

Opinion Poll

ONLINE Fieldwork : 10th-12th 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	2067	1042	1025	210	320	364	380	328	465	627	598	302	540	541	553	487	310	176	256	830	454	556	128	345	586	416	377	
Weighted base	2067	1013	1054	246	348	348	368	307	450	553	573	450	491	558	537	496	289	186	284	874	509	541	133	183	611	383	373	
Absolutely certain to vote	(10)	1136	605	531	86	136	177	227	190	320	325	292	253	266	309	281	279	137	131	152	479	367	360	81	138	440	274	235
		55%	60%	50%	35%	39%	51%	62%	62%	71%	59%	51%	56%	54%	55%	52%	56%	47%	70%	54%	55%	72%	67%	61%	75%	72%	71%	63%
	(9)	223	116	107	15	31	46	32	43	56	70	75	39	39	60	55	56	35	18	28	83	70	74	23	20	79	46	61
		11%	11%	10%	6%	9%	13%	9%	14%	12%	13%	13%	9%	8%	11%	10%	11%	12%	10%	10%	9%	14%	14%	18%	11%	13%	12%	16%
	(8)	141	64	77	22	25	31	20	24	18	36	35	35	36	37	43	33	20	9	16	70	33	46	11	13	28	24	31
		7%	6%	7%	9%	7%	9%	6%	8%	4%	6%	6%	8%	7%	7%	8%	7%	7%	5%	6%	8%	6%	8%	8%	7%	5%	6%	8%
	(7)	115	57	57	30	21	21	15	16	12	39	26	32	18	36	30	24	17	7	20	48	23	31	8	5	22	17	20
		6%	6%	5%	12%	6%	6%	4%	5%	3%	7%	4%	7%	4%	7%	6%	5%	6%	4%	7%	5%	5%	6%	6%	3%	4%	5%	5%
	(6)	30	9	21	7	11	5	3	3	*	6	8	7	9	8	11	6	4	1	5	14	2	13	3	4	-	5	2
		1%	1%	2%	3%	3%	1%	1%	1%	*	1%	1%	2%	2%	1%	2%	1%	2%	*	2%	2%	*	2%	2%	2%	-	1%	1%
	(5)	80	24	56	23	23	9	11	7	6	13	27	19	21	24	20	18	14	4	9	35	11	12	4	2	9	2	9
		4%	2%	5%	9%	7%	3%	3%	2%	1%	2%	5%	4%	4%	4%	4%	4%	5%	2%	3%	4%	2%	2%	3%	1%	1%	1%	2%
	(4)	16	5	11	5	4	2	4	-	2	8	8	-	-	8	4	-	2	2	1	11	-	1	1	-	1	2	2
		1%	*	1%	2%	1%	*	1%	-	1%	2%	1%	-	-	1%	1%	-	1%	1%	*	1%	-	*	1%	-	*	*	1%
	(3)	17	5	12	2	4	4	1	3	3	1	3	6	8	1	7	7	2	-	-	5	1	-	2	-	2	-	-
		1%	1%	1%	1%	1%	1%	*	1%	1%	*	1%	1%	2%	*	1%	1%	1%	-	-	1%	*	-	1%	-	*	-	-
	(2)	31	9	22	13	6	4	6	2	1	5	14	3	8	7	5	9	9	-	4	21	2	3	-	*	4	1	5
		1%	1%	2%	5%	2%	1%	2%	1%	*	1%	2%	1%	2%	1%	1%	2%	3%	-	1%	2%	*	1%	-	*	1%	*	1%
Definitely would not vote	(1)	170	81	88	20	52	31	27	15	26	32	51	34	52	45	45	46	28	6	36	65	-	-	-	-	8	10	3
		8%	8%	8%	8%	15%	9%	7%	5%	6%	6%	9%	8%	11%	8%	8%	9%	10%	3%	13%	7%	-	-	-	-	1%	3%	1%
Don't know		108	38	71	23	35	17	22	4	8	16	35	23	35	23	36	18	22	9	13	42	-	-	-	-	19	3	4
		5%	4%	7%	9%	10%	5%	6%	1%	2%	3%	6%	5%	7%	4%	7%	4%	8%	5%	5%	5%	-	-	-	-	3%	1%	1%
Mean		8.28	8.53	8.05	7.22	7.23	8.22	8.54	8.83	9.04	8.63	8.09	8.37	8.04	8.29	8.21	8.23	7.91	9.19	7.99	8.25	9.43	9.25	9.12	9.50	9.38	9.26	9.13
Standard deviation		2.83	2.69	2.94	3.05	3.38	2.84	2.73	2.27	2.28	2.47	2.98	2.71	3.11	2.79	2.85	2.94	3.06	1.93	3.15	2.82	1.19	1.35	1.48	1.10	1.54	1.73	1.64
Standard error		0.06	0.08	0.09	0.22	0.20	0.15	0.14	0.13	0.11	0.10	0.12	0.16	0.14	0.12	0.12	0.14	0.18	0.15	0.20	0.10	0.06	0.06	0.13	0.06	0.06	0.09	0.08

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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	2067	1042	1025	210	320	364	380	328	465	627	598	302	540	541	553	487	310	176	256	830	454	556	128	345	586	416	377	
Weighted base	2067	1013	1054	246	348	348	368	307	450	553	573	450	491	558	537	496	289	186	284	874	509	541	133	183	611	383	373	
Conservative	509 25%	257 25%	252 24%	50 21%	52 15%	77 22%	95 26%	69 23%	164 37%	169 31%	142 25%	104 23%	94 19%	160 29%	133 25%	127 26%	57 20%	32 17%	56 20%	217 25%	509 100%	-	-	-	390 64%	17 5%	34 9%	
Labour	541 26%	294 29%	248 24%	66 27%	111 32%	103 30%	105 28%	71 23%	85 19%	140 25%	134 23%	130 29%	137 28%	141 25%	130 24%	148 30%	82 28%	40 22%	89 32%	244 28%	-	541 100%	-	-	36 6%	285 74%	110 29%	
Liberal Democrat	133 6%	81 8%	53 5%	11 4%	18 5%	30 8%	22 6%	25 8%	27 6%	51 9%	37 6%	23 5%	23 5%	42 8%	32 6%	28 6%	14 5%	17 9%	20 7%	56 6%	-	-	133 100%	-	3 *	4 1%	106 28%	
SNP	53 3%	35 3%	18 2%	7 3%	10 3%	9 2%	10 3%	7 2%	11 2%	11 2%	21 4%	12 3%	9 2%	-	-	-	-	53 29%	7 3%	20 2%	-	-	-	-	2 *	11 3%	5 1%	
Plaid Cymru	5 *	2 *	3 *	- -	* *	2 *	2 *	1 *	1 *	1 *	4 1%	1 *	* *	-	-	-	5 2%	-	1 *	3 *	-	-	-	-	-	-	2 *	1 *
The UK Independence Party	183 9%	109 11%	74 7%	5 2%	15 4%	24 7%	34 9%	40 13%	64 14%	39 7%	47 8%	42 9%	53 11%	52 9%	51 10%	54 11%	23 8%	2 1%	15 5%	77 9%	-	-	-	183 100%	80 13%	17 4%	33 9%	
The Green Party	50 2%	21 2%	29 3%	9 4%	10 3%	8 2%	9 3%	11 3%	4 1%	13 2%	13 2%	11 2%	13 3%	13 2%	19 3%	9 2%	7 2%	2 1%	5 2%	23 3%	-	-	-	-	5 1%	4 1%	14 4%	
The British National Party	8 *	3 *	5 *	* *	- -	2 1%	* *	3 1%	2 *	- *	* *	2 *	6 1%	3 *	1 *	5 1%	-	-	-	3 *	-	-	-	-	2 *	* *	* *	
Some other party	6 *	4 *	2 *	- -	- -	1 *	* *	4 1%	1 *	2 *	2 *	-	2 *	1 *	5 1%	-	1 *	-	3 1%	1 *	-	-	-	-	1 *	2 1%	* *	
Would not vote	222 11%	102 10%	120 11%	43 17%	61 18%	44 13%	30 8%	18 6%	26 6%	39 7%	73 13%	45 10%	65 13%	62 11%	50 9%	68 14%	35 12%	8 4%	39 14%	101 12%	-	-	-	-	11 2%	10 3%	3 1%	
Rather not say	21 1%	4 *	17 2%	4 2%	6 2%	3 1%	5 1%	-	2 *	5 1%	9 2%	2 1%	5 1%	7 1%	7 1%	2 *	1 1%	3 2%	-	11 1%	-	-	-	-	1 *	-	3 1%	
Don't know	335 16%	101 10%	234 22%	49 20%	65 19%	44 13%	55 15%	58 19%	64 14%	81 15%	92 16%	78 17%	84 17%	77 14%	110 20%	56 11%	64 22%	28 15%	47 17%	119 14%	-	-	-	-	80 13%	32 8%	63 17%	

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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	1338	734	604	110	175	230	255	228	339	425	377	194	343	351	343	327	191	126	166	533	372	441	100	285	444	317	267
Weighted base	1200	655	545	106	163	204	224	192	310	349	322	255	274	327	296	304	150	124	157	517	418	431	103	152	442	284	249
Conservative	418	213	206	37	41	63	77	57	143	141	117	81	80	131	108	106	45	28	47	181	418	-	-	-	333	14	28
	35%	32%	38%	35%	25%	31%	34%	30%	46%	40%	36%	32%	29%	40%	37%	35%	30%	23%	30%	35%	100%	-	-	-	75%	5%	11%
Labour	431	234	197	48	85	82	82	60	73	111	109	101	110	109	104	119	65	34	69	192	-	431	-	-	31	237	89
	36%	36%	36%	45%	52%	40%	37%	31%	24%	32%	34%	40%	40%	33%	35%	39%	43%	27%	44%	37%	-	100%	-	-	7%	84%	36%
Liberal Democrat	103	64	39	7	12	23	18	20	24	42	26	19	17	32	24	22	11	14	15	44	-	-	103	-	2	3	87
	9%	10%	7%	6%	7%	11%	8%	11%	8%	12%	8%	7%	6%	10%	8%	7%	7%	11%	10%	8%	-	-	100%	-	1%	1%	35%
SNP	44	29	15	5	7	8	9	6	10	9	17	10	8	-	-	-	-	44	7	16	-	-	-	-	2	10	4
	4%	5%	3%	4%	5%	4%	4%	3%	3%	3%	5%	4%	3%	-	-	-	-	36%	4%	3%	-	-	-	-	*	3%	2%
Plaid Cymru	3	2	1	-	*	*	2	*	1	*	2	1	*	-	-	-	3	-	1	2	-	-	-	-	-	*	1
	*	*	*	-	*	*	1%	*	*	*	1%	*	*	-	-	-	2%	-	1%	*	-	-	-	-	-	*	*
The UK Independence Party	152	92	60	4	10	20	29	34	54	35	40	34	43	44	42	45	19	2	12	63	-	-	-	152	69	15	28
	13%	14%	11%	4%	6%	10%	13%	18%	18%	10%	12%	13%	16%	13%	14%	15%	13%	1%	8%	12%	-	-	-	100%	16%	5%	11%
The Green Party	38	17	21	6	8	6	7	8	3	10	10	7	10	10	14	8	5	1	5	16	-	-	-	-	4	3	12
	3%	3%	4%	6%	5%	3%	3%	4%	1%	3%	3%	3%	4%	3%	5%	2%	3%	1%	3%	3%	-	-	-	-	1%	1%	5%
The British National Party	6	1	4	*	-	2	*	2	1	-	*	2	4	1	1	4	-	-	-	2	-	-	-	-	1	*	*
	*	*	1%	*	-	1%	*	1%	*	-	*	1%	1%	*	*	1%	-	-	-	*	-	-	-	-	*	*	*
Some other party	4	3	2	-	-	1	*	2	1	1	1	-	2	1	3	-	1	-	2	1	-	-	-	-	1	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	2067	2067
Weighted base	2067	2067
Male	1042 50%	1013 49%
Female	1025 50%	1054 51%

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Absolutes/col percents

Table 5
Age
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2067	2067
Weighted base	2067	2067
18-24	210 10%	246 12%
25-34	320 15%	348 17%
35-44	364 18%	348 17%
45-54	380 18%	368 18%
55-64	328 16%	307 15%
65+	465 22%	450 22%
Average age	48.19	47.24

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Absolutes/col percents

Table 6
Social Grade
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2067	2067
Weighted base	2067	2067
AB	627 30%	553 27%
C1	598 29%	573 28%
C2	302 15%	450 22%
DE	540 26%	491 24%

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Absolutes/col percents

Table 7
GO Region
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2067	2067
Weighted base	2067	2067
Scotland	176 9%	186 9%
North East	85 4%	83 4%
North West	225 11%	227 11%
Yorkshire & Humberside	177 9%	186 9%
West Midlands	223 11%	186 9%
East Midlands	141 7%	145 7%
Wales	112 5%	103 5%
Eastern	189 9%	207 10%
London	232 11%	269 13%
South East	309 15%	289 14%
South West	198 10%	186 9%

Opinion Poll
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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	2067	2067
Weighted base	2067	2067
NET: Working	1086 53%	1158 56%
Working full time - working 30 hours per week or more	757 37%	909 44%
Working part time - working between 8 and 29 hours per week	329 16%	248 12%
NET: Not working	981 47%	909 44%
Not working but seeking work or temporarily unemployed or sick	138 7%	127 6%
Not working and not seeking work/ student	147 7%	124 6%
Retired on a state pension only	115 6%	108 5%
Retired with a private pension	392 19%	358 17%
House person, housewife, househusband, etc.	189 9%	193 9%

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Table 9
Tenure
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2067	2067
Weighted base	2067	2067
NET: Homeowners	1232 60%	1344 65%
Owned outright - without mortgage	678 33%	682 33%
Owned with a mortgage or loan	554 27%	662 32%
NET: Renters	794 38%	691 33%
Rented from the council	199 10%	289 14%
Rented from a housing association	194 9%	119 6%
Rented from someone else	401 19%	283 14%
Rent free	41 2%	32 2%

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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	2067	2067
Weighted base	2067	2067
Yes	1104 53%	1261 61%
No	963 47%	806 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	2067	2067
Weighted base	2067	2067
No cars in the household	477 23%	434 21%
NET: Any	1590 77%	1633 79%
1	1132 55%	868 42%
2	380 18%	579 28%
3+	78 4%	186 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	2067	2067
Weighted base	2067	2067
Conservative	526 25%	579 28%
Labour	632 31%	599 29%
Liberal Democrat	188 9%	207 10%
SNP	58 3%	45 2%
Plaid Cymru	7 *	4 *
Green	80 4%	41 2%
UKIP	277 13%	83 4%
BNP	6 *	3 *
Another party	21 1%	10 1%
None	272 13%	496 24%