

Opinion Poll

ONLINE Fieldwork : 22nd-23rd 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	2029	1011	1018	265	285	322	344	335	478	582	598	356	493	536	512	521	288	172	223	836	429	508	97	366	559	402	318	
Weighted base	2029	994	1035	241	342	342	362	301	442	542	562	442	482	548	528	487	284	183	230	906	451	496	132	211	526	384	354	
Absolutely certain to vote	(10)	1131	619	511	64	137	195	218	200	317	338	309	231	253	305	285	266	151	124	132	481	337	343	75	163	407	269	241
		56%	62%	49%	27%	40%	57%	60%	66%	72%	62%	55%	52%	52%	56%	54%	55%	53%	68%	57%	53%	75%	69%	57%	77%	77%	70%	68%
	(9)	191	103	89	16	39	20	29	34	54	53	39	45	48	52	45	27	19	26	70	47	58	16	21	55	48	49	
		9%	10%	9%	7%	12%	6%	8%	11%	12%	10%	9%	9%	9%	10%	9%	9%	10%	11%	8%	10%	12%	12%	10%	10%	13%	14%	
	(8)	137	65	72	18	30	28	23	18	19	34	35	44	24	36	33	35	24	10	19	70	28	39	13	13	30	29	24
		7%	7%	7%	8%	9%	8%	6%	6%	4%	6%	6%	10%	5%	6%	6%	7%	9%	5%	8%	8%	6%	8%	10%	6%	6%	7%	7%
	(7)	95	36	59	15	16	28	16	12	8	24	26	19	23	27	17	19	9	11	44	17	21	15	7	6	13	13	
		5%	4%	6%	6%	5%	8%	4%	4%	2%	4%	5%	6%	4%	4%	5%	4%	7%	5%	5%	4%	4%	11%	3%	1%	3%	4%	
	(6)	44	13	31	12	12	4	13	2	1	11	9	16	9	12	14	13	5	1	2	30	8	14	1	2	7	9	-
		2%	1%	3%	5%	4%	1%	4%	1%	*	2%	2%	4%	2%	2%	3%	3%	2%	1%	1%	3%	2%	3%	1%	1%	1%	2%	-
	(5)	60	18	42	17	14	11	7	4	9	14	21	11	15	18	10	12	14	6	4	33	5	14	8	1	6	3	3
		3%	2%	4%	7%	4%	3%	2%	1%	2%	3%	4%	2%	3%	3%	2%	2%	5%	3%	2%	4%	1%	3%	6%	*	1%	1%	1%
	(4)	21	5	16	5	6	6	4	*	-	4	7	8	2	3	5	11	1	2	3	14	-	4	1	4	1	2	*
		1%	1%	2%	2%	2%	2%	1%	*	-	1%	1%	2%	*	1%	1%	2%	*	1%	1%	2%	-	1%	1%	2%	*	*	*
	(3)	31	17	14	9	15	4	1	1	1	5	13	10	2	8	13	4	5	-	6	21	8	1	1	*	-	1	2
		2%	2%	1%	4%	4%	1%	*	*	*	1%	2%	2%	1%	2%	2%	1%	2%	-	2%	2%	2%	*	1%	*	-	*	1%
	(2)	45	4	40	15	4	2	14	5	6	11	18	6	10	10	19	10	7	-	7	22	1	1	-	*	1	-	7
		2%	*	4%	6%	1%	*	4%	1%	1%	2%	3%	1%	2%	2%	4%	2%	2%	-	3%	2%	*	*	-	*	*	-	2%
Definitely would not vote	(1)	177	88	89	36	44	26	28	22	20	35	49	37	56	58	39	56	14	9	14	76	-	-	-	-	9	8	5
		9%	9%	9%	15%	13%	8%	8%	7%	4%	6%	9%	8%	12%	11%	7%	11%	5%	5%	6%	8%	-	-	-	-	2%	2%	1%
Don't know		97	26	71	35	24	18	8	4	8	13	23	14	47	27	30	19	18	3	6	45	-	-	-	-	4	2	10
		5%	3%	7%	14%	7%	5%	2%	1%	2%	2%	4%	3%	10%	5%	6%	4%	6%	1%	3%	5%	-	-	-	-	1%	1%	3%
Mean		8.18	8.49	7.86	6.30	7.38	8.32	8.27	8.74	9.08	8.54	8.04	8.08	8.00	8.07	8.13	7.97	8.34	8.92	8.39	8.00	9.39	9.25	8.87	9.47	9.45	9.25	9.23
Standard deviation		2.95	2.80	3.07	3.49	3.28	2.75	2.92	2.60	2.22	2.67	3.05	2.88	3.20	3.09	2.96	3.16	2.63	2.26	2.73	2.99	1.37	1.43	1.65	1.25	1.50	1.67	1.76
Standard error		0.07	0.09	0.10	0.23	0.20	0.16	0.16	0.14	0.10	0.11	0.13	0.16	0.15	0.14	0.13	0.14	0.16	0.17	0.18	0.11	0.07	0.06	0.17	0.07	0.06	0.08	0.10

Opinion Poll

ONLINE Fieldwork : 22nd-23rd 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	2029	1011	1018	265	285	322	344	335	478	582	598	356	493	536	512	521	288	172	223	836	429	508	97	366	559	402	318	
Weighted base	2029	994	1035	241	342	342	362	301	442	542	562	442	482	548	528	487	284	183	230	906	451	496	132	211	526	384	354	
Conservative	451 22%	255 26%	196 19%	30 13%	59 17%	72 21%	80 22%	74 24%	137 31%	167 31%	113 20%	93 21%	79 16%	126 23%	143 27%	93 19%	63 22%	26 14%	49 21%	217 24%	451 100%	-	-	-	338 64%	12 3%	40 11%	
Labour	496 24%	250 25%	246 24%	52 22%	93 27%	107 31%	94 26%	66 22%	84 19%	119 22%	135 24%	115 26%	127 26%	141 26%	109 21%	148 30%	73 26%	26 14%	79 34%	219 24%	-	496 100%	-	-	21 4%	270 70%	75 21%	
Liberal Democrat	132 6%	64 6%	67 7%	9 4%	26 7%	27 8%	20 6%	22 7%	28 6%	50 9%	42 7%	21 5%	18 4%	30 6%	20 4%	30 6%	36 13%	15 8%	10 4%	68 8%	-	-	132 100%	-	5 1%	7 2%	84 24%	
SNP	56 3%	35 4%	21 2%	5 2%	11 3%	8 2%	11 3%	11 4%	10 2%	6 1%	26 5%	13 3%	12 2%	-	-	-	-	56 31%	5 2%	25 3%	-	-	-	-	3 1%	14 4%	7 2%	
Plaid Cymru	4 *	2 *	3 *	* *	- -	* *	3 1%	* *	* *	- -	1 *	3 1%	1 *	- -	- -	- -	4 2%	- -	- -	1 *	- -	- -	- -	- -	- -	- -	- -	- -
The UK Independence Party	211 10%	117 12%	94 9%	6 2%	8 2%	22 6%	45 12%	49 16%	82 19%	43 8%	51 9%	64 14%	53 11%	36 7%	80 15%	60 12%	29 10%	5 3%	16 7%	77 9%	-	-	-	211 100%	97 18%	22 6%	39 11%	
The Green Party	49 2%	27 3%	22 2%	10 4%	9 3%	13 4%	6 2%	6 2%	4 1%	16 3%	20 4%	3 1%	10 2%	15 3%	13 2%	6 1%	7 2%	8 4%	8 3%	24 3%	-	-	-	-	3 1%	4 1%	16 5%	
The British National Party	7 *	4 *	2 *	1 *	3 1%	1 *	1 *	* *	- -	1 *	* *	3 1%	3 1%	3 1%	1 *	1 *	- -	1 1%	1 *	4 *	-	-	-	-	1 *	* *	- -	
Some other party	8 *	4 *	4 *	- -	- -	* *	3 1%	5 2%	- -	3 1%	1 *	1 *	3 1%	- -	8 1%	- -	- -	- -	3 1%	2 *	-	-	-	-	1 *	3 1%	* *	
Would not vote	233 11%	99 10%	135 13%	63 26%	52 15%	30 9%	38 10%	26 9%	25 6%	43 8%	75 13%	50 11%	64 13%	75 14%	58 11%	69 14%	20 7%	12 7%	16 7%	108 12%	-	-	-	-	10 2%	8 2%	5 1%	
Rather not say	32 2%	16 2%	16 2%	7 3%	7 2%	8 2%	6 2%	4 1%	1 *	8 1%	11 2%	4 1%	9 2%	21 4%	5 1%	2 *	2 1%	2 1%	2 1%	16 2%	-	-	-	-	1 *	- -	1 *	
Don't know	350 17%	122 12%	228 22%	59 24%	74 22%	53 16%	55 15%	39 13%	70 16%	85 16%	89 16%	72 16%	103 21%	100 18%	92 17%	77 16%	50 18%	31 17%	41 18%	143 16%	-	-	-	-	47 9%	43 11%	88 25%	

Opinion Poll

ONLINE Fieldwork : 22nd-23rd 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	1261	684	577	124	147	200	224	227	339	375	371	216	299	325	315	321	181	120	142	505	353	404	72	302	432	302	212
Weighted base	1132	622	510	79	152	196	212	195	298	329	313	242	248	286	296	273	162	115	137	496	369	393	97	175	399	275	222
Conservative	369	208	161	22	42	61	67	60	118	136	94	70	69	102	114	80	50	23	40	175	369	-	-	-	290	9	35
	33%	33%	32%	28%	27%	31%	32%	31%	40%	41%	30%	29%	28%	36%	38%	29%	31%	20%	29%	35%	100%	-	-	-	73%	3%	16%
Labour	393	206	187	36	71	83	76	57	71	99	105	89	100	115	88	115	53	22	63	169	-	393	-	-	18	227	64
	35%	33%	37%	46%	47%	42%	36%	29%	24%	30%	33%	37%	41%	40%	30%	42%	33%	19%	46%	34%	-	100%	-	-	5%	82%	29%
Liberal Democrat	97	50	46	5	17	19	13	19	24	39	32	15	10	24	13	24	26	10	9	46	-	-	97	-	3	5	70
	9%	8%	9%	7%	11%	10%	6%	10%	8%	12%	10%	6%	4%	8%	4%	9%	16%	8%	6%	9%	-	-	100%	-	1%	2%	31%
SNP	47	30	18	4	9	6	9	9	9	5	23	9	11	-	-	-	-	47	4	20	-	-	-	-	2	10	6
	4%	5%	4%	5%	6%	3%	4%	5%	3%	2%	7%	4%	4%	-	-	-	-	41%	3%	4%	-	-	-	-	1%	4%	3%
Plaid Cymru	3	2	1	*	-	*	1	*	*	-	1	1	1	-	-	-	3	-	-	1	-	-	-	-	-	-	-
	*	*	*	*	-	*	1%	*	*	-	*	1%	*	-	-	-	2%	-	-	*	-	-	-	-	-	-	-
The UK Independence Party	175	101	74	4	6	15	36	43	71	36	41	53	45	31	67	48	25	5	12	63	-	-	-	175	82	19	32
	15%	16%	15%	5%	4%	8%	17%	22%	24%	11%	13%	22%	18%	11%	23%	18%	15%	4%	9%	13%	-	-	-	100%	21%	7%	15%
The Green Party	39	22	18	7	7	12	6	4	4	12	17	3	8	13	9	5	6	7	6	20	-	-	-	-	3	3	14
	3%	3%	3%	9%	5%	6%	3%	2%	1%	4%	6%	1%	3%	5%	3%	2%	3%	6%	5%	4%	-	-	-	-	1%	1%	6%
The British National Party	3	2	2	*	1	*	1	*	-	*	*	*	2	1	1	1	-	1	*	2	-	-	-	-	*	*	-
	*	*	*	1%	1%	*	1%	*	-	*	*	*	1%	*	*	*	-	1%	*	*	-	-	-	-	*	*	-
Some other party	5	2	3	-	-	*	2	2	-	1	*	1	2	-	5	-	-	-	1	1	-	-	-	-	*	1	*
	*	*	1%	-	-	*	1%	1%	-	*	*	*	1%	-	2%	-	-	-	1%	*	-	-	-	-	*	*	*

Opinion Poll
ONLINE Fieldwork : 22nd-23rd October 2014

Absolutes/col percents

Table 4
Gender
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2029	2029
Weighted base	2029	2029
Male	1011 50%	994 49%
Female	1018 50%	1035 51%

Opinion Poll
ONLINE Fieldwork : 22nd-23rd October 2014

Absolutes/col percents

Table 5
Age
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2029	2029
Weighted base	2029	2029
18-24	265 13%	241 12%
25-34	285 14%	342 17%
35-44	322 16%	342 17%
45-54	344 17%	362 18%
55-64	335 17%	301 15%
65+	478 24%	442 22%
Average age	48.09	47.19

Opinion Poll
ONLINE Fieldwork : 22nd-23rd October 2014

Absolutes/col percents

Table 6
Social Grade
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2029	2029
Weighted base	2029	2029
AB	582 29%	542 27%
C1	598 29%	562 28%
C2	356 18%	442 22%
DE	493 24%	482 24%

Opinion Poll
ONLINE Fieldwork : 22nd-23rd October 2014

Absolutes/col percents

Table 7
GO Region
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2029	2029
Weighted base	2029	2029
Scotland	172 8%	183 9%
North East	83 4%	81 4%
North West	248 12%	223 11%
Yorkshire & Humberside	190 9%	183 9%
West Midlands	183 9%	183 9%
East Midlands	138 7%	142 7%
Wales	108 5%	101 5%
Eastern	191 9%	203 10%
London	236 12%	264 13%
South East	300 15%	284 14%
South West	180 9%	183 9%

Opinion Poll
ONLINE Fieldwork : 22nd-23rd 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	2029	2029
Weighted base	2029	2029
NET: Working	1059 52%	1136 56%
Working full time - working 30 hours per week or more	795 39%	893 44%
Working part time - working between 8 and 29 hours per week	264 13%	243 12%
NET: Not working	970 48%	893 44%
Not working but seeking work or temporarily unemployed or sick	117 6%	117 6%
Not working and not seeking work/ student	148 7%	133 7%
Retired on a state pension only	146 7%	142 7%
Retired with a private pension	367 18%	318 16%
House person, housewife, househusband, etc.	192 9%	183 9%

Opinion Poll
ONLINE Fieldwork : 22nd-23rd October 2014

Absolutes/col percents

Table 9
Tenure
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2029	2029
Weighted base	2029	2029
NET: Homeowners	1350 67%	1319 65%
Owned outright - without mortgage	702 35%	669 33%
Owned with a mortgage or loan	648 32%	649 32%
NET: Renters	654 32%	678 33%
Rented from the council	164 8%	284 14%
Rented from a housing association	170 8%	128 6%
Rented from someone else	320 16%	266 13%
Rent free	25 1%	32 2%

Opinion Poll
ONLINE Fieldwork : 22nd-23rd 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	2029	2029
Weighted base	2029	2029
Yes	1137 56%	1238 61%
No	892 44%	791 39%

Opinion Poll
ONLINE Fieldwork : 22nd-23rd 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	2029	2029
Weighted base	2029	2029
No cars in the household	445 22%	426 21%
NET: Any	1584 78%	1603 79%
1	1080 53%	852 42%
2	422 21%	568 28%
3+	82 4%	183 9%

Opinion Poll
ONLINE Fieldwork : 22nd-23rd 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	2029	2029
Weighted base	2029	2029
Conservative	539 27%	568 28%
Labour	608 30%	588 29%
Liberal Democrat	153 8%	203 10%
SNP	57 3%	42 2%
Plaid Cymru	9 *	3 *
Green	73 4%	39 2%
UKIP	285 14%	81 4%
BNP	13 1%	10 1%
Another party	13 1%	7 *
None	279 14%	487 24%