

Opinion Poll

CATI Fieldwork : 12th-16th December 2014

Absolutes/col percents

Table 1

Q.A Some people have said they would not vote in a new General Election, while others have said they would vote. I would like to know how certain it is that you would actually vote in a general election?

Base: All respondents

	Gender			Age				Social Class				Voting Intention					Vote In 2010 General Election					Region					NET: Eng-land & Wales
	Total	Male	Fe-male	18-24	25-34	35-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	UKIP	Other	Con	Lab	Lib Dem	Scot-land	Wales	North	Mid-lands	South	NET: Eng-land		
Unweighted base	1001	471	530	65	111	532	293	367	203	140	291	195	222	53	93	70	262	229	102	88	52	246	262	353	861	913	
Weighted base	1001	490	511	122	164	509	206	273	291	210	226	158	202	61	91	70	214	179	131	84	51	254	259	351	865	917	
Certain to vote	(10)	583	287	296	37	87	309	151	174	178	101	130	112	139	43	60	48	167	127	102	57	38	140	156	193	489	527
		58%	59%	58%	30%	53%	61%	73%	64%	61%	48%	57%	71%	69%	70%	66%	68%	78%	71%	78%	67%	73%	55%	60%	55%	56%	57%
(9)	62	36	26	9	14	29	10	27	15	12	9	14	13	3	7	4	14	14	10	7	2	10	19	24	53	55	
	6%	7%	5%	8%	9%	6%	5%	10%	5%	5%	4%	9%	7%	4%	8%	5%	7%	8%	8%	8%	4%	4%	7%	7%	6%	6%	
(8)	83	45	38	13	19	38	13	20	23	24	16	11	15	6	6	11	16	16	7	5	1	26	19	32	77	78	
	8%	9%	7%	11%	11%	8%	7%	7%	8%	11%	7%	7%	7%	10%	7%	16%	7%	9%	6%	6%	2%	10%	8%	9%	9%	9%	
(7)	32	15	17	9	5	16	2	8	8	7	10	7	6	5	1	2	6	6	5	2	*	4	6	20	30	30	
	3%	3%	3%	8%	3%	3%	1%	3%	3%	3%	4%	5%	3%	7%	2%	3%	3%	3%	4%	2%	1%	2%	2%	6%	3%	3%	
(6)	25	9	16	7	8	7	3	4	15	2	4	2	7	*	3	-	4	2	5	-	1	13	1	9	24	25	
	2%	2%	3%	6%	5%	1%	2%	1%	5%	1%	2%	1%	3%	1%	4%	-	2%	1%	4%	-	2%	5%	1%	3%	3%	3%	
(5)	76	25	51	22	11	34	8	18	12	27	19	7	16	1	7	1	2	5	-	3	1	25	17	30	71	73	
	8%	5%	10%	18%	7%	7%	4%	7%	4%	13%	8%	4%	8%	2%	8%	2%	1%	3%	-	4%	2%	10%	7%	9%	8%	8%	
(4)	13	5	8	3	1	8	1	*	6	4	4	1	*	1	1	2	-	1	-	3	1	2	6	10	11		
	1%	1%	2%	2%	*	2%	1%	*	2%	2%	2%	*	*	1%	1%	2%	-	1%	-	3%	2%	*	1%	2%	1%	1%	
(3)	15	12	4	5	2	7	2	5	2	4	5	3	2	2	2	3	-	3	-	-	-	4	7	5	15	15	
	2%	2%	1%	4%	1%	1%	1%	2%	1%	2%	2%	2%	1%	3%	2%	4%	-	2%	-	-	-	1%	3%	1%	2%	2%	
(2)	13	8	5	4	4	3	3	3	1	4	6	1	3	1	2	-	1	1	-	2	-	5	3	3	11	11	
	1%	2%	1%	3%	2%	1%	1%	1%	*	2%	3%	*	2%	1%	2%	-	*	1%	-	2%	-	2%	1%	1%	1%	1%	
Certain not to vote	(1)	90	44	46	12	14	54	10	12	31	25	21	-	-	-	-	3	4	2	5	7	26	27	24	78	85	
		9%	9%	9%	10%	8%	11%	5%	5%	11%	12%	9%	-	-	-	-	1%	2%	1%	7%	14%	10%	10%	7%	9%	9%	
Refused	1	1	1	-	1	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	1	1	
	*	*	*	-	*	*	-	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*	*	*	
Don't know	6	2	3	-	-	3	2	-	2	1	3	-	-	-	-	-	1	-	-	-	-	-	1	5	6	6	
	1%	*	1%	-	-	1%	1%	-	1%	*	1%	-	-	-	-	-	*	-	-	-	-	-	*	1%	1%	1%	
Mean	8.08	8.14	8.02	6.74	8.01	8.10	8.88	8.65	8.15	7.46	7.87	9.18	8.94	9.05	8.79	9.05	9.42	9.06	9.44	8.57	8.31	7.79	8.08	8.13	8.01	8.03	
Standard deviation	2.96	2.97	2.96	3.04	2.90	3.05	2.42	2.45	3.00	3.21	3.12	1.66	1.92	1.84	2.13	1.80	1.49	1.97	1.40	2.73	3.27	3.09	3.08	2.76	2.96	2.98	
Standard error	0.09	0.14	0.13	0.38	0.28	0.13	0.14	0.13	0.21	0.27	0.18	0.12	0.13	0.25	0.22	0.21	0.09	0.13	0.14	0.29	0.45	0.20	0.19	0.15	0.10	0.10	

Opinion Poll

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Absolutes/col percents

Table 2

Q.B The Conservatives, Labour, the Liberal Democrats and other parties would fight a new election in your area. If there were a general election tomorrow which party do you think you would vote for?

Base: All respondents

	Gender			Age				Social Class				Voting Intention					Vote In 2010 General Election					Region					NET: Eng- land & Wales
	Total	Male	Fe- male	18-24	25-34	35-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	UKIP	Other	Con	Lab	Lib Dem	Scot- land	Wales	North	Mid- lands	South	NET: Eng- land		
Unweighted base	1001	471	530	65	111	532	293	367	203	140	291	195	222	53	93	70	262	229	102	88	52	246	262	353	861	913	
Weighted base	1001	490	511	122	164	509	206	273	291	210	226	158	202	61	91	70	214	179	131	84	51	254	259	351	865	917	
Conservative	158 16%	79 16%	78 15%	13 11%	19 12%	71 14%	55 27%	64 24%	33 11%	20 10%	39 17%	158 100%	-	-	-	-	120 56%	3 2%	4 3%	5 6%	7 14%	36 14%	52 20%	57 16%	146 17%	153 17%	
Labour	202 20%	95 19%	107 21%	25 20%	40 24%	96 19%	41 20%	53 19%	65 22%	36 17%	48 21%	-	202 100%	-	-	-	8 4%	112 63%	19 15%	25 30%	11 22%	62 24%	48 18%	56 16%	166 19%	177 19%	
Liberal Democrat/ Liberal	61 6%	41 8%	20 4%	1 1%	15 9%	29 6%	16 8%	18 7%	19 7%	11 5%	13 6%	-	-	61 100%	-	-	5 3%	1 1%	42 32%	4 5%	2 4%	18 7%	10 4%	27 8%	55 6%	58 6%	
Scottish National Party/ SNP	26 3%	16 3%	10 2%	4 3%	2 2%	18 3%	3 1%	8 3%	12 4%	5 2%	2 1%	-	-	-	-	26 38%	-	5 3%	3 2%	25 30%	-	-	-	2 *	2 *	2 *	
Plaid Cymru	3 *	3 1%	1 *	-	-	3 1%	-	2 1%	1 *	-	1 *	-	-	-	-	3 5%	-	1 *	-	-	3 6%	-	-	-	-	3 *	
Green Party	34 3%	21 4%	13 3%	10 8%	5 3%	17 3%	2 1%	14 5%	10 3%	6 3%	4 2%	-	-	-	-	34 49%	2 1%	5 3%	7 5%	3 3%	2 4%	9 3%	5 2%	15 4%	29 3%	31 3%	
UK Independence Party (UKIP)	91 9%	58 12%	33 6%	7 5%	9 6%	55 11%	20 10%	18 7%	17 6%	29 14%	26 11%	-	-	-	91 100%	-	32 15%	10 5%	3 2%	1 1%	3 6%	21 8%	26 10%	41 12%	87 10%	90 10%	
Other	6 1%	5 1%	2 *	1 1%	1 1%	3 1%	1 *	3 1%	2 1%	-	2 1%	-	-	-	-	6 9%	1 *	2 1%	1 1%	1 1%	-	1 *	1 *	3 1%	5 1%	5 1%	
Will not vote	90 9%	44 9%	46 9%	12 10%	14 8%	54 11%	10 5%	12 5%	31 11%	25 12%	21 9%	-	-	-	-	-	3 1%	4 2%	2 1%	5 7%	7 14%	26 10%	27 10%	24 7%	78 9%	85 9%	
Don't know	239 24%	91 18%	148 29%	46 37%	50 31%	106 21%	37 18%	52 19%	81 28%	56 27%	49 22%	-	-	-	-	-	34 16%	29 16%	41 31%	13 15%	7 14%	59 23%	67 26%	92 26%	219 25%	226 25%	
Refused	90 9%	37 8%	53 10%	4 3%	8 5%	56 11%	22 10%	29 11%	21 7%	21 10%	20 9%	-	-	-	-	-	9 4%	8 4%	10 8%	3 4%	8 16%	22 9%	23 9%	33 9%	79 9%	87 9%	

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Absolutes/col percents

Table 3

Data derived from:-

Q.A Some people have said they would not vote in a new General Election, while others have said they would vote. I would like to know how certain it is that you would actually vote in a general election?

Q.B The Conservatives, Labour, the Liberal Democrats and other parties would fight a new election in your area. If there were a general election tomorrow which party do you think you would vote for?

Data excludes those who definitely will not vote (9%), don't know who they would vote for (24%) or refuse to answer (9%)

THIS TABLE DOES NOT INCLUDE ADJUSTMENT FOR DON'T KNOW/REFUSERS

	Gender			Age				Social Class				Voting Intention					Vote In 2010 General Election					Region					NET: Eng- land & Wales
	Total	Male	Fe- male	18-24	25-34	35-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	UKIP	Other	Con	Lab	Lib Dem	Scot- land	Wales	North	Mid- lands	South	NET: Eng- land & Wales		
Unweighted base	538	274	264	18	52	290	179	218	101	63	156	170	189	43	75	60	203	170	67	59	29	131	136	183	450	479	
Weighted base	477	259	218	33	71	252	122	155	132	84	107	134	161	51	72	58	163	131	76	53	25	119	118	162	399	424	
Conservative	134	68	66	7	16	60	51	56	31	15	32	134	-	-	-	116	2	4	4	7	30	44	50	124	131		
	28%	26%	30%	23%	22%	24%	42%	37%	24%	18%	30%	100%	-	-	-	72%	2%	5%	7%	28%	25%	37%	31%	31%	31%		
Labour	161	76	86	12	30	83	36	45	49	29	38	-	161	-	-	7	107	19	18	10	48	41	43	133	143		
	34%	29%	39%	36%	43%	33%	30%	29%	38%	35%	35%	-	100%	-	-	4%	81%	25%	35%	41%	41%	35%	26%	33%	34%		
Liberal Democrat/ Liberal	51	34	17	*	12	25	14	16	17	8	10	-	-	51	-	5	1	40	4	1	16	7	22	46	47		
	11%	13%	8%	*	17%	10%	12%	10%	13%	10%	9%	-	-	100%	-	3%	1%	53%	7%	6%	14%	6%	14%	11%	11%		
Scottish National Party/ SNP	24	14	10	3	2	16	3	8	10	5	2	-	-	-	24	-	4	3	23	-	-	-	2	2	2		
	5%	6%	5%	9%	4%	6%	2%	5%	8%	6%	1%	-	-	-	42%	-	3%	4%	43%	-	-	-	1%	*	*		
Plaid Cymru	2	2	1	-	-	2	-	2	*	-	1	-	-	-	2	-	1	-	-	2	-	-	-	-	2		
	1%	1%	*	-	-	1%	-	1%	*	-	1%	-	-	-	4%	-	1%	-	-	10%	-	-	-	-	1%		
Green Party	26	15	12	5	3	16	2	10	8	4	4	-	-	-	26	2	5	6	3	2	7	5	10	22	23		
	5%	6%	5%	15%	5%	6%	2%	6%	6%	5%	4%	-	-	-	45%	1%	4%	8%	5%	7%	6%	4%	6%	5%	6%		
UK Independence Party (UKIP)	72	47	25	5	6	45	15	15	14	22	21	-	-	72	-	31	9	3	1	2	17	20	33	70	72		
	15%	18%	12%	16%	9%	18%	13%	10%	11%	26%	19%	-	-	100%	-	19%	7%	4%	1%	8%	14%	17%	20%	17%	17%		
Other	5	3	2	*	1	3	1	3	2	-	1	-	-	-	5	1	2	1	1	-	1	*	3	4	4		
	1%	1%	1%	*	1%	1%	1%	2%	1%	-	1%	-	-	-	9%	*	1%	1%	1%	-	1%	*	2%	1%	1%		

Opinion Poll
CATI Fieldwork : 12th-16th December 2014

Col percents

Table 4
Published Vote Intention Figures
Percentages derived from the responses of 763 respondents

	<u>Total</u>
Conservative	28%
Labour	33%
Liberal Democrat	14%
UKIP	14%
Green	5%
Other	6%

Opinion Poll

CATI Fieldwork : 12th-16th December 2014

Absolutes/col percents

Table 5

Q.1 You may have heard about chancellor George Osborne's autumn statement, in which he set out plans to move the government's finances out of deficit and into surplus, by reducing public spending to its lowest share in the economy since 1930s. Which one of the following do you agree with more:

Base: All respondents

	Gender		Age				Social Class				Voting Intention					Vote In 2010 General Election					Region					NET: Eng- land & Wales
	Total	Male	Fe- male	18-24	25-34	35-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	UKIP	Other	Con	Lab	Lib Dem	Scot- land	Wales	North	Mid- lands	South	NET: Eng- land	
Unweighted base	1001	471	530	65	111	532	293	367	203	140	291	195	222	53	93	70	262	229	102	88	52	246	262	353	861	913
Weighted base	1001	490	511	122	164	509	206	273	291	210	226	158	202	61	91	70	214	179	131	84	51	254	259	351	865	917
The chancellor is taking the tough decisions that Britain needs to live within its means	352 35%	193 39%	160 31%	42 34%	65 39%	163 32%	83 41%	117 43%	100 34%	68 32%	68 30%	114 73%	30 15%	28 46%	34 37%	16 23%	131 61%	34 19%	52 39%	32 38%	15 30%	96 38%	92 35%	117 33%	305 35%	321 35%
The chancellor is going too far, and imposing cuts that will endanger important public services	548 55%	256 52%	292 57%	68 56%	83 51%	296 58%	101 49%	145 53%	156 54%	121 58%	126 56%	30 19%	163 81%	29 47%	52 57%	51 72%	67 31%	138 77%	69 53%	49 58%	28 54%	131 51%	142 55%	199 57%	472 55%	500 54%
Don't know	100 10%	41 8%	59 12%	12 10%	17 10%	50 10%	22 11%	11 4%	35 12%	22 10%	33 14%	13 8%	9 5%	4 7%	5 6%	3 5%	16 8%	8 4%	10 8%	4 5%	8 16%	28 11%	26 10%	35 10%	88 10%	96 11%

Opinion Poll

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Absolutes/col percents

Table 6

Q.2 The government can pay down its deficit either by increasing taxes, or by reducing expenditure on public services and benefits. Assuming the deficit HAS to be reduced, what one of the following do you think would be the best approach in paying down the deficit...?

Base: All respondents

	Gender			Age				Social Class				Voting Intention					Vote In 2010 General Election					Region					NET: Eng- land & Wales
	Total	Male	Fe- male	18-24	25-34	35-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	UKIP	Other	Con	Lab	Lib Dem	Scot- land	Wales	North	Mid- lands	South	NET: Eng- land		
Unweighted base	1001	471	530	65	111	532	293	367	203	140	291	195	222	53	93	70	262	229	102	88	52	246	262	353	861	913	
Weighted base	1001	490	511	122	164	509	206	273	291	210	226	158	202	61	91	70	214	179	131	84	51	254	259	351	865	917	
All through spending cuts, with no tax rises	158 16%	87 18%	71 14%	20 16%	24 15%	85 17%	29 14%	42 15%	40 14%	39 19%	37 16%	28 18%	20 10%	11 18%	19 21%	7 10%	41 19%	27 15%	14 10%	12 14%	7 14%	43 17%	47 18%	49 14%	139 16%	146 16%	
Two-thirds through spending cuts, and one-third through higher taxes	148 15%	78 16%	70 14%	21 17%	27 17%	73 14%	27 13%	48 18%	44 15%	26 12%	30 13%	37 24%	18 9%	10 17%	11 12%	6 9%	44 20%	21 12%	19 15%	11 13%	8 15%	47 19%	30 12%	52 15%	129 15%	137 15%	
Half through spending cuts, and half through higher taxes	337 34%	172 35%	165 32%	40 33%	53 32%	177 35%	68 33%	98 36%	103 35%	78 37%	58 26%	57 36%	64 32%	21 34%	36 39%	22 31%	77 36%	54 30%	43 33%	38 45%	19 36%	70 27%	94 36%	117 33%	281 32%	299 33%	
One third through spending cuts, and two-thirds through higher taxes	126 13%	65 13%	61 12%	15 12%	34 20%	57 11%	20 10%	42 15%	48 16%	16 8%	20 9%	13 8%	41 20%	12 20%	7 8%	18 26%	19 9%	32 18%	32 24%	10 12%	3 6%	30 12%	30 12%	52 15%	112 13%	115 13%	
No spending cuts, with all through higher taxes	142 14%	65 13%	78 15%	19 15%	16 10%	73 14%	34 17%	31 11%	35 12%	32 15%	44 20%	13 8%	46 23%	7 12%	11 12%	16 24%	20 9%	34 19%	22 17%	10 12%	7 13%	39 15%	38 15%	49 14%	126 15%	133 14%	
Don't know	89 9%	23 5%	66 13%	8 6%	10 6%	44 9%	28 13%	12 4%	21 7%	18 9%	38 17%	9 5%	13 6%	- -	7 8%	* 1%	14 7%	11 6%	1 1%	3 3%	7 15%	25 10%	20 8%	34 10%	79 9%	86 9%	

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Absolutes/col percents

Table 7
Q.C/D Voting in May 6th 2010 General Election
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	1001	1001
Weighted base	1001	1001
Conservative	262 26%	214 21%
Labour	229 23%	179 18%
Liberal Democrat/ Liberal	102 10%	131 13%
Scottish National Party/SNP	20 2%	17 2%
Plaid Cymru	4 *	4 *
Green Party	15 1%	13 1%
UK Independence Party (UKIP)	17 2%	18 2%
British National Party (BNP)	1 *	1 *
Others	7 1%	4 *
Did not vote	240 24%	301 30%
Refused	75 7%	86 9%
Don't know	29 3%	32 3%

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Table 8
Classification
Base: All respondents

		<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base		1001	1001
Weighted base		1001	1001
<u>Gender</u>			
Male		471 47%	490 49%
Female		530 53%	511 51%
<u>Age</u>			
18-24	(21)	65 6%	122 12%
25-34	(29.5)	111 11%	164 16%
35-44	(39.5)	138 14%	191 19%
45-54	(49.5)	236 24%	168 17%
55-64	(59.5)	158 16%	150 15%
65+	(70)	293 29%	206 21%
Average age		51.63	46.57

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Table 8
Classification
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Weighted base	1001	1001
<u>Social Grade</u>		
AB	367 37%	273 27%
C1	203 20%	291 29%
C2	140 14%	210 21%
DE	291 29%	226 23%
<u>Region</u>		
North	334 33%	339 34%
Midlands	314 31%	311 31%
South	353 35%	351 35%

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Table 8
Classification
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Weighted base	1001	1001
<u>Working status</u>		
Full-time	395 39%	440 44%
Part-time	136 14%	120 12%
Not working but seeking work or temporarily unemployed/sick	42 4%	59 6%
Not working/not seeking work	49 5%	59 6%
Retired	313 31%	243 24%
Student	24 2%	45 5%
Refused	42 4%	34 3%

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Table 8
Classification
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Weighted base	1001	1001
<u>Tenure</u>		
Own outright	359 36%	326 33%
Own with a mortgage	337 34%	354 35%
Council	83 8%	130 13%
Housing Assoc.	49 5%	38 4%
Rented from someone else	106 11%	104 10%
Rent free	10 1%	7 1%
Refused	57 6%	42 4%