Opinion Poll
ONLINE Fieldwork : 2nd - 29th January 2015

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

| | | Total | Gender | | Age | | | | | | Social Grade | | | | Region Summary | | | | | Employment Sector | | Employment Sector Within Gender - Male | | Employment Sector Within Gender - Female | |
			Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	South East (m)	Mid-lands (n)	North England (o)	Wales & South West (p)	Scot-land (q)	Public (r)	Pri-vate (s)	Public (t)	Pri-vate (u)	Public (v)	Pri-vate (w)
Unweighted base		16362	7950	8412	1906	2474	2683	3011	2604	3684	4707	4839	2819	3997	4319	4151	3968	2324	1600	2125	6613	920	3586	1205	3027
Weighted base		16362	8018	8344	1945	2755	2754	2916	2429	3562	4373	4536	3564	3889	4418	4254	3927	2291	1473	2284	6879	1027	3861	1257	3018
Absolutely certain to vote	(10)	8937 54.6%	4928 61.5%b	4008 48.0%	624 32.1%	1110 40.3%c	1356 49.2%cd	1711 58.7%cde	1573 64.8%cdef	2562 71.9%cdefg	2550 58.3%jkl	2474 54.5%	1878 52.7%	2035 52.3%	2376 53.8%	2276 53.5%	2094 53.3%	1220 53.3%	970 65.9%mnop	1239 54.2%s	3468 50.4%	629 61.2%vw	2241 58.1%vw	610 48.5%w	1226 40.6%
	(9)	1885 11.5%	986 12.3%b	898 10.8%	206 10.6%	297 10.8%	318 11.5%	314 10.8%	310 12.7%	440 12.4%	626 14.3%jkl	515 11.3%l	402 11.3%l	342 8.8%	565 12.8%oq	486 11.4%	420 10.7%	277 12.1%q	137 9.3%	279 12.2%	789 11.5%	136 13.3%	449 11.6%	143 11.4%	340 11.3%
	(8)	1002 6.1%	472 5.9%	530 6.4%	162 8.3%fgh	218 7.9%gh	184 6.7%gh	186 6.4%gh	109 4.5%	142 4.0%	288 6.6%l	304 6.7%l	236 6.6%l	175 4.5%	272 6.2%	253 5.9%	236 6.0%	141 6.1%	101 6.9%	136 5.9%	505 7.3%	56 5.5%	249 6.4%	79 6.3%	256 8.5%tu
	(7)	799 4.9%	314 3.9%	485 5.8%a	175 9.0%efgh	195 7.1%efgh	149 5.4%gh	129 4.4%h	78 3.2%h	72 2.0%	217 5.0%	213 4.7%	202 5.7%l	167 4.3%	211 4.8%	222 5.2%	176 4.5%	134 5.9%q	55 3.7%	120 5.2%	361 5.2%	43 4.2%	173 4.5%	77 6.1%	188 6.2%u
	(6)	328 2.0%	123 1.5%	206 2.5%a	70 3.6%efgh	93 3.4%fgh	63 2.3%gh	50 1.7%gh	22 0.9%	31 0.9%	70 1.6%	102 2.2%	70 2.0%	86 2.2%	86 1.9%q	100 2.4%q	71 1.8%q	59 2.6%q	13 0.9%	34 1.5%	189 2.7%r	10 0.9%	89 2.3%t	24 1.9%	100 3.3%tu
	(5)	479 2.9%	160 2.0%	319 3.8%a	90 4.6%efgh	148 5.4%efgh	103 3.7%fgh	61 2.1%h	34 1.4%	44 1.2%	97 2.2%	113 2.5%	133 3.7%ij	137 3.5%ij	162 3.7%oq	128 3.0%	96 2.4%	66 2.9%	28 1.9%	73 3.2%	245 3.6%	20 2.0%	103 2.7%	52 4.2%tu	142 4.7%tu
	(4)	124 0.8%	44 0.5%	81 1.0%a	35 1.8%efgh	37 1.3%fgh	26 1.0%gh	18 0.6%gh	3 0.1%	5 0.1%	23 0.5%	33 0.7%	42 1.2%i	26 0.7%	30 0.7%	42 1.0%	32 0.8%	14 0.6%	8 0.5%	29 1.3%	55 0.8%	12 1.1%	22 0.6%	17 1.4%u	33 1.1%u
	(3)	228 1.4%	80 1.0%	148 1.8%a	77 3.9%defgh	47 1.7%gh	42 1.5%gh	37 1.3%gh	10 0.4%	15 0.4%	35 0.8%	75 1.6%i	49 1.4%	70 1.8%i	48 1.1%	86 2.0%mpq	64 1.6%q	24 1.0%	7 0.4%	15 0.7%	117 1.7%r	1 0.1%	58 1.5%t	14 1.1%t	60 2.0%t
	(2)	346 2.1%	110 1.4%	236 2.8%a	85 4.4%defgh	58 2.1%h	63 2.3%h	48 1.7%	46 1.9%	45 1.3%	80 1.8%	121 2.7%i	71 2.0%	74 1.9%	103 2.3%q	91 2.1%q	102 2.6%q	40 1.8%q	9 0.6%	57 2.5%	148 2.2%	10 1.0%	56 1.4%	47 3.7%tu	92 3.1%tu

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Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q - r/s - t/u/v/w

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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 Summary					Employment Sector		Employment Sector Within Gender - Male		Employment Sector Within Gender - Female	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	South East (m)	Mid-lands (n)	North England (o)	Wales & South West (p)	Scotland (q)	Public (r)	Private (s)	Public (t)	Private (u)	Public (v)	Private (w)
Weighted base	16362	8018	8344	1945	2755	2754	2916	2429	3562	4373	4536	3564	3889	4418	4254	3927	2291	1473	2284	6879	1027	3861	1257	3018
Definitely would not vote (1)	1291 7.9%	555 6.9%	735 8.8%a	199 10.2%fgh	313 11.4%fgh	259 9.4%gh	233 8.0%gh	152 6.3%h	135 3.8%	242 5.5%	311 6.8%i	283 7.9%i	455 11.7%ijk	348 7.9%nq	255 6.0%	400 10.2%mnq	207 9.0%nq	81 5.5%	196 8.6%	563 8.2%	107 10.4%uv	265 6.9%	89 7.1%	298 9.9%uv
Don't know	943 5.8%	245 3.1%	698 8.4%a	222 11.4%defgh	237 8.6%fgh	192 7.0%fgh	129 4.4%h	92 3.8%h	71 2.0%	146 3.3%	277 6.1%i	198 5.5%i	322 8.3%ijk	217 4.9%	317 7.4%mopq	237 6.0%q	108 4.7%	64 4.4%	107 4.7%	440 6.4%r	3 0.3%	157 4.1%t	104 8.3%tu	283 9.4%tu
Mean	8.27	8.60b	7.93	7.10	7.51c	7.98cde	8.41cdef	8.78cdef	9.14cdefg	8.62jkl	8.31l	8.18l	7.88	8.25o	8.33o	8.04	8.18	8.87mnop	8.21	8.10	8.40vw	8.46vw	8.03w	7.60
Standard deviation	2.86	2.64	3.04	3.22	3.17	3.03	2.80	2.54	2.10	2.50	2.81	2.88	3.23	2.86	2.74	3.10	2.91	2.37	2.92	2.91	2.89	2.69	2.93	3.12
Standard error	0.02	0.03	0.03	0.08	0.07	0.06	0.05	0.05	0.03	0.04	0.04	0.06	0.05	0.04	0.04	0.05	0.06	0.06	0.06	0.04	0.10	0.05	0.09	0.06

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q - r/s - t/u/v/w

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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

		Total	Con (a)	Lab (b)	LibDem (c)	UKIP (d)	Green (e)	Con (f)	Lab (g)	LibDem (h)	UKIP (i)	18-24 (j)	25-34 (k)	35-44 (l)	45-54 (m)	55-64 (n)	65+ (o)	18-24 (p)	25-34 (q)	35-44 (r)	45-54 (s)	55-64 (t)	65+ (u)
			Vote Intention					2010 Vote				Age Within Gender - Male						Age Within Gender - Female					
Unweighted base		16362	3785	4138	824	2392	912	4515	3218	2775	458	749	1057	1273	1546	1333	1992	1157	1417	1410	1465	1271	1692
Weighted base		16362	3782	4108	1063	1484	610	4274	3137	2891	282	766	1214	1322	1518	1284	1914	1179	1541	1433	1398	1145	1649
Absolutely certain to vote	(10)	8937 54.6%	2698 71.3%bce	2799 68.1%ce	654 61.5%	1114 75.1%abce	363 59.5%	3186 74.5%gh	2250 71.7%h	1834 63.4%	218 77.4%h	315 41.1%q	563 46.4%p	744 56.3%jkpqr	985 64.9%jklpqrs	847 66.0%jklpqrs	1475 77.0%jklmnpqrstu	309 26.2%	547 35.5%q	611 42.7%pq	726 52.0%jkpqr	726 63.4%jklpqrs	1088 66.0%jklpqrs
	(9)	1885 11.5%	513 13.6%	533 13.0%	183 17.2%ab	205 13.8%	121 19.9%abd	542 12.7%	390 12.4%	466 16.1%fg	24 8.6%	87 11.3%	143 11.8%	164 12.4%	174 11.5%	186 14.5%pqrst	233 12.2%	119 10.1%	154 10.0%	154 10.7%	140 10.0%	124 10.8%	207 12.6%
	(8)	1002 6.1%	247 6.5%d	316 7.7%d	84 7.9%d	58 3.9%	53 8.7%d	219 5.1%i	184 5.9%i	216 7.5%fgi	4 1.5%	87 11.3%klmnoprstu	89 7.3%no	84 6.3%o	85 5.6%o	58 4.5%	69 3.6%	75 6.4%o	129 8.4%mnotu	101 7.0%no	101 7.2%no	51 4.5%	73 4.4%
	(7)	799 4.9%	174 4.6%d	212 5.2%d	65 6.1%d	47 3.1%	29 4.7%	108 2.5%	91 2.9%	140 4.9%fg	11 4.0%	65 8.5%lmnortu	82 6.8%mnou	72 5.4%mnou	42 2.8%o	34 2.7%o	19 1.0%	110 9.4%lmnorstu	113 7.3%mnotu	77 5.4%mnou	87 6.2%mnotu	44 3.9%o	53 3.2%o
	(6)	328 2.0%	51 1.4%	83 2.0%ad	28 2.7%ad	14 0.9%	13 2.1%d	33 0.8%	42 1.3%fh	21 0.7%	1 0.2%	23 3.0%notu	45 3.7%nostu	17 1.3%o	22 1.4%o	9 0.7%	7 0.4%	47 4.0%nostu	48 3.1%notu	46 3.2%notu	28 2.0%no	13 1.1%o	24 1.4%o
	(5)	479 2.9%	66 1.7%	94 2.3%	20 1.9%	20 1.4%	14 2.3%	38 0.9%	53 1.7%f	52 1.8%f	1 0.2%	20 2.6%no	43 3.5%mnou	44 3.3%mnou	24 1.6%	12 0.9%	18 0.9%	70 5.9%jklmnostu	106 6.9%jklmnorstu	59 4.1%mnotu	37 2.6%no	22 1.9%o	26 1.6%
	(4)	124 0.8%	11 0.3%	22 0.5%	5 0.4%	9 0.6%	3 0.4%	9 0.2%	1 *	11 0.4%g	-	9 1.2%notu	11 0.9%otu	6 0.5%	11 0.7%tu	3 0.2%	4 0.2%	26 2.2%lmnostu	27 1.7%nostu	20 1.4%ln	7 0.5%u	* *	1 0.1%
	(3)	228 1.4%	16 0.4%	29 0.7%	9 0.8%	7 0.5%	9 1.5%ad	5 0.1%	12 0.4%f	7 0.2%	1 0.2%	22 2.9%mnotu	18 1.5%no	19 1.4%no	9 0.6%	4 0.3%	9 0.4%	54 4.6%klmnoqrstu	29 1.9%otu	23 1.6%mnotu	28 2.0%otu	7 0.6%	7 0.4%
	(2)	346 2.1%	6 0.1%	20 0.5%a	15 1.4%ab	9 0.6%a	5 0.9%a	16 0.4%	10 0.3%	20 0.7%	3 1.1%	25 3.2%klnos	14 1.2%	12 0.9%	27 1.8%o	20 1.6%o	12 0.6%	60 5.1%klmnoqstu	44 2.9%klo	51 3.5%klmnosu	22 1.5%o	26 2.3%lo	33 2.0%lo
Definitely would not vote	(1)	1291 7.9%	- -	- -	- -	- -	- -	60 1.4%	44 1.4%	31 1.1%	4 1.3%	68 8.9%otu	137 11.3%lmnotu	108 8.2%otu	110 7.2%o	86 6.7%o	46 2.4%	131 11.1%mnotu	176 11.4%lmnotu	151 10.5%mnotu	123 8.8%otu	65 5.7%u	89 5.4%o

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t/u

Prepared by Populus

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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

	Total	Vote Intention					2010 Vote				Age Within Gender - Male						Age Within Gender - Female					
		Con (a)	Lab (b)	LibDem (c)	UKIP (d)	Green (e)	Con (f)	Lab (g)	LibDem (h)	UKIP (i)	18-24 (j)	25-34 (k)	35-44 (l)	45-54 (m)	55-64 (n)	65+ (o)	18-24 (p)	25-34 (q)	35-44 (r)	45-54 (s)	55-64 (t)	65+ (u)
Weighted base	16362	3782	4108	1063	1484	610	4274	3137	2891	282	766	1214	1322	1518	1284	1914	1179	1541	1433	1398	1145	1649
Don't know	943 5.8%	-	-	-	-	-	57 1.3%	59 1.9%	94 3.2%fg	16 5.5%fg	45 5.9%mnou	69 5.7%mnou	52 3.9%mno	30 2.0%	26 2.0%	23 1.2%	177 15.0%jklmnoqrstu	168 10.9%jklmnostu	140 9.8%jklmnost	99 7.1%lmnou	67 5.8%mnou	47 2.9%o
Mean	8.27	9.39bce	9.25ce	9.09	9.46bce	9.09	9.43gh	9.34h	9.21	9.50h	7.69pq	7.82pq	8.37jkpqr	8.65jklpqrs	8.83jklpqrs	9.40jklmnpqrstu	6.67	7.26p	7.59pq	8.14jkpqr	8.73jklpqrs	8.84jklpqrs
Standard deviation	2.86	1.23	1.44	1.61	1.28	1.58	1.46	1.56	1.58	1.52	3.01	3.08	2.78	2.67	2.52	1.72	3.30	3.22	3.21	2.93	2.56	2.45
Standard error	0.02	0.02	0.02	0.06	0.03	0.05	0.02	0.03	0.03	0.07	0.11	0.10	0.08	0.07	0.07	0.04	0.10	0.09	0.09	0.08	0.07	0.06

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t/u

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Please say how likely you would be to vote if there was another general election?
Base: All respondents

		Total	SEG Within Gender - Male AB (a)	C1 (b)	C2 (c)	DE (d)	SEG Within Gender - Female AB (e)	C1 (f)	C2 (g)	DE (h)	Scot-land (i)	North East (j)	North West (k)	Yorkshire & Humb-erside (l)	West Mid-lands (m)	East Mid-lands (n)	Wales (o)	East-ern (p)	London (q)	South East (r)	South West (s)
Unweighted base		16362	2522	2187	1429	1812	2185	2652	1390	2185	1600	673	1808	1487	1426	1129	843	1596	1900	2419	1481
Weighted base		16362	2357	2071	1833	1757	2017	2465	1730	2131	1473	655	1800	1473	1473	1145	818	1636	2127	2291	1473
Absolutely certain to vote	(10)	8937 54.6%	1511 64.1%d efgh	1271 61.4%e fgh	1111 60.6%e fgh	1036 58.9%e fgh	1039 51.5%g h	1202 48.8%g	767 44.3%	999 46.9%	970 65.9%j klmnop qrs	340 52.0%	962 53.4%	792 53.8%	758 51.5%	659 57.6%m pq	431 52.6%	859 52.5%	1102 51.8%	1274 55.6%m q	790 53.6%
	(9)	1885 11.5%	356 15.1%b cdfgh	253 12.2%d h	207 11.3%h	171 9.7%	270 13.4%d fh	262 10.6%h	194 11.2%h	172 8.1%	137 9.3%	59 9.0%	190 10.5%	171 11.6%	141 9.5%	133 11.6%	92 11.3%	212 13.0%i jm	306 14.4%i jkmr	259 11.3%	185 12.6%im
	(8)	1002 6.1%	147 6.2%d	126 6.1%d	124 6.8%dh	75 4.3%	141 7.0%dh	177 7.2%dh	112 6.5%d	100 4.7%	101 6.9%	35 5.4%	115 6.4%	86 5.8%	86 5.9%	71 6.2%	46 5.7%	95 5.8%	127 6.0%	145 6.3%	94 6.4%
	(7)	799 4.9%	109 4.6%b	53 2.5%	76 4.2%b	76 4.3%b	108 5.3%b	160 6.5%ab cdh	126 7.3%ab cdh	91 4.3%b	55 3.7%	29 4.5%	95 5.3%il	52 3.5%	74 5.0%	42 3.6%	43 5.3%	107 6.5%il nq	98 4.6%	113 4.9%	91 6.2%iln
	(6)	328 2.0%	20 0.8%	46 2.2%a	28 1.5%	29 1.7%a	50 2.5%a	56 2.3%a	42 2.4%a	57 2.7%a	13 0.9%	10 1.5%	36 2.0%i	25 1.7%	38 2.6%i	36 3.2%il pr	33 4.1%ij klpqrs	27 1.6%	47 2.2%i	38 1.7%	26 1.7%
	(5)	479 2.9%	33 1.4%	27 1.3%	60 3.3%ab	40 2.3%	63 3.1%ab	86 3.5%ab	73 4.2%ab d	97 4.5%ab d	28 1.9%	18 2.8%	40 2.2%	38 2.6%	32 2.2%	43 3.8%ik o	13 1.6%	52 3.2%	73 3.4%io	89 3.9%ik mo	53 3.6%io
	(4)	124 0.8%	12 0.5%	12 0.6%	9 0.5%	10 0.6%	10 0.5%	21 0.9%	34 1.9%ab cdefh	15 0.7%	8 0.5%	3 0.5%	14 0.8%	14 0.9%	20 1.4%ir	8 0.7%	3 0.3%	13 0.8%	17 0.8%	13 0.6%	11 0.8%
	(3)	228 1.4%	14 0.6%	36 1.7%ad	18 1.0%	13 0.7%	22 1.1%	39 1.6%ad	31 1.8%ad	57 2.7%ac def	7 0.4%	7 1.1%	20 1.1%	37 2.5%ik npqrs	58 3.9%ij knopqr s	11 1.0%	9 1.1%	17 1.1%	29 1.4%i	19 0.8%	14 1.0%
	(2)	346 2.1%	19 0.8%	44 2.1%ac	14 0.8%	33 1.9%ac	61 3.0%ac	77 3.1%ac dh	57 3.3%ac dh	41 1.9%ac	9 0.6%	22 3.3%in rs	46 2.6%in rs	34 2.3%in s	38 2.6%in rs	12 1.1%	26 3.2%in rs	40 2.4%in rs	76 3.6%in rs	27 1.2%	14 1.0%

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Weighted base		16362	2357	2071	1833	1757	2017	2465	1730	2131	1473	655	1800	1473	1473	1145	818	1636	2127	2291	1473
Definitely would not vote	(1)	1291 7.9%	91 3.9%	126 6.1%a	139 7.6%a	199 11.3%ab cefg	151 7.5%a	185 7.5%a	143 8.3%a b	256 12.0%ab cefg	81 5.5%	91 13.9%ik lmnpqrs	169 9.4%in pq	141 9.5%in pq	114 7.8%ip	70 6.1%	86 10.5%in pq	70 4.3%	142 6.7%p	206 9.0%in pq	121 8.2%ip
Don't know		943 5.8%	45 1.9%	78 3.7%a	47 2.5%	76 4.3%ac	101 5.0%ac	199 8.1%ab cde	151 8.7%a bcde	246 11.5%ab cdefg	64 4.4%	40 6.1%	114 6.3%i	83 5.6%	114 7.7%in oqrs	60 5.2%	36 4.4%	143 8.8%ik lnoqrs	109 5.1%	108 4.7%	73 4.9%
Mean		8.27	8.98bc defgh	8.60de fgh	8.52de fgh	8.17gh	8.20gh	8.04gh	7.79	7.62	8.87jk lmnopq rs	7.71	8.13j	8.08j	8.01	8.51jk lmoq	7.99	8.50jk lmoqr	8.21j	8.28jm	8.30jm
Standard deviation		2.86	2.12	2.64	2.68	3.11	2.85	2.93	3.03	3.32	2.37	3.39	3.01	3.07	3.02	2.60	3.10	2.52	2.84	2.87	2.79
Standard error		0.02	0.04	0.06	0.07	0.07	0.06	0.06	0.08	0.07	0.06	0.13	0.07	0.08	0.08	0.08	0.11	0.07	0.07	0.06	0.07

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s

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Opinion Poll
ONLINE Fieldwork : 2nd - 29th 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

		Total	Region Within Gender - Male											Region Within Gender - Female										
			Scot-land (a)	North East (b)	North West (c)	York-shire & Humb-erside (d)	West Mid-lands (e)	East Mid-lands (f)	Wales (g)	East-ern (h)	London (i)	South East (j)	South West (k)	Scot-land (l)	North East (m)	North West (n)	York-shire & Humb-erside (o)	West Mid-lands (p)	East Mid-lands (q)	Wales (r)	East-ern (s)	London (t)	South East (u)	South West (v)
Unweighted base		16362	783	355	853	715	695	579	443	769	915	1164	679	817	318	955	772	731	550	400	827	985	1255	802
Weighted base		16362	726	343	852	688	720	607	437	788	1023	1149	686	747	312	947	785	752	538	381	848	1104	1142	787
Absolutely certain to vote	(10)	8937 54.6%	521 71.8%b cdefgh ijklmn opqrst uv	200 58.3%m nopqrs tuv	500 58.7%m nopqrs tuv	441 64.1%i kmnopq rstuv	440 61.1%m nopqrs tuv	392 64.6%i kmnopq rstuv	254 58.1%m nopqrs tuv	493 62.6%i mnopqr stuv	583 57.0%m nopqrs tuv	710 61.8%m nopqrs tuv	395 57.5%m nopqrs tuv	449 60.1%m nopqrs tuv	141 45.1%	461 48.7%p	351 44.7%	318 42.2%	267 49.6%p	177 46.3%	366 43.1%	520 47.1%	564 49.4%p s	395 50.2%ps
	(9)	1885 11.5%	67 9.2%	37 10.8%	91 10.6%	85 12.3%m	73 10.2%	75 12.3%m	53 12.1%	118 15.0%a celmnp u	161 15.8%a cejlmn opqrsu v	131 11.4%	96 13.9%al mp	70 9.4%	22 6.9%	99 10.4%	87 11.0%	67 8.9%	58 10.8%	39 10.3%	94 11.1%	145 13.1%a mp	128 11.2%	89 11.4%
	(8)	1002 6.1%	49 6.7%d	20 5.7%	59 6.9%d	26 3.8%	35 4.9%	28 4.7%	17 3.8%	55 7.0%d	72 7.1%d	65 5.6%	47 6.8%d	52 7.0%d	16 5.1%	56 5.9%	60 7.6%dg	51 6.8%d	43 8.0%dg st	30 7.8%d	40 4.7%	55 4.9%	80 7.0%d	48 6.1%
	(7)	799 4.9%	20 2.7%	10 2.9%	41 4.8%d	17 2.5%	31 4.2%	16 2.6%	18 4.0%	45 5.7%ad f	42 4.1%	42 3.7%	34 5.0%d	35 4.7%	20 6.3%ad f	54 5.7%ad f	35 4.4%	43 5.7%ad f	26 4.8%	26 6.7%ab dfj	62 7.3%ab defijo	56 5.1%ad	71 6.2%ab dfj	57 7.3%abdefij
	(6)	328 2.0%	5 0.7%	3 1.0%	19 2.3%ah ik	18 2.7%ah iklou	12 1.6%k	17 2.7%ah iklou	5 1.1%	6 0.7%	9 0.9%	26 2.3%ah ik	2 0.3%	7 1.0%	6 2.0%k	17 1.7%k	9 0.9%	26 3.4%ah iklou	19 3.6%ah iklou	28 7.5%ab cdefgh ijklmn opqstu v	21 2.5%ah ikou	38 3.5%ah iklou	12 1.1%	24 3.0%ahiklou
	(5)	479 2.9%	7 1.0%	4 1.2%	11 1.3%	13 1.9%	15 2.1%	7 1.2%	6 1.4%	14 1.8%	19 1.9%	44 3.8%ac fhi	20 2.9%a	21 2.9%a	14 4.5%ab cdfghi	29 3.1%ac f	25 3.2%ac f	17 2.3%	36 6.7%ab cdefgh ijklno pru	7 1.8%	38 4.5%ab cdefgh i	54 4.9%ab cdefgh ipr	45 3.9%ab cdfhi	33 4.2%abcdfghi
	(4)	124 0.8%	2 0.3%	1 0.2%	7 0.8%	5 0.7%	10 1.4%j	4 0.7%	1 0.2%	4 0.6%	6 0.5%	3 0.2%	2 0.3%	5 0.7%	3 0.9%	8 0.8%	9 1.1%j	10 1.4%j	4 0.7%	2 0.5%	9 1.0%	11 1.0%	11 0.9%	9 1.2%j

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v

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Opinion Poll
ONLINE Fieldwork : 2nd - 29th 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

		Total	Region Within Gender - Male											Region Within Gender - Female										
			Scotland (a)	North East (b)	North West (c)	Yorkshire & Humberside (d)	West Midlands (e)	East Midlands (f)	Wales (g)	Eastern (h)	London (i)	South East (j)	South West (k)	Scotland (l)	North East (m)	North West (n)	Yorkshire & Humberside (o)	West Midlands (p)	East Midlands (q)	Wales (r)	Eastern (s)	London (t)	South East (u)	South West (v)
Weighted base		16362	726	343	852	688	720	607	437	788	1023	1149	686	747	312	947	785	752	538	381	848	1104	1142	787
	(3)	228 1.4%	4 0.5%	3 0.8%	9 1.0%	12 1.7%fhjl	18 2.5%afhjlv	1 0.2%	7 1.6%fhj	2 0.2%	13 1.2%h	4 0.4%	9 1.3%h	3 0.4%	4 1.4%	11 1.1%	25 3.2%abcfhijlnrtuv	40 5.3%abcdefghijklmnqrstuv	10 1.9%afhjl	2 0.5%	16 1.9%afhjl	16 1.5%fhj	15 1.3%hj	5 0.7%
	(2)	346 2.1%	7 1.0%	8 2.4%jl	21 2.5%hjl	9 1.3%	12 1.7%l	5 0.9%	8 1.9%l	6 0.8%	18 1.7%l	8 0.7%	6 0.9%	2 0.3%	13 4.3%adefhijklquv	25 2.7%afhjklv	25 3.2%adfhjklv	26 3.5%adfhjkluv	7 1.3%	18 4.6%adefhijklquv	34 4.0%adefhijklquv	58 5.3%acdefghijklnquv	19 1.7%l	8 1.0%
Definitely would not vote	(1)	1291 7.9%	24 3.3%	40 11.7%afhijqs	71 8.3%ahs	53 7.8%ah	52 7.2%ah	38 6.3%ah	54 12.4%adefhijlqst	26 3.3%	58 5.7%	84 7.3%ah	54 7.8%ah	57 7.6%ah	51 16.3%acdefhijklnpqrstuv	98 10.3%afhiqs	87 11.1%aefhijqst	62 8.3%ah	32 5.9%	32 8.4%ah	44 5.2%	84 7.6%ah	121 10.6%aefhijqs	68 8.6%ahs
Don't know		943 5.8%	20 2.8%	17 5.0%dh	24 2.8%	9 1.3%	23 3.1%	23 3.8%d	14 3.3%	18 2.3%	43 4.2%d	32 2.7%	23 3.3%d	44 5.9%acdehj	23 7.3%acdehjk	90 9.5%abcdefghijkltuv	74 9.4%abcdefghijk	91 12.1%abcdefghijklqrtuv	36 6.7%acdehjk	21 5.6%acdhj	125 14.8%abcdefghijklmnopqrtuv	66 6.0%acdehjk	76 6.7%acdefhijk	50 6.4%acdehjk
Mean		8.27	9.16bcdefgijklmnopqrstuv	8.19mop	8.34mnoprstu	8.54mnoprstuv	8.42mnoprstu	8.80bcdegmnopqrstuv	8.11mp	8.98bcdegijklmnopqrstuv	8.62bgmnopqrstuv	8.59gmnopqrstuv	8.49mnoprstuv	8.58gmnopqrstuv	7.17	7.91m	7.63	7.58	8.18mop	7.84m	7.98mp	7.83m	7.95m	8.12mop
Standard deviation		2.86	2.02	3.15	2.86	2.76	2.81	2.48	3.19	2.03	2.53	2.63	2.70	2.64	3.57	3.13	3.28	3.18	2.70	3.00	2.87	3.06	3.07	2.86
Standard error		0.02	0.07	0.17	0.10	0.10	0.11	0.10	0.15	0.07	0.09	0.08	0.11	0.09	0.21	0.11	0.12	0.12	0.12	0.15	0.11	0.10	0.09	0.10

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v

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Opinion Poll
ONLINE Fieldwork : 2nd - 29th 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

		Total	Educational Attainment						Educational Attainment Within Gender - Male						Educational Attainment Within Gender - Female					
			No formal education (a)	Primary (b)	Secondary school (c)	University degree (d)	Higher university degree (e)	Still in full time education (f)	No formal education (g)	Primary (h)	Secondary school (i)	University degree (j)	Higher university degree (k)	Still in full time education (l)	No formal education (m)	Primary (n)	Secondary school (o)	University degree (p)	Higher university degree (q)	Still in full time education (r)
Unweighted base		16362	139	104	8938	4788	1501	664	76	64	4238	2395	749	293	63	40	4700	2393	752	371
Weighted base		16362	153*	105*	8947	4750	1575	590	75*	67*	4263	2422	789	257	78*	39**	4684	2328	786	333
Absolutely certain to vote	(10)	8937 54.6%	68 44.2%f	59 56.4%f	4944 55.3%a f	2677 56.4%a f	888 56.4%a f	225 38.2%	44 58.7%r	42 63.1%mr	2675 62.7%l mopqr	1516 62.6%l mopqr	485 61.5%l mopqr	116 45.0%r	24 30.3%	17 44.8%	2269 48.4%m r	1161 49.9%m r	403 51.3%m r	110 33.0%
	(9)	1885 11.5%	12 7.8%	18 16.7%	952 10.6%	589 12.4%c	216 13.7%c	81 13.7%	6 7.6%	13 19.7%o	497 11.7%o	305 12.6%o	112 14.1%o	41 16.1%o	6 8.0%	4 11.5%	455 9.7%	284 12.2%o	105 13.3%o	39 11.8%
	(8)	1002 6.1%	7 4.8%	3 2.4%	477 5.3%	341 7.2%c	95 6.1%	66 11.3%bc de	2 3.3%	1 1.3%	221 5.2%	153 6.3%	53 6.7%	33 12.9%gh ijkopq	5 6.2%	2 4.5%	256 5.5%	187 8.1%io q	42 5.4%	33 10.0%ijoq
	(7)	799 4.9%	2 1.3%	4 4.2%	399 4.5%	226 4.8%	81 5.1%	57 9.7%acde	-	2 3.5%	137 3.2%	90 3.7%	44 5.6%gi	22 8.5%gi jq	2 2.5%	2 5.3%	261 5.6%ij	136 5.8%ij	36 4.6%	36 10.7%gijkopq
	(6)	328 2.0%	* 0.3%	3 2.9%	187 2.1%	87 1.8%	27 1.7%	15 2.6%	* 0.3%	3 4.6%	65 1.5%	32 1.3%	13 1.7%	6 2.2%	* 0.2%	-	122 2.6%ij	55 2.4%ij	14 1.7%	10 2.9%
	(5)	479 2.9%	7 4.7%	7 7.0%cd	252 2.8%	116 2.5%	60 3.8%d	22 3.7%	4 5.0%l	3 4.2%l	77 1.8%	46 1.9%	22 2.8%l	1 0.3%	3 4.4%l	5 11.9%	175 3.7%ij l	71 3.0%ij l	38 4.9%ij	21 6.3%ijklp
	(4)	124 0.8%	* 0.1%	-	60 0.7%	39 0.8%	12 0.7%	10 1.7%c	-	-	22 0.5%	15 0.6%	4 0.5%	3 1.0%	* 0.2%	-	38 0.8%	25 1.1%i	8 1.0%	7 2.2%ijko
	(3)	228 1.4%	2 1.6%	-	143 1.6%e	58 1.2%e	7 0.5%	12 2.1%e	-	-	49 1.1%	26 1.1%	2 0.2%	1 0.6%	2 3.1%k	-	94 2.0%ij kq	33 1.4%k	6 0.7%	11 3.3%ijkpq
	(2)	346 2.1%	1 0.9%	-	221 2.5%d	66 1.4%	27 1.7%	20 3.4%de	1 1.9%	-	64 1.5%	28 1.2%	4 0.5%	9 3.3%ijk	-	-	158 3.4%ij kp	38 1.6%	23 2.9%ij k	11 3.4%ijk
Definitely would not vote	(1)	1291 7.9%	38 24.7%bc def	3 3.2%	730 8.2%e	344 7.2%	100 6.3%	43 7.3%	12 16.5%hi jklopqr	1 1.0%	320 7.5%k	148 6.1%	37 4.7%	18 6.9%	25 32.6%hi jklopqr	3 7.2%	410 8.8%jk	196 8.4%jk	63 8.0%k	26 7.7%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j/k/l/m/n/o/p/q/r
* small base; ** very small base (under 30) ineligible for sig testing

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Opinion Poll
ONLINE Fieldwork : 2nd - 29th 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

	Total	Educational Attainment						Educational Attainment Within Gender - Male						Educational Attainment Within Gender - Female					
		No formal education (a)	Primary (b)	Secondary school (c)	University degree (d)	Higher university degree (e)	Still in full time education (f)	No formal education (g)	Primary (h)	Secondary school (i)	University degree (j)	Higher university degree (k)	Still in full time education (l)	No formal education (m)	Primary (n)	Secondary school (o)	University degree (p)	Higher university degree (q)	Still in full time education (r)
Weighted base	16362	153*	105*	8947	4750	1575	590	75*	67*	4263	2422	789	257	78*	39**	4684	2328	786	333
Don't know	943 5.8%	15 9.7%de	7 7.1%	581 6.5%de	206 4.3%	62 3.9%	37 6.4%e	5 6.7%k	2 2.6%	136 3.2%	64 2.6%	13 1.7%	8 3.3%	10 12.5%ijkl	6 14.8%	446 9.5%ijklpq	142 6.1%ijk	49 6.2%ijk	29 8.7%ijkl
Mean	8.27	6.82	8.81af	8.23af	8.43acf	8.49acf	7.74a	7.81m	9.17gl mopqr	8.58gl mopqr	8.70gl mopqr	8.82gl mopqr	8.18mr	5.81	8.11	7.89mr	8.13mor	8.13mr	7.38m
Standard deviation	2.86	3.94	2.13	2.93	2.71	2.62	2.88	3.56	1.60	2.72	2.52	2.24	2.70	4.07	2.81	3.09	2.88	2.93	2.97
Standard error	0.02	0.35	0.22	0.03	0.04	0.07	0.11	0.42	0.20	0.04	0.05	0.08	0.16	0.54	0.47	0.05	0.06	0.11	0.16

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j/k/l/m/n/o/p/q/r
* small base; ** very small base (under 30) ineligible for sig testing

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Opinion Poll
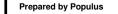## ONLINE Fieldwork : 2nd - 29th January 2015

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

		Total	Party ID Con (a)	Party ID Lab (b)	Party ID LibDem (c)	Party ID UKIP (d)	Party ID Other (e)	Party ID None (f)	Men Con (h)	Men Lab (i)	Men LibDem (j)	Men UKIP (k)	Men Other (l)	Men None (m)	Women Con (o)	Women Lab (p)	Women LibDem (q)	Women UKIP (r)	Women Other (s)	Women None (t)
Unweighted base		16362	4628	4876	1251	1840	1589	2178	2449	2451	670	934	730	716	2179	2425	581	906	859	1462
Weighted base		16362	4581	4745	1636	654	818	3927	2549	2463	885	343	401	1378	2033	2282	751	312	417	2549
Absolutely certain to vote	(10)	8937 54.6%	3146 68.7%b cef	3109 65.5%c f	960 58.7%f	436 66.6%c f	533 65.1%c f	752 19.2%	1804 70.8%i jmopqr st	1670 67.8%j mpqrst	552 62.4%m qt	251 73.3%i jmopqr st	287 71.7%j mopqrs t	363 26.3%t	1342 66.0%m qrst	1439 63.1%m qt	408 54.3%t	185 59.2%m t	245 58.8%m t	389 15.3%
	(9)	1885 11.5%	619 13.5%f	597 12.6%f	299 18.3%a bdef	82 12.5%f	101 12.4%f	187 4.8%	336 13.2%m t	337 13.7%m pt	151 17.1%h klmpt	37 10.8%m t	42 10.5%mt	83 6.1%	283 13.9%k lmpt	260 11.4%m t	148 19.7%h iklmop rst	45 14.3%l mt	59 14.2%mt	104 4.1%
	(8)	1002 6.1%	286 6.2%f	334 7.0%df	128 7.8%df	31 4.8%	49 6.0%	175 4.5%	144 5.6%m	184 7.5%hk lmt	71 8.0%hk lmt	14 4.1%	16 4.0%	43 3.1%	142 7.0%kl mt	150 6.6%kl m	57 7.6%kl m	17 5.5%m	33 7.8%kl mt	132 5.2%
	(7)	799 4.9%	197 4.3%	231 4.9%	81 4.9%	33 5.1%	35 4.2%	222 5.7%a	90 3.5%	93 3.8%	40 4.5%	17 5.3%h	17 4.2%	56 4.1%	107 5.3%hi	138 6.0%hi	41 5.4%	15 4.8%	18 4.3%	166 6.5%him
	(6)	328 2.0%	58 1.3%	101 2.1%a	38 2.3%a	10 1.5%	20 2.4%a	102 2.6%ad	32 1.3%	38 1.5%	16 1.8%	3 0.9%	6 1.5%	27 2.0%	26 1.3%	63 2.8%h ko	22 2.9%hk o	6 2.1%	14 3.3%hi klo	75 2.9%hiko
	(5)	479 2.9%	81 1.8%	126 2.7%a	39 2.4%	13 2.1%	19 2.3%	201 5.1%ab cde	28 1.1%	53 2.2%hj	7 0.8%	7 2.0%	7 1.7%	58 4.2%hi jkl	52 2.6%hj	73 3.2%hj	32 4.2%hi jkl	12 2.2%hj	12 2.9%hj	143 5.6%hijkloprs
	(4)	124 0.8%	20 0.4%	27 0.6%	9 0.6%	6 0.9%a	6 0.7%	56 1.4%ab c	10 0.4%	10 0.4%	7 0.8%	1 0.2%	1 0.3%	13 1.0%	10 0.5%	16 0.7%	2 0.3%	5 1.7%hi klopq	4 1.1%	43 1.7%hiklopq
	(3)	228 1.4%	23 0.5%	36 0.8%	15 0.9%	5 0.8%	7 0.9%	141 3.6%ab cde	14 0.5%	14 0.6%	6 0.6%	1 0.4%	2 0.5%	44 3.2%hi jklops	9 0.5%	22 1.0%	10 1.3%o	4 1.3%ho	5 1.2%o	97 3.8%hijklopqrs
	(2)	346 2.1%	28 0.6%	28 0.6%	13 0.8%	5 0.8%	8 1.0%	263 6.7%ab cde	19 0.7%	11 0.4%	10 1.1%	3 1.0%	4 0.9%	63 4.6%hi jklopq rs	9 0.4%	18 0.8%	3 0.4%	2 0.6%	5 1.1%	200 7.8%hijklmopqrs
Definitely would not vote	(1)	1291 7.9%	83 1.8%c	70 1.5%	13 0.8%	13 2.0%c	25 3.1%a bc	1086 27.6%ab cde	51 2.0%q	39 1.6%	8 0.9%	4 1.1%	10 2.4%j q	444 32.2%hi jklopqr st	32 1.6%	32 1.4%	5 0.6%	10 3.1%ij kopq	16 3.8%h ijkop q	642 25.2%hijklopqrs

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/i/j/k/l/m/n/o/p/q/r/s/t/u
** very small base (under 30) ineligible for sig testing

Prepared by Populus

Opinion Poll
ONLINE Fieldwork : 2nd - 29th 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

	Total	Party ID						Party ID - Men						Party ID - Women					
		Con (a)	Lab (b)	LibDem (c)	UKIP (d)	Other (e)	None (f)	Con (h)	Lab (i)	LibDem (j)	UKIP (k)	Other (l)	None (m)	Con (o)	Lab (p)	LibDem (q)	UKIP (r)	Other (s)	None (t)
Weighted base	16362	4581	4745	1636	654	818	3927	2549	2463	885	343	401	1378	2033	2282	751	312	417	2549
Don't know	943 5.8%	41 0.9%	85 1.8%a	40 2.5%a	20 3.0%ab	15 1.8%a	742 18.9%abcde	20 0.8%	14 0.6%	15 1.7%i	3 1.0%	9 2.2%hio	184 13.3%hijklopqrs	21 1.0%	71 3.1%hikos	25 3.3%hiko	16 5.3%hijklops	6 1.5%i	558 21.9%hijklmopqrs
Mean	8.27	9.19bcef	9.08ef	9.04f	9.08f	8.93f	5.04	9.24mpqrst	9.18mpqrst	9.14mrst	9.29mpqrst	9.18mpqrst	5.29	9.14mpqrst	8.97mst	8.93mt	8.83mt	8.70mt	4.88
Standard deviation	2.86	1.75	1.80	1.70	1.93	2.13	3.75	1.76	1.70	1.67	1.65	1.92	3.97	1.72	1.90	1.74	2.18	2.30	3.60
Standard error	0.02	0.03	0.03	0.05	0.05	0.05	0.09	0.04	0.03	0.07	0.05	0.07	0.16	0.04	0.04	0.07	0.07	0.08	0.11

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/i/j/k/l/m/n/o/p/q/r/s/t/u
** very small base (under 30) ineligible for sig testing

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Opinion Poll
ONLINE Fieldwork : 2nd - 29th 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

| | | Total | Working Status | | | | Working Status - Men | | | | Working Status - Women | | | | | Which of the following best describes where you live? | | | | | |
			Working full time (a)	Working part time (b)	Retired (c)	Not working (d)	Working full time (e)	Working part time (f)	Retired (g)	Not working (h)	Working full time (i)	Working part time (j)	Retired (k)	Not working (l)	Mums	NET: Urban (m)	Urban - Pop. over 10k (n)	Town and Fringe (o)	NET: Rural (p)	Village (q)	Hamlet & Isolated Dwelling (r)
Unweighted base		16362	6284	2454	4086	3538	3731	775	2181	1263	2553	1679	1905	2275	2392	13004	6973	6031	3358	2927	431
Weighted base		16362	7199	1963	3828	3371	4269	619	2015	1115	2930	1345	1813	2256	2439	12814	6791	6023	3548	3094	454
Absolutely certain to vote	(10)	8937 54.6%	3801 52.8%b d	905 46.1%	2722 71.1%a bd	1508 44.7%	2530 59.3%h ijl	340 54.9%h ijl	1510 74.9%e fhijkl	548 49.2%i jl	1271 43.4%	565 42.0%	1212 66.9%e fhijl	960 42.5%	1018 41.7%	6876 53.7%	3658 53.9%	3218 53.4%	2061 58.1%m	1747 56.5%o	314 69.0%noq
	(9)	1885 11.5%	840 11.7%d	229 11.7%d	497 13.0%d	319 9.5%	518 12.1%l	68 11.0%	277 13.7%i l	124 11.1%	322 11.0%l	161 12.0%l	220 12.1%l	195 8.7%	263 10.8%	1483 11.6%	855 12.6%o q	629 10.4%	402 11.3%	333 10.8%	69 15.2%oq
	(8)	1002 6.1%	504 7.0%c	136 7.0%c	155 4.0%	207 6.1%c	274 6.4%gk	31 5.0%	80 4.0%	87 7.8%gk l	230 7.8%fg kl	106 7.9%fg kl	74 4.1%	121 5.4%	174 7.1%	833 6.5%p	455 6.7%qr	377 6.3%r	170 4.8%	164 5.3%r	6 1.4%
	(7)	799 4.9%	361 5.0%c	119 6.1%c	75 2.0%	244 7.2%ac	195 4.6%gk	21 3.3%g	22 1.1%	76 6.8%ef gk	166 5.7%fg k	99 7.3%ef gk	53 2.9%g	168 7.4%ef gik	159 6.5%	657 5.1%p	341 5.0%r	316 5.3%r	141 4.0%	134 4.3%r	7 1.6%
	(6)	328 2.0%	182 2.5%c	41 2.1%c	33 0.9%	73 2.2%c	84 2.0%g	15 2.4%g	7 0.3%	17 1.5%g	98 3.3%eg hjk	27 2.0%g	26 1.4%g	56 2.5%g	63 2.6%	265 2.1%	152 2.2%	112 1.9%	64 1.8%	58 1.9%	6 1.2%
	(5)	479 2.9%	230 3.2%c	87 4.4%ac d	55 1.4%	107 3.2%c	104 2.4%g	19 3.1%g	19 0.9%	18 1.6%	127 4.3%eg hk	68 5.1%eg hk	36 2.0%g	89 4.0%eg hk	127 5.2%	389 3.0%	193 2.8%r	196 3.3%r	90 2.5%	88 2.9%r	2 0.4%
	(4)	124 0.8%	73 1.0%c	11 0.6%c	7 0.2%	34 1.0%c	32 0.7%k	1 0.2%	6 0.3%	4 0.4%	41 1.4%ef ghk	10 0.7%k	1 *	30 1.3%fg hk	27 1.1%	107 0.8%	50 0.7%	56 0.9%	18 0.5%	17 0.5%	1 0.2%
	(3)	228 1.4%	114 1.6%c	19 0.9%	18 0.5%	77 2.3%ab c	49 1.2%gk	10 1.6%gk	10 0.5%	11 1.0%	65 2.2%eg hjk	9 0.7%	8 0.5%	66 2.9%eg hjk	32 1.3%	182 1.4%	94 1.4%	88 1.5%	46 1.3%	43 1.4%	3 0.6%
	(2)	346 2.1%	139 1.9%	66 3.4%ac	52 1.4%	89 2.7%c	49 1.1%	17 2.7%eg	12 0.6%	32 2.9%eg	90 3.1%eg	49 3.6%eg	40 2.2%eg k	57 2.5%eg	90 3.7%	270 2.1%	137 2.0%	133 2.2%	76 2.1%	69 2.2%	7 1.5%
Definitely would not vote	(1)	1291 7.9%	608 8.4%c	151 7.7%c	139 3.6%	394 11.7%ab c	317 7.4%gk	55 8.9%gk	50 2.5%	134 12.0%eg jk	291 9.9%eg jk	96 7.1%gk	88 4.9%g	260 11.5%e gjk	251 10.3%	971 7.6%	508 7.5%	463 7.7%	320 9.0%m	298 9.6%no r	22 4.8%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i/j/k/l - m/p - n/o/q/r

Prepared by Populus

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Opinion Poll
ONLINE Fieldwork : 2nd - 29th January 2015

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

| | Total | Working Status | | | | Working Status - Men | | | | Working Status - Women | | | | Mums | Which of the following best describes where you live? | | | | | |
		Work-ing full time (a)	Work-ing part time (b)	Ret-ired (c)	Not work-ing (d)	Work-ing full time (e)	Work-ing part time (f)	Ret-ired (g)	Not work-ing (h)	Work-ing full time (i)	Work-ing part time (j)	Ret-ired (k)	Not work-ing (l)		NET: Urban (m)	Urban - Pop. over 10k (n)	Town and Fringe (o)	NET: Rural (p)	Vil-lage (q)	Hamlet & Iso-lated Dwel-ling (r)
Weighted base	16362	7199	1963	3828	3371	4269	619	2015	1115	2930	1345	1813	2256	2439	12814	6791	6023	3548	3094	454
Don't know	943 5.8%	349 4.8%c	199 10.1%ac	77 2.0%	319 9.5%ac	117 2.8%g	42 6.8%eg k	22 1.1%	64 5.7%eg k	231 7.9%e ghk	156 11.6%ef ghik	55 3.0%g	255 11.3%ef ghik	236 9.7%	781 6.1%p	347 5.1%	435 7.2%nq r	161 4.6%	143 4.6%	19 4.1%
Mean	8.27	8.16d	7.99d	9.13ab d	7.61	8.49fh ijl	8.17il	9.36ef hijkl	7.86l	7.65	7.91il	8.87ef hijl	7.48	7.58	8.26	8.29	8.22	8.29	8.18	9.06noq
Standard deviation	2.86	2.91	2.95	2.10	3.26	2.69	3.02	1.75	3.19	3.14	2.91	2.41	3.29	3.18	2.84	2.80	2.88	2.95	3.01	2.29
Standard error	0.02	0.04	0.06	0.03	0.06	0.04	0.11	0.04	0.09	0.06	0.07	0.06	0.07	0.07	0.03	0.03	0.04	0.05	0.06	0.11

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i/j/k/l - m/p - n/o/q/r

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Opinion Poll
ONLINE Fieldwork : 2nd - 29th 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

		Total	Anglia (a)	Border (b)	Central (c)	Granada (d)	London (e)	Meridian (f)	STV (g)	Tyne Tees (h)	Wales (i)	West (j)	Westcountry (k)	Yorkshire (l)
								Which of the following ITV regions do you live in?						
Unweighted base		16362	1703	209	2184	1700	2829	1672	1511	683	819	472	876	1703
Weighted base		16362	1684	227	2237	1670	3067	1560	1377	655	802	507	859	1716
Absolutely certain to vote	(10)	8937 54.6%	879 52.2%	145 63.9%acdefhijkl	1208 54.0%	888 53.2%	1628 53.1%	850 54.5%	902 65.5%acdefhijkl	348 53.1%	415 51.8%	261 51.5%	466 54.2%	946 55.1%
	(9)	1885 11.5%	207 12.3%g	21 9.1%	229 10.2%	182 10.9%	435 14.2%cdfghl	157 10.0%	126 9.1%	61 9.3%	91 11.4%	75 14.9%cfgh	105 12.3%	197 11.5%
	(8)	1002 6.1%	108 6.4%	11 4.8%	129 5.8%	108 6.5%	184 6.0%	106 6.8%	96 7.0%	36 5.5%	47 5.9%	25 4.9%	55 6.4%	96 5.6%
	(7)	799 4.9%	124 7.4%cdefghl	8 3.6%	94 4.2%	85 5.1%	132 4.3%	83 5.3%l	54 3.9%	23 3.5%	43 5.4%	30 5.9%	62 7.2%ceghl	60 3.5%
	(6)	328 2.0%	29 1.7%	1 0.5%	63 2.8%g	33 2.0%g	64 2.1%g	31 2.0%g	13 0.9%	10 1.5%	33 4.2%abdefghjkl	7 1.3%	11 1.3%	34 2.0%g
	(5)	479 2.9%	43 2.6%	5 2.1%	52 2.3%	34 2.0%	126 4.1%acdgi	70 4.5%acdgi	27 2.0%	18 2.8%	13 1.6%	16 3.1%	23 2.7%	53 3.1%
	(4)	124 0.8%	16 0.9%	1 0.6%	22 1.0%	13 0.8%	21 0.7%	11 0.7%	8 0.5%	3 0.4%	3 0.3%	4 0.8%	6 0.7%	17 1.0%
	(3)	228 1.4%	19 1.1%	-	53 2.3%aefgk	27 1.6%fg	36 1.2%	7 0.5%	7 0.5%	7 1.1%	9 1.1%	20 3.9%abdefghik	5 0.6%	37 2.2%efgk
	(2)	346 2.1%	36 2.1%fg	3 1.4%	45 2.0%fg	45 2.7%fgjk	96 3.1%fgjk	15 1.0%	9 0.7%	20 3.0%fgjk	26 3.3%fgjk	3 0.5%	10 1.2%	37 2.1%fg
Definitely would not vote	(1)	1291 7.9%	75 4.5%	22 9.8%a	182 8.1%ag	149 8.9%aeg	196 6.4%a	140 8.9%aeg	77 5.6%	90 13.8%acdefgjkl	85 10.6%aeg	45 8.8%a	79 9.2%aeg	152 8.8%aeg
Don't know		943 5.8%	147 8.7%defgijkl	10 4.3%	161 7.2%egikl	105 6.3%g	149 4.9%	90 5.8%	58 4.2%	40 6.1%	36 4.5%	22 4.2%	36 4.2%	88 5.1%
Mean		8.27	8.49cdfhijl	8.49h	8.18h	8.13h	8.29hi	8.24h	8.84acdefhijkl	7.78	7.95	8.13	8.26h	8.16h
Standard deviation		2.86	2.51	2.91	2.95	2.99	2.78	2.86	2.40	3.37	3.11	2.93	2.85	2.99
Standard error		0.02	0.06	0.21	0.06	0.07	0.05	0.07	0.06	0.13	0.11	0.14	0.10	0.07

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l
* small base

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Opinion Poll
ONLINE Fieldwork : 2nd - 29th 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

		Total	Glasgow (a)	Edin- burgh (b)	New- castle (c)	Leeds (d)	Hull (e)	Shef- field (f)	Manch- ester (g)	Liver- pool (h)	Nott- ingham (i)	Birm- ingham (j)	Norwich (k)	Milton Keynes (l)	Brigh- ton (m)	Oxford (n)	London (o)	South- ampton (p)	Bristol (q)	Ply- mouth (r)	Cardiff (s)	None of these (v)
Unweighted base		16362	770	625	696	755	317	429	1206	581	673	1294	716	464	418	188	3474	609	592	532	607	1416
Weighted base		16362	703	570	685	744	309	432	1231	533	704	1303	699	458	380	181	3649	562	633	520	597	1472
Absolutely certain to vote	(10)	8937 54.6%	443 63.0%cd fgjklop qrs	372 65.3%cd fghjklo pqrsv	377 55.1%	366 49.2%	181 58.5%dl	231 53.4%	629 51.1%	310 58.1%dg klps	419 59.5%dg jklops	686 52.7%	356 50.9%	227 49.6%	222 58.5%dg lp	111 61.4%dg klps	1941 53.2%	284 50.4%	343 54.2%	283 54.4%	301 50.5%	856 58.1%dgjklops
	(9)	1885 11.5%	85 12.1%bm	42 7.4%	58 8.4%	84 11.2%m	51 16.6%bc dghijlm nrv	51 11.7%m	129 10.5%m	46 8.7%	78 11.1%m	135 10.4%	83 11.9%bm	41 8.9%	24 6.2%	15 8.1%	513 14.1%bc ghjlmv	77 13.7%bc hlm	95 15.0%bc ghjlmnv	56 10.8%	70 11.7%m	152 10.3%m
	(8)	1002 6.1%	57 8.0%qv	40 7.1%v	37 5.4%	50 6.8%v	17 5.5%	20 4.7%	81 6.5%v	30 5.6%	36 5.2%	92 7.0%v	54 7.8%v	33 7.2%v	17 4.5%	11 6.0%	228 6.2%v	45 8.0%qv	29 4.6%	37 7.2%v	38 6.4%v	50 3.4%
	(7)	799 4.9%	33 4.7%ev	15 2.7%	36 5.3%ev	24 3.3%	4 1.4%	24 5.6%ev	59 4.8%ev	31 5.9%bev	26 3.7%	68 5.2%ev	40 5.8%bev	39 8.5%abd egijnov	19 4.9%e	3 1.9%	188 5.2%bev	31 5.5%bev	33 5.2%ev	48 9.3%abc degijmn opqv	35 5.9%bev	40 2.7%
	(6)	328 2.0%	7 1.0%	6 1.0%	10 1.5%	13 1.8%	2 0.6%	10 2.3%	24 1.9%	12 2.2%	16 2.3%	44 3.4%abc eoq	11 1.6%	10 2.2%	5 1.2%	1 0.7%	72 2.0%	13 2.4%	6 1.0%	8 1.6%	21 3.5%abe q	37 2.5%
	(5)	479 2.9%	17 2.4%h	10 1.8%	24 3.5%hkv	23 3.1%h	9 3.0%h	7 1.7%	34 2.8%h	2 0.4%	29 4.2%hkv	32 2.4%h	10 1.4%	23 5.0%bfh jkqsv	7 1.9%	2 1.1%	144 4.0%bhj	38 6.7%abc dfghjkm noqrsv	14 2.2%h	18 3.5%hkv	11 1.9%	24 1.6%
	(4)	124 0.8%	- -	3 0.6%	4 0.6%	12 1.6%aio qv	1 0.3%	4 0.9%a	10 0.8%a	5 0.8%a	2 0.3%	21 1.6%aio qv	11 1.6%aio qv	2 0.4%	4 1.1%a	1 0.5%	22 0.6%	7 1.2%a	2 0.2%	5 1.0%a	3 0.4%	7 0.5%
	(3)	228 1.4%	3 0.5%	1 0.1%	5 0.8%	21 2.9%abc fhlopr	11 3.5%abc fhlmopr	3 0.6%	22 1.8%abp	5 0.9%	10 1.4%b	30 2.3%abo pr	12 1.7%bp	3 0.6%	3 0.7%	6 3.2%abc flpr	45 1.2%	2 0.3%	8 1.3%	2 0.4%	8 1.3%	30 2.1%abpr
	(2)	346 2.1%	4 0.5%	6 1.0%	20 2.9%aip	18 2.4%ai	3 0.8%	13 3.0%aip	30 2.5%aip	24 4.4%abe ijlopqr v	3 0.4%	19 1.5%	29 4.2%abe ijpqrv	8 1.7%	7 1.9%i	2 2.8%ai	93 2.6%aip	4 0.8%	7 1.1%	6 1.2%	20 3.4%abi jpq	27 1.8%ai

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v
* small base; ** very small base (under 30) ineligible for sig testing

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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

		Total	Glasgow (a)	Edin-burgh (b)	New-castle (c)	Leeds (d)	Hull (e)	Shef-field (f)	Manch-ester (g)	Liver-pool (h)	Nott-ingham (i)	Birm-ingham (j)	Norwich (k)	Milton Keynes (l)	Brigh-ton (m)	Oxford (n)	London (o)	South-ampton (p)	Bristol (q)	Ply-mouth (r)	Cardiff (s)	None of these (v)
										Which of the following cities do you live in, or nearest to?												
Weighted base		16362	703	570	685	744	309	432	1231	533	704	1303	699	458	380	181	3649	562	633	520	597	1472
Definitely would not vote	(1)	1291 7.9%	26 3.7%	44 7.7%ak	84 12.3%ab eijklno pr	85 11.4%aei jklnopr	19 6.3%	44 10.2%ajk lo	120 9.7%ajk lo	46 8.6%ak	48 6.8%ak	87 6.7%ak	24 3.4%	23 4.9%	50 13.2%abe ijklnopr	9 5.1%	242 6.6%ak	40 7.1%ak	67 10.6%ajk lo	37 7.1%ak	61 10.3%ajk lo	136 9.2%aklo
Don't know		943 5.8%	28 3.9%	30 5.3%	29 4.3%	46 6.2%	11 3.4%	25 5.8%	93 7.6%ace hopqr	23 4.4%	37 5.3%	90 6.9%aop r	68 9.8%ab cdehio pqrs	51 11.1%abc defhijmo pqrs	23 5.9%	17 9.4%ace hopqr	160 4.4%	22 4.0%	28 4.4%	19 3.6%	29 4.8%	114 7.7%acehopqr
Mean		8.27	8.96cde fghijkl mopqrsv	8.68cdf ghjmopq sv	7.90	7.77	8.57cdg ms	8.07	8.01	8.20d	8.55cdf gms	8.25cd	8.41cdg s	8.35cd	7.99	8.60cds	8.30cdg s	8.25d	8.22d	8.35cd	7.94	8.29cd
Standard deviation		2.86	2.09	2.67	3.24	3.24	2.66	3.09	3.08	3.02	2.63	2.78	2.60	2.56	3.29	2.72	2.75	2.67	2.99	2.66	3.10	3.02
Standard error		0.02	0.08	0.11	0.12	0.12	0.15	0.15	0.09	0.13	0.10	0.08	0.10	0.12	0.16	0.21	0.05	0.11	0.13	0.12	0.13	0.08

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v
* small base; ** very small base (under 30) ineligible for sig testing

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Opinion Poll
ONLINE Fieldwork : 2nd - 29th January 2015

Absolutes/col percents

Table 2
Q.2 Which party would you vote for if there was a General Election tomorrow?
Base: All respondents

	Total	Gender		Age						Social Grade				Region Summary					Employment Sector		Employment Sector Within Gender - Male		Employment Sector Within Gender - Female	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	South East (m)	Mid-lands (n)	North Eng-land (o)	Wales & South West (p)	Scot-land (q)	Public (r)	Pri-vate (s)	Public (t)	Pri-vate (u)	Public (v)	Pri-vate (w)
Unweighted base	16362	7950	8412	1906	2474	2683	3011	2604	3684	4707	4839	2819	3997	4319	4151	3968	2324	1600	2125	6613	920	3586	1205	3027
Weighted base	16362	8018	8344	1945	2755	2754	2916	2429	3562	4373	4536	3564	3889	4418	4254	3927	2291	1473	2284	6879	1027	3861	1257	3018
Conservative	3782 23.1%	2039 25.4%b	1743 20.9%	335 17.2%	433 15.7%	452 16.4%	645 22.1%cde	676 27.8%def	1241 34.8%defg	1284 29.4%jkl	1101 24.3%k	743 20.9%l	653 16.8%	1237 28.0%nopq	1026 24.1%o	763 19.4%q	539 23.5%o	217 14.7%	387 16.9%	1586 23.1%r	152 14.8%	989 25.6%t vw	235 18.7%	597 19.8%t
Labour	4108 25.1%	2174 27.1%b	1934 23.2%	485 24.9%h	852 30.9%c fgh	813 29.5%c fgh	740 25.4%h	557 22.9%h	662 18.6%	992 22.7%	1101 24.3%	978 27.4%i j	1037 26.7%i j	1023 23.2%	980 23.0%	1217 31.0%m npq	562 24.5%	326 22.1%	704 30.8%s	1737 25.2%	367 35.7%u vw	1046 27.1%w	337 26.8%w	691 22.9%
Liberal Democrat	1063 6.5%	612 7.6%b	451 5.4%	91 4.7%	215 7.8%c	185 6.7%c	182 6.2%	152 6.3%	238 6.7%c	413 9.4%jkl	261 5.7%	194 5.4%	195 5.0%	346 7.8%no	265 6.2%o	194 4.9%	166 7.3%o	92 6.3%	137 6.0%	488 7.1%	77 7.5%v	310 8.0%vw	60 4.8%	178 5.9%
SNP	369 2.3%	219 2.7%b	150 1.8%	24 1.2%	49 1.8%	49 1.8%	93 3.2%cd eh	76 3.1%cd eh	77 2.2%c	114 2.6%	104 2.3%	73 2.1%	78 2.0%	-	-	-	-	369 25.0%mn op	58 2.5%	146 2.1%	30 2.9%w	99 2.6%w	28 2.2%	48 1.6%
Plaid Cymru	35 0.2%	20 0.2%	15 0.2%	1 0.1%	8 0.3%	2 0.1%	10 0.4%	7 0.3%	6 0.2%	9 0.2%	10 0.2%	9 0.3%	7 0.2%	-	-	-	35 1.5%mnoq	-	8 0.3%	14 0.2%	6 0.6%	10 0.3%	2 0.2%	4 0.1%
The UK Independence Party	1484 9.1%	953 11.9%b	530 6.4%	54 2.8%	86 3.1%	180 6.5%d	350 12.0%de	280 11.5%de	533 14.9%cd efg	342 7.8%	368 8.1%	392 11.0%ij	382 9.8%ij	356 8.1%q	511 12.0%mo pq	371 9.4%q	196 8.6%q	50 3.4%	139 6.1%	598 8.7%r	88 8.5%v w	434 11.2%vw	51 4.1%	164 5.4%
The Green Party	610 3.7%	268 3.3%	342 4.1%a	128 6.6%de fgh	102 3.7%	94 3.4%	89 3.0%	78 3.2%	118 3.3%	180 4.1%	191 4.2%k	110 3.1%	128 3.3%	178 4.0%	175 4.1%q	138 3.5%	81 3.5%	40 2.7%	116 5.1%s	191 2.8%	62 6.0%uw	92 2.4%	54 4.3%u	99 3.3%
The British National Party	42 0.3%	27 0.3%	14 0.2%	2 0.1%	6 0.2%	4 0.1%	16 0.5%ce g	3 0.1%	12 0.3%	1 *	6 0.1%	8 0.2%i	26 0.7%ij k	7 0.2%	12 0.3%	16 0.4%q	6 0.3%	-	1 *	22 0.3%	1 0.1%	18 0.5%w	-	4 0.1%
Some other party	37 0.2%	23 0.3%	14 0.2%	2 0.1%	7 0.2%	12 0.4%h	7 0.2%	5 0.2%	4 0.1%	11 0.3%	14 0.3%	5 0.1%	7 0.2%	16 0.4%p	12 0.3%	8 0.2%	1 *	1 0.1%	9 0.4%	19 0.3%	6 0.6%	12 0.3%	3 0.2%	7 0.2%
Would not vote	1602 9.8%	658 8.2%	943 11.3%a	282 14.5%e fgh	370 13.4%f gh	319 11.6%fg h	273 9.4%h	186 7.7%h	172 4.8%	311 7.1%	425 9.4%i	352 9.9%i	514 13.2%ij k	423 9.6%q	347 8.1%q	501 12.8%m npq	243 10.6%nq	88 6.0%	248 10.8%	691 10.0%	113 11.0%	324 8.4%	135 10.7%	366 12.1%u

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q - r/s - t/u/v/w

Prepared by Populus

Opinion Poll
ONLINE Fieldwork : 2nd - 29th January 2015

Table 2
Q.2 Which party would you vote for if there was a General Election tomorrow?
Base: All respondents

| | Total | Gender | | Age | | | | | | Social Grade | | | | Region Summary | | | | | Employment Sector | | Employment Sector Within Gender - Male | | Employment Sector Within Gender - Female | |
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	South East (m)	Mid-lands (n)	North Eng-land (o)	Wales & South West (p)	Scot-land (q)	Public (r)	Pri-vate (s)	Public (t)	Pri-vate (u)	Public (v)	Pri-vate (w)
Weighted base	16362	8018	8344	1945	2755	2754	2916	2429	3562	4373	4536	3564	3889	4418	4254	3927	2291	1473	2284	6879	1027	3861	1257	3018
Rather not say	210 1.3%	100 1.2%	110 1.3%	33 1.7%h	44 1.6%h	45 1.6%h	44 1.5%h	27 1.1%h	17 0.5%	49 1.1%	43 0.9%	54 1.5%	64 1.7%j	84 1.9%op	59 1.4%	35 0.9%	18 0.8%	15 1.0%	32 1.4%	97 1.4%	10 0.9%	61 1.6%	22 1.8%	36 1.2%
Don't know	3022 18.5%	925 11.5%	2097 25.1%a	507 26.0%d efgh	583 21.1%f gh	600 21.8%f gh	467 16.0%h	383 15.7%h	483 13.5%	668 15.3%	912 20.1%i	646 18.1%i	796 20.5%i	749 16.9%	868 20.4%m o	685 17.4%	444 19.4%m	276 18.7%	446 19.5%	1290 18.8%	116 11.3%	466 12.1%	330 26.3%t u	824 27.3%tu

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q - r/s - t/u/v/w

Prepared by Populus

Opinion Poll
ONLINE Fieldwork : 2nd - 29th January 2015

Absolutes/col percents

Table 2
Q.2 Which party would you vote for if there was a General Election tomorrow?
Base: All respondents

	Total	Con (a)	Lab (b)	LibDem (c)	UKIP (d)	Green (e)	Con (f)	Lab (g)	LibDem (h)	UKIP (i)	18-24 (j)	25-34 (k)	35-44 (l)	45-54 (m)	55-64 (n)	65+ (o)	18-24 (p)	25-34 (q)	35-44 (r)	45-54 (s)	55-64 (t)	65+ (u)
				Vote Intention					2010 Vote				Age Within Gender - Male						Age Within Gender - Female			
Unweighted base	16362	3785	4138	824	2392	912	4515	3218	2775	458	749	1057	1273	1546	1333	1992	1157	1417	1410	1465	1271	1692
Weighted base	16362	3782	4108	1063	1484	610	4274	3137	2891	282	766	1214	1322	1518	1284	1914	1179	1541	1433	1398	1145	1649
Conservative	3782 23.1%	3782 100.0%bcde	-	-	-	-	2755 64.5%gh i	122 3.9%	310 10.7%gi	12 4.2%	176 22.9%k pqr	209 17.2%	249 18.8%p qr	352 23.2%k lpqr	357 27.8%k lmpqrs	697 36.4%j klmnpq rst	160 13.6%	224 14.6%	203 14.2%	292 20.9%p qr	319 27.9%j klmpqr s	545 33.0%jklmnpqrst
Labour	4108 25.1%	-	4108 100.0%acde	-	-	-	206 4.8%	2301 73.3%f hi	642 22.2%fi	12 4.1%	223 29.1%n opstu	445 36.7%j mnopqr stu	437 33.1%m nopqrs tu	403 26.6%o pu	293 22.8%u	373 19.5%	262 22.2%u	407 26.4%o u	376 26.2%o u	337 24.1%o u	264 23.0%o u	289 17.5%
Liberal Democrat	1063 6.5%	-	-	1063 100.0%abde	-	-	47 1.1%	44 1.4%	787 27.2%fg i	5 1.9%	39 5.1%	110 9.1%jp rstu	112 8.5%jp rstu	106 7.0%pt	103 8.0%jp rst	142 7.4%pr t	52 4.4%	104 6.8%pt	73 5.1%	76 5.4%	50 4.3%	96 5.8%
SNP	369 2.3%	-	-	-	-	-	12 0.3%	73 2.3%fh i	34 1.2%f	-	14 1.8%	28 2.3%p	21 1.6%	59 3.9%jl opqrtu	50 3.9%jl opqrtu	47 2.5%p	10 0.8%	21 1.4%	28 2.0%	34 2.4%p	26 2.3%p	30 1.8%
Plaid Cymru	35 0.2%	-	-	-	-	-	*	2 0.1%	3 0.1%	-	-	4 0.4%	*	7 0.4%	5 0.4%	3 0.2%	1 0.1%	4 0.2%	2 0.1%	4 0.3%	1 0.1%	3 0.2%
The UK Independence Party	1484 9.1%	-	-	-	1484 100.0%abce	-	671 15.7%gh	147 4.7%	202 7.0%g	209 73.9%fg h	27 3.6%	49 4.1%	107 8.1%j kpqr tu	231 15.2%j klpqrs tu	193 15.1%j klpqrs tu	345 18.0%jk lpqrstu	27 2.3%	37 2.4%	73 5.1%pq	119 8.5%jk pqr	87 7.6%j kpqr	188 11.4%jklpqrst
The Green Party	610 3.7%	-	-	-	-	610 100.0%ab cd	59 1.4%	58 1.8%	227 7.9%fg i	5 1.9%	42 5.5%km ost	36 3.0%	44 3.3%	49 3.2%	45 3.5%	52 2.7%	86 7.3%kl mnoqrs tu	66 4.3%o	50 3.5%	40 2.8%	34 2.9%	67 4.0%
The British National Party	42 0.3%	-	-	-	-	-	8 0.2%	2 0.1%	4 0.1%	* 0.1%	-	5 0.4%	2 0.2%	13 0.8%jn qrt	2 0.1%	6 0.3%	2 0.2%	1 0.1%	1 0.1%	3 0.2%	1 0.1%	6 0.4%
Some other party	37 0.2%	-	-	-	-	-	1 *	4 0.1%	6 0.2%f	* 0.1%	2 0.2%	2 0.1%	7 0.5%t	6 0.4%	5 0.4%	2 0.1%	1 0.1%	5 0.3%	5 0.4%	1 0.1%	-	2 0.1%
Would not vote	1602 9.8%	-	-	-	-	-	69 1.6%	48 1.5%	40 1.4%	5 1.8%	88 11.5%n otu	154 12.7%m notu	132 10.0%ou	129 8.5%o	97 7.5%o	58 3.1%	193 16.4%j lmnost u	216 14.0%l mnostu	187 13.1%l mnotu	144 10.3%no u	89 7.8%o	114 6.9%o

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t/u

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Opinion Poll
ONLINE Fieldwork : 2nd - 29th January 2015

Table 2
Q.2 Which party would you vote for if there was a General Election tomorrow?
Base: All respondents

	Total	Con (a)	Lab (b)	LibDem (c)	UKIP (d)	Green (e)	Con (f)	Lab (g)	LibDem (h)	UKIP (i)	18-24 (j)	25-34 (k)	35-44 (l)	45-54 (m)	55-64 (n)	65+ (o)	18-24 (p)	25-34 (q)	35-44 (r)	45-54 (s)	55-64 (t)	65+ (u)
			Vote Intention					2010 Vote					Age Within Gender - Male						Age Within Gender - Female			
Weighted base	16362	3782	4108	1063	1484	610	4274	3137	2891	282	766	1214	1322	1518	1284	1914	1179	1541	1433	1398	1145	1649
Rather not say	210 1.3%	- -	- -	- -	- -	- -	1 *	5 0.2%	11 0.4%f	- -	17 2.2%mo u	18 1.5%o	31 2.3%mo rtu	13 0.9%	15 1.2%o	6 0.3%	16 1.4%o	26 1.7%ou	14 1.0%o	31 2.2%mo ru	12 1.1%o	11 0.6%
Don't know	3022 18.5%	- -	- -	- -	- -	- -	443 10.4%	330 10.5%	625 21.6%f gi	34 12.0%	138 18.1%k lmno	153 12.6%n o	179 13.6%mn o	150 9.9%	120 9.4%	184 9.6%	368 31.2%j klmnos tu	429 27.9%j klmnos tu	421 29.4%j klmnos tu	317 22.7%j klmnou	262 22.9%j klmnou	299 18.1%klmno

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t/u

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Opinion Poll
ONLINE Fieldwork : 2nd - 29th January 2015

Absolutes/col percents

Table 2
Q.2 Which party would you vote for if there was a General Election tomorrow?
Base: All respondents

	Total	SEG Within Gender - Male				SEG Within Gender - Female				Region										
		AB (a)	C1 (b)	C2 (c)	DE (d)	AB (e)	C1 (f)	C2 (g)	DE (h)	Scot-land (i)	North East (j)	North West (k)	York-shire & Humb-erside (l)	West Mid-lands (m)	East Mid-lands (n)	Wales (o)	East-ern (p)	London (q)	South East (r)	South West (s)
Unweighted base	16362	2522	2187	1429	1812	2185	2652	1390	2185	1600	673	1808	1487	1426	1129	843	1596	1900	2419	1481
Weighted base	16362	2357	2071	1833	1757	2017	2465	1730	2131	1473	655	1800	1473	1473	1145	818	1636	2127	2291	1473
Conservative	3782 23.1%	726 30.8%b cdfgh	549 26.5%c dfgh	402 21.9%h	363 20.7%h	559 27.7%c dfgh	553 22.4%h	342 19.7%h	290 13.6%	217 14.7%	113 17.3%	366 20.4%i	284 19.3%i	321 21.8%i	295 25.7%i jklo	149 18.2%	411 25.1%i jklo	514 24.2%i jklo	722 31.5%i jklmno pqs	390 26.5%ijklmo
Labour	4108 25.1%	569 24.1%e	548 26.5%e f	555 30.3%a befgh	502 28.6%a efg	423 21.0%	553 22.4%	422 24.4%	536 25.1%e	326 22.1%r	217 33.2%i mnpqrs	577 32.1%i mnpqrs	422 28.7%i nprs	395 26.8%i prs	274 23.9%p r	261 31.8%i mnprs	312 19.1%	594 27.9%i nprs	429 18.7%	302 20.5%
Liberal Democrat	1063 6.5%	269 11.4%bc defgh	132 6.4%g	123 6.7%g	87 5.0%	143 7.1%df gh	128 5.2%	71 4.1%	108 5.1%	92 6.3%o	25 3.8%	82 4.6%	87 5.9%	71 4.8%	87 7.6%jk mo	31 3.8%	106 6.5%jk o	170 8.0%jk mo	176 7.7%jk mo	135 9.2%ijklmop
SNP	369 2.3%	75 3.2%ef gh	56 2.7%g	48 2.6%	40 2.3%	39 1.9%	47 1.9%	25 1.4%	38 1.8%	369 25.0%jklm nopqrs	-	-	-	-	-	-	-	-	-	-
Plaid Cymru	35 0.2%	4 0.2%	7 0.4%	5 0.3%	3 0.2%	4 0.2%	3 0.1%	4 0.2%	4 0.2%	-	-	-	-	-	-	35 4.3%ijkl mnpqrs	-	-	-	-
The UK Independence Party	1484 9.1%	253 10.7%e fgh	233 11.3%e fgh	251 13.7%a efgh	217 12.3%ef gh	89 4.4%	135 5.5%	141 8.1%ef	165 7.8%ef	50 3.4%	47 7.2%i	143 8.0%i	180 12.2%i jkoqrs	147 10.0%i q	146 12.8%ij koqrs	60 7.4%i	218 13.3%i kmoqrs	134 6.3%i	222 9.7%iq	136 9.2%iq
The Green Party	610 3.7%	93 4.0%	65 3.1%	53 2.9%	56 3.2%	87 4.3%	126 5.1%bc dgh	57 3.3%	72 3.4%	40 2.7%	25 3.9%	60 3.3%	52 3.6%	42 2.9%	49 4.2%	18 2.2%	84 5.1%ik mo	95 4.5%io	83 3.6%	62 4.2%
The British National Party	42 0.3%	1 *	5 0.3%	7 0.4%e	14 0.8%aefg	-	1 *	1 0.1%	12 0.6%aefg	-	5 0.7%im qs	7 0.4%i	4 0.3%	1 0.1%	6 0.6%iq	4 0.5%i	5 0.3%	2 0.1%	6 0.2%	2 0.1%
Some other party	37 0.2%	8 0.3%	8 0.4%	3 0.1%	4 0.2%	3 0.2%	7 0.3%	2 0.1%	3 0.1%	1 0.1%	-	6 0.4%	1 0.1%	6 0.4%	3 0.3%	-	3 0.2%	8 0.4%	8 0.3%	1 0.1%
Would not vote	1602 9.8%	109 4.6%	177 8.6%a	149 8.1%a	223 12.7%a bcef	201 10.0%a	248 10.0%a	203 11.7%a bc	291 13.7%ab cef	88 6.0%	106 16.1%i klmnpq rs	216 12.0%i npqs	180 12.2%i npqs	157 10.7%in p	85 7.4%	113 13.8%in pqrs	104 6.4%	195 9.2%ip	228 9.9%in p	130 8.8%ip

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s

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Opinion Poll
ONLINE Fieldwork : 2nd - 29th January 2015

Table 2
Q.2 Which party would you vote for if there was a General Election tomorrow?
Base: All respondents

	Total	SEG Within Gender - Male AB (a)	C1 (b)	C2 (c)	DE (d)	SEG Within Gender - Female AB (e)	C1 (f)	C2 (g)	DE (h)	Region Scot-land (i)	North East (j)	North West (k)	York-shire & Humb-erside (l)	West Mid-lands (m)	East Mid-lands (n)	Wales (o)	East-ern (p)	London (q)	South East (r)	South West (s)
Weighted base	16362	2357	2071	1833	1757	2017	2465	1730	2131	1473	655	1800	1473	1473	1145	818	1636	2127	2291	1473
Rather not say	210 1.3%	19 0.8%	23 1.1%	30 1.6%	28 1.6%af	30 1.5%	20 0.8%	24 1.4%	36 1.7%af	15 1.0%	7 1.1%	12 0.7%	16 1.1%	19 1.3%	11 1.0%	6 0.7%	28 1.7%k	31 1.5%	53 2.3%ik lnos	12 0.8%
Don't know	3022 18.5%	231 9.8%	266 12.9%a	207 11.3%	220 12.5%a	438 21.7%a bcd	645 26.2%a bcde	438 25.3%a bcde	576 27.0%a bcde	276 18.7%	110 16.8%	330 18.3%	245 16.7%	314 21.3%l nr	190 16.6%	141 17.2%	365 22.3%i jklnoq r	384 18.1%	365 15.9%	304 20.6%lnr

_____
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s

Opinion Poll
ONLINE Fieldwork : 2nd - 29th January 2015

Absolutes/col percents

Table 2
Q.2 Which party would you vote for if there was a General Election tomorrow?
Base: All respondents

	Total	___ Region Within Gender - Male ___											___ Region Within Gender - Female ___										
		Scot-land (a)	North East (b)	North West (c)	York-shire & Humb-erside (d)	West Mid-lands (e)	East Mid-lands (f)	Wales (g)	East-ern (h)	London (i)	South East (j)	South West (k)	Scot-land (l)	North East (m)	North West (n)	York-shire & Humb-erside (o)	West Mid-lands (p)	East Mid-lands (q)	Wales (r)	East-ern (s)	London (t)	South East (u)	South West (v)
Unweighted base	16362	783	355	853	715	695	579	443	769	915	1164	679	817	318	955	772	731	550	400	827	985	1255	802
Weighted base	16362	726	343	852	688	720	607	437	788	1023	1149	686	747	312	947	785	752	538	381	848	1104	1142	787
Conservative	3782 23.1%	112 15.5%	60 17.4%	186 21.8% lo	174 25.3% bglmnop	176 24.4% bglmno	178 29.4% bcglmnopqrst	72 16.4%	213 27.1% bcglmnoprt	284 27.7% bcglmnopqrt	391 34.0% bcdeghiklmnopqrstuv	194 28.3% bcglmnopqrt	104 13.9%	53 17.1%	181 19.1% o	110 14.0%	145 19.3% o	116 21.6% lo	77 20.3% l	198 23.3% glo	231 20.9% lo	331 29.0% bcglmnopqrst	196 24.9% abglmnop
Labour	4108 25.1%	162 22.3% su	137 40.1% adefhijklmnopqrstuv	310 36.4% adefhijklmnopqrstuv	207 30.1% ahjklqsuv	209 29.0% ahjklsuv	149 24.6% su	156 35.8% afhjklmnopqrstuv	163 20.7%	306 29.9% ahjklqsuv	228 19.9%	145 21.2%	164 21.9%	80 25.7% su	267 28.2% ahjklsuv	216 27.5% hjklsuv	186 24.7% su	124 23.1% su	104 27.4% h	149 17.5%	288 26.1% hjsuv	201 17.6%	156 19.9%
Liberal Democrat	1063 6.5%	50 6.9% mprs	15 4.4%	40 4.6%	53 7.7% cmnoprs	49 6.8% prs	42 7.0% mprs	22 5.1%	78 9.9% bcglmnoprst	102 10.0% bcglmnoprstu	97 8.4% bcmnoprs	64 9.3% bclmnoprs	42 5.7% pr	10 3.1%	43 4.5%	34 4.3%	22 3.0%	45 8.3% cmnoprs	9 2.4%	28 3.3%	68 6.1% prs	79 6.9% mnoprs	71 9.0% bclmnoprs
SNP	369 2.3%	219 30.2% bcdefghijklmnopqrstuv	-	-	-	-	-	-	-	-	-	-	150 20.0% bcdefghijkmnopqrstuv	-	-	-	-	-	-	-	-	-	-
Plaid Cymru	35 0.2%	-	-	-	-	-	-	20 4.5% abcdefhijklmnopqstuv	-	-	-	-	-	-	-	-	-	-	15 3.9% abcdefhijklmnopqstuv	-	-	-	-
The UK Independence Party	1484 9.1%	41 5.7% l	34 10.0% almnrt	89 10.4% lmnprtuv	111 16.1% abcgilmnopqrstuv	99 13.7% ailmnopqrstuv	97 16.0% bcgilmnopqrstuv	44 10.1% almnrt	137 17.4% abcgijklmnopqrstuv	78 7.6% l	142 12.4% ailmnprtuv	80 11.7% ailmnprtuv	9 1.2%	13 4.1% l	54 5.7% l	70 8.9% almnrt	48 6.4% l	49 9.1% almnrt	16 4.2% l	81 9.6% almnrt	56 5.1% l	79 6.9% l	55 7.0% l
The Green Party	610 3.7%	9 1.2%	13 3.7% a	24 2.8%	18 2.6%	19 2.7%	15 2.5%	5 1.2%	52 6.6% acdefgknpsu	43 4.2% ag	48 4.2% ag	21 3.1% a	31 4.2% ag	13 4.0% ag	36 3.8% ag	34 4.4% ag	23 3.1% ag	33 6.2% acdefgkpu	13 3.5% a	32 3.7% a	52 4.7% ag	35 3.1% a	41 5.2% acdefgu

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v

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Opinion Poll
ONLINE Fieldwork : 2nd - 29th January 2015

Absolutes/col percents

Table 2
Q.2 Which party would you vote for if there was a General Election tomorrow?
Base: All respondents

	Total	Region Within Gender - Male											Region Within Gender - Female										
		Scot-land (a)	North East (b)	North West (c)	York-shire & Humb-erside (d)	West Mid-lands (e)	East Mid-lands (f)	Wales (g)	East-ern (h)	London (i)	South East (j)	South West (k)	Scot-land (l)	North East (m)	North West (n)	York-shire & Humb-erside (o)	West Mid-lands (p)	East Mid-lands (q)	Wales (r)	East-ern (s)	London (t)	South East (u)	South West (v)
Weighted base	16362	726	343	852	688	720	607	437	788	1023	1149	686	747	312	947	785	752	538	381	848	1104	1142	787
The British National Party	42 0.3%	- -	4 1.3%ae ilptuv	3 0.3%	3 0.4%	1 0.1%	5 0.9%al tuv	1 0.3%	2 0.3%	1 0.1%	6 0.5%	2 0.2%	- -	* 0.1%	5 0.5%	1 0.2%	1 0.1%	1 0.2%	3 0.8%al tuv	3 0.3%	1 0.1%	- -	- -
Some other party	37 0.2%	* *	- -	5 0.6%	2 0.2%	5 0.6%	2 0.3%	- -	2 0.3%	2 0.2%	5 0.5%	1 0.1%	1 0.1%	- -	1 0.2%	- -	1 0.2%	1 0.3%	- -	1 0.1%	6 0.6%	2 0.2%	* *
Would not vote	1602 9.8%	30 4.2%	48 14.1%a defhij klqsv	99 11.6%af hijl	60 8.7%ah	61 8.4%ah	40 6.7%h	67 15.3%ad efhijkl qsv	28 3.5%	76 7.4%ah	92 8.0%ah	57 8.4%ah	58 7.7%a h	57 18.4%a cdefhi jklnqs tuv	117 12.3%a efhijk lq	120 15.3%a defhij klqstv	96 12.8%ad efhijkl q	45 8.3%a h	47 12.3%a hijl	77 9.0%a h	119 10.8%a fhi	136 11.9%af hijl	72 9.2%ah
Rather not say	210 1.3%	9 1.3%	2 0.7%	6 0.7%	8 1.2%	7 1.0%	2 0.3%	4 0.9%	12 1.5%	17 1.7%f	28 2.5%cf klno	4 0.6%	6 0.8%	5 1.5%	6 0.6%	7 0.9%	12 1.6%	10 1.8%f	2 0.5%	17 2.0%fn	14 1.2%	25 2.2%cf kn	8 1.0%
Don't know	3022 18.5%	93 12.8%d	29 8.4%	91 10.7%d	53 7.7%	96 13.3%d	75 12.4%d	46 10.5%	100 12.8%d	114 11.1%d	112 9.7%	117 17.1%b cdgij	183 24.5%bcdefg hijk	81 26.0%bcdefg hijk	239 25.2%bcdefg hijk	192 24.5%bcdefg hijk	218 28.9%bcdefg hijkqu	115 21.3%bcdefg hij	95 24.9%bcdefg hijk	264 31.2%bcdefg hijkln oqtuv	270 24.5%bcdefg hijk	253 22.2%bcdefg hijk	187 23.7%abcdefghijk

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v

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Opinion Poll
ONLINE Fieldwork : 2nd - 29th January 2015

Absolutes/col percents

Table 2
Q.2 Which party would you vote for if there was a General Election tomorrow?
Base: All respondents

	Total	Educational Attainment						Educational Attainment Within Gender - Male						Educational Attainment Within Gender - Female					
		No formal education (a)	Primary (b)	Secondary school (c)	University degree (d)	Higher university degree (e)	Still in full time education (f)	No formal education (g)	Primary (h)	Secondary school (i)	University degree (j)	Higher university degree (k)	Still in full time education (l)	No formal education (m)	Primary (n)	Secondary school (o)	University degree (p)	Higher university degree (q)	Still in full time education (r)
Unweighted base	16362	139	104	8938	4788	1501	664	76	64	4238	2395	749	293	63	40	4700	2393	752	371
Weighted base	16362	153*	105*	8947	4750	1575	590	75*	67*	4263	2422	789	257	78*	39**	4684	2328	786	333
Conservative	3782 23.1%	28 18.5%	23 21.5%	2111 23.6%f	1197 25.2%ef	291 18.5%	103 17.4%	23 31.0%klmqr	21 31.3%lmqr	1081 25.4%klmopqr	698 28.8%iklmopqr	150 19.1%	45 17.4%	5 6.6%	2 4.7%	1030 22.0%mq	499 21.4%m	141 18.0%	58 17.5%
Labour	4108 25.1%	42 27.1%	45 42.6%acdef	2240 25.0%d	1078 22.7%	471 29.9%cd	172 29.2%d	19 24.9%	30 45.2%gijopqr	1179 27.7%jop	565 23.3%	255 32.3%ijop	84 32.9%jop	23 29.2%	15 38.2%	1060 22.6%	513 22.0%	216 27.5%op	88 26.3%
Liberal Democrat	1063 6.5%	6 4.0%	-	398 4.4%	395 8.3%bc	187 11.8%abc	64 10.9%abc	1 0.9%	-	221 5.2%o	234 9.7%ghiop	116 14.7%hijopq	29 11.4%ghiop	5 7.0%	-	177 3.8%	161 6.9%io	70 9.0%ghio	35 10.5%ghio
SNP	369 2.3%	-	2 2.3%	183 2.0%	129 2.7%c	38 2.4%	14 2.4%	-	2 3.7%	116 2.7%o	70 2.9%o	20 2.6%	9 3.4%o	-	-	68 1.4%	58 2.5%o	18 2.3%	5 1.6%
Plaid Cymru	35 0.2%	-	-	12 0.1%	15 0.3%	7 0.4%c	1 0.1%	-	-	7 0.2%	10 0.4%o	3 0.3%	-	-	-	5 0.1%	5 0.2%	4 0.5%o	1 0.2%
The UK Independence Party	1484 9.1%	17 11.1%ef	12 11.2%ef	1010 11.3%def	350 7.4%ef	78 4.9%f	10 1.8%	11 14.1%klpqr	6 8.5%r	629 14.7%jklopqr	246 10.2%klopqr	52 6.6%lq	7 2.8%	6 8.3%r	6 15.9%	381 8.1%lpqr	103 4.4%r	26 3.3%	3 1.0%
The Green Party	610 3.7%	* 0.2%	-	244 2.7%	206 4.3%c	96 6.1%abcd	60 10.1%abcde	* 0.4%	-	107 2.5%	99 4.1%io	39 4.9%io	20 7.9%gijop	-	-	137 2.9%	108 4.6%io	57 7.2%ijop	39 11.8%ghijkmopq
The British National Party	42 0.3%	2 1.3%def	-	32 0.4%d	6 0.1%	1 0.1%	-	2 2.6%ijklopqr	-	19 0.4%p	5 0.2%	1 0.1%	-	-	-	14 0.3%	1 *	-	-
Some other party	37 0.2%	-	1 0.7%	9 0.1%	12 0.3%	13 0.8%cd	2 0.3%	-	1 1.0%	5 0.1%	6 0.2%	10 1.2%ijop	2 0.6%o	-	-	4 0.1%	6 0.3%	3 0.4%o	-
Would not vote	1602 9.8%	39 25.7%bcdef	3 3.2%	933 10.4%de	409 8.6%	116 7.3%	59 10.0%	14 18.4%hijklp	1 1.0%	386 9.0%jk	174 7.2%	37 4.7%	23 8.9%k	25 32.6%hijklopqr	3 7.2%	547 11.7%hijk	235 10.1%jk	78 10.0%j	36 10.9%hk

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j/k/l/m/n/o/p/q/r
* small base; ** very small base (under 30) ineligible for sig testing

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Opinion Poll
ONLINE Fieldwork : 2nd - 29th January 2015

Table 2
Q.2 Which party would you vote for if there was a General Election tomorrow?
Base: All respondents

	Total	Educational Attainment						Educational Attainment Within Gender - Male						Educational Attainment Within Gender - Female					
		No formal education (a)	Primary (b)	Secondary school (c)	University degree (d)	Higher university degree (e)	Still in full time education (f)	No formal education (g)	Primary (h)	Secondary school (i)	University degree (j)	Higher university degree (k)	Still in full time education (l)	No formal education (m)	Primary (n)	Secondary school (o)	University degree (p)	Higher university degree (q)	Still in full time education (r)
Weighted base	16362	153*	105*	8947	4750	1575	590	75*	67*	4263	2422	789	257	78*	39**	4684	2328	786	333
Rather not say	210 1.3%	- -	3 2.9%	93 1.0%	56 1.2%	30 1.9%c	9 1.5%	- -	3 4.6%ijo	38 0.9%	28 1.2%	18 2.2%i	5 1.9%	- -	- -	55 1.2%	28 1.2%	12 1.6%	4 1.2%
Don't know	3022 18.5%	19 12.1%	16 15.5%	1682 18.8%e	897 18.9%e	247 15.7%	96 16.4%	6 7.7%	3 4.7%	476 11.2%	287 11.8%	88 11.1%	33 12.8%	13 16.4%	13 34.0%	1206 25.7%ghijklr	611 26.2%ghijklr	160 20.3%ghijkl	64 19.1%ghijk

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j/k/l/m/n/o/p/q/r
* small base; ** very small base (under 30) ineligible for sig testing

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Opinion Poll
ONLINE Fieldwork : 2nd - 29th January 2015

Absolutes/col percents

Table 2
Q.2 Which party would you vote for if there was a General Election tomorrow?
Base: All respondents

	Total	Party ID						Party ID - Men						Party ID - Women					
		Con (a)	Lab (b)	LibDem (c)	UKIP (d)	Other (e)	None (f)	Con (h)	Lab (i)	LibDem (j)	UKIP (k)	Other (l)	None (m)	Con (o)	Lab (p)	LibDem (q)	UKIP (r)	Other (s)	None (t)
Unweighted base	16362	4628	4876	1251	1840	1589	2178	2449	2451	670	934	730	716	2179	2425	581	906	859	1462
Weighted base	16362	4581	4745	1636	654	818	3927	2549	2463	885	343	401	1378	2033	2282	751	312	417	2549
Conservative	3782 23.1%	3471 75.8%bcdef	83 1.7%e	87 5.3%bdef	8 1.3%e	3 0.3%	130 3.3%bde	1878 73.7%ijklmpqrst	48 1.9%ls	45 5.0%iklprst	4 1.3%s	2 0.5%	62 4.5%iklprst	1593 78.4%hijklmpqrst	35 1.5%s	42 5.6%iklprst	4 1.2%s	1 0.1%	68 2.7%lps
Labour	4108 25.1%	51 1.1%	3704 78.1%acdef	158 9.7%ef	3 0.5%	21 2.6%ade	171 4.4%ade	27 1.1%	1946 79.0%hjklmoqrst	91 10.3%hklorst	2 0.7%	11 2.7%hkor	97 7.0%hklorst	24 1.2%	1758 77.0%hjklmoqrst	67 9.0%hklorst	1 0.2%	10 2.5%hkor	74 2.9%hkor
Liberal Democrat	1063 6.5%	40 0.9%d	46 1.0%d	917 56.0%abdef	1 0.2%	7 0.9%d	52 1.3%d	24 0.9%r	29 1.2%lr	532 60.1%hiklmopqrst	1 0.3%	1 0.1%	25 1.8%klopr	16 0.8%r	17 0.7%	385 51.3%hiklmoprst	-	7 1.6%kl	27 1.0%r
SNP	369 2.3%	13 0.3%	41 0.9%adf	16 1.0%adf	1 0.1%	285 34.9%abcdf	13 0.3%	9 0.4%	31 1.2%hkoprt	6 0.7%t	-	163 40.6%hijkmopqrst	10 0.7%t	4 0.2%	11 0.5%	10 1.3%hkot	1 0.2%	123 29.4%hijkmopqrt	3 0.1%
Plaid Cymru	35 0.2%	2 *	2 *	2 0.1%	-	25 3.1%abcdf	3 0.1%	2 0.1%	1 0.1%	2 0.3%	-	13 3.3%hijkrt	2 0.1%	-	1 *	-	-	12 3.0%hijkrt	2 0.1%
The UK Independence Party	1484 9.1%	478 10.4%bcef	204 4.3%e	60 3.7%	557 85.2%abcef	18 2.2%	167 4.3%e	343 13.5%ijlmopqst	155 6.3%lpqst	37 4.2%ps	313 91.2%hijlmopqrst	12 2.9%	93 6.8%lpqst	134 6.6%jlpqst	48 2.1%	23 3.0%	245 78.6%hijlmopqst	6 1.4%	74 2.9%
The Green Party	610 3.7%	31 0.7%	112 2.4%adf	106 6.5%abdf	2 0.3%	306 37.4%abcdf	53 1.3%ad	21 0.8%	54 2.2%hkmor	58 6.5%hikmoprt	1 0.3%	130 32.5%hijkmopqrt	4 0.3%	11 0.5%	58 2.6%hkmor	48 6.4%hikmoprt	1 0.2%	176 42.1%hijklmopqrt	49 1.9%hkmor
The British National Party	42 0.3%	4 0.1%	3 0.1%	-	1 0.2%	24 2.9%abcdf	10 0.2%	4 0.2%	-	-	* 0.1%i	18 4.5%hijkmopqrst	4 0.3%	-	3 0.1%	-	1 0.2%io	5 1.3%hijkmopqrt	5 0.2%
Some other party	37 0.2%	1 *	5 0.1%	7 0.5%ab	*	14 1.7%abcdf	10 0.3%a	-	5 0.2%h	6 0.7%hop	-	8 2.0%hijkmopqrt	4 0.3%	1 *	-	1 0.2%	* 0.1%h	6 1.3%hikmopqrt	7 0.3%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/i/j/k/l/m/n/o/p/q/r/s/t/u
** very small base (under 30) ineligible for sig testing

Prepared by Populus

Opinion Poll
ONLINE Fieldwork : 2nd - 29th January 2015

Table 2
Q.2 Which party would you vote for if there was a General Election tomorrow?
Base: All respondents

	Total	Party ID						Party ID - Men						Party ID - Women					
		Con (a)	Lab (b)	LibDem (c)	UKIP (d)	Other (e)	None (f)	Con (h)	Lab (i)	LibDem (j)	UKIP (k)	Other (l)	None (m)	Con (o)	Lab (p)	LibDem (q)	UKIP (r)	Other (s)	None (t)
Weighted base	16362	4581	4745	1636	654	818	3927	2549	2463	885	343	401	1378	2033	2282	751	312	417	2549
Would not vote	1602 9.8%	102 2.2%c	80 1.7%	20 1.2%	15 2.3%c	27 3.3%abc	1358 34.6%abcde	65 2.5%kq	43 1.7%	13 1.5%	4 1.1%	11 2.8%kq	522 37.9%hijklopqrst	37 1.8%	37 1.6%	7 0.9%	11 3.7%ijkopq	16 3.8%ijkopq	835 32.8%hijklopqrs
Rather not say	210 1.3%	17 0.4%	24 0.5%	2 0.1%	6 0.8%ac	9 1.1%abc	153 3.9%abcde	14 0.6%o	11 0.4%	1 0.1%	* 0.1%	3 0.8%o	70 5.1%hijklopqrs	2 0.1%	13 0.6%o	1 0.1%	5 1.7%hikopq	6 1.5%hijkopq	82 3.2%hijklopqs
Don't know	3022 18.5%	374 8.2%	442 9.3%	261 15.9%abde	60 9.2%	79 9.6%	1807 46.0%abcde	161 6.3%	140 5.7%	94 10.6%hik	17 4.9%	29 7.3%	484 35.1%hijklopqrs	212 10.4%hikl	301 13.2%hiklo	167 22.2%hijkloprs	43 13.9%hiklo	50 11.9%hikl	1324 51.9%hijklmopqrs

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/i/j/k/l/m/n/o/p/q/r/s/t/u
** very small base (under 30) ineligible for sig testing

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Opinion Poll
ONLINE Fieldwork : 2nd - 29th January 2015

Table 2
Q.2 Which party would you vote for if there was a General Election tomorrow?
Base: All respondents

	Total	Working Status				Working Status - Men				Working Status - Women				Mums	Which of the following best describes where you live?					
		Working full time (a)	Working part time (b)	Retired (c)	Not working (d)	Working full time (e)	Working part time (f)	Retired (g)	Not working (h)	Working full time (i)	Working part time (j)	Retired (k)	Not working (l)		NET: Urban (m)	Urban - Pop. over 10k (n)	Town and Fringe (o)	NET: Rural (p)	Village (q)	Hamlet & Isolated Dwelling (r)
Unweighted base	16362	6284	2454	4086	3538	3731	775	2181	1263	2553	1679	1905	2275	2392	13004	6973	6031	3358	2927	431
Weighted base	16362	7199	1963	3828	3371	4269	619	2015	1115	2930	1345	1813	2256	2439	12814	6791	6023	3548	3094	454
Conservative	3782 23.1%	1574 21.9%d	399 20.3%d	1319 34.4%abd	491 14.6%	1006 23.6%hijl	135 21.8%h	724 35.9%efhijl	175 15.7%	568 19.4%h	264 19.7%h	595 32.8%efhijl	316 14.0%	413 16.9%	2770 21.6%	1436 21.1%	1334 22.2%	1012 28.5%m	842 27.2%no	170 37.5%noq
Labour	4108 25.1%	2009 27.9%c	432 22.0%c	741 19.4%	927 27.5%bc	1274 29.8%gijkl	139 22.4%k	414 20.5%	348 31.2%gijkl	735 25.1%jk	293 21.8%k	327 18.0%	579 25.7%jk	686 28.1%	3452 26.9%p	1973 29.1%qr	1479 24.6%r	656 18.5%	601 19.4%r	55 12.0%
Liberal Democrat	1063 6.5%	499 6.9%d	127 6.5%	261 6.8%d	176 5.2%	318 7.4%jl	70 11.3%eghijkl	151 7.5%jl	73 6.6%jl	181 6.2%j	57 4.2%	110 6.1%j	103 4.6%	142 5.8%	835 6.5%	489 7.2%o	346 5.7%	228 6.4%	203 6.6%	24 5.4%
SNP	369 2.3%	165 2.3%	39 2.0%	92 2.4%	73 2.2%	121 2.8%fil	8 1.3%	56 2.8%il	34 3.1%fil	44 1.5%	31 2.3%	36 2.0%	38 1.7%	43 1.8%	271 2.1%	148 2.2%	123 2.0%	97 2.7%	70 2.3%	28 6.1%noq
Plaid Cymru	35 0.2%	19 0.3%	3 0.2%	8 0.2%	5 0.1%	13 0.3%	2 0.4%	4 0.2%	-	6 0.2%	1 0.1%	4 0.2%	5 0.2%	3 0.1%	21 0.2%	8 0.1%	13 0.2%	13 0.4%	9 0.3%	5 1.1%noq
The UK Independence Party	1484 9.1%	603 8.4%d	134 6.8%	528 13.8%abd	218 6.5%	466 10.9%hijl	56 9.1%ijl	351 17.4%efhijkl	81 7.2%i	137 4.7%	78 5.8%	177 9.8%hijl	138 6.1%	98 4.0%	1108 8.6%	526 7.7%	582 9.7%n	376 10.6%m	338 10.9%n	37 8.2%
The Green Party	610 3.7%	240 3.3%	67 3.4%	133 3.5%	171 5.1%abc	134 3.1%	20 3.2%	58 2.9%	56 5.0%eg	106 3.6%	47 3.5%	74 4.1%	115 5.1%egi	67 2.7%	483 3.8%	311 4.6%o	172 2.8%	128 3.6%	108 3.5%	20 4.3%
The British National Party	42 0.3%	18 0.2%	5 0.2%	12 0.3%	7 0.2%	17 0.4%i	2 0.3%i	6 0.3%	3 0.2%	1 *	3 0.2%	6 0.3%i	5 0.2%	2 0.1%	35 0.3%	20 0.3%	16 0.3%	7 0.2%	7 0.2%	-
Some other party	37 0.2%	25 0.4%c	3 0.2%	2 *	7 0.2%	16 0.4%c	2 0.4%	1 *	3 0.3%	9 0.3%	1 0.1%	1 0.1%	4 0.2%	2 0.1%	33 0.3%	19 0.3%	14 0.2%	4 0.1%	3 0.1%	1 0.2%
Would not vote	1602 9.8%	733 10.2%c	205 10.5%c	183 4.8%	481 14.3%abc	367 8.6%gk	70 11.3%gk	63 3.1%	158 14.2%egjk	366 12.5%egk	135 10.1%gk	120 6.6%g	322 14.3%egjk	299 12.3%	1219 9.5%	642 9.5%	577 9.6%	383 10.8%	354 11.5%nor	29 6.3%
Rather not say	210 1.3%	104 1.5%c	24 1.2%	27 0.7%	54 1.6%c	62 1.5%g	8 1.3%	11 0.6%	18 1.6%g	42 1.4%g	16 1.2%	16 0.9%	36 1.6%g	36 1.5%	173 1.3%	82 1.2%	91 1.5%	37 1.0%	31 1.0%	6 1.3%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i/j/k/l - m/p - n/o/q/r

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Opinion Poll
ONLINE Fieldwork : 2nd - 29th January 2015

Table 2
Q.2 Which party would you vote for if there was a General Election tomorrow?
Base: All respondents

| | Total | Working Status | | | | Working Status - Men | | | | Working Status - Women | | | | | Which of the following best describes where you live? | | | | | |
		Working full time (a)	Working part time (b)	Retired (c)	Not working (d)	Working full time (e)	Working part time (f)	Retired (g)	Not working (h)	Working full time (i)	Working part time (j)	Retired (k)	Not working (l)	Mums	NET: Urban (m)	Urban - Pop. over 10k (n)	Town and Fringe (o)	NET: Rural (p)	Village (q)	Hamlet & Isolated Dwelling (r)
Weighted base	16362	7199	1963	3828	3371	4269	619	2015	1115	2930	1345	1813	2256	2439	12814	6791	6023	3548	3094	454
Don't know	3022 18.5%	1211 16.8%c cd	525 26.8%a	523 13.7%	762 22.6%a c	476 11.1%g	107 17.2%eg	177 8.8%	166 14.8%e g	735 25.1%e fghk	419 31.2%e fghikl	346 19.1%e gh	597 26.4%e fghk	648 26.6%	2414 18.8%	1138 16.8%	1276 21.2%n q	608 17.1%	527 17.0%	80 17.7%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i/j/k/l - m/p - n/o/q/r

Opinion Poll
ONLINE Fieldwork : 2nd - 29th January 2015

Table 2
Q.2 Which party would you vote for if there was a General Election tomorrow?
Base: All respondents

	Total	Anglia (a)	Border (b)	Central (c)	Granada (d)	London (e)	Meridian (f)	STV (g)	Tyne Tees (h)	Wales (i)	West (j)	Westcountry (k)	Yorkshire (l)
Unweighted base	16362	1703	209	2184	1700	2829	1672	1511	683	819	472	876	1703
Weighted base	16362	1684	227	2237	1670	3067	1560	1377	655	802	507	859	1716
Conservative	3782 23.1%	430 25.5%dghil	49 21.6%g	534 23.9%dghil	339 20.3%g	827 27.0%cdghijl	482 30.9%abcdeghijkl	199 14.4%	114 17.4%	137 17.1%	101 19.9%g	221 25.8%dghil	349 20.3%g
Labour	4108 25.1%	314 18.7%	32 14.2%	590 26.4%abfgk	553 33.1%abcefgjkl	757 24.7%abf	298 19.1%	312 22.7%abf	220 33.5%abcefgjkl	257 32.1%abcefgjk	114 22.5%b	187 21.7%b	473 27.6%abfgk
Liberal Democrat	1063 6.5%	104 6.2%dh	32 14.0%acdefghil	133 5.9%d	57 3.4%	244 7.9%cdghi	128 8.2%cdghi	79 5.7%d	23 3.6%	31 3.9%	44 8.8%dhi	82 9.5%acdghil	107 6.2%dh
SNP	369 2.3%	-	8 3.6%acdefhijkl	2 0.1%	-	-	-	359 26.0%abcdefhijkl	-	-	-	-	-
Plaid Cymru	35 0.2%	-	-	-	-	-	-	-	-	34 4.3%abcdefghjkl	-	*	-
The UK Independence Party	1484 9.1%	222 13.2%bcdefghijk	15 6.5%	227 10.1%eg	141 8.5%g	231 7.5%g	150 9.6%eg	44 3.2%	49 7.4%g	59 7.3%g	45 8.8%g	79 9.2%g	222 12.9%bcdefghik
The Green Party	610 3.7%	93 5.5%bcdegi	3 1.5%	70 3.1%	57 3.4%	116 3.8%	61 3.9%	39 2.8%	26 3.9%	17 2.2%	22 4.3%	41 4.8%gi	65 3.8%
The British National Party	42 0.3%	4 0.2%	-	8 0.3%	9 0.6%g	5 0.2%	3 0.2%	-	5 0.8%egk	4 0.4%	* 0.1%	-	4 0.2%
Some other party	37 0.2%	4 0.2%	-	6 0.3%	7 0.4%	12 0.4%	4 0.2%	1 0.1%	-	-	-	1 0.1%	2 0.1%
Would not vote	1602 9.8%	107 6.4%	22 9.8%	232 10.4%ag	194 11.6%aeg	260 8.5%ag	154 9.9%ag	85 6.1%	105 16.0%acdefgjkl	112 14.0%acefgk	50 9.9%ag	85 9.8%ag	194 11.3%aeg
Rather not say	210 1.3%	40 2.4%cdgil	14 6.3%acdefghijl	20 0.9%	9 0.5%	49 1.6%dg	25 1.6%dg	6 0.5%	6 0.9%	7 0.8%	10 2.0%dg	9 1.0%	16 0.9%
Don't know	3022 18.5%	365 21.7%defhl	51 22.4%	415 18.6%	303 18.1%	566 18.4%	255 16.4%	254 18.5%	108 16.5%	144 17.9%	120 23.7%cdefhkl	154 17.9%	284 16.6%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l
* small base

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Opinion Poll
ONLINE Fieldwork : 2nd - 29th January 2015

Absolutes/col percents

Table 2
Q.2 Which party would you vote for if there was a General Election tomorrow?
Base: All respondents

	Total	Glasgow (a)	Edinburgh (b)	Newcastle (c)	Leeds (d)	Hull (e)	Sheffield (f)	Manchester (g)	Liverpool (h)	Nottingham (i)	Birmingham (j)	Norwich (k)	Milton Keynes (l)	Brighton (m)	Oxford (n)	London (o)	Southampton (p)	Bristol (q)	Plymouth (r)	Cardiff (s)	None of these (v)
										Which of the following cities do you live in, or nearest to?											
Unweighted base	16362	770	625	696	755	317	429	1206	581	673	1294	716	464	418	188	3474	609	592	532	607	1416
Weighted base	16362	703	570	685	744	309	432	1231	533	704	1303	699	458	380	181	3649	562	633	520	597	1472
Conservative	3782 23.1%	97 13.8%	93 16.3%	123 18.0%	128 17.2%	76 24.6%ab cdfs	66 15.3%	255 20.7%af s	99 18.6%	183 26.0%ab cdfghsv	307 23.6%ab cdfs	191 27.4%ab cdfghsv	122 26.7%ab cdfghsv	93 24.5%ab cdfs	53 29.5%ab cdfghsv	1020 27.9%ab cdfghjq sv	201 35.8%ab cdefghi jklmoqr v	144 22.8%ab dfs	141 27.2%ab cdfghsv	88 14.8%	301 20.5%afs
Labour	4108 25.1%	170 24.2%km pv	117 20.5%	221 32.3%ab eiklmop qrv	213 28.6%bk lmopqv	76 24.6%kp	146 33.8%ab eiklmop qrv	390 31.7%ab eiklmop qrv	189 35.4%ab deijklm opqrv	172 24.4%km pv	365 28.0%bk mopqv	117 16.7%	102 22.4%	66 17.4%	52 29.0%bk mpqv	882 24.2%km pv	94 16.7%	125 19.7%	125 24.1%kp v	210 35.3%ab deijklm opqrv	276 18.8%
Liberal Democrat	1063 6.5%	27 3.9%	53 9.2%adg hjsv	41 6.0%h	43 5.7%h	24 7.7%agh	23 5.4%h	45 3.7%	11 2.0%	58 8.2%agh sv	71 5.4%h	42 6.0%h	32 6.9%gh	44 11.6%acd fghjknos v	8 4.5%	280 7.7%agh jsv	53 9.4%adg hjsv	55 8.6%agh jsv	50 9.7%adf ghjksv	27 4.6%	77 5.2%h
SNP	369 2.3%	191 27.2%cd efghijk lmnopqr sv	129 22.6%cdefg hijklmnopq rsv	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	49 3.3%cdefghijklmnopqrs
Plaid Cymru	35 0.2%	-	-	-	-	-	-	-	3 0.5%gjo	-	-	-	-	-	-	-	-	-	-	26 4.4%abc defghij klmnopq rv	6 0.4%o
The UK Independence Party	1484 9.1%	34 4.8%b	11 1.9%	54 8.0%ab	84 11.3%ab os	48 15.4%ab cghjopq rsv	53 12.3%abc os	109 8.8%ab	45 8.5%ab	78 11.1%ab os	130 10.0%ab	93 13.3%ab cghosv	47 10.3%ab	54 14.1%abc ghosv	15 8.1%b	296 8.1%ab	53 9.5%ab	58 9.1%ab	48 9.2%ab	39 6.5%b	135 9.2%ab
The Green Party	610 3.7%	13 1.9%	18 3.1%	27 4.0%a	25 3.4%	11 3.5%	17 3.9%	30 2.5%	30 5.6%agj rs	34 4.8%ags	41 3.2%	45 6.4%abd gjoprsv	18 4.0%	14 3.8%	4 2.3%	153 4.2%ag	17 3.0%	36 5.6%agj rs	13 2.5%	12 2.0%	52 3.5%
The British National Party	42 0.3%	-	-	4 0.6%v	2 0.3%	2 0.6%	-	5 0.4%	3 0.5%	6 0.8%ajv	1 0.1%	-	* 0.1%	-	-	9 0.2%	4 0.7%jv	1 0.1%	-	4 0.6%	1 0.1%
Some other party	37 0.2%	1 0.1%	* 0.1%	-	-	-	1 0.3%	7 0.6%	-	2 0.2%	5 0.4%	-	1 0.1%	-	-	13 0.4%	4 0.6%	*	*	-	3 0.2%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v
* small base; ** very small base (under 30) ineligible for sig testing

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Opinion Poll
ONLINE Fieldwork : 2nd - 29th January 2015

Table 2
Q.2 Which party would you vote for if there was a General Election tomorrow?
Base: All respondents

	Total	Glasgow (a)	Edin- burgh (b)	New- castle (c)	Leeds (d)	Hull (e)	Shef- field (f)	Manch- ester (g)	Liver- pool (h)	Nott- ingham (i)	Birm- ingham (j)	Norwich (k)	Milton Keynes (l)	Brigh- ton (m)	Oxford (n)	London (o)	South- ampton (p)	Bristol (q)	Ply- mouth (r)	Cardiff (s)	None of these (v)
Weighted base	16362	703	570	685	744	309	432	1231	533	704	1303	699	458	380	181	3649	562	633	520	597	1472
Would not vote	1602 9.8%	26 3.7%	48 8.4%a	96 14.1%ab ijklopr	105 14.2%abi jklopr	28 9.2%a	52 11.9%aj klor	165 13.4%ab ijklopr	60 11.2%akl	57 8.2%a	103 7.9%a	49 7.0%a	27 5.9%	56 14.9%abi jklopr	16 8.7%a	308 8.4%a	43 7.6%a	74 11.7%ajk lor	38 7.3%a	84 14.1%ab ijklopr	164 11.2%ajklopr
Rather not say	210 1.3%	13 1.8%gr	3 0.4%	4 0.5%	8 1.1%g	2 0.7%	6 1.3%g	3 0.2%	4 0.7%	7 1.0%	21 1.6%g	7 1.0%	8 1.6%g	4 0.9%	* 0.2%	66 1.8%cgr	14 2.5%bcg hqrs	3 0.5%	1 0.3%	4 0.7%	34 2.3%bcghqr
Don't know	3022 18.5%	132 18.7%m	100 17.5%	113 16.5%	135 18.1%	42 13.7%	68 15.6%	221 18.0%	91 17.0%	107 15.3%	258 19.8%ei mp	154 22.1%ce fimop	101 22.0%ef imop	49 12.8%	32 17.7%	623 17.1%	80 14.2%	137 21.6%ei mop	103 19.9%mp	102 17.0%	375 25.5%abcdefghijmoprs

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v
* small base; ** very small base (under 30) ineligible for sig testing

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Opinion Poll
ONLINE Fieldwork : 2nd - 29th January 2015

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

	Total	Gender Male (a)	Gender Female (b)	Age 18-24 (c)	Age 25-34 (d)	Age 35-44 (e)	Age 45-54 (f)	Age 55-64 (g)	Age 65+ (h)	Social Grade AB (i)	Social Grade C1 (j)	Social Grade C2 (k)	Social Grade DE (l)	Region South East (m)	Region Mid-lands (n)	Region North England (o)	Region Wales & South West (p)	Region Scotland (q)	Emp. Sector Public (r)	Emp. Sector Private (s)	Emp. Male Public (t)	Emp. Male Private (u)	Emp. Female Public (v)	Emp. Female Private (w)
Unweighted base	12824	6770	6054	1355	1820	1995	2387	2111	3156	3859	3768	2209	2988	3415	3251	3039	1793	1326	1639	5161	783	3038	856	2123
Weighted base	11529	6335	5193	1123	1759	1790	2132	1834	2891	3346	3157	2512	2514	3162	2981	2706	1586	1094	1558	4802	789	3010	770	1792
Conservative	3782 32.8%	2039 32.2%	1743 33.6%	335 29.9%de	433 24.6%	452 25.2%	645 30.2%d e	676 36.9%c def	1241 42.9%c defg	1284 38.4%j kl	1101 34.9%k l	743 29.6%l	653 26.0%	1237 39.1%n opq	1026 34.4%o q	763 28.2%q	539 34.0%q	217 19.8%	387 24.8%	1586 33.0%r	152 19.3%	989 32.9%t	235 30.5%t	597 33.3%t
Labour	4108 35.6%	2174 34.3%	1934 37.2%a	485 43.1%f gh	852 48.5%c fgh	813 45.4%f gh	740 34.7%g h	557 30.4%h	662 22.9%	992 29.6%	1101 34.9%i	978 38.9%i j	1037 41.3%i j	1023 32.3%	980 32.9%	1217 45.0%m npq	562 35.5%q	326 29.8%	704 45.2%s	1737 36.2%	367 46.5%u w	1046 34.8%	337 43.8%u w	691 38.6%u
Liberal Democrat	1063 9.2%	612 9.7%	451 8.7%	91 8.1%	215 12.2%c fgh	185 10.3%h	182 8.5%	152 8.3%	238 8.2%	413 12.3%jkl l	261 8.3%	194 7.7%	195 7.8%	346 10.9%no q	265 8.9%o	194 7.2%	166 10.5%o	92 8.4%	137 8.8%	488 10.2%	77 9.8%	310 10.3%	60 7.8%	178 9.9%
SNP	369 3.2%	219 3.5%	150 2.9%	24 2.1%	49 2.8%	49 2.7%	93 4.4%cd eh	76 4.1%ce h	77 2.7%	114 3.4%	104 3.3%	73 2.9%	78 3.1%	-	-	-	-	369 33.7%mn op	58 3.7%	146 3.0%	30 3.8%	99 3.3%	28 3.6%	48 2.7%
Plaid Cymru	35 0.3%	20 0.3%	15 0.3%	1 0.1%	8 0.4%	2 0.1%	10 0.5%	7 0.4%	6 0.2%	9 0.3%	10 0.3%	9 0.4%	7 0.3%	-	-	-	35 2.2%mnoq	-	8 0.5%	14 0.3%	6 0.7%	10 0.3%	2 0.3%	4 0.2%
The UK Independence Party	1484 12.9%	953 15.1%b	530 10.2%	54 4.8%	86 4.9%	180 10.1%c d	350 16.4%c de	280 15.3%c de	533 18.4%c deg	356 10.2%	368 11.7%	392 15.6%i j	382 15.2%i	356 11.3%q	511 17.1%m opq	371 13.7%m q	196 12.4%q	50 4.6%	139 8.9%	598 12.5%r	88 11.1%v w	434 14.4%tv	51 6.6%	164 9.1%
The Green Party	610 5.3%	268 4.2%	342 6.6%a	128 11.4%de fgh	102 5.8%fh	94 5.3%	89 4.2%	78 4.3%	118 4.1%	180 5.4%	191 6.1%k	110 4.4%	128 5.1%	178 5.6%q	175 5.9%q	138 5.1%	81 5.1%	40 3.6%	116 7.4%s	191 4.0%	62 7.8%u	92 3.1%	54 7.0%u	99 5.5%u
The British National Party	42 0.4%	27 0.4%	14 0.3%	2 0.2%	6 0.4%	4 0.2%	16 0.7%eg	3 0.1%	12 0.4%	1 *	6 0.2%	8 0.3%i	26 1.0%ij k	7 0.2%	12 0.4%	16 0.6%q	6 0.4%	-	1 0.1%	22 0.4%	1 0.1%	18 0.6%	-	4 0.2%
Some other party	37 0.3%	23 0.4%	14 0.3%	2 0.2%	7 0.4%	12 0.7%h	7 0.3%	5 0.3%	4 0.1%	11 0.3%	14 0.5%	5 0.2%	7 0.3%	16 0.5%p	12 0.4%	8 0.3%	1 0.1%	1 0.1%	9 0.6%	19 0.4%	6 0.8%	12 0.4%	3 0.4%	7 0.4%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q - r/s - t/u/v/w

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Opinion Poll
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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

	Total	Vote Intention Con (a)	Lab (b)	LibDem (c)	UKIP (d)	Green (e)	2010 Vote Con (f)	Lab (g)	LibDem (h)	UKIP (i)	Age Within Gender - Male 18-24 (j)	25-34 (k)	35-44 (l)	45-54 (m)	55-64 (n)	65+ (o)	Age Within Gender - Female 18-24 (p)	25-34 (q)	35-44 (r)	45-54 (s)	55-64 (t)	65+ (u)
Unweighted base	12824	3785	4138	824	2392	912	4056	2877	2231	414	594	861	1054	1330	1153	1778	761	959	941	1057	958	1378
Weighted base	11529	3782	4108	1063	1484	610	3760	2754	2215	243	523	889	979	1226	1052	1666	601	870	811	905	781	1225
Conservative	3782 32.8%	3782 100.0%bcde	-	-	-	-	2755 73.3%ghi	122 4.4%	310 14.0%gi	12 4.9%	176 33.6%k lpqr	209 23.5%	249 25.4%	352 28.7%k lmpqr	357 33.9%k klmnpq rs	697 41.8%j klmnpq rs	160 26.6%	224 25.8%	203 25.1%	292 40.8%j klmnpq rs	319 44.4%jklmnpqrs	545
Labour	4108 35.6%	-	4108 100.0%acde	-	-	-	206 5.5%	2301 83.5%f hi	642 29.0%fi	12 4.8%	223 42.7%m notu	445 50.1%j lmnops tu	437 44.6%m nostu	403 32.9%n ou	293 27.9%o u	373 22.4%	262 43.6%m nostu	407 46.8%m nostu	376 46.3%m nostu	337 37.2%n ou	264 33.8%n ou	289 23.6%
Liberal Democrat	1063 9.2%	-	-	1063 100.0%abde	-	-	47 1.3%	44 1.6%	787 35.5%fg i	5 2.2%	39 7.5%	110 12.4%j mostu	112 11.5%jo tu	106 8.7%	103 9.8%t	142 8.5%	52 8.7%	104 12.0%jm ostu	73 8.9%	76 8.3%	50 6.3%	96 7.9%
SNP	369 3.2%	-	-	-	-	-	12 0.3%	73 2.7%fh i	34 1.5%f	-	14 2.7%	28 3.1%	21 2.1%	59 4.8%lo pqu	50 4.7%lo pqu	47 2.8%	10 1.6%	21 2.4%	28 3.5%	34 3.8%p	26 3.3%	30 2.5%
Plaid Cymru	35 0.3%	-	-	-	-	-	* *	2 0.1%	3 0.1%	-	-	4 0.5%	* *	7 0.6%	5 0.5%	3 0.2%	1 0.2%	4 0.4%	2 0.2%	4 0.4%	1 0.2%	3 0.3%
The UK Independence Party	1484 12.9%	-	-	-	1484 100.0%abce	-	671 17.8%gh i	147 5.3%	202 9.1%g	209 85.7%fg h	27 5.2%	49 5.5%	107 11.0%j kpq	231 18.9%j klpqrs tu	193 18.4%j klpqrs t	345 20.7%jk lpqrstu	27 4.5%	37 4.3%	73 9.0%j kpq	119 13.2%j kpqr	87 11.1%j kpq	188 15.3%jklpqrt
The Green Party	610 5.3%	-	-	-	-	610 100.0%ab cd	59 1.6%	58 2.1%	227 10.3%fg i	5 2.2%	42 8.1%kl mnost	36 4.1%	44 4.5%	49 4.0%	45 4.2%	52 3.1%	86 14.3%jk lmnoqrs tu	66 7.6%kl mnost	50 6.2%o	40 4.4%	34 4.3%	67 5.4%o
The British National Party	42 0.4%	-	-	-	-	-	8 0.2%	2 0.1%	4 0.2%	* 0.1%	-	5 0.6%	2 0.2%	13 1.0%jn oqrt	2 0.2%	6 0.3%	2 0.3%	1 0.1%	1 0.1%	3 0.3%	1 0.1%	6 0.5%
Some other party	37 0.3%	-	-	-	-	-	1 *	4 0.2%	6 0.3%f	* 0.1%	2 0.3%	2 0.2%	7 0.7%ot	6 0.5%	5 0.5%	2 0.1%	1 0.1%	5 0.6%t	5 0.6%	1 0.2%	-	2 0.1%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t/u

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Opinion Poll
ONLINE Fieldwork : 2nd - 29th January 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

	Total	SEG Within Gender - Male				SEG Within Gender - Female				Region										
		AB (a)	C1 (b)	C2 (c)	DE (d)	AB (e)	C1 (f)	C2 (g)	DE (h)	Scotland (i)	North East (j)	North West (k)	Yorkshire & Humberside (l)	West Midlands (m)	East Midlands (n)	Wales (o)	Eastern (p)	London (q)	South East (r)	South West (s)
Unweighted base	12824	2227	1835	1227	1481	1632	1933	982	1507	1326	507	1384	1148	1103	914	661	1234	1476	1939	1132
Weighted base	11529	1998	1604	1448	1286	1347	1553	1065	1228	1094	432	1242	1032	983	859	558	1139	1517	1645	1028
Conservative	3782 32.8%	726 36.3%c dh	549 34.2%c dh	402 27.8%h	363 28.2%h	559 41.5%a bcdfgh	553 35.6%c dh	342 32.1%h	290 23.6%	217 19.8%	113 26.1%i	366 29.5%i	284 27.5%i	321 32.7%i jlo	295 34.3%i jklo	149 26.7%i	411 36.1%i jklo	514 33.9%i jklo	722 43.9%i jklmno pqs	390 38.0%ijklmo
Labour	4108 35.6%	569 28.5%	548 34.2%a	555 38.4%a be	502 39.0%a be	423 31.4%	553 35.6%a e	422 39.7%a be	536 43.6%a bcdef	326 29.8%	217 50.3%i lmnpqr s	577 46.4%i lmnpqr s	422 40.9%i nprs	395 40.2%i nprs	274 31.8%r	261 46.7%i lmnpqr s	312 27.4%	594 39.2%i nprs	429 26.1%	302 29.4%
Liberal Democrat	1063 9.2%	269 13.5%bc defgh	132 8.3%	123 8.5%	87 6.8%	143 10.6%bd fg	128 8.3%	71 6.7%	108 8.8%	92 8.4%	25 5.7%	82 6.6%	87 8.4%	71 7.2%	87 10.1%jk o	31 5.6%	106 9.3%j ko	170 11.2%i jkmo	176 10.7%j kmo	135 13.1%ijklmop
SNP	369 3.2%	75 3.7%	56 3.5%	48 3.3%	40 3.1%	39 2.9%	47 3.1%	25 2.3%	38 3.1%	369 33.7%jklm nopqrs	-	-	-	-	-	-	-	-	-	-
Plaid Cymru	35 0.3%	4 0.2%	7 0.5%	5 0.4%	3 0.2%	4 0.3%	3 0.2%	4 0.4%	4 0.3%	-	-	-	-	-	-	35 6.2%ijkl mnpqrs	-	-	-	-
The UK Independence Party	1484 12.9%	253 12.7%e f	233 14.5%e f	251 17.3%a efgh	217 16.8%ae fh	89 6.6%	135 8.7%e	141 13.2%e	165 13.5%ef	50 4.6%	47 10.9%i	143 11.5%i q	180 17.5%i jkoqrs	147 14.9%i koq	146 17.0%i jkoqrs	60 10.8%i	218 19.1%ij kmoqrs	134 8.9%i q	222 13.5%i q	136 13.2%iq
The Green Party	610 5.3%	93 4.7%	65 4.1%	53 3.7%	56 4.4%	87 6.5%ab cd	126 8.1%ab cdgh	57 5.4%	72 5.8%bc	40 3.6%	25 5.9%	60 4.8%	52 5.1%	42 4.3%	49 5.6%	18 3.3%	84 7.4%ik mor	95 6.2%io	83 5.1%	62 6.1%io
The British National Party	42 0.4%	1 0.1%	5 0.3%	7 0.5%ae	14 1.1%abef g	-	1 0.1%	1 0.1%	12 1.0%abef g	-	5 1.1%im qs	7 0.6%i	4 0.4%	1 0.1%	6 0.7%iq	5 0.8%iq	5 0.4%	2 0.1%	6 0.3%	2 0.2%
Some other party	37 0.3%	8 0.4%	8 0.5%	3 0.2%	4 0.3%	3 0.2%	7 0.4%	2 0.2%	3 0.2%	1 0.1%	-	6 0.5%	1 0.1%	6 0.6%	3 0.3%	-	3 0.3%	8 0.5%	8 0.5%	1 0.1%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s

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Opinion Poll
ONLINE Fieldwork : 2nd - 29th January 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

	Total	Region Within Gender - Male											Region Within Gender - Female										
		Scotland (a)	North East (b)	North West (c)	Yorkshire & Humberside (d)	West Midlands (e)	East Midlands (f)	Wales (g)	Eastern (h)	London (i)	South East (j)	South West (k)	Scotland (l)	North East (m)	North West (n)	Yorkshire & Humberside (o)	West Midlands (p)	East Midlands (q)	Wales (r)	Eastern (s)	London (t)	South East (u)	South West (v)
Unweighted base	12824	679	301	721	608	588	498	377	665	766	1016	551	647	206	663	540	515	416	284	569	710	923	581
Weighted base	11529	593	263	656	567	557	490	321	648	816	917	507	500	169	586	465	426	370	238	491	701	728	520
Conservative	3782 32.8%	112 19.0%	60 22.6%	186 28.3%a l	174 30.7%a bglo	176 31.5%a bglo	178 36.4%a bcglo	72 22.4%	213 32.9%a bglo	284 34.8%a bcglo	391 42.6%a bcdegh ilmnop qrt	194 38.3%a bcdgln o	104 20.8%	53 31.7%a gl	181 30.8%a bglo	110 23.7%	145 34.1%a bglo	116 31.5%a bglo	77 32.5%a bglo	198 40.3%a bcdegh lnoqt	231 32.9%a bglo	331 45.5%a bcdefg hiklmn opqrtv	196 37.7%abcdglno
Labour	4108 35.6%	162 27.3%	137 52.1%a defhij klqstu v	310 47.3%a defhij klqstu v	207 36.5%a hjku	209 37.6%a fhjksu v	149 30.5%	156 48.7%a defhij klqstu v	163 25.2%	306 37.5%a fhjksu v	228 24.9%	145 28.6%	164 32.7%h j	80 47.4%a defhij klqsuv	267 45.5%a defhij klqsuv	216 46.4%a defhij klqsuv	186 43.5%a qsuv	124 33.6%h j	104 43.9%a fhjklq suv	149 41.0%a fhjklq suv	288 30.3%	201 27.6%	156 30.1%
Liberal Democrat	1063 9.2%	50 8.4%r	15 5.7%	40 6.0%	53 9.4%pr s	49 8.8%r	42 8.6%r	22 6.9%	78 12.1%b cgmnop rs	102 12.5%b bcglmn oprs	97 10.6%b cprs	64 12.6%ab cgmnopr s	42 8.5%r	10 5.7%	43 7.3%	34 7.3%	22 5.3%	45 12.1%bc gmnoprs	9 3.8%	28 5.7%	68 9.7%c prs	79 10.9%b cnprs	71 13.7%abcefglmnoprs
SNP	369 3.2%	219 36.9%bcde fghijklmn opqrstuv	-	-	-	-	-	-	-	-	-	-	150 29.9%bcde fghijkmno pqrstuv	-	-	-	-	-	-	-	-	-	-
Plaid Cymru	35 0.3%	-	-	-	-	-	-	20 6.2%abcd efhijklm nopqstuv	-	-	-	-	-	-	-	-	-	-	15 6.3%abcd efhijklm nopqstuv	-	-	-	-
The UK Independence Party	1484 12.9%	41 6.9%l	34 13.0%a lrt	89 13.6%a ilnrt	111 19.5%a bcilmn pqrtuv	99 17.8%a ilmnpr tuv	97 19.9%a bcgilm npqrtu v	44 13.8%a lrt	137 21.1%ab cgijlmn opqrtuv	78 9.6%l	142 15.5%a ilmnrt uv	80 15.9%ai lmnrtuv	9 1.7%	13 7.5%l	54 9.3%l	70 15.0%a ilmnrt	48 11.3%a l	49 13.3%al rt	16 6.7%l	81 16.5%ai lmnprtu v	56 8.0%l	79 10.9%a l	55 10.6%l
The Green Party	610 5.3%	9 1.5%	13 4.8%ag	24 3.7%a	18 3.2%	19 3.5%	15 3.1%	5 1.6%	52 8.0%ac defgku	43 5.3%ag	48 5.2%ag	21 4.2%a	31 6.2%ad fg	13 7.5%ad efg	36 6.1%ad fg	34 7.4%ac defg	23 5.4%ag	33 9.0%ac defgij ku	13 5.6%ag	32 6.4%ad fg	52 7.4%ac defg	35 4.8%ag	41 7.9%acdefgk

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v

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ONLINE Fieldwork : 2nd - 29th January 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

	Total	Region Within Gender - Male											Region Within Gender - Female										
		Scot-land (a)	North East (b)	North West (c)	York-shire & Humb-erside (d)	West Mid-lands (e)	East Mid-lands (f)	Wales (g)	East-ern (h)	London (i)	South East (j)	South West (k)	Scot-land (l)	North East (m)	North West (n)	York-shire & Humb-erside (o)	West Mid-lands (p)	East Mid-lands (q)	Wales (r)	East-ern (s)	London (t)	South East (u)	South West (v)
Weighted base	11529	593	263	656	567	557	490	321	648	816	917	507	500	169	586	465	426	370	238	491	701	728	520
The British National Party	42 0.4%	- -	4 1.7%ae ilptuv	3 0.4%	3 0.5%	1 0.1%	5 1.1%ai ltuv	1 0.4%	2 0.3%	1 0.1%	6 0.6%	2 0.3%	- -	* 0.2%	5 0.8%u	1 0.3%	1 0.1%	1 0.3%	3 1.2%ai ltuv	3 0.6%	1 0.1%	- -	- -
Some other party	37 0.3%	* 0.1%	- -	5 0.8%	1 0.2%	5 0.8%	2 0.3%	- -	2 0.3%	2 0.2%	5 0.6%	1 0.1%	1 0.1%	- -	1 0.3%	- -	1 0.3%	1 0.4%	- -	1 0.2%	6 0.9%	2 0.3%	* 0.1%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v

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ONLINE Fieldwork : 2nd - 29th January 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

	Total	Educational Attainment						Educational Attainment Within Gender - Male						Educational Attainment Within Gender - Female					
		No formal education (a)	Primary (b)	Secondary school (c)	University degree (d)	Higher university degree (e)	Still in full time education (f)	No formal education (g)	Primary (h)	Secondary school (i)	University degree (j)	Higher university degree (k)	Still in full time education (l)	No formal education (m)	Primary (n)	Secondary school (o)	University degree (p)	Higher university degree (q)	Still in full time education (r)
Unweighted base	12824	107	89	6935	3793	1220	542	64	59	3598	2063	649	250	43	30	3337	1730	571	292
Weighted base	11529	95*	82*	6239	3388	1182	425	55*	60*	3363	1934	646	196	40**	23**	2876	1454	536	229
Conservative	3782 32.8%	28 29.8%	23 27.5%	2111 33.8%ef	1197 35.3%ef	291 24.7%	103 24.2%	23 41.9%klqr	21 34.9%	1081 32.1%klqr	698 36.1%klqr	150 23.3%	45 22.8%	5 12.8%	2 8.0%	1030 35.8%iklqr	499 34.3%klqr	141 26.3%	58 25.3%
Labour	4108 35.6%	42 43.6%d	45 54.4%cdef	2240 35.9%d	1078 31.8%	471 39.9%cd	172 40.5%d	19 33.7%	30 50.4%ij	1179 35.1%j	565 29.2%	255 39.4%jp	84 43.1%ijp	23 57.3%	15 65.0%	1060 36.9%j	513 35.3%j	216 40.4%ij	88 38.2%j
Liberal Democrat	1063 9.2%	6 6.4%b	-	398 6.4%b	395 11.6%bc	187 15.8%abcd	64 15.1%abc	1 1.2%	-	221 6.6%	234 12.1%ghio	116 18.0%hijop	29 14.9%ghio	5 13.7%	-	177 6.2%	161 11.0%ghio	70 13.2%ghio	35 15.3%ghio
SNP	369 3.2%	-	2 3.0%	183 2.9%	129 3.8%c	38 3.2%	14 3.3%	-	2 4.1%	116 3.4%o	70 3.6%o	20 3.2%	9 4.4%	-	-	68 2.4%	58 4.0%o	18 3.4%	5 2.3%
Plaid Cymru	35 0.3%	-	-	12 0.2%	15 0.4%	7 0.6%	1 0.2%	-	-	7 0.2%	10 0.5%	3 0.4%	-	-	-	5 0.2%	5 0.3%	4 0.8%o	1 0.3%
The UK Independence Party	1484 12.9%	17 17.9%ef	12 14.3%ef	1010 16.2%d ef	350 10.3%ef	78 6.6%f	10 2.5%	11 19.0%kl pqr	6 9.5%r	629 18.7%j klopqr	246 12.7%kl pqr	52 8.1%r	7 3.7%	6 16.2%	6 27.0%	381 13.2%kl pqr	103 7.1%r	26 4.8%r	3 1.4%
The Green Party	610 5.3%	* 0.3%	-	244 3.9%	206 6.1%ab c	96 8.1%ab bcd	60 14.0%ab cde	* 0.6%	-	107 3.2%	99 5.1%i	39 6.0%i	20 10.4%ghij o	-	-	137 4.8%i	108 7.4%i jo	57 10.6%i hijkop	39 17.1%ghijkopq
The British National Party	42 0.4%	2 2.1%def	-	32 0.5%d	6 0.2%	1 0.1%	-	2 3.6%ijkl opqr	-	19 0.6%p	5 0.3%	1 0.2%	-	-	-	14 0.5%p	1 *	-	-
Some other party	37 0.3%	-	1 0.8%	9 0.1%	12 0.4%	13 1.1%cd	2 0.4%	-	1 1.2%	5 0.1%	6 0.3%	10 1.5%ij op	2 0.8%	-	-	4 0.1%	6 0.4%	3 0.7%io	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j/k/l/m/n/o/p/q/r
* small base; ** very small base (under 30) ineligible for sig testing

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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

	Total	Party ID Con (a)	Lab (b)	LibDem (c)	UKIP (d)	Other (e)	None (f)	Party ID - Men Con (h)	Lab (i)	LibDem (j)	UKIP (k)	Other (l)	None (m)	Party ID - Women Con (o)	Lab (p)	LibDem (q)	UKIP (r)	Other (s)	None (t)
Unweighted base	12824	4148	4316	1033	1612	1379	336	2240	2254	588	870	649	169	1908	2062	445	742	730	167
Weighted base	11529	4090	4200	1354	573	703	609	2308	2269	777	322	357	302	1781	1931	577	252	345	308
Conservative	3782 32.8%	3471 84.9%bc def	83 2.0%e	87 6.4%bd e	8 1.5%e	3 0.4%	130 21.4%b cde	1878 81.4%ij klmpqrs t	48 2.1%ls	45 5.7%ik lprs	4 1.4%s	2 0.5%	62 20.6%i jklpqr s	1593 89.4%hi jklmpqr st	35 1.8%s	42 7.3%ik lprs	4 1.5%s	1 0.2%	68 22.2%ijklpqrs
Labour	4108 35.6%	51 1.2%	3704 88.2%a cdef	158 11.7%ad e	3 0.5%	21 3.0%a d	171 28.0%ac de	27 1.2%	1946 85.8%h jklmoq rst	91 11.7%hk lors	2 0.7%	11 3.0%h kor	97 32.1%hj kloqrs	24 1.3%	1758 91.1%h ijklmo qrst	67 11.7%hk lors	1 0.3%	10 3.0%h kor	74 24.0%hjkloqrs
Liberal Democrat	1063 9.2%	40 1.0%d	46 1.1%d	917 67.7%ab def	1 0.2%	7 1.0%d	52 8.5%ab de	24 1.0%r	29 1.3%l r	532 68.5%hi klmoprs t	1 0.3%	1 0.2%	25 8.4%hi kloprs	16 0.9%	17 0.9%	385 66.8%hikl moprst	-	7 1.9%kl opr	27 8.7%hikloprs
SNP	369 3.2%	13 0.3%	41 1.0%ad	16 1.2%ad	1 0.1%	285 40.6%ab cdf	13 2.1%ad	9 0.4%	31 1.3%hk opr	6 0.8%	-	163 45.5%hi jkmopqr st	10 3.4%hj kopr	4 0.2%	11 0.5%	10 1.7%hk op	1 0.2%	123 35.5%hi jkmopqr t	3 0.9%
Plaid Cymru	35 0.3%	2 *	2 0.1%	2 0.2%	-	25 3.6%ab cdf	3 0.5%ab	2 0.1%	2 0.1%	2 0.3%	-	13 3.7%hi jkmopq rt	2 0.5%o	-	1 *	-	-	12 3.6%hi jkmopq rt	2 0.5%o
The UK Independence Party	1484 12.9%	478 11.7%bc e	204 4.8%e	60 4.4%e	557 97.2%ab cef	18 2.5%	167 27.4%a bce	343 14.9%ij lopqs	155 6.8%lp qs	37 4.8%p s	313 97.1%hi jlmopqs t	12 3.3%	93 30.9%hi jlopqs	134 7.5%jl pqs	48 2.5%	23 4.0%	245 97.3%hi jlmopqs t	6 1.7%	74 24.0%hijlopqs
The Green Party	610 5.3%	31 0.8%	112 2.7%ad d	106 7.8%ab cdf	2 0.3%	306 43.6%ab cdf	53 8.7%ab d	21 0.9%	54 2.4%hk or	58 7.5%hi kmopr	1 0.4%	130 36.5%hi jkmopqr t	4 1.3%	11 0.6%	58 3.0%hk or	48 8.4%hi kmopr	1 0.2%	176 50.9%hi ijklmo pqrt	49 15.9%hijkmopqr
The British National Party	42 0.4%	4 0.1%	3 0.1%	-	1 0.2%	24 3.4%ab cd	10 1.6%ab cd	4 0.2%	-	-	* 0.1%i	18 5.1%hi jkmopq rs	4 1.4%hijo pq	-	3 0.1%	-	1 0.3%io	5 1.6%hi jkopqr	5 1.8%hijopq
Some other party	37 0.3%	1 *	5 0.1%	7 0.5%ab	* 0.1%	14 1.9%ab cd	10 1.6%abd	-	5 0.2%h	6 0.8%hop	-	8 2.2%hi jkopqr	4 1.2%hop	1 *	-	1 0.2%	* 0.1%h	6 1.6%hi kopqr	7 2.1%hikop

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/i/j/k/l/m/n/o/p/q/r/s/t/u
** very small base (under 30) ineligible for sig testing

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Opinion Poll
ONLINE Fieldwork : 2nd - 29th January 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

	Total	Working Status				Working Status - Men				Working Status - Women				Mums	Which of the following best describes where you live?					
		Working full time (a)	Working part time (b)	Retired (c)	Not working (d)	Working full time (e)	Working part time (f)	Retired (g)	Not working (h)	Working full time (i)	Working part time (j)	Retired (k)	Not working (l)		NET: Urban (m)	Urban - Pop. over 10k (n)	Town and Fringe (o)	NET: Rural (p)	Village (q)	Hamlet & Isolated Dwelling (r)
Unweighted base	12824	5025	1775	3490	2534	3210	611	1959	990	1815	1164	1531	1544	1637	10153	5576	4577	2671	2325	346
Weighted base	11529	5151	1209	3094	2074	3364	434	1764	773	1787	775	1330	1301	1456	9008	4929	4079	2520	2181	340
Conservative	3782 32.8%	1574 30.6%d	399 33.0%d	1319 42.6%a bd	491 23.7%	1006 29.9%h l	135 31.1%h l	724 41.0%e fhijl	175 22.6%	568 31.8%h l	264 34.1%e hl	595 44.7%e fhijl	316 24.3%	413 28.3%	2770 30.8%	1436 29.1%	1334 32.7%n	1012 40.2%m o	842 38.6%n o	170 50.2%noq
Labour	4108 35.6%	2009 39.0%b c	432 35.7%c	741 23.9%	927 44.7%a bc	1274 37.9%f gk	139 32.0%g k	414 23.5%	348 45.0%e fgjk	735 41.1%f gk	293 37.8%f gk	327 24.6%	579 44.5%e fgjk	686 47.1%	3452 38.3%p	1973 40.0%o qr	1479 36.3%o r	656 26.0%	601 27.6%r	55 16.1%
Liberal Democrat	1063 9.2%	499 9.7%	127 10.5%c	261 8.4%	176 8.5%	318 9.4%	70 16.1%eg hijkl	151 8.6%	73 9.5%	181 10.1%j	57 7.4%	110 8.3%	103 7.9%	142 9.8%	835 9.3%	489 9.9%o	346 8.5%	228 9.0%	203 9.3%	24 7.2%
SNP	369 3.2%	165 3.2%	39 3.2%	92 3.0%	73 3.5%	121 3.6%	8 1.8%	56 3.2%	34 4.4%fi k	44 2.5%	31 4.0%fi	36 2.7%	38 3.0%	43 3.0%	271 3.0%	148 3.0%	123 3.0%	97 3.9%	70 3.2%	28 8.1%noq
Plaid Cymru	35 0.3%	19 0.3%	3 0.3%	8 0.2%	5 0.2%	13 0.4%	2 0.5%	4 0.2%	-	6 0.3%	1 0.1%	4 0.3%	5 0.4%	3 0.2%	21 0.2%	8 0.2%	13 0.3%	13 0.5%	9 0.4%	5 1.4%noq
The UK Independence Party	1484 12.9%	603 11.7%	134 11.1%	528 17.1%a bd	218 10.5%	466 13.8%h ijl	56 13.0%i	351 19.9%e fhijkl	81 10.4%i	137 7.7%	78 10.1%	177 13.3%i j	138 10.6%i	98 6.7%	1108 12.3%	526 10.7%	582 14.3%n	376 14.9%m	338 15.5%n	37 11.0%
The Green Party	610 5.3%	240 4.7%	67 5.5%	133 4.3%	171 8.2%ab c	134 4.0%	20 4.6%	58 3.3%	56 7.3%eg	106 6.0%eg	47 6.0%eg	74 5.6%eg	115 8.8%ef gijk	67 4.6%	483 5.4%	311 6.3%o	172 4.2%	128 5.1%	108 4.9%	20 5.8%
The British National Party	42 0.4%	18 0.3%	5 0.4%	12 0.4%	7 0.4%	17 0.5%i	2 0.5%i	6 0.3%	3 0.4%	1 0.1%	3 0.3%	6 0.5%i	5 0.3%	2 0.1%	35 0.4%	20 0.4%	16 0.4%	7 0.3%	7 0.3%	-
Some other party	37 0.3%	25 0.5%c	3 0.2%	2 0.1%	7 0.3%c	16 0.5%g	2 0.5%g	1 0.1%	3 0.4%	9 0.5%g	1 0.1%	1 0.1%	4 0.3%	2 0.1%	33 0.4%	19 0.4%	14 0.3%	4 0.2%	3 0.2%	1 0.2%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i/j/k/l - m/p - n/o/q/r

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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

	Total	Anglia (a)	Border (b)	Central (c)	Granada (d)	London (e)	Meridian (f)	STV (g)	Tyne Tees (h)	Wales (i)	West (j)	Westcountry (k)	Yorkshire (l)
								Which of the following ITV regions do you live in?					
Unweighted base	12824	1309	143	1715	1319	2221	1344	1262	520	635	350	682	1324
Weighted base	11529	1171	140*	1569	1164	2192	1126	1032	436	540	326	612	1221
Conservative	3782 32.8%	430 36.7%dghil	49 35.1%g	534 34.0%dghil	339 29.1%g	827 37.7%cdghijl	482 42.9%acdeghijk l	199 19.3%	114 26.1%g	137 25.4%g	101 30.9%g	221 36.2%dghil	349 28.6%g
Labour	4108 35.6%	314 26.8%	32 23.1%	590 37.6%abfgk	553 47.5%abcefgjkl	757 34.5%abfg	298 26.5%	312 30.3%	220 50.4%abcefgjkl	257 47.7%abcefgjkl	114 35.0%abf	187 30.5%	473 38.7%abefgk
Liberal Democrat	1063 9.2%	104 8.9%dhi	32 22.8%acdefghijk l	133 8.5%d	57 4.9%	244 11.1%cdghi	128 11.3%cdghi	79 7.6%d	23 5.4%	31 5.8%	44 13.6%acdghil	82 13.4%acdghil	107 8.7%dh
SNP	369 3.2%	-	8 5.9%acdefhijkl	2 0.1%	-	-	-	359 34.7%abcdefhijkl	-	-	-	-	-
Plaid Cymru	35 0.3%	-	-	-	-	-	-	-	-	34 6.4%abcdefghjkl	-	* 0.1%	-
The UK Independence Party	1484 12.9%	222 19.0%bcdefghik	15 10.6%g	227 14.4%eg	141 12.1%g	231 10.5%g	150 13.4%eg	44 4.3%	49 11.1%g	59 10.9%g	45 13.7%g	79 12.9%g	222 18.2%cdefghik
The Green Party	610 5.3%	93 7.9%cdefgil	3 2.5%	70 4.5%	57 4.9%	116 5.3%	61 5.4%	39 3.8%	26 5.9%	17 3.2%	22 6.6%i	41 6.8%gi	65 5.3%
The British National Party	42 0.4%	4 0.3%	-	8 0.5%g	9 0.8%eg	5 0.3%	3 0.2%	-	5 1.1%efgk	4 0.7%g	* 0.1%	-	4 0.3%
Some other party	37 0.3%	4 0.3%	-	6 0.4%	7 0.6%	12 0.6%	4 0.3%	1 0.1%	-	-	-	1 0.1%	2 0.2%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l
* small base

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ONLINE Fieldwork : 2nd - 29th January 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

Which of the following cities do you live in, or nearest to?

	Total	Glasgow (a)	Edin-burgh (b)	New-castle (c)	Leeds (d)	Hull (e)	Shef-field (f)	Manch-ester (g)	Liver-pool (h)	Nott-ingham (i)	Birm-ingham (j)	Norwich (k)	Milton Keynes (l)	Brigh-ton (m)	Oxford (n)	London (o)	South-ampton (p)	Bristol (q)	Ply-mouth (r)	Cardiff (s)	None of these (v)
Unweighted base	12824	648	512	537	577	249	332	927	457	549	1026	556	359	330	152	2774	495	440	410	479	1015
Weighted base	11529	533	420	471	495	236	307	842	379	532	920	488	322	271	133*	2652	425	418	377	407	900
Conservative	3782 32.8%	97 18.2%	93 22.2%	123 26.1%a	128 25.9%a	76 32.2%abfs	66 21.5%	255 30.3%abfs	99 26.1%a	183 34.3%abcdfhs	307 33.4%abcdfhs	191 39.2%abcdfghs	122 37.9%abcdfghs	93 34.3%abcdfhs	53 40.2%abcdfghs	1020 38.4%abcdfghijklmoqrsv	201 47.3%abcdefghijklmoqr	144 34.5%abcdfhs	141 37.4%abcdfghs	88 21.7%	301 33.5%abcdfhs
Labour	4108 35.6%	170 31.9%kp	117 27.8%	221 46.9%abeijklmopqrv	213 43.0%abeiklmopqrv	76 32.2%kp	146 47.5%abeijklmopqrv	390 46.4%abeijklmopqrv	189 49.8%abeijklmopqrv	172 32.3%kp	365 39.6%abiklmopqv	117 23.9%	102 31.8%kp	66 24.4%	52 39.5%abmp	882 33.2%kmp	94 22.0%	125 29.8%p	125 33.2%kmp	210 51.7%abdeijklmnopqrv	276 30.7%kp
Liberal Democrat	1063 9.2%	27 5.1%	53 12.5%aghjsv	41 8.8%agh	43 8.6%agh	24 10.1%agh	23 7.6%h	45 5.3%	11 2.8%	58 10.9%agh	71 7.7%h	42 8.6%agh	32 9.8%agh	44 16.2%acdfghjklnosv	8 6.1%	280 10.6%agh	53 12.4%agh	55 13.1%afghjsv	50 13.3%afghjsv	27 6.8%h	77 8.5%agh
SNP	369 3.2%	191 35.9%cdefghijklmnopqrsv	129 30.7%cdefghijklmnopqrsv	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	49 5.4%cdefghijklmnopqrs
Plaid Cymru	35 0.3%	-	-	-	-	-	-	-	3 0.7%gjo	-	-	-	-	-	-	-	-	-	-	26 6.4%abcdefghijklmnopqrv	6 0.6%gjo
The UK Independence Party	1484 12.9%	34 6.3%b	11 2.6%	54 11.6%ab	84 17.0%abcos	48 20.2%abcghjoprs	53 17.4%abcos	109 12.9%ab	45 11.9%ab	78 14.7%abos	130 14.1%abos	93 19.1%abcghjoprs	47 14.6%ab	54 19.8%abcghoprs	15 11.1%b	296 11.2%ab	53 12.5%ab	58 13.8%ab	48 12.6%ab	39 9.6%b	135 15.0%abos
The Green Party	610 5.3%	13 2.5%	18 4.2%	27 5.8%a	25 5.1%a	11 4.5%	17 5.5%a	30 3.6%	30 7.9%abgjprs	34 6.4%ags	41 4.5%	45 9.2%abdgjnoprsv	18 5.6%a	14 4.0%	4 3.1%	153 5.8%ags	17 4.0%	36 8.5%abgjprs	13 3.4%	12 3.0%	52 5.7%a
The British National Party	42 0.4%	-	-	4 0.9%v	2 0.4%	2 0.8%	-	5 0.6%	3 0.7%	6 1.1%ajkov	1 0.1%	-	* 0.1%	-	-	9 0.3%	4 1.0%ajv	1 0.2%	-	4 0.9%v	1 0.1%
Some other party	37 0.3%	1 0.1%	* 0.1%	-	-	-	1 0.4%	7 0.9%	-	2 0.3%	5 0.6%	-	1 0.2%	-	-	13 0.5%	4 0.8%	* 0.1%	-	-	3 0.4%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v
* small base; ** very small base (under 30) ineligible for sig testing

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Opinion Poll
ONLINE Fieldwork : 2nd - 29th January 2015

Absolutes/col percents

Table 4
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)

	Total	Gender		Age						Social Grade				Region Summary					Employment Sector		Employment Sector Within Gender - Male		Employment Sector Within Gender - Female	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	South East (m)	Mid-lands (n)	North Eng-land (o)	Wales & South West (p)	Scot-land (q)	Public (r)	Pri-vate (s)	Public (t)	Pri-vate (u)	Public (v)	Pri-vate (w)
Unweighted base	10335	5559	4777	977	1331	1583	1951	1783	2711	3138	3052	1769	2376	2718	2620	2438	1446	1113	1325	4073	647	2445	678	1628
Weighted base	9286	5204	4082	809	1289	1424	1733	1550	2481	2729	2554	2001	2001	2524	2390	2180	1273	919	1263	3781	651	2429	611	1351
Conservative	3089 33.3%	1688 32.4%	1401 34.3%	248 30.6%de	309 24.0%	361 25.4%	523 30.2%d	572 36.9%c def	1076 43.4%c defg	1061 38.9%jkl	893 35.0%k l	599 29.9%	537 26.8%	1004 39.8%n opq	836 35.0%o q	626 28.7%q	434 34.1%o q	188 20.5%	315 25.0%	1257 33.2%r	126 19.4%	802 33.0%t	189 30.9%t	455 33.7%t
Labour	3267 35.2%	1762 33.9%	1505 36.9%a	342 42.3%f gh	635 49.3%c fgh	644 45.3%f gh	601 34.7%g h	477 30.8%h	567 22.9%	797 29.2%	883 34.6%i	766 38.3%i j	821 41.0%i j	799 31.6%	776 32.5%	976 44.8%m npq	447 35.1%q	270 29.4%	572 45.3%s	1347 35.6%	308 47.4%u w	825 34.0%	263 43.1%u	522 38.6%u
Liberal Democrat	825 8.9%	490 9.4%	334 8.2%	67 8.2%	148 11.5%cf gh	141 9.9%	140 8.1%	129 8.3%	200 8.1%	336 12.3%jkl	200 7.8%	155 7.7%	134 6.7%	276 10.9%no q	202 8.5%o	146 6.7%	127 10.0%o	73 7.9%	103 8.2%	365 9.6%	56 8.5%	245 10.1%	48 7.8%	120 8.9%
SNP	315 3.4%	186 3.6%	129 3.2%	16 2.0%	40 3.1%	43 3.0%	81 4.7%ce h	66 4.3%ch	69 2.8%	99 3.6%	88 3.5%	61 3.1%	67 3.3%	-	-	-	-	315 34.3%mn op	48 3.8%	126 3.3%	25 3.9%	85 3.5%	23 3.7%	41 3.0%
Plaid Cymru	28 0.3%	17 0.3%	11 0.3%	1 0.2%	6 0.4%	2 0.1%	8 0.5%	6 0.4%	5 0.2%	6 0.2%	9 0.4%	7 0.4%	6 0.3%	-	-	-	28 2.2%mnoq	-	7 0.5%	12 0.3%	5 0.8%	9 0.4%	2 0.3%	3 0.2%
The UK Independence Party	1230 13.2%	804 15.4%b	426 10.4%	39 4.8%	62 4.8%	144 10.1%d	294 16.9%de	235 15.1%de	456 18.4%c deg	285 10.4%	313 12.2%	321 16.1%i j	311 15.5%i j	295 11.7%q	421 17.6%m opq	310 14.2%m q	164 12.9%q	40 4.3%	115 9.1%	497 13.1%r	74 11.3%v w	365 15.0%tv w	42 6.8%	132 9.8%
The Green Party	475 5.1%	220 4.2%	255 6.2%a	93 11.6%de fgh	79 6.2%fg h	76 5.3%	69 4.0%	61 3.9%	95 3.8%	136 5.0%	153 6.0%k	85 4.3%	100 5.0%	136 5.4%	135 5.7%q	103 4.7%	68 5.3%	33 3.6%	95 7.5%s	148 3.9%	52 7.9%uw	76 3.1%	43 7.0%u	72 5.3%u
The British National Party	30 0.3%	20 0.4%	10 0.2%	1 0.1%	4 0.3%	3 0.2%	11 0.7%g	2 0.1%	9 0.4%	1 *	4 0.2%	5 0.2%	20 1.0%ij k	3 0.1%	11 0.5%	12 0.5%mq	4 0.3%	-	1 0.1%	15 0.4%	1 0.1%	13 0.5%	-	2 0.2%
Some other party	28 0.3%	18 0.3%	11 0.3%	2 0.2%	5 0.4%	10 0.7%h	6 0.3%	2 0.2%	3 0.1%	9 0.3%	11 0.4%	2 0.1%	6 0.3%	11 0.5%	8 0.3%	7 0.3%	1 0.1%	1 0.1%	7 0.5%	14 0.4%	4 0.7%	10 0.4%	2 0.4%	5 0.3%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q - r/s - t/u/v/w

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Table 4
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)

	Total	Con (a)	Lab (b)	LibDem (c)	UKIP (d)	Green (e)	Con (f)	Lab (g)	LibDem (h)	UKIP (i)	18-24 (j)	25-34 (k)	35-44 (l)	45-54 (m)	55-64 (n)	65+ (o)	18-24 (p)	25-34 (q)	35-44 (r)	45-54 (s)	55-64 (t)	65+ (u)
		Vote Intention					2010 Vote				Age Within Gender - Male						Age Within Gender - Female					
Unweighted base	10335	3100	3289	643	1955	700	3468	2422	1854	358	441	644	853	1105	976	1539	535	687	730	845	807	1172
Weighted base	9286	3089	3267	825	1230	475	3217	2306	1833	211	390	666	793	1021	892	1442	419	623	630	713	658	1039
Conservative	3089 33.3%	3089 100.0%bcde	-	-	-	-	2359 73.3%gi	102 4.4%	257 14.0%gi	11 5.1%	134 34.4%klmpqr	155 23.3%	204 25.7%	285 28.0%	301 33.8%klmpqrs	608 42.2%jklmnpqrs	113 27.1%	154 24.8%	157 24.9%	238 33.4%klmpqr	271 41.1%jklmnpqrs	468 45.0%jklmnpqrs
Labour	3267 35.2%	-	3267 100.0%acde	-	-	-	175 5.4%	1921 83.3%fhi	539 29.4%fi	10 4.9%	165 42.2%mnotu	338 50.7%jlmnopstu	351 44.3%nostu	335 32.8%o	253 28.4%o	320 22.2%	177 42.4%mnotu	297 47.7%nostu	293 46.4%nostu	266 37.4%ou	224 34.0%ou	248 23.8%
Liberal Democrat	825 8.9%	-	-	825 100.0%abde	-	-	39 1.2%	38 1.7%	639 34.8%fgi	4 2.1%	28 7.3%	73 11.0%stu	89 11.2%stu	89 8.7%	87 9.8%t	123 8.5%	38 9.1%	75 12.1%jostu	52 8.2%	51 7.1%	41 6.3%	77 7.4%
SNP	315 3.4%	-	-	-	-	-	11 0.3%	65 2.8%fh	30 1.7%f	-	9 2.4%	23 3.4%	18 2.3%	51 5.0%lopu	43 4.8%lopu	42 2.9%	7 1.6%	17 2.8%	25 3.9%	30 4.2%p	23 3.5%	27 2.6%
Plaid Cymru	28 0.3%	-	-	-	-	-	*	2 0.1%	3 0.1%	-	-	4 0.5%	*	6 0.6%	5 0.5%	3 0.2%	1 0.3%	2 0.3%	1 0.2%	2 0.3%	1 0.2%	3 0.3%
The UK Independence Party	1230 13.2%	-	-	-	1230 100.0%abce	-	578 18.0%gh	127 5.5%	173 9.4%g	180 85.5%fg	20 5.2%	38 5.7%	87 11.0%jkpq	198 19.4%jklpqrstu	162 18.2%jklpqrst	298 20.7%jklpqrstu	19 4.5%	24 3.9%	57 9.0%q	96 13.4%jkpqr	73 11.0%jkpq	158 15.2%jklpqrt
The Green Party	475 5.1%	-	-	-	-	475 100.0%abcd	47 1.5%	47 2.0%	184 10.0%fg	5 2.2%	32 8.2%lmnostu	32 4.7%	35 4.5%	41 4.0%	37 4.1%	43 3.0%	61 14.7%jklmnoqrstu	48 7.7%lmnostu	41 6.4%o	28 3.9%	25 3.7%	52 5.0%o
The British National Party	30 0.3%	-	-	-	-	-	6 0.2%	2 0.1%	4 0.2%	* 0.1%	-	3 0.4%	2 0.3%	10 1.0%not	1 0.2%	4 0.2%	1 0.1%	1 0.2%	1 0.1%	1 0.2%	1 0.1%	5 0.5%
Some other party	28 0.3%	-	-	-	-	-	1 *	3 0.1%	5 0.3%	* 0.1%	1 0.3%	2 0.2%	5 0.7%	5 0.5%	2 0.3%	2 0.1%	1 0.1%	4 0.6%	4 0.7%	1 0.1%	-	2 0.2%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t/u

Opinion Poll
ONLINE Fieldwork : 2nd - 29th January 2015

Table 4
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)

	Total	SEG Within Gender - Male				SEG Within Gender - Female				Region										
		AB (a)	C1 (b)	C2 (c)	DE (d)	AB (e)	C1 (f)	C2 (g)	DE (h)	Scot-land (i)	North East (j)	North West (k)	York-shire & Humb-erside (l)	West Mid-lands (m)	East Mid-lands (n)	Wales (o)	East-ern (p)	London (q)	South East (r)	South West (s)
Unweighted base	10335	1837	1508	1008	1205	1301	1544	761	1171	1113	408	1104	926	889	737	533	994	1167	1551	913
Weighted base	9286	1652	1326	1176	1050	1077	1228	825	951	919	351	998	831	790	694	454	906	1197	1327	819
Conservative	3089 33.3%	611 37.0%c dh	452 34.1%c dh	323 27.5%	302 28.8%	450 41.8%a bcdfgh	441 35.9%c dh	275 33.3%c h	235 24.6%	188 20.5%	91 25.9%	297 29.8%i	238 28.6%i jo	265 33.5%i jo	235 33.8%i jo	122 27.0%	337 37.1%i jklo	414 34.5%i jklo	591 44.5%i jklmno pqs	312 38.1%ijklo
Labour	3267 35.2%	462 28.0%	451 34.0%a e	442 37.6%a be	407 38.8%a be	335 31.1%	432 35.2%a e	324 39.3%a be	414 43.6%a bcef	270 29.4%	179 51.0%i lmnpqr s	460 46.1%i lmnpqr s	336 40.4%i nprs	304 38.5%i prs	229 33.0%p r	211 46.5%i mnpqrs	243 26.8%	465 38.8%i nprs	334 25.2%	236 28.8%
Liberal Democrat	825 8.9%	218 13.2%bc dfgh	107 8.1%	103 8.8%d	62 6.0%	118 10.9%bd fgh	93 7.6%	52 6.3%	72 7.5%	73 7.9%	18 5.1%	69 6.9%	59 7.1%	59 7.5%	64 9.3%jo	25 5.5%	79 8.7%	132 11.0%i jklmo	145 10.9%i jklmo	102 12.5%ijklmop
SNP	315 3.4%	64 3.9%	48 3.6%	41 3.5%	33 3.2%	35 3.2%	40 3.3%	20 2.5%	34 3.6%	315 34.3%jklm nopqrs	-	-	-	-	-	-	-	-	-	-
Plaid Cymru	28 0.3%	4 0.2%	7 0.5%	5 0.4%	2 0.2%	3 0.2%	2 0.2%	3 0.3%	3 0.4%	-	-	-	-	-	-	28 6.2%ijkl mnpqrs	-	-	-	-
The UK Independence Party	1230 13.2%	212 12.8%e f	198 14.9%e f	214 18.2%a efgh	180 17.1%ae fg	73 6.8%	115 9.3%e	107 13.0%e f	131 13.8%ef	40 4.3%	39 11.3%i	119 11.9%i	152 18.3%i jkoqrs	123 15.6%i koq	120 17.2%i jkoq	50 11.0%i	178 19.7%ij koqrs	110 9.2%i	185 13.9%i q	114 13.9%iq
The Green Party	475 5.1%	75 4.5%	54 4.1%	42 3.6%	48 4.6%	62 5.7%c	99 8.0%ab cdegh	43 5.2%	52 5.5%	33 3.6%	19 5.5%	43 4.3%	41 4.9%	34 4.3%	39 5.6%	15 3.3%	62 6.9%ik mo	71 5.9%ik	65 4.9%	53 6.5%io
The British National Party	30 0.3%	1 *	3 0.3%	5 0.4%	11 1.1%abef g	-	1 0.1%	* 0.1%	8 0.9%aefg	-	4 1.2%im qrs	4 0.4%	3 0.4%	1 0.1%	6 0.8%iq r	2 0.5%i	4 0.5%	1 0.1%	2 0.1%	2 0.2%
Some other party	28 0.3%	6 0.4%	6 0.5%	1 0.1%	4 0.3%	3 0.3%	5 0.4%	1 0.1%	2 0.2%	1 0.1%	-	6 0.6%	1 0.1%	4 0.5%	2 0.3%	-	3 0.3%	6 0.5%	6 0.4%	1 0.1%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s

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Opinion Poll
ONLINE Fieldwork : 2nd - 29th January 2015

Absolutes/col percents

Table 4
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)

	Total	|	Region Within Gender - Male											|	Region Within Gender - Female										
			Scotland (a)	North East (b)	North West (c)	York-shire & Humb-erside (d)	West Mid-lands (e)	East Mid-lands (f)	Wales (g)	East-ern (h)	London (i)	South East (j)	South West (k)		Scotland (l)	North East (m)	North West (n)	York-shire & Humb-erside (o)	West Mid-lands (p)	East Mid-lands (q)	Wales (r)	East-ern (s)	London (t)	South East (u)	South West (v)
Unweighted base	10335		574	247	582	498	487	417	304	548	616	828	457		539	160	522	428	402	320	229	446	551	723	456
Weighted base	9286		504	219	530	464	462	408	263	530	659	752	413		414	132	468	368	328	286	190	376	538	576	406
Conservative	3089 33.3%		98 19.5%	50 22.9%	148 27.9%a l	148 31.9%a bglo	148 32.0%a bglo	145 35.6%a bcglo	58 21.9%	181 34.1%a bglo	227 34.5%a bcglo	325 43.2%a bcdefg hilmno pqrt	160 38.8%a bcglo		90 21.7%	41 30.9%a l	149 31.9%a bglo	90 24.4%	117 35.6%a bcglo	90 31.4%a gl	65 34.0%a bglo	156 41.5%a bcdegh ilmnoq	186 34.6%a bcglo	266 46.3%a bcdefg hiklmn opqrtv	152 37.4%abcglo
Labour	3267 35.2%		139 27.5%	113 51.5%a defhij klpqst uv	249 47.0%a defhij klqsuv	162 34.8% hju	168 36.4%a hjku	128 31.4%h	130 49.3%a defhij klqstu v	131 24.7%	245 37.3%a hjksuv	180 24.0%	116 28.2%		131 31.6%j	67 50.4%a defhij klqsuv	211 45.1%a defhij klqsuv	175 47.5%a defhij klqsuv	136 41.5%a fhjkls uv	101 35.3%a hju	81 42.6%a fhjkls uv	112 29.7%	219 40.7%a fhjkls uv	154 26.7%	120 29.5%
Liberal Democrat	825 8.9%		41 8.1%	12 5.5%	35 6.6%	40 8.6%r	42 9.0%r	35 8.6%	18 6.8%	57 10.7%c moprs	84 12.7% bcglmn oprs	80 10.6%c moprs	48 11.5%bc moprs		32 7.7%	6 4.4%	34 7.2%	20 5.3%	17 5.3%	29 10.2%op r	7 3.7%	23 6.0%	48 8.9%r	65 11.2%b cmnopr s	55 13.5%abcdglmnoprs
SNP	315 3.4%		186 36.9%bcde fghijkmno pqrstuv	-	-	-	-	-	-	-	-	-	-		129 31.2%bcde fghijkmno pqrstuv	-	-	-	-	-	-	-	-	-	-
Plaid Cymru	28 0.3%		-	-	-	-	-	-	17 6.6%abcd efhijklm nopqstuv	-	-	-	-		-	-	-	-	-	-	11 5.8%abcd efhijklm nopqstuv	-	-	-	-
The UK Independence Party	1230 13.2%		33 6.5%l	29 13.4%a l	74 13.9%a lrt	96 20.7%a cgilmn pqrtuv	85 18.4%a ilmnpr tuv	80 19.7%a cilmnp rtuv	36 13.6%a lt	116 21.8%a bcgijl mnopqr tuv	66 10.0%l	120 16.0%a ilmnrt uv	69 16.7%ai lmnrtuv		7 1.7%	10 7.6%l	45 9.6%l	56 15.3%a ilmnrt	38 11.6%a l	39 13.7%al t	14 7.4%l	63 16.7%ai lmnrtuv	44 8.2%l	64 11.2%a l	45 11.0%al
The Green Party	475 5.1%		8 1.5%	11 4.8%a	18 3.5%	15 3.2%	16 3.4%	14 3.4%	4 1.4%	43 8.1%ac defgku	34 5.2%ag	40 5.3%ag	18 4.3%g		25 6.1%ag	9 6.5%ag	24 5.2%ag	26 7.2%ac defg	18 5.6%ag	25 8.8%ac defgku	11 5.8%ag	20 5.2%ag	36 6.7%ac dg	25 4.4%ag	35 8.6%acdefgku
The British National Party	30 0.3%		-	4 1.8%ac eijltu v	1 0.2%	2 0.5%	1 0.1%	5 1.2%ai tu	1 0.5%	2 0.4%	1 0.1%	2 0.3%	2 0.4%		-	* 0.3%	3 0.7%	1 0.3%	1 0.2%	1 0.3%	1 0.6%	2 0.7%	*	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v

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Opinion Poll
ONLINE Fieldwork : 2nd - 29th January 2015

Table 4
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)

	Total	Region Within Gender - Male											Region Within Gender - Female										
		Scot-land (a)	North East (b)	North West (c)	York-shire & Humb-erside (d)	West Mid-lands (e)	East Mid-lands (f)	Wales (g)	East-ern (h)	London (i)	South East (j)	South West (k)	Scot-land (l)	North East (m)	North West (n)	York-shire & Humb-erside (o)	West Mid-lands (p)	East Mid-lands (q)	Wales (r)	East-ern (s)	London (t)	South East (u)	South West (v)
Weighted base	9286	504	219	530	464	462	408	263	530	659	752	413	414	132	468	368	328	286	190	376	538	576	406
Some other party	28 0.3%	* 0.1%	- -	4 0.8%	1 0.3%	3 0.6%	1 0.2%	- -	2 0.4%	1 0.2%	4 0.6%	* 0.1%	1 0.1%	- -	1 0.3%	- -	1 0.3%	1 0.4%	- -	1 0.2%	5 0.8%	1 0.2%	* 0.1%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v

Prepared by Populus

Opinion Poll
ONLINE Fieldwork : 2nd - 29th January 2015

Absolutes/col percents

Table 4
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)

	Total	Educational Attainment						Educational Attainment Within Gender - Male						Educational Attainment Within Gender - Female					
		No formal education (a)	Primary (b)	Secondary school (c)	University degree (d)	Higher university degree (e)	Still in full time education (f)	No formal education (g)	Primary (h)	Secondary school (i)	University degree (j)	Higher university degree (k)	Still in full time education (l)	No formal education (m)	Primary (n)	Secondary school (o)	University degree (p)	Higher university degree (q)	Still in full time education (r)
Unweighted base	10335	84	75	5608	3081	991	394	53	51	2968	1697	532	190	31	24	2640	1383	459	204
Weighted base	9286	74*	69*	5047	2746	956	310	46*	50*	2775	1596	528	149	29**	18**	2272	1150	428	161
Conservative	3089 33.3%	22 29.7%	20 28.4%	1740 34.5%f	971 35.4%f	239 25.0%	75 24.3%	18 39.9%kl	18 35.7%	898 32.4%klqr	578 36.2%i klqr	126 23.8%	34 23.2%	4 13.5%	2 8.8%	842 37.1%klqr	393 34.2%k lqr	113 26.5%	41 25.2%
Labour	3267 35.2%	31 42.2%	36 52.3%cd	1791 35.5%d	865 31.5%	381 39.9%c d	121 39.0%d	16 35.9%	24 48.4%j	957 34.5%j	461 28.9%	210 39.7%j	62 41.9%j	15 52.2%	12 63.0%	834 36.7%j	404 35.1%j	171 40.0%j	59 36.4%
Liberal Democrat	825 8.9%	6 7.4%b	-	304 6.0%	316 11.5%b c	142 14.9%b cd	48 15.4%bc	1 1.3%	-	181 6.5%	190 11.9%hio	89 16.8%g hijop	22 14.7%g hio	5 17.1%	-	123 5.4%	126 11.0%g hio	53 12.4%g hio	26 16.0%ghio
SNP	315 3.4%	-	2 3.2%	155 3.1%	113 4.1%c	33 3.5%	9 3.0%	-	2 4.4%	98 3.5%	62 3.9%o	17 3.2%	6 3.8%	-	-	57 2.5%	52 4.5%o	16 3.8%	4 2.4%
Plaid Cymru	28 0.3%	-	-	9 0.2%	12 0.4%	6 0.6%	1 0.2%	-	-	6 0.2%	8 0.5%	2 0.4%	-	-	-	4 0.2%	4 0.3%	3 0.8%	1 0.4%
The UK Independence Party	1230 13.2%	14 18.4%e f	10 15.1%f	834 16.5%d ef	291 10.6%ef	65 6.8%f	9 2.9%	9 19.2%k lpqr	5 10.2%r	533 19.2%j klopqr	206 12.9%kl pqr	43 8.1%r	6 4.1%	5 17.2%	5 28.2%	302 13.3%kl pqr	85 7.4%r	22 5.2%	3 1.8%
The Green Party	475 5.1%	* 0.3%	-	182 3.6%	165 6.0%c	79 8.2%a bcd	46 14.8%ab cde	* 0.5%	-	84 3.0%	84 5.2%i	33 6.3%i	17 11.5%ghij o	-	-	99 4.3%i	81 7.0%i o	45 10.6%g hijkop	29 17.8%ghijkopq
The British National Party	30 0.3%	1 2.0%def	-	25 0.5%d	3 0.1%	1 0.1%	-	1 3.2%ijkl opqr	-	15 0.5%p	2 0.1%	1 0.2%	-	-	-	9 0.4%	*	-	-
Some other party	28 0.3%	-	1 0.9%	6 0.1%	9 0.3%	10 1.1%cd	1 0.4%	-	1 1.2%	3 0.1%	5 0.3%	8 1.4%ij op	1 0.8%i	-	-	3 0.1%	4 0.4%	3 0.7%io	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j/k/l/m/n/o/p/q/r
* small base; ** very small base (under 30) ineligible for sig testing

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Opinion Poll
ONLINE Fieldwork : 2nd - 29th January 2015

Absolutes/col percents

Table 4
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)

	Total	Party ID						Party ID - Men						Party ID - Women					
		Con (a)	Lab (b)	LibDem (c)	UKIP (d)	Other (e)	None (f)	Con (h)	Lab (i)	LibDem (j)	UKIP (k)	Other (l)	None (m)	Con (o)	Lab (p)	LibDem (q)	UKIP (r)	Other (s)	None (t)
Unweighted base	10335	3410	3449	818	1305	1100	254	1862	1836	477	714	534	135	1548	1612	341	591	566	119
Weighted base	9286	3355	3361	1072	465	564	469	1918	1851	630	265	295	246	1438	1511	442	200	269	223*
Conservative	3089 33.3%	2832 84.4%bc def	69 2.1%e	73 6.8%bd e	7 1.6%e	2 0.3%	105 22.4%b cde	1552 80.9%ij klmpqrs t	40 2.2%ls	39 6.1%ik lprs	4 1.5%s	1 0.4%	51 20.9%i jklpqr s	1280 89.0%hi jklmpqr st	29 1.9%ls	35 7.8%ik lprs	3 1.7%s	* 0.1%	54 24.1%ijklpqrs
Labour	3267 35.2%	42 1.2%	2950 87.8%a cdef	128 11.9%ad e	3 0.6%	18 3.3%a d	126 27.0%ac de	22 1.2%	1580 85.4%h jklmoq rst	74 11.7%hk lors	2 0.8%	10 3.2%h kor	74 30.2%hj klogrs	19 1.3%	1370 90.7%h ijklmo qrst	54 12.2%hk lors	1 0.3%	9 3.3%h kor	52 23.4%hijkloqrs
Liberal Democrat	825 8.9%	32 1.0%d	37 1.1%d	713 66.5%ab def	1 0.2%	6 1.1%d	35 7.5%ab de	20 1.1%	24 1.3%r	425 67.5%hi klmoprs t	1 0.4%	1 0.2%	20 8.0%hi klopts	12 0.8%	13 0.9%	288 65.2%hikl moprst	-	6 2.1%kl opr	16 7.1%hikloprs
SNP	315 3.4%	11 0.3%	35 1.0%ad	14 1.3%ad	* 0.1%	244 43.2%ab cdf	11 2.3%ad	8 0.4%	25 1.4%hk o	5 0.8%	-	139 46.9%hi jkmopqr st	9 3.6%hj kopr	3 0.2%	9 0.6%	9 1.9%hk op	* 0.2%	105 39.2%hi jkmopqr t	2 0.9%
Plaid Cymru	28 0.3%	1 *	2 0.1%	2 0.2%	-	21 3.7%ab cdf	2 0.5%	1 0.1%	1 0.1%	2 0.3%	-	12 3.9%hi jkmopq rt	1 0.6%o	-	1 0.1%	-	-	9 3.5%hi jkopqr	1 0.3%
The UK Independence Party	1230 13.2%	408 12.2%bc e	169 5.0%e	53 4.9%e	451 97.0%ab cef	14 2.5%	136 29.0%a bce	295 15.4%ij lopqs	130 7.0%lp s	33 5.2%p s	256 96.9%hi jlmopqs t	9 3.1%	81 32.9%hi jlopqs	113 7.9%lp s	39 2.6%	20 4.5%	194 97.2%hi jlmopqs t	5 1.8%	55 24.7%hijlopqs
The Green Party	475 5.1%	25 0.8%	94 2.8%ad d	84 7.8%ab cdf	1 0.3%	232 41.2%ab cdf	38 8.1%ab d	16 0.8%	47 2.5%hk or	48 7.5%hi kmopr	1 0.4%	105 35.7%hi jkmopqr t	3 1.1%	9 0.6%	47 3.1%hk or	36 8.2%hi kmopr	* 0.2%	127 47.2%hi ijklmo pqrt	35 15.8%hijkmopqr
The British National Party	30 0.3%	3 0.1%	2 0.1%	-	1 0.2%	16 2.9%ab cd	7 1.6%ab c	3 0.1%	-	-	* 0.1%	13 4.4%hi jkopqr s	4 1.6%hijo p	-	2 0.2%	-	1 0.3%io	3 1.2%hi jkopq	4 1.6%hijop
Some other party	28 0.3%	1 *	3 0.1%	6 0.6%ab	* 0.1%	11 1.9%ab cd	7 1.6%abd	-	3 0.2%	5 0.9%hiop	-	6 2.1%hi kopqr	3 1.1%hop	1 *	-	1 0.2%	* 0.1%h	4 1.7%hi kopqr	5 2.0%hiop

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/i/j/k/l/m/n/o/p/q/r/s/t/u
* small base; ** very small base (under 30) ineligible for sig testing

Prepared by Populus

Opinion Poll
ONLINE Fieldwork : 2nd - 29th January 2015

Table 4
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)

	Total	Working Status				Working Status - Men				Working Status - Women				Mums	Which of the following best describes where you live?					
		Working full time (a)	Working part time (b)	Retired (c)	Not working (d)	Working full time (e)	Working part time (f)	Retired (g)	Not working (h)	Working full time (i)	Working part time (j)	Retired (k)	Not working (l)		NET: Urban (m)	Urban - Pop. over 10k (n)	Town and Fringe (o)	NET: Rural (p)	Village (q)	Hamlet & Isolated Dwelling (r)
Unweighted base	10335	4002	1395	2991	1947	2603	490	1687	779	1400	905	1304	1168	1245	8131	4459	3672	2204	1909	295
Weighted base	9286	4097	946	2646	1597	2728	353	1519	605	1369	593	1127	992	1099	7205	3929	3277	2080	1788	293
Conservative	3089 33.3%	1256 30.6%d	317 33.5%d	1140 43.1%a bd	377 23.6%	819 30.0%h	109 31.0%h	627 41.3%e fhijl	133 21.9%	437 31.9%h	207 34.9%e hl	513 45.5%e fghijl	244 24.6%	306 27.8%	2236 31.0%	1166 29.7%	1070 32.7%n	853 41.0%m o	706 39.5%n	147 50.3%noq
Labour	3267 35.2%	1585 38.7%c	334 35.3%c	634 24.0%	715 44.8%a bc	1022 37.5%f gk	111 31.6%g k	354 23.3%	274 45.4%e fgjk	563 41.1%f gk	222 37.4%g k	280 24.8%	440 44.4%e fgjk	525 47.8%	2739 38.0%p	1553 39.5%o qr	1186 36.2%q r	528 25.4%	481 26.9%r	47 16.1%
Liberal Democrat	825 8.9%	374 9.1%	95 10.0%	219 8.3%	138 8.6%	244 8.9%j	57 16.1%eg hijkl	130 8.6%	59 9.8%j	130 9.5%j	38 6.4%	88 7.8%	79 7.9%	107 9.7%	639 8.9%	366 9.3%	273 8.3%	185 8.9%	164 9.1%	22 7.5%
SNP	315 3.4%	141 3.5%	33 3.4%	82 3.1%	59 3.7%	104 3.8%	7 1.9%	50 3.3%	26 4.2%	38 2.8%	26 4.3%	32 2.8%	34 3.4%	37 3.4%	232 3.2%	127 3.2%	105 3.2%	83 4.0%	59 3.3%	24 8.2%noq
Plaid Cymru	28 0.3%	16 0.4%	3 0.3%	7 0.3%	3 0.2%	12 0.4%	2 0.6%	4 0.2%	-	4 0.3%	1 0.1%	3 0.3%	3 0.3%	3 0.2%	16 0.2%	7 0.2%	10 0.3%	12 0.6%m	7 0.4%	4 1.5%no
The UK Independence Party	1230 13.2%	503 12.3%	110 11.6%	450 17.0%a bd	167 10.5%	391 14.3%h ijl	47 13.3%i	302 19.9%e fhijkl	64 10.5%	111 8.1%	63 10.5%	148 13.2%i	104 10.4%	69 6.3%	919 12.8%	440 11.2%	479 14.6%n	311 14.9%m n	278 15.6%n	33 11.2%
The Green Party	475 5.1%	192 4.7%	50 5.3%	104 3.9%	128 8.0%ab c	113 4.1%	15 4.3%	47 3.1%	44 7.3%eg	80 5.8%eg	35 5.9%g	57 5.0%g	84 8.5%ef gik	50 4.5%	371 5.2%	242 6.2%o	129 3.9%	103 5.0%	89 5.0%	15 5.0%
The British National Party	30 0.3%	13 0.3%	3 0.4%	9 0.3%	4 0.3%	12 0.4%	2 0.5%	4 0.2%	2 0.4%	1 0.1%	2 0.3%	5 0.5%	2 0.2%	2 0.1%	26 0.4%	14 0.4%	12 0.4%	3 0.2%	3 0.2%	-
Some other party	28 0.3%	19 0.5%c	3 0.3%	2 0.1%	5 0.3%	12 0.4%	2 0.6%g	1 0.1%	3 0.4%	7 0.5%	1 0.1%	1 0.1%	3 0.3%	1 0.1%	26 0.4%	14 0.4%	12 0.4%	2 0.1%	2 0.1%	1 0.3%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i/j/k/l - m/p - n/o/q/r

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Opinion Poll
ONLINE Fieldwork : 2nd - 29th January 2015

Absolutes/col percents

Table 4
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)

	Total	Tenure					To which of the following ethnic groups do you consider you belong?	
		Owned outright (a)	Owned with a mortgage (b)	Social rent (c)	Rented from someone else (d)	Rent free (e)	White (f)	Non-white (g)
Unweighted base	10335	3920	3038	1620	1616	142*	9599	643
Weighted base	9286	3574	2884	1688	1030	110*	8583	622
Conservative	3089	1537	1012	268	235	37	2961	116
	33.3%	43.0%dbc	35.1%dc	15.9%	22.8%c	33.8%dc	34.5%g	18.7%
Labour	3267	917	1033	865	422	30	2807	426
	35.2%	25.7%	35.8%a	51.2%adbe	40.9%abe	27.0%	32.7%	68.5%f
Liberal Democrat	825	316	283	79	123	24	783	36
	8.9%	8.8%c	9.8%c	4.7%	11.9%ac	21.5%adbc	9.1%g	5.7%
SNP	315	100	95	93	25	2	307	3
	3.4%	2.8%	3.3%	5.5%adb	2.4%	1.5%	3.6%g	0.6%
Plaid Cymru	28	10	12	-	6	-	27	1
	0.3%	0.3%	0.4%c	-	0.6%c	-	0.3%	0.1%
The UK Independence Party	1230	508	334	285	97	5	1198	16
	13.2%	14.2%dbe	11.6%e	16.9%adbe	9.4%	4.4%	14.0%g	2.5%
The Green Party	475	169	104	78	111	12	446	19
	5.1%	4.7%b	3.6%	4.6%	10.8%abc	11.0%abc	5.2%g	3.0%
The British National Party	30	6	5	12	6	-	30	-
	0.3%	0.2%	0.2%	0.7%ab	0.6%ab	-	0.3%	-
Some other party	28	10	5	7	5	1	23	5
	0.3%	0.3%	0.2%	0.4%	0.5%	0.7%	0.3%	0.8%f

Proportions/Means: Columns Tested (5% risk level) - a/d/b/c/e - f/g
* small base

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Opinion Poll
ONLINE Fieldwork : 2nd - 29th January 2015

Absolutes/col percents

Table 4
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)

	Total	Anglia (a)	Border (b)	Central (c)	Granada (d)	London (e)	Meridian (f)	STV (g)	Tyne Tees (h)	Wales (i)	West (j)	Westcountry (k)	Yorkshire (l)
Unweighted base	10335	1039	119	1390	1055	1765	1075	1059	420	510	281	554	1068
Weighted base	9286	924	118*	1270	935	1743	899	865	357	437	259	494	985
Conservative	3089 33.3%	349 37.8%dghil	41 34.5%g	433 34.1%dghil	276 29.6%g	668 38.3%cdghijl	392 43.6%acdeghijk l	172 19.9%	93 26.1%g	112 25.6%g	79 30.5%g	184 37.2%dghil	290 29.4%g
Labour	3267 35.2%	245 26.5%	27 22.6%	472 37.2%abfgk	443 47.4%abcefgjkl	591 33.9%abf	227 25.2%	257 29.8%	181 50.7%abcefgjkl	208 47.6%abcefgjkl	89 34.3%af	147 29.7%	380 38.6%abefgk
Liberal Democrat	825 8.9%	75 8.2%d	28 23.4%acdefghikl	105 8.3%d	46 4.9%	194 11.1%acdghil	105 11.6%acdghil	61 7.1%	18 5.0%	25 5.7%	35 13.5%acdghil	60 12.2%acdghil	73 7.4%d
SNP	315 3.4%	- -	7 6.0%acdefhijkl	2 0.1%	- -	- -	- -	306 35.4%abcdefhijkl	- -	- -	- -	- -	- -
Plaid Cymru	28 0.3%	- -	- -	- -	- -	- -	- -	- -	- -	28 6.4%abcdefghjkl	- -	* 0.1%	- -
The UK Independence Party	1230 13.2%	178 19.3%cdefghik	13 11.2%g	189 14.9%eg	117 12.5%g	193 11.1%g	124 13.7%g	35 4.0%	41 11.4%g	49 11.1%g	39 14.9%g	67 13.5%g	187 19.0%cdefghik
The Green Party	475 5.1%	70 7.6%cdegi	3 2.3%	57 4.5%	40 4.3%	87 5.0%	47 5.3%	32 3.7%	20 5.5%	14 3.2%	17 6.7%	35 7.2%dgi	51 5.2%
The British National Party	30 0.3%	3 0.4%	- -	7 0.5%	5 0.6%g	2 0.1%	2 0.2%	- -	5 1.3%efgk	2 0.4%	* 0.1%	- -	3 0.3%
Some other party	28 0.3%	3 0.3%	- -	4 0.3%	6 0.7%	9 0.5%	3 0.3%	1 0.1%	- -	- -	- -	1 0.1%	1 0.1%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l
* small base

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Opinion Poll
ONLINE Fieldwork : 2nd - 29th January 2015

Absolutes/col percents

Table 4
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)

Which of the following cities do you live in, or nearest to?

	Total	Glasgow (a)	Edinburgh (b)	Newcastle (c)	Leeds (d)	Hull (e)	Sheffield (f)	Manchester (g)	Liverpool (h)	Nottingham (i)	Birmingham (j)	Norwich (k)	Milton Keynes (l)	Brighton (m)	Oxford (n)	London (o)	Southampton (p)	Bristol (q)	Plymouth (r)	Cardiff (s)	None of these (v)
Unweighted base	10335	536	432	433	460	205	263	736	367	446	816	450	280	272	128	2196	389	358	333	384	851
Weighted base	9286	441	354	381	393	196	245	674	307	435	729	391	246	220	113*	2107	327	342	302	327	755
Conservative	3089 33.3%	83 18.9%	81 22.9%	98 25.6%a	106 26.9%a	65 33.0%abfs	54 22.2%	204 30.2%abfs	84 27.4%a	151 34.6%cdfs	249 34.1%cdfs	158 40.5%cdfghsv	94 38.3%abcdfghs	75 34.0%abfs	46 41.1%abcdfghs	824 39.1%abcdefghijlmoqrsv	156 47.6%abcdefghijlmoqrsv	123 35.9%abcdfhs	115 38.2%abcdfghs	70 21.3%	253 33.5%abcdfs
Labour	3267 35.2%	139 31.6%kp	97 27.3%p	180 47.4%abeijklmopqrv	167 42.4%abeiklmopqrv	61 31.1%p	120 48.9%abeijklmopqrv	313 46.4%abeijklmopqrv	152 49.4%abeijklmopqrv	143 33.0%kmp	278 38.1%abkmopqv	94 24.1%	76 30.8%p	52 23.8%	44 39.0%abmp	692 32.8%kmp	65 19.8%	98 28.6%p	100 33.0%kp	168 51.5%abdeijklmnopqrv	229 30.3%p
Liberal Democrat	825 8.9%	20 4.6%	41 11.6%afghs	33 8.6%ah	30 7.7%h	20 10.0%agh	12 4.9%	37 5.5%	9 3.0%	41 9.5%agh	58 8.0%ah	28 7.2%h	24 9.7%agh	35 15.8%acdfghijknosv	6 5.5%	222 10.5%afgh	44 13.5%adfghjknsv	42 12.2%afghks	35 11.6%afgh	22 6.6%	66 8.7%agh
SNP	315 3.4%	160 36.2%cdefghijlmnopqrsv	113 31.8%cdefghijklmnopqrsv	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	43 5.7%cdefghijklmnopqrs
Plaid Cymru	28 0.3%	-	-	-	-	-	-	-	2 0.5%o	-	-	-	-	-	-	-	-	-	-	21 6.6%abcdefghijklmnopqrv	5 0.7%o
The UK Independence Party	1230 13.2%	27 6.2%b	9 2.4%	44 11.6%ab	71 18.0%abchos	40 20.4%abcghos	44 18.0%abcos	90 13.3%ab	37 11.9%ab	67 15.4%abcghos	107 14.6%ab	76 19.4%abcghos	38 15.5%ab	46 21.0%abcghops	13 11.5%b	242 11.5%ab	44 13.4%ab	48 14.0%ab	41 13.5%ab	33 10.2%b	114 15.1%abo
The Green Party	475 5.1%	11 2.4%	14 3.9%	23 5.9%a	18 4.5%	9 4.5%	14 5.6%	21 3.1%	23 7.4%ags	27 6.1%ag	33 4.5%	35 8.9%abdgjoprs	14 5.5%	12 5.4%	3 2.9%	112 5.3%ag	14 4.2%	31 8.9%abdgjoprs	11 3.7%	10 3.2%	42 5.6%ag
The British National Party	30 0.3%	-	-	4 1.0%	1 0.4%	2 0.9%	-	4 0.5%	1 0.4%	5 1.2%ajov	1 0.1%	-	* 0.1%	-	-	6 0.3%	2 0.7%	1 0.2%	-	2 0.6%	1 0.1%
Some other party	28 0.3%	1 0.1%	* 0.1%	-	-	-	1 0.5%	6 1.0%	-	1 0.2%	3 0.5%	-	* 0.2%	-	-	9 0.4%	3 0.9%	* 0.1%	-	-	3 0.4%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v
***** small base; ****** very small base (under 30) ineligible for sig testing

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Opinion Poll
ONLINE Fieldwork : 2nd - 29th January 2015

Absolutes/col percents

Table 5
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)
FILTER: Age: 18-24

	Total	Scotland (a)	North East (b)	North West (c)	Yorkshire & Humberside (d)	West Midlands (e)	East Midlands (f)	Wales (g)	Eastern (h)	London (i)	South East (j)	South West (k)
Unweighted base	977	72	48	104	103	112	49	49	63	152	136	89
Weighted base	809	51*	37*	76*	74*	91*	41*	35*	46*	157	112*	87*
Conservative	248 30.6%	20 38.7%dg	9 25.0%g	20 26.3%g	16 21.3%g	24 26.7%g	11 26.5%g	2 4.5%	17 36.4%g	56 35.6%dg	31 27.5%g	42 48.4%bcdefgj
Labour	342 42.3%	8 16.3%	17 45.0%ak	34 45.1%ak	38 51.3%ak	44 48.8%ak	19 46.7%ak	22 61.2%ahk	17 36.4%a	77 49.0%ak	47 41.7%ak	19 21.8%
Liberal Democrat	67 8.2%	2 4.2%	4 9.9%	6 7.8%	4 5.1%	8 9.1%	4 10.5%	5 13.3%i	4 8.0%	6 4.0%	11 10.0%	12 14.3%i
SNP	16 2.0%	16 32.0%bcdefghijk	-	-	-	-	-	-	-	-	-	-
Plaid Cymru	1 0.2%	-	-	-	-	-	-	1 3.7%i	-	-	-	-
The UK Independence Party	39 4.8%	2 3.7%	1 4.0%	8 10.7%ik	5 7.3%i	4 4.3%	1 2.5%	4 11.0%ik	4 9.5%ik	2 1.5%	6 5.1%	1 0.7%
The Green Party	93 11.6%	3 5.1%	6 16.1%	8 9.9%	11 15.1%	9 9.8%	6 13.8%	2 4.7%	4 9.7%	15 9.7%	18 15.6%	13 14.5%
The British National Party	1 0.1%	-	-	*	-	-	-	1 1.5%	-	*	-	-
Some other party	2 0.2%	-	-	-	-	1 1.3%	-	-	-	* 0.2%	-	* 0.3%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k
* small base

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Opinion Poll
ONLINE Fieldwork : 2nd - 29th January 2015

Absolutes/col percents

Table 5
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)
FILTER: Age: 25-34

	Total	Scot-land (a)	North East (b)	North West (c)	York-shire & Humb-erside (d)	West Mid-lands (e)	East Mid-lands (f)	Wales (g)	East-ern (h)	London (i)	South East (j)	South West (k)
					Region							
Unweighted base	1331	136	57	127	129	138	80	71	96	242	177	79
Weighted base	1289	128*	45*	113*	118*	140*	85*	70*	97*	240	171	82*
Conservative	309 24.0%	14 10.6%	7 15.5%	24 21.2%	34 28.6%a	41 29.0%a	19 22.7%	9 13.6%	27 28.2%a	65 27.0%a	54 31.5%a bg	15 18.9%
Labour	635 49.3%	35 27.4%	29 65.3%a dj	70 61.6%a dj	49 41.3%	77 54.9%a	42 48.9%a	43 61.9%a d	49 50.1%a	118 49.2%a	78 45.3%a	46 56.6%a
Liberal Democrat	148 11.5%	27 20.8%bc e	2 4.0%	10 8.7%	16 13.9%e	7 4.9%	9 11.1%	5 7.8%	9 9.3%	28 11.8%	25 14.8%e	9 11.3%
SNP	40 3.1%	40 31.2%bcde fghijk	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Plaid Cymru	6 0.4%	- -	- -	- -	- -	- -	- -	6 8.2%acde fhijk	- -	- -	- -	- -
The UK Independence Party	62 4.8%	6 4.4%	3 5.6%	2 2.1%	9 7.6%	7 5.2%	9 10.1%cj	2 3.5%	6 5.7%	13 5.4%	4 2.3%	2 2.7%
The Green Party	79 6.2%	7 5.7%	3 6.7%	6 5.2%	8 7.0%	8 5.8%	6 6.9%	3 4.9%	6 6.7%	13 5.3%	10 5.7%	9 10.6%
The British National Party	4 0.3%	- -	1 2.9%	- -	1 0.5%	* 0.2%	- -	- -	- -	1 0.3%	1 0.4%	- -
Some other party	5 0.4%	- -	- -	1 1.2%	1 1.0%	- -	* 0.3%	- -	- -	2 1.0%	- -	- -

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k
* small base

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Opinion Poll
ONLINE Fieldwork : 2nd - 29th January 2015

Absolutes/col percents

Table 5
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)
FILTER: Age: 35-44

	Total	Scot-land (a)	North East (b)	North West (c)	York-shire & Humb-erside (d)	West Mid-lands (e)	East Mid-lands (f)	Wales (g)	East-ern (h)	London (i)	South East (j)	South West (k)
										Region		
Unweighted base	1583	173	53	182	162	131	130	69	131	204	204	145
Weighted base	1424	140	38*	166	155	110*	121*	59*	116*	225	175	118*
Conservative	361 25.4%	23 16.3%	8 21.1%	38 23.2%	41 26.7%	28 25.7%	23 18.6%	15 26.3%	43 37.1%a cfk	62 27.7%a fk	56 32.1%a fk	22 18.9%
Labour	644 45.3%	56 39.8%	23 60.2%a hj	99 59.4%a fhij	80 51.5%h j	52 47.5%j	53 44.0%	27 45.8%	39 33.5%	101 44.7%	60 34.2%	55 46.7%
Liberal Democrat	141 9.9%	9 6.2%	1 2.5%	6 3.7%	7 4.3%	16 14.2%c d	13 11.1%c	5 8.4%	11 9.4%	32 14.3%a cd	21 11.9%c d	20 17.1%abcd
SNP	43 3.0%	43 30.7%bcde fghijk	-	-	-	-	-	-	-	-	-	-
Plaid Cymru	2 0.1%	-	-	-	-	-	-	2 2.8%ij	-	-	-	-
The UK Independence Party	144 10.1%	7 5.0%	4 10.4%	15 9.0%	18 11.3%	8 7.6%	17 14.1%a	7 12.4%	18 15.0%a	20 8.8%	19 10.8%	12 10.2%
The Green Party	76 5.3%	2 1.4%	2 5.8%	8 4.8%	8 5.3%	5 4.5%	12 9.9%ai	3 4.3%	5 4.7%	7 3.2%	15 8.8%a	8 7.0%a
The British National Party	3 0.2%	-	-	-	1 0.9%	-	1 1.2%	-	-	-	-	-
Some other party	10 0.7%	1 0.6%	-	-	-	1 0.5%	1 1.2%	-	* 0.3%	2 1.1%	4 2.2%	* 0.1%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k
* small base

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Opinion Poll
ONLINE Fieldwork : 2nd - 29th January 2015

Absolutes/col percents

Table 5
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)
FILTER: Age: 45-54

	Total	Region										
		Scot- land (a)	North East (b)	North West (c)	York- shire & Humb- erside (d)	West Mid- lands (e)	East Mid- lands (f)	Wales (g)	East- ern (h)	London (i)	South East (j)	South West (k)
Unweighted base	1951	232	77	213	157	168	169	94	209	180	289	162
Weighted base	1733	186	69*	198	147	153	157	83*	168	180	247	147*
Conservative	523 30.2%	30 16.0%	11 16.6%	53 26.9%a	38 26.1%a	39 25.7%	55 35.3%a bh	19 22.5%	38 22.9%	77 42.9%a bcdegh	115 46.6%a bcdegh k	46 31.6%a
Labour	601 34.7%	53 28.7%	48 69.3%a cdefhi jk	92 46.4%a fhijk	53 36.4%j	55 35.8%j	53 33.8%j	43 52.6%a defhij k	50 29.8%j	60 33.1%j	48 19.3%	46 31.6%j
Liberal Democrat	140 8.1%	7 3.7%	1 1.4%	20 9.9%ag	13 8.7%g	7 4.6%	7 4.4%	1 0.9%	15 9.0%g	24 13.3%a befg	28 11.3%a bfg	18 12.3%abfg
SNP	81 4.7%	81 43.7%bcde fghijk	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Plaid Cymru	8 0.5%	- -	- -	- -	- -	- -	- -	8 9.8%abcd efhijk	- -	- -	- -	- -
The UK Independence Party	294 16.9%	8 4.1%	6 8.6%	24 12.0%a bcgi	37 25.1%a bcfgij k	49 31.9%a bcfgij k	29 18.6%a i	9 10.9%	41 24.6%ab cgi	14 7.8%	50 20.2%a i	27 18.5%ai
The Green Party	69 4.0%	7 3.7%	* 0.7%	5 2.3%	5 3.1%	3 1.6%	8 5.2%	1 1.1%	22 13.1%ab cdefgij	5 2.9%	6 2.4%	8 5.5%
The British National Party	11 0.7%	- -	2 3.4%ai j	* 0.2%	1 0.6%	- -	4 2.7%j	2 2.3%j	1 0.6%	- -	- -	1 0.5%
Some other party	6 0.3%	- -	- -	4 2.3%	- -	1 0.4%	- -	- -	- -	- -	1 0.2%	- -

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k
***** small base**

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Opinion Poll
ONLINE Fieldwork : 2nd - 29th January 2015

Absolutes/col percents

Table 5
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)
FILTER: Age: 55-64

	Total	Region										
		Scot-land (a)	North East (b)	North West (c)	York-shire & Humb-erside (d)	West Mid-lands (e)	East Mid-lands (f)	Wales (g)	East-ern (h)	London (i)	South East (j)	South West (k)
Unweighted base	1783	226	76	168	164	121	116	125	203	152	279	154
Weighted base	1550	168	71*	164	143	108*	99*	105*	198	136	228	130
Conservative	572 36.9%	37 22.0%	19 26.9%	56 34.1%a	38 26.6%	39 36.4%a	49 49.8%a bcdgi	28 26.7%	93 46.8%a bcdgi	42 30.7%	111 48.9%a bcdgi	60 46.0%abdgi
Labour	477 30.8%	53 31.2%j	34 48.1%a efhijk	68 41.4%f hjk	56 39.3%f hjk	31 28.8%	25 25.4%	53 50.9%a efhijk	42 21.4%	41 30.1%j	42 18.4%	31 24.2%
Liberal Democrat	129 8.3%	8 4.8%	6 8.4%	14 8.8%	5 3.2%	10 9.1%	8 8.4%	5 5.2%	19 9.8%d	13 9.2%	27 11.9%a d	13 10.0%d
SNP	66 4.3%	66 39.2%bcde fghijk	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Plaid Cymru	6 0.4%	- -	- -	- -	- -	- -	- -	6 5.9%acde fhijk	- -	- -	- -	- -
The UK Independence Party	235 15.1%	3 1.5%	6 8.0%a	20 12.5%a	37 26.2%a bcfgk	20 18.0%a	14 14.0%a	9 8.9%a	39 19.5%a g	27 19.5%a g	41 18.2%a g	19 14.7%a
The Green Party	61 3.9%	2 1.3%	5 7.6%a	5 3.2%	7 4.7%	6 5.9%a	2 2.4%	2 2.4%	5 2.4%	14 10.4%ac fghj	6 2.4%	6 4.4%
The British National Party	2 0.1%	- -	1 1.0%	* *	- -	1 0.5%	- -	- -	- -	- -	- -	1 0.6%
Some other party	2 0.2%	- -	- -	- -	- -	1 1.3%	* 0.1%	- -	- -	- -	1 0.3%	* 0.2%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k
* small base

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Opinion Poll
ONLINE Fieldwork : 2nd - 29th January 2015

Absolutes/col percents

Table 5
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)
FILTER: Age: 65+

	Total	Region										
		Scot-land (a)	North East (b)	North West (c)	York-shire & Humb-erside (d)	West Mid-lands (e)	East Mid-lands (f)	Wales (g)	East-ern (h)	London (i)	South East (j)	South West (k)
Unweighted base	2711	273	97	310	210	220	193	126	293	238	466	285
Weighted base	2481	246	91*	280	195	187	191	103	280	260	394	255
Conservative	1076 43.4%	65 26.5%	36 39.7%	105 37.6%a	71 36.3%a cd	93 49.7%a cd	77 40.6%a	49 48.1%a	118 42.0%a	112 43.0%a	223 56.7%a bcdfhi	126 49.4%acd
Labour	567 22.9%	65 26.3%h jk	28 31.1%h jk	98 34.9%e fghjk	60 30.9%f hjk	45 23.9%j k	37 19.3%	23 22.0%	45 16.2%	69 26.5%h jk	60 15.3%	38 14.8%
Liberal Democrat	200 8.1%	20 8.2%	5 5.0%	13 4.5%	15 7.8%	11 6.0%	22 11.4%cg	4 3.5%	21 7.5%	28 10.9%cg	32 8.2%	29 11.5%cg
SNP	69 2.8%	69 27.9%bcde fghijk	-	-	-	-	-	-	-	-	-	-
Plaid Cymru	5 0.2%	-	-	-	-	-	-	5 5.3%acde fhijk	-	-	-	-
The UK Independence Party	456 18.4%	15 6.2%	20 21.9%a	49 17.5%a i	46 23.6%a cij	35 18.7%a	50 26.2%a cij	18 17.5%a	71 25.3%a	34 13.2%a	65 16.6%a	53 20.6%a
The Green Party	95 3.8%	12 4.8%d	2 2.3%	12 4.2%	2 1.1%	3 1.7%	5 2.5%	4 3.7%	19 6.9%de j	16 6.2%de	11 2.8%	10 3.7%
The British National Party	9 0.4%	-	-	4 1.3%	1 0.3%	* 0.1%	-	-	3 1.2%	-	1 0.3%	-
Some other party	3 0.1%	-	-	-	-	-	-	-	2 0.8%	* 0.2%	1 0.2%	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k
* small base

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ONLINE Fieldwork : 2nd - 29th January 2015

Table 5
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)
FILTER: SEG: AB

	Total	Region										
		Scot-land (a)	North East (b)	North West (c)	York-shire & Humb-erside (d)	West Mid-lands (e)	East Mid-lands (f)	Wales (g)	East-ern (h)	London (i)	South East (j)	South West (k)
Unweighted base	3138	382	110	365	252	263	155	126	268	442	519	256
Weighted base	2729	295	90*	299	218	237	140	106*	249	439	431	224
Conservative	1061 38.9%	89 30.1%	26 29.3%	121 40.4%a	85 39.2%a	90 38.0%	54 38.6%	32 30.1%	101 40.4%a	156 35.4%	200 46.5%a bgi	107 47.6%abgi
Labour	797 29.2%	61 20.7%	52 58.1%a cdefgh ijk	104 34.7%a fhjk	69 31.5%a hjk	81 34.2%a hjk	34 24.4%	45 42.1%a fhjk	53 21.1%	163 37.2%a fhjk	93 21.5%	42 18.8%
Liberal Democrat	336 12.3%	26 8.9%	2 2.8%	27 9.0%	22 9.9%b	30 12.9%b	15 10.9%b	10 9.5%	28 11.3%b	68 15.5%a bc	66 15.3%a bc	41 18.1%abcd
SNP	99 3.6%	99 33.4%bcde fghijk	-	-	-	-	-	-	-	-	-	-
Plaid Cymru	6 0.2%	-	-	-	-	-	-	6 5.9%abcd efhijk	-	-	-	-
The UK Independence Party	285 10.4%	8 2.6%	7 7.8%a	26 8.8%a	29 13.2%ai	23 9.6%a	30 21.3%ab cegijk	8 7.6%a	53 21.3%ab cdegijk	32 7.4%a	48 11.1%a	21 9.5%a
The Green Party	136 5.0%	13 4.2%	2 2.0%	17 5.7%	12 5.7%	10 4.3%	7 4.7%	5 4.9%	14 5.7%	19 4.3%	24 5.7%	13 5.8%
The British National Party	1 *	-	-	-	-	-	-	-	-	1 0.2%	-	-
Some other party	9 0.3%	* 0.1%	-	4 1.4%ij	1 0.6%	2 1.0%	-	-	* 0.1%	* 0.1%	-	* 0.1%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k
* small base

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Opinion Poll
ONLINE Fieldwork : 2nd - 29th January 2015

Absolutes/col percents

Table 5
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)
FILTER: SEG: C1

	Total	Scot-land (a)	North East (b)	North West (c)	York-shire & Humb-erside (d)	West Mid-lands (e)	East Mid-lands (f)	Wales (g)	East-ern (h)	London (i)	South East (j)	South West (k)
					Region							
Unweighted base	3052	336	124	281	296	250	219	174	298	374	428	272
Weighted base	2554	248	101*	231	240	199	176	148	261	368	342	240
Conservative	893 35.0%	36 14.5%	33 32.2%a	71 30.7%a	67 28.0%a	73 36.5%a cd	73 41.6%a cd	52 35.5%a	90 34.4%a	122 33.1%a	174 51.0%a bcdegh i	102 42.5%acdi
Labour	883 34.6%	80 32.1%j	42 41.8%f jk	106 45.8%a efhjk	111 46.1%a efhjk	71 35.5%j k	49 27.8%	57 38.3%j k	87 33.5%j	151 41.1%a fjk	69 20.3%	60 25.0%
Liberal Democrat	200 7.8%	12 4.8%	9 9.3%	10 4.3%	13 5.3%	13 6.7%	19 10.9%ac d	9 5.8%	29 11.3%ac d	31 8.5%	33 9.7%ac	21 8.6%
SNP	88 3.5%	88 35.5%bcde fghijk	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Plaid Cymru	9 0.4%	- -	- -	- -	- -	- -	- -	9 6.1%abcd efhijk	- -	- -	- -	- -
The UK Independence Party	313 12.2%	16 6.5%	8 8.0%	30 12.8%a	31 13.0%a	28 14.1%a	23 12.8%a	18 11.9%	44 16.9%ab i	34 9.3%	44 12.8%a	37 15.5%ai
The Green Party	153 6.0%	16 6.6%	8 7.8%	13 5.4%	16 6.5%	14 6.8%	11 6.5%	4 2.4%	10 3.8%	25 6.8%	17 5.0%	20 8.2%g
The British National Party	4 0.2%	- -	1 0.9%	* 0.2%	2 1.0%	- -	- -	- -	* 0.1%	- -	- -	* 0.1%
Some other party	11 0.4%	- -	- -	2 0.7%	- -	1 0.4%	1 0.3%	- -	- -	4 1.2%	4 1.0%	* 0.1%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k
* small base

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ONLINE Fieldwork : 2nd - 29th January 2015

Absolutes/col percents

Table 5
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)
FILTER: SEG: C2

	Total	Region										
		Scot- land (a)	North East (b)	North West (c)	York- shire & Humb- erside (d)	West Mid- lands (e)	East Mid- lands (f)	Wales (g)	East- ern (h)	London (i)	South East (j)	South West (k)
Unweighted base	1769	170	67	209	172	162	146	102	161	183	261	136
Weighted base	2001	190	64*	249	199	185	181	101*	177	233	260	162*
Conservative	599 29.9%	30 16.0%	10 14.9%	69 27.8%a	50 24.9%	53 28.8%a	49 27.3%a	18 17.7%	70 39.3%a bcdg	94 40.5%a bcdfg	96 36.8%a bdg	60 36.9%abg
Labour	766 38.3%	65 34.4%	35 54.1%a fhijk	132 53.0%a dfhijk	77 38.4%h	78 42.2%h	66 36.7%h	54 53.8%a dfhijk	43 24.2%	75 32.3%	87 33.4%	54 33.1%
Liberal Democrat	155 7.7%	22 11.3%eg h	5 7.9%	19 7.7%	15 7.7%	6 3.0%	15 8.3%	2 2.4%	5 3.1%	22 9.2%	21 8.1%	23 14.1%egh
SNP	61 3.1%	61 32.2%bcde fghijk	-	-	-	-	-	-	-	-	-	-
Plaid Cymru	7 0.4%	-	-	-	-	-	-	7 7.0%acde fhijk	-	-	-	-
The UK Independence Party	321 16.1%	11 5.6%	10 15.6%a	24 9.8%	52 26.3%a cijk	42 22.6%a c	33 18.4%a	15 14.9%a	42 23.7%a cik	31 13.4%	41 15.8%a	20 12.2%
The Green Party	85 4.3%	1 0.6%	4 6.0%a	4 1.4%	5 2.7%	6 3.2%	15 8.5%ac	3 3.1%	17 9.7%ac de	10 4.3%	14 5.3%a	6 3.7%
The British National Party	5 0.2%	-	1 1.5%	1 0.2%	-	1 0.3%	1 0.6%	1 1.2%	-	* *	1 0.2%	-
Some other party	2 0.1%	-	-	-	-	-	* 0.2%	-	-	1 0.2%	1 0.5%	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k
* small base

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Opinion Poll
ONLINE Fieldwork : 2nd - 29th January 2015

Absolutes/col percents

Table 5
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)
FILTER: SEG: DE

	Total	Scot-land (a)	North East (b)	North West (c)	York-shire & Humb-erside (d)	West Mid-lands (e)	East Mid-lands (f)	Wales (g)	East-ern (h)	London (i)	South East (j)	South West (k)
						Region						
Unweighted base	2376	225	107	250	206	214	216	132	266	168	343	249
Weighted base	2001	185	95*	218	175	170	197	99*	219	157	294	194
Conservative	537 26.8%	33 17.8%	22 23.4%	36 16.4%	36 20.5%	49 29.0%a c	58 29.4%a c	20 20.4%	76 34.9%a cdgk	42 26.7%c	120 40.9%a bcdefg ik	44 22.7%
Labour	821 41.0%	63 34.3%	49 52.1%a hj	118 54.3%a fhjk	80 46.1%a hj	75 44.2%h j	79 40.4%h j	55 55.9%a fhjk	60 27.3%	75 47.6%a hj	85 28.8%	81 41.6%hj
Liberal Democrat	134 6.7%	13 7.0%	1 0.9%	13 5.8%	10 5.6%	10 5.7%	15 7.5%	4 4.0%	16 7.4%	11 7.0%	25 8.3%b	18 9.4%b
SNP	67 3.3%	67 36.2%bcde fghijk	-	-	-	-	-	-	-	-	-	-
Plaid Cymru	6 0.3%	-	-	-	-	-	-	6 6.0%abcd efhijk	-	-	-	-
The UK Independence Party	311 15.5%	5 2.9%	14 15.1%a i	38 17.6%a i	40 22.9%a gi	30 17.9%a i	34 17.2%ai	9 9.5%a	39 17.9%ai	12 7.8%	52 17.8%a i	35 18.3%ai
The Green Party	100 5.0%	3 1.4%	6 6.0%	10 4.4%	8 4.4%	5 2.7%	5 2.7%	3 3.0%	21 9.7%a efj	17 10.6%ac efgj	10 3.3%	14 7.3%a
The British National Party	20 1.0%	-	2 2.6%	3 1.5%	1 0.5%	1 0.3%	5 2.4%	1 1.2%	4 1.9%	-	1 0.4%	1 0.6%
Some other party	6 0.3%	1 0.3%	-	-	-	* 0.2%	1 0.4%	-	2 1.0%	* 0.3%	1 0.3%	* 0.2%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k
* small base

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Opinion Poll
ONLINE Fieldwork : 2nd - 29th January 2015

Table 5
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)
FILTER: Work Status: NET: Working

	Total	Scot-land (a)	North East (b)	North West (c)	York-shire & Humb-erside (d)	West Mid-lands (e)	East Mid-lands (f)	Wales (g)	East-ern (h)	London (i)	South East (j)	South West (k)
								Region				
Unweighted base	5398	610	196	557	479	497	366	285	477	730	757	443
Weighted base	5043	512	156	515	464	467	353	259	451	761	709	395
Conservative	1572 31.2%	82 16.1%	31 20.2%	152 29.5%a b	132 28.4%a b	147 31.4%a	115 32.5%a bg	62 23.8%a	146 32.4%a bg	262 34.4%a bg	307 43.3%a bcdefg hik	137 34.5%abg
Labour	1918 38.0%	181 35.3%j	91 58.2%a defhij k	257 49.8%a defhij k	186 40.1%h j	170 36.4%j	124 35.0%j	134 51.8%a defhij k	140 31.1%	311 40.8%h j	189 26.7%	136 34.4%j
Liberal Democrat	468 9.3%	40 7.7%b	5 2.9%	38 7.3%	41 8.8%b	43 9.3%b	33 9.3%b	15 5.8%	40 9.0%b	93 12.2%a bcg	80 11.3%b cg	41 10.4%b
SNP	174 3.5%	174 34.0%bcde fghijk	- -	-	-	-	-	-	-	-	-	-
Plaid Cymru	18 0.4%	-	-	-	-	-	-	18 7.1%abcd efhijk	-	-	-	-
The UK Independence Party	612 12.1%	19 3.7%	16 10.5%a	45 8.8%a cgi	78 16.8%a cgi	80 17.1%a cgi	51 14.3%ac i	23 8.9%a	90 20.0%ab cgijk	62 8.1%a	95 13.5%a ci	53 13.4%ai
The Green Party	242 4.8%	16 3.1%	10 6.4%g	17 3.4%	24 5.2%	24 5.2%	24 6.8%ac g	5 1.9%	32 7.0%ac g	31 4.1%	31 4.4%	27 6.8%acg
The British National Party	16 0.3%	-	3 1.9%ac ehij	* 0.1%	2 0.4%	* 0.1%	5 1.5%ac eij	2 0.7%	1 0.2%	1 0.1%	1 0.1%	1 0.3%
Some other party	21 0.4%	* 0.1%	-	6 1.1%	1 0.3%	2 0.5%	2 0.5%	-	1 0.3%	3 0.4%	5 0.7%	* 0.1%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k

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ONLINE Fieldwork : 2nd - 29th January 2015

Absolutes/col percents

Table 5
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)
FILTER: Work Status: Working full time - working 30 hours per week or more

	Total	Scotland (a)	North East (b)	North West (c)	York-shire & Humb-erside (d)	West Mid-lands (e)	East Mid-lands (f)	Wales (g)	East-ern (h)	London (i)	South East (j)	South West (k)
						Region						
Unweighted base	4002	431	153	411	364	373	274	216	342	589	562	287
Weighted base	4097	401	131	414	381	377	293	218	357	658	577	289
Conservative	1256 30.6%	58 14.4%	23 17.6%	119 28.7%ab	113 29.5%ab	106 28.0%ab	96 32.6%abg	46 21.2%	117 32.7%abg	238 36.1%abceg	249 43.2%abcdefghik	93 32.2%abg
Labour	1585 38.7%	143 35.7%j	81 61.9%adefhijk	214 51.7%adefhijk	149 39.1%j	147 38.9%j	100 34.0%	118 54.1%adefhijk	114 32.0%	261 39.7%j	158 27.3%	100 34.4%
Liberal Democrat	374 9.1%	32 8.1%b	3 1.9%	28 6.7%	30 7.8%b	37 9.8%b	27 9.3%b	13 6.1%	28 7.7%b	81 12.4%bcg	67 11.6%bc	28 9.8%b
SNP	141 3.5%	141 35.3%bcdefghijk	-	-	-	-	-	-	-	-	-	-
Plaid Cymru	16 0.4%	-	-	-	-	-	-	16 7.1%abcdefhijk	-	-	-	-
The UK Independence Party	503 12.3%	16 4.1%	13 9.9%a	36 8.6%a	66 17.3%acgi	64 16.9%acgi	44 15.0%aci	20 9.2%a	72 20.2%abcgij	48 7.3%	76 13.1%ai	48 16.5%acgi
The Green Party	192 4.7%	9 2.4%	9 6.7%ag	12 2.8%	22 5.7%ag	21 5.6%	22 7.3%acg	4 1.7%	26 7.3%acg	27 4.0%	22 3.8%	19 6.7%acg
The British National Party	13 0.3%	-	3 1.9%acehij	* 0.1%	1 0.3%	* 0.1%	4 1.5%aij	2 0.7%	-	1 0.1%	1 0.1%	1 0.4%
Some other party	19 0.5%	* 0.1%	-	6 1.4%	1 0.3%	2 0.7%	1 0.4%	-	-	3 0.4%	5 0.8%	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k

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Opinion Poll
ONLINE Fieldwork : 2nd - 29th January 2015

Table 5
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)
FILTER: Work Status: Working part time - working between 8 and 29 hours per week

	Total	Scot-land (a)	North East (b)	North West (c)	York-shire & Humb-erside (d)	West Mid-lands (e)	East Mid-lands (f)	Wales (g)	East-ern (h)	London (i)	South East (j)	South West (k)
Unweighted base	1395	178	43	146	115	124	92	69	135	140	195	156
Weighted base	946	111	25**	101	83*	90*	59*	41*	94*	104	132	106
Conservative	317 33.5%	25 22.4%	8 33.6%	33 33.1%	19 23.2%	41 45.7%a di	19 31.9%	16 38.3%a	29 31.2%	24 23.3%	58 44.1%a di	43 40.9%adi
Labour	334 35.3%	37 33.7%	10 38.4%	42 41.8%e hj	37 45.1%e hj	23 25.9%	24 40.4%j	16 39.6%j	26 27.6%	50 47.9%a ehjk	31 23.8%	36 34.4%
Liberal Democrat	95 10.0%	7 6.5%	2 7.9%	10 10.0%	11 13.5%	6 7.0%	6 9.6%	2 4.3%	13 13.6%	11 10.9%	13 10.1%	13 12.1%
SNP	33 3.4%	33 29.3%cdef ghijk	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Plaid Cymru	3 0.3%	- -	- -	- -	- -	- -	- -	3 6.8%acde fhijk	- -	- -	- -	- -
The UK Independence Party	110 11.6%	3 2.3%	3 13.3%	10 9.5%a k	12 14.3%a k	16 18.0%a k	7 11.2%a	3 7.3%	18 18.9%a k	14 13.3%a k	20 14.9%ak	5 5.1%
The Green Party	50 5.3%	7 5.9%	1 5.3%	6 5.7%	2 2.9%	3 3.4%	2 3.9%	1 3.5%	6 6.1%	5 4.6%	9 7.1%	8 7.1%
The British National Party	3 0.4%	- -	* 1.4%	- -	1 1.0%	- -	1 1.7%	* 0.3%	1 1.0%	* 0.1%	* 0.1%	- -
Some other party	3 0.3%	- -	- -	- -	- -	- -	1 1.3%	- -	1 1.5%	- -	- -	* 0.4%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k
* small base; ** very small base (under 30) ineligible for sig testing

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Opinion Poll
ONLINE Fieldwork : 2nd - 29th January 2015

Absolutes/col percents

Table 5
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)
FILTER: Work Status: NET: Not working

	Total	Scot-land (a)	North East (b)	North West (c)	York-shire & Humb-erside (d)	West Mid-lands (e)	East Mid-lands (f)	Wales (g)	East-ern (h)	London (i)	South East (j)	South West (k)
										Region		
Unweighted base	4938	504	211	547	447	393	371	248	517	438	793	470
Weighted base	4243	407	194	482	367	323	341	195	456	436	618	424
Conservative	1517 35.7%	106 26.0%	59 30.5%	145 30.0%	106 28.9%	118 36.7%a d	120 35.2%a	61 31.2%	191 41.8%a bcdg	152 34.8%a	284 45.9%a bcdefg i	176 41.4%abcdg
Labour	1349 31.8%	89 21.9%	88 45.3%a fhijk	204 42.3%a fhjk	150 40.8%a fhjk	134 41.6%a fhjk	105 30.9%a hjk	77 39.5%a hjk	102 22.4%	154 35.4%a hjk	145 23.5%	100 23.6%
Liberal Democrat	356 8.4%	33 8.1%	13 6.8%	31 6.5%	19 5.1%	16 4.8%	31 9.2%	10 5.1%	39 8.5%	39 9.0%	64 10.4%c deg	61 14.4%abcdeghi
SNP	141 3.3%	141 34.6%bcde fghijk	-	-	-	-	-	-	-	-	-	-
Plaid Cymru	10 0.2%	-	-	-	-	-	-	10 5.1%abcd efhijk	-	-	-	-
The UK Independence Party	618 14.6%	21 5.2%	23 11.9%a	73 15.2%a	75 20.3%a beijk	43 13.3%a	69 20.2%a beij	27 13.8%a	89 19.4%a beij	48 11.1%a	90 14.5%a	61 14.3%a
The Green Party	232 5.5%	17 4.1%	9 4.7%	25 5.3%	17 4.6%	10 3.0%	15 4.4%	10 5.0%	31 6.8%e	39 9.1%ac defj	34 5.4%	26 6.1%
The British National Party	13 0.3%	-	1 0.7%	4 0.8%	1 0.4%	1 0.2%	* 0.1%	1 0.3%	3 0.7%	-	1 0.2%	* 0.1%
Some other party	7 0.2%	1 0.1%	-	-	-	1 0.4%	-	-	1 0.3%	3 0.6%	1 0.2%	* 0.1%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k

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Opinion Poll
ONLINE Fieldwork : 2nd - 29th January 2015

Absolutes/col percents

Table 5
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)
FILTER: Work Status: Not working but seeking work or temporarily unemployed or sick

	Total	Scotland (a)	North East (b)	North West (c)	Yorkshire & Humberside (d)	West Midlands (e)	East Midlands (f)	Wales (g)	Eastern (h)	London (i)	South East (j)	South West (k)
Unweighted base	475	61	25	43	25	33	35	25	36	41	96	53
Weighted base	394	53*	22**	35**	14**	28**	32**	19**	25**	41**	84*	42*
Conservative	74 18.7%	11 21.1%	* 2.0%	5 14.0%	* 3.5%	2 6.1%	3 8.0%	2 10.6%	7 26.6%	11 27.4%	23 27.7%	9 21.9%
Labour	181 45.9%	11 21.8%	18 81.9%	23 64.9%	5 34.0%	19 67.6%	21 65.4%	11 55.0%	5 19.1%	19 46.7%	30 35.2%	21 49.4%a
Liberal Democrat	32 8.0%	5 8.7%	1 2.8%	2 6.2%	4 26.6%	1 5.3%	5 14.5%	2 11.3%	2 6.3%	2 5.4%	9 10.2%	-
SNP	22 5.6%	22 42.4%jk	-	-	-	-	-	-	-	-	-	-
Plaid Cymru	* *	-	-	-	-	-	-	* 0.9%	-	-	-	-
The UK Independence Party	48 12.1%	3 6.1%	* 1.6%	4 12.0%	4 29.2%	4 14.0%	3 8.8%	2 9.6%	4 16.4%	3 6.1%	13 15.2%	8 18.9%
The Green Party	34 8.6%	-	3 11.7%	1 2.8%	1 6.7%	2 6.9%	1 3.3%	2 9.2%	8 31.7%	4 9.6%	9 10.5%a	4 8.9%
The British National Party	1 0.3%	-	-	* *	-	-	-	1 3.5%	-	-	-	* 0.9%
Some other party	3 0.8%	-	-	-	-	* 0.1%	-	-	-	2 4.8%	1 1.2%	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k
* small base; ** very small base (under 30) ineligible for sig testing

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Opinion Poll
ONLINE Fieldwork : 2nd - 29th January 2015

Absolutes/col percents

Table 5
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)
FILTER: Work Status: Not working and not seeking work/ Student

| | Total | Region | | | | | | | | | | |
		Scot-land (a)	North East (b)	North West (c)	York-shire & Humb-erside (d)	West Mid-lands (e)	East Mid-lands (f)	Wales (g)	East-ern (h)	London (i)	South East (j)	South West (k)
Unweighted base	740	72	38	77	75	69	51	43	53	94	107	62
Weighted base	585	54*	31**	61*	58*	47*	38*	32**	47*	89*	75*	52*
Conservative	145 24.7%	15 27.3%	7 23.2%	8 12.9%	11 18.5%	6 13.5%	9 22.5%	2 6.4%	10 22.0%	29 32.2%ce	25 33.8%ce	23 43.6%cde
Labour	234 39.9%	10 18.3%	17 52.9%	30 48.2%ak	29 51.0%ak	28 59.0%aijk	18 47.6%ak	18 57.2%	20 41.5%ak	31 35.1%ak	27 36.7%ak	5 10.4%
Liberal Democrat	65 11.1%	7 12.2%d	2 7.0%	6 9.8%	1 1.4%	4 8.5%	4 11.2%d	3 10.8%	11 24.0%dij	8 8.7%	6 8.4%	12 24.0%dij
SNP	18 3.2%	18 34.0%cdefhijk	-	-	-	-	-	-	-	-	-	-
Plaid Cymru	2 0.4%	-	-	-	-	-	-	2 6.8%	-	-	-	-
The UK Independence Party	42 7.2%	-	1 4.6%	9 13.9%a	7 11.5%a	4 8.2%a	3 7.8%a	4 12.7%	4 7.9%	4 4.9%	5 6.4%	2 3.2%
The Green Party	76 13.1%	4 8.1%	4 12.3%	9 15.2%	9 16.5%	4 8.2%	4 10.9%	2 6.1%	2 4.7%	17 18.8%	11 14.7%	9 18.2%
The British National Party	1 0.1%	-	-	* 0.1%	1 1.2%	-	-	-	-	-	-	-
Some other party	2 0.3%	-	-	-	-	1 2.7%	-	-	-	* 0.4%	-	* 0.5%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k
* small base; ** very small base (under 30) ineligible for sig testing

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Opinion Poll
ONLINE Fieldwork : 2nd - 29th January 2015

Table 5
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)
FILTER: Work Status: Retired on a state pension only

	Total	Scot-land (a)	North East (b)	North West (c)	York-shire & Humb-erside (d)	West Mid-lands (e)	East Mid-lands (f)	Wales (g)	East-ern (h)	London (i)	South East (j)	South West (k)
					Region							
Unweighted base	686	45	24	89	56	62	63	27	91	47	87	94
Weighted base	597	36*	33**	82*	49*	53*	58*	16**	79*	46*	70*	75*
Conservative	217 36.4%	8 23.1%	13 38.2%	22 26.5%	13 27.1%	19 36.2%	19 33.2%	7 41.3%	27 34.0%	20 44.3%	37 53.6%a cdfh	32 42.3%
Labour	163 27.3%	4 11.3%	8 25.5%	36 44.4%a hjk	15 31.2%a j	21 40.4%a jk	16 27.7%j	3 20.0%	20 25.0%	16 34.9%a j	8 11.8%	14 19.1%
Liberal Democrat	27 4.5%	3 8.1%c	3 8.0%	-	-	-	5 8.7%c	-	3 4.2%	2 3.6%	1 1.0%	11 14.1%cdehj
SNP	19 3.1%	19 51.4%cdef hijk	-	-	-	-	-	-	-	-	-	-
Plaid Cymru	3 0.5%	-	-	-	-	-	-	3 19.1%	-	-	-	-
The UK Independence Party	140 23.5%	2 6.0%	9 28.3%	16 19.3%	20 41.0%a ceik	10 19.5%	15 25.2%a	3 19.5%	22 28.2%a	6 13.6%	20 28.4%a	16 21.7%a
The Green Party	19 3.1%	-	-	5 5.9%	* 0.6%	2 3.9%	3 5.2%	-	3 3.2%	1 2.6%	2 3.5%	2 2.9%
The British National Party	8 1.3%	-	-	3 3.9%	-	-	-	-	3 4.3%	-	1 1.7%	-
Some other party	1 0.2%	-	-	-	-	-	-	-	1 1.1%	* 1.1%	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k
* small base; ** very small base (under 30) ineligible for sig testing

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Opinion Poll
ONLINE Fieldwork : 2nd - 29th January 2015

Absolutes/col percents

Table 5
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)
FILTER: Work Status: Retired with a private pension

	Total	Scot-land (a)	North East (b)	North West (c)	York-shire & Humb-erside (d)	West Mid-lands (e)	East Mid-lands (f)	Wales (g)	East-ern (h)	London (i)	South East (j)	South West (k)
						Region						
Unweighted base	2305	259	98	251	203	169	159	123	241	202	399	201
Weighted base	2049	209	90*	226	175	141	161	99*	232	209	316	190
Conservative	922 45.0%	60 28.8%	38 42.0%a	89 39.5%a	70 39.8%a	78 55.2%a cdi	76 47.3%a	47 47.2%a	113 48.5%a	81 38.8%a	175 55.4%a bcdi	96 50.4%aci
Labour	471 23.0%	45 21.5%	34 38.1%a efhjk	75 33.0%a fhjk	56 32.0%a fhjk	33 23.4%	26 16.1%	25 24.8%	37 16.0%	54 25.9%f hk	58 18.2%	29 15.1%
Liberal Democrat	192 9.4%	15 7.3%	8 8.8%	16 7.0%	13 7.3%	10 7.2%	16 10.2%g	3 2.9%	22 9.5%g	27 13.1%c g	36 11.3%g	25 13.4%cg
SNP	63 3.1%	63 30.0%bcde fghijk	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Plaid Cymru	4 0.2%	- -	- -	- -	- -	- -	- -	4 3.7%acde fhijk	- -	- -	- -	- -
The UK Independence Party	310 15.1%	14 6.5%	8 8.8%	38 16.7%a	30 17.2%a	19 13.2%a	39 24.1%a beij	17 17.0%a	45 19.5%a bj	29 13.8%a	40 12.8%a	32 16.8%a
The Green Party	85 4.2%	12 5.8%ej	2 2.4%	8 3.6%	6 3.3%	1 0.8%	4 2.4%	4 4.4%	15 6.4%ej	18 8.4%ef j	7 2.3%	8 4.2%
The British National Party	1 0.1%	- -	- -	1 0.2%	1 0.3%	* 0.1%	- -	- -	- -	- -	- -	- -
Some other party	* *	- -	- -	- -	- -	- -	- -	- -	* 0.2%	- -	- -	- -

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k
* small base

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Opinion Poll
ONLINE Fieldwork : 2nd - 29th January 2015

Absolutes/col percents

Table 5
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)
FILTER: Work Status: House person, housewife, househusband, etc.

					Region							
	Total	Scot-land (a)	North East (b)	North West (c)	York-shire & Humb-erside (d)	West Mid-lands (e)	East Mid-lands (f)	Wales (g)	East-ern (h)	London (i)	South East (j)	South West (k)
Unweighted base	732	67	25	88	88	60	62	28	96	53	104	60
Weighted base	618	54*	18**	78*	72*	54*	52*	27**	71*	50*	74*	65*
Conservative	159 25.7%	11 20.2%	1 6.6%	21 26.9%	12 16.7%	14 24.9%	14 26.1%	3 10.6%	34 47.4%a cdefik	10 20.6%	23 30.8%	16 24.9%
Labour	300 48.6%	19 34.1%	11 60.0%	41 52.1%h j	45 61.6%a hj	33 61.4%a hj	25 47.0%	20 72.8%	21 29.3%	33 66.6%a hj	22 30.1%	31 47.5%
Liberal Democrat	41 6.6%	4 6.6%	-	7 9.2%h	1 1.9%	-	1 1.7%	1 4.9%	1 0.7%	-	13 17.9%d efhi	13 19.6%defhi
SNP	19 3.0%	19 34.4%cdef hijk	-	-	-	-	-	-	-	-	-	-
Plaid Cymru	1 0.1%	-	-	-	-	-	-	1 2.9%	-	-	-	-
The UK Independence Party	78 12.6%	2 3.8%	4 22.2%	7 8.9%	14 19.2%a k	6 11.4%	10 18.9%ak	1 2.9%	13 18.4%a k	6 12.9%	12 15.9%	3 4.1%
The Green Party	18 2.9%	-	1 3.1%	2 2.9%	* 0.4%	1 1.3%	3 5.5%	2 5.9%	3 4.2%	-	4 5.3%	3 3.9%
The British National Party	3 0.4%	-	1 8.0%	-	* 0.2%	1 1.0%	* 0.8%	-	-	-	-	-
Some other party	1 0.1%	1 1.0%	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k
* small base; ** very small base (under 30) ineligible for sig testing

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Opinion Poll
ONLINE Fieldwork : 2nd - 29th January 2015

Absolutes/col percents

Table 5
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)
FILTER: Ethnicity: White

	Total	Region										
		Scot-land (a)	North East (b)	North West (c)	York-shire & Humb-erside (d)	West Mid-lands (e)	East Mid-lands (f)	Wales (g)	East-ern (h)	London (i)	South East (j)	South West (k)
Unweighted base	9599	1086	397	1047	874	807	699	518	964	865	1458	883
Weighted base	8583	900	339	949	791	715	649	441	883	885	1235	795
Conservative	2961 34.5%	183 20.4%	88 26.0%	292 30.8%a	235 29.8%a	258 36.1%a bcdg	232 35.7%a bdg	119 27.1%a	330 37.4%a bcdg	348 39.4%a bcdg	569 46.1%a bcdefg hik	304 38.3%abcdg
Labour	2807 32.7%	266 29.5%j	172 50.7%a defhij k	424 44.7%a defhij k	309 39.1%a fhijk	242 33.9%h jk	192 29.6%j	205 46.6%a defhij k	228 25.8%	258 29.1%j	288 23.3%	222 28.0%j
Liberal Democrat	783 9.1%	71 7.9%	16 4.8%	64 6.7%	57 7.1%	57 8.0%	62 9.5%bg	23 5.1%	79 9.0%b g	113 12.8%a bcdegh	140 11.3%a bcdeg	102 12.9%abcdegh
SNP	307 3.6%	307 34.1%bcde fghijk	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Plaid Cymru	27 0.3%	- -	- -	- -	- -	- -	- -	27 6.2%abcd efhijk	- -	- -	- -	- -
The UK Independence Party	1198 14.0%	40 4.4%	39 11.6%a	117 12.4%a	150 19.0%a bcgijk	122 17.1%a bcgi	120 18.4%a bcgij	49 11.2%a	177 20.0%a bcgijk	98 11.0%a	173 14.0%a	113 14.3%a
The Green Party	446 5.2%	33 3.6%	19 5.6%	42 4.4%	35 4.4%	31 4.4%	37 5.6%	15 3.4%	62 7.0%ac dgj	66 7.4%ac degj	57 4.7%	50 6.3%ag
The British National Party	30 0.3%	- -	4 1.3%ae ijk	4 0.4%	3 0.4%	1 0.1%	6 0.9%ai j	2 0.5%a	4 0.5%	1 0.1%	2 0.2%	2 0.2%
Some other party	23 0.3%	1 0.1%	- -	6 0.6%	1 0.2%	3 0.4%	2 0.3%	- -	3 0.3%	2 0.2%	6 0.5%	1 0.1%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k

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Opinion Poll
ONLINE Fieldwork : 2nd - 29th January 2015

Absolutes/col percents

Table 5
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)
FILTER: Ethnicity: BME

	Total	Scot-land (a)	North East (b)	North West (c)	York-shire & Humb-erside (d)	West Mid-lands (e)	East Mid-lands (f)	Wales (g)	East-ern (h)	London (i)	South East (j)	South West (k)
Unweighted base	643	18	9	48	45	75	36	12	22	279	76	22
Weighted base	622	10**	9**	44*	34*	70*	42**	10**	17**	292	75*	19**
Conservative	116 18.7%	5 46.3%	2 17.8%	3 7.1%	1 3.5%	7 10.1%	3 6.5%	2 15.6%	5 26.3%	65 22.3%c d	19 25.7%c d	5 27.9%
Labour	426 68.5%	2 18.3%	6 61.4%	35 78.8%j	25 75.1% j	58 83.7%i	37 87.8%	5 53.0%	11 62.5%	191 65.4%	44 58.5%	12 64.2%
Liberal Democrat	36 5.7%	-	2 17.1%	5 12.1%e	3 8.4%e	* 0.5%	2 5.7%	2 23.2%	-	17 5.7%	4 5.3%	-
SNP	3 0.6%	3 35.4%	-	-	-	-	-	-	-	-	-	-
Plaid Cymru	1 0.1%	-	-	-	-	-	-	1 8.2%	-	-	-	-
The UK Independence Party	16 2.5%	-	* 0.6%	* 0.5%	2 7.3%	1 0.8%	-	-	1 6.9%	11 3.7%	* 0.6%	-
The Green Party	19 3.0%	-	* 3.0%	1 1.5%	2 5.7%	2 3.3%	-	-	1 4.3%	4 1.4%	7 9.9%i	2 7.8%
Some other party	5 0.8%	-	-	-	-	1 1.7%	-	-	-	4 1.4%	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k
* small base; ** very small base (under 30) ineligible for sig testing

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Opinion Poll
ONLINE Fieldwork : 2nd - 29th January 2015

Absolutes/col percents

Table 6
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)
FILTER: 2010 Vote: Conservative

	Total	Gender		Age						Social Grade				Region Summary					Employment Sector		Employment Sector Within Gender - Male		Employment Sector Within Gender - Female	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	South East (m)	Mid-lands (n)	North Eng-land (o)	Wales & South West (p)	Scot-land (q)	Public (r)	Pri-vate (s)	Public (t)	Pri-vate (u)	Public (v)	Pri-vate (w)
Unweighted base	3468	1948	1520	117	298	391	635	684	1342	1209	1051	550	657	1044	996	729	513	186	348	1329	154	855	195	473
Weighted base	3217	1880	1336	107*	289	364	594	616	1246	1055	888	680	594	989	947	665	446	169	326	1308	147	896	179*	412
Conservative	2359 73.3%	1323 70.4%	1036 77.5%a	85 78.9%	213 73.8%	260 71.5%	415 69.7%	457 74.2%	930 74.6%	810 76.8%l	649 73.1%	491 72.3%	408 68.7%	781 78.9%n oq	666 70.3%	456 68.6%	336 75.4%o	120 71.2%	230 70.6%	957 73.2%	87 59.3%	638 71.2%t	143 80.0%t	319 77.4%tu
Labour	175 5.4%	97 5.1%	78 5.9%	10 8.9%h	37 12.6%fg h	34 9.3%gh	39 6.6%h	28 4.6%h	27 2.2%	42 4.0%	46 5.2%	37 5.5%	50 8.4%ij	43 4.4%	47 4.9%	48 7.3%m	23 5.1%	14 8.1%	32 9.8%s	71 5.5%	20 13.4%uw	46 5.2%	12 6.8%	25 6.1%
Liberal Democrat	39 1.2%	20 1.1%	19 1.4%	- -	8 2.7%	5 1.2%	7 1.3%	6 0.9%	13 1.1%	13 1.2%	6 0.7%	13 2.0%	6 1.0%	8 0.8%	7 0.8%	9 1.3%	7 1.7%	7 4.4%mn o	3 1.0%	14 1.0%	1 0.8%	6 0.7%	2 1.2%	8 1.8%
SNP	11 0.3%	6 0.3%	4 0.3%	1 1.3%h	2 0.9%	- -	4 0.8%	1 0.1%	2 0.1%	4 0.4%	4 0.5%	1 0.2%	1 0.1%	-	-	-	-	11 6.4%mn op	2 0.5%	6 0.5%	-	4 0.4%	2 0.8%	2 0.5%
Plaid Cymru	* *	- -	* *	- -	* *	- -	- -	- -	- -	- -	* *	- -	- -	-	-	-	* *	-	-	-	-	-	-	-
The UK Independence Party	578 18.0%	404 21.5%b	174 13.0%	6 5.2%	24 8.2%	55 15.1%c d	122 20.5%c d	116 18.9%c d	256 20.5%c d	174 16.5%	165 18.6%	125 18.3%	114 19.2%	147 14.9%q	201 21.2%m q	142 21.3%m q	74 16.6%q	14 8.5%	55 16.8%	238 18.2%	35 23.9%v w	189 21.1%v w	20 11.0%	49 12.0%
The Green Party	47 1.5%	27 1.4%	21 1.5%	6 5.8%fg h	5 1.7%	8 2.3%	5 0.9%	8 1.2%	15 1.2%	11 1.1%	15 1.7%	12 1.7%	10 1.6%	9 0.9%	22 2.3%m	9 1.3%	5 1.1%	2 1.4%	4 1.2%	19 1.4%	4 2.6%	11 1.2%	* 0.1%	8 1.9%
The British National Party	6 0.2%	3 0.2%	3 0.2%	- -	* 0.1%	1 0.3%	1 0.2%	- -	3 0.3%	- -	2 0.2%	* *	4 0.7%i	1 0.1%	3 0.3%	1 0.2%	1 0.2%	-	-	2 0.2%	-	2 0.2%	-	* 0.1%
Some other party	1 *	- -	1 0.1%	- -	- -	1 0.2%	- -	- -	* *	* *	- -	- -	1 0.1%	-	1 0.1%	-	-	-	* 0.1%	1 *	-	-	* 0.1%	1 0.2%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q - r/s - t/u/v/w
* small base

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Opinion Poll
ONLINE Fieldwork : 2nd - 29th January 2015

Absolutes/col percents

Table 6
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)
FILTER: 2010 Vote: Labour

	Total	Gender		Age						Social Grade				Region Summary					Employment Sector		Employment Sector Within Gender - Male		Employment Sector Within Gender - Female	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	South East (m)	Mid-lands (n)	North Eng-land (o)	Wales & South West (p)	Scot-land (q)	Public (r)	Pri-vate (s)	Public (t)	Pri-vate (u)	Public (v)	Pri-vate (w)
Unweighted base	2422	1287	1135	131	425	471	483	435	478	661	667	460	634	564	569	714	289	285	407	1021	212	603	195	419
Weighted base	2306	1265	1040	122*	457	449	434	392	453	581	591	560	574	536	559	660	284	267	405	1028	214	647	191	381
Conservative	102 4.4%	60 4.8%	42 4.0%	10 8.6%de	16 3.6%	13 2.8%	21 4.8%	21 5.3%	21 4.7%	26 4.5%	34 5.7%k	15 2.6%	28 4.8%	24 4.4%pq	42 7.4%pq	30 4.5%pq	4 1.3%	3 1.2%	11 2.8%	43 4.2%	5 2.3%	25 3.8%	7 3.4%	18 4.8%
Labour	1921 83.3%	1027 81.1%	894 86.0%a	103 84.9%	389 85.2%f	389 86.7%f	339 78.1%	327 83.4%	374 82.5%	491 84.4%	487 82.4%	477 85.2%	466 81.2%	469 87.4%nq	457 81.7%q	568 86.1%q	242 85.2%q	185 69.6%	344 84.8%	854 83.0%	179 83.3%	531 82.0%	165 86.4%	323 84.7%
Liberal Democrat	38 1.7%	20 1.6%	18 1.8%	2 1.6%	16 3.6%fgh	9 2.0%	5 1.2%	4 1.0%	2 0.5%	13 2.3%	6 1.0%	6 1.0%	13 2.3%	18 3.3%nq	6 1.0%	11 1.7%	4 1.3%	-	4 1.0%	28 2.7%	1 0.4%	18 2.7%	3 1.8%	10 2.7%
SNP	65 2.8%	42 3.3%	23 2.2%	1 1.1%	18 3.9%	12 2.8%	14 3.1%	9 2.4%	10 2.2%	20 3.4%	19 3.2%	14 2.5%	12 2.1%	-	-	-	-	65 24.2%mnop	12 2.9%	30 2.9%	5 2.6%	22 3.3%	6 3.4%	8 2.2%
Plaid Cymru	2 0.1%	* *	2 0.1%	1 0.8%	1 0.2%	-	*	-	-	-	2 0.3%	-	*	-	-	-	2 0.7%	-	1 0.2%	* *	* 0.1%	* *	1 0.3%	-
The UK Independence Party	127 5.5%	89 7.0%b	38 3.6%	* 0.4%	8 1.7%	20 4.4%	43 10.0%cde	25 6.3%cd	31 6.8%cd	19 3.3%	21 3.6%	39 6.9%ij	48 8.3%ij	12 2.2%	42 7.5%mq	41 6.2%mq	27 9.4%mq	6 2.2%	18 4.5%	58 5.6%	14 6.6%	44 6.8%	4 2.2%	14 3.6%
The Green Party	47 2.0%	23 1.8%	24 2.3%	3 2.6%	7 1.6%	6 1.4%	11 2.5%	5 1.3%	14 3.1%	10 1.7%	22 3.7%il	9 1.6%	6 1.0%	14 2.6%	12 2.1%	7 1.1%	6 2.2%	8 2.8%	12 3.1%	15 1.5%	8 3.6%	8 1.2%	5 2.5%	7 1.9%
The British National Party	2 0.1%	2 0.1%	*	-	-	-	1 0.3%	-	1 0.1%	-	1 0.1%	1 0.1%	* 0.1%	-	*	2 0.2%	-	-	* 0.1%	1 0.1%	* 0.2%	1 0.1%	-	* 0.1%
Some other party	3 0.1%	2 0.2%	*	-	1 0.3%	-	-	1 0.3%	* 0.1%	2 0.4%	-	-	* 0.1%	* 0.1%	1 0.2%	1 0.2%	-	-	2 0.6%s	-	2 1.0%u	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q - r/s - t/u/v/w
* small base

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Opinion Poll
ONLINE Fieldwork : 2nd - 29th January 2015

Absolutes/col percents

Table 6
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)
FILTER: 2010 Vote: Liberal Democrat

	Total	Gender Male (a)	Gender Female (b)	Age 18-24 (c)	Age 25-34 (d)	Age 35-44 (e)	Age 45-54 (f)	Age 55-64 (g)	Age 65+ (h)	Social Grade AB (i)	Social Grade C1 (j)	Social Grade C2 (k)	Social Grade DE (l)	Region South East (m)	Region Mid-lands (n)	Region North England (o)	Region Wales & South West (p)	Region Scotland (q)	Employment Sector Public (r)	Employment Sector Private (s)	Emp. Sector Gender Male Public (t)	Emp. Sector Gender Male Private (u)	Emp. Sector Gender Female Public (v)	Emp. Sector Gender Female Private (w)
Unweighted base	1854	1011	843	108	233	362	329	333	488	673	548	274	358	487	431	466	319	151	273	726	136	433	137	293
Weighted base	1833	1043	790	96*	249	348	318	326	497	651	539	316	327	509	430	441	306	147*	292	703	161*	447	131*	257
Conservative	257 14.0%	130 12.5%	127 16.0%	5 5.6%	28 11.2%	50 14.4%c	37 11.8%	58 17.7%c	78 15.8%c	108 16.6%k l	92 17.1%kl	29 9.1%	28 8.4%	74 14.5%	52 12.2%	65 14.7%	45 14.6%	21 14.4%	33 11.4%	106 15.1%	18 11.1%	54 12.0%	15 11.7%	52 20.3%tu
Labour	539 29.4%	303 29.1%	236 29.9%	43 44.4%d gh	71 28.7%	119 34.3%g h	103 32.4%	79 24.2%	124 24.9%	140 21.5%	172 32.0%i	98 31.0%i	129 39.4%i	121 23.8%	117 27.1%	174 39.3%m nq	99 32.5%m q	29 19.5%	102 34.8%s	183 26.0%	55 34.2%	112 25.1%	47 35.5%u	71 27.7%
Liberal Democrat	639 34.8%	404 38.8%b	234 29.7%	27 28.4%	98 39.4%	115 33.1%	114 35.9%	112 34.6%	172 34.5%	278 42.6%j l	155 28.7%	120 38.0%j l	86 26.3%	227 44.7%o p	161 37.5%o	106 24.0%	90 29.5%	54 36.6%o	89 30.5%	274 39.0%r	89 30.8%	197 44.2%t vw	40 30.1%	77 30.0%
SNP	30 1.7%	17 1.7%	13 1.6%	1 1.0%	2 0.8%	7 1.9%	7 2.1%	5 1.7%	9 1.7%	14 2.1%	11 2.1%	4 1.3%	2 0.5%	-	-	-	-	30 20.7%mn op	5 1.7%	16 2.2%	4 2.2%	12 2.7%	1 1.1%	3 1.4%
Plaid Cymru	3 0.1%	3 0.3%	-	-	-	-	2 0.6%	1 0.2%	-	2 0.3%	1 0.2%	-	-	-	-	-	3 0.9%	-	2 0.6%	-	2 1.1%	-	-	-
The UK Independence Party	173 9.4%	95 9.1%	78 9.8%	3 3.0%	8 3.2%	20 5.7%	36 11.5%c de	36 10.9%c de	70 14.2%cd e	41 6.2%	44 8.2%	42 13.2%i	46 14.1%ij	32 6.3%	60 13.9%m q	45 10.2%q	33 10.7%q	4 2.5%	19 6.6%	64 9.1%	10 6.3%	37 8.3%	9 6.9%	27 10.5%
The Green Party	184 10.0%	88 8.5%	96 12.1%a	17 17.3%f h	39 15.5%f	35 10.2%	18 5.6%	34 10.6%	41 8.3%	68 10.4%	61 11.3%	22 7.0%	33 10.1%	52 10.2%	38 8.9%	48 11.0%	36 11.7%	9 6.3%	40 13.8%s	57 8.1%	22 13.5%	34 7.5%	19 14.2%u	23 9.1%
The British National Party	4 0.2%	-	4 0.4%	-	* 0.1%	-	-	-	3 0.6%	-	-	* 0.1%	3 1.0%i	-	-	4 0.8%	-	-	-	* 0.1%	-	-	-	* 0.1%
Some other party	5 0.3%	2 0.2%	3 0.4%	* 0.3%	2 1.0%	1 0.4%	1 0.2%	* 0.1%	-	2 0.3%	2 0.4%	1 0.2%	* 0.1%	3 0.6%	1 0.3%	-	* 0.1%	-	2 0.6%	3 0.4%	1 0.8%	1 0.1%	1 0.4%	2 0.9%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q - r/s - t/u/v/w
* small base

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Opinion Poll
ONLINE Fieldwork : 2nd - 29th January 2015

Table 6
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)
FILTER: 2010 Vote: SNP

	Total	Gender		Age						Social Grade				Region Summary					Employment Sector		Employment Sector Within Gender - Male		Employment Sector Within Gender - Female	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	South East (m)	Mid-lands (n)	North Eng-land (o)	Wales & South West (p)	Scot-land (q)	Public (r)	Pri-vate (s)	Public (t)	Pri-vate (u)	Public (v)	Pri-vate (w)
Unweighted base	322	184	138	4	27	38	84	82	87	101	81	50	91	-	-	-	-	322	49	114	24	75	25	38
Weighted base	205	123	82*	3**	13**	24**	59*	48*	57*	61*	53*	38*	53*	-**	-**	-**	-**	205	33*	74*	20**	51*	13**	23**
Conservative	10 4.7%	4 2.9%	6 7.3%	-	-	1 4.3%	3 5.1%	-	6 9.7%g	5 8.8%	1 2.2%	2 4.4%	1 2.6%	-	-	-	-	10 4.7%	-	2 3.2%	-	1 2.0%	-	1 6.0%
Labour	11 5.2%	7 5.7%	4 4.4%	-	-	5 20.2%	-	6 11.9%fh	-	1 1.2%	4 7.4%	1 3.7%	4 8.5%	-	-	-	-	11 5.2%	5 14.5%s	2 2.1%	5 23.7%	2 3.0%	-	-
Liberal Democrat	6 2.7%	3 2.2%	3 3.5%	-	-	-	3 4.8%	-	3 4.8%	3 4.4%	-	-	3 5.4%	-	-	-	-	6 2.7%	3 8.4%s	-	3 13.7%	-	-	-
SNP	170 82.6%	103 83.3%	67 81.4%	1 44.1%	13 95.5%	16 66.4%	48 81.7%	43 88.1%	49 84.8%	52 84.5%	41 77.0%	33 87.0%	43 82.6%	-	-	-	-	170 82.6%	25 75.8%	61 82.1%	12 62.5%	42 81.5%	12 96.5%	19 83.5%
The UK Independence Party	9 4.5%	7 5.9%	2 2.4%	2 55.9%	* 0.8%	2 9.1%	5 7.9%	-	* 0.7%	* 0.5%	7 13.3%il	2 4.9%	-	-	-	-	-	9 4.5%	* 0.3%	9 11.9%	-	7 13.4%	* 0.8%	2 8.3%
The Green Party	1 0.4%	-	1 1.0%	-	* 3.7%	-	* 0.6%	-	-	* 0.5%	-	-	* 0.9%	-	-	-	-	1 0.4%	* 1.0%	* 0.7%	-	-	* 2.6%	* 2.2%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q - r/s - t/u/v/w
* small base; ** very small base (under 30) ineligible for sig testing

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Table 6
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)
FILTER: 2010 Vote: Plaid Cymru

	Total	Gender Male (a)	Gender Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	South East (m)	Mid-lands (n)	North Eng-land (o)	Wales & South West (p)	Scot-land (q)	Employ. Sector Public (r)	Employ. Sector Private (s)	Male Public (t)	Male Private (u)	Female Public (v)	Female Private (w)
Unweighted base	52	39	13	-	8	6	12	16	10	9	17	14	12	-	-	-	52	-	14	22	14	17	1	6
Weighted base	30*	24**	7**	-**	3**	5**	8**	6**	7**	5**	10**	7**	7**	-**	-**	-**	30*	-**	8**	16**	7**	13**	***	3**
Labour	8 27.4%	8 35.1%	- -	- -	- -	4 74.6%	4 43.0%	1 12.6%	- -	- -	4 38.7%	1 10.6%	4 48.5%	- -	- -	- -	8 27.4%	- -	4 50.1%	4 27.4%	4 53.2%	4 33.2%	- -	- -
Liberal Democrat	2 6.9%	2 8.8%	- -	- -	- -	- -	- -	- -	2 29.9%	2 38.3%	- -	- -	- -	- -	- -	- -	2 6.9%	- -	- -	2 12.9%	- -	2 15.6%	- -	- -
Plaid Cymru	19 62.7%	12 52.3%	7 100.0%	- -	3 100.0%	1 25.4%	5 53.9%	5 77.0%	5 70.1%	3 56.9%	6 56.5%	6 87.2%	4 51.5%	- -	- -	- -	19 62.7%	- -	3 43.6%	9 58.1%	3 40.1%	7 49.2%	* 100.0%	3 100.0%
The UK Independence Party	1 3.0%	1 3.9%	- -	- -	- -	- -	* 3.1%	1 10.5%	- -	* 4.8%	* 4.8%	* 2.2%	- -	- -	- -	- -	1 3.0%	- -	* 6.3%	* 1.6%	* 6.6%	* 2.0%	- -	- -

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q - r/s - t/u/v/w
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 6
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)
FILTER: 2010 Vote: The UK Independence Party

	Total	Gender		Age						Social Grade				Region Summary					Employment Sector		Employment Sector Within Gender - Male		Employment Sector Within Gender - Female	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	South East (m)	Mid-lands (n)	North Eng-land (o)	Wales & South West (p)	Scot-land (q)	Public (r)	Pri-vate (s)	Public (t)	Pri-vate (u)	Public (v)	Pri-vate (w)
Unweighted base	358	215	143	21	13	51	89	58	126	58	97	103	100	97	132	76	49	5	28	130	16	86	12	44
Weighted base	211	135	77*	11**	6**	25**	52*	35*	82*	29*	52*	77*	52*	67*	73*	47*	23**	1**	17**	66*	12**	48*	4**	18**
Conservative	11 5.1%	6 4.3%	5 6.5%	* 3.2%	-	-	3 5.2%	1 3.8%	6 7.7%	2 5.9%k	7 13.7%k	-	2 3.5%	4 5.8%	4 5.1%	2 5.0%	1 3.5%	-	1 6.8%	2 3.4%	1 9.3%	1 1.9%	-	1 7.7%
Labour	10 4.9%	8 5.9%	3 3.3%	-	1 9.2%	-	4 7.8%h	6 15.8%h	* 0.3%	1 4.9%	* 0.7%	7 9.0%	2 3.1%	3 4.8%	1 1.5%	5 9.9%n	1 6.1%	-	* 3.0%	2 2.8%	-	1 2.8%	* 11.1%	* 2.7%
Liberal Democrat	4 2.1%	1 0.4%	4 5.1%a	4 36.1%	-	-	1 1.0%	-	-	-	-	-	4 8.4%jk	1 0.8%	-	-	4 17.0%	-	-	-	-	-	-	-
The UK Independence Party	180 85.5%	118 87.6%	63 81.8%	6 53.3%	3 59.8%	25 99.4%	44 83.5%	28 80.4%	75 90.8%	25 87.6%	43 82.7%	69 89.6%	42 81.0%	57 85.4%	66 90.2%	40 84.1%	17 72.7%	1 100.0%	14 82.0%	60 90.9%	10 79.5%	45 93.3%	4 88.9%	15 84.3%
The Green Party	5 2.2%	2 1.6%	3 3.3%	1 7.3%	2 31.0%	-	1 2.5%	-	1 1.0%	* 1.6%	1 2.6%	1 1.1%	2 4.0%	2 3.2%	2 2.9%	* 1.0%	-	-	1 8.3%	2 2.7%	1 11.3%	1 1.7%	-	1 5.3%
The British National Party	* 0.1%	* 0.2%	-	-	-	-	-	-	* 0.2%	-	-	* 0.3%	-	-	* 0.3%	-	-	-	-	-	-	-	-	-
Some other party	* 0.1%	* 0.1%	-	-	-	* 0.6%	-	-	-	-	* 0.3%	-	-	-	-	-	* 0.7%	-	-	* 0.2%	-	* 0.3%	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q - r/s - t/u/v/w
* small base; ** very small base (under 30) ineligible for sig testing

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Opinion Poll
ONLINE Fieldwork : 2nd - 29th January 2015

Absolutes/col percents

Table 6
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)
FILTER: 2010 Vote: The Green Party

	Total	Gender Male (a)	Female (b)	Age 18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	Social Grade AB (i)	C1 (j)	C2 (k)	DE (l)	Region Summary South East (m)	Mid-lands (n)	North Eng-land (o)	Wales & South West (p)	Scot-land (q)	Employment Sector Public (r)	Pri-vate (s)	Employment Sector Within Gender - Male Public (t)	Pri-vate (u)	Employment Sector Within Gender - Female Public (v)	Pri-vate (w)
Unweighted base	172	84	88	8	23	27	49	26	39	47	51	35	39	56	56	26	17	18	35	77	19	44	16	33
Weighted base	133*	67*	66*	5**	18**	21**	41**	16**	31**	36**	27*	36**	34**	43*	47*	19**	11**	14**	30**	52*	15**	35**	16**	18**
Conservative	7 5.3%	2 2.8%	5 7.8%	2 35.5%	1 2.9%	-	2 4.6%	2 10.3%	1 3.5%	1 3.0%	2 7.0%	2 6.1%	2 5.5%	2 4.5%	2 5.0%	2 8.8%	1 10.3%	-	2 6.3%	2 4.5%	-	2 5.4%	2 12.3%	1 2.9%
Labour	19 14.3%	11 16.9%	8 11.7%	-	-	2 9.6%	10 25.4%	4 24.4%	3 8.1%	7 20.6%	6 20.2%	4 11.3%	2 6.0%	13 29.7%n	3 6.0%	* 1.8%	2 15.2%	2 11.4%	3 11.1%	12 23.8%	* 0.8%	10 29.6%	3 20.7%	2 12.5%
Liberal Democrat	10 7.2%	7 10.6%	3 3.8%	-	2 13.5%	-	3 6.5%	-	5 14.6%	6 17.8%	1 3.0%	2 6.7%	-	1 1.9%	6 13.6%	2 12.6%	-	-	-	9 16.3%	-	6 17.3%	-	3 14.3%
SNP	5 3.8%	1 1.2%	4 6.4%	-	-	2 7.8%	3 8.2%	-	-	1 2.3%	1 3.1%	3 9.6%	-	-	-	-	-	5 37.3%	1 2.7%	-	1 5.7%	-	-	-
Plaid Cymru	* 0.2%	* 0.5%	-	-	-	* 1.4%	-	-	-	-	* 1.1%	-	-	-	-	-	* 2.8%	-	-	* 0.6%	-	* 0.9%	-	-
The UK Independence Party	4 2.8%	2 3.2%	2 2.4%	-	-	1 3.2%	1 1.8%	1 6.2%	1 4.4%	* 0.8%	1 4.2%	1 3.8%	1 2.9%	2 4.3%	1 3.1%	* 0.8%	* 2.8%	-	-	2 3.0%	-	1 2.0%	-	1 5.1%
The Green Party	86 64.8%	43 64.8%	43 64.9%	3 64.5%	13 72.6%	17 78.0%	22 53.6%	9 59.1%	22 69.4%	19 51.8%	16 59.3%	22 62.6%	29 85.6%	25 59.6%	34 72.2%	12 65.8%	7 68.9%	7 51.3%	23 75.4%	26 50.6%	14 93.6%	16 44.8%	9 58.5%	11 61.9%
The British National Party	1 0.4%	-	1 0.9%	-	1 3.3%	-	-	-	-	-	1 2.2%	-	-	-	-	1 3.1%	-	-	-	1 1.1%	-	-	-	1 3.3%
Some other party	1 1.0%	-	1 2.0%	-	1 7.6%	-	-	-	-	1 3.7%	-	-	-	-	-	1 7.1%	-	-	1 4.4%	-	-	-	1 8.6%	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q - r/s - t/u/v/w
* small base; ** very small base (under 30) ineligible for sig testing

Prepared by Populus

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Opinion Poll
ONLINE Fieldwork : 2nd - 29th January 2015

Table 6
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)
FILTER: 2010 Vote: The British National Party

	Total	Gender		Age						Social Grade				Region Summary					Employment Sector		Employment Sector Within Gender - Male		Employment Sector Within Gender - Female	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	South East (m)	Mid-lands (n)	North Eng-land (o)	Wales & South West (p)	Scot-land (q)	Public (r)	Pri-vate (s)	Public (t)	Pri-vate (u)	Public (v)	Pri-vate (w)
Unweighted base	61	47	14	3	5	9	21	7	16	3	17	13	29	9	30	18	5	-	2	26	1	23	1	3
Weighted base	31*	25*	6**	1**	1**	6**	11**	4**	8**	1**	7**	8**	15**	4**	16**	8**	3**	-**	1**	15**	***	14**	***	1**
Labour	2 7.9%	2 8.3%	* 6.3%	-	-	2 37.7%	-	* 9.6%	-	-	-	2 27.4%	* 2.4%	-	* 2.3%	2 25.6%	-	-	-	2 13.7%	-	2 14.8%	-	-
The UK Independence Party	16 53.1%	12 48.8%	4 71.6%	1 100.0%	1 35.8%	3 55.1%	5 45.4%	1 38.6%	6 65.8%	1 100.0%	6 76.9%	4 49.4%	6 40.4%	4 100.0%	9 53.8%	3 37.1%	1 26.2%	-	* 33.4%	7 43.5%	-	5 38.9%	* 100.0%	1 100.0%
The Green Party	* 1.2%	-	* 6.3%	-	-	-	-	-	* 4.4%	-	* 5.1%	-	-	-	* 2.3%	-	-	-	-	-	-	-	-	-
The British National Party	11 35.0%	10 39.5%	1 15.8%	-	1 64.2%	* 7.2%	6 54.6%	2 51.8%	2 19.6%	-	1 18.0%	2 23.2%	8 51.5%	-	6 36.3%	3 37.3%	2 73.8%	-	* 66.6%	6 42.8%	* 100.0%	6 46.3%	-	-
Some other party	1 2.8%	1 3.4%	-	-	-	-	-	-	1 10.2%	-	-	-	1 5.7%	-	1 5.3%	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q - r/s - t/u/v/w
* small base; ** very small base (under 30) ineligible for sig testing

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Opinion Poll
ONLINE Fieldwork : 2nd - 29th January 2015

Table 6
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)
FILTER: 2010 Vote: Some other party

	Total	Gender Male (a)	Gender Female (b)	Age 18-24 (c)	Age 25-34 (d)	Age 35-44 (e)	Age 45-54 (f)	Age 55-64 (g)	Age 65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	South East (m)	Mid-lands (n)	North England (o)	Wales & South West (p)	Scot-land (q)	Public (r)	Pri-vate (s)	Male Public (t)	Male Pri-vate (u)	Female Public (v)	Female Pri-vate (w)
Unweighted base	53	33	20	-	4	10	11	9	18	16	18	8	11	11	22	12	5	4	14	20	12	9	2	10
Weighted base	38*	26**	11**	-**	4**	6**	8**	6**	14**	10**	13**	7**	9**	8**	13**	9**	3**	5**	7**	13**	6**	10**	1**	4**
Conservative	6 15.9%	3 11.1%	3 27.1%	-	-	-	-	1 12.2%	5 37.1%	4 41.1%	-	-	2 22.9%	-	-	4 39.9%	2 66.8%	-	-	2 17.3%	-	2 16.4%	-	1 19.8%
Labour	16 42.7%	12 44.2%	4 38.9%	-	4 93.1%	-	5 56.2%	3 50.3%	5 36.1%	3 26.3%	6 50.8%	4 66.7%	3 31.3%	2 20.1%	8 64.1%	4 44.5%	* 14.0%	2 38.4%	2 24.9%	4 31.9%	2 29.2%	4 43.4%	-	-
SNP	* 1.2%	* 1.7%	-	-	-	-	* 5.6%	-	-	* 4.7%	-	-	-	-	-	-	-	* 9.5%	* 6.9%	-	* 8.1%	-	-	-
The UK Independence Party	8 20.7%	5 20.2%	2 22.1%	-	-	1 14.1%	2 26.2%	2 31.2%	3 21.7%	2 25.1%	* 1.7%	2 33.3%	3 33.9%	1 15.2%	3 23.8%	1 15.6%	-	2 46.3%	2 30.4%	3 19.8%	1 18.3%	1 11.6%	1 100.0%	2 42.5%
The Green Party	2 5.0%	2 6.2%	* 2.3%	-	* 6.9%	1 11.4%	1 12.0%	-	-	-	2 14.9%	-	-	1 12.8%	* 2.0%	-	1 19.2%	-	2 24.9%	* 1.9%	2 29.2%	-	-	* 7.3%
Some other party	5 14.5%	4 16.6%	1 9.6%	-	-	4 74.6%	-	* 6.3%	1 5.1%	* 2.9%	4 32.6%	-	1 12.0%	4 51.8%	1 10.0%	-	-	* 5.8%	1 13.0%	4 29.1%	1 15.2%	3 28.6%	-	1 30.4%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q - r/s - t/u/v/w
* small base; ** very small base (under 30) ineligible for sig testing

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Opinion Poll
ONLINE Fieldwork : 2nd - 29th January 2015

Table 6
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)
FILTER: 2010 Vote: Did not vote

	Total	Gender Male (a)	Gender Female (b)	Age 18-24 (c)	Age 25-34 (d)	Age 35-44 (e)	Age 45-54 (f)	Age 55-64 (g)	Age 65+ (h)	Social Grade AB (i)	Social Grade C1 (j)	Social Grade C2 (k)	Social Grade DE (l)	Region South East (m)	Region Mid-lands (n)	Region North England (o)	Region Wales & South West (p)	Region Scotland (q)	Employment Sector Public (r)	Employment Sector Private (s)	Emp. Male Public (t)	Emp. Male Private (u)	Emp. Female Public (v)	Emp. Female Private (w)
Unweighted base	1365	631	734	536	242	186	197	109	93	308	454	223	380	388	341	354	161	122	124	498	48	254	76	244
Weighted base	1115	550	565	422	211	151	174	80*	77*	259	339	231	286	318	269	290	147	91*	121*	418	57*	233	64*	185
Conservative	290 26.0%	142 25.9%	148 26.2%	132 31.3%df	41 19.2%	35 23.1%	35 20.3%	24 29.9%	23 30.2%	90 34.9%k	95 27.9%l	55 23.6%	51 17.7%	107 33.6%no	62 23.1%	52 17.9%	41 28.0%o	28 30.9%o	32 26.4%	114 27.3%	14 24.7%	69 29.5%	18 27.9%	45 24.4%
Labour	496 44.5%	257 46.8%	239 42.3%	170 40.2%g	116 55.1%cg	73 48.7%g	86 49.6%g	17 21.4%	33 43.4%g	93 35.9%	146 43.1%	112 48.5%i	145 50.7%i	123 38.8%q	132 49.2%m	160 55.3%m	62 42.0%q	18 20.1%	66 54.7%	181 43.2%	34 60.1%	102 43.7%	32 49.8%	79 42.6%
Liberal Democrat	72 6.5%	28 5.0%	45 7.9%	29 6.9%	19 9.1%f	10 6.8%	5 2.8%	6 7.5%	3 3.8%	19 7.4%	28 8.4%	12 5.0%	13 4.6%	17 5.3%	17 6.3%	16 5.4%	18 12.5%mo	4 4.6%	4 3.5%	27 6.5%	1 2.6%	12 5.1%	3 4.3%	15 8.2%
SNP	32 2.8%	15 2.8%	16 2.8%	10 2.4%	3 1.6%	6 4.2%	4 2.4%	7 8.9%cdfh	* 0.3%	7 2.7%	12 3.5%	5 2.2%	7 2.6%	-	-	-	-	32 34.8%mnop	4 2.9%	12 2.8%	3 4.8%	5 2.2%	1 1.2%	7 3.6%
Plaid Cymru	2 0.2%	1 0.1%	2 0.3%	* 0.1%	* 0.2%	-	1 0.4%	1 0.7%	1 0.7%	1 0.2%	* 0.1%	1 0.3%	1 0.3%	-	-	-	2 1.6%	-	-	* 0.1%	-	1 0.2%	-	* *
The UK Independence Party	112 10.1%	61 11.2%	51 9.0%	21 4.9%	17 8.3%	15 9.8%	26 14.8%c	21 26.1%cde	13 16.7%c	20 7.8%	20 6.0%	26 11.5%j	45 15.8%ij	36 11.3%q	30 11.2%q	34 11.6%q	10 6.6%	3 3.2%	5 3.9%	48 11.5%r	2 4.2%	29 12.3%	2 3.5%	20 10.6%
The Green Party	94 8.5%	34 6.2%	60 10.7%a	59 14.0%defgh	12 5.9%	7 4.5%	10 5.6%	4 4.6%	3 3.5%	25 9.5%	33 9.8%	17 7.5%	19 6.7%	29 9.2%	25 9.2%	22 7.7%	13 8.6%	5 5.8%	10 8.4%	25 6.1%	2 3.5%	7 2.9%	8 12.8%u	19 10.1%u
The British National Party	5 0.4%	4 0.7%	1 0.2%	* *	1 0.7%	1 0.8%	2 1.2%	-	-	1 0.3%	* *	2 0.7%	3 0.9%	1 0.5%	1 0.4%	2 0.6%	1 0.5%	-	-	4 0.9%	-	3 1.4%	-	* 0.2%
Some other party	11 1.0%	7 1.3%	4 0.7%	1 0.1%	* 0.1%	3 2.0%c	5 2.9%cd	1 0.9%	1 1.4%	3 1.2%	4 1.2%	2 0.7%	2 0.8%	4 1.3%	1 0.6%	4 1.6%	* 0.2%	1 0.6%	* 0.2%	7 1.6%	-	6 2.7%	* 0.4%	1 0.3%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q - r/s - t/u/v/w
* small base

Opinion Poll
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Absolutes/col percents

Table 6
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)
FILTER: 2010 Vote: Conservative

	Total	Vote Intention					2010 Vote				Age Within Gender - Male						Age Within Gender - Female					
		Con (a)	Lab (b)	LibDem (c)	UKIP (d)	Green (e)	Con (f)	Lab (g)	LibDem (h)	UKIP (i)	18-24 (j)	25-34 (k)	35-44 (l)	45-54 (m)	55-64 (n)	65+ (o)	18-24 (p)	25-34 (q)	35-44 (r)	45-54 (s)	55-64 (t)	65+ (u)
Unweighted base	3468	2371	189	34	775	66	3468	-	-	-	63	160	224	360	373	768	54	139	167	275	311	574
Weighted base	3217	2359	175	39**	578	47*	3217	-**	-**	-**	65*	161	210	346	353	745	42*	128*	154*	248	263	502
Conservative	2359 73.3%	2359 100.0%bde	-	-	-	-	2359 73.3%	-	-	-	54 82.5%m	119 73.6%	147 70.1%	233 67.3%	240 68.2%	530 71.2%	31 73.3%	95 74.1%	113 73.5%	182 73.2%	216 82.2%lmnos	400 79.7%lmno
Labour	175 5.4%	-	175 100.0%ade	-	-	-	175 5.4%	-	-	-	6 8.6%ou	21 13.0%mnotu	20 9.3%no	19 5.5%ou	15 4.1%	17 2.3%	4 9.4%o	16 12.2%mnotu	14 9.2%ou	20 8.2%ou	14 5.3%ou	10 2.0%
Liberal Democrat	39 1.2%	-	-	39 100.0%	-	-	39 1.2%	-	-	-	-	2 1.0%	1 0.7%	3 1.0%	4 1.1%	10 1.3%	-	6 4.8%lmnotu	3 2.0%	4 1.6%	2 0.8%	3 0.7%
SNP	11 0.3%	-	-	-	-	-	11 0.3%	-	-	-	1 2.1%ou	2 1.2%	-	1 0.4%	1 0.2%	1 0.2%	-	1 0.5%	-	1 1.3%o	* 0.1%	* 0.1%
Plaid Cymru	* *	-	-	-	-	-	* *	-	-	-	-	-	-	-	-	-	-	* 0.1%	-	-	-	-
The UK Independence Party	578 18.0%	-	-	-	578 100.0%abe	-	578 18.0%	-	-	-	4 6.3%	15 9.1%	35 16.5%q	86 24.9%jklpqrstu	88 25.1%jklpqrstu	176 23.6%jkpqrstu	1 3.5%	9 7.0%	20 13.1%	35 14.3%	28 10.6%	80 16.0%pq
The Green Party	47 1.5%	-	-	-	-	47 100.0%abd	47 1.5%	-	-	-	* 0.6%	3 1.9%	6 2.8%	2 0.7%	5 1.4%	10 1.3%	6 13.8%jklmnoqrstu	2 1.4%	2 1.6%	3 1.2%	3 1.0%	5 1.0%
The British National Party	6 0.2%	-	-	-	-	-	6 0.2%	-	-	-	-	* 0.2%	1 0.5%	1 0.2%	-	1 0.2%	-	-	-	1 0.2%	-	2 0.5%
Some other party	1 *	-	-	-	-	-	1 *	-	-	-	-	-	-	-	-	-	-	-	1 0.5%	-	-	* 0.1%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t/u
* small base; ** very small base (under 30) ineligible for sig testing

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Opinion Poll
ONLINE Fieldwork : 2nd - 29th January 2015

Table 6
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)
FILTER: 2010 Vote: Labour

	Total	Vote Intention Con (a)	Lab (b)	LibDem (c)	UKIP (d)	Green (e)	2010 Vote Con (f)	Lab (g)	LibDem (h)	UKIP (i)	Age Within Gender - Male 18-24 (j)	25-34 (k)	35-44 (l)	45-54 (m)	55-64 (n)	65+ (o)	Age Within Gender - Female 18-24 (p)	25-34 (q)	35-44 (r)	45-54 (s)	55-64 (t)	65+ (u)
Unweighted base	2422	100	1921	34	197	65	-	2422	-	-	65	200	259	283	225	254	65	225	211	200	209	224
Weighted base	2306	102*	1921	38*	127	47*	-**	2306	-**	-**	65*	245	253	258	205	240	56*	212	196	176	187	212
Conservative	102 4.4%	102 100.0%bcde	-	-	-	-	-	102 4.4%	-	-	4 6.5%	8 3.3%	7 2.9%	14 5.4%	12 5.9%	15 6.2%	6 11.0%kl ru	8 3.9%	5 2.7%	7 3.9%	9 4.6%	6 3.0%
Labour	1921 83.3%	-	1921 100.0%acde	-	-	-	-	1921 83.3%	-	-	58 89.0%m	204 83.1%m	224 88.8%m no	188 73.1%	164 79.9%	189 78.7%	45 80.2%	186 87.6%m o	165 84.1%m	151 85.5%m	163 87.2%m	185 86.8%mo
Liberal Democrat	38 1.7%	-	-	38 100.0%abde	-	-	-	38 1.7%	-	-	1 1.5%	9 3.5%no	7 2.7%n	3 1.1%	-	1 0.3%	1 1.7%	8 3.6%no	2 1.1%	2 1.2%	4 2.1%	2 0.7%
SNP	65 2.8%	-	-	-	-	-	-	65 2.8%	-	-	1 1.3%	13 5.2%	5 2.0%	11 4.1%	6 3.1%	6 2.6%	1 1.0%	5 2.5%	7 3.7%	3 1.7%	3 1.6%	3 1.6%
Plaid Cymru	2 0.1%	-	-	-	-	-	-	2 0.1%	-	-	-	* 0.1%	-	* 0.1%	-	-	1 1.8%	1 0.2%	-	-	-	-
The UK Independence Party	127 5.5%	-	-	-	127 100.0%abce	-	-	127 5.5%	-	-	* 0.7%	5 2.1%	7 2.7%	35 13.5%jk lpqrstu	17 8.5%k lqu	24 10.0%jklp qtu	-	2 1.2%	13 6.5%q	8 4.8%	7 4.0%	7 3.2%
The Green Party	47 2.0%	-	-	-	-	47 100.0%abcd	-	47 2.0%	-	-	1 1.1%	5 2.2%	2 1.0%	6 2.2%	4 2.1%	5 1.9%	2 4.4%	2 1.0%	4 1.9%	5 2.9%	1 0.5%	9 4.4%lt
The British National Party	2 0.1%	-	-	-	-	-	-	2 0.1%	-	-	-	-	-	1 0.4%	-	1 0.2%	-	-	-	* 0.1%	-	-
Some other party	3 0.1%	-	-	-	-	-	-	3 0.1%	-	-	-	1 0.5%	-	-	1 0.5%	-	-	-	-	-	-	* 0.2%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t/u
* small base; ** very small base (under 30) ineligible for sig testing

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Opinion Poll
ONLINE Fieldwork : 2nd - 29th January 2015

Absolutes/col percents

Table 6
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)
FILTER: 2010 Vote: Liberal Democrat

	Total	Vote Intention Con (a)	Lab (b)	LibDem (c)	UKIP (d)	Green (e)	2010 Vote Con (f)	Lab (g)	LibDem (h)	UKIP (i)	Age Within Gender - Male 18-24 (j)	25-34 (k)	35-44 (l)	45-54 (m)	55-64 (n)	65+ (o)	Age Within Gender - Female 18-24 (p)	25-34 (q)	35-44 (r)	45-54 (s)	55-64 (t)	65+ (u)
Unweighted base	1854	261	529	483	281	236	-	-	1854	-	40	124	195	180	203	269	68	110	167	149	130	220
Weighted base	1833	257	539	639	173	184	-**	-**	1833	-**	36*	128*	200	195	212	271	60*	120*	148	123*	113*	226
Conservative	257 14.0%	257 100.0%bcde	-	-	-	-	-	-	257 14.0%	-	2 5.6%	10 7.9%	29 14.7%	17 8.6%	35 16.7%	36 13.5%	3 5.7%	18 14.7%	21 14.1%	21 16.8%	22 19.6%kmp	42 18.5%kmp
Labour	539 29.4%	-	539 100.0%acde	-	-	-	-	-	539 29.4%	-	12 33.9%u	45 34.8%u	54 27.2%	60 30.8%u	49 23.2%	83 30.5%u	30 50.7%mnoqtu	27 22.3%	65 44.0%mnoqtu	43 35.1%n u	30 26.2%	41 18.1%
Liberal Democrat	639 34.8%	-	-	639 100.0%abde	-	-	-	-	639 34.8%	-	15 41.1%rt	52 40.7%p rt	78 39.2%p rt	76 39.0%p r	83 39.1%p rt	100 36.8%p r	12 20.7%	46 38.0%	37 25.0%	38 30.9%	30 26.1%	72 31.8%
SNP	30 1.7%	-	-	-	-	-	-	-	30 1.7%	-	* 0.6%	1 0.8%	5 2.3%	6 2.9%	4 1.8%	2 0.8%	1 1.2%	1 0.8%	2 1.5%	1 0.9%	2 1.5%	6 2.8%
Plaid Cymru	3 0.1%	-	-	-	-	-	-	-	3 0.1%	-	-	-	-	2 0.9%	1 0.4%	-	-	-	-	-	-	-
The UK Independence Party	173 9.4%	-	-	-	173 100.0%abce	-	-	-	173 9.4%	-	* 1.1%	6 5.0%	11 5.5%	23 11.9%q	21 9.9%q	33 12.2%lq	2 4.1%	2 1.3%	9 5.8%	13 10.8%q	14 12.7%q	38 16.6%jklpqr
The Green Party	184 10.0%	-	-	-	-	184 100.0%abcd	-	-	184 10.0%	-	6 17.7%mos	14 10.5%	22 10.9%	11 5.6%	19 8.8%	17 6.3%	10 17.1%mos	25 20.8%mnorsu	14 9.2%	7 5.6%	16 13.9%mo	24 10.7%
The British National Party	4 0.2%	-	-	-	-	-	-	-	4 0.2%	-	-	-	-	-	-	-	-	* 0.3%	-	-	-	3 1.4%
Some other party	5 0.3%	-	-	-	-	-	-	-	5 0.3%	-	-	* 0.2%	1 0.3%	1 0.3%	* 0.1%	-	* 0.4%	2 1.7%	1 0.4%	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t/u
* small base; ** very small base (under 30) ineligible for sig testing

Opinion Poll
ONLINE Fieldwork : 2nd - 29th January 2015

Absolutes/col percents

Table 6
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)
FILTER: 2010 Vote: SNP

	Total	Vote Intention Con (a)	Lab (b)	LibDem (c)	UKIP (d)	Green (e)	2010 Vote Con (f)	Lab (g)	LibDem (h)	UKIP (i)	Male 18-24 (j)	25-34 (k)	35-44 (l)	45-54 (m)	55-64 (n)	65+ (o)	Female 18-24 (p)	25-34 (q)	35-44 (r)	45-54 (s)	55-64 (t)	65+ (u)
Unweighted base	322	10	14	3	10	2	-	-	-	-	1	15	14	50	49	55	2	13	24	34	33	32
Weighted base	205	10**	11**	6**	9**	1**	-**	-**	-**	-**	1**	6**	11**	37**	31*	38*	2**	7**	13**	23**	17**	20**
Conservative	10 4.7%	10 100.0%	-	-	-	-	-	-	-	-	-	-	1 9.6%	-	-	3 6.8%	-	-	-	3 13.2%	-	3 15.4%
Labour	11 5.2%	-	11 100.0%	-	-	-	-	-	-	-	-	-	3 30.2%	-	4 12.0%o	-	-	-	2 11.9%	-	2 11.7%	-
Liberal Democrat	6 2.7%	-	-	6 100.0%	-	-	-	-	-	-	-	-	-	-	-	3 7.3%	-	-	-	3 12.6%	-	-
SNP	170 82.6%	-	-	-	-	-	-	-	-	-	1 100.0%	6 100.0%	4 40.0%	32 87.2%	27 88.0%	32 84.9%	1 24.4%	6 91.4%	12 88.1%	16 72.8%	15 88.3%	17 84.6%
The UK Independence Party	9 4.5%	-	-	-	9 100.0%	-	-	-	-	-	-	-	2 20.2%	5 12.8%	-	* 1.1%	2 75.6%	* 1.5%	-	-	-	-
The Green Party	1 0.4%	-	-	-	-	1 100.0%	-	-	-	-	-	-	-	-	-	-	-	* 7.0%	-	* 1.5%	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t/u
* small base; ** very small base (under 30) ineligible for sig testing

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Opinion Poll
ONLINE Fieldwork : 2nd - 29th January 2015

Absolutes/col percents

Table 6
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)
FILTER: 2010 Vote: Plaid Cymru

	Total	Vote Intention Con (a)	Lab (b)	LibDem (c)	UKIP (d)	Green (e)	2010 Vote Con (f)	Lab (g)	LibDem (h)	UKIP (i)	Age Within Gender - Male 18-24 (j)	25-34 (k)	35-44 (l)	45-54 (m)	55-64 (n)	65+ (o)	Age Within Gender - Female 18-24 (p)	25-34 (q)	35-44 (r)	45-54 (s)	55-64 (t)	65+ (u)
Unweighted base	52	-	5	2	5	-	-	-	-	-	-	6	3	11	13	6	-	2	3	2	3	4
Weighted base	30*	-**	8**	2**	1**	-**	-**	-**	-**	-**	-**	2**	4**	8**	5**	5**	-**	1**	1**	1**	1**	2**
Labour	8 27.4%	-	8 100.0%	-	-	-	-	-	-	-	-	4 100.0%	-	4 47.3%	1 15.8%	-	-	-	-	-	-	-
Liberal Democrat	2 6.9%	-	-	2 100.0%	-	-	-	-	-	-	-	-	-	-	-	2 43.4%	-	-	-	-	-	-
Plaid Cymru	19 62.7%	-	-	-	-	-	-	-	-	-	-	2 100.0%	-	4 49.3%	3 71.1%	3 56.6%	-	1 100.0%	1 100.0%	1 100.0%	1 100.0%	2 100.0%
The UK Independence Party	1 3.0%	-	-	-	1 100.0%	-	-	-	-	-	-	-	-	* 3.4%	1 13.1%	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t/u
* small base; ** very small base (under 30) ineligible for sig testing

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Opinion Poll
ONLINE Fieldwork : 2nd - 29th January 2015

Table 6
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)
FILTER: 2010 Vote: The UK Independence Party

	Total	Vote Intention Con (a)	Lab (b)	LibDem (c)	UKIP (d)	Green (e)	2010 Vote Con (f)	Lab (g)	LibDem (h)	UKIP (i)	Age Within Gender - Male 18-24 (j)	25-34 (k)	35-44 (l)	45-54 (m)	55-64 (n)	65+ (o)	Age Within Gender - Female 18-24 (p)	25-34 (q)	35-44 (r)	45-54 (s)	55-64 (t)	65+ (u)
Unweighted base	358	15	10	3	319	10	-	-	-	358	8	7	29	48	34	89	12	6	22	41	25	37
Weighted base	211	11**	10**	4**	180	5**	-**	-**	-**	211	4**	4**	17**	32**	22**	55*	7**	2**	7**	20**	13**	28**
Conservative	11 5.1%	11 100.0%	-	-	-	-	-	-	-	11 5.1%	-	-	-	3 8.3%	-	3 5.6%	* 4.8%	-	-	-	1 10.6%	3 11.7%
Labour	10 4.9%	-	10 100.0%	-	-	-	-	-	-	10 4.9%	-	1 13.2%	-	3 9.9%	4 18.5%	-	-	-	-	1 4.5%	1 11.0%	* 0.8%
Liberal Democrat	4 2.1%	-	-	4 100.0%	-	-	-	-	-	4 2.1%	-	-	-	1 1.6%	-	-	4 53.3%	-	-	-	-	-
The UK Independence Party	180 85.5%	-	-	-	180 100.0%	-	-	-	-	180 85.5%	4 100.0%	2 53.3%	17 99.1%	25 77.7%	18 81.5%	51 94.0%	2 31.2%	1 74.6%	7 100.0%	18 93.1%	10 78.4%	24 84.5%
The Green Party	5 2.2%	-	-	-	-	5 100.0%	-	-	-	5 2.2%	-	1 33.5%	-	1 2.5%	-	-	1 10.8%	* 25.4%	-	* 2.5%	-	1 2.9%
The British National Party	* 0.1%	-	-	-	-	-	-	-	-	* 0.1%	-	-	-	-	-	* 0.4%	-	-	-	-	-	-
Some other party	* 0.1%	-	-	-	-	-	-	-	-	* 0.1%	-	-	* 0.9%	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t/u
* small base; ** very small base (under 30) ineligible for sig testing

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Opinion Poll
ONLINE Fieldwork : 2nd - 29th January 2015

Absolutes/col percents

Table 6
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)
FILTER: 2010 Vote: The Green Party

	Total	Con (a)	Lab (b)	LibDem (c)	UKIP (d)	Green (e)	Con (f)	Lab (g)	LibDem (h)	UKIP (i)	18-24 (j)	25-34 (k)	35-44 (l)	45-54 (m)	55-64 (n)	65+ (o)	18-24 (p)	25-34 (q)	35-44 (r)	45-54 (s)	55-64 (t)	65+ (u)
			Vote Intention					**2010 Vote**					**Age Within Gender - Male**						**Age Within Gender - Female**			
Unweighted base	172	5	17	7	12	124	-	-	-	-	3	9	11	28	13	20	5	14	16	21	13	19
Weighted base	133*	7**	19**	10**	4**	86*	-**	-**	-**	-**	2**	4**	6**	28**	9**	18**	3**	14**	16**	14**	7**	13**
Conservative	7 / 5.3%	7 / 100.0%	-	-	-	-	-	-	-	-	2 / 75.6%	-	-	-	-	-	-	1 / 3.8%	-	2 / 13.9%	2 / 22.2%	1 / 8.4%
Labour	19 / 14.3%	-	19 / 100.0%	-	-	-	-	-	-	-	-	-	1 / 22.1%	8 / 27.2%	1 / 10.8%	1 / 8.2%	-	-	1 / 4.9%	3 / 21.6%	3 / 40.1%	1 / 7.9%
Liberal Democrat	10 / 7.2%	-	-	10 / 100.0%	-	-	-	-	-	-	-	-	-	3 / 9.1%	-	5 / 25.1%	-	2 / 17.5%	-	* / 1.1%	-	-
SNP	5 / 3.8%	-	-	-	-	-	-	-	-	-	-	-	1 / 14.1%	-	-	-	-	-	1 / 5.4%	3 / 24.7%	-	-
Plaid Cymru	* / 0.2%	-	-	-	-	-	-	-	-	-	-	-	* / 5.1%	-	-	-	-	-	-	-	-	-
The UK Independence Party	4 / 2.8%	-	-	-	4 / 100.0%	-	-	-	-	-	-	-	1 / 11.6%	-	1 / 11.5%	* / 2.6%	-	-	-	1 / 5.3%	-	1 / 6.8%
The Green Party	86 / 64.8%	-	-	-	-	86 / 100.0%	-	-	-	-	1 / 24.4%	4 / 100.0%	3 / 47.0%	18 / 63.6%	7 / 77.7%	12 / 64.1%	3 / 100.0%	9 / 64.6%	14 / 89.7%	5 / 33.4%	3 / 37.7%	10 / 76.9%
The British National Party	1 / 0.4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 / 4.3%	-	-	-
Some other party	1 / 1.0%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 / 9.8%	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t/u
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 6
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)
FILTER: 2010 Vote: The British National Party

	Total	Vote Intention Con (a)	Lab (b)	LibDem (c)	UKIP (d)	Green (e)	2010 Vote Con (f)	Lab (g)	LibDem (h)	UKIP (i)	Age Within Gender - Male 18-24 (j)	25-34 (k)	35-44 (l)	45-54 (m)	55-64 (n)	65+ (o)	Age Within Gender - Female 18-24 (p)	25-34 (q)	35-44 (r)	45-54 (s)	55-64 (t)	65+ (u)
Unweighted base	61	-	2	-	41	1	-	-	-	-	3	4	8	18	4	11	-	2	1	3	4	5
Weighted base	31*	-**	2**	-**	16*	***	-**	-**	-**	-**	1**	1**	5**	10**	2**	6**	-**	***	***	1**	2**	2**
Labour	2 7.9%	-	2 100.0%	-	-	-	-	-	-	-	-	-	2 40.6%	-	-	-	-	-	-	-	* 19.3%	-
The UK Independence Party	16 53.1%	-	-	-	16 100.0%	-	-	-	-	-	1 100.0%	* 14.1%	3 59.4%	4 39.6%	* 23.7%	4 60.0%	-	* 100.0%	-	1 100.0%	1 53.3%	2 82.8%
The Green Party	* 1.2%	-	-	-	-	* 100.0%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	* 17.2%
The British National Party	11 35.0%	-	-	-	-	-	-	-	-	-	-	1 85.9%	-	6 60.4%	1 76.3%	2 26.3%	-	-	* 100.0%	-	1 27.4%	-
Some other party	1 2.8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 13.7%	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t/u
* small base; ** very small base (under 30) ineligible for sig testing

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Opinion Poll
ONLINE Fieldwork : 2nd - 29th January 2015

Table 6
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)
FILTER: 2010 Vote: Some other party

	Total	Vote Intention Con (a)	Lab (b)	LibDem (c)	UKIP (d)	Green (e)	2010 Vote Con (f)	Lab (g)	LibDem (h)	UKIP (i)	Age Within Gender - Male 18-24 (j)	25-34 (k)	35-44 (l)	45-54 (m)	55-64 (n)	65+ (o)	Age Within Gender - Female 18-24 (p)	25-34 (q)	35-44 (r)	45-54 (s)	55-64 (t)	65+ (u)
Unweighted base	53	8	16	-	15	4	-	-	-	-	-	2	7	8	8	9	-	3	4	3	2	10
Weighted base	38*	6**	16**	-**	8**	2**	-**	-**	-**	-**	-**	1**	5**	6**	5**	10**	-**	3**	1**	2**	1**	5**
Conservative	6 15.9%	6 100.0%	-	-	-	-	-	-	-	-	-	-	-	-	-	3 30.7%	-	-	-	-	1 100.0%	2 50.3%
Labour	16 42.7%	-	16 100.0%	-	-	-	-	-	-	-	-	1 100.0%	4 58.4%	3 57.3%	4 44.3%	-	-	3 90.7%	-	1 49.4%	-	1 19.3%
SNP	* 1.2%	-	-	-	-	-	-	-	-	-	-	-	-	* 7.3%	-	-	-	-	-	-	-	-
The UK Independence Party	8 20.7%	-	-	-	8 100.0%	-	-	-	-	-	-	-	1 18.6%	2 35.5%	2 25.1%	-	-	-	1 70.6%	1 50.6%	-	1 14.7%
The Green Party	2 5.0%	-	-	-	-	2 100.0%	-	-	-	-	-	1 14.2%	1 15.7%	-	-	-	-	* 9.3%	-	-	-	-
Some other party	5 14.5%	-	-	-	-	-	-	-	-	-	-	4 85.8%	-	* 7.2%	-	-	-	-	* 29.4%	-	-	1 15.8%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t/u
* small base; ** very small base (under 30) ineligible for sig testing

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Opinion Poll
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Table 6
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)
FILTER: 2010 Vote: Did not vote

	Total	Vote Intention					2010 Vote				Age Within Gender - Male						Age Within Gender - Female					
		Con (a)	Lab (b)	LibDem (c)	UKIP (d)	Green (e)	Con (f)	Lab (g)	LibDem (h)	UKIP (i)	18-24 (j)	25-34 (k)	35-44 (l)	45-54 (m)	55-64 (n)	65+ (o)	18-24 (p)	25-34 (q)	35-44 (r)	45-54 (s)	55-64 (t)	65+ (u)
Unweighted base	1365	285	512	65	253	176	-	-	-	-	245	98	84	106	44	53	291	144	102	91	65	40
Weighted base	1115	290	496	72*	112	94	-**	-**	-**	-**	203	94*	68*	94*	38*	53*	219	118	83*	80*	42*	24*
Conservative	290 26.0%	290 100.0%bcde	-	-	-	-	-	-	-	-	67 32.8%km	13 13.6%	17 25.4%	18 19.5%	11 30.0%	16 30.0%k	66 29.9%k	28 23.7%	18 21.3%	17 21.2%	12 29.7%k	7 30.6%k
Labour	496 44.5%	-	496 100.0%acde	-	-	-	-	-	-	-	83 40.9%nt	58 62.3%jnptu	34 50.5%nt	48 50.9%nt	8 21.1%	25 48.5%n	87 39.5%nt	58 49.3%nt	39 47.3%nt	39 48.0%nt	9 21.7%	8 32.2%
Liberal Democrat	72 6.5%	-	-	72 100.0%abde	-	-	-	-	-	-	13 6.2%	8 8.8%	2 2.3%	2 2.5%	-	3 5.6%	17 7.6%	11 9.2%	9 10.4%	3 3.1%	6 14.3%lmnsu	-
SNP	32 2.8%	-	-	-	-	-	-	-	-	-	6 3.0%	-	3 4.9%	1 1.5%	4 11.7%jkmopq	* 0.5%	4 2.0%	3 2.8%	3 3.7%	3 3.4%	3 6.4%k	-
Plaid Cymru	2 0.2%	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1.5%	-	* 0.1%	* 0.3%	-	1 0.8%	-	1 2.2%j
The UK Independence Party	112 10.1%	-	-	-	112 100.0%abce	-	-	-	-	-	11 5.3%	9 9.8%	8 12.1%p	15 16.3%jp	11 28.7%jkpqr	7 13.4%p	10 4.5%	8 7.0%	7 7.9%	10 13.0%p	10 23.7%jpqr	6 23.7%jpqr
The Green Party	94 8.5%	-	-	-	-	94 100.0%abcd	-	-	-	-	24 11.7%lmo	4 4.0%	2 2.7%	3 2.9%	2 5.1%	-	35 16.1%klmoqr	9 7.4%	5 6.0%	7 8.7%	2 4.2%	3 11.3%o
The British National Party	5 0.4%	-	-	-	-	-	-	-	-	-	-	1 1.5%	1 1.5%	1 1.6%	-	-	*	-	* 0.3%	1 0.8%	-	-
Some other party	11 1.0%	-	-	-	-	-	-	-	-	-	* 0.2%	-	1 0.7%	4 4.8%jp	1 1.9%	1 2.0%	* 0.1%	* 0.2%	3 3.0%p	1 0.8%	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t/u
* small base; ** very small base (under 30) ineligible for sig testing

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Opinion Poll
ONLINE Fieldwork : 2nd - 29th January 2015

Table 6
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)
FILTER: 2010 Vote: Conservative

	Total	SEG Within Gender - Male AB (a)	C1 (b)	C2 (c)	DE (d)	SEG Within Gender - Female AB (e)	C1 (f)	C2 (g)	DE (h)	Region Scot-land (i)	North East (j)	North West (k)	York-shire & Humb-erside (l)	West Mid-lands (m)	East Mid-lands (n)	Wales (o)	East-ern (p)	London (q)	South East (r)	South West (s)
Unweighted base	3468	749	522	312	365	460	529	238	293	186	92	363	274	332	284	151	381	383	661	362
Weighted base	3217	667	462	405	346	388	426	275	247	169	81*	325	259	298	267	125	382	398	591	322
Conservative	2359 73.3%	487 73.0%	318 68.8%	281 69.4%	237 68.6%	324 83.4%a bcdfh	331 77.7%b cdh	210 76.6%	171 69.0%	120 71.2%	52 64.4%	234 71.9%	170 65.7%	201 67.3%	184 68.9%	97 77.7%l m	281 73.5%	316 79.3%j klmn	465 78.7%j klmn	240 74.4%l
Labour	175 5.4%	27 4.0%	25 5.5%	18 4.3%	27 7.9%ae	15 3.9%	21 4.9%	20 7.1%	23 9.2%ac ef	14 8.1%p	6 7.0%	26 8.1%pr	16 6.3%	20 6.6%	13 5.0%	7 5.6%	14 3.6%	20 4.9%	24 4.0%	16 4.9%
Liberal Democrat	39 1.2%	7 1.1%	3 0.7%	6 1.4%	4 1.2%	6 1.5%	3 0.8%	8 2.8%	2 0.7%	7 4.4%km opqr	2 2.6%m	2 0.6%	5 1.9%m	-	6 2.4%mp	-	1 0.3%	2 0.5%	6 1.0%	7 2.3%mp
SNP	11 0.3%	1 0.2%	3 0.7%	1 0.3%	1 0.2%	3 0.8%	1 0.2%	-	* 0.1%	11 6.4%klmn opqrs	-	-	-	-	-	-	-	-	-	-
Plaid Cymru	* *	-	-	-	-	-	* *	-	-	-	-	-	-	-	-	* 0.1%	-	-	-	-
The UK Independence Party	578 18.0%	138 20.7%e fg	106 22.9%e fg	91 22.4%e fg	69 20.0%ef	36 9.3%	59 13.9%e	34 12.4%	45 18.1%e	14 8.5%	21 25.7%i	60 18.4%i	61 23.5%i qr	73 24.4%i qrs	57 21.2%i	19 15.6%	72 18.8%i	58 14.6%	89 15.0%	54 16.9%i
The Green Party	47 1.5%	7 1.1%	5 1.1%	9 2.1%	6 1.7%	4 1.0%	10 2.3%	3 1.1%	4 1.5%	2 1.4%	* 0.3%	3 0.9%	6 2.1%	5 1.6%	6 2.1%	1 0.9%	12 3.1%qr	3 0.7%	6 1.0%	4 1.2%
The British National Party	6 0.2%	-	1 0.3%	* 0.1%	2 0.4%	-	* *	-	3 1.1%a	-	-	-	1 0.5%	* 0.1%	* 0.2%	-	2 0.6%	-	1 0.2%	1 0.2%
Some other party	1 *	-	-	-	-	* 0.1%	-	-	1 0.3%	-	-	-	-	-	1 0.3%	-	* 0.1%	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s
* small base

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Opinion Poll
ONLINE Fieldwork : 2nd - 29th January 2015

Table 6
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)
FILTER: 2010 Vote: Labour

	Total	SEG Within Gender - Male				SEG Within Gender - Female				Region										
		AB (a)	C1 (b)	C2 (c)	DE (d)	AB (e)	C1 (f)	C2 (g)	DE (h)	Scot-land (i)	North East (j)	North West (k)	York-shire & Humb-erside (l)	West Mid-lands (m)	East Mid-lands (n)	Wales (o)	East-ern (p)	London (q)	South East (r)	South West (s)
Unweighted base	2422	381	320	275	310	280	347	185	324	285	130	324	260	213	174	148	183	323	241	142
Weighted base	2306	345	299	336	287	237	293	224	287	267	122*	307	231	208	184	148	168	330	206	136*
Conservative	102 4.4%	17 4.9%	23 7.7%cf	7 2.1%	13 4.6%	9 3.9%	11 3.6%	8 3.4%	14 5.0%	3 1.2%	14 11.7%ik loqrs	10 3.4%	5 2.3%	13 6.2%io	15 8.3%ik lo	1 0.6%	13 7.9%il o	13 4.0%	10 5.0%io	3 2.0%
Labour	1921 83.3%	283 82.2%	238 79.9%	276 82.3%	229 79.9%	208 87.7%b d	249 85.0%	201 89.6%b d	237 82.6%	185 69.6%	100 81.7%i	280 91.3%i jlnp	189 81.5%i	179 86.2%i	148 80.4%i	127 86.0%i	130 77.6%	291 88.1%i lnp	178 86.3%i p	115 84.3%i
Liberal Democrat	38 1.7%	7 2.0%	5 1.7%	4 1.2%	4 1.4%	6 2.7%f	1 0.3%	2 0.7%	10 3.3%f	-	1 0.6%	3 0.9%	7 3.2%ip	3 1.6%	2 1.3%	4 2.5%i	-	8 2.4%i	10 4.9%ikps	-
SNP	65 2.8%	13 3.8%	13 4.5%	8 2.3%	8 2.7%	7 2.8%	5 1.9%	6 2.7%	4 1.5%	65 24.2%jklm nopqrs	-	-	-	-	-	-	-	-	-	-
Plaid Cymru	2 0.1%	-	* 0.1%	-	* 0.1%	-	2 0.5%	-	-	-	-	-	-	-	-	2 1.4%	-	-	-	-
The UK Independence Party	127 5.5%	14 4.1%	10 3.4%	36 10.7%a befg	29 10.0%ab efg	5 2.1%	11 3.7%	3 1.3%	19 6.6%eg	6 2.2%	6 4.8%	7 2.2%	28 12.1%ij kmqr	8 4.1%	12 6.4%kq	14 9.5%i kqr	22 12.9%ij kmqr	6 1.8%	6 2.7%	12 9.2%ikqr
The Green Party	47 2.0%	8 2.3%	8 2.5%	4 1.1%	4 1.3%	2 0.7%	14 4.9%cd eh	5 2.4%	2 0.8%	8 2.8%l	1 0.3%	6 2.1%	* 0.2%	3 1.4%	7 3.6%l	-	2 1.4%	12 3.6%lo	2 1.0%	6 4.5%lo
The British National Party	2 0.1%	-	1 0.2%	1 0.2%	* 0.2%	-	* 0.1%	-	-	-	1 0.9%	-	1 0.2%	-	-	-	* 0.1%	-	-	-
Some other party	3 0.1%	2 0.7%	-	-	-	-	-	-	* 0.2%	-	-	-	1 0.5%	1 0.5%	-	-	-	* 0.1%	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s
* small base

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Opinion Poll
ONLINE Fieldwork : 2nd - 29th January 2015

Absolutes/col percents

Table 6
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)
FILTER: 2010 Vote: Liberal Democrat

	Total	SEG Within Gender - Male AB (a)	C1 (b)	C2 (c)	DE (d)	SEG Within Gender - Female AB (e)	C1 (f)	C2 (g)	DE (h)	Region Scotland (i)	North East (j)	North West (k)	Yorkshire & Humberside (l)	West Midlands (m)	East Midlands (n)	Wales (o)	Eastern (p)	London (q)	South East (r)	South West (s)
Unweighted base	1854	400	277	151	183	273	272	122	176	151	91	196	179	147	110	76	174	209	278	244
Weighted base	1833	398	282	190	173	254	257	125*	155	147*	82*	189	171	142*	121*	67*	167	249	260	238
Conservative	257 14.0%	56 14.0%ch	53 18.8%cdh	5 2.5%	17 9.6%c	53 20.8%acdh	39 15.3%c	24 19.1%ch	11 7.1%	21 14.4%	7 8.7%	28 14.9%p	30 17.3%p	23 15.9%p	19 15.7%p	12 17.5%p	11 6.5%	26 10.6%	47 18.2%pq	33 13.8%
Labour	539 29.4%	79 19.9%	98 34.9%ae	55 28.8%	71 41.2%ef	61 24.0%	74 28.8%a	43 34.5%a	58 37.5%ae	29 19.5%	48 58.4%iklmnopqrs	60 31.6%ir	66 38.8%inqr	41 28.7%	27 22.7%	25 36.5%ir	48 29.0%	68 27.4%	53 20.3%	75 31.4%ir
Liberal Democrat	639 34.8%	186 46.8%bdefgh	80 28.4%	90 47.1%bdfgh	48 27.8%	91 36.1%h	75 29.1%	30 24.2%	38 24.7%	54 36.6%jlo	12 14.1%	55 29.4%j	39 22.8%	50 35.0%jlo	46 38.4%jlo	13 19.5%	65 38.9%jlo	110 44.2%jklos	117 45.1%jklos	77 32.4%j
SNP	30 1.7%	11 2.8%	2 0.7%	4 2.2%	-	2 0.9%	9 3.5%bd	-	2 1.1%	30 20.7%jklmnopqrs	-	-	-	-	-	-	-	-	-	-
Plaid Cymru	3 0.1%	2 0.5%	1 0.3%	-	-	-	-	-	-	-	-	-	-	-	-	3 3.9%iklmpqrs	-	-	-	-
The UK Independence Party	173 9.4%	23 5.7%	25 8.9%	24 12.8%a	23 13.4%a	18 7.1%	19 7.5%	17 13.8%a	23 15.0%aef	4 2.5%	3 4.3%	22 11.8%i	19 11.3%i	17 11.8%i	17 14.1%iq	6 9.2%	26 15.6%ijqr	14 5.8%	17 6.7%	26 11.1%i
The Green Party	184 10.0%	40 10.1%	23 8.0%	12 6.3%	14 7.9%	28 10.9%	38 14.9%bc	10 8.2%	19 12.6%	9 6.3%	12 14.2%	20 10.6%	17 9.8%	11 7.6%	11 9.1%	9 13.3%	17 9.9%	28 11.1%	25 9.5%	27 11.2%
The British National Party	4 0.2%	-	-	-	-	-	-	* 0.3%	3 2.1%abef	-	* 0.4%	3 1.7%	-	-	-	-	-	-	-	-
Some other party	5 0.3%	1 0.2%	-	1 0.4%	* 0.2%	1 0.3%	2 0.8%	-	-	-	-	-	-	1 1.0%	-	-	-	2 1.0%	1 0.3%	* 0.1%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s
* small base

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Opinion Poll
ONLINE Fieldwork : 2nd - 29th January 2015

Absolutes/col percents

Table 6
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)
FILTER: 2010 Vote: SNP

	Total	SEG Within Gender - Male				SEG Within Gender - Female				Region										
		AB (a)	C1 (b)	C2 (c)	DE (d)	AB (e)	C1 (f)	C2 (g)	DE (h)	Scotland (i)	North East (j)	North West (k)	Yorkshire & Humberside (l)	West Midlands (m)	East Midlands (n)	Wales (o)	Eastern (p)	London (q)	South East (r)	South West (s)
Unweighted base	322	61	47	36	40	39	34	14	51	322	-	-	-	-	-	-	-	-	-	-
Weighted base	205	39*	37*	26**	22*	22**	17**	12**	31*	205	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**
Conservative	10 4.7%	2 6.2%	1 3.2%	-	-	3 13.3%	-	2 13.5%	1 4.4%	10 4.7%	-	-	-	-	-	-	-	-	-	-
Labour	11 5.2%	1 1.9%	4 10.8%	1 5.5%	1 4.0%	-	-	-	4 11.7%	11 5.2%	-	-	-	-	-	-	-	-	-	-
Liberal Democrat	6 2.7%	3 7.0%	-	-	-	-	-	-	3 9.3%	6 2.7%	-	-	-	-	-	-	-	-	-	-
SNP	170 82.6%	33 84.1%	24 66.8%	25 94.5%	21 96.0%b h	19 85.2%	17 99.4%	9 71.3%	22 73.0%	170 82.6%	-	-	-	-	-	-	-	-	-	-
The UK Independence Party	9 4.5%	* 0.7%	7 19.1%adh	-	-	-	* 0.6%	2 15.2%	-	9 4.5%	-	-	-	-	-	-	-	-	-	-
The Green Party	1 0.4%	-	-	-	-	* 1.5%	-	-	* 1.6%	1 0.4%	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s
* small base; ** very small base (under 30) ineligible for sig testing

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Opinion Poll
ONLINE Fieldwork : 2nd - 29th January 2015

Absolutes/col percents

Table 6
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)
FILTER: 2010 Vote: Plaid Cymru

| | Total | SEG Within Gender - Male | | | | SEG Within Gender - Female | | | | Region | | | | | | | | | | |
		AB (a)	C1 (b)	C2 (c)	DE (d)	AB (e)	C1 (f)	C2 (g)	DE (h)	Scotland (i)	North East (j)	North West (k)	Yorkshire & Humberside (l)	West Midlands (m)	East Midlands (n)	Wales (o)	Eastern (p)	London (q)	South East (r)	South West (s)
Unweighted base	52	6	16	10	6	3	1	4	5	-	-	-	-	-	-	52	-	-	-	-
Weighted base	30*	4**	10**	5**	5**	2**	***	2**	3**	-**	-**	-**	-**	-**	-**	30*	-**	-**	-**	-**
Labour	8 27.4%	-	4 40.5%	1 14.3%	4 74.3%	-	-	-	-	-	-	-	-	-	-	8 27.4%	-	-	-	-
Liberal Democrat	2 6.9%	2 56.2%	-	-	-	-	-	-	-	-	-	-	-	-	-	2 6.9%	-	-	-	-
Plaid Cymru	19 62.7%	1 36.6%	5 54.5%	5 82.7%	1 25.7%	2 100.0%	* 100.0%	2 100.0%	3 100.0%	-	-	-	-	-	-	19 62.7%	-	-	-	-
The UK Independence Party	1 3.0%	* 7.1%	* 5.1%	* 3.0%	-	-	-	-	-	-	-	-	-	-	-	1 3.0%	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s
* small base; ** very small base (under 30) ineligible for sig testing

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Opinion Poll
ONLINE Fieldwork : 2nd - 29th January 2015

Absolutes/col percents

Table 6
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)
FILTER: 2010 Vote: The UK Independence Party

	Total	SEG Within Gender - Male				SEG Within Gender - Female				Region										
		AB (a)	C1 (b)	C2 (c)	DE (d)	AB (e)	C1 (f)	C2 (g)	DE (h)	Scotland (i)	North East (j)	North West (k)	Yorkshire & Humberside (l)	West Midlands (m)	East Midlands (n)	Wales (o)	Eastern (p)	London (q)	South East (r)	South West (s)
Unweighted base	358	39	58	69	49	19	39	33	51	5	17	23	36	22	33	10	77	24	73	39
Weighted base	211	21**	36**	55*	23**	8**	17**	23**	29**	1**	7**	17**	24**	10**	20**	5**	44*	15**	52*	18**
Conservative	11 5.1%	-	5 12.9%	-	1 4.8%	2 21.6%	3 15.4%	-	1 2.4%	-	-	-	2 9.8%	-	1 5.7%	6.5%	3 5.9%	-	4 7.5%	2.6%
Labour	10 4.9%	-	* 1.0%	7 12.8%	1 2.3%	1 18.0%	-	-	1 3.7%	-	-	4 25.0%	1 2.2%	* 2.4%	-	-	1 2.0%	* 2.5%	3 5.5%	1 7.9%
Liberal Democrat	4 2.1%	-	-	-	1 2.2%	-	-	-	4 13.4%	-	-	-	-	-	-	-	-	-	1 1.0%	4 22.3%
The UK Independence Party	180 85.5%	21 100.0%	29 81.8%	47 85.3%	21 90.7%	4 54.6%	14 84.6%	23 100.0%	21 73.3%	1 100.0%	6 93.2%	12 75.0%	21 87.9%	8 86.8%	18 91.8%	5 93.5%	39 90.2%	15 97.5%	42 81.9%	12 66.3%
The Green Party	5 2.2%	-	1 3.8%	1 1.5%	-	* 5.8%	-	-	2 7.2%	-	* 6.8%	-	-	1 8.6%	* 2.5%	-	1 1.9%	-	2 4.2%	-
The British National Party	* 0.1%	-	-	* 0.4%	-	-	-	-	-	-	-	-	-	* 2.2%	-	-	-	-	-	-
Some other party	* 0.1%	-	* 0.4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	* 0.9%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s
* small base; ** very small base (under 30) ineligible for sig testing

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Opinion Poll
ONLINE Fieldwork : 2nd - 29th January 2015

Absolutes/col percents

Table 6
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)
FILTER: 2010 Vote: The Green Party

	Total	SEG Within Gender - Male				SEG Within Gender - Female				Region										
		AB (a)	C1 (b)	C2 (c)	DE (d)	AB (e)	C1 (f)	C2 (g)	DE (h)	Scotland (i)	North East (j)	North West (k)	Yorkshire & Humberside (l)	West Midlands (m)	East Midlands (n)	Wales (o)	Eastern (p)	London (q)	South East (r)	South West (s)
Unweighted base	172	26	21	17	19	21	30	18	19	18	3	7	15	18	5	5	33	24	32	13
Weighted base	133*	23**	12**	14**	18**	13**	16**	22**	16**	14**	1**	5**	13**	8**	8**	2**	31**	22**	21**	8**
Conservative	7 5.3%	-	-	-	2 10.1%	1 8.3%	2 12.3%	2 9.9%	-	-	-	2 32.8%	-	2 22.8%	-	-	1.6%	-	2 9.1%	1 12.9%
Labour	19 14.3%	7 32.5%	2 19.4%	2 11.3%	-	-	3 20.7%	2 11.3%	2 13.2%	2 11.4%	* 32.3%	-	-	-	-	1 39.6%	3 9.1%	7 30.5%	6 28.8%	1 9.0%
Liberal Democrat	10 7.2%	6 27.4%	1 6.9%	-	-	* 1.2%	-	2 10.9%	-	-	-	-	2 18.6%	-	-	-	6 20.6%	-	1 3.9%	-
SNP	5 3.8%	1 3.6%	-	-	-	-	1 5.5%	3 15.5%	-	5 37.3%	-	-	-	-	-	-	-	-	-	-
Plaid Cymru	* 0.2%	-	* 2.6%	-	-	-	-	-	-	-	-	-	-	-	-	* 13.8%	-	-	-	-
The UK Independence Party	4 2.8%	-	1 5.8%	* 3.5%	1 5.4%	* 2.1%	* 2.9%	1 4.1%	-	-	*	-	1.2%	-	-	-	1 4.7%	1 4.4%	1 4.2%	* 3.5%
The Green Party	86 64.8%	8 36.5%	8 65.3%	12 85.2%	16 84.5%	10 78.3%	9 54.8%	11 48.4%	14 86.8%	7 51.3%	1 67.7%	2 40.9%	10 75.6%	6 77.2%	8 100.0%	1 46.6%	20 63.9%	14 65.1%	11 54.0%	6 74.6%
The British National Party	1 0.4%	-	-	-	-	-	1 3.8%	-	-	-	-	-	1 4.6%	-	-	-	-	-	-	-
Some other party	1 1.0%	-	-	-	-	1 10.1%	-	-	-	-	-	1 26.4%	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s
* small base; ** very small base (under 30) ineligible for sig testing

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Opinion Poll
ONLINE Fieldwork : 2nd - 29th January 2015

Table 6
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)
FILTER: 2010 Vote: The British National Party

	Total	SEG Within Gender - Male				SEG Within Gender - Female				Region										
		AB (a)	C1 (b)	C2 (c)	DE (d)	AB (e)	C1 (f)	C2 (g)	DE (h)	Scotland (i)	North East (j)	North West (k)	Yorkshire & Humberside (l)	West Midlands (m)	East Midlands (n)	Wales (o)	Eastern (p)	London (q)	South East (r)	South West (s)
Unweighted base	61	1	13	8	24	2	4	5	4	-	5	5	7	9	16	3	5	4	5	3
Weighted base	31*	1**	6**	6**	13**	1**	2**	2**	2**	-**	2**	4**	2**	4**	9**	1**	3**	2**	2**	1**
Labour	2 7.9%	-	-	2 37.4%	-	-	-	-	* 22.2%	-	-	2 56.3%	-	-	* 4.0%	-	-	-	-	-
The UK Independence Party	16 53.1%	1 100.0%	4 76.6%	2 31.0%	6 42.7%	1 100.0%	1 77.7%	2 100.0%	* 22.5%	-	-	1 19.1%	2 100.0%	4 87.3%	4 46.4%	-	1 27.9%	2 100.0%	2 100.0%	1 47.3%
The Green Party	* 1.2%	-	-	-	-	-	* 22.3%	-	-	-	-	-	-	-	* 4.0%	-	-	-	-	-
The British National Party	11 35.0%	-	1 23.4%	2 31.6%	7 51.0%	-	-	-	1 55.4%	-	2 100.0%	1 24.6%	-	1 12.7%	4 45.6%	1 100.0%	1 40.4%	-	-	1 52.7%
Some other party	1 2.8%	-	-	-	1 6.4%	-	-	-	-	-	-	-	-	-	-	-	1 31.7%	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s
* small base; ** very small base (under 30) ineligible for sig testing

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Opinion Poll
ONLINE Fieldwork : 2nd - 29th January 2015

Table 6
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)
FILTER: 2010 Vote: Some other party

	Total	SEG Within Gender - Male				SEG Within Gender - Female				Region										
		AB (a)	C1 (b)	C2 (c)	DE (d)	AB (e)	C1 (f)	C2 (g)	DE (h)	Scot-land (i)	North East (j)	North West (k)	York-shire & Humb-erside (l)	West Mid-lands (m)	East Mid-lands (n)	Wales (o)	East-ern (p)	London (q)	South East (r)	South West (s)
Unweighted base	53	9	13	6	5	8	5	2	5	4	1	7	4	10	6	3	5	4	7	3
Weighted base	38*	6**	10**	4**	7**	4**	3**	3**	2**	5**	1**	4**	4**	5**	5**	1**	3**	3**	5**	2**
Conservative	6 15.9%	2 28.7%	-	-	1 19.0%	2 58.6%	-	-	1 37.5%	-	1 100.0%	2 61.9%	-	-	-	1 59.0%	-	-	-	2 70.8%
Labour	16 42.7%	3 45.0%	5 46.7%	2 45.6%	3 39.6%	-	2 65.0%	3 100.0%	-	2 38.4%	-	-	4 100.0%	3 54.1%	4 88.2%	1 41.0%	1 38.5%	2 56.9%	-	-
SNP	* 1.2%	* 8.0%	-	-	-	-	-	-	-	* 9.5%	-	-	-	-	-	-	-	-	-	-
The UK Independence Party	8 20.7%	1 13.5%	* 2.2%	2 54.4%	2 31.2%	2 41.4%	-	-	1 44.1%	2 46.3%	-	1 38.1%	-	2 39.0%	-	-	1 38.0%	1 43.1%	-	-
The Green Party	2 5.0%	-	2 16.6%	-	-	-	* 9.1%	-	-	-	-	-	-	-	-	-	* 10.1%	-	1 19.8%	1 29.2%
Some other party	5 14.5%	* 4.9%	3 34.5%	-	1 10.3%	-	1 25.9%	-	* 18.4%	* 5.8%	-	-	-	* 6.8%	1 11.8%	-	* 13.4%	-	4 80.2%	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s
* small base; ** very small base (under 30) ineligible for sig testing

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Opinion Poll
ONLINE Fieldwork : 2nd - 29th January 2015

Absolutes/col percents

Table 6
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)
FILTER: 2010 Vote: Did not vote

	Total	SEG Within Gender - Male				SEG Within Gender - Female				Region										
		AB (a)	C1 (b)	C2 (c)	DE (d)	AB (e)	C1 (f)	C2 (g)	DE (h)	Scotland (i)	North East (j)	North West (k)	Yorkshire & Humberside (l)	West Midlands (m)	East Midlands (n)	Wales (o)	Eastern (p)	London (q)	South East (r)	South West (s)
Unweighted base	1365	146	203	105	177	162	251	118	204	122	57	161	137	129	96	69	116	159	228	92
Weighted base	1115	134	161	117*	138	125	178	115*	148	91*	42*	133	114*	105*	72*	64*	92*	150	168	83*
Conservative	290 26.0%	42 31.0%h	46 28.4%h	28 23.9%	27 19.6%	49 39.1%cdfgh	49 27.4%h	27 23.3%	23 15.9%	28 30.9%kno	7 17.6%	17 13.0%	27 23.7%	26 24.6%k	12 16.1%	9 13.6%	25 26.7%k	50 33.4%kno	57 33.9%kno	32 39.0%jklno
Labour	496 44.5%	54 40.0%	71 43.9%	66 56.7%aefg	67 48.3%e	39 31.5%	76 42.4%	46 40.1%	78 52.8%e	18 20.1%	23 53.9%irs	81 60.7%ipqrs	57 49.5%irs	59 55.6%irs	34 47.5%is	40 62.2%ipqrs	40 43.3%is	66 44.0%is	57 34.0%i	22 26.6%
Liberal Democrat	72 6.5%	6 4.4%	16 10.2%cd	2 2.0%	3 2.2%	13 10.7%cd	12 6.6%	9 8.1%	10 6.9%	4 4.6%	3 7.8%	7 5.5%	5 4.4%	4 4.1%	8 11.5%	5 8.5%	5 4.9%	8 5.0%	9 5.6%	13 15.6%iklmpqr
SNP	32 2.8%	5 3.5%	5 2.9%	3 2.7%	3 2.2%	2 1.8%	7 4.1%	2 1.8%	4 3.0%	32 34.8%jklmnopqrs	-	-	-	-	-	-	-	-	-	-
Plaid Cymru	2 0.2%	1 0.4%	-	-	-	*	*	1 0.6%	1 0.6%	-	-	-	-	-	-	2 3.8%qr	-	-	-	-
The UK Independence Party	112 10.1%	14 10.1%f	13 8.2%	9 8.0%	25 18.4%bcef	7 5.3%	7 4.0%	17 14.9%ef	20 13.5%ef	3 3.2%	2 5.2%	14 10.6%	17 15.1%iq	8 7.9%	9 13.1%i	3 5.1%	12 13.5%i	10 6.6%	26 15.5%iq	7 7.8%
The Green Party	94 8.5%	11 8.0%	8 5.1%	5 4.7%	10 6.9%	14 11.3%	25 14.1%bch	12 10.3%	10 6.4%	5 5.8%	7 13.7%	9 6.8%	7 6.5%	8 7.8%	7 9.9%	4 5.7%	17 10.4%	13 8.5%	17 9.9%	9 10.7%
The British National Party	5 0.4%	1 0.5%	* *	2 1.4%	2 1.1%	-	-	* 0.1%	1 0.6%	-	1 1.9%	* *	1 0.8%	-	1 1.4%	1 1.1%	-	1 0.5%	1 0.4%	-
Some other party	11 1.0%	3 2.1%	2 1.3%	1 0.5%	2 1.2%	* 0.2%	2 1.1%	1 0.8%	1 0.4%	1 0.6%	-	4 3.4%	-	* *	* 0.6%	-	1 1.2%	3 1.9%	1 0.7%	* 0.3%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s
* small base

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Opinion Poll
ONLINE Fieldwork : 2nd - 29th January 2015

Table 6
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)
FILTER: 2010 Vote: Conservative

	Total	Region Within Gender - Male											Region Within Gender - Female										
		Scot-land (a)	North East (b)	North West (c)	York-shire & Humb-erside (d)	West Mid-lands (e)	East Mid-lands (f)	Wales (g)	East-ern (h)	London (i)	South East (j)	South West (k)	Scot-land (l)	North East (m)	North West (n)	York-shire & Humb-erside (o)	West Mid-lands (p)	East Mid-lands (q)	Wales (r)	East-ern (s)	London (t)	South East (u)	South West (v)
Unweighted base	3468	106	55	188	162	182	156	90	223	210	380	196	80	37	175	111	150	127	61	158	173	281	167
Weighted base	3217	104*	51**	172	162	172	158	70*	234	219	359	179	64*	30**	153	97*	126	109*	48	148	179*	232	143
Conservative	2359 73.3%	77 73.3%	29 57.4%	125 72.5%	111 68.5%	107 62.1%	109 68.7%	49 69.8%	158 67.5%	170 77.4%ehko	270 75.3%eo	119 66.7%	44 67.9%	23 76.3%	109 71.2%	59 60.9%	94 74.4%e	75 69.2%	48 87.7%cdefghklnoq	123 82.9%cdefghklnoq	146 81.5%defhkoq	195 84.0%acdefghjklnopq	120 84.1%cdefghklnoq
Labour	175 5.4%	6 6.2%	3 5.6%	10 5.9%	7 4.2%	8 4.8%	4 2.5%	6 8.1%uv	9 3.9%	12 5.5%	17 4.9%	14 7.7%uv	7 11.1%fhsuv	3 9.5%	16 10.7%fhjsuv	9 9.8%fsuv	11 9.1%fuv	9 8.5%uv	1 2.6%	5 3.1%	8 4.2%	6 2.7%	2 1.4%
Liberal Democrat	39 1.2%	4 3.7%cehv	1 2.3%	-	3 1.7%	-	* 0.2%	-	-	1 0.6%	3 0.9%	7 4.2%cefhijptv	4 5.6%cefhijpstuv	1 3.1%	2 1.2%	2 2.2%h	-	6 5.5%cefhijpstuv	-	1 0.7%	* 0.2%	3 1.1%	* *
SNP	11 0.3%	6 6.1%cdefghijknopqstuv	-	-	-	-	-	-	-	-	-	-	4 6.9%cdefghijknopqstuv	-	-	-	-	-	-	-	-	-	-
Plaid Cymru	* *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	* 0.2%	-	-	-	-
The UK Independence Party	578 18.0%	11 10.6%	18 34.2%	36 21.0%alsu	40 24.5%alqrsuv	52 30.3%aijlnpqrstuv	43 26.9%aijlnqrstuv	14 20.5%lsu	57 24.4%ailqrstuv	33 15.3%l	64 17.8%lu	36 20.3%ls	3 5.0%	3 11.1%	24 15.6%l	21 21.8%lsu	20 16.2%l	14 12.9%	5 9.5%	15 10.1%	25 13.8%	25 10.8%	18 12.8%
The Green Party	47 1.5%	-	* 0.5%	1 0.6%	1 0.4%	4 2.5%	3 1.6%	1 1.7%	10 4.2%cjt	3 1.2%	3 0.8%	1 0.8%	2 3.6%	-	2 1.3%	5 5.1%acdjkpt	* 0.2%	3 2.7%	-	2 1.4%	* 0.2%	3 1.4%	2 1.7%
The British National Party	6 0.2%	-	-	-	1 0.7%	* 0.2%	-	-	-	-	1 0.3%	1 0.4%	-	-	-	* 0.2%	-	* 0.4%	-	2 1.5%	-	-	-
Some other party	1 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 0.8%	-	* 0.2%	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v
* small base; ** very small base (under 30) ineligible for sig testing

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Opinion Poll
ONLINE Fieldwork : 2nd - 29th January 2015

Absolutes/col percents

Table 6
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)
FILTER: 2010 Vote: Labour

	Total	Region Within Gender - Male											Region Within Gender - Female										
		Scotland (a)	North East (b)	North West (c)	Yorkshire & Humberside (d)	West Midlands (e)	East Midlands (f)	Wales (g)	Eastern (h)	London (i)	South East (j)	South West (k)	Scotland (l)	North East (m)	North West (n)	Yorkshire & Humberside (o)	West Midlands (p)	East Midlands (q)	Wales (r)	Eastern (s)	London (t)	South East (u)	South West (v)
Unweighted base	2422	142	86	183	120	131	100	86	89	163	113	75	143	45	141	140	82	73	62	94	160	128	67
Weighted base	2306	142	81*	170	112*	133*	104*	92*	87*	171	98*	76*	124*	41*	137	119	75*	80*	56*	80*	159	109*	60*
Conservative	102 4.4%	3 2.3%	12 14.3%acdgiklortuv	2 1.1%	4 3.5%	9 6.5%cgl	11 10.5%acglot	-	5 5.6%l	8 4.7%l	5 5.4%l	2 2.6%	-	3 6.8%cgl	9 6.3%cgl	1 1.1%	4 5.7%cgl	4 5.5%l	1 1.6%	8 10.4%acglot	5 3.3%	5 4.7%l	1 1.1%
Labour	1921 83.3%	90 63.5%	62 77.4%	156 92.3%abdfhklqs	77 68.5%	113 84.6%a	83 80.1%a	78 85.1%a	69 78.7%a	150 87.7%adls	86 87.9%a	62 81.8%a	95 76.4%	37 90.0%a	124 90.1%abdhls	112 93.6%abdefhklqsu	67 89.0%a	64 80.7%a	49 87.5%a	62 76.5%	140 88.6%abdls	92 84.9%a	52 87.4%ad
Liberal Democrat	38 1.7%	-	1 0.9%	2 1.1%	7 6.6%achilnos	3 2.0%	1 1.4%	2 2.6%	-	1 0.6%	3 2.7%	-	-	-	1 0.7%	-	1 1.1%	1 1.3%	1 2.4%	-	7 4.3%ailo	7 6.8%achilnos	-
SNP	65 2.8%	42 29.5%bcdefghijkmnopqrstuv	-	-	-	-	-	-	-	-	-	-	23 18.1%bcdefghijkmnopqrstuv	-	-	-	-	-	-	-	-	-	-
Plaid Cymru	2 0.1%	-	-	-	-	-	-	* 0.5%	-	-	-	-	-	-	-	-	-	-	2 2.7%	-	-	-	-
The UK Independence Party	127 5.5%	4 3.1%	5 6.1%t	5 2.7%	22 19.8%abcefijlmnopqrtuv	6 4.4%t	6 6.1%t	11 11.8%acilntu	11 13.1%aceijlntu	6 3.5%t	3 3.2%t	9 12.1%acilntu	1 1.0%	1 2.3%	2 1.7%	6 4.9%t	3 3.6%t	5 6.7%t	3 5.7%t	10 12.8%aceijlntu	-	3 2.3%	3 5.6%t
The Green Party	47 2.0%	2 1.4%	-	5 2.8%	-	2 1.8%	2 1.8%	-	2 2.7%	6 3.5%	1 0.9%	3 3.5%	6 4.4%	* 0.9%	2 1.1%	* 0.3%	* 0.6%	5 5.9%do	-	-	6 3.6%	1 1.2%	4 5.9%do
The British National Party	2 0.1%	-	1 1.3%	-	1 0.5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	* 0.3%	-	-	-
Some other party	3 0.1%	-	-	-	1 1.1%	1 0.8%	-	-	-	-	-	-	-	-	-	-	-	-	-	* 0.3%	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v
* small base

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Opinion Poll
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Absolutes/col percents

Table 6
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)
FILTER: 2010 Vote: Liberal Democrat

	Total	Region Within Gender - Male											Region Within Gender - Female										
		Scotland (a)	North East (b)	North West (c)	Yorkshire & Humberside (d)	West Midlands (e)	East Midlands (f)	Wales (g)	Eastern (h)	London (i)	South East (j)	South West (k)	Scotland (l)	North East (m)	North West (n)	Yorkshire & Humberside (o)	West Midlands (p)	East Midlands (q)	Wales (r)	Eastern (s)	London (t)	South East (u)	South West (v)
Unweighted base	1854	81	58	92	112	80	70	40	103	114	149	112	70	34	104	67	67	40	36	71	96	128	132
Weighted base	1833	82*	54*	88*	110*	88*	82*	34*	102*	142*	149	110*	65*	28**	101*	61*	54*	39**	33**	64*	107*	111*	128*
Conservative	257 14.0%	4 5.4%	4 8.1%	14 16.3%h	20 18.5%ah	14 15.5%h	15 18.8%ah	2 5.3%	3 2.6%	12 8.6%	24 16.4%ah	16 14.9%h	17 25.7%abghi	3 9.8%	14 13.7%h	9 15.1%h	9 16.5%h	4 9.2%	10 30.3%	8 12.9%h	14 13.3%h	23 20.6%ahi	16 12.9%h
Labour	539 29.4%	23 27.8%l	33 61.8%acdefhi jklnop stuv	23 25.8%l	43 38.8%e jlu	20 22.6%	19 22.7%	14 39.6%j lu	28 27.1%l	37 25.9%l	29 19.5%	36 32.4%jl	6 9.1%	14 51.8%	37 36.6%j lu	24 38.8%j lu	21 38.7%j lu	9 22.6%	11 33.3%	21 32.1%l	31 29.3%l	24 21.3%	39 30.5%l
Liberal Democrat	639 34.8%	30 36.4%b	8 14.7%	33 37.2%b	27 24.2%	37 41.7%b dno	32 39.4%b no	10 29.8%	47 46.1%b dnops	76 53.3%b dgknop stv	70 46.7%b dknops	35 31.7%b	24 36.9%b	4 12.9%	23 22.6%	12 20.4%	13 24.0%	14 36.4%	3 8.8%	18 27.5%	34 32.1%l	48 43.0%b dnop	42 32.9%b
SNP	30 1.7%	17 21.2%bcde fghijknop stuv	-	-	-	-	-	-	-	-	-	-	13 20.0%bcde fghijknop stuv	-	-	-	-	-	-	-	-	-	-
Plaid Cymru	3 0.1%	-	-	-	-	-	-	3 7.6%acde fhijklns tuv	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
The UK Independence Party	173 9.4%	4 4.5%	3 5.0%	9 10.1%l	11 10.0%l	11 12.2%l	10 12.7%l	4 13.1%l	15 14.5%jl t	9 6.7%	6 4.2%	13 11.3%l	-	1 2.9%	13 13.3%j l	8 13.6%j l	6 11.1%l	7 16.9%	2 5.2%	11 17.4%aj lt	5 4.7%	11 10.0%l	14 10.8%l
The Green Party	184 10.0%	4 4.5%	6 10.4%	9 10.6%	9 8.6%	7 7.3%	5 6.4%	2 4.6%	10 9.8%	8 5.3%	19 12.7%	10 9.3%	5 8.4%	6 21.4%	11 10.6%	7 12.1%	4 8.1%	6 14.9%	7 22.3%	7 10.1%	20 18.7%af iu	6 5.1%	17 12.9%
The British National Party	4 0.2%	-	-	-	-	-	-	-	-	-	-	-	-	* 1.3%	3 3.2%	-	-	-	-	-	-	-	-
Some other party	5 0.3%	-	-	-	-	1 0.7%	-	-	-	* 0.2%	1 0.5%	* 0.3%	-	-	-	1 1.6%	-	-	-	2 1.9%	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v
* small base; ** very small base (under 30) ineligible for sig testing

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Opinion Poll
ONLINE Fieldwork : 2nd - 29th January 2015

Table 6
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)
FILTER: 2010 Vote: SNP

	Total	Region Within Gender - Male											Region Within Gender - Female										
		Scot-land (a)	North East (b)	North West (c)	York-shire & Humb-erside (d)	West Mid-lands (e)	East Mid-lands (f)	Wales (g)	East-ern (h)	London (i)	South East (j)	South West (k)	Scot-land (l)	North East (m)	North West (n)	York-shire & Humb-erside (o)	West Mid-lands (p)	East Mid-lands (q)	Wales (r)	East-ern (s)	London (t)	South East (u)	South West (v)
Unweighted base	322	184	-	-	-	-	-	-	-	-	-	-	138	-	-	-	-	-	-	-	-	-	-
Weighted base	205	123	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	82*	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**
Conservative	10 4.7%	4 2.9%	-	-	-	-	-	-	-	-	-	-	6 7.3%	-	-	-	-	-	-	-	-	-	-
Labour	11 5.2%	7 5.7%	-	-	-	-	-	-	-	-	-	-	4 4.4%	-	-	-	-	-	-	-	-	-	-
Liberal Democrat	6 2.7%	3 2.2%	-	-	-	-	-	-	-	-	-	-	3 3.5%	-	-	-	-	-	-	-	-	-	-
SNP	170 82.6%	103 83.3%	-	-	-	-	-	-	-	-	-	-	67 81.4%	-	-	-	-	-	-	-	-	-	-
The UK Independence Party	9 4.5%	7 5.9%	-	-	-	-	-	-	-	-	-	-	2 2.4%	-	-	-	-	-	-	-	-	-	-
The Green Party	1 0.4%	-	-	-	-	-	-	-	-	-	-	-	1 1.0%	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v
* small base; ** very small base (under 30) ineligible for sig testing

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Opinion Poll
ONLINE Fieldwork : 2nd - 29th January 2015

Table 6
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)
FILTER: 2010 Vote: Plaid Cymru

	Total	Region Within Gender - Male											Region Within Gender - Female										
		Scot-land (a)	North East (b)	North West (c)	York-shire & Humb-erside (d)	West Mid-lands (e)	East Mid-lands (f)	Wales (g)	East-ern (h)	London (i)	South East (j)	South West (k)	Scot-land (l)	North East (m)	North West (n)	York-shire & Humb-erside (o)	West Mid-lands (p)	East Mid-lands (q)	Wales (r)	East-ern (s)	London (t)	South East (u)	South West (v)
Unweighted base	52	-	-	-	-	-	-	39	-	-	-	-	-	-	-	-	-	-	13	-	-	-	-
Weighted base	30*	-**	-**	-**	-**	-**	-**	24**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	7**	-**	-**	-**	-**
Labour	8 27.4%	- -	- -	- -	- -	- -	- -	8 35.1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Liberal Democrat	2 6.9%	- -	- -	- -	- -	- -	- -	2 8.8%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Plaid Cymru	19 62.7%	- -	- -	- -	- -	- -	- -	12 52.3%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	7 100.0%	- -	- -	- -	- -
The UK Independence Party	1 3.0%	- -	- -	- -	- -	- -	- -	1 3.9%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v
* small base; ** very small base (under 30) ineligible for sig testing

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Opinion Poll
ONLINE Fieldwork : 2nd - 29th January 2015

Table 6
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)
FILTER: 2010 Vote: The UK Independence Party

	Total	Region Within Gender - Male											Region Within Gender - Female										
		Scot-land (a)	North East (b)	North West (c)	York-shire & Humb-erside (d)	West Mid-lands (e)	East Mid-lands (f)	Wales (g)	East-ern (h)	London (i)	South East (j)	South West (k)	Scot-land (l)	North East (m)	North West (n)	York-shire & Humb-erside (o)	West Mid-lands (p)	East Mid-lands (q)	Wales (r)	East-ern (s)	London (t)	South East (u)	South West (v)
Unweighted base	358	5	8	21	20	17	22	6	41	17	41	20	-	9	2	16	5	11	5	36	7	32	20
Weighted base	211	1**	4**	16**	13**	7**	14**	3**	25**	12**	34**	5**	-**	3**	***	11**	2**	6**	2**	19**	3**	17**	12**
Conservative	11 5.1%	-	-	-	1 5.1%	-	1 8.1%	-	-	-	4 10.2%	* 8.3%	-	-	-	2 15.5%	-	-	* 15.5%	3 13.6%	-	* 2.0%	-
Labour	10 4.9%	-	-	4 25.8%	1 4.1%	-	-	-	-	* 3.2%	3 8.2%	-	-	-	-	-	* 10.3%	-	-	1 4.6%	-	-	1 11.5%
Liberal Democrat	4 2.1%	-	-	-	-	-	-	-	-	-	1 1.5%	-	-	-	-	-	-	-	-	-	-	-	4 32.3%
The UK Independence Party	180 85.5%	1 100.0%	4 100.0%	12 74.2%	12 90.8%	7 97.2%	13 91.9%	3 100.0%	24 96.7%	11 96.8%	26 76.2%	5 88.8%	-	3 85.1%	* 100.0%	9 84.5%	1 53.5%	5 91.6%	2 84.5%	15 81.8%	3 100.0%	16 93.4%	7 56.2%
The Green Party	5 2.2%	-	-	-	-	-	-	-	1 3.3%	-	1 4.0%	-	-	* 14.9%	-	-	1 36.2%	* 8.4%	-	-	-	1 4.6%	-
The British National Party	* 0.1%	-	-	-	-	* 2.8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some other party	* 0.1%	-	-	-	-	-	-	-	-	-	-	* 2.9%	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v
** very small base (under 30) ineligible for sig testing

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Opinion Poll
ONLINE Fieldwork : 2nd - 29th January 2015

Absolutes/col percents

Table 6
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)
FILTER: 2010 Vote: The Green Party

	Total	Region Within Gender - Male											Region Within Gender - Female										
		Scot-land (a)	North East (b)	North West (c)	York-shire & Humb-erside (d)	West Mid-lands (e)	East Mid-lands (f)	Wales (g)	East-ern (h)	London (i)	South East (j)	South West (k)	Scot-land (l)	North East (m)	North West (n)	York-shire & Humb-erside (o)	West Mid-lands (p)	East Mid-lands (q)	Wales (r)	East-ern (s)	London (t)	South East (u)	South West (v)
Unweighted base	172	4	3	2	6	6	2	5	24	19	13	2	14	-	5	10	12	3	-	9	5	19	10
Weighted base	133*	2**	1**	1**	3**	3**	1**	2**	24**	18**	9**	1**	12**	-**	4**	10**	5**	7**	-**	7**	3**	12**	7**
Conservative	7 5.3%	-	-	-	-	2 56.0%	-	-	-	-	-	-	-	-	2 40.0%	-	-	-	-	1 7.7%	-	2 16.5%	1 14.7%
Labour	19 14.3%	-	* 32.3%	-	-	-	-	1 39.6%	2 7.1%	5 28.4%	3 33.6%	-	2 13.1%	-	-	-	-	-	-	1 16.5%	1 41.2%	3 24.9%	1 10.2%
Liberal Democrat	10 7.2%	-	-	-	-	-	-	-	6 25.6%	-	1 8.7%	-	-	-	-	2 24.8%	-	-	-	* 2.3%	-	-	-
SNP	5 3.8%	1 47.1%	-	-	-	-	-	-	-	-	-	-	4 35.9%	-	-	-	-	-	-	-	-	-	-
Plaid Cymru	* 0.2%	-	-	-	-	-	-	* 13.8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
The UK Independence Party	4 2.8%	-	-	-	-	-	-	-	1 6.0%	1 3.7%	-	-	-	-	-	* 1.6%	-	-	-	-	* 7.8%	1 7.7%	* 4.0%
The Green Party	86 64.8%	1 52.9%	1 67.7%	1 100.0%	3 100.0%	1 44.0%	1 100.0%	1 46.6%	15 61.3%	12 67.8%	5 57.7%	1 100.0%	6 51.0%	-	1 27.8%	6 67.5%	5 100.0%	7 100.0%	-	5 73.6%	2 51.0%	6 50.9%	5 71.1%
The British National Party	1 0.4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 6.1%	-	-	-	-	-	-	-
Some other party	1 1.0%	-	-	-	-	-	-	-	-	-	-	-	-	-	1 32.2%	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v
* small base; ** very small base (under 30) ineligible for sig testing

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Opinion Poll
ONLINE Fieldwork : 2nd - 29th January 2015

Table 6
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)
FILTER: 2010 Vote: The British National Party

	Total	Region Within Gender - Male											Region Within Gender - Female										
		Scotland (a)	North East (b)	North West (c)	Yorkshire & Humberside (d)	West Midlands (e)	East Midlands (f)	Wales (g)	Eastern (h)	London (i)	South East (j)	South West (k)	Scotland (l)	North East (m)	North West (n)	Yorkshire & Humberside (o)	West Midlands (p)	East Midlands (q)	Wales (r)	Eastern (s)	London (t)	South East (u)	South West (v)
Unweighted base	61	-	5	2	5	7	12	3	5	1	4	3	-	-	3	2	3	3	-	-	3	1	-
Weighted base	31*	-**	2**	3**	2**	3**	8**	1**	3**	***	2**	1**	-**	-**	1**	***	1**	1**	-**	-**	2**	***	-**
Labour	2 7.9%	-	-	2 69.6%	-	-	-	-	-	-	-	-	-	-	-	-	-	* 27.1%	-	-	-	-	-
The UK Independence Party	16 53.1%	-	-	-	2 100.0%	3 100.0%	4 51.5%	-	1 27.9%	* 100.0%	2 100.0%	1 47.3%	-	-	1 100.0%	* 100.0%	1 61.9%	* 16.8%	-	-	2 100.0%	* 100.0%	-
The Green Party	* 1.2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	* 26.9%	-	-	-	-	-
The British National Party	11 35.0%	-	2 100.0%	1 30.4%	-	-	4 48.5%	1 100.0%	1 40.4%	-	-	1 52.7%	-	-	-	-	1 38.1%	* 29.2%	-	-	-	-	-
Some other party	1 2.8%	-	-	-	-	-	-	-	1 31.7%	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v
* small base; ** very small base (under 30) ineligible for sig testing

Opinion Poll
ONLINE Fieldwork : 2nd - 29th January 2015

Table 6
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)
FILTER: 2010 Vote: Some other party

	Total	Region Within Gender - Male											Region Within Gender - Female										
		Scotland (a)	North East (b)	North West (c)	Yorkshire & Humberside (d)	West Midlands (e)	East Midlands (f)	Wales (g)	Eastern (h)	London (i)	South East (j)	South West (k)	Scotland (l)	North East (m)	North West (n)	Yorkshire & Humberside (o)	West Midlands (p)	East Midlands (q)	Wales (r)	Eastern (s)	London (t)	South East (u)	South West (v)
Unweighted base	53	4	1	1	2	6	6	1	2	3	5	3	-	-	6	2	5	-	2	4	1	2	-
Weighted base	38*	5**	1**	1**	2**	4**	5**	***	1**	2**	4**	2**	-**	-**	3**	3**	2**	-**	1**	2**	1**	1**	-**
Conservative	6 15.9%	-	1 100.0%	-	-	-	-	-	-	-	-	2 70.8%	-	-	2 77.4%	-	-	-	1 100.0%	-	-	-	-
Labour	16 42.7%	2 38.4%	-	-	2 100.0%	2 55.1%	4 88.2%	* 100.0%	1 100.0%	1 33.1%	-	-	-	-	-	3 100.0%	1 52.1%	-	-	-	1 100.0%	-	-
SNP	* 1.2%	* 9.5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
The UK Independence Party	8 20.7%	2 46.3%	-	1 100.0%	-	1 34.8%	-	-	-	1 66.9%	-	-	-	-	1 22.6%	-	1 47.9%	-	-	1 61.7%	-	-	-
The Green Party	2 5.0%	-	-	-	-	-	-	-	-	-	1 23.3%	1 29.2%	-	-	-	-	-	-	-	* 16.5%	-	-	-
Some other party	5 14.5%	* 5.8%	-	-	-	* 10.1%	1 11.8%	-	-	-	3 76.7%	-	-	-	-	-	-	-	-	* 21.8%	-	1 100.0%	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v
* small base; ** very small base (under 30) ineligible for sig testing

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Opinion Poll
ONLINE Fieldwork : 2nd - 29th January 2015

Absolutes/col percents

Table 6
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)
FILTER: 2010 Vote: Did not vote

	Total	Region Within Gender - Male											Region Within Gender - Female										
		Scotland (a)	North East (b)	North West (c)	Yorkshire & Humberside (d)	West Midlands (e)	East Midlands (f)	Wales (g)	Eastern (h)	London (i)	South East (j)	South West (k)	Scotland (l)	North East (m)	North West (n)	Yorkshire & Humberside (o)	West Midlands (p)	East Midlands (q)	Wales (r)	Eastern (s)	London (t)	South East (u)	South West (v)
Unweighted base	1365	46	27**	87	63	57	36	30	54	78	111	41	75	29	73	73	73	59	39	62	82	117	51
Weighted base	1115	42*	21**	75*	54*	49*	29**	34**	45*	84*	83*	35**	48*	21**	59*	61*	57*	43*	31**	47*	66*	85*	49*
Conservative	290 26.0%	10 23.3%c	2 10.8%	7 8.8%	10 18.7%	17 34.4%c q	6 20.7%	5 16.1%	12 27.4%c djnpq	34 41.0%c djnpq	19 22.5%c	20 57.7%	18 37.6%c dnpq	5 24.1%	11 18.4%	17 28.1%c	9 16.2%	6 13.0%	3 10.8%	12 26.1%c	16 23.9%c	38 45.1%a cdjnpq t	13 25.7%c
Labour	496 44.5%	10 24.7%	11 52.7%	50 66.2%a ijloqs uv	32 59.1%a jlu	25 51.7%a lu	16 56.5%	22 66.9%	21 46.4%l	33 40.0%l	32 38.5%l	4 11.8%	8 16.1%	12 55.0%	31 53.7%a lu	25 41.1%l	33 59.0%a jlu	18 41.4%l	17 57.0%	19 40.2%l	33 49.1%a lu	25 29.6%	18 37.1%l
Liberal Democrat	72 6.5%	3 7.7%	2 10.6%	1 0.7%	2 4.6%	1 2.3%	1 3.1%	3 9.3%	1 2.7%	5 6.3%	3 3.9%	4 12.8%	1 1.9%	1 5.0%	7 11.7%c	3 4.2%	3 5.6%	7 17.2%ce hjlot	2 7.8%	3 7.1%	3 3.5%	6 7.3%	9 17.6%cehjlt
SNP	32 2.8%	15 36.5%cdeh ijnopqstu v	-	-	-	-	-	-	-	-	-	-	16 33.3%cdeh ijnopqstu v	-	-	-	-	-	-	-	-	-	-
Plaid Cymru	2 0.2%	-	-	-	-	-	-	1 1.7%	-	-	-	-	-	-	-	-	-	-	2 6.1%	-	-	-	-
The UK Independence Party	112 10.1%	3 6.6%	1 3.0%	11 15.0%i l	7 13.8%	5 10.1%l	2 5.9%	2 6.1%	5 10.5%l	3 3.8%	19 22.3%a ilnpuv	4 12.4%	* 0.3%	2 7.4%	3 4.9%	10 16.3%il	3 6.0%	8 17.9%il	1 4.0%	8 16.4%i l	7 10.2%l	7 8.7%l	2 4.6%
The Green Party	94 8.5%	1 1.3%	4 19.0%	2 3.3%	1 2.5%	1 1.5%	3 10.0%	-	5 10.6%	6 7.1%	9 11.1%	2 5.4%	5 9.8%	2 8.4%	7 11.3%	6 9.9%	7 13.2%ae	4 9.8%	4 12.0%	5 10.3%	7 10.2%	7 8.6%	7 14.5%
The British National Party	5 0.4%	-	1 3.8%	*	*	1 1.2%	-	1 3.5%	-	-	1 0.8%	1 0.9%	-	-	*	* 0.4%	-	-	1 2.2%	-	* 0.1%	-	-
Some other party	11 1.0%	-	-	4 6.0%	-	-	* 0.4%	-	1 2.4%	1 1.0%	1 0.7%	-	1 1.1%	-	-	-	* 0.1%	* 0.6%	-	-	2 3.0%	1 0.7%	* 0.5%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v
* small base; ** very small base (under 30) ineligible for sig testing

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Opinion Poll
ONLINE Fieldwork : 2nd - 29th January 2015

Table 6
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)
FILTER: 2010 Vote: Conservative

	Total	Educational Attainment						Educational Attainment Within Gender - Male						Educational Attainment Within Gender - Female					
		No formal education (a)	Primary (b)	Secondary school (c)	University degree (d)	Higher university degree (e)	Still in full time education (f)	No formal education (g)	Primary (h)	Secondary school (i)	University degree (j)	Higher university degree (k)	Still in full time education (l)	No formal education (m)	Primary (n)	Secondary school (o)	University degree (p)	Higher university degree (q)	Still in full time education (r)
Unweighted base	3468	25	22	2057	1061	253	26	19	19	1094	643	140	17	7	3	962	418	112	9
Weighted base	3217	23**	24**	1924	963	239	26**	20**	21**	1065	617	130	14**	3**	3**	859	346	108*	12**
Conservative	2359 73.3%	20 85.0%	17 71.8%	1393 72.4%	723 75.1%	171 71.5%	22 87.4%	17 85.4%	16 73.5%	728 68.3%	449 72.8%	92 70.6%	12 85.5%	3 82.7%	2 59.1%	665 77.5%i	274 79.2%ij	78 72.6%	11 89.7%
Labour	175 5.4%	2 8.9%	4 16.0%	109 5.6%	44 4.5%	14 5.8%	1 4.5%	2 8.5%	3 12.7%	57 5.3%	25 4.0%	8 6.0%	1 8.2%	* 11.0%	1 40.9%	52 6.0%	19 5.5%	6 5.4%	-
Liberal Democrat	39 1.2%	-	-	17 0.9%	15 1.6%	7 2.9%c	-	-	-	7 0.7%	9 1.4%	4 3.1%i	-	-	-	9 1.1%	6 1.8%	3 2.7%	-
SNP	11 0.3%	-	-	2 0.1%	4 0.4%	4 1.6%c	-	-	-	1 0.1%	4 0.6%	2 1.2%i	-	-	-	1 0.2%	1 0.2%	2 2.0%io	-
Plaid Cymru	* *	-	-	* *	-	-	-	-	-	-	-	-	-	-	-	* *	-	-	-
The UK Independence Party	578 18.0%	1 6.1%	3 12.2%	378 19.7%d	157 16.3%	35 14.9%	1 2.6%	1 6.1%	3 13.8%	262 24.6%jopq	114 18.5%op	22 16.8%	1 4.8%	* 6.3%	-	116 13.5%	43 12.3%	14 12.6%	-
The Green Party	47 1.5%	-	-	20 1.1%	18 1.9%	8 3.2%c	1 5.5%	-	-	9 0.8%	14 2.3%i	3 2.3%	* 1.4%	-	-	11 1.3%	4 1.0%	5 4.3%iop	1 10.3%
The British National Party	6 0.2%	-	-	4 0.2%	2 0.2%	-	-	-	-	1 0.1%	2 0.4%	-	-	-	-	3 0.3%	-	-	-
Some other party	1 *	-	-	* *	-	* 0.1%	-	-	-	-	-	-	-	-	-	* *	-	* 0.3%	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j/k/l/m/n/o/p/q/r
* small base; ** very small base (under 30) ineligible for sig testing

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Opinion Poll
ONLINE Fieldwork : 2nd - 29th January 2015

Absolutes/col percents

Table 6
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)
FILTER: 2010 Vote: Labour

	Total	Educational Attainment						Educational Attainment Within Gender - Male						Educational Attainment Within Gender - Female					
		No formal education (a)	Primary (b)	Secondary school (c)	University degree (d)	Higher university degree (e)	Still in full time education (f)	No formal education (g)	Primary (h)	Secondary school (i)	University degree (j)	Higher university degree (k)	Still in full time education (l)	No formal education (m)	Primary (n)	Secondary school (o)	University degree (p)	Higher university degree (q)	Still in full time education (r)
Unweighted base	2422	30	22	1359	663	294	31	21	11	723	348	151	17	9	11	636	315	143	14
Weighted base	2306	23**	19**	1315	609	297	22**	15**	9**	718	335	162	12**	8**	10**	597	274	135	10**
Conservative	102 4.4%	-	-	60 4.5%	30 4.9%	11 3.8%	1 6.5%	-	-	36 5.0%	18 5.3%	7 4.2%	-	-	-	24 4.0%	12 4.4%	4 3.3%	1 14.4%
Labour	1921 83.3%	21 89.4%	17 92.2%	1073 81.6%	513 84.3%	260 87.4%c	18 79.0%	13 84.1%	9 100.0%	565 78.7%	278 82.8%	140 86.4%	10 78.9%	8 100.0%	9 85.5%	508 85.0%i	236 86.1%i	119 88.6%i	8 79.1%
Liberal Democrat	38 1.7%	-	-	20 1.5%	8 1.3%	9 3.1%	1 4.4%	-	-	7 1.0%	6 1.7%	6 3.9%i	1 8.0%	-	-	13 2.2%	2 0.8%	3 2.3%	-
SNP	65 2.8%	-	-	35 2.7%	24 3.9%	5 1.8%	* 1.2%	-	-	25 3.5%	13 3.9%	4 2.2%	-	-	-	10 1.7%	10 3.8%	2 1.5%	* 2.6%
Plaid Cymru	2 0.1%	-	-	*	*	2 0.5%c	-	-	-	*	* 0.1%	-	-	-	-	-	-	2 1.1%io	-
The UK Independence Party	127 5.5%	2 9.7%	1 7.8%	101 7.7%de	18 3.0%	3 1.1%	* 0.9%	2 14.6%	-	73 10.1%jk opq	13 3.8%	1 0.5%	* 1.6%	-	1 14.5%	29 4.8%k	5 1.9%	2 1.8%	-
The Green Party	47 2.0%	* 0.9%	-	24 1.9%	16 2.6%	3 1.1%	2 8.0%	* 1.3%	-	10 1.5%	8 2.4%	2 1.2%	1 11.4%	-	-	14 2.3%	8 2.9%	1 1.1%	* 3.8%
The British National Party	2 0.1%	-	-	1 0.1%	-	* 0.2%	-	-	-	1 0.2%	-	* 0.3%	-	-	-	*	-	-	-
Some other party	3 0.1%	-	-	-	-	3 0.9%cd	-	-	-	-	-	2 1.4%io	-	-	-	-	-	* 0.4%	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j/k/l/m/n/o/p/q/r
** very small base (under 30) ineligible for sig testing

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Opinion Poll
ONLINE Fieldwork : 2nd - 29th January 2015

Absolutes/col percents

Table 6
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)
FILTER: 2010 Vote: Liberal Democrat

	Total	Educational Attainment						Educational Attainment Within Gender - Male						Educational Attainment Within Gender - Female					
		No formal education (a)	Primary (b)	Secondary school (c)	University degree (d)	Higher university degree (e)	Still in full time education (f)	No formal education (g)	Primary (h)	Secondary school (i)	University degree (j)	Higher university degree (k)	Still in full time education (l)	No formal education (m)	Primary (n)	Secondary school (o)	University degree (p)	Higher university degree (q)	Still in full time education (r)
Unweighted base	1854	11	4	853	700	240	26	4	3	463	381	132	13	7	2	389	319	108	13
Weighted base	1833	11**	2**	826	690	255	28**	3**	1**	470	393	144*	14**	8**	1**	356	297	111*	14**
Conservative	257 14.0%	2 17.8%	1 25.5%	119 14.4%	109 15.7%e	23 8.9%	* 1.6%	1 32.4%	1 54.1%	55 11.8%	62 15.7%k	7 4.9%	* 3.3%	1 12.3%	-	63 17.8%ik	47 15.8%k	16 14.0%k	-
Labour	539 29.4%	6 51.6%	-	279 33.7%de	181 26.2%	61 24.0%	5 18.5%	1 37.5%	-	161 34.3%jq	96 24.3%	37 25.6%	1 8.1%	4 57.0%	-	118 33.0%j	85 28.6%	24 22.0%	4 28.6%
Liberal Democrat	639 34.8%	1 5.5%	-	238 28.8%	262 38.0%c	114 44.7%c	18 63.1%	1 19.9%	-	154 32.7%o	162 41.2%i o	71 49.0%i op	12 85.2%	-	-	84 23.6%	101 33.8%o	43 39.2%o	6 41.7%
SNP	30 1.7%	-	-	15 1.8%	10 1.5%	5 1.8%	-	-	-	7 1.5%	6 1.6%	3 2.2%	-	-	-	8 2.2%	4 1.3%	1 1.2%	-
Plaid Cymru	3 0.1%	-	-	-	3 0.4%	-	-	-	-	-	3 0.7%	-	-	-	-	-	-	-	-
The UK Independence Party	173 9.4%	3 25.1%	2 74.5%	116 14.0%de	39 5.7%	12 4.7%	* 1.2%	* 10.2%	* 45.9%	63 13.4%jk pq	24 6.0%	8 5.4%	-	2 30.7%	1 100.0%	53 14.8%jk pq	16 5.3%	4 3.8%	* 2.3%
The Green Party	184 10.0%	-	-	56 6.7%	83 12.0%c	40 15.8%c	4 15.6%	-	-	29 6.2%	40 10.3%	18 12.7%i	* 3.4%	-	-	27 7.5%	43 14.4%i o	22 19.8%i jo	4 27.4%
The British National Party	4 0.2%	-	-	4 0.4%	-	-	-	-	-	-	-	-	-	-	-	4 1.0%	-	-	-
Some other party	5 0.3%	-	-	1 0.1%	3 0.5%	* 0.1%	-	-	-	1 0.1%	1 0.2%	* 0.2%	-	-	-	1 0.2%	2 0.8%	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j/k/l/m/n/o/p/q/r
* small base; ** very small base (under 30) ineligible for sig testing

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Opinion Poll
ONLINE Fieldwork : 2nd - 29th January 2015

Absolutes/col percents

Table 6
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)
FILTER: 2010 Vote: SNP

	Total	Educational Attainment						Educational Attainment Within Gender - Male						Educational Attainment Within Gender - Female					
		No formal education (a)	Primary (b)	Secondary school (c)	University degree (d)	Higher university degree (e)	Still in full time education (f)	No formal education (g)	Primary (h)	Secondary school (i)	University degree (j)	Higher university degree (k)	Still in full time education (l)	No formal education (m)	Primary (n)	Secondary school (o)	University degree (p)	Higher university degree (q)	Still in full time education (r)
Unweighted base	322	1	5	154	121	35	2	-	5	96	64	19	-	1	1	58	57	16	2
Weighted base	205	1**	4**	106	71*	21**	***	-**	2**	67*	42*	11**	-**	1**	1**	39*	29*	10**	***
Conservative	10 4.7%	-	-	7 6.8%	1 1.9%	1 4.8%	-	-	-	1 1.8%	1 3.2%	1 9.0%	-	-	-	6 15.4%ip	-	-	-
Labour	11 5.2%	-	-	5 4.6%	2 2.4%	2 9.4%	-	-	-	3 4.9%	2 4.0%	2 17.6%	-	-	-	2 4.0%	-	-	-
Liberal Democrat	6 2.7%	-	-	3 2.7%	3 3.8%	-	-	-	-	-	3 6.4%i	-	-	-	-	3 7.3%i	-	-	-
SNP	170 82.6%	-	2 61.9%	88 83.1%	60 84.6%	18 85.8%	* 100.0%	-	2 100.0%	60 89.5%o	32 75.2%	8 73.4%	-	-	-	28 72.1%	28 98.5%jo	10 100.0%	* 100.0%
The UK Independence Party	9 4.5%	1 100.0%	1 38.1%	3 2.4%	5 6.8%	-	-	-	-	3 3.8%	5 11.1%o	-	-	1 100.0%	1 100.0%	-	* 0.4%	-	-
The Green Party	1 0.4%	-	-	* 0.5%	* 0.5%	-	-	-	-	-	-	-	-	-	-	* 1.3%	* 1.2%	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j/k/l/m/n/o/p/q/r
* small base; ** very small base (under 30) ineligible for sig testing

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Opinion Poll
ONLINE Fieldwork : 2nd - 29th January 2015

Table 6
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)
FILTER: 2010 Vote: Plaid Cymru

	Total	Educational Attainment						Educational Attainment Within Gender - Male						Educational Attainment Within Gender - Female					
		No formal education (a)	Primary (b)	Secondary school (c)	University degree (d)	Higher university degree (e)	Still in full time education (f)	No formal education (g)	Primary (h)	Secondary school (i)	University degree (j)	Higher university degree (k)	Still in full time education (l)	No formal education (m)	Primary (n)	Secondary school (o)	University degree (p)	Higher university degree (q)	Still in full time education (r)
Unweighted base	52	-	-	28	15	9	-	-	-	23	10	5	-	-	-	5	5	3	-
Weighted base	30*	-**	-**	17**	7**	6**	-**	-**	-**	14**	5**	4**	-**	-**	-**	3**	2**	2**	-**
Labour	8 27.4%	-	-	8 49.8%	-	-	-	-	-	8 59.4%	-	-	-	-	-	-	-	-	-
Liberal Democrat	2 6.9%	-	-	-	-	2 33.7%	-	-	-	-	-	2 47.3%	-	-	-	-	-	-	-
Plaid Cymru	19 62.7%	-	-	7 44.7%	7 100.0%	4 66.3%	-	-	-	5 34.0%	5 100.0%	2 52.7%	-	-	-	3 100.0%	2 100.0%	2 100.0%	-
The UK Independence Party	1 3.0%	-	-	1 5.5%	-	-	-	-	-	1 6.5%	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j/k/l/m/n/o/p/q/r
* small base; ** very small base (under 30) ineligible for sig testing

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Opinion Poll
ONLINE Fieldwork : 2nd - 29th January 2015

Absolutes/col percents

Table 6
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)
FILTER: 2010 Vote: The UK Independence Party

	Total	Educational Attainment						Educational Attainment Within Gender - Male						Educational Attainment Within Gender - Female					
		No formal education (a)	Primary (b)	Secondary school (c)	University degree (d)	Higher university degree (e)	Still in full time education (f)	No formal education (g)	Primary (h)	Secondary school (i)	University degree (j)	Higher university degree (k)	Still in full time education (l)	No formal education (m)	Primary (n)	Secondary school (o)	University degree (p)	Higher university degree (q)	Still in full time education (r)
Unweighted base	358	5	4	251	81	14	3	5	1	141	55	13	-	-	3	110	26	1	3
Weighted base	211	5**	1**	145	47*	9**	4**	5**	***	86*	34*	9**	-**	-**	1**	59*	13**	***	4**
Conservative	11 / 5.1%	-	-	6 / 3.9%	4 / 9.5%	1 / 7.2%	-	-	-	2 / 2.4%	3 / 9.0%	1 / 7.4%	-	-	-	4 / 6.1%	1 / 10.8%	-	-
Labour	10 / 4.9%	-	-	10 / 6.9%	-	* / 4.1%	-	-	-	8 / 8.8%	-	* / 4.1%	-	-	-	3 / 4.3%	-	-	-
Liberal Democrat	4 / 2.1%	-	-	1 / 0.3%	-	-	4 / 93.2%	-	-	1 / 0.6%	-	-	-	-	-	-	-	-	4 / 93.2%
The UK Independence Party	180 / 85.5%	5 / 100.0%	1 / 100.0%	125 / 86.6%	40 / 86.6%	8 / 88.7%	* / 6.8%	5 / 100.0%	* / 100.0%	75 / 86.9%	30 / 87.0%	8 / 88.5%	-	-	1 / 100.0%	51 / 86.1%	11 / 85.6%	* / 100.0%	* / 6.8%
The Green Party	5 / 2.2%	-	-	3 / 2.0%	2 / 3.9%	-	-	-	-	1 / 0.9%	1 / 4.0%	-	-	-	-	2 / 3.6%	* / 3.6%	-	-
The British National Party	* / 0.1%	-	-	* / 0.1%	-	-	-	-	-	* / 0.2%	-	-	-	-	-	-	-	-	-
Some other party	* / 0.1%	-	-	* / 0.1%	-	-	-	-	-	* / 0.2%	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j/k/l/m/n/o/p/q/r
* small base; ** very small base (under 30) ineligible for sig testing

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Opinion Poll
ONLINE Fieldwork : 2nd - 29th January 2015

Table 6
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)
FILTER: 2010 Vote: The Green Party

	Total	Educational Attainment						Educational Attainment Within Gender - Male						Educational Attainment Within Gender - Female					
		No formal education (a)	Primary (b)	Secondary school (c)	University degree (d)	Higher university degree (e)	Still in full time education (f)	No formal education (g)	Primary (h)	Secondary school (i)	University degree (j)	Higher university degree (k)	Still in full time education (l)	No formal education (m)	Primary (n)	Secondary school (o)	University degree (p)	Higher university degree (q)	Still in full time education (r)
Unweighted base	172	-	-	79	56	30	5	-	-	35	28	21	-	-	-	45	29	9	5
Weighted base	133*	-**	-**	60*	42*	29**	2**	-**	-**	29**	17**	20**	-**	-**	-**	30**	25**	8**	2**
Conservative	7 5.3%	- -	- -	2 3.6%	3 7.1%	2 6.5%	- -	- -	- -	- -	- -	2 9.2%	- -	- -	- -	2 7.2%	3 12.0%	- -	- -
Labour	19 14.3%	- -	- -	5 9.0%	6 14.8%	7 25.9%	- -	- -	- -	1 2.9%	3 17.5%	7 36.6%	- -	- -	- -	4 14.8%	3 13.0%	- -	- -
Liberal Democrat	10 7.2%	- -	- -	3 5.6%	3 6.0%	4 13.0%	- -	- -	- -	3 11.4%	- -	4 18.5%	- -	- -	- -	- -	3 10.1%	- -	- -
SNP	5 3.8%	- -	- -	- -	4 10.0%c	- -	1 51.9%	- -	- -	- -	1 4.8%	- -	- -	- -	- -	- -	3 13.5%	- -	1 51.9%
Plaid Cymru	* 0.2%	- -	- -	- -	* 0.7%	- -	- -	- -	- -	- -	* 1.8%	- -	- -	- -	- -	- -	- -	- -	- -
The UK Independence Party	4 2.8%	- -	- -	3 4.9%	1 2.0%	- -	- -	- -	- -	1 5.0%	1 4.0%	- -	- -	- -	- -	1 4.8%	* 0.7%	- -	- -
The Green Party	86 64.8%	- -	- -	45 75.9%	24 56.1%	16 54.6%	1 48.1%	- -	- -	24 80.7%	12 71.9%	7 35.7%	- -	- -	- -	22 71.3%	11 45.5%	8 100.0%	1 48.1%
The British National Party	1 0.4%	- -	- -	1 1.0%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 1.9%	- -	- -	- -
Some other party	1 1.0%	- -	- -	- -	1 3.2%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 5.3%	- -	- -

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j/k/l/m/n/o/p/q/r
* small base; ** very small base (under 30) ineligible for sig testing

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Opinion Poll
ONLINE Fieldwork : 2nd - 29th January 2015

Absolutes/col percents

Table 6
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)
FILTER: 2010 Vote: The British National Party

	Total	Educational Attainment						Educational Attainment Within Gender - Male						Educational Attainment Within Gender - Female					
		No formal education (a)	Primary (b)	Secondary school (c)	University degree (d)	Higher university degree (e)	Still in full time education (f)	No formal education (g)	Primary (h)	Secondary school (i)	University degree (j)	Higher university degree (k)	Still in full time education (l)	No formal education (m)	Primary (n)	Secondary school (o)	University degree (p)	Higher university degree (q)	Still in full time education (r)
Unweighted base	61	1	1	47	8	2	-	1	-	36	8	1	-	-	1	11	-	1	-
Weighted base	31*	1**	***	26*	3**	1**	-**	1**	-**	21**	3**	***	-**	-**	***	5**	-**	***	-**
Labour	2 7.9%	-	-	2 9.4%	-	-	-	-	-	2 10.0%	-	-	-	-	-	* 7.0%	-	-	-
The UK Independence Party	16 53.1%	-	* 100.0%	13 48.8%	3 100.0%	* 33.4%	-	-	-	9 43.7%	3 100.0%	-	-	-	* 100.0%	4 68.7%	-	* 100.0%	-
The Green Party	* 1.2%	-	-	* 1.4%	-	-	-	-	-	-	-	-	-	-	-	* 6.9%	-	-	-
The British National Party	11 35.0%	1 100.0%	-	10 37.2%	-	* 66.6%	-	1 100.0%	-	9 42.2%	-	* 100.0%	-	-	-	1 17.4%	-	-	-
Some other party	1 2.8%	-	-	1 3.3%	-	-	-	-	-	1 4.1%	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j/k/l/m/n/o/p/q/r
* small base; ** very small base (under 30) ineligible for sig testing

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Opinion Poll
ONLINE Fieldwork : 2nd - 29th January 2015

Absolutes/col percents

Table 6
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)
FILTER: 2010 Vote: Some other party

	Total	Educational Attainment						Educational Attainment Within Gender - Male						Educational Attainment Within Gender - Female					
		No formal education (a)	Primary (b)	Secondary school (c)	University degree (d)	Higher university degree (e)	Still in full time education (f)	No formal education (g)	Primary (h)	Secondary school (i)	University degree (j)	Higher university degree (k)	Still in full time education (l)	No formal education (m)	Primary (n)	Secondary school (o)	University degree (p)	Higher university degree (q)	Still in full time education (r)
Unweighted base	53	-	-	25	21	7	-	-	-	13	15	5	-	-	-	13	6	2	-
Weighted base	38*	-**	-**	18**	16**	4**	-**	-**	-**	11**	12**	3**	-**	-**	-**	6**	4**	1**	-**
Conservative	6 15.9%	-	-	4 22.4%	1 4.4%	1 31.2%	-	-	-	2 14.3%	-	1 40.3%	-	-	-	2 36.8%	1 17.9%	-	-
Labour	16 42.7%	-	-	7 40.7%	8 50.5%	1 22.2%	-	-	-	5 47.2%	5 45.8%	1 28.8%	-	-	-	2 29.1%	3 64.6%	-	-
SNP	* 1.2%	-	-	-	-	* 10.5%	-	-	-	-	-	* 13.6%	-	-	-	-	-	-	-
The UK Independence Party	8 20.7%	-	-	5 29.4%	2 10.5%	1 22.7%	-	-	-	4 38.6%	1 8.2%	-	-	-	-	1 13.0%	1 17.5%	1 100.0%	-
The Green Party	2 5.0%	-	-	* 1.5%	2 10.4%	-	-	-	-	2 13.8%	-	-	-	-	-	* 4.1%	-	-	-
Some other party	5 14.5%	-	-	1 6.1%	4 24.2%	1 13.4%	-	-	-	4 32.2%	1 17.3%	-	-	-	-	1 17.0%	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j/k/l/m/n/o/p/q/r
* small base; ** very small base (under 30) ineligible for sig testing

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Opinion Poll
ONLINE Fieldwork : 2nd - 29th January 2015

Absolutes/col percents

Table 6
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)
FILTER: 2010 Vote: Did not vote

	Total	Educational Attainment						Educational Attainment Within Gender - Male						Educational Attainment Within Gender - Female					
		No formal education (a)	Primary (b)	Secondary school (c)	University degree (d)	Higher university degree (e)	Still in full time education (f)	No formal education (g)	Primary (h)	Secondary school (i)	University degree (j)	Higher university degree (k)	Still in full time education (l)	No formal education (m)	Primary (n)	Secondary school (o)	University degree (p)	Higher university degree (q)	Still in full time education (r)
Unweighted base	1365	8	15	657	288	94*	288	3	11	307	125	35	140	5	4	351	163	59	148
Weighted base	1115	9**	18**	526	249	84*	216	2**	15**	263	119*	35**	105	7**	2**	263	130	49*	111*
Conservative	290 26.0%	* 4.9%	2 10.3%	128 24.4%	84 33.6%cf	26 30.7%	49 22.5%	* 22.1%	2 11.8%	70 26.7%	38 31.9%	11 30.8%	21 19.6%	* 1.0%	-	58 22.0%	46 35.2%lo	15 30.6%	28 25.2%
Labour	496 44.5%	2 16.5%	13 75.0%	253 48.1%d	96 38.6%	31 36.8%	92 42.6%	1 36.6%	11 74.2%	130 49.5%	46 39.1%	11 30.5%	50 47.3%	1 12.0%	2 80.2%	123 46.8%	50 38.1%	20 41.2%	42 38.1%
Liberal Democrat	72 6.5%	5 53.6%	-	18 3.5%	20 8.1%c	5 5.4%	23 10.6%c	-	-	7 2.7%	8 6.9%	2 6.1%	9 8.5%i	5 65.6%	-	11 4.3%	12 9.3%i	2 4.9%	14 12.6%io
SNP	32 2.8%	-	-	14 2.7%	9 3.8%	-	8 3.6%	-	-	4 1.6%	6 4.7%	-	6 5.3%	-	-	10 3.8%	4 2.9%	-	2 2.0%
Plaid Cymru	2 0.2%	-	-	1 0.1%	1 0.4%	-	1 0.3%	-	-	-	1 0.5%	-	-	-	-	1 0.3%	1 0.4%	-	1 0.6%
The UK Independence Party	112 10.1%	2 17.5%	2 11.2%	75 14.3%df	21 8.4%f	5 5.8%	7 3.5%	-	2 9.9%	36 13.6%lpqr	14 12.2%r	4 12.2%	5 5.0%	2 21.4%	* 19.8%	40 15.0%lpqr	6 4.9%	1 1.1%	2 2.0%
The Green Party	94 8.5%	-	-	30 5.6%	16 6.6%	11 13.6%c	36 16.8%cd	-	-	11 4.0%	5 4.6%	3 7.5%	15 14.0%ijo	-	-	19 7.3%	11 8.4%	9 18.1%ijo	22 19.5%ijop
The British National Party	5 0.4%	1 7.6%	-	4 0.7%	* 0.1%	-	-	1 41.4%	-	3 1.2%	*	-	-	-	-	1 0.3%	* 0.2%	-	-
Some other party	11 1.0%	-	1 3.5%	3 0.5%	1 0.3%	6 7.7%cdf	* 0.1%	-	1 4.0%	2 0.6%	-	4 12.8%	* 0.3%	-	-	1 0.3%	1 0.6%	2 4.1%jor	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j/k/l/m/n/o/p/q/r
* small base; ** very small base (under 30) ineligible for sig testing

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Opinion Poll
ONLINE Fieldwork : 2nd - 29th January 2015

Absolutes/col percents

Table 6
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)
FILTER: 2010 Vote: Conservative

	Total	Party ID						Party ID - Men						Party ID - Women					
		Con (a)	Lab (b)	LibDem (c)	UKIP (d)	Other (e)	None (f)	Con (h)	Lab (i)	LibDem (j)	UKIP (k)	Other (l)	None (m)	Con (o)	Lab (p)	LibDem (q)	UKIP (r)	Other (s)	None (t)
Unweighted base	3468	2660	210	47	414	65	71	1483	120	31	240	31	43	1178	90	16	174	34	28
Weighted base	3217	2633	194	57*	154	34*	144*	1542	112*	38**	94	15**	80*	1092	82*	19**	60	19**	64**
Conservative	2359 73.3%	2243 85.2%bcdef	27 13.7%d	17 29.9%bde	5 3.4%	1 2.3%	66 46.0%bde	1262 81.8%ikmpr	18 15.7%r	11 30.2%	3 3.0%	* 3.0%	29 36.3%ikpr	981 89.9%hikmpr	9 11.0%k	6 29.4%	2 4.0%	* 1.8%	37 58.1%
Labour	175 5.4%	20 0.8%	144 73.9%acdef	6 10.7%ad	-	1 4.2%ad	4 2.6%	9 0.6%	78 69.8%hkmor	5 13.8%	-	1 3.8%	4 4.7%h	11 1.0%	65 79.6%hkmor	1 4.7%	-	1 4.5%	-
Liberal Democrat	39 1.2%	12 0.5%	1 0.4%	22 38.8%abdef	-	4 11.9%abdf	-	8 0.5%	-	12 32.2%	-	-	-	4 0.4%	1 1.0%	10 52.1%	-	4 21.0%	-
SNP	11 0.3%	6 0.2%	-	-	-	4 13.0%abcdf	-	4 0.2%	-	-	-	3 19.1%	-	3 0.3%	-	-	-	2 8.3%	-
Plaid Cymru	*	-	-	-	-	* 0.3%a	-	-	-	-	-	-	-	-	-	-	-	* 0.6%	-
The UK Independence Party	578 18.0%	330 12.5%	21 10.6%	6 10.3%	148 96.3%abcef	3 7.7%	70 48.8%abce	245 15.9%p	16 13.9%	6 15.5%	91 96.8%himop	3 17.7%	44 55.5%hiop	86 7.8%	5 6.1%	-	57 95.5%himop	-	26 40.5%
The Green Party	47 1.5%	19 0.7%	1 0.6%	6 10.2%abd	* 0.3%	17 50.9%abcdf	4 2.5%	12 0.8%	1 0.6%	3 8.4%	* 0.2%	8 51.8%	3 3.4%	7 0.6%	* 0.5%	3 13.8%	* 0.5%	10 50.2%	1 1.4%
The British National Party	6 0.2%	3 0.1%	1 0.8%a	-	-	2 6.2%abdf	-	3 0.2%	-	-	-	1 4.5%	-	-	1 1.8%ho	-	-	1 7.4%	-
Some other party	1 *	-	-	-	-	1 3.5%abd	-	-	-	-	-	-	-	-	-	-	-	1 6.2%	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/i/j/k/l/m/n/o/p/q/r/s/t/u
* small base; ** very small base (under 30) ineligible for sig testing

Prepared by Populus

Opinion Poll
ONLINE Fieldwork : 2nd - 29th January 2015

Table 6
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)
FILTER: 2010 Vote: Labour

	Total	Party ID						Party ID - Men						Party ID - Women					
		Con (a)	Lab (b)	LibDem (c)	UKIP (d)	Other (e)	None (f)	Con (h)	Lab (i)	LibDem (j)	UKIP (k)	Other (l)	None (m)	Con (o)	Lab (p)	LibDem (q)	UKIP (r)	Other (s)	None (t)
Unweighted base	2422	83	2020	37	121	135	26	44	1070	20	78	61	14	39	949	17	43	75	12
Weighted base	2306	80*	2022	43*	43*	72*	47**	46*	1105	22**	29*	39*	25**	34*	917	21**	14*	32*	22**
Conservative	102 4.4%	69 86.2%bcde	26 1.3%	2 5.3%b	-	-	5 10.4%	41 90.2%iklprs	14 1.3%	1 5.2%	-	-	4 15.3%	28 80.9%iklprs	12 1.3%	1 5.5%	-	-	1 4.8%
Labour	1921 83.3%	5 6.1%	1866 92.3%acde	15 35.6%ade	2 3.8%	6 7.8%	27 58.8%	1 2.3%	1002 90.7%hklors	8 35.5%	2 5.6%	4 9.0%	11 42.9%	4 11.2%	864 94.2%hiklors	7 35.7%	-	2 6.3%	17 76.8%
Liberal Democrat	38 1.7%	3 3.4%b	7 0.4%	25 59.0%abde	-	-	3 6.5%	-	4 0.4%	13 59.3%	-	-	3 12.2%	3 8.0%ip	3 0.4%	12 58.8%	-	-	-
SNP	65 2.8%	-	17 0.8%	-	-	44 60.8%abcd	4 8.9%	-	12 1.1%	-	-	25 64.6%hikopr	4 16.9%	-	4 0.5%	-	-	18 56.1%hikopr	-
Plaid Cymru	2 0.1%	-	-	-	-	2 2.8%b	-	-	-	-	-	* 1.2%ip	-	-	-	-	-	2 4.7%ip	-
The UK Independence Party	127 5.5%	3 4.2%	78 3.9%	-	41 96.2%abce	1 1.0%	3 6.7%	3 7.4%	55 5.0%p	-	27 94.4%hilops	* 0.7%	3 12.7%	-	24 2.6%	-	14 100.0%hilops	* 1.5%	-
The Green Party	47 2.0%	-	25 1.2%	-	-	17 24.4%abcd	4 8.7%	-	15 1.4%	-	-	8 20.4%hikopr	-	-	10 1.1%	-	-	9 29.2%hikopr	4 18.4%
The British National Party	2 0.1%	-	-	-	-	2 2.5%b	-	-	-	-	-	2 4.1%ip	-	-	-	-	-	* 0.6%ip	-
Some other party	3 0.1%	-	2 0.1%	-	-	* 0.7%	-	-	2 0.2%	-	-	-	-	-	-	-	-	* 1.5%p	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/i/j/k/l/m/n/o/p/q/r/s/t/u
* small base; ** very small base (under 30) ineligible for sig testing

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Opinion Poll
ONLINE Fieldwork : 2nd - 29th January 2015

Absolutes/col percents

Table 6
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)
FILTER: 2010 Vote: Liberal Democrat

	Total	Party ID Con (a)	Lab (b)	LibDem (c)	UKIP (d)	Other (e)	None (f)	Party ID - Men Con (h)	Lab (i)	LibDem (j)	UKIP (k)	Other (l)	None (m)	Party ID - Women Con (o)	Lab (p)	LibDem (q)	UKIP (r)	Other (s)	None (t)
Unweighted base	1854	248	530	609	197	204	67	126	293	359	100	102	31	122	237	250	97	102	36
Weighted base	1833	221	500	818	70	98	126*	120	284	490	33*	54*	63**	101*	216	329	36*	44*	63*
Conservative	257 14.0%	177 79.7%bcdef	9 1.9%	51 6.2%bde	-	1 0.8%	20 15.7%cde	89 74.0%ijklpqrst	6 2.1%	24 5.0%	-	1 1.5%	11 16.8%	88 86.5%hijklpqrst	4 1.6%	26 8.0%ikprs	-	-	9 14.6%ijklprs
Labour	539 29.4%	8 3.7%	397 79.5%acdef	84 10.3%ad	* 0.6%	6 6.4%d	43 33.9%acde	8 6.5%o	215 75.8%hjkloqrst	48 9.9%kor	* 1.2%r	4 7.9%or	27 43.7%	* 0.4%	182 84.3%hijkloqrst	36 10.9%kor	-	2 4.6%o	15 24.2%hijkloqrs
Liberal Democrat	639 34.8%	17 7.8%de	24 4.8%	575 70.2%abdef	1 1.4%	2 2.2%	20 15.7%bde	12 9.8%lr	15 5.3%	362 73.9%hiklopqrst	1 2.9%	1 1.0%	14 22.4%	5 5.4%	9 4.1%	213 64.8%hikloprst	-	2 3.6%	6 9.0%
SNP	30 1.7%	-	4 0.9%	9 1.1%	-	17 17.1%abcdf	-	-	4 1.6%	2 0.4%	-	11 20.8%hijkopqrt	-	-	-	7 2.2%	-	6 12.7%hijkopqrt	-
Plaid Cymru	3 0.1%	1 0.4%	-	2 0.2%	-	-	-	1 0.7%	-	2 0.4%	-	-	-	-	-	-	-	-	-
The UK Independence Party	173 9.4%	17 7.5%e	25 5.0%e	40 4.9%e	68 98.0%abcef	* 0.3%	23 17.9%abce	10 8.1%s	22 7.8%lp	20 4.2%	32 95.9%hijlopqst	* 0.5%	11 17.1%	7 6.8%ps	3 1.4%	20 6.0%ps	36 100.0%hijlopqst	-	12 18.7%jlpqs
The Green Party	184 10.0%	2 0.9%	39 7.9%ad	57 6.9%ad	-	69 69.9%abcdf	17 13.7%ad	1 1.0%	21 7.5%hkor	31 6.4%hkor	-	35 64.8%hijkopqrt	-	1 0.9%	18 8.4%hkor	26 7.8%hkor	-	34 76.0%hijkopqrt	17 27.4%hijkopqr
The British National Party	4 0.2%	-	* 0.1%	-	-	* 0.3%	3 2.3%bc	-	-	-	-	-	-	-	* 0.2%	-	-	* 0.7%j	3 4.6%ijpq
Some other party	5 0.3%	-	-	1 0.1%	-	3 3.0%abcd	1 0.7%	-	-	-	-	2 3.5%hijopq	-	-	-	1 0.3%	-	1 2.5%hijpq	1 1.5%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/i/j/k/l/m/n/o/p/q/r/s/t/u
* small base; ** very small base (under 30) ineligible for sig testing

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Opinion Poll
ONLINE Fieldwork : 2nd - 29th January 2015

Absolutes/col percents

Table 6
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)
FILTER: 2010 Vote: SNP

	Total	Party ID Con (a)	Lab (b)	LibDem (c)	UKIP (d)	Other (e)	None (f)	Party ID - Men Con (h)	Lab (i)	LibDem (j)	UKIP (k)	Other (l)	None (m)	Party ID - Women Con (o)	Lab (p)	LibDem (q)	UKIP (r)	Other (s)	None (t)
Unweighted base	322	13	16	7	9	274	4	7	9	6	4	156	4	6	7	1	5	118	1
Weighted base	205	13**	12**	9**	5**	156	11**	6**	8**	7**	3**	91	8**	7**	4**	1**	2**	65*	3**
Conservative	10 4.7%	10 73.9%	-	-	-	-	-	4 55.7%	-	-	-	-	-	6 91.6%	-	-	-	-	-
Labour	11 5.2%	2 13.2%	7 56.4%	2 17.9%	-	1 0.3%	-	2 26.8%	3 42.2%	2 20.7%	-	1 0.6%	-	4 80.4%	-	-	-	-	-
Liberal Democrat	6 2.7%	-	-	3 31.3%	-	-	3 26.8%	-	-	3 36.3%	-	-	-	-	-	-	-	-	3 100.0%
SNP	170 82.6%	1 10.5%	5 43.6%	4 50.8%	* 8.9%	155 99.1%	3 31.8%	1 12.7%	4 57.8%	3 42.9%	-	91 99.4%	3 43.4%	1 8.4%	1 19.6%	1 100.0%	* 18.2%	64 98.7%	-
The UK Independence Party	9 4.5%	* 2.4%	-	-	5 91.1%	-	4 41.4%	* 4.8%	-	-	3 100.0%	-	4 56.6%	-	-	-	2 81.8%	-	-
The Green Party	1 0.4%	-	-	-	-	1 0.5%	-	-	-	-	-	-	-	-	-	-	-	1 1.3%	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/i/j/k/l/m/n/o/p/q/r/s/t/u
* small base; ** very small base (under 30) ineligible for sig testing

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Table 6
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)
FILTER: 2010 Vote: Plaid Cymru

	Total	Party ID Con (a)	Lab (b)	LibDem (c)	UKIP (d)	Other (e)	None (f)	Party ID - Men Con (h)	Lab (i)	LibDem (j)	UKIP (k)	Other (l)	None (m)	Party ID - Women Con (o)	Lab (p)	LibDem (q)	UKIP (r)	Other (s)	None (t)
Unweighted base	52	1	6	2	5	38	1	1	6	2	5	25	1	-	-	-	-	13	-
Weighted base	30*	1**	9**	2**	1**	16*	1**	1**	9**	2**	1**	10**	1**	-**	-**	-**	-**	7**	-**
Labour	8 27.4%	-	8 94.2%	-	-	-	-	-	8 94.2%	-	-	-	-	-	-	-	-	-	-
Liberal Democrat	2 6.9%	-	-	2 100.0%	-	-	-	-	-	2 100.0%	-	-	-	-	-	-	-	-	-
Plaid Cymru	19 62.7%	1 100.0%	1 5.8%	-	-	16 100.0%	1 100.0%	1 100.0%	1 5.8%	-	-	10 100.0%	1 100.0%	-	-	-	-	7 100.0%	-
The UK Independence Party	1 3.0%	-	-	-	1 100.0%	-	-	-	-	-	1 100.0%	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/i/j/k/l/m/n/o/p/q/r/s/t/u
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 6
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)
FILTER: 2010 Vote: The UK Independence Party

	Total	Party ID						Party ID - Men						Party ID - Women					
		Con (a)	Lab (b)	LibDem (c)	UKIP (d)	Other (e)	None (f)	Con (h)	Lab (i)	LibDem (j)	UKIP (k)	Other (l)	None (m)	Con (o)	Lab (p)	LibDem (q)	UKIP (r)	Other (s)	None (t)
Unweighted base	358	51	27	2	253	15	11	32	21	2	149	7	5	19	5	-	104	8	6
Weighted base	211	53*	31**	2**	98	6**	21**	32**	27**	2**	59	3**	11**	21**	4**	-**	38*	3**	10**
Conservative	11 5.1%	10 18.2%d	-	-	1 1.1%	-	-	5 15.7%	-	-	1 1.3%	-	-	5 21.7%	-	-	* 0.9%	-	-
Labour	10 4.9%	-	10 33.3%	-	* 0.2%	-	-	-	8 29.7%	-	-	-	-	-	2 57.5%	-	* 0.6%	-	-
Liberal Democrat	4 2.1%	-	-	1 20.6%	-	-	4 18.4%	-	-	1 20.6%	-	-	-	-	-	-	-	-	4 39.7%
The UK Independence Party	180 85.5%	43 81.8%	20 66.7%	2 79.4%	96 97.6%a	2 32.1%	17 81.6%	27 84.3%	19 70.3%	2 79.4%	58 97.0%	1 48.9%	11 100.0%	17 78.3%	2 42.5%	-	38 98.5%	* 15.6%	6 60.3%
The Green Party	5 2.2%	-	-	-	1 0.8%	4 65.3%	-	-	-	-	1 1.4%	1 45.8%	-	-	-	-	-	3 84.4%	-
The British National Party	* 0.1%	-	-	-	* 0.2%	-	-	-	-	-	* 0.3%	-	-	-	-	-	-	-	-
Some other party	* 0.1%	-	-	-	-	* 2.6%	-	-	-	-	-	* 5.3%	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/i/j/k/l/m/n/o/p/q/r/s/t/u
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 6
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)
FILTER: 2010 Vote: The Green Party

	Total	Party ID						Party ID - Men						Party ID - Women					
		Con (a)	Lab (b)	LibDem (c)	UKIP (d)	Other (e)	None (f)	Con (h)	Lab (i)	LibDem (j)	UKIP (k)	Other (l)	None (m)	Con (o)	Lab (p)	LibDem (q)	UKIP (r)	Other (s)	None (t)
Unweighted base	172	8	25	9	11	108	10	3	11	8	6	51	5	6	14	2	5	56	5
Weighted base	133*	9**	29**	17**	4**	59*	15**	4**	12**	14**	2**	29*	6**	6**	18**	3**	1**	29*	9**
Conservative	7 / 5.3%	7 / 74.2%	-	-	-	-	-	2 / 51.8%	-	-	-	-	-	5 / 87.8%	-	-	-	-	-
Labour	19 / 14.3%	-	15 / 52.4%	-	-	* / 0.4%	3 / 22.3%	-	8 / 66.2%	-	-	* / 0.8%	3 / 56.8%	-	8 / 43.5%	-	-	-	-
Liberal Democrat	10 / 7.2%	-	-	7 / 41.2%	-	* / 0.3%	3 / 17.0%	-	-	5 / 32.4%	-	-	3 / 43.2%	-	-	2 / 86.1%	-	* / 0.5%	-
SNP	5 / 3.8%	-	3 / 11.6%	-	-	2 / 2.9%	-	-	-	-	-	1 / 2.8%	-	-	3 / 19.1%	-	-	1 / 2.9%	-
Plaid Cymru	* / 0.2%	-	-	-	-	* / 0.5%	-	-	-	-	-	* / 1.0%	-	-	-	-	-	-	-
The UK Independence Party	4 / 2.8%	-	-	-	4 / 100.0%	* / 0.3%	-	-	-	-	2 / 100.0%	-	-	-	-	-	1 / 100.0%	* / 0.6%	-
The Green Party	86 / 64.8%	2 / 25.8%	10 / 34.0%	10 / 58.8%	-	56 / 95.7%	8 / 51.7%	2 / 48.2%	4 / 33.8%	9 / 67.6%	-	28 / 95.4%	-	1 / 12.2%	6 / 34.2%	* / 13.9%	-	28 / 96.0%	8 / 85.2%
The British National Party	1 / 0.4%	-	1 / 2.0%	-	-	-	-	-	-	-	-	-	-	-	1 / 3.3%	-	-	-	-
Some other party	1 / 1.0%	-	-	-	-	-	1 / 9.0%	-	-	-	-	-	-	-	-	-	-	-	1 / 14.8%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/i/j/k/l/m/n/o/p/q/r/s/t/u
* small base; ** very small base (under 30) ineligible for sig testing

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Opinion Poll
ONLINE Fieldwork : 2nd - 29th January 2015

Absolutes/col percents

Table 6
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)
FILTER: 2010 Vote: The British National Party

	Total	Party ID						Party ID - Men						Party ID - Women					
		Con (a)	Lab (b)	LibDem (c)	UKIP (d)	Other (e)	None (f)	Con (h)	Lab (i)	LibDem (j)	UKIP (k)	Other (l)	None (m)	Con (o)	Lab (p)	LibDem (q)	UKIP (r)	Other (s)	None (t)
Unweighted base	61	3	3	-	33	20	3	3	2	-	23	17	3	-	1	-	10	4	-
Weighted base	31*	2**	3**	-**	12**	11**	4**	2**	3**	-**	8**	9**	4**	-**	***	-**	3**	2**	-**
Labour	2	-	2	-	-	-	-	-	2	-	-	-	-	-	*	-	-	-	-
	7.9%	-	80.2%	-	-	-	-	-	77.5%	-	-	-	-	-	100.0%	-	-	-	-
The UK Independence Party	16	2	1	-	11	3	-	2	1	-	8	2	-	-	-	-	3	1	-
	53.1%	100.0%	19.8%	-	96.5%	26.5%	-	100.0%	22.5%	-	100.0%	19.5%	-	-	-	-	88.4%	56.3%	-
The Green Party	*	-	-	-	-	*	-	-	-	-	-	-	-	-	-	-	-	*	-
	1.2%	-	-	-	-	3.4%	-	-	-	-	-	-	-	-	-	-	-	18.0%	-
The British National Party	11	-	-	-	*	7	4	-	-	-	-	6	4	-	-	-	*	1	-
	35.0%	-	-	-	3.5%	62.0%	100.0%	-	-	-	-	70.6%	100.0%	-	-	-	11.6%	25.7%	-
Some other party	1	-	-	-	1	-	-	-	-	-	-	1	-	-	-	-	-	-	-
	2.8%	-	-	-	8.0%	-	-	-	-	-	-	9.9%	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/i/j/k/l/m/n/o/p/q/r/s/t/u
* small base; ** very small base (under 30) ineligible for sig testing

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Opinion Poll
ONLINE Fieldwork : 2nd - 29th January 2015

Table 6
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)
FILTER: 2010 Vote: Some other party

	Total	Party ID Con (a)	Lab (b)	LibDem (c)	UKIP (d)	Other (e)	None (f)	Party ID - Men Con (h)	Lab (i)	LibDem (j)	UKIP (k)	Other (l)	None (m)	Party ID - Women Con (o)	Lab (p)	LibDem (q)	UKIP (r)	Other (s)	None (t)
Unweighted base	53	9	16	-	13	11	5	3	13	-	7	7	3	6	3	-	6	4	2
Weighted base	38*	6**	16**	-**	4**	4**	7**	2**	14**	-**	2**	3**	4**	4**	2**	-**	2**	1**	3**
Conservative	6 15.9%	5 76.7%	-	-	-	-	1 20.0%	2 68.1%	-	-	-	-	1 32.2%	3 82.2%	-	-	-	-	-
Labour	16 42.7%	-	13 80.3%	-	-	* 10.6%	3 37.8%	-	11 77.7%	-	-	* 15.1%	-	-	2 100.0%	-	-	-	3 100.0%
SNP	* 1.2%	-	-	-	-	* 10.2%	-	-	-	-	-	* 14.6%	-	-	-	-	-	-	-
The UK Independence Party	8 20.7%	1 23.3%	2 13.5%	-	4 100.0%	-	-	1 31.9%	2 15.2%	-	2 100.0%	-	-	1 17.8%	-	-	2 100.0%	-	-
The Green Party	2 5.0%	-	1 4.1%	-	-	1 27.7%	-	-	1 4.6%	-	-	1 31.2%	-	-	-	-	-	* 19.4%	-
Some other party	5 14.5%	-	* 2.2%	-	-	2 51.6%	3 42.2%	-	* 2.5%	-	-	1 39.1%	3 67.8%	-	-	-	-	1 80.6%	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/i/j/k/l/m/n/o/p/q/r/s/t/u
* small base; ** very small base (under 30) ineligible for sig testing

Prepared by Populus

Opinion Poll
ONLINE Fieldwork : 2nd - 29th January 2015

Table 6
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)
FILTER: 2010 Vote: Did not vote

	Total	Party ID						Party ID - Men						Party ID - Women					
		Con (a)	Lab (b)	LibDem (c)	UKIP (d)	Other (e)	None (f)	Con (h)	Lab (i)	LibDem (j)	UKIP (k)	Other (l)	None (m)	Con (o)	Lab (p)	LibDem (q)	UKIP (r)	Other (s)	None (t)
Unweighted base	1365	292	521	90	209	204	49	145	260	43	89	70	24	147	261	48	120	135	24
Weighted base	1115	293	479	106*	63	96	78*	148	249	46*	28*	39*	40**	145	230	60*	35*	58	38**
Conservative	290 26.0%	274 93.6%bcdef	3 0.6%	2 1.5%	1 1.7%	-	10 13.3%bcde	135 91.3%ijklpqrs	1 0.6%	1 1.7%	* 1.6%	-	5 11.5%	139 96.1%ijklpqrs	1 0.5%	1 1.4%	1 1.8%	-	6 15.2%
Labour	496 44.5%	4 1.3%	429 89.5%acdef	20 18.5%ade	* 0.6%	4 4.0%	39 50.8%acde	3 1.8%	217 87.4%hjkloqrs	10 21.5%hklors	-	-	27 67.9%	1 0.8%	212 91.8%hjkloqrs	10 16.1%hklor	* 1.0%	4 6.7%ko	12 32.7%
Liberal Democrat	72 6.5%	* 0.2%	4 0.9%	65 61.0%abdef	-	* *	3 3.4%a	* 0.3%	4 1.8%	23 49.3%hikloprs	-	-	-	-	* *	42 70.1%hikloprs	-	* *	3 7.0%
SNP	32 2.8%	4 1.2%	5 1.0%	-	-	20 20.5%abcdf	3 4.4%	4 2.5%	4 1.7%	-	-	6 16.2%hijkopqr	1 3.4%	-	1 0.2%	-	-	13 23.4%hijkopqr	2 5.4%
Plaid Cymru	2 0.2%	-	1 0.1%	-	-	1 1.2%ab	1 0.9%	-	1 0.2%	-	-	-	-	-	-	-	-	1 2.1%iop	1 1.8%
The UK Independence Party	112 10.1%	8 2.9%	20 4.1%	5 4.3%	61 97.1%abcef	5 5.0%	14 17.8%ace	5 3.5%	15 5.9%	5 9.9%pq	28 98.1%hijlopqs	3 6.9%	7 17.2%	3 2.2%	5 2.2%	-	33 96.4%hijlopqs	2 3.7%	7 18.5%
The Green Party	94 8.5%	2 0.6%	17 3.6%ad	11 10.5%abd	* *	60 62.2%abcdf	4 5.6%a	1 0.6%	5 2.2%	4 8.0%ho	-	24 61.6%hijkopqr	* 0.1%	1 0.5%	12 5.2%hor	7 12.4%hikior	* *	36 62.5%hijkopqr	4 11.4%
The British National Party	5 0.4%	-	-	-	* 0.2%	4 4.3%abcd	1 0.9%	-	-	-	* 0.4%	4 9.8%hijkopqrs	-	-	-	-	-	* 0.6%	1 1.8%
Some other party	11 1.0%	1 0.2%	1 0.1%	4 4.2%ab	* 0.4%	3 2.8%ab	2 3.0%b	-	1 0.2%	4 9.7%hiopqs	-	2 5.5%hiop	-	1 0.4%	-	-	* 0.8%	1 1.0%	2 6.1%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/i/j/k/l/m/n/o/p/q/r/s/t/u
* small base; ** very small base (under 30) ineligible for sig testing

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Opinion Poll
ONLINE Fieldwork : 2nd - 29th January 2015

Table 6
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)
FILTER: 2010 Vote: Conservative

| | Total | Working Status | | | | Working Status - Men | | | | Working Status - Women | | | | | Which of the following best describes where you live? | | | | | |
		Working full time (a)	Working part time (b)	Retired (c)	Not working (d)	Working full time (e)	Working part time (f)	Retired (g)	Not working (h)	Working full time (i)	Working part time (j)	Retired (k)	Not working (l)	Mums	NET: Urban (m)	Urban - Pop. over 10k (n)	Town and Fringe (o)	NET: Rural (p)	Village (q)	Hamlet & Isolated Dwelling (r)
Unweighted base	3468	1251	426	1400	391	848	162	792	147	403	264	608	244	315	2566	1243	1323	902	774	128
Weighted base	3217	1321	313	1247	336	920	123	725	113	401	190	522	223	288	2316	1150	1166	900	769	131*
Conservative	2359 73.3%	951 72.0%d	236 75.6%d	952 76.4%a d	219 65.3%	638 69.4%	87 70.9%	523 72.1%	75 66.3%	313 78.0%e hl	149 78.5%e hl	430 82.3%e fghl	144 64.8%	218 75.5%	1674 72.3%	852 74.1%	822 70.5%	685 76.1%	580 75.5%o	105 79.5%
Labour	175 5.4%	86 6.5%c	17 5.6%c	24 1.9%	48 14.3%ab c	59 6.4%gk	7 5.9%gk	14 2.0%	16 14.5%ef gijk	27 6.7%gk	10 5.4%gk	9 1.8%	32 14.2%e fgijk	37 12.7%	146 6.3%p	73 6.4%q	73 6.2%q	29 3.2%	26 3.4%	3 2.2%
Liberal Democrat	39 1.2%	14 1.1%	2 0.8%	15 1.2%	7 2.1%	6 0.6%	1 1.0%	12 1.6%	2 1.5%	9 2.1%	1 0.6%	3 0.7%	5 2.4%e	10 3.3%	27 1.2%	11 1.0%	15 1.3%	12 1.4%	8 1.0%	4 3.4%n
SNP	11 0.3%	8 0.6%	-	2 0.1%	2 0.5%	4 0.4%	-	1 0.2%	1 1.2%	4 0.9%	-	* 0.1%	* 0.1%	1 0.3%	9 0.4%	8 0.7%	1 0.1%	2 0.2%	2 0.3%	-
Plaid Cymru	*	-	-	-	*	-	-	-	-	-	-	-	* 0.1%	*	-	-	-	*	*	-
The UK Independence Party	578 18.0%	241 18.2%	53 16.8%	235 18.9%	50 14.8%	198 21.5%i jk	26 21.0%i	163 22.5%i jkl	17 14.7%	42 10.5%	27 14.1%	72 13.8%	33 14.8%	19 6.4%	420 18.1%	185 16.1%	234 20.1%n	158 17.6%	140 18.2%	19 14.2%
The Green Party	47 1.5%	19 1.4%	4 1.2%	15 1.2%	10 2.8%	13 1.4%	1 1.2%	10 1.4%	2 1.5%	6 1.4%	2 1.3%	5 0.9%	8 3.5%k	5 1.7%	34 1.5%	17 1.5%	17 1.5%	13 1.5%	13 1.6%	1 0.8%
The British National Party	6 0.2%	2 0.2%	-	3 0.3%	1 0.2%	2 0.2%	-	1 0.2%	* 0.3%	* 0.1%	-	2 0.4%	* 0.1%	* 0.1%	6 0.2%	3 0.2%	3 0.2%	1 0.1%	1 0.1%	-
Some other party	1 *	1 *	* 0.1%	* *	-	-	-	-	-	1 0.2%	* 0.1%	* 0.1%	-	-	1 0.1%	1 0.1%	* *	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i/j/k/l - m/p - n/o/q/r
* small base

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Opinion Poll
ONLINE Fieldwork : 2nd - 29th January 2015

Absolutes/col percents

Table 6
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)
FILTER: 2010 Vote: Labour

	Total	Working Status				Working Status - Men				Working Status - Women					Which of the following best describes where you live?					
		Working full time (a)	Working part time (b)	Retired (c)	Not working (d)	Working full time (e)	Working part time (f)	Retired (g)	Not working (h)	Working full time (i)	Working part time (j)	Retired (k)	Not working (l)	Mums	NET: Urban (m)	Urban - Pop. over 10k (n)	Town and Fringe (o)	NET: Rural (p)	Village (q)	Hamlet & Isolated Dwelling (r)
Unweighted base	2422	1092	336	573	421	724	91	299	173	368	246	273	248	394	2025	1203	822	397	363	34
Weighted base	2306	1200	234	512	361	794	67*	263	141	406	167	248	220	363	1937	1115	823	369	333	36**
Conservative	102 4.4%	48 4.0%	6 2.8%	40 7.7%abd	8 2.2%	30 3.7%	-	26 9.9%efhijl	4 3.2%	19 4.6%	6 3.9%	13 5.4%l	3 1.5%	13 3.7%	81 4.2%	45 4.0%	37 4.5%	21 5.6%	19 5.9%	1 3.0%
Labour	1921 83.3%	997 83.1%	200 85.8%	410 80.2%	313 86.9%c	648 81.6%	61 90.8%g	202 76.6%	116 82.4%	349 85.9%g	140 83.8%	209 84.1%g	197 89.8%eg	310 85.4%	1620 83.6%	905 81.2%	715 87.0%nq	301 81.6%	271 81.4%	30 83.1%
Liberal Democrat	38 1.7%	29 2.4%c	3 1.3%	4 0.8%	2 0.6%	18 2.3%	-	1 0.3%	1 0.7%	11 2.6%g	3 1.9%	3 1.3%	1 0.6%	10 2.9%	36 1.9%	29 2.6%o	7 0.9%	2 0.6%	2 0.7%	-
SNP	65 2.8%	33 2.7%	9 3.9%	13 2.6%	9 2.6%	25 3.2%	2 2.3%	8 3.1%	7 4.8%	7 1.8%	8 4.5%	5 2.1%	3 1.2%	13 3.7%	56 2.9%	34 3.0%	22 2.6%	9 2.4%	8 2.3%	1 3.3%
Plaid Cymru	2 0.1%	1 0.1%	-	-	1 0.3%	* 0.1%	-	-	-	1 0.1%	-	-	1 0.5%	-	2 0.1%	1 *	1 0.2%	* 0.1%	* 0.1%	-
The UK Independence Party	127 5.5%	68 5.6%	8 3.5%	31 6.1%	20 5.4%	56 7.0%ik	2 3.2%	23 8.8%ijk	8 5.5%	12 2.9%	6 3.6%	8 3.2%	12 5.4%	11 2.9%	97 5.0%	65 5.8%	32 3.9%	30 8.1%m	26 7.8%o	4 10.6%
The Green Party	47 2.0%	21 1.8%	6 2.7%	12 2.4%	7 2.0%	13 1.6%	3 3.7%	3 1.1%	5 3.4%	8 2.0%	4 2.2%	9 3.8%	2 1.0%	5 1.5%	41 2.1%	34 3.0%o	7 0.9%	6 1.6%	6 1.7%	-
The British National Party	2 0.1%	1 0.1%	* 0.1%	1 0.1%	-	1 0.1%	-	1 0.2%	-	-	* 0.1%	-	-	-	2 0.1%	1 0.1%	1 0.1%	* 0.1%	* 0.1%	-
Some other party	3 0.1%	2 0.2%	-	* 0.1%	-	2 0.3%	-	-	-	-	-	* 0.2%	-	-	3 0.1%	3 0.2%	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i/j/k/l - m/p - n/o/q/r
* small base; ** very small base (under 30) ineligible for sig testing

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Opinion Poll
ONLINE Fieldwork : 2nd - 29th January 2015

Absolutes/col percents

Table 6
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)
FILTER: 2010 Vote: Liberal Democrat

	Total	Working Status				Working Status - Men				Working Status - Women					Which of the following best describes where you live?					
		Working full time (a)	Working part time (b)	Retired (c)	Not working (d)	Working full time (e)	Working part time (f)	Retired (g)	Not working (h)	Working full time (i)	Working part time (j)	Retired (k)	Not working (l)	Mums	NET: Urban (m)	Urban - Pop. over 10k (n)	Town and Fringe (o)	NET: Rural (p)	Village (q)	Hamlet & Isolated Dwelling (r)
Unweighted base	1854	722	277	560	295	458	112	316	126	264	166	244	169	200	1441	783	658	413	366	47
Weighted base	1833	798	197	561	277	520	87*	320	116*	278	110	241	161	182	1400	768	631	433	378	56*
Conservative	257 14.0%	103 12.9%	36 18.4%d	93 16.7%d	24 8.8%	60 11.5%	12 13.7%	50 15.5%	9 7.8%	43 15.6%	24 22.1%e hl	44 18.2%eh l	15 9.5%	26 14.3%	195 14.0%	100 13.0%	95 15.1%	62 14.2%	44 11.7%	17 31.1%noq
Labour	539 29.4%	235 29.4%	50 25.5%	139 24.7%	116 41.8%a bc	148 28.5%k	19 21.7%	92 28.9%k	44 37.8%f k	86 31.0%k	31 28.5%	46 19.2%	72 44.8%e fgijk	65 35.6%	414 29.6%	241 31.4%	173 27.3%	125 28.9%	115 30.5%	10 18.3%
Liberal Democrat	639 34.8%	292 36.6%	71 36.0%	192 34.3%	83 29.9%	203 39.1%j l	43 49.7%g ijkl	113 35.3%l	44 38.4%j l	89 32.0%	28 25.2%	79 33.0%	38 23.8%	64 35.4%	485 34.6%	268 34.8%	217 34.4%	154 35.5%	137 36.3%	17 29.8%
SNP	30 1.7%	18 2.3%	3 1.3%	8 1.5%	1 0.5%	15 2.8%g	1 1.3%	1 0.5%	* 0.2%	3 1.3%	1 1.3%	7 2.8%g	1 0.8%	1 0.3%	28 2.0%	15 1.9%	13 2.0%	3 0.6%	1 0.3%	2 2.9%
Plaid Cymru	3 0.1%	2 0.2%	-	1 0.1%	-	2 0.3%	-	1 0.3%	-	-	-	-	-	-	2 0.1%	2 0.2%	-	1 0.2%	-	1 1.5%o
The UK Independence Party	173 9.4%	64 8.0%	19 9.8%	73 13.1%ad	16 5.9%	42 8.0%	5 6.3%	42 13.0%e	6 5.4%	22 7.9%	14 12.7%	32 13.2%	10 6.3%	14 7.6%	130 9.3%	56 7.3%	74 11.8%n	43 9.8%	40 10.7%	2 3.9%
The Green Party	184 10.0%	80 10.1%	17 8.6%	51 9.0%	36 13.0%	49 9.5%	6 7.0%	21 6.5%	12 10.3%	31 11.2%	11 9.9%	30 12.3%g	24 14.9%g	12 6.5%	138 9.9%	80 10.4%	58 9.3%	46 10.6%	39 10.3%	7 12.6%
The British National Party	4 0.2%	-	* 0.2%	3 0.6%	-	-	-	-	-	-	* 0.3%	3 1.3%e	-	-	4 0.3%	3 0.4%	* 0.1%	-	-	-
Some other party	5 0.3%	4 0.6%	* 0.2%	-	-	2 0.3%	* 0.4%	-	-	3 1.0%	-	-	1 0.3%	-	4 0.3%	4 0.5%	*	1 0.2%	1 0.2%	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i/j/k/l - m/p - n/o/q/r
* small base

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Opinion Poll
ONLINE Fieldwork : 2nd - 29th January 2015

Table 6
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)
FILTER: 2010 Vote: SNP

	Total	Working Status				Working Status - Men				Working Status - Women					Which of the following best describes where you live?					
		Working full time (a)	Working part time (b)	Retired (c)	Not working (d)	Working full time (e)	Working part time (f)	Retired (g)	Not working (h)	Working full time (i)	Working part time (j)	Retired (k)	Not working (l)	Mums	NET: Urban (m)	Urban - Pop. over 10k (n)	Town and Fringe (o)	NET: Rural (p)	Village (q)	Hamlet & Isolated Dwelling (r)
Unweighted base	322	120	43	98	61	84	16	65	20	37	27	33	41	37	223	132	91	99	66	33
Weighted base	205	83*	24**	61*	38*	63*	8**	42*	10**	20**	15**	19**	27**	25*	135	71*	63*	71*	46*	25**
Conservative	10 4.7%	1 1.3%	1 5.7%	4 6.9%	3 7.9%	1 1.7%	-	3 6.1%	-	-	1 8.8%	2 8.6%	3 10.9%	3 12.1%	4 2.9%	4 5.5%	-	6 8.0%	4 9.4%o	1 5.5%
Labour	11 5.2%	5 5.7%	2 6.5%	1 1.2%	4 9.5%c	5 7.5%	2 18.5%	1 1.8%	-	-	-	-	4 13.1%	2 6.3%	10 7.3%	5 6.4%	5 8.4%q	1 1.0%	-	1 3.0%
Liberal Democrat	6 2.7%	-	3 11.5%	-	3 7.6%ac	-	3 32.4%	-	-	-	-	-	3 10.4%	-	6 4.1%	3 3.8%	3 4.5%	-	-	-
SNP	170 82.6%	68 82.1%	18 73.8%	56 91.3%d	28 75.0%	50 79.9%	4 49.1%	38 91.2%	10 100.0%	18 88.9%	13 87.3%	18 91.4%	18 65.7%	18 71.4%	108 80.1%	55 77.7%	52 82.9%	62 87.1%	41 89.5%	20 82.6%
The UK Independence Party	9 4.5%	9 10.6%cd	* 0.4%	* 0.6%	-	7 11.0%g	-	* 0.9%	-	2 9.4%	* 0.7%	-	-	2 8.1%	7 4.9%	4 6.2%	2 3.5%	3 3.8%	1 1.1%	2 8.9%
The Green Party	1 0.4%	* 0.4%	* 2.1%	-	-	-	-	-	-	* 1.7%	* 3.2%	-	-	* 2.0%	1 0.6%	* 0.5%	* 0.8%	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i/j/k/l - m/p - n/o/q/r
* small base; ** very small base (under 30) ineligible for sig testing

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Opinion Poll
ONLINE Fieldwork : 2nd - 29th January 2015

Table 6
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)
FILTER: 2010 Vote: Plaid Cymru

	Total	Working Status				Working Status - Men				Working Status - Women					Which of the following best describes where you live?					
		Working full time (a)	Working part time (b)	Retired (c)	Not working (d)	Working full time (e)	Working part time (f)	Retired (g)	Not working (h)	Working full time (i)	Working part time (j)	Retired (k)	Not working (l)	Mums	NET: Urban (m)	Urban - Pop. over 10k (n)	Town and Fringe (o)	NET: Rural (p)	Village (q)	Hamlet & Isolated Dwelling (r)
Unweighted base	52	30	7	13	2	25	5	9	-	5	2	5	2	3	26	12	14	27	22	4
Weighted base	30*	17**	7**	6**	1**	15**	6**	3**	-**	2**	1**	3**	1**	1*	15**	6**	9**	15**	12**	3**
Labour	8 27.4%	4 25.7%	4 58.3%	-	-	4 30.0%	4 66.1%	-	-	-	-	-	-	-	4 25.2%	-	4 43.2%	4 29.7%	4 37.0%	-
Liberal Democrat	2 6.9%	2 12.1%	-	-	-	2 14.1%	-	-	-	-	-	-	-	-	2 13.5%	2 32.5%	-	-	-	-
Plaid Cymru	19 62.7%	10 57.9%	3 41.7%	5 97.1%	1 100.0%	7 50.8%	2 33.9%	3 94.6%	-	2 100.0%	1 100.0%	3 100.0%	1 100.0%	1 100.0%	9 59.6%	4 63.4%	5 56.8%	10 66.0%	7 57.5%	3 100.0%
The UK Independence Party	1 3.0%	1 4.3%	-	* 2.9%	-	1 5.1%	-	* 5.4%	-	-	-	-	-	-	* 1.7%	* 4.1%	-	1 4.4%	1 5.4%	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i/j/k/l - m/p - n/o/q/r
* small base; ** very small base (under 30) ineligible for sig testing

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Opinion Poll
ONLINE Fieldwork : 2nd - 29th January 2015

Absolutes/col percents

Table 6
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)
FILTER: 2010 Vote: The UK Independence Party

| | Total | Working Status | | | | Working Status - Men | | | | Working Status - Women | | | | Mums | Which of the following best describes where you live? | | | | | |
		Working full time (a)	Working part time (b)	Retired (c)	Not working (d)	Working full time (e)	Working part time (f)	Retired (g)	Not working (h)	Working full time (i)	Working part time (j)	Retired (k)	Not working (l)		NET: Urban (m)	Urban - Pop. over 10k (n)	Town and Fringe (o)	NET: Rural (p)	Village (q)	Hamlet & Isolated Dwelling (r)
Unweighted base	358	116	42	136	64	80	22	96	17	37	20	40	47	28	259	122	138	99	91	8
Weighted base	211	67*	16**	95*	33*	51*	10**	63*	11**	16**	6**	32**	23**	9*	156	71*	84*	55*	50*	5**
Conservative	11 5.1%	2 3.6%	1 6.3%	7 7.7%	-	2 4.0%	-	4 5.9%	-	* 2.2%	1 15.9%	4 11.3%	-	-	4 2.5%	1 1.0%	3 3.8%	7 12.4%m	6 12.3%n	1 13.3%
Labour	10 4.9%	1 2.1%	1 6.1%	7 7.7%	1 2.3%	1 2.7%	-	6 9.7%	* 3.5%	-	1 15.2%	1 3.6%	* 1.7%	1 9.3%	8 5.4%	4 5.9%	4 4.9%	2 3.6%	2 4.0%	-
Liberal Democrat	4 2.1%	-	-	2 1.7%	3 8.5%a	-	-	-	1 4.7%	-	-	2 5.0%	2 10.3%	-	4 2.8%	4 6.2%o	-	-	-	-
The UK Independence Party	180 85.5%	60 90.4%	13 83.8%	78 81.9%	29 86.8%	45 89.0%	9 98.4%	53 84.1%	10 91.8%	15 94.7%	4 61.7%	25 77.5%	19 84.5%	8 85.9%	134 86.1%	59 82.1%	76 89.5%	46 83.7%	42 83.4%	4 86.7%
The Green Party	5 2.2%	3 4.0%	* 2.9%	1 0.9%	1 2.4%	2 4.3%	-	-	-	* 3.1%	* 7.2%	1 2.6%	1 3.5%	* 4.8%	5 3.0%	3 4.8%	1 1.5%	-	-	-
The British National Party	* 0.1%	-	-	* 0.2%	-	-	-	* 0.3%	-	-	-	-	-	-	* 0.1%	-	* 0.2%	-	-	-
Some other party	* 0.1%	-	* 1.0%	-	-	-	* 1.6%	-	-	-	-	-	-	-	-	-	-	* 0.3%	* 0.3%	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i/j/k/l - m/p - n/o/q/r
* small base; ** very small base (under 30) ineligible for sig testing

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Opinion Poll
ONLINE Fieldwork : 2nd - 29th January 2015

Table 6
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)
FILTER: 2010 Vote: The Green Party

	Total	Working Status				Working Status - Men				Working Status - Women					Which of the following best describes where you live?					
		Working full time (a)	Working part time (b)	Retired (c)	Not working (d)	Working full time (e)	Working part time (f)	Retired (g)	Not working (h)	Working full time (i)	Working part time (j)	Retired (k)	Not working (l)	Mums	NET: Urban (m)	Urban - Pop. over 10k (n)	Town and Fringe (o)	NET: Rural (p)	Village (q)	Hamlet & Isolated Dwelling (r)
Unweighted base	172	73	39	37	24	43	19	17	4	29	19	19	20	21	140	92	48	32	27	5
Weighted base	133*	64*	19**	29**	21**	38**	11**	15**	2**	26**	7**	14**	19**	18*	102*	68*	34**	30**	25**	5**
Conservative	7 5.3%	4 5.9%	1 2.7%	3 9.4%	-	2 4.9%	-	-	-	2 7.4%	1 6.9%	3 19.6%	-	1 2.9%	2 2.1%	1 0.8%	2 4.8%	5 16.1%	2 7.3%	3 60.5%
Labour	19 14.3%	11 17.4%	5 25.1%	2 6.5%	1 6.1%	6 16.1%	4 38.0%	1 5.7%	-	5 19.4%	* 5.6%	1 7.3%	1 6.8%	2 11.4%	17 16.2%	10 15.2%	6 18.0%	2 8.0%	2 9.5%	-
Liberal Democrat	10 7.2%	5 7.9%	3 18.6%	1 3.7%	-	3 7.0%	3 29.5%	1 7.1%	-	2 9.2%	* 2.1%	-	-	2 13.3%	6 5.8%	1 1.6%	5 14.3%	4 12.0%	3 11.1%	1 16.2%
SNP	5 3.8%	1 1.3%	-	-	4 20.1%	1 2.2%	-	-	-	-	-	-	4 22.5%	-	5 5.0%	1 1.2%	4 12.3%	-	-	-
Plaid Cymru	* 0.2%	* 0.5%	-	-	-	* 0.8%	-	-	-	-	-	-	-	-	* 0.3%	* 0.4%	-	-	-	-
The UK Independence Party	4 2.8%	1 1.7%	* 2.5%	1 4.1%	1 4.7%	1 1.8%	-	* 3.2%	1 44.2%	* 1.7%	* 6.2%	1 5.1%	-	* 1.5%	3 3.0%	3 3.9%	* 1.3%	1 2.1%	1 2.5%	-
The Green Party	86 64.8%	40 63.1%	9 48.0%	22 76.4%	15 69.1%	25 67.2%	4 32.5%	13 84.1%	1 55.8%	15 57.1%	5 71.4%	10 68.0%	13 70.6%	12 67.6%	67 65.7%	50 74.0%	17 49.2%	19 61.9%	18 69.5%	1 23.2%
The British National Party	1 0.4%	-	1 3.1%	-	-	-	-	-	-	-	1 7.9%	-	-	1 3.3%	1 0.6%	1 0.9%	-	-	-	-
Some other party	1 1.0%	1 2.1%	-	-	-	-	-	-	-	1 5.2%	-	-	-	-	1 1.3%	1 2.0%	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i/j/k/l - m/p - n/o/q/r
* small base; ** very small base (under 30) ineligible for sig testing

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Opinion Poll
ONLINE Fieldwork : 2nd - 29th January 2015

Absolutes/col percents

Table 6
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)
FILTER: 2010 Vote: The British National Party

	Total	Working Status				Working Status - Men				Working Status - Women				Mums	Which of the following best describes where you live?					
		Working full time (a)	Working part time (b)	Retired (c)	Not working (d)	Working full time (e)	Working part time (f)	Retired (g)	Not working (h)	Working full time (i)	Working part time (j)	Retired (k)	Not working (l)		NET: Urban (m)	Urban - Pop. over 10k (n)	Town and Fringe (o)	NET: Rural (p)	Village (q)	Hamlet & Isolated Dwelling (r)
Unweighted base	61	26	1	15	19	22	1	11	13	4	-	4	6	5	56	26	30	5	5	-
Weighted base	31*	15**	***	8**	7**	14**	***	6**	4**	1**	-.**	2**	3**	1*	29*	12**	17**	2**	2**	-.**
Labour	2 7.9%	2 13.6%	-	-	* 5.2%	2 14.9%	-	-	-	-	-	-	* 13.8%	-	2 7.2%	-	2 12.4%	* 16.5%	* 16.5%	-
The UK Independence Party	16 53.1%	6 41.6%	* 100.0%	5 64.6%	4 61.8%	5 36.1%	* 100.0%	4 60.0%	3 67.8%	1 100.0%	-	1 80.2%	1 51.9%	1 100.0%	16 57.3%	8 63.5%	9 52.8%	-	-	-
The Green Party	* 1.2%	-	-	* 4.5%	-	-	-	-	-	-	-	* 19.8%	-	-	* 1.3%	-	* 2.2%	-	-	-
The British National Party	11 35.0%	7 44.8%	-	2 20.3%	2 33.0%	7 49.0%	-	2 26.3%	1 32.2%	-	-	-	1 34.4%	-	9 31.2%	4 29.4%	5 32.6%	2 83.5%	2 83.5%	-
Some other party	1 2.8%	-	-	1 10.5%	-	-	-	-	1 13.7%	-	-	-	-	-	1 3.0%	1 7.2%	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i/j/k/l - m/p - n/o/q/r
* small base; ** very small base (under 30) ineligible for sig testing

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Opinion Poll
ONLINE Fieldwork : 2nd - 29th January 2015

Absolutes/col percents

Table 6
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)
FILTER: 2010 Vote: Some other party

	Total	Working Status				Working Status - Men				Working Status - Women				Mums	Which of the following best describes where you live?					
		Working full time (a)	Working part time (b)	Retired (c)	Not working (d)	Working full time (e)	Working part time (f)	Retired (g)	Not working (h)	Working full time (i)	Working part time (j)	Retired (k)	Not working (l)		NET: Urban (m)	Urban - Pop. over 10k (n)	Town and Fringe (o)	NET: Rural (p)	Village (q)	Hamlet & Isolated Dwelling (r)
Unweighted base	53	24	10	14	6	18	4	9	3	6	6	5	3	5	39	19	20	15	12	3
Weighted base	38*	16**	4**	13**	5**	13**	2**	9**	2**	2**	2**	3**	3**	4*	27**	12**	15**	11**	10**	1**
Conservative	6 15.9%	-	2 53.6%	4 29.2%	-	-	2 73.7%	1 14.3%	-	-	1 32.9%	2 72.3%	-	-	4 13.6%	-	4 24.9%	2 21.7%	2 23.8%	-
Labour	16 42.7%	6 37.8%	-	6 45.5%	4 86.1%	6 44.6%	-	5 51.7%	1 57.7%	-	-	1 27.7%	3 100.0%	3 61.5%	14 51.4%	7 57.2%	7 46.5%	2 20.7%	2 22.7%	-
SNP	* 1.2%	* 2.9%	-	-	-	* 3.4%	-	-	-	-	-	-	-	-	* 1.7%	* 3.7%	-	-	-	-
The UK Independence Party	8 20.7%	4 24.4%	1 19.1%	3 25.2%	-	2 16.4%	-	3 34.0%	-	2 69.2%	1 38.7%	-	-	1 23.7%	3 9.8%	2 14.9%	1 5.6%	5 48.3%	5 50.8%	* 22.9%
The Green Party	2 5.0%	2 10.4%	* 6.0%	-	-	2 12.3%	-	-	-	-	* 12.2%	-	-	* 6.3%	2 6.0%	2 13.3%	-	* 2.4%	* 2.7%	-
Some other party	5 14.5%	4 24.5%	1 21.3%	-	1 13.9%	3 23.3%	1 26.3%	-	1 42.3%	1 30.8%	* 16.1%	-	-	* 8.4%	5 17.5%	1 10.9%	3 23.0%	1 6.9%	-	1 77.1%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i/j/k/l - m/p - n/o/q/r
* small base; ** very small base (under 30) ineligible for sig testing

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Opinion Poll
ONLINE Fieldwork : 2nd - 29th January 2015

Absolutes/col percents

Table 6
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)
FILTER: 2010 Vote: Did not vote

	Total	Working Status				Working Status - Men				Working Status - Women					Which of the following best describes where you live?					
		Working full time (a)	Working part time (b)	Retired (c)	Not working (d)	Working full time (e)	Working part time (f)	Retired (g)	Not working (h)	Working full time (i)	Working part time (j)	Retired (k)	Not working (l)	Mums	NET: Urban (m)	Urban - Pop. over 10k (n)	Town and Fringe (o)	NET: Rural (p)	Village (q)	Hamlet & Isolated Dwelling (r)
Unweighted base	1365	461	161	132	610	255	47	68	261	206	115	64	349	199	1179	730	449	186	154	31
Weighted base	1115	439	100	103*	473	259	30*	64*	195	179	70*	38*	278	174	947	578	369	168	139	29**
Conservative	290 26.0%	124 28.3%	22 21.6%	32 31.1%	112 23.7%	75 28.8%	8 26.8%	18 28.6%	41 21.0%	50 27.6%	14 19.4%	14 35.4%h j	71 25.6%	38 21.8%	233 24.6%	146 25.2%	87 23.6%	57 34.2%m	40 29.0%	17 59.8%
Labour	496 44.5%	205 46.7%	42 41.7%	40 39.3%	209 44.2%	124 47.9%k	12 38.9%	30 46.1%	91 46.8%k	81 45.1%k	30 42.9%	11 27.9%	117 42.3%	91 52.1%	443 46.8%p	271 47.0%q	172 46.6%	53 31.4%	50 35.6%	3 11.0%
Liberal Democrat	72 6.5%	24 5.5%	7 7.1%	3 3.4%	38 8.0%	10 3.8%	3 11.4%	3 4.5%	12 5.9%	14 8.0%	4 5.2%	1 1.5%	26 9.4%e	17 9.6%	62 6.5%	40 6.9%	22 5.9%	11 6.4%	11 7.8%	-
SNP	32 2.8%	13 2.9%	3 2.7%	2 2.2%	14 3.0%	8 3.0%	-	1 0.8%	7 3.6%	5 2.6%	3 3.9%	2 4.4%	7 2.5%	4 2.4%	25 2.7%	14 2.4%	11 3.0%	6 3.8%	6 4.0%	1 3.2%
Plaid Cymru	2 0.2%	1 0.1%	-	1 0.5%	1 0.3%	1 0.2%	-	-	-	* *	-	1 1.4%	1 0.5%	* 0.2%	2 0.2%	* *	2 0.4%	1 0.5%	* 0.2%	1 1.9%
The UK Independence Party	112 10.1%	41 9.3%	12 12.0%	21 20.7%ad	38 8.0%	28 10.7%	3 11.4%	12 19.0%il	18 9.3%	9 7.4%	9 12.3%	10 23.5%eh il	20 7.2%	10 5.9%	93 9.9%	51 8.9%	42 11.3%	19 11.3%	18 12.6%	5 5.0%
The Green Party	94 8.5%	23 5.3%	12 12.4%ac	3 2.8%	56 11.8%ac	7 2.8%	1 4.5%	1 0.9%	25 12.6%eg	16 8.8%e	11 15.8%eg	2 5.9%	31 11.3%eg	13 7.5%	75 7.9%	50 8.7%	25 6.6%	19 11.5%	14 9.9%	5 19.2%
The British National Party	5 0.4%	2 0.5%	1 1.4%	-	1 0.3%	2 0.8%	1 3.6%il	-	1 0.3%	-	* 0.5%	-	1 0.2%	* 0.2%	4 0.5%	2 0.4%	2 0.5%	1 0.4%	1 0.5%	-
Some other party	11 1.0%	6 1.4%	1 1.1%	-	4 0.8%	5 2.0%	1 3.5%	-	1 0.5%	1 0.5%	-	-	3 1.0%	1 0.3%	10 1.1%	2 0.4%	8 2.1%n	1 0.4%	1 0.5%	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i/j/k/l - m/p - n/o/q/r
* small base; ** very small base (under 30) ineligible for sig testing

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Opinion Poll
ONLINE Fieldwork : 2nd - 29th January 2015

Absolutes/col percents

Table 6
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)
FILTER: 2010 Vote: Conservative

	Total	Tenure					To which of the following ethnic groups do you consider you belong?	
		Owned outright (a)	Owned with a mortgage (b)	Social rent (c)	Rented from someone else (d)	Rent free (e)	White (f)	Non-white (g)
Unweighted base	3468	1774	1022	306	327	39	3351	94
Weighted base	3217	1646	1003	329	210	29**	3099	98*
Conservative	2359 73.3%	1266 76.9%dc	753 75.1%dc	176 53.4%	142 67.7%c	22 77.0%	2292 74.0%g	60 61.5%
Labour	175 5.4%	44 2.7%	59 5.9%a	44 13.3%ab	26 12.4%ab	2 6.3%	146 4.7%	24 24.5%f
Liberal Democrat	39 1.2%	14 0.8%	16 1.6%	5 1.6%	2 0.9%	2 5.7%	36 1.2%	3 2.6%
SNP	11 0.3%	5 0.3%	5 0.5%	1 0.3%	* 0.1%	- -	11 0.3%	- -
Plaid Cymru	* *	- -	- -	- -	* 0.1%	- -	* *	- -
The UK Independence Party	578 18.0%	294 17.9%	152 15.1%	100 30.5%adb	30 14.1%	2 6.7%	562 18.1%	11 10.9%
The Green Party	47 1.5%	23 1.4%	14 1.4%	2 0.7%	7 3.4%abc	1 3.6%	45 1.4%	1 0.6%
The British National Party	6 0.2%	- -	3 0.3%	1 0.2%	3 1.4%ab	- -	6 0.2%	- -
Some other party	1 *	* *	1 0.1%	- -	- -	* 0.6%	1 *	- -

Proportions/Means: Columns Tested (5% risk level) - a/d/b/c/e - f/g
* small base; ** very small base (under 30) ineligible for sig testing

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Opinion Poll
ONLINE Fieldwork : 2nd - 29th January 2015

Absolutes/col percents

Table 6
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)
FILTER: 2010 Vote: Labour

	Total	Owned outright (a)	Owned with a mortgage (b)	Social rent (c)	Rented from someone else (d)	Rent free (e)	White (f)	Non-white (g)
				Tenure			To which of the following ethnic groups do you consider you belong?	
Unweighted base	2422	800	762	501	342	17	2123	267
Weighted base	2306	748	739	585	221	12**	2014	266
Conservative	102 4.4%	48 6.4%c	31 4.2%	15 2.5%	8 3.7%	-	93 4.6%	9 3.4%
Labour	1921 83.3%	616 82.3%	622 84.2%	494 84.4%	179 81.2%	9 78.7%	1649 81.9%	248 93.1%f
Liberal Democrat	38 1.7%	11 1.5%	6 0.8%	3 0.5%	18 8.0%abc	-	32 1.6%	6 2.3%
SNP	65 2.8%	19 2.5%	22 2.9%	21 3.6%	2 1.0%	1 4.6%	64 3.2%g	1 0.3%
Plaid Cymru	2 0.1%	1 0.1%	1 0.1%	-	* 0.1%	-	2 0.1%	-
The UK Independence Party	127 5.5%	32 4.3%	45 6.0%	42 7.1%	8 3.5%	1 5.1%	126 6.2%g	1 0.2%
The Green Party	47 2.0%	18 2.4%	11 1.5%	11 1.8%	6 2.5%	1 11.7%	44 2.2%	2 0.7%
The British National Party	2 0.1%	2 0.2%	*	-	-	-	2 0.1%	-
Some other party	3 0.1%	2 0.2%	1 0.2%	-	-	-	3 0.1%	-

Proportions/Means: Columns Tested (5% risk level) - a/d/b/c/e - f/g
** very small base (under 30) ineligible for sig testing

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Opinion Poll
ONLINE Fieldwork : 2nd - 29th January 2015

Absolutes/col percents

Table 6
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)
FILTER: 2010 Vote: Liberal Democrat

| | Total | Tenure | | | | | To which of the following ethnic groups do you consider you belong? | |
		Owned outright (a)	Owned with a mortgage (b)	Social rent (c)	Rented from someone else (d)	Rent free (e)	White (f)	Non-white (g)
Unweighted base	1854	679	605	248	296	26	1764	79
Weighted base	1833	693	625	257	233	25**	1747	78*
Conservative	257 14.0%	115 16.5%dc	101 16.2%dc	23 9.0%	15 6.5%	3 12.5%	239 13.7%	15 19.2%
Labour	539 29.4%	162 23.3%	187 29.8%a	96 37.3%a	90 38.8%ab	5 19.0%	509 29.2%	29 37.0%
Liberal Democrat	639 34.8%	270 39.0%dc	235 37.7%dc	53 20.6%	65 28.0%	15 59.6%	617 35.3%	19 23.7%
SNP	30 1.7%	4 0.6%	12 1.9%	11 4.3%a	3 1.3%	* 1.4%	29 1.7%	1 1.5%
Plaid Cymru	3 0.1%	3 0.4%	-	-	-	-	3 0.1%	-
The UK Independence Party	173 9.4%	68 9.8%d	50 8.0%	45 17.3%adb	10 4.4%	1 2.1%	171 9.8%	2 2.1%
The Green Party	184 10.0%	72 10.3%b	38 6.2%	26 10.3%	47 19.9%abc	1 4.2%	174 10.0%	10 12.4%
The British National Party	4 0.2%	-	-	3 1.2%ab	* 0.2%	-	4 0.2%	-
Some other party	5 0.3%	* *	2 0.3%	-	2 0.9%a	* 1.0%	2 0.1%	3 4.1%f

Proportions/Means: Columns Tested (5% risk level) - a/d/b/c/e - f/g
* small base; ** very small base (under 30) ineligible for sig testing

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Table 6
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)
FILTER: 2010 Vote: SNP

	Total	Owned outright (a)	Owned with a mortgage (b)	Social rent (c)	Rented from someone else (d)	Rent free (e)	White (f)	Non-white (g)
				Tenure			To which of the following ethnic groups do you consider you belong?	
Unweighted base	322	122	84	77	39	-	320	2
Weighted base	205	76*	55*	54*	20**	-**	204	1**
Conservative	10 4.7%	4 5.5%	4 7.3%c	-	1 6.6%	-	10 4.7%	-
Labour	11 5.2%	1 1.9%	5 8.8%	2 3.8%	2 11.2%	-	11 5.2%	-
Liberal Democrat	6 2.7%	3 3.6%	-	3 5.3%	-	-	6 2.7%	-
SNP	170 82.6%	65 85.6%	46 83.2%	46 86.0%	12 60.7%	-	168 82.4%	1 100.0%
The UK Independence Party	9 4.5%	2 3.0%	* 0.7%	2 4.1%	4 21.5%	-	9 4.5%	-
The Green Party	1 0.4%	* 0.4%	-	* 0.9%	-	-	1 0.4%	-

Proportions/Means: Columns Tested (5% risk level) - a/d/b/c/e - f/g
* small base; ** very small base (under 30) ineligible for sig testing

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Opinion Poll
ONLINE Fieldwork : 2nd - 29th January 2015

Table 6
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)
FILTER: 2010 Vote: Plaid Cymru

	Total	Owned outright (a)	Owned with a mortgage (b)	Social rent (c)	Rented from someone else (d)	Rent free (e)	White (f)	Non-white (g)
				Tenure			To which of the following ethnic groups do you consider you belong?	
Unweighted base	52	17	17	7	12	-	52	-
Weighted base	30*	7**	10**	8**	5**	-**	30*	-**
Labour	8 27.4%	1 11.0%	-	7 94.0%	-	-	8 27.4%	-
Liberal Democrat	2 6.9%	-	2 19.9%	-	-	-	2 6.9%	-
Plaid Cymru	19 62.7%	6 83.0%	8 80.1%	-	5 100.0%	-	19 62.7%	-
The UK Independence Party	1 3.0%	* 6.0%	-	* 6.0%	-	-	1 3.0%	-

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Proportions/Means: Columns Tested (5% risk level) - a/d/b/c/e - f/g
* small base; ** very small base (under 30) ineligible for sig testing

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ONLINE Fieldwork : 2nd - 29th January 2015

Absolutes/col percents

Table 6
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)
FILTER: 2010 Vote: The UK Independence Party

| | Total | Tenure | | | | | To which of the following ethnic groups do you consider you belong? | |
		Owned outright (a)	Owned with a mortgage (b)	Social rent (c)	Rented from someone else (d)	Rent free (e)	White (f)	Non-white (g)
Unweighted base	358	152	86	79	40	1	347	4
Weighted base	211	89*	46*	59*	17**	***	201	1**
Conservative	11 5.1%	7 8.1%	2 3.8%	* 0.8%	1 7.6%	-	11 5.3%	-
Labour	10 4.9%	2 1.8%	1 2.8%	7 12.6%a	-	-	10 5.2%	-
Liberal Democrat	4 2.1%	4 4.4%	-	1 0.9%	-	-	4 2.2%	-
The UK Independence Party	180 85.5%	75 84.4%	42 89.5%	49 83.2%	15 87.6%	* 100.0%	171 84.8%	1 100.0%
The Green Party	5 2.2%	1 0.9%	2 3.8%	1 2.3%	1 4.8%	-	5 2.4%	-
The British National Party	* 0.1%	* 0.2%	-	-	-	-	* 0.1%	-
Some other party	* 0.1%	-	-	* 0.3%	-	-	* 0.1%	-

Proportions/Means: Columns Tested (5% risk level) - a/d/b/c/e - f/g
* small base; ** very small base (under 30) ineligible for sig testing

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Opinion Poll
ONLINE Fieldwork : 2nd - 29th January 2015

Table 6
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)
FILTER: 2010 Vote: The Green Party

	Total	Owned outright (a)	Owned with a mortgage (b)	Social rent (c)	Rented from someone else (d)	Rent free (e)	White (f)	Non-white (g)
			Tenure				To which of the following ethnic groups do you consider you belong?	
Unweighted base	172	65	40	35	24	7	160	9
Weighted base	133*	57*	27**	35**	10**	3**	122*	4**
Conservative	7 5.3%	5 8.1%	2 7.0%	1 1.5%	- -	- -	7 5.8%	- -
Labour	19 14.3%	2 2.9%	6 22.5%	9 26.5%	2 18.8%	- -	18 14.6%	1 31.0%
Liberal Democrat	10 7.2%	5 8.2%	5 17.9%	- -	- -	- -	10 7.9%	- -
SNP	5 3.8%	3 5.9%	1 3.1%	1 2.4%	- -	- -	2 1.4%	- -
Plaid Cymru	* 0.2%	- -	- -	- -	* 2.9%	- -	* 0.2%	- -
The UK Independence Party	4 2.8%	1 1.8%	1 3.5%	1 2.9%	1 7.8%	- -	3 2.9%	* 7.0%
The Green Party	86 64.8%	42 73.1%	13 46.0%	23 66.8%	5 52.3%	3 100.0%	80 65.6%	2 62.0%
The British National Party	1 0.4%	- -	- -	- -	1 5.6%	- -	1 0.5%	- -
Some other party	1 1.0%	- -	- -	- -	1 12.7%	- -	1 1.1%	- -

Proportions/Means: Columns Tested (5% risk level) - a/d/b/c/e - f/g
* small base; ** very small base (under 30) ineligible for sig testing

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Table 6
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)
FILTER: 2010 Vote: The British National Party

| | Total | Tenure | | | | | To which of the following ethnic groups do you consider you belong? | |
		Owned outright (a)	Owned with a mortgage (b)	Social rent (c)	Rented from someone else (d)	Rent free (e)	White (f)	Non-white (g)
Unweighted base	61	25	13	14	9	-	61	-
Weighted base	31*	13**	5**	11**	3**	-**	31*	-**
Labour	2 7.9%	-	-	2 19.6%	* 12.1%	-	2 7.9%	-
The UK Independence Party	16 53.1%	8 61.0%	4 79.5%	3 28.5%	2 65.8%	-	16 53.1%	-
The Green Party	* 1.2%	* 2.9%	-	-	-	-	* 1.2%	-
The British National Party	11 35.0%	4 29.4%	1 20.5%	5 51.9%	1 22.1%	-	11 35.0%	-
Some other party	1 2.8%	1 6.8%	-	-	-	-	1 2.8%	-

Proportions/Means: Columns Tested (5% risk level) - a/d/b/c/e - f/g
* small base; ** very small base (under 30) ineligible for sig testing

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ONLINE Fieldwork : 2nd - 29th January 2015

Absolutes/col percents

Table 6
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)
FILTER: 2010 Vote: Some other party

	Total	Owned outright (a)	Owned with a mortgage (b)	Social rent (c)	Rented from someone else (d)	Rent free (e)	White (f)	Non-white (g)
				Tenure			To which of the following ethnic groups do you consider you belong?	
Unweighted base	53	24	17	5	6	1	53	-
Weighted base	38*	15**	11**	8**	3**	***	38*	-**
Conservative	6 15.9%	5 34.2%	-	-	1 22.2%	-	6 15.9%	-
Labour	16 42.7%	4 23.8%	5 44.6%	5 64.9%	2 77.8%	-	16 42.7%	-
SNP	* 1.2%	-	* 4.2%	-	-	-	* 1.2%	-
The UK Independence Party	8 20.7%	3 18.3%	3 25.9%	2 27.8%	-	-	8 20.7%	-
The Green Party	2 5.0%	-	2 17.5%	-	-	-	2 5.0%	-
Some other party	5 14.5%	4 23.8%	1 7.8%	1 7.3%	-	* 100.0%	5 14.5%	-

Proportions/Means: Columns Tested (5% risk level) - a/d/b/c/e - f/g
* small base; ** very small base (under 30) ineligible for sig testing

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Opinion Poll
ONLINE Fieldwork : 2nd - 29th January 2015

Absolutes/col percents

Table 6
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)
FILTER: 2010 Vote: Did not vote

| | Total | Tenure | | | | | To which of the following ethnic groups do you consider you belong? | |
		Owned outright (a)	Owned with a mortgage (b)	Social rent (c)	Rented from someone else (d)	Rent free (e)	White (f)	Non-white (g)
Unweighted base	1365	229	325	302	463	46	1191	160
Weighted base	1115	199	311	297	274	34*	955	152
Conservative	290 26.0%	75 37.5%dc	108 34.7%dc	41 13.9%	57 20.9%c	9 26.6%	260 27.2%	28 18.7%
Labour	496 44.5%	76 38.3%	129 41.5%	173 58.2%adb	104 38.1%	14 40.3%	384 40.2%	110 72.2%f
Liberal Democrat	72 6.5%	8 3.8%	13 4.2%	13 4.4%	35 12.8%abc	4 11.5%	65 6.8%	7 4.4%
SNP	32 2.8%	4 1.8%	8 2.5%	13 4.2%	7 2.6%	1 2.3%	31 3.2%	1 0.4%
Plaid Cymru	2 0.2%	1 0.3%	1 0.4%	-	1 0.2%	-	2 0.3%	-
The UK Independence Party	112 10.1%	20 10.0%	31 9.8%	36 12.3%	24 8.7%	2 4.7%	110 11.5%g	1 0.7%
The Green Party	94 8.5%	13 6.4%	20 6.6%	13 4.4%	43 15.7%abc	5 14.6%c	89 9.4%g	3 2.2%
The British National Party	5 0.4%	1 0.4%	1 0.3%	2 0.6%	2 0.6%	-	5 0.5%	-
Some other party	11 1.0%	3 1.6%	* 0.1%	6 2.1%b	1 0.4%	-	9 0.9%	2 1.3%

Proportions/Means: Columns Tested (5% risk level) - a/d/b/c/e - f/g
* small base

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Absolutes/col percents

Table 7
Q.2 Which party would you vote for if there was a General Election tomorrow?
Base: All respondents

	Total	Conservative	Labour	Liberal Democrat	SNP	Plaid Cymru	The UK Independence Party	The Green Party	The British National Party	Some other party	Did not vote	Prefer not to say	Don't know/ can't remember
							Q.3 General Election Vote						
Unweighted base	16362	4515	3218	2775	397	63	458	243	75	72	3761	255	530
Weighted base	16362	4274	3137	2891	269	36	282	197	48	54	4265	305	604
Conservative	3782 23.1%	2755 64.5%	122 3.9%	310 10.7%	11 4.1%	-	12 4.2%	8 4.3%	-	7 12.4%	479 11.2%	10 3.4%	69 11.4%
Labour	4108 25.1%	206 4.8%	2301 73.3%	642 22.2%	12 4.4%	9 25.5%	12 4.1%	22 11.2%	3 5.8%	19 34.8%	773 18.1%	17 5.7%	93 15.3%
Liberal Democrat	1063 6.5%	47 1.1%	44 1.4%	787 27.2%	6 2.3%	2 6.4%	5 1.9%	14 7.2%	-	-	127 3.0%	8 2.6%	21 3.5%
SNP	369 2.3%	12 0.3%	73 2.3%	34 1.2%	195 72.5%	-	-	6 2.9%	-	1 0.9%	44 1.0%	-	3 0.5%
Plaid Cymru	35 0.2%	* *	2 0.1%	3 0.1%	-	23 62.6%	-	* 0.2%	-	-	4 0.1%	1 0.3%	1 0.2%
The UK Independence Party	1484 9.1%	671 15.7%	147 4.7%	202 7.0%	11 4.1%	1 2.8%	209 73.9%	5 2.4%	19 39.7%	9 17.1%	179 4.2%	5 1.6%	27 4.4%
The Green Party	610 3.7%	59 1.4%	58 1.8%	227 7.9%	1 0.4%	-	5 1.9%	105 53.1%	* 0.9%	2 4.0%	140 3.3%	3 1.1%	10 1.6%
The British National Party	42 0.3%	8 0.2%	2 0.1%	4 0.1%	-	-	* 0.1%	1 0.3%	12 26.0%	-	12 0.3%	-	2 0.3%
Some other party	37 0.2%	1 *	4 0.1%	6 0.2%	-	-	* 0.1%	1 0.8%	1 2.0%	7 12.1%	15 0.3%	1 0.3%	-
Would not vote	1602 9.8%	69 1.6%	48 1.5%	40 1.4%	9 3.3%	* 1.2%	5 1.8%	1 0.6%	2 5.2%	-	1396 32.7%	11 3.6%	20 3.3%
Rather not say	210 1.3%	1 *	5 0.2%	11 0.4%	-	-	-	3 1.4%	-	-	46 1.1%	128 41.9%	16 2.6%
Don't know	3022 18.5%	443 10.4%	330 10.5%	625 21.6%	24 9.0%	1 1.6%	34 12.0%	31 15.6%	10 20.5%	10 18.8%	1049 24.6%	120 39.5%	344 56.9%

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Absolutes/col percents

Table 8
Q.2 Which party would you vote for if there was a General Election tomorrow?
Base: All respondents (Turnout Weighted)

	Total	Conservative	Labour	Liberal Democrat	SNP	Plaid Cymru	The UK Independence Party	The Green Party	The British National Party	Some other party	Did not vote	Prefer not to say	Don't know/ can't remember
Unweighted base	11514	3730	2613	2178	337	53	371	191	62	59	1535	148	237
Weighted base	10670	3498	2509	2230	224	31	224	154	33	44	1327	170	228
Conservative	3089 29.0%	2359 67.4%	102 4.1%	257 11.5%	10 4.3%	-	11 4.8%	7 4.6%	-	6 13.7%	290 21.9%	8 4.7%	39 17.3%
Labour	3267 30.6%	175 5.0%	1921 76.6%	539 24.2%	11 4.7%	8 26.9%	10 4.7%	19 12.4%	2 7.3%	16 36.8%	496 37.4%	12 7.0%	57 25.0%
Liberal Democrat	825 7.7%	39 1.1%	38 1.5%	639 28.6%	6 2.5%	2 6.7%	4 2.0%	10 6.2%	-	-	72 5.5%	4 2.3%	11 4.7%
SNP	315 3.0%	11 0.3%	65 2.6%	30 1.4%	170 75.8%	-	-	5 3.3%	-	* 1.0%	32 2.4%	-	3 1.1%
Plaid Cymru	28 0.3%	* *	2 0.1%	3 0.1%	-	19 61.7%	-	* 0.2%	-	-	2 0.2%	1 0.5%	1 0.5%
The UK Independence Party	1230 11.5%	578 16.5%	127 5.1%	173 7.8%	9 4.1%	1 3.0%	180 80.6%	4 2.4%	16 49.2%	8 17.9%	112 8.5%	4 2.2%	17 7.6%
The Green Party	475 4.4%	47 1.4%	47 1.9%	184 8.2%	1 0.4%	-	5 2.1%	86 56.0%	* 1.1%	2 4.3%	94 7.1%	2 1.3%	6 2.8%
The British National Party	30 0.3%	6 0.2%	2 0.1%	4 0.2%	-	-	* 0.1%	1 0.4%	11 32.4%	-	5 0.4%	-	1 0.6%
Some other party	28 0.3%	1 *	3 0.1%	5 0.2%	-	-	* 0.1%	1 0.9%	1 2.6%	5 12.5%	11 0.8%	1 0.5%	-
Would not vote	13 0.1%	* *	* *	* *	-	-	* *	-	-	-	12 0.9%	* 0.1%	1 0.5%
Rather not say	139 1.3%	1 *	3 0.1%	7 0.3%	-	-	-	2 1.6%	-	-	17 1.3%	101 59.0%	7 3.1%
Don't know	1231 11.5%	280 8.0%	199 7.9%	389 17.5%	18 8.2%	1 1.7%	13 5.7%	18 11.9%	2 7.4%	6 13.8%	183 13.8%	38 22.3%	84 36.8%

Q.3 General Election Vote

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Absolutes/col percents

Table 9
Q.3 At the general election in May 2010, many people didn't vote. Can you remember, did you vote in that election, or did you not vote?
Which party did you vote for in the general election in May 2010?
Base: All respondents

	Total	Gender Male (a)	Gender Female (b)	Age 18-24 (c)	Age 25-34 (d)	Age 35-44 (e)	Age 45-54 (f)	Age 55-64 (g)	Age 65+ (h)	Social Grade AB (i)	Social Grade C1 (j)	Social Grade C2 (k)	Social Grade DE (l)	Region South East (m)	Region Midlands (n)	Region North England (o)	Region Wales & South West (p)	Region Scotland (q)	Emp. Sector Public (r)	Emp. Sector Private (s)	Within Gender-Male Public (t)	Within Gender-Male Private (u)	Within Gender-Female Public (v)	Within Gender-Female Private (w)
Unweighted base	16362	7950	8412	1906	2474	2683	3011	2604	3684	4707	4839	2819	3997	4319	4151	3968	2324	1600	2125	6613	920	3586	1205	3027
Weighted base	16362	8018	8344	1945	2755	2754	2916	2429	3562	4373	4536	3564	3889	4418	4254	3927	2291	1473	2284	6879	1027	3861	1257	3018
Conservative	4274 26.1%	2377 29.6%b	1897 22.7%	161 8.3%	402 14.6%c	543 19.7%cd	757 26.0%cde	814 33.5%cdef	1596 44.8%cdefg	1397 31.9%jkl	1168 25.8%l	899 25.2%l	809 20.8%	1297 29.4%opq	1277 30.0%opq	894 22.8%q	587 25.6%oq	217 14.8%	456 20.0%	1720 25.0%r	199 19.4%	1113 28.8%tvw	257 20.4%	607 20.1%
Labour	3137 19.2%	1638 20.4%b	1500 18.0%	169 8.7%	602 21.9%ch	638 23.2%fh	594 20.4%h	507 20.9%h	627 17.6%c	771 17.6%	800 17.6%	777 21.8%j	789 20.3%i	746 16.9%	782 18.4%	877 22.3%np	382 16.7%	351 23.8%np	543 23.8%s	1405 20.4%	266 25.9%uw	847 21.9%w	277 22.1%w	558 18.5%
Liberal Democrat	2891 17.7%	1476 18.4%b	1415 17.0%	152 7.8%	447 16.2%c	542 19.7%cdf	499 17.1%c	501 20.6%cdf	750 21.1%cdf	977 22.3%jkl	861 19.0%kl	512 14.4%	542 13.9%	802 18.2%nq	679 16.0%	678 17.3%	506 22.1%mnoq	225 15.3%	477 20.9%s	1124 16.3%	234 22.8%uw	646 16.7%	242 19.3%w	479 15.9%
SNP	269 1.6%	150 1.9%	119 1.4%	5 0.3%	21 0.8%	32 1.2%	75 2.6%cde	60 2.5%cde	75 2.1%cde	74 1.7%	68 1.5%	57 1.6%	70 1.8%	-	-	-	-	269 18.3%mnop	40 1.7%	96 1.4%	22 2.2%	58 1.5%	17 1.4%	38 1.3%
Plaid Cymru	36 0.2%	27 0.3%b	9 0.1%	-	5 0.2%	6 0.2%	11 0.4%c	7 0.3%	8 0.2%	7 0.2%	12 0.3%	9 0.3%	8 0.2%	-	-	-	36 1.6%mnoq	-	9 0.4%	20 0.3%	8 0.8%w	15 0.4%	1 0.1%	4 0.1%
The UK Independence Party	282 1.7%	165 2.1%b	117 1.4%	19 1.0%d	7 0.2%	29 1.1%d	73 2.5%cde	54 2.2%cde	100 2.8%cde	37 0.8%	73 1.6%i	92 2.6%ij	81 2.1%i	88 2.0%q	90 2.1%q	73 1.9%q	30 1.3%q	1 0.1%	22 0.9%	84 1.2%	14 1.3%	58 1.5%	8 0.6%	26 0.9%
The Green Party	197 1.2%	88 1.1%	109 1.3%	8 0.4%	24 0.9%	31 1.1%	63 2.2%cdegh	26 1.1%c	45 1.3%c	52 1.2%	49 1.1%	51 1.4%	45 1.1%	66 1.5%op	66 1.6%op	32 0.8%	14 0.6%	19 1.3%	40 1.8%	86 1.3%	17 1.6%	48 1.2%	23 1.8%	38 1.3%
The British National Party	48 0.3%	33 0.4%b	15 0.2%	1 0.1%	7 0.3%	10 0.4%	12 0.4%	7 0.3%	10 0.3%	3 0.1%	11 0.2%	14 0.4%i	20 0.5%i	9 0.2%	21 0.5%q	9 0.2%	8 0.4%	-	1 *	21 0.3%	1 0.1%	20 0.5%w	*	1 *
Some other party	54 0.3%	40 0.5%b	14 0.2%	2 0.1%	4 0.2%	9 0.3%	9 0.3%	11 0.5%	17 0.5%	14 0.3%	16 0.4%	8 0.2%	15 0.4%	10 0.2%	15 0.4%	12 0.3%	7 0.3%	10 0.7%	8 0.3%	24 0.3%	7 0.6%	19 0.5%	1 0.1%	6 0.2%
Did not vote	4265 26.1%	1717 21.4%	2548 30.5%a	1249 64.2%defgh	1000 36.3%efgh	746 27.1%fgh	651 22.3%gh	331 13.6%h	289 8.1%	858 19.6%	1260 27.8%i	945 26.5%i	1203 30.9%ijk	1163 26.3%q	1042 24.5%q	1150 29.3%mnq	625 27.3%nq	284 19.3%	586 25.6%	1866 27.1%	223 21.7%	864 22.4%	363 28.9%tu	1003 33.2%tuv

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q - r/s - t/u/v/w

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Opinion Poll
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Table 9
Q.3 At the general election in May 2010, many people didn't vote. Can you remember, did you vote in that election, or did you not vote?
Which party did you vote for in the general election in May 2010?
Base: All respondents

| | Total | Gender | | Age | | | | | | Social Grade | | | | Region Summary | | | | | Employment Sector | | Employment Sector Within Gender - Male | | Employment Sector Within Gender - Female | |
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	South East (m)	Mid-lands (n)	North Eng-land (o)	Wales & South West (p)	Scot-land (q)	Public (r)	Pri-vate (s)	Public (t)	Pri-vate (u)	Public (v)	Pri-vate (w)
Weighted base	16362	8018	8344	1945	2755	2754	2916	2429	3562	4373	4536	3564	3889	4418	4254	3927	2291	1473	2284	6879	1027	3861	1257	3018
Prefer not to say	305 1.9%	136 1.7%	168 2.0%	64 3.3%fg h	78 2.8%fg h	60 2.2%h	41 1.4%h	40 1.6%h	22 0.6%	78 1.8%	74 1.6%	60 1.7%	93 2.4%j	117 2.6%no p	75 1.8%	58 1.5%	24 1.1%	31 2.1%p	38 1.7%	133 1.9%	17 1.7%	74 1.9%	20 1.6%	59 1.9%
Don't know/ can't remember	604 3.7%	171 2.1%	433 5.2%a	115 5.9%eg h	157 5.7%eg h	107 3.9%h	130 4.4%gh	70 2.9%h	25 0.7%	106 2.4%	145 3.2%	140 3.9%i	214 5.5%ij k	121 2.7%	206 4.8%mo p	143 3.6%	70 3.0%	65 4.4%m	65 2.9%	300 4.4%r	19 1.9%	100 2.6%	46 3.7%	200 6.6%tuv

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q - r/s - t/u/v/w

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Table 9
Q.3 At the general election in May 2010, many people didn't vote. Can you remember, did you vote in that election, or did you not vote?
Which party did you vote for in the general election in May 2010?
Base: All respondents

	Total	Con (a)	Lab (b)	LibDem (c)	UKIP (d)	Green (e)	Con (f)	Lab (g)	LibDem (h)	UKIP (i)	18-24 (j)	25-34 (k)	35-44 (l)	45-54 (m)	55-64 (n)	65+ (o)	18-24 (p)	25-34 (q)	35-44 (r)	45-54 (s)	55-64 (t)	65+ (u)
			Vote Intention					2010 Vote					Age Within Gender - Male						Age Within Gender - Female			
Unweighted base	16362	3785	4138	824	2392	912	4515	3218	2775	458	749	1057	1273	1546	1333	1992	1157	1417	1410	1465	1271	1692
Weighted base	16362	3782	4108	1063	1484	610	4274	3137	2891	282	766	1214	1322	1518	1284	1914	1179	1541	1433	1398	1145	1649
Conservative	4274 26.1%	2755 72.8%bc de	206 5.0%	47 4.4%	671 45.2%bc e	59 9.6% bc	4274 100.0%ghi	-	-	-	84 11.0%p	208 17.1%j pq	282 21.3%j kpq	436 28.7%j klpqrs	447 34.8%j klmpqr s	920 48.1%jk lmnpqrs tu	77 6.5%	194 12.6%p	261 18.2%j pq	321 23.0%j kpqr	368 32.1%j klpqrs	676 41.0%jklmnpqrst
Labour	3137 19.2%	122 3.2%	2301 56.0%ac de	44 4.2%	147 9.9%ac	58 9.5%ac	-	3137 100.0%fhi	-	-	98 12.7%p	321 26.4%j mnopqr su	337 25.5%j mnopqr su	317 20.9%j op	253 19.7%j op	313 16.3%p	72 6.1%	281 18.2%j p	301 21.0%j op	278 19.9%j op	254 22.2%j opq	314 19.0%jp
Liberal Democrat	2891 17.7%	310 8.2%	642 15.6%a	787 74.0%a bde	202 13.6%a	227 37.2%abd	-	-	2891 100.0%fgi	-	51 6.7%	198 16.3%j p	278 21.0%j kpqs	279 18.4%j p	278 21.6%j kpqs	391 20.4%jk pqs	100 8.5%	248 16.1%j p	264 18.4%j p	220 15.8%j p	223 19.5%j ps	359 21.8%jkpqs
SNP	269 1.6%	11 0.3%	12 0.3%	6 0.6%	11 0.7%ab	1 0.2%	-	-	-	-	2 0.3%	9 0.7%	12 0.9%	42 2.7%jk lpqru	35 2.7%jk lpqr	50 2.6%jk lpqru	3 0.3%	13 0.8%	20 1.4%jp	33 2.4%jk lpq	25 2.2%jk lpq	25 1.5%jp
Plaid Cymru	36 0.2%	-	9 0.2%a	2 0.2%a	1 0.1%	-	-	-	-	-	-	3 0.2%	4 0.3%	9 0.6%p	6 0.4%	5 0.3%	-	2 0.1%	2 0.1%	2 0.1%	1 0.1%	2 0.1%
The UK Independence Party	282 1.7%	12 0.3%	12 0.3%	5 0.5%	209 14.1%ab ce	5 0.9%b	-	-	-	282 100.0%fg h	6 0.8%	5 0.4%	20 1.5%kq	44 2.9%jk lpqr	29 2.2%jk qr	63 3.3%jk lpqr	13 1.1%q	2 0.1%	9 0.7%	29 2.1%kq	26 2.2%jk qr	37 2.3%jkqr
The Green Party	197 1.2%	8 0.2%	22 0.5%	14 1.3%ab d	5 0.3%	105 17.2%abcd	-	-	-	-	4 0.6%	4 0.4%	7 0.5%	36 2.4%jk lnopt	14 1.1%	23 1.2%p	4 0.3%	19 1.2%p	24 1.7%kl p	27 1.9%kl lp	13 1.1%	22 1.3%kp
The British National Party	48 0.3%	-	3 0.1%	-	19 1.3%ab ce	* 0.1%	-	-	-	-	1 0.1%	1 0.1%	10 0.8%pr su	11 0.7%pr su	2 0.2%	7 0.4%	-	6 0.4%	*	1 0.1%	5 0.4%	2 0.2%
Some other party	54 0.3%	7 0.2%	19 0.5%	-	9 0.6%ac	2 0.4%	-	-	-	-	2 0.3%	1 0.1%	7 0.5%	7 0.5%	10 0.8%kp rst	11 0.6%p	*	3 0.2%	2 0.1%	2 0.2%	1 0.1%	6 0.4%
Did not vote	4265 26.1%	479 12.7%	773 18.8%a cd	127 12.0%	179 12.0%	140 22.9%abcd	-	-	-	-	473 61.8%k lmnoqr stu	374 30.8%l mnostu	292 22.1%n otu	295 19.4%n otu	162 12.7%o	119 6.2%	775 65.8%k lmnoqr stu	626 40.6%k lmnors tu	453 31.6%l mnostu	355 25.4%m notu	169 14.7%o u	169 10.3%o

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t/u

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Opinion Poll
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Table 9
Q.3 At the general election in May 2010, many people didn't vote. Can you remember, did you vote in that election, or did you not vote?
Which party did you vote for in the general election in May 2010?
Base: All respondents

	Total	Vote Intention					2010 Vote				Age Within Gender - Male						Age Within Gender - Female					
		Con (a)	Lab (b)	LibDem (c)	UKIP (d)	Green (e)	Con (f)	Lab (g)	LibDem (h)	UKIP (i)	18-24 (j)	25-34 (k)	35-44 (l)	45-54 (m)	55-64 (n)	65+ (o)	18-24 (p)	25-34 (q)	35-44 (r)	45-54 (s)	55-64 (t)	65+ (u)
Weighted base	16362	3782	4108	1063	1484	610	4274	3137	2891	282	766	1214	1322	1518	1284	1914	1179	1541	1433	1398	1145	1649
Prefer not to say	305 1.9%	10 0.3%	17 0.4%	8 0.7%	5 0.3%	3 0.6%	-	-	-	-	21 2.8%mo ru	36 2.9%mo ru	42 3.2%mn ortu	8 0.5%	22 1.7%mo	8 0.4%	42 3.6%mn ortu	43 2.8%mo ru	18 1.3%o	33 2.4%mo u	18 1.6%mo	14 0.9%
Don't know/ can't remember	604 3.7%	69 1.8%	93 2.3%	21 2.0%	27 1.8%	10 1.6%	-	-	-	-	23 3.0%ou nou	54 4.4%lm nou	30 2.3%o	34 2.2%o	27 2.1%o	3 0.2%	92 7.8%jk lmnort u	104 6.7%jl mnotu	77 5.4%jl mnou	96 6.8%jk lmnotu	43 3.8%no u	21 1.3%o

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t/u

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Which party did you vote for in the general election in May 2010?
Base: All respondents

	Total	SEG Within Gender - Male				SEG Within Gender - Female				Region										
		AB (a)	C1 (b)	C2 (c)	DE (d)	AB (e)	C1 (f)	C2 (g)	DE (h)	Scot-land (i)	North East (j)	North West (k)	York-shire & Humb-erside (l)	West Mid-lands (m)	East Mid-lands (n)	Wales (o)	East-ern (p)	London (q)	South East (r)	South West (s)
Unweighted base	16362	2522	2187	1429	1812	2185	2652	1390	2185	1600	673	1808	1487	1426	1129	843	1596	1900	2419	1481
Weighted base	16362	2357	2071	1833	1757	2017	2465	1730	2131	1473	655	1800	1473	1473	1145	818	1636	2127	2291	1473
Conservative	4274 26.1%	840 35.6%b cdefgh	596 28.8%d fgh	508 27.7%f gh	433 24.7%h	557 27.6%f gh	573 23.2%h	391 22.6%h	376 17.6%	217 14.8%	101 15.5%	455 25.3%i jo	337 22.9%i j	409 27.8%i jlo	358 31.2%i jkloq	159 19.5%i	510 31.2%i jkloq	519 24.4%i jo	778 34.0%i jklmoq s	428 29.1%ijkloq
Labour	3137 19.2%	446 18.9%e	378 18.3%	444 24.2%a befgh	369 21.0%e	325 16.1%	422 17.1%	334 19.3%e	420 19.7%e	351 23.8%m prs	153 23.3%p rs	399 22.2%p rs	326 22.1%p rs	292 19.9%p rs	244 21.3%p rs	196 24.0%p rs	245 15.0%r	466 21.9%p rs	279 12.2%	186 12.6%
Liberal Democrat	2891 17.7%	543 23.0%b cdfgh	396 19.1%c dgh	276 15.1%	261 14.9%	434 21.5%c dgh	464 18.8%c dgh	236 13.6%	280 13.2%	225 15.3%	120 18.4%m	299 16.6%	258 17.5%m	200 13.6%	203 17.7%m	116 14.2%	277 16.9%m	394 18.5%i mo	409 17.8%m	390 26.5%ijklmnopqr
SNP	269 1.6%	47 2.0%f	43 2.1%f	31 1.7%	29 1.7%	26 1.3%	25 1.0%	26 1.5%	41 1.9%f	269 18.3%jklm nopqrs	-	-	-	-	-	-	-	-	-	-
Plaid Cymru	36 0.2%	4 0.2%	11 0.5%f	7 0.4%	5 0.3%	3 0.1%	1 *	2 0.1%	3 0.1%	-	-	-	-	-	-	36 4.4%ijkl mnpqrs	-	-	-	-
The UK Independence Party	282 1.7%	25 1.1%	47 2.3%ae f	62 3.4%ad efg	31 1.8%e	12 0.6%	25 1.0%	30 1.7%e	50 2.3%ae f	1 0.1%	11 1.7%i	33 1.8%im	29 2.0%im	11 0.7%i	24 2.1%im	6 0.8%i	55 3.3%ik moqs	24 1.1%i	64 2.8%im oq	24 1.6%i
The Green Party	197 1.2%	29 1.2%	17 0.8%	21 1.1%	22 1.2%	23 1.2%	32 1.3%	30 1.7%b	23 1.1%	19 1.3%k	1 0.2%	8 0.4%	22 1.5%jk	10 0.7%	10 0.9%	3 0.4%	47 2.9%ij klmnoq rs	30 1.4%jk	36 1.6%jk mo	11 0.7%
The British National Party	48 0.3%	2 0.1%	9 0.4%ae f	6 0.4%	15 0.9%aefh	1 *	2 0.1%	8 0.4%e	5 0.2%	-	2 0.4%	4 0.2%	3 0.2%	5 0.3%	11 0.9%ik lqrs	7 0.8%iq s	6 0.4%	4 0.2%	5 0.2%	2 0.1%
Some other party	54 0.3%	9 0.4%	13 0.6%fh	5 0.3%	12 0.7%fh	5 0.3%	3 0.1%	3 0.2%	3 0.1%	10 0.7%q	2 0.3%	4 0.2%	6 0.4%	6 0.4%	6 0.5%	3 0.4%	4 0.2%	3 0.1%	6 0.3%	4 0.3%
Did not vote	4265 26.1%	350 14.8%	496 24.0%a	398 21.7%a c	473 26.9%a c	508 25.2%a c	763 31.0%a bcde	546 31.6%a bcde	730 34.2%a bcde	284 19.3%	216 33.0%i np	507 28.2%i np	427 29.0%i np	443 30.1%i nprs	222 19.4%	254 31.1%i nprs	377 23.1%i	572 26.9%i np	591 25.8%i n	371 25.2%in

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Table 9
Q.3 At the general election in May 2010, many people didn't vote. Can you remember, did you vote in that election, or did you not vote?
Which party did you vote for in the general election in May 2010?
Base: All respondents

	Total	SEG Within Gender - Male				SEG Within Gender - Female				Region										
		AB (a)	C1 (b)	C2 (c)	DE (d)	AB (e)	C1 (f)	C2 (g)	DE (h)	Scot-land (i)	North East (j)	North West (k)	York-shire & Humb-erside (l)	West Mid-lands (m)	East Mid-lands (n)	Wales (o)	East-ern (p)	London (q)	South East (r)	South West (s)
Weighted base	16362	2357	2071	1833	1757	2017	2465	1730	2131	1473	655	1800	1473	1473	1145	818	1636	2127	2291	1473
Prefer not to say	305 1.9%	28 1.2%	32 1.5%	35 1.9%	42 2.4%a	50 2.5%a	42 1.7%	25 1.5%	51 2.4%a	31 2.1%	11 1.6%	31 1.7%	16 1.1%	29 2.0%	20 1.7%	8 1.0%	26 1.6%	53 2.5%ls	64 2.8%lo ps	16 1.1%
Don't know/ can't remember	604 3.7%	34 1.4%	33 1.6%	40 2.2%	64 3.7%ab	72 3.6%ab c	112 4.5%ab cde	99 5.7%ab cdef	150 7.0%ab cdef	65 4.4%r	36 5.5%kl qrs	59 3.3%	48 3.3%	67 4.5%qr s	48 4.2%r	29 3.5%	91 5.5%kl qrs	62 2.9%	59 2.6%	41 2.8%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s

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Absolutes/col percents

Table 9
Q.3 At the general election in May 2010, many people didn't vote. Can you remember, did you vote in that election, or did you not vote?
Which party did you vote for in the general election in May 2010?
Base: All respondents

	Total	Region Within Gender - Male											Region Within Gender - Female										
		Scotland (a)	North East (b)	North West (c)	Yorkshire & Humberside (d)	West Midlands (e)	East Midlands (f)	Wales (g)	Eastern (h)	London (i)	South East (j)	South West (k)	Scotland (l)	North East (m)	North West (n)	Yorkshire & Humberside (o)	West Midlands (p)	East Midlands (q)	Wales (r)	Eastern (s)	London (t)	South East (u)	South West (v)
Unweighted base	16362	783	355	853	715	695	579	443	769	915	1164	679	817	318	955	772	731	550	400	827	985	1255	802
Weighted base	16362	726	343	852	688	720	607	437	788	1023	1149	686	747	312	947	785	752	538	381	848	1104	1142	787
Conservative	4274 26.1%	134 18.5%l	61 17.8%l	241 28.2%a bglmnort	194 28.2%a bglmnort	217 30.1%a bglmnort	209 34.4%a bcdgil mnopqr stv	85 19.5%l	298 37.8%a bcdegi lmnopq rstuv	273 26.7%a bglmor	443 38.5%a bcdegi klmnop qrstuv	222 32.4%a bgilmn oprstv	83 11.2%	40 12.9%	215 22.7%l m	143 18.3%l	193 25.6%a blmo	149 27.6%a bglmor	74 19.4%l	212 25.0%a blmo	246 22.3%l m	335 29.3%a bglmno rt	206 26.2%abglmor
Labour	3137 19.2%	178 24.5%h jkmnps uv	97 28.3%h jkmnop qrsuv	213 25.0%h jkmnps uv	160 23.2%h jkpsuv	172 23.9%h jkpsuv	133 21.9%h jkpsuv	118 27.0%h jkmnps uv	118 15.0%j	224 21.9%h jkpsuv	126 11.0%	98 14.3%	173 23.2%h jkpsuv	56 17.8%v	186 19.6%h jksuv	166 21.1%h jkpsuv	120 16.0%j v	111 20.7%h jksuv	78 20.5%j ksuv	127 15.0%j	242 21.9%h jkpsuv	153 13.4%	88 11.1%
Liberal Democrat	2891 17.7%	108 14.9%	71 20.7%g op	129 15.1%p	145 21.1%a cglops	118 16.4%p	109 18.0%p	57 13.1%	149 18.9%g p	191 18.7%p	211 18.4%p	188 27.4%a cdefgh ijlmno pqrstu	117 15.7%p	49 15.9%	171 18.0%p	113 14.5%	82 10.9%	93 17.4%p	59 15.4%	127 15.0%	203 18.4%p	197 17.3%p	202 25.7%acefghijlmnopqrstu
SNP	269 1.6%	150 20.7%bcde fghijkmno pqrstuv	-	-	-	-	-	-	-	-	-	-	119 16.0%bcde fghijkmno pqrstuv	-	-	-	-	-	-	-	-	-	-
Plaid Cymru	36 0.2%	-	-	-	-	-	-	27 6.2%abcd efhijklm nopqrstu v	-	-	-	-	-	-	-	-	-	-	9 2.4%abcd efhijklm nopqstuv	-	-	-	-
The UK Independence Party	282 1.7%	1 0.2%	7 2.0%al p	18 2.1%al pt	15 2.1%al pt	8 1.2%l	16 2.7%al pt	4 0.9%	31 3.9%ae giklnp qrtu	17 1.7%al pt	41 3.6%ae giklnp rt	7 1.0%l	-	4 1.4%al	15 1.5%al p	15 1.9%al pt	3 0.3%	8 1.5%al	3 0.7%	24 2.8%ak lprt	6 0.6%	23 2.0%al pt	17 2.2%alpt
The Green Party	197 1.2%	2 0.3%	1 0.4%	2 0.2%	4 0.6%	4 0.6%	1 0.2%	2 0.6%	35 4.4%ab cdefgi jkmnpq rstuv	23 2.2%ac defkmn rt	12 1.0%	2 0.3%	17 2.2%acde fkmnrt	-	6 0.6%	19 2.4%ac defkmn prt	6 0.8%	9 1.6%ac fk	1 0.2%	12 1.4%ac	7 0.6%	25 2.2%ac defkmn rt	9 1.2%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v

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Table 9
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Which party did you vote for in the general election in May 2010?
Base: All respondents

	Total	Scotland (a)	North East (b)	North West (c)	Yorkshire & Humberside (d)	West Midlands (e)	East Midlands (f)	Wales (g)	Eastern (h)	London (i)	South East (j)	South West (k)	Scotland (l)	North East (m)	North West (n)	Yorkshire & Humberside (o)	West Midlands (p)	East Midlands (q)	Wales (r)	Eastern (s)	London (t)	South East (u)	South West (v)
		Region Within Gender - Male											Region Within Gender - Female										
Weighted base	16362	726	343	852	688	720	607	437	788	1023	1149	686	747	312	947	785	752	538	381	848	1104	1142	787
The British National Party	48 0.3%	-	2 0.7%u	4 0.4%	2 0.3%	3 0.4%	9 1.5%ai jklnop tuv	1 0.3%	3 0.4%	2 0.2%	5 0.4%	2 0.2%	-	-	1 0.1%	* 0.1%	2 0.2%	2 0.3%	5 1.4%ai lnoptu v	3 0.3%	2 0.2%	*	-
Some other party	54 0.3%	10 1.4%ch ilqstu v	2 0.6%	1 0.1%	2 0.3%	4 0.6%	6 0.9%lt uv	2 0.5%	1 0.2%	2 0.2%	5 0.5%	4 0.6%	-	-	3 0.4%	4 0.5%	2 0.3%	-	1 0.2%	2 0.3%	1 0.1%	1 0.1%	-
Did not vote	4265 26.1%	119 16.4%	87 25.4%a fh	223 26.1%a fh	153 22.2%a fh	165 22.9%a fh	93 15.3%	123 28.1%a fh	112 14.2%	237 23.1%a fh	258 22.5%a fh	148 21.6%a fh	165 22.1%a fh	129 41.5%a bcdefg hijkln qstuv	285 30.0%a defhij klq	274 35.0%a bcdefh ijklqu v	278 36.9%a bcdefg hijkln qtuv	129 23.9%a fh	132 34.5%a bcdefh ijklq	265 31.3%a defhij klq	336 30.4%a defhij klq	332 29.1%a defhij kl	223 28.3%adfhijkl
Prefer not to say	305 1.9%	15 2.0%d	6 1.8%d	12 1.4%	2 0.3%	12 1.6%d	6 1.0%	4 1.0%	14 1.8%d	31 3.0%df kv	28 2.4%dk	6 0.8%	16 2.2%d	5 1.5%	19 2.0%d	14 1.8%d	18 2.3%d	14 2.5%d	4 1.1%	12 1.4%	22 2.0%d	36 3.1%cd fksv	10 1.3%
Don't know/ can't remember	604 3.7%	9 1.2%	8 2.4%	11 1.2%	12 1.7%	17 2.3%	24 4.0%ac djk	13 2.9%	27 3.4%ac jk	23 2.3%	19 1.7%	9 1.3%	56 7.5%ab cdefgh ijktuv	28 9.0%ab cdefgh ijknoq rtuv	48 5.1%ac deijk	36 4.6%ac dijk	50 6.7%ab cdeghi jktu	24 4.4%ac djk	16 4.1%ac djk	64 7.5%ab cdefgh ijktuv	39 3.5%ac jk	40 3.5%ac jk	32 4.1%acdjk

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v

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Which party did you vote for in the general election in May 2010?
Base: All respondents

	Total	Educational Attainment						Educational Attainment Within Gender - Male						Educational Attainment Within Gender - Female					
		No formal education (a)	Primary (b)	Secondary school (c)	University degree (d)	Higher university degree (e)	Still in full time education (f)	No formal education (g)	Primary (h)	Secondary school (i)	University degree (j)	Higher university degree (k)	Still in full time education (l)	No formal education (m)	Primary (n)	Secondary school (o)	University degree (p)	Higher university degree (q)	Still in full time education (r)
Unweighted base	16362	139	104	8938	4788	1501	664	76	64	4238	2395	749	293	63	40	4700	2393	752	371
Weighted base	16362	153*	105*	8947	4750	1575	590	75*	67*	4263	2422	789	257	78*	39**	4684	2328	786	333
Conservative	4274 26.1%	30 19.3%f	30 28.2%f	2528 28.3%e f	1289 27.1%e f	329 20.9%f	35 5.9%	24 32.5% mqr	24 36.6%k lmpqr	1333 31.3%k lmopqr	774 31.9%k lmopqr	178 22.5%lm r	19 7.5%	5 6.7%	5 13.8%	1195 25.5%l mpqr	515 22.1%l mr	152 19.3%lm r	16 4.7%
Labour	3137 19.2%	32 21.2%f	24 22.6%f	1824 20.4%d f	820 17.3%f	374 23.8%cd f	34 5.7%	18 24.6%l r	10 15.1%r	931 21.8%j lopr	438 18.1%l r	202 25.6%jl opr	20 7.8%	14 17.9%r	14 35.7%	893 19.1%l pr	382 16.4%l r	172 21.9%lp r	14 4.1%
Liberal Democrat	2891 17.7%	14 8.8%	3 2.9%	1320 14.7%b f	1114 23.4%a bcf	377 23.9%ab cf	38 6.5%	5 6.6%	2 2.7%	665 15.6%h lr	570 23.5%g hilor	196 24.9%gh ilmor	17 6.5%	9 11.0%	1 3.3%	654 14.0%h lr	544 23.4%g hilor	181 23.0%gh ilor	21 6.4%
SNP	269 1.6%	1 0.4%	4 3.9%f	142 1.6%f	90 1.9%f	29 1.9%f	1 0.1%	-	2 3.7%lr	84 2.0%lo	48 2.0%l	16 2.0%l	-	1 0.8%	2 4.4%	58 1.2%	43 1.8%	13 1.7%	1 0.2%
Plaid Cymru	36 0.2%	-	-	19 0.2%	9 0.2%	7 0.5%	-	-	-	16 0.4%o	6 0.2%	5 0.6%o	-	-	-	4 0.1%	3 0.1%	2 0.3%	-
The UK Independence Party	282 1.7%	6 3.6%ef	1 1.0%	198 2.2%de	60 1.3%	12 0.8%	5 0.9%	6 7.4%ij klopqr	* 0.4%	110 2.6%jl pq	39 1.6%q	10 1.3%	-	-	1 2.0%	88 1.9%pq	21 0.9%	2 0.3%	5 1.6%q
The Green Party	197 1.2%	-	-	97 1.1%	62 1.3%	35 2.2%cd f	2 0.4%	-	-	42 1.0%	22 0.9%	24 3.0%ijlo r	-	-	-	54 1.2%	40 1.7%ij	13 1.4%	2 0.7%
The British National Party	48 0.3%	1 0.6%	* 0.2%	38 0.4%d	7 0.2%	1 0.2%	*	1 1.2%pq	-	24 0.6%p	7 0.3%p	1 0.1%	-	-	* 0.5%	14 0.3%p	-	*	-
Some other party	54 0.3%	-	-	25 0.3%	20 0.4%	6 0.4%	-	-	-	17 0.4%	15 0.6%o	5 0.7%o	-	-	-	8 0.2%	5 0.2%	1 0.1%	-
Did not vote	4265 26.1%	59 38.4%c de	32 30.6%	2282 25.5%d e	1037 21.8%	326 20.7%	442 74.9%a bcde	18 23.4%	23 35.2%i jk	886 20.8%j k	429 17.7%	120 15.2%	187 72.8%g hijkmo pq	41 52.8%g ijkopq	9 22.8%	1396 29.8%i jkp	608 26.1%i jk	207 26.3%i jk	255 76.6%ghijkmopq

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Which party did you vote for in the general election in May 2010?
Base: All respondents

	Total	Educational Attainment						Educational Attainment Within Gender - Male						Educational Attainment Within Gender - Female					
		No formal education (a)	Primary (b)	Secondary school (c)	University degree (d)	Higher university degree (e)	Still in full time education (f)	No formal education (g)	Primary (h)	Secondary school (i)	University degree (j)	Higher university degree (k)	Still in full time education (l)	No formal education (m)	Primary (n)	Secondary school (o)	University degree (p)	Higher university degree (q)	Still in full time education (r)
Weighted base	16362	153*	105*	8947	4750	1575	590	75*	67*	4263	2422	789	257	78*	39**	4684	2328	786	333
Prefer not to say	305 1.9%	1 0.9%	1 1.0%	131 1.5%	92 1.9%	38 2.4%c	14 2.3%	-	-	53 1.3%	44 1.8%	21 2.6%i	7 2.7%	1 1.8%	1 2.7%	77 1.6%	48 2.1%i	17 2.2%	7 2.0%
Don't know/ can't remember	604 3.7%	10 6.8%e	10 9.5%cdef	344 3.8%e	150 3.2%	40 2.5%	20 3.3%	3 4.4%	4 6.4%jk	103 2.4%j	32 1.3%	12 1.5%	7 2.7%	7 9.1%ijk	6 14.8%	242 5.2%ijk	118 5.1%ij	28 3.5%jk	12 3.8%j

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Q.3 At the general election in May 2010, many people didn't vote. Can you remember, did you vote in that election, or did you not vote?
Which party did you vote for in the general election in May 2010?
Base: All respondents

	Total	Party ID						Party ID - Men						Party ID - Women					
		Con (a)	Lab (b)	LibDem (c)	UKIP (d)	Other (e)	None (f)	Con (h)	Lab (i)	LibDem (j)	UKIP (k)	Other (l)	None (m)	Con (o)	Lab (p)	LibDem (q)	UKIP (r)	Other (s)	None (t)
Unweighted base	16362	4628	4876	1251	1840	1589	2178	2449	2451	670	934	730	716	2179	2425	581	906	859	1462
Weighted base	16362	4581	4745	1636	654	818	3927	2549	2463	885	343	401	1378	2033	2282	751	312	417	2549
Conservative	4274 26.1%	3330 72.7%bc def	258 5.4%	78 4.8%	196 30.0%bc ef	49 5.9%	363 9.2%b ce	1912 75.0%ij klmopqr st	138 5.6%	46 5.2%	115 33.5%ij lmpqrst	19 4.8%	147 10.7%i jlpqs	1418 69.8%ij klmpqrs t	120 5.3%	32 4.3%	81 26.1%ij lmpqst	29 7.0%q	216 8.5%ijlpq
Labour	3137 19.2%	111 2.4%	2597 54.7%ac def	70 4.3%a	55 8.4%a cf	93 11.4%ac df	211 5.4%a	58 2.3%	1389 56.4%hj klmopqr st	37 4.2%h	35 10.1%h jmoqrt	48 11.9%hj moqrt	72 5.2%ho	53 2.6%	1208 53.0%hj klmoqrs t	33 4.3%h	20 6.5%h o	46 10.9%hj moqrt	139 5.5%ho
Liberal Democrat	2891 17.7%	312 6.8%	679 14.3% f	1182 72.3%a bdef	91 14.0%a	143 17.5% bdf	483 12.3%a	162 6.4%	369 15.0% ot	654 74.0%h iklmop rst	42 12.3%h o	72 18.0%h kmopt	176 12.8%ho	149 7.3%	310 13.6%h o	528 70.3%h iklmop rst	49 15.8%h ot	71 17.1%h kmopt	307 12.0%ho
SNP	269 1.6%	17 0.4%	22 0.5%	16 1.0%a	6 0.9%a	189 23.2%ab cdf	19 0.5%	10 0.4%	12 0.5%	9 1.1%	3 0.9%	106 26.3%hi jkmopqr st	11 0.8%	7 0.4%	10 0.4%	7 0.9%	3 1.0%t	84 20.1%hi jkmopqr t	8 0.3%
Plaid Cymru	36 0.2%	1 *	10 0.2%a	2 0.1%	1 0.2%	20 2.4%abcd f	2 *	1 *	10 0.4%ho pt	2 0.3%	1 0.3%ho pt	11 2.9%hi jkmopq rt	2 0.1%	1 *	-	-	-	9 2.1%hijk mopqrt	-
The UK Independence Party	282 1.7%	66 1.5%bc	40 0.8%c	3 0.2%	121 18.4%ab cef	7 0.9%c	45 1.1%c	42 1.6%jp q	30 1.2%pq	3 0.3%	72 20.9%hi jlmopqr st	3 0.9%q	15 1.1%q	25 1.2%pq	10 0.4%	-	49 15.7%hi jlmopqs t	4 1.0%q	30 1.2%pq
The Green Party	197 1.2%	14 0.3%	39 0.8%c	28 1.7%ab d	5 0.7%a	74 9.0%ab cdf	37 0.9%a	4 0.2%	16 0.6%h	19 2.1%hi opr	3 0.9%h	36 8.9%hi jkmopq rt	11 0.8%h	10 0.5%	23 1.0%h	9 1.3%h	2 0.5%	38 9.2%hi jkmopq rt	26 1.0%h
The British National Party	48 0.3%	2 *	3 0.1%	-	13 2.0%ab cf	12 1.5%ab cf	16 0.4%ab	2 0.1%	3 0.1%	-	9 2.7%hi jmopqs t	10 2.5%hi jmopqs t	8 0.6%hop	-	*	-	4 1.2%hi jopqt	2 0.6%hi jopq	8 0.3%o
Some other party	54 0.3%	7 0.2%	21 0.4%ac	-	5 0.8%ac	7 0.9%ac f	14 0.3%	3 0.1%	19 0.8%hjop t	-	3 0.9%hj opqt	4 1.1%hj opqt	11 0.8%hp	5 0.2%	2 0.1%	-	2 0.7%hj pqt	3 0.6%hj pqt	3 0.1%

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Which party did you vote for in the general election in May 2010?
Base: All respondents

	Total	Party ID						Party ID - Men						Party ID - Women					
		Con (a)	Lab (b)	LibDem (c)	UKIP (d)	Other (e)	None (f)	Con (h)	Lab (i)	LibDem (j)	UKIP (k)	Other (l)	None (m)	Con (o)	Lab (p)	LibDem (q)	UKIP (r)	Other (s)	None (t)
Weighted base	16362	4581	4745	1636	654	818	3927	2549	2463	885	343	401	1378	2033	2282	751	312	417	2549
Did not vote	4265 26.1%	602 13.1%	932 19.6%a c	214 13.1%	131 20.0%a c	179 21.9%a c	2207 56.2%a bcde	302 11.8%	421 17.1%h j	94 10.6%	51 14.9%h j	78 19.4%h jko	772 56.0%h ijklop qrs	301 14.8%h j	510 22.4%h ijkoq	121 16.1%h j	80 25.6%h ijkloq	101 24.3%h ijkloq	1435 56.3%hijklopqrs
Prefer not to say	305 1.9%	23 0.5%	40 0.8%	11 0.7%	10 1.5%ab	20 2.4%ab c	201 5.1%ab cde	19 0.8%o	17 0.7%o	5 0.6%	4 1.1%o	8 1.9%hi jo	84 6.1%hi jklopq rs	4 0.2%	23 1.0%o	6 0.8%o	6 1.8%hi jo	12 2.9%hi jkopq	117 4.6%hijklopqr
Don't know/ can't remember	604 3.7%	95 2.1%	105 2.2%	31 1.9%	21 3.2%ac	24 3.0%	329 8.4%ab cde	35 1.4%	40 1.6%	15 1.7%	5 1.5%	6 1.5%	69 5.0%hi jklopq	60 3.0%hi	64 2.8%hi	16 2.1%	15 4.9%hi jklopq	18 4.3%hi ijklq	259 10.2%hijklmopqrs

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/i/j/k/l/m/n/o/p/q/r/s/t/u
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Which party did you vote for in the general election in May 2010?
Base: All respondents

	Total	Working Status				Working Status - Men				Working Status - Women				Mums	Which of the following best describes where you live?					
		Working full time (a)	Working part time (b)	Retired (c)	Not working (d)	Working full time (e)	Working part time (f)	Retired (g)	Not working (h)	Working full time (i)	Working part time (j)	Retired (k)	Not working (l)		NET: Urban (m)	Urban - Pop. over 10k (n)	Town and Fringe (o)	NET: Rural (p)	Village (q)	Hamlet & Isolated Dwelling (r)
Unweighted base	16362	6284	2454	4086	3538	3731	775	2181	1263	2553	1679	1905	2275	2392	13004	6973	6031	3358	2927	431
Weighted base	16362	7199	1963	3828	3371	4269	619	2015	1115	2930	1345	1813	2256	2439	12814	6791	6023	3548	3094	454
Conservative	4274 26.1%	1725 24.0%d	451 23.0%d	1610 42.1%abd	488 14.5%	1162 27.2%hijl	150 24.2%il	903 44.8%e fhijkl	162 14.5%	562 19.2%h il	301 22.4%h il	707 39.0%e fhijl	326 14.5%	442 18.1%	3098 24.2%	1525 22.4%	1573 26.1%	1176 33.1%no	1007 32.5%n o	169 37.2%no
Labour	3137 19.2%	1589 22.1%b cd	359 18.3%d	701 18.3%d	488 14.5%	1021 23.9%f ghijkl	92 14.9%	339 16.8%l	185 16.6%l	568 19.4%f gl	267 19.9%f gl	362 20.0%f gl	303 13.4%	514 21.1%	2626 20.5%p	1507 22.2%o qr	1119 18.6%q r	512 14.4%	459 14.8%	53 11.6%
Liberal Democrat	2891 17.7%	1260 17.5%d	341 17.4%d	830 21.7%a bd	460 13.7%	749 17.5%h l	131 21.1%h jl	437 21.7%e hijl	159 14.3%	511 17.4%h l	210 15.7%	393 21.7%e hijl	301 13.3%	328 13.5%	2236 17.5%	1201 17.7%	1036 17.2%	654 18.4%	565 18.3%	89 19.7%
SNP	269 1.6%	104 1.4%	32 1.6%	84 2.2%a	49 1.5%	71 1.7%	10 1.5%	56 2.8%eh ikl	14 1.3%	33 1.1%	22 1.7%	28 1.6%	35 1.6%	34 1.4%	168 1.3%	92 1.3%	76 1.3%	102 2.9%m	69 2.2%no	32 7.1%noq
Plaid Cymru	36 0.2%	21 0.3%d	7 0.4%d	6 0.2%	1 *	17 0.4%l	6 1.0%gh ijkl	3 0.2%	- -	4 0.1%	1 0.1%	3 0.2%	1 *	2 0.1%	19 0.2%	7 0.1%	12 0.2%	17 0.5%m	13 0.4%n	3 0.7%n
The UK Independence Party	282 1.7%	85 1.2%	21 1.1%	118 3.1%ab d	59 1.7%	61 1.4%	11 1.7%	74 3.7%ef hijl	19 1.7%ij	24 0.8%	10 0.7%	44 2.4%ei j	39 1.7%ij	19 0.8%	210 1.6%	92 1.4%	118 2.0%n	72 2.0%	67 2.2%n	6 1.2%
The Green Party	197 1.2%	92 1.3%	34 1.7%d	43 1.1%	28 0.8%	48 1.1%	17 2.7%eg hjkl	19 0.9%	4 0.4%	44 1.5%h	17 1.3%h	24 1.3%h	23 1.0%	35 1.4%	157 1.2%	102 1.5%o	55 0.9%	40 1.1%	32 1.0%	9 1.9%
The British National Party	48 0.3%	21 0.3%	1 *	9 0.2%	16 0.5%b	20 0.5%ij	1 0.1%	7 0.3%i	5 0.4%ij	1 *	- -	2 0.1%	11 0.5%ij	7 0.3%	37 0.3%	18 0.3%	19 0.3%	11 0.3%	11 0.4%	- -
Some other party	54 0.3%	23 0.3%	8 0.4%	14 0.4%	8 0.2%	20 0.5%	5 0.8%ik l	11 0.5%i	4 0.3%	3 0.1%	3 0.2%	4 0.2%	4 0.2%	5 0.2%	38 0.3%	18 0.3%	20 0.3%	16 0.4%	15 0.5%	1 0.2%
Did not vote	4265 26.1%	1892 26.3%c	560 28.5%c	339 8.9%	1474 43.7%a bc	935 21.9%g k	151 24.5%gk	140 7.0%	491 44.0%e fgijk	957 32.7%e fgk	409 30.4%e fgk	199 11.0%g	983 43.6%e fgijk	855 35.1%	3484 27.2%p	1890 27.8%q r	1594 26.5%q r	781 22.0%	708 22.9%r	73 16.2%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i/j/k/l - m/p - n/o/q/r

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ONLINE Fieldwork : 2nd - 29th January 2015

Table 9
Q.3 At the general election in May 2010, many people didn't vote. Can you remember, did you vote in that election, or did you not vote?
Which party did you vote for in the general election in May 2010?
Base: All respondents

	Total	Working Status				Working Status - Men				Working Status - Women					Which of the following best describes where you live?					
		Working full time (a)	Working part time (b)	Retired (c)	Not working (d)	Working full time (e)	Working part time (f)	Retired (g)	Not working (h)	Working full time (i)	Working part time (j)	Retired (k)	Not working (l)	Mums	NET: Urban (m)	Urban - Pop. over 10k (n)	Town and Fringe (o)	NET: Rural (p)	Village (q)	Hamlet & Isolated Dwelling (r)
Weighted base	16362	7199	1963	3828	3371	4269	619	2015	1115	2930	1345	1813	2256	2439	12814	6791	6023	3548	3094	454
Prefer not to say	305 1.9%	121 1.7%c	49 2.5%ac	36 0.9%	99 2.9%ac	68 1.6%g	23 3.7%eg ijk	14 0.7%	32 2.8%eg k	53 1.8%g	26 1.9%g	22 1.2%	67 3.0%eg ik	52 2.1%	247 1.9%	139 2.0%	108 1.8%	58 1.6%	51 1.6%	7 1.6%
Don't know/ can't remember	604 3.7%	265 3.7%c	100 5.1%ac	38 1.0%	201 6.0%ac	97 2.3%g	22 3.6%gk	12 0.6%	40 3.5%eg k	168 5.7%eg hk	78 5.8%eg hk	25 1.4%g	162 7.2%ef ghk	144 5.9%	494 3.9%	203 3.0%	292 4.8%nq	110 3.1%	98 3.2%	12 2.7%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i/j/k/l - m/p - n/o/q/r

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Which party did you vote for in the general election in May 2010?
Base: All respondents

	Total	Anglia (a)	Border (b)	Central (c)	Granada (d)	London (e)	Meridian (f)	STV (g)	Tyne Tees (h)	Wales (i)	West (j)	Westcountry (k)	Yorkshire (l)
						Which of the following ITV regions do you live in?							
Unweighted base	16362	1703	209	2184	1700	2829	1672	1511	683	819	472	876	1703
Weighted base	16362	1684	227	2237	1670	3067	1560	1377	655	802	507	859	1716
Conservative	4274 26.1%	509 30.2%dghijl	55 24.2%gh	656 29.3%dghijl	422 25.2%ghi	903 29.4%dghijl	490 31.4%dghijl	195 14.2%	107 16.3%	149 18.5%g	115 22.7%gh	248 28.9%ghi	426 24.8%ghi
Labour	3137 19.2%	239 14.2%	42 18.5%k	469 20.9%afk	378 22.6%aefk	567 18.5%afk	205 13.2%	327 23.7%aefk	154 23.5%aefk	194 24.2%aefk	100 19.7%afk	93 10.8%	371 21.6%aefk
Liberal Democrat	2891 17.7%	277 16.4%	56 24.6%acdegil	340 15.2%	261 15.7%	542 17.7%	305 19.5%cdgi	207 15.0%	127 19.4%cgi	115 14.3%	112 22.1%acdgi	250 29.1%acdefghij l	299 17.5%
SNP	269 1.6%	-	5 2.0%acdefhijkl	2 0.1%	-	-	-	263 19.1%abcdefhijkl	-	-	-	-	-
Plaid Cymru	36 0.2%	-	-	-	-	-	-	-	-	36 4.5%abcdefghjkl	-	-	-
The UK Independence Party	282 1.7%	52 3.1%cdegi	4 1.9%g	28 1.3%g	29 1.7%g	42 1.4%g	45 2.9%cegi	2 0.1%	11 1.7%g	8 1.0%g	5 1.0%g	16 1.9%g	40 2.3%cg
The Green Party	197 1.2%	48 2.8%cdefghijkl	1 0.3%	18 0.8%	6 0.4%	43 1.4%dh	22 1.4%dh	19 1.3%d	2 0.3%	3 0.4%	1 0.3%	11 1.3%d	23 1.4%d
The British National Party	48 0.3%	4 0.2%	* 0.1%	14 0.6%g	4 0.2%	7 0.2%	5 0.3%	-	2 0.4%	7 0.8%egk	1 0.2%	-	4 0.2%
Some other party	54 0.3%	5 0.3%	2 0.8%	9 0.4%	4 0.3%	5 0.2%	5 0.3%	8 0.6%	2 0.3%	2 0.3%	1 0.3%	2 0.2%	8 0.5%
Did not vote	4265 26.1%	413 24.5%g	42 18.7%	573 25.6%g	486 29.1%abgk	794 25.9%g	398 25.5%g	271 19.7%	205 31.2%abcefg	251 31.3%abcefgk	152 30.0%bg	208 24.3%g	471 27.4%bg
Prefer not to say	305 1.9%	40 2.4%l	13 5.7%acdefghijk l	38 1.7%	30 1.8%	71 2.3%l	36 2.3%l	21 1.5%	11 1.6%	9 1.1%	7 1.5%	9 1.1%	19 1.1%
Don't know/ can't remember	604 3.7%	99 5.9%cdefjkl	8 3.4%	91 4.1%	50 3.0%	93 3.0%	49 3.1%	65 4.7%dek	34 5.2%defjk	29 3.6%	11 2.3%	22 2.5%	55 3.2%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l
* small base

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Absolutes/col percents

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Q.3 At the general election in May 2010, many people didn't vote. Can you remember, did you vote in that election, or did you not vote?
Which party did you vote for in the general election in May 2010?
Base: All respondents

	Total	Glasgow (a)	Edin-burgh (b)	New-castle (c)	Leeds (d)	Hull (e)	Shef-field (f)	Manch-ester (g)	Liver-pool (h)	Nott-ingham (i)	Birm-ingham (j)	Norwich (k)	Milton Keynes (l)	Brigh-ton (m)	Oxford (n)	London (o)	South-ampton (p)	Bristol (q)	Ply-mouth (r)	Cardiff (s)	None of these (v)
Unweighted base	16362	770	625	696	755	317	429	1206	581	673	1294	716	464	418	188	3474	609	592	532	607	1416
Weighted base	16362	703	570	685	744	309	432	1231	533	704	1303	699	458	380	181	3649	562	633	520	597	1472
Conservative	4274 26.1%	89 12.7%	105 18.5%a	127 18.5%a	168 22.6%as	81 26.1%ab cfs	77 17.9%a	316 25.6%ab cfs	122 22.9%as	211 30.0%ab cdfhs	376 28.8%ab cdfhs	219 31.4%ab cdfghsv	141 30.8%ab cdfhs	106 27.8%ab cfs	67 37.1%ab cdefghq sv	1071 29.4%ab cdfghsv	191 33.9%ab cdefghq sv	161 25.5%ab cfs	172 33.0%ab cdfghqs v	94 15.7%	381 25.8%abcfs
Labour	3137 19.2%	215 30.6%bc dgjklmn opqrv	98 17.1%km pr	156 22.8%bk lmopqrv	149 20.0%km prv	76 24.6%bk lmopqrv	115 26.5%bd jklmopq rv	274 22.3%bk lmopqrv	141 26.5%bd jklmopq rv	176 25.0%bj klmopqr v	257 19.7%km prv	83 11.9%	73 15.9%pr	41 10.8%	34 18.5%mp r	666 18.3%kmp rv	54 9.5%	106 16.8%km pr	55 10.5%	150 25.1%bj klmopqr v	220 14.9%pr
Liberal Democrat	2891 17.7%	70 10.0%	119 20.9%ag hjls	143 20.9%ag hjls	126 16.9%ah	64 20.8%ag hjls	74 17.2%ah	188 15.3%a	63 11.8%	134 19.1%ah jl	187 14.3%a	125 17.9%ah l	56 12.2%	88 23.1%ad ghjlnos	24 13.3%	626 17.1%ah l	108 19.2%ah jls	157 24.7%ad fghjkln os	160 30.9%ab cdefghi jklmnop sv	83 13.9%	296 20.1%aghjlos
SNP	269 1.6%	123 17.4%cd efghijk lmnopqr sv	90 15.8%cdefg hijklmnopq rsv	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	57 3.9%cdefghijklmnopqrs
Plaid Cymru	36 0.2%	-	-	-	-	-	-	-	3 0.5%gjo	-	-	-	-	-	-	-	-	-	-	28 4.7%abc defghij klmnopq rv	5 0.4%o
The UK Independence Party	282 1.7%	1 0.2%	3 0.5%	8 1.2%	14 1.8%a	12 3.9%abc fhijoqs	4 1.0%	25 2.1%abj	3 0.6%	10 1.4%a	11 0.8%	28 4.0%abc dfghijo qs	7 1.6%a	14 3.8%abc fhijoqs	4 2.5%a	58 1.6%a	10 1.8%a	8 1.3%	12 2.3%abj	6 1.0%	42 2.9%abhjo
The Green Party	197 1.2%	7 1.0%	10 1.8%cg	1 0.2%	9 1.2%	2 0.7%	11 2.6%cgh jqsv	5 0.4%	2 0.4%	7 1.0%	10 0.8%	29 4.2%abc deghij nopqrsv	5 1.1%	7 1.9%cg	-	58 1.6%cg	10 1.8%cg	2 0.4%	5 1.0%	3 0.5%	11 0.7%
The British National Party	48 0.3%	-	-	2 0.3%	1 0.1%	-	* 0.1%	3 0.3%	1 0.1%	8 1.2%abd koqr	6 0.4%	1 0.1%	-	3 0.9%ao	-	8 0.2%	1 0.2%	-	-	7 1.1%abo q	6 0.4%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v
* small base; ** very small base (under 30) ineligible for sig testing

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Opinion Poll
ONLINE Fieldwork : 2nd - 29th January 2015

Absolutes/col percents

Table 9
Q.3 At the general election in May 2010, many people didn't vote. Can you remember, did you vote in that election, or did you not vote?
Which party did you vote for in the general election in May 2010?
Base: All respondents

	Total	Glasgow (a)	Edin-burgh (b)	New-castle (c)	Leeds (d)	Hull (e)	Shef-field (f)	Manch-ester (g)	Liver-pool (h)	Nott-ingham (i)	Birm-ingham (j)	Norwich (k)	Milton Keynes (l)	Brigh-ton (m)	Oxford (n)	London (o)	South-ampton (p)	Bristol (q)	Ply-mouth (r)	Cardiff (s)	None of these (v)
Weighted base	16362	703	570	685	744	309	432	1231	533	704	1303	699	458	380	181	3649	562	633	520	597	1472
Some other party	54 0.3%	10 1.4%bcdgjkov	*	1 0.1%	-	1 0.3%	5 1.1%do	3 0.3%	1 0.2%	3 0.4%	5 0.4%	2 0.2%	2 0.4%	-	-	5 0.1%	5 0.8%do	2 0.4%	2 0.3%	3 0.5%	5 0.4%
Did not vote	4265 26.1%	137 19.4%	112 19.6%	203 29.6%abeirv	244 32.8%abeiknorv	65 21.0%	126 29.1%abeir	362 29.4%abeiorv	163 30.5%abeiorv	123 17.5%	362 27.8%abeir	175 25.1%ai	136 29.7%abeirv	112 29.4%abeir	40 22.1%	930 25.5%abir	155 27.5%abir	179 28.3%abir	100 19.1%	194 32.6%abeiknorv	349 23.7%i
Prefer not to say	305 1.9%	16 2.2%kq	11 2.0%	7 1.0%	10 1.4%	2 0.5%	5 1.1%	15 1.2%	11 2.1%q	9 1.3%	32 2.5%kmqr	4 0.6%	16 3.4%cegkmqr	1 0.4%	5 2.6%q	94 2.6%cgkmqr	17 2.9%cegkmqr	3 0.4%	3 0.7%	7 1.2%	36 2.4%kmqr
Don't know/ can't remember	604 3.7%	36 5.1%mpqr	22 3.8%	37 5.3%egmpqr	24 3.2%	6 2.0%	14 3.3%	38 3.1%	23 4.3%	22 3.1%	57 4.4%	32 4.6%	22 4.9%	7 1.9%	7 3.8%	133 3.6%	13 2.3%	14 2.2%	11 2.2%	22 3.7%	64 4.3%

Which of the following cities do you live in, or nearest to?

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v
* small base; ** very small base (under 30) ineligible for sig testing

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Table 10
Q.3 At the general election in May 2010, many people didn't vote. Can you remember, did you vote in that election, or did you not vote?
Which party did you vote for in the general election in May 2010?
Base: All respondents giving a past vote

	Total	Gender		Age						Social Grade				Region Summary					Employment Sector		Employment Sector Within Gender - Male		Employment Sector Within Gender - Female	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	South East (m)	Mid-lands (n)	North England (o)	Wales & South West (p)	Scot-land (q)	Public (r)	Pri-vate (s)	Public (t)	Pri-vate (u)	Public (v)	Pri-vate (w)
Unweighted base	11816	6206	5610	559	1452	1914	2292	2198	3401	3718	3428	2028	2642	3069	3040	2765	1701	1241	1602	4672	750	2740	852	1932
Weighted base	11188	5993	5195	517	1519	1842	2095	1988	3227	3332	3058	2420	2379	3017	2931	2576	1572	1093	1595	4580	768	2823	827	1757
Conservative	4274 38.2%	2377 39.7%b	1897 36.5%	161 31.1%	402 26.5%	543 29.5%	757 36.2%de	814 41.0%c def	1596 49.4%c defg	1397 41.9%j kl	1168 38.2%l	899 37.2%	809 34.0%	1297 43.0%o pq	1277 43.6%o pq	894 34.7%q	587 37.4%q	217 19.9%	456 28.6%	1720 37.6%r	199 26.0%	1113 39.4%t vw	257 31.0%	607 34.6%t
Labour	3137 28.0%	1638 27.3%	1500 28.9%	169 32.7%g h	602 39.6%c efgh	638 34.7%f gh	594 28.4%h	507 25.5%h	627 19.4%	771 23.1%	800 26.2%i	777 32.1%i j	789 33.2%i j	746 24.7%	782 26.7%	877 34.0%m np	382 24.3%	351 32.1%m np	543 34.1%s	1405 30.7%	266 34.6%u	847 30.0%	277 33.5%	558 31.8%
Liberal Democrat	2891 25.8%	1476 24.6%	1415 27.2%a	152 29.3%f h	447 29.4%f gh	542 29.4%f gh	499 23.8%	501 25.2%	750 23.2%	977 29.3%k l	861 28.1%k l	512 21.2%	542 22.8%	802 26.6%n q	679 23.2%	678 26.3%n q	506 32.2%m noq	225 20.6%	477 29.9%s	1124 24.5%	234 30.5%u	646 22.9%	242 29.3%u	479 27.2%u
SNP	269 2.4%	150 2.5%	119 2.3%	5 1.0%	21 1.4%	32 1.8%	75 3.6%cd eh	60 3.0%cd e	75 2.3%	74 2.2%	68 2.2%	57 2.4%	70 3.0%	-	-	-	-	269 24.7%mn op	40 2.5%	96 2.1%	22 2.9%	58 2.1%	17 2.1%	38 2.2%
Plaid Cymru	36 0.3%	27 0.4%b	9 0.2%	-	5 0.3%	6 0.3%	11 0.5%	7 0.3%	8 0.2%	7 0.2%	12 0.4%	9 0.4%	8 0.3%	-	-	-	36 2.3%mnoq	-	9 0.6%	20 0.4%	8 1.0%w	15 0.5%	1 0.1%	4 0.2%
The UK Independence Party	282 2.5%	165 2.8%	117 2.3%	19 3.7%de	7 0.4%	29 1.6%d	73 3.5%de	54 2.7%de	100 3.1%de	37 1.1%	73 2.4%i	92 3.8%ij	81 3.4%i	88 2.9%q	90 3.1%q	73 2.8%q	30 1.9%q	1 0.1%	22 1.4%	84 1.8%	14 1.8%	58 2.1%	8 0.9%	26 1.5%
The Green Party	197 1.8%	88 1.5%	109 2.1%a	8 1.5%	24 1.5%	31 1.7%	63 3.0%de gh	26 1.3%	45 1.4%	52 1.6%	49 1.6%	51 2.1%	45 1.9%	66 2.2%op	66 2.3%op	32 1.2%	14 0.9%	19 1.7%	40 2.5%	86 1.9%	17 2.2%	48 1.7%	23 2.8%	38 2.2%
The British National Party	48 0.4%	33 0.5%	15 0.3%	1 0.2%	7 0.5%	10 0.6%	12 0.6%	7 0.4%	10 0.3%	3 0.1%	11 0.4%i	14 0.6%i	20 0.8%ij	9 0.3%	21 0.7%mq	9 0.4%	8 0.5%q	-	1 *	21 0.5%r	1 0.1%	20 0.7%w	* *	1 0.1%
Some other party	54 0.5%	40 0.7%b	14 0.3%	2 0.5%	4 0.3%	9 0.5%	9 0.4%	11 0.6%	17 0.5%	14 0.4%	16 0.5%	8 0.3%	15 0.6%	10 0.3%	15 0.5%	12 0.5%	7 0.4%	10 0.9%m	8 0.5%	24 0.5%	7 0.9%	19 0.7%	1 0.1%	6 0.3%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q - r/s - t/u/v/w

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Q.3 At the general election in May 2010, many people didn't vote. Can you remember, did you vote in that election, or did you not vote?
Which party did you vote for in the general election in May 2010?
Base: All respondents giving a past vote

	Total	Vote Intention					2010 Vote				Age Within Gender - Male						Age Within Gender - Female					
		Con (a)	Lab (b)	LibDem (c)	UKIP (d)	Green (e)	Con (f)	Lab (g)	LibDem (h)	UKIP (i)	18-24 (j)	25-34 (k)	35-44 (l)	45-54 (m)	55-64 (n)	65+ (o)	18-24 (p)	25-34 (q)	35-44 (r)	45-54 (s)	55-64 (t)	65+ (u)
Unweighted base	11816	3243	3214	685	1933	628	4515	3218	2775	458	257	700	971	1248	1158	1872	302	752	943	1044	1040	1529
Weighted base	11188	3224	3225	906	1274	457	4274	3137	2891	282	248	751	957	1181	1073	1783	269	768	884	914	915	1444
Conservative	4274 38.2%	2755 85.4%bcde	206 6.4%	47 5.2%	671 52.7%bce	59 12.8%bc	4274 100.0%ghi	-	-	-	84 33.8%q	208 27.7%	282 29.4%	436 36.9%klpqr	447 41.7%klpqrs	920 51.6%jklmnpqrstu	77 28.6%	194 25.3%	261 29.5%	321 35.1%klqr	368 40.1%klpqr	676 46.8%jklmnpqrst
Labour	3137 28.0%	122 3.8%	2301 71.3%acde	44 4.9%	147 11.5%c	58 12.7%ac	-	3137 100.0%fhi	-	-	98 39.3%mnopstu	321 42.8%lmnopqrstu	337 35.2%mnoptu	317 26.8%ou	253 23.6%o	313 17.5%	72 26.6%o	281 36.6%mnopstu	301 34.1%motu	278 30.4%ou	254 27.8%u	314 21.7%o
Liberal Democrat	2891 25.8%	310 9.6%	642 19.9%a	787 86.8%abde	202 15.9%a	227 49.7%abd	-	-	2891 100.0%fgi	-	51 20.7%	198 26.4%o	278 29.0%most	279 23.6%	278 25.9%o	391 21.9%	100 37.3%klmnostu	248 32.3%jkmnostu	264 29.9%jmostu	220 24.1%	223 24.4%	359 24.8%
SNP	269 2.4%	11 0.3%	12 0.4%	6 0.7%	11 0.9%a	1 0.2%	-	-	-	-	2 0.8%	9 1.1%	12 1.3%	42 3.5%klqu	35 3.3%klu	50 2.8%kl	3 1.2%	13 1.7%	20 2.3%	33 3.7%klqu	25 2.7%	25 1.7%
Plaid Cymru	36 0.3%	-	9 0.3%a	2 0.3%a	1 0.1%	-	-	-	-	-	-	3 0.4%	4 0.4%	9 0.8%u	6 0.5%	5 0.3%	-	2 0.3%	2 0.2%	2 0.2%	1 0.2%	2 0.2%
The UK Independence Party	282 2.5%	12 0.4%	12 0.4%	5 0.6%	209 16.4%abce	5 1.2%ab	-	-	-	282 100.0%fgh	6 2.4%kq	5 0.6%	20 2.0%kqr	44 3.7%kqr	29 2.7%kqr	63 3.5%kqr	13 4.9%klqr	2 0.3%	9 1.1%	29 3.2%kqr	26 2.8%kqr	37 2.6%kqr
The Green Party	197 1.8%	8 0.3%	22 0.7%a	14 1.6%abd	5 0.4%	105 22.9%abcd	-	-	-	-	4 1.7%	4 0.6%	7 0.7%	36 3.1%klnotu	14 1.3%	23 1.3%	4 1.4%	19 2.5%kl	24 2.7%klno	27 3.0%klnotu	13 1.4%	22 1.5%
The British National Party	48 0.4%	-	3 0.1%	-	19 1.5%abce	* 0.1%	-	-	-	-	1 0.4%	1 0.2%	10 1.0%nrsu	11 0.9%nrsu	2 0.2%	7 0.4%	-	6 0.8%	* 0.1%	1 0.1%	5 0.5%	2 0.2%
Some other party	54 0.5%	7 0.2%	19 0.6%a	-	9 0.7%ac	2 0.5%	-	-	-	-	2 0.9%	1 0.2%	7 0.8%	7 0.6%	10 1.0%t	11 0.6%	* 0.1%	3 0.4%	2 0.2%	2 0.2%	1 0.1%	6 0.4%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t/u

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Opinion Poll
ONLINE Fieldwork : 2nd - 29th January 2015

Table 10
Q.3 At the general election in May 2010, many people didn't vote. Can you remember, did you vote in that election, or did you not vote?
Which party did you vote for in the general election in May 2010?
Base: All respondents giving a past vote

	Total	SEG Within Gender - Male				SEG Within Gender - Female				Region										
		AB (a)	C1 (b)	C2 (c)	DE (d)	AB (e)	C1 (f)	C2 (g)	DE (h)	Scot-land (i)	North East (j)	North West (k)	York-shire & Humb-erside (l)	West Mid-lands (m)	East Mid-lands (n)	Wales (o)	East-ern (p)	London (q)	South East (r)	South West (s)
Unweighted base	11816	2140	1649	1122	1295	1578	1779	906	1347	1241	445	1259	1061	1013	850	597	1177	1338	1731	1104
Weighted base	11188	1945	1510	1360	1178	1386	1548	1060	1200	1093	391	1203	981	933	855	527	1143	1440	1578	1045
Conservative	4274 38.2%	840 43.2%c dfgh	596 39.5%h	508 37.4%h	433 36.8%h	557 40.2%h	573 37.0%h	391 36.9%h	376 31.3%	217 19.9%	101 25.9%i jo	455 37.8%i jo	337 34.4%i j	409 43.9%i jkloq	358 41.8%i jloq	159 30.2%i	510 44.7%i jkloq	519 36.1%i jo	778 49.3%i jklmno pqs	428 41.0%ijloq
Labour	3137 28.0%	446 22.9%	378 25.0%	444 32.6%a bef	369 31.3%a bef	325 23.4%	422 27.3%a e	334 31.5%a be	420 35.0%a bef	351 32.1%p rs	153 39.0%i mnpqrs	399 33.1%p rs	326 33.2%p rs	292 31.3%p rs	244 28.6%p rs	196 37.3%i nprs	245 21.5%r	466 32.4%p rs	279 17.7%	186 17.8%
Liberal Democrat	2891 25.8%	543 27.9%c dgh	396 26.2%c d	276 20.3%	261 22.2%	434 31.3%b cdgh	464 30.0%b cdgh	236 22.3%	280 23.4%	225 20.6%	120 30.8%i kmnop	299 24.9%i	258 26.3%i m	200 21.4%	203 23.7%	116 22.0%	277 24.2%	394 27.4%i mo	409 25.9%i m	390 37.4%ijklmnopqr
SNP	269 2.4%	47 2.4%	43 2.8%f	31 2.3%	29 2.5%	26 1.9%	25 1.6%	26 2.5%	41 3.4%e f	269 24.7%jklm nopqrs	-	-	-	-	-	-	-	-	-	-
Plaid Cymru	36 0.3%	4 0.2%	11 0.7%f	7 0.5%	5 0.5%	3 0.2%	1 0.1%	2 0.2%	3 0.2%	-	-	-	-	-	-	36 6.8%ijkl mnpqrs	-	-	-	-
The UK Independence Party	282 2.5%	25 1.3%	47 3.1%ae f	62 4.5%ad ef	31 2.6%ae	12 0.9%	25 1.6%	30 2.8%ae	50 4.1%ae f	1 0.1%	11 2.9%i	33 2.7%im	29 3.0%im	11 1.2%i	24 2.8%im	6 1.2%i	55 4.8%ik moqs	24 1.6%i	64 4.1%im oqs	24 2.3%i
The Green Party	197 1.8%	29 1.5%	17 1.1%	21 1.5%	22 1.8%	23 1.7%	32 2.1%	30 2.9%ab	23 1.9%	19 1.7%k	1 0.3%	8 0.7%	22 2.3%jk o	10 1.1%	10 1.2%	3 0.6%	47 4.1%ij klmnoq rs	30 2.1%jk	36 2.3%jk os	11 1.0%
The British National Party	48 0.4%	2 0.1%	9 0.6%ae	6 0.5%	15 1.3%aefh	1 *	2 0.1%	8 0.7%ae f	5 0.4%	-	2 0.6%i	4 0.4%	3 0.3%	5 0.5%i	11 1.2%i qrs	7 1.3%ik lqrs	6 0.5%i	4 0.3%	5 0.3%	2 0.2%
Some other party	54 0.5%	9 0.5%	13 0.9%f	5 0.4%	12 1.0%fh	5 0.4%	3 0.2%	3 0.3%	3 0.2%	10 0.9%q	2 0.5%	4 0.4%	6 0.6%	6 0.6%	6 0.7%	3 0.6%	4 0.3%	3 0.2%	6 0.4%	4 0.4%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s

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Opinion Poll
ONLINE Fieldwork : 2nd - 29th January 2015

Table 10
Q.3 At the general election in May 2010, many people didn't vote. Can you remember, did you vote in that election, or did you not vote?
Which party did you vote for in the general election in May 2010?
Base: All respondents giving a past vote

	Total	Scot-land (a)	North East (b)	North West (c)	York-shire & Humb-erside (d)	West Mid-lands (e)	East Mid-lands (f)	Wales (g)	East-ern (h)	London (i)	South East (j)	South West (k)	Scot-land (l)	North East (m)	North West (n)	York-shire & Humb-erside (o)	West Mid-lands (p)	East Mid-lands (q)	Wales (r)	East-ern (s)	London (t)	South East (u)	South West (v)
						Region Within Gender - Male											Region Within Gender - Female						
Unweighted base	11816	654	268	633	552	549	472	345	628	680	890	535	587	177	626	509	464	378	252	549	658	841	569
Weighted base	11188	583	241	607	521	527	483	297	635	732	844	522	510	150	596	460	407	372	230	507	707	734	522
Conservative	4274 38.2%	134 23.0%l	61 25.3%l	241 39.6%a bglmo	194 37.2%a bglm	217 41.1%a bglmor	209 43.3%a bglmno rt	85 28.7%l	298 46.9%a bcdgil mnortv	273 37.3%a bglm	443 52.5%a bcdefg iklmno qrstuv	222 42.5%a t	83 16.4%	40 26.9%l	215 36.0%a bl	143 31.2%a l	193 47.4%a bcdgil mnortv	149 40.0%a bglmo	74 32.2%a l	212 41.8%a bglmor t	246 34.8%a bl	335 45.6%a bdgilm nort	206 39.5%abglmo
Labour	3137 28.0%	178 30.5%h jkuv	97 40.1%a dfhijk npqsuv	213 35.1%f hjksuv	160 30.7%h jkuv	172 32.7%h jksuv	133 27.5%h jkuv	118 39.8%a dfhijk npqsuv	118 18.6%	224 30.6%h jkuv	126 15.0%	98 18.7%	173 34.0%h jksuv	56 37.1%f hjksuv	186 31.1%h jkuv	166 36.0%f hjksuv	120 29.6%h jkuv	111 30.0%h jkuv	78 34.1%h jksuv	127 25.0%h jkv	242 34.2%h hjksuv	153 20.8%j	88 16.8%
Liberal Democrat	2891 25.8%	108 18.5%	71 29.3%a cgp	129 21.2%	145 27.8%a cgp	118 22.4%	109 22.6%	57 19.2%	149 23.5%	191 26.1%a gp	211 25.1%	188 36.0%a cdefgh ijlnop qrstu	117 23.0%	49 33.0%a cefghl p	171 28.7%a cegp	113 24.7%a	82 20.2%	93 25.1%a	59 25.6%a	127 25.1%a	203 28.7%a cegp	197 26.9%a cgp	202 38.7%abcdefghijlnopqrstu
SNP	269 2.4%	150 25.7%bcde fghijkmno pqrstuv	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	119 23.4%bcde fghijkmno pqrstuv	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Plaid Cymru	36 0.3%	- -	- -	- -	- -	- -	- -	27 9.1%abcd efhijklm nopqrstu v	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	9 4.0%abcd efhijklm nopqrstu	- -	- -	- -	- -
The UK Independence Party	282 2.5%	1 0.2%	7 2.8%al	18 3.0%al pt	15 2.8%al pt	8 1.6%al	16 3.3%al pt	4 1.3%l	31 4.9%ae giklpr t	17 2.4%al	41 4.9%ae giklpn rt	7 1.3%l	-	4 2.9%al p	15 2.5%al p	15 3.2%al pt	3 0.6%	8 2.2%al	3 1.1%l	24 4.7%ae gklprt	6 0.9%	23 3.1%al pt	17 3.3%alpt
The Green Party	197 1.8%	2 0.3%	1 0.5%	2 0.3%	4 0.7%	4 0.8%	1 0.3%	2 0.8%	35 5.4%ab cdefgj kmnpqr stv	23 3.1%ac defjkm nrt	12 1.4%	2 0.3%	17 3.3%acde fkmnrt	-	6 1.0%	19 4.0%ab cdefgj kmnprt	6 1.4%	9 2.3%ac fk	1 0.4%	12 2.4%ac fk	7 0.9%	25 3.4%ab cdefgj kmnrt	9 1.7%ac

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v

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ONLINE Fieldwork : 2nd - 29th January 2015

Table 10
Q.3 At the general election in May 2010, many people didn't vote. Can you remember, did you vote in that election, or did you not vote?
Which party did you vote for in the general election in May 2010?
Base: All respondents giving a past vote

	Total	Region Within Gender - Male											Region Within Gender - Female										
		Scot-land (a)	North East (b)	North West (c)	York-shire & Humb-erside (d)	West Mid-lands (e)	East Mid-lands (f)	Wales (g)	East-ern (h)	London (i)	South East (j)	South West (k)	Scot-land (l)	North East (m)	North West (n)	York-shire & Humb-erside (o)	West Mid-lands (p)	East Mid-lands (q)	Wales (r)	East-ern (s)	London (t)	South East (u)	South West (v)
Weighted base	11188	583	241	607	521	527	483	297	635	732	844	522	510	150	596	460	407	372	230	507	707	734	522
The British National Party	48 0.4%	-	2 1.0%au	4 0.6%	2 0.4%	3 0.6%	9 1.8%ai lnotuv	1 0.4%	3 0.5%	2 0.2%	5 0.5%	2 0.3%	-	-	1 0.1%	* 0.1%	2 0.4%	2 0.4%	5 2.4%ad hijkln optuv	3 0.5%	2 0.3%	* *	-
Some other party	54 0.5%	10 1.7%ch ilqtuv	2 0.9%	1 0.2%	2 0.4%	4 0.8%	6 1.2%lu v	2 0.7%	1 0.2%	2 0.3%	5 0.6%	4 0.8%	-	-	3 0.6%	4 0.8%	2 0.5%	-	1 0.3%	2 0.5%	1 0.1%	1 0.1%	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v

Opinion Poll
ONLINE Fieldwork : 2nd - 29th January 2015

Absolutes/col percents

Table 10
Q.3 At the general election in May 2010, many people didn't vote. Can you remember, did you vote in that election, or did you not vote?
Which party did you vote for in the general election in May 2010?
Base: All respondents giving a past vote

	Total	Educational Attainment						Educational Attainment Within Gender - Male						Educational Attainment Within Gender - Female					
		No formal education (a)	Primary (b)	Secondary school (c)	University degree (d)	Higher university degree (e)	Still in full time education (f)	No formal education (g)	Primary (h)	Secondary school (i)	University degree (j)	Higher university degree (k)	Still in full time education (l)	No formal education (m)	Primary (n)	Secondary school (o)	University degree (p)	Higher university degree (q)	Still in full time education (r)
Unweighted base	11816	94	70	6560	3695	1165	126	62	45	3345	1996	626	64	32	25	3215	1699	539	62
Weighted base	11188	83*	62*	6190	3471	1171	115*	54*	39*	3221	1918	637	56*	28**	23**	2969	1553	534	59*
Conservative	4274 38.2%	30 35.8%	30 48.0%ef	2528 40.8%d e	1289 37.1%e	329 28.1%	35 30.4%	24 45.0%k jklopq r	24 62.7%i pq	1333 41.4%k pq	774 40.3%k pq	178 27.9%	19 34.4%	5 18.3%	5 23.1%	1195 40.2%k pq	515 33.2%k	152 28.4%	16 26.6%
Labour	3137 28.0%	32 39.3%d	24 38.4%d	1824 29.5%d	820 23.6%	374 32.0%d	34 29.4%	18 34.1%	10 25.8%	931 28.9%j p	438 22.8%	202 31.8%j p	20 35.7%	14 49.2%	14 59.9%	893 30.1%j p	382 24.6%	172 32.2%j p	14 23.4%
Liberal Democrat	2891 25.8%	14 16.4%	3 4.9%	1320 21.3%bc	1114 32.1%a bc	377 32.2%a bc	38 33.3%ab c	5 9.1%	2 4.6%	665 20.6%g h	570 29.7%g hio	196 30.8%g hio	17 30.0%g h	9 30.2%	1 5.5%	654 22.0%g h	544 35.0%g hijo	181 33.8%g hio	21 36.4%ghio
SNP	269 2.4%	1 0.8%	4 6.7%cf	142 2.3%	90 2.6%	29 2.5%	1 0.5%	-	2 6.3%	84 2.6%	48 2.5%	16 2.5%	-	1 2.3%	2 7.4%	58 2.0%	43 2.7%	13 2.5%	1 0.9%
Plaid Cymru	36 0.3%	-	-	19 0.3%	9 0.3%	7 0.6%	-	-	-	16 0.5%o	6 0.3%	5 0.8%o	-	-	-	4 0.1%	3 0.2%	2 0.4%	-
The UK Independence Party	282 2.5%	6 6.7%de	1 1.7%	198 3.2%de	60 1.7%	12 1.0%	5 4.6%e	6 10.3%ij klopq	* 0.7%	110 3.4%jk pq	39 2.0%q	10 1.6%	-	-	1 3.3%	88 3.0%pq	21 1.3%	2 0.4%	5 8.9%jkopq
The Green Party	197 1.8%	-	-	97 1.6%	62 1.8%	35 3.0%cd	2 1.9%	-	-	42 1.3%	22 1.1%	24 3.8%ijo	-	-	-	54 1.8%	40 2.6%ij	11 2.0%	2 3.7%
The British National Party	48 0.4%	1 1.1%e	* 0.3%	38 0.6%de	7 0.2%	1 0.1%	-	1 1.6%kpq	-	24 0.7%p	7 0.4%p	1 0.1%	-	-	* 0.9%	14 0.5%p	-	*	-
Some other party	54 0.5%	-	-	25 0.4%	20 0.6%	6 0.5%	-	-	-	17 0.5%	15 0.8%o	5 0.8%	-	-	-	8 0.3%	5 0.3%	1 0.2%	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j/k/l/m/n/o/p/q/r
* small base; ** very small base (under 30) ineligible for sig testing

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Opinion Poll
ONLINE Fieldwork : 2nd - 29th January 2015

Absolutes/col percents

Table 10
Q.3 At the general election in May 2010, many people didn't vote. Can you remember, did you vote in that election, or did you not vote?
Which party did you vote for in the general election in May 2010?
Base: All respondents giving a past vote

	Total	Party ID						Party ID - Men						Party ID - Women					
		Con (a)	Lab (b)	LibDem (c)	UKIP (d)	Other (e)	None (f)	Con (h)	Lab (i)	LibDem (j)	UKIP (k)	Other (l)	None (m)	Con (o)	Lab (p)	LibDem (q)	UKIP (r)	Other (s)	None (t)
Unweighted base	11816	3925	3714	1036	1350	1133	658	2119	1951	571	753	572	240	1806	1763	465	597	561	418
Weighted base	11188	3861	3669	1380	493	595	1190	2193	1985	771	283	310	453	1668	1684	609	211	286	737
Conservative	4274 38.2%	3330 86.2%bc def	258 7.0%	78 5.7%	196 39.8%bc ef	49 8.2%c	363 30.5%b ce	1912 87.2%ij klmqrs t	138 6.9%	46 6.0%	115 40.6%ij lmpqst	19 6.3%	147 32.5%i jlpqs	1418 85.0%ij klmoqrs t	120 7.2%	32 5.2%	81 38.6%i jlpqst	29 10.2%i jlq	216 29.3%ijlpqs
Labour	3137 28.0%	111 2.9%	2597 70.8%ac def	70 5.1%a c	55 11.2%a c	93 15.7%a cd	211 17.7%ac d	58 2.6%	1389 70.0%hj klmoqrs t	37 4.8%h	35 12.3%h joq	48 15.4%h joqr	72 15.8%hj oqr	53 3.2%	1208 71.7%hj klmoqrs t	33 5.4%h	33 9.7%h joq	46 16.0%h joqr	139 18.9%hjkoqr
Liberal Democrat	2891 25.8%	312 8.1%	679 18.5%a	1182 85.7%a bdef	91 18.5%a bd	143 24.1%a de	483 40.6%ab de	162 7.4%	369 18.6%o	654 84.9%h iklmop rst	42 14.9%h o	72 23.3%h ikop	176 38.9%hi kloprs	149 8.9%	310 18.4%h o	528 86.7%h iklmop rst	49 23.4%h ikop	71 25.0%h ikop	307 41.6%hikloprs
SNP	269 2.4%	17 0.4%	22 0.6%	16 1.2%a	6 1.2%a b	189 31.8%ab cdf	19 1.6%ab	10 0.4%	12 0.6%	9 1.2%	3 1.0%	106 34.1%hi jkmopqr t	11 2.3%hi op	7 0.4%	10 0.6%	7 1.1%	3 1.4%hi o	84 29.4%hi jkmopqr t	8 1.1%
Plaid Cymru	36 0.3%	1 *	10 0.3%a	2 0.2%	1 0.2%a	20 3.4%ab cdf	2 0.1%	1 *	10 0.5%ho	2 0.3%	1 0.4%ho	11 3.7%hi jkmopq rt	2 0.4%	1 *	-	-	-	9 3.0%hijk mopqrt	-
The UK Independence Party	282 2.5%	66 1.7%bc	40 1.1%c	3 0.2%	121 24.5%ab cef	7 1.2%c	45 3.8%ab ce	42 1.9%jp q	30 1.5%jp q	3 0.4%	72 25.3%hi jlmopqs t	3 1.1%q	15 3.4%jp q	25 1.5%pq	10 0.6%	-	49 23.3%hi jlmopqs t	4 1.4%q	30 4.0%hijlopq
The Green Party	197 1.8%	14 0.4%	39 1.1%a	28 2.1%ab	5 0.9%a	74 12.4%ab cdf	37 3.1%ab d	4 0.2%	16 0.8%h	19 2.5%hi o	3 1.0%h	36 11.5%hi jkmopqr t	11 2.4%hi o	10 0.6%h	23 1.4%h	9 1.6%h	2 0.8%h	38 13.4%hi jkmopqr t	26 3.5%hikopr
The British National Party	48 0.4%	2 0.1%	3 0.1%	-	13 2.7%ab c	12 2.1%ab c	16 1.4%ab c	2 0.1%	3 0.2%	-	9 3.3%hi jopqst	10 3.2%hi jopqst	8 1.8%hijo pq	-	*	-	4 1.8%hi jopq	2 0.8%hi jopq	8 1.1%hijop
Some other party	54 0.5%	7 0.2%	21 0.6%ac	-	5 1.0%ac	7 1.2%ac	14 1.2%ac	3 0.1%	19 0.9%hjop	-	3 1.0%hj opq	4 1.4%hj opq	11 2.4%hj opqt	5 0.3%	2 0.1%	-	2 1.0%hj opq	3 0.9%hj pq	3 0.4%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/i/j/k/l/m/n/o/p/q/r/s/t/u
** very small base (under 30) ineligible for sig testing

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Which party did you vote for in the general election in May 2010?
Base: All respondents giving a past vote

	Total	Working Status				Working Status - Men				Working Status - Women					Which of the following best describes where you live?					
		Working full time (a)	Working part time (b)	Retired (c)	Not working (d)	Working full time (e)	Working part time (f)	Retired (g)	Not working (h)	Working full time (i)	Working part time (j)	Retired (k)	Not working (l)	Mums	NET: Urban (m)	Urban - Pop. over 10k (n)	Town and Fringe (o)	NET: Rural (p)	Village (q)	Hamlet & Isolated Dwelling (r)
Unweighted base	11816	4570	1704	3716	1826	2916	574	2030	686	1654	1130	1686	1140	1481	9159	4865	4294	2657	2307	350
Weighted base	11188	4921	1254	3416	1597	3169	422	1849	554	1752	833	1567	1044	1388	8589	4560	4029	2599	2237	362
Conservative	4274 38.2%	1725 35.0%d	451 36.0%d	1610 47.1%a bd	488 30.6%	1162 36.7%h il	150 35.6%h	903 48.8%e fhijl	162 29.2%	562 32.1%	301 36.2%h l	707 45.1%e fhijl	326 31.3%	442 31.9%	3098 36.1%	1525 33.4%	1573 39.0%n	1176 45.2%m o	1007 45.0%n	169 46.7%no
Labour	3137 28.0%	1589 32.3%b c	359 28.6%c	701 20.5%	488 30.6%c	1021 32.2%f gk	92 21.8%	339 18.4%	185 33.5%f gk	568 32.4%f gk	267 32.1%f gk	362 23.1%g	303 29.0%f gk	514 37.1%	2626 30.6%p	1507 33.0%o qr	1119 27.8%q	512 19.7%	459 20.5%r	53 14.5%
Liberal Democrat	2891 25.8%	1260 25.6%	341 27.2%	830 24.3%	460 28.8%a c	749 23.6%	131 31.0%e gjk	437 23.6%	159 28.8%e g	511 29.1%e gk	210 25.3%	393 25.1%	301 28.8%e g	328 23.6%	2236 26.0%	1201 26.3%	1036 25.7%	654 25.2%	565 25.3%	89 24.7%
SNP	269 2.4%	104 2.1%	32 2.5%	84 2.5%	49 3.1%	71 2.2%	10 2.3%	56 3.0%k	14 2.6%	33 1.9%	22 2.7%	28 1.8%	35 3.4%ik	34 2.5%	168 2.0%	92 2.0%	76 1.9%	102 3.9%m	69 3.1%no	32 8.9%noq
Plaid Cymru	36 0.3%	21 0.4%	7 0.6%cd	6 0.2%	1 0.1%	17 0.5%	6 1.5%eg hijkl	3 0.2%	-	4 0.2%	1 0.1%	3 0.2%	1 0.1%	2 0.2%	19 0.2%	7 0.2%	12 0.3%	17 0.6%m	13 0.6%n	3 0.9%n
The UK Independence Party	282 2.5%	85 1.7%	21 1.6%	118 3.5%ab	59 3.7%ab	61 1.9%	11 2.5%	74 4.0%ei j	19 3.5%ei j	24 1.4%	10 1.2%	44 2.8%ij	39 3.8%ei j	19 1.4%	210 2.4%	92 2.0%	118 2.9%n	72 2.8%	67 3.0%n	6 1.6%
The Green Party	197 1.8%	92 1.9%	34 2.7%c	43 1.3%	28 1.7%	48 1.5%	17 4.0%eg hk	19 1.0%	4 0.8%	44 2.5%eg h	17 2.1%g	24 1.6%	23 2.2%g	35 2.5%	157 1.8%	102 2.2%o	55 1.4%	40 1.5%	32 1.4%	9 2.4%
The British National Party	48 0.4%	21 0.4%	1 *	9 0.3%	16 1.0%ab c	20 0.6%ij k	1 0.1%	7 0.4%	5 0.9%ij k	1 0.1%	-	2 0.1%	11 1.1%gi jk	7 0.5%	37 0.4%	18 0.4%	19 0.5%	11 0.4%	11 0.5%	-
Some other party	54 0.5%	23 0.5%	8 0.7%	14 0.4%	8 0.5%	20 0.6%	5 1.2%ik	11 0.6%	4 0.7%	3 0.2%	3 0.4%	4 0.2%	4 0.4%	5 0.4%	38 0.4%	18 0.4%	20 0.5%	16 0.6%	15 0.7%	1 0.3%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i/j/k/l - m/p - n/o/q/r

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Which party did you vote for in the general election in May 2010?
Base: All respondents giving a past vote

	Total	Anglia (a)	Border (b)	Central (c)	Granada (d)	London (e)	Meridian (f)	STV (g)	Tyne Tees (h)	Wales (i)	West (j)	Westcountry (k)	Yorkshire (l)
Unweighted base	11816	1202	159	1603	1176	2031	1207	1173	465	578	341	656	1225
Weighted base	11188	1132	164	1534	1104	2109	1077	1021	405	514	336	620	1172
Conservative	4274 38.2%	509 45.0%bdghijl	55 33.5%g	656 42.7%dghijl	422 38.2%ghi	903 42.8%dghijl	490 45.5%bdghijl	195 19.1%	107 26.3%g	149 28.9%g	115 34.3%g	248 40.1%ghi	426 36.4%ghi
Labour	3137 28.0%	239 21.1%k	42 25.6%k	469 30.5%aefk	378 34.2%aefk	567 26.9%afk	205 19.1%	327 32.0%aefk	154 38.0%abcefkl	194 37.8%abcefgkl	100 29.8%afk	93 14.9%	371 31.6%aefk
Liberal Democrat	2891 25.8%	277 24.4%g	56 34.1%acdgi	340 22.1%	261 23.7%	542 25.7%cg	305 28.3%cdgi	207 20.3%	127 31.4%acdegil	115 22.3%	112 33.4%acdegil	250 40.3%acdefghil	299 25.6%g
SNP	269 2.4%	-	5 2.8%acdefhijkl	2 0.1%	-	-	-	263 25.8%abcdefhijkl	-	-	-	-	-
Plaid Cymru	36 0.3%	-	-	-	-	-	-	-	-	36 7.0%abcdefghjkl	-	-	-
The UK Independence Party	282 2.5%	52 4.6%cdegij	4 2.6%g	28 1.8%g	29 2.6%g	42 2.0%g	45 4.2%cegi	2 0.2%	11 2.8%g	8 1.6%g	5 1.5%g	16 2.6%g	40 3.4%ceg
The Green Party	197 1.8%	48 4.2%bcdefghijkl	1 0.3%	18 1.2%	6 0.6%	43 2.0%di	22 2.1%di	19 1.8%d	2 0.4%	3 0.6%	1 0.4%	11 1.8%d	23 2.0%d
The British National Party	48 0.4%	4 0.3%	* 0.1%	14 0.9%gk	4 0.4%	7 0.3%	5 0.5%	-	2 0.6%g	7 1.3%aegkl	1 0.2%	-	4 0.3%
Some other party	54 0.5%	5 0.4%	2 1.1%	9 0.6%	4 0.4%	5 0.3%	5 0.5%	8 0.8%	2 0.5%	2 0.5%	1 0.4%	2 0.3%	8 0.7%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l
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Which party did you vote for in the general election in May 2010?
Base: All respondents giving a past vote

	Total	Glasgow (a)	Edin-burgh (b)	New-castle (c)	Leeds (d)	Hull (e)	Shef-field (f)	Manch-ester (g)	Liver-pool (h)	Nott-ingham (i)	Birm-ingham (j)	Norwich (k)	Milton Keynes (l)	Brigh-ton (m)	Oxford (n)	London (o)	South-ampton (p)	Bristol (q)	Ply-mouth (r)	Cardiff (s)	None of these (v)
Unweighted base	11816	583	496	482	523	240	308	839	380	529	916	529	313	302	144	2464	441	431	424	425	1047
Weighted base	11188	515	425	438	466	236	287	815	336	549	851	487	284	259	129*	2492	378	437	406	373	1024
Conservative	4274 38.2%	89 17.3%	105 24.8%a	127 29.0%a	168 36.0%ab cfs	81 34.2%ab s	77 26.9%a	316 38.7%ab cfs	122 36.4%ab fs	211 38.4%ab cfs	376 44.1%ab cdefhqs v	219 45.0%ab cdefhqs v	141 49.6%ab cdefghi qsv	106 40.7%ab cfs	67 52.0%ab cdefghi qsv	1071 43.0%ab cdefhsv	191 50.5%ab cdefghi moqrsv	161 36.9%ab cfs	172 42.3%ab cfs	94 25.1%a	381 37.2%abcfs
Labour	3137 28.0%	215 41.8%bd egijklm nopqrv	98 23.0%pr	156 35.6%bk lmopqrv	149 32.0%bk mopqrv	76 32.2%bk mprv	115 39.9%bj klmnopq rv	274 33.7%bk lmopqrv	141 42.0%bd egijklm nopqrv	176 32.1%bk mopqrv	257 30.2%bk mprv	83 17.0%	73 25.6%km pr	41 15.8%	34 25.9%mp r	666 26.7%km prv	54 14.2%	106 24.3%km pr	55 13.5%	150 40.1%bd ijklmno pqrv	220 21.5%pr
Liberal Democrat	2891 25.8%	70 13.7%	119 28.0%ah jl	143 32.6%ag hijklno s	126 27.0%ah l	64 27.3%ah	74 25.9%a	188 23.0%a	63 18.7%	134 24.5%a	187 21.9%a	125 25.7%ah	56 19.7%a	88 33.8%ag hijklno s	24 18.6%	626 25.1%ah	108 28.6%ah jl	157 35.8%ab dfghijk lnosv	160 39.5%ab defghij klnopsv	83 22.2%a	296 29.0%aghjlnos
SNP	269 2.4%	123 23.8%cd efghijk lmnopqr sv	90 21.1%cdefg hijklmnopq rsv	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	57 5.6%cdefghijklmnopqrs
Plaid Cymru	36 0.3%	- -	- -	- -	- -	- -	- -	- -	3 0.8%gjo	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	28 7.5%abc defghij klmnopq rv	5 0.5%o
The UK Independence Party	282 2.5%	1 0.2%	3 0.7%	8 1.8%a	14 2.9%ab	12 5.2%abc fhijos	4 1.5%	25 3.1%abj	3 1.0%	10 1.8%a	11 1.3%	28 5.7%abc fghijop qs	7 2.6%a	14 5.5%abc fhijoqs	4 3.5%ab	58 2.3%a	10 2.7%a	8 1.9%a	12 3.0%ab	6 1.6%	42 4.1%abhijos
The Green Party	197 1.8%	7 1.3%	10 2.4%cg	1 0.3%	9 2.0%c	2 0.9%	11 3.9%acg hijqsv	5 0.7%	2 0.6%	7 1.2%	10 1.2%	29 6.1%abc deghijl nopqrsv	5 1.8%	7 2.8%cgq	-	58 2.3%cgv	10 2.6%cgq	2 0.6%	5 1.2%	3 0.9%	11 1.1%
The British National Party	48 0.4%	- -	- -	2 0.5%	1 0.2%	-	* 0.1%	3 0.4%	1 0.2%	8 1.5%abo qr	6 0.7%	1 0.2%	-	3 1.3%ao	-	8 0.3%	1 0.2%	-	-	7 1.8%abd gkloqr	6 0.6%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v
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Which party did you vote for in the general election in May 2010?
Base: All respondents giving a past vote

	Total	Glasgow (a)	Edin-burgh (b)	New-castle (c)	Leeds (d)	Hull (e)	Shef-field (f)	Manch-ester (g)	Liver-pool (h)	Nott-ingham (i)	Birm-ingham (j)	Norwich (k)	Milton Keynes (l)	Brigh-ton (m)	Oxford (n)	London (o)	South-ampton (p)	Bristol (q)	Ply-mouth (r)	Cardiff (s)	None of these (v)
Weighted base	11188	515	425	438	466	236	287	815	336	549	851	487	284	259	129*	2492	378	437	406	373	1024
Some other party	54 0.5%	10 1.9%bcd gkov	* 0.1%	1 0.1%	-	1 0.4%	5 1.7%bcd o	3 0.4%	1 0.3%	3 0.5%	5 0.6%	2 0.3%	2 0.6%	-	-	5 0.2%	5 1.2%do	2 0.5%	2 0.4%	3 0.8%	5 0.5%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v
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Table 11
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

	Total	Gender Male (a)	Female (b)	Age 18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	Social Grade AB (i)	C1 (j)	C2 (k)	DE (l)	Region Summary South East (m)	Mid-lands (n)	North Eng-land (o)	Wales & South West (p)	Scot-land (q)	Employment Sector Public (r)	Pri-vate (s)	Employment Sector Within Gender - Male Public (t)	Pri-vate (u)	Employment Sector Within Gender - Female Public (v)	Pri-vate (w)
Unweighted base	16362	7950	8412	1906	2474	2683	3011	2604	3684	4707	4839	2819	3997	4319	4151	3968	2324	1600	2125	6613	920	3586	1205	3027
Weighted base	16362	8018	8344	1945	2755	2754	2916	2429	3562	4373	4536	3564	3889	4418	4254	3927	2291	1473	2284	6879	1027	3861	1257	3018
Conservative	4581 28.0%	2549 31.8%b	2033 24.4%	375 19.3%	472 17.1%	539 19.6%	772 26.5%cde	821 33.8%cdef	1604 45.0%cdefg	1544 35.3%jkl	1311 28.9%k	929 26.1%l	797 20.5%	1421 32.2%pq	1327 31.2%q	899 22.9%q	664 29.0%oq	271 18.4%	481 21.1%	1839 26.7%r	220 21.5%	1155 29.9%tvw	260 20.7%	684 22.7%
Labour	4745 29.0%	2463 30.7%b	2282 27.3%	513 26.4%	857 31.1%ch	946 34.3%cdfgh	864 29.6%h	707 29.1%h	858 24.1%	1150 26.3%	1247 27.5%	1165 32.7%ij	1183 30.4%ij	1139 25.8%	1193 28.0%	1376 35.0%mnpq	641 28.0%	397 27.0%	762 33.4%s	2003 29.1%	391 38.1%uvw	1183 30.6%w	371 29.5%	820 27.2%
Liberal Democrat	1636 10.0%	885 11.0%b	751 9.0%	148 7.6%	314 11.4%c	270 9.8%c	280 9.6%	243 10.0%c	381 10.7%c	611 14.0%jkl	489 10.8%kl	278 7.8%	259 6.7%	495 11.2%no	401 9.4%	337 8.6%	250 10.9%o	153 10.4%	257 11.3%	690 10.0%	125 12.2%w	424 11.0%w	132 10.5%	266 8.8%
SNP	314 1.9%	173 2.2%	141 1.7%	16 0.8%	56 2.0%ce	32 1.2%	79 2.7%ceh	67 2.8%ceh	64 1.8%c	78 1.8%	76 1.7%	74 2.1%	85 2.2%	- -	- -	- -	- -	314 21.3%mnop	44 1.9%	130 1.9%	20 1.9%	76 2.0%	25 2.0%	53 1.8%
Plaid Cymru	27 0.2%	14 0.2%	13 0.2%	2 0.1%	8 0.3%	3 0.1%	6 0.2%	5 0.2%	5 0.1%	4 0.1%	8 0.2%	8 0.2%	7 0.2%	-	-	-	27 1.2%mnoq	-	5 0.2%	12 0.2%	3 0.3%	7 0.2%	1 0.1%	4 0.1%
Green	382 2.3%	157 2.0%	225 2.7%a	95 4.9%defgh	72 2.6%h	60 2.2%h	71 2.4%h	43 1.8%	42 1.2%	103 2.3%	130 2.9%k	67 1.9%	82 2.1%	110 2.5%	106 2.5%	91 2.3%	47 2.1%	27 1.9%	75 3.3%s	150 2.2%	37 3.6%u	66 1.7%	38 3.0%u	84 2.8%u
UKIP	654 4.0%	343 4.3%	312 3.7%	51 2.6%	65 2.4%	113 4.1%cd	145 5.0%cd	107 4.4%cd	172 4.8%cd	121 2.8%	148 3.3%	196 5.5%ij	190 4.9%ij	173 3.9%q	226 5.3%mopq	144 3.7%q	87 3.8%q	25 1.7%	62 2.7%	278 4.0%r	27 2.7%	172 4.5%v	35 2.8%	106 3.5%
BNP	39 0.2%	28 0.3%b	12 0.1%	3 0.1%	6 0.2%	8 0.3%	13 0.5%g	2 0.1%	7 0.2%	3 0.1%	9 0.2%	14 0.4%i	14 0.4%i	8 0.2%	15 0.4%	12 0.3%	4 0.2%	-	3 0.1%	24 0.3%	2 0.2%	19 0.5%	1 0.1%	5 0.2%
Another party	56 0.3%	30 0.4%	26 0.3%	8 0.4%	11 0.4%	14 0.5%	6 0.2%	7 0.3%	10 0.3%	16 0.4%	11 0.2%	17 0.5%	12 0.3%	17 0.4%	16 0.4%	12 0.3%	6 0.3%	4 0.3%	8 0.3%	30 0.4%	4 0.4%	17 0.4%	3 0.3%	13 0.4%
None	3927 24.0%	1378 17.2%	2549 30.5%a	734 37.8%defgh	895 32.5%efgh	771 28.0%fgh	680 23.3%gh	429 17.6%h	418 11.7%	744 17.0%	1107 24.4%i	816 22.9%i	1259 32.4%ijk	1055 23.9%q	971 22.8%q	1055 26.9%mnq	564 24.6%q	281 19.1%	587 25.7%	1723 25.0%	197 19.2%	741 19.2%	389 31.0%t	982 32.5%tu

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q - r/s - t/u/v/w

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identified yourself with?
Base: All respondents

	Total	Vote Intention Con (a)	Lab (b)	LibDem (c)	UKIP (d)	Green (e)	2010 Vote Con (f)	Lab (g)	LibDem (h)	UKIP (i)	Age Within Gender - Male 18-24 (j)	25-34 (k)	35-44 (l)	45-54 (m)	55-64 (n)	65+ (o)	Age Within Gender - Female 18-24 (p)	25-34 (q)	35-44 (r)	45-54 (s)	55-64 (t)	65+ (u)
Unweighted base	16362	3785	4138	824	2392	912	4515	3218	2775	458	749	1057	1273	1546	1333	1992	1157	1417	1410	1465	1271	1692
Weighted base	16362	3782	4108	1063	1484	610	4274	3137	2891	282	766	1214	1322	1518	1284	1914	1179	1541	1433	1398	1145	1649
Conservative	4581 28.0%	3471 91.8%bc de	51 1.2%	40 3.7%b	478 32.2%bc e	31 5.1%b	3330 77.9%gh i	111 3.5%	312 10.8%g	66 23.6%g	202 26.3%k pqr	219 18.1%	310 23.4%k pqr	434 28.6%k lpqrs	438 28.6%k klmpqr s	945 49.4%j klmnpq rstu	173 14.7%	252 16.4%	229 16.0%	337 24.1%k pqr	383 33.4%j klmpqr s	659 39.9%jklmnpqrst
Labour	4745 29.0%	83 2.2%	3704 90.2%ac de	46 4.3%a	204 13.7%a c	112 18.4%ac d	258 6.0%	2597 82.8%f hi	679 23.5%f i	40 14.2%f	216 28.2%u	453 37.3%j mnopqs tu	477 36.1%j mnopqs tu	469 30.9%o pqu	377 29.4%o u	472 24.6%	297 25.2%	405 26.3%	470 32.8%o pqsu	395 28.3%u	330 28.8%o u	387 23.4%
Liberal Democrat	1636 10.0%	87 2.3%	158 3.9%a	917 86.3%ab de	60 4.0%a	106 17.4%ab d	78 1.8%	70 2.2%	1182 40.9%fg i	3 1.0%	73 9.5%	151 12.5%p rst	148 11.2%p t	158 10.4%p	151 11.7%p rst	203 10.6%pt	75 6.4%	162 10.5%p	121 8.5%	122 8.7%	92 8.0%	178 10.8%pt
SNP	314 1.9%	-	5 0.1%	5 0.5%a	3 0.2%a	1 0.1%	9 0.2%	52 1.6%fh	17 0.6%f	-	6 0.8%	27 2.3%lp	8 0.6%	48 3.1%jl pru	40 3.1%jl pru	43 2.2%lp	9 0.8%	28 1.8%l	24 1.7%l	32 2.3%lp	27 2.3%jl p	21 1.3%
Plaid Cymru	27 0.2%	-	-	-	-	-	* *	2 0.1%	1 *	-	* *	4 0.4%	-	4 0.3%	3 0.3%	2 0.1%	1 0.1%	4 0.2%	3 0.2%	1 0.1%	1 0.1%	3 0.2%
Green	382 2.3%	1 *	13 0.3%a	2 0.2%	3 0.2%a	303 49.7%ab cd	28 0.6%	32 1.0%	118 4.1%fg	6 2.0%f	31 4.1%ln otu	27 2.2%o	22 1.7%	35 2.3%o	25 2.0%o	16 0.8%	64 5.4%kl mnoqrs tu	45 2.9%ot u	38 2.6%o	36 2.5%o	17 1.5%	26 1.6%
UKIP	654 4.0%	8 0.2%	3 0.1%	1 0.1%	557 37.6%ab ce	2 0.3%	196 4.6%gh	55 1.8%	91 3.2%g	121 42.8%fg h	23 3.0%	29 2.4%	57 4.3%kp q	81 5.3%jk pq	57 4.4%kp q	96 5.0%kp q	29 2.4%	36 2.4%	56 3.9%	64 4.6%kp q	51 4.4%kp q	76 4.6%kpq
BNP	39 0.2%	-	*	-	10 0.7%ab c	* 0.1%	5 0.1%	4 0.1%	*	2 0.5%h	* 0.1%	6 0.5%	7 0.5%	10 0.6%nq r	1 0.1%	4 0.2%	2 0.2%	1 *	1 0.1%	3 0.2%	1 0.1%	3 0.2%
Another party	56 0.3%	2 *	2 *	1 0.1%	2 0.1%	2 0.3%	7 0.2%	4 0.1%	7 0.3%	* 0.1%	4 0.5%	7 0.6%	7 0.6%	3 0.2%	4 0.3%	4 0.2%	5 0.4%	3 0.2%	6 0.4%	3 0.2%	2 0.2%	6 0.4%
None	3927 24.0%	130 3.5%	171 4.2%	52 4.9%	167 11.3%ab c	53 8.7%ab c	363 8.5%g	211 6.7%	483 16.7%f g	45 15.9%f g	210 27.5%l mnotu	290 23.9%m nou	285 21.6%n ou	277 18.2%n o	187 14.6%o	128 6.7%	524 44.4%j klmnoq rstu	604 39.2%j klmnor stu	485 33.9%l klmnos tu	404 28.9%k lmnotu	242 21.1%n ou	290 17.6%o

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t/u

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Opinion Poll
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Absolutes/col percents

Table 11
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

	Total	SEG Within Gender - Male				SEG Within Gender - Female				Region										
		AB (a)	C1 (b)	C2 (c)	DE (d)	AB (e)	C1 (f)	C2 (g)	DE (h)	Scotland (i)	North East (j)	North West (k)	Yorkshire & Humberside (l)	West Midlands (m)	East Midlands (n)	Wales (o)	Eastern (p)	London (q)	South East (r)	South West (s)
Unweighted base	16362	2522	2187	1429	1812	2185	2652	1390	2185	1600	673	1808	1487	1426	1129	843	1596	1900	2419	1481
Weighted base	16362	2357	2071	1833	1757	2017	2465	1730	2131	1473	655	1800	1473	1473	1145	818	1636	2127	2291	1473
Conservative	4581 28.0%	913 38.7%b cdefgh	680 32.8%c dfgh	524 28.6%d gh	432 24.6%h	631 31.3%d fgh	631 25.6%h	405 23.4%h	366 17.1%	271 18.4%	124 18.9%	423 23.5%i j	352 23.9%i j	426 28.9%i jklo	379 33.1%i jkloq	183 22.4%	522 31.9%i jkloq	577 27.1%i jko	844 36.8%i jklmop qs	481 32.7%ijkloq
Labour	4745 29.0%	659 28.0%e	588 28.4%e	667 36.4%a bdefgh	549 31.2%e f	491 24.3%	660 26.8%	497 28.7%e	634 29.7%e	397 27.0%r s	249 38.0%i mnpqrs	644 35.8%i mnpqrs	483 32.8%i prs	454 30.9%p rs	338 29.5%p rs	313 38.3%i lmnpqr s	400 24.5%r	675 31.7%i prs	464 20.3%	328 22.3%
Liberal Democrat	1636 10.0%	366 15.5%b cdefgh	232 11.2%dg h	163 8.9%h	123 7.0%	245 12.1%c dgh	256 10.4%dg h	115 6.6%	136 6.4%	153 10.4%jm o	39 5.9%	169 9.4%j	130 8.8%	108 7.4%	112 9.7%j	56 6.8%	181 11.1%j mo	236 11.1%j mo	259 11.3%j lmo	195 13.2%jklmno
SNP	314 1.9%	44 1.9%	42 2.0%	43 2.3%	44 2.5%f	34 1.7%	34 1.4%	31 1.8%	41 1.9%	314 21.3%jklm nopqrs	-	-	-	-	-	-	-	-	-	-
Plaid Cymru	27 0.2%	1 0.1%	4 0.2%	5 0.3%	3 0.2%	3 0.2%	3 0.1%	3 0.2%	4 0.2%	-	-	-	-	-	-	27 3.4%ijkl mnpqrs	-	-	-	-
Green	382 2.3%	42 1.8%	48 2.3%	26 1.4%	41 2.3%	60 3.0%ac	83 3.4%ac h	41 2.4%	41 1.9%	27 1.9%	18 2.8%o	37 2.1%	36 2.4%o	32 2.2%o	23 2.0%	6 0.8%	51 3.1%o	49 2.3%o	62 2.7%o	41 2.8%o
UKIP	654 4.0%	73 3.1%	81 3.9%e	97 5.3%ae f	92 5.2%ae f	48 2.4%	67 2.7%	98 5.7%ab ef	97 4.6%ae f	25 1.7%	25 3.8%i	54 3.0%i	65 4.4%i	53 3.6%i	63 5.5%ik q	31 3.7%i	110 6.7%ij klmoqr s	76 3.6%i	97 4.2%i	56 3.8%i
BNP	39 0.2%	2 0.1%	6 0.3%	11 0.6%ae f	9 0.5%ae	1 *	3 0.1%	3 0.2%	5 0.3%	-	5 0.8%ir s	4 0.2%	3 0.2%	4 0.3%	5 0.5%i	2 0.2%	6 0.4%	5 0.2%	3 0.1%	2 0.1%
Another party	56 0.3%	10 0.4%	6 0.3%	9 0.5%	5 0.3%	7 0.3%	5 0.2%	8 0.4%	7 0.3%	4 0.3%	3 0.4%	4 0.2%	5 0.3%	5 0.4%	6 0.5%	1 0.2%	5 0.3%	6 0.3%	11 0.5%	5 0.3%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s

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ONLINE Fieldwork : 2nd - 29th January 2015

Table 11
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

| | Total | SEG Within Gender - Male | | | | SEG Within Gender - Female | | | | Region | | | | | | | | | | |
		AB (a)	C1 (b)	C2 (c)	DE (d)	AB (e)	C1 (f)	C2 (g)	DE (h)	Scot-land (i)	North East (j)	North West (k)	York-shire & Humb-erside (l)	West Mid-lands (m)	East Mid-lands (n)	Wales (o)	East-ern (p)	London (q)	South East (r)	South West (s)
Weighted base	16362	2357	2071	1833	1757	2017	2465	1730	2131	1473	655	1800	1473	1473	1145	818	1636	2127	2291	1473
None	3927 24.0%	247 10.5%	384 18.5%a	288 15.7%a bc	459 26.1%a bc	497 24.6%a bc	723 29.3%a bce	529 30.5%a bcde	800 37.6%a bcdefg	281 19.1%	192 29.4%i npqr	464 25.8%i np	399 27.1%i np	389 26.4%i np	221 19.3%	199 24.3%i n	361 22.1%	504 23.7%i n	551 24.0%i n	365 24.8%in

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s

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identified yourself with?
Base: All respondents

	Total	Region Within Gender - Male											Region Within Gender - Female										
		Scotland (a)	North East (b)	North West (c)	Yorkshire & Humberside (d)	West Midlands (e)	East Midlands (f)	Wales (g)	Eastern (h)	London (i)	South East (j)	South West (k)	Scotland (l)	North East (m)	North West (n)	Yorkshire & Humberside (o)	West Midlands (p)	East Midlands (q)	Wales (r)	Eastern (s)	London (t)	South East (u)	South West (v)
Unweighted base	16362	783	355	853	715	695	579	443	769	915	1164	679	817	318	955	772	731	550	400	827	985	1255	802
Weighted base	16362	726	343	852	688	720	607	437	788	1023	1149	686	747	312	947	785	752	538	381	848	1104	1142	787
Conservative	4581 28.0%	144 19.8%	61 17.9%	221 25.9%a blo	220 31.9%a bcglmnort	226 31.4%a bcglmnrt	230 37.8%a bcglmnopqrstuv	101 23.0%o	289 36.6%a bcglmnopqrstv	341 33.4%a bcglmnoprst	472 41.1%a bcdegilmnopqrstuv	244 35.6%a bcglmnopqrst	127 17.0%	63 20.1%	202 21.3%	132 16.9%	200 26.6%a blnot	149 27.7%a blmnot	82 21.6%	233 27.5%a blmnot	236 21.4%	372 32.5%a bcglmnoprst	236 30.1%abglmnort
Labour	4745 29.0%	207 28.5%j uv	152 44.5%a defhij klmnopqrstuv	343 40.2%a efhijk lmnopqstuv	247 35.9%a fhjklo psuv	230 31.9%h jklsuv	166 27.4%j uv	180 41.1%a efhijk lmnopqstuv	198 25.2%u	336 32.8%h jklsuv	242 21.1%	163 23.8%	191 25.5%u	96 30.9%j suv	301 31.8%h jklsuv	235 30.0%j ksuv	225 29.9%j ksuv	172 32.0%h jklsuv	134 35.0%f hjklsu v	202 23.8%	339 30.7%h jksuv	222 19.5%	165 20.9%
Liberal Democrat	1636 10.0%	81 11.2%bg mp	20 5.8%	82 9.6%p	67 9.7%p	78 10.8%bp	57 9.4%p	29 6.6%	110 14.0%b cdfglm noprst	129 12.6%b gmnopr s	136 11.9%b gmoprs	95 13.9%b c fglmnop rst	72 9.6%p	19 6.1%	87 9.2%p	63 8.0%p	31 4.1%	54 10.1%p	27 7.0%	71 8.4%p	106 9.6%p	123 10.8%b mp	99 12.6%bgmoprs
SNP	314 1.9%	173 23.8%bcde fghijkmno pqrstuv	-	-	-	-	-	-	-	-	-	-	141 18.9%bcde fghijkmno pqrstuv	-	-	-	-	-	-	-	-	-	-
Plaid Cymru	27 0.2%	-	-	-	-	-	-	14 3.2%abcd efhijklm nopqstuv	-	-	-	-	-	-	-	-	-	-	13 3.5%abcd efhijklm nopqstuv	-	-	-	-
Green	382 2.3%	7 1.0%	12 3.6%ag i	14 1.6%	12 1.8%	14 2.0%	8 1.3%	1 0.3%	26 3.3%ag i	14 1.4%	31 2.7%ag	17 2.5%g	20 2.7%g	6 1.9%	23 2.5%g	24 3.0%ag	18 2.4%g	15 2.7%g	5 1.3%	25 2.9%ag i	34 3.1%ag i	31 2.7%ag i	24 3.1%agi
UKIP	654 4.0%	18 2.5%	13 3.8%l	30 3.5%l	30 4.4%l	33 4.6%l	35 5.8%al np	21 4.7%l	55 7.0%ac ijklnp rtv	37 3.6%l	46 4.0%l	26 3.7%l	7 0.9%	12 3.7%l	24 2.6%l	35 4.4%l	20 2.6%l	27 5.1%al n	10 2.6%	55 6.5%ac ijlnpr t	39 3.5%l	52 4.5%ln	31 3.9%l

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v

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Table 11
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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

	Total	Region Within Gender - Male											Region Within Gender - Female										
		Scot-land (a)	North East (b)	North West (c)	York-shire & Humb-erside (d)	West Mid-lands (e)	East Mid-lands (f)	Wales (g)	East-ern (h)	London (i)	South East (j)	South West (k)	Scot-land (l)	North East (m)	North West (n)	York-shire & Humb-erside (o)	West Mid-lands (p)	East Mid-lands (q)	Wales (r)	East-ern (s)	London (t)	South East (u)	South West (v)
Weighted base	16362	726	343	852	688	720	607	437	788	1023	1149	686	747	312	947	785	752	538	381	848	1104	1142	787
BNP	39 0.2%	-	5 1.4%ae jklnst uv	3 0.3%	2 0.3%	1 0.1%	5 0.8%al u	1 0.3%	4 0.5%u	4 0.3%	3 0.2%	1 0.1%	-	* 0.1%	1 0.1%	2 0.2%	3 0.4%	1 0.1%	* 0.1%	2 0.2%	2 0.2%	-	1 0.1%
Another party	56 0.3%	2 0.3%	1 0.4%	2 0.2%	1 0.2%	2 0.3%	3 0.4%	1 0.2%	3 0.4%	3 0.3%	8 0.7%	3 0.5%	1 0.2%	1 0.4%	3 0.3%	4 0.5%	3 0.4%	3 0.6%	1 0.1%	2 0.3%	3 0.3%	4 0.3%	2 0.2%
None	3927 24.0%	93 12.9%	78 22.7%a dhi	158 18.6%a h	109 15.8%	136 18.9%a h	103 17.0%	90 20.7%a h	102 13.0%	159 15.6%	212 18.5%a h	136 19.9%a h	188 25.2%a cdefhi j	115 36.8%a bcdefg hijklq uv	306 32.3%a bcdefg hijklq	290 37.0%a bcdefg hijklq rstuv	253 33.7%a bcdefg hijklq	117 21.7%a dhi	109 28.6%a cdefgh ijkq	259 30.5%a bcdefg hijklq	345 31.2%a bcdefg hijklq	338 29.7%a bcdefg hijkq	229 29.1%acdefghijkq

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v

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identified yourself with?
Base: All respondents

	Total	Educational Attainment						Educational Attainment Within Gender - Male						Educational Attainment Within Gender - Female					
		No formal education (a)	Primary (b)	Secondary school (c)	University degree (d)	Higher university degree (e)	Still in full time education (f)	No formal education (g)	Primary (h)	Secondary school (i)	University degree (j)	Higher university degree (k)	Still in full time education (l)	No formal education (m)	Primary (n)	Secondary school (o)	University degree (p)	Higher university degree (q)	Still in full time education (r)
Unweighted base	16362	139	104	8938	4788	1501	664	76	64	4238	2395	749	293	63	40	4700	2393	752	371
Weighted base	16362	153*	105*	8947	4750	1575	590	75*	67*	4263	2422	789	257	78*	39**	4684	2328	786	333
Conservative	4581 28.0%	26 16.8%	28 26.8%	2610 29.2%a ef	1432 30.1%a ef	349 22.2%	105 17.7%	20 26.0%m	24 36.1%l mqr	1382 32.4%k lmopqr	852 35.2%k lmopqr	197 25.0%m qr	52 20.2%	6 7.9%	4 10.5%	1228 26.2%m qr	579 24.9%m qr	151 19.3%	53 15.9%
Labour	4745 29.0%	45 29.6%	37 35.0%	2639 29.5%d	1253 26.4%	521 33.1%c d	181 30.6%	22 29.1%	22 32.7%	1361 31.9%j op	646 26.7%	281 35.6%j op	85 33.2%p	23 30.0%	15 39.0%	1278 27.3%	607 26.1%	240 30.6%p	95 28.6%
Liberal Democrat	1636 10.0%	17 10.9%	4 3.4%	605 6.8%	624 13.1%b c	282 17.9%b cd	88 15.0%b c	8 10.3%h	-	325 7.6%o	330 13.6%h io	163 20.6%h ijopqr	45 17.5%h io	9 11.5%h	4 9.4%	280 6.0%	294 12.6%h io	119 15.2%h io	43 13.0%hio
SNP	314 1.9%	-	2 2.3%	177 2.0%	96 2.0%	29 1.8%	9 1.5%	-	2 3.7%	106 2.5%o	46 1.9%	13 1.7%	5 1.8%	-	-	71 1.5%	50 2.1%	15 2.0%	4 1.3%
Plaid Cymru	27 0.2%	* 0.3%	-	11 0.1%	10 0.2%	5 0.3%	1 0.1%	* 0.6%	-	7 0.2%	6 0.2%	1 0.1%	-	-	-	5 0.1%	4 0.2%	4 0.5%o	1 0.2%
Green	382 2.3%	1 0.8%	1 0.6%	144 1.6%	140 3.0%c	55 3.5%c	36 6.0%ac de	1 1.6%	1 1.0%	61 1.4%	61 2.5%i	22 2.7%i	9 3.6%i	-	-	83 1.8%	80 3.4%io	34 4.3%ij o	26 7.9%ijkopq
UKIP	654 4.0%	9 5.8%ef	6 5.5%ef	465 5.2%de f	134 2.8%e	25 1.6%	10 1.7%	6 7.4%kp qr	1 2.0%	234 5.5%jk pqr	79 3.3%q	14 1.8%	6 2.4%	3 4.3%	4 11.6%	231 4.9%jk pqr	54 2.3%	12 1.5%	4 1.1%
BNP	39 0.2%	1 0.7%	-	31 0.3%d	5 0.1%	2 0.1%	* 0.1%	1 1.5%jpq	-	21 0.5%p	3 0.1%	2 0.3%	-	-	-	10 0.2%	1 0.1%	-	* 0.1%
Another party	56 0.3%	* 0.2%	2 1.7%c	26 0.3%	14 0.3%	8 0.5%	1 0.2%	* 0.3%	1 1.0%	11 0.3%	9 0.4%	4 0.5%	1 0.4%	-	1 2.7%	15 0.3%	5 0.2%	4 0.5%	* 0.1%
None	3927 24.0%	54 34.9%c de	26 24.7%	2239 25.0%d e	1042 21.9%e	299 19.0%	160 27.1%d e	17 23.1%k	16 23.5%k	754 17.7%k	389 16.1%k	92 11.7%	54 21.0%k	36 46.3%g hijklp q	10 26.7%	1484 31.7%i jklpq	653 28.1%i jkl	207 26.3%i jk	106 31.7%ijkl

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j/k/l/m/n/o/p/q/r
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Opinion Poll
ONLINE Fieldwork : 2nd - 29th January 2015

Table 11
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

	Total	Party ID Con (a)	Party ID Lab (b)	Party ID LibDem (c)	Party ID UKIP (d)	Party ID Other (e)	Party ID None (f)	Party ID - Men Con (h)	Party ID - Men Lab (i)	Party ID - Men LibDem (j)	Party ID - Men UKIP (k)	Party ID - Men Other (l)	Party ID - Men None (m)	Party ID - Women Con (o)	Party ID - Women Lab (p)	Party ID - Women LibDem (q)	Party ID - Women UKIP (r)	Party ID - Women Other (s)	Party ID - Women None (t)
Unweighted base	16362	4628	4876	1251	1840	1589	2178	2449	2451	670	934	730	716	2179	2425	581	906	859	1462
Weighted base	16362	4581	4745	1636	654	818	3927	2549	2463	885	343	401	1378	2033	2282	751	312	417	2549
Conservative	4581 28.0%	4581 100.0%bcde f	-	-	-	-	-	2549 100.0%ijkl mpqrst	-	-	-	-	-	2033 100.0%ijkl mpqrst	-	-	-	-	-
Labour	4745 29.0%	-	4745 100.0%acde f	-	-	-	-	-	2463 100.0%hjkl moqrst	-	-	-	-	-	2282 100.0%hjkl moqrst	-	-	-	-
Liberal Democrat	1636 10.0%	-	-	1636 100.0%abde f	-	-	-	-	-	885 100.0%hikl moprst	-	-	-	-	-	751 100.0%hikl moprst	-	-	-
SNP	314 1.9%	-	-	-	-	314 38.4%abcd f	-	-	-	-	-	173 43.0%hijk mopqrst	-	-	-	-	-	141 33.8%hijk mopqrt	-
Plaid Cymru	27 0.2%	-	-	-	-	27 3.4%abcd f	-	-	-	-	-	14 3.5%hijk mopqrt	-	-	-	-	-	13 3.2%hijk mopqrt	-
Green	382 2.3%	-	-	-	-	382 46.7%abcd f	-	-	-	-	-	157 39.2%hijk mopqrt	-	-	-	-	-	225 53.9%hijk lmopqrt	-
UKIP	654 4.0%	-	-	-	654 100.0%abce f	-	-	-	-	-	343 100.0%hijl mopqst	-	-	-	-	-	312 100.0%hijl mopqst	-	-
BNP	39 0.2%	-	-	-	-	39 4.8%abcd f	-	-	-	-	-	28 6.9%hijk mopqrst	-	-	-	-	-	12 2.8%hijk mopqrt	-
Another party	56 0.3%	-	-	-	-	56 6.8%abcd f	-	-	-	-	-	30 7.4%hijk mopqrt	-	-	-	-	-	26 6.3%hijk mopqrt	-
None	3927 24.0%	-	-	-	-	-	3927 100.0%abcd e	-	-	-	-	-	1378 100.0%hijk lopqrs	-	-	-	-	-	2549 100.0%hijklopqrs

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/i/j/k/l/m/n/o/p/q/r/s/t/u
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Absolutes/col percents

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identified yourself with?
Base: All respondents

	Total	Working Status				Working Status - Men				Working Status - Women					Which of the following best describes where you live?					
		Working full time (a)	Working part time (b)	Retired (c)	Not working (d)	Working full time (e)	Working part time (f)	Retired (g)	Not working (h)	Working full time (i)	Working part time (j)	Retired (k)	Not working (l)	Mums	NET: Urban (m)	Urban - Pop. over 10k (n)	Town and Fringe (o)	NET: Rural (p)	Village (q)	Hamlet & Isolated Dwelling (r)
Unweighted base	16362	6284	2454	4086	3538	3731	775	2181	1263	2553	1679	1905	2275	2392	13004	6973	6031	3358	2927	431
Weighted base	16362	7199	1963	3828	3371	4269	619	2015	1115	2930	1345	1813	2256	2439	12814	6791	6023	3548	3094	454
Conservative	4581 28.0%	1842 25.6%d	479 24.4%d	1653 43.2%abd	608 18.0%	1222 28.6%hijl	154 25.0%l	944 46.9%efhijkl	229 20.5%l	620 21.2%l	324 24.1%l	709 39.1%efhijl	379 16.8%	467 19.1%	3305 25.8%	1685 24.8%	1620 26.9%n	1276 36.0%o	1063 34.4%n	214 47.0%noq
Labour	4745 29.0%	2243 31.2%bc	522 26.6%	993 25.9%	987 29.3%c	1416 33.2%fgijkl	158 25.6%	547 27.2%	342 30.6%k	827 28.2%k	364 27.0%	446 24.6%	645 28.6%k	768 31.5%	3948 30.8%p	2246 33.1%oqr	1702 28.3%q	797 22.5%	730 23.6%r	67 14.7%
Liberal Democrat	1636 10.0%	742 10.3%d	205 10.4%d	414 10.8%d	275 8.1%	448 10.5%jl	101 16.3%eghijkl	215 10.7%l	121 10.8%j	295 10.1%jl	104 7.7%	199 11.0%jl	154 6.8%	221 9.0%	1260 9.8%	741 10.9%o	520 8.6%	376 10.6%	332 10.7%o	44 9.6%
SNP	314 1.9%	137 1.9%	37 1.9%	75 2.0%	65 1.9%	89 2.1%	7 1.1%	48 2.4%	29 2.6%	48 1.6%	30 2.3%	27 1.5%	37 1.6%	45 1.8%	226 1.8%	124 1.8%	102 1.7%	88 2.5%m	61 2.0%	27 5.8%noq
Plaid Cymru	27 0.2%	15 0.2%	2 0.1%	7 0.2%	4 0.1%	10 0.2%	1 0.1%	3 0.2%	-	5 0.2%	1 0.1%	4 0.2%	4 0.2%	3 0.1%	16 0.1%	6 0.1%	10 0.2%	12 0.3%m	10 0.3%n	2 0.4%
Green	382 2.3%	170 2.4%c	56 2.8%c	48 1.2%	109 3.2%ac	87 2.0%g	17 2.7%g	19 1.0%	35 3.1%gk	83 2.8%gk	39 2.9%gk	28 1.6%	74 3.3%egk	43 1.8%	304 2.4%	189 2.8%oq	116 1.9%	77 2.2%	58 1.9%	20 4.3%oq
UKIP	654 4.0%	277 3.8%	64 3.2%	176 4.6%b	138 4.1%	178 4.2%	22 3.6%	95 4.7%j	48 4.3%	99 3.4%	41 3.1%	81 4.5%	90 4.0%	75 3.1%	515 4.0%	236 3.5%	279 4.6%n	140 3.9%	120 3.9%	20 4.4%
BNP	39 0.2%	20 0.3%	7 0.4%	7 0.2%	6 0.2%	18 0.4%i	3 0.5%i	4 0.2%	3 0.2%	2 0.1%	4 0.3%	3 0.2%	3 0.1%	3 0.1%	33 0.3%	17 0.3%	16 0.3%	6 0.2%	6 0.2%	-
Another party	56 0.3%	23 0.3%	15 0.8%ac	5 0.1%	13 0.4%	13 0.3%	8 1.4%egikl	3 0.1%	6 0.5%	10 0.3%	7 0.5%	3 0.1%	7 0.3%	8 0.3%	49 0.4%	26 0.4%	22 0.4%	7 0.2%	6 0.2%	1 0.2%
None	3927 24.0%	1732 24.1%c	577 29.4%ac	450 11.8%	1167 34.6%abc	791 18.5%g	147 23.8%gk	136 6.7%	304 27.3%egk	941 32.1%efghk	430 32.0%efghk	314 17.3%g	863 38.3%efghijk	808 33.1%	3158 24.6%p	1522 22.4%r	1637 27.2%nqr	768 21.7%	707 22.9%r	61 13.5%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i/j/k/l - m/p - n/o/q/r

Opinion Poll
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Table 11
Q.4 Regardless of which party, if any, you are likely to end up voting for at the next General Election due in
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identified yourself with?
Base: All respondents

Which of the following ITV regions do you live in?

	Total	Anglia (a)	Border (b)	Central (c)	Granada (d)	London (e)	Meridian (f)	STV (g)	Tyne Tees (h)	Wales (i)	West (j)	Westcountry (k)	Yorkshire (l)
Unweighted base	16362	1703	209	2184	1700	2829	1672	1511	683	819	472	876	1703
Weighted base	16362	1684	227	2237	1670	3067	1560	1377	655	802	507	859	1716
Conservative	4581 28.0%	550 32.7%dghijl	57 25.0%g	679 30.4%dghil	398 23.8%gh	956 31.2%dghil	536 34.4%bcdghijl	245 17.8%	125 19.1%	170 21.2%	134 26.3%gh	275 32.1%dghil	455 26.5%ghi
Labour	4745 29.0%	401 23.8%f	52 22.7%	685 30.6%afk	617 36.9%abcefgjkl	867 28.3%afk	317 20.3%	374 27.2%fk	254 38.8%abcefgjkl	311 38.7%abcefgjkl	133 26.2%f	189 22.0%	544 31.7%abefgk
Liberal Democrat	1636 10.0%	178 10.6%cdhi	44 19.6%acdefghil	186 8.3%h	131 7.9%	336 11.0%cdhi	183 11.8%cdhil	142 10.3%hi	35 5.3%	55 6.8%	80 15.7%acdeghil	114 13.3%cdhil	152 8.9%h
SNP	314 1.9%	-	6 2.7%acdefhijkl	6 0.3%e	-	-	-	302 21.9%abcdefhijkl	-	-	-	-	-
Plaid Cymru	27 0.2%	-	-	-	-	-	-	-	-	27 3.4%abcdefghjkl	-	-	-
Green	382 2.3%	56 3.3%ci	2 0.9%	45 2.0%	36 2.2%	67 2.2%i	46 2.9%i	27 2.0%	19 2.8%i	6 0.8%	12 2.5%	25 2.9%i	41 2.4%i
UKIP	654 4.0%	115 6.8%bcdefghijkl	2 1.1%	92 4.1%g	53 3.2%g	117 3.8%g	69 4.4%g	25 1.8%	25 3.8%g	30 3.8%g	11 2.2%	37 4.3%g	79 4.6%bg
BNP	39 0.2%	4 0.3%	-	9 0.4%f	4 0.3%	10 0.3%	-	-	5 0.8%fg	1 0.2%	1 0.2%	1 0.1%	4 0.2%
Another party	56 0.3%	10 0.6%	1 0.3%	8 0.3%	5 0.3%	10 0.3%	6 0.4%	4 0.3%	3 0.4%	1 0.1%	2 0.4%	2 0.3%	6 0.4%
None	3927 24.0%	369 21.9%	63 27.8%g	528 23.6%g	426 25.5%ag	705 23.0%g	402 25.8%ag	258 18.7%	190 28.9%aceg	201 25.0%g	134 26.5%g	215 25.0%g	434 25.3%g

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l
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identified yourself with?
Base: All respondents

Which of the following cities do you live in, or nearest to?

	Total	Glasgow (a)	Edin-burgh (b)	New-castle (c)	Leeds (d)	Hull (e)	Shef-field (f)	Manch-ester (g)	Liver-pool (h)	Nott-ingham (i)	Birm-ingham (j)	Norwich (k)	Milton Keynes (l)	Brigh-ton (m)	Oxford (n)	London (o)	South-ampton (p)	Bristol (q)	Ply-mouth (r)	Cardiff (s)	None of these (v)
Unweighted base	16362	770	625	696	755	317	429	1206	581	673	1294	716	464	418	188	3474	609	592	532	607	1416
Weighted base	16362	703	570	685	744	309	432	1231	533	704	1303	699	458	380	181	3649	562	633	520	597	1472
Conservative	4581 28.0%	120 17.0%	122 21.3%	138 20.1%	162 21.8%	91 29.5%ab cdfs	92 21.3%	290 23.6%as	136 25.5%as	223 31.6%ab cdfgsv	405 31.1%ab cdfghsv	250 35.8%ab cdfghqs v	144 31.5%ab cdfgsv	122 32.2%ab cdfgsv	68 37.5%ab cdfghsv	1150 31.5%ab cdfghsv	233 41.5%ab cdefghi jlmoqsv	185 29.2%ab cdfgs	181 34.8%ab cdfghsv	100 16.7%	369 25.1%acs
Labour	4745 29.0%	223 31.7%bk mpqrv	131 22.9%	262 38.3%ab dijklmn opqrv	210 28.3%km prv	111 35.8%bd kmopqrv	176 40.7%ab dijklmn opqrv	434 35.3%bd kmopqrv	219 41.0%ab dijklmn opqrv	214 30.4%bk mprv	410 31.5%bk mopqrv	143 20.4%	133 29.1%km pr	70 18.3%	48 26.3%p	1001 27.4%km prv	102 18.2%	156 24.7%p	113 21.7%	243 40.8%ab dijklmn opqrv	347 23.6%p
Liberal Democrat	1636 10.0%	44 6.2%	78 13.7%acd efghjsv	55 8.1%	70 9.4%	25 8.1%	37 8.5%	102 8.3%	31 5.9%	74 10.4%ah	103 7.9%	77 11.1%ah	47 10.3%ah	48 12.7%ac ghjs	25 13.7%ah js	391 10.7%ah j	79 14.0%ac defghjs v	98 15.5%ac defghij losv	64 12.2%acg hjs	45 7.6%	142 9.7%ah
SNP	314 1.9%	155 22.1%cd efghijk lmnopqr sv	109 19.1%cdefg hijklmnopq rsv	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	50 3.4%cdefghijklmnopqrs
Plaid Cymru	27 0.2%	-	-	-	-	-	-	-	2 0.5%gjo	-	-	-	-	-	-	-	-	-	-	21 3.4%abc defghij klmnopq rv	4 0.3%o
Green	382 2.3%	10 1.5%	13 2.2%	20 2.9%s	19 2.6%s	8 2.7%s	9 2.0%	23 1.8%	14 2.7%s	10 1.5%	32 2.5%s	23 3.3%s	10 2.2%	12 3.2%s	4 2.0%	94 2.6%s	16 2.8%s	15 2.3%	15 2.8%s	4 0.6%	32 2.2%
UKIP	654 4.0%	12 1.6%	10 1.8%	25 3.6%	31 4.1%ab	18 5.7%abg	19 4.3%ab	35 2.8%	20 3.8%a	34 4.8%ab	50 3.8%a	60 8.5%abc dfghijo pqrsv	30 6.6%abg joqv	20 5.2%ab	6 3.6%	149 4.1%ab	20 3.6%	18 2.9%	21 4.0%a	23 3.9%a	55 3.7%a
BNP	39 0.2%	-	-	4 0.6%	3 0.4%	-	* 0.1%	2 0.1%	3 0.5%	3 0.5%	4 0.3%	1 0.1%	2 0.4%	-	-	12 0.3%	-	1 0.2%	1 0.1%	1 0.2%	3 0.2%
Another party	56 0.3%	2 0.2%	1 0.2%	3 0.5%	2 0.3%	2 0.7%	1 0.1%	4 0.3%	-	2 0.3%	6 0.5%	1 0.1%	3 0.8%	1 0.4%	-	11 0.3%	4 0.8%	3 0.5%	* 0.1%	1 0.2%	6 0.4%

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Base: All respondents

	Total	Glasgow (a)	Edin-burgh (b)	New-castle (c)	Leeds (d)	Hull (e)	Shef-field (f)	Manch-ester (g)	Liver-pool (h)	Nott-ingham (i)	Birm-ingham (j)	Norwich (k)	Milton Keynes (l)	Brigh-ton (m)	Oxford (n)	London (o)	South-ampton (p)	Bristol (q)	Ply-mouth (r)	Cardiff (s)	None of these (v)
									Which of the following cities do you live in, or nearest to?												
Weighted base	16362	703	570	685	744	309	432	1231	533	704	1303	699	458	380	181	3649	562	633	520	597	1472
None	3927 24.0%	138 19.7%	107 18.8%	178 25.9%ab ehlnp	247 33.2%ab cefghij klnopqr s	54 17.3%	99 22.9%	341 27.7%ab ehijkln op	108 20.2%	144 20.5%	292 22.4%	144 20.6%	88 19.2%	107 28.1%ab ehiklnp	31 17.0%	840 23.0%	108 19.2%	156 24.7%e	126 24.3%	158 26.4%ab ehlnp	463 31.4%abcefhijklnopqr

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v
* small base; ** very small base (under 30) ineligible for sig testing