

Opinion Poll

ONLINE Fieldwork : 7th-9th 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	2047	956	1091	264	262	370	374	320	457	522	614	396	515	548	524	513	297	165	251	838	482	517	92	357	588	369	303	
Weighted base	2047	1003	1044	243	345	345	365	304	446	547	568	446	486	553	532	491	287	184	279	867	484	542	119	194	555	373	318	
Absolutely certain to vote	(10)	1134	627	507	86	137	187	210	184	329	307	299	254	275	307	291	266	152	118	148	432	364	343	78	143	419	271	211
		55%	63%	49%	36%	40%	54%	58%	61%	74%	56%	53%	57%	57%	56%	55%	54%	53%	64%	53%	50%	75%	63%	65%	74%	75%	73%	67%
	(9)	228	127	101	14	43	34	43	41	52	66	66	52	43	56	63	62	32	14	39	91	66	91	12	25	73	49	44
		11%	13%	10%	6%	12%	10%	12%	14%	12%	12%	12%	9%	10%	12%	13%	11%	8%	14%	10%	14%	17%	10%	13%	13%	13%	14%	
	(8)	115	50	65	21	23	18	21	19	12	33	21	28	32	30	40	27	11	6	19	55	22	43	10	11	21	17	22
		6%	5%	6%	9%	7%	5%	6%	6%	3%	6%	4%	6%	7%	5%	8%	6%	4%	3%	7%	6%	5%	8%	9%	6%	4%	5%	7%
	(7)	104	37	67	21	22	25	14	14	8	32	26	23	23	26	18	23	27	10	19	44	15	24	14	7	19	12	20
		5%	4%	6%	8%	6%	7%	4%	5%	2%	6%	5%	5%	5%	5%	3%	5%	9%	6%	7%	5%	3%	4%	12%	4%	3%	3%	6%
	(6)	40	16	25	9	9	6	8	9	-	10	8	11	11	10	13	8	8	1	3	29	6	11	2	3	6	2	-
		2%	2%	2%	4%	3%	2%	2%	3%	-	2%	1%	2%	2%	2%	2%	2%	3%	1%	1%	3%	1%	2%	2%	2%	1%	1%	-
	(5)	72	21	50	14	32	7	5	7	8	21	27	15	9	25	21	15	9	2	13	38	8	18	1	1	4	4	4
		4%	2%	5%	6%	9%	2%	1%	2%	2%	4%	5%	3%	2%	4%	4%	3%	3%	1%	5%	4%	2%	3%	1%	1%	1%	1%	1%
	(4)	16	8	8	2	11	1	2	-	*	6	4	5	2	6	3	3	1	3	2	12	1	2	-	1	*	-	-
		1%	1%	1%	1%	3%	*	1%	-	*	1%	1%	1%	*	1%	1%	1%	*	1%	1%	1%	*	*	-	*	*	-	-
	(3)	25	13	11	9	7	6	4	-	-	1	12	8	3	8	11	3	3	-	2	21	1	4	2	*	-	2	-
		1%	1%	1%	4%	2%	2%	1%	-	-	*	2%	2%	1%	1%	2%	1%	1%	-	1%	2%	*	1%	1%	*	-	*	-
	(2)	44	13	31	3	7	6	15	5	8	7	11	13	12	8	12	14	10	-	6	12	3	3	-	2	2	-	5
		2%	1%	3%	1%	2%	2%	4%	2%	2%	1%	2%	3%	3%	1%	2%	3%	3%	-	2%	1%	1%	-	1%	-	*	-	2%
Definitely would not vote	(1)	145	52	93	29	37	27	19	19	15	29	43	23	50	46	30	39	18	12	17	68	-	-	-	-	1	4	-
		7%	5%	9%	12%	11%	8%	5%	6%	3%	5%	8%	5%	10%	8%	6%	8%	6%	7%	6%	8%	-	-	-	-	*	1%	-
Don't know		125	40	85	37	18	29	23	5	14	35	50	14	26	32	29	31	16	17	11	66	-	-	-	-	9	10	11
		6%	4%	8%	15%	5%	8%	6%	2%	3%	6%	9%	3%	5%	6%	5%	6%	6%	9%	4%	8%	-	-	-	-	2%	3%	4%
Mean		8.33	8.74	7.92	7.23	7.40	8.30	8.49	8.66	9.22	8.57	8.19	8.39	8.16	8.23	8.37	8.27	8.23	8.81	8.37	8.05	9.49	9.16	9.15	9.44	9.54	9.45	9.32
Standard deviation		2.80	2.47	3.04	3.25	3.15	2.86	2.70	2.49	2.05	2.50	2.92	2.68	3.05	2.89	2.70	2.89	2.78	2.52	2.63	2.92	1.19	1.51	1.41	1.26	1.12	1.37	1.41
Standard error		0.06	0.08	0.09	0.21	0.20	0.16	0.14	0.14	0.10	0.11	0.12	0.14	0.14	0.13	0.12	0.13	0.16	0.20	0.17	0.10	0.05	0.07	0.15	0.07	0.05	0.07	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	2047	956	1091	264	262	370	374	320	457	522	614	396	515	548	524	513	297	165	251	838	482	517	92	357	588	369	303
Weighted base	2047	1003	1044	243	345	345	365	304	446	547	568	446	486	553	532	491	287	184	279	867	484	542	119	194	555	373	318
Conservative	484 24%	257 26%	227 22%	44 18%	48 14%	69 20%	87 24%	71 23%	165 37%	160 29%	137 24%	103 23%	84 17%	166 30%	132 25%	106 22%	56 19%	25 13%	58 21%	200 23%	484 100%	-	-	-	360 65%	21 6%	32 10%
Labour	542 26%	283 28%	258 25%	66 27%	123 36%	94 27%	97 27%	78 26%	83 19%	121 22%	138 24%	128 29%	155 32%	131 24%	143 27%	146 30%	81 28%	41 22%	99 36%	215 25%	-	542 100%	-	-	36 6%	269 72%	83 26%
Liberal Democrat	119 6%	69 7%	50 5%	8 3%	21 6%	20 6%	23 6%	21 7%	26 6%	47 9%	28 5%	18 4%	27 6%	29 5%	26 5%	27 5%	23 8%	14 8%	12 4%	48 6%	-	-	119 100%	-	3 1%	4 1%	91 29%
SNP	48 2%	30 3%	18 2%	2 1%	9 3%	7 2%	6 2%	9 3%	14 3%	7 1%	16 3%	13 3%	12 2%	-	-	-	-	48 26%	5 2%	21 2%	-	-	-	-	3 1%	11 3%	2 1%
Plaid Cymru	6 *	3 *	3 *	-	1 *	2 1%	1 *	* *	1 *	1 *	2 *	1 *	2 *	-	-	-	6 2%	-	1 *	4 *	-	-	-	-	-	2 1%	1 *
The UK Independence Party	194 9%	124 12%	69 7%	6 2%	8 2%	27 8%	49 13%	38 12%	67 15%	43 8%	43 8%	57 13%	50 10%	52 9%	69 13%	46 9%	23 8%	3 2%	17 6%	79 9%	-	-	-	194 100%	87 16%	15 4%	28 9%
The Green Party	56 3%	26 3%	30 3%	13 6%	12 4%	7 2%	8 2%	9 3%	7 2%	12 2%	15 3%	15 3%	14 3%	13 2%	20 4%	11 2%	10 3%	3 1%	5 2%	28 3%	-	-	-	-	3 1%	6 2%	16 5%
The British National Party	5 *	3 *	1 *	-	-	-	4 1%	-	1 *	-	* *	1 *	3 1%	-	2 *	2 *	1 *	-	-	3 *	-	-	-	-	1 *	1 *	-
Some other party	8 *	4 *	4 *	-	2 1%	* *	-	4 1%	1 *	1 *	2 *	1 *	4 1%	3 1%	3 1%	1 *	-	2 1%	1 *	1 *	-	-	-	-	-	3 1%	-
Would not vote	189 9%	71 7%	118 11%	45 19%	48 14%	31 9%	25 7%	24 8%	17 4%	34 6%	61 11%	36 8%	59 12%	64 12%	41 8%	45 9%	25 8%	15 8%	17 6%	95 11%	-	-	-	-	6 1%	4 1%	-
Rather not say	27 1%	15 2%	12 1%	4 2%	9 3%	6 2%	4 1%	1 *	3 1%	10 2%	8 1%	5 1%	3 1%	15 3%	3 1%	4 1%	3 1%	3 2%	2 1%	17 2%	-	-	-	-	-	-	1 *
Don't know	368 18%	117 12%	252 24%	55 22%	63 18%	80 23%	62 17%	48 16%	61 14%	112 20%	116 20%	68 15%	73 15%	80 14%	93 17%	105 21%	59 21%	31 17%	62 22%	157 18%	-	-	-	-	57 10%	37 10%	64 20%

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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	1291	664	627	130	138	215	252	218	338	334	375	261	320	342	337	316	184	112	155	504	398	406	71	291	459	277	211
Weighted base	1182	657	525	103	162	182	226	195	313	321	310	269	283	324	314	278	152	115	157	474	403	425	93	160	424	278	210
Conservative	403	220	183	34	36	58	73	60	142	131	117	84	71	137	110	91	43	22	47	165	403	-	-	-	311	18	27
	34%	33%	35%	33%	22%	32%	32%	31%	45%	41%	38%	31%	25%	42%	35%	33%	28%	19%	30%	35%	100%	-	-	-	73%	7%	13%
Labour	425	224	201	45	90	74	79	67	71	99	106	97	122	108	107	115	61	34	77	165	-	425	-	-	30	224	69
	36%	34%	38%	44%	55%	41%	35%	34%	23%	31%	34%	36%	43%	33%	34%	41%	40%	30%	49%	35%	-	100%	-	-	7%	81%	33%
Liberal Democrat	93	54	39	7	12	15	18	18	23	37	22	14	19	23	19	23	16	12	9	35	-	-	93	-	3	3	75
	8%	8%	7%	6%	7%	8%	8%	9%	7%	12%	7%	5%	7%	7%	6%	8%	11%	10%	6%	7%	-	-	100%	-	1%	1%	36%
SNP	42	27	15	1	7	6	6	9	13	6	14	12	10	-	-	-	-	42	5	17	-	-	-	-	3	10	2
	4%	4%	3%	1%	4%	3%	3%	4%	4%	2%	4%	4%	3%	-	-	-	-	36%	3%	4%	-	-	-	-	1%	3%	1%
Plaid Cymru	4	2	2	-	1	1	1	*	1	1	1	*	2	-	-	-	4	-	1	2	-	-	-	-	-	1	1
	*	*	*	-	1%	1%	*	*	*	*	*	*	1%	-	-	-	3%	-	*	*	-	-	-	-	-	*	*
The UK Independence Party	160	103	56	4	5	21	41	32	56	36	36	48	40	43	58	39	19	2	14	65	-	-	-	160	75	13	23
	13%	16%	11%	4%	3%	12%	18%	16%	18%	11%	12%	18%	14%	13%	18%	14%	12%	2%	9%	14%	-	-	-	100%	18%	5%	11%
The Green Party	45	21	24	11	9	6	6	7	6	9	13	11	11	10	16	9	8	2	4	22	-	-	-	-	3	5	13
	4%	3%	5%	11%	6%	3%	3%	4%	2%	3%	4%	4%	4%	3%	5%	3%	5%	2%	3%	5%	-	-	-	-	1%	2%	6%
The British National Party	4	3	1	-	-	-	3	-	1	-	*	1	3	-	2	1	*	-	-	3	-	-	-	-	*	1	-
	*	*	*	-	-	-	1%	-	*	-	*	*	1%	-	1%	1%	*	-	-	1%	-	-	-	-	*	*	-
Some other party	7	3	4	-	2	*	-	3	1	1	2	*	4	3	2	*	-	2	*	*	-	-	-	-	-	3	-
	1%	1%	1%	-	1%	*	-	2%	*	*	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	2047	2047
Weighted base	2047	2047
Male	956 47%	1003 49%
Female	1091 53%	1044 51%

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Absolutes/col percents

Table 5
Age
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2047	2047
Weighted base	2047	2047
18-24	264 13%	243 12%
25-34	262 13%	345 17%
35-44	370 18%	345 17%
45-54	374 18%	365 18%
55-64	320 16%	304 15%
65+	457 22%	446 22%
Average age	47.91	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	2047	2047
Weighted base	2047	2047
AB	522 26%	547 27%
C1	614 30%	568 28%
C2	396 19%	446 22%
DE	515 25%	486 24%
NET: ABC1	1136 55%	1115 54%
NET: C2DE	911 45%	932 46%

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Table 7
GO Region
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2047	2047
Weighted base	2047	2047
Scotland	165 8%	184 9%
North East	86 4%	82 4%
North West	229 11%	225 11%
Yorkshire & Humberside	198 10%	184 9%
West Midlands	160 8%	184 9%
East Midlands	154 8%	143 7%
Wales	111 5%	102 5%
Eastern	210 10%	205 10%
London	245 12%	266 13%
South East	303 15%	287 14%
South West	186 9%	184 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	2047	2047
Weighted base	2047	2047
NET: Working	1089 53%	1146 56%
Working full time - working 30 hours per week or more	734 36%	901 44%
Working part time - working between 8 and 29 hours per week	355 17%	246 12%
NET: Not working	958 47%	901 44%
Not working but seeking work or temporarily unemployed or sick	105 5%	111 5%
Not working and not seeking work/ student	175 9%	152 7%
Retired on a state pension only	139 7%	125 6%
Retired with a private pension	362 18%	342 17%
House person, housewife, househusband, etc.	177 9%	169 8%

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Absolutes/col percents

Table 9
Tenure
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2047	2047
Weighted base	2047	2047
NET: Homeowners	1243 61%	1331 65%
Owned outright - without mortgage	700 34%	675 33%
Owned with a mortgage or loan	543 27%	655 32%
NET: Renters	772 38%	686 34%
Rented from the council	189 9%	287 14%
Rented from a housing association	216 11%	137 7%
Rented from someone else	367 18%	263 13%
Rent free	32 2%	30 1%

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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	2047	2047
Weighted base	2047	2047
Yes	1090 53%	1249 61%
No	957 47%	798 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	2047	2047
Weighted base	2047	2047
No cars in the household	483 24%	430 21%
NET: Any	1564 76%	1617 79%
1	1078 53%	860 42%
2	412 20%	573 28%
3+	74 4%	184 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	2047	2047
Weighted base	2047	2047
Conservative	578 28%	573 28%
Labour	592 29%	594 29%
Liberal Democrat	147 7%	205 10%
SNP	54 3%	44 2%
Plaid Cymru	8 *	5 *
Green	66 3%	39 2%
UKIP	285 14%	82 4%
BNP	8 *	5 *
Another party	16 1%	10 *
None	293 14%	491 24%