

Opinion Poll

ONLINE Fieldwork : 12th-13th 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	2052	1010	1042	247	325	328	372	327	453	565	611	379	497	521	501	528	303	199	246	849	474	519	98	348	585	412	300	
Weighted base	2052	1006	1046	244	345	345	366	305	447	549	569	447	488	554	534	492	287	185	269	881	479	520	132	191	555	396	334	
Absolutely certain to vote	(10)	1095	597	497	78	141	159	209	190	317	334	282	220	259	289	280	276	138	113	138	419	329	344	80	142	407	284	212
		53%	59%	48%	32%	41%	46%	57%	62%	71%	61%	50%	49%	53%	52%	53%	56%	48%	61%	51%	48%	69%	66%	61%	75%	73%	72%	63%
	(9)	235	128	108	29	31	39	34	41	61	63	78	47	48	63	73	52	31	16	36	83	71	69	25	23	70	55	55
		11%	13%	10%	12%	9%	11%	9%	14%	14%	11%	14%	10%	10%	11%	14%	10%	11%	9%	14%	9%	15%	13%	19%	12%	13%	14%	16%
	(8)	135	60	75	13	26	39	25	12	19	31	27	47	30	34	46	29	17	10	13	81	33	40	15	7	33	19	25
		7%	6%	7%	6%	8%	11%	7%	4%	4%	6%	5%	10%	6%	6%	9%	6%	6%	5%	5%	9%	7%	8%	11%	4%	6%	5%	8%
	(7)	107	45	62	14	23	19	20	17	14	33	32	15	26	30	26	22	18	11	18	46	23	31	4	8	18	13	21
		5%	4%	6%	6%	7%	6%	5%	5%	3%	6%	6%	3%	5%	5%	4%	6%	6%	7%	7%	5%	5%	6%	3%	4%	3%	3%	6%
	(6)	50	19	31	14	14	6	6	4	5	9	25	9	8	18	14	9	8	2	10	25	9	11	4	2	8	1	4
		2%	2%	3%	6%	4%	2%	2%	1%	1%	2%	4%	2%	2%	3%	3%	2%	3%	1%	4%	3%	2%	2%	3%	1%	1%	*	1%
	(5)	85	36	49	18	43	8	10	4	2	14	22	31	18	34	18	17	12	4	15	47	9	19	3	4	2	7	4
		4%	4%	5%	8%	12%	2%	3%	1%	*	3%	4%	7%	4%	6%	3%	3%	4%	2%	6%	5%	2%	4%	2%	2%	*	2%	1%
	(4)	12	5	7	2	4	-	3	2	1	5	2	2	4	2	4	2	1	2	1	6	2	4	-	1	2	1	-
		1%	1%	1%	1%	1%	-	1%	1%	*	1%	*	*	1%	*	1%	*	*	1%	*	1%	*	1%	-	1%	*	*	-
	(3)	23	5	18	9	5	5	4	-	-	1	13	6	3	9	3	6	6	-	1	15	*	1	1	1	-	*	1
		1%	1%	2%	4%	1%	1%	1%	-	-	*	2%	1%	1%	2%	1%	1%	2%	-	*	2%	*	*	1%	*	-	*	*
	(2)	38	9	29	9	3	4	12	8	2	2	17	9	11	10	13	8	7	1	5	15	2	*	1	3	-	1	4
		2%	1%	3%	4%	1%	1%	3%	3%	*	*	3%	2%	2%	2%	2%	2%	2%	*	2%	2%	*	*	1%	1%	-	*	1%
Definitely would not vote	(1)	161	77	84	28	36	29	29	21	18	33	40	31	57	39	33	43	34	12	18	93	-	-	-	-	4	10	1
		8%	8%	8%	11%	10%	9%	8%	7%	4%	6%	7%	7%	12%	7%	6%	9%	12%	6%	7%	11%	-	-	-	-	1%	2%	*
Don't know		111	24	87	28	20	36	13	7	8	24	31	31	25	28	22	30	16	16	13	51	-	-	-	-	10	5	6
		5%	2%	8%	11%	6%	10%	3%	2%	2%	4%	6%	7%	5%	5%	4%	6%	5%	8%	5%	6%	-	-	-	-	2%	1%	2%
Mean		8.23	8.50	7.95	7.01	7.45	8.14	8.23	8.63	9.20	8.71	8.08	8.13	7.94	8.18	8.36	8.27	7.73	8.70	8.25	7.82	9.33	9.20	9.19	9.37	9.47	9.30	9.21
Standard deviation		2.84	2.67	2.97	3.28	3.05	2.85	2.92	2.64	1.97	2.43	2.88	2.80	3.17	2.79	2.66	2.91	3.20	2.53	2.71	3.07	1.30	1.42	1.38	1.47	1.24	1.71	1.49
Standard error		0.06	0.08	0.10	0.22	0.17	0.16	0.15	0.15	0.09	0.10	0.12	0.15	0.15	0.13	0.12	0.13	0.19	0.18	0.18	0.11	0.06	0.06	0.14	0.08	0.05	0.08	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	2052	1010	1042	247	325	328	372	327	453	565	611	379	497	521	501	528	303	199	246	849	474	519	98	348	585	412	300
Weighted base	2052	1006	1046	244	345	345	366	305	447	549	569	447	488	554	534	492	287	185	269	881	479	520	132	191	555	396	334
Conservative	479 23%	262 26%	217 21%	32 13%	52 15%	64 19%	76 21%	89 29%	166 37%	180 33%	136 24%	89 20%	75 15%	132 24%	158 30%	102 21%	63 22%	25 14%	48 18%	201 23%	479 100%	-	-	-	366 66%	13 3%	36 11%
Labour	520 25%	247 25%	273 26%	66 27%	100 29%	100 29%	102 28%	69 23%	82 18%	122 22%	138 24%	119 27%	140 29%	132 24%	117 22%	161 33%	66 23%	43 23%	94 35%	213 24%	-	520 100%	-	-	23 4%	270 68%	88 26%
Liberal Democrat	132 6%	79 8%	53 5%	19 8%	27 8%	26 7%	18 5%	26 9%	17 4%	41 7%	42 7%	18 4%	31 6%	44 8%	33 6%	24 5%	20 7%	12 7%	19 7%	50 6%	-	-	132 100%	-	6 1%	12 3%	89 27%
SNP	50 2%	35 3%	16 1%	3 1%	5 1%	9 3%	11 3%	8 3%	14 3%	13 2%	11 2%	16 3%	11 2%	-	-	-	-	50 27%	4 2%	20 2%	-	-	-	-	2 *	12 3%	10 3%
Plaid Cymru	3 *	3 *	1 *	-	1 *	1 *	-	2 1%	-	1 *	-	1 *	2 *	-	-	-	3 1%	-	-	1 *	-	-	-	-	1 *	1 *	-
The UK Independence Party	191 9%	127 13%	64 6%	5 2%	13 4%	22 6%	50 14%	32 11%	68 15%	52 10%	48 8%	47 11%	43 9%	47 9%	61 12%	51 10%	25 9%	6 3%	16 6%	80 9%	-	-	-	191 100%	93 17%	19 5%	25 7%
The Green Party	59 3%	27 3%	32 3%	14 6%	14 4%	5 2%	10 3%	6 2%	9 2%	11 2%	19 3%	14 3%	13 3%	18 3%	21 4%	7 1%	9 3%	3 2%	7 3%	21 2%	-	-	-	-	2 *	5 1%	21 6%
The British National Party	8 *	3 *	5 *	-	1 *	-	2 1%	2 1%	2 1%	-	2 *	3 1%	3 1%	1 *	2 *	4 1%	1 *	-	-	3 *	-	-	-	-	3 1%	* *	-
Some other party	10 *	6 1%	3 *	-	2 *	5 1%	-	3 1%	-	4 1%	* *	4 1%	1 *	3 1%	5 1%	1 *	-	-	4 2%	5 1%	-	-	-	-	1 *	3 1%	-
Would not vote	193 9%	83 8%	110 10%	40 16%	43 12%	33 9%	34 9%	25 8%	18 4%	35 6%	61 11%	33 7%	64 13%	51 9%	40 7%	49 10%	40 14%	13 7%	19 7%	109 12%	-	-	-	-	4 1%	10 2%	2 1%
Rather not say	31 2%	10 1%	21 2%	4 2%	8 2%	5 2%	10 3%	3 1%	1 *	10 2%	11 2%	2 *	8 2%	15 3%	5 1%	8 2%	1 *	2 1%	5 2%	15 2%	-	-	-	-	-	1 *	-
Don't know	377 18%	125 12%	252 24%	61 25%	81 23%	75 22%	51 14%	39 13%	69 16%	80 15%	100 18%	100 22%	96 20%	111 20%	90 17%	85 17%	60 21%	30 16%	51 19%	163 18%	-	-	-	-	53 10%	51 13%	64 19%

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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	1270	698	572	119	169	190	244	221	327	377	372	237	285	318	321	325	177	130	146	513	385	408	77	278	455	305	201
Weighted base	1159	642	517	97	157	183	219	197	306	345	314	248	251	303	315	282	145	114	152	466	387	409	105	156	422	282	221
Conservative	387	213	175	25	37	52	60	73	141	149	106	71	61	108	126	83	49	21	38	160	387	-	-	-	311	11	30
	33%	33%	34%	25%	23%	28%	28%	37%	46%	43%	34%	29%	24%	36%	40%	30%	34%	18%	25%	34%	100%	-	-	-	74%	4%	14%
Labour	409	200	208	42	76	80	82	58	70	96	108	94	111	103	92	128	49	36	73	165	-	409	-	-	19	230	71
	35%	31%	40%	44%	48%	44%	38%	30%	23%	28%	34%	38%	44%	34%	29%	46%	34%	31%	48%	35%	-	100%	-	-	4%	82%	32%
Liberal Democrat	105	64	41	14	21	19	15	22	15	35	33	15	22	35	25	20	16	9	16	37	-	-	105	-	4	10	74
	9%	10%	8%	14%	13%	10%	7%	11%	5%	10%	11%	6%	9%	12%	8%	7%	11%	8%	10%	8%	-	-	100%	-	1%	4%	33%
SNP	43	29	14	2	3	7	10	7	13	11	9	13	9	-	-	-	-	43	4	17	-	-	-	-	2	9	8
	4%	5%	3%	2%	2%	4%	5%	3%	4%	3%	3%	5%	4%	-	-	-	-	37%	3%	4%	-	-	-	-	*	3%	4%
Plaid Cymru	3	2	1	-	1	1	-	2	-	1	-	1	1	-	-	-	3	-	-	1	-	-	-	-	1	1	-
	*	*	*	-	*	*	-	1%	-	*	-	*	1%	-	-	-	2%	-	-	*	-	-	-	-	*	*	-
The UK Independence Party	156	107	49	4	8	17	41	28	57	42	40	39	34	40	49	43	20	4	13	65	-	-	-	156	80	16	20
	13%	17%	9%	4%	5%	9%	19%	14%	19%	12%	13%	16%	14%	13%	16%	15%	14%	3%	9%	14%	-	-	-	100%	19%	6%	9%
The Green Party	46	22	24	11	10	4	8	5	8	8	16	12	10	14	17	5	8	2	6	16	-	-	-	-	2	4	18
	4%	3%	5%	11%	6%	2%	4%	2%	3%	2%	5%	5%	4%	5%	6%	2%	5%	2%	4%	3%	-	-	-	-	*	1%	8%
The British National Party	5	2	3	-	1	-	2	*	2	-	2	1	2	*	2	2	*	-	-	2	-	-	-	-	3	*	-
	*	*	1%	-	*	-	1%	*	1%	-	1%	*	1%	*	1%	1%	*	-	-	*	-	-	-	-	1%	*	-
Some other party	6	3	3	-	2	3	-	1	-	2	*	3	*	2	3	1	-	-	2	4	-	-	-	-	*	1	-
	1%	1%	1%	-	1%	2%	-	1%	-	1%	*	1%	*	1%	1%	*	-	-	2%	1%	-	-	-	-	*	*	-

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Table 4
Gender
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2052	2052
Weighted base	2052	2052
Male	1010 49%	1006 49%
Female	1042 51%	1046 51%

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Absolutes/col percents

Table 5
Age
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2052	2052
Weighted base	2052	2052
18-24	247 12%	244 12%
25-34	325 16%	345 17%
35-44	328 16%	345 17%
45-54	372 18%	366 18%
55-64	327 16%	305 15%
65+	453 22%	447 22%
Average age	47.76	47.30

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Table 6
Social Grade
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2052	2052
Weighted base	2052	2052
AB	565 28%	549 27%
C1	611 30%	569 28%
C2	379 18%	447 22%
DE	497 24%	488 24%
NET: ABC1	1176 57%	1117 54%
NET: C2DE	876 43%	935 46%

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Table 7
GO Region
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2052	2052
Weighted base	2052	2052
Scotland	199 10%	185 9%
North East	91 4%	82 4%
North West	237 12%	226 11%
Yorkshire & Humberside	200 10%	185 9%
West Midlands	161 8%	185 9%
East Midlands	144 7%	144 7%
Wales	111 5%	103 5%
Eastern	196 10%	205 10%
London	208 10%	267 13%
South East	313 15%	287 14%
South West	192 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	2052	2052
Weighted base	2052	2052
NET: Working	1095 53%	1149 56%
Working full time - working 30 hours per week or more	828 40%	903 44%
Working part time - working between 8 and 29 hours per week	267 13%	246 12%
NET: Not working	957 47%	903 44%
Not working but seeking work or temporarily unemployed or sick	105 5%	101 5%
Not working and not seeking work/ student	134 7%	123 6%
Retired on a state pension only	144 7%	140 7%
Retired with a private pension	377 18%	357 17%
House person, housewife, househusband, etc.	197 10%	182 9%

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Absolutes/col percents

Table 9
Tenure
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2052	2052
Weighted base	2052	2052
NET: Homeowners	1334 65%	1334 65%
Owned outright - without mortgage	710 35%	677 33%
Owned with a mortgage or loan	624 30%	657 32%
NET: Renters	686 33%	685 33%
Rented from the council	160 8%	287 14%
Rented from a housing association	183 9%	129 6%
Rented from someone else	343 17%	269 13%
Rent free	32 2%	33 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	2052	2052
Weighted base	2052	2052
Yes	1147 56%	1252 61%
No	905 44%	800 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	2052	2052
Weighted base	2052	2052
No cars in the household	411 20%	431 21%
NET: Any	1641 80%	1621 79%
1	1149 56%	862 42%
2	421 21%	575 28%
3+	71 3%	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

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2052	2052
Weighted base	2052	2052
Conservative	571 28%	575 28%
Labour	599 29%	595 29%
Liberal Democrat	151 7%	205 10%
SNP	61 3%	42 2%
Plaid Cymru	7 *	4 *
Green	62 3%	42 2%
UKIP	285 14%	82 4%
BNP	9 *	5 *
Another party	15 1%	10 *
None	292 14%	492 24%