

Opinion Poll

ONLINE Fieldwork : 3rd-4th 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	2044	989	1055	262	326	368	375	326	387	597	603	337	507	555	501	518	277	193	269	838	457	517	106	314	554	433	322	
Weighted base	2044	1001	1043	243	344	344	364	303	445	546	567	445	486	552	531	491	286	184	285	860	469	519	129	192	551	417	332	
Absolutely certain to vote	(10)	1125	606	519	76	130	176	234	193	317	320	313	250	243	302	286	257	156	124	158	442	348	346	84	145	427	290	211
		55%	61%	50%	31%	38%	51%	64%	64%	71%	58%	55%	56%	50%	55%	54%	52%	54%	67%	56%	51%	74%	67%	65%	76%	77%	69%	64%
	(9)	231	124	106	19	30	41	44	46	51	89	51	42	48	64	54	56	38	18	30	101	61	69	15	26	61	48	66
		11%	12%	10%	8%	9%	12%	12%	15%	11%	16%	9%	10%	10%	12%	10%	11%	13%	10%	10%	12%	13%	13%	11%	14%	11%	11%	20%
	(8)	120	53	67	20	32	28	17	8	15	24	36	39	20	25	45	28	12	10	16	60	23	46	14	9	19	30	23
		6%	5%	6%	8%	9%	8%	5%	3%	3%	4%	6%	9%	4%	5%	8%	6%	4%	6%	6%	7%	5%	9%	11%	5%	3%	7%	7%
	(7)	107	48	59	31	25	17	10	16	8	27	32	25	23	33	32	20	12	10	19	53	21	26	7	4	16	17	13
		5%	5%	6%	13%	7%	5%	3%	5%	2%	5%	6%	6%	5%	6%	6%	4%	4%	6%	7%	6%	5%	5%	5%	2%	3%	4%	4%
	(6)	40	11	29	8	16	3	2	5	6	12	8	8	12	14	10	6	9	1	2	21	7	11	2	3	4	7	-
		2%	1%	3%	3%	5%	1%	1%	2%	1%	2%	1%	2%	2%	3%	2%	1%	3%	1%	1%	2%	2%	2%	2%	1%	1%	2%	-
	(5)	77	31	45	17	23	17	9	3	9	15	20	21	22	30	11	21	7	7	12	38	6	10	5	3	8	6	8
		4%	3%	4%	7%	7%	5%	2%	1%	2%	3%	3%	5%	4%	6%	2%	4%	3%	4%	4%	4%	1%	2%	4%	2%	2%	1%	2%
	(4)	14	5	9	6	1	3	3	-	3	6	2	3	5	4	4	1	-	2	9	1	1	1	*	-	1	1	
		1%	1%	1%	3%	*	1%	1%	-	*	1%	*	1%	1%	1%	1%	*	-	1%	1%	*	*	1%	*	-	*	*	
	(3)	38	18	20	17	9	1	3	-	8	12	13	6	7	17	11	7	2	1	7	21	1	5	1	1	*	2	-
		2%	2%	2%	7%	3%	*	1%	-	2%	2%	2%	1%	1%	3%	2%	1%	1%	*	2%	2%	*	1%	1%	1%	*	1%	-
	(2)	44	12	32	6	7	15	9	3	4	3	13	15	13	7	21	13	*	3	5	19	1	4	1	1	2	4	1
		2%	1%	3%	2%	2%	4%	2%	1%	1%	*	2%	3%	3%	1%	4%	3%	*	1%	2%	2%	*	1%	1%	*	*	1%	*
Definitely would not vote	(1)	150	62	88	18	47	19	23	20	23	27	35	22	66	30	26	57	34	4	16	52	-	-	-	-	7	4	3
		7%	6%	8%	7%	14%	6%	6%	7%	5%	5%	6%	5%	14%	5%	5%	12%	12%	2%	5%	6%	-	-	-	-	1%	1%	1%
Don't know		99	31	68	26	24	24	10	9	5	17	38	14	29	24	32	22	14	7	19	46	-	-	-	-	6	8	5
		5%	3%	7%	11%	7%	7%	3%	3%	1%	3%	7%	3%	6%	4%	6%	4%	5%	4%	7%	5%	-	-	-	-	1%	2%	2%
Mean		8.26	8.57	7.95	7.09	7.20	8.24	8.64	8.82	8.94	8.68	8.29	8.36	7.64	8.30	8.34	7.88	8.16	9.07	8.41	8.20	9.47	9.21	9.12	9.49	9.47	9.24	9.28
Standard deviation		2.84	2.61	3.02	3.02	3.28	2.79	2.68	2.46	2.39	2.41	2.80	2.66	3.36	2.70	2.71	3.21	3.05	1.96	2.66	2.76	1.13	1.50	1.56	1.22	1.43	1.65	1.44
Standard error		0.06	0.08	0.10	0.19	0.19	0.15	0.14	0.14	0.12	0.10	0.12	0.15	0.15	0.12	0.12	0.14	0.19	0.14	0.17	0.10	0.05	0.07	0.15	0.07	0.06	0.08	0.08

Opinion Poll

ONLINE Fieldwork : 3rd-4th 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	2044	989	1055	262	326	368	375	326	387	597	603	337	507	555	501	518	277	193	269	838	457	517	106	314	554	433	322
Weighted base	2044	1001	1043	243	344	344	364	303	445	546	567	445	486	552	531	491	286	184	285	860	469	519	129	192	551	417	332
Conservative	469 23%	255 25%	215 21%	46 19%	58 17%	69 20%	87 24%	87 29%	122 27%	156 28%	143 25%	90 20%	81 17%	154 28%	119 22%	105 21%	64 22%	28 15%	53 19%	205 24%	469 100%	-	-	-	353 64%	14 3%	33 10%
Labour	519 25%	265 26%	254 24%	52 21%	114 33%	95 28%	104 28%	56 18%	98 22%	124 23%	125 22%	136 31%	133 27%	129 23%	133 25%	147 30%	69 24%	40 22%	100 35%	206 24%	-	519 100%	-	-	21 4%	314 75%	72 22%
Liberal Democrat	129 6%	80 8%	49 5%	12 5%	15 4%	26 8%	21 6%	28 9%	27 6%	45 8%	35 6%	26 6%	23 5%	42 8%	26 5%	26 5%	19 7%	15 8%	13 5%	52 6%	-	-	129 100%	-	3 1%	6 1%	92 28%
SNP	59 3%	34 3%	25 2%	6 2%	13 4%	7 2%	12 3%	7 2%	15 3%	15 3%	24 4%	10 2%	11 2%	-	-	-	-	59 32%	13 4%	15 2%	-	-	-	-	1 *	10 2%	7 2%
Plaid Cymru	5 *	4 *	1 *	-	1 *	* *	1 *	* *	2 *	1 *	2 *	1 *	-	-	-	-	5 2%	-	1 *	3 *	-	-	-	-	-	-	1 *
The UK Independence Party	192 9%	117 12%	75 7%	5 2%	7 2%	26 8%	42 11%	45 15%	67 15%	44 8%	43 8%	61 14%	45 9%	51 9%	60 11%	42 9%	32 11%	7 4%	12 4%	92 11%	-	-	-	192 100%	92 17%	20 5%	28 9%
The Green Party	61 3%	27 3%	34 3%	7 3%	11 3%	9 3%	10 3%	9 3%	15 3%	16 3%	26 5%	8 2%	12 2%	19 4%	21 4%	10 2%	8 3%	3 2%	9 3%	16 2%	-	-	-	-	8 2%	9 2%	22 7%
The British National Party	10 1%	4 *	7 1%	1 *	1 *	-	7 2%	-	2 *	* *	* *	6 1%	4 1%	2 *	5 1%	3 1%	* *	1 *	-	8 1%	-	-	-	-	-	1 *	2 *
Some other party	7 *	6 1%	* *	-	-	3 1%	1 *	2 1%	* *	3 1%	* *	3 1%	-	4 1%	3 1%	-	-	-	3 1%	4 *	-	-	-	-	-	2 1%	1 *
Would not vote	206 10%	87 9%	119 11%	44 18%	54 16%	27 8%	34 9%	23 8%	25 6%	41 8%	62 11%	33 7%	71 15%	58 10%	43 8%	68 14%	34 12%	4 2%	17 6%	96 11%	-	-	-	-	11 2%	4 1%	5 1%
Rather not say	26 1%	11 1%	15 1%	5 2%	8 2%	8 2%	3 1%	-	2 *	8 1%	6 1%	6 1%	6 1%	13 2%	5 1%	6 1%	2 1%	-	4 1%	16 2%	-	-	-	-	-	2 1%	1 *
Don't know	361 18%	112 11%	249 24%	65 27%	62 18%	72 21%	43 12%	47 15%	72 16%	94 17%	101 18%	65 15%	101 21%	81 15%	116 22%	84 17%	52 18%	28 15%	58 20%	147 17%	-	-	-	-	62 11%	34 8%	68 20%

Opinion Poll

ONLINE Fieldwork : 3rd-4th 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 (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	1272	679	593	121	169	221	258	226	277	392	373	216	291	349	312	302	172	137	170	507	377	409	82	252	426	325	215
Weighted base	1172	648	524	91	158	188	238	197	301	332	324	269	247	321	297	271	159	124	165	475	388	411	100	160	413	309	219
Conservative	388 33%	214 33%	174 33%	34 38%	41 26%	57 30%	74 31%	73 37%	108 36%	130 39%	116 36%	74 28%	68 28%	124 39%	103 35%	87 32%	51 32%	23 19%	45 27%	164 34%	388 100%	-	-	-	306 74%	11 4%	27 12%
Labour	411 35%	212 33%	199 38%	36 40%	83 52%	76 41%	84 35%	48 24%	84 28%	102 31%	100 31%	105 39%	104 42%	102 32%	104 35%	117 43%	55 35%	33 27%	79 48%	160 34%	-	411 100%	-	-	18 4%	257 83%	62 28%
Liberal Democrat	100 9%	65 10%	35 7%	7 8%	8 5%	20 10%	17 7%	24 12%	24 8%	36 11%	28 9%	21 8%	15 6%	34 11%	20 7%	21 8%	15 10%	9 8%	10 6%	38 8%	-	-	100 100%	-	3 1%	4 1%	78 36%
SNP	51 4%	29 4%	22 4%	4 4%	10 7%	7 4%	11 4%	6 3%	13 4%	13 4%	21 7%	7 3%	9 4%	-	-	-	-	51 41%	11 7%	13 3%	-	-	-	-	1 *	9 3%	6 3%
Plaid Cymru	4 *	3 1%	1 *	-	*	*	1 *	*	2 1%	1 *	2 1%	1 *	-	-	-	-	4 2%	-	1 1%	3 1%	-	-	-	-	-	-	1 *
The UK Independence Party	160 14%	99 15%	61 12%	4 4%	5 3%	19 10%	37 15%	37 19%	58 19%	36 11%	36 11%	50 19%	38 15%	43 14%	49 16%	36 13%	27 17%	5 4%	10 6%	76 16%	-	-	-	160 100%	79 19%	17 5%	25 11%
The Green Party	47 4%	21 3%	27 5%	6 6%	9 6%	7 4%	8 3%	7 4%	11 3%	12 4%	21 6%	5 2%	9 4%	16 5%	16 5%	8 3%	6 4%	2 1%	8 5%	12 3%	-	-	-	-	6 1%	8 3%	18 8%
The British National Party	8 1%	2 *	6 1%	* *	1 *	-	6 3%	-	1 *	* *	* *	4 1%	4 2%	* *	4 2%	2 1%	* *	1 *	-	7 1%	-	-	-	-	-	1 *	1 1%
Some other party	3 *	3 *	* *	-	-	1 1%	1 *	1 1%	* *	2 1%	* *	1 1%	-	2 1%	2 1%	-	-	-	2 1%	2 *	-	-	-	-	-	1 *	1 *

Opinion Poll
ONLINE Fieldwork : 3rd-4th December 2014

Absolutes/col percents

Table 4
Gender
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2044	2044
Weighted base	2044	2044
Male	989 48%	1001 49%
Female	1055 52%	1043 51%

Opinion Poll
ONLINE Fieldwork : 3rd-4th December 2014

Absolutes/col percents

Table 5
Age
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2044	2044
Weighted base	2044	2044
18-24	262 13%	243 12%
25-34	326 16%	344 17%
35-44	368 18%	344 17%
45-54	375 18%	364 18%
55-64	326 16%	303 15%
65+	387 19%	445 22%
Average age	46.62	47.19

Opinion Poll
ONLINE Fieldwork : 3rd-4th December 2014

Absolutes/col percents

Table 6
Social Grade
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2044	2044
Weighted base	2044	2044
AB	597 29%	546 27%
C1	603 30%	567 28%
C2	337 16%	445 22%
DE	507 25%	486 24%
NET: ABC1	1200 59%	1113 54%
NET: C2DE	844 41%	931 46%

Opinion Poll
ONLINE Fieldwork : 3rd-4th December 2014

Absolutes/col percents

Table 7
GO Region
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2044	2044
Weighted base	2044	2044
Scotland	193 9%	184 9%
North East	87 4%	82 4%
North West	238 12%	225 11%
Yorkshire & Humberside	193 9%	184 9%
West Midlands	168 8%	184 9%
East Midlands	133 7%	143 7%
Wales	111 5%	102 5%
Eastern	200 10%	204 10%
London	245 12%	266 13%
South East	310 15%	286 14%
South West	166 8%	184 9%

Opinion Poll
ONLINE Fieldwork : 3rd-4th December 2014

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	2044	2044
Weighted base	2044	2044
NET: Working	1107 54%	1145 56%
Working full time - working 30 hours per week or more	841 41%	899 44%
Working part time - working between 8 and 29 hours per week	266 13%	245 12%
NET: Not working	937 46%	899 44%
Not working but seeking work or temporarily unemployed or sick	118 6%	114 6%
Not working and not seeking work/ student	159 8%	126 6%
Retired on a state pension only	102 5%	122 6%
Retired with a private pension	347 17%	338 17%
House person, housewife, househusband, etc.	211 10%	199 10%

Opinion Poll
ONLINE Fieldwork : 3rd-4th December 2014

Absolutes/col percents

Table 9
Tenure
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2044	2044
Weighted base	2044	2044
NET: Homeowners	1378 67%	1329 65%
Owned outright - without mortgage	725 35%	675 33%
Owned with a mortgage or loan	653 32%	654 32%
NET: Renters	626 31%	679 33%
Rented from the council	143 7%	286 14%
Rented from a housing association	155 8%	121 6%
Rented from someone else	328 16%	273 13%
Rent free	40 2%	36 2%

Opinion Poll
ONLINE Fieldwork : 3rd-4th December 2014

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	2044	2044
Weighted base	2044	2044
Yes	1162 57%	1247 61%
No	882 43%	797 39%

Opinion Poll
ONLINE Fieldwork : 3rd-4th December 2014

Absolutes/col percents

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

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2044	2044
Weighted base	2044	2044
No cars in the household	420 21%	429 21%
NET: Any	1624 79%	1615 79%
1	1111 54%	858 42%
2	421 21%	572 28%
3+	92 5%	184 9%

Opinion Poll
ONLINE Fieldwork : 3rd-4th December 2014

Absolutes/col percents

Table 12

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

Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2044	2044
Weighted base	2044	2044
Conservative	558 27%	572 28%
Labour	599 29%	593 29%
Liberal Democrat	157 8%	204 10%
SNP	70 3%	46 2%
Plaid Cymru	5 *	2 *
Green	77 4%	35 2%
UKIP	254 12%	82 4%
BNP	13 1%	8 *
Another party	17 1%	11 1%
None	294 14%	491 24%