

Opinion Poll

ONLINE Fieldwork : 31st October-2nd 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	2019	989	1030	206	327	368	346	320	452	551	609	355	504	545	526	492	288	168	265	832	422	543	99	344	549	422	344	
Weighted base	2019	989	1030	240	340	340	360	300	440	540	560	440	480	545	525	485	283	182	288	843	476	518	130	186	573	394	366	
Absolutely certain to vote	(10)	1113	624	489	78	150	160	223	179	323	311	301	224	276	287	292	263	151	119	156	419	351	348	85	130	413	288	230
		55%	63%	47%	32%	44%	47%	62%	60%	73%	58%	54%	51%	58%	53%	56%	54%	53%	66%	54%	50%	74%	67%	65%	70%	72%	73%	63%
	(9)	212	117	95	14	36	37	36	38	51	60	66	46	39	65	50	43	40	14	31	79	58	66	12	35	71	46	49
		10%	12%	9%	6%	11%	11%	10%	13%	12%	11%	12%	11%	8%	12%	10%	9%	14%	8%	11%	9%	12%	13%	9%	19%	12%	12%	13%
	(8)	146	68	78	18	23	30	25	28	22	39	34	38	34	45	37	34	18	12	28	68	28	45	13	10	37	23	34
		7%	7%	8%	8%	7%	9%	7%	9%	5%	7%	6%	9%	7%	8%	7%	7%	6%	6%	10%	8%	6%	9%	10%	5%	6%	6%	9%
	(7)	92	40	51	17	26	17	17	12	3	34	22	21	15	28	21	20	19	5	19	43	21	29	12	3	8	12	16
		5%	4%	5%	7%	8%	5%	5%	4%	1%	6%	4%	5%	3%	5%	4%	4%	7%	2%	7%	5%	4%	6%	9%	2%	1%	3%	4%
	(6)	39	18	21	12	5	9	5	4	4	10	11	6	12	9	12	8	8	2	6	17	3	7	3	3	3	4	3
		2%	2%	2%	5%	1%	3%	1%	1%	1%	2%	2%	1%	2%	2%	2%	2%	3%	1%	2%	2%	1%	1%	2%	2%	1%	1%	1%
	(5)	68	25	43	15	29	10	7	4	3	13	24	21	11	17	19	18	11	3	7	43	10	17	4	5	6	7	10
		3%	3%	4%	6%	9%	3%	2%	1%	1%	2%	4%	5%	2%	3%	4%	4%	4%	2%	3%	5%	2%	3%	3%	2%	1%	2%	3%
	(4)	16	*	15	5	2	4	2	-	3	4	1	4	7	1	10	1	*	3	2	7	2	2	-	-	1	-	3
		1%	*	1%	2%	1%	1%	*	-	1%	1%	*	1%	1%	*	2%	*	*	2%	1%	1%	*	*	-	-	*	-	1%
	(3)	24	6	18	11	3	2	8	-	1	4	12	6	2	10	5	9	1	-	1	20	1	3	-	*	-	2	1
		1%	1%	2%	5%	1%	1%	2%	-	*	1%	2%	1%	1%	2%	1%	2%	*	-	*	2%	*	1%	-	*	-	*	*
	(2)	35	7	28	14	1	7	8	2	2	9	5	13	8	2	12	14	1	6	4	20	3	1	1	-	4	1	5
		2%	1%	3%	6%	*	2%	2%	1%	1%	2%	1%	3%	2%	*	2%	3%	1%	3%	1%	2%	1%	*	1%	-	1%	*	1%
Definitely would not vote	(1)	154	55	100	24	34	35	24	25	14	31	45	35	44	47	34	52	17	5	23	73	-	-	-	-	17	5	3
		8%	6%	10%	10%	10%	10%	7%	8%	3%	6%	8%	8%	9%	9%	6%	11%	6%	3%	8%	9%	-	-	-	-	3%	1%	1%
Don't know		120	30	90	32	31	29	6	7	15	25	38	25	32	35	33	23	16	13	10	55	-	-	-	-	12	6	11
		6%	3%	9%	13%	9%	9%	2%	2%	3%	5%	7%	6%	7%	6%	6%	5%	6%	7%	3%	7%	-	-	-	-	2%	1%	3%
Mean		8.31	8.79	7.82	6.82	7.83	7.94	8.49	8.60	9.30	8.56	8.28	8.06	8.28	8.29	8.33	7.97	8.52	8.89	8.34	7.95	9.41	9.23	9.11	9.46	9.28	9.37	9.10
Standard deviation		2.82	2.38	3.12	3.32	2.98	3.06	2.73	2.62	1.87	2.54	2.84	2.94	2.95	2.81	2.77	3.15	2.49	2.33	2.72	3.01	1.29	1.42	1.52	1.09	1.82	1.51	1.73
Standard error		0.06	0.08	0.10	0.24	0.17	0.16	0.15	0.09	0.11	0.12	0.16	0.14	0.12	0.12	0.14	0.15	0.18	0.17	0.11	0.06	0.06	0.15	0.06	0.08	0.07	0.09	

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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	2019	989	1030	206	327	368	346	320	452	551	609	355	504	545	526	492	288	168	265	832	422	543	99	344	549	422	344
Weighted base	2019	989	1030	240	340	340	360	300	440	540	560	440	480	545	525	485	283	182	288	843	476	518	130	186	573	394	366
Conservative	476	264	213	34	48	62	88	91	154	157	136	92	91	139	130	119	64	26	49	196	476	-	-	-	359	22	33
	24%	27%	21%	14%	14%	18%	24%	30%	35%	29%	24%	21%	19%	25%	25%	24%	23%	14%	17%	23%	100%	-	-	-	63%	6%	9%
Labour	518	292	227	54	116	99	108	56	86	127	139	114	138	147	131	131	71	38	100	220	-	518	-	-	30	283	93
	26%	29%	22%	22%	34%	29%	30%	19%	19%	24%	25%	26%	29%	27%	25%	27%	25%	21%	35%	26%	-	100%	-	-	5%	72%	25%
Liberal Democrat	130	78	53	12	28	26	15	26	24	59	28	22	21	36	28	26	26	15	15	54	-	-	130	-	5	5	104
	6%	8%	5%	5%	8%	8%	4%	9%	6%	11%	5%	5%	4%	7%	5%	5%	9%	8%	5%	6%	-	-	100%	-	1%	1%	28%
SNP	51	26	25	4	13	8	12	7	6	11	16	14	10	-	-	-	-	51	12	18	-	-	-	-	1	9	8
	3%	3%	2%	2%	4%	2%	3%	2%	1%	2%	3%	3%	2%	-	-	-	-	28%	4%	2%	-	-	-	-	*	2%	2%
Plaid Cymru	5	4	1	-	1	-	2	-	1	1	*	1	2	-	-	-	5	-	2	2	-	-	-	-	-	-	1
	*	*	*	-	*	-	1%	-	*	*	*	*	*	-	-	-	2%	-	1%	*	-	-	-	-	-	-	*
The UK Independence Party	186	108	78	5	10	22	37	39	74	35	48	53	49	46	63	48	27	1	14	71	-	-	-	186	82	20	29
	9%	11%	8%	2%	3%	6%	10%	13%	17%	7%	9%	12%	10%	8%	12%	10%	10%	1%	5%	8%	-	-	-	100%	14%	5%	8%
The Green Party	60	37	23	12	16	7	8	6	11	20	18	7	16	19	19	14	6	2	9	27	-	-	-	-	3	7	22
	3%	4%	2%	5%	5%	2%	2%	2%	3%	4%	3%	2%	3%	4%	4%	3%	2%	1%	3%	3%	-	-	-	-	1%	2%	6%
The British National Party	7	5	2	-	1	1	1	1	3	*	-	2	5	1	2	4	-	-	2	1	-	-	-	-	-	2	2
	*	1%	*	-	*	*	*	*	1%	*	-	*	1%	*	*	1%	-	-	1%	*	-	-	-	-	-	*	1%
Some other party	4	3	2	-	-	1	-	3	1	3	-	1	1	*	4	-	-	-	2	1	-	-	-	-	-	3	-
	*	*	*	-	-	*	-	1%	*	*	-	*	*	*	1%	-	-	-	1%	*	-	-	-	-	-	1%	-
Would not vote	192	61	131	47	36	42	24	27	16	36	59	49	48	54	42	63	19	13	23	97	-	-	-	-	18	6	3
	10%	6%	13%	20%	11%	12%	7%	9%	4%	7%	10%	11%	10%	10%	8%	13%	7%	7%	8%	12%	-	-	-	-	3%	2%	1%
Rather not say	34	17	17	6	8	9	9	-	1	7	10	7	10	11	4	11	4	3	2	20	-	-	-	-	1	1	-
	2%	2%	2%	3%	2%	3%	3%	-	*	1%	2%	2%	2%	2%	1%	2%	1%	2%	1%	2%	-	-	-	-	*	*	-
Don't know	356	95	261	66	64	63	56	43	64	83	105	79	89	92	102	68	61	33	58	136	-	-	-	-	73	36	70
	18%	10%	25%	28%	19%	19%	15%	14%	14%	15%	19%	18%	19%	17%	19%	14%	22%	18%	20%	16%	-	-	-	-	13%	9%	19%

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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	1266	693	573	98	176	215	230	213	334	360	374	226	306	339	327	305	180	115	167	502	344	430	77	281	413	316	232
Weighted base	1158	669	489	84	171	179	221	191	312	335	309	247	267	311	302	276	158	111	161	461	391	410	101	154	412	293	242
Conservative	391	216	174	25	35	49	71	77	135	129	111	77	74	114	106	98	51	22	40	154	391	-	-	-	308	20	28
	34%	32%	36%	29%	21%	27%	32%	40%	43%	38%	36%	31%	28%	37%	35%	35%	32%	20%	25%	33%	100%	-	-	-	75%	7%	12%
Labour	410	238	173	33	88	78	89	48	74	104	112	86	107	114	104	102	58	33	77	173	-	410	-	-	25	235	77
	35%	35%	35%	39%	52%	43%	40%	25%	24%	31%	36%	35%	40%	37%	34%	37%	37%	30%	48%	37%	-	100%	-	-	6%	80%	32%
Liberal Democrat	101	63	38	9	17	21	11	21	21	45	20	19	17	29	21	22	18	10	10	38	-	-	101	-	4	5	84
	9%	9%	8%	11%	10%	12%	5%	11%	7%	13%	6%	8%	6%	9%	7%	8%	11%	9%	6%	8%	-	-	100%	-	1%	2%	35%
SNP	43	23	20	3	10	7	11	6	5	10	13	12	8	-	-	-	-	43	11	14	-	-	-	-	1	8	6
	4%	3%	4%	4%	6%	4%	5%	3%	2%	3%	4%	5%	3%	-	-	-	-	39%	7%	3%	-	-	-	-	*	3%	3%
Plaid Cymru	4	3	1	-	1	-	2	-	1	1	*	1	1	-	-	-	4	-	1	2	-	-	-	-	-	-	1
	*	1%	*	-	1%	-	1%	-	*	*	*	1%	1%	-	-	-	3%	-	1%	*	-	-	-	-	-	-	*
The UK Independence Party	154	91	63	3	6	18	31	32	63	29	39	45	41	38	52	41	22	1	11	58	-	-	-	154	70	17	25
	13%	14%	13%	4%	3%	10%	14%	17%	20%	9%	13%	18%	15%	12%	17%	15%	14%	1%	7%	13%	-	-	-	100%	17%	6%	10%
The Green Party	47	30	17	10	12	5	6	5	9	16	14	5	13	15	15	10	5	2	7	21	-	-	-	-	3	5	18
	4%	4%	4%	12%	7%	3%	3%	2%	3%	5%	5%	2%	5%	5%	5%	4%	3%	2%	4%	5%	-	-	-	-	1%	2%	8%
The British National Party	6	4	1	-	1	*	1	1	3	*	-	1	4	1	1	3	-	-	1	1	-	-	-	-	-	1	2
	*	1%	*	-	*	*	*	1%	1%	*	-	1%	1%	*	*	1%	-	-	1%	*	-	-	-	-	-	*	1%
Some other party	3	1	2	-	-	1	-	1	1	1	-	1	1	*	3	-	-	-	1	1	-	-	-	-	-	1	-
	*	*	*	-	-	*	-	1%	*	*	-	*	*	*	1%	-	-	-	1%	*	-	-	-	-	-	*	-

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Absolutes/col percents

Table 4
Gender
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2019	2019
Weighted base	2019	2019
Male	989 49%	989 49%
Female	1030 51%	1030 51%

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Absolutes/col percents

Table 5
Age
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2019	2019
Weighted base	2019	2019
18-24	206 10%	240 12%
25-34	327 16%	340 17%
35-44	368 18%	340 17%
45-54	346 17%	360 18%
55-64	320 16%	300 15%
65+	452 22%	440 22%
Average age	47.93	47.25

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Table 6
Social Grade
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2019	2019
Weighted base	2019	2019
AB	551 27%	540 27%
C1	609 30%	560 28%
C2	355 18%	440 22%
DE	504 25%	480 24%
NET: ABC1	1160 57%	1099 54%
NET: C2DE	859 43%	920 46%

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Table 7
GO Region
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2019	2019
Weighted base	2019	2019
Scotland	168 8%	182 9%
North East	74 4%	81 4%
North West	219 11%	222 11%
Yorkshire & Humberside	199 10%	182 9%
West Midlands	176 9%	182 9%
East Midlands	137 7%	141 7%
Wales	110 5%	101 5%
Eastern	213 11%	202 10%
London	255 13%	262 13%
South East	290 14%	283 14%
South West	178 9%	182 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	2019	2019
Weighted base	2019	2019
NET: Working	1097 54%	1131 56%
Working full time - working 30 hours per week or more	764 38%	888 44%
Working part time - working between 8 and 29 hours per week	333 16%	242 12%
NET: Not working	922 46%	888 44%
Not working but seeking work or temporarily unemployed or sick	124 6%	114 6%
Not working and not seeking work/ student	130 6%	130 6%
Retired on a state pension only	147 7%	142 7%
Retired with a private pension	355 18%	338 17%
House person, housewife, househusband, etc.	166 8%	165 8%

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Table 9
Tenure
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2019	2019
Weighted base	2019	2019
NET: Homeowners	1178 58%	1312 65%
Owned outright - without mortgage	629 31%	666 33%
Owned with a mortgage or loan	549 27%	646 32%
NET: Renters	800 40%	676 33%
Rented from the council	205 10%	283 14%
Rented from a housing association	214 11%	125 6%
Rented from someone else	381 19%	268 13%
Rent free	41 2%	31 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	2019	2019
Weighted base	2019	2019
Yes	1088 54%	1232 61%
No	931 46%	787 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	2019	2019
Weighted base	2019	2019
No cars in the household	474 23%	424 21%
NET: Any	1545 77%	1595 79%
1	1070 53%	848 42%
2	392 19%	565 28%
3+	83 4%	182 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	2019	2019
Weighted base	2019	2019
Conservative	506 25%	565 28%
Labour	632 31%	586 29%
Liberal Democrat	148 7%	202 10%
SNP	53 3%	38 2%
Plaid Cymru	8 *	4 *
Green	83 4%	43 2%
UKIP	285 14%	81 4%
BNP	14 1%	9 *
Another party	11 1%	6 *
None	279 14%	485 24%