

Opinion Poll

ONLINE Fieldwork : 28th-30th 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	2053	1049	1004	207	311	338	398	335	464	601	618	327	507	546	536	492	288	191	265	768	422	505	101	326	543	404	332	
Weighted base	2053	1006	1047	244	346	346	366	305	447	549	569	447	488	554	534	493	287	185	314	835	457	503	131	202	532	393	340	
Absolutely certain to vote	(10)	1095	600	495	75	133	160	200	193	334	325	304	213	253	281	277	266	146	125	164	399	300	352	80	139	362	305	216
		53%	60%	47%	31%	38%	46%	55%	63%	75%	59%	53%	48%	52%	51%	52%	54%	51%	68%	52%	48%	66%	70%	61%	69%	68%	78%	64%
	(9)	234	122	112	29	38	33	39	36	59	77	66	52	38	67	62	57	36	11	42	91	68	62	15	37	74	45	53
		11%	12%	11%	12%	11%	10%	11%	12%	13%	14%	12%	12%	8%	12%	12%	12%	12%	6%	13%	11%	15%	12%	11%	18%	14%	12%	16%
	(8)	128	56	72	24	23	20	19	25	16	39	33	32	24	38	33	38	10	8	17	65	37	33	14	7	36	15	21
		6%	6%	7%	10%	7%	6%	5%	8%	4%	7%	6%	7%	5%	7%	6%	8%	4%	4%	5%	8%	8%	6%	11%	3%	7%	4%	6%
	(7)	127	58	69	15	37	25	23	19	10	26	36	34	32	38	36	24	20	9	19	64	26	24	14	8	18	7	25
		6%	6%	7%	6%	11%	7%	6%	6%	2%	5%	6%	7%	7%	7%	7%	5%	7%	5%	6%	8%	6%	5%	11%	4%	3%	2%	7%
	(6)	44	10	34	11	16	6	8	1	1	12	8	15	9	14	17	7	5	2	9	16	7	9	2	2	9	3	*
		2%	1%	3%	5%	5%	2%	2%	*	*	2%	1%	3%	2%	2%	3%	1%	2%	1%	3%	2%	2%	2%	2%	1%	2%	1%	*
	(5)	74	27	47	16	20	15	15	5	3	19	15	19	22	13	20	20	10	11	15	31	12	14	1	2	6	9	8
		4%	3%	5%	7%	6%	4%	4%	2%	1%	3%	3%	4%	5%	2%	4%	4%	3%	6%	5%	4%	3%	3%	1%	1%	1%	2%	2%
	(4)	22	7	15	8	2	7	3	1	2	7	5	4	5	9	5	5	3	-	5	12	1	6	2	1	1	-	3
		1%	1%	1%	3%	*	2%	1%	*	*	1%	1%	1%	1%	2%	1%	1%	1%	-	2%	1%	*	1%	2%	*	*	-	1%
	(3)	28	17	11	12	2	7	4	1	1	5	16	1	6	15	1	9	3	*	3	19	5	2	2	1	3	-	1
		1%	2%	1%	5%	1%	2%	1%	*	*	1%	3%	*	1%	3%	*	2%	1%	*	1%	2%	1%	*	1%	*	*	-	*
	(2)	37	23	14	13	13	2	*	5	4	5	13	13	5	18	10	*	7	2	3	20	1	1	1	6	2	-	1
		2%	2%	1%	5%	4%	1%	*	2%	1%	1%	2%	3%	1%	3%	2%	*	2%	1%	1%	2%	*	*	1%	3%	*	-	*
Definitely would not vote	(1)	144	59	86	19	36	33	28	15	13	20	40	41	43	42	28	38	30	6	23	50	-	-	-	-	9	4	3
		7%	6%	8%	8%	10%	10%	8%	5%	3%	4%	7%	9%	9%	8%	5%	8%	11%	3%	7%	6%	-	-	-	-	2%	1%	1%
Don't know		120	29	92	22	27	37	27	2	4	15	34	23	49	20	45	29	17	10	15	69	-	-	-	-	13	4	9
		6%	3%	9%	9%	8%	11%	7%	1%	1%	3%	6%	5%	10%	4%	9%	6%	6%	5%	5%	8%	-	-	-	-	2%	1%	3%
Mean		8.27	8.51	8.02	7.07	7.46	7.87	8.37	8.77	9.32	8.74	8.22	7.92	8.10	8.02	8.42	8.35	7.94	8.92	8.25	8.11	9.21	9.27	9.02	9.26	9.26	9.50	9.19
Standard deviation		2.78	2.65	2.89	3.12	3.10	3.04	2.73	2.37	1.84	2.26	2.86	2.98	2.97	2.94	2.56	2.73	3.12	2.21	2.74	2.78	1.44	1.44	1.59	1.67	1.63	1.34	1.54
Standard error		0.06	0.08	0.09	0.23	0.18	0.17	0.14	0.13	0.09	0.09	0.12	0.17	0.14	0.13	0.11	0.13	0.19	0.16	0.17	0.10	0.07	0.06	0.16	0.09	0.07	0.07	0.09

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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	2053	1049	1004	207	311	338	398	335	464	601	618	327	507	546	536	492	288	191	265	768	422	505	101	326	543	404	332	
Weighted base	2053	1006	1047	244	346	346	366	305	447	549	569	447	488	554	534	493	287	185	314	835	457	503	131	202	532	393	340	
Conservative	457 22%	259 26%	199 19%	37 15%	57 16%	59 17%	55 15%	106 35%	143 32%	178 32%	117 20%	90 20%	73 15%	143 26%	116 22%	108 22%	62 21%	29 16%	52 17%	199 24%	457 100%	-	-	-	337 63%	16 4%	25 7%	
Labour	503 25%	253 25%	250 24%	56 23%	98 28%	99 29%	99 27%	72 24%	79 18%	121 22%	145 25%	91 20%	145 30%	135 24%	124 23%	144 29%	60 21%	39 21%	82 26%	215 26%	-	503 100%	-	-	13 3%	284 72%	89 26%	
Liberal Democrat	131 6%	64 6%	67 6%	17 7%	31 9%	20 6%	17 5%	13 4%	33 7%	56 10%	29 5%	17 4%	29 6%	42 8%	36 7%	26 5%	11 4%	15 8%	26 8%	43 5%	-	-	131 100%	-	5 1%	3 1%	94 28%	
SNP	49 2%	32 3%	18 2%	2 1%	6 2%	7 2%	10 3%	12 4%	12 3%	10 2%	11 2%	13 3%	15 3%	-	-	-	-	49 27%	11 3%	15 2%	-	-	-	-	2 *	9 2%	2 1%	
Plaid Cymru	3 *	2 *	1 *	- -	1 *	1 *	1 *	* -	- -	2 *	1 *	* *	* *	- -	- -	- -	3 1%	-	2 1%	* *	-	-	-	-	-	-	* *	1 *
The UK Independence Party	202 10%	131 13%	71 7%	7 3%	15 4%	17 5%	54 15%	31 10%	77 17%	35 6%	42 7%	72 16%	53 11%	45 8%	72 14%	48 10%	30 10%	8 4%	22 7%	69 8%	-	-	-	202 100%	83 16%	18 5%	30 9%	
The Green Party	75 4%	35 3%	40 4%	21 9%	12 3%	7 2%	14 4%	10 3%	10 2%	17 3%	25 4%	18 4%	15 3%	19 3%	32 6%	10 2%	13 4%	1 *	11 4%	33 4%	-	-	-	-	2 *	5 1%	24 7%	
The British National Party	4 *	1 *	3 *	- -	* *	1 *	* *	- -	2 *	1 *	2 *	1 *	1 *	- -	1 *	3 1%	* *	- -	* *	1 *	-	-	-	-	2 *	* *	* *	
Some other party	6 *	4 *	2 *	- -	2 *	4 1%	1 *	- -	- -	2 *	1 *	3 1%	1 *	3 1%	2 *	1 *	- -	- -	2 1%	4 1%	-	-	-	-	1 *	-	-	
Would not vote	185 9%	81 8%	104 10%	39 16%	49 14%	37 11%	29 8%	17 6%	14 3%	22 4%	61 11%	54 12%	47 10%	69 12%	34 6%	42 9%	34 12%	6 3%	24 8%	82 10%	-	-	-	-	9 2%	5 1%	4 1%	
Rather not say	33 2%	12 1%	21 2%	7 3%	3 1%	8 2%	9 2%	4 1%	2 *	11 2%	3 *	9 2%	11 2%	10 2%	4 1%	11 2%	4 1%	4 2%	5 2%	9 1%	-	-	-	-	1 *	3 1%	* *	
Don't know	404 20%	133 13%	271 26%	56 23%	73 21%	85 25%	77 21%	38 12%	75 17%	95 17%	133 23%	78 17%	97 20%	89 16%	113 21%	99 20%	70 25%	33 18%	76 24%	165 20%	-	-	-	-	78 15%	49 13%	70 21%	

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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	1235	701	534	90	154	187	243	228	333	387	365	195	289	326	312	305	164	129	160	440	337	401	76	261	399	301	218
Weighted base	1135	630	505	97	158	167	204	203	307	334	303	241	257	302	298	275	141	119	170	445	362	401	100	163	373	290	219
Conservative	362 32%	206 33%	156 31%	26 27%	37 23%	46 27%	42 21%	86 43%	125 41%	141 42%	96 32%	70 29%	55 22%	112 37%	92 31%	84 31%	49 35%	25 21%	42 25%	149 33%	362 100%	-	-	-	280 75%	14 5%	20 9%
Labour	401 35%	206 33%	195 39%	37 38%	78 49%	78 47%	80 39%	61 30%	68 22%	96 29%	118 39%	72 30%	116 45%	104 34%	99 33%	117 43%	46 33%	34 29%	67 39%	171 38%	-	401 100%	-	-	11 3%	244 84%	73 33%
Liberal Democrat	100 9%	49 8%	50 10%	11 12%	21 13%	13 8%	15 7%	11 5%	29 9%	45 14%	20 7%	11 5%	23 9%	33 11%	25 8%	21 8%	9 6%	12 10%	21 12%	29 7%	-	-	100 100%	-	4 1%	3 1%	77 35%
SNP	41 4%	25 4%	15 3%	1 1%	4 3%	6 4%	9 5%	11 5%	10 3%	7 2%	10 3%	12 5%	12 5%	-	-	-	-	41 34%	10 6%	13 3%	-	-	-	-	2 *	8 3%	2 1%
Plaid Cymru	3 *	2 *	1 *	-	1 *	1 *	1 1%	*	-	1 *	1 *	*	*	-	-	-	3 2%	-	2 1%	*	-	-	-	-	-	*	1 *
The UK Independence Party	163 14%	109 17%	54 11%	5 5%	9 6%	13 8%	45 22%	24 12%	67 22%	29 9%	34 11%	58 24%	41 16%	37 12%	57 19%	40 15%	23 16%	6 5%	19 11%	53 12%	-	-	-	163 100%	71 19%	16 6%	25 12%
The Green Party	59 5%	29 5%	30 6%	17 17%	8 5%	7 4%	11 5%	9 4%	8 2%	14 4%	22 7%	15 6%	9 3%	16 5%	24 8%	8 3%	11 7%	1 1%	9 5%	26 6%	-	-	-	-	2 *	5 2%	20 9%
The British National Party	4 *	1 *	2 *	-	*	1 1%	*	-	2 1%	1 *	2 1%	1 *	1 *	-	1 *	3 1%	*	-	*	1 *	-	-	-	-	2 *	*	*
Some other party	3 *	3 *	1 *	-	*	3 2%	1 *	-	-	*	1 *	2 1%	1 *	2 1%	1 *	1 *	-	-	*	3 1%	-	-	-	-	1 *	-	-

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Table 4
Gender
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2053	2053
Weighted base	2053	2053
Male	1049 51%	1006 49%
Female	1004 49%	1047 51%

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Table 5
Age
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2053	2053
Weighted base	2053	2053
18-24	207 10%	244 12%
25-34	311 15%	346 17%
35-44	338 16%	346 17%
45-54	398 19%	366 18%
55-64	335 16%	305 15%
65+	464 23%	447 22%
Average age	48.52	47.23

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Table 6
Social Grade
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2053	2053
Weighted base	2053	2053
AB	601 29%	549 27%
C1	618 30%	569 28%
C2	327 16%	447 22%
DE	507 25%	488 24%
NET: ABC1	1219 59%	1118 54%
NET: C2DE	834 41%	935 46%

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Table 7
GO Region
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2053	2053
Weighted base	2053	2053
Scotland	191 9%	185 9%
North East	84 4%	82 4%
North West	223 11%	226 11%
Yorkshire & Humberside	185 9%	185 9%
West Midlands	167 8%	185 9%
East Midlands	154 8%	144 7%
Wales	108 5%	103 5%
Eastern	215 10%	205 10%
London	237 12%	267 13%
South East	309 15%	287 14%
South West	180 9%	185 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	2053	2053
Weighted base	2053	2053
NET: Working	1033 50%	1150 56%
Working full time - working 30 hours per week or more	678 33%	903 44%
Working part time - working between 8 and 29 hours per week	355 17%	246 12%
NET: Not working	1020 50%	903 44%
Not working but seeking work or temporarily unemployed or sick	134 7%	109 5%
Not working and not seeking work/ student	144 7%	132 6%
Retired on a state pension only	102 5%	110 5%
Retired with a private pension	461 22%	401 20%
House person, housewife, househusband, etc.	179 9%	151 7%

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Absolutes/col percents

Table 9
Tenure
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2053	2053
Weighted base	2053	2053
NET: Homeowners	1193 58%	1334 65%
Owned outright - without mortgage	682 33%	677 33%
Owned with a mortgage or loan	511 25%	657 32%
NET: Renters	816 40%	688 33%
Rented from the council	182 9%	287 14%
Rented from a housing association	252 12%	138 7%
Rented from someone else	382 19%	262 13%
Rent free	44 2%	31 2%

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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	2053	2053
Weighted base	2053	2053
Yes	1165 57%	1252 61%
No	888 43%	801 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	2053	2053
Weighted base	2053	2053
No cars in the household	426 21%	431 21%
NET: Any	1627 79%	1622 79%
1	1108 54%	862 42%
2	430 21%	575 28%
3+	89 4%	185 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	2053	2053
Weighted base	2053	2053
Conservative	543 26%	575 28%
Labour	604 29%	595 29%
Liberal Democrat	152 7%	205 10%
SNP	59 3%	38 2%
Plaid Cymru	6 *	3 *
Green	96 5%	51 2%
UKIP	265 13%	82 4%
BNP	8 *	3 *
Another party	14 1%	8 *
None	306 15%	493 24%