

# Voting Intention Poll

23/12/2014



# Methodology

## Fieldwork Dates

18-19<sup>th</sup> December 2014

## Data Collection Method

The survey was conducted via online panel. Invitations to complete surveys were sent out to members of the panel.

## Population Sampled

All residents aged 18+ in Great Britain

## Sample Size

1,009

## Data Weighting

Data were weighted to the profile of all Great British adults aged 18+. Data were weighted by age, sex, region, household income, education and past vote. Targets for the weighted data were derived from Office of National Statistics 2011 Census data and the results of the 2010 General Election.

## Margin of Error

Because only a sample of the full population was interviewed, all results are subject to margin of error, meaning that not all differences are statistically significant. For example, in a question where 50% (the worst case scenario as far as margin of error is concerned) gave a particular answer, with a sample of 1,009 it is 95% certain that the 'true' value will fall within the range of 3.1% from the sample result. Subsamples from the cross-breaks will be subject to higher margin of error, conclusions drawn from crossbreaks with very small sub-samples should be treated with caution.

## Voting Intention

In order to assess voting intention, we first asked respondents how likely they would be to vote in the next election on a scale of 0-10. This likelihood to vote for was then used to weight voters' responses, such that respondents replying "10" were weighted by a factor of 1.0, whilst those responding "9" were weighted by a factor of 0.9, and so on down to responses of "0" being excluded altogether.

Respondents were then asked who they would be most likely to vote for if that election were tomorrow, with the responses "Labour", "Conservative", "Liberal Democrat" and "UKIP" prompted in a randomising order, and other parties displayed if respondents selected "Another Party". For respondents in Scotland and Wales, "SNP" and "Plaid Cymru" respectively were included in the main prompt.

As an additional weighting step, respondents who replied "undecided" and "refused" were then removed from the sample. Undecided respondents were then re-inserted into the sample based on a factor of which party they voted for in the 2010 general election. Final published voting intention can therefore be found in the final table of each section.

## Question presentation

All data tables shown in full below, in order and wording put to respondents, including but not limited to all tables relating to published data and all relevant tables preceding them. Tables for demographic questions might not be included but these should be clear from the cross-breaks on published tables. In all questions where the responses are a list of parties, names or statements, these will typically have been displayed to respondents in a randomising order. The only questions which would not have had randomising responses would be those in which there was a natural order to maintain – e.g. a scale from “strongly agree” to “strongly disagree”, a list of numbers from 0 to 10 or questions which had factual rather than opinion-related answers such as demographic information. “Other”, “Don't know” and “Refused” responses are not randomised.

Not all questions will have necessarily been asked to all respondents – this is because they may be follow-on questions from previous questions or only appropriate to certain demographic groups. Lower response counts should make clear where this has occurred.

Data were analysed and weighted by Survation and presented by Patrick Bri ne and Damian Lyons Lowe.

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### Voting Intention Poll

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**Table 1**  
**Q1. If there was a UK General Election taking place tomorrow, how likely do you think you would be to vote on a scale of 0 to 10?**  
**Base : All Respondents**

	Total	Gender		Age			2010 Vote				GE Voting Intention					SEG				Region6					
		Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	Undecided	AB	C1	C2	DE	London	Midlands	North	South	Scotland	Wales
Unweighted Total	1009	453	556	200	373	436	285	207	159	103	234	223	64	184	160	234	205	256	314	80	159	277	337	79	57
Weighted Total	1009	490	519	290	356	363	279	224	178	73	220	244	77	155	177	206	143	264	396	130	161	238	315	84	49
10 - Would definitely vote	597	338	258	94	213	289	216	167	126	48	161	164	53	112	62	120	94	140	243	73	92	147	199	54	26
	59.1%	69.0%	49.8%	32.6%	59.9%	79.6%	77.4%	74.8%	70.7%	65.0%	73.3%	67.2%	68.5%	72.2%	34.7%	58.2%	65.5%	53.1%	61.4%	56.3%	57.1%	61.6%	63.3%	64.5%	52.5%
9	82	49	33	22	36	24	36	17	14	3	28	20	7	16	8	28	15	23	16	11	18	23	24	5	2
	8.1%	10.0%	6.4%	7.6%	10.2%	6.5%	12.9%	7.8%	8.1%	4.1%	12.5%	8.1%	9.6%	10.3%	4.4%	13.7%	10.3%	8.7%	4.1%	8.3%	10.9%	9.7%	7.7%	5.8%	3.2%
8	93	39	55	49	25	20	14	19	11	5	18	37	9	6	19	25	10	36	22	15	13	12	27	21	2
	9.2%	7.9%	10.5%	16.7%	6.9%	5.5%	4.9%	8.5%	6.4%	6.4%	8.0%	15.1%	11.5%	3.9%	10.7%	12.0%	7.1%	13.7%	5.7%	11.3%	7.8%	5.1%	8.6%	24.4%	4.5%
7	48	24	24	18	28	2	5	8	3	11	5	8	4	5	15	7	7	24	11	4	4	16	7	1	2
	4.7%	4.9%	4.6%	6.0%	7.8%	0.6%	1.9%	3.8%	1.6%	15.6%	2.5%	3.3%	4.7%	3.0%	8.6%	3.5%	4.6%	8.9%	2.7%	2.9%	2.7%	6.7%	2.1%	1.6%	5.0%
6	24	5	19	12	5	7	1	2	10	*	3	3	2	1	10	4	2	6	13	2	10	5	4	*	2
	2.4%	1.1%	3.6%	4.2%	1.5%	2.0%	0.4%	1.1%	5.4%	0.6%	1.2%	1.4%	3.2%	0.8%	5.8%	2.1%	1.3%	2.2%	3.2%	1.3%	6.2%	2.0%	1.4%	0.2%	3.4%
5	62	16	46	38	19	5	6	8	7	2	5	11	1	11	29	7	5	14	35	10	16	2	24	1	5
	6.1%	3.3%	8.8%	13.0%	5.2%	1.5%	2.2%	3.5%	4.2%	2.2%	2.5%	4.4%	1.8%	6.8%	16.6%	3.5%	3.7%	5.3%	8.9%	7.7%	10.2%	0.8%	7.7%	1.3%	11.1%
4	9	4	5	8	1	1	-	1	-	3	-	-	1	-	9	6	1	1	2	-	1	-	7	-	1
	0.9%	0.8%	1.0%	2.7%	0.2%	0.2%	-	0.2%	-	4.6%	-	-	0.7%	-	4.8%	2.8%	0.5%	0.2%	0.5%	-	0.6%	-	2.3%	-	1.7%
3	8	*	7	-	7	1	-	-	2	-	-	-	-	-	7	-	1	-	6	1	1	5	1	-	-
	0.8%	0.1%	1.4%	-	1.9%	0.3%	-	-	1.3%	-	-	-	-	-	3.9%	-	0.8%	-	1.6%	0.6%	0.5%	2.0%	0.2%	-	-
2	20	2	18	15	5	*	1	-	1	*	-	1	-	4	14	*	2	5	13	10	3	2	4	-	-
	2.0%	0.5%	3.4%	5.0%	1.4%	*	0.3%	-	0.4%	0.2%	-	0.5%	-	2.6%	7.8%	0.2%	1.2%	1.8%	3.2%	8.0%	1.9%	0.9%	1.3%	-	-
1	8	1	7	6	2	-	-	-	3	*	-	-	-	*	5	3	1	2	2	-	*	2	5	-	1
	0.8%	0.2%	1.4%	2.0%	0.6%	-	-	-	1.9%	0.6%	-	-	-	0.3%	2.6%	1.3%	0.8%	0.7%	0.6%	-	0.3%	1.0%	1.5%	-	1.5%
0 - Would not vote	58	12	47	30	15	14	-	1	-	*	-	-	-	-	-	6	6	14	33	5	3	24	12	2	8
	5.8%	2.4%	9.0%	10.2%	4.2%	3.8%	-	0.3%	-	0.6%	-	-	-	-	-	2.7%	4.2%	5.5%	8.2%	3.5%	1.9%	10.2%	3.9%	2.1%	17.1%
SIGMA	1009	490	519	290	356	363	279	224	178	73	220	244	77	155	177	206	143	264	396	130	161	238	315	84	49
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

## Voting Intention Poll

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**Table 2**  
**Q2. Weighted by normal weightings**  
**Q2. If there was a General Election taking place tomorrow, and there was a candidate from all political parties standing in your constituency, which party do you think you would vote for?**  
**Base : Likely to vote in UK General Election**

	Gender		Age			2010 Vote				GE Voting Intention					SEG				Region6						
	Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	Undecided	AB	C1	C2	DE	London	Midlands	North	South	Scotland	Wales	
Unweighted Total	941	436	505	175	349	417	285	206	159	102	234	223	64	184	160	227	194	232	288	74	153	252	321	75	50
Weighted Total	951	478	472	261	341	349	279	223	178	73	220	244	77	155	177	200	137	250	363	126	158	214	303	83	40
Liberal Democrat	77	38	39	38	18	21	6	3	57	-	-	-	77	-	-	27	8	20	21	26	7	11	29	3	2
	8.1%	7.9%	8.2%	14.5%	5.1%	6.1%	2.2%	1.2%	31.9%	-	-	-	100.0%	-	-	13.3%	6.0%	8.1%	5.9%	20.4%	4.4%	4.9%	9.6%	3.1%	5.3%
Conservative	220	125	95	36	69	115	185	8	8	1	220	-	-	-	-	59	42	39	79	28	45	43	86	7	11
	23.1%	26.1%	20.2%	13.8%	20.3%	32.8%	66.4%	3.5%	4.6%	1.1%	100.0%	-	-	-	-	29.6%	30.5%	15.8%	21.9%	22.1%	28.2%	20.3%	28.3%	8.4%	27.4%
Labour	244	137	107	74	93	78	5	153	40	2	-	244	-	-	-	43	36	73	92	35	38	71	54	37	9
	25.7%	28.7%	22.7%	28.4%	27.2%	22.3%	1.7%	68.8%	22.5%	3.1%	-	100.0%	-	-	-	21.5%	26.4%	29.1%	25.4%	28.2%	23.9%	33.3%	17.8%	44.6%	23.1%
Scottish National Party (SNP)	19	8	11	3	6	10	1	2	4	12	-	-	-	-	-	2	3	8	6	-	-	-	-	19	-
	2.0%	1.6%	2.4%	1.3%	1.7%	2.8%	0.4%	0.8%	2.0%	17.1%	-	-	-	-	-	0.9%	2.0%	3.2%	1.8%	-	-	-	-	22.8%	-
UK Independence Party (UKIP)	155	94	60	31	62	62	60	17	23	27	-	-	-	155	-	24	24	51	56	13	27	44	57	6	7
	16.3%	19.7%	12.8%	11.9%	18.1%	17.7%	21.4%	7.8%	12.8%	37.3%	-	-	-	100.0%	-	12.0%	17.2%	20.4%	15.4%	10.5%	17.2%	20.5%	18.9%	7.3%	18.5%
<b>Another Party (Net)</b>	29	10	19	7	17	4	3	4	10	6	-	-	-	-	-	6	5	4	15	1	7	12	9	1	-
	3.1%	2.1%	4.1%	2.8%	5.1%	1.3%	0.9%	1.7%	5.8%	8.4%	-	-	-	-	-	2.8%	3.5%	1.4%	4.2%	0.8%	4.2%	5.5%	2.9%	1.5%	-
British National Party (BNP)	5	2	3	-	3	2	3	-	-	2	-	-	-	-	-	3	-	-	2	-	2	1	1	-	-
	0.5%	0.4%	0.6%	-	0.8%	0.6%	0.9%	-	-	2.8%	-	-	-	-	-	1.3%	-	-	0.6%	-	1.3%	0.6%	0.5%	-	-
Green	19	8	11	5	12	2	-	4	10	4	-	-	-	-	-	3	5	4	8	1	5	5	7	1	-
	2.0%	1.7%	2.4%	1.9%	3.4%	0.7%	-	1.7%	5.8%	5.6%	-	-	-	-	-	1.5%	3.5%	1.4%	2.1%	0.8%	2.9%	2.3%	2.4%	1.5%	-
National Front	2	-	2	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2	-	-	2	-	-	-
	0.2%	-	0.5%	0.9%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.6%	-	-	1.1%	-	-	-
Christian	3	-	3	-	3	-	-	-	-	-	-	-	-	-	-	-	-	-	3	-	-	3	-	-	-
	0.3%	-	0.7%	-	0.9%	-	-	-	-	-	-	-	-	-	-	-	-	-	0.9%	-	-	1.5%	-	-	-
Undecided	177	51	126	64	61	52	19	32	36	9	-	-	-	-	177	35	19	40	83	23	35	33	64	10	10
	18.6%	10.7%	26.7%	24.5%	17.9%	14.9%	7.0%	14.4%	20.1%	11.8%	-	-	-	-	100.0%	17.6%	13.8%	15.9%	22.9%	18.0%	22.1%	15.3%	21.1%	12.3%	25.8%
Refuse	30	16	14	7	16	7	-	4	1	15	-	-	-	-	-	5	1	15	9	-	-	1	4	-	-
	3.1%	3.3%	3.0%	2.8%	4.5%	2.1%	-	1.8%	0.4%	21.2%	-	-	-	-	-	2.3%	0.7%	6.1%	2.5%	-	-	0.3%	1.5%	-	-
SIGMA	951	478	472	261	341	349	279	223	178	73	220	244	77	155	177	200	137	250	363	126	158	214	303	83	40
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

## Voting Intention Poll

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**Table 3**  
**Q2. Weighted by normal weightings and likelihood to vote**  
**Q2. If there was a General Election taking place tomorrow, and there was a candidate from all political parties standing in your constituency, which party do you think you would vote for?**  
**Base : Likely to vote in UK General Election**

	Total	Gender		Age			2010 Vote				GE Voting Intention					SEG				Region6					
		Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	Undecided	AB	C1	C2	DE	London	Midlands	North	South	Scotland	Wales
Unweighted Total	941	436	505	175	349	417	285	206	159	102	234	223	64	184	160	227	194	232	288	74	153	252	321	75	50
Weighted Total	941	500	441	223	340	378	301	237	181	73	235	253	80	159	140	201	140	246	353	119	154	219	301	87	39
Liberal Democrat	80	41	39	37	19	24	7	3	61	-	-	-	80	-	-	28	9	21	23	26	7	11	31	3	2
	8.5%	8.2%	8.9%	16.8%	5.6%	6.3%	2.3%	1.2%	33.7%	-	-	-	100.0%	-	-	13.8%	6.5%	8.5%	6.4%	21.8%	4.6%	5.1%	10.2%	3.3%	6.1%
Conservative	235	135	100	34	74	127	201	9	8	1	235	-	-	-	-	62	45	41	86	29	48	47	92	7	11
	24.9%	26.9%	22.7%	15.3%	21.7%	33.5%	66.8%	3.6%	4.6%	1.2%	100.0%	-	-	-	-	30.8%	32.0%	16.8%	24.5%	24.2%	31.1%	21.5%	30.6%	8.5%	28.8%
Labour	253	145	108	71	97	86	5	164	42	2	-	253	-	-	-	44	39	73	97	37	40	77	54	37	9
	26.9%	29.0%	24.6%	31.7%	28.5%	22.7%	1.5%	69.3%	23.3%	3.3%	-	100.0%	-	-	-	22.0%	27.5%	29.7%	27.6%	30.7%	25.9%	35.2%	18.0%	42.7%	22.7%
Scottish National Party (SNP)	20	9	12	3	6	11	1	2	4	13	-	-	-	-	-	2	2	9	7	-	-	-	-	20	-
	2.2%	1.7%	2.7%	1.4%	1.9%	2.9%	0.4%	0.9%	2.1%	18.4%	-	-	-	-	-	1.0%	1.7%	3.6%	2.0%	-	-	-	-	23.6%	-
UK Independence Party (UKIP)	159	99	60	27	64	68	66	18	25	30	-	-	-	159	-	26	23	54	57	13	25	46	61	7	8
	16.9%	19.8%	13.6%	12.1%	18.8%	18.0%	21.9%	7.7%	13.7%	40.8%	-	-	-	100.0%	-	13.0%	16.1%	21.8%	16.0%	10.7%	16.4%	20.9%	20.2%	7.6%	20.1%
Another Party (Net)	29	11	18	6	18	5	2	4	11	6	-	-	-	-	-	6	5	4	14	1	7	10	10	1	-
	3.1%	2.1%	4.1%	2.7%	5.3%	1.3%	0.8%	1.8%	6.1%	8.9%	-	-	-	-	-	2.8%	3.7%	1.6%	4.0%	0.6%	4.5%	4.6%	3.2%	1.6%	-
British National Party (BNP)	5	2	2	-	2	2	2	-	-	2	-	-	-	-	-	2	-	-	2	-	2	1	2	-	-
	0.5%	0.5%	0.5%	-	0.7%	0.6%	0.8%	-	-	3.1%	-	-	-	-	-	1.2%	-	-	0.6%	-	1.5%	0.4%	0.5%	-	-
Green	20	8	12	6	12	3	-	4	11	4	-	-	-	-	-	3	5	4	8	1	5	5	8	1	-
	2.1%	1.7%	2.7%	2.5%	3.5%	0.7%	-	1.8%	6.1%	5.7%	-	-	-	-	-	1.6%	3.7%	1.6%	2.2%	0.6%	3.0%	2.4%	2.7%	1.6%	-
National Front	*	-	*	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*	-	-	*	-	-	-
	*	-	0.1%	0.1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.1%	-	-	0.1%	-	-	-
Christian	4	-	4	-	4	-	-	-	-	-	-	-	-	-	-	-	-	-	4	-	-	4	-	-	-
	0.4%	-	0.8%	-	1.1%	-	-	-	-	-	-	-	-	-	-	-	-	-	1.0%	-	-	1.7%	-	-	-
Undecided	140	47	93	38	50	51	19	33	30	7	-	-	-	140	-	29	17	33	61	14	27	27	50	11	9
	14.8%	9.4%	21.0%	17.1%	14.8%	13.5%	6.2%	13.9%	16.5%	9.0%	-	-	-	100.0%	-	14.2%	11.8%	13.5%	17.3%	11.9%	17.4%	12.4%	16.6%	12.6%	22.2%
Refuse	25	14	11	7	12	7	-	4	*	13	-	-	-	-	-	5	1	11	8	-	-	1	4	-	-
	2.7%	2.8%	2.5%	3.0%	3.5%	1.8%	-	1.5%	*	18.4%	-	-	-	-	-	2.5%	0.8%	4.5%	2.2%	-	-	0.3%	1.2%	-	-
SIGMA	941	500	441	223	340	378	301	237	181	73	235	253	80	159	140	201	140	246	353	119	154	219	301	87	39
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

## Voting Intention Poll

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**Table 4**  
**Q2. Weighted by normal weightings, likelihood to vote and with undecided / refused removed**  
**Q2. If there was a General Election taking place tomorrow, and there was a candidate from all political parties standing in your constituency,**  
**which party do you think you would vote for?**  
**Base : Likely to vote in UK General Election**

	Gender		Age			2010 Vote				GE Voting Intention					SEG				Region6						
	Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	Undecided	AB	C1	C2	DE	London	Midlands	North	South	Scotland	Wales	
Unweighted Total	762	382	380	131	278	353	261	180	127	82	234	223	64	184	-	189	160	192	221	62	124	212	256	69	38
Weighted Total	776	439	338	178	278	320	282	200	151	53	235	253	80	159	-	168	123	201	284	105	127	191	247	76	30
Liberal Democrat	80	41	39	37	19	24	7	3	61	-	-	-	80	-	28	9	21	23	26	7	11	31	3	2	
	10.3%	9.3%	11.6%	21.0%	6.8%	7.5%	2.5%	1.5%	40.4%	-	-	-	100.0%	-	16.6%	7.4%	10.3%	7.9%	24.8%	5.6%	5.9%	12.4%	3.8%	7.9%	
Conservative	235	135	100	34	74	127	201	9	8	1	235	-	-	-	62	45	41	86	29	48	47	92	7	11	
	30.2%	30.7%	29.7%	19.1%	26.6%	39.6%	71.2%	4.3%	5.5%	1.7%	100.0%	-	-	-	36.9%	36.6%	20.5%	30.4%	27.5%	37.7%	24.7%	37.2%	9.8%	37.0%	
Labour	253	145	108	71	97	86	5	164	42	2	-	253	-	-	44	39	73	97	37	40	77	54	37	9	
	32.6%	33.0%	32.1%	39.7%	34.8%	26.8%	1.6%	81.9%	27.9%	4.6%	-	100.0%	-	-	26.4%	31.4%	36.2%	34.3%	34.9%	31.4%	40.2%	21.9%	48.9%	29.2%	
Scottish National Party (SNP)	20	9	12	3	6	11	1	2	4	13	-	-	-	-	2	2	9	7	-	-	-	-	20	-	
	2.6%	2.0%	3.5%	1.7%	2.3%	3.4%	0.4%	1.0%	2.5%	25.4%	-	-	-	-	1.2%	2.0%	4.4%	2.5%	-	-	-	-	27.1%	-	
UK Independence Party (UKIP)	159	99	60	27	64	68	66	18	25	30	-	-	-	159	26	23	54	57	13	25	46	61	7	8	
	20.5%	22.6%	17.7%	15.1%	23.0%	21.2%	23.4%	9.2%	16.4%	56.2%	-	-	-	100.0%	15.6%	18.4%	26.6%	19.9%	12.1%	19.9%	24.0%	24.6%	8.6%	25.9%	
<b>Another Party (Net)</b>	29	11	18	6	18	5	2	4	11	6	-	-	-	-	6	5	4	14	1	7	10	10	1	-	
	3.7%	2.4%	5.4%	3.3%	6.5%	1.5%	0.8%	2.1%	7.3%	12.2%	-	-	-	-	3.4%	4.2%	2.0%	4.9%	0.7%	5.5%	5.3%	3.9%	1.8%	-	
British National Party (BNP)	5	2	2	-	2	2	2	-	-	2	-	-	-	-	2	-	-	2	-	2	1	2	-	-	
	0.6%	0.5%	0.7%	-	0.9%	0.7%	0.8%	-	-	4.3%	-	-	-	-	1.4%	-	-	0.8%	-	1.8%	0.4%	0.6%	-	-	
Green	20	8	12	6	12	3	-	4	11	4	-	-	-	-	3	5	4	8	1	5	5	8	1	-	
	2.6%	1.9%	3.5%	3.2%	4.3%	0.8%	-	2.1%	7.3%	7.9%	-	-	-	-	1.9%	4.2%	2.0%	2.8%	0.7%	3.7%	2.8%	3.3%	1.8%	-	
National Front	*	-	*	*	-	-	-	-	-	-	-	-	-	-	-	-	-	*	-	-	*	-	-	-	
	*	-	0.1%	0.1%	-	-	-	-	-	-	-	-	-	-	-	-	-	0.1%	-	-	0.1%	-	-	-	
Christian	4	-	4	-	4	-	-	-	-	-	-	-	-	-	-	-	-	4	-	-	4	-	-	-	
	0.5%	-	1.1%	-	1.3%	-	-	-	-	-	-	-	-	-	-	-	-	1.3%	-	-	1.9%	-	-	-	
SIGMA	776	439	338	178	278	320	282	200	151	53	235	253	80	159	-	168	123	201	284	105	127	191	247	76	30
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	-	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

## Voting Intention Poll

23 Dec 2014

**Table 5**  
**Q2. Weighted by normal weightings, likelihood to vote, with undecided / refused removed, and replaced with a 0.3 factor of 2010 vote**  
**Q2. If there was a General Election taking place tomorrow, and there was a candidate from all political parties standing in your constituency,**  
**which party do you think you would vote for?**  
**Base : Likely to vote in UK General Election**

	Gender		Age			2010 Vote				GE Voting Intention					SEG				Region6						
	Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	Undecided	AB	C1	C2	DE	London	Midlands	North	South	Scotland	Wales	
Unweighted Total	856	416	440	144	311	401	285	206	159	94	234	223	64	184	212	178	209	257	70	140	233	288	74	46	
Weighted Total	885	491	393	201	316	367	315	232	178	60	256	277	88	174	193	138	227	327	118	146	214	281	86	36	
Liberal Democrat	101	48	53	45	26	30	8	3	80	-	-	-	88	-	13	36	11	25	29	30	10	15	40	4	3
	11.4%	9.8%	13.5%	22.2%	8.2%	8.3%	2.4%	1.4%	44.9%	-	-	-	100.0%	-	38.7%	18.5%	8.3%	11.0%	8.9%	25.1%	7.2%	6.9%	14.1%	4.4%	7.8%
Conservative	264	150	114	38	83	143	227	9	9	1	256	-	-	-	7	69	51	46	98	32	54	52	102	8	14
	29.8%	30.5%	28.9%	18.8%	26.3%	38.8%	71.9%	4.1%	5.1%	1.6%	100.0%	-	-	-	21.0%	35.9%	36.7%	20.2%	29.9%	27.4%	37.1%	24.4%	36.4%	9.7%	38.0%
Labour	290	163	127	79	110	101	5	192	46	3	-	277	-	-	12	51	43	83	113	41	46	86	61	43	11
	32.8%	33.2%	32.3%	39.2%	34.7%	27.7%	1.6%	83.0%	25.8%	4.4%	-	100.0%	-	-	34.7%	26.4%	30.8%	36.7%	34.7%	35.0%	31.6%	39.9%	21.8%	49.9%	29.5%
Scottish National Party (SNP)	22	9	13	3	7	12	1	2	4	15	-	-	-	-	*	2	3	10	8	-	-	-	-	22	-
	2.5%	1.9%	3.3%	1.7%	2.2%	3.3%	0.4%	1.0%	2.3%	24.5%	-	-	-	-	0.2%	1.1%	1.9%	4.3%	2.4%	-	-	-	-	26.0%	-
UK Independence Party (UKIP)	174	108	66	30	70	75	72	20	27	33	-	-	-	174	*	29	25	59	62	14	28	50	67	7	9
	19.7%	22.1%	16.7%	14.7%	22.1%	20.3%	22.9%	8.6%	15.2%	54.8%	-	-	-	100.0%	1.3%	14.8%	18.0%	25.8%	19.0%	11.8%	18.9%	23.4%	23.7%	8.3%	24.3%
<b>Another Party (Net)</b>	33	12	21	7	20	6	3	5	12	9	-	-	-	-	1	7	6	4	17	1	8	11	11	1	*
	3.8%	2.5%	5.3%	3.4%	6.4%	1.6%	0.8%	2.0%	6.7%	14.7%	-	-	-	-	4.1%	3.4%	4.2%	1.9%	5.1%	0.7%	5.2%	5.3%	4.1%	1.7%	0.3%
British National Party (BNP)	5	2	3	-	3	2	3	-	-	2	-	-	-	-	-	3	-	-	2	-	2	1	2	-	-
	0.6%	0.5%	0.7%	-	0.8%	0.7%	0.8%	-	-	4.2%	-	-	-	-	-	1.4%	-	-	0.8%	-	1.7%	0.4%	0.6%	-	-
Green	24	10	14	7	14	3	-	5	12	6	-	-	-	-	1	4	6	4	10	1	5	6	10	1	*
	2.7%	2.0%	3.5%	3.3%	4.4%	0.9%	-	2.0%	6.7%	10.5%	-	-	-	-	4.1%	2.0%	4.2%	1.9%	3.0%	0.7%	3.5%	2.9%	3.5%	1.7%	0.3%
National Front	*	-	*	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*	-	-	*	-	-	-
	*	-	0.1%	0.1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.1%	-	-	0.1%	-	-	-
Christian	4	-	4	-	4	-	-	-	-	-	-	-	-	-	-	-	-	-	4	-	-	4	-	-	-
	0.4%	-	1.0%	-	1.3%	-	-	-	-	-	-	-	-	-	-	-	-	-	1.2%	-	-	1.9%	-	-	-
SIGMA	885	491	393	201	316	367	315	232	178	60	256	277	88	174	193	138	227	327	118	146	214	281	86	36	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%



	Page	Table	Title	Base Description	Base
	4	1	Q1. If there was a UK General Election taking place tomorrow, how likely do you think you would be to vote on a scale of 0 to 10?	Base : All Respondents	1009
	5	2	Q2. Weighted by normal weightings Q2. If there was a General Election taking place tomorrow, and there was a candidate from all political parties standing in your constituency, which party do you think you would vote for? / Another Party (Net)	Base : Likely to vote in UK General Election	941
	6	3	Q2. Weighted by normal weightings and likelihood to vote Q2. If there was a General Election taking place tomorrow, and there was a candidate from all political parties standing in your constituency, which party do you think you would vote for? / Another Party (Net)	Base : Likely to vote in UK General Election	941
	7	4	Q2. Weighted by normal weightings, likelihood to vote and with undecided / refused removed Q2. If there was a General Election taking place tomorrow, and there was a candidate from all political parties standing in your constituency, which party do you think you would vote for? / Another Party (Net)	Base : Likely to vote in UK General Election	762
	8	5	Q2. Weighted by normal weightings, likelihood to vote, with undecided / refused removed, and replaced with a 0.3 factor of 2010 vote Q2. If there was a General Election taking place tomorrow, and there was a candidate from all political parties standing in your constituency, which party do you think you would vote for? / Another Party (Net)	Base : Likely to vote in UK General Election	856