

## Opinion Poll

### ONLINE Fieldwork : 7th-8th 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	2046	1003	1043	267	336	319	357	300	467	601	620	344	481	546	553	481	282	184	279	867	465	497	104	312	560	396	401	
Weighted base	2046	1003	1043	243	344	344	365	304	446	547	567	446	486	552	532	491	286	184	299	847	466	486	124	199	530	398	399	
Absolutely certain to vote	(10)	1131	613	518	74	137	168	205	212	335	339	305	230	257	293	291	260	165	121	151	440	337	334	76	149	402	284	256
		55%	61%	50%	30%	40%	49%	56%	70%	75%	62%	54%	52%	53%	55%	53%	58%	66%	51%	52%	72%	69%	61%	75%	76%	71%	64%	
	(9)	225	110	115	27	33	43	42	26	54	85	48	59	33	88	50	43	30	14	39	94	63	59	18	24	64	45	59
		11%	11%	11%	11%	10%	13%	12%	8%	12%	15%	8%	13%	7%	16%	9%	9%	10%	8%	13%	11%	13%	12%	14%	12%	12%	11%	15%
	(8)	117	65	52	19	23	20	32	7	15	30	38	28	20	25	28	36	20	8	24	56	29	38	12	5	26	24	28
		6%	6%	5%	8%	7%	6%	9%	2%	3%	5%	7%	6%	4%	5%	5%	7%	7%	4%	8%	7%	6%	8%	10%	3%	5%	6%	7%
	(7)	99	41	58	21	30	19	15	9	4	21	26	24	27	26	25	26	10	12	10	53	17	29	9	7	13	15	20
		5%	4%	6%	9%	9%	6%	4%	3%	1%	4%	5%	5%	6%	5%	5%	5%	3%	6%	3%	6%	4%	6%	7%	4%	3%	4%	5%
	(6)	33	9	24	8	5	12	5	3	*	8	10	8	7	8	15	4	5	-	7	13	8	7	1	2	4	4	4
		2%	1%	2%	3%	1%	3%	1%	1%	*	1%	2%	2%	1%	1%	3%	1%	2%	-	2%	1%	2%	1%	1%	1%	1%	1%	1%
	(5)	65	21	43	10	19	16	9	4	6	16	10	15	24	22	16	14	8	5	7	31	9	13	6	4	3	8	11
		3%	2%	4%	4%	6%	5%	2%	1%	1%	3%	2%	3%	5%	4%	3%	3%	3%	3%	2%	4%	2%	3%	5%	2%	1%	2%	3%
	(4)	17	10	7	4	4	1	5	2	-	3	4	7	4	1	7	8	1	-	3	6	3	3	1	3	2	-	4
		1%	1%	1%	2%	1%	*	1%	1%	-	*	1%	1%	1%	*	1%	2%	*	-	1%	1%	1%	1%	1%	1%	*	-	1%
	(3)	30	10	20	9	9	3	6	1	2	4	13	7	6	6	11	6	6	1	4	15	1	2	-	2	2	1	4
		1%	1%	2%	4%	3%	1%	2%	*	*	1%	2%	2%	1%	1%	2%	1%	2%	*	1%	2%	*	*	-	1%	*	*	1%
	(2)	44	16	27	8	9	10	2	11	3	10	20	5	8	9	8	15	8	3	8	18	-	3	1	1	2	1	-
		2%	2%	3%	3%	3%	3%	1%	4%	1%	2%	3%	1%	2%	2%	2%	3%	3%	2%	3%	2%	-	1%	1%	1%	1%	*	*
Definitely would not vote	(1)	175	80	95	28	49	31	27	22	18	17	50	45	64	44	40	54	26	10	30	75	-	-	-	-	8	11	3
		9%	8%	9%	12%	14%	9%	7%	7%	4%	3%	9%	10%	13%	8%	8%	11%	9%	6%	10%	9%	-	-	-	-	1%	3%	1%
Don't know		112	28	84	33	26	20	18	6	8	15	45	16	36	29	41	25	7	10	15	47	-	-	-	-	3	4	10
		5%	3%	8%	14%	8%	6%	5%	2%	2%	3%	8%	4%	7%	5%	8%	5%	3%	5%	5%	6%	-	-	-	-	1%	1%	3%
Mean		8.22	8.48	7.96	7.04	7.21	7.98	8.44	8.63	9.24	8.88	8.07	8.06	7.76	8.32	8.24	7.92	8.18	8.76	8.03	8.09	9.42	9.25	9.04	9.35	9.43	9.20	9.17
Standard deviation		2.93	2.78	3.06	3.27	3.38	3.00	2.69	2.81	2.05	2.19	3.08	3.00	3.32	2.82	2.88	3.17	3.01	2.52	3.05	2.96	1.21	1.42	1.60	1.51	1.51	1.85	1.60
Standard error		0.07	0.09	0.10	0.21	0.19	0.17	0.15	0.16	0.10	0.09	0.13	0.16	0.16	0.12	0.13	0.15	0.18	0.19	0.19	0.10	0.06	0.06	0.16	0.09	0.06	0.09	0.08

## Opinion Poll

### ONLINE Fieldwork : 7th-8th January 2015

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	2046	1003	1043	267	336	319	357	300	467	601	620	344	481	546	553	481	282	184	279	867	465	497	104	312	560	396	401	
Weighted base	2046	1003	1043	243	344	344	365	304	446	547	567	446	486	552	532	491	286	184	299	847	466	486	124	199	530	398	399	
Conservative	466 23%	253 25%	213 20%	43 18%	46 13%	54 16%	84 23%	88 29%	151 34%	168 31%	130 23%	100 22%	68 14%	150 27%	122 23%	85 17%	85 30%	25 13%	48 16%	190 22%	466 100%	-	-	-	339 64%	18 4%	41 10%	
Labour	486 24%	249 25%	237 23%	60 25%	95 28%	108 31%	88 24%	59 19%	76 17%	118 22%	108 19%	129 29%	131 27%	117 21%	121 23%	148 30%	64 22%	37 20%	97 33%	207 24%	-	486 100%	-	-	24 4%	292 73%	77 19%	
Liberal Democrat	124 6%	76 8%	47 5%	11 5%	27 8%	26 8%	25 7%	17 6%	16 4%	40 7%	28 5%	23 5%	33 7%	46 8%	33 6%	15 3%	16 6%	14 8%	18 6%	69 8%	-	-	124 100%	-	2 *	2 1%	101 25%	
SNP	51 3%	31 3%	20 2%	7 3%	6 2%	6 2%	10 3%	8 3%	14 3%	15 3%	14 2%	12 3%	11 2%	-	-	-	-	51 28%	5 2%	22 3%	-	-	-	-	1 *	7 2%	7 2%	
Plaid Cymru	2 *	1 *	1 *	-	1 *	* *	-	1 *	* *	-	* *	1 *	1 *	-	-	-	2 1%	-	* *	2 *	-	-	-	-	-	-	-	-
The UK Independence Party	199 10%	120 12%	78 8%	9 4%	14 4%	20 6%	50 14%	32 11%	73 16%	45 8%	55 10%	46 10%	53 11%	53 10%	55 10%	54 11%	29 10%	8 4%	13 4%	78 9%	-	-	-	199 100%	98 18%	16 4%	26 7%	
The Green Party	85 4%	39 4%	46 4%	10 4%	15 4%	16 5%	12 3%	17 6%	15 3%	25 5%	25 4%	18 4%	17 3%	24 4%	27 5%	21 4%	7 2%	6 3%	15 5%	25 3%	-	-	-	-	7 1%	9 2%	40 10%	
The British National Party	6 *	3 *	3 *	-	* *	1 *	1 *	-	3 1%	-	1 *	1 *	3 1%	-	2 *	3 1%	* *	-	-	2 *	-	-	-	-	* *	-	2 *	
Some other party	5 *	2 *	3 *	* *	* *	4 1%	-	* *	* *	* *	4 1%	-	1 *	4 1%	1 *	-	-	-	* *	2 *	-	-	-	-	-	-	* *	
Would not vote	214 10%	93 9%	122 12%	35 14%	59 17%	42 12%	29 8%	30 10%	20 5%	24 4%	69 12%	52 12%	70 14%	55 10%	47 9%	66 13%	34 12%	12 7%	41 14%	88 10%	-	-	-	-	8 1%	11 3%	3 1%	
Rather not say	23 1%	13 1%	10 1%	3 1%	2 1%	1 *	7 2%	8 3%	2 *	7 1%	2 *	7 2%	7 1%	4 1%	6 1%	6 1%	3 1%	4 2%	3 1%	14 2%	-	-	-	-	-	2 *	1 *	
Don't know	385 19%	122 12%	263 25%	65 27%	78 23%	67 20%	58 16%	43 14%	73 16%	105 19%	131 23%	58 13%	92 19%	101 18%	118 22%	93 19%	46 16%	28 15%	57 19%	149 18%	-	-	-	-	52 10%	41 10%	101 25%	

## Opinion Poll

### ONLINE Fieldwork : 7th-8th January 2015

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	1285	690	595	136	185	192	231	206	335	397	381	223	285	351	347	285	176	127	169	543	384	394	80	251	432	301	254
Weighted base	1147	632	514	100	153	186	215	191	302	340	297	263	247	316	289	262	164	115	160	472	382	387	95	161	400	291	242
Conservative	382	208	174	32	33	43	64	76	133	141	107	78	56	122	99	68	71	21	40	149	382	-	-	-	288	16	33
	33%	33%	34%	32%	22%	23%	30%	40%	44%	41%	36%	30%	23%	39%	34%	26%	43%	18%	25%	32%	100%	-	-	-	72%	5%	14%
Labour	387	200	187	43	73	86	68	51	65	95	88	103	102	92	98	118	48	31	77	164	-	387	-	-	21	245	64
	34%	32%	36%	43%	48%	46%	32%	27%	22%	28%	29%	39%	41%	29%	34%	45%	29%	27%	48%	35%	-	100%	-	-	5%	84%	27%
Liberal Democrat	95	62	33	8	19	19	20	14	15	33	20	19	22	36	24	12	13	9	15	50	-	-	95	-	2	2	82
	8%	10%	6%	8%	13%	10%	9%	7%	5%	10%	7%	7%	9%	11%	8%	5%	8%	8%	9%	11%	-	-	100%	-	*	1%	34%
SNP	43	26	17	4	5	5	9	7	12	13	12	10	9	-	-	-	-	43	4	19	-	-	-	-	1	6	6
	4%	4%	3%	4%	3%	3%	4%	4%	4%	4%	4%	4%	4%	-	-	-	-	38%	3%	4%	-	-	-	-	*	2%	3%
Plaid Cymru	2	1	1	-	*	*	-	1	*	-	*	1	1	-	-	-	2	-	*	1	-	-	-	-	-	-	-
	*	*	*	-	*	*	-	*	*	-	*	*	*	-	-	-	1%	-	*	*	-	-	-	-	-	-	-
The UK Independence Party	161	100	62	6	9	15	43	27	61	38	46	36	41	44	44	44	24	6	11	66	-	-	-	161	83	14	23
	14%	16%	12%	6%	6%	8%	20%	14%	20%	11%	16%	14%	17%	14%	15%	17%	15%	5%	7%	14%	-	-	-	100%	21%	5%	9%
The Green Party	68	32	36	7	12	13	10	14	12	20	21	15	13	18	22	17	6	5	12	21	-	-	-	-	5	7	32
	6%	5%	7%	7%	8%	7%	5%	8%	4%	6%	7%	6%	5%	6%	7%	7%	4%	4%	8%	4%	-	-	-	-	1%	2%	13%
The British National Party	4	2	3	-	*	1	*	-	3	-	*	1	3	-	2	2	*	-	-	1	-	-	-	-	*	-	2
	*	*	*	-	*	*	*	-	1%	-	*	*	1%	-	1%	1%	*	-	-	*	-	-	-	-	*	-	1%
Some other party	4	2	2	*	*	3	-	*	*	*	3	-	*	3	1	-	-	-	*	1	-	-	-	-	-	-	*
	*	*	*	*	*	2%	-	*	*	*	1%	-	*	1%	*	-	-	-	*	*	-	-	-	-	-	-	*

**Opinion Poll**  
**ONLINE Fieldwork : 7th-8th January 2015**

Absolutes/col percents

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

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2046	2046
Weighted base	2046	2046
Male	1003 49%	1003 49%
Female	1043 51%	1043 51%

**Opinion Poll**  
**ONLINE Fieldwork : 7th-8th January 2015**

Absolutes/col percents

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

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2046	2046
Weighted base	2046	2046
18-24	267 13%	243 12%
25-34	336 16%	344 17%
35-44	319 16%	344 17%
45-54	357 17%	365 18%
55-64	300 15%	304 15%
65+	467 23%	446 22%
Average age	47.25	47.16

**Opinion Poll**  
**ONLINE Fieldwork : 7th-8th January 2015**

Absolutes/col percents

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

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2046	2046
Weighted base	2046	2046
AB	601 29%	547 27%
C1	620 30%	567 28%
C2	344 17%	446 22%
DE	481 24%	486 24%
NET: ABC1	1221 60%	1114 54%
NET: C2DE	825 40%	932 46%

**Opinion Poll**  
**ONLINE Fieldwork : 7th-8th January 2015**

Absolutes/col percents

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

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2046	2046
Weighted base	2046	2046
Scotland	184 9%	184 9%
North East	83 4%	82 4%
North West	212 10%	225 11%
Yorkshire & Humberside	186 9%	184 9%
West Midlands	192 9%	184 9%
East Midlands	147 7%	143 7%
Wales	97 5%	102 5%
Eastern	214 10%	205 10%
London	249 12%	266 13%
South East	297 15%	286 14%
South West	185 9%	184 9%

**Opinion Poll**  
**ONLINE Fieldwork : 7th-8th January 2015**

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	2046	2046
Weighted base	2046	2046
NET: Working	1146 56%	1146 56%
Working full time - working 30 hours per week or more	874 43%	900 44%
Working part time - working between 8 and 29 hours per week	272 13%	246 12%
NET: Not working	900 44%	900 44%
Not working but seeking work or temporarily unemployed or sick	100 5%	120 6%
Not working and not seeking work/ student	166 8%	158 8%
Retired on a state pension only	121 6%	125 6%
Retired with a private pension	353 17%	331 16%
House person, housewife, househusband, etc.	160 8%	165 8%



**Opinion Poll**  
**ONLINE Fieldwork : 7th-8th January 2015**

Absolutes/col percents

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

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2046	2046
Weighted base	2046	2046
NET: Homeowners	1434 70%	1330 65%
Owned outright - without mortgage	734 36%	675 33%
Owned with a mortgage or loan	700 34%	655 32%
NET: Renters	578 28%	683 33%
Rented from the council	136 7%	286 14%
Rented from a housing association	157 8%	124 6%
Rented from someone else	285 14%	273 13%
Rent free	34 2%	33 2%

**Opinion Poll**  
**ONLINE Fieldwork : 7th-8th January 2015**

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	2046	2046
Weighted base	2046	2046
Yes	1200 59%	1248 61%
No	846 41%	798 39%

**Opinion Poll**  
**ONLINE Fieldwork : 7th-8th January 2015**

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	2046	2046
Weighted base	2046	2046
No cars in the household	380 19%	430 21%
NET: Any	1666 81%	1616 79%
1	1129 55%	859 42%
2	446 22%	573 28%
3+	91 4%	184 9%

**Opinion Poll**  
**ONLINE Fieldwork : 7th-8th January 2015**

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	2046	2046
Weighted base	2046	2046
Conservative	571 28%	573 28%
Labour	592 29%	593 29%
Liberal Democrat	171 8%	205 10%
SNP	68 3%	42 2%
Plaid Cymru	7 *	3 *
Green	103 5%	48 2%
UKIP	249 12%	82 4%
BNP	10 *	5 *
Another party	13 1%	5 *
None	262 13%	491 24%