

Opinion Poll

ONLINE Fieldwork : 3rd-5th 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	2037	1044	993	263	295	334	374	317	454	580	601	358	498	544	551	480	288	174	259	804	438	571	97	346	553	430	335	
Weighted base	2037	998	1039	242	343	343	363	302	443	545	565	444	484	550	530	489	285	183	277	864	446	534	119	210	531	373	362	
Absolutely certain to vote	(10) 1117	598	519	76	136	189	199	185	333	332	292	232	261	283	277	274	154	130	151	440	313	345	80	159	381	265	254	
		55%	60%	50%	31%	40%	55%	55%	61%	75%	61%	52%	54%	51%	52%	56%	54%	71%	54%	51%	70%	65%	68%	76%	72%	71%	70%	
	(9)	226	109	117	27	40	29	27	48	55	73	57	44	53	68	61	44	45	8	22	93	55	87	13	26	76	56	43
		11%	11%	11%	11%	12%	9%	7%	16%	12%	13%	10%	10%	11%	12%	12%	9%	16%	4%	8%	11%	12%	16%	11%	12%	14%	15%	12%
	(8)	122	66	57	19	25	19	21	24	14	42	40	22	18	31	31	37	17	7	11	64	31	32	4	12	31	11	28
		6%	7%	5%	8%	7%	6%	6%	8%	3%	8%	7%	5%	4%	6%	6%	8%	6%	4%	4%	7%	7%	6%	4%	6%	6%	3%	8%
	(7)	103	46	57	19	28	26	13	11	5	18	30	31	24	20	32	22	17	13	17	46	19	27	10	6	13	19	14
		5%	5%	5%	8%	8%	8%	4%	4%	1%	3%	5%	7%	5%	4%	6%	5%	6%	7%	6%	5%	4%	5%	8%	3%	2%	5%	4%
	(6)	35	15	20	8	7	7	8	2	4	4	9	6	17	17	11	6	2	-	3	14	6	18	3	1	6	3	3
		2%	1%	2%	3%	2%	2%	2%	1%	1%	1%	2%	1%	3%	3%	2%	1%	1%	-	1%	2%	1%	3%	3%	1%	1%	1%	1%
	(5)	85	44	41	29	19	11	18	5	4	17	27	20	21	43	19	14	6	3	14	44	16	18	6	4	7	5	8
		4%	4%	4%	12%	5%	3%	5%	2%	1%	3%	5%	5%	4%	8%	4%	3%	2%	2%	5%	5%	4%	3%	5%	2%	1%	1%	2%
	(4)	20	4	16	14	1	-	2	2	-	2	10	-	8	8	5	5	-	1	1	7	2	5	-	1	-	2	-
		1%	*	2%	6%	*	-	1%	1%	-	*	2%	-	2%	2%	1%	1%	-	*	*	1%	*	1%	-	*	-	*	-
	(3)	26	7	19	5	3	4	11	*	3	2	14	6	5	2	17	4	3	-	2	18	3	1	2	1	-	-	-
		1%	1%	2%	2%	1%	1%	3%	*	1%	*	2%	1%	1%	*	3%	1%	1%	-	1%	2%	1%	*	2%	*	-	-	-
	(2)	28	8	20	9	5	5	5	3	*	5	11	6	5	5	10	4	4	7	14	1	1	-	*	2	4	-	
		1%	1%	2%	4%	1%	2%	1%	1%	*	1%	2%	1%	1%	1%	1%	2%	1%	2%	2%	*	*	-	*	*	1%	-	
Definitely would not vote	(1)	161	73	88	13	51	22	42	12	21	38	38	41	44	49	29	50	24	9	34	77	-	-	-	-	10	1	4
		8%	7%	8%	6%	15%	6%	12%	4%	5%	7%	7%	9%	9%	9%	6%	10%	8%	5%	12%	9%	-	-	-	-	2%	*	1%
Don't know		112	27	85	22	28	31	17	10	4	11	37	37	28	24	43	23	13	10	16	48	-	-	-	-	6	8	9
		6%	3%	8%	9%	8%	9%	5%	3%	1%	2%	6%	8%	6%	4%	8%	5%	5%	5%	6%	6%	-	-	-	-	1%	2%	3%
Mean		8.27	8.50	8.04	7.20	7.40	8.42	7.86	8.95	9.21	8.64	8.13	8.14	8.13	8.06	8.33	8.14	8.41	8.88	7.88	8.04	9.29	9.18	9.06	9.50	9.35	9.40	9.35
Standard deviation		2.83	2.66	2.98	2.91	3.31	2.68	3.23	2.13	2.10	2.57	2.86	2.96	2.96	2.91	2.69	3.03	2.76	2.46	3.24	2.96	1.41	1.45	1.69	1.15	1.57	1.39	1.42
Standard error		0.06	0.08	0.10	0.19	0.20	0.15	0.17	0.12	0.10	0.11	0.12	0.16	0.14	0.13	0.12	0.14	0.17	0.19	0.20	0.11	0.07	0.06	0.17	0.06	0.07	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	2037	1044	993	263	295	334	374	317	454	580	601	358	498	544	551	480	288	174	259	804	438	571	97	346	553	430	335
Weighted base	2037	998	1039	242	343	343	363	302	443	545	565	444	484	550	530	489	285	183	277	864	446	534	119	210	531	373	362
Conservative	446 22%	232 23%	214 21%	41 17%	51 15%	53 15%	61 17%	93 31%	147 33%	150 28%	129 23%	74 17%	93 19%	134 24%	135 25%	93 19%	67 24%	16 9%	41 15%	175 20%	446 100%	-	-	-	328 62%	19 5%	39 11%
Labour	534 26%	282 28%	252 24%	69 29%	110 32%	101 29%	96 27%	75 25%	82 18%	138 25%	143 25%	110 25%	143 30%	150 27%	132 25%	152 31%	70 24%	30 17%	103 37%	211 24%	-	534 100%	-	-	36 7%	269 72%	93 26%
Liberal Democrat	119 6%	70 7%	48 5%	14 6%	17 5%	25 7%	14 4%	12 4%	37 8%	47 9%	31 5%	18 4%	22 5%	35 6%	37 7%	16 3%	23 8%	7 4%	18 7%	48 6%	-	-	119 100%	-	4 1%	4 1%	84 23%
SNP	50 2%	26 3%	24 2%	3 1%	6 2%	9 3%	11 3%	8 3%	12 3%	17 3%	11 2%	15 3%	7 2%	-	-	-	-	50 28%	3 1%	23 3%	-	-	-	-	1 *	10 3%	7 2%
Plaid Cymru	4 *	3 *	1 *	-	1 *	2 *	* *	1 *	1 *	1 *	2 *	2 *	-	-	-	-	4 2%	-	1 *	2 *	-	-	-	-	1 *	-	-
The UK Independence Party	210 10%	137 14%	73 7%	8 3%	22 6%	22 6%	43 12%	46 15%	69 16%	46 8%	45 8%	56 13%	63 13%	51 9%	55 10%	61 12%	32 11%	11 6%	15 5%	89 10%	-	-	-	210 100%	92 17%	16 4%	35 10%
The Green Party	50 2%	27 3%	23 2%	8 3%	9 3%	11 3%	7 2%	6 2%	10 2%	14 3%	15 3%	8 2%	13 3%	15 3%	14 3%	9 2%	9 3%	4 2%	9 3%	21 2%	-	-	-	-	5 1%	4 1%	15 4%
The British National Party	7 *	5 *	2 *	* *	1 *	2 *	4 1%	-	-	-	2 *	3 1%	2 *	-	1 *	4 1%	2 1%	1 *	1 *	4 *	-	-	-	-	* *	4 1%	* *
Some other party	2 *	2 *	* *	-	* *	* *	1 *	* *	-	1 *	1 *	-	1 *	-	1 *	* *	* *	-	1 *	* *	-	-	-	-	-	-	1 *
Would not vote	216 11%	92 9%	124 12%	42 17%	56 16%	30 9%	52 14%	15 5%	21 5%	42 8%	75 13%	51 11%	49 10%	75 14%	40 8%	64 13%	27 10%	9 5%	38 14%	116 13%	-	-	-	-	10 2%	4 1%	4 1%
Rather not say	27 1%	9 1%	18 2%	4 2%	3 1%	12 4%	1 *	-	6 1%	10 2%	2 *	12 3%	3 1%	8 1%	11 2%	1 *	-	7 4%	2 1%	12 1%	-	-	-	-	2 *	1 *	-
Don't know	373 18%	113 11%	259 25%	52 21%	68 20%	76 22%	71 20%	47 16%	58 13%	80 15%	110 19%	96 22%	88 18%	82 15%	104 20%	89 18%	50 18%	47 26%	45 16%	161 19%	-	-	-	-	53 10%	41 11%	84 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	1312	731	581	139	171	198	247	219	338	398	381	221	311	338	354	307	194	118	167	496	355	452	75	282	426	327	231
Weighted base	1134	631	503	99	162	175	192	198	309	335	304	226	269	296	294	274	166	103	147	453	357	418	91	175	393	276	231
Conservative	357 31%	189 30%	168 33%	28 28%	35 22%	43 25%	51 27%	74 37%	126 41%	119 36%	102 34%	60 27%	75 28%	106 36%	108 37%	78 29%	50 30%	14 14%	32 22%	140 31%	357 100%	-	-	-	275 70%	17 6%	33 14%
Labour	418 37%	223 35%	195 39%	49 50%	86 53%	76 44%	74 38%	62 31%	71 23%	114 34%	114 37%	83 37%	108 40%	114 38%	101 34%	120 44%	59 35%	25 24%	79 53%	165 36%	-	418 100%	-	-	30 8%	225 82%	78 34%
Liberal Democrat	91 8%	54 9%	37 7%	7 7%	12 7%	19 11%	10 5%	10 5%	32 10%	37 11%	24 8%	14 6%	15 6%	27 9%	27 9%	14 5%	17 10%	6 6%	13 9%	34 7%	-	-	91 100%	-	2 1%	4 1%	70 30%
SNP	44 4%	23 4%	21 4%	3 3%	5 3%	8 5%	9 5%	7 4%	11 4%	15 4%	10 3%	13 6%	7 2%	-	-	-	-	44 43%	2 2%	20 4%	-	-	-	-	1 *	9 3%	6 3%
Plaid Cymru	4 *	3 *	1 *	-	1 *	1 1%	*	1 *	1 *	1 *	2 1%	1 1%	-	-	-	-	4 2%	-	1 *	2 *	-	-	-	-	1 *	-	-
The UK Independence Party	175 15%	114 18%	60 12%	6 6%	16 10%	17 9%	37 19%	39 20%	61 20%	38 11%	38 13%	47 21%	51 19%	40 13%	45 15%	52 19%	28 17%	10 10%	12 8%	75 17%	-	-	-	175 100%	79 20%	14 5%	30 13%
The Green Party	39 3%	21 3%	18 4%	6 6%	6 3%	9 5%	6 3%	4 2%	8 3%	11 3%	12 4%	5 2%	11 4%	10 3%	11 4%	7 3%	7 4%	3 3%	7 5%	15 3%	-	-	-	-	4 1%	3 1%	13 6%
The British National Party	5 *	3 *	2 *	* *	1 *	1 1%	3 2%	-	-	-	1 *	2 1%	2 1%	-	1 *	2 1%	1 1%	* *	1 1%	3 1%	-	-	-	-	* *	3 1%	* *
Some other party	2 *	2 *	* *	-	* *	* *	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	2037	2037
Weighted base	2037	2037
Male	1044 51%	998 49%
Female	993 49%	1039 51%

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Table 5
Age
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2037	2037
Weighted base	2037	2037
18-24	263 13%	242 12%
25-34	295 14%	343 17%
35-44	334 16%	343 17%
45-54	374 18%	363 18%
55-64	317 16%	302 15%
65+	454 22%	443 22%
Average age	47.73	47.19

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Table 6
Social Grade
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2037	2037
Weighted base	2037	2037
AB	580 28%	545 27%
C1	601 30%	565 28%
C2	358 18%	444 22%
DE	498 24%	484 24%

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Table 7
GO Region
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2037	2037
Weighted base	2037	2037
Scotland	174 9%	183 9%
North East	76 4%	81 4%
North West	228 11%	224 11%
Yorkshire & Humberside	176 9%	183 9%
West Midlands	199 10%	183 9%
East Midlands	154 8%	143 7%
Wales	105 5%	102 5%
Eastern	198 10%	204 10%
London	236 12%	265 13%
South East	308 15%	285 14%
South West	183 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	2037	2037
Weighted base	2037	2037
NET: Working	1063 52%	1141 56%
Working full time - working 30 hours per week or more	731 36%	896 44%
Working part time - working between 8 and 29 hours per week	332 16%	244 12%
NET: Not working	974 48%	896 44%
Not working but seeking work or temporarily unemployed or sick	109 5%	98 5%
Not working and not seeking work	165 8%	140 7%
Retired on a state pension only	129 6%	130 6%
Retired with a private pension	396 19%	359 18%
House person, housewife, househusband, etc.	175 9%	169 8%

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Table 9
Tenure
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2037	2037
Weighted base	2037	2037
NET: Homeowners	1223 60%	1324 65%
Owned outright - without mortgage	697 34%	672 33%
Owned with a mortgage or loan	526 26%	652 32%
NET: Renters	788 39%	690 34%
Rented from the council	185 9%	285 14%
Rented from a housing association	219 11%	135 7%
Rented from someone else	384 19%	269 13%
Rent free	26 1%	23 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	2037	2037
Weighted base	2037	2037
Yes	1112 55%	1243 61%
No	925 45%	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	2037	2037
Weighted base	2037	2037
No cars in the household	500 25%	428 21%
NET: Any	1537 75%	1609 79%
1	1105 54%	856 42%
2	372 18%	570 28%
3+	60 3%	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

	Unweighted Total	Weighted Total
Unweighted base	2037	2037
Weighted base	2037	2037
Conservative	557 27%	570 28%
Labour	649 32%	591 29%
Liberal Democrat	148 7%	204 10%
SNP	51 3%	31 2%
Plaid Cymru	10 *	5 *
Green	95 5%	47 2%
UKIP	254 12%	81 4%
BNP	13 1%	9 *
Another party	18 1%	9 *
None	242 12%	489 24%