

Opinion Poll

ONLINE Fieldwork : 5th-6th 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	2011	1110	901	216	327	396	342	348	382	596	617	307	491	542	524	473	297	175	254	830	456	562	110	285	552	410	321	
Weighted base	2011	986	1025	239	339	339	359	299	438	537	558	438	478	543	523	483	282	181	263	863	457	515	134	187	554	376	324	
Absolutely certain to vote	(10)	1073	601	472	70	128	173	187	190	325	330	289	214	240	296	260	264	147	106	129	429	340	320	80	141	411	251	200
		53%	61%	46%	29%	38%	51%	52%	64%	74%	61%	52%	49%	50%	54%	50%	55%	52%	59%	49%	50%	74%	62%	60%	76%	74%	67%	62%
	(9)	241	122	118	22	38	33	48	49	51	79	56	54	52	79	63	55	30	14	41	92	51	78	23	31	68	58	51
		12%	12%	12%	9%	11%	10%	13%	16%	12%	15%	10%	12%	11%	15%	12%	11%	11%	8%	16%	11%	11%	15%	17%	17%	12%	15%	16%
	(8)	119	64	55	21	29	18	23	17	11	26	35	29	28	38	30	16	23	11	17	61	28	50	9	5	20	25	26
		6%	6%	5%	9%	9%	5%	6%	6%	3%	5%	6%	7%	6%	7%	6%	3%	8%	6%	6%	7%	6%	10%	6%	3%	4%	7%	8%
	(7)	123	47	76	26	33	12	31	9	12	28	32	34	28	31	25	25	16	26	23	55	16	33	12	2	15	16	25
		6%	5%	7%	11%	10%	4%	9%	3%	3%	5%	6%	8%	6%	6%	5%	5%	6%	14%	9%	6%	4%	6%	9%	1%	3%	4%	8%
	(6)	47	18	29	7	14	9	9	4	4	10	10	14	13	13	15	10	8	1	8	29	11	18	3	*	8	7	-
		2%	2%	3%	3%	4%	3%	3%	1%	1%	2%	10	3%	3%	2%	3%	2%	3%	1%	3%	3%	2%	3%	2%	*	1%	2%	-
	(5)	61	24	38	12	19	14	4	7	6	5	19	22	15	11	22	16	8	4	13	23	4	11	3	2	1	8	8
		3%	2%	4%	5%	6%	4%	1%	2%	1%	1%	3%	5%	3%	2%	4%	3%	3%	2%	5%	3%	1%	2%	3%	1%	*	2%	2%
	(4)	16	2	13	9	3	-	-	-	4	6	6	3	1	9	4	3	-	-	1	9	-	3	1	-	-	3	4
		1%	*	1%	4%	1%	-	-	-	1%	1%	1%	1%	*	2%	1%	1%	-	-	*	1%	-	1%	-	-	1%	1%	1%
	(3)	33	10	22	10	3	10	8	1	1	4	14	5	10	10	10	6	6	1	-	25	4	1	2	4	7	-	1
		2%	1%	2%	4%	1%	3%	2%	*	*	1%	3%	1%	2%	2%	2%	1%	2%	*	-	3%	1%	*	1%	2%	1%	-	*
	(2)	39	5	34	7	6	14	7	2	3	5	12	13	9	6	12	8	11	1	8	18	2	2	1	*	-	*	4
		2%	1%	3%	3%	2%	4%	2%	1%	1%	1%	2%	3%	2%	1%	2%	2%	4%	*	3%	2%	*	*	1%	*	-	*	1%
Definitely would not vote	(1)	140	56	84	23	41	26	19	15	15	25	39	23	53	29	41	47	18	5	13	52	-	-	-	-	9	2	2
		7%	6%	8%	10%	12%	8%	5%	5%	3%	5%	7%	5%	11%	5%	8%	10%	6%	3%	5%	6%	-	-	-	-	2%	*	1%
Don't know		120	35	84	33	24	30	22	6	5	19	46	26	29	20	41	32	15	11	10	69	-	-	-	-	15	7	4
		6%	4%	8%	14%	7%	9%	6%	2%	1%	4%	8%	6%	6%	4%	8%	7%	5%	6%	4%	8%	-	-	-	-	3%	2%	1%
Mean		8.29	8.72	7.85	7.02	7.44	7.97	8.43	8.93	9.19	8.83	8.17	8.19	7.89	8.48	8.07	8.16	8.17	8.84	8.31	8.17	9.41	9.14	9.05	9.51	9.41	9.30	9.10
Standard deviation		2.78	2.43	3.03	3.15	3.13	3.09	2.58	2.23	2.02	2.31	2.88	2.68	3.14	2.55	2.94	3.02	2.85	2.01	2.56	2.78	1.31	1.41	1.58	1.28	1.57	1.37	1.64
Standard error		0.06	0.07	0.10	0.22	0.18	0.16	0.14	0.12	0.10	0.10	0.12	0.16	0.14	0.11	0.13	0.14	0.17	0.16	0.16	0.10	0.06	0.06	0.15	0.08	0.07	0.07	0.09

Opinion Poll

ONLINE Fieldwork : 5th-6th 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	2011	1110	901	216	327	396	342	348	382	596	617	307	491	542	524	473	297	175	254	830	456	562	110	285	552	410	321
Weighted base	2011	986	1025	239	339	339	359	299	438	537	558	438	478	543	523	483	282	181	263	863	457	515	134	187	554	376	324
Conservative	457 23%	250 25%	207 20%	37 16%	58 17%	48 14%	75 21%	88 30%	151 34%	170 32%	124 22%	80 18%	83 17%	149 27%	125 24%	92 19%	72 25%	20 11%	45 17%	204 24%	457 100%	-	-	-	349 63%	15 4%	31 10%
Labour	515 26%	261 27%	254 25%	64 27%	97 29%	99 29%	107 30%	73 24%	76 17%	108 20%	131 24%	111 25%	165 35%	139 26%	116 22%	150 31%	73 26%	38 21%	89 34%	217 25%	-	515 100%	-	-	21 4%	273 72%	86 26%
Liberal Democrat	134 7%	75 8%	58 6%	11 5%	24 7%	26 8%	11 3%	25 8%	38 9%	51 9%	35 6%	21 5%	26 6%	53 10%	26 5%	17 4%	22 8%	15 8%	17 7%	64 7%	-	-	134 100%	-	5 1%	4 1%	105 32%
SNP	44 2%	23 2%	21 2%	1 1%	8 2%	5 1%	11 3%	6 2%	12 3%	12 2%	16 3%	11 3%	5 1%	-	-	-	-	44 24%	10 4%	15 2%	-	-	-	-	1 *	10 3%	3 1%
Plaid Cymru	4 *	4 *	1 *	* *	1 *	1 *	* *	1 *	1 *	-	1 *	1 *	2 *	-	-	-	4 2%	-	1 *	1 *	-	-	-	-	-	-	-
The UK Independence Party	187 9%	125 13%	62 6%	10 4%	13 4%	15 4%	54 15%	30 10%	65 15%	45 8%	43 8%	53 12%	45 9%	31 6%	61 12%	60 12%	25 9%	10 5%	13 5%	85 10%	-	-	-	187 100%	84 15%	24 6%	19 6%
The Green Party	63 3%	31 3%	32 3%	7 3%	19 6%	8 2%	10 3%	6 2%	13 3%	18 3%	21 4%	15 3%	9 2%	18 3%	25 5%	9 2%	9 3%	3 2%	12 5%	27 3%	-	-	-	-	5 1%	6 2%	23 7%
The British National Party	7 *	5 1%	2 *	- *	1 *	1 *	5 1%	1 *	-	-	1 *	3 1%	3 1%	1 *	4 1%	2 *	-	-	-	6 1%	-	-	-	-	* *	1 *	-
Some other party	7 *	5 1%	1 *	- *	- *	4 1%	-	2 1%	-	3 1%	-	2 1%	1 *	3 1%	3 1%	-	-	-	3 1%	3 *	-	-	-	-	1 *	2 1%	1 *
Would not vote	190 9%	69 7%	121 12%	47 20%	49 15%	40 12%	21 6%	17 6%	16 4%	26 5%	67 12%	35 8%	62 13%	52 10%	50 10%	57 12%	25 9%	5 3%	16 6%	87 10%	-	-	-	-	9 2%	2 *	2 1%
Rather not say	39 2%	20 2%	19 2%	11 4%	10 3%	9 3%	-	7 2%	3 1%	10 2%	12 2%	8 2%	9 2%	21 4%	9 2%	8 2%	1 *	-	7 3%	12 1%	-	-	-	-	1 *	2 1%	-
Don't know	364 18%	117 12%	248 24%	51 21%	58 17%	84 25%	63 18%	44 15%	64 15%	93 17%	107 19%	97 22%	68 14%	76 14%	103 20%	89 18%	49 17%	47 26%	50 19%	143 17%	-	-	-	-	77 14%	39 10%	54 17%

Opinion Poll

ONLINE Fieldwork : 5th-6th 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	1280	770	510	114	176	229	229	248	283	405	382	189	304	335	340	299	186	120	165	520	375	442	84	237	419	306	231
Weighted base	1136	639	496	94	160	168	215	194	305	337	300	236	263	314	287	268	161	106	149	484	374	401	102	157	397	274	218
Conservative	374	207	167	29	43	40	58	74	131	140	102	67	65	122	100	78	57	17	36	160	374	-	-	-	297	13	26
	33%	32%	34%	31%	27%	24%	27%	38%	43%	42%	34%	28%	25%	39%	35%	29%	35%	16%	24%	33%	100%	-	-	-	75%	5%	12%
Labour	401	210	191	44	69	80	81	62	65	89	106	83	124	107	93	116	55	30	68	165	-	401	-	-	17	222	69
	35%	33%	38%	47%	43%	48%	38%	32%	21%	26%	35%	35%	47%	34%	33%	43%	34%	28%	46%	34%	-	100%	-	-	4%	81%	32%
Liberal Democrat	102	61	42	8	15	20	9	21	31	41	26	15	20	42	18	13	16	12	13	49	-	-	102	-	5	3	83
	9%	9%	8%	8%	9%	12%	4%	11%	10%	12%	9%	6%	8%	13%	6%	5%	10%	11%	9%	10%	-	-	100%	-	1%	1%	38%
SNP	37	19	18	1	7	4	10	5	10	10	13	10	4	-	-	-	-	37	9	12	-	-	-	-	1	9	3
	3%	3%	4%	1%	4%	2%	5%	3%	3%	3%	4%	4%	2%	-	-	-	-	35%	6%	2%	-	-	-	-	*	3%	1%
Plaid Cymru	4	3	1	*	1	*	*	*	1	-	1	1	2	-	-	-	4	-	1	1	-	-	-	-	-	-	-
	*	*	*	*	1%	*	*	*	*	-	*	*	1%	-	-	-	2%	-	*	*	-	-	-	-	-	-	-
The UK Independence Party	157	106	50	7	10	12	45	26	56	39	35	46	37	26	51	51	21	8	11	71	-	-	-	157	72	20	17
	14%	17%	10%	8%	6%	7%	21%	13%	18%	11%	12%	19%	14%	8%	18%	19%	13%	7%	7%	15%	-	-	-	100%	18%	7%	8%
The Green Party	51	26	25	5	15	7	8	5	11	15	18	11	7	14	19	7	8	2	11	21	-	-	-	-	4	5	20
	4%	4%	5%	5%	9%	4%	4%	3%	4%	5%	6%	5%	3%	4%	7%	3%	5%	2%	7%	4%	-	-	-	-	1%	2%	9%
The British National Party	5	3	2	-	*	1	3	*	-	-	*	2	3	*	3	1	-	-	-	4	-	-	-	-	*	*	-
	*	*	*	-	*	1%	2%	*	-	-	*	1%	1%	*	1%	*	-	-	-	1%	-	-	-	-	*	*	-
Some other party	4	3	1	-	-	3	-	1	-	2	-	2	1	2	2	-	-	-	1	2	-	-	-	-	1	1	1
	*	1%	*	-	-	2%	-	1%	-	1%	-	1%	*	1%	1%	-	-	-	1%	*	-	-	-	-	*	*	*

Opinion Poll
ONLINE Fieldwork : 5th-6th November 2014

Absolutes/col percents

Table 4
Gender
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2011	2011
Weighted base	2011	2011
Male	1110 55%	986 49%
Female	901 45%	1025 51%

Opinion Poll
ONLINE Fieldwork : 5th-6th November 2014

Absolutes/col percents

Table 5
Age
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2011	2011
Weighted base	2011	2011
18-24	216 11%	239 12%
25-34	327 16%	339 17%
35-44	396 20%	339 17%
45-54	342 17%	359 18%
55-64	348 17%	299 15%
65+	382 19%	438 22%
Average age	47.16	47.22

Opinion Poll
ONLINE Fieldwork : 5th-6th November 2014

Absolutes/col percents

Table 6
Social Grade
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2011	2011
Weighted base	2011	2011
AB	596 30%	537 27%
C1	617 31%	558 28%
C2	307 15%	438 22%
DE	491 24%	478 24%
NET: ABC1	1213 60%	1095 54%
NET: C2DE	798 40%	916 46%

Opinion Poll
ONLINE Fieldwork : 5th-6th November 2014

Absolutes/col percents

Table 7
GO Region
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2011	2011
Weighted base	2011	2011
Scotland	175 9%	181 9%
North East	77 4%	80 4%
North West	224 11%	221 11%
Yorkshire & Humberside	172 9%	181 9%
West Midlands	196 10%	181 9%
East Midlands	134 7%	141 7%
Wales	97 5%	101 5%
Eastern	194 10%	201 10%
London	206 10%	261 13%
South East	336 17%	282 14%
South West	200 10%	181 9%

Opinion Poll
ONLINE Fieldwork : 5th-6th 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	2011	2011
Weighted base	2011	2011
NET: Working	1084 54%	1126 56%
Working full time - working 30 hours per week or more	799 40%	885 44%
Working part time - working between 8 and 29 hours per week	285 14%	241 12%
NET: Not working	927 46%	885 44%
Not working but seeking work or temporarily unemployed or sick	142 7%	124 6%
Not working and not seeking work/ student	158 8%	133 7%
Retired on a state pension only	80 4%	85 4%
Retired with a private pension	382 19%	376 19%
House person, housewife, househusband, etc.	165 8%	167 8%

Opinion Poll
ONLINE Fieldwork : 5th-6th November 2014

Absolutes/col percents

Table 9
Tenure
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2011	2011
Weighted base	2011	2011
NET: Homeowners	1250 62%	1307 65%
Owned outright - without mortgage	676 34%	663 33%
Owned with a mortgage or loan	574 29%	644 32%
NET: Renters	728 36%	678 34%
Rented from the council	159 8%	282 14%
Rented from a housing association	168 8%	105 5%
Rented from someone else	401 20%	292 15%
Rent free	33 2%	25 1%

Opinion Poll
ONLINE Fieldwork : 5th-6th 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	2011	2011
Weighted base	2011	2011
Yes	1114 55%	1227 61%
No	897 45%	784 39%

Opinion Poll
ONLINE Fieldwork : 5th-6th 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	2011	2011
Weighted base	2011	2011
No cars in the household	458 23%	422 21%
NET: Any	1553 77%	1589 79%
1	1047 52%	845 42%
2	420 21%	563 28%
3+	86 4%	181 9%

Opinion Poll
ONLINE Fieldwork : 5th-6th 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	2011	2011
Weighted base	2011	2011
Conservative	546 27%	563 28%
Labour	647 32%	583 29%
Liberal Democrat	160 8%	201 10%
SNP	58 3%	42 2%
Plaid Cymru	11 1%	5 *
Green	78 4%	37 2%
UKIP	213 11%	80 4%
BNP	17 1%	10 *
Another party	14 1%	7 *
None	267 13%	483 24%