

## Opinion Poll

### ONLINE Fieldwork : 30th-31st October 2013

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	2015	987	1028	216	291	315	384	334	475	609	573	310	523	532	530	489	291	173	234	797	430	576	129	259	545	406	371	
Weighted base	2015	988	1027	242	323	383	343	302	423	544	584	423	463	512	532	506	291	175	252	877	460	577	167	126	523	409	406	
Absolutely certain to vote	(10)	1085	593	492	66	131	194	184	205	304	311	222	221	269	295	279	148	95	138	440	337	380	92	86	387	281	249	
		54%	60%	48%	27%	41%	51%	54%	68%	72%	61%	53%	53%	48%	53%	55%	55%	51%	54%	55%	50%	73%	66%	55%	68%	74%	69%	61%
	(9)	234	143	91	14	41	35	41	37	66	81	75	36	42	73	50	58	34	19	28	102	58	74	34	18	68	44	65
		12%	14%	9%	6%	13%	9%	12%	12%	16%	15%	13%	8%	9%	14%	9%	11%	12%	11%	11%	12%	13%	13%	20%	14%	13%	11%	16%
	(8)	114	44	69	18	28	24	25	8	11	31	33	20	30	21	43	23	15	13	14	60	19	39	13	6	20	24	27
		6%	4%	7%	7%	9%	6%	7%	3%	3%	6%	6%	5%	6%	4%	8%	5%	5%	7%	6%	7%	4%	7%	8%	5%	4%	6%	7%
	(7)	119	53	66	34	26	34	13	7	6	27	29	26	37	39	19	27	17	16	11	66	22	42	16	7	18	21	23
		6%	5%	6%	14%	8%	9%	4%	2%	1%	5%	5%	6%	8%	8%	4%	5%	6%	9%	4%	8%	5%	7%	10%	5%	3%	5%	6%
	(6)	54	17	37	3	9	19	15	2	6	8	17	21	8	17	13	13	10	2	7	32	8	26	3	*	4	16	5
		3%	2%	4%	1%	3%	5%	4%	1%	2%	1%	3%	5%	2%	3%	3%	2%	3%	1%	3%	4%	2%	4%	2%	*	1%	4%	1%
	(5)	63	26	37	16	13	11	11	8	4	14	21	12	15	21	16	10	12	3	3	29	11	8	4	5	4	9	9
		3%	3%	4%	7%	4%	3%	3%	3%	1%	3%	4%	3%	3%	4%	3%	2%	4%	2%	1%	3%	2%	1%	3%	4%	1%	2%	2%
	(4)	25	13	12	8	8	4	1	2	3	2	6	7	10	4	7	8	3	3	3	5	3	3	4	1	-	1	5
		1%	1%	1%	3%	2%	1%	*	1%	1%	*	1%	2%	2%	1%	1%	2%	1%	2%	1%	1%	1%	1%	2%	1%	-	*	1%
	(3)	36	14	22	9	1	11	4	6	5	4	10	8	14	6	8	14	6	2	5	14	2	2	1	1	1	2	3
		2%	1%	2%	4%	*	3%	1%	2%	1%	1%	2%	2%	3%	1%	2%	3%	2%	1%	2%	2%	*	*	*	*	*	*	1%
	(2)	37	18	19	6	8	13	5	3	1	7	13	4	12	8	15	8	3	3	4	21	2	4	-	2	4	2	3
		2%	2%	2%	2%	3%	3%	2%	1%	*	1%	2%	1%	3%	2%	3%	2%	1%	2%	2%	2%	*	1%	-	2%	1%	*	1%
Definitely would not vote	(1)	138	42	96	39	30	21	26	13	9	19	28	47	44	26	35	36	29	12	21	57	-	-	-	-	9	5	8
		7%	4%	9%	16%	9%	5%	8%	4%	2%	4%	5%	11%	9%	5%	7%	7%	10%	7%	8%	6%	-	-	-	-	2%	1%	2%
Don't know		111	25	86	30	29	19	17	10	6	21	42	19	29	28	31	31	14	8	16	52	-	-	-	-	9	4	10
		6%	3%	8%	12%	9%	5%	5%	3%	1%	4%	7%	5%	6%	5%	6%	6%	5%	4%	6%	6%	-	-	-	-	2%	1%	2%
Mean		8.27	8.67	7.87	6.47	7.75	8.08	8.29	8.90	9.28	8.87	8.40	7.89	7.76	8.40	8.29	8.28	7.98	8.33	8.24	8.19	9.37	9.16	8.99	9.17	9.39	9.15	9.00
Standard deviation		2.78	2.43	3.05	3.40	3.00	2.78	2.78	2.39	1.81	2.20	2.62	3.11	3.12	2.56	2.82	2.84	3.02	2.72	2.92	2.75	1.35	1.48	1.51	1.67	1.57	1.71	1.90
Standard error		0.06	0.08	0.10	0.24	0.18	0.16	0.14	0.13	0.08	0.09	0.11	0.18	0.14	0.11	0.12	0.13	0.18	0.21	0.20	0.10	0.07	0.06	0.13	0.10	0.07	0.09	0.10

## Opinion Poll

### ONLINE Fieldwork : 30th-31st October 2013

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	2015	987	1028	216	291	315	384	334	475	609	573	310	523	532	530	489	291	173	234	797	430	576	129	259	545	406	371
Weighted base	2015	988	1027	242	323	383	343	302	423	544	584	423	463	512	532	506	291	175	252	877	460	577	167	126	523	409	406
Conservative	460 23%	272 28%	188 18%	32 13%	43 13%	89 23%	69 20%	70 23%	158 37%	157 29%	127 22%	95 23%	81 18%	131 26%	137 26%	112 22%	60 21%	20 11%	36 14%	199 23%	460 100%	-	-	-	358 68%	12 3%	28 7%
Labour	577 29%	271 27%	307 30%	65 27%	107 33%	137 36%	108 31%	81 27%	80 19%	134 25%	161 28%	138 33%	144 31%	142 28%	144 27%	164 32%	84 29%	43 25%	93 37%	259 30%	-	577 100%	-	-	22 4%	332 81%	110 27%
Liberal Democrat	167 8%	98 10%	69 7%	17 7%	35 11%	19 5%	25 7%	31 10%	39 9%	63 12%	52 9%	18 4%	33 7%	58 11%	30 6%	43 8%	22 8%	14 8%	16 7%	81 9%	-	-	167 100%	-	6 1%	6 1%	126 31%
SNP	48 2%	27 3%	21 2%	1 *	11 3%	8 2%	8 2%	9 3%	11 3%	9 2%	21 4%	10 2%	8 2%	-	-	-	-	48 27%	10 4%	21 2%	-	-	-	-	1 *	5 1%	6 1%
Plaid Cymru	12 1%	8 1%	4 *	2 1%	1 *	3 1%	1 *	3 1%	2 *	3 *	3 1%	4 1%	2 *	-	-	-	12 4%	-	2 1%	5 1%	-	-	-	-	1 *	3 1%	1 *
The UK Independence Party	126 6%	76 8%	51 5%	2 1%	7 2%	10 3%	25 7%	34 11%	48 11%	31 6%	34 6%	23 6%	37 8%	25 5%	40 8%	36 7%	24 8%	1 *	12 5%	35 4%	-	-	-	126 100%	58 11%	5 1%	28 7%
The Green Party	37 2%	22 2%	15 1%	6 2%	9 3%	5 1%	6 2%	8 3%	4 1%	17 3%	13 2%	1 *	5 1%	9 2%	9 2%	10 2%	7 2%	2 1%	8 3%	16 2%	-	-	-	-	2 *	5 1%	14 3%
The British National Party	10 1%	7 1%	3 *	* *	1 *	1 *	5 1%	3 1%	1 *	2 *	6 1%	2 *	1 *	* *	3 1%	5 1%	2 1%	-	1 1%	7 1%	-	-	-	-	4 1%	-	1 *
Some other party	8 *	4 *	5 *	- -	1 *	6 2%	1 *	* *	- -	1 *	2 *	5 1%	1 *	5 1%	2 *	1 *	- -	* *	1 *	8 1%	-	-	-	-	-	1 *	4 1%
Would not vote	170 8%	58 6%	112 11%	44 18%	38 12%	34 9%	28 8%	14 5%	11 3%	26 5%	38 7%	48 11%	57 12%	31 6%	45 8%	48 9%	32 11%	14 8%	25 10%	73 8%	-	-	-	-	12 2%	7 2%	11 3%
Rather not say	33 2%	15 2%	18 2%	4 2%	7 2%	5 1%	5 1%	9 3%	3 1%	12 2%	9 2%	6 1%	6 1%	12 2%	8 1%	5 1%	3 1%	5 3%	7 3%	16 2%	-	-	-	-	2 *	4 1%	1 *
Don't know	366 18%	131 13%	235 23%	67 28%	64 20%	66 17%	62 18%	40 13%	67 16%	89 16%	118 20%	72 17%	87 19%	98 19%	113 21%	83 16%	45 15%	28 16%	38 15%	155 18%	-	-	-	-	56 11%	29 7%	78 19%

## Opinion Poll

### ONLINE Fieldwork : 30th-31st October 2013

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	1218	657	562	89	151	178	228	230	342	400	341	182	295	301	323	306	180	109	145	467	348	456	98	203	407	298	245
Weighted base	1140	635	505	82	159	213	195	198	293	341	332	231	237	285	296	299	161	99	143	488	374	451	127	99	388	295	256
Conservative	374	223	151	22	32	71	56	58	135	131	104	77	62	101	113	94	51	15	29	161	374	-	-	-	307	11	23
	33%	35%	30%	27%	20%	33%	29%	29%	46%	39%	31%	33%	26%	35%	38%	32%	31%	16%	20%	33%	100%	-	-	-	79%	4%	9%
Labour	451	220	231	42	84	103	83	69	70	108	127	104	112	113	114	131	62	31	76	196	-	451	-	-	19	268	90
	40%	35%	46%	51%	53%	49%	43%	35%	24%	32%	38%	45%	47%	40%	39%	44%	38%	31%	53%	40%	-	100%	-	-	5%	91%	35%
Liberal Democrat	127	77	49	11	23	14	18	27	34	52	39	13	22	42	25	35	16	9	13	59	-	-	127	-	6	4	100
	11%	12%	10%	13%	14%	7%	10%	14%	11%	15%	12%	6%	9%	15%	8%	12%	10%	9%	9%	12%	-	-	100%	-	1%	1%	39%
SNP	42	23	19	1	9	7	7	8	10	8	18	9	7	-	-	-	-	42	9	18	-	-	-	-	1	5	5
	4%	4%	4%	1%	6%	3%	4%	4%	3%	2%	6%	4%	3%	-	-	-	-	42%	6%	4%	-	-	-	-	*	2%	2%
Plaid Cymru	7	5	2	1	1	*	1	2	2	2	2	1	1	-	-	-	7	-	2	3	-	-	-	-	1	*	1
	1%	1%	*	2%	*	*	*	1%	1%	1%	1%	1%	*	-	-	-	4%	-	1%	1%	-	-	-	-	*	*	*
The UK Independence Party	99	62	38	1	5	8	21	25	40	24	28	20	27	18	33	28	20	1	9	30	-	-	-	99	49	4	22
	9%	10%	7%	2%	3%	4%	11%	13%	14%	7%	9%	9%	11%	6%	11%	9%	12%	1%	6%	6%	-	-	-	100%	13%	2%	9%
The Green Party	27	18	9	3	5	3	4	7	3	13	8	1	5	7	7	7	4	2	5	11	-	-	-	-	2	3	11
	2%	3%	2%	4%	3%	2%	2%	3%	1%	4%	2%	1%	2%	2%	2%	2%	2%	2%	3%	2%	-	-	-	-	1%	1%	4%
The British National Party	7	4	2	*	*	*	3	2	1	2	3	1	1	*	3	2	2	-	*	5	-	-	-	-	3	-	1
	1%	1%	*	*	*	*	1%	1%	*	*	1%	1%	*	*	1%	1%	1%	-	*	1%	-	-	-	-	1%	-	*
Some other party	7	3	4	-	1	5	1	*	-	1	2	4	1	4	1	1	-	*	1	6	-	-	-	-	-	1	4
	1%	*	1%	-	*	2%	*	*	-	*	*	2%	*	2%	*	*	-	*	*	1%	-	-	-	-	-	*	1%

**Opinion Poll**  
**ONLINE Fieldwork : 30th-31st October 2013**

Absolutes/col percents

Table 4  
**Gender**  
**Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2015	2015
Weighted base	2015	2015
Male	987 49%	988 49%
Female	1028 51%	1027 51%

**Opinion Poll**  
**ONLINE Fieldwork : 30th-31st October 2013**

Absolutes/col percents

Table 5  
**Age**  
**Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2015	2015
Weighted base	2015	2015
18-24	216 11%	242 12%
25-34	291 14%	323 16%
35-44	315 16%	383 19%
45-54	384 19%	343 17%
55-64	334 17%	302 15%
65+	475 24%	423 21%
Average age	48.64	46.90

**Opinion Poll**  
**ONLINE Fieldwork : 30th-31st October 2013**

Absolutes/col percents

Table 6  
**Social Grade**  
**Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2015	2015
Weighted base	2015	2015
AB	609 30%	544 27%
C1	573 28%	584 29%
C2	310 15%	423 21%
DE	523 26%	463 23%

**Opinion Poll**  
**ONLINE Fieldwork : 30th-31st October 2013**

Absolutes/col percents

Table 7  
**GO Region**  
**Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2015	2015
Weighted base	2015	2015
Scotland	173 9%	175 9%
North East	77 4%	91 5%
North West	249 12%	237 12%
Yorkshire & Humberside	163 8%	178 9%
West Midlands	182 9%	186 9%
East Midlands	158 8%	157 8%
Wales	82 4%	107 5%
Eastern	190 9%	189 9%
London	206 10%	254 13%
South East	326 16%	259 13%
South West	209 10%	184 9%

**Opinion Poll**  
**ONLINE Fieldwork : 30th-31st October 2013**

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	2015	2015
Weighted base	2015	2015
NET: Working	1031 51%	1128 56%
Working full time - working 30 hours per week or more	697 35%	887 44%
Working part time - working between 8 and 29 hours per week	334 17%	242 12%
NET: Not working	984 49%	887 44%
Not working but seeking work or temporarily unemployed or sick	133 7%	132 7%
Not working and not seeking work	137 7%	136 7%
Retired on a state pension only	107 5%	97 5%
Retired with a private pension	440 22%	376 19%
House person, housewife, househusband, etc.	167 8%	146 7%

**Opinion Poll**  
**ONLINE Fieldwork : 30th-31st October 2013**

Absolutes/col percents

Table 9  
**Tenure**  
**Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2015	2015
Weighted base	2015	2015
NET: Homeowners	1273 63%	1370 68%
Owned outright - without mortgage	711 35%	665 33%
Owned with a mortgage or loan	562 28%	706 35%
NET: Renters	719 36%	625 31%
Rented from the council	158 8%	262 13%
Rented from a housing association	193 10%	109 5%
Rented from someone else	368 18%	254 13%
Rent free	23 1%	20 1%

**Opinion Poll**  
**ONLINE Fieldwork : 30th-31st October 2013**

Absolutes/col percents

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	2015	2015
Weighted base	2015	2015
Yes	1168 58%	1249 62%
No	847 42%	766 38%

**Opinion Poll**  
**ONLINE Fieldwork : 30th-31st October 2013**

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	2015	2015
Weighted base	2015	2015
No cars in the household	410 20%	407 20%
NET: Any	1605 80%	1608 80%
1	1103 55%	834 41%
2	428 21%	590 29%
3+	74 4%	183 9%

**Opinion Poll**  
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Absolutes/col percents

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	2015	2015
Weighted base	2015	2015
Conservative	533 26%	564 28%
Labour	646 32%	625 31%
Liberal Democrat	194 10%	262 13%
SNP	48 2%	40 2%
Plaid Cymru	10 *	8 *
Green	51 3%	29 1%
UKIP	174 9%	20 1%
BNP	16 1%	12 1%
Another party	19 1%	12 1%
None	324 16%	443 22%