

## Opinion Poll

### ONLINE Fieldwork : 5th-7th 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	2050	1047	1003	175	302	366	401	333	473	550	624	362	514	551	534	469	303	193	277	851	481	535	100	365	585	424	334	
Weighted base	2050	1005	1045	244	345	345	365	304	446	548	568	447	487	553	533	492	287	185	293	855	474	545	131	210	526	399	340	
Absolutely certain to vote	(10)	1080	612	467	86	130	150	212	194	308	293	296	224	267	296	274	241	148	120	143	433	342	358	73	153	390	272	208
		53%	61%	45%	35%	38%	44%	58%	64%	69%	53%	52%	50%	55%	53%	51%	49%	52%	65%	49%	51%	72%	66%	56%	73%	74%	68%	61%
	(9)	230	119	110	21	40	46	37	43	42	84	53	51	42	51	71	61	33	14	46	99	59	76	18	33	66	59	41
		11%	12%	11%	9%	12%	13%	10%	14%	9%	15%	9%	11%	9%	9%	13%	12%	7%	16%	12%	12%	14%	14%	16%	13%	15%	12%	
	(8)	143	73	70	19	25	34	19	18	29	30	51	37	25	41	31	45	13	13	23	61	35	40	12	6	28	24	33
		7%	7%	7%	8%	7%	10%	5%	6%	6%	6%	9%	8%	5%	7%	6%	9%	5%	7%	8%	7%	7%	9%	3%	5%	6%	10%	
	(7)	120	39	81	21	34	26	13	13	14	38	26	32	24	37	27	21	19	16	19	48	24	27	14	5	15	11	29
		6%	4%	8%	8%	10%	7%	4%	4%	3%	7%	5%	7%	5%	7%	5%	4%	7%	9%	6%	6%	5%	5%	11%	2%	3%	3%	9%
	(6)	27	10	17	4	9	8	5	2	-	9	5	8	5	12	9	2	4	-	5	14	1	17	2	1	1	9	1
		1%	1%	2%	2%	3%	2%	1%	-	-	2%	1%	2%	1%	2%	2%	1%	1%	-	2%	2%	*	3%	1%	*	*	2%	*
	(5)	76	16	60	20	14	25	10	2	4	17	19	25	14	20	31	8	11	6	12	35	11	21	9	4	2	6	6
		4%	2%	6%	8%	4%	7%	3%	1%	1%	3%	3%	6%	3%	4%	6%	2%	4%	3%	4%	4%	2%	4%	7%	2%	*	1%	2%
	(4)	21	5	16	8	6	2	2	-	4	8	3	8	3	2	9	7	*	2	3	9	1	5	2	3	1	2	3
		1%	*	2%	3%	2%	1%	*	-	1%	1%	*	2%	1%	*	2%	1%	*	1%	1%	1%	*	1%	1%	1%	*	*	1%
	(3)	27	6	21	8	8	1	3	-	6	2	9	5	10	11	7	7	1	1	1	17	1	2	-	1	-	6	-
		1%	1%	2%	3%	2%	*	1%	-	1%	*	2%	1%	2%	2%	1%	1%	*	*	*	2%	*	*	-	1%	-	1%	-
	(2)	50	24	26	17	5	6	11	5	7	16	17	6	11	13	21	5	10	1	2	26	-	1	1	4	5	-	4
		2%	2%	2%	7%	1%	2%	3%	2%	1%	3%	3%	1%	2%	2%	4%	1%	3%	1%	1%	3%	-	*	1%	2%	1%	-	1%
Definitely would not vote	(1)	155	65	89	22	41	25	28	16	23	39	36	23	56	52	23	56	21	3	25	61	-	-	-	-	10	5	1
		8%	6%	9%	9%	12%	7%	8%	5%	5%	7%	6%	5%	12%	9%	4%	11%	7%	1%	9%	7%	-	-	-	-	2%	1%	*
Don't know		122	35	88	20	34	23	25	11	10	12	53	27	31	18	32	38	26	8	15	51	-	-	-	-	8	5	14
		6%	3%	8%	8%	10%	7%	7%	4%	2%	2%	9%	6%	6%	3%	6%	8%	9%	5%	5%	6%	-	-	-	-	1%	1%	4%
Mean		8.20	8.60	7.79	7.01	7.45	8.02	8.37	8.90	8.88	8.28	8.26	8.29	7.96	8.03	8.26	8.01	8.22	9.03	8.23	8.10	9.42	9.17	8.82	9.35	9.39	9.23	9.13
Standard deviation		2.86	2.64	3.02	3.25	3.17	2.75	2.89	2.33	2.43	2.77	2.82	2.59	3.21	3.01	2.70	3.10	2.88	1.87	2.76	2.90	1.17	1.48	1.73	1.57	1.61	1.66	1.55
Standard error		0.06	0.08	0.10	0.25	0.19	0.15	0.15	0.13	0.11	0.12	0.12	0.14	0.15	0.13	0.12	0.15	0.17	0.14	0.17	0.10	0.05	0.06	0.17	0.08	0.07	0.08	0.09

## Opinion Poll

### ONLINE Fieldwork : 5th-7th 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	2050	1047	1003	175	302	366	401	333	473	550	624	362	514	551	534	469	303	193	277	851	481	535	100	365	585	424	334
Weighted base	2050	1005	1045	244	345	345	365	304	446	548	568	447	487	553	533	492	287	185	293	855	474	545	131	210	526	399	340
Conservative	474 23%	246 24%	228 22%	47 19%	49 14%	60 17%	74 20%	87 29%	156 35%	157 29%	130 23%	98 22%	89 18%	142 26%	135 25%	100 20%	63 22%	35 19%	50 17%	177 21%	474 100%	-	-	-	346 66%	14 3%	36 11%
Labour	545 27%	274 27%	271 26%	63 26%	112 32%	119 34%	100 27%	55 18%	97 22%	123 22%	131 23%	151 34%	139 29%	136 25%	138 26%	153 31%	75 26%	42 23%	98 33%	238 28%	-	545 100%	-	-	26 5%	299 75%	82 24%
Liberal Democrat	131 6%	84 8%	47 5%	15 6%	24 7%	24 7%	27 7%	29 10%	12 3%	52 9%	36 6%	26 6%	18 4%	50 9%	21 4%	22 4%	20 7%	18 10%	24 8%	68 8%	-	-	131 100%	-	2 *	5 1%	90 26%
SNP	49 2%	32 3%	17 2%	5 2%	4 1%	7 2%	8 2%	12 4%	13 3%	7 1%	16 3%	11 2%	15 3%	-	-	-	-	49 27%	8 3%	16 2%	-	-	-	-	1 *	9 2%	2 1%
Plaid Cymru	2 *	1 *	1 *	-	1 *	-	-	*	1 *	*	-	1 *	1 *	-	-	-	2 1%	-	-	1 *	-	-	-	-	-	-	-
The UK Independence Party	210 10%	137 14%	72 7%	9 4%	9 3%	21 6%	45 12%	55 18%	69 16%	49 9%	51 9%	49 11%	62 13%	53 10%	63 12%	50 10%	36 12%	8 4%	15 5%	88 10%	-	-	-	210 100%	98 19%	23 6%	34 10%
The Green Party	56 3%	28 3%	28 3%	14 6%	11 3%	9 3%	11 3%	5 2%	6 1%	11 2%	25 4%	8 2%	12 2%	18 3%	25 5%	6 1%	5 2%	2 1%	10 3%	26 3%	-	-	-	-	2 *	5 1%	19 6%
The British National Party	5 *	4 *	2 *	1 *	*	-	3 1%	-	1 *	-	1 *	1 *	4 1%	-	3 1%	*	2 1%	-	-	3 *	-	-	-	-	-	*	-
Some other party	2 *	1 *	1 *	1 *	-	1 *	-	-	-	2 *	-	-	-	-	2 *	-	-	-	1 *	1 *	-	-	-	-	-	-	1 *
Would not vote	217 11%	93 9%	124 12%	47 19%	49 14%	33 10%	38 10%	19 6%	30 7%	54 10%	60 11%	36 8%	67 14%	77 14%	40 8%	68 14%	28 10%	4 2%	27 9%	101 12%	-	-	-	-	13 3%	10 2%	3 1%
Rather not say	36 2%	18 2%	18 2%	4 2%	11 3%	10 3%	4 1%	1 *	5 1%	10 2%	10 2%	10 2%	5 1%	19 3%	7 1%	6 1%	3 1%	-	5 2%	19 2%	-	-	-	-	1 *	3 1%	3 1%
Don't know	324 16%	87 9%	237 23%	38 15%	74 21%	61 18%	55 15%	41 13%	55 12%	83 15%	109 19%	57 13%	76 16%	58 11%	99 19%	87 18%	54 19%	26 14%	56 19%	116 14%	-	-	-	-	37 7%	33 8%	70 21%

## Opinion Poll

### ONLINE Fieldwork : 5th-7th 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	1323	750	573	93	165	219	265	234	348	369	395	237	321	359	347	289	190	137	171	542	395	427	76	296	463	320	223
Weighted base	1172	665	507	106	156	180	221	205	303	323	313	262	275	317	305	268	158	124	160	487	389	426	95	171	407	294	216
Conservative	389	208	181	35	37	48	63	72	134	131	103	80	75	114	112	83	50	30	39	143	389	-	-	-	298	12	29
	33%	31%	36%	33%	24%	26%	29%	35%	44%	40%	33%	30%	27%	36%	37%	31%	32%	24%	24%	29%	100%	-	-	-	73%	4%	13%
Labour	426	223	203	43	85	85	85	47	82	99	107	109	111	107	105	122	57	35	77	187	-	426	-	-	22	246	69
	36%	33%	40%	40%	54%	47%	38%	23%	27%	31%	34%	42%	40%	34%	34%	45%	36%	28%	48%	38%	-	100%	-	-	5%	84%	32%
Liberal Democrat	95	65	30	7	17	18	19	24	10	38	26	19	12	37	15	17	14	12	17	47	-	-	95	-	2	4	72
	8%	10%	6%	7%	11%	10%	9%	12%	3%	12%	8%	7%	4%	12%	5%	6%	9%	9%	11%	10%	-	-	100%	-	*	1%	33%
SNP	40	27	13	2	3	6	7	11	11	6	13	8	13	-	-	-	-	40	7	14	-	-	-	-	1	8	2
	3%	4%	3%	2%	2%	3%	3%	5%	4%	2%	4%	3%	5%	-	-	-	-	32%	4%	3%	-	-	-	-	*	3%	1%
Plaid Cymru	2	1	1	-	1	-	-	*	1	*	-	1	1	-	-	-	2	-	-	1	-	-	-	-	-	-	-
	*	*	*	-	*	-	-	*	*	*	-	*	*	-	-	-	1%	-	-	*	-	-	-	-	-	-	-
The UK Independence Party	171	115	57	7	5	17	37	47	59	40	42	40	50	45	50	42	29	6	12	71	-	-	-	171	83	19	29
	15%	17%	11%	6%	3%	9%	17%	23%	19%	12%	13%	15%	18%	14%	16%	15%	18%	5%	8%	15%	-	-	-	100%	20%	7%	13%
The Green Party	43	22	21	11	9	7	7	4	4	7	21	5	9	14	18	5	4	2	7	20	-	-	-	-	2	5	15
	4%	3%	4%	10%	6%	4%	3%	2%	1%	2%	7%	2%	3%	4%	6%	2%	3%	1%	5%	4%	-	-	-	-	*	2%	7%
The British National Party	5	3	1	1	*	-	2	-	1	-	*	1	3	-	3	*	1	-	-	3	-	-	-	-	-	*	-
	*	1%	*	1%	*	-	1%	-	*	-	*	*	1%	-	1%	*	1%	-	-	1%	-	-	-	-	-	*	-
Some other party	1	1	1	1	-	1	-	-	-	1	-	-	-	-	1	-	-	-	1	1	-	-	-	-	-	-	1
	*	*	*	1%	-	*	-	-	-	*	-	-	-	-	*	-	-	-	*	*	-	-	-	-	-	-	*

**Opinion Poll**  
**ONLINE Fieldwork : 5th-7th December 2014**

Absolutes/col percents

Table 4  
**Gender**  
**Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2050	2050
Weighted base	2050	2050
Male	1047 51%	1005 49%
Female	1003 49%	1045 51%

**Opinion Poll**  
**ONLINE Fieldwork : 5th-7th December 2014**

Absolutes/col percents

Table 5  
**Age**  
**Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2050	2050
Weighted base	2050	2050
18-24	175 9%	244 12%
25-34	302 15%	345 17%
35-44	366 18%	345 17%
45-54	401 20%	365 18%
55-64	333 16%	304 15%
65+	473 23%	446 22%
Average age	49.00	47.21

**Opinion Poll**  
**ONLINE Fieldwork : 5th-7th December 2014**

Absolutes/col percents

Table 6  
**Social Grade**  
**Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2050	2050
Weighted base	2050	2050
AB	550 27%	548 27%
C1	624 30%	568 28%
C2	362 18%	447 22%
DE	514 25%	487 24%
NET: ABC1	1174 57%	1116 54%
NET: C2DE	876 43%	934 46%

**Opinion Poll**  
**ONLINE Fieldwork : 5th-7th December 2014**

Absolutes/col percents

Table 7  
**GO Region**  
**Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2050	2050
Weighted base	2050	2050
Scotland	193 9%	185 9%
North East	74 4%	82 4%
North West	218 11%	226 11%
Yorkshire & Humberside	177 9%	185 9%
West Midlands	182 9%	185 9%
East Midlands	146 7%	143 7%
Wales	110 5%	103 5%
Eastern	206 10%	205 10%
London	241 12%	267 13%
South East	310 15%	287 14%
South West	193 9%	184 9%

**Opinion Poll**  
**ONLINE Fieldwork : 5th-7th 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	2050	2050
Weighted base	2050	2050
NET: Working	1128 55%	1148 56%
Working full time - working 30 hours per week or more	841 41%	902 44%
Working part time - working between 8 and 29 hours per week	287 14%	246 12%
NET: Not working	922 45%	902 44%
Not working but seeking work or temporarily unemployed or sick	101 5%	113 6%
Not working and not seeking work/ student	122 6%	128 6%
Retired on a state pension only	139 7%	125 6%
Retired with a private pension	383 19%	351 17%
House person, housewife, househusband, etc.	177 9%	184 9%



**Opinion Poll**  
**ONLINE Fieldwork : 5th-7th December 2014**

Absolutes/col percents

Table 9  
**Tenure**  
**Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2050	2050
Weighted base	2050	2050
NET: Homeowners	1491 73%	1332 65%
Owned outright - without mortgage	798 39%	676 33%
Owned with a mortgage or loan	693 34%	656 32%
NET: Renters	533 26%	682 33%
Rented from the council	128 6%	287 14%
Rented from a housing association	140 7%	124 6%
Rented from someone else	265 13%	271 13%
Rent free	26 1%	35 2%

**Opinion Poll**  
**ONLINE Fieldwork : 5th-7th 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	2050	2050
Weighted base	2050	2050
Yes	1120 55%	1250 61%
No	930 45%	800 39%

**Opinion Poll**  
**ONLINE Fieldwork : 5th-7th 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	2050	2050
Weighted base	2050	2050
No cars in the household	410 20%	431 21%
NET: Any	1640 80%	1619 79%
1	1178 57%	861 42%
2	398 19%	574 28%
3+	64 3%	184 9%

**Opinion Poll**  
**ONLINE Fieldwork : 5th-7th 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	2050	2050
Weighted base	2050	2050
Conservative	583 28%	574 28%
Labour	605 30%	594 29%
Liberal Democrat	154 8%	205 10%
SNP	64 3%	46 2%
Plaid Cymru	5 *	3 *
Green	78 4%	44 2%
UKIP	274 13%	82 4%
BNP	11 1%	6 *
Another party	8 *	3 *
None	268 13%	492 24%