

Opinion Poll

ONLINE Fieldwork : 8th-9th 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	2055	1071	984	231	293	365	386	320	460	537	614	393	511	544	530	489	305	187	232	873	475	509	107	354	597	392	354	
Weighted base	2055	1007	1048	244	346	346	366	305	448	549	570	448	489	555	534	493	288	185	257	894	475	511	139	181	551	374	380	
Absolutely certain to vote	(10)	1108	617	492	60	128	185	206	200	329	297	309	213	289	292	274	276	161	105	134	432	347	355	72	136	401	269	235
		54%	61%	47%	25%	37%	54%	56%	65%	74%	54%	54%	48%	59%	53%	51%	56%	57%	52%	48%	73%	70%	52%	75%	73%	72%	62%	
	(9)	241	115	126	26	53	36	48	34	43	79	65	63	33	66	88	40	26	21	43	96	65	56	33	20	69	44	64
		12%	11%	12%	11%	15%	10%	13%	11%	10%	14%	11%	14%	7%	12%	16%	8%	9%	11%	17%	11%	14%	11%	23%	11%	13%	12%	17%
	(8)	140	57	82	18	37	20	24	20	21	39	40	26	34	42	34	31	19	14	13	77	27	39	14	12	39	16	38
		7%	6%	8%	7%	11%	6%	6%	7%	5%	7%	7%	6%	7%	8%	6%	6%	7%	8%	5%	9%	6%	8%	10%	6%	7%	4%	10%
	(7)	118	45	73	32	23	19	18	14	12	30	36	34	19	24	33	33	15	13	17	58	20	30	9	7	16	21	16
		6%	4%	7%	13%	7%	6%	5%	5%	3%	5%	6%	8%	4%	4%	6%	7%	5%	7%	6%	6%	4%	6%	7%	4%	3%	6%	4%
	(6)	40	20	20	13	13	7	5	1	1	10	11	9	10	15	10	9	5	-	4	24	2	17	4	2	3	4	1
		2%	2%	2%	6%	4%	2%	1%	*	*	2%	2%	2%	2%	3%	2%	2%	2%	-	2%	3%	*	3%	3%	1%	1%	1%	*
	(5)	90	35	55	16	28	14	20	6	6	19	24	25	22	28	16	24	6	16	16	46	12	13	5	3	7	8	2
		4%	3%	5%	7%	8%	4%	5%	2%	1%	4%	4%	6%	4%	5%	3%	5%	2%	9%	6%	5%	3%	2%	4%	2%	1%	2%	1%
	(4)	11	2	10	4	3	3	*	1	-	6	4	1	1	4	5	1	2	-	1	7	-	1	3	*	1	-	1
		1%	*	1%	1%	1%	1%	*	*	-	1%	1%	*	*	1%	1%	*	1%	-	*	1%	-	*	2%	*	*	-	*
	(3)	23	4	19	8	7	5	2	1	1	6	5	7	6	13	3	4	3	-	4	14	1	-	-	1	6	-	4
		1%	*	2%	3%	2%	1%	*	*	*	1%	1%	1%	1%	2%	1%	1%	1%	-	1%	2%	*	-	-	*	1%	-	1%
	(2)	28	9	19	3	5	2	8	1	8	6	6	12	4	6	18	2	1	-	1	14	1	-	-	1	1	1	-
		1%	1%	2%	1%	2%	1%	2%	*	2%	1%	1%	3%	1%	1%	3%	*	*	-	*	2%	*	-	-	1%	*	*	-
Definitely would not vote	(1)	134	62	72	28	29	28	21	8	19	34	30	27	43	32	25	44	26	6	8	78	-	-	-	-	4	2	4
		7%	6%	7%	12%	8%	8%	6%	3%	4%	6%	5%	6%	9%	6%	5%	9%	9%	3%	3%	9%	-	-	-	-	1%	*	1%
Don't know		122	42	81	36	19	25	15	19	8	24	39	31	28	33	28	29	23	9	16	48	-	-	-	-	5	10	14
		6%	4%	8%	15%	6%	7%	4%	6%	2%	4%	7%	7%	6%	6%	5%	6%	8%	5%	6%	5%	-	-	-	-	1%	3%	4%
Mean		8.37	8.66	8.09	6.89	7.67	8.25	8.48	9.14	9.11	8.46	8.51	8.16	8.32	8.32	8.42	8.26	8.34	8.73	8.64	7.99	9.46	9.29	8.96	9.44	9.39	9.41	9.25
Standard deviation		2.67	2.52	2.80	3.10	2.88	2.84	2.60	1.89	2.20	2.59	2.51	2.74	2.88	2.67	2.58	2.85	2.87	2.14	2.22	2.92	1.16	1.29	1.49	1.28	1.41	1.31	1.45
Standard error		0.06	0.08	0.09	0.21	0.17	0.15	0.13	0.11	0.10	0.11	0.10	0.14	0.13	0.12	0.11	0.13	0.17	0.16	0.15	0.10	0.05	0.06	0.14	0.07	0.06	0.07	0.08

Opinion Poll

ONLINE Fieldwork : 8th-9th October 2014

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	2055	1071	984	231	293	365	386	320	460	537	614	393	511	544	530	489	305	187	232	873	475	509	107	354	597	392	354
Weighted base	2055	1007	1048	244	346	346	366	305	448	549	570	448	489	555	534	493	288	185	257	894	475	511	139	181	551	374	380
Conservative	475 23%	254 25%	220 21%	30 12%	56 16%	60 17%	81 22%	78 25%	168 38%	146 27%	161 28%	85 19%	82 17%	143 26%	139 26%	107 22%	68 24%	18 10%	53 21%	184 21%	475 100%	-	-	-	355 64%	16 4%	45 12%
Labour	511 25%	264 26%	247 24%	59 24%	98 28%	100 29%	98 27%	76 25%	79 18%	127 23%	137 24%	109 24%	138 28%	149 27%	106 20%	155 31%	66 23%	34 19%	88 34%	205 23%	-	511 100%	-	-	27 5%	265 71%	89 23%
Liberal Democrat	139 7%	70 7%	69 7%	9 4%	35 10%	28 8%	21 6%	20 7%	26 6%	52 9%	26 5%	36 8%	25 5%	40 7%	35 7%	21 4%	28 10%	15 8%	15 6%	76 8%	-	-	139 100%	-	6 1%	9 2%	91 24%
SNP	59 3%	36 4%	23 2%	8 3%	9 3%	9 3%	15 4%	6 2%	11 2%	20 4%	12 2%	14 3%	13 3%	-	-	-	-	59 32%	5 2%	29 3%	-	-	-	-	1 *	17 5%	6 2%
Plaid Cymru	3 *	3 *	1 *	-	-	-	*	2 1%	*	1 *	*	*	1 *	-	-	-	3 1%	-	*	*	-	-	-	-	1 *	-	-
The UK Independence Party	181 9%	112 11%	69 7%	8 3%	9 2%	18 5%	38 10%	42 14%	65 15%	30 6%	51 9%	46 10%	53 11%	40 7%	73 14%	41 8%	21 7%	5 3%	12 5%	74 8%	-	-	-	181 100%	82 15%	10 3%	31 8%
The Green Party	60 3%	31 3%	29 3%	7 3%	17 5%	6 2%	15 4%	6 2%	8 2%	13 2%	20 4%	9 2%	18 4%	17 3%	22 4%	8 2%	12 4%	2 1%	11 4%	25 3%	-	-	-	-	8 2%	8 2%	19 5%
The British National Party	7 *	6 1%	1 *	-	4 1%	1 *	1 *	1 *	*	1 *	1 *	2 *	2 1%	2 *	1 *	4 1%	*	-	1 *	5 1%	-	-	-	-	-	1 *	1 *
Some other party	8 *	6 1%	2 *	-	-	1 *	4 1%	1 *	2 *	1 *	1 *	1 *	5 1%	1 *	6 1%	*	-	-	1 *	5 1%	-	-	-	-	-	-	1 *
Would not vote	171 8%	71 7%	99 9%	38 15%	43 13%	33 10%	21 6%	9 3%	26 6%	42 8%	41 7%	41 9%	47 10%	42 7%	42 8%	52 11%	29 10%	6 3%	10 4%	100 11%	-	-	-	-	4 1%	2 *	4 1%
Rather not say	16 1%	5 1%	11 1%	6 2%	1 *	2 1%	6 2%	-	1 *	4 1%	8 1%	1 *	4 1%	7 1%	6 1%	2 *	1 *	*	3 1%	7 1%	-	-	-	-	1 *	-	-
Don't know	426 21%	149 15%	276 26%	79 32%	73 21%	86 25%	65 18%	63 21%	61 14%	112 20%	111 20%	103 23%	100 20%	115 21%	104 19%	102 21%	60 21%	45 24%	57 22%	184 21%	-	-	-	-	66 12%	47 13%	93 24%

Opinion Poll

ONLINE Fieldwork : 8th-9th October 2014

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	1320	746	573	109	168	222	256	224	340	346	395	251	327	341	342	306	203	128	146	539	395	410	82	285	464	295	230
Weighted base	1161	640	521	85	169	181	221	196	310	318	328	243	272	312	305	272	163	110	148	474	392	407	105	149	411	271	236
Conservative	392	210	182	23	41	51	66	66	145	121	131	71	69	115	115	89	55	16	43	149	392	-	-	-	305	12	38
	34%	33%	35%	27%	24%	28%	30%	34%	47%	38%	40%	29%	25%	37%	38%	33%	34%	15%	29%	31%	100%	-	-	-	74%	4%	16%
Labour	407	213	194	41	72	81	81	63	69	101	108	86	112	119	84	122	53	29	67	163	-	407	-	-	23	223	73
	35%	33%	37%	49%	42%	45%	37%	32%	22%	32%	33%	36%	41%	38%	28%	45%	33%	26%	45%	34%	-	100%	-	-	6%	82%	31%
Liberal Democrat	105	56	50	6	26	20	14	18	22	41	19	29	16	31	24	17	22	10	12	52	-	-	105	-	5	8	75
	9%	9%	10%	7%	15%	11%	6%	9%	7%	13%	6%	12%	6%	10%	8%	6%	14%	9%	8%	11%	-	-	100%	-	1%	3%	32%
SNP	48	30	18	4	8	8	13	5	10	17	10	11	11	-	-	-	-	48	4	25	-	-	-	-	1	13	5
	4%	5%	3%	5%	4%	5%	6%	3%	3%	5%	3%	4%	4%	-	-	-	-	44%	3%	5%	-	-	-	-	*	5%	2%
Plaid Cymru	3	2	1	-	-	-	*	2	*	1	*	*	1	-	-	-	3	-	*	*	-	-	-	-	1	-	-
	*	*	*	-	-	-	*	1%	*	*	*	*	*	-	-	-	2%	-	*	*	-	-	-	-	*	-	-
The UK Independence Party	149	95	54	5	6	13	31	36	56	25	44	38	42	33	59	34	18	4	10	60	-	-	-	149	70	8	27
	13%	15%	10%	6%	4%	7%	14%	19%	18%	8%	13%	16%	16%	10%	19%	13%	11%	4%	7%	13%	-	-	-	100%	17%	3%	11%
The Green Party	46	26	21	5	14	5	12	5	6	10	16	7	14	13	16	6	10	1	10	19	-	-	-	-	7	6	15
	4%	4%	4%	6%	8%	3%	5%	2%	2%	3%	5%	3%	5%	4%	5%	2%	6%	1%	7%	4%	-	-	-	-	2%	2%	7%
The British National Party	4	3	1	-	3	1	*	*	*	1	*	1	2	1	1	2	*	-	1	3	-	-	-	-	-	1	1
	*	1%	*	-	1%	*	*	*	*	*	*	*	1%	*	*	1%	*	-	1%	1%	-	-	-	-	-	*	*
Some other party	6	5	2	-	-	1	4	*	1	1	*	*	5	1	5	*	-	-	1	4	-	-	-	-	-	-	1
	1%	1%	*	-	-	1%	2%	*	*	*	*	*	2%	*	2%	*	-	-	1%	1%	-	-	-	-	-	-	1%

Opinion Poll
ONLINE Fieldwork : 8th-9th October 2014

Absolutes/col percents

Table 4
Gender
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2055	2055
Weighted base	2055	2055
Male	1071 52%	1007 49%
Female	984 48%	1048 51%

Opinion Poll
ONLINE Fieldwork : 8th-9th October 2014

Absolutes/col percents

Table 5
Age
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2055	2055
Weighted base	2055	2055
18-24	231 11%	244 12%
25-34	293 14%	346 17%
35-44	365 18%	346 17%
45-54	386 19%	366 18%
55-64	320 16%	305 15%
65+	460 22%	448 22%
Average age	48.18	47.27

Opinion Poll
ONLINE Fieldwork : 8th-9th October 2014

Absolutes/col percents

Table 6
Social Grade
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2055	2055
Weighted base	2055	2055
AB	537 26%	549 27%
C1	614 30%	570 28%
C2	393 19%	448 22%
DE	511 25%	489 24%

Opinion Poll
ONLINE Fieldwork : 8th-9th October 2014

Absolutes/col percents

Table 7
GO Region
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2055	2055
Weighted base	2055	2055
Scotland	187 9%	185 9%
North East	72 4%	82 4%
North West	216 11%	226 11%
Yorkshire & Humberside	201 10%	185 9%
West Midlands	183 9%	185 9%
East Midlands	149 7%	144 7%
Wales	110 5%	103 5%
Eastern	198 10%	205 10%
London	242 12%	267 13%
South East	302 15%	288 14%
South West	195 9%	185 9%

Opinion Poll
ONLINE Fieldwork : 8th-9th October 2014

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	2055	2055
Weighted base	2055	2055
NET: Working	1105 54%	1151 56%
Working full time - working 30 hours per week or more	837 41%	904 44%
Working part time - working between 8 and 29 hours per week	268 13%	247 12%
NET: Not working	950 46%	904 44%
Not working but seeking work or temporarily unemployed or sick	101 5%	104 5%
Not working and not seeking work	151 7%	141 7%
Retired on a state pension only	141 7%	147 7%
Retired with a private pension	383 19%	347 17%
House person, housewife, househusband, etc.	174 8%	165 8%

Opinion Poll
ONLINE Fieldwork : 8th-9th October 2014

Absolutes/col percents

Table 9
Tenure
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2055	2055
Weighted base	2055	2055
NET: Homeowners	1408 69%	1336 65%
Owned outright - without mortgage	726 35%	678 33%
Owned with a mortgage or loan	682 33%	657 32%
NET: Renters	621 30%	691 34%
Rented from the council	131 6%	288 14%
Rented from a housing association	157 8%	109 5%
Rented from someone else	333 16%	295 14%
Rent free	26 1%	28 1%

Opinion Poll
ONLINE Fieldwork : 8th-9th October 2014

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	2055	2055
Weighted base	2055	2055
Yes	1145 56%	1253 61%
No	910 44%	802 39%

Opinion Poll
ONLINE Fieldwork : 8th-9th October 2014

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	2055	2055
Weighted base	2055	2055
No cars in the household	434 21%	432 21%
NET: Any	1621 79%	1623 79%
1	1153 56%	863 42%
2	389 19%	575 28%
3+	79 4%	185 9%

Opinion Poll
ONLINE Fieldwork : 8th-9th October 2014

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	2055	2055
Weighted base	2055	2055
Conservative	595 29%	575 28%
Labour	602 29%	596 29%
Liberal Democrat	154 7%	205 10%
SNP	56 3%	36 2%
Plaid Cymru	9 *	4 *
Green	79 4%	46 2%
UKIP	286 14%	82 4%
BNP	14 1%	9 *
Another party	17 1%	8 *
None	243 12%	493 24%