

Opinion Poll

ONLINE Fieldwork : 30th January - 2nd February 2015

Absolutes/col percents

Table 1

Q.1 Many people say that if there was a new general election they probably wouldn't vote at all, while others say they definitely would vote.

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

Base: All respondents

	Gender			Age						Social Grade				Region					Employment Sector		Vote Intention				2010 Vote			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	
Unweighted base	2040	1031	1009	260	290	324	383	324	459	566	614	350	510	527	521	525	281	186	238	797	450	533	102	318	547	386	334	
Weighted base	2040	1000	1040	242	344	343	364	303	444	545	566	444	485	551	530	490	286	184	275	868	459	527	130	207	534	381	353	
Absolutely certain to vote	(10)	1135	624	510	86	163	179	205	189	313	310	315	258	251	302	256	291	149	136	168	463	336	350	86	148	401	286	229
		56%	62%	49%	36%	47%	52%	56%	62%	70%	57%	56%	58%	52%	55%	48%	60%	52%	74%	61%	53%	73%	66%	66%	72%	75%	75%	65%
	(9)	220	111	109	24	27	38	41	46	45	72	61	43	45	66	64	50	26	14	24	85	54	59	15	33	54	41	53
		11%	11%	10%	10%	8%	11%	11%	15%	10%	13%	11%	10%	9%	12%	12%	10%	9%	8%	9%	10%	12%	11%	12%	16%	10%	11%	15%
	(8)	135	61	75	31	25	24	24	7	24	43	42	25	25	40	40	30	21	5	18	60	28	45	5	6	33	20	21
		7%	6%	7%	13%	7%	7%	7%	2%	5%	8%	7%	6%	5%	7%	7%	6%	7%	3%	7%	7%	6%	9%	4%	3%	6%	5%	6%
	(7)	128	47	81	27	31	25	18	11	15	31	41	27	30	36	44	23	20	5	20	57	25	33	12	11	17	11	25
		6%	5%	8%	11%	9%	7%	5%	4%	3%	6%	7%	6%	6%	6%	8%	5%	7%	3%	7%	7%	5%	6%	9%	5%	3%	3%	7%
	(6)	43	15	28	10	12	6	9	3	4	12	12	9	10	11	10	7	11	5	9	15	5	13	1	-	2	5	3
		2%	2%	3%	4%	3%	2%	3%	1%	1%	2%	2%	2%	2%	2%	2%	1%	4%	3%	3%	2%	1%	2%	1%	-	*	1%	1%
	(5)	70	28	43	6	19	15	8	15	8	15	14	27	19	25	10	14	3	9	34	8	19	7	6	5	6	9	
		3%	3%	4%	3%	5%	4%	2%	5%	2%	3%	3%	6%	3%	5%	2%	5%	2%	3%	4%	2%	4%	5%	3%	1%	2%	2%	
	(4)	15	3	12	2	6	4	1	-	3	6	1	4	5	7	5	2	1	-	2	10	1	1	1	-	1	-	4
		1%	*	1%	1%	2%	1%	*	-	1%	1%	*	1%	1%	1%	*	*	-	1%	1%	*	*	1%	-	*	-	1%	
	(3)	24	5	19	7	10	3	-	-	4	3	6	8	7	3	9	10	2	*	4	8	*	2	2	1	2	2	1
		1%	1%	2%	3%	3%	1%	-	-	1%	1%	1%	2%	1%	*	2%	2%	1%	*	1%	1%	*	*	2%	*	*	*	*
	(2)	37	13	23	10	6	7	4	2	8	7	11	9	9	9	10	12	4	1	4	10	1	3	-	1	2	*	4
		2%	1%	2%	4%	2%	2%	1%	1%	2%	1%	2%	2%	2%	2%	2%	2%	2%	1%	1%	1%	*	1%	-	1%	*	*	1%
Definitely would not vote	(1)	116	56	60	11	14	20	38	21	13	21	31	21	44	31	33	33	12	7	13	59	-	-	-	-	5	3	1
		6%	6%	6%	4%	4%	6%	10%	7%	3%	4%	5%	5%	9%	6%	6%	7%	4%	4%	5%	7%	-	-	-	-	1%	1%	*
Don't know		115	35	80	29	31	23	15	9	8	26	32	25	31	28	35	22	24	6	5	66	-	-	-	-	11	6	3
		6%	4%	8%	12%	9%	7%	4%	3%	2%	5%	6%	6%	6%	5%	7%	4%	8%	3%	2%	8%	-	-	-	-	2%	2%	1%
Mean		8.44	8.71	8.17	7.78	8.11	8.32	8.27	8.69	9.05	8.70	8.50	8.51	8.00	8.47	8.16	8.44	8.43	9.14	8.56	8.33	9.42	9.15	9.04	9.40	9.45	9.43	9.17
Standard deviation		2.62	2.48	2.73	2.72	2.64	2.66	2.93	2.56	2.13	2.29	2.55	2.58	3.01	2.56	2.73	2.77	2.47	2.12	2.49	2.71	1.19	1.53	1.71	1.30	1.39	1.38	1.55
Standard error		0.06	0.08	0.09	0.17	0.16	0.15	0.15	0.14	0.10	0.10	0.10	0.14	0.14	0.11	0.12	0.12	0.15	0.16	0.16	0.10	0.06	0.07	0.17	0.07	0.06	0.07	0.09

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Absolutes/col percents

Table 2

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

	Gender			Age						Social Grade				Region					Employment Sector		Vote Intention				2010 Vote		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Unweighted base	2040	1031	1009	260	290	324	383	324	459	566	614	350	510	527	521	525	281	186	238	797	450	533	102	318	547	386	334
Weighted base	2040	1000	1040	242	344	343	364	303	444	545	566	444	485	551	530	490	286	184	275	868	459	527	130	207	534	381	353
Conservative	459 23%	248 25%	212 20%	42 17%	56 16%	62 18%	75 21%	79 26%	144 33%	155 28%	127 23%	111 25%	66 14%	158 29%	131 25%	88 18%	61 21%	21 11%	58 21%	192 22%	459 100%	-	-	-	339 63%	11 3%	41 12%
Labour	527 26%	257 26%	270 26%	60 25%	114 33%	117 34%	91 25%	61 20%	85 19%	146 27%	130 23%	110 25%	141 29%	142 26%	113 21%	161 33%	76 27%	35 19%	87 32%	239 28%	-	527 100%	-	-	29 5%	287 75%	86 24%
Liberal Democrat	130 6%	78 8%	52 5%	12 5%	24 7%	23 7%	23 6%	17 6%	32 7%	39 7%	39 7%	28 6%	24 5%	24 4%	35 7%	37 8%	17 6%	17 9%	15 5%	52 6%	-	-	130 100%	-	8 2%	8 2%	89 25%
SNP	69 3%	36 4%	33 3%	3 1%	14 4%	10 3%	15 4%	14 5%	13 3%	12 2%	18 3%	24 5%	15 3%	-	-	-	-	69 38%	11 4%	29 3%	-	-	-	-	1 *	13 3%	5 1%
Plaid Cymru	4 *	2 *	2 *	-	1 *	-	-	1 *	2 1%	* *	1 *	1 *	2 *	-	-	-	4 1%	-	1 *	1 *	-	-	-	-	-	-	-
The UK Independence Party	207 10%	133 13%	73 7%	11 5%	16 5%	30 9%	45 12%	43 14%	62 14%	46 9%	52 9%	51 12%	56 12%	52 9%	63 12%	55 11%	31 11%	6 3%	21 8%	84 10%	-	-	-	207 100%	80 15%	21 6%	38 11%
The Green Party	81 4%	34 3%	47 5%	30 12%	13 4%	5 2%	12 3%	8 3%	13 3%	23 4%	32 6%	15 3%	11 2%	24 4%	24 4%	19 4%	12 4%	3 2%	8 3%	27 3%	-	-	-	-	5 1%	9 2%	19 5%
The British National Party	6 *	4 *	2 *	-	1 *	* *	1 *	1 *	2 *	1 *	-	2 *	2 *	1 *	2 *	1 *	1 *	-	-	4 *	-	-	-	-	1 *	-	-
Some other party	20 1%	17 2%	3 *	2 1%	3 1%	-	7 2%	4 1%	4 1%	5 1%	7 1%	1 *	7 1%	6 1%	6 1%	3 1%	4 1%	2 1%	2 1%	6 1%	-	-	-	-	7 1%	* *	5 1%
Would not vote	149 7%	72 7%	78 7%	18 8%	22 6%	26 7%	40 11%	22 7%	21 5%	23 4%	42 7%	32 7%	53 11%	39 7%	42 8%	45 9%	16 4%	7 4%	15 6%	71 8%	-	-	-	-	6 1%	3 1%	3 1%
Rather not say	22 1%	11 1%	11 1%	4 2%	7 2%	7 2%	2 1%	2 1%	-	4 1%	10 2%	4 1%	4 1%	6 1%	5 1%	10 2%	1 *	1 *	3 1%	14 2%	-	-	-	-	* *	-	-
Don't know	365 18%	108 11%	257 25%	60 25%	73 21%	64 19%	51 14%	50 17%	66 15%	89 16%	107 19%	64 14%	104 22%	96 18%	111 21%	71 15%	63 22%	23 13%	54 20%	149 17%	-	-	-	-	58 11%	29 7%	66 19%

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Absolutes/col percents

Table 3

Q.2 Which party would you vote for if there was a General Election tomorrow?**Base: All respondents expressing an intention to vote (Turnout Weighted)**

	Gender			Age						Social Grade				Region					Employment Sector		Vote Intention				2010 Vote		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Unweighted base	1309	721	588	145	159	196	251	215	343	380	391	229	309	327	332	342	175	134	149	503	369	415	79	262	420	298	231
Weighted base	1196	662	534	115	175	197	217	186	306	343	329	273	251	317	292	299	159	130	162	500	376	410	99	169	400	291	230
Conservative	376	205	171	33	41	52	59	67	125	126	107	90	54	126	106	75	50	19	46	157	376	-	-	-	289	10	34
	31%	31%	32%	28%	23%	26%	27%	36%	41%	37%	33%	33%	21%	40%	36%	25%	31%	14%	29%	31%	100%	-	-	-	72%	3%	15%
Labour	410	205	205	42	85	91	72	49	72	116	102	85	108	108	89	131	54	29	69	184	-	410	-	-	24	237	69
	34%	31%	38%	37%	48%	46%	33%	26%	24%	34%	31%	31%	43%	34%	30%	44%	34%	22%	43%	37%	-	100%	-	-	6%	81%	30%
Liberal Democrat	99	65	35	7	16	18	19	11	28	31	31	22	15	18	25	30	12	14	11	37	-	-	99	-	5	7	75
	8%	10%	6%	6%	9%	9%	9%	6%	9%	9%	9%	8%	6%	6%	8%	10%	8%	11%	7%	7%	-	-	100%	-	1%	2%	32%
SNP	59	30	28	2	12	9	13	11	11	11	15	20	13	-	-	-	-	59	10	25	-	-	-	-	1	11	5
	5%	5%	5%	2%	7%	4%	6%	6%	4%	3%	5%	7%	5%	-	-	-	-	45%	6%	5%	-	-	-	-	*	4%	2%
Plaid Cymru	3	2	1	-	1	-	-	1	2	*	1	1	1	-	-	-	3	-	1	1	-	-	-	-	-	-	-
	*	*	*	-	*	-	-	1%	1%	*	*	*	1%	-	-	-	2%	-	*	*	-	-	-	-	-	-	-
The UK Independence Party	169	111	59	8	11	24	38	35	52	39	43	43	44	42	50	46	26	5	18	70	-	-	-	169	70	19	31
	14%	17%	11%	7%	6%	12%	18%	19%	17%	11%	13%	16%	18%	13%	17%	15%	17%	4%	11%	14%	-	-	-	100%	18%	6%	13%
The Green Party	60	28	31	22	8	4	9	6	11	16	24	11	9	18	17	13	9	3	5	19	-	-	-	-	4	7	14
	5%	4%	6%	19%	5%	2%	4%	3%	4%	5%	7%	4%	4%	6%	6%	4%	6%	2%	3%	4%	-	-	-	-	1%	3%	6%
The British National Party	4	3	1	-	*	*	1	1	1	1	-	1	2	*	2	1	1	-	-	3	-	-	-	-	1	-	-
	*	*	*	-	*	*	1%	1%	*	*	-	1%	1%	*	1%	*	*	-	-	1%	-	-	-	-	*	-	-
Some other party	15	12	2	1	2	-	5	4	3	3	5	1	5	4	3	2	4	1	1	4	-	-	-	-	6	*	3
	1%	2%	*	1%	1%	-	2%	2%	1%	1%	2%	*	2%	1%	1%	1%	2%	1%	1%	1%	-	-	-	-	2%	*	1%

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Table 4
Gender
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2040	2040
Weighted base	2040	2040
Male	1031 51%	1000 49%
Female	1009 49%	1040 51%

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Absolutes/col percents

Table 5
Age
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2040	2040
Weighted base	2040	2040
18-24	260 13%	242 12%
25-34	290 14%	344 17%
35-44	324 16%	343 17%
45-54	383 19%	364 18%
55-64	324 16%	303 15%
65+	459 23%	444 22%
Average age	47.87	47.16

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Absolutes/col percents

Table 6
Social Grade
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2040	2040
Weighted base	2040	2040
AB	566 28%	545 27%
C1	614 30%	566 28%
C2	350 17%	444 22%
DE	510 25%	485 24%
NET: ABC1	1180 58%	1111 54%
NET: C2DE	860 42%	929 46%

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Absolutes/col percents

Table 7
GO Region
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2040	2040
Weighted base	2040	2040
Scotland	186 9%	184 9%
North East	84 4%	82 4%
North West	242 12%	224 11%
Yorkshire & Humberside	199 10%	184 9%
West Midlands	164 8%	184 9%
East Midlands	142 7%	143 7%
Wales	111 5%	102 5%
Eastern	215 11%	204 10%
London	239 12%	265 13%
South East	288 14%	286 14%
South West	170 8%	184 9%

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Absolutes/col percents

Table 8

Which of the following best describes your current working status?

Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2040	2040
Weighted base	2040	2040
NET: Working	1035 51%	1142 56%
Working full time - working 30 hours per week or more	695 34%	898 44%
Working part time - working between 8 and 29 hours per week	340 17%	245 12%
NET: Not working	1005 49%	898 44%
Not working but seeking work or temporarily unemployed or sick	110 5%	102 5%
Not working and not seeking work/ student	213 10%	172 8%
Retired on a state pension only	144 7%	143 7%
Retired with a private pension	368 18%	326 16%
House person, housewife, househusband, etc.	170 8%	154 8%

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Absolutes/col percents

Table 9
Tenure
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2040	2040
Weighted base	2040	2040
NET: Homeowners	1199 59%	1326 65%
Owned outright - without mortgage	648 32%	673 33%
Owned with a mortgage or loan	551 27%	653 32%
NET: Renters	805 39%	690 34%
Rented from the council	191 9%	286 14%
Rented from a housing association	235 12%	147 7%
Rented from someone else	379 19%	257 13%
Rent free	36 2%	24 1%

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Absolutes/col percents

Table 10

Have you taken a foreign holiday in the last 3 years?**Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2040	2040
Weighted base	2040	2040
Yes	1132 55%	1244 61%
No	908 45%	796 39%

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Table 11
How many cars are there in your household?
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2040	2040
Weighted base	2040	2040
No cars in the household	495 24%	428 21%
NET: Any	1545 76%	1612 79%
1	1070 52%	857 42%
2	390 19%	571 28%
3+	85 4%	184 9%

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Table 12

Q.4 Regardless of which party, if any, you are likely to end up voting for at the next General Election due in May 2015 or are leaning towards at the moment, which political party would you say you have usually most closely identified yourself with?

Base: All respondents

	Unweighted Total	Weighted Total
Unweighted base	2040	2040
Weighted base	2040	2040
Conservative	572 28%	571 28%
Labour	613 30%	592 29%
Liberal Democrat	160 8%	204 10%
SNP	74 4%	65 3%
Plaid Cymru	4 *	2 *
Green	98 5%	60 3%
UKIP	255 13%	122 6%
BNP	9 *	7 *
Another party	18 1%	9 *
None	237 12%	408 20%