

Opinion Poll

ONLINE Fieldwork : 21st-22nd 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

	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	2049	1025	1024	207	314	357	396	334	441	586	571	399	493	535	506	518	287	203	248	835	494	497	108	296	594	394	348	
Weighted base	2049	1004	1045	243	345	345	365	304	446	548	568	446	487	553	533	492	287	184	293	854	455	509	133	182	521	406	347	
Absolutely certain to vote	(10)	1088	630	458	79	124	166	194	194	331	323	282	229	254	290	279	264	136	119	131	416	309	372	82	130	372	293	224
		53%	63%	44%	33%	36%	48%	53%	64%	74%	59%	50%	51%	52%	52%	52%	54%	48%	64%	45%	49%	68%	73%	62%	71%	71%	72%	64%
	(9)	243	131	111	32	32	39	47	48	45	79	67	49	47	78	60	38	37	29	37	98	66	57	21	30	71	53	53
		12%	13%	11%	13%	9%	11%	13%	16%	10%	14%	12%	11%	10%	14%	11%	8%	13%	16%	13%	11%	14%	11%	16%	16%	14%	13%	15%
	(8)	123	58	66	20	24	32	21	13	12	36	39	30	18	34	41	21	20	7	16	65	40	27	7	12	38	14	26
		6%	6%	6%	8%	7%	9%	6%	4%	3%	7%	7%	7%	4%	6%	8%	4%	7%	4%	6%	8%	9%	5%	5%	6%	7%	4%	7%
	(7)	102	47	55	22	20	17	21	10	12	33	26	28	16	29	23	24	18	8	19	40	22	24	12	3	12	7	18
		5%	5%	5%	9%	6%	5%	6%	3%	3%	6%	5%	6%	3%	5%	4%	5%	6%	4%	7%	5%	5%	9%	1%	2%	2%	5%	
	(6)	37	10	27	5	16	5	6	*	5	6	16	3	11	6	9	12	9	1	1	28	6	5	3	1	2	5	1
		2%	1%	3%	2%	5%	1%	2%	*	1%	1%	3%	1%	2%	1%	2%	2%	3%	*	*	3%	1%	1%	2%	1%	*	1%	*
	(5)	76	22	53	8	31	15	10	6	6	17	18	20	21	25	16	10	4	19	35	8	15	3	4	8	11	11	
		4%	2%	5%	3%	9%	4%	3%	2%	1%	3%	3%	5%	4%	4%	5%	3%	4%	2%	6%	4%	2%	3%	2%	2%	1%	3%	3%
	(4)	28	11	17	13	7	3	4	-	1	6	10	5	7	1	12	6	5	3	11	12	3	4	1	1	1	-	1
		1%	1%	2%	5%	2%	1%	1%	-	*	1%	2%	1%	1%	*	2%	1%	2%	2%	4%	1%	1%	1%	*	*	-	-	*
	(3)	33	11	22	9	4	9	6	3	1	2	16	4	12	6	13	9	4	1	3	17	1	5	3	1	1	1	-
		2%	1%	2%	4%	1%	3%	2%	1%	*	*	3%	1%	2%	1%	3%	2%	1%	*	1%	2%	*	1%	3%	1%	*	*	-
	(2)	44	9	35	3	4	13	12	5	7	6	25	10	3	16	11	15	2	-	11	20	-	1	-	1	2	-	1
		2%	1%	3%	1%	1%	4%	3%	2%	2%	1%	4%	2%	1%	3%	2%	3%	1%	-	4%	2%	-	*	-	1%	*	-	*
Definitely would not vote	(1)	165	48	117	27	48	28	29	14	20	25	46	37	57	46	31	53	26	9	29	68	-	-	-	-	6	5	4
		8%	5%	11%	11%	14%	8%	8%	5%	4%	5%	8%	8%	12%	8%	6%	11%	9%	5%	10%	8%	-	-	-	-	1%	1%	1%
Don't know		110	27	82	25	35	18	15	11	5	14	23	31	42	26	29	32	18	4	15	54	-	-	-	-	10	14	9
		5%	3%	8%	10%	10%	5%	4%	4%	1%	3%	4%	7%	9%	5%	5%	7%	6%	2%	5%	6%	-	-	-	-	2%	4%	3%
Mean		8.16	8.79	7.53	7.21	7.13	7.90	8.16	8.91	9.07	8.71	7.87	8.14	7.89	8.20	8.22	7.86	8.02	8.91	7.63	8.00	9.34	9.33	9.05	9.42	9.40	9.39	9.22
Standard deviation		2.91	2.37	3.26	3.19	3.29	3.02	2.94	2.33	2.25	2.34	3.08	2.91	3.22	2.91	2.77	3.22	2.92	2.28	3.16	2.94	1.22	1.44	1.64	1.28	1.44	1.51	1.56
Standard error		0.07	0.07	0.10	0.23	0.19	0.16	0.15	0.13	0.11	0.10	0.13	0.15	0.15	0.13	0.13	0.14	0.18	0.16	0.20	0.10	0.05	0.06	0.16	0.07	0.06	0.08	0.08

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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	2049	1025	1024	207	314	357	396	334	441	586	571	399	493	535	506	518	287	203	248	835	494	497	108	296	594	394	348
Weighted base	2049	1004	1045	243	345	345	365	304	446	548	568	446	487	553	533	492	287	184	293	854	455	509	133	182	521	406	347
Conservative	455 22%	256 26%	198 19%	52 21%	53 15%	62 18%	80 22%	79 26%	129 29%	168 31%	135 24%	85 19%	67 14%	149 27%	116 22%	86 17%	77 27%	27 15%	49 17%	204 24%	455 100%	-	-	-	319 61%	16 4%	35 10%
Labour	509 25%	294 29%	215 21%	47 19%	97 28%	91 26%	95 26%	82 27%	97 22%	124 23%	128 23%	124 28%	133 27%	145 26%	113 21%	151 31%	58 20%	42 23%	84 28%	200 23%	-	509 100%	-	-	24 5%	303 75%	64 18%
Liberal Democrat	133 6%	72 7%	61 6%	9 4%	18 5%	21 6%	29 8%	23 8%	32 7%	49 9%	36 6%	25 6%	22 5%	39 7%	26 5%	40 8%	18 6%	10 5%	15 5%	56 7%	-	-	133 100%	-	8 1%	4 1%	94 27%
SNP	42 2%	25 3%	17 2%	2 1%	3 1%	7 2%	6 2%	12 4%	13 3%	11 2%	9 2%	9 2%	13 3%	-	-	-	-	42 23%	4 1%	15 2%	-	-	-	-	2 *	6 1%	6 2%
Plaid Cymru	6 *	2 *	4 *	* *	1 *	-	3 1%	1 *	* *	2 *	1 *	2 *	1 *	-	-	-	6 2%	-	1 *	1 *	-	-	-	-	-	-	1 *
The UK Independence Party	182 9%	123 12%	59 6%	5 2%	10 3%	29 8%	34 9%	31 10%	74 16%	51 9%	46 8%	43 10%	41 9%	46 8%	68 13%	34 7%	26 9%	8 5%	15 5%	78 9%	-	-	-	182 100%	93 18%	17 4%	29 8%
The Green Party	89 4%	40 4%	49 5%	17 7%	13 4%	18 5%	13 4%	9 3%	18 4%	28 5%	32 6%	12 3%	17 4%	28 5%	23 4%	21 4%	10 3%	7 4%	18 6%	28 3%	-	-	-	-	6 1%	10 3%	44 13%
The British National Party	6 *	4 *	2 *	- *	1 *	-	4 1%	-	2 *	1 *	1 *	* *	4 1%	1 *	3 1%	1 *	1 *	-	1 *	3 *	-	-	-	-	1 *	1 *	-
Some other party	8 *	7 1%	2 *	1 *	1 *	2 *	4 1%	* *	-	4 1%	4 1%	* *	* *	3 *	2 *	3 1%	-	-	1 *	7 1%	-	-	-	-	-	-	2 1%
Would not vote	213 10%	58 6%	155 15%	30 12%	57 17%	40 12%	40 11%	19 6%	28 6%	33 6%	68 12%	48 11%	64 13%	57 10%	44 8%	71 14%	31 11%	10 6%	42 14%	83 10%	-	-	-	-	8 2%	5 1%	6 2%
Rather not say	19 1%	4 *	15 1%	6 2%	9 3%	2 *	2 1%	1 *	-	5 1%	2 *	11 2%	1 *	4 1%	11 2%	2 *	-	2 1%	12 4%	3 *	-	-	-	-	-	-	-
Don't know	387 19%	118 12%	269 26%	74 31%	80 23%	73 21%	57 16%	47 15%	54 12%	72 13%	105 18%	88 20%	122 25%	83 15%	125 23%	83 17%	61 21%	35 19%	54 18%	175 20%	-	-	-	-	60 12%	43 11%	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	1304	734	570	110	163	216	247	239	329	404	352	250	298	349	316	321	177	142	156	506	404	399	85	240	455	302	240
Weighted base	1154	680	474	100	146	183	209	201	315	355	310	243	246	327	289	268	154	116	150	458	368	410	102	150	385	301	230
Conservative	368	211	157	38	39	49	64	67	111	138	105	68	56	119	97	67	61	24	38	161	368	-	-	-	271	13	30
	32%	31%	33%	38%	27%	27%	30%	33%	35%	39%	34%	28%	23%	36%	34%	25%	39%	20%	25%	35%	100%	-	-	-	70%	4%	13%
Labour	410	244	166	35	73	72	76	70	85	101	100	103	107	114	92	122	47	36	69	151	-	410	-	-	21	254	54
	36%	36%	35%	35%	50%	39%	36%	35%	27%	28%	32%	42%	44%	35%	32%	46%	30%	31%	46%	33%	-	100%	-	-	6%	84%	23%
Liberal Democrat	102	58	44	6	12	17	19	20	28	37	27	20	18	32	20	29	13	8	12	39	-	-	102	-	6	4	77
	9%	9%	9%	6%	8%	9%	9%	10%	9%	11%	9%	8%	7%	10%	7%	11%	8%	7%	8%	9%	-	-	100%	-	2%	1%	34%
SNP	36	22	14	2	2	6	5	10	11	10	8	7	11	-	-	-	-	36	3	13	-	-	-	-	1	5	5
	3%	3%	3%	2%	2%	3%	2%	5%	3%	3%	3%	3%	5%	-	-	-	-	31%	2%	3%	-	-	-	-	*	2%	2%
Plaid Cymru	5	2	3	*	1	-	1	1	*	1	1	1	1	-	-	-	5	-	1	1	-	-	-	-	-	-	1
	*	*	1%	*	1%	-	1%	1%	*	*	*	*	1%	-	-	-	3%	-	1%	*	-	-	-	-	-	-	*
The UK Independence Party	150	102	48	4	7	23	28	25	63	40	39	35	35	38	57	29	21	6	12	63	-	-	-	150	79	15	25
	13%	15%	10%	4%	5%	12%	13%	13%	20%	11%	13%	15%	14%	12%	20%	11%	14%	5%	8%	14%	-	-	-	100%	20%	5%	11%
The Green Party	72	32	40	14	11	14	11	7	15	23	26	9	14	21	19	17	8	6	14	22	-	-	-	-	6	9	36
	6%	5%	8%	13%	7%	8%	5%	4%	5%	6%	8%	4%	6%	7%	7%	6%	5%	5%	9%	5%	-	-	-	-	1%	3%	16%
The British National Party	4	3	1	-	*	-	2	-	1	*	*	*	3	*	3	*	*	-	*	2	-	-	-	-	1	*	-
	*	*	*	-	*	-	1%	-	*	*	*	*	1%	*	1%	*	*	-	*	*	-	-	-	-	*	*	-
Some other party	7	5	1	1	1	1	3	*	-	3	3	*	*	2	2	3	-	-	1	5	-	-	-	-	-	-	1
	1%	1%	*	1%	1%	1%	2%	*	-	1%	1%	*	*	1%	1%	1%	-	-	*	1%	-	-	-	-	-	-	1%

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Table 4
Gender
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2049	2049
Weighted base	2049	2049
Male	1025 50%	1004 49%
Female	1024 50%	1045 51%

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Absolutes/col percents

Table 5
Age
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2049	2049
Weighted base	2049	2049
18-24	207 10%	243 12%
25-34	314 15%	345 17%
35-44	357 17%	345 17%
45-54	396 19%	365 18%
55-64	334 16%	304 15%
65+	441 22%	446 22%
Average age	48.03	47.17

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Table 6
Social Grade
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2049	2049
Weighted base	2049	2049
AB	586 29%	548 27%
C1	571 28%	568 28%
C2	399 19%	446 22%
DE	493 24%	487 24%
NET: ABC1	1157 56%	1116 54%
NET: C2DE	892 44%	933 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	2049	2049
Weighted base	2049	2049
Scotland	203 10%	184 9%
North East	88 4%	82 4%
North West	233 11%	225 11%
Yorkshire & Humberside	197 10%	184 9%
West Midlands	166 8%	184 9%
East Midlands	134 7%	143 7%
Wales	111 5%	102 5%
Eastern	206 10%	205 10%
London	228 11%	266 13%
South East	307 15%	287 14%
South West	176 9%	184 9%

Opinion Poll
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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	2049	2049
Weighted base	2049	2049
NET: Working	1083 53%	1147 56%
Working full time - working 30 hours per week or more	815 40%	902 44%
Working part time - working between 8 and 29 hours per week	268 13%	246 12%
NET: Not working	966 47%	902 44%
Not working but seeking work or temporarily unemployed or sick	111 5%	108 5%
Not working and not seeking work/ student	155 8%	145 7%
Retired on a state pension only	120 6%	135 7%
Retired with a private pension	395 19%	355 17%
House person, housewife, househusband, etc.	185 9%	159 8%

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Absolutes/col percents

Table 9
Tenure
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2049	2049
Weighted base	2049	2049
NET: Homeowners	1410 69%	1332 65%
Owned outright - without mortgage	739 36%	676 33%
Owned with a mortgage or loan	671 33%	656 32%
NET: Renters	606 30%	677 33%
Rented from the council	132 6%	287 14%
Rented from a housing association	149 7%	112 5%
Rented from someone else	325 16%	278 14%
Rent free	33 2%	40 2%

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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	2049	2049
Weighted base	2049	2049
Yes	1186 58%	1250 61%
No	863 42%	799 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	2049	2049
Weighted base	2049	2049
No cars in the household	398 19%	430 21%
NET: Any	1651 81%	1619 79%
1	1116 54%	861 42%
2	449 22%	574 28%
3+	86 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

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2049	2049
Weighted base	2049	2049
Conservative	627 31%	574 28%
Labour	582 28%	594 29%
Liberal Democrat	164 8%	205 10%
SNP	68 3%	38 2%
Plaid Cymru	10 *	4 *
Green	98 5%	50 2%
UKIP	216 11%	82 4%
BNP	9 *	4 *
Another party	12 1%	6 *
None	263 13%	492 24%