

## Opinion Poll

### ONLINE Fieldwork : 15th-16th January 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	2039	938	1101	154	307	367	391	339	481	635	579	314	511	515	529	505	298	192	245	803	451	561	121	258	596	389	390	
Weighted base	2039	1000	1039	242	343	343	363	303	444	545	565	444	484	551	530	489	285	184	264	878	452	566	176	114	555	381	410	
Absolutely certain to vote	(10) 1106	612	494	62	159	172	204	180	329	328	313	228	236	323	266	252	155	109	132	453	323	388	123	90	398	288	270	
		54%	61%	48%	26%	46%	50%	56%	59%	74%	60%	55%	51%	49%	59%	50%	51%	54%	60%	50%	52%	71%	68%	70%	79%	72%	76%	66%
	(9) 206	109	97	18	37	28	35	36	51	65	68	37	36	46	62	51	25	22	23	96	68	62	18	10	66	32	54	
		10%	11%	9%	8%	11%	8%	10%	12%	12%	12%	8%	7%	8%	12%	10%	9%	12%	9%	11%	15%	11%	10%	9%	12%	8%	13%	
	(8) 129	64	66	41	15	23	15	19	16	43	33	32	21	38	42	25	13	11	28	58	21	36	14	8	25	15	24	
		6%	6%	6%	17%	4%	7%	4%	6%	4%	8%	6%	7%	4%	7%	8%	5%	5%	6%	11%	7%	5%	6%	8%	7%	5%	4%	6%
	(7) 96	34	62	22	14	18	19	10	13	16	24	39	17	18	22	32	19	5	13	44	13	37	11	3	13	15	26	
		5%	3%	6%	9%	4%	5%	3%	3%	3%	4%	9%	3%	3%	4%	6%	7%	3%	5%	5%	3%	7%	6%	3%	2%	4%	6%	
	(6) 49	22	27	15	10	8	13	3	1	12	12	12	13	11	16	11	10	1	8	26	7	13	1	*	3	8	5	
		2%	2%	3%	6%	3%	2%	3%	1%	*	2%	2%	3%	3%	2%	3%	2%	3%	1%	3%	3%	1%	2%	*	*	1%	2%	1%
	(5) 89	34	55	14	20	23	19	12	1	22	23	20	24	31	32	12	8	6	7	52	14	19	4	2	9	9	10	
		4%	3%	5%	6%	6%	7%	5%	4%	*	4%	4%	5%	5%	6%	6%	2%	3%	4%	3%	6%	3%	3%	2%	2%	2%	2%	
	(4) 16	2	14	2	6	4	3	-	-	5	3	6	1	1	6	4	2	3	3	4	2	4	2	*	2	1	-	
		1%	*	1%	1%	2%	1%	1%	-	1%	1%	1%	*	*	1%	1%	1%	2%	1%	*	*	1%	1%	*	*	*	-	
	(3) 33	10	23	14	6	5	6	3	-	7	7	8	12	2	14	8	10	-	7	14	4	7	1	*	1	5	2	
		2%	1%	2%	6%	2%	1%	2%	1%	-	1%	1%	2%	3%	*	3%	2%	3%	-	3%	2%	1%	1%	1%	*	*	1%	*
	(2) 40	11	29	11	10	6	7	2	4	6	11	3	20	8	7	19	5	1	4	15	-	-	2	*	4	-	1	
		2%	1%	3%	4%	3%	2%	1%	1%	1%	2%	1%	4%	1%	1%	4%	2%	1%	2%	2%	-	-	1%	*	1%	-	*	
Definitely would not vote	(1) 149	73	76	22	31	33	19	29	15	29	40	33	48	47	30	37	24	11	22	70	-	-	-	-	15	4	7	
		7%	7%	7%	9%	9%	10%	5%	10%	3%	5%	7%	10%	9%	6%	8%	8%	6%	8%	8%	-	-	-	-	3%	1%	2%	
Don't know	126	29	96	20	36	24	24	8	14	11	31	27	56	25	34	39	15	14	17	46	-	-	-	-	19	4	11	
		6%	3%	9%	8%	10%	7%	7%	3%	2%	6%	6%	12%	4%	6%	8%	5%	7%	6%	5%	-	-	-	-	3%	1%	3%	
Mean	8.23	8.54	7.92	6.89	7.78	7.89	8.36	8.37	9.31	8.60	8.35	8.15	7.71	8.32	8.20	8.09	8.08	8.70	8.04	8.10	9.36	9.17	9.19	9.53	9.25	9.31	9.16	
Standard deviation	2.84	2.68	2.97	3.03	3.13	3.05	2.68	2.89	1.89	2.51	2.77	2.77	3.28	2.86	2.71	2.98	2.98	2.51	2.93	2.88	1.35	1.54	1.62	1.14	1.86	1.65	1.71	
Standard error	0.06	0.09	0.09	0.25	0.19	0.16	0.14	0.16	0.09	0.10	0.12	0.16	0.15	0.13	0.12	0.14	0.18	0.19	0.19	0.10	0.06	0.06	0.15	0.07	0.08	0.08	0.09	

## Opinion Poll

### ONLINE Fieldwork : 15th-16th January 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	2039	938	1101	154	307	367	391	339	481	635	579	314	511	515	529	505	298	192	245	803	451	561	121	258	596	389	390
Weighted base	2039	1000	1039	242	343	343	363	303	444	545	565	444	484	551	530	489	285	184	264	878	452	566	176	114	555	381	410
Conservative	452 22%	262 26%	190 18%	25 10%	53 15%	49 14%	69 19%	82 27%	174 39%	165 30%	131 23%	76 17%	80 17%	134 24%	137 26%	94 19%	67 24%	20 11%	33 13%	197 22%	452 100%	-	-	-	343 62%	15 4%	47 12%
Labour	566 28%	297 30%	269 26%	68 28%	108 32%	103 30%	116 32%	72 24%	99 22%	155 29%	136 24%	136 31%	139 29%	140 25%	145 27%	172 35%	62 22%	48 26%	98 37%	227 26%	-	566 100%	-	-	18 3%	310 81%	114 28%
Liberal Democrat	176 9%	89 9%	87 8%	21 8%	25 7%	35 10%	22 6%	29 10%	45 10%	57 10%	61 11%	22 5%	36 7%	62 11%	47 9%	23 5%	24 8%	20 11%	17 6%	86 10%	-	-	176 100%	-	14 3%	3 1%	123 30%
SNP	36 2%	21 2%	15 1%	2 1%	5 1%	8 2%	7 2%	8 3%	6 1%	10 2%	9 2%	7 2%	10 2%	-	-	-	-	36 20%	5 2%	12 1%	-	-	-	-	1 *	1 *	3 1%
Plaid Cymru	7 *	2 *	5 *	1 *	3 1%	1 *	* *	* *	1 *	1 *	4 1%	2 *	1 *	-	-	-	7 2%	-	1 *	5 1%	-	-	-	-	1 *	-	-
The UK Independence Party	114 6%	79 8%	36 3%	2 1%	5 1%	8 2%	25 7%	30 10%	43 10%	34 6%	27 5%	30 7%	24 5%	35 6%	28 5%	30 6%	18 6%	4 2%	10 4%	42 5%	-	-	-	114 100%	62 11%	13 3%	17 4%
The Green Party	38 2%	20 2%	18 2%	6 2%	7 2%	5 1%	13 4%	5 2%	2 *	8 1%	13 2%	5 1%	12 2%	10 2%	9 2%	9 2%	9 3%	1 1%	8 3%	14 2%	-	-	-	-	1 *	4 1%	11 3%
The British National Party	7 *	4 *	3 *	1 1%	-	2 1%	2 1%	* *	2 *	1 *	3 1%	1 *	3 1%	1 *	* *	4 1%	2 1%	1 *	* *	2 *	-	-	-	-	1 *	1 *	-
Some other party	4 *	2 *	2 *	1 *	-	1 *	* *	* *	2 *	1 *	1 *	1 *	* *	1 *	1 *	-	* *	1 *	1 *	1 *	-	-	-	-	1 *	-	* *
Would not vote	200 10%	101 10%	99 10%	42 17%	41 12%	44 13%	24 7%	31 10%	19 4%	41 7%	51 9%	53 12%	56 12%	58 11%	56 11%	45 9%	28 10%	13 7%	38 14%	92 10%	-	-	-	-	16 3%	4 1%	9 2%
Rather not say	11 1%	1 *	10 1%	1 1%	2 1%	4 1%	1 *	2 1%	1 *	1 *	1 *	2 *	7 1%	5 1%	3 1%	2 *	1 *	-	1 *	5 1%	-	-	-	-	-	1 *	-
Don't know	427 21%	121 12%	305 29%	74 30%	93 27%	83 24%	83 23%	43 14%	51 11%	73 13%	127 23%	110 25%	116 24%	105 19%	103 19%	111 23%	68 24%	40 22%	52 20%	195 22%	-	-	-	-	96 17%	30 8%	86 21%

## Opinion Poll

### ONLINE Fieldwork : 15th-16th January 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	1219	649	570	64	151	195	231	221	358	417	340	180	281	299	316	307	175	121	143	453	371	442	96	211	419	297	250
Weighted base	1113	639	474	82	159	169	197	183	323	346	311	218	239	308	289	263	146	108	135	458	367	443	139	96	377	284	262
Conservative	367 33%	214 34%	153 32%	15 18%	42 27%	40 24%	56 28%	65 35%	150 46%	131 38%	109 35%	63 29%	65 27%	111 36%	109 38%	77 29%	53 36%	18 17%	27 20%	156 34%	367 100%	-	-	-	293 78%	11 4%	40 15%
Labour	443 40%	246 38%	197 41%	46 56%	82 52%	83 49%	88 45%	57 31%	87 27%	125 36%	106 34%	102 47%	109 46%	110 36%	114 39%	132 50%	48 33%	39 36%	75 56%	176 38%	-	443 100%	-	-	16 4%	257 91%	91 35%
Liberal Democrat	139 13%	73 11%	66 14%	15 18%	18 11%	29 17%	17 8%	23 13%	38 12%	47 14%	48 15%	17 8%	27 11%	50 16%	34 12%	18 7%	20 14%	18 17%	13 10%	68 15%	-	-	139 100%	-	12 3%	3 1%	104 40%
SNP	27 2%	17 3%	11 2%	1 1%	4 2%	5 3%	5 3%	7 4%	5 2%	8 2%	7 2%	5 2%	7 3%	-	-	-	-	27 25%	5 4%	8 2%	-	-	-	-	1 *	1 *	2 1%
Plaid Cymru	6 1%	2 *	4 1%	1 1%	3 2%	1 *	* *	* *	1 *	1 *	3 1%	1 1%	1 *	-	-	-	6 4%	-	1 1%	4 1%	-	-	-	-	1 *	-	-
The UK Independence Party	96 9%	65 10%	30 6%	2 2%	4 2%	6 4%	20 10%	26 14%	38 12%	28 8%	23 7%	25 11%	20 9%	27 9%	24 8%	26 10%	15 10%	4 3%	7 5%	35 8%	-	-	-	96 100%	52 14%	11 4%	15 6%
The Green Party	27 2%	17 3%	11 2%	3 3%	6 4%	4 2%	9 4%	5 2%	2 *	5 1%	11 3%	3 1%	8 3%	8 3%	7 2%	7 2%	4 3%	1 1%	7 5%	9 2%	-	-	-	-	1 *	1 1%	9 4%
The British National Party	5 *	4 1%	1 *	* *	- -	1 1%	2 1%	* *	1 *	1 *	3 1%	* *	1 1%	1 *	* *	3 1%	* *	1 1%	* *	2 *	-	-	-	-	1 *	1 *	-
Some other party	3 *	1 *	2 *	1 1%	- -	* *	* *	* *	2 1%	* *	1 *	1 1%	* *	1 *	1 *	- -	* *	1 1%	1 *	1 *	-	-	-	-	* *	-	* *

**Opinion Poll**  
**ONLINE Fieldwork : 15th-16th January 2014**

Absolutes/col percents

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

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2039	2039
Weighted base	2039	2039
Male	938 46%	1000 49%
Female	1101 54%	1039 51%

**Opinion Poll**  
**ONLINE Fieldwork : 15th-16th January 2014**

Absolutes/col percents

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

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2039	2039
Weighted base	2039	2039
18-24	154 8%	242 12%
25-34	307 15%	343 17%
35-44	367 18%	343 17%
45-54	391 19%	363 18%
55-64	339 17%	303 15%
65+	481 24%	444 22%
Average age	49.24	47.07

**Opinion Poll**  
**ONLINE Fieldwork : 15th-16th January 2014**

Absolutes/col percents

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

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2039	2039
Weighted base	2039	2039
AB	635 31%	545 27%
C1	579 28%	565 28%
C2	314 15%	444 22%
DE	511 25%	484 24%

**Opinion Poll**  
**ONLINE Fieldwork : 15th-16th January 2014**

Absolutes/col percents

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

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2039	2039
Weighted base	2039	2039
Scotland	192 9%	184 9%
North East	88 4%	82 4%
North West	242 12%	224 11%
Yorkshire & Humberside	175 9%	184 9%
West Midlands	200 10%	183 9%
East Midlands	150 7%	143 7%
Wales	108 5%	102 5%
Eastern	179 9%	204 10%
London	215 11%	265 13%
South East	300 15%	285 14%
South West	190 9%	184 9%

**Opinion Poll**  
**ONLINE Fieldwork : 15th-16th January 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	2039	2039
Weighted base	2039	2039
NET: Working	1048 51%	1142 56%
Working full time - working 30 hours per week or more	677 33%	897 44%
Working part time - working between 8 and 29 hours per week	371 18%	245 12%
NET: Not working	991 49%	897 44%
Not working but seeking work or temporarily unemployed or sick	116 6%	112 5%
Not working and not seeking work	141 7%	147 7%
Retired on a state pension only	84 4%	78 4%
Retired with a private pension	460 23%	395 19%
House person, housewife, househusband, etc.	190 9%	165 8%



**Opinion Poll**  
**ONLINE Fieldwork : 15th-16th January 2014**

Absolutes/col percents

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

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2039	2039
Weighted base	2039	2039
NET: Homeowners	1296 64%	1325 65%
Owned outright - without mortgage	734 36%	673 33%
Owned with a mortgage or loan	562 28%	653 32%
NET: Renters	721 35%	695 34%
Rented from the council	165 8%	285 14%
Rented from a housing association	205 10%	132 6%
Rented from someone else	351 17%	278 14%
Rent free	22 1%	19 1%

**Opinion Poll**  
**ONLINE Fieldwork : 15th-16th January 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	2039	2039
Weighted base	2039	2039
Yes	1178 58%	1244 61%
No	861 42%	795 39%

**Opinion Poll**  
**ONLINE Fieldwork : 15th-16th January 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	2039	2039
Weighted base	2039	2039
No cars in the household	423 21%	428 21%
NET: Any	1616 79%	1611 79%
1	1057 52%	856 42%
2	486 24%	571 28%
3+	73 4%	183 9%

**Opinion Poll**  
**ONLINE Fieldwork : 15th-16th January 2014**

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	2039	2039
Weighted base	2039	2039
Conservative	569 28%	571 28%
Labour	644 32%	632 31%
Liberal Democrat	178 9%	265 13%
SNP	60 3%	41 2%
Plaid Cymru	10 *	7 *
Green	47 2%	31 2%
UKIP	216 11%	20 1%
BNP	18 1%	12 1%
Another party	18 1%	11 1%
None	279 14%	449 22%