

Opinion Poll

ONLINE Fieldwork : 12th-13th February 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	2015	918	1097	245	341	315	364	304	446	561	611	353	490	546	508	492	300	169	262	836	416	611	134	247	522	423	389	
Weighted base	2015	988	1027	239	339	339	359	299	438	539	559	439	479	544	524	484	282	181	286	843	433	538	135	188	524	383	369	
Absolutely certain to vote	(10)	1082	575	508	77	126	156	222	176	325	327	298	229	228	300	275	247	148	112	154	398	314	355	82	138	387	275	235
		54%	58%	49%	32%	37%	46%	62%	59%	74%	61%	53%	52%	48%	55%	52%	51%	52%	62%	54%	47%	73%	66%	61%	73%	74%	72%	64%
	(9)	208	123	85	18	38	29	29	35	58	75	47	40	46	51	70	44	25	18	26	87	54	68	21	20	61	35	61
		10%	12%	8%	8%	11%	9%	8%	12%	13%	14%	8%	9%	10%	9%	13%	9%	9%	10%	9%	10%	13%	13%	16%	11%	12%	9%	17%
	(8)	139	67	72	24	28	26	29	18	13	25	37	40	36	37	32	33	17	19	28	70	32	43	7	16	28	22	25
		7%	7%	7%	10%	8%	8%	8%	6%	3%	5%	7%	9%	7%	7%	6%	7%	6%	11%	10%	8%	7%	8%	5%	8%	5%	6%	7%
	(7)	107	52	54	20	32	26	12	7	10	24	21	34	28	25	23	33	18	8	14	53	13	36	10	7	17	21	16
		5%	5%	5%	8%	9%	8%	3%	3%	2%	4%	4%	8%	6%	5%	4%	7%	6%	4%	5%	6%	3%	7%	8%	4%	3%	6%	4%
	(6)	52	23	28	5	12	6	10	12	6	10	18	9	14	9	12	14	14	3	6	27	5	13	5	3	10	9	6
		3%	2%	3%	2%	3%	2%	3%	4%	1%	2%	3%	2%	3%	2%	2%	3%	5%	2%	2%	3%	1%	2%	4%	2%	2%	2%	2%
	(5)	76	26	50	15	26	12	9	10	3	18	19	18	22	27	18	15	12	4	10	40	12	14	6	2	5	8	7
		4%	3%	5%	6%	8%	4%	3%	3%	1%	3%	3%	4%	5%	5%	3%	3%	4%	2%	4%	5%	3%	3%	4%	1%	1%	2%	2%
	(4)	24	7	17	11	3	6	4	-	-	4	4	9	6	8	5	4	4	2	3	11	2	3	1	1	*	2	1
		1%	1%	2%	5%	1%	2%	1%	-	-	1%	1%	2%	1%	1%	1%	1%	2%	1%	1%	1%	*	1%	1%	*	*	1%	*
	(3)	25	7	19	8	7	5	4	1	-	*	11	4	10	7	7	9	2	-	1	16	-	2	2	-	2	-	1
		1%	1%	2%	3%	2%	1%	1%	*	-	*	2%	1%	2%	1%	1%	2%	1%	-	*	2%	-	*	1%	-	*	-	*
	(2)	43	15	28	9	13	9	*	8	3	7	20	6	10	14	9	12	4	3	5	25	1	5	1	1	1	-	4
		2%	2%	3%	4%	4%	3%	*	3%	1%	1%	4%	1%	2%	3%	2%	3%	1%	2%	2%	3%	*	1%	1%	1%	*	-	1%
Definitely would not vote	(1)	153	60	93	25	30	32	25	24	16	26	48	34	46	42	41	41	22	6	24	68	-	-	-	-	9	7	3
		8%	6%	9%	10%	9%	9%	7%	8%	4%	5%	9%	8%	10%	8%	8%	8%	8%	4%	8%	8%	-	-	-	-	2%	2%	1%
Don't know		108	33	75	26	26	33	13	6	4	22	35	17	33	24	31	31	16	6	16	49	-	-	-	-	5	4	9
		5%	3%	7%	11%	8%	10%	4%	2%	1%	4%	6%	4%	7%	4%	6%	6%	6%	3%	6%	6%	-	-	-	-	1%	1%	2%
Mean		8.20	8.55	7.86	6.98	7.44	7.81	8.58	8.33	9.25	8.76	8.01	8.16	7.83	8.14	8.25	8.02	8.13	8.83	8.24	7.88	9.41	9.16	8.95	9.42	9.35	9.22	9.17
Standard deviation		2.85	2.57	3.07	3.23	3.04	3.08	2.62	2.86	1.95	2.37	3.06	2.79	3.07	2.93	2.84	2.97	2.84	2.21	2.85	2.97	1.24	1.53	1.73	1.22	1.59	1.68	1.65
Standard error		0.06	0.09	0.10	0.22	0.17	0.18	0.14	0.17	0.09	0.10	0.13	0.15	0.14	0.13	0.14	0.17	0.17	0.18	0.11	0.06	0.06	0.15	0.08	0.07	0.08	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	2015	918	1097	245	341	315	364	304	446	561	611	353	490	546	508	492	300	169	262	836	416	611	134	247	522	423	389
Weighted base	2015	988	1027	239	339	339	359	299	438	539	559	439	479	544	524	484	282	181	286	843	433	538	135	188	524	383	369
Conservative	433 21%	235 24%	199 19%	36 15%	45 13%	45 13%	71 20%	79 26%	156 36%	160 30%	119 21%	84 19%	70 15%	130 24%	130 25%	100 21%	58 21%	15 8%	43 15%	163 19%	433 100%	-	-	-	325 62%	13 3%	30 8%
Labour	538 27%	277 28%	261 25%	73 31%	100 29%	107 32%	99 28%	72 24%	87 20%	144 27%	142 25%	118 27%	135 28%	137 25%	116 22%	162 34%	68 24%	54 30%	96 34%	224 27%	-	538 100%	-	-	27 5%	297 77%	102 28%
Liberal Democrat	135 7%	72 7%	63 6%	9 4%	27 8%	20 6%	24 7%	19 6%	35 8%	45 8%	31 6%	24 5%	36 7%	33 6%	43 8%	21 4%	24 9%	14 8%	16 6%	55 7%	-	-	135 100%	-	8 2%	4 1%	95 26%
SNP	39 2%	32 3%	7 1%	2 1%	8 2%	10 3%	7 2%	6 2%	6 1%	7 1%	10 2%	13 3%	10 2%	-	-	-	-	39 21%	6 2%	17 2%	-	-	-	-	2 *	6 2%	3 1%
Plaid Cymru	6 *	4 *	3 *	-	2 1%	-	2 1%	-	2 1%	-	3 1%	3 1%	1 *	-	-	-	6 2%	-	2 1%	3 *	-	-	-	-	-	1 *	1 *
The UK Independence Party	188 9%	134 14%	54 5%	8 3%	13 4%	17 5%	49 14%	33 11%	69 16%	47 9%	37 7%	54 12%	51 11%	54 10%	58 11%	44 9%	25 9%	6 3%	22 8%	72 9%	-	-	-	188 100%	68 13%	14 4%	48 13%
The Green Party	48 2%	20 2%	28 3%	10 4%	6 2%	4 1%	12 3%	10 3%	6 1%	19 3%	11 2%	10 2%	9 2%	18 3%	18 3%	5 1%	5 2%	3 1%	6 2%	20 2%	-	-	-	-	7 1%	5 1%	10 3%
The British National Party	7 *	5 1%	1 *	-	1 *	1 *	1 *	2 1%	2 *	2 *	4 1%	-	1 *	-	3 1%	3 1%	1 *	-	-	4 *	-	-	-	-	4 1%	-	-
Some other party	4 *	2 *	1 *	2 1%	-	* *	* *	-	1 *	1 *	* *	1 *	1 *	1 *	-	1 *	1 *	* *	-	2 *	-	-	-	-	-	-	1 *
Would not vote	203 10%	73 7%	130 13%	43 18%	46 14%	38 11%	27 8%	30 10%	19 4%	30 6%	69 12%	42 9%	62 13%	57 10%	53 10%	53 11%	29 10%	11 6%	29 10%	97 12%	-	-	-	-	12 2%	7 2%	5 1%
Rather not say	25 1%	8 1%	17 2%	2 1%	7 2%	5 1%	6 2%	3 1%	1 *	7 1%	6 1%	5 1%	7 1%	9 2%	5 1%	8 2%	1 *	3 2%	10 3%	13 2%	-	-	-	-	1 *	1 *	-
Don't know	388 19%	126 13%	262 25%	54 22%	85 25%	91 27%	59 17%	46 15%	54 12%	77 14%	126 22%	86 20%	99 21%	105 19%	98 19%	86 18%	63 22%	36 20%	57 20%	171 20%	-	-	-	-	71 14%	36 9%	75 20%

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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	1211	628	583	114	171	166	232	204	324	381	352	208	269	311	315	302	172	110	156	469	340	478	101	200	381	313	261
Weighted base	1116	633	483	100	148	157	217	181	313	348	283	242	243	293	300	264	148	110	153	432	354	421	102	154	375	278	239
Conservative	354 32%	193 31%	161 33%	26 26%	35 23%	35 22%	59 27%	66 36%	134 43%	131 38%	100 35%	69 29%	54 22%	103 35%	108 36%	79 30%	51 34%	13 12%	34 23%	130 30%	354 100%	-	-	-	279 74%	11 4%	25 11%
Labour	421 38%	220 35%	201 42%	52 52%	74 50%	80 51%	79 36%	60 33%	76 24%	118 34%	105 37%	91 38%	107 44%	106 36%	93 31%	125 47%	54 36%	43 39%	78 51%	165 38%	-	421 100%	-	-	22 6%	243 88%	83 35%
Liberal Democrat	102 9%	54 9%	47 10%	6 6%	15 10%	15 9%	21 10%	14 8%	31 10%	38 11%	23 8%	16 7%	24 10%	24 8%	34 11%	16 6%	15 10%	13 12%	12 8%	40 9%	-	-	102 100%	-	7 2%	4 1%	77 32%
SNP	34 3%	27 4%	6 1%	2 2%	7 4%	9 6%	6 3%	5 3%	5 2%	6 2%	9 3%	11 4%	8 3%	-	-	-	-	34 30%	5 3%	14 3%	-	-	-	-	2 *	5 2%	2 1%
Plaid Cymru	5 *	3 *	2 *	-	1 1%	-	2 1%	-	2 1%	-	2 1%	2 1%	1 *	-	-	-	5 4%	-	2 1%	2 1%	-	-	-	-	-	1 *	* *
The UK Independence Party	154 14%	111 18%	43 9%	6 6%	11 8%	13 8%	41 19%	26 15%	57 18%	39 11%	31 11%	43 18%	41 17%	43 15%	48 16%	37 14%	20 14%	6 5%	17 11%	60 14%	-	-	-	154 100%	57 15%	11 4%	41 17%
The Green Party	37 3%	17 3%	20 4%	7 7%	5 3%	4 2%	9 4%	8 5%	5 2%	14 4%	9 3%	9 4%	6 2%	15 5%	15 5%	4 2%	2 1%	2 1%	5 4%	15 3%	-	-	-	-	6 2%	3 1%	8 3%
The British National Party	6 1%	5 1%	1 *	-	* *	1 1%	1 *	2 1%	2 1%	2 1%	4 1%	-	* *	-	3 1%	3 1%	1 1%	-	-	4 1%	-	-	-	-	4 1%	-	-
Some other party	3 *	2 *	1 *	1 1%	-	* *	* *	-	1 *	1 *	* *	1 *	1 *	1 *	-	1 *	* *	* *	-	2 *	-	-	-	-	-	-	1 *

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Table 4
Gender
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2015	2015
Weighted base	2015	2015
Male	918 46%	988 49%
Female	1097 54%	1027 51%

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Table 5
Age
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2015	2015
Weighted base	2015	2015
18-24	245 12%	239 12%
25-34	341 17%	339 17%
35-44	315 16%	339 17%
45-54	364 18%	359 18%
55-64	304 15%	299 15%
65+	446 22%	438 22%
Average age	47.44	47.23

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Table 6
Social Grade
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2015	2015
Weighted base	2015	2015
AB	561 28%	539 27%
C1	611 30%	559 28%
C2	353 18%	439 22%
DE	490 24%	479 24%

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Table 7
GO Region
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2015	2015
Weighted base	2015	2015
Scotland	169 8%	181 9%
North East	87 4%	81 4%
North West	223 11%	222 11%
Yorkshire & Humberside	182 9%	181 9%
West Midlands	167 8%	181 9%
East Midlands	142 7%	141 7%
Wales	110 5%	101 5%
Eastern	199 10%	201 10%
London	261 13%	262 13%
South East	285 14%	282 14%
South West	190 9%	181 9%

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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	2015	2015
Weighted base	2015	2015
NET: Working	1098 54%	1128 56%
Working full time - working 30 hours per week or more	754 37%	887 44%
Working part time - working between 8 and 29 hours per week	344 17%	242 12%
NET: Not working	917 46%	887 44%
Not working but seeking work or temporarily unemployed or sick	111 6%	115 6%
Not working and not seeking work	128 6%	129 6%
Retired on a state pension only	81 4%	81 4%
Retired with a private pension	432 21%	412 20%
House person, housewife, househusband, etc.	165 8%	149 7%

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Absolutes/col percents

Table 9
Tenure
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2015	2015
Weighted base	2015	2015
NET: Homeowners	1254 62%	1310 65%
Owned outright - without mortgage	688 34%	664 33%
Owned with a mortgage or loan	566 28%	645 32%
NET: Renters	735 36%	678 34%
Rented from the council	159 8%	282 14%
Rented from a housing association	186 9%	115 6%
Rented from someone else	390 19%	281 14%
Rent free	26 1%	27 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	2015	2015
Weighted base	2015	2015
Yes	1126 56%	1229 61%
No	889 44%	786 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	2015	2015
Weighted base	2015	2015
No cars in the household	415 21%	423 21%
NET: Any	1600 79%	1592 79%
1	1127 56%	846 42%
2	409 20%	564 28%
3+	64 3%	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	2015	2015
Weighted base	2015	2015
Conservative	527 26%	564 28%
Labour	670 33%	584 29%
Liberal Democrat	211 10%	202 10%
SNP	35 2%	34 2%
Plaid Cymru	8 *	6 *
Green	58 3%	42 2%
UKIP	182 9%	81 4%
BNP	15 1%	9 *
Another party	14 1%	10 *
None	295 15%	484 24%