

Opinion Poll

ONLINE Fieldwork : 14th-16th 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	2054	1048	1006	219	344	310	390	329	462	607	619	291	537	548	544	479	283	200	271	811	455	514	87	291	566	398	376	
Weighted base	2054	1007	1047	244	346	346	366	305	447	549	569	447	488	555	534	493	288	185	288	863	494	522	111	163	591	378	387	
Absolutely certain to vote	(10) 1149	587	562	82	154	169	202	204	338	349	310	227	262	299	313	269	153	116	177	427	361	362	64	118	431	277	241	
		56%	58%	54%	34%	45%	49%	55%	67%	64%	54%	51%	54%	54%	59%	54%	53%	63%	62%	49%	73%	69%	57%	73%	73%	73%	62%	
	(9) 230	136	94	20	30	35	51	36	57	83	59	46	43	67	65	49	36	13	31	94	65	72	16	19	72	48	64	
		11%	14%	9%	8%	9%	10%	14%	12%	13%	15%	10%	10%	9%	12%	12%	10%	13%	7%	11%	11%	13%	14%	14%	12%	12%	13%	17%
	(8) 131	65	66	17	30	24	27	19	14	30	47	20	34	33	32	41	15	11	18	65	31	42	17	11	30	24	33	
		6%	6%	6%	7%	9%	7%	7%	6%	3%	5%	8%	4%	7%	6%	6%	8%	5%	6%	6%	8%	6%	8%	15%	7%	5%	6%	8%
	(7) 82	40	42	20	15	23	14	5	5	15	24	32	11	22	19	14	14	13	12	42	22	14	8	3	25	9	14	
		4%	4%	4%	8%	4%	7%	4%	2%	3%	4%	7%	2%	4%	4%	3%	5%	7%	4%	5%	4%	3%	7%	2%	4%	2%	4%	
	(6) 34	11	23	13	8	6	4	2	1	9	9	6	10	13	9	7	3	1	2	15	5	10	2	3	6	4	3	
		2%	1%	2%	5%	2%	2%	1%	*	2%	2%	1%	2%	2%	2%	1%	1%	*	1%	2%	1%	2%	1%	2%	1%	1%	1%	
	(5) 66	28	38	20	17	10	9	9	1	6	23	22	15	28	14	16	6	1	4	40	6	13	5	4	6	6	11	
		3%	3%	4%	8%	5%	3%	2%	3%	*	1%	4%	5%	3%	3%	3%	2%	1%	1%	5%	1%	2%	5%	2%	1%	2%	3%	
	(4) 21	6	15	7	5	2	4	3	*	5	6	5	5	7	5	3	2	4	4	8	1	4	-	3	*	2	1	
		1%	1%	1%	3%	1%	1%	1%	*	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	*	1%	-	2%	*	1%	*	
	(3) 31	5	26	9	3	10	4	3	2	3	11	9	8	11	7	3	10	-	5	18	2	3	-	1	1	1	2	
		2%	1%	2%	4%	1%	3%	1%	1%	1%	2%	2%	2%	2%	1%	1%	4%	-	2%	2%	*	1%	-	1%	*	*	*	
	(2) 47	24	23	8	17	4	8	4	6	6	17	13	11	15	11	13	7	1	3	23	1	2	1	*	2	-	3	
		2%	2%	2%	3%	5%	1%	2%	1%	1%	3%	3%	2%	3%	2%	3%	2%	*	1%	3%	*	*	1%	*	*	-	1%	
Definitely would not vote	(1) 146	68	78	23	39	32	24	15	14	17	34	43	52	27	31	47	23	17	14	77	-	-	-	-	12	3	4	
		7%	7%	7%	9%	11%	9%	7%	5%	3%	3%	6%	10%	11%	5%	6%	10%	8%	9%	5%	9%	-	-	-	2%	1%	1%	
Don't know	116	36	80	24	28	32	18	6	8	25	29	24	38	32	26	32	19	8	17	54	-	-	-	-	6	3	12	
		6%	4%	8%	10%	8%	9%	5%	2%	5%	5%	5%	8%	6%	5%	6%	7%	4%	6%	6%	-	-	-	-	1%	1%	3%	
Mean	8.33	8.51	8.15	7.06	7.52	8.02	8.44	8.86	9.32	9.03	8.28	7.86	8.01	8.32	8.52	8.15	8.17	8.48	8.74	7.95	9.45	9.31	9.01	9.33	9.33	9.42	9.16	
Standard deviation	2.82	2.69	2.94	3.14	3.30	3.00	2.70	2.40	1.92	2.06	2.78	3.12	3.16	2.70	2.65	3.03	2.97	2.82	2.47	3.03	1.15	1.39	1.47	1.45	1.64	1.35	1.64	
Standard error	0.06	0.08	0.10	0.22	0.18	0.18	0.14	0.13	0.09	0.09	0.11	0.19	0.14	0.12	0.12	0.14	0.18	0.20	0.15	0.11	0.05	0.06	0.16	0.08	0.07	0.07	0.09	

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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	2054	1048	1006	219	344	310	390	329	462	607	619	291	537	548	544	479	283	200	271	811	455	514	87	291	566	398	376
Weighted base	2054	1007	1047	244	346	346	366	305	447	549	569	447	488	555	534	493	288	185	288	863	494	522	111	163	591	378	387
Conservative	494 24%	290 29%	204 20%	38 15%	73 21%	59 17%	80 22%	71 23%	174 39%	198 36%	152 27%	78 17%	68 14%	154 28%	143 27%	103 21%	65 23%	30 16%	60 21%	219 25%	494 100%	-	-	-	391 66%	13 3%	45 12%
Labour	522 25%	258 26%	263 25%	70 29%	86 25%	107 31%	92 25%	80 26%	86 19%	129 23%	137 24%	113 25%	143 29%	141 25%	126 24%	151 31%	68 24%	36 20%	95 33%	211 24%	-	522 100%	-	-	33 6%	282 75%	95 25%
Liberal Democrat	111 5%	61 6%	51 5%	8 3%	26 8%	20 6%	23 6%	12 4%	22 5%	38 7%	33 6%	17 4%	24 5%	38 7%	29 5%	17 3%	16 5%	11 6%	25 9%	41 5%	-	-	111 100%	-	4 1%	5 1%	86 22%
SNP	48 2%	28 3%	20 2%	4 2%	12 3%	2 1%	11 3%	11 4%	8 2%	10 2%	16 3%	9 2%	13 3%	-	-	-	-	48 26%	8 3%	20 2%	-	-	-	-	3 *	12 3%	6 1%
Plaid Cymru	7 *	4 *	3 *	-	*	1 *	1 *	2 1%	3 1%	2 *	2 *	2 *	1 *	-	-	-	7 2%	-	1 *	2 *	-	-	-	-	-	1 *	1 *
The UK Independence Party	163 8%	99 10%	64 6%	4 2%	10 3%	21 6%	41 11%	40 13%	46 10%	31 6%	40 7%	52 12%	40 8%	42 7%	56 11%	35 7%	25 9%	5 3%	13 5%	63 7%	-	-	-	163 100%	71 12%	19 5%	21 6%
The Green Party	71 3%	38 4%	34 3%	16 6%	12 4%	10 3%	12 3%	14 5%	8 2%	22 4%	16 3%	21 5%	13 3%	12 2%	26 5%	21 4%	7 2%	4 2%	11 4%	28 3%	-	-	-	-	9 2%	7 2%	22 6%
The British National Party	4 *	1 *	3 *	2 1%	-	*	2 *	-	*	*	1 *	3 1%	-	2 *	1 *	*	1 *	-	-	1 *	-	-	-	-	1 *	*	1 *
Some other party	6 *	5 *	2 *	-	-	1 *	-	4 1%	1 *	1 *	2 *	1 *	2 *	1 *	6 1%	-	-	-	2 1%	1 *	-	-	-	-	-	1 *	2 *
Would not vote	203 10%	93 9%	109 10%	40 16%	54 16%	37 11%	34 9%	18 6%	19 4%	25 5%	57 10%	55 12%	66 13%	47 8%	46 9%	63 13%	29 10%	19 10%	18 6%	108 13%	-	-	-	-	12 2%	3 1%	7 2%
Rather not say	36 2%	12 1%	24 2%	6 2%	2 1%	9 3%	8 2%	2 1%	9 2%	6 1%	7 1%	10 2%	12 3%	7 1%	4 1%	10 2%	9 3%	6 3%	-	15 2%	-	-	-	-	3 1%	2 1%	-
Don't know	389 19%	119 12%	270 26%	59 24%	69 20%	77 22%	64 17%	51 17%	70 16%	87 16%	107 19%	88 20%	107 22%	111 20%	97 18%	93 19%	63 22%	25 14%	55 19%	154 18%	-	-	-	-	66 11%	32 9%	102 26%

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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	1267	714	553	102	188	179	246	222	331	424	376	172	295	324	342	290	169	142	174	490	374	413	67	234	430	306	241
Weighted base	1156	640	516	99	171	177	208	198	304	362	319	230	246	302	317	271	152	114	177	461	408	420	85	131	430	285	232
Conservative	408	241	167	26	59	50	62	61	151	168	123	62	55	122	121	85	53	27	47	179	408	-	-	-	329	11	38
	35%	38%	32%	26%	34%	28%	30%	31%	50%	46%	39%	27%	22%	40%	38%	31%	35%	24%	27%	39%	100%	-	-	-	77%	4%	17%
Labour	420	207	213	48	68	86	72	69	77	108	109	87	116	105	105	124	56	29	80	162	-	420	-	-	27	234	82
	36%	32%	41%	48%	40%	49%	35%	35%	25%	30%	34%	38%	47%	35%	33%	46%	37%	26%	45%	35%	-	100%	-	-	6%	82%	35%
Liberal Democrat	85	48	37	6	19	14	18	10	19	30	23	13	19	29	21	14	13	8	21	28	-	-	85	-	2	4	68
	7%	7%	7%	6%	11%	8%	9%	5%	6%	8%	7%	5%	8%	10%	7%	5%	8%	7%	12%	6%	-	-	100%	-	*	1%	29%
SNP	41	24	17	3	10	2	10	10	7	9	15	7	10	-	-	-	-	41	7	17	-	-	-	-	2	11	5
	4%	4%	3%	3%	6%	1%	5%	5%	2%	2%	5%	3%	4%	-	-	-	-	36%	4%	4%	-	-	-	-	1%	4%	2%
Plaid Cymru	6	3	3	-	*	1	1	2	2	2	2	1	1	-	-	-	6	-	1	1	-	-	-	-	-	1	1
	1%	1%	1%	-	*	*	*	1%	1%	1%	1%	1%	*	-	-	-	4%	-	1%	*	-	-	-	-	-	*	*
The UK Independence Party	131	82	50	3	7	15	34	33	40	26	32	41	33	35	44	29	19	4	10	51	-	-	-	131	61	16	18
	11%	13%	10%	3%	4%	8%	16%	16%	13%	7%	10%	18%	13%	12%	14%	11%	12%	4%	6%	11%	-	-	-	100%	14%	6%	8%
The Green Party	58	30	27	13	9	8	10	12	6	17	13	17	10	10	21	17	6	4	9	22	-	-	-	-	8	6	19
	5%	5%	5%	13%	5%	4%	5%	6%	2%	5%	4%	7%	4%	3%	7%	6%	4%	3%	5%	5%	-	-	-	-	2%	2%	8%
The British National Party	2	1	2	*	-	*	1	-	*	*	1	1	-	*	1	*	1	-	-	1	-	-	-	-	1	*	1
	*	*	*	*	-	*	1%	-	*	*	*	1%	-	*	*	*	*	-	-	*	-	-	-	-	*	*	*
Some other party	6	4	2	-	-	1	-	3	1	1	2	1	2	1	5	-	-	-	2	1	-	-	-	-	-	1	1
	1%	1%	*	-	-	1%	-	2%	*	*	1%	1%	1%	*	2%	-	-	-	1%	*	-	-	-	-	-	*	1%

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Table 4
Gender
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2054	2054
Weighted base	2054	2054
Male	1048 51%	1007 49%
Female	1006 49%	1047 51%

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Table 5
Age
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2054	2054
Weighted base	2054	2054
18-24	219 11%	244 12%
25-34	344 17%	346 17%
35-44	310 15%	346 17%
45-54	390 19%	366 18%
55-64	329 16%	305 15%
65+	462 22%	447 22%
Average age	48.17	47.36

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Table 6
Social Grade
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2054	2054
Weighted base	2054	2054
AB	607 30%	549 27%
C1	619 30%	569 28%
C2	291 14%	447 22%
DE	537 26%	488 24%
NET: ABC1	1226 60%	1118 54%
NET: C2DE	828 40%	936 46%

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Table 7
GO Region
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2054	2054
Weighted base	2054	2054
Scotland	200 10%	185 9%
North East	88 4%	82 4%
North West	196 10%	226 11%
Yorkshire & Humberside	195 9%	185 9%
West Midlands	160 8%	185 9%
East Midlands	151 7%	144 7%
Wales	113 6%	103 5%
Eastern	233 11%	205 10%
London	245 12%	267 13%
South East	303 15%	288 14%
South West	170 8%	185 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	2054	2054
Weighted base	2054	2054
NET: Working	1082 53%	1150 56%
Working full time - working 30 hours per week or more	731 36%	904 44%
Working part time - working between 8 and 29 hours per week	351 17%	246 12%
NET: Not working	972 47%	904 44%
Not working but seeking work or temporarily unemployed or sick	123 6%	116 6%
Not working and not seeking work/ student	172 8%	162 8%
Retired on a state pension only	105 5%	108 5%
Retired with a private pension	411 20%	380 18%
House person, housewife, househusband, etc.	161 8%	139 7%

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Absolutes/col percents

Table 9
Tenure
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2054	2054
Weighted base	2054	2054
NET: Homeowners	1177 57%	1335 65%
Owned outright - without mortgage	653 32%	677 33%
Owned with a mortgage or loan	524 26%	657 32%
NET: Renters	837 41%	685 33%
Rented from the council	204 10%	288 14%
Rented from a housing association	221 11%	127 6%
Rented from someone else	412 20%	271 13%
Rent free	40 2%	34 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	2054	2054
Weighted base	2054	2054
Yes	1164 57%	1253 61%
No	890 43%	801 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	2054	2054
Weighted base	2054	2054
No cars in the household	503 24%	431 21%
NET: Any	1551 76%	1623 79%
1	1014 49%	863 42%
2	428 21%	575 28%
3+	109 5%	185 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	2054	2054
Weighted base	2054	2054
Conservative	525 26%	575 28%
Labour	588 29%	596 29%
Liberal Democrat	149 7%	205 10%
SNP	75 4%	39 2%
Plaid Cymru	12 1%	5 *
Green	101 5%	43 2%
UKIP	248 12%	82 4%
BNP	11 1%	5 *
Another party	17 1%	10 *
None	328 16%	493 24%