

Opinion Poll

ONLINE Fieldwork : 26th-27th November 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	2048	1042	1006	218	327	359	372	328	444	592	613	345	498	543	536	494	295	180	278	835	472	544	111	329	559	438	355	
Weighted base	2048	1004	1044	244	345	345	365	304	446	547	568	446	487	553	532	492	287	184	283	864	463	537	127	204	528	433	352	
Absolutely certain to vote	(10) 1134	621	513	81	133	173	219	204	324	315	321	248	251	316	277	268	148	124	155	467	329	367	81	153	397	313	210	
		55%	62%	49%	33%	39%	50%	60%	67%	73%	58%	56%	51%	57%	52%	55%	52%	68%	55%	54%	71%	68%	64%	75%	75%	72%	60%	
	(9) 223	114	109	18	50	38	42	32	42	77	61	37	47	52	68	54	35	14	32	89	54	71	22	27	65	46	64	
		11%	11%	10%	7%	15%	11%	12%	11%	9%	14%	11%	8%	10%	9%	13%	11%	12%	8%	11%	10%	12%	13%	17%	13%	12%	11%	18%
	(8) 105	56	49	12	23	27	20	10	12	28	26	30	21	22	24	31	20	7	10	63	27	31	8	8	29	18	20	
		5%	6%	5%	5%	7%	8%	5%	3%	3%	5%	5%	7%	4%	4%	5%	6%	7%	4%	4%	7%	6%	6%	7%	4%	5%	4%	6%
	(7) 128	56	72	24	34	21	22	18	8	31	37	31	29	35	33	13	25	22	20	53	34	32	11	3	13	24	21	
		6%	6%	7%	10%	10%	6%	6%	2%	6%	6%	7%	6%	6%	6%	3%	9%	12%	7%	6%	7%	6%	8%	2%	3%	5%	6%	
	(6) 51	18	33	18	6	13	4	2	9	8	9	20	15	16	17	11	6	1	6	19	7	18	1	3	4	11	7	
		2%	2%	3%	7%	2%	4%	1%	2%	1%	2%	4%	3%	3%	3%	2%	2%	*	2%	2%	2%	3%	1%	1%	1%	3%	2%	
	(5) 64	27	37	12	24	11	9	1	7	14	19	18	13	24	16	16	6	3	9	30	7	10	4	8	5	6	5	
		3%	3%	4%	5%	7%	3%	2%	*	2%	3%	3%	4%	4%	3%	3%	2%	2%	3%	4%	1%	2%	3%	4%	1%	1%	2%	
	(4) 13	5	8	3	4	3	-	*	3	5	3	2	3	4	3	4	2	-	1	6	2	6	-	-	1	2	3	
		1%	*	1%	1%	1%	-	*	1%	1%	1%	*	1%	1%	*	1%	1%	-	*	1%	*	1%	-	-	*	*	1%	
	(3) 16	3	13	6	2	1	-	2	5	1	5	4	7	5	7	3	1	1	-	7	2	*	1	1	*	*	-	
		1%	*	1%	2%	1%	*	1%	1%	*	1%	1%	1%	1%	1%	1%	*	1%	-	1%	*	*	1%	*	*	*	-	
	(2) 49	17	32	12	3	8	14	3	9	10	19	14	5	12	21	13	3	-	12	20	2	1	-	2	2	7		
		2%	2%	3%	5%	1%	2%	4%	1%	2%	3%	3%	1%	2%	4%	3%	1%	-	4%	2%	1%	*	-	1%	*	*	2%	
Definitely would not vote	(1) 138	51	87	22	37	27	17	14	21	38	32	18	50	35	29	50	20	4	17	63	-	-	-	-	4	1	6	
		7%	5%	8%	9%	11%	8%	5%	5%	7%	6%	4%	10%	6%	5%	10%	7%	2%	6%	7%	-	-	-	-	1%	*	2%	
Don't know	128	35	93	35	29	22	18	17	7	21	35	26	47	33	39	28	21	8	22	47	-	-	-	-	7	10	7	
		6%	4%	9%	14%	8%	6%	5%	6%	2%	4%	6%	10%	6%	7%	6%	7%	5%	8%	5%	-	-	-	-	1%	2%	2%	
Mean	8.35	8.71	7.99	7.10	7.68	8.15	8.63	9.00	8.94	8.51	8.40	8.41	8.06	8.37	8.27	8.11	8.40	9.12	8.37	8.27	9.33	9.26	9.23	9.41	9.49	9.37	8.97	
Standard deviation	2.75	2.44	3.00	3.18	3.01	2.83	2.55	2.25	2.41	2.66	2.72	2.55	3.06	2.73	2.77	3.07	2.62	1.80	2.77	2.80	1.34	1.37	1.33	1.39	1.30	1.37	1.94	
Standard error	0.06	0.08	0.10	0.22	0.17	0.15	0.14	0.13	0.12	0.11	0.11	0.14	0.14	0.12	0.12	0.14	0.16	0.14	0.17	0.10	0.06	0.06	0.13	0.08	0.06	0.07	0.10	

Opinion Poll

ONLINE Fieldwork : 26th-27th November 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	2048	1042	1006	218	327	359	372	328	444	592	613	345	498	543	536	494	295	180	278	835	472	544	111	329	559	438	355
Weighted base	2048	1004	1044	244	345	345	365	304	446	547	568	446	487	553	532	492	287	184	283	864	463	537	127	204	528	433	352
Conservative	463 23%	241 24%	222 21%	44 18%	58 17%	72 21%	90 25%	72 24%	127 29%	137 25%	143 25%	103 23%	81 17%	140 25%	122 23%	107 22%	68 24%	26 14%	46 16%	203 23%	463 100%	-	-	-	343 65%	13 3%	30 9%
Labour	537 26%	274 27%	263 25%	66 27%	108 31%	109 32%	92 25%	75 25%	85 19%	132 24%	147 26%	121 27%	137 28%	153 28%	124 23%	151 31%	64 22%	45 24%	94 33%	234 27%	-	537 100%	-	-	19 4%	328 76%	80 23%
Liberal Democrat	127 6%	84 8%	43 4%	10 4%	22 6%	20 6%	15 4%	19 6%	42 9%	53 10%	32 6%	18 4%	23 5%	35 6%	31 6%	28 6%	14 5%	19 10%	11 4%	57 7%	-	-	127 100%	-	1 *	3 1%	96 27%
SNP	41 2%	19 2%	22 2%	* *	5 1%	8 2%	9 3%	7 2%	12 3%	12 2%	12 2%	8 2%	8 2%	-	-	-	-	41 22%	9 3%	12 1%	-	-	-	-	1 *	9 2%	5 2%
Plaid Cymru	7 *	3 *	3 *	- -	1 *	1 *	2 1%	2 1%	2 *	3 1%	1 *	2 *	1 *	-	-	-	7 2%	-	1 *	3 *	-	-	-	-	-	-	-
The UK Independence Party	204 10%	131 13%	73 7%	12 5%	11 3%	27 8%	53 14%	43 14%	58 13%	44 8%	51 9%	62 14%	46 10%	51 9%	68 13%	43 9%	39 14%	4 2%	23 8%	96 11%	-	-	-	204 100%	94 18%	21 5%	24 7%
The Green Party	52 3%	29 3%	22 2%	8 3%	11 3%	9 3%	10 3%	6 2%	7 2%	11 2%	23 4%	6 1%	12 3%	15 3%	16 3%	12 2%	5 2%	4 2%	11 4%	19 2%	-	-	-	-	1 *	9 2%	16 4%
The British National Party	8 *	4 *	4 *	1 *	* *	- -	5 1%	* *	2 *	- -	* *	4 1%	3 1%	2 *	5 1%	1 *	1 *	-	-	6 1%	-	-	-	-	1 *	-	-
Some other party	9 *	3 *	5 1%	- -	2 *	1 *	1 *	3 1%	2 *	5 1%	1 *	- -	3 1%	1 *	4 1%	3 1%	-	* *	5 2%	2 *	-	-	-	-	1 *	4 1%	1 *
Would not vote	193 9%	66 7%	127 12%	40 17%	45 13%	36 10%	29 8%	16 5%	27 6%	49 9%	49 9%	38 8%	57 12%	54 10%	45 8%	63 13%	23 8%	7 4%	26 9%	90 10%	-	-	-	-	5 1%	1 *	12 4%
Rather not say	20 1%	13 1%	8 1%	3 1%	7 2%	6 2%	2 1%	1 *	3 1%	3 1%	12 2%	3 1%	2 *	14 3%	2 *	3 1%	1 *	2 1%	-	12 1%	-	-	-	-	2 *	-	-
Don't know	387 19%	135 13%	252 24%	60 25%	75 22%	56 16%	56 15%	61 20%	79 18%	97 18%	97 17%	80 18%	113 23%	88 16%	115 22%	82 17%	65 23%	36 19%	56 20%	131 15%	-	-	-	-	59 11%	44 10%	87 25%

Opinion Poll

ONLINE Fieldwork : 26th-27th November 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	1309	727	582	114	181	217	246	224	327	392	399	216	302	340	346	314	185	124	176	527	381	435	88	267	427	338	232
Weighted base	1162	647	516	99	163	189	227	192	293	327	328	255	253	313	295	279	157	118	160	502	373	426	101	167	393	320	210
Conservative	373 32%	195 30%	178 35%	35 35%	43 26%	52 27%	72 32%	61 32%	111 38%	114 35%	114 35%	79 31%	67 26%	111 36%	101 34%	85 30%	54 34%	23 19%	37 23%	161 32%	373 100%	-	-	-	293 75%	9 3%	25 12%
Labour	426 37%	224 35%	202 39%	44 44%	82 50%	88 47%	76 33%	64 34%	73 25%	107 33%	116 35%	93 37%	110 44%	119 38%	97 33%	121 43%	52 33%	38 32%	77 48%	183 36%	-	426 100%	-	-	16 4%	272 85%	65 31%
Liberal Democrat	101 9%	69 11%	32 6%	8 8%	15 9%	13 7%	12 5%	16 8%	37 13%	44 14%	26 8%	16 6%	15 6%	28 9%	23 8%	25 9%	10 6%	16 13%	8 5%	43 9%	-	-	101 100%	-	1 *	3 1%	80 38%
SNP	35 3%	16 3%	19 4%	* *	4 3%	7 4%	8 4%	6 3%	10 3%	10 3%	10 3%	7 3%	7 3%	-	-	-	-	35 30%	8 5%	10 2%	-	-	-	-	1 *	8 2%	5 2%
Plaid Cymru	6 1%	3 *	3 1%	-	1 1%	* *	2 1%	2 1%	1 *	3 1%	1 *	1 1%	1 *	-	-	-	6 4%	-	1 1%	2 *	-	-	-	-	-	-	-
The UK Independence Party	167 14%	110 17%	57 11%	7 7%	8 5%	21 11%	45 20%	36 19%	51 17%	36 11%	43 13%	50 20%	38 15%	42 13%	55 19%	36 13%	32 20%	3 3%	16 10%	82 16%	-	-	-	167 100%	80 20%	18 6%	21 10%
The Green Party	42 4%	25 4%	17 3%	5 5%	9 6%	7 4%	8 4%	5 3%	6 2%	9 3%	18 5%	5 2%	10 4%	11 4%	13 4%	10 3%	4 3%	3 3%	10 6%	15 3%	-	-	-	-	1 *	7 2%	13 6%
The British National Party	7 1%	3 1%	3 1%	* *	* *	-	5 2%	* *	1 *	-	* *	3 1%	3 1%	1 *	5 2%	1 *	1 *	-	-	5 1%	-	-	-	-	1 *	-	-
Some other party	6 *	1 *	4 1%	-	2 1%	1 *	* *	1 1%	2 1%	3 1%	1 *	-	2 1%	1 *	2 1%	3 1%	-	* *	3 2%	1 *	-	-	-	-	* *	3 1%	1 *

Opinion Poll
ONLINE Fieldwork : 26th-27th November 2014

Absolutes/col percents

Table 4
Gender
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2048	2048
Weighted base	2048	2048
Male	1042 51%	1004 49%
Female	1006 49%	1044 51%

Opinion Poll
ONLINE Fieldwork : 26th-27th November 2014

Absolutes/col percents

Table 5
Age
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2048	2048
Weighted base	2048	2048
18-24	218 11%	244 12%
25-34	327 16%	345 17%
35-44	359 18%	345 17%
45-54	372 18%	365 18%
55-64	328 16%	304 15%
65+	444 22%	446 22%
Average age	47.80	47.07

Opinion Poll
ONLINE Fieldwork : 26th-27th November 2014

Absolutes/col percents

Table 6
Social Grade
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2048	2048
Weighted base	2048	2048
AB	592 29%	547 27%
C1	613 30%	568 28%
C2	345 17%	446 22%
DE	498 24%	487 24%
NET: ABC1	1205 59%	1115 54%
NET: C2DE	843 41%	933 46%

Opinion Poll
ONLINE Fieldwork : 26th-27th November 2014

Absolutes/col percents

Table 7
GO Region
Base: All respondents

	Unweighted Total	Weighted Total
Unweighted base	2048	2048
Weighted base	2048	2048
Scotland	180 9%	184 9%
North East	89 4%	82 4%
North West	212 10%	225 11%
Yorkshire & Humberside	193 9%	184 9%
West Midlands	176 9%	184 9%
East Midlands	137 7%	143 7%
Wales	111 5%	102 5%
Eastern	223 11%	205 10%
London	244 12%	266 13%
South East	299 15%	287 14%
South West	184 9%	184 9%

Opinion Poll
ONLINE Fieldwork : 26th-27th November 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	2048	2048
Weighted base	2048	2048
NET: Working	1113 54%	1147 56%
Working full time - working 30 hours per week or more	855 42%	901 44%
Working part time - working between 8 and 29 hours per week	258 13%	246 12%
NET: Not working	935 46%	901 44%
Not working but seeking work or temporarily unemployed or sick	102 5%	117 6%
Not working and not seeking work/ student	156 8%	164 8%
Retired on a state pension only	111 5%	120 6%
Retired with a private pension	388 19%	338 16%
House person, housewife, househusband, etc.	178 9%	163 8%

Opinion Poll
ONLINE Fieldwork : 26th-27th November 2014

Absolutes/col percents

Table 9
Tenure
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2048	2048
Weighted base	2048	2048
NET: Homeowners	1409 69%	1331 65%
Owned outright - without mortgage	732 36%	676 33%
Owned with a mortgage or loan	677 33%	655 32%
NET: Renters	605 30%	683 33%
Rented from the council	122 6%	287 14%
Rented from a housing association	143 7%	104 5%
Rented from someone else	340 17%	293 14%
Rent free	34 2%	33 2%

Opinion Poll
ONLINE Fieldwork : 26th-27th November 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	2048	2048
Weighted base	2048	2048
Yes	1187 58%	1249 61%
No	861 42%	799 39%

Opinion Poll
ONLINE Fieldwork : 26th-27th November 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	2048	2048
Weighted base	2048	2048
No cars in the household	425 21%	430 21%
NET: Any	1623 79%	1618 79%
1	1163 57%	860 42%
2	404 20%	573 28%
3+	56 3%	184 9%

Opinion Poll
ONLINE Fieldwork : 26th-27th November 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	2048	2048
Weighted base	2048	2048
Conservative	574 28%	573 28%
Labour	627 31%	594 29%
Liberal Democrat	178 9%	205 10%
SNP	56 3%	35 2%
Plaid Cymru	11 1%	6 *
Green	73 4%	38 2%
UKIP	233 11%	82 4%
BNP	13 1%	9 *
Another party	20 1%	14 1%
None	263 13%	492 24%