

Opinion Poll

ONLINE Fieldwork : 21st-23rd 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	2049	998	1051	262	290	322	381	326	468	489	605	435	520	533	520	522	301	173	237	796	436	533	81	374	567	413	344
Weighted base	2049	1004	1045	244	345	345	365	304	446	548	568	446	487	553	533	492	287	184	276	872	431	520	131	207	531	398	382
Absolutely certain to vote	(10)	1117	615	502	89	148	162	206	204	308	315	248	252	315	271	269	143	120	155	419	310	343	92	149	371	284	262
		55%	61%	48%	37%	43%	47%	56%	67%	69%	55%	55%	52%	57%	51%	55%	50%	65%	56%	48%	72%	66%	70%	72%	70%	71%	69%
	(9)	224	122	103	17	50	31	28	33	64	65	50	60	66	72	40	32	14	35	93	56	71	13	32	73	49	47
		11%	12%	10%	7%	15%	9%	8%	11%	14%	12%	9%	13%	12%	14%	8%	11%	8%	13%	11%	13%	14%	10%	15%	14%	12%	12%
	(8)	135	51	83	17	27	24	23	17	27	41	31	35	27	41	34	17	15	10	70	23	48	11	9	33	30	32
		7%	5%	8%	7%	8%	7%	6%	6%	6%	8%	5%	8%	6%	5%	8%	7%	6%	4%	8%	5%	9%	9%	4%	6%	8%	8%
	(7)	112	42	70	19	10	32	27	15	9	27	43	27	15	26	35	21	19	11	67	25	25	5	7	27	17	19
		5%	4%	7%	8%	3%	9%	7%	5%	2%	5%	8%	6%	3%	5%	7%	4%	7%	6%	8%	6%	5%	4%	3%	5%	4%	5%
	(6)	40	14	26	9	9	8	10	1	4	12	8	7	13	18	7	9	6	7	13	5	12	3	4	4	*	1
		2%	1%	2%	4%	2%	2%	3%	*	1%	2%	1%	2%	3%	3%	1%	2%	*	3%	2%	1%	2%	2%	2%	1%	*	*
	(5)	77	24	53	19	17	14	12	5	9	28	21	7	20	16	23	21	11	8	42	11	14	4	4	6	5	3
		4%	2%	5%	8%	5%	4%	3%	2%	2%	5%	4%	2%	4%	3%	4%	4%	4%	3%	3%	5%	2%	3%	3%	2%	1%	1%
	(4)	16	4	11	2	7	2	2	2	-	3	3	5	6	3	3	6	2	1	10	*	6	-	3	2	4	1
		1%	*	1%	1%	2%	*	1%	1%	-	*	*	1%	1%	1%	1%	1%	1%	*	1%	*	1%	-	1%	*	1%	*
	(3)	22	14	8	6	2	4	9	1	1	9	1	11	2	8	3	4	5	4	13	1	1	3	1	1	-	-
		1%	1%	1%	2%	1%	1%	2%	*	*	2%	*	2%	*	1%	1%	1%	3%	1%	2%	*	*	2%	*	*	-	-
	(2)	47	13	35	13	8	10	10	4	1	8	26	8	6	22	9	11	5	-	6	31	2	1	-	*	4	2
		2%	1%	3%	5%	2%	3%	3%	1%	*	1%	5%	2%	1%	4%	2%	2%	2%	-	2%	4%	*	*	-	*	1%	1%
Definitely would not vote	(1)	141	73	69	25	34	30	22	15	16	28	34	23	56	40	29	37	25	10	20	63	-	-	-	-	6	3
		7%	7%	7%	10%	10%	9%	6%	5%	4%	5%	6%	5%	12%	7%	5%	8%	9%	6%	7%	7%	-	-	-	-	1%	1%
Don't know		117	32	85	28	32	29	16	6	7	31	29	25	32	17	34	40	24	2	13	50	-	-	-	-	3	4
		6%	3%	8%	11%	9%	8%	4%	2%	1%	6%	5%	6%	6%	3%	6%	8%	8%	1%	5%	6%	-	-	-	-	1%	1%
Mean		8.30	8.56	8.05	7.14	7.81	7.91	8.27	8.88	9.16	8.54	8.20	8.61	7.88	8.27	8.38	8.24	8.10	8.67	8.34	7.97	9.38	9.21	9.23	9.39	9.29	9.36
Standard deviation		2.78	2.69	2.85	3.27	3.09	2.99	2.78	2.34	1.96	2.48	2.87	2.45	3.19	2.87	2.59	2.87	2.94	2.50	2.80	2.91	1.28	1.41	1.55	1.30	1.57	
Standard error		0.06	0.09	0.09	0.21	0.19	0.17	0.14	0.13	0.09	0.11	0.12	0.12	0.14	0.13	0.12	0.13	0.17	0.19	0.19	0.11	0.06	0.06	0.17	0.07	0.07	

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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	2049	998	1051	262	290	322	381	326	468	489	605	435	520	533	520	522	301	173	237	796	436	533	81	374	567	413	344	
Weighted base	2049	1004	1045	244	345	345	365	304	446	548	568	446	487	553	533	492	287	184	276	872	431	520	131	207	531	398	382	
Conservative	431 21%	238 24%	194 19%	40 16%	51 15%	50 14%	59 16%	90 30%	142 32%	135 25%	134 24%	94 21%	69 14%	132 24%	136 26%	82 17%	61 21%	20 11%	46 17%	164 19%	431 100%	-	-	-	323 61%	16 4%	40 11%	
Labour	520 25%	262 26%	258 25%	63 26%	105 31%	95 28%	107 29%	72 24%	77 17%	141 26%	112 20%	133 30%	134 28%	145 26%	116 22%	151 31%	65 23%	44 24%	95 35%	215 25%	-	520 100%	-	-	33 6%	286 72%	89 23%	
Liberal Democrat	131 6%	69 7%	62 6%	12 5%	25 7%	19 5%	27 7%	21 7%	28 6%	41 7%	34 6%	26 6%	30 6%	39 7%	36 7%	28 6%	21 7%	6 4%	11 4%	63 7%	-	-	131 100%	-	6 1%	7 2%	100 26%	
SNP	57 3%	29 3%	28 3%	3 1%	12 3%	6 2%	8 2%	12 4%	15 3%	13 2%	17 3%	9 2%	17 3%	-	-	-	-	57 31%	4 2%	26 3%	-	-	-	-	1 *	13 3%	6 2%	
Plaid Cymru	5 *	3 *	1 *	- -	* *	1 *	* *	1 *	1 *	* *	1 *	2 *	2 *	-	-	-	5 2%	-	* *	3 *	-	-	-	-	-	-	* *	-
The UK Independence Party	207 10%	130 13%	77 7%	4 2%	21 6%	24 7%	42 11%	38 13%	78 17%	53 10%	57 10%	54 12%	43 9%	56 10%	67 13%	58 12%	23 8%	3 2%	19 7%	80 9%	-	-	-	207 100%	86 16%	21 5%	39 10%	
The Green Party	65 3%	35 3%	31 3%	7 3%	14 4%	14 4%	7 2%	7 2%	16 4%	17 3%	23 4%	14 3%	12 2%	27 5%	14 3%	14 3%	7 2%	3 2%	7 2%	31 4%	-	-	-	-	5 1%	10 2%	26 7%	
The British National Party	6 *	3 *	3 *	1 *	1 *	-	1 *	1 *	2 1%	-	-	1 *	5 1%	1 *	2 *	3 1%	1 *	-	-	2 *	-	-	-	-	* *	-	2 1%	
Some other party	4 *	3 *	1 *	-	-	3 1%	1 *	-	1 *	1 *	1 *	3 1%	-	3 1%	1 *	-	-	-	2 1%	2 *	-	-	-	-	1 *	-	1 *	
Would not vote	189 9%	86 9%	104 10%	45 18%	38 11%	35 10%	35 9%	19 6%	18 4%	32 6%	64 11%	33 7%	61 13%	60 11%	38 7%	49 10%	31 11%	10 6%	28 10%	96 11%	-	-	-	-	9 2%	3 1%	6 2%	
Rather not say	34 2%	23 2%	11 1%	9 4%	2 1%	6 2%	8 2%	6 2%	3 1%	15 3%	3 1%	6 1%	9 2%	12 2%	5 1%	10 2%	5 2%	2 1%	9 3%	15 2%	-	-	-	-	2 *	-	2 *	
Don't know	399 19%	123 12%	276 26%	58 24%	75 22%	92 27%	70 19%	37 12%	65 15%	100 18%	123 22%	72 16%	104 21%	78 14%	117 22%	97 20%	69 24%	38 21%	55 20%	174 20%	-	-	-	-	67 13%	41 10%	71 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	1285	684	601	134	161	181	244	226	340	320	372	292	300	342	328	318	180	118	141	481	354	418	63	302	423	311	231
Weighted base	1148	634	514	98	169	165	207	202	307	322	305	272	249	323	299	270	145	111	152	454	351	411	104	170	379	294	254
Conservative	351 31%	194 31%	157 31%	32 32%	38 23%	39 23%	47 23%	74 36%	122 40%	111 34%	107 35%	77 28%	56 22%	106 33%	110 37%	67 25%	50 34%	18 16%	35 23%	128 28%	351 100%	-	-	-	269 71%	13 5%	33 13%
Labour	411 36%	212 33%	199 39%	47 48%	76 45%	70 43%	91 44%	62 31%	64 21%	108 34%	90 29%	105 39%	107 43%	113 35%	94 32%	120 45%	49 34%	34 31%	81 53%	160 35%	-	411 100%	-	-	27 7%	238 81%	74 29%
Liberal Democrat	104 9%	58 9%	46 9%	8 8%	18 10%	15 9%	21 10%	18 9%	25 8%	34 10%	26 9%	21 8%	23 9%	34 11%	27 9%	22 8%	16 11%	5 5%	9 6%	49 11%	-	-	104 100%	-	5 1%	5 2%	84 33%
SNP	49 4%	24 4%	24 5%	2 2%	9 5%	5 3%	8 4%	10 5%	14 4%	12 4%	14 5%	8 3%	14 6%	-	-	-	-	49 44%	4 3%	22 5%	-	-	-	-	1 *	11 4%	5 2%
Plaid Cymru	4 *	3 *	1 *	-	*	1 1%	*	1 1%	1 *	*	1 *	2 1%	1 1%	-	-	-	4 3%	-	*	2 1%	-	-	-	-	-	*	-
The UK Independence Party	170 15%	109 17%	60 12%	3 3%	16 9%	20 12%	33 16%	31 15%	66 22%	43 13%	48 16%	45 17%	33 13%	46 14%	54 18%	47 17%	20 14%	2 2%	15 10%	62 14%	-	-	-	170 100%	72 19%	18 6%	32 13%
The Green Party	53 5%	30 5%	23 4%	5 5%	12 7%	13 8%	5 3%	6 3%	13 4%	13 4%	19 6%	12 4%	9 4%	21 7%	12 4%	11 4%	6 4%	2 2%	6 4%	26 6%	-	-	-	-	4 1%	8 3%	22 9%
The British National Party	5 *	2 *	3 1%	1 1%	*	-	1 *	1 *	2 1%	-	-	*	5 2%	*	1 *	2 1%	1 1%	-	-	2 *	-	-	-	-	*	-	2 1%
Some other party	3 *	3 *	* *	-	-	2 1%	1 *	-	* *	1 *	* *	2 1%	-	2 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	2049	2049
Weighted base	2049	2049
Male	998 49%	1004 49%
Female	1051 51%	1045 51%

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Table 5
Age
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2049	2049
Weighted base	2049	2049
18-24	262 13%	244 12%
25-34	290 14%	345 17%
35-44	322 16%	345 17%
45-54	381 19%	365 18%
55-64	326 16%	304 15%
65+	468 23%	446 22%
Average age	48.17	47.43

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Table 6
Social Grade
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2049	2049
Weighted base	2049	2049
AB	489 24%	548 27%
C1	605 30%	568 28%
C2	435 21%	446 22%
DE	520 25%	487 24%
NET: ABC1	1094 53%	1116 54%
NET: C2DE	955 47%	933 46%

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Table 7
GO Region
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2049	2049
Weighted base	2049	2049
Scotland	173 8%	184 9%
North East	89 4%	82 4%
North West	237 12%	225 11%
Yorkshire & Humberside	196 10%	184 9%
West Midlands	181 9%	184 9%
East Midlands	136 7%	143 7%
Wales	111 5%	102 5%
Eastern	203 10%	205 10%
London	241 12%	266 13%
South East	292 14%	287 14%
South West	190 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	2049	2049
Weighted base	2049	2049
NET: Working	1033 50%	1148 56%
Working full time - working 30 hours per week or more	701 34%	902 44%
Working part time - working between 8 and 29 hours per week	332 16%	246 12%
NET: Not working	1016 50%	901 44%
Not working but seeking work or temporarily unemployed or sick	118 6%	98 5%
Not working and not seeking work/ student	165 8%	135 7%
Retired on a state pension only	143 7%	142 7%
Retired with a private pension	403 20%	371 18%
House person, housewife, househusband, etc.	187 9%	155 8%

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Absolutes/col percents

Table 9
Tenure
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2049	2049
Weighted base	2049	2049
NET: Homeowners	1182 58%	1332 65%
Owned outright - without mortgage	649 32%	676 33%
Owned with a mortgage or loan	533 26%	656 32%
NET: Renters	834 41%	696 34%
Rented from the council	220 11%	287 14%
Rented from a housing association	233 11%	139 7%
Rented from someone else	381 19%	270 13%
Rent free	33 2%	21 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	2049	2049
Weighted base	2049	2049
Yes	1044 51%	1250 61%
No	1005 49%	799 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	2049	2049
Weighted base	2049	2049
No cars in the household	459 22%	430 21%
NET: Any	1590 78%	1619 79%
1	1139 56%	861 42%
2	388 19%	574 28%
3+	63 3%	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

	Unweighted Total	Weighted Total
Unweighted base	2049	2049
Weighted base	2049	2049
Conservative	579 28%	574 28%
Labour	614 30%	594 29%
Liberal Democrat	125 6%	205 10%
SNP	71 3%	47 2%
Plaid Cymru	10 *	6 *
Green	75 4%	34 2%
UKIP	299 15%	82 4%
BNP	16 1%	9 *
Another party	15 1%	8 *
None	245 12%	492 24%