

Opinion Poll

ONLINE Fieldwork : 24th-26th October 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	2004	1027	977	191	265	357	392	331	468	601	584	307	512	516	514	486	313	175	258	767	469	516	118	326	576	389	368	
Weighted base	2004	982	1022	238	337	337	357	298	436	536	556	437	476	541	521	481	281	180	295	827	473	515	126	178	552	368	371	
Absolutely certain to vote	(10)	1124	628	496	84	139	178	215	192	315	314	297	248	265	306	265	262	174	117	176	416	347	371	73	133	409	270	232
		56%	64%	49%	35%	41%	53%	60%	65%	72%	59%	53%	57%	56%	56%	51%	55%	62%	65%	60%	50%	73%	72%	58%	74%	74%	73%	62%
	(9)	191	100	91	11	28	36	27	39	50	63	50	25	54	51	58	43	21	18	25	81	55	51	21	21	63	35	52
		10%	10%	9%	5%	8%	11%	7%	13%	12%	12%	9%	6%	11%	9%	11%	9%	8%	10%	8%	10%	12%	10%	17%	12%	11%	10%	14%
	(8)	146	66	81	19	40	35	17	17	18	45	39	33	29	39	50	35	16	7	20	73	37	46	15	16	37	29	32
		7%	7%	8%	8%	12%	10%	5%	6%	4%	8%	7%	8%	6%	7%	10%	7%	6%	4%	7%	9%	8%	9%	12%	9%	7%	8%	9%
	(7)	82	39	43	16	14	17	12	12	13	23	21	18	20	21	26	17	14	5	15	36	23	19	6	3	14	10	15
		4%	4%	4%	7%	4%	5%	3%	4%	3%	4%	4%	4%	4%	4%	5%	4%	5%	3%	5%	4%	5%	4%	5%	2%	3%	3%	4%
	(6)	28	12	17	6	5	8	3	2	4	9	8	7	7	8	10	3	-	4	18	4	8	4	2	3	5	4	
		1%	1%	2%	2%	2%	1%	2%	1%	*	1%	2%	2%	2%	1%	2%	2%	1%	1%	2%	1%	1%	3%	1%	1%	1%	1%	1%
	(5)	50	14	35	12	20	7	4	4	2	10	18	14	8	12	6	19	10	3	4	26	6	11	1	2	3	7	4
		2%	1%	3%	5%	6%	2%	1%	1%	*	2%	3%	3%	2%	2%	1%	4%	4%	2%	1%	3%	1%	2%	1%	1%	*	2%	1%
	(4)	20	4	16	6	4	-	7	1	3	9	9	1	2	3	7	5	1	3	3	12	-	3	4	1	*	1	2
		1%	*	2%	2%	1%	-	2%	*	1%	2%	2%	*	*	1%	1%	1%	1%	2%	1%	2%	-	1%	4%	1%	*	*	1%
	(3)	32	9	23	12	11	4	5	-	3	14	10	5	13	14	3	2	-	7	18	2	5	2	-	2	1	-	
		2%	1%	2%	5%	3%	1%	1%	-	1%	3%	2%	1%	2%	3%	1%	1%	-	2%	2%	*	1%	1%	-	*	*	-	
	(2)	33	9	24	11	1	4	10	1	6	6	14	6	8	6	17	8	2	-	5	12	-	3	-	*	2	5	
		2%	1%	2%	5%	*	1%	3%	*	1%	1%	2%	1%	2%	1%	3%	2%	1%	-	2%	1%	-	1%	-	*	*	1%	
Definitely would not vote	(1)	180	73	107	22	43	34	36	24	21	44	32	52	53	56	32	54	24	13	23	78	-	-	-	-	14	4	7
		9%	7%	10%	9%	13%	10%	10%	8%	5%	8%	6%	12%	11%	10%	6%	11%	9%	7%	8%	9%	-	-	-	-	3%	1%	2%
Don't know		116	28	89	41	31	17	16	5	7	14	54	23	25	29	38	24	13	13	15	56	-	-	-	-	4	4	17
		6%	3%	9%	17%	9%	5%	5%	2%	2%	3%	10%	5%	5%	5%	7%	5%	5%	7%	5%	7%	-	-	-	-	1%	1%	5%
Mean		8.24	8.65	7.82	7.08	7.47	8.20	8.16	8.74	9.08	8.46	8.29	8.00	8.16	8.17	8.22	8.02	8.44	8.78	8.37	8.00	9.46	9.31	8.97	9.50	9.34	9.33	9.10
Standard deviation		2.94	2.63	3.18	3.33	3.25	2.93	3.12	2.58	2.24	2.74	2.81	3.18	3.08	3.04	2.82	3.12	2.83	2.61	2.86	3.02	1.11	1.43	1.65	1.11	1.70	1.56	1.85
Standard error		0.07	0.08	0.10	0.26	0.21	0.16	0.16	0.14	0.10	0.11	0.12	0.18	0.14	0.14	0.13	0.14	0.16	0.20	0.18	0.11	0.05	0.06	0.15	0.06	0.07	0.08	0.10

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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	2004	1027	977	191	265	357	392	331	468	601	584	307	512	516	514	486	313	175	258	767	469	516	118	326	576	389	368	
Weighted base	2004	982	1022	238	337	337	357	298	436	536	556	437	476	541	521	481	281	180	295	827	473	515	126	178	552	368	371	
Conservative	473 24%	264 27%	209 20%	46 19%	59 17%	72 21%	69 19%	75 25%	153 35%	161 30%	133 24%	94 22%	85 18%	168 31%	122 23%	95 20%	63 22%	25 14%	70 24%	196 24%	473 100%	-	-	-	364 66%	14 4%	32 9%	
Labour	515 26%	262 27%	253 25%	60 25%	115 34%	88 26%	99 28%	70 23%	84 19%	128 24%	116 21%	129 30%	141 30%	126 23%	137 26%	147 31%	74 26%	32 18%	80 27%	217 26%	-	515 100%	-	-	32 6%	277 75%	83 22%	
Liberal Democrat	126 6%	74 8%	52 5%	9 4%	23 7%	28 8%	18 5%	25 9%	23 5%	49 9%	33 6%	15 3%	30 6%	40 7%	32 6%	24 5%	24 8%	7 4%	20 7%	56 7%	-	-	126 100%	-	5 1%	2 1%	94 25%	
SNP	55 3%	26 3%	29 3%	3 1%	14 4%	11 3%	12 3%	9 2%	7 2%	16 3%	19 3%	7 2%	13 3%	-	-	-	-	55 30%	10 3%	27 3%	-	-	-	-	1 *	9 2%	4 1%	
Plaid Cymru	2 *	2 *	* *	1 *	-	-	1 *	* *	1 *	1 *	* *	-	1 *	-	-	-	2 1%	-	1 *	1 *	-	-	-	-	-	-	-	1 *
The UK Independence Party	178 9%	110 11%	68 7%	4 2%	10 3%	26 8%	36 10%	36 12%	66 15%	35 7%	42 8%	49 11%	52 11%	35 7%	55 11%	49 10%	32 11%	7 4%	12 4%	66 8%	-	-	-	178 100%	74 13%	19 5%	35 9%	
The Green Party	48 2%	29 3%	18 2%	5 2%	11 3%	10 3%	9 2%	3 1%	10 2%	15 3%	19 3%	5 1%	9 2%	10 2%	13 2%	13 3%	6 2%	5 3%	10 3%	14 2%	-	-	-	-	3 *	5 1%	17 5%	
The British National Party	6 *	6 1%	-	-	-	1 *	2 1%	-	3 1%	1 *	1 *	1 *	4 1%	2 *	2 *	1 *	-	1 *	-	3 *	-	-	-	-	2 *	-	-	
Some other party	8 *	7 1%	1 *	-	-	2 1%	1 *	5 2%	-	4 1%	* *	2 *	2 *	2 *	6 1%	-	-	-	3 1%	2 *	-	-	-	-	* *	3 1%	3 1%	
Would not vote	224 11%	83 8%	141 14%	49 21%	45 13%	35 10%	42 12%	25 8%	27 6%	49 9%	57 10%	60 14%	58 12%	75 14%	44 9%	63 13%	27 9%	15 8%	26 9%	105 13%	-	-	-	-	15 3%	6 2%	7 2%	
Rather not say	20 1%	10 1%	11 1%	1 1%	2 1%	10 3%	6 2%	-	1 *	3 1%	11 2%	3 1%	3 1%	12 2%	1 *	4 1%	1 *	2 1%	4 1%	14 2%	-	-	-	-	* *	2 1%	1 *	
Don't know	348 17%	108 11%	240 24%	59 25%	60 18%	55 16%	64 18%	49 17%	61 14%	73 14%	125 22%	71 16%	79 17%	72 13%	108 21%	85 18%	51 18%	32 18%	60 20%	126 15%	-	-	-	-	56 10%	31 8%	94 25%	

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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	1301	730	571	97	152	224	256	225	347	405	360	198	337	332	333	304	208	123	166	482	388	418	93	269	440	297	247
Weighted base	1145	645	500	94	171	190	201	189	300	336	291	245	273	311	292	264	164	113	168	457	390	415	96	148	410	274	223
Conservative	390	221	170	35	46	58	57	63	131	133	106	79	72	140	99	82	49	21	59	156	390	-	-	-	311	12	27
	34%	34%	34%	37%	27%	31%	29%	33%	44%	40%	36%	32%	26%	45%	34%	31%	30%	18%	35%	34%	100%	-	-	-	76%	5%	12%
Labour	415	214	201	44	82	71	83	61	74	106	93	100	116	100	111	113	63	28	64	169	-	415	-	-	28	230	71
	36%	33%	40%	47%	48%	37%	41%	32%	25%	32%	41%	42%	32%	38%	43%	38%	24%	38%	38%	37%	-	100%	-	-	7%	84%	32%
Liberal Democrat	96	60	35	5	15	20	13	22	20	37	26	13	20	31	23	18	18	6	15	40	-	-	96	-	4	2	76
	8%	9%	7%	6%	9%	11%	6%	12%	7%	11%	9%	5%	7%	10%	8%	7%	11%	6%	9%	9%	-	-	100%	-	1%	1%	34%
SNP	47	22	25	2	11	9	10	8	6	15	15	6	11	-	-	-	-	47	9	23	-	-	-	-	1	8	3
	4%	3%	5%	2%	6%	5%	4%	5%	2%	4%	5%	2%	4%	-	-	-	-	42%	5%	5%	-	-	-	-	*	3%	2%
Plaid Cymru	2	2	*	*	-	-	*	*	1	1	*	-	*	-	-	-	2	-	*	1	-	-	-	-	-	-	*
	*	*	*	*	-	-	*	*	*	*	*	-	*	-	-	-	1%	-	*	*	-	-	-	-	-	-	*
The UK Independence Party	148	93	55	3	8	21	29	29	57	29	34	42	43	31	45	40	27	6	10	54	-	-	-	148	63	17	29
	13%	14%	11%	4%	5%	11%	15%	15%	19%	9%	12%	17%	16%	10%	15%	15%	16%	6%	6%	12%	-	-	-	100%	15%	6%	13%
The Green Party	37	24	13	3	9	8	6	3	9	12	16	4	6	6	10	11	5	4	8	11	-	-	-	-	2	4	14
	3%	4%	3%	3%	6%	4%	3%	1%	3%	3%	5%	2%	2%	2%	4%	4%	3%	4%	5%	2%	-	-	-	-	*	1%	6%
The British National Party	5	5	-	-	-	1	2	-	2	1	1	1	3	1	2	1	-	1	-	2	-	-	-	-	1	-	-
	*	1%	-	-	-	*	1%	-	1%	*	*	*	1%	*	1%	*	-	1%	-	*	-	-	-	-	*	-	-
Some other party	4	4	*	-	-	2	*	2	-	2	*	1	2	2	3	-	-	-	1	1	-	-	-	-	*	1	2
	*	1%	*	-	-	1%	*	1%	-	*	*	*	1%	*	1%	-	-	-	1%	*	-	-	-	-	*	*	1%

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Table 4
Gender
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2004	2004
Weighted base	2004	2004
Male	1027 51%	982 49%
Female	977 49%	1022 51%

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Absolutes/col percents

Table 5
Age
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2004	2004
Weighted base	2004	2004
18-24	191 10%	238 12%
25-34	265 13%	337 17%
35-44	357 18%	337 17%
45-54	392 20%	357 18%
55-64	331 17%	298 15%
65+	468 23%	436 22%
Average age	49.19	47.43

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Table 6
Social Grade
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2004	2004
Weighted base	2004	2004
AB	601 30%	536 27%
C1	584 29%	556 28%
C2	307 15%	437 22%
DE	512 26%	476 24%
NET: ABC1	1185 59%	1091 54%
NET: C2DE	819 41%	913 46%

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Table 7
GO Region
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2004	2004
Weighted base	2004	2004
Scotland	175 9%	180 9%
North East	91 5%	80 4%
North West	241 12%	220 11%
Yorkshire & Humberside	154 8%	180 9%
West Midlands	203 10%	180 9%
East Midlands	143 7%	140 7%
Wales	110 5%	100 5%
Eastern	168 8%	200 10%
London	195 10%	261 13%
South East	321 16%	281 14%
South West	203 10%	180 9%

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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	2004	2004
Weighted base	2004	2004
NET: Working	1025 51%	1122 56%
Working full time - working 30 hours per week or more	709 35%	882 44%
Working part time - working between 8 and 29 hours per week	316 16%	240 12%
NET: Not working	979 49%	882 44%
Not working but seeking work or temporarily unemployed or sick	137 7%	128 6%
Not working and not seeking work/ student	139 7%	133 7%
Retired on a state pension only	121 6%	121 6%
Retired with a private pension	418 21%	350 17%
House person, housewife, househusband, etc.	164 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	2004	2004
Weighted base	2004	2004
NET: Homeowners	1222 61%	1303 65%
Owned outright - without mortgage	703 35%	661 33%
Owned with a mortgage or loan	519 26%	642 32%
NET: Renters	750 37%	672 34%
Rented from the council	189 9%	280 14%
Rented from a housing association	188 9%	120 6%
Rented from someone else	373 19%	271 14%
Rent free	32 2%	30 1%

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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	2004	2004
Weighted base	2004	2004
Yes	1084 54%	1222 61%
No	920 46%	782 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	2004	2004
Weighted base	2004	2004
No cars in the household	418 21%	421 21%
NET: Any	1586 79%	1583 79%
1	1104 55%	842 42%
2	406 20%	561 28%
3+	76 4%	180 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	2004	2004
Weighted base	2004	2004
Conservative	554 28%	561 28%
Labour	598 30%	581 29%
Liberal Democrat	187 9%	200 10%
SNP	64 3%	49 2%
Plaid Cymru	4 *	1 *
Green	67 3%	35 2%
UKIP	250 12%	80 4%
BNP	6 *	5 *
Another party	16 1%	10 1%
None	258 13%	481 24%