

Opinion Poll

ONLINE Fieldwork : 6th - 8th February 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	2003	955	1048	211	273	315	350	344	510	582	595	315	511	540	510	480	303	170	217	611	479	536	115	294	559	402	365	
Weighted base	2003	982	1021	238	337	337	357	297	436	535	555	436	476	541	521	481	280	180	316	806	485	525	130	222	532	382	356	
Absolutely certain to vote	(10)	1133	616	517	92	160	171	220	191	299	309	300	256	268	305	281	276	149	123	177	429	362	341	89	161	418	251	240
		57%	63%	51%	39%	47%	51%	61%	64%	69%	58%	54%	59%	56%	56%	54%	57%	53%	68%	56%	53%	75%	65%	68%	72%	79%	66%	67%
	(9)	234	128	106	18	36	35	43	35	66	86	52	44	51	64	53	64	41	12	34	89	61	80	13	31	59	64	50
		12%	13%	10%	8%	11%	10%	12%	12%	15%	16%	9%	10%	11%	12%	10%	13%	15%	6%	11%	11%	13%	15%	10%	14%	11%	17%	14%
	(8)	124	55	69	26	19	23	18	19	20	36	46	25	16	42	30	29	12	12	30	49	28	43	11	7	19	29	20
		6%	6%	7%	11%	6%	7%	5%	6%	5%	7%	8%	6%	3%	8%	6%	6%	4%	7%	9%	6%	6%	8%	8%	3%	4%	7%	6%
	(7)	110	41	69	17	33	12	22	13	13	34	29	23	24	31	43	12	15	10	21	47	14	32	12	10	13	16	18
		6%	4%	7%	7%	10%	4%	6%	4%	3%	6%	5%	5%	5%	6%	8%	2%	5%	6%	7%	6%	3%	6%	9%	4%	2%	4%	5%
	(6)	39	15	24	5	11	10	3	3	7	10	11	6	12	9	12	10	7	2	3	19	6	14	2	4	4	8	5
		2%	2%	2%	2%	3%	3%	1%	1%	2%	2%	2%	1%	3%	2%	2%	2%	3%	1%	1%	2%	1%	3%	2%	2%	1%	2%	1%
	(5)	53	18	35	7	16	8	6	5	10	12	10	13	18	13	17	10	6	6	3	23	9	9	1	5	4	2	5
		3%	2%	3%	3%	5%	2%	2%	2%	2%	2%	2%	3%	4%	2%	3%	2%	2%	3%	1%	3%	2%	2%	1%	2%	1%	1%	2%
	(4)	10	2	8	2	2	4	1	-	-	4	*	4	2	*	2	5	*	2	-	6	-	2	1	1	-	-	3
		1%	*	1%	1%	1%	1%	*	-	-	1%	*	1%	*	*	*	1%	*	1%	-	1%	-	*	1%	*	-	-	1%
	(3)	13	4	9	2	3	1	3	*	3	4	3	2	4	3	5	3	1	1	1	5	2	2	1	1	1	1	2
		1%	*	1%	1%	1%	*	1%	*	1%	1%	*	1%	1%	1%	1%	1%	*	*	*	1%	*	*	1%	1%	*	*	*
	(2)	39	10	29	8	7	10	7	6	1	1	24	4	10	13	7	10	8	2	9	17	2	1	1	3	3	*	1
		2%	1%	3%	3%	2%	3%	2%	2%	*	*	4%	1%	2%	2%	1%	2%	3%	1%	3%	2%	*	*	1%	1%	1%	*	*
Definitely would not vote	(1)	152	74	78	33	30	44	17	18	10	28	40	41	43	42	42	35	30	3	29	74	-	-	-	-	6	4	4
		8%	8%	8%	14%	9%	13%	5%	6%	2%	5%	7%	9%	9%	8%	8%	7%	11%	2%	9%	9%	-	-	-	-	1%	1%	1%
Don't know		95	18	77	28	20	17	17	7	5	10	40	18	27	19	29	27	12	9	9	48	-	-	-	-	5	7	8
		5%	2%	8%	12%	6%	5%	5%	2%	1%	2%	7%	4%	6%	3%	6%	6%	4%	5%	3%	6%	-	-	-	-	1%	2%	2%
Mean		8.39	8.65	8.13	7.34	7.93	7.76	8.76	8.75	9.19	8.71	8.26	8.35	8.21	8.38	8.26	8.46	8.12	9.06	8.29	8.17	9.46	9.24	9.22	9.32	9.52	9.30	9.23
Standard deviation		2.76	2.61	2.89	3.37	2.94	3.30	2.41	2.51	1.82	2.32	2.88	2.88	2.97	2.77	2.81	2.76	3.05	1.94	2.89	2.94	1.21	1.32	1.44	1.50	1.37	1.42	1.61
Standard error		0.06	0.09	0.09	0.24	0.18	0.19	0.13	0.14	0.08	0.10	0.12	0.16	0.13	0.12	0.13	0.13	0.18	0.15	0.20	0.12	0.06	0.06	0.13	0.09	0.06	0.07	0.08

Opinion Poll

ONLINE Fieldwork : 6th - 8th February 2015

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	2003	955	1048	211	273	315	350	344	510	582	595	315	511	540	510	480	303	170	217	611	479	536	115	294	559	402	365
Weighted base	2003	982	1021	238	337	337	357	297	436	535	555	436	476	541	521	481	280	180	316	806	485	525	130	222	532	382	356
Conservative	485 24%	269 27%	216 21%	34 14%	63 19%	72 21%	90 25%	87 29%	139 32%	162 30%	114 21%	113 26%	96 20%	147 27%	145 28%	116 24%	54 19%	23 13%	64 20%	197 24%	485 100%	-	-	-	356 67%	16 4%	36 10%
Labour	525 26%	280 29%	244 24%	71 30%	107 32%	90 27%	101 28%	63 21%	93 21%	142 27%	142 25%	107 25%	133 28%	134 25%	127 24%	143 30%	81 29%	39 22%	113 36%	194 24%	-	525 100%	-	-	17 3%	289 76%	104 29%
Liberal Democrat	130 7%	65 7%	66 6%	14 6%	18 5%	37 11%	15 4%	17 6%	30 7%	50 9%	45 8%	22 5%	14 3%	42 8%	33 6%	26 5%	21 8%	8 5%	23 7%	55 7%	-	-	130 100%	-	1 *	8 2%	100 28%
SNP	65 3%	29 3%	35 3%	4 2%	10 3%	5 2%	17 5%	11 4%	17 4%	9 2%	16 3%	25 6%	15 3%	-	-	-	-	65 36%	10 3%	24 3%	-	-	-	-	1 *	10 3%	2 1%
Plaid Cymru	5 *	4 *	* *	- -	2 1%	-	1 *	-	1 *	1 *	1 *	2 1%	* *	-	-	-	5 2%	-	1 *	2 *	-	-	-	-	-	-	-
The UK Independence Party	222 11%	129 13%	93 9%	11 5%	24 7%	21 6%	48 13%	47 16%	71 16%	46 9%	52 9%	62 14%	62 13%	59 11%	66 13%	67 14%	26 9%	4 2%	23 7%	93 12%	-	-	-	222 100%	93 18%	23 6%	39 11%
The Green Party	63 3%	30 3%	33 3%	14 6%	13 4%	9 3%	12 3%	8 3%	7 2%	20 4%	22 4%	7 2%	14 3%	20 4%	18 3%	12 3%	10 4%	3 1%	10 3%	20 2%	-	-	-	-	2 *	5 1%	19 5%
The British National Party	5 *	4 *	2 *	* *	1 *	-	1 *	-	2 1%	1 *	-	2 *	2 *	2 *	1 *	1 *	-	1 1%	-	2 *	-	-	-	-	2 *	1 *	-
Some other party	7 *	3 *	3 *	1 *	1 *	1 *	1 *	1 *	2 *	1 *	2 *	1 *	3 1%	2 *	3 1%	1 *	1 *	-	-	3 *	-	-	-	-	2 *	-	2 *
Would not vote	179 9%	78 8%	101 10%	37 16%	37 11%	52 15%	20 6%	20 7%	12 3%	29 5%	59 11%	43 10%	48 10%	51 10%	45 9%	46 10%	33 12%	3 2%	37 12%	84 10%	-	-	-	-	6 1%	4 1%	5 1%
Rather not say	17 1%	5 1%	12 1%	3 1%	3 1%	3 1%	4 1%	* *	4 1%	2 *	10 2%	5 1%	1 *	9 2%	1 *	6 1%	* *	1 *	6 2%	6 1%	-	-	-	-	1 *	1 *	-
Don't know	301 15%	85 9%	216 21%	49 21%	58 17%	46 14%	46 13%	42 14%	59 13%	73 14%	94 17%	47 11%	86 18%	74 14%	82 16%	63 13%	49 18%	33 18%	30 10%	125 15%	-	-	-	-	52 10%	26 7%	49 14%

Opinion Poll

ONLINE Fieldwork : 6th - 8th February 2015

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	1292	677	615	114	152	188	236	234	368	398	370	205	319	341	325	318	190	119	146	377	397	427	90	236	433	302	256
Weighted base	1213	667	546	111	181	188	234	197	303	344	317	277	275	326	308	298	162	119	198	469	401	417	103	180	409	289	249
Conservative	401 33%	224 34%	177 32%	26 23%	50 28%	56 30%	76 33%	74 38%	118 39%	130 38%	95 30%	95 34%	82 30%	123 38%	113 37%	99 33%	46 29%	20 16%	52 26%	164 35%	401 100%	-	-	-	307 75%	14 5%	31 13%
Labour	417 34%	225 34%	192 35%	54 49%	80 45%	71 38%	81 35%	52 26%	78 26%	114 33%	113 36%	83 30%	107 39%	106 33%	98 32%	115 39%	64 39%	34 28%	91 46%	149 32%	-	417 100%	-	-	14 3%	238 82%	86 34%
Liberal Democrat	103 8%	52 8%	51 9%	9 8%	13 7%	31 16%	11 5%	14 7%	25 8%	39 11%	34 11%	18 7%	12 4%	33 10%	28 9%	20 7%	16 10%	7 6%	19 9%	42 9%	-	-	103 100%	-	1 *	7 2%	82 33%
SNP	54 4%	26 4%	29 5%	3 2%	7 4%	5 3%	15 7%	10 5%	15 5%	8 2%	12 4%	21 8%	13 5%	-	-	-	-	54 46%	8 4%	20 4%	-	-	-	-	1 *	9 3%	2 1%
Plaid Cymru	4 *	4 1%	* *	- -	2 1%	- -	1 1%	- -	1 *	1 *	1 *	2 1%	* *	-	-	-	4 2%	-	1 *	2 *	-	-	-	-	-	-	-
The UK Independence Party	180 15%	108 16%	72 13%	8 7%	18 10%	17 9%	38 16%	40 20%	59 20%	36 11%	44 14%	50 18%	49 18%	47 14%	54 18%	54 18%	23 14%	2 2%	20 10%	74 16%	-	-	-	180 100%	82 20%	18 6%	32 13%
The Green Party	46 4%	24 4%	22 4%	10 9%	9 5%	7 4%	9 4%	7 3%	4 1%	15 4%	17 5%	5 2%	9 3%	15 5%	12 4%	9 3%	8 5%	2 1%	9 4%	14 3%	-	-	-	-	2 *	4 1%	15 6%
The British National Party	3 *	2 *	1 *	* *	1 1%	- -	1 *	- -	1 *	* *	- -	2 1%	1 *	1 *	1 *	1 *	- -	1 1%	- -	2 *	- -	- -	- -	- -	1 *	1 *	- -
Some other party	6 *	3 *	3 1%	1 1%	1 *	1 *	1 *	1 *	2 1%	* *	2 1%	1 *	2 1%	1 *	3 1%	1 *	1 1%	- -	- -	2 *	- -	- -	- -	- -	1 *	- -	2 1%

Opinion Poll
ONLINE Fieldwork : 6th - 8th February 2015

Absolutes/col percents

Table 4
Gender
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2003	2003
Weighted base	2003	2003
Male	955 48%	982 49%
Female	1048 52%	1021 51%

Opinion Poll
ONLINE Fieldwork : 6th - 8th February 2015

Absolutes/col percents

Table 5
Age
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2003	2003
Weighted base	2003	2003
18-24	211 11%	238 12%
25-34	273 14%	337 17%
35-44	315 16%	337 17%
45-54	350 17%	357 18%
55-64	344 17%	297 15%
65+	510 25%	436 22%
Average age	49.48	47.26

Opinion Poll
ONLINE Fieldwork : 6th - 8th February 2015

Absolutes/col percents

Table 6
Social Grade
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2003	2003
Weighted base	2003	2003
AB	582 29%	535 27%
C1	595 30%	555 28%
C2	315 16%	436 22%
DE	511 26%	476 24%
NET: ABC1	1177 59%	1091 54%
NET: C2DE	826 41%	912 46%

Opinion Poll
ONLINE Fieldwork : 6th - 8th February 2015

Absolutes/col percents

Table 7
GO Region
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2003	2003
Weighted base	2003	2003
Scotland	170 8%	180 9%
North East	82 4%	80 4%
North West	226 11%	220 11%
Yorkshire & Humberside	172 9%	180 9%
West Midlands	198 10%	180 9%
East Midlands	133 7%	140 7%
Wales	104 5%	100 5%
Eastern	179 9%	200 10%
London	233 12%	260 13%
South East	307 15%	280 14%
South West	199 10%	180 9%

Opinion Poll
ONLINE Fieldwork : 6th - 8th February 2015

Absolutes/col percents

Table 8
Which of the following best describes your current working status?
Base: All respondents

	Unweighted Total	Weighted Total
Unweighted base	2003	2003
Weighted base	2003	2003
NET: Working	828 41%	1122 56%
Working full time - working 30 hours per week or more	555 28%	881 44%
Working part time - working between 8 and 29 hours per week	273 14%	240 12%
NET: Not working	1175 59%	881 44%
Not working but seeking work or temporarily unemployed or sick	124 6%	87 4%
Not working and not seeking work/ student	172 9%	110 5%
Retired on a state pension only	240 12%	221 11%
Retired with a private pension	469 23%	337 17%
House person, housewife, househusband, etc.	170 8%	127 6%

Opinion Poll
ONLINE Fieldwork : 6th - 8th February 2015

Absolutes/col percents

Table 9
Tenure
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2003	2003
Weighted base	2003	2003
NET: Homeowners	1212 61%	1302 65%
Owned outright - without mortgage	741 37%	661 33%
Owned with a mortgage or loan	471 24%	641 32%
NET: Renters	750 37%	670 33%
Rented from the council	178 9%	280 14%
Rented from a housing association	219 11%	136 7%
Rented from someone else	353 18%	254 13%
Rent free	41 2%	31 2%

Opinion Poll
ONLINE Fieldwork : 6th - 8th February 2015

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	2003	2003
Weighted base	2003	2003
Yes	1138 57%	1222 61%
No	865 43%	781 39%

Opinion Poll
ONLINE Fieldwork : 6th - 8th February 2015

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	2003	2003
Weighted base	2003	2003
No cars in the household	437 22%	421 21%
NET: Any	1566 78%	1582 79%
1	1113 56%	841 42%
2	379 19%	561 28%
3+	74 4%	180 9%

Opinion Poll
ONLINE Fieldwork : 6th - 8th February 2015

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	2003	2003
Weighted base	2003	2003
Conservative	571 29%	561 28%
Labour	621 31%	581 29%
Liberal Democrat	171 9%	200 10%
SNP	61 3%	58 3%
Plaid Cymru	7 *	5 *
Green	84 4%	59 3%
UKIP	215 11%	120 6%
BNP	9 *	7 *
Another party	15 1%	11 1%
None	249 12%	401 20%