

## Opinion Poll

### ONLINE Fieldwork : 9th-11th 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	2056	1023	1033	208	292	362	384	340	470	558	597	394	507	515	536	509	279	217	249	805	426	561	98	322	556	433	310	
Weighted base	2056	1008	1048	244	346	346	367	305	447	550	570	448	488	555	535	493	288	185	296	855	447	527	144	179	522	390	358	
Absolutely certain to vote	(10)	1121	628	492	70	130	176	235	188	321	306	336	230	249	300	283	268	145	124	160	448	326	362	90	136	395	278	229
		55%	62%	47%	28%	38%	51%	64%	62%	72%	56%	59%	51%	51%	54%	53%	54%	50%	67%	54%	52%	73%	69%	62%	76%	76%	71%	64%
	(9)	231	110	121	26	44	42	34	36	50	73	65	46	48	69	49	55	37	21	36	97	61	70	27	21	63	48	57
		11%	11%	12%	11%	13%	12%	9%	12%	11%	13%	11%	10%	10%	12%	9%	11%	13%	11%	12%	11%	14%	13%	19%	12%	12%	12%	16%
	(8)	135	62	73	14	35	28	24	12	21	44	34	27	29	40	33	24	22	16	18	63	25	44	12	6	25	34	29
		7%	6%	7%	6%	10%	8%	7%	4%	5%	8%	6%	6%	6%	7%	6%	5%	8%	9%	6%	7%	6%	8%	9%	4%	5%	9%	8%
	(7)	85	37	48	22	18	14	14	11	5	28	25	19	13	23	32	18	10	3	21	33	10	22	8	10	9	15	14
		4%	4%	5%	9%	5%	4%	4%	4%	1%	5%	4%	4%	3%	4%	6%	4%	4%	1%	7%	4%	2%	4%	6%	6%	2%	4%	4%
	(6)	41	19	23	11	7	2	9	5	7	11	5	10	14	13	13	8	7	*	2	19	5	10	2	1	4	*	-
		2%	2%	2%	5%	2%	1%	2%	2%	2%	2%	1%	2%	3%	2%	2%	2%	2%	*	1%	2%	1%	2%	2%	*	1%	*	-
	(5)	68	20	47	16	20	13	4	7	7	12	15	20	21	15	15	17	13	7	11	31	14	13	2	2	2	3	5
		3%	2%	5%	7%	6%	4%	1%	2%	2%	2%	3%	4%	4%	3%	3%	3%	5%	4%	4%	4%	3%	2%	1%	1%	*	1%	1%
	(4)	10	2	8	3	3	2	2	-	2	2	2	4	2	4	3	-	1	1	5	1	3	2	-	-	-	-	1
		*	*	1%	1%	1%	*	1%	-	*	*	1%	1%	*	1%	1%	-	1%	*	1%	*	1%	1%	-	-	-	-	*
	(3)	27	8	19	14	5	4	2	-	2	7	2	7	12	4	13	5	2	3	*	12	5	2	-	1	*	-	-
		1%	1%	2%	6%	2%	1%	*	-	*	1%	*	2%	2%	1%	3%	1%	1%	1%	*	1%	1%	*	-	*	*	-	-
	(2)	42	12	31	13	4	6	9	3	8	13	8	17	5	6	18	15	3	-	10	14	-	1	1	2	2	3	4
		2%	1%	3%	5%	1%	2%	2%	1%	2%	2%	1%	4%	1%	1%	3%	3%	1%	-	3%	2%	-	*	1%	1%	*	1%	1%
Definitely would not vote	(1)	171	73	97	26	45	39	24	21	16	29	43	38	61	54	36	52	25	5	28	75	-	-	-	-	10	3	4
		8%	7%	9%	11%	13%	11%	7%	7%	4%	5%	8%	8%	12%	10%	7%	10%	9%	2%	9%	9%	-	-	-	-	2%	1%	1%
Don't know		126	36	89	29	36	20	10	21	10	25	34	32	33	29	39	30	22	6	9	58	-	-	-	-	12	7	15
		6%	4%	9%	12%	10%	6%	3%	7%	2%	5%	6%	7%	7%	5%	7%	6%	8%	3%	3%	7%	-	-	-	-	2%	2%	4%
Mean		8.25	8.62	7.87	6.75	7.49	8.01	8.62	8.72	9.10	8.53	8.54	8.00	7.81	8.25	8.15	8.04	8.22	9.09	8.15	8.18	9.40	9.30	9.22	9.47	9.46	9.41	9.25
Standard deviation		2.89	2.64	3.08	3.29	3.22	3.10	2.65	2.58	2.16	2.55	2.70	3.05	3.25	2.91	2.90	3.14	2.86	1.95	2.97	2.92	1.32	1.35	1.37	1.29	1.52	1.33	1.58
Standard error		0.07	0.08	0.10	0.24	0.20	0.17	0.14	0.14	0.10	0.11	0.11	0.16	0.15	0.13	0.13	0.14	0.18	0.13	0.19	0.11	0.06	0.06	0.14	0.07	0.07	0.06	0.09

## Opinion Poll

### ONLINE Fieldwork : 9th-11th 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	2056	1023	1033	208	292	362	384	340	470	558	597	394	507	515	536	509	279	217	249	805	426	561	98	322	556	433	310
Weighted base	2056	1008	1048	244	346	346	367	305	447	550	570	448	488	555	535	493	288	185	296	855	447	527	144	179	522	390	358
Conservative	447	225	222	39	42	60	93	75	137	141	132	78	95	138	118	100	64	27	48	194	447	-	-	-	324	11	34
	22%	22%	21%	16%	12%	17%	25%	25%	31%	26%	23%	17%	19%	25%	22%	20%	22%	15%	16%	23%	100%	-	-	-	62%	3%	10%
Labour	527	293	235	67	122	100	85	67	86	131	137	133	126	134	126	158	75	34	72	233	-	527	-	-	30	292	83
	26%	29%	22%	28%	35%	29%	23%	22%	19%	24%	24%	30%	26%	24%	24%	32%	26%	18%	24%	27%	-	100%	-	-	6%	75%	23%
Liberal Democrat	144	79	65	12	23	25	23	26	35	59	41	22	22	48	35	26	24	12	25	54	-	-	144	-	7	3	112
	7%	8%	6%	5%	7%	7%	6%	9%	8%	11%	7%	5%	5%	9%	7%	5%	8%	6%	9%	6%	-	-	100%	-	1%	1%	31%
SNP	55	37	18	4	5	6	12	16	13	24	15	7	9	-	-	-	-	55	9	22	-	-	-	-	3	8	6
	3%	4%	2%	1%	1%	2%	3%	5%	3%	4%	3%	2%	2%	-	-	-	-	30%	3%	3%	-	-	-	-	1%	2%	2%
Plaid Cymru	5	4	1	-	2	-	2	*	1	2	*	1	2	-	-	-	5	-	1	2	-	-	-	-	-	-	1
	*	*	*	-	*	-	1%	*	*	*	*	*	*	-	-	-	2%	-	*	*	-	-	-	-	-	-	*
The UK Independence Party	179	119	60	8	10	18	41	31	71	45	49	41	44	39	64	50	22	5	20	69	-	-	-	179	80	22	21
	9%	12%	6%	3%	3%	5%	11%	10%	16%	8%	9%	9%	9%	7%	12%	10%	7%	2%	7%	8%	-	-	-	100%	15%	6%	6%
The Green Party	60	24	36	10	11	10	7	7	16	16	16	7	21	21	18	11	7	3	8	23	-	-	-	-	5	6	16
	3%	2%	3%	4%	3%	3%	2%	2%	4%	3%	3%	2%	4%	4%	3%	2%	3%	1%	3%	3%	-	-	-	-	1%	2%	4%
The British National Party	3	2	1	-	1	-	2	*	*	1	*	-	2	1	2	*	*	-	-	2	-	-	-	-	1	-	-
	*	*	*	-	*	-	*	*	*	*	*	-	*	*	*	*	*	-	-	*	-	-	-	-	*	-	-
Some other party	5	4	1	-	-	1	-	2	2	2	1	1	1	1	4	-	*	-	3	2	-	-	-	-	*	2	-
	*	*	*	-	-	*	-	1%	*	*	*	*	*	*	1%	-	-	-	1%	*	-	-	-	-	*	1%	-
Would not vote	212	83	128	42	50	47	26	23	24	40	52	50	70	59	57	62	29	5	37	85	-	-	-	-	11	4	6
	10%	8%	12%	17%	14%	14%	7%	7%	5%	7%	9%	11%	14%	11%	11%	13%	10%	2%	12%	10%	-	-	-	-	2%	1%	2%
Rather not say	34	24	11	1	4	13	10	2	4	7	16	4	7	24	2	4	4	-	4	22	-	-	-	-	-	-	2
	2%	2%	1%	1%	1%	4%	3%	1%	1%	1%	3%	1%	2%	4%	*	1%	1%	-	1%	3%	-	-	-	-	-	-	1%
Don't know	385	115	270	61	77	65	66	57	59	81	112	104	88	90	109	82	58	46	70	146	-	-	-	-	61	42	76
	19%	11%	26%	25%	22%	19%	18%	19%	13%	15%	20%	23%	18%	16%	20%	17%	20%	25%	24%	17%	-	-	-	-	12%	11%	21%

## Opinion Poll

### ONLINE Fieldwork : 9th-11th 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	1291	706	585	105	157	210	250	228	341	364	379	240	308	317	332	322	167	153	145	508	351	452	78	263	418	331	208
Weighted base	1152	645	507	98	159	175	221	188	310	336	322	235	258	305	292	282	156	116	149	479	366	423	115	148	389	289	227
Conservative	366	186	179	27	27	49	79	65	118	116	107	63	80	111	97	84	50	23	38	155	366	-	-	-	281	9	29
	32%	29%	35%	27%	17%	28%	36%	35%	38%	35%	33%	27%	31%	36%	33%	30%	32%	20%	25%	32%	100%	-	-	-	72%	3%	13%
Labour	423	237	186	47	95	79	71	57	74	102	114	107	100	106	100	127	61	29	57	187	-	423	-	-	25	245	70
	37%	37%	37%	47%	60%	46%	32%	30%	24%	30%	36%	46%	39%	35%	34%	45%	39%	25%	38%	39%	-	100%	-	-	6%	85%	31%
Liberal Democrat	115	63	52	9	17	18	18	22	31	47	33	18	16	41	25	21	18	10	21	40	-	-	115	-	5	3	92
	10%	10%	10%	9%	11%	10%	8%	12%	10%	14%	10%	8%	6%	13%	9%	8%	11%	9%	14%	8%	-	-	100%	-	1%	1%	41%
SNP	47	31	16	2	3	5	11	14	12	20	13	6	8	-	-	-	-	47	7	18	-	-	-	-	2	7	6
	4%	5%	3%	3%	2%	3%	5%	7%	4%	6%	4%	3%	3%	-	-	-	-	41%	5%	4%	-	-	-	-	1%	2%	2%
Plaid Cymru	4	3	1	-	1	-	2	*	1	1	*	1	2	-	-	-	4	-	1	2	-	-	-	-	-	-	1
	*	*	*	-	1%	-	1%	*	*	*	*	*	1%	-	-	-	2%	-	1%	*	-	-	-	-	-	-	*
The UK Independence Party	148	100	49	5	8	15	34	25	61	38	41	34	35	31	52	43	18	4	16	57	-	-	-	148	70	19	18
	13%	15%	10%	5%	5%	8%	16%	13%	20%	11%	13%	14%	14%	10%	18%	15%	12%	3%	11%	12%	-	-	-	100%	18%	7%	8%
The Green Party	43	20	23	8	7	8	5	4	12	11	12	5	15	15	13	6	6	2	7	17	-	-	-	-	4	5	12
	4%	3%	5%	8%	4%	4%	2%	2%	4%	3%	4%	2%	6%	5%	5%	2%	4%	2%	5%	3%	-	-	-	-	1%	2%	5%
The British National Party	2	2	*	-	*	-	2	*	*	*	*	-	2	*	2	*	*	-	-	2	-	-	-	-	1	-	-
	*	*	*	-	*	-	1%	*	*	*	*	-	1%	*	1%	*	*	-	-	*	-	-	-	-	*	-	-
Some other party	3	3	1	-	-	1	-	1	1	1	1	1	1	1	2	-	*	-	1	1	-	-	-	-	*	1	-
	*	*	*	-	-	*	-	1%	*	*	*	*	*	*	1%	-	*	-	1%	*	-	-	-	-	*	*	-

**Opinion Poll**  
**ONLINE Fieldwork : 9th-11th January 2015**

Absolutes/col percents

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

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2056	2056
Weighted base	2056	2056
Male	1023 50%	1008 49%
Female	1033 50%	1048 51%

**Opinion Poll**  
**ONLINE Fieldwork : 9th-11th January 2015**

Absolutes/col percents

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

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2056	2056
Weighted base	2056	2056
18-24	208 10%	244 12%
25-34	292 14%	346 17%
35-44	362 18%	346 17%
45-54	384 19%	367 18%
55-64	340 17%	305 15%
65+	470 23%	447 22%
Average age	48.59	47.24

**Opinion Poll**  
**ONLINE Fieldwork : 9th-11th January 2015**

Absolutes/col percents

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

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2056	2056
Weighted base	2056	2056
AB	558 27%	550 27%
C1	597 29%	570 28%
C2	394 19%	448 22%
DE	507 25%	488 24%
NET: ABC1	1155 56%	1120 54%
NET: C2DE	901 44%	936 46%

**Opinion Poll**  
**ONLINE Fieldwork : 9th-11th January 2015**

Absolutes/col percents

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

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2056	2056
Weighted base	2056	2056
Scotland	217 11%	185 9%
North East	78 4%	82 4%
North West	241 12%	226 11%
Yorkshire & Humberside	190 9%	185 9%
West Midlands	186 9%	185 9%
East Midlands	145 7%	144 7%
Wales	110 5%	103 5%
Eastern	205 10%	206 10%
London	216 11%	267 13%
South East	299 15%	288 14%
South West	169 8%	185 9%

**Opinion Poll**  
**ONLINE Fieldwork : 9th-11th 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	2056	2056
Weighted base	2056	2056
NET: Working	1054 51%	1151 56%
Working full time - working 30 hours per week or more	740 36%	905 44%
Working part time - working between 8 and 29 hours per week	314 15%	247 12%
NET: Not working	1002 49%	905 44%
Not working but seeking work or temporarily unemployed or sick	126 6%	114 6%
Not working and not seeking work/ student	139 7%	136 7%
Retired on a state pension only	149 7%	147 7%
Retired with a private pension	393 19%	345 17%
House person, housewife, househusband, etc.	195 9%	163 8%



**Opinion Poll**  
**ONLINE Fieldwork : 9th-11th January 2015**

Absolutes/col percents

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

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2056	2056
Weighted base	2056	2056
NET: Homeowners	1243 60%	1336 65%
Owned outright - without mortgage	692 34%	678 33%
Owned with a mortgage or loan	551 27%	658 32%
NET: Renters	774 38%	689 34%
Rented from the council	190 9%	288 14%
Rented from a housing association	222 11%	140 7%
Rented from someone else	362 18%	262 13%
Rent free	39 2%	30 1%

**Opinion Poll**  
**ONLINE Fieldwork : 9th-11th 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	2056	2056
Weighted base	2056	2056
Yes	1136 55%	1254 61%
No	920 45%	802 39%

**Opinion Poll**  
**ONLINE Fieldwork : 9th-11th 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	2056	2056
Weighted base	2056	2056
No cars in the household	454 22%	432 21%
NET: Any	1602 78%	1624 79%
1	1120 54%	864 42%
2	397 19%	576 28%
3+	85 4%	185 9%

**Opinion Poll**  
**ONLINE Fieldwork : 9th-11th 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	2056	2056
Weighted base	2056	2056
Conservative	549 27%	576 28%
Labour	649 32%	596 29%
Liberal Democrat	143 7%	206 10%
SNP	78 4%	46 2%
Plaid Cymru	7 *	4 *
Green	71 3%	40 2%
UKIP	254 12%	82 4%
BNP	11 1%	6 *
Another party	14 1%	7 *
None	280 14%	493 24%