

Opinion Poll

ONLINE Fieldwork : 17th-19th October 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	2058	1000	1058	170	316	364	399	333	476	638	557	326	537	555	532	494	294	183	262	812	467	563	119	315	554	428	373	
Weighted base	2058	1008	1050	245	346	346	367	306	448	550	571	448	489	556	535	494	288	185	280	872	491	537	146	187	553	406	370	
Absolutely certain to vote	(10) 1133	630	503	83	151	181	206	194	319	345	301	242	245	318	279	257	155	125	155	457	367	349	83	141	407	289	229	
	55%	62%	48%	34%	43%	52%	56%	63%	71%	63%	53%	54%	50%	57%	52%	52%	54%	68%	55%	52%	75%	65%	57%	75%	74%	71%	62%	
	(9) 225	117	108	25	39	36	30	42	53	51	84	37	54	60	59	50	40	16	31	90	53	83	19	26	60	61	63	
	11%	12%	10%	10%	11%	10%	8%	14%	12%	9%	15%	8%	11%	11%	11%	10%	14%	9%	11%	10%	11%	16%	13%	14%	11%	15%	17%	
	(8) 136	63	73	19	33	27	17	21	19	46	34	31	25	46	30	30	19	10	24	62	38	36	23	9	38	20	30	
	7%	6%	7%	8%	9%	8%	5%	7%	4%	8%	6%	7%	5%	8%	6%	6%	7%	6%	9%	7%	8%	7%	16%	5%	7%	5%	8%	
	(7) 91	42	49	17	19	18	15	13	9	20	21	23	27	29	24	17	14	7	15	43	16	27	11	5	15	14	15	
	4%	4%	5%	7%	6%	5%	4%	4%	2%	4%	4%	5%	6%	5%	4%	4%	5%	4%	5%	5%	3%	5%	7%	2%	3%	3%	4%	
	(6) 52	19	32	14	13	8	9	4	5	8	14	14	16	10	24	10	5	2	3	24	4	25	2	3	4	9	2	
	3%	2%	3%	6%	4%	2%	2%	1%	1%	1%	2%	3%	3%	2%	4%	2%	2%	1%	1%	3%	1%	5%	1%	1%	1%	2%	*	
	(5) 60	17	43	12	20	9	5	5	9	14	19	20	7	16	16	14	8	6	3	29	9	13	5	1	5	5	5	
	3%	2%	4%	5%	6%	3%	1%	2%	2%	3%	3%	4%	1%	3%	3%	3%	3%	3%	1%	3%	2%	2%	4%	*	1%	1%	1%	
	(4) 22	5	17	6	6	2	4	-	3	6	2	2	12	3	7	3	*	8	5	7	-	1	1	1	*	-	2	
	1%	*	2%	2%	2%	*	1%	-	1%	1%	*	*	2%	1%	1%	1%	*	4%	2%	1%	-	*	1%	1%	*	-	1%	
	(3) 33	10	24	10	3	6	9	*	5	3	10	11	10	5	11	12	4	*	3	17	1	2	2	2	-	1	3	
	2%	1%	2%	4%	1%	2%	2%	*	1%	*	2%	3%	2%	1%	2%	3%	1%	*	1%	2%	*	*	1%	1%	-	*	1%	
	(2) 17	5	12	-	1	9	2	-	5	5	4	7	2	4	1	9	4	-	2	7	3	-	-	*	3	-	1	
	1%	1%	1%	-	*	3%	1%	-	1%	1%	1%	1%	*	1%	*	2%	1%	-	1%	1%	1%	-	-	*	*	-	*	
Definitely would not vote	(1) 180	71	109	27	41	28	53	19	12	30	49	42	58	41	50	59	22	8	27	76	-	-	-	-	12	4	10	
	9%	7%	10%	11%	12%	8%	14%	6%	3%	6%	9%	9%	12%	7%	9%	12%	8%	4%	10%	9%	-	-	-	-	2%	1%	3%	
Don't know	109	29	80	30	21	22	18	8	9	22	34	20	33	22	36	31	16	3	11	60	-	-	-	-	10	4	10	
	5%	3%	8%	12%	6%	6%	5%	3%	2%	4%	6%	4%	7%	4%	7%	6%	6%	2%	4%	7%	-	-	-	-	2%	1%	3%	
Mean	8.26	8.66	7.85	7.28	7.71	8.15	7.87	8.87	9.12	8.73	8.30	8.02	7.89	8.46	8.12	7.88	8.38	8.83	8.26	8.18	9.46	9.21	8.97	9.50	9.35	9.40	9.08	
Standard deviation	2.87	2.57	3.10	3.14	3.08	2.93	3.34	2.33	2.05	2.45	2.83	3.01	3.16	2.67	2.94	3.23	2.75	2.31	2.91	2.89	1.21	1.36	1.54	1.20	1.64	1.36	1.88	
Standard error	0.06	0.08	0.10	0.25	0.18	0.16	0.17	0.13	0.09	0.10	0.12	0.17	0.14	0.12	0.13	0.15	0.16	0.17	0.18	0.10	0.06	0.06	0.14	0.07	0.07	0.07	0.10	

Opinion Poll

ONLINE Fieldwork : 17th-19th October 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	2058	1000	1058	170	316	364	399	333	476	638	557	326	537	555	532	494	294	183	262	812	467	563	119	315	554	428	373	
Weighted base	2058	1008	1050	245	346	346	367	306	448	550	571	448	489	556	535	494	288	185	280	872	491	537	146	187	553	406	370	
Conservative	491	258	233	49	64	66	79	80	152	158	141	106	86	172	128	92	71	28	57	219	491	-	-	-	368	22	32	
	24%	26%	22%	20%	18%	19%	22%	26%	34%	29%	25%	24%	18%	31%	24%	19%	25%	15%	20%	25%	100%	-	-	-	66%	5%	9%	
Labour	537	295	242	67	122	111	88	68	81	130	142	114	150	135	137	146	74	46	85	238	-	537	-	-	28	290	86	
	26%	29%	23%	27%	35%	32%	24%	22%	18%	24%	25%	25%	31%	24%	26%	29%	26%	25%	30%	27%	-	100%	-	-	5%	71%	23%	
Liberal Democrat	146	90	55	8	31	24	22	24	36	63	37	33	13	47	27	32	22	19	16	63	-	-	146	-	6	13	106	
	7%	9%	5%	3%	9%	7%	6%	8%	8%	11%	6%	7%	3%	8%	5%	7%	8%	10%	6%	7%	-	-	100%	-	1%	3%	29%	
SNP	47	29	18	10	5	9	6	7	10	15	17	10	6	-	-	-	-	47	10	16	-	-	-	-	1	8	3	
	2%	3%	2%	4%	2%	3%	2%	2%	2%	3%	3%	2%	1%	-	-	-	-	25%	3%	2%	-	-	-	-	*	2%	1%	
Plaid Cymru	7	4	3	2	1	-	1	1	1	1	3	1	1	-	-	-	7	-	1	3	-	-	-	-	-	*	2	
	*	*	*	1%	*	-	*	*	*	*	1%	*	*	-	-	-	2%	-	*	*	-	-	-	-	-	-	*	1%
The UK Independence Party	187	108	79	9	8	20	36	47	67	42	41	47	58	52	51	51	30	3	15	70	-	-	-	187	69	33	35	
	9%	11%	8%	4%	2%	6%	10%	15%	15%	8%	7%	10%	12%	9%	10%	10%	11%	2%	5%	8%	-	-	-	100%	12%	8%	9%	
The Green Party	51	18	33	4	12	5	7	9	14	17	21	7	6	15	18	9	6	4	6	15	-	-	-	-	3	8	21	
	2%	2%	3%	2%	4%	1%	2%	3%	3%	3%	4%	2%	1%	3%	3%	2%	2%	2%	2%	2%	-	-	-	-	1%	2%	6%	
The British National Party	9	2	7	-	*	1	7	1	1	*	1	5	3	-	6	1	*	2	-	7	-	-	-	-	*	*	1	
	*	*	1%	-	*	*	2%	*	*	*	*	1%	1%	-	1%	*	*	1%	-	1%	-	-	-	-	*	*	*	
Some other party	7	6	1	-	1	2	2	2	-	5	2	1	*	1	3	1	2	-	4	3	-	-	-	-	1	2	1	
	*	1%	*	-	*	1%	1%	1%	-	1%	*	*	*	*	1%	*	1%	-	2%	*	-	-	-	-	*	*	*	
Would not vote	215	83	131	41	46	33	58	19	17	36	55	55	69	47	57	68	26	17	32	88	-	-	-	-	14	4	11	
	10%	8%	13%	17%	13%	10%	16%	6%	4%	7%	10%	12%	14%	8%	11%	14%	9%	9%	11%	10%	-	-	-	-	3%	1%	3%	
Rather not say	28	19	9	5	9	8	5	*	-	9	11	4	4	15	5	6	1	1	4	14	-	-	-	-	-	-	1	
	1%	2%	1%	2%	3%	2%	1%	*	-	2%	2%	1%	1%	3%	1%	1%	*	*	1%	2%	-	-	-	-	-	-	*	
Don't know	334	97	237	49	46	67	56	47	69	74	100	67	93	72	103	89	50	20	51	136	-	-	-	-	64	27	72	
	16%	10%	23%	20%	13%	19%	15%	15%	16%	14%	17%	15%	19%	13%	19%	18%	17%	11%	18%	16%	-	-	-	-	12%	7%	19%	

Opinion Poll

ONLINE Fieldwork : 17th-19th October 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	1311	702	609	92	177	217	251	232	342	432	354	201	324	359	325	304	195	128	167	506	387	446	90	259	424	332	250	
Weighted base	1190	663	527	108	181	192	201	199	308	353	326	254	257	332	293	271	169	124	157	497	405	423	110	156	406	312	237	
Conservative	405	218	188	38	49	56	66	64	132	134	115	86	71	144	104	77	56	24	48	178	405	-	-	-	316	20	28	
	34%	33%	36%	35%	27%	29%	33%	32%	43%	38%	35%	34%	28%	43%	35%	28%	33%	19%	31%	36%	100%	-	-	-	78%	6%	12%	
Labour	423	237	186	48	89	88	72	57	69	106	113	87	116	99	106	118	61	39	68	183	-	423	-	-	23	240	71	
	36%	36%	35%	44%	49%	46%	36%	29%	22%	30%	35%	34%	45%	30%	36%	43%	36%	32%	43%	37%	-	100%	-	-	6%	77%	30%	
Liberal Democrat	110	68	42	5	21	17	16	21	30	47	29	24	10	34	20	25	15	16	12	43	-	-	110	-	5	9	85	
	9%	10%	8%	5%	12%	9%	8%	10%	10%	13%	9%	10%	4%	10%	7%	9%	9%	13%	8%	9%	-	-	100%	-	1%	3%	36%	
SNP	38	23	15	6	4	8	5	6	9	12	14	7	5	-	-	-	-	38	8	12	-	-	-	-	1	7	3	
	3%	4%	3%	6%	2%	4%	3%	3%	3%	4%	3%	4%	3%	2%	-	-	-	31%	5%	3%	-	-	-	-	*	2%	1%	
Plaid Cymru	5	3	2	1	1	-	1	1	1	1	2	1	1	-	-	-	5	-	1	2	-	-	-	-	-	*	2	
	*	*	*	1%	1%	-	*	1%	*	*	1%	*	*	-	-	-	3%	-	*	*	-	-	-	-	-	-	*	1%
The UK Independence Party	156	93	63	6	6	16	30	41	56	36	35	38	48	44	43	42	25	2	13	58	-	-	-	156	59	29	30	
	13%	14%	12%	6%	3%	8%	15%	21%	18%	10%	11%	15%	19%	13%	15%	15%	15%	2%	8%	12%	-	-	-	100%	14%	9%	13%	
The Green Party	39	15	24	3	10	4	5	7	10	14	15	6	4	11	14	8	4	3	5	12	-	-	-	-	2	6	17	
	3%	2%	5%	3%	5%	2%	2%	4%	3%	4%	5%	2%	2%	3%	5%	3%	3%	2%	3%	2%	-	-	-	-	1%	2%	7%	
The British National Party	8	2	6	-	*	1	6	1	1	*	1	4	2	-	5	1	*	1	-	6	-	-	-	-	*	*	1	
	1%	*	1%	-	*	*	3%	*	*	*	*	2%	1%	-	2%	*	*	1%	-	1%	-	-	-	-	*	*	*	
Some other party	5	4	*	-	*	2	2	1	-	3	1	1	*	1	2	1	1	-	3	2	-	-	-	-	1	1	1	
	*	1%	*	-	*	1%	1%	1%	-	1%	*	*	*	*	1%	*	1%	-	2%	*	-	-	-	-	*	*	*	

Opinion Poll
ONLINE Fieldwork : 17th-19th October 2014

Absolutes/col percents

Table 4
Gender
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2058	2058
Weighted base	2058	2058
Male	1000 49%	1008 49%
Female	1058 51%	1050 51%

Opinion Poll
ONLINE Fieldwork : 17th-19th October 2014

Absolutes/col percents

Table 5
Age
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2058	2058
Weighted base	2058	2058
18-24	170 8%	245 12%
25-34	316 15%	346 17%
35-44	364 18%	346 17%
45-54	399 19%	367 18%
55-64	333 16%	306 15%
65+	476 23%	448 22%
Average age	48.82	47.20

Opinion Poll
ONLINE Fieldwork : 17th-19th October 2014

Absolutes/col percents

Table 6
Social Grade
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2058	2058
Weighted base	2058	2058
AB	638 31%	550 27%
C1	557 27%	571 28%
C2	326 16%	448 22%
DE	537 26%	489 24%

Opinion Poll
ONLINE Fieldwork : 17th-19th October 2014

Absolutes/col percents

Table 7
GO Region
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2058	2058
Weighted base	2058	2058
Scotland	183 9%	185 9%
North East	89 4%	82 4%
North West	236 11%	226 11%
Yorkshire & Humberside	169 8%	185 9%
West Midlands	201 10%	185 9%
East Midlands	149 7%	144 7%
Wales	103 5%	103 5%
Eastern	182 9%	206 10%
London	245 12%	268 13%
South East	310 15%	288 14%
South West	191 9%	185 9%

Opinion Poll
ONLINE Fieldwork : 17th-19th October 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	2058	2058
Weighted base	2058	2058
NET: Working	1074 52%	1152 56%
Working full time - working 30 hours per week or more	749 36%	906 44%
Working part time - working between 8 and 29 hours per week	325 16%	247 12%
NET: Not working	984 48%	906 44%
Not working but seeking work or temporarily unemployed or sick	122 6%	106 5%
Not working and not seeking work/ student	136 7%	143 7%
Retired on a state pension only	124 6%	107 5%
Retired with a private pension	403 20%	361 18%
House person, housewife, househusband, etc.	199 10%	188 9%

Opinion Poll
ONLINE Fieldwork : 17th-19th October 2014

Absolutes/col percents

Table 9
Tenure
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2058	2058
Weighted base	2058	2058
NET: Homeowners	1280 62%	1338 65%
Owned outright - without mortgage	731 36%	679 33%
Owned with a mortgage or loan	549 27%	659 32%
NET: Renters	741 36%	690 34%
Rented from the council	187 9%	288 14%
Rented from a housing association	182 9%	124 6%
Rented from someone else	372 18%	279 14%
Rent free	37 2%	30 1%

Opinion Poll
ONLINE Fieldwork : 17th-19th October 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	2058	2058
Weighted base	2058	2058
Yes	1117 54%	1255 61%
No	941 46%	803 39%

Opinion Poll
ONLINE Fieldwork : 17th-19th October 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	2058	2058
Weighted base	2058	2058
No cars in the household	470 23%	432 21%
NET: Any	1588 77%	1626 79%
1	1099 53%	864 42%
2	412 20%	576 28%
3+	77 4%	185 9%

Opinion Poll
ONLINE Fieldwork : 17th-19th October 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	2058	2058
Weighted base	2058	2058
Conservative	543 26%	576 28%
Labour	644 31%	597 29%
Liberal Democrat	168 8%	206 10%
SNP	56 3%	42 2%
Plaid Cymru	7 *	4 *
Green	75 4%	43 2%
UKIP	250 12%	82 4%
BNP	10 *	6 *
Another party	15 1%	8 *
None	290 14%	494 24%