

Opinion Poll

ONLINE Fieldwork : 29th-30th 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	2035	960	1075	227	316	339	384	332	437	578	606	343	508	514	515	528	291	187	225	829	473	462	95	341	566	367	328	
Weighted base	2035	997	1038	242	343	343	363	302	443	544	564	443	483	549	529	488	285	183	241	899	484	486	122	202	544	372	331	
Absolutely certain to vote	(10) 1152	625	527	77	152	169	221	207	326	331	305	242	274	294	292	285	155	125	138	455	338	345	76	154	410	271	224	
		57%	63%	51%	32%	44%	49%	61%	68%	74%	61%	54%	55%	57%	54%	55%	58%	55%	68%	57%	51%	70%	71%	63%	76%	75%	73%	68%
	(9) 203	115	88	21	36	45	25	26	49	63	57	44	39	57	64	49	28	6	28	101	67	51	18	19	64	41	49	
		10%	11%	9%	9%	11%	13%	7%	9%	11%	12%	10%	10%	8%	10%	12%	10%	3%	12%	11%	14%	10%	14%	9%	12%	11%	15%	
	(8) 117	55	61	26	25	20	19	10	17	32	32	35	18	44	27	25	13	8	15	61	31	36	10	12	22	19	21	
		6%	6%	6%	11%	7%	6%	5%	3%	4%	6%	6%	8%	4%	8%	5%	5%	4%	4%	6%	7%	6%	7%	8%	6%	4%	5%	6%
	(7) 106	38	68	29	14	22	14	14	13	33	31	22	21	26	35	18	13	14	13	49	26	23	4	8	21	11	13	
		5%	4%	7%	12%	4%	7%	4%	5%	3%	6%	5%	4%	5%	7%	4%	5%	8%	5%	5%	5%	5%	4%	4%	4%	3%	4%	
	(6) 50	15	34	10	12	3	12	5	8	13	16	9	11	14	18	13	4	2	3	30	9	15	2	3	7	9	1	
		2%	2%	3%	4%	4%	1%	3%	2%	2%	2%	3%	2%	2%	3%	3%	1%	1%	1%	3%	2%	3%	1%	1%	1%	2%	*	
	(5) 78	31	46	13	30	19	10	6	*	16	22	29	11	22	15	13	21	7	11	46	8	8	4	2	7	10	5	
		4%	3%	4%	5%	9%	5%	3%	2%	*	3%	4%	7%	2%	4%	3%	3%	7%	4%	5%	2%	2%	4%	1%	1%	3%	1%	
	(4) 17	7	10	6	5	1	2	2	-	3	3	6	5	9	3	3	1	2	3	4	*	1	2	1	1	-	1	
		1%	1%	1%	3%	1%	*	1%	-	*	1%	1%	1%	2%	1%	1%	*	1%	1%	*	*	*	2%	1%	*	-	*	
	(3) 31	12	20	6	7	8	8	2	1	7	12	5	8	12	9	6	2	2	3	22	3	5	4	1	-	1	-	
		2%	1%	2%	3%	2%	2%	2%	1%	*	1%	2%	1%	2%	2%	1%	1%	1%	1%	2%	1%	1%	3%	*	-	*	-	
	(2) 35	17	18	6	11	3	9	3	4	6	14	9	6	10	11	5	8	1	4	18	2	2	1	1	1	-	1	
		2%	2%	2%	2%	3%	1%	2%	1%	1%	3%	2%	1%	2%	2%	1%	3%	1%	2%	2%	1%	*	1%	1%	*	-	*	
Definitely would not vote	(1) 128	66	63	22	33	25	17	18	13	19	35	22	52	36	22	39	23	8	9	64	-	-	-	-	6	2	2	
		6%	7%	6%	9%	9%	7%	5%	6%	3%	3%	6%	5%	11%	7%	4%	8%	4%	4%	7%	-	-	-	-	1%	1%	1%	
Don't know	118	17	102	25	17	26	28	11	11	23	37	20	39	25	33	33	18	8	12	49	-	-	-	-	4	7	13	
		6%	2%	10%	10%	5%	8%	8%	3%	3%	4%	7%	5%	8%	5%	6%	7%	6%	5%	5%	-	-	-	-	1%	2%	4%	
Mean	8.38	8.56	8.19	7.27	7.58	8.18	8.55	8.81	9.27	8.77	8.25	8.33	8.13	8.22	8.51	8.42	8.13	8.78	8.58	8.10	9.33	9.28	8.93	9.43	9.43	9.38	9.38	
Standard deviation	2.72	2.66	2.77	3.01	3.12	2.82	2.62	2.50	1.88	2.26	2.80	2.64	3.12	2.79	2.51	2.81	2.96	2.40	2.45	2.85	1.34	1.44	1.91	1.33	1.42	1.40	1.34	
Standard error	0.06	0.09	0.09	0.21	0.18	0.16	0.14	0.14	0.09	0.10	0.12	0.15	0.14	0.13	0.11	0.13	0.18	0.18	0.17	0.10	0.06	0.07	0.20	0.07	0.06	0.07	0.08	

Opinion Poll

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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	2035	960	1075	227	316	339	384	332	437	578	606	343	508	514	515	528	291	187	225	829	473	462	95	341	566	367	328
Weighted base	2035	997	1038	242	343	343	363	302	443	544	564	443	483	549	529	488	285	183	241	899	484	486	122	202	544	372	331
Conservative	484 24%	266 27%	218 21%	53 22%	71 21%	72 21%	62 17%	73 24%	154 35%	170 31%	143 25%	90 20%	81 17%	171 31%	136 26%	91 19%	57 20%	30 16%	47 19%	230 26%	484 100%	-	-	-	354 65%	15 4%	36 11%
Labour	486 24%	227 23%	259 25%	56 23%	85 25%	73 21%	109 30%	74 24%	89 20%	116 21%	117 21%	119 27%	134 28%	101 18%	119 22%	154 31%	74 26%	39 21%	72 30%	193 22%	-	486 100%	-	-	21 4%	271 73%	76 23%
Liberal Democrat	122 6%	70 7%	52 5%	11 4%	24 7%	23 7%	15 4%	21 7%	29 7%	45 8%	29 5%	20 4%	28 6%	36 7%	39 7%	19 4%	24 8%	4 2%	16 7%	50 6%	-	-	122 100%	-	7 1%	5 1%	84 25%
SNP	42 2%	26 3%	17 2%	3 1%	4 1%	6 2%	8 2%	9 3%	12 3%	13 2%	9 2%	10 2%	11 2%	-	-	-	-	42 23%	7 3%	15 2%	-	-	-	-	2 *	4 1%	6 2%
Plaid Cymru	3 *	3 *	1 *	* *	1 *	-	-	2 1%	* *	* *	-	-	3 1%	-	-	-	3 1%	-	-	* *	-	-	-	-	-	-	-
The UK Independence Party	202 10%	129 13%	72 7%	8 3%	9 3%	20 6%	47 13%	34 11%	83 19%	46 8%	46 8%	55 12%	55 11%	37 7%	69 13%	62 13%	26 9%	7 4%	16 6%	77 9%	-	-	-	202 100%	91 17%	19 5%	26 8%
The Green Party	65 3%	38 4%	27 3%	10 4%	17 5%	10 3%	14 4%	10 3%	4 1%	21 4%	23 4%	13 3%	8 2%	17 3%	23 4%	11 2%	6 2%	7 4%	9 4%	30 3%	-	-	-	-	6 1%	6 2%	22 7%
The British National Party	6 *	3 *	3 *	2 1%	-	1 *	3 1%	-	-	-	2 *	3 1%	1 *	-	3 1%	1 *	1 *	1 *	1 *	5 1%	-	-	-	-	-	-	-
Some other party	6 *	3 *	3 *	-	3 1%	3 1%	-	-	1 *	2 *	2 *	1 *	1 *	2 *	1 *	3 1%	-	-	2 1%	3 *	-	-	-	-	-	-	2 1%
Would not vote	169 8%	78 8%	91 9%	33 14%	43 12%	33 10%	22 6%	23 8%	16 4%	30 6%	53 9%	30 7%	55 11%	52 10%	34 6%	43 9%	29 10%	10 6%	14 6%	87 10%	-	-	-	-	7 1%	4 1%	2 1%
Rather not say	37 2%	18 2%	19 2%	3 1%	4 1%	14 4%	8 2%	6 2%	2 1%	7 1%	16 3%	7 2%	6 1%	15 3%	4 1%	13 3%	4 1%	-	5 2%	22 2%	-	-	-	-	2 *	-	1 *
Don't know	412 20%	135 14%	277 27%	63 26%	82 24%	88 26%	76 21%	52 17%	51 12%	93 17%	123 22%	94 21%	100 21%	118 21%	101 19%	91 19%	59 21%	43 23%	52 22%	185 21%	-	-	-	-	55 10%	48 13%	76 23%

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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	1238	646	591	109	164	186	234	225	318	376	359	214	288	300	326	317	173	121	136	481	388	366	72	275	431	267	218
Weighted base	1138	628	509	98	160	168	207	187	317	333	298	249	258	289	310	278	152	108	135	473	391	389	92	166	408	268	209
Conservative	391	218	173	36	54	59	51	62	129	137	116	71	68	136	111	77	43	24	38	181	391	-	-	-	300	12	30
	34%	35%	34%	37%	34%	35%	25%	33%	41%	41%	39%	28%	26%	47%	36%	28%	28%	22%	28%	38%	100%	-	-	-	74%	5%	15%
Labour	389	188	201	39	64	59	89	63	75	92	92	97	107	81	95	121	58	33	59	149	-	389	-	-	18	227	64
	34%	30%	39%	39%	40%	35%	43%	34%	24%	28%	31%	39%	41%	28%	31%	44%	38%	30%	43%	31%	-	100%	-	-	4%	85%	30%
Liberal Democrat	92	54	38	6	15	18	10	18	25	36	21	15	21	27	30	13	20	3	12	36	-	-	92	-	5	4	69
	8%	9%	7%	6%	9%	10%	5%	10%	8%	11%	7%	6%	8%	9%	10%	5%	13%	3%	9%	8%	-	-	100%	-	1%	2%	33%
SNP	36	22	14	2	3	5	7	8	10	11	7	8	9	-	-	-	-	36	6	13	-	-	-	-	2	4	5
	3%	3%	3%	2%	2%	3%	4%	4%	3%	3%	2%	3%	4%	-	-	-	-	33%	5%	3%	-	-	-	-	*	1%	2%
Plaid Cymru	2	2	*	*	*	-	-	1	*	*	-	-	2	-	-	-	2	-	-	*	-	-	-	-	-	-	-
	*	*	*	*	*	-	-	1%	*	*	-	-	1%	-	-	-	1%	-	-	*	-	-	-	-	-	-	-
The UK Independence Party	166	110	56	6	7	16	37	27	73	38	38	45	45	31	54	54	21	5	12	62	-	-	-	166	78	16	21
	15%	17%	11%	6%	4%	9%	18%	15%	23%	11%	13%	18%	17%	11%	18%	19%	14%	5%	9%	13%	-	-	-	100%	19%	6%	10%
The Green Party	52	30	22	9	14	8	9	7	4	17	20	10	5	13	17	9	6	7	6	25	-	-	-	-	5	5	18
	5%	5%	4%	9%	9%	5%	4%	4%	1%	5%	7%	4%	2%	4%	6%	3%	4%	6%	4%	5%	-	-	-	-	1%	2%	8%
The British National Party	5	3	2	1	-	1	3	-	-	-	2	2	1	-	2	1	1	1	1	4	-	-	-	-	-	-	-
	*	*	*	1%	-	1%	1%	-	-	-	1%	1%	*	-	1%	*	1%	1%	1%	1%	-	-	-	-	-	-	-
Some other party	6	3	3	-	2	3	-	-	1	2	2	1	1	2	1	3	-	-	2	3	-	-	-	-	-	-	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	2035	2035
Weighted base	2035	2035
Male	960 47%	997 49%
Female	1075 53%	1038 51%

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Table 5
Age
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2035	2035
Weighted base	2035	2035
18-24	227 11%	242 12%
25-34	316 16%	343 17%
35-44	339 17%	343 17%
45-54	384 19%	363 18%
55-64	332 16%	302 15%
65+	437 21%	443 22%
Average age	47.98	47.35

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Table 6
Social Grade
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2035	2035
Weighted base	2035	2035
AB	578 28%	544 27%
C1	606 30%	564 28%
C2	343 17%	443 22%
DE	508 25%	483 24%
NET: ABC1	1184 58%	1108 54%
NET: C2DE	851 42%	927 46%

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Table 7
GO Region
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2035	2035
Weighted base	2035	2035
Scotland	187 9%	183 9%
North East	90 4%	81 4%
North West	242 12%	224 11%
Yorkshire & Humberside	196 10%	183 9%
West Midlands	154 8%	183 9%
East Midlands	158 8%	142 7%
Wales	112 6%	102 5%
Eastern	203 10%	203 10%
London	225 11%	265 13%
South East	289 14%	285 14%
South West	179 9%	183 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	2035	2035
Weighted base	2035	2035
NET: Working	1054 52%	1140 56%
Working full time - working 30 hours per week or more	781 38%	895 44%
Working part time - working between 8 and 29 hours per week	273 13%	244 12%
NET: Not working	981 48%	895 44%
Not working but seeking work or temporarily unemployed or sick	105 5%	97 5%
Not working and not seeking work/ student	169 8%	153 7%
Retired on a state pension only	140 7%	152 7%
Retired with a private pension	384 19%	343 17%
House person, housewife, househusband, etc.	183 9%	151 7%

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Absolutes/col percents

Table 9
Tenure
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2035	2035
Weighted base	2035	2035
NET: Homeowners	1341 66%	1323 65%
Owned outright - without mortgage	720 35%	671 33%
Owned with a mortgage or loan	621 31%	652 32%
NET: Renters	666 33%	685 34%
Rented from the council	155 8%	285 14%
Rented from a housing association	190 9%	148 7%
Rented from someone else	321 16%	253 12%
Rent free	28 1%	27 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	2035	2035
Weighted base	2035	2035
Yes	1148 56%	1241 61%
No	887 44%	794 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	2035	2035
Weighted base	2035	2035
No cars in the household	396 19%	427 21%
NET: Any	1639 81%	1608 79%
1	1099 54%	855 42%
2	457 22%	570 28%
3+	83 4%	183 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	2035	2035
Weighted base	2035	2035
Conservative	572 28%	570 28%
Labour	559 27%	590 29%
Liberal Democrat	157 8%	204 10%
SNP	56 3%	37 2%
Plaid Cymru	9 *	4 *
Green	77 4%	45 2%
UKIP	264 13%	81 4%
BNP	7 *	6 *
Another party	15 1%	10 *
None	319 16%	488 24%