

## Opinion Poll

### ONLINE Fieldwork : 17th-18th 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	2069	1023	1046	215	330	345	389	328	462	624	632	324	489	550	523	522	280	194	265	864	509	516	115	309	599	417	360	
Weighted base	2069	1014	1055	246	348	348	369	307	450	553	574	451	492	559	538	497	290	186	259	900	494	527	140	188	562	388	379	
Absolutely certain to vote	(10) 1088	621	467	71	127	177	202	195	317	312	312	230	234	308	261	259	135	125	124	448	343	335	93	135	410	266	237	
		53%	61%	44%	29%	36%	51%	55%	63%	70%	56%	54%	51%	48%	55%	48%	52%	47%	67%	48%	50%	69%	64%	66%	72%	73%	69%	62%
	(9)	244	136	108	17	45	29	36	49	67	91	60	46	69	59	59	42	15	32	92	87	70	14	30	78	54	53	
		12%	13%	10%	7%	13%	8%	10%	16%	15%	17%	10%	10%	9%	12%	11%	12%	15%	8%	12%	10%	18%	13%	10%	16%	14%	14%	
	(8)	157	67	90	29	33	35	24	19	18	38	48	44	27	33	49	41	22	12	21	86	32	59	15	6	28	29	34
		8%	7%	8%	12%	10%	10%	7%	6%	4%	7%	8%	10%	6%	6%	9%	8%	7%	7%	8%	10%	6%	11%	11%	3%	5%	8%	9%
	(7)	104	33	71	17	27	13	26	11	10	26	16	28	33	26	33	19	22	4	15	42	15	32	10	9	12	18	24
		5%	3%	7%	7%	8%	4%	7%	3%	2%	5%	3%	6%	7%	5%	6%	4%	8%	2%	6%	5%	3%	6%	7%	5%	2%	5%	6%
	(6)	39	9	29	7	9	9	7	3	4	7	12	14	6	11	11	8	5	4	10	19	4	12	3	1	5	5	3
		2%	1%	3%	3%	3%	2%	2%	1%	1%	1%	2%	3%	1%	2%	2%	2%	2%	2%	4%	2%	1%	2%	2%	*	1%	1%	1%
	(5)	70	24	46	15	23	8	11	5	8	19	19	11	20	29	17	10	4	13	28	9	11	2	3	7	3	7	
		3%	2%	4%	6%	7%	2%	3%	2%	2%	4%	3%	3%	4%	5%	3%	2%	4%	2%	5%	3%	2%	2%	2%	1%	1%	1%	2%
	(4)	20	14	6	9	7	*	3	1	-	4	6	3	7	5	7	7	*	1	1	12	1	4	3	1	1	3	-
		1%	1%	1%	4%	2%	*	1%	*	-	1%	1%	1%	1%	1%	1%	1%	*	1%	1%	1%	*	1%	2%	1%	*	1%	-
	(3)	22	6	16	8	1	2	1	2	7	4	7	1	10	4	10	7	-	1	*	10	-	4	-	3	3	-	3
		1%	1%	2%	3%	*	1%	*	1%	1%	1%	1%	*	2%	1%	2%	2%	-	*	*	1%	-	1%	-	2%	*	-	1%
	(2)	36	9	28	16	3	12	4	-	2	4	15	10	7	14	10	10	3	-	10	13	3	1	-	2	1	1	2
		2%	1%	3%	6%	1%	3%	1%	-	*	1%	3%	2%	1%	2%	2%	2%	1%	-	4%	1%	1%	-	1%	*	*	1%	
Definitely would not vote	(1)	174	69	105	33	43	40	32	12	15	28	44	37	65	39	39	49	31	15	20	81	-	-	-	-	10	4	6
		8%	7%	10%	13%	12%	11%	9%	4%	3%	5%	8%	8%	13%	7%	7%	10%	11%	8%	8%	9%	-	-	-	-	2%	1%	2%
Don't know		116	27	89	24	30	23	23	12	4	19	35	26	35	21	44	28	19	4	13	69	-	-	-	-	7	5	10
		6%	3%	8%	10%	9%	7%	6%	4%	1%	3%	6%	6%	7%	4%	8%	6%	7%	2%	5%	8%	-	-	-	-	1%	1%	3%
Mean		8.21	8.65	7.76	6.55	7.48	7.89	8.29	9.05	9.15	8.67	8.25	8.20	7.63	8.29	8.13	8.10	8.06	8.69	7.99	8.10	9.42	9.16	9.19	9.35	9.37	9.31	9.09
Standard deviation		2.87	2.57	3.08	3.41	3.11	3.19	2.82	2.04	2.00	2.39	2.88	2.82	3.30	2.79	2.83	3.03	2.95	2.66	2.91	2.93	1.19	1.43	1.40	1.48	1.58	1.46	1.74
Standard error		0.06	0.08	0.10	0.24	0.18	0.18	0.15	0.11	0.09	0.10	0.12	0.16	0.15	0.12	0.13	0.14	0.18	0.19	0.18	0.10	0.05	0.06	0.13	0.08	0.06	0.07	0.09

## Opinion Poll

### ONLINE Fieldwork : 17th-18th 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	2069	1023	1046	215	330	345	389	328	462	624	632	324	489	550	523	522	280	194	265	864	509	516	115	309	599	417	360	
Weighted base	2069	1014	1055	246	348	348	369	307	450	553	574	451	492	559	538	497	290	186	259	900	494	527	140	188	562	388	379	
Conservative	494	281	213	32	59	68	85	84	167	157	152	99	86	153	133	117	63	28	55	206	494	-	-	-	364	14	46	
	24%	28%	20%	13%	17%	20%	23%	27%	37%	28%	26%	22%	17%	27%	25%	24%	22%	15%	21%	23%	100%	-	-	-	65%	4%	12%	
Labour	527	273	254	69	100	113	99	68	78	126	129	113	159	138	139	136	70	45	71	238	-	527	-	-	27	292	87	
	25%	27%	24%	28%	29%	33%	27%	22%	17%	23%	22%	25%	32%	25%	26%	27%	24%	24%	28%	26%	-	100%	-	-	5%	75%	23%	
Liberal Democrat	140	81	59	12	30	17	24	25	32	53	38	34	14	45	21	32	25	16	19	65	-	-	140	-	5	14	98	
	7%	8%	6%	5%	9%	5%	6%	8%	7%	10%	7%	8%	3%	8%	4%	6%	9%	9%	7%	7%	-	-	100%	-	1%	3%	26%	
SNP	51	21	30	10	7	8	10	8	7	11	12	15	12	-	-	-	-	51	5	15	-	-	-	-	2	7	3	
	2%	2%	3%	4%	2%	2%	3%	3%	2%	2%	2%	3%	2%	-	-	-	-	27%	2%	2%	-	-	-	-	*	2%	1%	
Plaid Cymru	8	3	5	-	2	*	3	1	2	1	2	3	3	-	-	-	8	-	2	2	-	-	-	-	-	*	-	
	*	*	*	-	1%	*	1%	*	*	*	*	1%	1%	-	-	-	3%	-	1%	*	-	-	-	-	-	-	*	-
The UK Independence Party	188	131	57	4	7	16	35	53	73	40	51	52	46	58	54	46	27	3	13	82	-	-	-	188	86	23	30	
	9%	13%	5%	2%	2%	5%	10%	17%	16%	7%	9%	11%	9%	10%	10%	9%	9%	2%	5%	9%	-	-	-	100%	15%	6%	8%	
The Green Party	65	31	34	13	11	14	8	8	11	19	29	10	7	14	26	10	12	3	12	23	-	-	-	-	3	7	29	
	3%	3%	3%	5%	3%	4%	2%	3%	2%	3%	5%	2%	1%	2%	5%	2%	4%	2%	5%	3%	-	-	-	-	*	2%	8%	
The British National Party	6	4	3	-	2	-	2	*	2	1	*	3	2	1	2	1	1	1	1	2	-	-	-	-	-	2	*	
	*	*	*	-	1%	-	1%	*	*	*	*	1%	*	*	*	*	*	*	*	*	-	-	-	-	-	*	*	
Some other party	8	7	1	-	-	1	5	2	*	7	1	-	1	-	4	3	1	1	3	3	-	-	-	-	*	2	2	
	*	1%	*	-	-	*	1%	1%	*	1%	*	-	*	-	1%	1%	*	*	1%	*	-	-	-	-	*	1%	*	
Would not vote	202	83	119	46	46	48	34	13	15	33	56	44	69	48	51	56	33	15	26	95	-	-	-	-	11	4	9	
	10%	8%	11%	19%	13%	14%	9%	4%	3%	6%	10%	10%	14%	9%	9%	11%	11%	8%	10%	11%	-	-	-	-	2%	1%	2%	
Rather not say	37	8	29	7	15	1	4	1	8	10	3	12	11	13	10	11	-	3	6	14	-	-	-	-	-	-	2	
	2%	1%	3%	3%	4%	*	1%	*	2%	2%	*	3%	2%	2%	2%	2%	-	2%	2%	2%	-	-	-	-	-	-	*	
Don't know	342	91	252	53	69	61	59	44	57	94	100	65	83	89	98	85	49	21	47	154	-	-	-	-	64	24	73	
	17%	9%	24%	22%	20%	18%	16%	14%	13%	17%	18%	14%	17%	16%	18%	17%	17%	11%	18%	17%	-	-	-	-	11%	6%	19%	

## Opinion Poll

### ONLINE Fieldwork : 17th-18th 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	1302	725	577	99	175	203	255	232	338	411	400	202	289	353	316	317	177	139	163	532	416	407	90	248	450	323	237	
Weighted base	1188	682	506	98	160	189	217	207	316	340	333	262	253	332	293	278	162	122	141	504	407	412	110	153	416	299	241	
Conservative	407	235	171	22	44	55	71	71	144	131	123	83	70	130	107	96	50	25	42	170	407	-	-	-	311	12	39	
	34%	35%	34%	23%	27%	29%	33%	34%	46%	39%	37%	32%	28%	39%	36%	34%	31%	20%	30%	34%	100%	-	-	-	75%	4%	16%	
Labour	412	222	190	46	74	89	81	55	66	103	102	87	121	108	103	108	57	37	58	181	-	412	-	-	23	242	71	
	35%	33%	38%	47%	46%	47%	37%	27%	21%	30%	30%	33%	48%	32%	35%	39%	35%	30%	41%	36%	-	100%	-	-	6%	81%	29%	
Liberal Democrat	110	64	45	9	21	14	16	21	28	43	30	26	11	34	17	28	18	13	14	50	-	-	110	-	4	10	80	
	9%	9%	9%	9%	13%	7%	7%	10%	9%	13%	9%	10%	4%	10%	6%	10%	11%	11%	10%	10%	-	-	100%	-	1%	3%	33%	
SNP	42	18	24	8	5	7	9	7	6	10	9	13	10	-	-	-	-	42	4	12	-	-	-	-	2	6	3	
	4%	3%	5%	8%	3%	4%	4%	3%	2%	3%	3%	5%	4%	-	-	-	-	34%	3%	2%	-	-	-	-	*	2%	1%	
Plaid Cymru	5	3	3	-	2	*	2	1	1	1	1	2	2	-	-	-	5	-	1	2	-	-	-	-	-	*	-	
	*	*	1%	-	1%	*	1%	*	*	*	*	1%	1%	-	-	-	3%	-	1%	*	-	-	-	-	-	*	-	
The UK Independence Party	153	108	45	3	6	13	28	43	61	33	43	42	35	49	43	37	23	2	10	69	-	-	-	153	73	20	24	
	13%	16%	9%	3%	3%	7%	13%	21%	19%	10%	13%	16%	14%	15%	15%	13%	14%	1%	7%	14%	-	-	-	100%	18%	7%	10%	
The Green Party	50	25	25	9	8	11	6	7	8	14	24	8	4	11	20	7	9	3	10	17	-	-	-	-	2	6	23	
	4%	4%	5%	9%	5%	6%	3%	3%	3%	4%	7%	3%	2%	3%	7%	2%	6%	2%	7%	3%	-	-	-	-	*	2%	10%	
The British National Party	3	2	1	-	1	-	1	*	1	1	*	2	1	*	2	1	*	1	1	1	-	-	-	-	-	1	*	
	*	*	*	-	1%	-	*	*	*	*	*	1%	*	*	1%	*	*	*	*	*	-	-	-	-	-	-	*	*
Some other party	5	4	1	-	-	*	3	1	*	4	1	-	1	-	2	3	*	1	1	3	-	-	-	-	*	1	1	
	*	1%	*	-	-	*	2%	1%	*	1%	*	-	*	-	1%	1%	*	1%	1%	1%	-	-	-	-	*	*	*	

**Opinion Poll**  
**ONLINE Fieldwork : 17th-18th December 2014**

Absolutes/col percents

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

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2069	2069
Weighted base	2069	2069
Male	1023 49%	1014 49%
Female	1046 51%	1055 51%

**Opinion Poll**  
**ONLINE Fieldwork : 17th-18th December 2014**

Absolutes/col percents

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

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2069	2069
Weighted base	2069	2069
18-24	215 10%	246 12%
25-34	330 16%	348 17%
35-44	345 17%	348 17%
45-54	389 19%	369 18%
55-64	328 16%	307 15%
65+	462 22%	450 22%
Average age	48.21	47.30

**Opinion Poll**  
**ONLINE Fieldwork : 17th-18th December 2014**

Absolutes/col percents

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

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2069	2069
Weighted base	2069	2069
AB	624 30%	553 27%
C1	632 31%	574 28%
C2	324 16%	451 22%
DE	489 24%	492 24%
NET: ABC1	1256 61%	1127 54%
NET: C2DE	813 39%	942 46%

**Opinion Poll**  
**ONLINE Fieldwork : 17th-18th December 2014**

Absolutes/col percents

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

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2069	2069
Weighted base	2069	2069
Scotland	194 9%	186 9%
North East	94 5%	83 4%
North West	221 11%	228 11%
Yorkshire & Humberside	207 10%	186 9%
West Midlands	198 10%	186 9%
East Midlands	139 7%	145 7%
Wales	97 5%	103 5%
Eastern	186 9%	207 10%
London	236 11%	269 13%
South East	314 15%	290 14%
South West	183 9%	186 9%

**Opinion Poll**  
**ONLINE Fieldwork : 17th-18th 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	2069	2069
Weighted base	2069	2069
NET: Working	1129 55%	1159 56%
Working full time - working 30 hours per week or more	846 41%	910 44%
Working part time - working between 8 and 29 hours per week	283 14%	248 12%
NET: Not working	940 45%	910 44%
Not working but seeking work or temporarily unemployed or sick	104 5%	105 5%
Not working and not seeking work/ student	136 7%	136 7%
Retired on a state pension only	135 7%	127 6%
Retired with a private pension	391 19%	354 17%
House person, housewife, househusband, etc.	174 8%	188 9%



**Opinion Poll**  
**ONLINE Fieldwork : 17th-18th December 2014**

Absolutes/col percents

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

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2069	2069
Weighted base	2069	2069
NET: Homeowners	1415 68%	1345 65%
Owned outright - without mortgage	761 37%	683 33%
Owned with a mortgage or loan	654 32%	662 32%
NET: Renters	613 30%	681 33%
Rented from the council	127 6%	290 14%
Rented from a housing association	159 8%	119 6%
Rented from someone else	327 16%	273 13%
Rent free	41 2%	43 2%

**Opinion Poll**  
**ONLINE Fieldwork : 17th-18th 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	2069	2069
Weighted base	2069	2069
Yes	1243 60%	1262 61%
No	826 40%	807 39%

**Opinion Poll**  
**ONLINE Fieldwork : 17th-18th 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	2069	2069
Weighted base	2069	2069
No cars in the household	403 19%	434 21%
NET: Any	1666 81%	1635 79%
1	1097 53%	869 42%
2	469 23%	579 28%
3+	100 5%	186 9%

**Opinion Poll**  
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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	2069	2069
Weighted base	2069	2069
Conservative	604 29%	579 28%
Labour	612 30%	600 29%
Liberal Democrat	158 8%	207 10%
SNP	67 3%	46 2%
Plaid Cymru	6 *	4 *
Green	82 4%	45 2%
UKIP	241 12%	83 4%
BNP	7 *	4 *
Another party	9 *	5 *
None	283 14%	497 24%