

Opinion Poll

ONLINE Fieldwork : 17th-18th September 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	2268	1111	1157	254	234	344	436	451	549	482	675	431	680	519	574	617	363	195	215	847	485	650	100	418	633	471	358
Weighted base	2268	1112	1156	270	382	382	404	337	494	606	629	494	539	612	590	544	318	204	263	1007	516	587	152	226	610	432	391
Absolutely certain to vote	(10) 1237	710	527	87	171	186	232	207	354	344	307	262	324	305	315	306	161	149	139	491	365	399	85	178	447	297	254
	55%	64%	46%	32%	45%	49%	57%	62%	72%	57%	49%	53%	60%	50%	53%	56%	51%	73%	53%	49%	71%	68%	56%	79%	73%	69%	65%
	(9) 268	134	135	23	38	41	44	51	72	82	74	66	47	77	85	52	33	21	39	99	74	81	28	25	82	66	55
	12%	12%	12%	9%	10%	11%	11%	15%	14%	13%	12%	13%	9%	13%	14%	10%	11%	10%	15%	10%	14%	14%	19%	11%	13%	15%	14%
	(8) 142	64	79	22	37	26	23	16	20	40	46	35	21	39	33	37	25	8	19	82	37	42	17	10	42	20	31
	6%	6%	7%	8%	10%	7%	6%	5%	4%	7%	7%	7%	4%	6%	6%	7%	8%	4%	7%	8%	7%	7%	11%	4%	7%	5%	8%
	(7) 113	48	64	28	17	20	24	17	6	32	37	28	15	41	33	22	15	2	12	62	22	29	7	5	19	17	22
	5%	4%	6%	10%	4%	5%	6%	5%	1%	5%	6%	6%	3%	7%	6%	4%	5%	1%	4%	6%	4%	5%	5%	2%	3%	4%	6%
	(6) 45	15	30	10	14	9	8	2	1	12	8	8	17	12	11	14	5	3	1	31	4	12	1	4	4	-	3
	2%	1%	3%	4%	4%	2%	2%	1%	*	2%	1%	2%	3%	2%	2%	3%	1%	2%	*	3%	1%	2%	*	2%	1%	-	1%
	(5) 81	24	57	25	33	7	4	10	2	29	27	11	15	42	14	11	11	2	13	48	11	14	8	2	1	6	10
	4%	2%	5%	9%	9%	2%	1%	3%	*	5%	4%	2%	3%	7%	2%	2%	4%	1%	5%	5%	2%	2%	6%	1%	*	1%	3%
	(4) 28	1	26	14	6	6	*	1	-	7	9	5	7	8	3	13	5	-	1	16	1	7	-	1	1	9	2
	1%	*	2%	5%	2%	1%	*	*	-	1%	1%	1%	1%	1%	*	2%	2%	-	*	2%	*	1%	-	1%	*	2%	*
	(3) 19	8	11	2	4	5	5	2	*	2	8	1	7	3	8	4	2	1	1	12	-	3	5	*	-	1	*
	1%	1%	1%	1%	1%	1%	1%	1%	*	*	1%	*	1%	*	1%	1%	1%	1%	*	1%	-	*	4%	*	-	*	*
	(2) 43	13	30	12	7	9	11	2	3	10	16	12	5	9	19	8	6	1	7	23	3	1	-	1	-	2	1
	2%	1%	3%	5%	2%	2%	3%	1%	1%	2%	3%	2%	1%	1%	3%	1%	2%	*	3%	2%	1%	*	-	*	-	*	*
Definitely would not vote	(1) 181	77	104	21	30	47	33	24	26	37	55	40	49	55	39	53	25	9	17	85	-	-	-	-	4	4	8
	8%	7%	9%	8%	8%	12%	8%	7%	5%	6%	9%	8%	9%	9%	7%	10%	8%	4%	7%	8%	-	-	-	-	1%	1%	2%
Don't know	111	18	94	24	24	28	20	4	10	12	43	25	32	21	29	24	29	8	15	59	-	-	-	-	10	8	5
	5%	2%	8%	9%	6%	7%	5%	1%	2%	2%	7%	5%	6%	3%	5%	4%	9%	4%	6%	6%	-	-	-	-	2%	2%	1%
Mean	8.26	8.68	7.84	7.12	7.83	7.79	8.35	8.66	9.16	8.46	7.99	8.28	8.33	8.02	8.32	8.17	8.19	9.17	8.37	7.96	9.40	9.25	8.90	9.56	9.52	9.27	9.13
Standard deviation	2.84	2.58	3.04	3.02	2.90	3.24	2.86	2.57	2.16	2.60	3.00	2.83	2.93	2.91	2.79	2.99	2.89	2.12	2.73	2.95	1.23	1.42	1.76	1.09	1.11	1.61	1.74
Standard error	0.06	0.08	0.09	0.20	0.19	0.18	0.14	0.12	0.09	0.12	0.12	0.14	0.12	0.13	0.12	0.12	0.16	0.15	0.19	0.10	0.06	0.06	0.18	0.05	0.04	0.07	0.09

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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	2268	1111	1157	254	234	344	436	451	549	482	675	431	680	519	574	617	363	195	215	847	485	650	100	418	633	471	358
Weighted base	2268	1112	1156	270	382	382	404	337	494	606	629	494	539	612	590	544	318	204	263	1007	516	587	152	226	610	432	391
Conservative	516	277	239	45	52	74	84	80	181	166	145	116	89	151	138	118	82	26	49	193	516	-	-	-	371	23	53
	23%	25%	21%	17%	14%	19%	21%	24%	37%	27%	23%	23%	17%	25%	23%	22%	26%	13%	19%	19%	100%	-	-	-	61%	5%	14%
Labour	587	311	276	76	130	113	93	83	92	140	152	134	162	153	156	159	67	53	78	278	-	587	-	-	36	302	96
	26%	28%	24%	28%	34%	30%	23%	25%	19%	23%	24%	27%	30%	25%	27%	29%	21%	26%	30%	28%	-	100%	-	-	6%	70%	25%
Liberal Democrat	152	74	78	22	36	32	22	21	19	51	49	25	26	51	35	35	16	15	20	77	-	-	152	-	8	8	101
	7%	7%	7%	8%	9%	8%	5%	6%	4%	8%	8%	5%	5%	8%	6%	6%	5%	7%	8%	8%	-	-	100%	-	1%	2%	26%
SNP	46	32	14	*	6	7	9	10	15	9	12	12	13	-	-	-	-	46	6	16	-	-	-	-	-	9	5
	2%	3%	1%	*	2%	2%	2%	3%	3%	2%	2%	2%	2%	-	-	-	-	23%	2%	2%	-	-	-	-	-	2%	1%
Plaid Cymru	8	2	6	-	-	3	2	3	*	*	3	3	2	-	-	-	8	-	*	4	-	-	-	-	1	3	-
	*	*	1%	-	-	1%	1%	1%	*	*	1%	1%	*	-	-	-	3%	-	*	*	-	-	-	-	*	1%	-
The UK Independence Party	226	150	76	7	13	15	60	44	86	63	49	51	63	59	58	67	30	11	13	92	-	-	-	226	106	24	41
	10%	14%	7%	3%	3%	4%	15%	13%	17%	10%	8%	10%	12%	10%	10%	12%	9%	5%	5%	9%	-	-	-	100%	17%	5%	10%
The Green Party	64	36	28	12	22	7	10	6	6	19	21	11	13	14	27	8	12	3	11	27	-	-	-	-	14	6	17
	3%	3%	2%	5%	6%	2%	3%	2%	1%	3%	3%	2%	2%	2%	5%	1%	4%	2%	4%	3%	-	-	-	-	2%	1%	4%
The British National Party	15	9	5	-	7	1	4	2	1	*	4	4	6	4	2	6	3	-	2	9	-	-	-	-	-	2	-
	1%	1%	*	-	2%	*	1%	1%	*	*	1%	1%	1%	1%	*	1%	1%	-	1%	1%	-	-	-	-	-	*	-
Some other party	12	7	5	1	-	1	2	5	3	8	1	-	3	3	7	2	-	1	5	3	-	-	-	-	-	3	2
	1%	1%	*	*	-	*	*	2%	1%	1%	*	-	1%	*	1%	*	-	*	2%	*	-	-	-	-	-	1%	*
Would not vote	210	83	126	28	36	55	38	25	27	40	74	42	54	64	50	58	29	9	18	105	-	-	-	-	4	5	9
	9%	8%	11%	10%	9%	14%	10%	7%	6%	7%	12%	9%	10%	10%	8%	11%	9%	4%	7%	10%	-	-	-	-	1%	1%	2%
Rather not say	43	14	28	14	12	6	6	2	1	10	5	17	10	17	16	5	3	2	12	16	-	-	-	-	*	1	1
	2%	1%	2%	5%	3%	2%	2%	1%	*	2%	1%	3%	2%	3%	3%	1%	1%	1%	4%	2%	-	-	-	-	*	*	*
Don't know	390	115	275	64	68	67	73	55	62	99	115	78	98	98	100	87	67	37	48	186	-	-	-	-	69	46	65
	17%	10%	24%	24%	18%	18%	18%	16%	13%	16%	18%	16%	18%	16%	17%	16%	21%	18%	18%	19%	-	-	-	-	11%	11%	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	1468	801	667	128	134	201	282	312	411	319	428	289	432	327	378	400	223	140	131	532	402	516	79	347	494	358	243
Weighted base	1303	743	560	114	193	201	234	213	348	371	341	288	303	339	340	317	172	135	147	542	422	467	114	190	460	312	259
Conservative	422	228	194	32	37	61	66	68	157	134	116	95	77	119	116	98	65	23	39	151	422	-	-	-	318	19	43
	32%	31%	35%	28%	19%	30%	28%	32%	45%	36%	34%	33%	25%	35%	34%	31%	38%	17%	27%	28%	100%	-	-	-	69%	6%	16%
Labour	467	255	212	52	102	87	76	71	78	118	121	104	125	120	123	127	53	45	62	219	-	467	-	-	32	252	80
	36%	34%	38%	46%	53%	43%	33%	33%	23%	32%	36%	36%	41%	35%	36%	40%	31%	33%	43%	40%	-	100%	-	-	7%	81%	31%
Liberal Democrat	114	62	53	17	21	26	17	17	17	43	31	22	18	36	27	24	14	13	16	53	-	-	114	-	7	7	81
	9%	8%	9%	15%	11%	13%	7%	8%	5%	12%	9%	8%	6%	11%	8%	7%	8%	10%	11%	10%	-	-	100%	-	2%	2%	31%
SNP	41	29	12	*	5	6	8	9	13	8	10	11	12	-	-	-	-	41	5	15	-	-	-	-	-	7	5
	3%	4%	2%	*	3%	3%	3%	4%	4%	2%	3%	4%	4%	-	-	-	-	30%	4%	3%	-	-	-	-	-	2%	2%
Plaid Cymru	4	2	2	-	-	1	1	2	*	*	1	1	2	-	-	-	4	-	*	2	-	-	-	-	1	*	-
	*	*	*	-	-	*	*	1%	*	*	*	*	1%	-	-	-	2%	-	*	*	-	-	-	-	*	*	-
The UK Independence Party	190	129	61	4	9	13	52	37	75	52	40	45	53	47	49	59	25	10	11	76	-	-	-	190	92	20	34
	15%	17%	11%	4%	5%	6%	22%	17%	21%	14%	12%	16%	17%	14%	15%	18%	14%	7%	8%	14%	-	-	-	100%	20%	7%	13%
The Green Party	47	28	19	7	17	5	9	4	5	11	18	8	10	11	19	5	9	3	9	20	-	-	-	-	10	3	15
	4%	4%	3%	6%	9%	3%	4%	2%	1%	3%	5%	3%	3%	3%	6%	1%	5%	2%	6%	4%	-	-	-	-	2%	1%	6%
The British National Party	9	7	2	-	2	1	3	2	1	*	2	3	4	2	2	4	1	-	2	4	-	-	-	-	-	2	-
	1%	1%	*	-	1%	1%	1%	1%	*	*	1%	1%	1%	1%	1%	1%	1%	-	1%	1%	-	-	-	-	-	*	-
Some other party	9	5	4	1	-	1	2	3	3	5	1	-	3	2	5	1	-	1	3	2	-	-	-	-	-	1	2
	1%	1%	1%	1%	-	*	1%	1%	1%	1%	*	-	1%	1%	1%	*	-	*	2%	*	-	-	-	-	-	*	1%

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Absolutes/col percents

Table 4
Gender
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2268	2268
Weighted base	2268	2268
Male	1111 49%	1112 49%
Female	1157 51%	1156 51%

Opinion Poll
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Absolutes/col percents

Table 5
Age
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2268	2268
Weighted base	2268	2268
18-24	254 11%	270 12%
25-34	234 10%	382 17%
35-44	344 15%	382 17%
45-54	436 19%	404 18%
55-64	451 20%	337 15%
65+	549 24%	494 22%
Average age	49.98	47.26

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Absolutes/col percents

Table 6
Social Grade
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2268	2268
Weighted base	2268	2268
AB	482 21%	606 27%
C1	675 30%	629 28%
C2	431 19%	494 22%
DE	680 30%	539 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	2268	2268
Weighted base	2268	2268
Scotland	195 9%	204 9%
North East	114 5%	91 4%
North West	283 12%	249 11%
Yorkshire & Humberside	220 10%	204 9%
West Midlands	199 9%	204 9%
East Midlands	163 7%	159 7%
Wales	130 6%	113 5%
Eastern	212 9%	227 10%
London	193 9%	295 13%
South East	326 14%	318 14%
South West	233 10%	204 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	2268	2268
Weighted base	2268	2268
NET: Working	1062 47%	1270 56%
Working full time - working 30 hours per week or more	723 32%	998 44%
Working part time - working between 8 and 29 hours per week	339 15%	272 12%
NET: Not working	1206 53%	998 44%
Not working but seeking work or temporarily unemployed or sick	138 6%	114 5%
Not working and not seeking work	181 8%	150 7%
Retired on a state pension only	191 8%	156 7%
Retired with a private pension	470 21%	398 18%
House person, housewife, househusband, etc.	226 10%	180 8%

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Absolutes/col percents

Table 9
Tenure
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2268	2268
Weighted base	2268	2268
NET: Homeowners	1415 62%	1474 65%
Owned outright - without mortgage	838 37%	748 33%
Owned with a mortgage or loan	577 25%	726 32%
NET: Renters	816 36%	745 33%
Rented from the council	219 10%	317 14%
Rented from a housing association	243 11%	139 6%
Rented from someone else	354 16%	289 13%
Rent free	37 2%	49 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	2268	2268
Weighted base	2268	2268
Yes	1136 50%	1383 61%
No	1132 50%	885 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	2268	2268
Weighted base	2268	2268
No cars in the household	508 22%	476 21%
NET: Any	1760 78%	1792 79%
1	1298 57%	953 42%
2	394 17%	635 28%
3+	68 3%	204 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

	Unweighted Total	Weighted Total
Unweighted base	2268	2268
Weighted base	2268	2268
Conservative	607 27%	635 28%
Labour	725 32%	658 29%
Liberal Democrat	148 7%	227 10%
SNP	55 2%	42 2%
Plaid Cymru	9 *	7 *
Green	44 2%	34 2%
UKIP	324 14%	91 4%
BNP	19 1%	16 1%
Another party	20 1%	14 1%
None	317 14%	544 24%