23%	261 26%	210 20%	36 15%	48 14%	58 17%	77 21%	92 30%	161 36%	155 28%	158 28%	93 21%	66 14%	148 27%	142 27%	95 19%	61 21%	25 14%	38 16%	208 23%	471 100%	-	-	-	353 65%	18 5%	31 9%
Labour	516 25%	253 25%	263 25%	58 24%	100 29%	93 27%	109 30%	72 24%	84 19%	131 24%	111 20%	137 31%	137 28%	124 22%	100 19%	155 32%	96 33%	41 22%	82 36%	215 23%	-	516 100%	-	-	32 6%	276 71%	86 24%
Liberal Democrat	132 6%	68 7%	65 6%	7 3%	34 10%	18 5%	24 6%	26 9%	24 5%	47 9%	35 6%	21 5%	29 6%	39 7%	33 6%	26 5%	21 7%	14 8%	17 7%	68 7%	-	-	132 100%	-	4 1%	7 2%	95 27%
SNP	46 2%	29 3%	16 2%	4 2%	11 3%	7 2%	11 3%	8 3%	6 1%	9 2%	14 3%	12 3%	11 2%	-	-	-	-	46 25%	4 2%	22 2%	-	-	-	-	1 *	11 3%	3 1%
Plaid Cymru	4 *	1 *	3 *	1 *	1 *	-	1 *	1 *	-	2 *	1 *	1 *	* *	-	-	-	4 1%	-	1 *	-	-	-	-	-	1 *	1 *	-
The UK Independence Party	190 9%	129 13%	61 6%	3 1%	10 3%	19 5%	51 14%	40 13%	66 15%	44 8%	39 7%	54 12%	53 11%	45 8%	59 11%	57 12%	21 7%	8 4%	14 6%	81 9%	-	-	-	190 100%	83 15%	21 6%	37 11%
The Green Party	58 3%	25 2%	33 3%	16 7%	12 4%	5 1%	6 2%	5 2%	14 3%	17 3%	19 3%	11 2%	12 2%	16 3%	26 5%	9 2%	6 2%	2 1%	7 3%	22 2%	-	-	-	-	6 1%	5 1%	19 5%
The British National Party	6 *	4 *	2 *	-	1 *	1 *	2 *	1 *	1 *	1 *	1 *	2 *	3 1%	1 *	2 *	1 *	2 1%	1 *	1 *	4 *	-	-	-	-	1 *	* *	1 *
Some other party	4 *	3 *	1 *	-	1 *	1 *	1 *	-	1 *	2 *	1 *	1 *	1 *	1 *	2 *	-	1 *	-	1 *	1 *	-	-	-	-	-	-	2 1%
Would not vote	204 10%	86 9%	118 11%	49 20%	50 14%	46 13%	17 5%	19 6%	23 5%	48 9%	65 11%	20 5%	71 15%	68 12%	50 9%	50 10%	26 9%	10 5%	21 9%	94 10%	-	-	-	-	9 2%	3 1%	2 1%
Rather not say	36 2%	15 2%	21 2%	1 *	9 3%	12 3%	3 1%	6 2%	6 1%	8 1%	12 2%	6 1%	10 2%	16 3%	12 2%	6 1%	2 1%	-	4 2%	14 2%	-	-	-	-	-	2 1%	2 *
Don't know	380 19%	129 13%	251 24%	68 28%	69 20%	85 25%	64 17%	34 11%	61 14%	85 16%	112 20%	89 20%	93 19%	94 17%	106 20%	93 19%	49 17%	39 21%	40 17%	189 21%	-	-	-	-	53 10%	45 12%	72 21%

## Opinion Poll

### ONLINE Fieldwork : 10th-11th 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	1258	686	572	120	160	185	233	223	337	375	362	243	277	327	313	320	168	129	137	529	379	396	81	259	443	299	224	
Weighted base	1140	628	512	88	156	157	229	207	304	330	301	266	244	293	293	276	168	111	126	487	389	400	101	157	411	281	227	
Conservative	389	216	173	27	37	47	60	78	140	130	128	78	53	119	119	79	50	22	30	169	389	-	-	-	305	15	26	
	34%	34%	34%	30%	23%	30%	26%	38%	46%	39%	43%	29%	22%	41%	41%	29%	30%	20%	23%	35%	100%	-	-	-	74%	5%	11%	
Labour	400	201	199	39	72	68	90	62	70	105	87	104	104	94	76	121	75	34	60	166	-	400	-	-	24	229	72	
	35%	32%	39%	44%	46%	43%	39%	30%	23%	32%	29%	39%	43%	32%	26%	44%	44%	30%	48%	34%	-	100%	-	-	6%	81%	32%	
Liberal Democrat	101	55	46	4	21	16	18	22	21	36	25	18	23	30	27	19	17	8	14	47	-	-	101	-	4	6	78	
	9%	9%	9%	4%	14%	10%	8%	10%	7%	11%	8%	7%	9%	10%	9%	7%	10%	8%	11%	10%	-	-	100%	-	1%	2%	35%	
SNP	39	25	14	3	9	6	10	7	5	7	12	11	9	-	-	-	-	39	4	20	-	-	-	-	1	9	3	
	3%	4%	3%	3%	5%	4%	4%	3%	2%	2%	4%	4%	4%	-	-	-	-	35%	3%	4%	-	-	-	-	*	3%	1%	
Plaid Cymru	3	1	2	1	1	-	*	1	-	1	1	*	*	-	-	-	3	-	1	-	-	-	-	-	1	1	-	
	*	*	*	1%	*	-	*	*	-	*	*	*	*	-	-	-	2%	-	*	-	-	-	-	-	-	*	*	-
The UK Independence Party	157	106	51	2	8	15	43	32	56	37	33	45	42	36	48	49	18	6	12	66	-	-	-	157	71	18	31	
	14%	17%	10%	3%	5%	10%	19%	16%	18%	11%	11%	17%	17%	12%	16%	18%	11%	5%	10%	13%	-	-	-	100%	17%	6%	14%	
The Green Party	45	20	25	12	8	4	5	4	11	13	14	8	10	12	19	7	4	1	5	16	-	-	-	-	5	4	15	
	4%	3%	5%	14%	5%	2%	2%	2%	4%	4%	5%	3%	4%	4%	7%	3%	3%	1%	4%	3%	-	-	-	-	1%	1%	6%	
The British National Party	4	2	2	-	*	1	1	1	1	1	1	1	2	*	2	1	1	1	1	2	-	-	-	-	1	*	1	
	*	*	*	-	*	1%	1%	*	*	*	*	*	1%	*	1%	*	1%	*	*	*	-	-	-	-	*	*	*	
Some other party	3	2	1	-	*	1	1	-	1	1	*	1	1	1	2	-	1	-	1	1	-	-	-	-	-	-	1	
	*	*	*	-	*	1%	1%	-	*	*	*	*	*	*	1%	-	*	-	1%	*	-	-	-	-	-	-	1%	

**Opinion Poll**  
**ONLINE Fieldwork : 10th-11th December 2014**

Absolutes/col percents

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

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2048	2048
Weighted base	2048	2048
Male	1008 49%	1004 49%
Female	1040 51%	1044 51%

**Opinion Poll**  
**ONLINE Fieldwork : 10th-11th December 2014**

Absolutes/col percents

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

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2048	2048
Weighted base	2048	2048
18-24	266 13%	243 12%
25-34	309 15%	345 17%
35-44	337 16%	345 17%
45-54	342 17%	365 18%
55-64	323 16%	304 15%
65+	471 23%	446 22%
Average age	47.74	47.35

**Opinion Poll**  
**ONLINE Fieldwork : 10th-11th December 2014**

Absolutes/col percents

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

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2048	2048
Weighted base	2048	2048
AB	581 28%	547 27%
C1	607 30%	568 28%
C2	366 18%	446 22%
DE	494 24%	487 24%
NET: ABC1	1188 58%	1115 54%
NET: C2DE	860 42%	933 46%

**Opinion Poll**  
**ONLINE Fieldwork : 10th-11th December 2014**

Absolutes/col percents

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

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2048	2048
Weighted base	2048	2048
Scotland	196 10%	184 9%
North East	89 4%	82 4%
North West	231 11%	225 11%
Yorkshire & Humberside	192 9%	184 9%
West Midlands	162 8%	184 9%
East Midlands	148 7%	143 7%
Wales	110 5%	102 5%
Eastern	205 10%	205 10%
London	253 12%	266 13%
South East	294 14%	287 14%
South West	168 8%	184 9%

**Opinion Poll**  
**ONLINE Fieldwork : 10th-11th 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	2048	2048
Weighted base	2048	2048
NET: Working	1104 54%	1147 56%
Working full time - working 30 hours per week or more	848 41%	901 44%
Working part time - working between 8 and 29 hours per week	256 13%	246 12%
NET: Not working	944 46%	901 44%
Not working but seeking work or temporarily unemployed or sick	116 6%	113 5%
Not working and not seeking work/ student	145 7%	132 6%
Retired on a state pension only	128 6%	127 6%
Retired with a private pension	412 20%	376 18%
House person, housewife, househusband, etc.	143 7%	153 7%



**Opinion Poll**  
**ONLINE Fieldwork : 10th-11th December 2014**

Absolutes/col percents

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

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2048	2048
Weighted base	2048	2048
NET: Homeowners	1413 69%	1331 65%
Owned outright - without mortgage	735 36%	676 33%
Owned with a mortgage or loan	678 33%	656 32%
NET: Renters	590 29%	675 33%
Rented from the council	139 7%	287 14%
Rented from a housing association	136 7%	113 6%
Rented from someone else	315 15%	275 13%
Rent free	45 2%	42 2%

**Opinion Poll**  
**ONLINE Fieldwork : 10th-11th 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	2048	2048
Weighted base	2048	2048
Yes	1183 58%	1249 61%
No	865 42%	799 39%

**Opinion Poll**  
**ONLINE Fieldwork : 10th-11th 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	2048	2048
Weighted base	2048	2048
No cars in the household	459 22%	430 21%
NET: Any	1589 78%	1618 79%
1	1096 54%	860 42%
2	400 20%	573 28%
3+	93 5%	184 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**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2048	2048
Weighted base	2048	2048
Conservative	557 27%	573 28%
Labour	595 29%	594 29%
Liberal Democrat	157 8%	205 10%
SNP	63 3%	40 2%
Plaid Cymru	7 *	5 *
Green	88 4%	44 2%
UKIP	254 12%	82 4%
BNP	10 *	6 *
Another party	16 1%	8 *
None	301 15%	492 24%