

Opinion Poll

ONLINE Fieldwork : 16th-18th 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	2036	957	1079	201	293	312	399	345	486	632	596	290	518	565	468	495	297	211	288	762	490	513	100	290	544	418	355	
Weighted base	2036	998	1038	242	343	343	363	302	443	544	565	444	484	550	529	489	285	183	298	842	503	516	119	177	526	392	363	
Absolutely certain to vote	(10) 1112	610	502	74	136	164	209	200	331	328	315	232	237	290	295	255	164	109	164	390	352	355	70	140	396	298	222	
		55%	61%	48%	30%	40%	48%	58%	66%	75%	60%	56%	52%	49%	53%	56%	52%	57%	59%	55%	46%	70%	69%	59%	79%	75%	76%	61%
	(9)	229	123	106	28	31	54	27	32	57	89	55	48	36	55	69	50	38	17	37	97	64	62	19	19	67	46	71
		11%	12%	10%	11%	9%	16%	7%	11%	13%	16%	10%	11%	8%	10%	13%	10%	13%	9%	12%	12%	13%	12%	16%	11%	13%	12%	19%
	(8)	130	65	65	25	31	23	21	15	14	35	44	25	25	31	31	34	16	18	20	67	38	44	13	7	28	27	27
		6%	6%	6%	10%	9%	7%	6%	5%	3%	6%	8%	6%	5%	6%	6%	7%	6%	10%	7%	8%	7%	9%	11%	4%	5%	7%	7%
	(7)	97	28	70	24	30	16	16	6	5	23	25	27	22	34	18	23	15	7	5	56	28	22	6	7	10	7	14
		5%	3%	7%	10%	9%	5%	4%	2%	1%	4%	4%	6%	5%	6%	3%	5%	5%	4%	2%	7%	6%	4%	5%	4%	2%	2%	4%
	(6)	46	23	23	4	16	7	8	7	4	7	14	12	14	12	15	10	6	3	6	29	8	16	5	3	6	4	7
		2%	2%	2%	2%	5%	2%	2%	2%	1%	1%	2%	3%	3%	2%	3%	2%	2%	2%	2%	3%	2%	3%	5%	2%	1%	1%	2%
	(5)	62	17	45	13	16	11	11	4	7	10	20	16	16	23	13	9	11	6	12	23	8	7	4	1	-	2	3
		3%	2%	4%	5%	5%	3%	3%	1%	1%	2%	4%	4%	3%	4%	2%	2%	4%	3%	4%	3%	2%	1%	4%	1%	-	1%	1%
	(4)	17	6	11	2	12	2	1	-	-	1	5	9	2	11	2	2	1	-	11	4	1	1	-	*	-	-	2
		1%	1%	1%	1%	4%	*	*	-	-	*	1%	2%	*	2%	*	*	*	-	4%	*	*	*	-	*	-	-	1%
	(3)	26	5	22	6	6	4	6	3	1	3	8	5	10	8	12	7	-	-	3	16	2	5	-	*	-	*	1
		1%	*	2%	3%	2%	1%	2%	1%	*	1%	1%	1%	2%	2%	2%	1%	-	-	1%	2%	*	1%	-	*	-	*	*
	(2)	43	16	27	17	9	7	3	6	1	9	10	10	14	16	9	13	4	1	6	17	1	5	1	-	2	-	1
		2%	2%	3%	7%	3%	2%	1%	2%	*	2%	2%	2%	3%	3%	2%	3%	2%	*	2%	2%	*	1%	1%	-	*	-	*
Definitely would not vote	(1) 160	79	81	28	33	22	38	22	17	27	37	29	67	43	34	46	19	17	16	92	-	-	-	-	10	3	3	
		8%	8%	8%	12%	10%	6%	10%	7%	4%	5%	6%	7%	14%	8%	6%	9%	7%	9%	5%	11%	-	-	-	-	2%	1%	1%
Don't know	114	27	87	22	23	34	22	6	7	12	31	31	40	26	32	39	11	6	18	52	-	-	-	-	7	4	13	
		6%	3%	8%	9%	7%	10%	6%	2%	2%	2%	5%	7%	8%	5%	6%	8%	4%	3%	6%	6%	-	-	-	-	1%	1%	4%
Mean	8.26	8.54	7.98	6.95	7.46	8.31	8.17	8.66	9.28	8.78	8.37	8.21	7.56	8.04	8.43	8.10	8.51	8.45	8.37	7.82	9.34	9.24	9.05	9.57	9.45	9.53	9.25	
Standard deviation	2.86	2.72	2.96	3.31	3.06	2.72	3.05	2.69	1.94	2.36	2.72	2.81	3.42	2.96	2.72	3.04	2.62	2.76	2.71	3.10	1.28	1.49	1.51	1.02	1.51	1.19	1.43	
Standard error	0.06	0.09	0.09	0.25	0.18	0.16	0.16	0.15	0.09	0.10	0.11	0.17	0.16	0.13	0.13	0.14	0.15	0.19	0.16	0.12	0.06	0.07	0.15	0.06	0.06	0.06	0.08	

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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	2036	957	1079	201	293	312	399	345	486	632	596	290	518	565	468	495	297	211	288	762	490	513	100	290	544	418	355
Weighted base	2036	998	1038	242	343	343	363	302	443	544	565	444	484	550	529	489	285	183	298	842	503	516	119	177	526	392	363
Conservative	503 25%	269 27%	234 23%	37 15%	69 20%	65 19%	65 18%	76 25%	190 43%	176 32%	147 26%	103 23%	77 16%	172 31%	144 27%	88 18%	67 23%	33 18%	54 18%	189 22%	503 100%	-	-	-	354 67%	24 6%	57 16%
Labour	516 25%	272 27%	244 24%	70 29%	97 28%	100 29%	104 29%	77 26%	68 15%	114 21%	133 23%	131 29%	139 29%	124 23%	131 25%	157 32%	65 23%	39 21%	91 30%	210 25%	-	516 100%	-	-	31 6%	283 72%	79 22%
Liberal Democrat	119 6%	69 7%	50 5%	13 5%	26 8%	18 5%	20 6%	5 2%	36 8%	55 10%	26 5%	23 5%	15 3%	32 6%	42 8%	14 3%	20 7%	12 6%	17 6%	60 7%	-	-	119 100%	-	7 1%	3 1%	84 23%
SNP	43 2%	24 2%	19 2%	1 1%	7 2%	7 2%	12 3%	14 4%	2 *	14 3%	16 3%	6 1%	6 1%	-	-	-	-	43 23%	12 4%	18 2%	-	-	-	-	2 *	11 3%	3 1%
Plaid Cymru	8 *	3 *	4 *	1 *	1 *	1 *	1 *	2 1%	1 *	1 *	3 1%	2 1%	1 *	-	-	-	8 3%	-	2 1%	2 *	-	-	-	-	-	2 1%	-
The UK Independence Party	177 9%	114 11%	63 6%	11 5%	10 3%	23 7%	44 12%	30 10%	60 14%	44 8%	43 8%	36 8%	54 11%	41 8%	55 10%	50 10%	25 9%	6 3%	18 6%	62 7%	-	-	-	177 100%	62 12%	25 6%	26 7%
The Green Party	54 3%	26 3%	28 3%	5 2%	13 4%	4 1%	8 2%	8 3%	15 3%	14 3%	19 3%	11 2%	10 2%	18 3%	11 2%	9 2%	11 4%	5 3%	10 3%	17 2%	-	-	-	-	5 1%	7 2%	20 5%
The British National Party	8 *	6 1%	2 *	1 *	* *	2 1%	2 1%	1 *	2 *	-	2 *	2 *	4 1%	1 *	1 *	6 1%	* *	-	1 *	3 *	-	-	-	-	2 *	1 *	* *
Some other party	3 *	1 *	2 *	-	-	2 1%	1 *	-	-	-	* *	2 1%	* *	3 1%	-	-	-	-	1 *	1 *	-	-	-	-	-	-	1 *
Would not vote	203 10%	94 9%	109 11%	45 19%	37 11%	32 9%	45 12%	26 9%	18 4%	37 7%	50 9%	39 9%	77 16%	57 10%	45 9%	61 12%	24 8%	17 9%	22 7%	114 14%	-	-	-	-	10 2%	3 1%	4 1%
Rather not say	20 1%	8 1%	11 1%	* *	2 1%	3 1%	8 2%	2 1%	5 1%	5 1%	4 1%	4 1%	7 1%	8 2%	3 1%	5 1%	2 1%	1 1%	5 2%	9 1%	-	-	-	-	-	-	-
Don't know	381 19%	110 11%	271 26%	58 24%	80 23%	85 25%	52 14%	59 20%	47 11%	83 15%	120 21%	85 19%	94 19%	93 17%	98 18%	100 20%	64 22%	27 15%	66 22%	157 19%	-	-	-	-	53 10%	32 8%	88 24%

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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	1293	671	622	101	158	181	263	227	363	426	381	182	305	355	304	295	190	151	179	461	397	413	77	239	421	324	237	
Weighted base	1153	642	511	100	162	177	209	182	322	348	320	249	236	310	311	260	159	113	170	435	407	411	91	149	398	304	227	
Conservative	407	221	186	26	47	52	52	63	166	146	119	84	58	140	115	71	53	28	45	143	407	-	-	-	304	19	47	
	35%	34%	36%	26%	29%	29%	25%	35%	52%	42%	37%	34%	25%	45%	37%	27%	34%	25%	26%	33%	100%	-	-	-	76%	6%	21%	
Labour	411	219	191	50	71	78	85	68	58	94	110	98	109	93	107	128	51	32	74	163	-	411	-	-	26	243	68	
	36%	34%	37%	50%	44%	44%	41%	37%	18%	27%	34%	39%	46%	30%	34%	49%	32%	28%	44%	37%	-	100%	-	-	7%	80%	30%	
Liberal Democrat	91	54	38	10	19	15	15	5	29	45	21	17	8	26	32	9	17	7	14	45	-	-	91	-	6	2	69	
	8%	8%	7%	10%	12%	9%	7%	3%	9%	13%	7%	7%	4%	8%	10%	3%	11%	6%	8%	10%	-	-	100%	-	1%	1%	31%	
SNP	37	21	16	1	6	6	10	12	2	13	13	5	5	-	-	-	-	37	10	15	-	-	-	-	2	10	3	
	3%	3%	3%	1%	4%	4%	5%	6%	1%	4%	4%	2%	2%	-	-	-	-	32%	6%	4%	-	-	-	-	*	3%	1%	
Plaid Cymru	7	3	4	1	1	1	1	2	1	1	3	2	1	-	-	-	7	-	2	2	-	-	-	-	-	2	-	
	1%	*	1%	1%	*	*	1%	1%	*	*	1%	1%	*	-	-	-	4%	-	1%	*	-	-	-	-	-	-	1%	-
The UK Independence Party	149	97	52	8	8	18	37	26	53	38	37	31	43	33	47	41	22	5	16	50	-	-	-	149	55	22	22	
	13%	15%	10%	8%	5%	10%	18%	14%	16%	11%	11%	13%	18%	11%	15%	16%	14%	5%	9%	12%	-	-	-	100%	14%	7%	10%	
The Green Party	43	22	22	3	11	3	6	6	13	11	15	8	8	15	9	7	9	4	9	13	-	-	-	-	4	6	16	
	4%	3%	4%	3%	7%	2%	3%	4%	4%	3%	5%	3%	3%	5%	3%	3%	6%	3%	5%	3%	-	-	-	-	1%	2%	7%	
The British National Party	6	5	1	*	*	2	2	1	1	-	2	1	3	*	1	5	*	-	*	2	-	-	-	-	2	1	*	
	1%	1%	*	*	*	1%	1%	*	*	-	1%	*	1%	*	*	2%	*	-	*	1%	-	-	-	-	*	*	*	
Some other party	2	1	1	-	-	1	1	-	-	-	*	1	*	2	-	-	-	-	1	1	-	-	-	-	-	-	1	
	*	*	*	-	-	1%	*	-	-	-	*	1%	*	1%	-	-	-	-	*	*	-	-	-	-	-	-	*	

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Table 4
Gender
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2036	2036
Weighted base	2036	2036
Male	957 47%	998 49%
Female	1079 53%	1038 51%

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Absolutes/col percents

Table 5
Age
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2036	2036
Weighted base	2036	2036
18-24	201 10%	242 12%
25-34	293 14%	343 17%
35-44	312 15%	343 17%
45-54	399 20%	363 18%
55-64	345 17%	302 15%
65+	486 24%	443 22%
Average age	49.22	47.39

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Absolutes/col percents

Table 6
Social Grade
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2036	2036
Weighted base	2036	2036
AB	632 31%	544 27%
C1	596 29%	565 28%
C2	290 14%	444 22%
DE	518 25%	484 24%
NET: ABC1	1228 60%	1109 54%
NET: C2DE	808 40%	927 46%

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Absolutes/col percents

Table 7
GO Region
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2036	2036
Weighted base	2036	2036
Scotland	211 10%	183 9%
North East	92 5%	81 4%
North West	221 11%	224 11%
Yorkshire & Humberside	182 9%	183 9%
West Midlands	171 8%	183 9%
East Midlands	124 6%	143 7%
Wales	120 6%	102 5%
Eastern	173 8%	204 10%
London	239 12%	265 13%
South East	326 16%	285 14%
South West	177 9%	183 9%

Opinion Poll
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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	2036	2036
Weighted base	2036	2036
NET: Working	1050 52%	1140 56%
Working full time - working 30 hours per week or more	692 34%	896 44%
Working part time - working between 8 and 29 hours per week	358 18%	244 12%
NET: Not working	986 48%	896 44%
Not working but seeking work or temporarily unemployed or sick	124 6%	108 5%
Not working and not seeking work/ student	149 7%	131 6%
Retired on a state pension only	84 4%	78 4%
Retired with a private pension	471 23%	411 20%
House person, housewife, househusband, etc.	158 8%	167 8%

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Absolutes/col percents

Table 9
Tenure
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2036	2036
Weighted base	2036	2036
NET: Homeowners	1251 61%	1323 65%
Owned outright - without mortgage	728 36%	671 33%
Owned with a mortgage or loan	523 26%	652 32%
NET: Renters	751 37%	684 34%
Rented from the council	173 8%	285 14%
Rented from a housing association	207 10%	126 6%
Rented from someone else	371 18%	273 13%
Rent free	34 2%	29 1%

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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	2036	2036
Weighted base	2036	2036
Yes	1188 58%	1242 61%
No	848 42%	794 39%

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

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2036	2036
Weighted base	2036	2036
No cars in the household	462 23%	428 21%
NET: Any	1574 77%	1608 79%
1	1022 50%	855 42%
2	474 23%	570 28%
3+	78 4%	183 9%

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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	2036	2036
Weighted base	2036	2036
Conservative	571 28%	570 28%
Labour	606 30%	590 29%
Liberal Democrat	167 8%	204 10%
SNP	75 4%	38 2%
Plaid Cymru	12 1%	6 *
Green	89 4%	41 2%
UKIP	215 11%	81 4%
BNP	13 1%	7 *
Another party	19 1%	9 *
None	269 13%	489 24%