

Opinion Poll

ONLINE Fieldwork : 26th-28th September 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	2024	954	1070	162	343	364	386	319	450	625	599	307	493	554	501	516	297	156	271	822	442	535	101	308	583	391	364	
Weighted base	2024	992	1032	241	341	341	361	301	440	541	561	441	481	546	526	486	283	182	272	861	459	516	111	189	574	378	351	
Absolutely certain to vote	(10)	1116	588	528	72	140	163	224	188	328	339	312	225	241	272	303	255	166	121	150	442	343	346	59	138	425	268	220
		55%	59%	51%	30%	41%	48%	62%	63%	75%	63%	56%	51%	50%	50%	58%	52%	58%	67%	55%	51%	75%	67%	53%	73%	74%	71%	63%
	(9)	210	123	87	31	33	35	26	39	47	69	47	51	43	75	49	43	29	13	26	89	52	72	22	27	65	47	57
		10%	12%	8%	13%	10%	10%	7%	13%	11%	13%	8%	12%	9%	14%	9%	9%	10%	7%	9%	10%	11%	14%	20%	14%	11%	13%	16%
	(8)	130	55	75	20	21	24	23	22	20	31	51	18	31	37	33	38	12	11	24	58	30	27	11	12	27	21	29
		6%	6%	7%	8%	6%	7%	6%	7%	5%	6%	9%	4%	6%	7%	6%	8%	4%	6%	9%	7%	6%	5%	10%	6%	5%	6%	8%
	(7)	99	38	61	19	21	26	17	8	9	26	29	32	13	25	30	24	10	10	7	57	20	23	8	5	22	5	12
		5%	4%	6%	8%	6%	8%	5%	3%	2%	5%	5%	7%	3%	5%	6%	5%	4%	5%	3%	7%	4%	5%	7%	3%	4%	1%	3%
	(6)	47	17	30	11	12	12	6	4	1	7	16	12	12	12	15	11	6	2	5	22	5	12	6	3	5	6	4
		2%	2%	3%	5%	4%	4%	2%	1%	*	1%	3%	3%	2%	2%	3%	2%	1%	2%	2%	3%	1%	2%	5%	2%	1%	2%	1%
	(5)	96	44	52	22	35	16	13	4	7	15	19	38	23	38	19	27	8	4	18	51	6	21	2	2	2	11	12
		5%	4%	5%	9%	10%	5%	4%	1%	2%	3%	3%	9%	5%	7%	4%	6%	3%	2%	6%	6%	1%	4%	2%	1%	*	3%	3%
	(4)	22	8	13	13	1	1	6	1	-	7	3	6	6	6	2	1	2	10	-	11	1	7	-	-	-	5	1
		1%	1%	1%	5%	*	*	2%	*	-	1%	1%	1%	1%	1%	*	*	1%	6%	-	1%	*	1%	-	-	-	1%	*
	(3)	21	7	14	3	4	7	4	2	1	4	5	-	12	5	8	5	2	-	2	8	2	6	-	1	-	2	-
		1%	1%	1%	1%	1%	2%	1%	1%	*	1%	1%	-	2%	1%	2%	1%	1%	-	1%	1%	*	1%	-	1%	-	*	-
	(2)	35	9	26	6	5	11	3	7	3	7	8	6	13	6	12	10	6	2	4	17	1	2	3	1	4	-	2
		2%	1%	3%	3%	1%	3%	1%	2%	1%	2%	1%	3%	1%	2%	2%	2%	2%	1%	1%	2%	*	*	3%	*	1%	-	1%
Definitely would not vote	(1)	149	76	74	32	34	18	30	18	17	25	35	32	57	36	37	46	28	3	25	70	-	-	-	-	9	7	10
		7%	8%	7%	13%	10%	5%	8%	6%	4%	5%	6%	7%	12%	7%	7%	9%	10%	1%	9%	8%	-	-	-	-	2%	2%	3%
Don't know		99	26	72	12	34	29	10	7	7	11	35	22	31	35	17	27	13	6	12	37	-	-	-	-	16	5	4
		5%	3%	7%	5%	10%	8%	3%	2%	1%	2%	6%	5%	6%	6%	3%	5%	5%	3%	4%	4%	-	-	-	-	3%	1%	1%
Mean		8.27	8.46	8.07	6.88	7.56	8.11	8.40	8.68	9.22	8.74	8.41	8.11	7.69	8.24	8.30	8.04	8.22	8.89	8.19	8.05	9.46	9.14	8.86	9.45	9.42	9.22	9.02
Standard deviation		2.81	2.72	2.88	3.21	3.09	2.76	2.81	2.59	2.01	2.40	2.65	2.78	3.30	2.70	2.80	2.99	3.04	2.11	2.92	2.89	1.17	1.62	1.75	1.20	1.51	1.78	1.94
Standard error		0.06	0.09	0.09	0.26	0.17	0.15	0.14	0.15	0.10	0.10	0.11	0.16	0.15	0.12	0.13	0.13	0.18	0.17	0.18	0.10	0.06	0.07	0.17	0.07	0.06	0.09	0.10

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	2024	954	1070	162	343	364	386	319	450	625	599	307	493	554	501	516	297	156	271	822	442	535	101	308	583	391	364
Weighted base	2024	992	1032	241	341	341	361	301	440	541	561	441	481	546	526	486	283	182	272	861	459	516	111	189	574	378	351
Conservative	459 23%	262 26%	198 19%	20 8%	51 15%	60 18%	80 22%	87 29%	160 36%	158 29%	133 24%	95 22%	73 15%	140 26%	144 27%	83 17%	66 23%	27 15%	46 17%	208 24%	459 100%	-	-	-	349 61%	11 3%	37 10%
Labour	516 25%	262 26%	254 25%	68 28%	104 31%	99 29%	101 28%	66 22%	79 18%	132 24%	146 26%	100 23%	137 29%	134 25%	123 23%	144 30%	70 25%	46 25%	90 33%	229 27%	-	516 100%	-	-	36 6%	278 73%	88 25%
Liberal Democrat	111 6%	57 6%	54 5%	12 5%	19 6%	17 5%	20 6%	15 5%	28 6%	49 9%	28 5%	16 4%	19 4%	30 6%	19 4%	21 4%	26 9%	15 8%	14 5%	45 5%	-	-	111 100%	-	7 1%	5 1%	73 21%
SNP	47 2%	26 3%	21 2%	3 1%	10 3%	5 2%	12 3%	9 3%	9 2%	7 1%	14 2%	14 3%	12 3%	-	-	-	-	47 26%	6 2%	19 2%	-	-	-	-	1 *	10 3%	6 2%
Plaid Cymru	4 *	3 *	1 *	-	*	1 *	2 1%	*	1 *	1 *	1 *	1 *	1 *	-	-	-	4 1%	-	2 1%	1 *	-	-	-	-	*	*	1 *
The UK Independence Party	189 9%	115 12%	74 7%	10 4%	9 3%	31 9%	37 10%	44 15%	58 13%	47 9%	44 8%	50 11%	49 10%	52 10%	63 12%	45 9%	24 8%	5 3%	26 10%	57 7%	-	-	-	189 100%	87 15%	22 6%	21 6%
The Green Party	65 3%	24 2%	42 4%	15 6%	11 3%	12 3%	12 3%	7 2%	9 2%	16 3%	22 4%	16 4%	11 2%	14 3%	24 5%	12 2%	10 4%	5 3%	10 4%	25 3%	-	-	-	-	5 1%	6 2%	22 6%
The British National Party	5 *	3 *	2 *	* *	1 *	* *	* *	1 *	3 1%	1 *	1 *	* *	3 1%	* *	1 *	3 1%	1 *	-	-	2 *	-	-	-	-	* *	-	2 *
Some other party	3 *	1 *	1 *	1 *	-	1 *	-	1 *	1 *	* *	* *	1 *	1 *	2 *	1 *	-	-	-	1 *	1 *	-	-	-	-	-	1 *	* *
Would not vote	188 9%	91 9%	97 9%	49 20%	39 12%	26 8%	35 10%	22 7%	17 4%	29 5%	46 8%	38 9%	75 16%	45 8%	43 8%	59 12%	31 11%	11 6%	28 10%	91 11%	-	-	-	-	11 2%	7 2%	14 4%
Rather not say	24 1%	7 1%	17 2%	5 2%	4 1%	6 2%	2 *	4 1%	2 1%	3 1%	12 2%	6 1%	3 1%	5 1%	9 2%	6 1%	1 *	3 2%	4 2%	12 1%	-	-	-	-	5 1%	1 *	2 *
Don't know	412 20%	140 14%	272 26%	58 24%	91 27%	84 25%	59 16%	45 15%	75 17%	97 18%	114 20%	105 24%	96 20%	125 23%	100 19%	112 23%	52 18%	24 13%	46 17%	171 20%	-	-	-	-	73 13%	37 10%	87 25%

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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	1257	652	605	72	191	210	250	214	320	418	367	188	284	344	309	301	189	113	174	496	363	418	76	253	434	293	237
Weighted base	1123	617	507	91	153	173	217	191	299	337	314	233	239	294	295	252	162	120	156	458	379	402	83	156	417	275	208
Conservative	379	219	160	15	39	46	68	73	139	132	109	80	59	118	116	69	53	23	36	170	379	-	-	-	302	10	31
	34%	36%	32%	17%	25%	27%	31%	38%	47%	39%	35%	34%	25%	40%	39%	27%	33%	19%	23%	37%	100%	-	-	-	72%	3%	15%
Labour	402	210	193	48	76	75	78	56	70	108	119	72	104	99	93	117	56	37	73	169	-	402	-	-	30	228	75
	36%	34%	38%	53%	50%	43%	36%	29%	23%	32%	38%	31%	43%	34%	32%	46%	35%	31%	47%	37%	-	100%	-	-	7%	83%	36%
Liberal Democrat	83	44	38	6	13	12	16	11	24	38	19	13	13	24	13	16	19	11	11	34	-	-	83	-	4	5	59
	7%	7%	8%	7%	9%	7%	7%	6%	8%	11%	6%	5%	5%	8%	4%	6%	12%	9%	7%	7%	-	-	100%	-	1%	2%	28%
SNP	39	21	18	1	8	4	11	7	8	6	12	11	11	-	-	-	-	39	6	16	-	-	-	-	1	9	5
	3%	3%	4%	1%	5%	3%	5%	4%	3%	2%	4%	5%	5%	-	-	-	-	33%	4%	3%	-	-	-	-	*	3%	2%
Plaid Cymru	4	3	1	-	*	*	2	*	1	1	1	1	1	-	-	-	4	-	1	1	-	-	-	-	*	*	1
	*	*	*	-	*	*	1%	*	*	*	*	*	*	-	-	-	2%	-	1%	*	-	-	-	-	*	*	*
The UK Independence Party	156	95	61	6	7	25	32	37	49	39	35	43	39	40	53	38	21	5	21	47	-	-	-	156	74	19	18
	14%	15%	12%	6%	5%	15%	15%	19%	17%	12%	11%	18%	16%	14%	18%	15%	13%	4%	14%	10%	-	-	-	100%	18%	7%	9%
The Green Party	52	20	33	13	8	9	10	6	6	12	17	13	10	11	19	10	9	4	8	19	-	-	-	-	4	4	18
	5%	3%	6%	15%	6%	5%	5%	3%	2%	4%	6%	6%	4%	4%	6%	4%	5%	3%	5%	4%	-	-	-	-	1%	2%	9%
The British National Party	5	3	2	*	1	*	*	*	2	1	1	*	3	*	1	3	1	-	-	2	-	-	-	-	*	-	1
	*	*	*	*	1%	*	*	*	1%	*	*	*	1%	*	*	1%	*	-	-	*	-	-	-	-	*	-	1%
Some other party	2	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	2024	2024
Weighted base	2024	2024
Male	954 47%	992 49%
Female	1070 53%	1032 51%

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Absolutes/col percents

Table 5
Age
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2024	2024
Weighted base	2024	2024
18-24	162 8%	241 12%
25-34	343 17%	341 17%
35-44	364 18%	341 17%
45-54	386 19%	361 18%
55-64	319 16%	301 15%
65+	450 22%	440 22%
Average age	48.47	47.30

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Absolutes/col percents

Table 6
Social Grade
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2024	2024
Weighted base	2024	2024
AB	625 31%	541 27%
C1	599 30%	561 28%
C2	307 15%	441 22%
DE	493 24%	481 24%

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Absolutes/col percents

Table 7
GO Region
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2024	2024
Weighted base	2024	2024
Scotland	156 8%	182 9%
North East	88 4%	81 4%
North West	245 12%	223 11%
Yorkshire & Humberside	183 9%	182 9%
West Midlands	180 9%	182 9%
East Midlands	137 7%	142 7%
Wales	101 5%	101 5%
Eastern	184 9%	202 10%
London	243 12%	263 13%
South East	311 15%	283 14%
South West	196 10%	182 9%

Opinion Poll
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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	2024	2024
Weighted base	2024	2024
NET: Working	1093 54%	1133 56%
Working full time - working 30 hours per week or more	756 37%	891 44%
Working part time - working between 8 and 29 hours per week	337 17%	243 12%
NET: Not working	931 46%	891 44%
Not working but seeking work or temporarily unemployed or sick	107 5%	96 5%
Not working and not seeking work	130 6%	141 7%
Retired on a state pension only	117 6%	113 6%
Retired with a private pension	405 20%	377 19%
House person, housewife, househusband, etc.	172 8%	163 8%

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Absolutes/col percents

Table 9
Tenure
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2024	2024
Weighted base	2024	2024
NET: Homeowners	1294 64%	1316 65%
Owned outright - without mortgage	696 34%	667 33%
Owned with a mortgage or loan	598 30%	648 32%
NET: Renters	703 35%	687 34%
Rented from the council	179 9%	283 14%
Rented from a housing association	176 9%	126 6%
Rented from someone else	348 17%	277 14%
Rent free	27 1%	22 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	2024	2024
Weighted base	2024	2024
Yes	1173 58%	1235 61%
No	851 42%	789 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	2024	2024
Weighted base	2024	2024
No cars in the household	437 22%	425 21%
NET: Any	1587 78%	1599 79%
1	1036 51%	850 42%
2	468 23%	567 28%
3+	83 4%	182 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	2024	2024
Weighted base	2024	2024
Conservative	546 27%	567 28%
Labour	612 30%	587 29%
Liberal Democrat	178 9%	202 10%
SNP	50 2%	35 2%
Plaid Cymru	7 *	4 *
Green	100 5%	45 2%
UKIP	241 12%	81 4%
BNP	16 1%	7 *
Another party	19 1%	10 *
None	255 13%	486 24%