

Opinion Poll

ONLINE Fieldwork : 19th-20th 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	2013	1008	1005	191	249	344	405	348	476	450	646	399	518	483	526	492	311	201	239	809	477	500	95	348	616	384	331	
Weighted base	2013	986	1027	240	339	339	359	299	438	538	558	438	478	543	523	483	282	181	249	879	461	528	126	198	560	370	358	
Absolutely certain to vote	(10)	1093	602	491	80	124	174	212	196	308	299	282	248	265	286	272	256	159	121	140	424	355	339	83	153	419	259	222
		54%	61%	48%	33%	37%	51%	59%	66%	70%	55%	51%	57%	55%	53%	52%	53%	56%	67%	56%	48%	77%	64%	66%	77%	75%	70%	62%
	(9)	206	110	95	19	38	30	30	37	52	56	58	49	43	64	60	41	30	11	27	77	48	59	22	22	59	38	59
		10%	11%	9%	8%	11%	9%	8%	12%	12%	10%	10%	11%	9%	12%	12%	8%	11%	6%	11%	9%	10%	11%	17%	11%	11%	10%	17%
	(8)	127	61	67	29	33	18	16	16	15	51	29	21	27	27	41	33	12	14	11	70	22	68	5	5	27	35	31
		6%	6%	7%	12%	10%	5%	4%	5%	3%	9%	5%	5%	6%	5%	8%	7%	4%	8%	4%	8%	5%	13%	4%	3%	5%	10%	9%
	(7)	105	41	64	11	24	22	21	13	14	31	34	26	14	25	27	25	18	11	20	47	21	27	2	6	17	18	21
		5%	4%	6%	4%	7%	7%	6%	4%	3%	6%	6%	6%	3%	5%	5%	5%	6%	8%	8%	5%	5%	2%	2%	3%	3%	5%	6%
	(6)	36	9	27	6	7	7	6	3	7	5	11	15	9	7	7	11	1	10	9	4	8	2	4	3	3	3	
		2%	1%	3%	2%	2%	2%	2%	1%	2%	1%	5	2%	3%	2%	1%	1%	4%	1%	4%	1%	1%	1%	2%	2%	1%	1%	1%
	(5)	81	26	54	16	33	6	14	6	5	20	24	18	19	13	14	34	11	8	11	49	5	20	6	3	10	6	5
		4%	3%	5%	7%	10%	2%	4%	2%	1%	4%	4%	4%	4%	2%	3%	7%	4%	4%	4%	6%	1%	4%	5%	1%	2%	2%	1%
	(4)	18	5	13	2	11	2	2	*	1	6	6	7	-	7	8	1	*	2	1	16	1	6	-	4	6	-	1
		1%	*	1%	1%	3%	1%	*	*	*	1%	1%	2%	-	1%	2%	*	*	1%	*	2%	*	1%	-	2%	1%	-	*
	(3)	29	9	20	15	4	4	5	-	-	4	19	5	2	16	3	8	2	-	1	28	3	-	5	*	2	-	-
		1%	1%	2%	6%	1%	1%	1%	-	-	1%	3%	1%	*	3%	1%	2%	1%	-	*	3%	1%	-	4%	*	*	-	-
	(2)	51	11	40	11	4	11	12	3	10	10	18	10	12	13	17	12	6	2	6	22	3	2	1	1	4	-	1
		3%	1%	4%	5%	1%	3%	3%	1%	2%	2%	3%	2%	3%	2%	3%	3%	2%	1%	2%	2%	1%	*	1%	*	1%	-	*
Definitely would not vote	(1)	162	76	86	21	44	36	27	17	16	37	49	26	50	53	40	47	15	7	18	79	-	-	-	-	5	6	2
		8%	8%	8%	9%	13%	11%	7%	6%	4%	7%	9%	6%	10%	10%	8%	10%	5%	4%	7%	9%	-	-	-	-	1%	2%	*
Don't know		105	36	69	29	17	28	15	6	10	20	35	18	32	30	33	20	17	4	3	60	-	-	-	-	7	6	13
		5%	4%	7%	12%	5%	8%	4%	2%	2%	4%	6%	4%	7%	6%	6%	4%	6%	2%	1%	7%	-	-	-	-	1%	2%	4%
Mean		8.17	8.54	7.79	7.09	7.24	7.91	8.25	8.86	9.04	8.37	7.88	8.36	8.09	7.99	8.18	7.93	8.47	8.82	8.27	7.79	9.47	9.14	9.05	9.44	9.35	9.29	9.27
Standard deviation		2.92	2.71	3.07	3.24	3.19	3.18	2.93	2.37	2.21	2.70	3.12	2.72	3.09	3.12	2.90	3.08	2.59	2.27	2.75	3.10	1.26	1.47	1.87	1.36	1.59	1.52	1.34
Standard error		0.07	0.09	0.10	0.25	0.21	0.18	0.15	0.13	0.10	0.13	0.13	0.14	0.14	0.13	0.14	0.15	0.16	0.18	0.11	0.06	0.07	0.19	0.07	0.06	0.08	0.07	

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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	2013	1008	1005	191	249	344	405	348	476	450	646	399	518	483	526	492	311	201	239	809	477	500	95	348	616	384	331
Weighted base	2013	986	1027	240	339	339	359	299	438	538	558	438	478	543	523	483	282	181	249	879	461	528	126	198	560	370	358
Conservative	461 23%	247 25%	214 21%	40 17%	37 11%	55 16%	67 19%	94 31%	169 39%	145 27%	136 24%	93 21%	87 18%	151 28%	125 24%	88 18%	78 28%	20 11%	36 15%	185 21%	461 100%	-	-	-	366 65%	16 4%	35 10%
Labour	528 26%	276 28%	252 25%	74 31%	114 34%	93 27%	103 29%	70 23%	74 17%	141 26%	123 22%	126 29%	138 29%	123 23%	138 26%	150 31%	63 22%	55 30%	89 36%	235 27%	-	528 100%	-	-	26 5%	273 74%	99 28%
Liberal Democrat	126 6%	61 6%	65 6%	15 6%	25 7%	23 7%	25 7%	9 3%	30 7%	43 8%	42 8%	16 4%	25 5%	28 5%	35 7%	27 6%	23 8%	13 7%	12 5%	62 7%	-	-	126 100%	-	3 1%	3 1%	94 26%
SNP	48 2%	23 2%	25 2%	2 1%	10 3%	6 2%	9 2%	7 2%	14 3%	9 2%	10 2%	16 4%	12 3%	-	-	-	-	48 26%	5 2%	21 2%	-	-	-	-	-	14 4%	6 2%
Plaid Cymru	6 *	4 *	1 *	* *	1 *	1 *	1 *	2 1%	* *	2 *	1 *	2 *	1 *	-	-	-	6 2%	-	1 *	2 *	-	-	-	-	1 *	* *	-
The UK Independence Party	198 10%	121 12%	77 8%	4 2%	18 5%	23 7%	53 15%	40 13%	60 14%	56 10%	44 8%	50 11%	48 10%	52 10%	54 10%	62 13%	24 8%	7 4%	21 9%	76 9%	-	-	-	198 100%	90 16%	26 7%	27 8%
The Green Party	52 3%	30 3%	23 2%	14 6%	14 4%	8 2%	8 2%	4 1%	5 1%	13 2%	20 4%	9 2%	10 2%	17 3%	19 4%	7 1%	7 2%	3 2%	9 4%	24 3%	-	-	-	-	3 *	2 1%	17 5%
The British National Party	5 *	3 *	1 *	- -	2 *	1 *	1 *	1 *	1 *	- -	1 *	1 *	3 1%	1 *	1 *	1 *	2 1%	-	1 *	1 *	-	-	-	-	-	-	-
Some other party	4 *	1 *	3 *	- -	- -	2 1%	1 *	1 *	- -	2 *	- -	1 *	2 *	- -	3 *	- -	- -	1 1%	2 1%	1 *	-	-	-	-	* *	- -	2 *
Would not vote	210 10%	90 9%	120 12%	40 17%	50 15%	42 12%	36 10%	18 6%	24 6%	44 8%	71 13%	37 8%	57 12%	73 13%	55 11%	56 12%	19 7%	7 4%	21 8%	109 12%	-	-	-	-	10 2%	6 2%	2 *
Rather not say	20 1%	10 1%	11 1%	1 *	5 2%	- -	5 1%	6 2%	3 1%	6 1%	3 *	1 *	10 2%	5 1%	5 1%	5 1%	3 1%	3 2%	6 2%	5 1%	-	-	-	-	-	-	* *
Don't know	354 18%	121 12%	234 23%	50 21%	64 19%	85 25%	51 14%	46 15%	58 13%	76 14%	106 19%	87 20%	85 18%	93 17%	90 17%	88 18%	58 21%	25 14%	46 18%	158 18%	-	-	-	-	61 11%	30 8%	75 21%

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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	1271	706	565	93	126	197	262	245	348	289	408	259	316	307	331	304	195	134	142	491	397	395	74	283	480	290	221
Weighted base	1145	631	514	103	159	170	214	196	302	323	303	256	263	302	299	264	163	117	142	466	382	411	97	163	418	274	233
Conservative	382	209	173	31	26	46	55	80	145	118	115	78	72	124	105	71	65	18	30	149	382	-	-	-	312	14	29
	33%	33%	34%	30%	16%	27%	26%	41%	48%	37%	38%	30%	27%	41%	35%	27%	40%	15%	21%	32%	100%	-	-	-	75%	5%	13%
Labour	411	221	190	48	85	75	80	60	64	104	94	102	111	98	105	115	49	44	71	172	-	411	-	-	22	222	80
	36%	35%	37%	46%	53%	44%	37%	31%	21%	32%	31%	40%	42%	32%	35%	44%	30%	38%	50%	37%	-	100%	-	-	5%	81%	35%
Liberal Democrat	97	50	47	10	17	17	19	8	27	36	30	14	17	23	27	19	18	10	11	44	-	-	97	-	3	2	79
	9%	8%	9%	9%	11%	10%	9%	4%	9%	11%	10%	6%	6%	8%	9%	7%	11%	8%	7%	9%	-	-	100%	-	1%	1%	34%
SNP	37	18	19	1	6	4	7	7	12	8	8	13	9	-	-	-	-	37	4	17	-	-	-	-	-	11	5
	3%	3%	4%	1%	4%	3%	3%	3%	4%	2%	3%	5%	3%	-	-	-	-	32%	3%	4%	-	-	-	-	-	4%	2%
Plaid Cymru	5	4	1	*	1	1	1	2	*	2	1	1	1	-	-	-	5	-	1	2	-	-	-	-	1	*	-
	*	1%	*	*	1%	*	*	1%	*	*	*	1%	*	-	-	-	3%	-	*	*	-	-	-	-	*	*	-
The UK Independence Party	163	102	61	3	13	18	45	35	50	44	38	40	41	43	43	52	20	5	16	62	-	-	-	163	77	23	23
	14%	16%	12%	3%	8%	11%	21%	18%	17%	14%	12%	16%	15%	14%	14%	20%	12%	4%	11%	13%	-	-	-	100%	18%	8%	10%
The Green Party	42	24	18	11	12	7	6	2	4	9	17	7	9	14	15	6	6	2	7	19	-	-	-	-	2	2	15
	4%	4%	3%	11%	7%	4%	3%	1%	1%	3%	6%	3%	3%	5%	5%	2%	3%	1%	5%	4%	-	-	-	-	1%	1%	6%
The British National Party	3	2	1	-	1	1	*	1	1	-	1	*	2	*	1	1	1	-	1	1	-	-	-	-	-	-	-
	*	*	*	-	*	*	*	*	*	-	*	*	1%	*	*	*	1%	-	*	*	-	-	-	-	-	-	-
Some other party	3	1	3	-	-	2	1	1	-	2	-	*	1	-	2	-	-	1	2	1	-	-	-	-	*	-	2
	*	*	1%	-	-	1%	*	1%	-	*	-	*	1%	-	1%	-	-	1%	1%	*	-	-	-	-	*	-	1%

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Table 4
Gender
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2013	2013
Weighted base	2013	2013
Male	1008 50%	986 49%
Female	1005 50%	1027 51%

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Absolutes/col percents

Table 5
Age
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2013	2013
Weighted base	2013	2013
18-24	191 9%	240 12%
25-34	249 12%	339 17%
35-44	344 17%	339 17%
45-54	405 20%	359 18%
55-64	348 17%	299 15%
65+	476 24%	438 22%
Average age	49.48	47.20

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Absolutes/col percents

Table 6
Social Grade
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2013	2013
Weighted base	2013	2013
AB	450 22%	538 27%
C1	646 32%	558 28%
C2	399 20%	438 22%
DE	518 26%	478 24%
NET: ABC1	1096 54%	1096 54%
NET: C2DE	917 46%	917 46%

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Table 7
GO Region
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2013	2013
Weighted base	2013	2013
Scotland	201 10%	181 9%
North East	76 4%	81 4%
North West	226 11%	221 11%
Yorkshire & Humberside	190 9%	181 9%
West Midlands	162 8%	181 9%
East Midlands	134 7%	141 7%
Wales	118 6%	101 5%
Eastern	230 11%	201 10%
London	187 9%	262 13%
South East	296 15%	282 14%
South West	193 10%	181 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	2013	2013
Weighted base	2013	2013
NET: Working	1048 52%	1127 56%
Working full time - working 30 hours per week or more	759 38%	886 44%
Working part time - working between 8 and 29 hours per week	289 14%	242 12%
NET: Not working	965 48%	886 44%
Not working but seeking work or temporarily unemployed or sick	107 5%	108 5%
Not working and not seeking work/ student	130 6%	134 7%
Retired on a state pension only	150 7%	140 7%
Retired with a private pension	405 20%	351 17%
House person, housewife, househusband, etc.	173 9%	151 8%

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Absolutes/col percents

Table 9
Tenure
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2013	2013
Weighted base	2013	2013
NET: Homeowners	1432 71%	1308 65%
Owned outright - without mortgage	768 38%	664 33%
Owned with a mortgage or loan	664 33%	644 32%
NET: Renters	557 28%	666 33%
Rented from the council	131 7%	282 14%
Rented from a housing association	139 7%	98 5%
Rented from someone else	287 14%	286 14%
Rent free	24 1%	39 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	2013	2013
Weighted base	2013	2013
Yes	1074 53%	1228 61%
No	939 47%	785 39%

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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	2013	2013
Weighted base	2013	2013
No cars in the household	403 20%	423 21%
NET: Any	1610 80%	1590 79%
1	1151 57%	845 42%
2	405 20%	564 28%
3+	54 3%	181 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	2013	2013
Weighted base	2013	2013
Conservative	593 29%	564 28%
Labour	567 28%	584 29%
Liberal Democrat	148 7%	201 10%
SNP	63 3%	40 2%
Plaid Cymru	9 *	4 *
Green	67 3%	44 2%
UKIP	249 12%	81 4%
BNP	8 *	4 *
Another party	15 1%	8 *
None	294 15%	483 24%