

Opinion Poll

ONLINE Fieldwork : 18th - 19th February 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	2011	1001	1010	260	283	321	348	324	475	605	617	293	496	540	516	496	289	170	239	801	457	514	120	281	528	398	353	
Weighted base	2011	986	1025	239	339	339	358	299	438	538	558	438	478	543	523	483	282	181	253	873	460	480	135	244	528	380	342	
Absolutely certain to vote	(10)	1171	628	544	88	161	173	200	213	337	321	253	262	321	292	270	161	127	158	462	332	336	94	182	427	272	226	
		58%	64%	53%	37%	48%	51%	56%	71%	77%	62%	58%	55%	59%	56%	56%	57%	70%	63%	53%	72%	70%	70%	75%	81%	72%	66%	
	(9)	204	121	83	24	42	39	32	26	41	72	53	33	45	48	54	53	37	28	94	51	58	20	28	50	48	50	
		10%	12%	8%	10%	12%	11%	9%	9%	13%	10%	8%	9%	9%	10%	11%	13%	6%	11%	11%	11%	12%	15%	11%	9%	13%	14%	
	(8)	110	50	60	11	21	25	29	11	13	22	33	24	31	28	34	27	15	6	12	52	25	31	8	15	20	17	26
		5%	5%	6%	5%	6%	7%	8%	4%	3%	4%	6%	5%	7%	5%	7%	6%	5%	3%	5%	6%	5%	6%	6%	6%	4%	5%	7%
	(7)	108	45	63	31	17	21	21	8	11	36	30	15	27	38	23	22	18	8	12	47	24	32	8	10	13	15	15
		5%	5%	6%	13%	5%	6%	6%	3%	2%	7%	5%	4%	6%	7%	4%	4%	7%	4%	5%	5%	5%	7%	6%	4%	2%	4%	4%
	(6)	35	11	24	7	5	9	9	2	2	6	16	6	7	7	9	7	8	4	8	14	7	5	3	2	1	8	4
		2%	1%	2%	3%	2%	3%	3%	1%	1%	1%	3%	1%	1%	1%	2%	1%	3%	2%	3%	2%	1%	1%	2%	1%	*	2%	1%
	(5)	60	21	39	10	15	15	12	5	3	12	18	14	16	22	15	15	6	3	10	33	10	11	1	5	7	8	4
		3%	2%	4%	4%	4%	4%	3%	2%	1%	2%	3%	3%	3%	4%	3%	3%	2%	1%	4%	4%	2%	2%	1%	2%	1%	2%	1%
	(4)	21	7	14	4	4	-	6	3	5	2	4	6	8	6	12	3	1	-	-	13	1	4	-	2	2	-	4
		1%	1%	1%	2%	1%	-	2%	1%	1%	*	1%	1%	2%	1%	2%	1%	*	-	-	2%	*	1%	-	1%	*	-	1%
	(3)	23	6	17	7	7	1	7	2	-	3	8	10	3	6	5	8	1	3	3	8	6	1	-	1	1	-	-
		1%	1%	2%	3%	2%	*	2%	1%	-	*	1%	2%	1%	1%	1%	2%	*	2%	1%	1%	1%	*	-	*	*	-	-
	(2)	48	16	31	16	9	4	6	5	8	5	18	18	7	11	18	12	7	-	7	21	4	4	1	-	2	3	2
		2%	2%	3%	7%	3%	1%	2%	2%	2%	1%	3%	4%	1%	2%	3%	2%	2%	-	3%	2%	1%	1%	1%	-	*	1%	1%
Definitely would not vote	(1)	128	56	73	23	37	24	17	14	14	24	28	28	48	30	32	37	21	8	10	66	-	-	-	-	4	4	9
		6%	6%	7%	10%	11%	7%	5%	5%	3%	5%	5%	6%	10%	6%	6%	8%	7%	4%	4%	8%	-	-	-	-	1%	1%	3%
Don't know		102	24	78	19	20	29	18	11	5	21	28	30	24	27	28	29	7	11	6	64	-	-	-	-	1	5	2
		5%	2%	8%	8%	6%	9%	5%	4%	1%	4%	5%	7%	5%	5%	5%	6%	3%	6%	2%	7%	-	-	-	-	*	1%	1%
Mean		8.42	8.73	8.11	7.17	7.78	8.34	8.42	8.97	9.22	8.85	8.41	8.23	8.12	8.47	8.29	8.29	8.41	9.01	8.66	8.20	9.27	9.27	9.37	9.44	9.55	9.32	9.10
Standard deviation		2.73	2.50	2.92	3.26	3.18	2.67	2.58	2.37	2.05	2.27	2.67	2.96	3.01	2.64	2.82	2.89	2.73	2.26	2.46	2.88	1.54	1.45	1.24	1.22	1.31	1.54	1.88
Standard error		0.06	0.08	0.09	0.21	0.19	0.15	0.14	0.13	0.09	0.09	0.11	0.18	0.14	0.12	0.13	0.13	0.16	0.18	0.16	0.10	0.07	0.06	0.11	0.07	0.06	0.08	0.10

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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	2011	1001	1010	260	283	321	348	324	475	605	617	293	496	540	516	496	289	170	239	801	457	514	120	281	528	398	353
Weighted base	2011	986	1025	239	339	339	358	299	438	538	558	438	478	543	523	483	282	181	253	873	460	480	135	244	528	380	342
Conservative	460 23%	266 27%	194 19%	37 15%	44 13%	62 18%	78 22%	88 29%	152 35%	159 29%	136 24%	93 21%	72 15%	151 28%	136 26%	97 20%	62 22%	15 8%	40 16%	206 24%	460 100%	-	-	-	332 63%	11 3%	35 10%
Labour	480 24%	253 26%	228 22%	56 23%	112 33%	85 25%	97 27%	64 21%	68 15%	115 21%	126 23%	108 25%	131 27%	130 24%	101 19%	149 31%	71 25%	29 16%	82 32%	207 24%	-	480 100%	-	-	22 4%	278 73%	69 20%
Liberal Democrat	135 7%	83 8%	51 5%	15 6%	17 5%	23 7%	18 5%	15 5%	47 11%	45 8%	37 7%	22 5%	30 6%	41 8%	30 6%	21 4%	27 10%	15 8%	14 5%	51 6%	-	-	135 100%	-	11 2%	7 2%	87 25%
SNP	64 3%	29 3%	35 3%	4 2%	14 4%	7 2%	16 4%	16 5%	8 2%	18 3%	21 4%	13 3%	11 2%	-	-	-	-	64 35%	13 5%	27 3%	-	-	-	-	1 *	12 3%	7 2%
Plaid Cymru	7 *	5 1%	2 *	-	1 *	1 *	1 *	3 1%	2 *	1 *	2 *	2 *	2 *	-	-	-	7 3%	-	1 1%	2 *	-	-	-	-	-	-	1 *
The UK Independence Party	244 12%	140 14%	104 10%	10 4%	24 7%	35 10%	44 12%	50 17%	80 18%	59 11%	61 11%	45 10%	80 17%	68 13%	82 16%	57 12%	30 11%	7 4%	26 10%	90 10%	-	-	-	244 100%	109 21%	16 4%	37 11%
The Green Party	93 5%	53 5%	40 4%	29 12%	15 5%	20 6%	12 3%	3 1%	13 3%	36 7%	33 6%	11 3%	13 3%	29 5%	22 4%	22 5%	15 5%	5 3%	9 4%	38 4%	-	-	-	-	5 1%	11 3%	33 10%
The British National Party	5 *	2 *	3 *	-	2 1%	-	3 1%	* *	-	1 *	-	3 1%	1 *	1 *	3 1%	-	1 *	-	-	4 *	-	-	-	-	1 *	-	-
Some other party	4 *	2 *	3 *	-	2 1%	2 1%	* *	-	1 *	1 *	2 *	2 *	-	1 *	3 1%	-	-	1 *	3 1%	1 *	-	-	-	-	-	-	1 *
Would not vote	173 9%	66 7%	106 10%	41 17%	45 13%	30 9%	20 6%	16 5%	20 5%	26 5%	46 8%	49 11%	52 11%	40 7%	46 9%	53 11%	26 9%	8 4%	14 6%	83 9%	-	-	-	-	6 1%	4 1%	9 3%
Rather not say	23 1%	5 *	18 2%	4 1%	3 1%	6 2%	* *	3 1%	6 1%	8 2%	6 1%	5 1%	4 1%	3 *	6 1%	10 2%	4 1%	-	4 2%	9 1%	-	-	-	-	2 *	3 1%	1 *
Don't know	322 16%	80 8%	242 24%	43 18%	60 18%	68 20%	68 19%	41 14%	42 10%	68 13%	88 16%	86 20%	81 17%	79 15%	92 18%	74 15%	39 14%	38 21%	47 19%	154 18%	-	-	-	-	39 7%	39 10%	63 18%

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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	1295	723	572	140	164	188	217	229	357	419	389	184	303	347	326	312	189	121	151	493	366	415	98	231	411	302	240
Weighted base	1206	681	524	110	181	186	208	203	319	355	330	248	273	334	303	279	174	117	155	492	368	384	109	201	414	278	225
Conservative	368	214	154	26	33	45	58	75	131	129	108	76	55	121	109	74	50	13	34	160	368	-	-	-	285	9	30
	31%	31%	29%	24%	18%	24%	28%	37%	41%	36%	33%	31%	20%	36%	36%	27%	29%	11%	22%	33%	100%	-	-	-	69%	3%	13%
Labour	384	205	178	39	90	69	74	53	59	92	97	89	106	98	81	123	58	24	68	159	-	384	-	-	20	230	58
	32%	30%	34%	36%	50%	37%	36%	26%	18%	26%	29%	36%	39%	29%	27%	44%	33%	21%	44%	32%	-	100%	-	-	5%	83%	26%
Liberal Democrat	109	70	39	11	13	18	13	13	40	36	30	19	25	33	24	18	21	13	11	40	-	-	109	-	10	6	73
	9%	10%	8%	10%	7%	10%	6%	7%	13%	10%	9%	8%	9%	10%	8%	6%	12%	11%	7%	8%	-	-	100%	-	2%	2%	32%
SNP	55	26	29	3	11	6	14	14	7	16	17	12	10	-	-	-	-	55	11	23	-	-	-	-	1	11	6
	5%	4%	6%	3%	6%	3%	7%	7%	2%	5%	5%	5%	4%	-	-	-	-	47%	7%	5%	-	-	-	-	*	4%	3%
Plaid Cymru	6	5	2	-	1	1	1	2	2	1	2	1	2	-	-	-	6	-	1	2	-	-	-	-	-	*	1
	1%	1%	*	-	*	*	*	1%	1%	*	1%	1%	1%	-	-	-	4%	-	1%	*	-	-	-	-	-	*	*
The UK Independence Party	201	116	86	8	17	29	36	42	69	49	51	37	64	57	67	47	24	6	21	73	-	-	-	201	93	14	30
	17%	17%	16%	8%	9%	16%	17%	21%	22%	14%	15%	15%	23%	17%	22%	17%	14%	5%	13%	15%	-	-	-	100%	23%	5%	13%
The Green Party	74	43	31	22	13	16	9	3	11	29	24	10	11	23	17	17	13	4	7	31	-	-	-	-	4	9	27
	6%	6%	6%	20%	7%	8%	4%	2%	3%	8%	7%	4%	4%	7%	6%	6%	8%	4%	4%	6%	-	-	-	-	1%	3%	12%
The British National Party	4	2	2	-	1	-	2	*	-	1	-	2	1	1	3	-	*	-	-	3	-	-	-	-	1	-	-
	*	*	*	-	1%	-	1%	*	-	*	-	1%	*	*	1%	-	*	-	-	1%	-	-	-	-	*	-	-
Some other party	4	1	2	-	1	2	*	-	*	1	1	1	-	1	2	-	-	*	2	1	-	-	-	-	-	-	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	2011	2011
Weighted base	2011	2011
Male	1001 50%	986 49%
Female	1010 50%	1025 51%

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Table 5
Age
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2011	2011
Weighted base	2011	2011
18-24	260 13%	239 12%
25-34	283 14%	339 17%
35-44	321 16%	339 17%
45-54	348 17%	358 18%
55-64	324 16%	299 15%
65+	475 24%	438 22%
Average age	47.99	47.09

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Table 6
Social Grade
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2011	2011
Weighted base	2011	2011
AB	605 30%	538 27%
C1	617 31%	558 28%
C2	293 15%	438 22%
DE	496 25%	478 24%
NET: ABC1	1222 61%	1095 54%
NET: C2DE	789 39%	916 46%

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Table 7
GO Region
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2011	2011
Weighted base	2011	2011
Scotland	170 8%	181 9%
North East	88 4%	80 4%
North West	218 11%	221 11%
Yorkshire & Humberside	190 9%	181 9%
West Midlands	184 9%	181 9%
East Midlands	143 7%	141 7%
Wales	110 5%	101 5%
Eastern	189 9%	201 10%
London	240 12%	261 13%
South East	300 15%	282 14%
South West	179 9%	181 9%

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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	2011	2011
Weighted base	2011	2011
NET: Working	1040 52%	1126 56%
Working full time - working 30 hours per week or more	771 38%	885 44%
Working part time - working between 8 and 29 hours per week	269 13%	241 12%
NET: Not working	971 48%	885 44%
Not working but seeking work or temporarily unemployed or sick	106 5%	109 5%
Not working and not seeking work/ student	198 10%	165 8%
Retired on a state pension only	124 6%	107 5%
Retired with a private pension	394 20%	337 17%
House person, housewife, househusband, etc.	149 7%	167 8%

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Table 9
Tenure
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2011	2011
Weighted base	2011	2011
NET: Homeowners	1353 67%	1307 65%
Owned outright - without mortgage	731 36%	663 33%
Owned with a mortgage or loan	622 31%	644 32%
NET: Renters	619 31%	670 33%
Rented from the council	138 7%	282 14%
Rented from a housing association	144 7%	103 5%
Rented from someone else	337 17%	285 14%
Rent free	39 2%	34 2%

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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	2011	2011
Weighted base	2011	2011
Yes	1188 59%	1227 61%
No	823 41%	784 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	2011	2011
Weighted base	2011	2011
No cars in the household	425 21%	422 21%
NET: Any	1586 79%	1589 79%
1	1117 56%	845 42%
2	387 19%	563 28%
3+	82 4%	181 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	2011	2011
Weighted base	2011	2011
Conservative	573 28%	563 28%
Labour	628 31%	583 29%
Liberal Democrat	181 9%	201 10%
SNP	67 3%	49 2%
Plaid Cymru	8 *	5 *
Green	118 6%	68 3%
UKIP	169 8%	121 6%
BNP	10 *	7 *
Another party	16 1%	12 1%
None	241 12%	402 20%