

## Opinion Poll

### ONLINE Fieldwork : 1st-2nd 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	2014	980	1034	191	321	356	386	315	445	585	607	324	498	536	509	508	298	163	272	823	472	554	97	300	587	408	324	
Weighted base	2014	987	1027	239	339	339	359	299	439	538	558	439	479	544	524	483	282	181	275	853	451	547	120	174	539	395	320	
Absolutely certain to vote	(10)	1058	580	478	80	123	166	199	191	299	306	275	223	254	261	285	269	130	113	138	418	321	365	66	126	383	271	177
		53%	59%	46%	33%	36%	49%	55%	64%	68%	57%	49%	51%	53%	48%	55%	56%	46%	62%	50%	49%	71%	67%	55%	72%	71%	69%	55%
	(9)	268	135	134	22	42	40	43	50	71	95	77	40	56	78	63	51	52	24	39	107	69	76	27	31	73	56	63
		13%	14%	13%	9%	12%	12%	12%	17%	16%	18%	14%	9%	12%	14%	12%	11%	18%	13%	14%	13%	15%	14%	23%	18%	14%	14%	20%
	(8)	157	85	72	32	42	35	22	13	12	36	54	40	28	58	33	27	24	16	29	85	34	42	15	8	28	21	29
		8%	9%	7%	13%	13%	10%	6%	4%	3%	7%	10%	9%	6%	11%	6%	6%	9%	9%	10%	10%	7%	8%	12%	5%	5%	5%	9%
	(7)	92	31	61	25	13	19	20	8	6	26	28	26	12	34	31	16	8	3	15	46	13	29	6	3	11	17	12
		5%	3%	6%	10%	4%	6%	6%	3%	1%	5%	5%	6%	2%	6%	6%	3%	3%	2%	5%	5%	3%	5%	5%	2%	2%	4%	4%
	(6)	42	10	32	8	7	12	9	3	3	4	9	15	13	5	17	14	4	2	6	18	2	12	2	1	7	7	2
		2%	1%	3%	3%	2%	4%	3%	1%	1%	1%	2%	3%	3%	1%	3%	3%	1%	1%	2%	2%	1%	2%	2%	*	1%	2%	*
	(5)	60	27	33	9	18	10	9	4	11	10	19	17	14	20	12	14	11	3	9	26	7	15	1	2	7	1	10
		3%	3%	3%	4%	5%	3%	2%	1%	3%	2%	3%	4%	3%	4%	2%	3%	4%	2%	3%	3%	2%	3%	1%	1%	1%	*	3%
	(4)	19	9	10	2	6	3	4	-	4	8	2	5	4	4	5	7	1	2	1	10	2	4	-	1	3	4	3
		1%	1%	1%	1%	2%	1%	1%	-	1%	1%	*	1%	1%	1%	1%	1%	*	1%	*	1%	*	1%	-	1%	1%	1%	1%
	(3)	25	7	18	7	9	3	2	*	4	6	4	9	6	11	6	3	4	1	-	13	1	4	1	1	*	4	4
		1%	1%	2%	3%	3%	1%	*	*	1%	1%	1%	2%	1%	2%	1%	1%	1%	1%	-	2%	*	1%	1%	*	*	1%	1%
	(2)	25	4	20	1	1	10	7	2	4	3	5	8	9	2	8	4	4	7	2	8	3	-	1	1	-	-	7
		1%	*	2%	*	*	3%	2%	1%	1%	*	1%	2%	2%	*	2%	1%	1%	4%	1%	1%	1%	-	1%	1%	-	-	2%
Definitely would not vote	(1)	143	60	83	16	49	23	27	16	12	22	39	24	58	34	36	42	25	6	27	56	-	-	-	-	7	8	3
		7%	6%	8%	7%	14%	7%	8%	6%	3%	4%	7%	5%	12%	6%	7%	9%	9%	4%	10%	7%	-	-	-	-	1%	2%	1%
Don't know		124	38	86	38	30	19	17	10	11	23	46	32	24	37	28	37	19	4	10	66	-	-	-	-	18	5	11
		6%	4%	8%	16%	9%	5%	5%	3%	3%	4%	8%	7%	5%	7%	5%	8%	7%	2%	4%	8%	-	-	-	-	3%	1%	3%
Mean		8.36	8.68	8.03	7.78	7.35	8.17	8.35	8.95	9.11	8.80	8.38	8.25	7.93	8.35	8.37	8.33	8.15	8.75	8.23	8.30	9.43	9.23	9.12	9.49	9.40	9.21	8.92
Standard deviation		2.71	2.46	2.91	2.72	3.28	2.76	2.77	2.29	2.05	2.24	2.64	2.67	3.21	2.58	2.71	2.86	2.87	2.43	2.80	2.66	1.23	1.41	1.39	1.19	1.46	1.75	1.92
Standard error		0.06	0.08	0.09	0.21	0.19	0.15	0.14	0.13	0.10	0.09	0.11	0.15	0.15	0.11	0.12	0.13	0.17	0.19	0.17	0.10	0.06	0.06	0.14	0.07	0.06	0.09	0.11

## Opinion Poll

### ONLINE Fieldwork : 1st-2nd 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	2014	980	1034	191	321	356	386	315	445	585	607	324	498	536	509	508	298	163	272	823	472	554	97	300	587	408	324
Weighted base	2014	987	1027	239	339	339	359	299	439	538	558	439	479	544	524	483	282	181	275	853	451	547	120	174	539	395	320
Conservative	451 22%	254 26%	197 19%	43 18%	40 12%	72 21%	80 22%	65 22%	150 34%	156 29%	136 24%	84 19%	74 15%	134 25%	146 28%	106 22%	48 17%	17 9%	58 21%	175 21%	451 100%	-	-	-	338 63%	14 4%	29 9%
Labour	547 27%	274 28%	273 27%	70 29%	114 34%	100 29%	109 30%	73 24%	82 19%	130 24%	140 25%	132 30%	145 30%	140 26%	126 24%	155 32%	81 29%	45 25%	90 33%	239 28%	-	547 100%	-	-	26 5%	302 76%	75 23%
Liberal Democrat	120 6%	62 6%	58 6%	8 3%	20 6%	26 8%	13 3%	25 8%	28 6%	40 7%	32 6%	21 5%	27 6%	35 6%	30 6%	24 5%	24 8%	8 4%	18 7%	53 6%	-	-	120 100%	-	3 1%	8 2%	85 27%
SNP	42 2%	22 2%	20 2%	3 1%	5 1%	8 2%	8 2%	10 3%	8 2%	11 2%	14 3%	11 3%	6 1%	-	-	-	-	42 23%	9 3%	19 2%	-	-	-	-	1 *	11 3%	1 *
Plaid Cymru	6 *	5 *	2 *	-	1 *	2 1%	1 *	1 *	2 *	1 *	4 1%	1 *	1 *	-	-	-	6 2%	-	1 *	4 1%	-	-	-	-	2 *	2 *	-
The UK Independence Party	174 9%	119 12%	56 5%	6 2%	9 3%	18 5%	42 12%	38 13%	61 14%	48 9%	35 6%	46 11%	45 9%	49 9%	50 9%	49 10%	22 8%	4 2%	15 5%	79 9%	-	-	-	174 100%	83 15%	13 3%	21 7%
The Green Party	45 2%	18 2%	27 3%	5 2%	11 3%	11 3%	6 2%	6 2%	6 1%	12 2%	16 3%	8 2%	9 2%	14 2%	12 2%	8 2%	9 3%	3 2%	8 3%	23 3%	-	-	-	-	3 1%	4 1%	12 4%
The British National Party	10 1%	8 1%	2 *	-	3 1%	* *	2 1%	1 *	4 1%	1 *	* *	3 1%	6 1%	4 1%	2 *	3 1%	* *	1 *	-	5 1%	-	-	-	-	2 *	-	2 1%
Some other party	7 *	6 1%	1 *	-	-	2 1%	2 1%	3 1%	* *	4 1%	1 *	1 *	1 *	1 *	6 1%	-	-	-	3 1%	2 *	-	-	-	-	1 *	2 1%	2 1%
Would not vote	190 9%	79 8%	111 11%	35 15%	54 16%	32 9%	32 9%	22 7%	14 3%	32 6%	53 9%	34 8%	70 15%	53 10%	44 8%	53 11%	28 10%	12 7%	32 11%	82 10%	-	-	-	-	7 1%	12 3%	8 2%
Rather not say	33 2%	15 2%	18 2%	3 1%	10 3%	9 3%	5 1%	6 2%	1 *	14 3%	12 2%	6 1%	2 *	12 2%	10 2%	4 1%	4 1%	3 2%	4 2%	16 2%	-	-	-	-	-	2 *	1 *
Don't know	389 19%	126 13%	263 26%	66 28%	72 21%	60 18%	60 17%	48 16%	82 19%	90 17%	115 21%	90 21%	94 20%	102 19%	98 19%	82 17%	60 21%	47 26%	38 14%	156 18%	-	-	-	-	74 14%	25 6%	84 26%

## Opinion Poll

### ONLINE Fieldwork : 1st-2nd 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	1280	686	594	95	173	219	252	220	321	394	376	197	313	335	325	331	182	106	180	515	391	445	77	246	444	317	207
Weighted base	1131	627	504	101	149	184	212	191	294	331	305	237	259	298	297	282	153	101	161	469	372	433	94	146	392	291	190
Conservative	372	212	160	32	31	56	66	56	130	131	111	66	64	109	118	90	40	15	49	139	372	-	-	-	291	12	24
	33%	34%	32%	32%	21%	31%	31%	29%	44%	40%	37%	28%	25%	37%	40%	32%	26%	15%	30%	30%	100%	-	-	-	74%	4%	13%
Labour	433	220	213	53	82	78	84	64	71	107	110	98	118	107	98	123	65	38	67	184	-	433	-	-	22	246	64
	38%	35%	42%	53%	55%	42%	40%	33%	24%	32%	36%	41%	45%	36%	33%	44%	43%	38%	42%	39%	-	100%	-	-	6%	84%	34%
Liberal Democrat	94	48	46	4	15	19	10	22	24	32	25	15	21	27	23	18	18	7	16	39	-	-	94	-	3	8	70
	8%	8%	9%	4%	10%	10%	5%	11%	8%	10%	8%	6%	8%	9%	8%	6%	12%	7%	10%	8%	-	-	100%	-	1%	3%	37%
SNP	35	18	17	2	3	7	7	9	8	8	12	10	5	-	-	-	-	35	8	15	-	-	-	-	1	9	1
	3%	3%	3%	2%	2%	4%	3%	5%	3%	2%	4%	4%	2%	-	-	-	-	35%	5%	3%	-	-	-	-	*	3%	1%
Plaid Cymru	5	4	1	-	1	1	*	1	2	1	3	1	1	-	-	-	5	-	1	3	-	-	-	-	*	1	-
	*	1%	*	-	*	*	*	1%	1%	*	1%	*	*	-	-	-	3%	-	*	1%	-	-	-	-	*	*	-
The UK Independence Party	146	101	45	5	7	14	37	32	52	39	30	39	38	41	43	42	18	2	11	67	-	-	-	146	71	12	18
	13%	16%	9%	5%	4%	7%	18%	17%	18%	12%	10%	16%	15%	14%	14%	15%	12%	2%	7%	14%	-	-	-	100%	18%	4%	10%
The Green Party	35	15	20	4	9	8	4	6	5	9	13	6	7	10	9	6	8	3	7	17	-	-	-	-	2	4	10
	3%	2%	4%	4%	6%	4%	2%	3%	2%	3%	4%	3%	3%	3%	3%	2%	5%	2%	4%	4%	-	-	-	-	1%	1%	5%
The British National Party	7	5	2	-	1	*	2	1	3	1	*	2	5	2	2	2	*	1	-	4	-	-	-	-	1	-	2
	1%	1%	*	-	1%	*	1%	*	1%	*	*	1%	2%	1%	1%	1%	*	1%	-	1%	-	-	-	-	*	-	1%
Some other party	4	3	1	-	-	2	1	1	*	2	1	*	*	1	3	-	-	-	2	1	-	-	-	-	1	1	1
	*	1%	*	-	-	1%	1%	*	*	1%	*	*	*	*	1%	-	-	-	1%	*	-	-	-	-	*	*	1%

**Opinion Poll**  
**ONLINE Fieldwork : 1st-2nd October 2014**

Absolutes/col percents

Table 4  
**Gender**  
**Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2014	2014
Weighted base	2014	2014
Male	980 49%	987 49%
Female	1034 51%	1027 51%

**Opinion Poll**  
**ONLINE Fieldwork : 1st-2nd October 2014**

Absolutes/col percents

Table 5  
**Age**  
**Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2014	2014
Weighted base	2014	2014
18-24	191 9%	239 12%
25-34	321 16%	339 17%
35-44	356 18%	339 17%
45-54	386 19%	359 18%
55-64	315 16%	299 15%
65+	445 22%	439 22%
Average age	48.10	47.05

**Opinion Poll**  
**ONLINE Fieldwork : 1st-2nd October 2014**

Absolutes/col percents

Table 6  
**Social Grade**  
**Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2014	2014
Weighted base	2014	2014
AB	585 29%	538 27%
C1	607 30%	558 28%
C2	324 16%	439 22%
DE	498 25%	479 24%

**Opinion Poll**  
**ONLINE Fieldwork : 1st-2nd October 2014**

Absolutes/col percents

Table 7  
**GO Region**  
**Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2014	2014
Weighted base	2014	2014
Scotland	163 8%	181 9%
North East	89 4%	81 4%
North West	244 12%	222 11%
Yorkshire & Humberside	175 9%	181 9%
West Midlands	193 10%	181 9%
East Midlands	148 7%	141 7%
Wales	110 5%	101 5%
Eastern	168 8%	201 10%
London	224 11%	262 13%
South East	312 15%	282 14%
South West	188 9%	181 9%

**Opinion Poll**  
**ONLINE Fieldwork : 1st-2nd 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	2014	2014
Weighted base	2014	2014
NET: Working	1095 54%	1128 56%
Working full time - working 30 hours per week or more	829 41%	886 44%
Working part time - working between 8 and 29 hours per week	266 13%	242 12%
NET: Not working	919 46%	886 44%
Not working but seeking work or temporarily unemployed or sick	107 5%	101 5%
Not working and not seeking work	128 6%	119 6%
Retired on a state pension only	140 7%	142 7%
Retired with a private pension	348 17%	321 16%
House person, housewife, househusband, etc.	196 10%	204 10%



**Opinion Poll**  
**ONLINE Fieldwork : 1st-2nd October 2014**

Absolutes/col percents

Table 9  
**Tenure**  
**Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2014	2014
Weighted base	2014	2014
NET: Homeowners	1412 70%	1309 65%
Owned outright - without mortgage	713 35%	665 33%
Owned with a mortgage or loan	699 35%	645 32%
NET: Renters	573 28%	677 34%
Rented from the council	126 6%	282 14%
Rented from a housing association	140 7%	109 5%
Rented from someone else	307 15%	287 14%
Rent free	29 1%	28 1%

**Opinion Poll**  
**ONLINE Fieldwork : 1st-2nd 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	2014	2014
Weighted base	2014	2014
Yes	1150 57%	1229 61%
No	864 43%	785 39%

**Opinion Poll**  
**ONLINE Fieldwork : 1st-2nd 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	2014	2014
Weighted base	2014	2014
No cars in the household	386 19%	423 21%
NET: Any	1628 81%	1591 79%
1	1141 57%	846 42%
2	399 20%	564 28%
3+	88 4%	181 9%

## Opinion Poll

### ONLINE Fieldwork : 1st-2nd 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	2014	2014
Weighted base	2014	2014
Conservative	576 29%	564 28%
Labour	603 30%	584 29%
Liberal Democrat	159 8%	201 10%
SNP	56 3%	43 2%
Plaid Cymru	8 *	3 *
Green	72 4%	37 2%
UKIP	244 12%	81 4%
BNP	13 1%	9 *
Another party	16 1%	9 *
None	267 13%	483 24%