

Opinion Poll

ONLINE Fieldwork : 15th-16th 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	2031	1019	1012	230	300	341	385	322	453	594	606	338	493	517	503	536	308	167	284	847	430	549	136	313	524	421	361	
Weighted base	2031	995	1036	241	342	342	362	302	442	543	563	442	483	548	528	487	284	183	282	856	467	514	142	198	532	388	331	
Absolutely certain to vote	(10)	1094	582	511	77	125	168	204	200	321	305	313	260	216	292	273	247	168	114	147	427	339	337	93	144	392	267	212
		54%	59%	49%	32%	37%	49%	56%	66%	73%	56%	59%	45%	53%	52%	51%	59%	63%	52%	50%	73%	65%	65%	73%	74%	69%	64%	
	(9)	221	111	110	15	35	39	51	31	49	78	59	39	45	72	55	48	35	10	29	98	57	66	22	29	66	47	54
		11%	11%	11%	6%	10%	12%	14%	10%	11%	14%	10%	9%	9%	13%	10%	10%	12%	5%	10%	11%	12%	13%	16%	14%	12%	12%	16%
	(8)	126	57	69	20	24	21	18	20	22	41	30	28	28	34	34	32	16	10	25	52	24	39	7	13	32	19	19
		6%	6%	7%	8%	7%	6%	5%	7%	5%	7%	5%	6%	6%	6%	6%	7%	6%	5%	9%	6%	5%	8%	5%	6%	6%	5%	6%
	(7)	110	49	61	20	31	26	13	10	11	30	30	25	25	36	21	25	17	10	16	61	23	32	9	5	12	19	18
		5%	5%	6%	8%	9%	7%	4%	3%	3%	5%	5%	5%	5%	7%	4%	5%	6%	5%	6%	7%	5%	6%	6%	3%	2%	5%	5%
	(6)	47	20	26	10	13	10	8	2	4	9	18	8	12	12	16	13	4	1	13	20	11	12	4	2	6	11	2
		2%	2%	3%	4%	4%	3%	2%	1%	1%	2%	3%	2%	2%	2%	3%	3%	1%	1%	5%	2%	2%	2%	3%	1%	1%	3%	1%
	(5)	87	30	56	12	16	21	18	9	10	19	22	18	28	16	32	19	9	10	14	42	5	19	7	1	8	8	7
		4%	3%	5%	5%	5%	6%	5%	3%	2%	3%	4%	4%	6%	3%	6%	4%	3%	5%	5%	5%	1%	4%	5%	1%	1%	2%	2%
	(4)	17	8	9	12	4	1	-	-	1	4	9	*	3	10	2	4	-	1	1	13	1	4	-	1	-	1	1
		1%	1%	1%	5%	1%	*	-	-	*	1%	2%	*	1%	2%	*	1%	-	*	*	2%	*	1%	-	1%	-	*	*
	(3)	21	6	14	10	2	1	5	2	1	2	7	*	11	8	5	3	*	5	1	7	2	2	-	1	2	*	*
		1%	1%	1%	4%	1%	*	1%	1%	*	*	1%	*	2%	1%	1%	1%	*	3%	*	1%	*	*	-	1%	*	*	*
	(2)	31	15	16	10	7	*	6	3	6	10	9	8	5	5	12	10	1	2	5	14	5	3	1	1	5	1	4
		2%	2%	2%	4%	2%	*	2%	1%	1%	2%	2%	2%	1%	1%	2%	2%	*	1%	2%	1%	3	*	1%	1%	1%	*	1%
Definitely would not vote	(1)	158	70	88	22	50	33	25	17	10	30	30	31	66	43	34	59	15	6	25	68	-	-	-	-	1	12	4
		8%	7%	8%	9%	14%	10%	7%	6%	2%	6%	5%	7%	14%	8%	7%	12%	5%	3%	9%	8%	-	-	-	-	*	3%	1%
Don't know		121	45	75	34	37	22	14	9	5	16	37	26	42	19	43	28	18	14	5	54	-	-	-	-	7	4	9
		6%	5%	7%	14%	11%	6%	4%	3%	1%	3%	7%	6%	9%	4%	8%	6%	6%	8%	2%	6%	-	-	-	-	1%	1%	3%
Mean		8.25	8.47	8.04	6.95	7.25	8.07	8.40	8.85	9.19	8.54	8.41	8.47	7.51	8.25	8.22	7.85	8.76	8.66	8.09	8.10	9.36	9.13	9.17	9.44	9.44	9.11	9.17
Standard deviation		2.82	2.70	2.92	3.22	3.32	2.88	2.73	2.40	1.92	2.52	2.63	2.70	3.33	2.79	2.79	3.18	2.34	2.47	2.87	2.86	1.39	1.54	1.48	1.26	1.35	1.91	1.70
Standard error		0.06	0.09	0.09	0.22	0.20	0.16	0.14	0.14	0.09	0.10	0.11	0.15	0.15	0.12	0.13	0.14	0.14	0.19	0.17	0.10	0.07	0.07	0.13	0.07	0.06	0.09	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	2031	1019	1012	230	300	341	385	322	453	594	606	338	493	517	503	536	308	167	284	847	430	549	136	313	524	421	361	
Weighted base	2031	995	1036	241	342	342	362	302	442	543	563	442	483	548	528	487	284	183	282	856	467	514	142	198	532	388	331	
Conservative	467	237	230	29	61	63	74	91	149	161	140	83	83	157	129	96	56	29	62	194	467	-	-	-	350	15	37	
	23%	24%	22%	12%	18%	19%	20%	30%	34%	30%	25%	19%	17%	29%	24%	20%	20%	16%	22%	23%	100%	-	-	-	66%	4%	11%	
Labour	514	267	247	60	106	117	94	54	84	124	140	132	119	142	115	156	75	26	95	219	-	514	-	-	17	293	71	
	25%	27%	24%	25%	31%	34%	26%	18%	19%	23%	25%	30%	25%	26%	22%	32%	27%	14%	34%	26%	-	100%	-	-	3%	75%	21%	
Liberal Democrat	142	77	65	4	25	25	23	27	38	67	31	20	25	41	40	22	24	15	11	69	-	-	142	-	9	5	103	
	7%	8%	6%	2%	7%	7%	6%	9%	9%	12%	6%	4%	5%	7%	8%	5%	9%	8%	4%	8%	-	-	100%	-	2%	1%	31%	
SNP	43	26	17	7	3	5	9	11	8	10	12	14	7	-	-	-	-	43	5	16	-	-	-	-	1	5	3	
	2%	3%	2%	3%	1%	2%	3%	4%	2%	2%	2%	3%	1%	-	-	-	-	24%	2%	2%	-	-	-	-	*	1%	1%	
Plaid Cymru	5	3	1	-	*	1	1	1	2	1	2	1	1	-	-	-	5	-	*	3	-	-	-	-	-	-	-	
	*	*	*	-	*	*	*	*	*	*	*	*	*	-	-	-	2%	-	*	*	-	-	-	-	-	-	-	
The UK Independence Party	198	115	83	7	9	26	43	49	64	43	56	51	48	48	54	54	37	5	21	82	-	-	-	198	82	18	28	
	10%	12%	8%	3%	3%	8%	12%	16%	14%	8%	10%	11%	10%	9%	10%	11%	13%	3%	7%	10%	-	-	-	100%	15%	5%	9%	
The Green Party	59	29	30	12	6	8	11	9	11	17	16	15	11	12	17	11	13	6	10	24	-	-	-	-	7	4	19	
	3%	3%	3%	5%	2%	2%	3%	3%	3%	3%	3%	3%	2%	2%	3%	2%	5%	3%	4%	3%	-	-	-	-	1%	1%	6%	
The British National Party	3	3	1	1	-	1	1	-	1	*	1	1	2	1	-	1	1	1	-	2	-	-	-	-	2	-	-	
	*	*	*	*	-	*	*	-	*	*	*	*	*	*	-	*	*	*	-	*	*	-	-	-	-	*	-	-
Some other party	3	3	*	-	-	1	1	1	-	1	2	-	-	1	1	1	*	-	1	1	-	-	-	-	-	-	1	
	*	*	*	-	-	*	*	*	-	*	*	-	-	*	*	*	*	-	1%	*	-	-	-	-	-	-	*	
Would not vote	201	91	109	45	58	37	28	20	14	35	47	41	78	55	43	71	18	14	26	92	-	-	-	-	5	13	4	
	10%	9%	11%	19%	17%	11%	8%	6%	3%	6%	8%	9%	16%	10%	8%	15%	6%	7%	9%	11%	-	-	-	-	1%	3%	1%	
Rather not say	32	12	20	8	4	5	7	1	6	9	8	12	3	14	2	7	4	6	5	12	-	-	-	-	-	1	1	
	2%	1%	2%	3%	1%	2%	2%	*	1%	2%	1%	3%	1%	2%	*	1%	1%	3%	2%	1%	-	-	-	-	-	*	*	
Don't know	364	131	232	69	70	51	70	38	65	75	108	74	107	78	127	69	50	39	43	141	-	-	-	-	59	35	64	
	18%	13%	22%	29%	20%	15%	19%	13%	15%	14%	19%	17%	22%	14%	24%	14%	18%	22%	15%	17%	-	-	-	-	11%	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	692	574	106	156	211	244	227	322	398	377	218	272	319	304	331	199	114	180	525	349	430	107	255	394	318	247
Weighted base	1144	616	529	84	153	194	208	203	303	338	324	256	226	316	284	269	171	104	161	477	379	400	111	164	397	280	218
Conservative	379	192	187	21	47	48	60	77	127	127	116	69	68	126	101	81	46	25	49	156	379	-	-	-	298	12	31
	33%	31%	35%	25%	31%	25%	29%	38%	42%	37%	36%	27%	30%	40%	35%	30%	27%	24%	31%	33%	100%	-	-	-	75%	4%	14%
Labour	400	213	186	41	74	93	75	46	70	98	111	101	90	107	94	117	60	22	72	166	-	400	-	-	14	241	60
	35%	35%	35%	49%	49%	48%	36%	23%	23%	29%	34%	40%	40%	34%	33%	43%	35%	21%	45%	35%	-	100%	-	-	3%	86%	27%
Liberal Democrat	111	61	50	2	18	19	17	22	34	54	25	17	15	32	32	18	18	11	8	51	-	-	111	-	8	5	86
	10%	10%	9%	2%	12%	10%	8%	11%	11%	16%	8%	7%	7%	10%	11%	7%	11%	10%	5%	11%	-	-	100%	-	2%	2%	39%
SNP	37	22	14	5	2	5	8	9	7	8	10	13	6	-	-	-	-	37	4	14	-	-	-	-	1	4	2
	3%	4%	3%	6%	1%	2%	4%	5%	2%	2%	3%	5%	3%	-	-	-	-	35%	3%	3%	-	-	-	-	*	1%	1%
Plaid Cymru	4	3	1	-	*	1	*	1	1	1	2	1	1	-	-	-	4	-	*	2	-	-	-	-	-	-	-
	*	1%	*	-	*	*	*	1%	*	*	1%	*	*	-	-	-	2%	-	*	*	-	-	-	-	-	-	-
The UK Independence Party	164	97	67	5	6	21	37	41	55	37	46	44	37	40	43	44	32	5	17	67	-	-	-	164	71	15	24
	14%	16%	13%	6%	4%	11%	18%	20%	18%	11%	14%	17%	16%	13%	15%	17%	19%	4%	11%	14%	-	-	-	100%	18%	6%	11%
The Green Party	45	23	22	10	5	6	9	6	8	13	12	11	9	10	13	8	10	4	8	18	-	-	-	-	5	3	15
	4%	4%	4%	12%	3%	3%	4%	3%	3%	4%	4%	4%	4%	3%	5%	3%	6%	4%	5%	4%	-	-	-	-	1%	1%	7%
The British National Party	2	2	*	*	-	1	1	-	*	*	1	1	1	*	-	1	1	1	-	2	-	-	-	-	1	-	-
	*	*	*	1%	-	*	*	-	*	*	*	*	*	*	-	*	*	*	-	*	-	-	-	-	*	-	-
Some other party	2	2	*	-	-	1	1	1	-	1	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	2031	2031
Weighted base	2031	2031
Male	1019 50%	995 49%
Female	1012 50%	1036 51%

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Absolutes/col percents

Table 5
Age
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2031	2031
Weighted base	2031	2031
18-24	230 11%	241 12%
25-34	300 15%	342 17%
35-44	341 17%	342 17%
45-54	385 19%	362 18%
55-64	322 16%	302 15%
65+	453 22%	442 22%
Average age	48.01	47.22

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Table 6
Social Grade
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2031	2031
Weighted base	2031	2031
AB	594 29%	543 27%
C1	606 30%	563 28%
C2	338 17%	442 22%
DE	493 24%	483 24%

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Table 7
GO Region
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2031	2031
Weighted base	2031	2031
Scotland	167 8%	183 9%
North East	91 4%	81 4%
North West	245 12%	223 11%
Yorkshire & Humberside	200 10%	183 9%
West Midlands	188 9%	183 9%
East Midlands	146 7%	142 7%
Wales	110 5%	102 5%
Eastern	169 8%	203 10%
London	236 12%	264 13%
South East	281 14%	284 14%
South West	198 10%	183 9%

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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	2031	2031
Weighted base	2031	2031
NET: Working	1131 56%	1137 56%
Working full time - working 30 hours per week or more	861 42%	894 44%
Working part time - working between 8 and 29 hours per week	270 13%	244 12%
NET: Not working	900 44%	894 44%
Not working but seeking work or temporarily unemployed or sick	102 5%	101 5%
Not working and not seeking work/ student	142 7%	151 7%
Retired on a state pension only	113 6%	110 5%
Retired with a private pension	388 19%	366 18%
House person, housewife, househusband, etc.	155 8%	165 8%

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Table 9
Tenure
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2031	2031
Weighted base	2031	2031
NET: Homeowners	1404 69%	1320 65%
Owned outright - without mortgage	728 36%	670 33%
Owned with a mortgage or loan	676 33%	650 32%
NET: Renters	595 29%	679 33%
Rented from the council	132 6%	284 14%
Rented from a housing association	139 7%	108 5%
Rented from someone else	324 16%	286 14%
Rent free	32 2%	32 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	2031	2031
Weighted base	2031	2031
Yes	1148 57%	1239 61%
No	883 43%	792 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	2031	2031
Weighted base	2031	2031
No cars in the household	421 21%	427 21%
NET: Any	1610 79%	1604 79%
1	1115 55%	853 42%
2	413 20%	569 28%
3+	82 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	2031	2031
Weighted base	2031	2031
Conservative	520 26%	569 28%
Labour	627 31%	589 29%
Liberal Democrat	193 10%	203 10%
SNP	48 2%	38 2%
Plaid Cymru	8 *	4 *
Green	81 4%	50 2%
UKIP	243 12%	81 4%
BNP	5 *	3 *
Another party	9 *	6 *
None	297 15%	487 24%