

## Opinion Poll

### ONLINE Fieldwork : 19th-21st December 2014

Absolutes/col percents

Table 1

**Q.1 Many people say that if there was a new general election they probably wouldn't vote at all, while others say they definitely would vote. Please say how likely you would be to vote if there was another general election?**

**Base: All respondents**

	Gender			Age						Social Grade				Region					Employment Sector			Vote Intention				2010 Vote		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri- vate	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	
Unweighted base	2051	1056	995	166	303	377	390	338	477	626	630	295	500	551	519	502	280	199	268	800	453	536	109	307	535	427	372	
Weighted base	2051	1005	1046	244	345	345	366	305	446	548	569	447	487	554	533	492	287	185	279	869	497	502	134	170	523	387	355	
Absolutely certain to vote	(10)	1098	595	503	70	144	165	189	199	331	335	292	241	229	295	265	260	154	124	152	425	334	339	80	130	398	284	237
		54%	59%	48%	29%	42%	48%	52%	65%	74%	61%	51%	54%	47%	53%	50%	53%	54%	67%	54%	49%	67%	68%	60%	76%	76%	74%	67%
	(9)	227	124	102	23	32	34	47	33	59	72	48	59	47	68	61	55	20	23	23	95	73	58	19	19	67	45	50
		11%	12%	10%	9%	9%	10%	13%	11%	13%	13%	8%	13%	10%	12%	11%	11%	7%	13%	8%	11%	15%	11%	15%	11%	13%	12%	14%
	(8)	136	59	77	18	38	22	28	17	12	28	56	19	33	26	36	47	20	7	19	68	43	47	12	8	33	32	21
		7%	6%	7%	8%	11%	6%	8%	6%	3%	5%	10%	4%	7%	5%	7%	9%	7%	4%	7%	8%	9%	9%	5%	6%	8%	6%	
	(7)	125	48	76	23	26	26	27	8	15	26	39	28	33	28	39	27	22	8	17	63	23	25	11	6	8	9	24
		6%	5%	7%	9%	7%	8%	7%	3%	3%	5%	7%	6%	7%	5%	7%	6%	8%	5%	6%	7%	5%	5%	8%	4%	2%	2%	7%
	(6)	35	15	20	7	10	7	7	3	2	10	9	8	7	8	6	12	8	1	6	19	4	12	4	3	1	4	5
		2%	1%	2%	3%	3%	2%	2%	1%	*	2%	2%	2%	1%	1%	1%	2%	3%	*	2%	2%	1%	2%	3%	1%	*	1%	1%
	(5)	53	23	30	11	18	9	9	4	2	12	11	10	20	25	12	1	7	8	10	26	11	12	5	2	1	2	3
		3%	2%	3%	5%	5%	3%	2%	1%	1%	2%	2%	2%	4%	4%	2%	*	3%	4%	4%	3%	2%	2%	4%	1%	*	1%	1%
	(4)	16	5	10	4	5	3	*	3	-	2	6	5	2	7	4	4	1	-	2	8	2	5	1	-	-	1	1
		1%	1%	1%	2%	2%	1%	*	1%	-	*	1%	1%	*	1%	1%	1%	*	-	1%	1%	*	1%	1%	-	-	*	*
	(3)	24	11	13	5	7	4	*	7	1	4	8	8	3	2	16	4	2	-	1	15	1	4	-	1	-	-	1
		1%	1%	1%	2%	2%	1%	*	2%	*	1%	1%	2%	1%	*	3%	1%	1%	-	*	2%	*	1%	-	*	-	-	*
	(2)	57	36	21	27	7	5	7	9	2	20	21	2	14	34	6	7	8	1	5	22	6	*	1	1	3	*	-
		3%	4%	2%	11%	2%	1%	2%	3%	1%	4%	4%	*	3%	6%	1%	1%	3%	*	2%	2%	1%	*	1%	1%	1%	*	-
Definitely would not vote	(1)	136	56	80	26	26	34	29	8	14	26	35	29	46	31	34	46	16	9	14	68	-	-	-	-	7	2	3
		7%	6%	8%	11%	7%	10%	8%	3%	3%	5%	6%	6%	10%	6%	6%	9%	5%	5%	5%	8%	-	-	-	-	1%	*	1%
Don't know		146	34	112	29	32	39	23	14	8	13	44	37	52	30	55	29	28	4	31	61	-	-	-	-	5	8	9
		7%	3%	11%	12%	9%	11%	6%	4%	2%	2%	8%	8%	11%	5%	10%	6%	10%	2%	11%	7%	-	-	-	-	1%	2%	3%
Mean		8.31	8.50	8.12	6.63	7.81	8.02	8.33	8.85	9.33	8.62	8.20	8.46	7.92	8.15	8.27	8.25	8.38	8.95	8.52	8.07	9.27	9.21	9.01	9.48	9.52	9.51	9.30
Standard deviation		2.78	2.68	2.87	3.42	2.88	3.02	2.74	2.36	1.81	2.56	2.81	2.65	3.07	2.91	2.75	2.88	2.67	2.24	2.54	2.90	1.43	1.44	1.58	1.23	1.32	1.13	1.40
Standard error		0.06	0.08	0.09	0.28	0.17	0.16	0.14	0.13	0.08	0.10	0.11	0.16	0.14	0.13	0.12	0.13	0.16	0.16	0.16	0.10	0.07	0.06	0.15	0.07	0.06	0.06	0.07

## Opinion Poll

### ONLINE Fieldwork : 19th-21st December 2014

Absolutes/col percents

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

	Gender			Age						Social Grade				Region					Employment Sector		Vote Intention				2010 Vote		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Unweighted base	2051	1056	995	166	303	377	390	338	477	626	630	295	500	551	519	502	280	199	268	800	453	536	109	307	535	427	372
Weighted base	2051	1005	1046	244	345	345	366	305	446	548	569	447	487	554	533	492	287	185	279	869	497	502	134	170	523	387	355
Conservative	497 24%	273 27%	224 21%	43 18%	63 18%	57 17%	80 22%	96 32%	157 35%	170 31%	135 24%	101 23%	91 19%	150 27%	134 25%	109 22%	76 27%	28 15%	53 19%	199 23%	497 100%	-	-	-	360 69%	18 5%	35 10%
Labour	502 24%	254 25%	248 24%	64 26%	93 27%	101 29%	95 26%	61 20%	87 20%	117 21%	132 23%	123 28%	129 27%	144 26%	121 23%	142 29%	61 21%	32 17%	79 28%	218 25%	-	502 100%	-	-	17 3%	284 73%	87 24%
Liberal Democrat	134 7%	70 7%	64 6%	5 2%	43 12%	17 5%	16 4%	18 6%	34 8%	58 11%	38 7%	19 4%	19 4%	44 8%	36 7%	20 4%	15 5%	19 10%	14 5%	70 8%	-	-	134 100%	-	5 1%	-	101 28%
SNP	51 2%	31 3%	20 2%	3 1%	11 3%	8 2%	10 3%	9 3%	10 2%	8 1%	13 2%	19 4%	11 2%	-	-	-	-	51 28%	9 3%	22 2%	-	-	-	-	3 1%	11 3%	9 3%
Plaid Cymru	4 *	3 *	2 *	-	-	1 *	1 *	2 1%	1 *	1 *	1 *	1 *	1 *	-	-	-	4 1%	-	1 *	2 *	-	-	-	-	-	-	-
The UK Independence Party	170 8%	110 11%	59 6%	8 3%	8 2%	23 7%	38 10%	35 12%	58 13%	31 6%	40 7%	52 12%	47 10%	43 8%	51 10%	48 10%	23 8%	5 3%	19 7%	65 7%	-	-	-	170 100%	73 14%	17 4%	24 7%
The Green Party	63 3%	36 4%	27 3%	9 4%	14 4%	12 3%	11 3%	9 3%	8 2%	21 4%	18 3%	7 2%	17 3%	15 3%	15 3%	17 3%	11 4%	6 3%	13 5%	21 2%	-	-	-	-	7 1%	10 3%	19 5%
The British National Party	8 *	6 1%	1 *	-	1 *	2 *	4 1%	-	* *	-	3 *	3 1%	2 *	* *	3 1%	3 1%	1 *	-	2 1%	5 1%	-	-	-	-	1 *	2 *	-
Some other party	6 *	4 *	2 *	-	1 *	2 1%	2 1%	* *	-	2 *	2 *	-	2 *	1 *	1 *	2 *	* *	1 1%	1 *	3 *	-	-	-	-	-	-	1 *
Would not vote	187 9%	85 8%	102 10%	57 23%	39 11%	35 10%	32 9%	10 3%	14 3%	47 9%	57 10%	29 6%	54 11%	64 11%	41 8%	54 11%	18 6%	9 5%	20 7%	88 10%	-	-	-	-	7 1%	2 *	3 1%
Rather not say	19 1%	7 1%	11 1%	-	1 *	4 1%	6 2%	2 1%	5 1%	6 1%	4 1%	7 2%	2 *	1 *	5 1%	6 1%	6 2%	-	6 2%	6 1%	-	-	-	-	-	2 1%	* *
Don't know	412 20%	126 13%	286 27%	55 23%	72 21%	83 24%	71 19%	61 20%	71 16%	87 16%	126 22%	86 19%	112 23%	91 16%	126 24%	90 18%	72 25%	33 18%	64 23%	170 20%	-	-	-	-	50 10%	42 11%	77 22%

## Opinion Poll

### ONLINE Fieldwork : 19th-21st December 2014

Absolutes/col percents

Table 3  
**Q.2 Which party would you vote for if there was a General Election tomorrow?**  
**Base: All respondents expressing an intention to vote**

	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	1615	899	716	106	232	287	308	280	402	512	485	234	384	434	409	395	207	170	211	629	453	536	109	307	480	388	302
Weighted base	1434	787	646	132	233	224	257	230	357	409	381	325	319	398	360	341	191	143	190	606	497	502	134	170	466	341	275
Conservative	497	273	224	43	63	57	80	96	157	170	135	101	91	150	134	109	76	28	53	199	497	-	-	-	360	18	35
	35%	35%	35%	33%	27%	26%	31%	42%	44%	42%	35%	31%	28%	38%	37%	32%	40%	19%	28%	33%	100%	-	-	-	77%	5%	13%
Labour	502	254	248	64	93	101	95	61	87	117	132	123	129	144	121	142	61	32	79	218	-	502	-	-	17	284	87
	35%	32%	38%	49%	40%	45%	37%	26%	24%	29%	35%	38%	41%	36%	34%	42%	32%	23%	42%	36%	-	100%	-	-	4%	83%	32%
Liberal Democrat	134	70	64	5	43	17	16	18	34	58	38	19	19	44	36	20	15	19	14	70	-	-	134	-	5	-	101
	9%	9%	10%	4%	18%	8%	6%	8%	10%	14%	10%	6%	6%	11%	10%	6%	8%	13%	7%	12%	-	-	100%	-	1%	-	36%
SNP	51	31	20	3	11	8	10	9	10	8	13	19	11	-	-	-	-	51	9	22	-	-	-	-	3	11	9
	4%	4%	3%	2%	5%	4%	4%	4%	3%	2%	3%	6%	3%	-	-	-	-	36%	5%	4%	-	-	-	-	1%	3%	3%
Plaid Cymru	4	3	2	-	-	1	1	2	1	1	1	1	1	-	-	-	4	-	1	2	-	-	-	-	-	-	-
	*	*	*	-	-	*	*	1%	*	*	*	*	*	-	-	-	2%	-	*	*	-	-	-	-	-	-	-
The UK Independence Party	170	110	59	8	8	23	38	35	58	31	40	52	47	43	51	48	23	5	19	65	-	-	-	170	73	17	24
	12%	14%	9%	6%	3%	10%	15%	15%	16%	8%	11%	16%	15%	11%	14%	14%	12%	4%	10%	11%	-	-	-	100%	16%	5%	9%
The Green Party	63	36	27	9	14	12	11	9	8	21	18	7	17	15	15	17	11	6	13	21	-	-	-	-	7	10	19
	4%	5%	4%	7%	6%	5%	4%	4%	2%	5%	5%	2%	5%	4%	4%	5%	5%	4%	7%	4%	-	-	-	-	1%	3%	7%
The British National Party	8	6	1	-	1	2	4	-	*	-	3	3	2	*	3	3	1	-	2	5	-	-	-	-	1	2	-
	1%	1%	*	-	1%	1%	2%	-	*	-	1%	1%	1%	*	1%	1%	*	-	1%	1%	-	-	-	-	*	*	-
Some other party	6	4	2	-	1	2	2	*	-	2	2	-	2	1	1	2	*	1	1	3	-	-	-	-	-	-	1
	*	*	*	-	*	1%	1%	*	-	1%	*	-	*	*	*	1%	*	1%	1%	1%	-	-	-	-	-	-	*

## Opinion Poll

### ONLINE Fieldwork : 19th-21st December 2014

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)**

	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	730	574	74	174	226	248	236	347	427	385	188	305	344	330	321	165	143	171	494	369	429	85	249	414	328	252
Weighted base	1146	637	509	92	171	178	203	194	307	336	303	258	249	316	285	274	151	120	154	468	398	396	101	141	402	287	228
Conservative	398 35%	220 34%	179 35%	31 34%	46 27%	45 25%	62 31%	80 41%	134 44%	140 42%	106 35%	81 31%	71 29%	117 37%	109 38%	86 32%	62 41%	24 20%	43 28%	152 32%	398 100%	-	-	-	309 77%	15 5%	28 12%
Labour	396 35%	203 32%	193 38%	43 47%	69 40%	80 45%	73 36%	54 28%	76 25%	97 29%	106 35%	95 37%	98 39%	115 36%	94 33%	114 42%	45 30%	27 23%	62 40%	171 36%	-	396 100%	-	-	16 4%	238 83%	74 32%
Liberal Democrat	101 9%	54 9%	47 9%	3 3%	28 16%	14 8%	12 6%	14 7%	30 10%	47 14%	28 9%	13 5%	13 5%	37 12%	26 9%	14 5%	11 8%	13 11%	11 7%	49 10%	-	-	101 100%	-	4 1%	-	81 36%
SNP	44 4%	28 4%	17 3%	2 2%	9 5%	8 4%	9 4%	8 4%	9 3%	7 2%	11 4%	17 7%	9 4%	-	-	-	-	44 37%	8 5%	19 4%	-	-	-	-	3 1%	9 3%	8 4%
Plaid Cymru	4 *	2 *	2 *	-	-	*	1 *	2 1%	1 *	1 *	1 *	1 *	1 *	-	-	-	4 3%	-	1 *	2 *	-	-	-	-	-	-	-
The UK Independence Party	141 12%	92 14%	49 10%	5 6%	6 3%	19 10%	32 16%	29 15%	50 16%	26 8%	34 11%	43 17%	38 15%	34 11%	42 15%	41 15%	19 13%	5 4%	16 10%	52 11%	-	-	-	141 100%	63 16%	15 5%	21 9%
The Green Party	51 4%	30 5%	21 4%	7 7%	11 7%	10 5%	9 4%	8 4%	7 2%	16 5%	15 5%	6 2%	15 6%	12 4%	12 4%	14 5%	9 6%	5 5%	11 7%	17 4%	-	-	-	-	6 1%	8 3%	16 7%
The British National Party	6 1%	5 1%	1 *	-	1 1%	1 1%	3 2%	-	*	-	2 1%	2 1%	2 1%	*	2 1%	2 1%	1 *	-	1 1%	4 1%	-	-	-	-	1 *	1 *	-
Some other party	5 *	3 *	2 *	-	1 *	2 1%	2 1%	*	-	2 1%	1 *	-	1 1%	1 *	1 *	2 1%	*	1 1%	1 *	3 1%	-	-	-	-	-	-	1 *

## Opinion Poll

### ONLINE Fieldwork : 19th-21st December 2014

Absolutes/col percents

Table 5

**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**

	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	2051	1056	995	166	303	377	390	338	477	626	630	295	500	551	519	502	280	199	268	800	453	536	109	307	535	427	372
Weighted base	2051	1005	1046	244	345	345	366	305	446	548	569	447	487	554	533	492	287	185	279	869	497	502	134	170	523	387	355
Conservative	523 25%	297 30%	226 22%	24 10%	47 14%	63 18%	76 21%	113 37%	200 37%	165 45%	149 30%	109 26%	100 24%	137 25%	157 29%	120 24%	80 28%	28 15%	56 20%	197 23%	360 72%	17 3%	5 3%	73 43%	523 100%	-	-
Labour	387 19%	195 19%	192 18%	25 10%	64 19%	79 23%	79 22%	57 19%	82 18%	96 17%	96 17%	109 24%	86 18%	105 19%	93 18%	109 22%	41 14%	38 21%	69 25%	156 18%	18 4%	284 57%	-	17 10%	-	387 100%	-
Liberal Democrat	355 17%	169 17%	186 18%	12 5%	66 19%	65 19%	51 14%	63 21%	98 22%	134 24%	105 19%	49 11%	67 14%	96 17%	83 16%	84 17%	58 20%	34 18%	51 18%	151 17%	35 7%	87 17%	101 75%	24 14%	-	-	355 100%
SNP	29 1%	17 2%	12 1%	2 1%	3 1%	5 1%	6 2%	3 1%	10 2%	2 *	4 1%	17 4%	5 1%	-	-	-	-	29 16%	4 1%	12 1%	-	1 *	-	2 1%	-	-	-
Plaid Cymru	6 *	4 *	2 *	-	-	1 *	1 *	3 1%	1 *	2 *	1 *	2 *	1 *	-	-	-	6 2%	-	2 1%	3 *	-	1 *	-	* *	-	-	-
The UK Independence Party	27 1%	20 2%	7 1%	2 1%	1 *	3 1%	12 3%	5 2%	5 1%	2 *	7 1%	11 2%	7 1%	8 1%	12 2%	6 1%	1 *	-	3 1%	13 1%	1 *	* *	* *	24 14%	-	-	-
The Green Party	17 1%	12 1%	5 1%	* *	1 *	2 1%	7 2%	2 1%	4 1%	7 1%	4 1%	5 1%	2 *	5 1%	5 1%	3 1%	2 1%	2 1%	2 1%	9 1%	-	4 1%	-	1 *	-	-	-
The British National Party	5 *	3 *	2 *	-	* *	* *	2 1%	-	2 *	1 *	1 *	1 *	2 *	* *	2 *	2 *	1 *	-	-	2 *	-	-	-	2 1%	-	-	-
Some other party	8 *	4 *	4 *	-	2 1%	2 1%	2 *	* *	2 *	2 *	1 *	2 *	2 *	2 *	1 *	4 1%	1 *	-	1 *	2 *	1 *	3 1%	-	* *	-	-	-
Did not vote	562 27%	239 24%	322 31%	149 61%	137 40%	102 30%	107 29%	35 12%	31 7%	114 21%	167 29%	117 26%	164 34%	167 30%	124 23%	142 29%	83 29%	45 25%	69 25%	258 30%	78 16%	88 18%	25 18%	21 12%	-	-	-
Prefer not to say	31 2%	13 1%	18 2%	10 4%	3 1%	4 1%	8 2%	2 1%	5 1%	8 1%	10 2%	7 2%	6 1%	7 1%	8 2%	8 2%	8 3%	-	6 2%	16 2%	2 *	4 1%	-	2 1%	-	-	-
Don't know/ can't remember	102 5%	32 3%	70 7%	20 8%	22 6%	19 5%	14 4%	21 7%	6 1%	15 3%	24 4%	18 4%	44 9%	26 5%	47 9%	14 3%	7 2%	8 4%	17 6%	50 6%	2 *	12 2%	3 3%	3 2%	-	-	-

## Opinion Poll

### ONLINE Fieldwork : 19th-21st December 2014

Absolutes/col percents

Table 6

**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**

	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	1495	822	673	40	176	265	280	289	445	512	448	214	321	385	390	370	197	153	197	554	387	430	88	249	535	427	372
Weighted base	1357	721	635	65	184	221	236	246	404	411	368	305	273	354	355	328	189	131	187	545	415	397	106	144	523	387	355
Conservative	523	297	226	24	47	63	76	113	200	165	149	109	100	137	157	120	80	28	56	197	360	17	5	73	523	-	-
	39%	41%	36%	37%	25%	29%	32%	46%	49%	40%	40%	36%	36%	39%	44%	37%	42%	22%	30%	36%	87%	4%	4%	51%	100%	-	-
Labour	387	195	192	25	64	79	79	57	82	96	96	109	86	105	93	109	41	38	69	156	18	284	-	17	-	387	-
	28%	27%	30%	39%	35%	36%	33%	23%	20%	23%	26%	36%	32%	30%	26%	33%	22%	29%	37%	29%	4%	71%	-	12%	-	100%	-
Liberal Democrat	355	169	186	12	66	65	51	63	98	134	105	49	67	96	83	84	58	34	51	151	35	87	101	24	-	-	355
	26%	23%	29%	18%	36%	30%	22%	26%	24%	33%	29%	16%	25%	27%	23%	26%	30%	26%	27%	28%	8%	22%	95%	17%	-	-	100%
SNP	29	17	12	2	3	5	6	3	10	2	4	17	5	-	-	-	-	29	4	12	-	1	-	2	-	-	-
	2%	2%	2%	3%	2%	2%	2%	1%	2%	*	1%	6%	2%	-	-	-	-	22%	2%	2%	-	*	-	2%	-	-	-
Plaid Cymru	6	4	2	-	-	1	1	3	1	2	1	2	1	-	-	-	6	-	2	3	-	1	-	*	-	-	-
	*	1%	*	-	-	*	*	1%	*	*	*	1%	*	-	-	-	3%	-	1%	1%	-	*	-	*	-	-	-
The UK Independence Party	27	20	7	2	1	3	12	5	5	2	7	11	7	8	12	6	1	-	3	13	1	*	*	24	-	-	-
	2%	3%	1%	2%	*	1%	5%	2%	1%	*	2%	4%	3%	2%	3%	2%	*	-	1%	2%	*	*	*	17%	-	-	-
The Green Party	17	12	5	*	1	2	7	2	4	7	4	5	2	5	5	3	2	2	2	9	-	4	-	1	-	-	-
	1%	2%	1%	1%	1%	1%	3%	1%	1%	2%	1%	2%	1%	2%	2%	1%	1%	2%	1%	2%	-	1%	-	*	-	-	-
The British National Party	5	3	2	-	*	*	2	-	2	1	1	1	2	*	2	2	1	-	-	2	-	-	-	2	-	-	-
	*	*	*	-	*	*	1%	-	*	*	*	*	1%	*	1%	1%	*	-	-	*	-	-	-	1%	-	-	-
Some other party	8	4	4	-	2	2	2	*	2	2	1	2	2	2	1	4	1	-	1	2	1	3	-	*	-	-	-
	1%	1%	1%	-	1%	1%	1%	*	*	1%	*	1%	1%	1%	*	1%	*	-	1%	*	*	1%	-	*	-	-	-

## Opinion Poll

### ONLINE Fieldwork : 19th-21st December 2014

Absolutes/col percents

Table 7

**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**

	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	2051	1056	995	166	303	377	390	338	477	626	630	295	500	551	519	502	280	199	268	800	453	536	109	307	535	427	372
Weighted base	2051	1005	1046	244	345	345	366	305	446	548	569	447	487	554	533	492	287	185	279	869	497	502	134	170	523	387	355
Conservative	574	313	261	46	65	65	93	113	192	190	160	116	109	171	161	120	89	33	64	223	451	5	3	47	421	18	30
	28%	31%	25%	19%	19%	19%	25%	37%	43%	35%	28%	26%	22%	31%	30%	24%	31%	18%	23%	26%	91%	1%	2%	28%	81%	5%	8%
Labour	595	299	296	69	100	116	117	77	115	135	162	146	152	166	138	178	67	45	91	245	14	460	10	32	29	324	96
	29%	30%	28%	28%	29%	34%	32%	25%	26%	25%	29%	33%	31%	30%	26%	36%	23%	24%	33%	28%	3%	92%	8%	19%	6%	84%	27%
Liberal Democrat	205	105	100	13	50	29	32	27	55	79	65	25	37	66	48	42	24	25	30	98	16	14	109	8	9	2	155
	10%	10%	10%	5%	15%	8%	9%	9%	12%	14%	11%	6%	7%	12%	9%	9%	9%	14%	11%	11%	3%	3%	82%	5%	2%	*	44%
SNP	42	22	20	1	13	6	10	6	6	4	11	17	11	-	-	-	-	42	6	22	2	1	-	-	1	8	4
	2%	2%	2%	*	4%	2%	3%	2%	1%	1%	2%	4%	2%	-	-	-	-	23%	2%	2%	*	*	-	-	*	2%	1%
Plaid Cymru	4	3	2	-	-	1	1	2	1	1	1	1	1	-	-	-	4	-	1	2	-	-	-	-	-	-	-
	*	*	*	-	-	*	*	1%	*	*	*	*	*	-	-	-	1%	-	*	*	-	-	-	-	-	-	-
Green	38	18	20	8	8	7	8	3	3	12	13	5	7	11	11	9	7	1	7	12	*	4	-	-	3	5	10
	2%	2%	2%	3%	2%	2%	2%	1%	1%	2%	2%	1%	2%	2%	2%	2%	2%	*	3%	1%	*	1%	-	-	1%	1%	3%
UKIP	82	43	40	11	7	15	16	16	17	12	18	27	24	22	23	22	11	5	8	35	2	-	-	68	23	5	12
	4%	4%	4%	5%	2%	4%	4%	5%	4%	2%	3%	6%	5%	4%	4%	4%	4%	3%	3%	4%	*	-	-	40%	4%	1%	3%
BNP	7	6	1	-	1	1	3	-	2	-	2	4	1	1	3	3	1	-	1	6	-	-	-	2	1	1	-
	*	1%	*	-	*	*	1%	-	*	-	*	1%	*	*	*	1%	*	-	*	1%	-	-	-	1%	*	*	-
Another party	11	5	6	2	*	3	2	3	1	4	2	2	3	4	3	-	3	1	4	2	-	*	-	1	3	1	2
	1%	*	1%	1%	*	1%	*	1%	*	1%	*	*	1%	1%	1%	-	1%	1%	1%	*	-	*	-	1%	1%	*	*
None	492	193	299	94	101	103	85	56	53	112	135	104	142	114	147	118	81	33	67	225	11	19	11	12	31	22	47
	24%	19%	29%	38%	29%	30%	23%	18%	12%	20%	24%	23%	29%	20%	28%	24%	28%	18%	24%	26%	2%	4%	8%	7%	6%	6%	13%

## Opinion Poll

### ONLINE Fieldwork : 19th-21st December 2014

Absolutes/col percents

Table 8  
Gender  
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	2051	1056	995	166	303	377	390	338	477	626	630	295	500	551	519	502	280	199	268	800	453	536	109	307	535	427	372
Weighted base	2051	1005	1046	244	345	345	366	305	446	548	569	447	487	554	533	492	287	185	279	869	497	502	134	170	523	387	355
Male	1005	1005	-	95	157	164	205	159	225	294	276	224	212	281	266	245	128	85	117	515	273	254	70	110	297	195	169
	49%	100%	-	39%	45%	47%	56%	52%	50%	54%	48%	50%	43%	51%	50%	50%	45%	46%	42%	59%	55%	51%	52%	65%	57%	50%	48%
Female	1046	-	1046	149	189	182	161	145	221	254	293	223	275	273	267	247	159	99	162	354	224	248	64	59	226	192	186
	51%	-	100%	61%	55%	53%	44%	48%	50%	46%	52%	50%	57%	49%	50%	50%	55%	54%	58%	41%	45%	49%	48%	35%	43%	50%	52%



## Opinion Poll

### ONLINE Fieldwork : 19th-21st December 2014

Absolutes/col percents

Table 9  
Age  
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	2051	1056	995	166	303	377	390	338	477	626	630	295	500	551	519	502	280	199	268	800	453	536	109	307	535	427	372	
Weighted base	2051	1005	1046	244	345	345	366	305	446	548	569	447	487	554	533	492	287	185	279	869	497	502	134	170	523	387	355	
18-24	244	95	149	244	-	-	-	-	-	63	72	43	66	99	68	44	23	10	33	90	43	64	5	8	24	25	12	
	12%	9%	14%	100%	-	-	-	-	-	11%	13%	10%	13%	18%	13%	9%	8%	6%	12%	10%	9%	13%	4%	5%	5%	7%	3%	
25-34	345	157	189	-	345	-	-	-	-	92	126	73	55	91	96	77	33	48	51	221	63	93	43	8	47	64	66	
	17%	16%	18%	-	100%	-	-	-	-	17%	22%	16%	11%	16%	18%	16%	11%	26%	18%	25%	13%	18%	32%	4%	9%	17%	18%	
35-44	345	164	182	-	-	345	-	-	-	87	106	69	84	98	78	87	52	31	91	185	57	101	17	23	63	79	65	
	17%	16%	17%	-	-	100%	-	-	-	16%	19%	15%	17%	18%	15%	18%	18%	17%	33%	21%	12%	20%	13%	14%	12%	21%	18%	
45-54	366	205	161	-	-	-	366	-	-	50	76	114	125	86	84	99	69	27	57	218	80	95	16	38	76	79	51	
	18%	20%	15%	-	-	-	100%	-	-	9%	13%	26%	26%	16%	16%	20%	24%	15%	20%	25%	16%	19%	12%	22%	15%	20%	14%	
55-64	305	159	145	-	-	-	-	305	-	78	77	70	80	71	80	79	47	28	42	107	96	61	18	35	113	57	63	
	15%	16%	14%	-	-	-	-	100%	-	14%	14%	16%	16%	13%	15%	16%	16%	15%	15%	12%	19%	12%	13%	21%	22%	15%	18%	
65+	446	225	221	-	-	-	-	-	446	180	111	78	77	108	127	107	64	41	6	48	157	87	34	58	200	82	98	
	22%	22%	21%	-	-	-	-	-	100%	33%	20%	18%	16%	20%	24%	22%	22%	22%	2%	6%	32%	17%	26%	34%	38%	21%	28%	
Average age	47.16	48.55	45.83	21.62	29.95	39.51	49.62	59.51	69.92	49.69	44.89	47.19	46.95	44.91	47.61	47.92	49.34	47.22	41.11	41.81	52.36	44.96	47.30	55.34	55.62	48.28	50.51	

## Opinion Poll

### ONLINE Fieldwork : 19th-21st December 2014

Absolutes/col percents

Table 10  
Social Grade  
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	Scotland	Public	Private	Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Unweighted base	2051	1056	995	166	303	377	390	338	477	626	630	295	500	551	519	502	280	199	268	800	453	536	109	307	535	427	372
Weighted base	2051	1005	1046	244	345	345	366	305	446	548	569	447	487	554	533	492	287	185	279	869	497	502	134	170	523	387	355
AB	548	294	254	63	92	87	50	78	180	548	-	-	-	155	154	126	64	49	82	211	170	117	58	31	165	96	134
	27%	29%	24%	26%	27%	25%	14%	26%	40%	100%	-	-	-	28%	29%	26%	22%	27%	30%	24%	34%	23%	43%	18%	32%	25%	38%
C1	569	276	293	72	126	106	76	77	111	-	569	-	-	183	135	121	87	42	109	259	135	132	38	40	149	96	105
	28%	27%	28%	30%	36%	31%	21%	25%	25%	-	100%	-	-	33%	25%	25%	30%	23%	39%	30%	27%	26%	28%	24%	28%	25%	30%
C2	447	224	223	43	73	69	114	70	78	-	-	447	-	104	110	117	62	53	53	238	101	123	19	52	109	109	49
	22%	22%	21%	18%	21%	20%	31%	23%	18%	-	-	100%	-	19%	21%	24%	22%	29%	19%	27%	20%	25%	14%	31%	21%	28%	14%
DE	487	212	275	66	55	84	125	80	77	-	-	-	487	112	133	128	74	41	34	161	91	129	19	47	100	86	67
	24%	21%	26%	27%	16%	24%	34%	26%	17%	-	-	-	100%	20%	25%	26%	26%	22%	12%	19%	18%	26%	15%	27%	19%	22%	19%
NET: ABC1	1117	569	547	135	217	193	126	155	291	548	569	-	-	338	290	247	151	91	192	470	305	249	95	71	314	192	239
	54%	57%	52%	55%	63%	56%	34%	51%	65%	100%	100%	-	-	61%	54%	50%	53%	49%	69%	54%	61%	50%	71%	42%	60%	50%	67%
NET: C2DE	934	436	498	109	128	153	240	150	155	-	-	447	487	216	244	245	136	94	87	400	192	252	38	99	209	195	116
	46%	43%	48%	45%	37%	44%	66%	49%	35%	-	-	100%	100%	39%	46%	50%	47%	51%	31%	46%	39%	50%	29%	58%	40%	50%	33%

## Opinion Poll

### ONLINE Fieldwork : 19th-21st December 2014

Absolutes/col percents

Table 11  
GO Region  
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	2051	1056	995	166	303	377	390	338	477	626	630	295	500	551	519	502	280	199	268	800	453	536	109	307	535	427	372
Weighted base	2051	1005	1046	244	345	345	366	305	446	548	569	447	487	554	533	492	287	185	279	869	497	502	134	170	523	387	355
Scotland	185	85	99	10	48	31	27	28	41	49	42	53	41	-	-	-	-	185	25	73	28	32	19	5	28	38	34
	9%	8%	9%	4%	14%	9%	7%	9%	9%	9%	7%	12%	8%	-	-	-	-	100%	9%	8%	6%	6%	14%	3%	5%	10%	10%
North East	82	49	33	9	13	14	11	12	23	23	21	13	25	-	-	82	-	-	10	21	18	26	2	8	19	21	17
	4%	5%	3%	4%	4%	4%	3%	4%	5%	4%	4%	3%	5%	-	-	17%	-	-	3%	2%	4%	5%	1%	5%	4%	5%	5%
North West	226	123	102	18	28	41	49	38	52	55	51	57	63	-	-	226	-	-	25	110	53	69	6	17	59	57	38
	11%	12%	10%	8%	8%	12%	13%	12%	12%	10%	9%	13%	13%	-	-	46%	-	-	9%	13%	11%	14%	4%	10%	11%	15%	11%
Yorkshire & Humberside	185	73	111	16	37	32	38	29	32	48	49	47	41	-	-	185	-	-	29	76	39	47	13	22	43	31	30
	9%	7%	11%	7%	11%	9%	11%	9%	7%	9%	9%	10%	8%	-	-	38%	-	-	10%	9%	8%	9%	9%	13%	8%	8%	9%
West Midlands	185	86	99	46	39	22	22	23	32	59	40	36	50	-	185	-	-	-	26	79	40	40	14	21	53	29	26
	9%	9%	9%	19%	11%	6%	6%	8%	7%	11%	7%	8%	10%	-	35%	-	-	-	9%	9%	8%	8%	10%	12%	10%	8%	7%
East Midlands	144	87	56	10	22	24	29	18	39	43	41	18	42	-	144	-	-	-	19	54	39	35	8	15	45	32	21
	7%	9%	5%	4%	6%	7%	8%	6%	9%	8%	7%	4%	9%	-	27%	-	-	-	7%	6%	8%	7%	6%	9%	9%	8%	6%
Wales	103	41	62	5	12	23	25	15	22	18	33	20	32	-	-	-	103	-	21	34	21	21	3	11	21	23	14
	5%	4%	6%	2%	4%	7%	7%	5%	5%	3%	6%	4%	7%	-	-	-	36%	-	7%	4%	4%	4%	2%	6%	4%	6%	4%
Eastern	205	93	112	12	35	31	33	38	55	53	54	56	42	-	205	-	-	-	17	92	55	46	14	15	60	33	36
	10%	9%	11%	5%	10%	9%	9%	13%	12%	10%	10%	13%	9%	-	38%	-	-	-	6%	11%	11%	9%	11%	9%	11%	8%	10%
London	267	139	128	48	46	57	42	33	41	83	93	42	49	267	-	-	-	-	43	122	52	80	21	11	44	75	37
	13%	14%	12%	20%	13%	16%	12%	11%	9%	15%	16%	9%	10%	48%	-	-	-	-	16%	14%	11%	16%	15%	7%	9%	19%	10%
South East	287	142	145	50	45	42	44	38	67	72	90	62	63	287	-	-	-	-	36	121	98	64	23	31	92	31	59
	14%	14%	14%	21%	13%	12%	12%	13%	15%	13%	16%	14%	13%	52%	-	-	-	-	13%	14%	20%	13%	18%	18%	18%	8%	17%
South West	185	87	97	18	20	29	44	31	42	46	54	43	42	-	-	-	185	-	28	88	55	40	13	12	60	18	44
	9%	9%	9%	7%	6%	8%	12%	10%	9%	8%	10%	10%	9%	-	-	-	64%	-	10%	10%	11%	8%	9%	7%	11%	5%	12%

## Opinion Poll

### ONLINE Fieldwork : 19th-21st December 2014

Absolutes/col percents

Table 12  
**Have you taken a foreign holiday in the last 3 years?**  
**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	2051	1056	995	166	303	377	390	338	477	626	630	295	500	551	519	502	280	199	268	800	453	536	109	307	535	427	372	
Weighted base	2051	1005	1046	244	345	345	366	305	446	548	569	447	487	554	533	492	287	185	279	869	497	502	134	170	523	387	355	
Yes	1251 61%	610 61%	641 61%	140 57%	244 71%	199 58%	172 47%	184 60%	312 70%	407 74%	376 66%	275 62%	193 40%	353 64%	321 60%	307 62%	149 52%	121 65%	192 69%	550 63%	340 68%	298 59%	99 74%	96 57%	340 65%	235 61%	255 72%	
No	800 39%	396 39%	404 39%	104 43%	101 29%	146 42%	194 53%	121 40%	134 30%	141 26%	193 34%	172 38%	294 60%	200 36%	212 40%	185 38%	138 48%	64 35%	87 31%	319 37%	157 32%	204 41%	35 26%	74 43%	182 35%	152 39%	100 28%	

## Opinion Poll

### ONLINE Fieldwork : 19th-21st December 2014

Absolutes/col percents

Table 13  
Tenure  
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	2051	1056	995	166	303	377	390	338	477	626	630	295	500	551	519	502	280	199	268	800	453	536	109	307	535	427	372
Weighted base	2051	1005	1046	244	345	345	366	305	446	548	569	447	487	554	533	492	287	185	279	869	497	502	134	170	523	387	355
NET: Homeowners	1333	649	684	113	185	208	216	230	380	432	383	306	212	304	376	333	200	120	205	526	384	292	95	119	410	251	266
	65%	65%	65%	46%	54%	60%	59%	76%	85%	79%	67%	68%	44%	55%	70%	68%	70%	65%	73%	60%	77%	58%	71%	70%	78%	65%	75%
Owned outright - without mortgage	676	330	346	46	29	42	73	149	337	247	198	137	95	158	189	162	113	55	71	171	231	134	48	66	266	122	147
	33%	33%	33%	19%	8%	12%	20%	49%	75%	45%	35%	31%	20%	29%	35%	33%	39%	30%	26%	20%	46%	27%	36%	39%	51%	32%	41%
Owned with a mortgage or loan	657	319	337	67	156	167	143	81	44	185	185	169	117	146	187	171	88	65	134	355	153	157	47	53	143	129	120
	32%	32%	32%	27%	45%	48%	39%	27%	10%	34%	33%	38%	24%	26%	35%	31%	35%	48%	41%	31%	31%	35%	31%	27%	33%	34%	
NET: Renters	687	340	347	116	154	132	148	74	64	101	179	138	269	244	149	150	81	62	69	327	103	205	39	50	104	132	88
	33%	34%	33%	47%	45%	38%	40%	24%	14%	18%	32%	31%	55%	44%	28%	30%	28%	34%	25%	38%	21%	41%	29%	30%	20%	34%	25%
Rented from the council	287	151	137	44	34	58	78	41	33	38	47	54	147	114	53	58	23	39	25	119	44	82	10	24	43	56	32
	14%	15%	13%	18%	10%	17%	21%	13%	7%	7%	8%	12%	30%	21%	10%	12%	8%	21%	9%	14%	9%	16%	7%	14%	8%	14%	9%
Rented from a housing association	137	63	75	20	29	23	30	20	15	15	40	30	53	44	33	32	19	9	10	55	19	45	6	12	24	32	11
	7%	6%	7%	8%	8%	7%	8%	6%	3%	3%	7%	7%	11%	8%	6%	7%	7%	5%	3%	6%	4%	9%	4%	7%	5%	8%	3%
Rented from someone else	262	126	136	51	92	51	40	13	16	48	92	54	68	86	63	59	39	15	34	152	40	78	24	14	37	44	45
	13%	13%	13%	21%	27%	15%	11%	4%	4%	9%	16%	12%	14%	16%	12%	12%	14%	8%	12%	18%	8%	16%	18%	9%	7%	11%	13%
Rent free	31	16	15	15	6	5	2	1	2	15	7	3	6	5	9	10	6	2	6	17	10	5	-	1	9	4	1
	2%	2%	1%	6%	2%	2%	1%	*	1%	3%	1%	1%	1%	1%	2%	2%	2%	1%	2%	2%	2%	1%	-	1%	2%	1%	*

## Opinion Poll

### ONLINE Fieldwork : 19th-21st December 2014

Absolutes/col percents

Table 14  
**What is the highest educational level that you have achieved to date?**  
**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	2051	1056	995	166	303	377	390	338	477	626	630	295	500	551	519	502	280	199	268	800	453	536	109	307	535	427	372
Weighted base	2051	1005	1046	244	345	345	366	305	446	548	569	447	487	554	533	492	287	185	279	869	497	502	134	170	523	387	355
No formal education	18 1%	7 1%	11 1%	- -	* *	4 1%	3 1%	4 1%	7 2%	- -	3 *	4 1%	11 2%	6 1%	3 1%	4 1%	1 *	3 2%	4 1%	3 *	2 *	7 1%	- -	2 1%	4 1%	4 1%	3 1%
Primary	7 *	3 *	4 *	3 1%	1 *	1 *	* *	2 1%	- -	- -	1 *	3 1%	3 1%	1 *	1 *	1 *	1 *	2 1%	- -	4 *	1 *	1 *	- -	2 1%	1 *	1 *	- -
Secondary school, high school, NVQ levels 1 to 3, etc.	944 46%	436 43%	509 49%	102 42%	120 35%	143 41%	224 61%	164 54%	193 43%	147 27%	220 39%	268 60%	309 63%	216 39%	279 52%	243 49%	130 45%	76 41%	103 37%	410 47%	201 41%	228 45%	33 25%	96 56%	235 45%	186 48%	103 29%
University degree or equivalent professional qualification, NVQ level 4, etc.	760 37%	392 39%	368 35%	62 26%	160 46%	136 39%	102 28%	109 36%	190 43%	262 48%	251 44%	128 29%	119 24%	234 42%	168 32%	171 35%	115 40%	72 39%	106 38%	330 38%	232 47%	170 34%	68 51%	51 30%	228 44%	130 34%	175 49%
Higher university degree, doctorate, MBA, NVQ level 5, etc.	240 12%	134 13%	106 10%	14 6%	59 17%	58 17%	35 9%	25 8%	50 11%	127 23%	61 11%	30 7%	22 5%	69 12%	61 11%	58 12%	30 10%	23 12%	66 24%	105 12%	45 9%	76 15%	29 22%	16 9%	48 9%	57 15%	71 20%
Still in full time education	56 3%	21 2%	35 3%	52 21%	3 1%	1 *	* *	- -	- -	10 2%	24 4%	6 1%	16 3%	16 3%	16 3%	12 2%	6 2%	5 3%	- -	5 1%	12 3%	16 3%	3 2%	1 1%	3 1%	4 1%	1 *
Don't know	11 1%	5 *	6 1%	3 1%	1 *	2 1%	1 *	1 *	3 1%	- -	3 *	2 *	6 1%	4 1%	2 *	* *	4 1%	1 *	- -	6 1%	2 *	- -	- -	1 *	1 *	- -	1 *
Prefer not to answer	16 1%	9 1%	7 1%	8 3%	1 *	1 *	2 *	1 *	4 1%	3 *	6 1%	5 1%	2 *	7 1%	3 1%	2 1%	* *	3 1%	1 *	7 1%	1 *	6 1%	- -	1 1%	4 1%	5 1%	2 *

## Opinion Poll

### ONLINE Fieldwork : 19th-21st December 2014

Absolutes/col percents

Table 15

**Thinking about your household's food and grocery shopping, are you personally responsible for selecting half or more of the items to be bought from supermarkets and food shops?**

**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	Scotland	Public	Pri-vate	Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Unweighted base	2051	1056	995	166	303	377	390	338	477	626	630	295	500	551	519	502	280	199	268	800	453	536	109	307	535	427	372
Weighted base	2051	1005	1046	244	345	345	366	305	446	548	569	447	487	554	533	492	287	185	279	869	497	502	134	170	523	387	355
Yes - responsible for half or more of the items bought	1825 89%	850 85%	975 93%	161 66%	326 94%	330 96%	348 95%	286 94%	375 84%	473 86%	513 90%	393 88%	446 91%	487 88%	450 84%	457 93%	259 90%	171 93%	252 90%	795 91%	445 90%	455 91%	124 93%	147 86%	470 90%	349 90%	327 92%
No - not responsible for most of the items bought	226 11%	155 15%	71 7%	83 34%	20 6%	15 4%	18 5%	19 6%	71 16%	75 14%	56 10%	54 12%	42 9%	66 12%	83 16%	35 7%	28 10%	13 7%	27 10%	74 9%	52 10%	47 9%	10 7%	23 14%	53 10%	38 10%	28 8%

## Opinion Poll

### ONLINE Fieldwork : 19th-21st December 2014

Absolutes/col percents

Table 16  
How many cars are there in your household?  
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	2051	1056	995	166	303	377	390	338	477	626	630	295	500	551	519	502	280	199	268	800	453	536	109	307	535	427	372
Weighted base	2051	1005	1046	244	345	345	366	305	446	548	569	447	487	554	533	492	287	185	279	869	497	502	134	170	523	387	355
No cars in the household	431 21%	209 21%	222 21%	77 32%	79 23%	85 25%	83 23%	51 17%	55 12%	80 15%	126 22%	59 13%	166 34%	158 29%	82 15%	100 20%	48 17%	43 23%	56 20%	165 19%	50 10%	126 25%	27 20%	28 16%	59 11%	90 23%	59 17%
NET: Any	1620 79%	796 79%	824 79%	167 68%	266 77%	260 75%	283 77%	253 83%	391 88%	468 85%	442 78%	388 87%	321 66%	396 71%	451 85%	392 80%	239 83%	141 77%	223 80%	704 81%	447 90%	376 75%	107 80%	142 84%	463 89%	296 77%	296 83%
1	861 42%	432 43%	429 41%	58 24%	132 38%	156 45%	162 44%	138 45%	216 48%	216 39%	248 44%	191 43%	206 42%	214 39%	238 45%	213 43%	127 44%	69 37%	100 36%	380 44%	231 47%	231 46%	59 44%	80 47%	244 47%	174 45%	168 47%
2	574 28%	282 28%	293 28%	56 23%	113 33%	86 25%	81 22%	91 30%	148 33%	189 34%	164 29%	142 32%	79 16%	131 24%	160 30%	147 30%	82 28%	54 29%	86 31%	246 28%	162 33%	116 23%	41 31%	44 26%	170 33%	101 26%	110 31%
3+	185 9%	82 8%	102 10%	53 22%	21 6%	18 5%	40 11%	25 8%	28 6%	63 12%	31 5%	55 12%	36 7%	51 9%	53 10%	32 6%	30 11%	18 10%	37 13%	78 9%	54 11%	29 6%	6 5%	18 10%	49 9%	21 5%	18 5%



## Opinion Poll

### ONLINE Fieldwork : 19th-21st December 2014

Absolutes/col percents

Table 17  
**To which of the following ethnic groups do you consider you belong?**  
**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	2051	1056	995	166	303	377	390	338	477	626	630	295	500	551	519	502	280	199	268	800	453	536	109	307	535	427	372
Weighted base	2051	1005	1046	244	345	345	366	305	446	548	569	447	487	554	533	492	287	185	279	869	497	502	134	170	523	387	355
White	1841	894	947	187	288	282	345	300	439	486	506	399	450	436	487	462	277	178	237	771	475	423	125	166	502	330	333
	90%	89%	91%	77%	83%	82%	94%	98%	98%	89%	89%	89%	92%	79%	91%	94%	97%	96%	85%	89%	96%	84%	93%	98%	96%	85%	94%
NET: Non-white	183	96	87	48	51	60	18	2	4	57	47	44	35	105	41	23	8	6	40	83	19	68	6	3	16	49	19
	9%	10%	8%	20%	15%	17%	5%	1%	1%	10%	8%	10%	7%	19%	8%	5%	3%	3%	14%	10%	4%	14%	5%	2%	3%	13%	5%
Mixed	24	2	21	4	6	12	2	*	-	8	7	-	9	11	4	8	1	-	8	10	4	9	1	1	1	6	3
	1%	*	2%	2%	2%	3%	*	*	-	1%	1%	-	2%	2%	1%	2%	*	-	3%	1%	1%	2%	1%	1%	*	2%	1%
Asian	121	72	48	40	33	29	15	1	3	37	22	39	21	70	29	13	4	5	21	53	10	48	4	*	8	33	14
	6%	7%	5%	16%	9%	8%	4%	*	1%	7%	4%	9%	4%	13%	5%	3%	2%	3%	7%	6%	2%	10%	3%	*	2%	9%	4%
Black	24	16	8	4	11	8	1	-	-	10	8	2	4	17	3	2	1	1	5	14	2	8	1	-	2	10	1
	1%	2%	1%	1%	3%	2%	*	-	-	2%	1%	*	1%	3%	1%	*	*	*	2%	2%	*	2%	1%	-	*	3%	*
Chinese	9	2	7	-	2	8	-	-	-	2	5	3	-	3	5	1	-	-	6	2	2	1	-	-	2	-	-
	*	*	1%	-	*	2%	-	-	-	*	1%	1%	-	1%	1%	*	-	-	2%	*	1%	*	-	-	*	-	-
Other ethnic group	5	3	3	-	-	3	*	1	1	*	5	-	-	4	-	-	1	-	-	4	-	1	-	1	2	-	1
	*	*	*	-	-	1%	*	*	*	*	1%	-	-	1%	-	-	*	-	-	*	-	*	-	1%	*	-	*
Prefer not to answer	27	15	12	9	6	4	2	3	3	6	16	4	2	12	4	7	2	1	2	15	3	10	3	1	4	7	3
	1%	2%	1%	4%	2%	1%	1%	1%	1%	1%	3%	1%	*	2%	1%	1%	1%	1%	1%	2%	1%	2%	2%	1%	1%	2%	1%

## Opinion Poll

### ONLINE Fieldwork : 19th-21st December 2014

Absolutes/col percents

Table 18  
**To which of the following religious groups do you consider yourself to be a member of?**  
**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	2051	1056	995	166	303	377	390	338	477	626	630	295	500	551	519	502	280	199	268	800	453	536	109	307	535	427	372
Weighted base	2051	1005	1046	244	345	345	366	305	446	548	569	447	487	554	533	492	287	185	279	869	497	502	134	170	523	387	355
Christian	1048	490	559	82	128	145	202	188	302	265	293	235	254	254	280	279	140	95	127	406	313	217	76	105	353	201	166
	51%	49%	53%	34%	37%	42%	55%	62%	68%	48%	52%	53%	52%	46%	53%	57%	49%	51%	46%	47%	63%	43%	57%	62%	68%	52%	47%
NET: Other	168	88	80	30	46	42	20	13	16	47	36	39	45	73	47	25	17	6	33	70	33	58	11	2	30	44	32
	8%	9%	8%	12%	13%	12%	6%	4%	4%	9%	6%	9%	9%	13%	9%	5%	6%	3%	12%	8%	7%	12%	8%	1%	6%	11%	9%
Muslim	65	34	31	13	21	18	10	3	-	16	9	24	16	27	25	11	-	2	12	30	2	31	7	*	2	21	11
	3%	3%	3%	5%	6%	5%	3%	1%	-	3%	2%	5%	3%	5%	5%	2%	-	1%	4%	3%	*	6%	6%	*	*	5%	3%
Hindu	23	16	7	4	5	10	2	-	2	9	2	9	3	18	3	1	-	1	5	12	4	13	2	-	3	11	4
	1%	2%	1%	2%	2%	3%	1%	-	*	2%	*	2%	1%	3%	1%	*	-	*	2%	1%	1%	3%	2%	-	1%	3%	1%
Jewish	11	7	5	-	1	2	1	2	6	4	5	1	2	7	-	2	1	1	1	4	8	-	-	-	10	-	1
	1%	1%	*	-	*	*	*	1%	1%	1%	1%	*	*	1%	-	*	*	1%	*	*	2%	-	-	-	2%	-	*
Sikh	6	3	3	-	4	2	-	-	-	3	1	-	2	2	3	1	-	1	3	2	3	3	-	-	2	1	-
	*	*	*	-	1%	1%	-	-	-	*	*	-	*	*	1%	*	-	*	1%	*	1%	1%	-	-	*	*	-
Buddhist	13	7	6	3	5	1	*	-	3	4	2	2	5	5	2	1	4	1	4	4	2	4	1	*	2	4	2
	1%	1%	1%	1%	1%	*	*	-	1%	1%	*	1%	1%	1%	2	*	1%	*	1%	*	*	1%	1%	*	*	1%	1%
Other	50	22	28	9	11	10	7	9	5	12	18	3	17	15	13	8	12	1	7	19	14	8	1	2	9	7	15
	2%	2%	3%	4%	3%	3%	2%	3%	1%	2%	3%	1%	4%	3%	3%	2%	4%	1%	3%	2%	3%	1%	1%	1%	2%	2%	4%
None	780	392	387	100	163	155	138	99	125	209	220	165	185	193	202	178	124	83	112	370	146	212	45	61	136	133	154
	38%	39%	37%	41%	47%	45%	38%	33%	28%	38%	39%	37%	38%	35%	38%	36%	43%	45%	40%	43%	29%	42%	34%	36%	26%	34%	43%
Prefer not to say	55	35	20	31	8	3	5	4	3	26	19	7	2	34	4	10	6	*	7	23	4	15	1	2	4	9	3
	3%	4%	2%	13%	2%	1%	1%	1%	1%	5%	3%	2%	*	6%	1%	2%	2%	*	3%	3%	1%	3%	1%	1%	1%	2%	1%

## Opinion Poll

### ONLINE Fieldwork : 19th-21st December 2014

Absolutes/col percents

Table 19  
Which of the following best describes where you live?  
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	2051	1056	995	166	303	377	390	338	477	626	630	295	500	551	519	502	280	199	268	800	453	536	109	307	535	427	372
Weighted base	2051	1005	1046	244	345	345	366	305	446	548	569	447	487	554	533	492	287	185	279	869	497	502	134	170	523	387	355
NET: Urban	1616	787	828	204	295	285	296	225	311	425	460	343	388	476	400	390	211	139	228	690	384	421	105	120	387	330	260
	79%	78%	79%	84%	85%	82%	81%	74%	70%	77%	81%	77%	80%	86%	75%	79%	73%	75%	82%	79%	77%	84%	78%	70%	74%	85%	73%
Urban - Population over 10,000	857	471	386	115	178	161	154	112	137	226	254	184	193	323	171	199	84	80	121	405	195	240	64	50	182	192	148
	42%	47%	37%	47%	51%	47%	42%	37%	31%	41%	45%	41%	40%	58%	32%	40%	29%	43%	43%	47%	39%	48%	48%	30%	35%	50%	42%
Town and Fringe	759	316	443	89	117	124	142	113	174	199	206	159	195	153	229	191	127	59	107	285	190	181	41	69	205	138	112
	37%	31%	42%	36%	34%	36%	39%	37%	39%	36%	36%	36%	40%	28%	43%	39%	44%	32%	38%	33%	38%	36%	31%	41%	39%	36%	32%
NET: Rural	435	218	217	40	50	61	69	80	135	123	109	104	99	78	133	102	76	46	52	180	112	81	29	50	136	57	95
	21%	22%	21%	16%	15%	18%	19%	26%	30%	23%	19%	23%	20%	14%	25%	21%	27%	25%	18%	21%	23%	16%	22%	30%	26%	15%	27%
Village	386	194	192	32	49	58	59	74	114	108	101	90	87	75	121	95	64	31	46	161	96	76	27	44	117	50	90
	19%	19%	18%	13%	14%	17%	16%	24%	25%	20%	18%	20%	18%	14%	23%	19%	22%	17%	16%	19%	19%	15%	21%	26%	22%	13%	25%
Hamlet & Isolated Dwelling	50	24	25	8	1	3	11	6	21	15	8	14	12	3	12	7	12	15	6	18	16	5	1	7	18	7	5
	2%	2%	2%	3%	*	1%	3%	2%	5%	3%	1%	3%	3%	*	2%	1%	4%	8%	2%	2%	3%	1%	1%	4%	3%	2%	2%

## Opinion Poll

### ONLINE Fieldwork : 19th-21st December 2014

Absolutes/col percents

Table 20  
Which of the following best describes your current working status?  
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	2051	1056	995	166	303	377	390	338	477	626	630	295	500	551	519	502	280	199	268	800	453	536	109	307	535	427	372
Weighted base	2051	1005	1046	244	345	345	366	305	446	548	569	447	487	554	533	492	287	185	279	869	497	502	134	170	523	387	355
NET: Working	1149	632	517	122	272	277	275	149	55	293	368	292	195	322	287	271	171	98	279	869	252	297	84	84	253	226	202
	56%	63%	49%	50%	79%	80%	75%	49%	12%	53%	65%	65%	40%	58%	54%	55%	59%	53%	100%	100%	51%	59%	62%	49%	48%	58%	57%
Working full time - working 30 hours per week or more	902	560	342	90	237	232	217	102	25	238	292	232	140	254	230	221	113	85	219	684	213	240	70	66	205	185	160
	44%	56%	33%	37%	69%	67%	59%	33%	6%	43%	51%	52%	29%	46%	43%	45%	39%	46%	78%	79%	43%	48%	53%	39%	39%	48%	45%
Working part time - working between 8 and 29 hours per week	246	72	174	32	35	44	57	47	30	55	77	60	55	68	57	51	58	13	61	186	40	57	13	18	49	41	42
	12%	7%	17%	13%	10%	13%	16%	16%	7%	10%	13%	13%	11%	12%	11%	10%	20%	7%	22%	21%	8%	11%	10%	11%	9%	11%	12%
NET: Not working	902	374	529	122	74	69	91	156	392	255	200	155	292	232	246	221	117	87	-	-	245	205	50	86	269	161	153
	44%	37%	51%	50%	21%	20%	25%	51%	88%	47%	35%	35%	60%	42%	46%	45%	41%	47%	-	-	49%	41%	38%	51%	52%	42%	43%
Not working but seeking work or temporarily unemployed or sick	118	58	60	28	17	24	34	15	-	15	4	22	77	38	27	31	13	9	-	-	23	31	2	8	22	21	13
	6%	6%	6%	11%	5%	7%	9%	5%	-	3%	1%	5%	16%	7%	5%	6%	5%	5%	-	-	5%	6%	1%	5%	4%	5%	4%
Not working and not seeking work/ student	135	57	79	84	12	10	16	14	-	17	52	6	60	49	34	22	17	13	-	-	25	31	8	7	10	11	11
	7%	6%	8%	34%	3%	3%	4%	5%	-	3%	9%	1%	12%	9%	6%	5%	6%	7%	-	-	5%	6%	6%	4%	2%	3%	3%
Retired on a state pension only	113	39	74	-	-	-	*	14	99	12	11	20	71	23	37	24	16	14	-	-	26	17	5	21	44	15	22
	6%	4%	7%	-	-	-	*	5%	22%	2%	2%	4%	15%	4%	7%	5%	5%	7%	-	-	5%	3%	4%	12%	8%	4%	6%
Retired with a private pension	376	208	169	-	1	1	1	83	290	195	112	48	21	86	105	104	48	33	-	-	146	80	32	38	165	78	98
	18%	21%	16%	-	*	*	*	27%	65%	36%	20%	11%	4%	16%	20%	21%	17%	18%	-	-	29%	16%	24%	22%	32%	20%	28%
House person, housewife, househusband, etc.	160	12	147	10	44	34	39	29	3	15	22	59	63	36	43	39	23	18	-	-	25	45	3	12	29	37	10
	8%	1%	14%	4%	13%	10%	11%	10%	1%	3%	4%	13%	13%	7%	8%	8%	8%	10%	-	-	5%	9%	2%	7%	6%	10%	3%

## Opinion Poll

### ONLINE Fieldwork : 19th-21st December 2014

Absolutes/col percents

Table 21  
Do you work in any of the following occupations?  
Base: All respondents who work

	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	1068	603	465	75	236	294	273	144	46	317	383	186	182	303	248	254	160	103	268	800	207	298	63	149	237	232	198
Weighted base	1149	632	517	122	272	277	275	149	55	293	368	292	195	322	287	271	171	98	279	869	252	297	84	84	253	226	202
NET: Public Sector	279	117	162	33	51	91	57	42	6	82	109	53	34	79	62	64	49	25	279	-	53	79	14	19	56	69	51
	24%	18%	31%	27%	19%	33%	21%	28%	11%	28%	30%	18%	17%	24%	22%	24%	29%	26%	100%	-	21%	27%	17%	23%	22%	31%	25%
Central government including all administrative departments and central government agencies such as the Bank of England	17	10	7	2	6	4	4	1	-	5	11	1	-	5	3	3	3	3	17	-	5	3	2	2	7	3	6
	1%	2%	1%	1%	2%	1%	1%	1%	-	2%	3%	*	-	2%	1%	1%	2%	3%	6%	-	2%	1%	3%	3%	3%	1%	3%
HM Forces	*	*	-	-	-	*	-	-	-	-	-	*	-	-	-	-	*	-	*	-	-	-	*	-	-	-	-
	*	*	-	-	-	*	-	-	-	-	-	*	-	-	-	-	*	-	*	-	-	-	*	-	-	-	-
National Health Service	63	18	45	6	10	21	17	8	1	24	25	8	6	12	17	20	9	4	63	-	16	12	1	2	15	11	6
	6%	3%	9%	5%	4%	8%	6%	6%	2%	8%	7%	3%	3%	4%	6%	7%	5%	4%	23%	-	6%	4%	1%	2%	6%	5%	3%
Universities and Academies funded by government	29	14	15	1	11	10	3	4	1	10	16	2	-	12	4	4	4	4	29	-	3	11	4	1	*	7	6
	3%	2%	3%	1%	4%	4%	1%	2%	1%	3%	4%	1%	-	4%	1%	2%	2%	4%	10%	-	1%	4%	4%	1%	*	3%	3%
Courts service	1	1	-	-	-	1	-	-	-	1	1	-	-	-	-	1	-	-	1	-	1	-	-	-	1	-	-
	*	*	-	-	-	1%	-	-	-	*	*	-	-	-	-	1%	-	-	1%	-	1%	-	-	-	*	-	-
Local government administration	29	12	17	-	3	15	5	5	-	11	17	-	1	8	5	6	7	2	29	-	5	13	2	2	5	9	7
	3%	2%	3%	-	1%	6%	2%	4%	-	4%	5%	-	*	3%	2%	2%	4%	2%	10%	-	2%	4%	3%	2%	2%	4%	4%
Police service	10	5	5	1	3	4	1	1	-	1	9	1	-	5	1	4	-	1	10	-	1	3	-	*	4	3	1
	1%	1%	1%	1%	1%	1%	*	1%	-	*	2%	*	-	1%	*	1%	-	1%	4%	-	*	1%	-	*	2%	1%	1%
Public sector housing	14	8	6	-	5	8	*	1	-	3	3	2	5	7	4	3	-	*	14	-	4	7	-	*	1	9	2
	1%	1%	1%	-	2%	3%	*	*	-	1%	1%	1%	3%	2%	2%	1%	-	*	5%	-	2%	2%	-	*	*	4%	1%
Teaching employed by local education authority including voluntary aided schools and foundation schools	52	12	40	5	8	12	11	14	2	14	16	17	5	15	7	12	14	4	52	-	12	10	2	2	16	12	9
	5%	2%	8%	4%	3%	4%	4%	10%	3%	5%	4%	6%	3%	5%	2%	5%	8%	4%	19%	-	5%	3%	2%	2%	6%	5%	4%

## Opinion Poll

### ONLINE Fieldwork : 19th-21st December 2014

Absolutes/col percents

Table 21  
Do you work in any of the following occupations?  
Base: All respondents who work

	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
Weighted base	1149	632	517	122	272	277	275	149	55	293	368	292	195	322	287	271	171	98	279	869	252	297	84	84	253	226	202
Public corporations such as the Royal Mail or British Nuclear fuels or Driving Standards agency	5	4	1	1	-	1	2	-	-	-	*	1	4	-	1	1	3	*	5	-	-	1	-	2	1	1	1
	*	1%	*	1%	-	*	1%	-	-	-	*	*	2%	-	*	*	2%	*	2%	-	-	*	-	3%	*	*	*
Bradford and Bingley or Northern Rock Building societies	1	1	-	-	-	-	1	-	-	-	-	1	-	-	-	-	-	-	1	-	-	-	-	-	-	1	-
	*	*	-	-	-	-	*	-	-	-	-	*	-	-	-	*	-	-	*	-	-	-	-	-	-	*	-
Other public sector occupation (please specify as much detail as possible)	57	31	26	16	5	13	12	7	3	12	10	21	14	14	20	8	9	6	57	-	4	19	3	7	6	13	13
	5%	5%	5%	13%	2%	5%	5%	5%	6%	4%	3%	7%	7%	4%	7%	3%	5%	6%	20%	-	2%	6%	4%	9%	3%	6%	7%
None of the above (Private Sector)	869	515	354	90	221	185	218	107	48	211	259	238	161	243	225	207	122	73	-	869	199	218	70	65	197	156	151
	76%	82%	69%	73%	81%	67%	79%	72%	89%	72%	70%	82%	83%	76%	78%	76%	71%	74%	-	100%	79%	73%	83%	77%	78%	69%	75%

## Opinion Poll

### ONLINE Fieldwork : 19th-21st December 2014

Absolutes/col percents

Table 22  
**Do you have any children aged 18 or under? If so, how old are they?**  
**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	2051	1056	995	166	303	377	390	338	477	626	630	295	500	551	519	502	280	199	268	800	453	536	109	307	535	427	372
Weighted base	2051	1005	1046	244	345	345	366	305	446	548	569	447	487	554	533	492	287	185	279	869	497	502	134	170	523	387	355
No children aged 18 or under	1505	752	753	194	192	173	231	278	437	435	435	283	351	408	403	337	207	149	197	568	423	361	103	137	450	271	283
	73%	75%	72%	80%	56%	50%	63%	91%	98%	79%	76%	63%	72%	74%	76%	68%	72%	81%	71%	65%	85%	72%	77%	81%	86%	70%	80%
NET: Yes	537	250	287	46	150	172	134	26	9	112	130	160	135	143	124	154	80	35	82	294	74	136	31	33	72	111	72
	26%	25%	27%	19%	43%	50%	37%	9%	2%	20%	23%	36%	28%	26%	23%	31%	28%	19%	29%	34%	15%	27%	23%	19%	14%	29%	20%
Yes - children aged under 5 years old	208	77	131	19	110	64	13	1	1	36	56	66	50	61	48	57	24	18	24	114	35	56	17	11	28	35	29
	10%	8%	13%	8%	32%	19%	4%	*	*	7%	10%	15%	10%	11%	9%	12%	8%	10%	9%	13%	7%	11%	13%	6%	5%	9%	8%
Yes - children aged 5 to 10 years old	236	118	118	23	67	102	35	2	6	61	63	54	58	60	64	64	29	19	34	129	24	58	13	10	22	64	41
	11%	12%	11%	10%	19%	30%	10%	1%	1%	11%	11%	12%	12%	11%	12%	13%	10%	10%	12%	15%	5%	12%	10%	6%	4%	16%	12%
Yes - children aged 11 to 15 years old	204	113	91	25	25	75	63	15	*	49	37	60	58	63	48	51	31	12	28	112	26	50	9	13	29	42	24
	10%	11%	9%	10%	7%	22%	17%	5%	*	9%	6%	13%	12%	11%	9%	10%	11%	7%	10%	13%	5%	10%	6%	8%	6%	11%	7%
Yes - children aged 16 to 18 years old	116	52	64	2	7	28	55	14	9	17	23	40	36	23	28	31	28	6	24	49	18	29	3	10	17	27	14
	6%	5%	6%	1%	2%	8%	15%	5%	2%	3%	4%	9%	7%	4%	5%	6%	10%	3%	9%	6%	4%	6%	2%	6%	3%	7%	4%
Refused	10	4	6	3	3	1	1	-	1	1	4	4	1	3	5	1	-	-	-	8	-	4	-	-	-	4	-
	*	*	1%	1%	1%	*	*	-	*	*	1%	1%	*	1%	1%	*	-	-	-	1%	-	1%	-	-	-	1%	-

## Opinion Poll

### ONLINE Fieldwork : 19th-21st December 2014

Absolutes/col percents

Table 23  
Which of the following ITV regions do you live in?  
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	2051	1056	995	166	303	377	390	338	477	626	630	295	500	551	519	502	280	199	268	800	453	536	109	307	535	427	372	
Weighted base	2051	1005	1046	244	345	345	366	305	446	548	569	447	487	554	533	492	287	185	279	869	497	502	134	170	523	387	355	
Anglia	216	101	115	18	39	29	35	36	60	56	52	58	51	17	199	-	-	-	17	99	61	44	14	16	67	32	35	
	11%	10%	11%	7%	11%	8%	9%	12%	14%	10%	9%	13%	10%	3%	37%	-	-	-	6%	11%	12%	9%	11%	10%	13%	8%	10%	
Border	20	9	11	1	*	2	4	3	9	10	6	2	3	-	-	11	-	10	4	6	6	5	3	1	6	6	2	
	1%	1%	1%	1%	*	1%	1%	1%	2%	2%	1%	*	1%	-	-	2%	-	5%	1%	1%	1%	1%	2%	1%	1%	2%	1%	
Central	285	156	129	47	55	41	39	43	60	84	73	51	77	9	268	-	6	2	44	115	65	65	19	33	79	54	44	
	14%	16%	12%	19%	16%	12%	11%	14%	14%	15%	13%	11%	16%	2%	50%	-	2%	1%	16%	13%	13%	13%	14%	20%	15%	14%	12%	
Granada	220	123	97	18	28	41	48	36	49	52	48	57	63	2	3	212	1	1	23	109	50	68	6	16	56	57	39	
	11%	12%	9%	7%	8%	12%	13%	12%	11%	9%	9%	13%	13%	*	1%	43%	*	1%	8%	13%	10%	14%	5%	10%	11%	15%	11%	
London	392	200	193	63	61	73	69	53	74	116	130	72	74	370	22	-	-	-	51	177	103	108	29	22	97	83	59	
	19%	20%	18%	26%	18%	21%	19%	17%	17%	21%	23%	16%	15%	67%	4%	-	-	-	18%	20%	21%	21%	22%	13%	19%	21%	17%	
Meridian	181	86	95	37	29	32	23	25	35	52	56	34	39	154	2	-	25	-	31	77	60	39	17	19	49	20	38	
	9%	9%	9%	15%	9%	9%	6%	8%	8%	9%	10%	8%	8%	28%	*	-	9%	-	11%	9%	12%	8%	13%	11%	9%	5%	11%	
STV	170	79	91	8	46	29	26	25	36	43	39	51	37	-	-	-	1	169	22	70	21	30	15	5	26	32	31	
	8%	8%	9%	3%	13%	8%	7%	8%	8%	8%	7%	11%	8%	-	-	-	*	92%	8%	8%	4%	6%	11%	3%	5%	8%	9%	
Tyne Tees	80	50	31	6	13	14	11	13	23	24	19	13	25	-	-	80	-	-	10	21	15	26	2	9	19	21	17	
	4%	5%	3%	2%	4%	4%	3%	4%	5%	4%	3%	3%	5%	-	-	16%	-	-	3%	2%	3%	5%	1%	5%	4%	5%	5%	
Wales	100	41	60	5	12	23	25	15	20	17	33	19	32	-	-	-	100	-	20	34	21	21	3	11	19	23	13	
	5%	4%	6%	2%	4%	7%	7%	5%	4%	3%	6%	4%	6%	-	-	-	35%	-	7%	4%	4%	4%	2%	6%	4%	6%	4%	
West	68	32	36	9	11	8	13	12	15	26	15	13	14	-	8	3	55	2	12	28	19	13	6	6	24	4	16	
	3%	3%	3%	4%	3%	2%	4%	4%	3%	5%	3%	3%	3%	-	1%	1%	19%	1%	4%	3%	4%	3%	4%	3%	5%	1%	5%	
Westcountry	99	40	60	12	10	15	25	15	22	16	33	26	24	-	1	-	99	-	13	50	26	28	5	5	27	16	26	
	5%	4%	6%	5%	3%	4%	7%	5%	5%	3%	6%	6%	5%	-	*	-	34%	-	5%	6%	5%	5%	4%	3%	5%	4%	7%	
Yorkshire	217	91	127	21	40	38	48	28	43	52	64	52	49	1	30	186	-	-	33	84	50	56	14	26	52	40	33	
	11%	9%	12%	9%	12%	11%	13%	9%	10%	10%	11%	12%	10%	*	6%	38%	-	-	12%	10%	10%	11%	11%	15%	10%	10%	9%	



## Opinion Poll

### ONLINE Fieldwork : 19th-21st December 2014

Absolutes/col percents

Table 24  
**Marital Status**  
 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	2051	1056	995	166	303	377	390	338	477	626	630	295	500	551	519	502	280	199	268	800	453	536	109	307	535	427	372
Weighted base	2051	1005	1046	244	345	345	366	305	446	548	569	447	487	554	533	492	287	185	279	869	497	502	134	170	523	387	355
Single	584 28%	292 29%	292 28%	197 81%	118 34%	119 34%	84 23%	47 15%	19 4%	146 27%	191 34%	81 18%	167 34%	187 34%	147 28%	121 25%	77 27%	52 28%	98 35%	270 31%	108 22%	161 32%	30 22%	37 22%	93 18%	101 26%	88 25%
NET: Married/ Civil partnership/ co habiting	1194 58%	616 61%	579 55%	39 16%	216 63%	211 61%	222 61%	198 65%	309 69%	334 61%	310 55%	319 71%	231 47%	277 50%	327 61%	312 63%	167 58%	111 60%	162 58%	516 59%	305 61%	274 55%	87 65%	111 66%	343 66%	226 58%	213 60%
Married	918 45%	494 49%	423 40%	12 5%	134 39%	152 44%	166 45%	166 55%	288 64%	279 51%	233 41%	240 54%	165 34%	198 36%	274 51%	228 46%	128 45%	90 49%	115 41%	363 42%	253 51%	213 43%	66 49%	97 57%	297 57%	184 48%	166 47%
Civil Partnership	17 1%	14 1%	3 *	- -	5 1%	6 2%	1 *	1 *	4 1%	2 *	1 *	11 2%	3 1%	5 1%	7 1%	* *	- -	5 3%	* *	15 2%	2 *	2 *	4 3%	1 *	3 1%	- -	5 1%
Co Habiting	260 13%	107 11%	153 15%	27 11%	77 22%	53 15%	55 15%	31 10%	17 4%	52 9%	77 13%	68 15%	63 13%	74 13%	47 9%	83 17%	39 14%	17 9%	46 17%	138 16%	50 10%	58 12%	16 12%	14 8%	44 8%	42 11%	42 12%
NET: Widowed/ separated/ divorced	260 13%	91 9%	169 16%	- -	8 2%	14 4%	59 16%	60 20%	118 26%	68 12%	61 11%	45 10%	87 18%	84 15%	57 11%	58 12%	41 14%	20 11%	19 7%	76 9%	82 16%	66 13%	17 13%	21 12%	86 16%	57 15%	54 15%
Widowed	72 4%	23 2%	49 5%	- -	3 1%	1 *	4 1%	8 3%	56 12%	20 4%	17 3%	11 3%	24 5%	23 4%	15 3%	10 2%	15 5%	9 5%	3 1%	17 2%	27 6%	19 4%	3 2%	2 1%	29 5%	14 4%	14 4%
Separated	35 2%	17 2%	17 2%	- -	1 *	8 2%	10 3%	8 3%	9 2%	10 2%	6 1%	6 1%	13 3%	8 2%	8 2%	3 1%	11 4%	4 2%	5 2%	6 1%	10 2%	11 2%	* *	4 3%	10 2%	7 2%	5 2%
Divorced	153 7%	51 5%	102 10%	- -	4 1%	5 2%	46 13%	44 14%	54 12%	38 7%	37 7%	27 6%	50 10%	52 9%	33 6%	44 9%	16 5%	7 4%	11 4%	53 6%	44 9%	35 7%	14 10%	15 9%	48 9%	36 9%	34 10%
Prefer not to answer	13 1%	6 1%	6 1%	8 3%	3 1%	1 *	- -	- -	* *	1 *	7 1%	2 1%	2 *	6 1%	2 *	2 *	2 1%	* *	1 *	8 1%	2 *	2 *	- -	- -	- -	2 *	* *

## Opinion Poll

### ONLINE Fieldwork : 19th-21st December 2014

Absolutes/col percents

Table 25  
Which of the following cities do you live in, or nearest to?  
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	2051	1056	995	166	303	377	390	338	477	626	630	295	500	551	519	502	280	199	268	800	453	536	109	307	535	427	372	
Weighted base	2051	1005	1046	244	345	345	366	305	446	548	569	447	487	554	533	492	287	185	279	869	497	502	134	170	523	387	355	
Glasgow	84 4%	43 4%	41 4%	9 3%	21 6%	11 3%	11 3%	9 3%	23 5%	21 4%	17 3%	32 7%	14 3%	-	-	5 1%	-	79 43%	12 4%	30 3%	22 4%	12 2%	7 5%	1 *	22 4%	16 4%	10 3%	
Edinburgh	79 4%	29 3%	50 5%	3 1%	22 6%	15 4%	10 3%	16 5%	13 3%	21 4%	18 3%	20 5%	19 4%	-	-	-	-	79 43%	10 4%	34 4%	10 2%	16 3%	10 8%	3 2%	10 2%	19 5%	18 5%	
Newcastle	85 4%	50 5%	34 3%	9 4%	13 4%	14 4%	11 3%	12 4%	25 6%	25 4%	23 4%	12 3%	25 5%	-	1 *	84 17%	-	-	10 4%	22 3%	19 4%	27 5%	2 1%	9 5%	20 4%	22 6%	17 5%	
Leeds	85 4%	38 4%	47 4%	8 3%	22 6%	17 5%	9 2%	16 5%	14 3%	26 5%	27 5%	18 4%	14 3%	-	-	85 17%	-	-	11 4%	40 5%	22 4%	19 4%	7 5%	12 7%	27 5%	12 3%	13 4%	
Hull	51 2%	19 2%	32 3%	4 2%	2 1%	6 2%	14 4%	10 3%	14 3%	12 2%	12 2%	15 3%	11 2%	-	6 1%	44 9%	-	-	11 4%	15 2%	9 2%	14 3%	4 3%	6 4%	11 2%	10 3%	10 3%	
Sheffield	53 3%	22 2%	32 3%	5 2%	14 4%	7 2%	17 5%	3 1%	8 2%	8 1%	12 2%	15 3%	19 4%	-	8 2%	45 9%	-	-	6 2%	21 2%	9 2%	17 3%	2 2%	4 3%	5 1%	13 3%	8 2%	
Manchester	160 8%	98 10%	62 6%	8 3%	22 6%	34 10%	35 10%	30 10%	32 7%	40 7%	36 6%	49 8%	49 10%	-	7 1%	153 31%	-	-	16 6%	80 9%	36 7%	49 10%	2 2%	7 4%	40 8%	37 10%	27 7%	
Liverpool	67 3%	32 3%	35 3%	5 2%	5 2%	11 3%	14 4%	11 4%	20 4%	13 2%	15 3%	17 4%	21 4%	1 *	-	54 11%	11 4%	-	8 3%	26 3%	14 3%	19 4%	5 4%	11 6%	15 3%	17 4%	14 4%	
Nottingham	81 4%	47 5%	34 3%	6 3%	14 4%	17 5%	14 4%	11 3%	19 4%	23 4%	21 4%	12 3%	26 5%	1 *	81 15%	-	-	-	14 5%	29 3%	16 3%	27 5%	2 2%	7 4%	15 3%	24 6%	16 4%	
Birmingham	169 8%	84 8%	86 8%	45 18%	31 9%	22 6%	22 6%	14 5%	35 8%	60 11%	35 6%	28 6%	47 10%	-	165 31%	-	4 1%	-	25 9%	72 8%	38 8%	41 8%	11 8%	22 13%	54 10%	30 8%	24 7%	
Norwich	98 5%	49 5%	49 5%	7 3%	17 5%	15 4%	13 3%	13 4%	34 8%	24 4%	22 4%	36 8%	16 3%	-	98 18%	-	-	-	8 3%	47 5%	28 6%	22 4%	6 4%	9 5%	30 6%	15 4%	17 5%	
Milton Keynes	69 3%	43 4%	27 3%	7 3%	16 5%	7 2%	8 2%	19 6%	12 3%	22 4%	17 3%	12 3%	17 4%	13 2%	56 11%	-	-	-	4 1%	36 4%	23 5%	14 3%	4 3%	5 3%	21 4%	8 2%	7 2%	
Brighton	33 2%	15 2%	18 2%	4 2%	3 1%	6 2%	2 1%	5 1%	14 3%	9 2%	5 1%	9 2%	11 2%	32 6%	-	-	1 *	-	2 1%	11 1%	6 1%	7 1%	6 5%	4 3%	4 1%	5 1%	14 4%	
Oxford	40 2%	13 1%	27 3%	12 5%	7 2%	4 1%	3 1%	7 2%	8 2%	7 1%	20 4%	7 2%	6 1%	29 5%	1 *	-	10 4%	-	10 4%	13 2%	5 1%	12 2%	8 6%	5 3%	8 2%	9 2%	11 3%	

## Opinion Poll

### ONLINE Fieldwork : 19th-21st December 2014

Absolutes/col percents

Table 25  
Which of the following cities do you live in, or nearest to?  
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
Weighted base	2051	1005	1046	244	345	345	366	305	446	548	569	447	487	554	533	492	287	185	279	869	497	502	134	170	523	387	355
London	465 23%	233 23%	232 22%	68 28%	76 22%	90 26%	88 24%	60 20%	83 19%	139 25%	158 28%	85 19%	83 17%	416 75%	50 9%	-	-	-	66 23%	213 25%	126 25%	121 24%	29 22%	27 16%	118 23%	96 25%	64 18%
Southampton	62 3%	32 3%	30 3%	16 7%	9 2%	14 4%	8 2%	9 3%	7 2%	17 3%	22 4%	7 2%	16 3%	41 7%	-	-	21 7%	-	10 4%	34 4%	30 6%	11 2%	8 6%	3 2%	23 4%	3 1%	12 3%
Bristol	77 4%	36 4%	41 4%	10 4%	13 4%	10 3%	11 3%	13 4%	20 5%	26 5%	19 3%	18 4%	14 3%	-	3 1%	-	74 26%	-	15 5%	35 4%	22 4%	16 3%	7 5%	6 4%	25 5%	4 1%	19 5%
Plymouth	58 3%	24 2%	34 3%	1 1%	4 1%	7 2%	22 6%	11 3%	13 3%	7 1%	18 3%	19 4%	14 3%	-	-	-	58 20%	-	9 3%	26 3%	19 4%	17 3%	-	3 2%	22 4%	11 3%	13 4%
Cardiff	68 3%	29 3%	39 4%	3 1%	12 4%	15 4%	15 4%	12 4%	11 2%	16 3%	22 4%	14 3%	16 3%	-	3 1%	-	65 22%	-	15 5%	26 3%	14 3%	16 3%	1 1%	7 4%	14 3%	16 4%	9 2%
None of these	166 8%	70 7%	96 9%	13 5%	22 6%	25 7%	39 11%	27 9%	41 9%	34 6%	49 9%	33 7%	49 10%	21 4%	53 10%	21 4%	44 15%	26 14%	19 7%	60 7%	31 6%	25 5%	12 9%	16 10%	40 8%	22 6%	31 9%

## Opinion Poll

### ONLINE Fieldwork : 19th-21st December 2014

Absolutes/col percents

Table 26  
**What is the combined annual income of your household, prior to tax being deducted?**  
**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		2051	1056	995	166	303	377	390	338	477	626	630	295	500	551	519	502	280	199	268	800	453	536	109	307	535	427	372
Weighted base		2051	1005	1046	244	345	345	366	305	446	548	569	447	487	554	533	492	287	185	279	869	497	502	134	170	523	387	355
Up to £7,000	(3.5)	118	72	46	40	21	15	22	18	3	15	27	8	69	47	26	26	12	5	5	32	10	27	4	10	15	20	8
		6%	7%	4%	16%	6%	4%	6%	6%	1%	3%	5%	2%	14%	9%	5%	5%	4%	3%	2%	4%	2%	5%	3%	6%	3%	5%	2%
£7,001 to £14,000	(10.5)	281	102	179	38	24	34	68	51	67	25	59	46	151	66	72	74	45	24	15	78	53	78	20	25	59	59	47
		14%	10%	17%	16%	7%	10%	19%	17%	15%	5%	10%	10%	31%	12%	13%	15%	16%	13%	5%	9%	11%	16%	15%	15%	11%	15%	13%
£14,001 to £21,000	(17.5)	346	162	184	18	40	65	71	52	100	59	92	78	116	83	80	95	52	36	39	129	65	101	14	33	81	74	59
		17%	16%	18%	7%	12%	19%	19%	17%	22%	11%	16%	18%	24%	15%	15%	19%	18%	19%	14%	15%	13%	20%	11%	20%	15%	19%	17%
£21,001 to £28,000	(24.5)	389	193	196	23	62	59	87	67	91	86	118	112	74	96	100	93	70	30	69	158	103	92	21	41	129	64	68
		19%	19%	19%	10%	18%	17%	24%	22%	20%	16%	21%	25%	15%	17%	19%	19%	24%	16%	25%	18%	21%	18%	16%	24%	25%	16%	19%
£28,001 to £34,000	(31)	265	143	122	18	53	57	49	36	51	81	100	55	30	83	62	66	26	29	38	146	73	65	24	23	62	61	47
		13%	14%	12%	8%	15%	17%	13%	12%	12%	15%	18%	12%	6%	15%	12%	13%	9%	16%	13%	17%	15%	13%	18%	14%	12%	16%	13%
£34,001 to £41,000	(37.5)	185	93	92	7	40	41	22	28	48	80	62	34	9	46	50	41	30	17	31	92	46	52	15	12	41	39	40
		9%	9%	9%	3%	12%	12%	6%	9%	11%	15%	11%	8%	2%	8%	9%	8%	11%	9%	11%	11%	9%	10%	11%	7%	8%	10%	11%
£41,001 to £48,000	(44.5)	110	60	50	12	17	24	17	18	22	49	28	33	-	33	40	19	14	5	17	61	45	16	7	9	45	16	22
		5%	6%	5%	5%	5%	7%	5%	6%	5%	9%	5%	7%	-	6%	7%	4%	5%	3%	6%	7%	9%	3%	5%	5%	9%	4%	6%
£48,001 to £55,000	(51.5)	77	40	37	14	27	16	7	5	9	30	19	27	2	22	17	23	4	11	19	44	21	22	7	2	21	18	14
		4%	4%	4%	6%	8%	5%	2%	1%	2%	5%	3%	6%	*	4%	3%	5%	1%	6%	7%	5%	4%	4%	5%	1%	4%	5%	4%
£55,001 to £62,000	(58.5)	49	25	24	-	16	15	6	8	4	33	9	6	1	17	4	17	5	7	14	27	17	6	9	-	16	7	19
		2%	3%	2%	-	5%	4%	2%	3%	1%	6%	2%	1%	*	3%	1%	4%	2%	4%	5%	3%	4%	1%	7%	-	3%	2%	5%
£62,001 to £69,000	(65.5)	32	21	11	1	14	2	3	6	6	20	4	8	-	6	17	4	1	3	5	22	9	9	3	2	9	5	2
		2%	2%	1%	*	4%	*	1%	2%	1%	4%	1%	2%	-	1%	3%	1%	*	2%	2%	3%	2%	2%	2%	1%	2%	1%	1%
£69,001 to £76,000	(72.5)	21	14	7	4	10	3	*	3	1	8	8	5	-	7	2	6	2	4	2	14	8	4	4	1	7	3	5
		1%	1%	1%	2%	3%	1%	*	1%	*	1%	1%	1%	-	1%	*	1%	1%	2%	1%	2%	2%	1%	3%	*	1%	1%	2%
£76,001 to £83,000	(79.5)	9	6	3	2	3	2	-	2	1	8	1	-	-	5	2	-	2	*	-	7	6	2	-	2	2	1	1
		*	1%	*	1%	1%	1%	-	1%	*	2%	*	-	-	1%	*	-	1%	*	-	1%	1%	*	-	1%	*	*	*
£83,001 or more	(86)	12	5	6	6	5	1	-	-	-	9	3	-	-	8	1	2	-	-	-	9	5	5	-	-	1	1	5
		1%	1%	1%	3%	1%	*	-	-	-	2%	*	-	-	1%	*	*	-	-	-	1%	1%	1%	-	-	*	*	2%
Prefer not to answer		155	68	87	60	14	12	13	13	43	46	39	35	36	34	60	24	24	13	23	51	35	20	6	11	35	18	16
		8%	7%	8%	25%	4%	3%	3%	4%	10%	8%	7%	8%	7%	6%	11%	5%	8%	7%	8%	6%	7%	4%	5%	7%	7%	5%	5%

## Opinion Poll

### ONLINE Fieldwork : 19th-21st December 2014

Absolutes/col percents

Table 26

**What is the combined annual income of your household, prior to tax being deducted?**

**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
Weighted base	2051	1005	1046	244	345	345	366	305	446	548	569	447	487	554	533	492	287	185	279	869	497	502	134	170	523	387	355
Average income (£000's)	27.04	28.12	25.99	24.89	33.36	28.89	23.32	25.72	25.52	35.66	27.44	28.45	15.70	27.98	27.25	26.42	24.89	28.64	31.19	30.98	31.29	26.30	31.37	24.16	28.86	26.34	29.82

## Opinion Poll

### ONLINE Fieldwork : 19th-21st December 2014

Absolutes/col percents

Table 27

**Do you have a longstanding physical or mental condition or disability that has lasted or is likely to last 12 months and which has a substantial adverse effect on your ability to carry out day-to-day activities?**

**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	2051	1056	995	166	303	377	390	338	477	626	630	295	500	551	519	502	280	199	268	800	453	536	109	307	535	427	372
Weighted base	2051	1005	1046	244	345	345	366	305	446	548	569	447	487	554	533	492	287	185	279	869	497	502	134	170	523	387	355
NET: Yes	410 20%	187 19%	223 21%	25 10%	34 10%	70 20%	81 22%	88 29%	112 25%	90 16%	76 13%	87 20%	157 32%	89 16%	92 17%	118 24%	75 26%	37 20%	31 11%	94 11%	100 20%	94 19%	19 14%	42 25%	109 21%	77 20%	64 18%
Yes - physical condition	260 13%	120 12%	140 13%	4 2%	9 3%	46 13%	54 15%	65 21%	82 18%	60 11%	46 8%	53 12%	100 21%	54 10%	62 12%	77 16%	50 17%	17 9%	21 7%	45 5%	70 14%	59 12%	13 10%	31 18%	74 14%	47 12%	47 13%
Yes - disability	130 6%	65 6%	65 6%	3 1%	10 3%	17 5%	27 7%	31 10%	43 10%	18 3%	25 4%	19 4%	68 14%	32 6%	22 4%	39 8%	20 7%	17 9%	8 3%	13 1%	29 6%	30 6%	6 5%	20 12%	42 8%	24 6%	23 6%
Yes - mental condition	129 6%	57 6%	72 7%	22 9%	13 4%	32 9%	38 10%	15 5%	10 2%	26 5%	21 4%	32 7%	50 10%	34 6%	23 4%	38 8%	22 8%	12 7%	6 2%	40 5%	29 6%	32 6%	3 2%	7 4%	20 4%	21 5%	19 5%
Yes - other	25 1%	17 2%	9 1%	* *	6 2%	1 *	6 2%	7 2%	5 1%	5 1%	1 *	7 2%	12 2%	7 1%	5 1%	5 1%	5 2%	3 2%	- -	8 1%	9 2%	7 1%	- -	1 *	5 1%	7 2%	- -
No	1607 78%	805 80%	802 77%	214 88%	305 88%	269 78%	277 76%	213 70%	329 74%	451 82%	487 86%	354 79%	316 65%	455 82%	424 80%	372 76%	212 74%	144 78%	246 88%	762 88%	392 79%	401 80%	113 85%	127 75%	408 78%	301 78%	289 81%
Prefer not to say	34 2%	14 1%	20 2%	5 2%	7 2%	7 2%	7 2%	3 1%	6 1%	8 1%	6 1%	6 1%	14 3%	9 2%	17 3%	2 *	1 *	4 2%	3 1%	14 2%	5 1%	7 1%	2 1%	1 1%	6 1%	9 2%	2 1%