

Opinion Poll

ONLINE Fieldwork : 5th - 27th November 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 Summary						Employment Sector		Employment Sector Within Gender - Male		Employment Sector Within Gender - Female	
		Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	South East (m)	Mid-lands (n)	North Eng-land (o)	Wales & South West (p)	Scot-land (q)	Public (r)	Pri- vate (s)	Public (t)	Pri- vate (u)	Public (v)	Pri- vate (w)
Unweighted base		14274	7172	7102	1617	2124	2429	2636	2326	3142	3821	4325	2552	3576	3718	3675	3501	2087	1293	1776	5768	828	3243	948	2525
Weighted base		14274	6995	7279	1697	2404	2403	2544	2119	3107	3815	3957	3109	3393	3854	3711	3426	1998	1285	1905	6089	860	3442	1045	2647
Absolutely certain to vote	(10)	7796 55%	4251 61%b	3544 49%	567 33%	966 40%c	1195 50%cd	1446 57%cd	1373 65%cd	2249 72%cd	2236 59%ijkl	2097 53%	1659 53%	1804 53%	2107 55%	1964 53%	1867 55%	1039 52%	818 64%mnop	1042 55%rs	3017 50%	567 66%uvw	1911 56%vw	475 45%	1106 42%
	(9)	1586 11%	859 12%b	728 10%	140 8%	281 12%cd	240 10%	277 11%cd	269 13%cd	380 12%cd	489 13%jkl	428 11%	345 11%	324 10%	446 12%q	465 13%oq	352 10%q	227 11%q	96 7%	242 13%rs	617 10%	115 13%w	362 11%	127 12%	255 10%
	(8)	867 6%	406 6%	461 6%	131 8%gh	192 8%fgh	168 7%gh	154 6%h	111 5%h	111 4%	241 6%	217 5%	210 7%	200 6%	211 5%	256 7%lm	211 6%	115 6%	74 6%	100 5%	466 8%r	42 5%	270 8%t	58 6%	195 7%t
	(7)	760 5%	307 4%	453 6%a	135 8%fgh	160 7%gh	154 6%gh	149 6%h	91 4%h	71 2%	198 5%	228 6%l	189 6%l	146 4%	195 5%	182 5%	143 4%	137 7%mnop	103 8%mnop	128 7%	354 6%	49 6%	167 5%	80 8%u	187 7%u
	(6)	298 2%	105 2%	192 3%a	75 4%defgh	67 3%gh	54 2%gh	47 2%h	25 1%	29 1%	63 2%	74 2%	77 2%	84 2%i	98 3%q	82 2%q	60 2%q	50 3%q	8 1%	47 2%	140 2%	7 1%	60 2%	40 4%tu	80 3%tu
	(5)	506 4%	187 3%	318 4%a	111 7%efgh	184 8%efgh	70 3%h	63 2%h	39 2%	38 1%	108 3%	155 4%i	134 4%i	108 3%	152 4%q	129 3%	134 4%q	63 3%	27 2%	72 4%	270 4%	15 2%	147 4%t	57 5%t	122 5%t
	(4)	111 1%	35 *	77 1%a	28 2%efgh	45 2%efgh	9 *	13 1%	7 *	9 *	35 1%	29 1%	28 1%	20 1%	38 1%	30 1%	22 1%	9 *	12 1%	10 1%	65 1%	1 *	26 1%	9 1%	39 1%tu
	(3)	179 1%	61 1%	118 2%a	63 4%defgh	26 1%gh	40 2%gh	35 1%gh	6 *	9 *	15 *	83 2%ikl	38 1%l	43 1%l	59 2%q	50 1%	32 1%	31 2%q	7 1%	13 1%	128 2%r	1 *	50 1%t	12 1%t	78 3%tuv
	(2)	315 2%	92 1%	224 3%a	63 4%dgh	49 2%	58 2%gh	77 3%gh	29 1%	39 1%	48 1%	121 3%il	80 3%l	67 2%i	86 2%q	95 3%q	81 2%q	48 2%q	5 *	46 2%	141 2%	4 *	50 1%	42 4%tu	90 3%tu
Definitely would not vote	(1)	1034 7%	453 6%	581 8%a	171 10%fgh	268 11%efgh	207 9%fgh	158 6%h	115 5%h	115 4%	206 5%	271 7%i	188 6%	368 11%ijkl	269 7%	235 6%	310 9%mnq	151 8%q	68 5%	116 6%	494 8%r	57 7%	257 7%	60 6%	237 9%v
Don't know		822 6%	239 3%	583 8%a	213 13%defgh	167 7%fgh	206 9%fgh	125 5%gh	53 2%	58 2%	176 5%	256 6%i	163 5%	228 7%i	192 5%	224 6%	213 6%	128 6%	66 5%	88 5%	397 7%r	3 *	141 4%t	85 8%tu	257 10%tu

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q - r/s - t/u/v/w

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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

	Table 1: Employment by gender, age, social grade, region and sector, 2001																							
	Gender			Age						Social Grade				Region Summary					Employment Sector		Employment Sector Within Gender - Male		Employment Sector Within Gender - Female	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	South East (m)	Mid-lands (n)	North Eng-land (o)	Wales & South West (p)	Scot-land (q)	Public (r)	Pri-vate (s)	Public (t)	Pri-vate (u)	Public (v)	Pri-vate (w)
Weighted base	14274	6995	7279	1697	2404	2403	2544	2119	3107	3815	3957	3109	3393	3854	3711	3426	1998	1285	1905	6089	860	3442	1045	2647
Mean	8.29	8.61b	7.96	7.09	7.50c	8.06cd	8.39cd	8.83cd	9.15cd	8.65jk	8.17	8.28l	8.01	8.26	8.31	8.16	8.18	8.78mn	8.38s	8.00	8.83uv	8.30vw	7.98w	7.58
Standard deviation	2.81	2.59	2.99	3.21	3.13	2.97	2.74	2.39	2.09	2.46	2.88	2.73	3.12	2.81	2.75	2.98	2.86	2.38	2.67	2.95	2.41	2.78	2.83	3.12
Standard error	0.02	0.03	0.04	0.08	0.07	0.06	0.05	0.05	0.04	0.04	0.04	0.06	0.05	0.05	0.05	0.05	0.06	0.07	0.06	0.04	0.08	0.05	0.10	0.06

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q - r/s - t/u/v/w

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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

	Total	Vote Intention				2010 Vote				Age Within Gender - Male						Age Within Gender - Female					
		Con (a)	Lab (b)	LibDem (c)	UKIP (d)	Con (e)	Lab (f)	LibDem (g)	UKIP (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65+ (n)	18-24 (o)	25-34 (p)	35-44 (q)	45-54 (r)	55-64 (s)	65+ (t)
Unweighted base	14274	3252	3689	674	2332	4033	2824	2330	399	586	1051	1243	1374	1232	1686	1031	1073	1186	1262	1094	1456
Weighted base	14274	3271	3684	882	1343	3874	2723	2454	218	633	1176	1232	1267	1108	1578	1064	1228	1171	1277	1011	1529
Absolutely certain to vote	(10) 7796 55%	2387 73%bc	2419 66%	559 63%	999 74%abc	2855 74%g	1938 71%g	1558 63%	170 78%dfg	264 42%o	516 44%op	694 56%ijo	820 65%ijk	723 65%ijk	1235 78%ijk lmopqrst	303 28%	450 37%o	502 43%op	626 49%lop	650 64%qijk	1014 66%ijkopqr
	(9) 1586 11%	411 13%	512 14%	132 15%	180 13%	481 12%	342 13%	384 16%ef	30 14%	57 9%	139 12%oq	144 12%oq	149 12%oq	160 14%ioq rst	209 13%ioqr	82 8%	141 12%oq	96 8%	128 10%	109 11%	170 11%oq
	(8) 867 6%	186 6%	321 9%ad	75 9%ad	57 4%	194 5%h	169 6%h	189 8%eh	2 1%	67 11%ijlmn opqrst	77 7%h	93 8%mnt	81 6%h	49 4%h	40 3%	64 6%h	115 9%lmno qrst	75 6%h	74 6%h	62 6%h	71 5%h
	(7) 760 5%	155 5%h	186 5%h	56 6%h	36 3%	134 3%	109 4%	141 6%efh	3 2%	34 5%h	86 7%lmns t	76 6%hnt	48 4%h	45 4%h	19 1%	101 10%iklm npst	74 6%hnt	78 7%lmnt	101 8%lmns t	46 5%h	52 3%h
	(6) 298 2%	47 1%	88 2%a	17 2%	20 2%	38 1%	30 1%	18 1%	1 *	29 5%klmn st	28 2%mn	17 1%	15 1%	8 1%	9 1%	46 4%klmn st	38 3%klmn t	38 3%klmn t	32 3%lmn	18 2%h	20 1%
	(5) 506 4%	49 2%	105 3%a	26 3%a	26 2%	33 1%	41 2%e	42 2%e	1 *	29 5%klmn st	91 8%klmn qrst	21 2%h	20 2%h	20 2%h	6 *	82 8%klmn qrst	93 8%klmn qrst	49 4%klmn st	43 3%klmn	19 2%h	32 2%h
	(4) 111 1%	7 *	31 1%a	1 *	11 1%a	13 *	11 *	9 *	-	6 1%h	11 1%mn	5 *	8 1%	2 *	3 *	21 2%klmn qrst	34 3%jklm nqrst	5 *	6 *	5 1%	6 *
	(3) 179 1%	12 *	11 *	12 1%ab	8 1%	11 *	3 *	4 *	-	18 3%klmn pst	15 1%mn	10 1%h	15 1%mn	2 *	1 *	45 4%jklm npst	11 1%h	30 3%klmn pst	20 2%mnst	5 *	7 *
	(2) 315 2%	15 *	10 *	3 *	7 1%	15 *	5 *	28 1%ef	3 1%ef	20 3%kmn	18 2%	10 1%	23 2%h	8 1%	12 1%	43 4%jklm nst	31 3%kmn	48 4%jklm nst	55 4%jklm nst	21 2%kmn	27 2%h
Definitely would not vote	(1) 1034 7%	-	-	-	-	42 1%	29 1%	17 1%	1 *	45 7%h	143 12%iklm nrst	86 7%h	75 6%h	66 6%h	37 2%	126 12%ikl mnrst	124 10%klm nrst	121 10%klm rst	82 6%h	49 5%h	78 5%h

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t

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Please say how likely you would be to vote if there was another general election?

Base: All respondents

	Total	Vote Intention				2010 Vote				Age Within Gender - Male						Age Within Gender - Female					
		Con (a)	Lab (b)	LibDem (c)	UKIP (d)	Con (e)	Lab (f)	LibDem (g)	UKIP (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65+ (n)	18-24 (o)	25-34 (p)	35-44 (q)	45-54 (r)	55-64 (s)	65+ (t)
Weighted base	14274	3271	3684	882	1343	3874	2723	2454	218	633	1176	1232	1267	1108	1578	1064	1228	1171	1277	1011	1529
Don't know	822 6%	-	-	-	-	57 1%	45 2%	64 3%ef	7 3%e	63 10%ijklm nst	50 4%lmn	77 6%lmns t	16 1%	26 2%n	8 *	150 14%ijkl mnprst	117 10%ijkl mnst	130 11%ijklm nst	109 9%ijlmn st	27 3%ln	50 3%ln
Mean	8.29	9.41bc	9.20	9.13	9.41bc	9.41g	9.36g	9.19	9.61fg	7.74o	7.57o	8.54ij opqr	8.71ij opqr	8.89ij kopqr	9.45ij klmnopq rst	6.69	7.43o	7.52o	8.05jo pq	8.77ij opqr	8.84ijkopqr
Standard deviation	2.81	1.26	1.43	1.52	1.36	1.45	1.45	1.57	1.26	2.96	3.16	2.60	2.54	2.36	1.65	3.30	3.10	3.25	2.90	2.42	2.42
Standard error	0.02	0.02	0.02	0.06	0.03	0.02	0.03	0.03	0.06	0.13	0.10	0.08	0.07	0.07	0.04	0.11	0.10	0.10	0.08	0.07	0.06

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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

		SEG Within Gender - Male					SEG Within Gender - Female				Region										
		Total	AB (a)	C1 (b)	C2 (c)	DE (d)	AB (e)	C1 (f)	C2 (g)	DE (h)	Scot- land (i)	North East (j)	North West (k)	York- shire & Humb- erside (l)	West Mid- lands (m)	East Mid- lands (n)	Wales (o)	East- ern (p)	London (q)	South East (r)	South West (s)
Unweighted base		14274	2194	1955	1330	1693	1627	2370	1222	1883	1293	596	1561	1344	1196	990	772	1489	1576	2142	1315
Weighted base		14274	2115	1711	1605	1565	1701	2246	1505	1827	1285	571	1570	1285	1285	999	714	1427	1856	1998	1285
Absolutely certain to vote	(10)	7796 55%	1369 65% bcd efgh	1043 61% efgh	935 58% efgh	904 58% efgh	867 51% f	1054 47%	723 48%	900 49%	818 64% ijkl mnopq rs	295 52%	884 56% opq	688 54%	693 54%	533 53%	363 51%	738 52%	951 51%	1156 58% jlo pq	676 53%
	(9)	1586 11%	290 14% dfgh	196 11% h	202 13% h	172 11% h	199 12% h	232 10%	143 10%	153 8%	96 7%	59 10%	143 9%	150 12% i	143 11% i	142 14% ikr	84 12% i	180 13% ik	236 13% ik	210 11% i	143 11% i
	(8)	867 6%	117 6%	91 5%	112 7%	87 6%	125 7% b	125 6%	98 6%	113 6%	74 6%	28 5%	100 6%	83 6%	92 7%	64 6%	46 6%	101 7%	109 6%	102 5%	69 5%
	(7)	760 5%	104 5% b	50 3%	99 6% bd	54 3%	94 6% bd	178 8% abde h	90 6% bd	92 5% b	103 8% ijklm nqr	17 3%	75 5%	51 4%	69 5% n	30 3%	48 7% jln	84 6% jn	88 5%	108 5% n	89 7% ijklnq
	(6)	298 2%	24 1%	37 2% a	18 1%	26 2%	39 2% a	36 2%	59 4% abcd f	58 3% acdf	8 1%	11 2% i	30 2% i	18 1%	20 2%	32 3% ilms ps	29 4% iklm ps	30 2% i	49 3% i	49 2% i	21 2% i
	(5)	506 4%	35 2%	48 3% a	72 4% ad	32 2%	73 4% ad	107 5% abd	62 4% ad	76 4% ad	27 2%	24 4% i	62 4% i	49 4% i	52 4% i	25 3%	15 2%	51 4%	62 3%	90 4% ino	48 4%
	(4)	111 1%	16 1%	5 *	7 *	7 *	19 1% b	24 1% b	21 1% bcd	13 1%	12 1%	3 *	11 1%	9 1%	16 1% p	9 1%	2 *	5 *	19 1%	20 1%	7 1%
	(3)	179 1%	3 *	33 2% ace	5 *	20 1% ac	12 1% a	50 2% ace	33 2% ace	24 1% ac	7 1%	6 1%	15 1%	11 1%	25 2% ainor	6 1%	4 1%	18 1% r	50 3% ikln opr	9 *	28 2% iklnor
	(2)	315 2%	12 1%	42 2% acd	19 1%	18 1%	36 2% a	79 4% acde	60 4% acde	49 3% acd	5 *	13 2% i	44 3% i	24 2% i	20 2% i	22 2% i	29 4% ilmr s	53 4% ilmr s	48 3% i	38 2% i	19 1% i
Definitely would not vote	(1)	1034 7%	83 4%	104 6% a	88 5%	178 11% abce fg	123 7% a	167 7% a	100 7% a	191 10% abce fg	68 5%	87 15% iklm nopqrs	110 7% p	113 9% ip	81 6%	84 8% ip	55 8% p	70 5%	129 7%	141 7% p	97 8% p

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s

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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

	SEG Within Gender - Male					SEG Within Gender - Female					Region									
	Total	AB (a)	C1 (b)	C2 (c)	DE (d)	AB (e)	C1 (f)	C2 (g)	DE (h)	Scot- land (i)	North East (j)	North West (k)	York- shire & Humb- erside (l)	West Mid- lands (m)	East Mid- lands (n)	Wales (o)	East- ern (p)	London (q)	South East (r)	South West (s)
Weighted base	14274	2115	1711	1605	1565	1701	2246	1505	1827	1285	571	1570	1285	1285	999	714	1427	1856	1998	1285
Don't know	822 6%	63 3%	62 4%	47 3%	68 4%	113 7%abcd	194 9%abcd	116 8%abcd	160 9%abcd	66 5%	28 5%	97 6%r	88 7%r	73 6%r	52 5%	38 5%	98 7%r	116 6%r	75 4%	90 7%r
Mean	8.29	8.99bc de fgh	8.51de fgh	8.60de fgh	8.20th	8.21fg h	7.90	7.92	7.83	8.78jk lmnopq rs	7.66	8.30j	8.22j	8.32j	8.26j	8.10j	8.33j	8.15j	8.37j	8.22j
Standard deviation	2.81	2.10	2.71	2.46	3.07	2.80	2.99	2.96	3.16	2.38	3.43	2.84	2.92	2.73	2.87	2.91	2.67	2.88	2.75	2.84
Standard error	0.02	0.05	0.06	0.07	0.08	0.07	0.06	0.09	0.08	0.07	0.14	0.07	0.08	0.08	0.09	0.11	0.07	0.07	0.06	0.08

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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

		Region Within Gender - Male											Region Within Gender - Female											
		Total	Scotland (a)	North East (b)	North West (c)	York-shire & Humber-side (d)	West Midlands (e)	East Midlands (f)	Wales (g)	East-ern (h)	London (i)	South East (j)	South West (k)	Scotland (l)	North East (m)	North West (n)	York-shire & Humber-side (o)	West Midlands (p)	East Midlands (q)	Wales (r)	East-ern (s)	London (t)	South East (u)	South West (v)
Unweighted base		14274	686	303	792	681	602	507	409	711	751	1052	678	607	293	769	663	594	483	363	778	825	1090	637
Weighted base		14274	687	281	800	629	610	507	353	655	855	986	630	597	290	770	656	674	492	360	772	1000	1012	654
Absolutely certain to vote	(10)	7796 55%	461 67% fgh iklmno pqrstu v	174 62% mno pqrstu v	495 62% gkm nopqrs tuv	393 63% gkm nopqrs tuv	392 64% fgi kmnopq rstuv	285 56% mop rst	191 54% mop st	392 60% mno pqrstu v	486 57% mno prstv	634 64% fgi kmnopq rstuv	348 55% mop st	358 60% mno pqrstu v	121 42% m	389 50% m	295 45% o	301 45% p	248 50% q	172 48% r	346 45% s	466 47% t	521 52% mop s	328 50% v
	(9)	1586 11%	54 8%	33 12%	78 10%	90 14% acj lnopr	78 13% aln	91 18% aci jklmno pqrstu v	52 15% acj lnopr	102 16% acj lmnopq rs	109 13% aln	92 9%	80 13% aln	43 7%	26 9%	65 8%	60 9%	65 10%	51 10%	32 9%	78 10%	127 13% aln	118 12% al	63 10%
	(8)	867 6%	47 7% f	12 4%	62 8% fj	37 6% f	28 5%	15 3%	24 7% f	44 7% f	55 6% f	44 5%	38 6% f	28 5%	16 6%	37 5%	46 7% f	64 9% bcef jlnu v	49 10% bdef jklntuv	22 6%	57 7% fj	54 5%	58 6% f	31 5%
	(7)	760 5%	49 7% bcef ij	5 2%	32 4%	30 5%	23 4%	12 2%	17 5%	28 4%	29 3%	37 4%	45 7% bcef ij	54 9% bcede fghijm noq	12 4%	43 6% bf	22 3%	45 7% bfij o	18 4%	31 9% bcef hij	55 7% bcef ij	58 6% bf	71 7% bcef ij	44 7% bfij
	(6)	298 2%	5 1%	2 1%	18 2% el	9 1%	3 1%	16 3% aekl	5 1%	11 2%	13 1%	19 2% l	4 1%	2 *	9 3% aekl	12 2%	9 1%	17 3% aekl	16 3% aekl	25 7% abcd efghij klmnop s tuv	19 2% aekl	36 4% abde iklno	31 3% aekl	16 2% aekl
	(5)	506 4%	8 1%	6 2%	15 2%	13 2%	22 4% af	5 1%	6 2%	15 2%	30 4% af	45 5% acdf gh	21 3% af	19 3% af	18 6% abcd fgh	47 6% abcd fghl	36 5% acdf gh	30 4% acf	20 4% af	9 3%	36 5% acdf gh	32 3% af	45 4% acdf g	26 4% af
	(4)	111 1%	11 2% cdgh j	1 *	2 *	1 *	3 *	3 1%	- -	- -	10 1% hj	2 *	2 *	1 *	2 1%	9 1% hj	8 1% hj	13 2% cdgh jkl	6 1% hj	2 1%	5 1%	9 1%	18 2% cdgh jkl	4 1%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v

Opinion Poll

ONLINE Fieldwork : 5th - 27th November 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

	Region Within Gender - Male												Region Within Gender - Female											
	Total	Scot-land (a)	North East (b)	North West (c)	York-shire & Humb-erside (d)	West Mid-lands (e)	East Mid-lands (f)	Wales (g)	East-ern (h)	London (i)	South East (j)	South West (k)	Scot-land (l)	North East (m)	North West (n)	York-shire & Humb-erside (o)	West Mid-lands (p)	East Mid-lands (q)	Wales (r)	East-ern (s)	London (t)	South East (u)	South West (v)	
Weighted base	14274	687	281	800	629	610	507	353	655	855	986	630	597	290	770	656	674	492	360	772	1000	1012	654	
(3)	179 1%	6 1%	3 1%	5 1%	5 1%	6 1%	1 *	2 1%	10 2%jl	15 2%jl	2 *	5 1%	1 *	3 1%	10 1%j	6 1%	19 3%acdf gijklru	5 1%	2 *	8 1%	35 3%acde fgikln oqrsu	7 1%	23 3%acdefg ijklnoqrsu	
(2)	315 2%	3 *	9 3%adeh kl	19 2%ahkl	6 1%	5 1%	6 1%	7 2%ahkl	3 *	15 2%kl	17 2%kl	1 *	1 *	4 1%	25 3%adeh kl	19 3%adeh kl	15 2%ahkl	16 3%adeh kl	22 6%acde fghijk lmopuv	49 6%acde fghijk lmnop tuv	33 3%adeh kl	21 2%ahkl	18 3%adehkl	
Definitely would not vote	(1) 1034 7%	24 4%	27 10%ahi	59 7%ah	40 6%a	37 6%	46 9%ahi	33 9%ahi	26 4%	40 5%	74 7%ah	47 8%ah	44 7%ah	60 21%abcd efghijk lnopqrs tuv	52 7%a	73 11%acde hijnprs u	44 7%	39 8%ah	22 6%	43 6%	89 9%ahi	67 7%a	49 8%ah	
Don't know	822 6%	20 3% ^d	10 3% ^d	15 2%	5 1%	12 2%	27 5% ^{cde} j	16 4% ^{cd} j	23 4% ^d	54 6% ^{acde} j	20 2%	38 6% ^{acde} j	46 8% ^{abcd} ehj	18 6% ^{acd} ej	82 11% ^{abc} defghi jkqtu	83 13% ^{abcd} efghijk lmqrtuv	61 9% ^{abcd} eghiqu	25 5% ^{cde} j	22 6% ^{acd} ej	75 10% ^{abcd} efghijk q	63 6% ^{acde} hj	55 5% ^{acde} j	52 8% ^{abcde} h	
Mean	8.29	8.94 ^{bc} fgijkl mnopqr stuv	8.35 ^{mo} t	8.51 ^{mn} opqrst v	8.72 ^{gm} nopqrs tuv	8.72 ^{mn} opqrst uv	8.47 ^{mn} oprstv	8.31 ^{mo} t	8.85 ^{bc} fgikmn opqrst uv	8.56 ^{mn} opqrst uv	8.53 ^{mn} opqrst uv	8.48 ^{mn} opqrst v	8.58 ^{mn} opqrst uv	6.96	8.06 ^m	7.68 ^m	7.92 ^m	8.05 ^m	7.90 ^m	7.86 ^m	7.79 ^m	8.20 ^{mo} t	7.97 ^m	
Standard deviation	2.81	2.15	3.03	2.72	2.48	2.52	2.81	2.88	2.21	2.54	2.73	2.64	2.62	3.65	2.94	3.26	2.86	2.92	2.92	2.96	3.10	2.76	3.00	
Standard error	0.02	0.08	0.18	0.10	0.10	0.10	0.13	0.14	0.08	0.09	0.08	0.10	0.11	0.22	0.11	0.13	0.12	0.14	0.16	0.11	0.11	0.09	0.12	

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v

Opinion Poll

ONLINE Fieldwork : 5th - 27th November 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

	Total	Educational Attainment						Educational Attainment Within Gender - Male						Educational Attainment Within Gender - Female					
		No formal education (a)	Primary (b)	Secondary school (c)	University degree (d)	Higher university degree (e)	Still in full time education (f)	No formal education (g)	Primary (h)	Secondary school (i)	University degree (j)	Higher university degree (k)	Still in full time education (l)	No formal education (m)	Primary (n)	Secondary school (o)	University degree (p)	Higher university degree (q)	Still in full time education (r)
Unweighted base	14274	136	100	8935	3296	1044	529	73	57	4362	1734	578	239	63	43	4573	1562	466	290
Weighted base	14274	153*	105*	8757	3422	1070	507	69*	61*	4223	1722	577	213	84*	43*	4534	1700	494	294
Absolutely certain to vote	(10) 7796 55%	76 50% ^f	57 55% ^f	4902 56% ^f	1885 55% ^f	602 56% ^f	192 38%	42 61% ^{lmp} r	39 63% ^{lmp} r	2598 62% ^{lmn} opqr	1093 63% ^{lmn} opqr	342 59% ^{lmo} pr	95 45% ^r	34 40%	19 43%	2305 51% ^{pr}	792 47% ^r	260 53% ^r	96 33%
	(9) 1586 11%	6 4%	12 12%	920 11% ^a	417 12% ^{ac}	150 14% ^{ac}	54 11%	5 7%	5 8%	505 12% ^{mo}	225 13% ^{mo}	72 13% ^{mo}	27 12% ^m	1 2%	8 17% ^m	414 9%	192 11% ^{mo}	77 16% ^{mopr}	27 9%
	(8) 867 6%	4 3%	8 8%	482 6%	235 7% ^c	63 6%	45 9% ^{ac}	2 2%	4 7%	238 6%	105 6%	29 5%	17 8%	2 3%	4 9%	243 5%	130 8% ^{io}	34 7%	28 10% ^{iko}
	(7) 760 5%	1 1%	6 6%	423 5%	198 6% ^a	66 6% ^a	42 8% ^{ac}	-	-	169 4%	69 4%	44 8% ^{gij}	12 6%	1 2%	6 14% ^{ghij} moq	254 6% ^{ij}	129 8% ^{gijo}	22 5%	30 10% ^{ghijq}
	(6) 298 2%	-	-	188 2%	68 2%	17 2%	18 3%	-	-	70 2%	21 1%	6 1%	6 3%	-	-	118 3% ^{ij}	47 3% ^{ijk}	11 2%	12 4% ^{ijk}
	(5) 506 4%	7 5%	2 2%	310 4%	110 3%	37 3%	20 4%	5 7% ^{il}	-	97 2%	48 3%	25 4% ⁱ	2 1%	3 3%	2 5%	213 5% ^{ijl}	62 4% ⁱ	13 3%	18 6% ^{ijl}
	(4) 111 1%	8 5% ^{cdef}	-	59 1%	30 1%	5 *	6 1%	-	-	17 *	7 *	3 *	4 2% ⁱ	8 9% ^{gijk} lopqr	-	42 1% ⁱ	23 1% ^{ij}	2 *	3 1%
	(3) 179 1%	7 5% ^{code}	-	103 1%	44 1%	12 1%	12 2%	4 5% ^{ijko}	-	37 1%	8 *	5 1%	6 3% ^{ij}	4 4% ^{ij}	-	66 1% ^{ij}	36 2% ^{ij}	7 1%	6 2% ^j
	(2) 315 2%	2 1%	1 1%	218 2% ^d	55 2%	18 2%	18 4% ^d	1 2%	-	54 1%	20 1%	5 1%	10 5% ^{ijk}	1 1%	1 3%	164 4% ^{ijkp}	34 2%	13 3%	9 3%
Definitely would not vote	(1) 1034 7%	23 15% ^{cdef} f	11 11%	673 8% ^d	198 6%	65 6%	26 5%	8 11% ^j	9 14% ^{ijkl}	307 7% ^j	72 4%	30 5%	9 4%	16 19% ^{ijkl} opqr	2 5%	366 8% ^{ijk}	126 7% ^j	35 7% ^j	17 6%
Don't know	822 6%	17 11% ^{cde}	6 6%	480 5% ^e	182 5% ^e	36 3%	75 15% ^{bcde}	3 4%	5 7%	131 3%	54 3%	16 3%	26 12% ^{ijk} q	15 17% ^{gijk} opq	1 3%	350 8% ^{ijkq}	128 8% ^{ijkq}	20 4%	49 17% ^{gijknopq}

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j/k/l/m/n/o/p/q/r
* small base

Prepared by Populus

Opinion Poll
ONLINE Fieldwork : 5th - 27th November 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

	Total	Educational Attainment						Educational Attainment Within Gender - Male						Educational Attainment Within Gender - Female					
		No formal education (a)	Primary (b)	Secondary school (c)	University degree (d)	Higher university degree (e)	Still in full time education (f)	No formal education (g)	Primary (h)	Secondary school (i)	University degree (j)	Higher university degree (k)	Still in full time education (l)	No formal education (m)	Primary (n)	Secondary school (o)	University degree (p)	Higher university degree (q)	Still in full time education (r)
Weighted base	14274	153*	105*	8757	3422	1070	507	69*	61*	4223	1722	577	213	84*	43*	4534	1700	494	294
Mean	8.29	7.19	8.29a	8.27af	8.45acf	8.48af	7.83	7.90	8.37m	8.58lmopr	8.88gilmopqr	8.62lmopr	8.12m	6.51	8.19m	7.97m	8.00mr	8.33mo	7.61
Standard deviation	2.81	3.67	2.95	2.87	2.61	2.60	2.81	3.36	3.23	2.66	2.26	2.45	2.80	3.85	2.55	3.03	2.87	2.76	2.81
Standard error	0.02	0.33	0.30	0.03	0.05	0.08	0.13	0.40	0.44	0.04	0.05	0.10	0.18	0.52	0.40	0.05	0.07	0.13	0.17

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j/k/l/m/n/o/p/q/r

*** small base**

Opinion Poll

ONLINE Fieldwork : 5th - 27th November 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

	Total	Party ID						Party ID - Men						Party ID - Women					
		Con (a)	Lab (b)	LibDem (c)	UKIP (d)	Other (e)	None (f)	Con (h)	Lab (i)	LibDem (j)	UKIP (k)	Other (l)	None (m)	Con (o)	Lab (p)	LibDem (q)	UKIP (r)	Other (s)	None (t)
Unweighted base	14274	3966	4234	1058	1812	1222	1982	2161	2165	570	989	599	688	1805	2069	488	823	623	1294
Weighted base	14274	3997	4139	1427	571	714	3426	2242	2104	765	313	356	1215	1755	2036	662	258	357	2211
Absolutely certain to vote	(10) 7796 55%	2779 70% ^{bcf}	2658 64% ^{cf}	842 59% ^f	382 67% ^{cf}	472 66% ^{cf}	662 19%	1597 71% ^{ijlm} opqrst	1391 66% ^{mpq} rt	486 64% ^{mq}	229 73% ^{ijlm} opqrst	252 71% ^{jmp} qrst	295 24% ^t	1182 67% ^{mpq} rst	1267 62% ^{mq}	356 54% ^{mt}	153 59% ^{mt}	220 62% ^{mq}	367 17%
	(9) 1586 11%	538 13% ^{ef}	526 13% ^f	234 16% ^{abd} ef	66 12% ^f	77 11% ^f	146 4%	307 14% ^{kmt} t	293 14% ^{kmp} t	121 16% ^{klm} pst	31 10% ^{mt}	38 11% ^{mt}	69 6%	231 13% ^{kmt}	233 11% ^{mt}	112 17% ^{klm} pst	35 14% ^{kmt}	40 11% ^{mt}	77 3%
	(8) 867 6%	215 5%	331 8% ^{adef}	112 8% ^{adf}	27 5%	42 6% ^f	140 4%	124 6% ^m	174 8% ^{hklm} ot	56 7% ^{klm}	12 4%	13 4%	27 2%	91 5% ^m	157 8% ^{hklm} ot	56 8% ^{hklm} ot	15 6% ^m	29 8% ^{hklm} ot	113 5% ^m
	(7) 760 5%	182 5%	211 5%	83 6%	27 5%	33 5%	224 7% ^a	87 4%	87 4%	35 5%	14 4%	10 3%	74 6% ^{hl}	95 5% ^{hl}	124 6% ^{hil}	48 7% ^{hil}	13 5%	24 7% ^{hil}	149 7% ^{hil}
	(6) 298 2%	52 1%	96 2% ^a	33 2% ^a	9 2%	22 3% ^{ad}	85 2% ^a	26 1%	31 1%	18 2%	3 1%	8 2%	18 2%	26 1%	65 3% ^{hikm} o	15 2% ^h	6 2% ^h	13 4% ^{hikm} o	67 3% ^{hiko}
	(5) 506 4%	63 2%	114 3% ^a	41 3% ^a	22 4% ^a	24 3% ^a	241 7% ^{abcd} e	28 1%	47 2% ^h	8 1%	8 3% ^{hj}	14 4% ^{hjo}	83 7% ^{hijk} ops	35 2%	67 3% ^{hjo}	34 5% ^{hijk} o	14 5% ^{hijk} ops	11 3% ^{hj}	158 7% ^{hijklops}
	(4) 111 1%	16 *	35 1% ^{ac}	2 *	4 1% ^c	4 1%	51 1% ^{ace}	5 *	9 *	- -	2 1% ^{hj}	1 *	17 1% ^{hij}	11 1%	26 1% ^{hij}	2 *	2 1% ^{hj}	3 1% ^{hj}	33 2% ^{hij}
	(3) 179 1%	16 *	17 *	15 1% ^{cabe}	4 1% ^e	* 1% ^e	127 4% ^{abcd} e	7 *	7 *	6 1%	1 *	- -	39 3% ^{hijk} loprs	9 1%	9 *	9 1% ^{hil}	3 1% ^{hilp} s	* *	88 4% ^{hijkloprs}
	(2) 315 2%	31 1%	20 *	4 *	6 1% ^{bc}	4 1%	250 7% ^{abcd} e	11 *	13 1%	4 1%	3 1% ^{pq}	2 1%	58 5% ^{hijk} loprs	20 1% ^{hpq}	7 *	- -	3 1% ^{pq}	2 1%	192 9% ^{hijklopqr}
Definitely would not vote	(1) 1034 7%	58 1%	72 2%	16 1%	11 2%	16 2% ^c	861 25% ^{abcd} e	25 1%	37 2%	12 2%	5 1%	13 4% ^{hij} kopqs	362 30% ^{hijk} lopqrst	33 2%	35 2%	4 1%	6 2% ^{hq}	4 1%	499 23% ^{hijklopqr}
Don't know	822 6%	47 1%	59 1%	45 3% ^{ab}	14 2% ^{ab}	19 3% ^{ab}	639 19% ^{abcd} e	24 1%	13 1%	18 2% ⁱ	6 2% ⁱ	6 2% ⁱ	172 14% ^{hijk} loprs	23 1%	45 2% ^{hi}	27 4% ^{hiko} p	8 3% ^{hio}	13 4% ^{hio}	467 21% ^{hijklopqr}

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/i/j/k/l/m/n/o/p/q/r/s/t/u

** very small base (under 30) ineligible for sig testing

Opinion Poll
ONLINE Fieldwork : 5th - 27th November 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

	Total	Party ID						Party ID - Men						Party ID - Women					
		Con (a)	Lab (b)	LibDem (c)	UKIP (d)	Other (e)	None (f)	Con (h)	Lab (i)	LibDem (j)	UKIP (k)	Other (l)	None (m)	Con (o)	Lab (p)	LibDem (q)	UKIP (r)	Other (s)	None (t)
Weighted base	14274	3997	4139	1427	571	714	3426	2242	2104	765	313	356	1215	1755	2036	662	258	357	2211
Mean	8.29	9.24bcd ^{ef}	9.04f	9.03f	9.03f	9.03f	5.12	9.35ij ^{lmopqrst}	9.14mp ^q	9.15mp ^q	9.24mp ^{qrst}	9.06mr ^t	5.26	9.10mp ^{rt}	8.94mt	8.89mt	8.77mt	9.01mt	5.04
Standard deviation	2.81	1.68	1.82	1.71	1.97	1.92	3.68	1.50	1.75	1.69	1.78	2.08	3.85	1.88	1.89	1.73	2.17	1.75	3.57
Standard error	0.02	0.03	0.03	0.05	0.05	0.06	0.09	0.03	0.04	0.07	0.06	0.09	0.16	0.04	0.04	0.08	0.08	0.07	0.11

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/i/j/k/l/m/n/o/p/q/r/s/t/u

** very small base (under 30) ineligible for sig testing

Opinion Poll

ONLINE Fieldwork : 5th - 27th November 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

	Total	Working Status				Working Status - Men				Working Status - Women				Mums	Which of the following best describes where you live?						Hamlet & Isolated Dwelling (r)
		Working full time (a)	Working part time (b)	Retired (c)	Not working (d)	Working full time (e)	Working part time (f)	Retired (g)	Not working (h)	Working full time (i)	Working part time (j)	Retired (k)	Not working (l)		NET: Urban (m)	Urban - Pop. over 10k (n)	Town and Fringe (o)	NET: Rural (p)	Village (q)		
Unweighted base	14274	5407	2137	3600	3130	3374	697	1972	1129	2033	1440	1628	2001	2107	11364	5970	5394	2910	2590	320	
Weighted base	14274	6281	1713	3375	2905	3783	518	1742	951	2497	1195	1633	1954	2184	11246	5885	5361	3028	2699	329	
Absolutely certain to vote	(10) 7796 55%	3303 53% ^{bd}	757 44%	2429 72% ^{abd}	1307 45%	2236 59% ^{fhi} jl	243 47%	1325 76% ^{efh} ijkl	447 47%	1067 43%	514 43%	1103 68% ^{efh} ijl	860 44%	903 41%	6109 54%	3154 54%	2955 55%	1687 56%	1478 55%	209 64% ^{noq}	
	(9) 1586 11%	663 11%	196 11%	444 13% ^{ad}	283 10%	423 11% ^l	54 10%	261 15% ^{efi} jkl	120 13% ^{il}	240 10%	142 12% ^l	183 11% ^l	163 8%	213 10%	1229 11%	708 12% ^o	521 10%	357 12%	305 11%	52 16% ^{oq}	
	(8) 867 6%	424 7% ^c	141 8% ^{cd}	130 4%	172 6% ^c	265 7% ^{gk}	47 9% ^{ghk}	46 3%	49 5% ^g	159 6% ^g	94 8% ^{ghk}	84 5% ^g	123 6% ^g	157 7%	715 6% ^p	398 7% ^q	317 6%	152 5%	141 5%	11 3%	
	(7) 760 5%	366 6% ^c	116 7% ^c	70 2%	208 7% ^c	191 5% ^{gk}	25 5% ^{gk}	26 1%	65 7% ^{gk}	175 7% ^{egk}	92 8% ^{egk}	44 3% ^g	143 7% ^{egk}	148 7%	610 5%	319 5%	291 5%	150 5%	138 5%	13 4%	
	(6) 298 2%	131 2% ^c	55 3% ^{ac}	35 1%	76 3% ^c	56 1% ^g	11 2% ^g	11 1%	28 3% ^{egk}	75 3% ^{egk}	44 4% ^{egk}	24 1% ^g	48 2% ^{eg}	63 3%	229 2%	127 2%	102 2%	68 2%	67 2%	2 1%	
	(5) 506 4%	278 4% ^c	64 4% ^c	47 1%	117 4% ^c	140 4% ^{ghk}	23 4% ^{ghk}	8 *	16 2% ^g	138 6% ^{eghjk}	41 3% ^{gh}	38 2% ^g	101 5% ^{eghk}	106 5%	401 4%	200 3% ^r	201 4% ^r	105 3%	101 4% ^r	3 1%	
	(4) 111 1%	60 1% ^c	15 1% ^c	9 *	28 1% ^c	22 1%	4 1% ^g	3 *	6 1%	38 2% ^{egk}	10 1% ^g	6 *	22 1% ^{gk}	24 1%	92 1%	42 1%	50 1%	19 1%	18 1%	1 *	
	(3) 179 1%	85 1% ^c	56 3% ^{acd}	9 *	28 1% ^c	34 1% ^g	17 3% ^{eghk}	2 *	8 1% ^g	51 2% ^{eghk} l	39 3% ^{eghk} l	7 *	20 1% ^g	64 3%	134 1%	95 2% ^o	38 1%	45 1%	45 2% ^o	- -	
	(2) 315 2%	118 2%	69 4% ^{acd}	50 1%	79 3% ^{ac}	37 1%	17 3% ^{eg}	11 1%	26 3% ^{eg}	81 3% ^{eg}	51 4% ^{egkl}	39 2% ^{eg}	53 3% ^{eg}	89 4%	252 2%	128 2%	124 2%	63 2%	60 2%	4 1%	
Definitely would not vote	(1) 1034 7%	499 8% ^c	111 6% ^c	87 3%	336 12% ^{abc}	263 7% ^{gjk}	51 10% ^{egjk}	36 2%	104 11% ^{egjk}	236 9% ^{egjk}	60 5% ^{gk}	52 3%	233 12% ^{egijk} k	204 9%	816 7%	381 6%	435 8% ⁿ	217 7%	194 7%	23 7%	
Don't know	822 6%	353 6% ^c	132 8% ^{ac}	65 2%	271 9% ^{ac}	116 3% ^g	27 5% ^{eg}	13 1%	82 9% ^{efgk}	237 9% ^{efgk}	105 9% ^{efgk}	52 3% ^g	189 10% ^{efg} k	213 10%	658 6%	332 6%	326 6%	164 5%	153 6%	11 3%	

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i/j/k/l - m/p - n/o/q/r

Prepared by Populus

Opinion Poll
ONLINE Fieldwork : 5th - 27th November 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

	Total	Working Status				Working Status - Men				Working Status - Women				Mums	Which of the following best describes where you live?						Hamlet & Isolated Dwelling (r)
		Working full time (a)	Working part time (b)	Retired (c)	Not working (d)	Working full time (e)	Working part time (f)	Retired (g)	Not working (h)	Working full time (i)	Working part time (j)	Retired (k)	Not working (l)		NET: Urban (m)	Urban - Pop. over 10k (n)	Town and Fringe (o)	NET: Rural (p)	Village (q)		
Weighted base	14274	6281	1713	3375	2905	3783	518	1742	951	2497	1195	1633	1954	2184	11246	5885	5361	3028	2699	329	
Mean	8.29	8.16bd	7.85	9.22ab d	7.66	8.50fh ijl	7.72	9.45ef hijkl	7.89l	7.60	7.91il	8.96ef hijl	7.55	7.52	8.28	8.32	8.23	8.32	8.26	8.81noq	
Standard deviation	2.81	2.87	2.94	1.93	3.22	2.64	3.15	1.58	3.13	3.14	2.84	2.23	3.25	3.18	2.81	2.74	2.89	2.80	2.83	2.52	
Standard error	0.02	0.04	0.07	0.03	0.06	0.05	0.12	0.04	0.10	0.07	0.08	0.06	0.08	0.07	0.03	0.04	0.04	0.05	0.06	0.14	

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i/j/k/l - m/p - n/o/q/r

Opinion Poll

ONLINE Fieldwork : 5th - 27th November 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

	Total	Which of the following ITV regions do you live in?											
		Anglia (a)	Border (b)	Central (c)	Granada (d)	London (e)	Meridian (f)	STV (g)	Tyne Tees (h)	Wales (i)	West (j)	Westcountry (k)	Yorkshire (l)
Unweighted base	14274	1550	151	1885	1478	2377	1549	1207	601	756	396	771	1550
Weighted base	14274	1501	185*	1996	1458	2640	1402	1182	583	706	401	743	1475
Absolutely certain to vote	(10) 7796 55%	768 51%	130 70%acdefhijkl	1076 54%	835 57%aei	1401 53%	764 55%	744 63%acdefhijkl	310 53%	356 50%	203 51%	402 54%	808 55%
	(9) 1586 11%	187 12%bdg	9 5%	224 11%bg	139 10%	341 13%bdfg	139 10%	91 8%	59 10%	82 12%bg	44 11%	90 12%bg	183 12%bdg
	(8) 867 6%	111 7%ehk	7 4%	138 7%hk	98 7%	136 5%	88 6%	67 6%	23 4%	46 7%	22 6%	31 4%	99 7%k
	(7) 760 5%	89 6%l	12 6%	92 5%	66 5%	119 5%	93 7%cdehl	100 8%acdehl	22 4%	48 7%ehl	24 6%l	50 7%ehl	44 3%
	(6) 298 2%	35 2%g	3 2%	41 2%g	24 2%	69 3%gk	34 2%g	8 1%	11 2%g	32 5%acdefghkl	8 2%	8 1%	24 2%
	(5) 506 4%	54 4%	1 1%	60 3%	59 4%g	93 4%	69 5%bcgi	24 2%	24 4%g	15 2%	21 5%bgi	26 4%	57 4%g
	(4) 111 1%	11 1%	-	17 1%	8 1%	27 1%	19 1%i	11 1%	3 *	2 *	*	4 1%	10 1%
	(3) 179 1%	20 1%	2 1%	29 1%f	13 1%	50 2%dfgil	8 1%	7 1%	6 1%	4 1%	3 1%	25 3%acdfghijl	12 1%
	(2) 315 2%	35 2%gj	3 2%	43 2%gj	43 3%gjk	76 3%gjk	36 3%gjk	5 *	13 2%gj	28 4%ogjkl	1 *	7 1%	27 2%gj
Definitely would not vote	(1) 1034 7%	74 5%	13 7%	156 8%ag	92 6%	186 7%a	102 7%a	63 5%	86 15%abcdefgijkl	55 8%a	28 7%	62 8%ag	118 8%ag
Don't know	822 6%	117 8%befgh	4 2%	120 6%f	82 6%f	143 5%f	51 4%	62 5%	27 5%	38 5%	46 11%bcdefghkl	39 5%	94 6%f
Mean	8.29	8.38h	8.72hi	8.24h	8.38h	8.20h	8.19h	8.75acdefhijkl	7.72	8.09	8.37h	8.19h	8.33h
Standard deviation	2.81	2.60	2.65	2.87	2.76	2.87	2.82	2.39	3.39	2.90	2.68	2.91	2.84
Standard error	0.02	0.07	0.22	0.07	0.07	0.06	0.07	0.07	0.14	0.11	0.14	0.11	0.07

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l

* small base

Opinion Poll

ONLINE Fieldwork : 5th - 27th November 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

		Which of the following cities do you live in, or nearest to?																				
		Total	Glasgow (a)	Edin- burgh (b)	New- castle (c)	Leeds (d)	Hull (e)	Shef- field (f)	Manch- ester (g)	Liver- pool (h)	Not- tingham (i)	Birm- ingham (j)	Norwich (k)	Milton Keynes (l)	Brigh- ton (m)	Oxford (n)	London (o)	South- ampton (p)	Bristol (q)	Ply- mouth (r)	Cardiff (s)	None of these (v)
Unweighted base		14274	620	491	619	691	248	413	1121	429	588	1079	698	426	313	267	2908	589	472	490	581	1231
Weighted base		14274	614	468	623	641	237	415	1142	399	613	1142	668	418	289	257	3116	555	486	463	541	1186
Absolutely certain to vote	(10)	7796 55%	376 61% dfjk lopqs	303 65% cdfg hjklopq sv	349 56% dls	304 47%	143 60% dklp s	221 53%	629 55% ddl	226 57% dls	369 60% djkl opqs	602 53%	338 51%	192 46%	178 61% djkl ps	156 61% djkl ps	1666 53% dl	283 51%	255 53%	267 58% dls	265 49%	674 57% dkls
	(9)	1586 11%	44 7%	39 8%	57 9%	84 13% abgm	31 13% agm	58 14% abgm	84 7%	46 12% g	65 11%	123 11% g	75 11% g	51 12% ag	20 7%	29 11%	392 13% abgm	72 13% agm	63 13% agm	50 11%	64 12% ag	137 12% ag
	(8)	867 6%	33 5%	36 8% chiv	23 4%	53 8% chior v	16 7% v	30 7% iv	87 8% chior v	15 4%	20 3%	95 8% chio rv	64 10% achim orv	35 8% chior v	12 4%	23 9% chior v	158 5% v	41 7% cviv	28 6%	21 4%	39 7% cviv	39 3%
	(7)	760 5%	65 11% cdefg hijkmnop qrv	34 7% cdein	21 3%	24 4%	7 3%	21 5%	59 5% i	15 4%	15 2%	60 5% i	31 5%	37 9% cdegh ijkmnov	11 4%	7 3%	168 5% i	29 5% i	28 6% i	29 6% i	40 7% cdehi n	59 5% i
	(6)	298 2%	4 1%	4 1%	13 2%	10 2%	1 *	8 2%	20 2%	20 5% abcde fgijkmn oqrv	8 1%	27 2% a	12 2%	19 5% abdeg ikmnqrv	2 1%	3 1%	77 2% a	20 4% abeiq v	6 1%	6 1%	19 3% abeiv	18 2%
	(5)	506 4%	22 4% b	6 1%	24 4% bf	28 4% bfiv	10 4% bfiv	5 1%	53 5% bfivn	8 2%	14 2%	51 4% bfiv	24 4% bf	21 5% bfivn	10 4%	2 1%	108 3% bf	41 7% abcfh ijknoqs v	17 3%	22 5% bfiv	13 2%	25 2%
	(4)	111 1%	7 1%	1 *	3 *	9 1%	- -	1 *	10 1%	* *	3 1%	14 1%	2 *	5 1%	3 1%	1 1%	35 1%	8 1% iv	1 *	2 *	2 *	5 *
	(3)	179 1%	- -	7 1% ap	8 1% ap	9 1% ap	2 1%	1 *	15 1% ap	3 1%	2 *	18 2% apv	17 3% afilp sv	1 *	3 1%	6 2% afilp sv	53 2% apv	- -	7 1% ap	20 4% abcde fghijlm opqsv	3 *	6 1%
	(2)	315 2%	4 1%	1 *	15 2% abr	15 2% abr	3 1%	6 1%	36 3% abqrv	11 3% abr	17 3% abr	18 2%	26 4% abjilq rv	5 1%	9 3% abr	7 3% abr	83 3% abr	12 2% abr	5 1%	1 *	24 4% abfjl qrv	18 2%
Definitely would not vote		(1) 1034 7%	21 3%	24 5%	89 14% abdeg hjklopq rsv	50 8% aln	13 5%	39 9% ablnr	85 7% aln	22 5%	66 11% abehj klmor	74 6% aln	37 6%	10 2%	30 10% abklm r	6 2%	216 7% aln	39 7% aln	44 9% aln	24 5%	42 8% aln	102 9% abln

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v

* small base; ** very small base (under 30) ineligible for sig testing

Prepared by Populus

Opinion Poll
ONLINE Fieldwork : 5th - 27th November 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

	Total	Which of the following cities do you live in, or nearest to?																			
		Glasgow (a)	Edin- burgh (b)	New- castle (c)	Leeds (d)	Hull (e)	Shef- field (f)	Manch- ester (g)	Liver- pool (h)	Nott- ingham (i)	Birm- ingham (j)	Norwich (k)	Milton Keynes (l)	Brigh- ton (m)	Oxford (n)	London (o)	South- ampton (p)	Bristol (q)	Ply- mouth (r)	Cardiff (s)	None of these (v)
Weighted base	14274	614	468	623	641	237	415	1142	399	613	1142	668	418	289	257	3116	555	486	463	541	1186
Don't know	822 6%	39 6%bcp	13 3%	20 3%	55 9%bcjopr	11 5%p	25 6%p	64 6%bp	33 8%bcop	32 5%p	60 5%p	42 6%bcp	42 10%bcegi jmoprs	12 4%	15 6%p	160 5%p	10 2%	33 7%bcp	22 5%p	31 6%bp	103 9%bcgijopr
Mean	8.29	8.81cdf gijkmop qsv	8.82cdf gijkmop qsv	7.79	8.07	8.72cdg kops	8.34c	8.15	8.51cds	8.24	8.27c	8.18	8.46c	8.15	8.83cdg ijkmopq s	8.22c	8.12	8.23	8.44c	8.04	8.41cs
Standard deviation	2.81	2.17	2.32	3.37	2.91	2.46	2.85	2.92	2.65	3.13	2.73	2.80	2.20	3.15	2.28	2.84	2.77	2.90	2.62	2.93	2.87
Standard error	0.02	0.09	0.11	0.14	0.11	0.16	0.14	0.09	0.13	0.13	0.08	0.11	0.11	0.18	0.14	0.05	0.12	0.14	0.12	0.12	0.08

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v

*** small base; ** very small base (under 30) ineligible for sig testing**

Opinion Poll

ONLINE Fieldwork : 5th - 27th November 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 Summary						Employment Sector		Employment Sector Within Gender - Male		Employment Sector Within Gender - Female	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	South East (m)	Mid-lands (n)	North Eng-land (o)	Wales & South West (p)	Scot-land (q)	Public (r)	Private (s)	Public (t)	Private (u)	Public (v)	Private (w)	
Unweighted base	14274	7172	7102	1617	2124	2429	2636	2326	3142	3821	4325	2552	3576	3718	3675	3501	2087	1293	1776	5768	828	3243	948	2525	
Weighted base	14274	6995	7279	1697	2404	2403	2544	2119	3107	3815	3957	3109	3393	3854	3711	3426	1998	1285	1905	6089	860	3442	1045	2647	
Conservative	3271 23%	1786 26% ^b	1485 20%	274 16%	378 16%	416 17%	533 21% ^{cde}	575 27% ^{cde f}	1095 35% ^{cde fg}	1125 29% ^{ijkl}	961 24% ^{kl}	639 21% ^l	546 16%	1024 27% ^{opq}	941 25% ^{oq}	678 20% ^q	463 23% ^{oq}	166 13%	339 18%	1375 23% ^r	170 20%	851 25% ^{tw}	169 16%	524 20%	
Labour	3684 26%	1861 27%	1822 25%	469 28% ^h	733 31% ^{gh}	698 29% ^{gh}	701 28% ^{gh}	519 24% ^h	564 18%	893 23%	927 23%	851 27% ^{ij}	1012 30% ^{ij}	964 25%	880 24%	1058 31% ^{mnp q}	479 24%	302 24%	655 34% ^s	1539 25%	337 39% ^{uvw}	908 26%	318 30% ^{uw}	631 24%	
Liberal Democrat	882 6%	499 7% ^b	383 5%	82 5%	168 7% ^c	154 6%	143 6%	133 6%	202 6%	313 8% ^{ijkl}	246 6% ^k	135 4%	187 6%	267 7% ^o	216 6%	168 5%	139 7% ^o	91 7% ^o	109 6%	384 6%	44 5%	243 7% ^w	64 6%	142 5%	
SNP	336 2%	186 3%	150 2%	16 1%	60 3% ^c	44 2%	66 3% ^c	60 3% ^c	90 3% ^{ce}	76 2%	99 2%	83 3%	78 2%	- -	- -	- -	- -	336 26% ^{mnp}	46 2%	135 2%	27 3%	82 2%	20 2%	53 2%	
Plaid Cymru	38 *	24 *	14 *	1 *	6 *	7 *	5 *	10 * ^c	8 *	9 *	8 *	9 *	11 *	- -	- -	- -	38 2% ^{mnoq}	- -	5 *	15 *	3 *	11 *	2 *	3 *	
The UK Independence Party	1343 9%	858 12% ^b	486 7%	44 3%	94 4%	160 7% ^{cd}	342 13% ^{cde}	261 12% ^{cde}	442 14% ^{cde}	325 9%	325 8%	377 12% ^{ijl}	316 9%	330 9% ^q	437 12% ^{mpq}	355 10% ^{mq}	184 9% ^q	38 3%	122 6%	559 9% ^r	71 8% ^{vw}	414 12% ^{tw}	51 5%	145 5%	
The Green Party	419 3%	215 3%	204 3%	80 5% ^{efgh}	97 4% ^{efgh}	61 3%	66 3%	51 2%	64 2%	104 3%	137 3% ^l	93 3%	85 2%	121 3% ^q	141 4% ^{oq}	80 2%	54 3%	23 2%	61 3%	177 3%	37 4% ^v	103 3%	24 2%	75 3%	
The British National Party	43 *	22 *	20 *	3 *	5 *	2 *	19 1% ^{degh}	5 *	8 *	* *	5 *	16 1% ^{ij}	21 1% ^{ij}	7 *	18 * ^q	13 *	5 *	- -	1 *	23 *	- -	14 *	1 *	9 *	
Some other party	48 *	28 *	19 *	- -	6 *	16 1% ^{cfh}	3 *	18 1% ^{cdfh}	5 *	18 * ^j	6 *	12 *	12 *	14 * ^p	25 1% ^{op}	5 *	- -	3 *	18 1% ^s	16 *	12 1% ^{uw}	9 *	6 1%	7 *	
Would not vote	1367 10%	558 8%	808 11% ^a	297 17% ^{def gh}	327 14% ^{efgh}	254 11% ^{fgh}	214 8% ^{gh}	136 6% ^h	139 4%	244 6%	430 11% ^{ik}	266 9% ⁱ	426 13% ^{ik}	402 10% ^{nq}	315 8% ^q	382 11% ^{nq}	192 10% ^q	76 6%	145 8%	693 11% ^r	59 7%	336 10% ^t	87 8%	357 13% ^{tu}	
Rather not say	207 1%	102 1%	105 1%	37 2% ^{gh}	44 2% ^h	41 2% ^h	35 1%	25 1%	25 1%	61 2%	57 1%	35 1%	54 2%	89 2% ^{mnp}	32 1%	47 1%	21 1%	18 1%	28 1%	92 2%	14 2%	54 2%	14 1%	38 1%	
Don't know	2638 18%	855 12%	1783 24% ^a	394 23% ^{fgh}	485 20% ^{fgh}	550 23% ^{fgh}	417 16%	327 15%	465 15%	645 17%	757 19% ⁱ	591 19%	645 19%	637 17%	705 19% ^m	639 19%	424 21% ^m	233 18%	375 20%	1079 18%	86 10%	415 12%	290 28% ^{tu}	664 25% ^{tu}	

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q - r/s - t/u/v/w

Prepared by Populus

Opinion Poll

ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 2

Q.2 Which party would you vote for if there was a General Election tomorrow?**Base: All respondents**

	Total	Vote Intention				2010 Vote				Age Within Gender - Male						Age Within Gender - Female					
		Con (a)	Lab (b)	LibDem (c)	UKIP (d)	Con (e)	Lab (f)	LibDem (g)	UKIP (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65+ (n)	18-24 (o)	25-34 (p)	35-44 (q)	45-54 (r)	55-64 (s)	65+ (t)
Unweighted base	14274	3252	3689	674	2332	4033	2824	2330	399	586	1051	1243	1374	1232	1686	1031	1073	1186	1262	1094	1456
Weighted base	14274	3271	3684	882	1343	3874	2723	2454	218	633	1176	1232	1267	1108	1578	1064	1228	1171	1277	1011	1529
Conservative	3271 23%	3271 100%bcd	-	-	-	2498 64%efgh	108 4%	250 10%fh	10 4%	158 25%ijop qr	188 16%ko	265 21%jop q	292 23%jop qr	299 27%jko pqr	585 37%ijk lmopqrs	117 11%	189 15%o	151 13%	241 19%oq	276 27%jko pqr	510 33%ijk lmopqrs
Labour	3684 26%	-	3684 100%acd	-	-	191 5%	1980 73%egh	619 25%eh	9 4%	198 31%mnq t	369 31%mn qst	416 34%lmn oqrst	346 27%mnt	254 23%nt	279 18%	271 26%nt	364 30%mnq t	282 24%nt	355 28%mnt	265 26%nt	285 19%
Liberal Democrat	882 6%	-	-	882 100%abd	-	28 1%	38 1%e	662 27%efh	13 6%ef	38 6%	84 7%ort	71 6%	87 7%ort	86 8%orst	132 8%kors t	44 4%	84 7%ort	83 7%orst	55 4%	47 5%	70 5%
SNP	336 2%	-	-	-	-	11 *	81 3%egh	38 2%e	-	8 1%	30 3%o	26 2%	45 4%ioqr	37 3%ioqr	41 3%o	9 1%	31 3%o	18 2%	21 2%	23 2%o	48 3%oqr
Plaid Cymru	38 *	-	-	-	-	2 *	4 *	2 *	-	* 1%	6 1%	3 *	3 *	7 1%op	4 *	* -	-	4 *	2 *	3 *	4 *
The UK Independence Party	1343 9%	-	-	-	1343 100%abc	604 16%fg	144 5%	182 7%f	164 75%efg	18 3%	64 5%op	92 7%ioqr	237 19%ijk mnopqrs t	167 15%ijk opqrst	280 18%ujko pqrst	26 2%	30 2%	68 6%loqr	105 8%ijop	94 9%ijop pq	162 11%ijk opq
The Green Party	419 3%	-	-	-	-	28 1%	45 2%e	141 6%efh	2 1%	22 4%	56 5%kmnq rst	33 3%	44 4%nr	30 3%	30 2%	57 5%kmnq rst	41 3%r	29 2%	21 2%	21 2%	34 2%
The British National Party	43 *	-	-	-	-	6 *	2 *	3 *	1 *	-	5 *	2 *	9 1%pq	2 *	4 *	3 *	-	1 *	10 1%pq	3 *	4 *
Some other party	48 *	-	-	-	-	3 *	13 *e	7 *	1 1%e	-	2 *	9 1%nor	3 *	14 1%ijn oprst	* *	-	4 *	7 1%nr	-	4 *	5 *
Would not vote	1367 10%	-	-	-	-	55 1%	29 1%	31 1%	2 1%	82 13%klm nst	174 15%klmn rst	96 8%n	93 7%n	71 6%n	42 3%	215 20%ijk lmnpqr st	153 12%klm nst	158 13%klmn rst	120 9%mnst	66 6%n	97 6%n
Rather not say	207 1%	-	-	-	-	8 *	5 *	3 *	-	15 2%lnt	23 2%lnt	27 2%lnst	8 1%	15 1%	13 1%	22 2%lnt	20 2%	14 1%	27 2%lnt	9 1%	12 1%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t

Opinion Poll
ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 2

Q.2 Which party would you vote for if there was a General Election tomorrow?**Base: All respondents**

	Total	Vote Intention				2010 Vote				Age Within Gender - Male						Age Within Gender - Female					
		Con (a)	Lab (b)	LibDem (c)	UKIP (d)	Con (e)	Lab (f)	LibDem (g)	UKIP (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65+ (n)	18-24 (o)	25-34 (p)	35-44 (q)	45-54 (r)	55-64 (s)	65+ (t)
Weighted base	14274	3271	3684	882	1343	3874	2723	2454	218	633	1176	1232	1267	1108	1578	1064	1228	1171	1277	1011	1529
Don't know	2638 18%	-	-	-	-	440	274	517	15	95	174	193	99	126	168	299	311	357	317	201	298
		-	-	-	-	11%	10%	21%efh	7%	15%ln	15%ln	16%lmn	8%	11%l	11%l	28%ijk lmnst	25%ijk lmnst	30%ijk lmnprst	25%ijk lmnst	20%jkl mn	19%ijklmn

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t

Opinion Poll

ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 2

Q.2 Which party would you vote for if there was a General Election tomorrow?**Base: All respondents**

		SEG Within Gender - Male				SEG Within Gender - Female				Region										
	Total	AB (a)	C1 (b)	C2 (c)	DE (d)	AB (e)	C1 (f)	C2 (g)	DE (h)	Scot- land (i)	North East (j)	North West (k)	York- shire & Humb- erside (l)	West Mid- lands (m)	East Mid- lands (n)	Wales (o)	East- ern (p)	London (q)	South East (r)	South West (s)
Unweighted base	14274	2194	1955	1330	1693	1627	2370	1222	1883	1293	596	1561	1344	1196	990	772	1489	1576	2142	1315
Weighted base	14274	2115	1711	1605	1565	1701	2246	1505	1827	1285	571	1570	1285	1285	999	714	1427	1856	1998	1285
Conservative	3271 23%	686 32% bcd efgh	462 27% cdf gh	351 22% h	288 18% h	439 26% cdf gh	499 22% dh	288 19% h	259 14%	166 13%	85 15%	365 23% ijl o	228 18% l	341 27% ijl oq	270 27% ijl oq	117 16%	331 23% ijl o	385 21% ijo	639 32% ijk lmnopq s	346 27% ijloq
Labour	3684 26%	489 23%	429 25%	458 29% aef	486 31% abe fg	405 24%	498 22%	393 26% f	527 29% abe f	302 24% s	200 35% ilm nprs	482 31% lmn prs	376 29% lmn prs	308 24% rs	247 25% rs	242 34% lmn prs	325 23% s	562 30% lmn prs	403 20%	237 18%
Liberal Democrat	882 6%	199 9% bcde fgh	109 6% g	105 7% g	86 5% g	115 7% g	137 6% g	30 2%	101 6% g	91 7% jo	17 3%	78 5%	74 6% j	69 5%	62 6% j	28 4%	85 6% j	101 5% j	166 8% jklm opq	111 9% jklmnopq
SNP	336 2%	44 2%	48 3%	55 3% e	39 3%	32 2%	51 2%	28 2%	39 2%	336 26% jklm nopqrs	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Plaid Cymru	38 *	8 *	2 *	8 *	6 *	2 *	6 *	2 *	5 *	- -	- -	- -	- -	- -	- -	38 5% ijkl mnpqrs	- -	- -	- -	- -
The UK Independence Party	1343 9%	252 12% efgh	191 11% efh	241 15% abcd efgh	174 11% efh	74 4%	134 6%	136 9% ef	141 8% e	38 3%	57 10% iq	123 8% l	175 14% lko qrs	136 11% likq	113 11% likq	56 8% l	188 13% lkoq rs	122 7% l	207 10% likq	128 10% likq
The Green Party	419 3%	53 3%	71 4% adh	51 3%	40 3%	51 3%	66 3%	43 3%	45 2%	23 2%	9 2%	44 3%	27 2%	37 3%	36 4% l	16 2%	68 5% ijkl ors	59 3%	62 3%	37 3%
The British National Party	43 *	* *	2 *	5 *	15 1% abef	- *	3 *	12 1% abef	6 * a	- -	3 1% iq	5 *	5 *	7 1% iq	6 1% iq	2 *	5 *	1 *	7 *	3 *
Some other party	48 *	12 1% f	4 *	9 1% f	3 *	5 *	2 *	3 *	9 * f	3 *	- -	3 *	2 *	14 1% ijkl ors	4 *	- -	6 *	10 1% s	4 *	- -
Would not vote	1367 10%	98 5%	158 9% ac	109 7% a	194 12% abce	146 9% a	273 12% abc e	158 10% ac	232 13% abce	76 6%	101 18% iklm nopqrs	148 9% l	134 10% l	98 8%	99 10% l	79 11% lm	118 8%	216 12% imps	185 9% l	113 9% l

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s

Opinion Poll
ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 2
Q.2 Which party would you vote for if there was a General Election tomorrow?
Base: All respondents

	SEG Within Gender - Male					SEG Within Gender - Female					Region									
	Total	AB (a)	C1 (b)	C2 (c)	DE (d)	AB (e)	C1 (f)	C2 (g)	DE (h)	Scot- land (i)	North East (j)	North West (k)	York- shire & Humb- erside (l)	West Mid- lands (m)	East Mid- lands (n)	Wales (o)	East- ern (p)	London (q)	South East (r)	South West (s)
Weighted base	14274	2115	1711	1605	1565	1701	2246	1505	1827	1285	571	1570	1285	1285	999	714	1427	1856	1998	1285
Rather not say	207 1%	36 2%	23 1%	14 1%	28 2%	25 1%	34 1%	21 1%	25 1%	18 1%	8 1%	21 1%	19 1%	11 1%	6 1%	4 1%	15 1%	51 3% ikmn ops	38 2% no	18 1%
Don't know	2638 18%	238 11%	212 12%	199 12%	206 13%	407 24% abc d	545 24% abc d	392 26% abc d	439 24% abc d	233 18% r	91 16%	302 19% r	246 19% r	262 20% nr	156 16%	132 18% r	287 20% nr	350 19% r	287 14%	292 23% ijnqr

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s

Opinion Poll

ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 2

Q.2 Which party would you vote for if there was a General Election tomorrow?

Base: All respondents

	Total	Region Within Gender - Male											Region Within Gender - Female										
		Scotland (a)	North East (b)	North West (c)	York-shire & Humberside (d)	West Midlands (e)	East Midlands (f)	Wales (g)	East-ern (h)	London (i)	South East (j)	South West (k)	Scotland (l)	North East (m)	North West (n)	York-shire & Humberside (o)	West Midlands (p)	East Midlands (q)	Wales (r)	East-ern (s)	London (t)	South East (u)	South West (v)
Unweighted base	14274	686	303	792	681	602	507	409	711	751	1052	678	607	293	769	663	594	483	363	778	825	1090	637
Weighted base	14274	687	281	800	629	610	507	353	655	855	986	630	597	290	770	656	674	492	360	772	1000	1012	654
Conservative	3271 23%	98 14%	43 15%	212 27%abg lmnors t	150 24%abl mor	195 32%abd gilmno pqrstv	154 30%abd gilmno prst	66 19%lo	174 27%abg lmnors t	197 23%abl mor	313 32%abd gilmno pqrstv	185 29%abg ilmnop rst	68 11%	42 14%	152 20%alo	79 12%	146 22%alm or	116 24%abl mor	51 14%	157 20%alo r	188 19%lo	326 32%abc dghilm nopqrs tv	161 25%abl mort
Labour	3684 26%	170 25%uv	115 41%acd efhijk lmnopq rstuv	250 31%aef jklsv	178 28%efj klsv	136 22%	109 21%	130 37%ade fhjklp qsuv	174 27%ksu v	259 30%efj klsv	216 22%v	127 20%	132 22%	85 29%fjk suv	232 30%efj klsv	199 30%efj klsv	173 26%sv	139 28%fjk suv	112 31%efj klsv	151 19%	303 30%efj klsv	187 18%	110 17%
Liberal Democrat	882 6%	68 10%bfgl mnoprst	14 5%lm	52 6%gmn	50 8%fglm nopst	42 7%gmno	21 4%lm	9 3%	53 8%fglm nopst	55 6%gmn	85 9%fglm nopst	51 8%fglm nopst	23 4%	3 1%	26 3%	24 4%	27 4%lm	41 8%fglm nopst	19 5%lm	32 4%lm	46 5%lm	81 8%fglm nopst	60 9%fglm nopst
SNP	336 2%	186 27%bcde fghijk nopqrst uv	-	-	-	-	-	-	-	-	-	-	150 25%bcde fghijk nopqrst uv	-	-	-	-	-	-	-	-	-	-
Plaid Cymru	38 *	-	-	-	-	-	-	24 7%abcd efhijk lmnopq stuv	-	-	-	-	-	-	-	-	-	-	14 4%abcd efhijk lmnopq stuv	-	-	-	-
The UK Independence Party	1343 9%	22 3%	35 12%alno ptuv	75 9%alt	127 20%abc efgijk lmnopq rstuv	91 15%acg ilmnop qrstuv	66 13%alno prtuv	31 9%alt	110 17%acgi lmnopq rstuv	77 9%alt	143 14%acg ilmnop qrstuv	81 13%alno prtuv	15 3%	23 8%al	49 6%al	48 7%al	45 7%al	47 9%alt	25 7%al	78 10%alnt u	45 4%	65 6%al	47 7%al
The Green Party	419 3%	10 2%	3 1%	28 3%	13 2%	15 2%	26 5%abde gklnoq u	5 2%	31 5%abd glnou	28 3%	40 4%ab	16 2%	12 2%	6 2%	16 2%	14 2%	23 3%	10 2%	11 3%	37 5%abd glnou	31 3%	22 2%	22 3%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v

Opinion Poll
ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 2
Q.2 Which party would you vote for if there was a General Election tomorrow?
Base: All respondents

	Region Within Gender - Male												Region Within Gender - Female											
	Total	Scot-land (a)	North East (b)	North West (c)	York-shire & Humb-erside (d)	West Mid-lands (e)	East Mid-lands (f)	Wales (g)	East-ern (h)	London (i)	South East (j)	South West (k)	Scot-land (l)	North East (m)	North West (n)	York-shire & Humb-erside (o)	West Mid-lands (p)	East Mid-lands (q)	Wales (r)	East-ern (s)	London (t)	South East (u)	South West (v)	
Weighted base	14274	687	281	800	629	610	507	353	655	855	986	630	597	290	770	656	674	492	360	772	1000	1012	654	
The British National Party	43 *	-	3 1%ailq tu	1 *	1 *	1 *	6 1%aeil qtu	1 *	3 *	-	5 *	1 *	-	-	3 *	4 1%	6 1%lt	-	2 *	2 *	1 *	2 *	2 *	
Some other party	48 *	-	-	-	-	10 2%acd g jkotuv	2 *	-	3 *	10 1%acd k tuv	3 *	-	3 1%	-	3 *	2 *	5 1%t	2 *	-	4 *	-	1 *	-	
Would not vote	1367 10%	29 4%	37 13%ade hkl	78 10%ah	44 7%	41 7%	51 10%ah	38 11%ah	27 4%	76 9%ah	86 9%ah	51 8%ah	47 8%ah	64 22%abcd efghijk lmnopqrs tuv	70 9%ah	90 14%adeh ijklmpu	57 8%ah	48 10%ah	41 11%ah	90 12%ade h	141 14%acd ehijkl npuv	99 10%ah	62 10%ah	
Rather not say	207 1%	7 1%	5 2%efg	10 1%f	11 2%efg	1 *	-	-	7 1%f	35 4%acde fghijk mnopqrs tuv	19 2%efg	7 1%f	10 2%efg	3 1%	11 1%f	8 1%f	10 1%f	6 1%	4 1%	8 1%	16 2%efg	19 2%efg	10 2%efg	
Don't know	2638 18%	97 14%dj	26 9%	95 12%j	56 9%	79 13%j	71 14%dj	50 14%dj	72 11%	118 14%dj	78 8%	112 18%bcd hj	136 23%abc defghi j	65 22%abc defghi j	207 27%abc defghi jkqu	190 29%abc defghi jklqtu	183 27%abc defghi jkqu	84 17%bcd hj	82 23%abc defghi j	215 28%abc defghi jkqu	231 23%abc defghi jkq	210 21%abc defghi j	180 28%abcd efghijklqu	

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v

Opinion Poll

ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 2

Q.2 Which party would you vote for if there was a General Election tomorrow?**Base: All respondents**

	Total	Educational Attainment						Educational Attainment Within Gender - Male						Educational Attainment Within Gender - Female					
		No formal education (a)	Primary (b)	Secondary school (c)	University degree (d)	Higher university degree (e)	Still in full time education (f)	No formal education (g)	Primary (h)	Secondary school (i)	University degree (j)	Higher university degree (k)	Still in full time education (l)	No formal education (m)	Primary (n)	Secondary school (o)	University degree (p)	Higher university degree (q)	Still in full time education (r)
Unweighted base	14274	136	100	8935	3296	1044	529	73	57	4362	1734	578	239	63	43	4573	1562	466	290
Weighted base	14274	153*	105*	8757	3422	1070	507	69*	61*	4223	1722	577	213	84*	43*	4534	1700	494	294
Conservative	3271 23%	29 19%	16 15%	2049 23% ^f	855 25% ^{ef}	223 21% ^f	70 14%	21 30% ^{mnq} ^r	15 25% ^{nr}	1048 25% ^{mno} ^{pqr}	508 30% ^{ikl} ^{mnpqr}	135 23% ^{mnr}	41 19% ^{nr}	8 9%	1 1%	1000 22% ^{mnr}	346 20% ^{nr}	88 18% ^{nr}	30 10%
Labour	3684 26%	52 34% ^d	37 35% ^d	2222 25%	831 24%	328 31% ^{cd}	140 28%	21 30%	22 36%	1139 27% ^o	415 24%	166 29% ^o	60 28%	31 37% ^o	14 33%	1083 24%	415 24%	162 33% ^{ijop}	79 27%
Liberal Democrat	882 6%	7 4%	1 1%	444 5%	255 7% ^{bc}	111 10% ^{bcd}	55 11% ^{bcd}	- -	- -	256 6% ^o	135 8% ^{gio}	72 12% ^{ghijopq}	27 13% ^{ghio} ^p	7 8%	1 2%	188 4%	120 7% ^{go}	39 8% ^{go}	28 10% ^{gho}
SNP	336 2%	2 2%	1 1%	198 2%	107 3% ^c	20 2%	6 1%	2 3%	- -	97 2%	70 4% ^{lopq}	14 3%	2 1%	- -	1 2%	101 2%	37 2%	5 1%	4 1%
Plaid Cymru	38 *	- -	- -	20 *	16 *	1 *	- -	- -	- -	11 *	11 1% ^o	1 *	- -	- -	- -	9 *	5 *	- -	- *
The UK Independence Party	1343 9%	11 7% ^f	17 16% ^{def}	1013 12% ^{def}	231 7% ^{ef}	49 5% ^f	10 2%	9 13% ^{lpq} ^r	7 11% ^{pqr}	619 15% ^{ijkl} ^{mopqr}	170 10% ^{klpq} ^r	37 6% ^{pqr}	7 4%	3 3%	10 23% ^{ijklm} ^{opqr}	394 9% ^{lpqr}	62 4% ^r	12 3%	2 1%
The Green Party	419 3%	* *	* *	197 2%	122 4% ^c	57 5% ^{acd}	36 7% ^{abcd}	* *	- -	108 3%	71 4% ^{io}	22 4% ^o	8 4%	- -	* 1%	89 2%	50 3%	35 7% ^{cijk} ^{op}	28 10% ^{ghijklmop}
The British National Party	43 *	- -	1 1% ^{de}	37 * ^d	3 *	- *	2 *	- -	1 2% ^{jkpq}	19 * ^p	3 *	- -	- -	- -	- -	19 * ^p	- -	- -	2 1% ^p
Some other party	48 *	- -	2 1% ^d	28 *	6 *	9 1% ^{cd}	2 *	- -	- -	16 *	2 *	9 1% ^{ijop} ^q	2 1%	- -	2 4% ^{ijop} ^{qr}	12 *	4 *	* *	- -
Would not vote	1367 10%	32 21% ^{cde} ^f	13 12%	883 10% ^d	265 8%	91 9%	43 8%	13 19% ^{ijkl} ^{pr}	9 14% ^j	360 9% ^j	94 5%	43 7%	20 9%	19 23% ^{ijkl} ^{opqr}	4 9%	524 12% ^{ijk}	170 10% ^j	48 10% ^j	23 8%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j/k/l/m/n/o/p/q/r
* small base

Opinion Poll
ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 2

Q.2 Which party would you vote for if there was a General Election tomorrow?**Base: All respondents**

	Total	Educational Attainment						Educational Attainment Within Gender - Male						Educational Attainment Within Gender - Female					
		No formal education (a)	Primary (b)	Secondary school (c)	University degree (d)	Higher university degree (e)	Still in full time education (f)	No formal education (g)	Primary (h)	Secondary school (i)	University degree (j)	Higher university degree (k)	Still in full time education (l)	No formal education (m)	Primary (n)	Secondary school (o)	University degree (p)	Higher university degree (q)	Still in full time education (r)
Weighted base	14274	153*	105*	8757	3422	1070	507	69*	61*	4223	1722	577	213	84*	43*	4534	1700	494	294
Rather not say	207 1%	-	-	95 1%	42 1%	39 4%cd	11 2%	-	-	40 1%	21 1%	28 5%ijlo p	2 1%	-	-	56 1%	21 1%	11 2%i	9 3%io
Don't know	2638 18%	20 13%	18 17%	1571 18%e	690 20%ce	142 13%	132 26%acde	3 5%	7 11%	510 12%k	221 13%k	50 9%	44 21%gjk	17 20%gk	11 25%gjk	1061 23%gjkq	469 28%ghjkoq	92 19%ghjk	88 30%ghijkq

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j/k/l/m/n/o/p/q/r

* small base

Opinion Poll

ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 2

Q.2 Which party would you vote for if there was a General Election tomorrow?**Base: All respondents**

	Total	Party ID						Party ID - Men						Party ID - Women					
		Con (a)	Lab (b)	LibDem (c)	UKIP (d)	Other (e)	None (f)	Con (h)	Lab (i)	LibDem (j)	UKIP (k)	Other (l)	None (m)	Con (o)	Lab (p)	LibDem (q)	UKIP (r)	Other (s)	None (t)
Unweighted base	14274	3966	4234	1058	1812	1222	1982	2161	2165	570	989	599	688	1805	2069	488	823	623	1294
Weighted base	14274	3997	4139	1427	571	714	3426	2242	2104	765	313	356	1215	1755	2036	662	258	357	2211
Conservative	3271 23%	3020 76%bcdef	64 2%	58 4%bde	10 2%	8 1%	112 3%bde	1642 73%ijklmopqrst	43 2%ps	27 4%kps	4 1%	5 2%	65 5%iklprst	1378 78%hijklmopqrst	21 1%	31 5%iklpst	6 2%ps	2 1%	47 2%ps
Labour	3684 26%	52 1%d	3303 80%acdef	160 11%ade	3 *	22 3%ad	144 4%ad	26 1%	1659 79%hijklmopqrst	99 13%hklmorst	2 1%	10 3%hkor	65 5%hkor	26 1%r	1644 81%hijklmopqrst	61 9%hklmorst	1 *	12 3%hkor	79 4%hkor
Liberal Democrat	882 6%	29 1%d	29 1%d	793 56%abdef	1 *	3 *	27 1%d	20 1%r	20 1%r	450 59%hijklmopqrst	1 *	* *	7 1%	9 1%	9 *	343 52%hijklmopqrst	- -	2 1%	20 1%
SNP	336 2%	8 *	39 1%adf	15 1%adf	- -	262 37%abcd	12 *	7 *	26 1%hkor	3 *	- -	144 40%hijklmopqrst	6 1%	1 *	13 1%o	12 2%hkoprt	- -	118 33%hijklmopqrst	6 *
Plaid Cymru	38 *	1 *	4 *	2 *	- -	30 4%abcd	- -	1 *	2 *	1 *	- -	19 5%hijklmopqrst	- -	- -	2 *	1 *	- -	10 3%hijklmopqrst	- -
The UK Independence Party	1343 9%	442 11%bcef	186 4%e	67 5%e	491 86%abcef	13 2%	145 4%e	328 15%ijlmopqst	126 6%lpst	32 4%st	276 88%hijklmopqrst	7 2%	88 7%lpst	114 6%lpst	60 3%	34 5%lps	215 83%hijklmopqst	6 2%	57 3%
The Green Party	419 3%	19 *	67 2%ad	58 4%abdf	2 *	225 32%abcd	49 1%ad	11 *	37 2%hkor	47 6%hikmopqst	1 *	109 31%hijklmopqst	11 1%	8 *	30 1%hko	12 2%hko	1 *	116 33%hijklmopqst	38 2%hkor
The British National Party	43 *	- -	2 *	- -	* *a	30 4%abcd	11 *ab	- -	1 *	- -	* *	16 4%hijklmopqst	6 *ho	- -	1 *	- -	* *	14 4%hijklmopqst	5 *
Some other party	48 *	- -	20 *ac	- -	1 *a	16 2%abcd	11 *a	- -	20 1%hjop	- -	1 *hop	5 1%hikmopqst	2 *	- -	- -	- -	- -	11 3%hijklmopqst	8 *hop
Would not vote	1367 10%	75 2%	84 2%	16 1%	12 2%	17 2%e	1163 34%abcd	33 1%	45 2%	12 2%	5 2%	13 4%hjk	451 37%hijklmopqst	42 2%q	39 2%	4 1%	7 3%q	4 1%	712 32%hijklmopqst
Rather not say	207 1%	17 *	16 *	9 1%	3 *	7 1%ab	155 5%abcd	13 1%	8 *	3 *	* *	3 1%	76 6%hijklmopqst	4 *	8 *	6 1%	2 1%ko	5 1%kop	79 4%hijklmopqst

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/i/j/k/l/m/n/o/p/q/r/s/t/u

** very small base (under 30) ineligible for sig testing

Prepared by Populus

Opinion Poll
ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 2

Q.2 Which party would you vote for if there was a General Election tomorrow?**Base: All respondents**

	Total	Party ID						Party ID - Men						Party ID - Women					
		Con (a)	Lab (b)	LibDem (c)	UKIP (d)	Other (e)	None (f)	Con (h)	Lab (i)	LibDem (j)	UKIP (k)	Other (l)	None (m)	Con (o)	Lab (p)	LibDem (q)	UKIP (r)	Other (s)	None (t)
Weighted base	14274	3997	4139	1427	571	714	3426	2242	2104	765	313	356	1215	1755	2036	662	258	357	2211
Don't know	2638	334	325	249	50	82	1598	160	117	91	24	25	439	174	209	157	26	57	1160
	18%	8%	8%	17%abde	9%	11%abd	47%abcde	7%	6%	12%hikl	8%	7%	36%hij klopqr s	10%hi	10%hik	24%hij kloprs	10%hi	16%hik lopr	52%hijklmopqrs

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/i/j/k/l/m/n/o/p/q/r/s/t/u

** very small base (under 30) ineligible for sig testing

Opinion Poll

ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 2

Q.2 Which party would you vote for if there was a General Election tomorrow?**Base: All respondents**

	Working Status				Working Status - Men				Working Status - Women				Which of the following best describes where you live?							Hamlet & Isolated Dwelling (r)
	Total	Working full time (a)	Working part time (b)	Retired (c)	Not working (d)	Working full time (e)	Working part time (f)	Retired (g)	Not working (h)	Working full time (i)	Working part time (j)	Retired (k)	Not working (l)	Mums	NET: Urban (m)	Urban - Pop. over 10k (n)	Town and Fringe (o)	NET: Rural (p)	Village (q)	
Unweighted base	14274	5407	2137	3600	3130	3374	697	1972	1129	2033	1440	1628	2001	2107	11364	5970	5394	2910	2590	320
Weighted base	14274	6281	1713	3375	2905	3783	518	1742	951	2497	1195	1633	1954	2184	11246	5885	5361	3028	2699	329
Conservative	3271 23%	1332 21% ^d	381 22% ^d	1196 35% ^{abd}	361 12%	906 24% ^{hil}	116 22% ^{hil}	651 37% ^{efhijkl}	114 12%	427 17% ^{hl}	265 22% ^{hil}	545 33% ^{efhijl}	248 13%	353 16%	2464 22%	1177 20%	1287 24% ^{en}	807 27% ^{em}	714 26% ^{en}	93 28% ^{en}
Labour	3684 26%	1797 29% ^{bc}	397 23% ^c	633 19%	857 29% ^{bc}	1132 30% ^{fgi}	113 22%	317 18%	300 31% ^{fgi}	665 27% ^{gk}	284 24% ^{gk}	316 19%	557 29% ^{fjk}	629 29%	3065 27% ^p	1736 30% ^{oqr}	1329 25% ^{qr}	618 20%	563 21%	56 17%
Liberal Democrat	882 6%	394 6%	99 6%	215 6%	173 6%	234 6% ^j	53 10% ^{eijk}	140 8% ^{eijkl}	72 8% ^{jkl}	160 6% ^j	46 4%	75 5%	101 5%	121 6%	644 6%	401 7% ^o	244 5%	237 8% ^m	209 8% ^o	28 9% ^o
SNP	336 2%	151 2%	31 2%	89 3%	65 2%	103 3% ^l	6 1%	43 2%	35 4% ^{fil}	47 2%	25 2%	47 3% ^{fil}	30 2%	48 2%	258 2%	154 3%	105 2%	78 3%	64 2%	14 4% ^o
Plaid Cymru	38 *	19 *	1 *	15 * ^d	2 *	14 *	1 *	8 *	* *	5 *	1 *	6 *	2 *	4 *	21 *	8 *	12 *	17 1% ^m	15 1% ⁿ	2 1%
The UK Independence Party	1343 9%	552 9% ^d	129 8%	458 14% ^{abd}	203 7%	430 11% ^{ijl}	55 11% ^{ijl}	286 16% ^{efhijkl}	87 9% ^{ijl}	122 5%	74 6%	172 11% ^{ijl}	117 6%	100 5%	1026 9%	482 8%	544 10% ⁿ	317 10%	280 10% ⁿ	37 11%
The Green Party	419 3%	182 3%	57 3%	83 2%	97 3%	117 3%	23 5% ^{gik}	42 2%	33 3%	65 3%	34 3%	41 2%	65 3%	35 2%	325 3%	214 4% ^o	111 2%	94 3%	80 3%	14 4% ^o
The British National Party	43 *	15 *	9 1%	9 *	10 *	13 *	1 *	5 *	3 *	2 *	7 1% ^l	4 *	7 *	2 *	31 *	16 *	15 *	12 *	12 *	- -
Some other party	48 *	29 *	4 *	8 *	6 *	21 1%	* *	4 *	3 *	8 *	4 *	4 *	3 *	6 *	43 *	34 1% ^{oq}	9 *	5 *	4 *	1 *
Would not vote	1367 10%	627 10% ^c	212 12% ^{ac}	118 4%	410 14% ^{ac}	313 8% ^{gk}	82 16% ^{egjk}	40 2%	124 13% ^{egk}	314 13% ^{egk}	130 11% ^{egk}	79 5% ^g	286 15% ^{egjk}	296 14%	1104 10%	554 9%	550 10%	263 9%	237 9%	26 8%
Rather not say	207 1%	102 2% ^c	18 1%	28 1%	58 2% ^{bc}	64 2% ^g	4 1%	14 1%	20 2% ^{gk}	38 2%	14 1%	14 1%	39 2% ^{gk}	33 2%	176 2%	107 2% ^q	70 1%	30 1%	29 1%	1 *

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i/j/k/l - m/p - n/o/q/r

Opinion Poll
ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 2

Q.2 Which party would you vote for if there was a General Election tomorrow?**Base: All respondents**

	Total	Working Status				Working Status - Men				Working Status - Women				Mums	Which of the following best describes where you live?						Hamlet & Isolated Dwelling (r)
		Working full time (a)	Working part time (b)	Retired (c)	Not working (d)	Working full time (e)	Working part time (f)	Retired (g)	Not working (h)	Working full time (i)	Working part time (j)	Retired (k)	Not working (l)		NET: Urban (m)	Urban - Pop. over 10k (n)	Town and Fringe (o)	NET: Rural (p)	Village (q)		
Weighted base	14274	6281	1713	3375	2905	3783	518	1742	951	2497	1195	1633	1954	2184	11246	5885	5361	3028	2699	329	
Don't know	2638	1080	375	521	662	436	65	191	163	644	310	330	499	557	2088	1003	1086	550	492	58	
	18%	17%	22% ^{ac}	15%	23% ^{ac}	12%	13%	11%	17% ^{efg}	26% ^{efg}	26% ^{efg}	20% ^{efg}	26% ^{efg}	26%	19%	17%	20% ⁿ	18%	18%	18%	

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i/j/k/l - m/p - n/o/q/r

Opinion Poll
ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 2

Q.2 Which party would you vote for if there was a General Election tomorrow?**Base: All respondents**

	Total	Which of the following ITV regions do you live in?											
		Anglia (a)	Border (b)	Central (c)	Granada (d)	London (e)	Meridian (f)	STV (g)	Tyne Tees (h)	Wales (i)	West (j)	Westcountry (k)	Yorkshire (l)
Unweighted base	14274	1550	151	1885	1478	2377	1549	1207	601	756	396	771	1550
Weighted base	14274	1501	185*	1996	1458	2640	1402	1182	583	706	401	743	1475
Conservative	3271 23%	373 25%ghil	32 17%	528 26%bghil	351 24%ghil	638 24%ghil	446 32%abcdeghijkl	154 13%	86 15%	109 15%	86 21%ghi	182 25%ghil	286 19%gh
Labour	3684 26%	323 22%	28 15%	483 24%bf	474 32%abcefgijkl	711 27%abfk	276 20%	282 24%bf	208 36%abcefgijkl	241 34%abcefgijkl	95 24%	149 20%	412 28%abctfk
Liberal Democrat	882 6%	91 6%h	38 20%acdefghijkl	115 6%h	61 4%	152 6%h	121 9%acdeghil	67 6%h	17 3%	28 4%	39 10%acdeghil	62 8%dehi	90 6%h
SNP	336 2%	-	11 6%acdefhijkl	3 *	-	-	-	322 27%abcdehijkl	-	-	-	-	-
Plaid Cymru	38 *	-	-	-	-	-	-	-	-	36 5%abcdeghijkl	1 *	1 *	-
The UK Independence Party	1343 9%	184 12%bdefgi	10 5%	201 10%g	118 8%g	238 9%g	133 9%g	34 3%	59 10%g	56 8%g	34 9%g	76 10%g	200 14%bodefgij
The Green Party	419 3%	72 5%cddeghij	2 1%	53 3%	43 3%	72 3%	50 4%g	23 2%	9 2%	16 2%	6 2%	26 4%	46 3%
The British National Party	43 *	2 *	-	13 1%g	5 *	8 *	3 *	-	3 1%g	1 *	-	3 *	5 *
Some other party	48 *	7 *	-	15 1% <i>f</i>	5 *	14 1% <i>f</i>	1 *	3 *	-	-	-	-	4 *
Would not vote	1367 10%	113 8%	18 10%	189 9%g	124 8%	292 11%adg	138 10%g	71 6%	99 17%acdefgijkl	79 11%ag	32 8%	71 10%g	141 10%g
Rather not say	207 1%	17 1%	1 1%	22 1%	18 1%	53 2% <i>i</i>	30 2% <i>ci</i>	18 1%	10 2%	4 1%	8 2%	8 1%	19 1%
Don't know	2638 18%	320 21%efh	46 25% <i>fh</i>	374 19% <i>f</i>	260 18%	462 17%	204 15%	207 18%	91 16%	135 19% <i>f</i>	100 25%cddefghl	164 22%efgh	274 19% <i>f</i>

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l

* small base

Opinion Poll

ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 2

Q.2 Which party would you vote for if there was a General Election tomorrow?**Base: All respondents**

	Total	Which of the following cities do you live in, or nearest to?																			
		Glasgow (a)	Edin- burgh (b)	New- castle (c)	Leeds (d)	Hull (e)	Shef- field (f)	Manch- ester (g)	Liver- pool (h)	Nott- ingham (i)	Birm- ingham (j)	Norwich (k)	Milton Keynes (l)	Brigh- ton (m)	Oxford (n)	London (o)	South- ampton (p)	Bristol (q)	Ply- mouth (r)	Cardiff (s)	None of these (v)
Unweighted base	14274	620	491	619	691	248	413	1121	429	588	1079	698	426	313	267	2908	589	472	490	581	1231
Weighted base	14274	614	468	623	641	237	415	1142	399	613	1142	668	418	289	257	3116	555	486	463	541	1186
Conservative	3271 23%	50 8%	91 19%af	95 15%a	105 16%a	63 27%acdf s	54 13%a	273 24%acdf s	84 21%acfs	169 28%abcd fkvs	303 27%abcd fkvs	138 21%acfs	119 28%abcd fhkvs	69 24%acdf s	92 36%abcd fghijk oqsv	782 25%abcd fsv	206 37%abcd efghijk lmoqrs	116 24%acdf s	134 29%abcd fhkvs	79 15%a	247 21%acfs
Labour	3684 26%	165 27%pqr	98 21%	201 32%beij klmnopq rsv	186 29%bklm pqrv	56 24%p	145 35%abei jklmnopq rv	339 30%bjkl mnopqr v	144 36%abde ijklmnop qrv	153 25%p	285 25%p	142 21%p	85 20%	56 19%	71 28%pqr	824 26%bklm pqrv	87 16%	96 20%	92 20%	199 37%abde gijklmn opqrv	259 22%p
Liberal Democrat	882 6%	40 6%gh	37 8%ghs	36 6%h	45 7%gh	17 7%gh	21 5%	41 4%	9 2%	39 6%gh	67 6%gh	49 7%gh	18 4%	31 11%cfghj losv	17 7%h	184 6%gh	56 10%cfghj losv	43 9%ghlos	39 8%ghls	23 4%	70 6%gh
SNP	336 2%	154 25%cddef ghijklm nopqrs	130 28%cddefg hijklmno pqrs	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	51 4%cddefghijklmnopqrs
Plaid Cymru	38 *	-	-	-	-	-	-	1 *	3 1%gjo	-	-	-	-	-	-	-	-	-	-	30 5%abcde fghijkl mnopqrv	4 *o
The UK Independence Party	1343 9%	20 3%	9 2%	62 10%ab	80 12%abhn oqs	40 17%abcg hijnopq sv	55 13%abghn opqs	101 9%ab	28 7%ab	62 10%abn	118 10%abn	89 13%abgh nopqsv	44 11%abn	50 17%abcgh ijnopqs v	13 5%b	277 9%ab	46 8%ab	37 8%ab	59 13%abhno qs	38 7%ab	112 9%ab
The Green Party	419 3%	9 2%	13 3%	12 2%	13 2%	3 1%	12 3%	31 3%	9 2%	21 3%	36 3%	51 8%abcde fghijlm nopqsv	16 4%	9 3%	3 1%	90 3%	25 5%acdnr v	17 3%	9 2%	14 3%	25 2%
The British National Party	43 *	-	-	3 1%	3 *	1 *	-	3 *	1 *	6 1%akv	6 1%	-	1 *	-	-	11 *	1 *	* *	3 1%	1 *	1 *
Some other party	48 *	* *	3 1%	-	2 *	-	-	5 *	-	2 *	14 1%acpqsv	3 *	-	-	-	17 1%	-	-	-	-	1 *

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v

* small base; ** very small base (under 30) ineligible for sig testing

Opinion Poll
ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 2

Q.2 Which party would you vote for if there was a General Election tomorrow?**Base: All respondents**

	Which of the following cities do you live in, or nearest to?																				
	Total	Glasgow (a)	Edin- burgh (b)	New- castle (c)	Leeds (d)	Hull (e)	Shef- field (f)	Manch- ester (g)	Liver- pool (h)	Nott- ingham (i)	Birm- ingham (j)	Norwich (k)	Milton Keynes (l)	Brigh- ton (m)	Oxford (n)	London (o)	South- ampton (p)	Bristol (q)	Ply- mouth (r)	Cardiff (s)	None of these (v)
Weighted base	14274	614	468	623	641	237	415	1142	399	613	1142	668	418	289	257	3116	555	486	463	541	1186
Would not vote	1367 10%	24 4%	24 5%	106 17% abdefghijkl opqrstv	62 10% ablr	17 7%	43 10% ablr	118 10% ablr	27 7%	77 12% abhjlnpr	85 7% a	64 10% abl	19 4%	40 14% abhjlnpr	17 7%	334 11% abhjlr	45 8% a	51 11% ablr	26 6%	64 12% abhjlr	124 10% abhjlr
Rather not say	207 1%	12 2% k	2 *	8 1%	6 1%	3 1% k	8 2% k	13 1%	5 1% k	3 1%	14 1%	1 *	9 2% k	2 1%	9 4% bdgjk krsv	63 2% bikv	19 3% bdgjk krsv	10 2% bk	5 1%	4 1%	10 1%
Don't know	2638 18%	138 23% bcmnops	60 13%	100 16%	140 22% bcmnop	37 16%	77 19% mp	218 19% bimnp	88 22% bimnp	80 13%	213 19% bimp	130 19% bimnp	107 26% bcegi jlmnops	31 11%	33 13%	535 17% imp	70 13%	113 23% bceimnops	97 21% bimnp	90 17%	281 24% bcegi jlmnops

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v

* small base; ** very small base (under 30) ineligible for sig testing

Opinion Poll ONLINE Fieldwork : 5th - 27th November 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

	Gender		Age						Social Grade				Region Summary						Employment Sector		Employment Sector Within Gender - Male		Employment Sector Within Gender - Female	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	South East (m)	Mid-lands (n)	North Eng-land (o)	Wales & South West (p)	Scot-land (q)	Public (r)	Pri- vate (s)	Public (t)	Pri- vate (u)	Public (v)	Pri- vate (w)
Unweighted base	11161	6050	5111	1121	1555	1783	2124	1905	2673	3111	3337	2033	2680	2908	2905	2689	1593	1066	1366	4498	702	2707	664	1791
Weighted base	10062	5480	4583	969	1548	1558	1878	1631	2478	2865	2713	2217	2267	2727	2658	2357	1361	959	1356	4224	702	2636	654	1588
Conservative	3271 33%	1786 33%	1485 32%	274 28%	378 24%	416 27%	533 28% d	575 35% cde f	1095 44% cde fg	1125 39% ijkl	961 35% kl	639 29% l	546 24%	1024 38% oq	941 35% oq	678 29% q	463 34% oq	166 17%	339 25%	1375 33% r	170 24%	851 32% tv	169 26%	524 33% tv
Labour	3684 37%	1861 34%	1822 40% a	469 48% fgh	733 47% fgh	698 45% fgh	701 37% gh	519 32% h	564 23%	893 31%	927 34% i	851 38% ij	1012 45% ijk	964 35%	880 33%	1058 45% mnp q	479 35%	302 32%	655 48% s	1539 36%	337 48% uw	908 34%	318 49% uw	631 40% u
Liberal Democrat	882 9%	499 9%	383 8%	82 8%	168 11% fgh	154 10% f	143 8%	133 8%	202 8%	313 11% jkl	246 9% k	135 6%	187 8% k	267 10% o	216 8%	168 7%	139 10% o	91 9% o	109 8%	384 9%	44 6%	243 9% t	64 10%	142 9%
SNP	336 3%	186 3%	150 3%	16 2%	60 4% c	44 3%	66 4% c	60 4% c	90 4% c	76 3%	99 4%	83 4%	78 3%	- -	- -	- -	- -	336 35% mnop	46 3%	135 3%	27 4%	82 3%	20 3%	53 3%
Plaid Cymru	38 *	24 *	14 *	1 *	6 *	7 *	5 *	10 1%	8 *	9 *	8 *	9 *	11 *	- -	- -	- -	38 3% mnoq	- -	5 *	15 *	3 *	11 *	2 *	3 *
The UK Independence Party	1343 13%	858 16% b	486 11%	44 5%	94 6%	160 10% cd	342 18% cde	261 16% cde	442 18% cde	325 11%	325 12%	377 17% ijl	316 14% i	330 12% q	437 16% mpq	355 15% mq	184 14% q	38 4%	122 9%	559 13% r	71 10%	414 16% tw	51 8%	145 9%
The Green Party	419 4%	215 4%	204 4%	80 8% efgh	97 6% efgh	61 4% h	66 3%	51 3%	64 3%	104 4%	137 5% il	93 4%	85 4%	121 4% q	141 5% oq	80 3%	54 4%	23 2%	61 5%	177 4%	37 5%	103 4%	24 4%	75 5%
The British National Party	43 *	22 *	20 *	3 *	5 *	2 *	19 1% degh	5 *	8 *	* *	5 *	16 1% ij	21 1% ij	7 *	18 1% q	13 1% q	5 *	- -	1 *	23 1% r	- -	14 1%	1 *	9 1%
Some other party	48 *	28 1%	19 *	- -	6 *	16 1% cgh	3 *	18 1% cdfh	5 *	18 1% j	6 *	12 1%	12 1%	14 1% p	25 1% op	5 *	- -	3 *	18 1% s	16 *	12 2% uw	9 *	6 1%	7 *

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q - r/s - t/u/v/w

Opinion Poll
ONLINE Fieldwork : 5th - 27th November 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**

	Total	Vote Intention				2010 Vote				Age Within Gender - Male						Age Within Gender - Female					
		Con (a)	Lab (b)	LibDem (c)	UKIP (d)	Con (e)	Lab (f)	LibDem (g)	UKIP (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65+ (n)	18-24 (o)	25-34 (p)	35-44 (q)	45-54 (r)	55-64 (s)	65+ (t)
Unweighted base	11161	3252	3689	674	2332	3635	2541	1878	371	468	827	1007	1197	1050	1501	653	728	776	927	855	1172
Weighted base	10062	3271	3684	882	1343	3371	2416	1904	200	441	804	916	1067	896	1356	527	743	643	812	735	1122
Conservative	3271 33%	3271 100%bcd	-	-	-	2498 74%efgh	108 4%	250 13%fh	10 5%	158 36%ijkl opq	188 23%	265 29%joq	292 27%	299 33%jlo pq	585 43%ijk lmopqrs	117 22%	189 25%	151 24%	241 30%joq	276 38%ijkl opqr	510 45%ijklmopqrs
Labour	3684 37%	-	3684 100%acd	-	-	191 6%	1980 82%egh	619 32%eh	9 4%	198 45%lmn st	369 46%lmn st	416 45%lmn st	346 32%nt	254 28%n	279 21%	271 51%lmn qrst	364 49%lmn st	282 44%lmn st	355 44%lmn st	265 36%mnt	285 25%n
Liberal Democrat	882 9%	-	-	882 100%abd	-	28 1%	38 2%e	662 35%efh	13 6%ef	38 9%	84 10%rst	71 8%	87 8%	86 10%st	132 10%rst	44 8%	84 11%krs t	83 13%klor st	55 7%	47 6%	70 6%
SNP	336 3%	-	-	-	-	11 *	81 3%egh	38 2%e	-	8 2%	30 4%	26 3%	45 4%o	37 4%o	41 3%	9 2%	31 4%o	18 3%	21 3%	23 3%	48 4%io
Plaid Cymru	38 *	-	-	-	-	2 *	4 *	2 *	-	* 1%p	6 1%p	3 *	3 *	7 1%p	4 *	* *	- 1%	4 1%	2 *	3 *	4 *
The UK Independence Party	1343 13%	-	-	-	1343 100%abc	604 18%fg	144 6%	182 10%f	164 82%efg	18 4%	64 8%ip	92 10%iop	237 22%ijk opqrst	167 19%ijk opqrst	280 21%ijko pqrst	26 5%	30 4%	68 11%lop	105 13%ijo p	94 13%ijo p	162 14%ijkopq
The Green Party	419 4%	-	-	-	-	28 1%	45 2%e	141 7%efh	2 1%	22 5%n	56 7%klmn rst	33 4%	44 4%n	30 3%	30 2%	57 11%ijkl mnpqrst	41 6%nrst	29 4%n	21 3%	21 3%	34 3%
The British National Party	43 *	-	-	-	-	6 *	2 *	3 *	1 *	- 1%	5 1%	2 *	9 1%p	2 *	4 *	3 1%	-	1 *	10 1%kmnp qt	3 *	4 *
Some other party	48 *	-	-	-	-	3 *	13 1%e	7 *	1 1%e	-	2 *	9 1%nor	3 *	14 2%ijn ort	* *	- 1%n	4 1%n	7 1%nor	-	4 1%n	5 *n

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t

Opinion Poll

ONLINE Fieldwork : 5th - 27th November 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**

	SEG Within Gender - Male					SEG Within Gender - Female					Region									
	Total	AB (a)	C1 (b)	C2 (c)	DE (d)	AB (e)	C1 (f)	C2 (g)	DE (h)	Scot- land (i)	North East (j)	North West (k)	York- shire & Humb- erside (l)	West Mid- lands (m)	East Mid- lands (n)	Wales (o)	East- ern (p)	London (q)	South East (r)	South West (s)
Unweighted base	11161	1908	1638	1149	1355	1203	1699	884	1325	1066	453	1196	1040	947	794	600	1164	1194	1714	993
Weighted base	10062	1742	1318	1283	1137	1123	1395	934	1131	959	371	1100	886	913	738	499	1007	1239	1487	862
Conservative	3271 33%	686 39%bcd gh	462 35%cdh	351 27%h	288 25%	439 39%cdg h	499 36%cdg h	288 31%dh	259 23%	166 17%	85 23%i	365 33%ijl o	228 26%i	341 37%ijl oq	270 37%ijl oq	117 23%i	331 33%ijl o	385 31%ijl o	639 43%ijk lmnopq	346 40%ijklopq
Labour	3684 37%	489 28%	429 33%a	458 36%a	486 43%abc ef	405 36%a	498 36%a	393 42%abc ef	527 47%abc ef	302 32%r	200 54%ikl mnopqrs	482 44%imn prs	376 42%imn prs	308 34%rs	247 33%rs	242 49%ilm nprs	325 32%r	562 45%imn prs	403 27%	237 27%
Liberal Democrat	882 9%	199 11%bcdg	109 8%g	105 8%g	86 8%g	115 10%dg	137 10%g	30 3%	101 9%g	91 9%jo	17 4%	78 7%	74 8%j	69 8%	62 8%j	28 6%	85 8%j	101 8%j	166 11%jkm oq	111 13%ijklmnopq
SNP	336 3%	44 3%	48 4%	55 4%a	39 3%	32 3%	51 4%	28 3%	39 3%	336 35%jklm nopqrs	-	-	-	-	-	-	-	-	-	-
Plaid Cymru	38 *	8 *	2 *	8 1%	6 1%	2 *	6 *	2 *	5 *	-	-	-	-	-	-	38 8%ijkl mnopqrs	-	-	-	-
The UK Independence Party	1343 13%	252 14%ef	191 14%ef	241 19%abe fgh	174 15%ef	74 7%	134 10%e	136 15%ef	141 13%ef	38 4%	57 15%iq	123 11%i	175 20%ikm noqrs	136 15%ikq	113 15%ikq	56 11%i	188 19%iko qr	122 10%i	207 14%iq	128 15%ikq
The Green Party	419 4%	53 3%	71 5%ad	51 4%	40 4%	51 5%	66 5%a	43 5%	45 4%	23 2%	9 3%	44 4%	27 3%	37 4%	36 5%i	16 3%	68 7%ijkl mor	59 5%i	62 4%i	37 4%i
The British National Party	43 *	* *	2 *	5 *	15 1%abce f	-	3 *	12 1%abef	6 1%ae	-	3 1%iq	5 *	5 1%	7 1%iq	6 1%iq	2 *	5 *	1 *	7 *	3 *
Some other party	48 *	12 1%f	4 *	9 1%	3 *	5 *	2 *	3 *	9 1%f	3 *	-	3 *	2 *	14 2%ijkl ors	4 1%	-	6 1%ss	10 1%ss	4 *	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s

Opinion Poll

ONLINE Fieldwork : 5th - 27th November 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**

	Region Within Gender - Male												Region Within Gender - Female											
	Total	Scot-land (a)	North East (b)	North West (c)	York-shire & Humb-erside (d)	West Mid-lands (e)	East Mid-lands (f)	Wales (g)	East-ern (h)	London (i)	South East (j)	South West (k)	Scot-land (l)	North East (m)	North West (n)	York-shire & Humb-erside (o)	West Mid-lands (p)	East Mid-lands (q)	Wales (r)	East-ern (s)	London (t)	South East (u)	South West (v)	
Unweighted base	11161	591	256	660	588	514	416	333	621	611	909	551	475	197	536	452	433	378	267	543	583	805	442	
Weighted base	10062	555	212	618	518	488	384	265	548	627	804	461	404	159	482	369	424	354	234	459	613	684	401	
Conservative	3271 33%	98 18%	43 20%	212 34%abg lor	150 29%abl o	195 40%abd ghilmn ort	154 40%abd ghilmn ort	66 25%al	174 32%abl or	197 31%abl or	313 39%abd ghilmn ort	185 40%abd ghilmn ort	68 17%	42 26%al	152 32%abl or	79 21%	146 34%abg lor	116 33%abl or	51 22%	157 34%abg lor	188 31%abl or	326 48%abc defghi jklmno pqrstv	161 40%abdghilmnort	
Labour	3684 37%	170 31%	115 54%acd efhijk lpqsuv	250 40%aef hjklsu v	178 34%gku	136 28%	109 28%	130 49%acd efhijkl qsuv	174 32%	259 41%ade fhjkls uv	216 27%	127 27%	132 33%	85 54%acd efhijk lpqsuv	232 48%acd efhijk lpqsuv	199 54%acd efhijk lpqsuv	173 41%aef hjklsu v	139 39%aef jkuv	112 48%ade fhjkls uv	151 33%	303 49%acd efhijk lpqsuv	187 27%	110 27%	
Liberal Democrat	882 9%	68 12%bfgl mnopst	14 6% m	52 8%gm	50 10%fgmn	42 9%gm	21 5%	9 3%	53 10%fglm n	55 9%gm	85 11%gl mnp	51 11%fglm nop	23 6%	3 2%	26 5%	24 7% m	27 6% m	41 12%fglm nops	19 8%gm	32 7% m	46 7%gm	81 12%bfg lmnops t	60 15%bcddefghilmnoprst	
SNP	336 3%	186 34%bcde fghijk mnopq rst uv	-	-	-	-	-	-	-	-	-	-	150 37%bcde fghijk mnopq rst uv	-	-	-	-	-	-	-	-	-	-	
Plaid Cymru	38 *	-	-	-	-	-	-	24 9%abcd efhijk lmnopq stuv	-	-	-	-	-	-	-	-	-	-	14 6%abcd efhijk lmnopq stuv	-	-	-	-	
The UK Independence Party	1343 13%	22 4%	35 16%aln tu	75 12%alt	127 24%abc fgijkl mnopqr stuv	91 19%acg ilnprt uv	66 17%aln ptu	31 12%al	110 20%acg ilnopr q rtuv	77 12%alt	143 18%acg ilnprt uv	81 18%acgi lnprtuv	15 4%	23 14%alt	49 10%al	48 13%alt	45 11%al	47 13%alt	25 11%al	78 17%aln p tu	45 7%al	65 9%al	47 12%alt	
The Green Party	419 4%	10 2%	3 1%	28 4%a	13 3%	15 3%	26 7%abde gkinqu	5 2%	31 6%abdg	28 5%a	40 5%ab	16 3%	12 3%	6 4%	16 3%	14 4%	23 5%ab	10 3%	11 5%a	37 8%abcd egikln oqu	31 5%ab	22 3%	22 5%abdg	

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v

Opinion Poll
ONLINE Fieldwork : 5th - 27th November 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**

	Region Within Gender - Male												Region Within Gender - Female											
	Total	Scotland (a)	North East (b)	North West (c)	York- shire & Humb- erside (d)	West Mid- lands (e)	East Mid- lands (f)	Wales (g)	East- ern (h)	London (i)	South East (j)	South West (k)	Scotland (l)	North East (m)	North West (n)	York- shire & Humb- erside (o)	West Mid- lands (p)	East Mid- lands (q)	Wales (r)	East- ern (s)	London (t)	South East (u)	South West (v)	
Weighted base	10062	555	212	618	518	488	384	265	548	627	804	461	404	159	482	369	424	354	234	459	613	684	401	
The British National Party	43*	-	3	1	1	1	6	1	3	-	5	1	-	-	3	4	6	-	2	2	1	2	2	
			2%acde	*ilqtu	*	*	2%acde	*ilqtu	1%	-	1%	*	-	-	1%	1%ai	1%ailt	-	1%	*	*	*	*	
Some other party	48*	-	-	-	-	10	2	-	3	10	3	-	3	-	3	2	5	2	-	4	-	1	-	
			-	-	-	2%acd	1%g	-	1%	2%acd	*ktuv	-	1%ct	-	1%	*	1%acdt	*	-	1%	-	*	-	

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v

Opinion Poll

ONLINE Fieldwork : 5th - 27th November 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**

	Total	Educational Attainment						Educational Attainment Within Gender - Male						Educational Attainment Within Gender - Female					
		No formal education (a)	Primary (b)	Secondary school (c)	University degree (d)	Higher university degree (e)	Still in full time education (f)	No formal education (g)	Primary (h)	Secondary school (i)	University degree (j)	Higher university degree (k)	Still in full time education (l)	No formal education (m)	Primary (n)	Secondary school (o)	University degree (p)	Higher university degree (q)	Still in full time education (r)
Unweighted base	11161	101	78	7004	2585	845	403	58	48	3677	1483	495	202	43	30	3327	1102	350	201
Weighted base	10062	101*	74*	6207	2425	798	321	53*	46*	3313	1385	456	147	48**	28**	2894	1040	343	174
Conservative	3271 33%	29 28%	16 21%	2049 33%ef	855 35%bef	223 28%	70 22%	21 40%r	15 33%r	1048 32%r	508 37%ikl qr	135 30%r	41 28%r	8 16%	1 2%	1000 35%lqr	346 33%qr	88 26%	30 17%
Labour	3684 37%	52 51%cd	37 50%cd	2222 36%	831 34%	328 41%cd	140 44%cd	21 39%	22 49%j	1139 34%j	415 30%	166 36%j	60 41%j	31 65%	14 51%	1083 37%ij	415 40%ij	162 47%ijk op	79 46%ij
Liberal Democrat	882 9%	7 7%	1 1%	444 7%	255 11%bc	111 14%bcd	55 17%abcd	-	-	256 8%	135 10%go	72 16%ghi jop	27 18%ghi jop	7 14%	1 2%	188 6%	120 12%ghio	39 11%ghio	28 16%ghijo
SNP	336 3%	2 2%	1 1%	198 3%	107 4%ce	20 2%	6 2%	2 4%	-	97 3%	70 5%ilqo	14 3%	2 1%	-	1 3%	101 3%	37 4%	5 2%	4 3%
Plaid Cymru	38 *	-	-	20 *	16 1%c	1 *	-	-	-	11 *	11 1%o	1 *	-	-	-	9 *	5 *	-	-
The UK Independence Party	1343 13%	11 11%f	17 23%def	1013 16%def	231 10%ef	49 6%	10 3%	9 16%lpq r	7 15%lpq r	619 19%ijkl opqr	170 12%klpq r	37 8%qr	7 5%	3 5%	10 35%	394 14%klpq r	62 6%r	12 4%	2 1%
The Green Party	419 4%	* *	* *	197 3%	122 5%c	57 7%abc e	36 11%abcd e	* 1%	-	108 3%	71 5%io	22 5%	8 5%	-	* 1%	89 3%	50 5%io	35 10%gij kop	28 16%ghijkl kop
The British National Party	43 *	-	1 1%de	37 1%de	3 *	-	2 1%	-	1 2%jkpq	19 1%p	3 *	-	-	-	-	19 1%p	-	-	2 1%p
Some other party	48 *	-	2 2%cd	28 *	6 *	9 1%cd	2 1%	-	-	16 *	2 *	9 2%ijop q	2 1%j	-	2 5%	12 *	4 *	* *	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j/k/l/m/n/o/p/q/r

* small base; ** very small base (under 30) ineligible for sig testing

Opinion Poll

ONLINE Fieldwork : 5th - 27th November 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**

	Total	Party ID						Party ID - Men						Party ID - Women					
		Con (a)	Lab (b)	LibDem (c)	UKIP (d)	Other (e)	None (f)	Con (h)	Lab (i)	LibDem (j)	UKIP (k)	Other (l)	None (m)	Con (o)	Lab (p)	LibDem (q)	UKIP (r)	Other (s)	None (t)
Unweighted base	11161	3574	3788	857	1601	1036	305	1985	1985	494	901	532	153	1589	1803	363	700	504	152
Weighted base	10062	3570	3714	1154	507	608	510	2036	1934	659	284	315	250	1534	1780	494	223	292	259
Conservative	3271 33%	3020 85%bcdef	64 2%	58 5%bde	10 2%	8 1%	112 22%bcde	1642 81%ijklmpqrst	43 2%p	27 4%ikps	4 2%	5 2%	65 26%gijk lpqrs	1378 90%hijk lmpqrst	21 1%	31 6%iklp rs	6 3%ps	2 1%	47 18%ijklpqrs
Labour	3684 37%	52 1%d	3303 89%acdef	160 14%ade	3 *	22 4%ad	144 28%acde	26 1%	1659 86%hijk lmoqrst	99 15%hklo rs	2 1%	10 3%hkr	65 26%hijkl oqrs	26 2%	1644 92%hijk klmoqrst	61 12%hklo rs	1 *	12 4%hko r	79 30%hijkloqrs
Liberal Democrat	882 9%	29 1%d	29 1%d	793 69%abdef	1 *	3 *	27 5%abde	20 1%r	20 1%r	450 68%hikl moprst	1 *	1 *	7 3%klop r	9 1%	9 *	343 69%hikl moprst	-	2 1%	20 8%hikloprs
SNP	336 3%	8 *	39 1%ad	15 1%ad	-	262 43%abcd f	12 2%ad	7 *	26 1%hkor	3 *	-	144 46%hijk mopqrt	6 3%hkor	1 *	13 1%o	12 2%hjko pr	-	118 40%hijk mopqrt	6 2%hkor
Plaid Cymru	38 *	1 *	4 *	2 *	-	30 5%abcd f	-	1 *	2 *	1 *	-	19 6%hijk mopqrt	-	-	2 *	1 *	-	10 4%hijk mopqrt	-
The UK Independence Party	1343 13%	442 12%bce	186 5%e	67 6%e	491 97%abcef	13 2%	145 29%abc e	328 16%ijlo pqrs	126 7%lps	32 5%ls	276 97%hijl mopqst	7 2%	88 35%hijl opqst	114 7%lps	60 3%	34 7%lps	215 97%hijl mopqst	6 2%	57 22%ijlopqrs
The Green Party	419 4%	19 1%	67 2%ad	58 5%abd	2 *	225 37%abcd df	49 10%abcd	11 1%	37 2%hkor	47 7%hiko pqr	1 *	109 34%hijk mopqrt	11 4%hkop r	8 *	30 2%hko	12 2%hkor	1 *	116 40%hijk kmopq rt	38 14%hijkmopqr
The British National Party	43 *	-	2 *	-	*a	30 5%abcd f	11 2%abcd	-	1 *	-	1 *	16 5%hijk opqr	6 2%hijk opqr	-	1 *	-	1 *	14 5%hijk opqr	5 2%hijopq
Some other party	48 *	-	20 1%a	-	1 *a	16 3%abcd	11 2%abcd	-	20 1%hjop r	-	1 *hop	5 2%hiko pqr	2 1%hop	-	-	-	-	11 4%hijk opqr	8 3%hijkopqr

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/i/j/k/l/m/n/o/p/q/r/s/t/u

** very small base (under 30) ineligible for sig testing

Opinion Poll

ONLINE Fieldwork : 5th - 27th November 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**

	Total	Working Status				Working Status - Men				Working Status - Women				Mums	Which of the following best describes where you live?						Hamlet & Isolated Dwelling (r)
		Working full time (a)	Working part time (b)	Retired (c)	Not working (d)	Working full time (e)	Working part time (f)	Retired (g)	Not working (h)	Working full time (i)	Working part time (j)	Retired (k)	Not working (l)		NET: Urban (m)	Urban - Pop. over 10k (n)	Town and Fringe (o)	NET: Rural (p)	Village (q)		
Unweighted base	11161	4287	1577	3069	2228	2849	560	1755	886	1438	1017	1314	1342	1442	8842	4718	4124	2319	2067	252	
Weighted base	10062	4472	1108	2707	1775	2971	367	1497	645	1501	741	1211	1130	1297	7877	4222	3656	2185	1942	243	
Conservative	3271 33%	1332 30% ^d	381 34% ^{ad}	1196 44% ^{abd}	361 20%	906 30% ^{hl}	116 31% ^{hl}	651 44% ^{efh} ijl	114 18%	427 28% ^{hl}	265 36% ^{ehi} l	545 45% ^{efh} ijl	248 22% ^h	353 27%	2464 31%	1177 28%	1287 35% ^{en}	807 37% ^m	714 37% ⁿ	93 38% ⁿ	
Labour	3684 37%	1797 40% ^{bc}	397 36% ^c	633 23%	857 48% ^{abc}	1132 38% ^{fgk}	113 31% ^g	317 21%	300 46% ^{efg} jk	665 44% ^{efg} jk	284 38% ^{fgk}	316 26% ^g	557 49% ^{efg} ijk	629 48%	3065 39% ^p	1736 41% ^{oqr}	1329 36% ^{qr}	618 28%	563 29%	56 23%	
Liberal Democrat	882 9%	394 9%	99 9%	215 8%	173 10%	234 8%	53 14% ^{egjk} l	140 9% ^{jk}	72 11% ^{ejk}	160 11% ^{ejk}	46 6%	75 6%	101 9% ^{jk}	121 9%	644 8%	401 9% ^o	244 7%	237 11% ^m	209 11% ^o	28 12% ^o	
SNP	336 3%	151 3%	31 3%	89 3%	65 4%	103 3%	6 2%	43 3%	35 5% ^{efgi} l	47 3%	25 3%	47 4% ^f	30 3%	48 4%	258 3%	154 4%	105 3%	78 4%	64 3%	14 6% ^o	
Plaid Cymru	38 *	19 *	1 *	15 1% ^d	2 *	14 *	1 *	8 1%	* *	5 *	1 *	6 1%	2 *	4 *	21 *	8 *	12 *	17 1% ^{fm}	15 1% ⁿ	2 1%	
The UK Independence Party	1343 13%	552 12%	129 12%	458 17% ^{abd}	203 11%	430 14% ^{ijl}	55 15% ^{ijl}	286 19% ^{ehi} jkl	87 13% ⁱ	122 8%	74 10%	172 14% ^{ijl}	117 10%	100 8%	1026 13%	482 11%	544 15% ⁿ	317 15%	280 14% ⁿ	37 15%	
The Green Party	419 4%	182 4%	57 5% ^c	83 3%	97 5% ^{ac}	117 4%	23 6% ^{egk}	42 3%	33 5% ^g	65 4%	34 5% ^g	41 3%	65 6% ^{egk}	35 3%	325 4%	214 5% ^o	111 3%	94 4%	80 4%	14 6%	
The British National Party	43 *	15 *	9 1%	9 *	10 1%	13 *	1 *	5 *	3 *	2 *	7 1% ⁱ	4 *	7 1%	2 *	31 *	16 *	15 *	12 1%	12 1%	- -	
Some other party	48 *	29 1%	4 *	8 *	6 *	21 1%	* *	4 *	3 *	8 1%	4 1%	4 *	3 *	6 *	43 1%	34 1% ^{oq}	9 *	5 *	4 *	1 *	

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i/j/k/l - m/p - n/o/q/r

Opinion Poll
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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**

	Total	Which of the following ITV regions do you live in?											
		Anglia (a)	Border (b)	Central (c)	Granada (d)	London (e)	Meridian (f)	STV (g)	Tyne Tees (h)	Wales (i)	West (j)	Westcountry (k)	Yorkshire (l)
Unweighted base	11161	1193	111	1487	1163	1851	1229	1000	460	583	282	594	1206
Weighted base	10062	1052	120*	1410	1057	1833	1030	886	383	488	261	499	1041
Conservative	3271 33%	373 35%ghil	32 26%	528 37%ghil	351 33%ghil	638 35%ghil	446 43%abcdeghijkl	154 17%	86 22%	109 22%g	86 33%ghi	182 37%ghil	286 27%g
Labour	3684 37%	323 31%	28 23%	483 34%f	474 45%abcdfgijkl	711 39%abcfkg	276 27%	282 32%f	208 54%abcdfgijkl	241 49%abcdfgijkl	95 36%bf	149 30%	412 40%abcfkg
Liberal Democrat	882 9%	91 9%dh	38 32%acdefghijkl	115 8%h	61 6%	152 8%dh	121 12%acdeghil	67 8%	17 4%	28 6%	39 15%acdeghil	62 12%acdeghil	90 9%dh
SNP	336 3%	- -	11 9%acdefhijkl	3 *	- -	- -	- -	322 36%abcdfghijkl	- -	- -	- -	- -	- -
Plaid Cymru	38 *	- -	- -	- -	- -	- -	- -	- -	- -	36 7%abcdfghijkl	1 *e	1 *	- -
The UK Independence Party	1343 13%	184 18%defgi	10 8%	201 14%g	118 11%g	238 13%g	133 13%g	34 4%	59 15%g	56 11%g	34 13%g	76 15%dg	200 19%bdefgij
The Green Party	419 4%	72 7%cdeghijl	2 1%	53 4%	43 4%	72 4%	50 5%g	23 3%	9 2%	16 3%	6 2%	26 5%g	46 4%
The British National Party	43 *	2 *	- -	13 1%ag	5 1%	8 *	3 *	- -	3 1%g	1 *	- -	3 1%	5 *
Some other party	48 *	7 1%f	- -	15 1%fik	5 *	14 1%f	1 *	3 *	- -	- -	- -	- -	4 *

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l

* small base

Opinion Poll

ONLINE Fieldwork : 5th - 27th November 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**

	Total	Which of the following cities do you live in, or nearest to?																			
		Glasgow (a)	Edin- burgh (b)	New- castle (c)	Leeds (d)	Hull (e)	Shel- field (f)	Manch- ester (g)	Liver- pool (h)	Nott- ingham (i)	Birm- ingham (j)	Norwich (k)	Milton Keynes (l)	Brigh- ton (m)	Oxford (n)	London (o)	South- ampton (p)	Bristol (q)	Ply- mouth (r)	Cardiff (s)	None of these (v)
Unweighted base	11161	511	421	476	532	195	321	869	332	475	866	543	318	255	219	2275	478	341	389	454	891
Weighted base	10062	439	381	409	433	180	287	794	279	453	830	473	283	216	198	2185	422	310	336	384	771
Conservative	3271 33%	50 11%	91 24%a	95 23%a	105 24%a	63 35%abcd fs	54 19%a	273 34%abcd fs	84 30%afs	169 37%abcd fks	303 37%abcd fks	138 29%afs	119 42%abcd fhksv	69 32%afs	92 47%abcd efghjkm osv	782 36%abcd fks	206 49%abcd efghijk moqrsv	116 37%abcd fks	134 40%abcd fhksv	79 21%a	247 32%abcdfs
Labour	3684 37%	165 38%bkmp r	98 26%	201 49%abeij klmnop qrv	186 43%beij klmpqrv	56 31%p	145 51%abeg ijklmno pqrv	339 43%beij klmopqr v	144 52%abde gijklmn opqrv	153 34%bp	285 34%bp	142 30%p	85 30%p	56 26%	71 36%bp	824 38%bklm pqr	87 21%	96 31%p	92 28%	199 52%abde gijklmn opqrv	259 34%bp
Liberal Democrat	882 9%	40 9%gh	37 10%gh	36 9%gh	45 10%ghs	17 9%h	21 7%	41 5%	9 3%	39 9%gh	67 8%gh	49 10%ghs	18 6%	31 15%fghj los	17 9%h	184 8%gh	56 13%fghj losv	43 14%fghi jlosv	39 12%ghls	23 6%	70 9%gh
SNP	336 3%	154 35%cdef ghijklm nopqrs	130 34%cdefg hijklmno pqrs	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	51 7%cddefghijklmnopqrs
Plaid Cymru	38 *	-	-	-	-	-	-	1 *	3 1%adgij ko	-	-	-	-	-	-	-	-	-	-	30 8%abcde fghijkl mnopqrv	4 1%o
The UK Independence Party	1343 13%	20 5%	9 2%	62 15%abn	80 18%abgh nopqs	40 22%abgh ijnopqs v	55 19%abgh nopqs	101 13%abn	28 10%ab	62 14%abn	118 14%abn	89 19%abgh nopqs	44 16%abn	50 23%abcgh ijnopqsv	13 7%b	277 13%abn	46 11%ab	37 12%ab	59 18%abhn ops	38 10%ab	112 15%abn
The Green Party	419 4%	9 2%	13 3%	12 3%	13 3%	3 2%	12 4%	31 4%	9 3%	21 5%	36 4%	51 11%abcde fghijklmn opqrs	16 6%an	9 4%	3 2%	90 4%	25 6%aenr	17 5%a	9 3%	14 4%	25 3%
The British National Party	43 *	-	-	3 1%	3 1%	1 1%	-	3 *	1 1%	6 1%abkv	6 1%	-	1 *	-	-	11 *	1 *	*	3 1%	1 *	1 *
Some other party	48 *	*	3 1%	-	2 *	-	-	5 1%	-	2 *	14 2%achpq rsv	3 1%	-	-	-	17 1%	-	-	-	-	1 *

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v

* small base; ** very small base (under 30) ineligible for sig testing

Opinion Poll ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 4
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 Summary						Employment Sector		Employment Sector Within Gender - Male		Employment Sector Within Gender - Female	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	South East (m)	Mid-lands (n)	North Eng-land (o)	Wales & South West (p)	Scot-land (q)	Public (r)	Pri- vate (s)	Public (t)	Pri- vate (u)	Public (v)	Pri- vate (w)
Unweighted base	8973	4964	4010	806	1139	1409	1723	1602	2294	2540	2683	1627	2123	2307	2345	2166	1276	880	1100	3526	587	2167	513	1359
Weighted base	8088	4490	3598	694	1141	1233	1516	1375	2129	2337	2179	1765	1807	2180	2125	1913	1075	795	1088	3307	589	2107	500	1199
Conservative	2678 33%	1478 33%	1200 33%	211 30% ^d	280 25%	335 27%	427 28%	482 35% ^{def}	942 44% ^{cde} fg	931 40% ^{ijkl}	783 36% ^{kl}	518 29% ^l	446 25%	831 38% ^{oq}	771 36% ^{oq}	561 29% ^q	370 34% ^{oq}	145 18%	270 25%	1103 33% ^r	141 24%	689 33% ^{tv}	129 26%	413 34% ^{tv}
Labour	2903 36%	1498 33%	1405 39% ^a	317 46% ^{fgh}	545 48% ^{fgh}	554 45% ^{fgh}	561 37% ^{gh}	442 32% ^h	484 23%	712 30%	727 33%	661 37% ^{ij}	803 44% ^{ijk}	753 35%	693 33%	840 44% ^{mnp} q	370 34%	246 31%	526 48% ^s	1172 35%	289 49% ^{uw}	704 33%	237 48% ^{uw}	468 39% ^u
Liberal Democrat	687 8%	403 9%	284 8%	59 9%	115 10% ^f	114 9%	111 7%	112 8%	175 8%	258 11% ^{ijkl}	185 9% ^k	108 6%	136 8%	214 10% ^{no}	160 8%	135 7%	105 10% ^o	72 9%	86 8%	284 9%	33 6%	191 9% ^t	53 11% ^t	93 8%
SNP	283 3%	158 4%	125 3%	12 2%	47 4% ^c	36 3%	58 4% ^c	53 4% ^c	78 4% ^c	66 3%	83 4%	70 4%	64 4%	- -	- -	- -	- -	283 36% ^{mnp}	41 4%	112 3%	23 4%	70 3%	17 3%	42 3%
Plaid Cymru	32 *	21 *	11 *	* *	5 *	5 *	4 *	9 1%	7 *	8 *	6 *	8 *	10 1%	- -	- -	- -	32 3% ^{mnoq}	- -	5 *	12 *	3 *	10 *	2 *	2 *
The UK Independence Party	1103 14%	719 16% ^b	384 11%	31 5%	67 6%	124 10% ^{cd}	284 19% ^{cde}	220 16% ^{cde}	377 18% ^{cde}	266 11%	271 12%	309 18% ^{ijl}	256 14% ⁱ	275 13% ^q	354 17% ^{mq}	296 15% ^{mq}	150 14% ^q	28 4%	95 9%	457 14% ^r	59 10%	344 16% ^{tw}	36 7%	113 9%
The Green Party	336 4%	178 4%	158 4%	62 9% ^{efgh}	75 7% ^{efgh}	52 4% ^h	52 3%	42 3%	54 3%	82 4%	113 5% ^{il}	76 4%	65 4%	94 4% ^q	114 5% ^{oq}	66 3%	45 4% ^q	18 2%	53 5%	140 4%	33 6%	84 4%	19 4%	56 5%
The British National Party	31 *	16 *	14 *	1 *	2 *	2 *	16 1% ^{degh}	3 *	7 *	* *	4 *	9 *	18 1% ^{ij}	2 *	16 1% ^{mq}	9 * ^m	4 *	- -	1 *	16 *	- -	9 *	1 *	7 1%
Some other party	36 *	19 *	17 *	- -	5 *	12 1% ^{cgh}	2 *	12 1% ^{cgh}	5 *	12 1%	5 *	8 *	10 1%	11 * ^p	18 1% ^{op}	4 *	- -	3 *	12 1% ^s	11 *	7 1% ^u	6 *	5 1%	5 *

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q - r/s - t/u/v/w

Opinion Poll

ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 4

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)**

	Total	Vote Intention				2010 Vote				Age Within Gender - Male						Age Within Gender - Female					
		Con (a)	Lab (b)	LibDem (c)	UKIP (d)	Con (e)	Lab (f)	LibDem (g)	UKIP (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65+ (n)	18-24 (o)	25-34 (p)	35-44 (q)	45-54 (r)	55-64 (s)	65+ (t)
Unweighted base	8973	2664	2918	524	1893	3092	2133	1568	319	353	619	815	991	888	1298	453	520	594	732	714	997
Weighted base	8088	2678	2903	687	1103	2864	2005	1579	173	328	604	740	886	755	1177	366	537	494	630	620	952
Conservative	2678 33%	2678 100%bcd	-	-	-	2123 74%efgh	89 4%	208 13%fh	9 5%	129 39%ijkl opqr	140 23%	215 29%j	239 27%	248 33%jlo pq	508 43%ijkl mopqrs	83 23%	140 26%	120 24%	188 30%jo	234 38%ijkl opqr	434 46%ijklmopqrs
Labour	2903 36%	-	2903 100%acd	-	-	158 6%	1642 82%egh	511 32%eh	8 4%	135 41%lmn t	284 47%lmn st	334 45%lmn st	285 32%nt	217 29%n	242 21%	182 50%lmn st	261 49%lmn st	219 44%lmn st	276 44%lmn st	225 36%mnt	242 25%n
Liberal Democrat	687 8%	-	-	687 100%abd	-	23 1%	31 2%e	543 34%efh	10 6%ef	27 8%	56 9%	58 8%	72 8%	74 10%rst	117 10%rst	32 9%	60 11%rst	56 11%rst	39 6%	39 6%	58 6%
SNP	283 3%	-	-	-	-	10 *	69 3%egh	33 2%e	-	6 2%	23 4%	20 3%	40 5%o	32 4%o	36 3%	6 2%	23 4%	16 3%	18 3%	20 3%	42 4%o
Plaid Cymru	32 *	-	-	-	-	2 *	3 *	2 *	-	* 1%	5 1%	3 *	2 *	6 1%	3 *	* *	- 1%	3 1%	2 *	3 *	4 *
The UK Independence Party	1103 14%	-	-	-	1103 100%abc	517 18%fg	124 6%	153 10%fh	142 8%efg	13 4%	47 8%p	75 10%lop	202 23%ijk opqrst	142 19%ijk opqrst	240 20%ijko pqrst	18 5%	19 4%	49 10%lop p	83 13%ijo p	78 13%ijo p	137 14%ijkopq
The Green Party	336 4%	-	-	-	-	24 1%	37 2%e	121 8%efh	2 1%	18 5%n	45 7%klmn rst	28 4%	37 4%n	25 3%	26 2%	44 12%ijkl mnpqrst	30 6%nrst	24 5%nr	16 2%	17 3%	28 3%
The British National Party	31 *	-	-	-	-	5 *	2 *	3 *	1 *	-	2 *	1 *	8 1%	2 *	4 *	1 *	-	1 *	8 1%kmnp	1 *	3 *
Some other party	36 *	-	-	-	-	2 *	8 *e	6 *	1 1%e	-	2 *	6 1%nr	2 *	9 1%lnr	* *	-	4 1%n	6 1%lnr	-	3 *	4 *

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t

Opinion Poll

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Absolutes/col percents

Table 4

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)**

	SEG Within Gender - Male					SEG Within Gender - Female				Region										
	Total	AB (a)	C1 (b)	C2 (c)	DE (d)	AB (e)	C1 (f)	C2 (g)	DE (h)	Scot- land (i)	North East (j)	North West (k)	York- shire & Humb- erside (l)	West Mid- lands (m)	East Mid- lands (n)	Wales (o)	East- ern (p)	London (q)	South East (r)	South West (s)
Unweighted base	8973	1579	1338	944	1102	961	1345	683	1021	880	368	956	841	776	634	474	935	953	1354	801
Weighted base	8088	1440	1077	1047	926	897	1102	719	881	795	306	889	717	736	588	393	801	990	1190	683
Conservative	2678 33%	574 40%bcd gh	378 35%cdh	283 27%	244 26%	357 40%cdg h	406 37%cdh	235 33%cdh	203 23%	145 18%	73 24%	298 34%ijl o	190 27% i	281 38%ijl oq	221 38%ijl oq	95 24% i	269 34%ijl o	315 32%ijl o	516 43%ijk lnopq	274 40%ijklopq
Labour	2903 36%	398 28%	342 32%a	368 35%a	390 42%abc ef	314 35%a	386 35%a	293 41%abe f	413 47%abc efg	246 31%r	162 53%ikl mnoprs	386 43%imn prs	293 41%imn prs	239 32%r	198 34%rs	185 47%imn prs	256 32%r	441 45%imn prs	312 26%	185 27%
Liberal Democrat	687 8%	165 11%bcdg h	87 8%g	88 8%g	64 7%g	93 10%dg	98 9%g	20 3%	73 8%g	72 9%jo	13 4%	64 7%	59 8%j	54 7%	44 7%	21 5%	62 8%	82 8%j	132 11%jkm nop	84 12%jklmnopq
SNP	283 3%	38 3%	42 4%	46 4%	32 3%	28 3%	41 4%	23 3%	32 4%	283 36%jklm nopqrs	-	-	-	-	-	-	-	-	-	-
Plaid Cymru	32 *	7 *	2 *	6 1%	5 1%	1 *	4 *	1 *	4 *	-	-	-	-	-	-	32 8%ijkl mnoprs	-	-	-	-
The UK Independence Party	1103 14%	209 15%ef	160 15%ef	206 20%abe fgh	144 16%ef	57 6%	112 10%e	103 14%ef	112 13%e	28 4%	48 16%iq	99 11%i	149 21%ikm noqrs	116 16%ikq	86 15%iq	44 11%i	152 19%iko qr	100 10%i	175 15%ikq	106 16%ikq
The Green Party	336 4%	41 3%	61 6%ad	42 4%	33 4%	41 5%	52 5%a	33 5%	32 4%	18 2%	8 3%	36 4%	22 3%	31 4%	30 5%i	14 4%	53 7%ijkl or	45 5%i	49 4%	31 5%i
The British National Party	31 *	* *	1 *	2 *	13 1%abce f	-	2 *	7 1%abe	5 1%a	-	3 1%iqr	3 *	3 *	6 1%iq	6 1%iqr	1 *	4 1%	* *	2 *	3 *
Some other party	36 *	7 1%	4 *	6 1%	2 *	5 1%	1 *	3 *	8 1% f	3 *	-	3 *	1 *	9 1%lors	3 1%	-	5 1%	7 1%	4 *	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s

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Absolutes/col percents

Table 4

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)**

	Region Within Gender - Male												Region Within Gender - Female											
	Total	Scotland (a)	North East (b)	North West (c)	Yorkshire & Humberside (d)	West Midlands (e)	East Midlands (f)	Wales (g)	East-ern (h)	London (i)	South East (j)	South West (k)	Scotland (l)	North East (m)	North West (n)	Yorkshire & Humber-side (o)	West Midlands (p)	East Midlands (q)	Wales (r)	East-ern (s)	London (t)	South East (u)	South West (v)	
Unweighted base	8973	491	213	544	485	430	344	266	509	496	730	455	389	155	412	357	346	290	208	426	457	624	347	
Weighted base	8088	464	179	509	429	408	313	214	442	511	653	368	332	127	380	287	328	275	179	359	479	537	315	
Conservative	2678 33%	86 18%	38 21%	175 34%abg lor	128 30%alo	164 40%abd ghilmn ort	126 40%abd gilmor	53 25%	145 33%abl or	161 31%abl o	253 39%abd gilmor	149 41%abd ghilmn ort	59 18%	34 27%al	123 32%abl o	62 22%	116 35%abg lor	95 35%abg lor	43 24%	124 35%abg lor	155 32%abl o	263 49%abc defghi jklmno pqrstv	125 40%abd gilmor	
Labour	2903 36%	141 31%	94 53%acd efhijk lpqsuv	204 40%ade fhjkl v	138 32%	113 28%	86 28%	104 49%acd efhijk psuv	139 31%	210 41%ade fhjkl uv	170 26%	98 27%	105 32%	68 53%acd efhijk lpqsuv	182 48%acd efhijk psuv	155 54%acd efhijk lpqsuv	125 38%efj kuv	112 41%ade fhjkl v	81 45%ade fhjkl uv	118 33%j	231 48%acd efhijk psuv	142 27%	86 27%	
Liberal Democrat	687 8%	53 11%gln nops	11 6%	46 9%gmn	41 10%gmn	34 8%gm	18 6%	7 3%	38 9%gm	46 9%gmn	72 11%fgl mnops	37 10%gmn	19 6%	2 2%	18 5%	17 6%	20 6%	26 9%gmn	14 8%gm	23 7%	36 8%gm	60 11%fgl mnops	47 15%bcdefghilmnoprst	
SNP	283 3%	158 34%bcde fghijk nopqrst uv	-	-	-	-	-	-	-	-	-	-	-	125 38%bcde fghijk nopqrst uv	-	-	-	-	-	-	-	-	-	
Plaid Cymru	32 *	-	-	-	-	-	-	21 10%abcd efhijk lmnopq stuv	-	-	-	-	-	-	-	-	-	-	11 6%abcd efhijk lmnopq stuv	-	-	-	-	
The UK Independence Party	1103 14%	17 4%	30 17%aln tu	61 12%alt	110 26%abc fgijkl mnopqr stuv	78 19%acg ilnpqr tuv	54 17%aln tu	24 11%al	90 20%acg ilnopq rtuv	65 13%alt	121 18%acg ilnpqr tuv	69 19%acgi lnpqr tuv	11 3%	18 14%alt	38 10%al	39 14%alt	38 11%al	32 12%al	20 11%al	62 17%alnt u	35 7%l	54 10%al	37 12%al	
The Green Party	336 4%	8 2%	3 2%	23 5%a	11 3%	12 3%	22 7%abde glnqu	5 2%	25 6%abd	22 4%	33 5%a	13 4%	10 3%	5 4%	13 3%	11 4%	19 6%ab	8 3%	9 5%a	28 8%abde glnqu	23 5%a	16 3%	18 6%ab	
The British National Party	31 *	-	3 2%acei jltu	1 *	1 *	*	6 2%acde ijltu	1 *	3 1%	-	2 *	1 *	-	-	3 1%	2 1%	6 2%acei jltu	-	1 *	2 *	*	*	2 1%	

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v

Prepared by Populus

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Absolutes/col percents

Table 4

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)**

	Region Within Gender - Male												Region Within Gender - Female											
	Total	Scotland (a)	North East (b)	North West (c)	York- shire & Humb- erside (d)	West Mid- lands (e)	East Mid- lands (f)	Wales (g)	East- ern (h)	London (i)	South East (j)	South West (k)	Scotland (l)	North East (m)	North West (n)	York- shire & Humb- erside (o)	West Mid- lands (p)	East Mid- lands (q)	Wales (r)	East- ern (s)	London (t)	South East (u)	South West (v)	
Weighted base	8088	464	179	509	429	408	313	214	442	511	653	368	332	127	380	287	328	275	179	359	479	537	315	
Some other party	36	-	-	-	-	5	2	-	3	7	3	-	3	-	3	1	4	1	-	3	-	1	-	
	*	-	-	-	-	1%act	1%	-	1%	1%acdt	*	-	1%	-	1%	*	1%acdt	1%	-	1%	-	*	-	

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v

Opinion Poll

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Absolutes/col percents

Table 4

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)**

	Educational Attainment							Educational Attainment Within Gender - Male						Educational Attainment Within Gender - Female					
	Total	No formal education		Secondary school	University degree	Higher university degree	Still in full time education	No formal education	Primary	Secondary school	University degree	Higher university degree	Still in full time education	No formal education	Primary	Secondary school	University degree	Higher university degree	Still in full time education
		(a)	(b)		(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)
Unweighted base	8973	81	64	5648	2089	688	291	49	42	3023	1225	403	156	33	22	2625	865	285	135
Weighted base	8088	77*	60*	5011	1953	648	237	43*	39**	2721	1146	369	113	34**	21**	2290	807	278	123*
Conservative	2678	22	14	1675	704	186	56	16	13	863	424	114	34	6	*	811	280	72	22
	33%	29%	22%	33%ef	36%ef	29%	24%	38%r	33%	32%r	37%lqr	31%r	30%r	19%	2%	35%lqr	35%qr	26%	17%
Labour	2903	36	28	1776	644	266	96	17	19	917	338	136	44	19	9	859	306	130	52
	36%	47%cd	47%cd	35%	33%	41%cd	41%cd	39%	48%	34%j	30%	37%j	39%j	57%	44%	38%ij	38%j	47%ijk op	42%j
Liberal Democrat	687	6	1	343	202	87	41	-	-	211	111	55	20	6	1	132	91	33	21
	8%	8%	1%	7%	10%bc	14%bc	17%bcd	-	-	8%o	10%o	15%gij o	17%gij o	18%	3%	6%	11%gio	12%gio	17%gij o
SNP	283	2	1	163	94	17	5	2	-	81	61	12	1	-	1	82	33	5	4
	3%	3%	1%	3%	5%ce	3%	2%	5%	-	3%	5%iloq	3%	1%	-	4%	4%	4%	2%	3%
Plaid Cymru	32	-	-	17	14	1	*	-	-	10	9	1	-	-	-	7	4	-	*
	*	-	-	*	1%	*	*	-	-	*	1%	*	-	-	-	*	1%	-	*
The UK Independence Party	1103	10	15	833	189	40	8	8	6	524	139	30	6	2	8	309	50	10	2
	14%	13%f	24%def	17%def	10%ef	6%	3%	18%lpqr	16%	19%ijkl opqr	12%lpqr	8%qr	6%	6%	40%	13%klpq r	6%	4%	1%
The Green Party	336	*	*	155	100	47	29	*	-	89	60	18	6	-	*	66	40	29	23
	4%	*	*	3%	5%c	7%ac	12%abcde	*	-	3%	5%lo	5%	5%	-	1%	3%	5%o	10%ijk op	18%gijkl op
The British National Party	31	-	1	28	1	-	*	-	1	14	1	-	-	-	-	14	-	-	*
	*	-	2%de	1%cd	*	-	*	-	2%	1%	*	-	-	-	-	1%	-	-	*
Some other party	36	-	1	22	5	4	2	-	-	12	2	4	2	-	1	11	3	*	-
	*	-	2%cd	*	*	1%	1%	-	-	*	*	1%j	1%j	-	7%	*	*	*	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j/k/l/m/n/o/p/q/r

* small base; ** very small base (under 30) ineligible for sig testing

Opinion Poll

ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 4

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)**

	Total	Party ID						Party ID - Men						Party ID - Women					
		Con (a)	Lab (b)	LibDem (c)	UKIP (d)	Other (e)	None (f)	Con (h)	Lab (i)	LibDem (j)	UKIP (k)	Other (l)	None (m)	Con (o)	Lab (p)	LibDem (q)	UKIP (r)	Other (s)	None (t)
Unweighted base	8973	2940	3016	679	1282	826	231	1651	1611	401	740	440	121	1290	1404	278	543	386	110
Weighted base	8088	2940	2954	913	405	487	389	1695	1568	533	234	262	198*	1245	1387	379	171	225	191*
Conservative	2678 33%	2475 84%bcdef	56 2%	50 5%bde	9 2%	6 1%	83 21%bcde	1361 80%ijklmpqrst	38 2%p	22 4%ps	4 2%	4 2%	48 24%gijklpqr	1114 89%hijklmpqrst	18 1%	27 7%iklp	5 3%ps	2 1%	34 18%ajklpqrs
Labour	2903 36%	41 1%d	2611 88%acdef	125 14%ade	2 *	18 4%ad	106 27%acde	22 1%	1339 85%hijklmopqrst	77 14%hklo	1 *	9 3%hko	51 25%hjkl	20 2%	1272 92%hijklmopqrst	48 13%hklo	1 *	9 4%hko	55 29%hijklpqr
Liberal Democrat	687 8%	24 1%	23 1%	619 68%abdef	1 *	2 *	19 5%abde	17 1%	16 1%	364 68%hiklmoprst	1 *	*	5 3%lop	7 1%	7 *	255 67%hiklmoprst	-	2 1%	13 7%hiklop
SNP	283 3%	7 *	34 1%ad	13 1%ad	-	218 45%abdef	11 3%ad	6 *	22 1%hkor	3 1%	-	121 46%hijklmopqr	6 3%hkor	1 *	12 1%o	10 3%hjko	-	97 43%hijklmopqr	5 3%hko
Plaid Cymru	32 *	1 *	4 *	2 *	-	25 5%abdef	-	1 *	2 *	1 *	-	17 6%hijklmopqr	-	-	2 *	1 *	-	8 4%hijklmopqr	-
The UK Independence Party	1103 14%	376 13%bce	158 5%e	55 6%e	392 97%abcef	9 2%	113 29%abcde	279 16%ijlo	108 7%ps	27 5%ps	227 97%hijklmopqst	6 2%	72 37%hijkl	97 8%ps	50 4%	28 7%ps	165 96%hijklmopqst	3 2%	41 21%ijlopqs
The Green Party	336 4%	15 1%	55 2%ad	49 5%abd	1 *	175 36%abcdf	41 10%abcd	9 1%	30 2%hkor	39 7%hikopqr	1 *	91 35%hijklmopqr	9 4%hkor	7 1%	25 2%hko	10 3%hko	1 *	84 37%hijklmopqr	32 17%hijklmopqr
The British National Party	31 *	-	2 *	-	*	21 4%abcd	8 2%abcd	-	1 *	-	*	10 4%hijkl	5 3%hijkl	-	1 *	-	*	11 5%hijkl	3 1%hiop
Some other party	36 *	-	12 *a	-	1 *a	13 3%abcd	10 2%abcd	-	12 1%hop	-	1 *hop	4 2%hjop	2 1%hop	-	-	-	-	9 4%hijkl	8 4%hijkl

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/i/j/k/l/m/n/o/p/q/r/s/t/u

* small base; ** very small base (under 30) ineligible for sig testing

Opinion Poll

ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 4

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)**

	Total	Working Status				Working Status - Men				Working Status - Women				Mums	Which of the following best describes where you live?						Hamlet & Isolated Dwelling (r)
		Working full time (a)	Working part time (b)	Retired (c)	Not working (d)	Working full time (e)	Working part time (f)	Retired (g)	Not working (h)	Working full time (i)	Working part time (j)	Retired (k)	Not working (l)		NET: Urban (m)	Urban - Pop. over 10k (n)	Town and Fringe (o)	NET: Rural (p)	Village (q)		
Unweighted base	8973	3391	1235	2629	1718	2306	447	1514	696	1085	787	1116	1021	1085	7082	3778	3305	1891	1681	210	
Weighted base	8088	3536	859	2320	1374	2407	289	1294	500	1128	571	1026	874	979	6329	3375	2954	1760	1554	206	
Conservative	2678 33%	1073 30% ^d	300 35% ^{ad}	1028 44% ^{abd}	277 20%	738 31% ^{chl}	92 32% ^{chl}	565 44% ^{efh} ijl	83 17%	335 30% ^{chl}	208 36% ^{ehi} l	464 45% ^{efh} ijl	194 22% ^h	266 27%	2006 32%	960 28%	1047 35% ⁿ	672 38% ^m	592 38% ⁿ	80 39% ⁿ	
Labour	2903 36%	1395 39% ^{abc}	304 35% ^c	541 23%	663 48% ^{abc}	908 38% ^{fgk}	86 30% ^g	274 21%	231 46% ^{efg} jk	487 43% ^{efg} k	218 38% ^{fgk}	268 26% ^g	432 49% ^{efg} ijk	474 48%	2427 38% ^p	1368 41% ^{oqr}	1060 36% ^{qqr}	476 27%	428 28%	48 23%	
Liberal Democrat	687 8%	297 8%	72 8%	184 8%	133 10%	182 8%	42 15% ^{egjk} l	122 9% ^{jk}	58 12% ^{ejk}	116 10% ^{ejk}	30 5%	63 6%	75 9% ^j	91 9%	500 8%	307 9% ^o	193 7%	187 11% ^{fm}	162 10% ^o	25 12% ^o	
SNP	283 3%	125 4%	27 3%	78 3%	53 4%	88 4%	5 2%	38 3%	27 5% ^{fgl}	37 3%	22 4%	40 4%	26 3%	39 4%	218 3%	127 4%	90 3%	66 4%	53 3%	12 6%	
Plaid Cymru	32 *	16 *	1 *	13 1%	2 *	12 *	1 *	8 1%	* *	4 *	* *	6 1%	2 *	3 *	17 *	7 *	10 *	15 1% ^{fm}	14 1% ^{no}	2 1%	
The UK Independence Party	1103 14%	450 13%	102 12%	391 17% ^{abd}	160 12%	360 15% ^{ijl}	44 15% ^{ijl}	245 19% ^{ehi} jkl	71 14% ^{il}	91 8%	58 10%	146 14% ^{ijl}	89 10%	73 7%	845 13%	401 12%	443 15% ⁿ	258 15%	229 15% ⁿ	29 14%	
The Green Party	336 4%	149 4% ^c	43 5% ^c	68 3%	76 6% ^c	99 4%	18 6% ^{gk}	35 3%	26 5% ^g	50 4%	25 4%	33 3%	50 6% ^{gk}	27 3%	260 4%	169 5% ^o	91 3%	76 4%	67 4%	9 4%	
The British National Party	31 *	10 *	7 1% ^a	8 *	6 *	8 *	1 *	5 *	2 *	2 *	6 1% ⁱ	3 *	3 *	2 *	25 *	12 *	12 *	6 *	6 *	- -	
Some other party	36 *	20 1%	3 *	7 *	5 *	12 1%	* *	4 *	2 *	7 1%	3 1%	4 *	3 *	5 *	32 1%	24 1% ^{oq}	8 *	3 *	2 *	1 *	

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i/j/k/l - m/p - n/o/q/r

Opinion Poll
ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 4

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)**

	Total	Tenure					To which of the following ethnic groups do you consider you belong?	
		Owned outright (a)	Owned with a mortgage (b)	Social rent (c)	Rented from someone else (d)	Rent free (e)	White (f)	Non-white (g)
Unweighted base	8973	3408	2585	1472	1394	115	8375	525
Weighted base	8088	3085	2540	1459	912	92*	7508	517
Conservative	2678 33%	1329 43%dbc	903 36%dc	201 14%	215 24%c	31 34%c	2586 34%g	78 15%
Labour	2903 36%	790 26%	937 37%a	744 51%adb	395 43%ab	37 40%a	2501 33%	371 72%f
Liberal Democrat	687 8%	290 9%cc	203 8%cc	79 5%	102 11%bc	13 15%cc	657 9%g	25 5%
SNP	283 3%	69 2%	83 3%a	109 7%adb	22 2%	* *	276 4%g	6 1%
Plaid Cymru	32 *	10 *	14 1%	2 *	6 1%cc	- -	31 *	1 *
The UK Independence Party	1103 14%	474 15%dbe	296 12%	235 16%dbe	95 10%	4 4%	1089 15%g	10 2%
The Green Party	336 4%	109 4%	84 3%	67 5%	73 8%abc	3 4%	310 4%	20 4%
The British National Party	31 *	8 *	8 *	13 1%adb	1 *	* *	31 *	- -
Some other party	36 *	8 *	12 *	9 1%	4 *	3 3%adbc	29 *	6 1%f

Proportions/Mean: Columns Tested (5% risk level) - a/d/b/c/e - f/g
 * small base

Opinion Poll
ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 4

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)**

	Total	Which of the following ITV regions do you live in?											
		Anglia (a)	Border (b)	Central (c)	Granada (d)	London (e)	Meridian (f)	STV (g)	Tyne Tees (h)	Wales (i)	West (j)	Westcountry (k)	Yorkshire (l)
Unweighted base	8973	945	92	1212	930	1480	964	825	374	462	226	484	981
Weighted base	8088	826	100*	1140	857	1466	811	734	315	385	205	402	847
Conservative	2678 33%	303 37%ghil	25 25%	431 38%abghil	288 34%ghil	515 35%ghil	354 44%abcdeghil	135 18%	74 24%	89 23%	74 36%ghil	151 37%ghil	239 28%g
Labour	2903 36%	249 30%	23 23%	389 34%l	381 44%abcdeghil	559 38%abfgk	212 26%	229 31%l	167 53%abcdeghil	186 48%abcdeghil	65 32%	118 29%	325 38%abfgk
Liberal Democrat	687 8%	67 8%h	32 32%acdeghijkl	86 8%	49 6%	121 8%h	97 12%acdeghil	53 7%	14 4%	21 5%	31 15%acdeghil	44 11%dhi	71 8%h
SNP	283 3%	- -	10 10%acdeghijkl	2 *	- -	- -	- -	271 37%abcdeghijkl	- -	- -	- -	- -	- -
Plaid Cymru	32 *	- -	- -	- -	- -	- -	- -	- -	- -	31 8%abcdeghijkl	1 *	1 *	- -
The UK Independence Party	1103 14%	144 17%defghi	9 9%	167 15%dg	95 11%g	200 14%g	108 13%g	26 3%	49 16%g	44 11%g	29 14%g	64 16%dg	169 20%bcdeghi
The Green Party	336 4%	56 7%cddeghij	2 2%	43 4%	35 4%	57 4%	38 5%g	18 2%	8 2%	14 4%	5 3%	22 6%g	38 5%g
The British National Party	31 *	2 *	- -	12 1%efg	4 *	4 *	1 *	- -	3 1%g	1 *	- -	2 1%	3 *
Some other party	36 *	6 1%	- -	9 1%l	4 1%	10 1%	* *	3 *	- -	- -	- -	- -	3 *

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l*** small base**

Opinion Poll

ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 4

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)**

	Total	Which of the following cities do you live in, or nearest to?																			
		Glasgow (a)	Edin- burgh (b)	New- castle (c)	Leeds (d)	Hull (e)	Shef- field (f)	Manch- ester (g)	Liver- pool (h)	Nott- ingham (i)	Birm- ingham (j)	Norwich (k)	Milton Keynes (l)	Brigh- ton (m)	Oxford (n)	London (o)	South- ampton (p)	Bristol (q)	Ply- mouth (r)	Cardiff (s)	None of these (v)
Unweighted base	8973	412	349	388	424	158	262	688	271	389	699	434	247	208	182	1800	375	273	318	353	743
Weighted base	8088	359	313	338	340	149	234	640	227	373	655	367	222	178*	165	1745	324	247	273	297	643
Conservative	2678 33%	44 12%	78 25%a	80 24%a	88 26%a	51 34%acfs	44 19%	222 35%abcd fs	72 32%afs	142 38%abcd fks	249 38%abcd fkvs	109 30%afs	96 43%abcd fhksv	59 33%afs	78 47%abcd efghkmo sv	634 36%abcd fks	158 49%abcd efghijk mosv	98 40%abcd fks	109 40%abcd fkvs	63 21%a	205 32%acfs
Labour	2903 36%	137 38%bmq r	75 24%	162 48%abei jklmnop qrv	135 40%bjkl mpqrv	46 31%p	120 51%abde gijklmn opqrv	272 42%beij klmnopq r	116 51%abde gijklmn opqrv	128 34%bp	212 32%bp	113 31%p	65 29%p	45 25%	60 36%bp	647 37%bmq r	59 18%	72 29%p	76 28%p	151 51%abde gijklmn opqrv	212 33%bp
Liberal Democrat	687 8%	28 8%h	31 10%gh	30 9%h	36 11%ghs	15 10%h	14 6%	33 5%	7 3%	27 7%h	51 8%h	32 9%h	14 6%	24 13%fghs	13 8%h	148 8%gh	48 15%acfg hijklos v	32 13%fghi jlos	28 10%gh	17 6%	60 9%gh
SNP	283 3%	128 36%cdef ghijklm nopqrs	109 35%cdefg hijklmno pqrs	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	46 7%cdefghijklmnopqrs
Plaid Cymru	32 *	-	-	-	-	-	-	*	3 1%gjo	-	-	-	-	-	-	-	-	-	-	25 8%abcde fghijkl mnopqrv	4 1%o
The UK Independence Party	1103 14%	14 4%	8 2%	52 15%abn	68 20%abgh nopqsv	34 23%abgh inopqsv	46 20%abgh nops	80 13%ab	22 10%ab	53 14%abn	98 15%abn	70 19%abgh nops	33 15%abn	43 24%abghi jnopqsv	11 7%b	229 13%abn	37 11%ab	31 12%ab	50 18%abgh nops	30 10%ab	94 15%abn
The Green Party	336 4%	7 2%	10 3%	11 3%	10 3%	3 2%	10 4%	26 4%	7 3%	17 4%	30 5%	41 11%abcde fghijlmn oqrs	12 6%a	7 4%	3 2%	68 4%	21 6%anv	14 6%a	7 3%	12 4%	21 3%
The British National Party	31 *	- -	- -	3 1%	1 *	1 1%	-	3 *	1 *	6 2%akov	6 1%	-	1 *	-	-	5 *	1 *	* -	2 1%	1 *	1 *
Some other party	36 *	* -	3 1%	-	1 *	-	-	4 1%	-	2 *	9 1%av	2 1%	-	-	-	13 1%	-	-	-	-	1 *

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v

* small base; ** very small base (under 30) ineligible for sig testing

Opinion Poll
ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 5

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)****FILTER: Age: 18-24**

	Region											
	Total	Scot-land (a)	North East (b)	North West (c)	York-shire & Humb-erside (d)	West Mid-lands (e)	East Mid-lands (f)	Wales (g)	East-ern (h)	London (i)	South East (j)	South West (k)
Unweighted base	806	73	46	89	81	81	39	45	55	115	116	66
Weighted base	694	61*	29*	54*	61*	62*	44**	31**	57**	118*	106*	71*
Conservative	211 30%	9 15%	7 26%	16 30%	24 39%a	29 46%ai	8 19%	4 12%	15 26%	28 23%	41 39%ai	30 42%ai
Labour	317 46%	17 28%	14 49%	25 45%	22 36%	25 39%	32 72%	17 55%	21 37%	83 70%abc dejk	43 41%	20 28%
Liberal Democrat	59 9%	16 27%bcde ij	2 9%	2 5%	3 5%	2 3%	2 5%	7 22%	-	3 3%	8 8%	13 18%cei
SNP	12 2%	12 19%bcde ijk	-	-	-	-	-	-	-	-	-	-
Plaid Cymru	* *	- -	- -	- -	- -	- -	- -	* 1%	- -	- -	- -	- -
The UK Independence Party	31 5%	4 6%	2 8%ai	6 10%ij	5 7%	3 4%	1 3%	2 5%	4 7%	1 1%	2 2%	2 3%
The Green Party	62 9%	3 4%	3 9%	5 10%	8 12%	5 8%	1 2%	1 3%	17 30%	3 3%	11 10%	6 9%
The British National Party	1 *	- -	- -	- -	- -	- -	- -	1 2%	- -	* *	* *	- -

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k

*** small base; ** very small base (under 30) ineligible for sig testing**

Opinion Poll
ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 5

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)****FILTER: Age: 25-34**

	Total	Region										
		Scotland (a)	North East (b)	North West (c)	York- shire & Humb- erside (d)	West Mid- lands (e)	East Mid- lands (f)	Wales (g)	East- ern (h)	London (i)	South East (j)	South West (k)
Unweighted base	1139	120	45	122	107	103	75	52	106	184	167	58
Weighted base	1141	119*	39*	116*	98*	112*	80*	52*	98*	201	177	50*
Conservative	280 25%	19 16%	8 22%	33 29%	23 23%	31 27%	23 29%	7 14%	32 33%ag	44 22%	49 28%	11 22%
Labour	545 48%	34 29%	24 61%afj	66 56%afj	53 54%aj	55 49%a	30 38%	31 61%afj	52 53%aj	111 55%afj	67 38%	22 44%
Liberal Democrat	115 10%	11 9%	1 3%	7 6%	8 8%	6 5%	9 11%	5 10%	4 4%	23 11%	30 17%bce h	11 22%abodeh
SNP	47 4%	47 39%bcde fghijk	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Plaid Cymru	5 *	- -	- -	- -	- -	- -	- -	5 11%acde fhijk	- -	- -	- -	- -
The UK Independence Party	67 6%	4 3%	4 11%	5 4%	9 9%	9 8%	4 6%	2 3%	6 6%	11 6%	11 6%	2 4%
The Green Party	75 7%	4 4%	* 1%	2 2%	5 5%	11 10%c	13 16%abcd ghi	1 2%	4 4%	11 6%	19 11%c	4 8%
The British National Party	2 *	-	1 2%	-	-	-	-	-	-	-	1 *	-
Some other party	5 *	-	-	3 3%	-	* -	-	-	-	2 1%	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k*** small base**

Opinion Poll
ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 5

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)****FILTER: Age: 35-44**

	Region											
	Total	Scot-land (a)	North East (b)	North West (c)	York-shire & Humb-erside (d)	West Mid-lands (e)	East Mid-lands (f)	Wales (g)	East-ern (h)	London (i)	South East (j)	South West (k)
Unweighted base	1409	130	47	182	135	131	103	69	115	178	184	134
Weighted base	1233	113*	38*	184	108*	125*	74*	56*	90*	186	153	105*
Conservative	335 27%	13 11%	5 12%	59 32%abe	24 22%	24 20%	21 28%a	16 28%a	34 38%abde	55 30%ab	52 34%abe	32 30%ab
Labour	554 45%	48 42%	23 59%fjk	99 54%fjk	55 50%j	56 45%	29 39%	29 51%	37 41%	88 47%j	52 34%	38 36%
Liberal Democrat	114 9%	11 10%c	- -	3 1%	11 10%cg	23 18%bcg	8 11%bcg	* 1%	5 5%	20 11%cg	20 13%bcg	11 11%cg
SNP	36 3%	36 31%bcde fghijk	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Plaid Cymru	5 *	- -	- -	- -	- -	- -	- -	5 9%acde fhijk	- -	- -	- -	- -
The UK Independence Party	124 10%	3 3%	7 18%ac	7 4%	14 13%ac	13 10%	11 14%ac	5 10%	7 8%	13 7%	24 16%aci	18 17%aci
The Green Party	52 4%	2 2%	3 9%	15 8%aj	4 3%	7 6%	3 4%	1 1%	3 3%	5 3%	3 2%	6 5%
The British National Party	2 *	- -	1 1%	- -	1 1%	- -	1 1%	- -	- -	- -	- -	- -
Some other party	12 1%	* *	- -	- -	- -	2 1%	2 2%	- -	3 3%c	5 3%	1 1%	- -

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k*** small base**

Opinion Poll
ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 5

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)****FILTER: Age: 45-54**

	Total	Region										
		Scot-land (a)	North East (b)	North West (c)	York-shire & Humb-erside (d)	West Mid-lands (e)	East Mid-lands (f)	Wales (g)	East-ern (h)	London (i)	South East (j)	South West (k)
Unweighted base	1723	164	81	171	153	145	161	88	191	165	242	162
Weighted base	1516	133	70*	154	138	140*	152	79*	154	166	203	128*
Conservative	427 28%	22 17%	10 14%	43 28%adg	21 15%	38 27%dg	59 38%abcd gh	8 10%	31 20%	53 32%abcd gh	100 49%abc deghik	42 33%abdg
Labour	561 37%	40 30%j	44 64%acd efhijk	69 45%aej	57 41%j	42 30%j	49 32%j	51 65%acd efhijk	58 37%j	66 40%j	36 18%	49 38%j
Liberal Democrat	111 7%	3 3%	1 1%	22 14%abef h	11 8%	6 4%	7 5%	4 5%	9 6%	19 11%ab	16 8%	13 10%a
SNP	58 4%	58 44%bcde fghijk	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Plaid Cymru	4 *	- -	- -	- -	- -	- -	- -	4 6%acde fhijk	- -	- -	- -	- -
The UK Independence Party	284 19%	4 3%	12 17%a	16 10%a	45 33%abc fgik	43 31%acf gik	28 18%a	9 11%a	39 25%acg i	22 13%a	46 23%ac	20 15%a
The Green Party	52 3%	5 4%	1 1%	3 2%	2 2%	4 3%	5 3%	2 3%	16 11%abcd efijk	5 3%	5 3%	3 2%
The British National Party	16 1%	- -	2 2%	* *	1 1%	5 4%ij	5 3%ij	1 1%	1 *	- -	- -	2 1%
Some other party	2 *	- -	- -	- -	- -	2 1%	- -	- -	- -	* *	- -	- -

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k*** small base**

Opinion Poll
ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 5

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)****FILTER: Age: 55-64**

	Region											
	Total	Scot-land (a)	North East (b)	North West (c)	York-shire & Humb-erside (d)	West Mid-lands (e)	East Mid-lands (f)	Wales (g)	East-ern (h)	London (i)	South East (j)	South West (k)
Unweighted base	1602	159	63	141	172	116	103	119	175	140	266	149
Weighted base	1375	146	59*	134	142	100*	91*	92*	148	121	221	123*
Conservative	482 35%	18 12%	14 23%	41 30%a	30 21%	53 53%abc dgl	46 50%abc di	32 35%ad	60 41%abd	35 29%a	94 43%abc di	60 49%abcdi
Labour	442 32%	58 40%ehj k	32 55%efh ijk	57 43%efh jk	56 40%ehj k	20 20%	24 26%	38 41%efh jk	41 27%	44 36%eijk	46 21%	26 21%
Liberal Democrat	112 8%	8 6%e	7 12%egi	11 8%e	12 8%ei	-	7 8%e	3 3%	17 12%egi	3 2%	30 14%aeg i	14 12%egi
SNP	53 4%	53 36%bcde fghijk	-	-	-	-	-	-	-	-	-	-
Plaid Cymru	9 1%	-	-	-	-	-	-	9 10%abcd efhijk	-	-	-	-
The UK Independence Party	220 16%	5 3%	6 10%	20 15%a	40 28%abc fghk	19 19%a	9 10%	10 11%a	25 17%a	27 23%afg	43 19%a	16 13%a
The Green Party	42 3%	1 1%	-	4 3%	3 2%	3 3%	4 5%	1 1%	3 2%	12 10%abcd ghj	5 2%	6 5%
The British National Party	3 *	-	-	1 *	* *	1 1%	-	-	-	-	* *	1 1%
Some other party	12 1%	3 2%	-	-	-	3 3%	1 2%	-	2 1%	-	2 1%	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k*** small base**

Opinion Poll
ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 5

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)****FILTER: Age: 65+**

	Region											
	Total	Scot- land (a)	North East (b)	North West (c)	York- shire & Humb- erside (d)	West Mid- lands (e)	East Mid- lands (f)	Wales (g)	East- ern (h)	London (i)	South East (j)	South West (k)
Unweighted base	2294	234	85	251	195	200	153	102	293	171	378	233
Weighted base	2129	224	73*	248	170	197	147	83*	255	197	330	205
Conservative	942 44%	64 29%	29 40%	106 43%a	69 41%a	106 54%acd gh	65 44%a	29 36%	96 38%	100 51%agh	179 54%abc dgh	99 48%ah
Labour	484 23%	49 22%	25 34%ehj k	71 29%hjk	50 29%hjk	40 20%	35 24%k	19 23%	48 19%	49 25%k	68 21%	30 15%
Liberal Democrat	175 8%	22 10%b	1 2%	18 7%	13 8%	18 9%b	10 7%	3 3%	26 10%bg	15 7%	27 8%	22 11%bg
SNP	78 4%	78 35%bcde fghijk	-	-	-	-	-	-	-	-	-	-
Plaid Cymru	7 *	-	-	-	-	-	-	7 9%abcd ethijk	-	-	-	-
The UK Independence Party	377 18%	8 3%	17 24%ai	45 18%a	36 21%ai	30 15%a	33 23%ai	16 20%a	70 28%ace ij	25 12%a	49 15%a	47 23%aij
The Green Party	54 3%	3 1%	1 1%	6 2%	1 *	1 *	3 2%	8 10%abcd ethjk	10 4%de	9 5%de	6 2%	7 3%e
The British National Party	7 *	-	-	3 1%	*	-	-	-	4 1%	-	1 *	-
Some other party	5 *	-	-	-	1 1%	2 1%	-	-	*	-	1 *	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k*** small base**

Opinion Poll
ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 5

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)**

FILTER: SEG: AB

	Region											
	Total	Scotland (a)	North East (b)	North West (c)	Yorkshire & Humberside (d)	West Midlands (e)	East Midlands (f)	Wales (g)	East-ern (h)	London (i)	South East (j)	South West (k)
Unweighted base	2540	245	104	270	220	217	123	102	227	347	481	205
Weighted base	2337	223	86*	248	189	230	113*	82*	200	365	417	182
Conservative	931 40%	55 25%	22 25%	117 47% abd gl	61 32%	99 43% abg	55 49% abd gl	21 25%	86 43% abd g	134 37% a	196 47% abd gl	85 47% abdgi
Labour	712 30%	52 23%	47 55% acd efghijk	82 33% ajk	62 33% ajk	71 31% k	28 25%	32 39% afh jk	48 24%	153 42% ace fhjk	100 24%	37 20%
Liberal Democrat	258 11%	39 17% b efhi	1 1%	26 10% b	26 14% bh	17 7%	7 6%	7 8% b	14 7%	34 9% b	56 13% bfh	32 17% befhi
SNP	66 3%	66 30% bcde fghijk	-	-	-	-	-	-	-	-	-	-
Plaid Cymru	8 *	-	-	-	-	-	-	8 10% abcd efhijk	-	-	-	-
The UK Independence Party	266 11%	6 3%	15 17% aci	13 5%	33 18% acg ij	30 13% ac	18 16% aci	6 7%	48 24% aceg ijk	28 8% a	45 11% ac	24 13% ac
The Green Party	82 4%	6 3%	1 1%	7 3%	6 3%	6 3%	5 4%	9 11% abcd ehijk	4 2%	16 4%	18 4%	4 2%
The British National Party	* *	- -	- -	- -	* *	- -	- -	- -	- -	- -	- -	- -
Some other party	12 1%	- -	- -	3 1%	- -	7 3% adhi	- -	- -	- -	- -	3 1%	- -

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k

* small base

Opinion Poll
ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 5

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)**

FILTER: SEG: C1

	Total	Region										
		Scot-land (a)	North East (b)	North West (c)	York-shire & Humber-side (d)	West Midlands (e)	East Midlands (f)	Wales (g)	East-ern (h)	London (i)	South East (j)	South West (k)
Unweighted base	2683	294	121	265	255	217	204	138	292	301	351	245
Weighted base	2179	241	91*	208	179	181	164	108*	224	301	287	196
Conservative	783 36%	51 21%	29 32%a	70 34%a	52 29%	83 46%abc dgi	71 43%adi	36 33%a	83 37%a	91 30%a	127 44%acd i	89 46%abcdgi
Labour	727 33%	63 26%	39 43%afj k	92 44%aef jk	77 43%aef jk	58 32%j	43 26%	40 37%jk	82 37%afj k	128 42%aef jk	59 21%	47 24%
Liberal Democrat	185 9%	24 10%cd	4 4%	7 3%	6 3%	11 6%	14 9%cd	9 8%	22 10%cd	27 9%cd	44 15%bcde i	18 9%cd
SNP	83 4%	83 35%bcde fghijk	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Plaid Cymru	6 *	- -	- -	- -	- -	- -	- -	6 6%abcd efhijk	- -	- -	- -	- -
The UK Independence Party	271 12%	9 4%	13 15%a	29 14%a	33 18%ae	19 11%a	22 13%a	16 14%a	30 13%a	36 12%a	39 14%a	26 13%a
The Green Party	113 5%	10 4%	4 5%	9 4%	11 6%h	9 5%	13 8%gh	2 2%	5 2%	17 6%	17 6%	17 8%gh
The British National Party	4 *	- -	1 1%	1 1%	* -	* -	* -	- -	* -	- -	- -	- -
Some other party	5 *	- -	- -	- -	- -	* -	* -	- -	2 1%	2 1%	1 *	- -

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k

* small base

Opinion Poll
ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 5

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)****FILTER: SEG: C2**

	Total	Region										
		Scot-land (a)	North East (b)	North West (c)	York-shire & Humb-erside (d)	West Mid-lands (e)	East Mid-lands (f)	Wales (g)	East-ern (h)	London (i)	South East (j)	South West (k)
Unweighted base	1627	165	64	190	184	155	117	104	163	131	225	129
Weighted base	1765	170	63*	228	199	159	148*	104*	178	148*	233	135*
Conservative	518 29%	21 13%	8 13%	69 30%ab	52 26%a	42 26%a	55 38%abg	24 23%	47 27%a	47 32%ab	94 40%abd egh	58 43%abdeg
Labour	661 37%	65 38%	35 55%fhj k	101 44%jk	78 39%	60 38%	46 31%	56 54%aef hjk	60 34%	57 39%	64 27%	38 28%
Liberal Democrat	108 6%	4 3%	7 12%aeg h	22 10%aegh	14 7%h	4 3%	14 10%agh	1 1%	2 1%	13 9%gh	14 6%	11 8%h
SNP	70 4%	70 41%bcde fghijk	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Plaid Cymru	8 *	- -	- -	- -	- -	- -	- -	8 7%acde thijk	- -	- -	- -	- -
The UK Independence Party	309 18%	8 4%	11 18%a	29 13%a	51 26%acg i	38 24%ac	29 19%a	13 12%a	37 21%a	21 14%a	51 22%a	23 17%a
The Green Party	76 4%	2 1%	2 3%	8 3%	4 2%	11 7%a	3 2%	2 2%	27 15%abcd efgijk	6 4%	8 3%	4 3%
The British National Party	9 *	- -	- -	- -	1 1%	4 3%	* *	1 *	- -	* *	1 1%	2 1%
Some other party	8 *	- -	- -	- -	- -	- -	* *	- -	3 2%	5 3% c	* *	- -

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k*** small base**

Opinion Poll
ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 5

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)**

FILTER: SEG: DE

	Total	Region										
		Scot-land (a)	North East (b)	North West (c)	York-shire & Humb-erside (d)	West Mid-lands (e)	East Mid-lands (f)	Wales (g)	East-ern (h)	London (i)	South East (j)	South West (k)
Unweighted base	2123	177	79	231	184	187	190	130	253	174	297	223
Weighted base	1807	161	67*	204	150	167	164	98*	200	176	252	169
Conservative	446 25%	17 11%	14 20%	42 21%a	26 17%	57 34%acd g	39 24%a	15 16%	52 26%a	43 24%a	98 39%abc dfghik	42 25%a
Labour	803 44%	66 41%	41 61%aeh jk	111 55%aeh jk	75 50%ehj k	50 30%	81 49%ehj k	58 59%aeh jk	66 33%	103 59%aeh jk	88 35%	63 37%
Liberal Democrat	136 8%	5 3%	1 2%	8 4%	14 9%a	22 13%abcf gl	9 5%	4 4%	24 12%abcg i	8 4%	18 7%	24 14%abcfghj
SNP	64 4%	64 40%bcde fghijk	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Plaid Cymru	10 1%	- -	- -	- -	- -	- -	- -	10 10%abcd efhijk	- -	- -	- -	- -
The UK Independence Party	256 14%	6 4%	9 13%a	28 14%a	32 21%afg i	29 17%ai	18 11%a	10 10%	36 18%ai	15 8%	40 16%a	34 20%afgi
The Green Party	65 4%	* *	* *	12 6%ad	2 1%	6 3%	9 5%a	1 1%	17 9%abdg j	7 4%a	7 3%	6 3%a
The British National Party	18 1%	- -	2 3%aij	2 1%	1 1%	1 1%	5 3%aij	1 1%	4 2%	- -	1 *	1 1%
Some other party	10 1%	3 2%	- -	- -	1 1%	2 1%	3 2%	- -	* *	* *	- -	- -

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k

* small base

Opinion Poll
ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 5

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)**

FILTER: Work Status: NET: Working

	Region											
	Total	Scot-land (a)	North East (b)	North West (c)	York-shire & Humber-side (d)	West Mid-lands (e)	East Mid-lands (f)	Wales (g)	East-ern (h)	London (i)	South East (j)	South West (k)
Unweighted base	4626	474	187	482	452	402	320	243	448	578	665	373
Weighted base	4395	448	143	465	423	394	316	218	401	627	644	316
Conservative	1373 31%	75 17%	29 20%	159 34% g	100 24% a	129 33% g	114 36% g	48 22%	126 31% g	204 33% g	272 42% deg hi	118 37% a b d g
Labour	1699 39%	161 36% j	84 58% a c d e f h i j k	212 46% a e f j k	180 43% e j k	133 34% j	108 34% j	114 52% a d e f h j k	168 42% e j k	279 44% a e f j k	157 24%	103 33% j
Liberal Democrat	370 8%	33 7% b	1 1%	32 7% b	34 8% b	28 7% b	29 9% b h	15 7% b	17 4% b	60 10% b h	88 14% a b c d e g h	32 10% b h
SNP	152 3%	152 34% b c d e f g h i j k	-	-	-	-	-	-	-	-	-	-
Plaid Cymru	17 *	-	-	-	-	-	-	17 8% a b c d e f h j k	-	-	-	-
The UK Independence Party	552 13%	14 3%	23 16% a c i	40 9% a	90 21% a c f g j k	69 18% a c g i	40 13% a	20 9% a	60 15% a c i	58 9% a	94 15% a c i	45 14% a c i
The Green Party	192 4%	12 3%	5 3%	18 4%	18 4%	23 6%	19 6%	4 2%	24 6% a	21 3%	31 5%	17 5%
The British National Party	17 *	-	2 2% a c i j k	* *	2 *	4 1% i	6 2% a c i j k	1 1%	1 *	* *	1 *	-
Some other party	23 1%	* *	-	3 1%	-	7 2% a d j k	2 1%	-	5 1%	5 1%	1 *	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k

Opinion Poll
ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 5

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)**

FILTER: Work Status: Working full time - working 30 hours per week or more

	Region											
	Total	Scot-land (a)	North East (b)	North West (c)	York-shire & Humb-erside (d)	West Mid-lands (e)	East Mid-lands (f)	Wales (g)	East-ern (h)	London (i)	South East (j)	South West (k)
Unweighted base	3391	362	142	364	326	295	229	183	316	450	478	247
Weighted base	3536	367	117	382	338	312	257	182	309	529	514	227
Conservative	1073 30%	61 17%	21 18%	128 33%abg	86 26%a	95 30%ab	91 35%abd g	38 21%	93 30%ab	171 32%abg	210 41%abd eghi	79 35%abdg
Labour	1395 39%	130 35%j	72 62%acd efhijk	180 47%aef jk	145 43%j	112 36%j	90 35%j	97 53%aef hjk	129 42%j	231 44%aj	126 25%	81 36%j
Liberal Democrat	297 8%	29 8%b	-	28 7%b	18 5%b	21 7%b	22 8%b	11 6%b	13 4%b	56 11%bdh	74 14%abc degh	26 11%bdh
SNP	125 4%	125 34%bcde fghijk	-	-	-	-	-	-	-	-	-	-
Plaid Cymru	16 *	-	-	-	-	-	-	16 9%abcd efhijk	-	-	-	-
The UK Independence Party	450 13%	13 4%	19 16%aci	26 7%	73 22%acf gik	59 19%acg i	30 12%a	17 10%a	49 16%aci	50 9%a	84 16%aci	30 13%ac
The Green Party	149 4%	8 2%	3 2%	16 4%	14 4%	18 6%	18 7%ag	3 2%	23 7%agi	17 3%	18 4%	11 5%
The British National Party	10 *	-	2 1%aci	*	1 *	*	5 2%achi j	1 1%	-	-	1 *	-
Some other party	20 1%	-	-	3 1%	-	7 2%adj	1 1%	-	2 1%	5 1%	1 *	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k

Opinion Poll
ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 5

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)****FILTER:** Work Status: Working part time - working between 8 and 29 hours per week

	Region											
	Total	Scot-land (a)	North East (b)	North West (c)	York-shire & Humb-erside (d)	West Mid-lands (e)	East Mid-lands (f)	Wales (g)	East-ern (h)	London (i)	South East (j)	South West (k)
Unweighted base	1235	112	45	119	126	107	92	61	132	128	188	126
Weighted base	859	80*	26*	83*	86*	82*	59*	36*	92*	98*	129	89*
Conservative	300 35%	14 17%	8 30%	31 37% ^{ad}	13 16%	34 42% ^{ad}	23 38% ^{ad}	10 28%	33 36% ^{ad}	33 34% ^{ad}	62 48% ^{adg} i	39 44% ^{ad}
Labour	304 35%	31 39% ^j	11 44% ^{jk}	32 38% ^j	35 41% ^{jk}	21 26%	17 29%	17 47% ^{ejk}	39 42% ^{ejk}	48 49% ^{efj} k	30 24%	22 25%
Liberal Democrat	72 8%	3 4%	1 3%	4 5%	16 19% ^{abch} ik	7 8%	8 13% ⁱ	4 12%	4 4%	4 4%	14 11%	6 7%
SNP	27 3%	27 34% ^{bcde} fghijk	-	-	-	-	-	-	-	-	-	-
Plaid Cymru	1 *	-	-	-	-	-	-	1 3% ^j	-	-	-	-
The UK Independence Party	102 12%	1 2%	4 14% ^a	15 18% ^{aj}	16 19% ^{agi} j	10 13% ^a	9 16% ^a	2 6%	11 12% ^a	8 8%	10 8%	15 17% ^{aj}
The Green Party	43 5%	4 5%	2 7%	2 2%	4 5%	5 6%	1 2%	2 4%	1 2%	4 5%	12 10% ^{ch}	6 7%
The British National Party	7 1%	-	1 2%	-	1 1%	4 5% ^{ij}	1 1%	-	1 1%	* *	-	-
Some other party	3 *	* *	-	-	-	-	* 1%	-	3 3%	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k

* small base

Opinion Poll
ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 5

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)**

FILTER: Work Status: NET: Not working

	Total	Region										
		Scot- land (a)	North East (b)	North West (c)	York- shire & Humb- erside (d)	West Mid- lands (e)	East Mid- lands (f)	Wales (g)	East- ern (h)	London (i)	South East (j)	South West (k)
Unweighted base	4347	406	181	474	390	374	314	231	487	375	689	428
Weighted base	3693	348	163	424	293	343	272	174	400	363	546	367
Conservative	1305 35%	70 20%	44 27%	139 33%a	90 31%a	152 44%abc dghi	108 40%abd gi	48 27%	143 36%a	111 31%a	244 45%abc dghi	157 43%abcdgi
Labour	1204 33%	85 24%	78 48%aef hjk	174 41%aeh jk	113 38%ahj k	106 31%hk	91 33%ahk	72 41%aeh jk	88 22%	162 45%aef hjk	155 28%h	81 22%
Liberal Democrat	317 9%	39 11%fgi	12 7%	31 7%	24 8%g	27 8%	15 5%	6 4%	44 11%lgi	22 6%	44 8%g	52 14%cdelfgj
SNP	131 4%	131 38%bcde fghijk	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Plaid Cymru	15 *	- -	- -	- -	- -	- -	- -	15 9%abcd ethijk	- -	- -	- -	- -
The UK Independence Party	550 15%	14 4%	25 15%a	59 14%a	59 20%ace i	47 14%a	47 17%a	24 14%a	92 23%ace gj	42 12%a	81 15%a	61 17%a
The Green Party	144 4%	6 2%	3 2%	18 4%	5 2%	8 2%	11 4%	9 5%ad	29 7%abde j	24 7%adej	18 3%	14 4%
The British National Party	14 *	- -	1 1%	3 1%	1 *	2 *	- *	* 1%	4 1%	- *	1 *	3 1%
Some other party	13 *	3 1%	- -	- -	1 *	2 1%	1 *	- -	1 *	2 *	3 *	- -

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k

Opinion Poll
ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 5

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)****FILTER:** Work Status: Not working but seeking work or temporarily unemployed or sick

	Region											
	Total	Scotland (a)	North East (b)	North West (c)	York- shire & Humber- side (d)	West Mid- lands (e)	East Mid- lands (f)	Wales (g)	East- ern (h)	London (i)	South East (j)	South West (k)
Unweighted base	410	58	20	49	17	32	25	27	29	36	77	40
Weighted base	322	47*	18**	39**	9**	30**	20**	21**	16**	31**	60*	31**
Conservative	55 17%	8 18%	-	7 17%	-	4 12%	-	7 33%	3 20%	7 23%	10 16%	10 31%
Labour	172 53%	18 38%	13 71%	26 67%	6 70%	14 48%	12 59%	10 48%	5 31%	20 66%	35 59%	11 37%
Liberal Democrat	17 5%	-	-	-	1 7%	8 28%	2 11%	-	1 9%	-	3 5%	2 5%
SNP	18 5%	18 38%j	-	-	-	-	-	-	-	-	-	-
Plaid Cymru	1 *	-	-	-	-	-	-	1 6%	-	-	-	-
The UK Independence Party	45 14%	3 5%	5 27%	3 8%	2 19%	2 8%	3 17%	2 10%	4 26%	3 9%	11 18%	7 23%
The Green Party	12 4%	* 1%	* 2%	3 7%	* 2%	1 3%	2 12%	* 1%	2 12%	1 2%	1 2%	1 3%
The British National Party	1 *	-	-	* *	* 2%	* 1%	-	* *	-	-	* *	* 1%
Some other party	1 *	-	-	-	-	-	-	-	* 2%	-	* 1%	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k

*** small base; ** very small base (under 30) ineligible for sig testing**

Opinion Poll
ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 5

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)****FILTER:** Work Status: Not working and not seeking work/ Student

	Region											
	Total	Scot- land (a)	North East (b)	North West (c)	York- shire & Humb- erside (d)	West Mid- lands (e)	East Mid- lands (f)	Wales (g)	East- ern (h)	London (i)	South East (j)	South West (k)
Unweighted base	614	61	32	64	55	51	45	28	60	72	87	58
Weighted base	488	48*	24**	50*	37*	33*	32*	20**	59**	69*	73*	44*
Conservative	90 18%	4 8%	2 8%	7 15%	6 15%	5 16%	6 19%	1 5%	9 16%	9 12%	29 40%acd efi	11 25%a
Labour	218 45%	12 25%	17 71%	29 58%ajk	18 50%ak	15 45%	18 56%ajk	13 65%	19 31%	42 61%ajk	24 33%	11 25%
Liberal Democrat	74 15%	14 28%cef ij	3 11%	5 9%	8 22%gj	2 7%	3 9%	3 13%	10 18%	7 10%	6 8%	15 34%cefij
SNP	16 3%	16 33%cdef ijk	-	-	-	-	-	-	-	-	-	-
Plaid Cymru	1 *	-	-	-	-	-	-	1 3%	-	-	-	-
The UK Independence Party	35 7%	-	1 3%	3 7%	2 7%	7 23%aci k	4 12%a	2 9%	4 6%	2 3%	7 10%a	2 5%
The Green Party	50 10%	3 5%	1 6%	5 10%	2 6%	2 7%	1 4%	1 4%	17 29%	8 11%	7 9%	3 6%
The British National Party	3 1%	-	-	1 1%	-	1 2%	-	-	-	-	* 1%	2 4%
Some other party	2 *	-	-	-	-	-	-	-	-	2 2%	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k*** small base; ** very small base (under 30) ineligible for sig testing**

Opinion Poll
ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 5

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)**

FILTER: Work Status: Retired on a state pension only

	Region											
	Total	Scotland (a)	North East (b)	North West (c)	York- shire & Humb- erside (d)	West Mid- lands (e)	East Mid- lands (f)	Wales (g)	East- ern (h)	London (i)	South East (j)	South West (k)
Unweighted base	601	31	19	67	46	49	52	33	104	37	82	81
Weighted base	522	27**	18**	66*	35*	46*	47*	25**	84*	35**	73*	67*
Conservative	201 38%	4 15%	7 42%	19 29%	10 28%	24 52%cdh	17 36%	9 35%	23 27%	18 51%	43 60%cdf hk	26 39%
Labour	145 28%	6 21%	4 20%	26 39%ijk	16 46%jk	13 28%	14 29%	9 36%	24 29%	11 30%	12 17%	11 16%
Liberal Democrat	22 4%	- -	1 6%	- -	- -	1 2%	3 6%	- -	6 7%cd	* 1%	1 1%	9 14%cdj
SNP	16 3%	16 58%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Plaid Cymru	5 1%	- -	- -	- -	- -	- -	- -	5 22%	- -	- -	- -	- -
The UK Independence Party	111 21%	1 5%	5 31%	16 25%	8 22%	8 17%	11 24%	2 7%	22 25%	4 11%	15 21%	19 28%
The Green Party	16 3%	- -	- -	4 5%	- -	- -	2 5%	- -	5 6%	3 8%	* *	1 2%
The British National Party	6 1%	- -	- -	1 2%	- -	- -	- -	- -	4 4%	- -	1 1%	1 1%
Some other party	1 *	- -	- -	- -	1 4%	- -	- -	- -	- -	- -	- -	- -

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k

* small base; ** very small base (under 30) ineligible for sig testing

Opinion Poll
ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 5

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)**

FILTER: Work Status: Retired with a private pension

	Region											
	Total	Scot-land (a)	North East (b)	North West (c)	York-shire & Humb-erside (d)	West Mid-lands (e)	East Mid-lands (f)	Wales (g)	East-ern (h)	London (i)	South East (j)	South West (k)
Unweighted base	2028	196	86	207	194	187	132	117	212	166	341	190
Weighted base	1797	183	82*	199	160	178	122	88*	176	174	267	169
Conservative	828 46%	49 27%	35 42%a	91 46%a	70 44%a	101 57%adg i	70 57%adg i	30 34%	84 47%ag	75 43%a	136 51%ag	89 53%ag
Labour	396 22%	38 21%h	29 35%aef hjk	53 27%hk	40 25%h	34 19%	22 18%	22 25%h	21 12%	47 27%hk	61 23%h	29 17%
Liberal Democrat	163 9%	23 13%fg	7 9%f	21 10%f	13 8%f	15 9%f	2 2%	4 4%	21 12%fg	15 8%f	26 10%f	16 10%f
SNP	62 3%	62 34%bcde fghijk	-	-	-	-	-	-	-	-	-	-
Plaid Cymru	8 *	-	-	-	-	-	-	8 9%abcd ethijk	-	-	-	-
The UK Independence Party	280 16%	8 4%	11 13%a	29 14%a	35 22%aej	23 13%a	23 19%a	17 19%a	48 27%abc eijk	24 14%a	35 13%a	28 16%a
The Green Party	53 3%	3 2%	1 1%	4 2%	2 1%	3 1%	4 3%	8 9%abcd ehj	3 1%	12 7%acde hj	7 3%	7 4%
The British National Party	2 *	-	-	1 1%	*	-	-	-	-	-	-	-
Some other party	6 *	-	-	-	-	2 1%	1 1%	-	*	-	2 1%	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k

* small base

Opinion Poll
ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 5

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)**

FILTER: Work Status: House person, housewife, househusband, etc.

	Region											
	Total	Scotland (a)	North East (b)	North West (c)	York- shire & Humber- side (d)	West Mid- lands (e)	East Mid- lands (f)	Wales (g)	East- ern (h)	London (i)	South East (j)	South West (k)
Unweighted base	694	59	24	87	77	55	59	26	82	64	102	60
Weighted base	564	43*	22**	70*	53*	57*	51*	21**	64*	54*	73*	57*
Conservative	132 23%	4 10%	-	15 21% ⁱ	5 10%	18 32% ^{adi}	16 31% ^{adi}	2 9%	24 37% ^{adi}	3 5%	26 35% ^{adi}	21 36% ^{adi}
Labour	274 49%	12 27%	15 71%	40 57% ^{ahj} k	31 59% ^{ahj} k	31 54% ^{ahj}	25 49% ^a	18 85%	19 30%	42 77% ^{ace} fhjk	22 30%	19 33%
Liberal Democrat	42 7%	2 5%	1 6%	6 9%	3 6%	-	4 9%	-	5 8%	* 1%	9 12% ^{ei}	10 17% ^{ei}
SNP	20 3%	20 45% ^{cdef} hijk	-	-	-	-	-	-	-	-	-	-
The UK Independence Party	79 14%	3 6%	3 15%	7 11%	13 24% ^{aa}	5 10%	6 11%	1 6%	14 22% ^{aa}	9 17%	13 17%	5 9%
The Green Party	14 2%	-	1 4%	2 2%	1 1%	2 4%	* 1%	-	2 3%	1 1%	3 5%	2 4%
The British National Party	1 *	-	1 4%	-	* *	1 1%	-	-	-	-	-	-
Some other party	3 *	3 6% ^{cj}	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k*** small base; ** very small base (under 30) ineligible for sig testing**

Opinion Poll
ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 5

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)**

FILTER: Ethnicity: White

	Region											
	Total	Scot-land (a)	North East (b)	North West (c)	York-shire & Humb-erside (d)	West Mid-lands (e)	East Mid-lands (f)	Wales (g)	East-ern (h)	London (i)	South East (j)	South West (k)
Unweighted base	8375	856	361	914	803	714	605	459	911	692	1280	780
Weighted base	7508	774	301	846	688	683	562	380	785	701	1125	664
Conservative	2586 34%	142 18%	73 24%a	296 35%abd g	185 27%a	273 40%abd gh	220 39%abd g	94 25%a	267 34%abd g	272 39%abd g	500 44%abc dghi	265 40%abdgh
Labour	2501 33%	239 31%j	157 52%acd efhijk	354 42%aef hijk	274 40%aef hijk	199 29%j	178 32%j	181 48%ade fhijk	247 31%j	228 33%jk	268 24%	176 26%
Liberal Democrat	657 9%	69 9%bg	13 4%	61 7%	55 8%g	54 8%g	44 8%g	15 4%	61 8%g	68 10%bg	132 12%bcd efgh	84 13%abcde fgh
SNP	276 4%	276 36%bcde fghijk	-	-	-	-	-	-	-	-	-	-
Plaid Cymru	31 *	-	-	-	-	-	-	31 8%abcd efhijk	-	-	-	-
The UK Independence Party	1089 15%	28 4%	48 16%a	99 12%a	148 22%acf gijk	116 17%acg	85 15%a	44 12%a	150 19%acg i	92 13%a	172 15%a	106 16%ac
The Green Party	310 4%	17 2%	8 3%	29 3%	22 3%	29 4%	27 5%a	14 4%	50 6%abcd	36 5%a	47 4%a	31 5%a
The British National Party	31 *	-	3 1%aij	3 *	3 *	6 1%ai	6 1%aij	1 *	4 1%	*	2 *	3 *
Some other party	29 *	3 *	-	3 *	1 *	5 1%k	3 1%	-	5 1%	5 1%	3 *	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k

Opinion Poll
ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 5

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)**

FILTER: Ethnicity: BME

	Region											
	Total	Scotland (a)	North East (b)	North West (c)	York- shire & Humb- erside (d)	West Mid- lands (e)	East Mid- lands (f)	Wales (g)	East- ern (h)	London (i)	South East (j)	South West (k)
Unweighted base	525	18	5	38	33	55	27	12	19	243	60	16
Weighted base	517	16**	4**	40**	25**	46*	23**	9**	13**	270	55*	16**
Conservative	78	3	-	1	4	6	2	1	1	42	12	8
	15%	19%	-	2%	14%	12%	8%	8%	6%	16%	21%	51%
Labour	371	6	4	29	17	34	19	3	8	201	41	8
	72%	38%	100%	74%	67%	75%	82%	31%	66%	74%	73%	49%
Liberal Democrat	25	-	-	3	4	-	*	5	1	12	-	-
	5%	-	-	8%	15%	-	1%	49%	7%	5%	-	-
SNP	6	6	-	-	-	-	-	-	-	-	-	-
	1%	37%	-	-	-	-	-	-	-	-	-	-
Plaid Cymru	1	-	-	-	-	-	-	1	-	-	-	-
	*	-	-	-	-	-	-	13%	-	-	-	-
The UK Independence Party	10	*	-	*	1	-	1	-	*	7	1	-
	2%	1%	-	*	3%	-	4%	-	1%	3%	2%	-
The Green Party	20	1	-	6	-	2	1	-	2	6	2	-
	4%	5%	-	16%	-	5%	5%	-	19%	2%	3%	-
Some other party	6	-	-	-	-	4	-	-	-	2	*	-
	1%	-	-	-	-	8% i	-	-	-	1%	1%	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k

* small base; ** very small base (under 30) ineligible for sig testing

Opinion Poll

ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 6

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)**

FILTER: 2010 Vote: Conservative

	England and Wales																								Scotland		Northern Ireland		Employment Sector Within Gender - Male	Employment Sector Within Gender - Female	
	Gender			Age						Social Grade				Region Summary							Employment Sector										
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	South East (m)	Mid-lands (n)	North Eng-land (o)	Wales & South West (p)	Scot-land (q)	Public (r)	Pri- vate (s)	Public (t)	Pri- vate (u)	Public (v)	Pri- vate (w)							
Unweighted base	3092	1764	1328	113	244	347	575	638	1174	1010	974	548	561	924	932	673	428	135	283	1164	147	743	136	421							
Weighted base	2864	1675	1189	114*	252	325	539	546	1088	962	789	619	494	884	863	614	372	131	279	1163	156	778	123	385							
Conservative	2123 74%	1184 71%	939 79% ^a	100 88% ^{efgh}	195 77% ^f	245 75% ^f	347 64%	403 74% ^f	833 77% ^f	751 78% ^{ijk}	581 74%	423 68%	368 74%	680 77% ^o	627 73%	434 71%	273 73%	108 82% ^{no}	203 73%	849 73%	104 67%	546 70%	98 80% ^{tu}	303 79% ^{tu}							
Labour	158 6%	81 5%	77 6%	7 6% ^h	23 9% ^{gh}	39 12% ^{gh}	55 10% ^{gh}	18 3% ^h	16 2%	43 5%	44 6%	42 7%	28 6%	45 5%	52 6%	39 6%	15 4%	7 5%	29 11% ^s	74 6%	20 13% ^u	37 5%	9 7%	37 10% ^u							
Liberal Democrat	23 1%	14 1%	9 1%	* *	6 2% ^g	3 1%	5 1%	* *	8 1%	7 1%	6 1%	8 1%	2 1%	7 1%	1 *	4 1%	9 3% ^{mno}	2 1% ⁿ	3 1%	10 1%	- -	5 1%	3 2%	5 1%							
SNP	10 *	8 *	2 *	- -	- -	1 *	2 *	3 1%	4 *	- -	5 1% ⁱ	3 *	1 *	- -	- -	- -	- -	10 7% ^{mnp}	2 1%	4 *	2 1%	4 1%	- -	- -							
Plaid Cymru	2 *	2 *	- -	- -	- -	- -	- -	2 *	- *	2 *	- -	- -	- -	- -	- -	- -	2 1%	- -	- -	- -	- -	- -	- -	- -							
The UK Independence Party	517 18%	371 22% ^b	146 12%	4 3%	25 10%	33 10%	125 23% ^{cde}	116 21% ^{cde}	215 20% ^{cde}	154 16%	140 18%	139 22% ⁱ	84 17%	147 17% ^q	171 20% ^q	128 21% ^q	66 18% ^q	5 3%	39 14%	215 18%	28 18% ^w	180 23% ^{vw}	11 9%	34 9%							
The Green Party	24 1%	13 1%	11 1%	3 3%	2 1%	2 1%	3 1%	4 1%	9 1%	4 *	10 1%	3 *	7 1%	3 *	9 1%	7 1%	5 1%	1 *	3 1%	9 1%	2 1%	5 1%	2 1%	4 1%							
The British National Party	5 *	1 *	4 *	- -	- -	* *	2 *	- *	3 *	- *	2 *	2 *	2 *	1 *	1 *	2 *	2 *	- -	- -	1 *	- *	* *	- *	* *							
Some other party	2 *	* *	2 *	- -	- -	2 1% ^h	- -	* *	- -	- -	* *	* *	1 *	* *	2 *	- -	- -	- -	1 *	1 *	* *	- -	* *	1 *							

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q - r/s - t/u/v/w

* small base

Opinion Poll

ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 6

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)**

FILTER: 2010 Vote: Labour

	Gender			Age						Social Grade				Region Summary					Employment Sector		Employment Sector Within Gender - Male		Employment Sector Within Gender - Female	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	South East (m)	Mid-lands (n)	North Eng-land (o)	Wales & South West (p)	Scot-land (q)	Public (r)	Pri-vate (s)	Public (t)	Pri-vate (u)	Public (v)	Pri-vate (w)
Unweighted base	2133	1139	993	123	334	447	452	387	389	573	594	410	555	488	497	622	264	263	367	843	192	491	175	351
Weighted base	2005	1045	961	116*	350	400	402	354	383	507	505	474	519	484	454	579	231	257	375	824	185	496	190	328
Conservative	89 4%	51 5%	38 4%	4 3%	17 5%	20 5%	14 3%	14 4%	20 5%	25 5%	36 7%kl	15 3%	13 3%	17 3%	26 6%	32 6%	6 3%	8 3%	15 4%	41 5%	4 2%	25 5%	11 6%	17 5%
Labour	1642 82%	834 80%	808 84%a	110 95%def gh	282 80%	336 84%	320 80%	285 81%	308 80%	426 84%	409 81%	375 79%	433 83%	419 87%q	374 83%q	482 83%q	196 85%q	170 66%	324 86% s	659 80%	161 87%	395 80%	163 86%	264 80%
Liberal Democrat	31 2%	13 1%	19 2%	- -	18 5%efgh	5 1%	6 2%	1 *	2 *	9 2%	3 1%	12 2%	7 1%	12 2%q	12 3%q	6 1%	1 1%	- -	3 1%	26 3% r	2 1%	9 2%	1 1%	16 5% tuv
SNP	69 3%	36 3%	33 3%	- -	17 5%	11 3%	12 3%	9 3%	19 5% c	16 3%	15 3%	26 5% l	12 2%	- -	- -	- -	- -	69 27% mnop	11 3%	26 3%	7 4%	14 3%	4 2%	12 4%
Plaid Cymru	3 *	1 *	2 *	- -	- -	2 *	1 *	1 *	- -	1 *	1 *	- -	1 *	- -	- -	- -	3 1% mno	- -	1 *	1 *	- -	- -	1 *	1 *
The UK Independence Party	124 6%	81 8% b	43 4%	1 *	9 2%	15 4%	44 11% cdeh	32 9% code	24 6% cd	18 4%	20 4%	42 9% ij	44 9% ij	18 4%	27 6%	50 9% mq	22 9% mq	6 2%	13 3%	58 7% r	4 2%	46 9% tw	9 5%	12 4%
The Green Party	37 2%	23 2%	14 2%	1 1%	5 1%	11 3%	4 1%	7 2%	2 2%	1 1%	18 4% ikl	4 1%	7 1%	14 3%	10 2%	7 1%	2 1%	4 2%	5 1%	12 2%	4 2%	7 1%	1 1%	6 2%
The British National Party	2 *	* *	1 *	- -	- -	- -	1 *	* *	- -	- -	1 *	1 *	* *	- -	1 *	1 *	- -	- -	- -	1 *	- -	- -	- -	1 *
Some other party	8 *	7 1%	1 *	- -	2 *	- -	- -	5 2% ef	1 *	5 1%	2 *	- -	1 *	4 1%	3 1%	1 *	- -	- -	3 1% s	- -	3 2% uw	- -	- -	- -

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q - r/s - t/u/v/w

* small base

Opinion Poll

ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 6

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)**

FILTER: 2010 Vote: Liberal Democrat

	Gender			Age						Social Grade				Region Summary						Employment Sector		Employment Sector Within Gender - Male		Employment Sector Within Gender - Female	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	South East (m)	Mid-lands (n)	North Eng-land (o)	Wales & South West (p)	Scot-land (q)	Public (r)	Private (s)	Public (t)	Private (u)	Public (v)	Private (w)	
Unweighted base	1568	904	664	88	203	293	287	286	410	513	483	235	338	418	386	368	278	118	218	597	118	403	100	194	
Weighted base	1579	905	674	76*	233	274	275	283	438	522	466	274	318	433	387	361	258	140*	229	618	126*	423	104*	196	
Conservative	208 13%	100 11%	108 16% ^a	8 10%	31 13%	38 14%	39 14%	38 13%	55 13%	73 14% ^l	75 16% ^l	37 13%	23 7%	59 14%	47 12%	50 14%	44 17% ^q	10 7%	18 8%	99 16% ^r	9 7%	51 12%	10 9%	48 24% ^{tuv}	
Labour	511 32%	291 32%	220 33%	33 43% ^h	82 35%	94 34%	95 34%	91 32%	117 27%	131 25%	142 30%	106 39% ⁱ	133 42% ^{ij}	134 31%	122 31%	133 37%	87 34%	36 25%	94 41% ^s	186 30%	65 51% ^{uvw}	129 31%	29 28%	57 29%	
Liberal Democrat	543 34%	339 37% ^b	205 30%	17 22%	78 33%	94 34%	89 32%	102 36%	163 37% ^c	223 43% ^{ijkl}	148 32%	81 30%	91 29%	183 42% ^{no}	127 33%	109 30%	71 27%	54 38%	76 33%	216 35%	30 24%	157 37% ^t	46 45% ^{tw}	59 30%	
SNP	33 2%	19 2%	14 2%	4 6% ^{dg}	1 *	5 2%	8 3%	3 1%	12 3%	12 2%	15 3%	3 1%	3 1%	-	-	-	-	33 24% ^{mno}	4 2%	11 2%	3 2%	8 2%	1 1%	2 1%	
Plaid Cymru	2 *	1 *	1 *	-	-	-	1 *	-	1 *	1 *	1 *	-	-	-	-	-	2 1%	-	1 *	-	1 1%	-	-	-	
The UK Independence Party	153 10%	82 9%	71 10%	3 4%	12 5%	20 7%	29 10%	27 9%	63 14% ^{cde}	41 8%	41 9%	31 11%	40 13%	29 7%	49 13% ^m	40 11% ^q	30 11% ^q	4 3%	14 6%	56 9%	7 6%	36 8%	7 6%	21 11%	
The Green Party	121 8%	69 8%	51 8%	11 14% ^{fh}	30 13% ^{fh}	22 8%	12 4%	21 7%	24 6%	38 7%	41 9%	16 6%	25 8%	28 6%	36 9% ^q	29 8%	25 10% ^q	3 2%	17 7%	50 8%	8 6%	41 10%	9 9%	9 5%	
The British National Party	3 *	1 *	2 *	-	-	-	1 *	-	2 *	-	1 *	-	2 1%	-	1 *	1 *	-	-	-	-	-	-	-	-	
Some other party	6 *	4 *	2 *	-	-	2 1%	2 1%	1 *	-	4 1%	1 *	-	* *	1 *	5 1%	-	-	-	5 2% ^s	* *	3 2% ^u	* *	2 2%	-	

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q - r/s - t/u/v/w

* small base

Opinion Poll

ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 6

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)**

FILTER: 2010 Vote: SNP

	Table 1: Weighted base population by gender, age, social grade and region																							Employment Sector		Employment Sector Within Gender - Male		Employment Sector Within Gender - Female	
	Gender			Age						Social Grade				Region Summary															
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	South East (m)	Mid-lands (n)	North Eng-land (o)	Wales & South West (p)	Scot-land (q)	Public (r)	Pri-vate (s)	Public (t)	Pri-vate (u)	Public (v)	Pri-vate (w)					
Unweighted base	247	138	109	7	30	29	54	60	67	59	70	52	66	-	-	-	-	247	38	91	16	60	23	31					
Weighted base	174	97*	77*	7**	22**	20**	37*	41*	47*	32*	53*	39*	50*	..*	..*	..*	..*	174	26*	66*	12**	43**	14**	24**					
Conservative	3 2%	3 4%	-	-	-	1 7%	-	-	2 4%	-	3 7%	-	-	-	-	-	-	3 2%	1 5%	-	1 12%	-	-	-					
Labour	4 2%	1 1%	3 4%	-	-	-	1 3%	2 5%	1 3%	-	1 2%	1 3%	2 5%	-	-	-	-	4 2%	-	2 3%	-	1 2%	-	1 5%					
Liberal Democrat	3 2%	1 1%	2 3%	-	-	2 11%	-	1 2%	-	-	1 1%	-	2 4%	-	-	-	-	3 2%	1 3%	-	1 6%	-	-	-					
SNP	152 87%	88 91%	64 82%	3 42%	22 100%	14 72%	34 90%	36 87%	43 92%	32 98% <i>j</i>	44 83%	34 87%	42 85%	-	-	-	-	152 87%	22 87%	57 87%	10 82%	39 91%	13 90%	19 79%					
The UK Independence Party	7 4%	4 4%	4 5%	4 58%	-	* 2%	3 7%	-	1 1%	1 2%	3 6%	4 10% <i>l</i>	-	-	-	-	-	7 4%	-	7 10%	-	3 7%	-	4 16%					
The Green Party	1 1%	-	1 2%	-	-	1 7%	-	-	-	-	1 3%	-	-	-	-	-	-	1 1%	1 5%	-	-	-	1 10%	-					
Some other party	3 2%	-	3 4%	-	-	-	-	3 7%	-	-	-	-	3 6%	-	-	-	-	3 2%	-	-	-	-	-	-					

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q - r/s - t/u/v/w

* small base; ** very small base (under 30) ineligible for sig testing

Opinion Poll
ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 6

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)**

FILTER: 2010 Vote: Plaid Cymru

	Gender			Age						Social Grade				Region Summary					Employment Sector		Employment Sector Within Gender - Male		Employment Sector Within Gender - Female	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	South East (m)	Mid-lands (n)	North Eng-land (o)	Wales & South West (p)	Scot-land (q)	Public (r)	Pri-vate (s)	Public (t)	Pri-vate (u)	Public (v)	Pri-vate (w)
Unweighted base	52	38	14	2	6	5	9	19	13	10	11	15	17	-	-	-	52	-	8	21	8	17	-	5
Weighted base	30*	23**	7**	1**	3**	4**	7**	7**	7**	4**	3**	10**	12**	..**	..**	..**	30*	..**	4**	15**	4**	13**	..**	2**
Conservative	1 3%	1 3%	-	-	-	-	-	-	1 11%	1 18%	-	-	-	-	-	-	1 3%	-	-	-	-	-	-	-
Labour	7 24%	7 32%	-	-	-	1 30%	5 73%	1 11%	-	-	-	2 21%	5 43%	-	-	-	7 24%	-	1 34%	6 40%	1 34%	6 47%	-	-
Liberal Democrat	1 2%	-	1 10%	1 100%	-	-	-	-	-	-	-	-	1 6%	-	-	-	1 2%	-	-	1 5%	-	-	-	1 36%
Plaid Cymru	20 67%	14 60%	6 90%	-	3 100%	3 70%	2 24%	6 80%	6 86%	3 71%	3 90%	8 76%	6 51%	-	-	-	20 67%	-	2 57%	8 52%	2 57%	6 50%	-	1 64%
The UK Independence Party	1 4%	1 5%	-	-	-	-	* 3%	1 9%	* 3%	* 10%	* 10%	* 3%	-	-	-	-	1 4%	-	* 9%	* 3%	* 9%	* 3%	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q - r/s - t/u/v/w

* small base; ** very small base (under 30) ineligible for sig testing

Opinion Poll

ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 6

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)**

FILTER: 2010 Vote: The UK Independence Party

	Gender		Age							Social Grade				Region Summary					Employment Sector		Employment Sector Within Gender - Male		Employment Sector Within Gender - Female		
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	South East (m)	Mid-lands (n)	North Eng-land (o)	Wales & South West (p)	Scot-land (q)	Public (r)	Pri-vate (s)	Public (t)	Pri-vate (u)	Public (v)	Pri-vate (w)	
Unweighted base	319	184	135	17	11	48	81	63	100	61	86	80	91	76	106	86	48	3	26	115	15	71	10	44	
Weighted base	173	100*	73*	13**	8**	28**	38*	29*	57*	30*	41*	52*	50*	46*	58*	42*	25**	2**	20**	52*	16**	34*	4**	18**	
Conservative	9 5%	5 5%	4 5%	2 17%	-	-	-	1 5%	5 9%	2 8%	2 6%	2 3%	2 5%	3 7%	2 3%	1 2%	3 12%	-	1 7%	1 2%	1 9%	-	-	1 5%	
Labour	8 4%	5 5%	3 4%	-	2 19%	-	3 7%	3 9%	1 2%	-	-	4 7%	4 8%	1 2%	-	7 16% ^{mn}	-	-	-	2 3%	-	2 4%	-	-	
Liberal Democrat	10 6%	2 2%	9 12% ^a	9 66%	2 20%	-	-	-	-	2 5%	-	-	9 17% ^{jk}	-	-	-	10 41%	-	-	2 3%	-	2 5%	-	-	
The UK Independence Party	142 82%	86 85%	56 77%	2 17%	5 61%	28 100%	33 88%	23 80%	50 89%	25 84%	38 93% ^{kl}	45 87% ^{kl}	34 67%	42 91%	53 92%	33 80%	12 47%	2 100%	18 90%	46 88%	15 91%	30 87%	3 87%	16 91%	
The Green Party	2 1%	1 1%	1 1%	-	-	-	2 5%	-	-	*	*	1 2%	-	*	2 3%	-	-	-	*	2 3%	-	1 3%	*	13%	2%
The British National Party	1 *	*	*	-	-	-	-	*	*	*	-	*	-	-	-	1 2%	-	-	-	*	-	-	-	*	2%
Some other party	1 1%	1 1%	-	-	-	-	-	1 5%	-	-	-	-	1 3%	-	1 2%	-	-	-	-	-	-	-	-	-	

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q - r/s - t/u/v/w

* small base; ** very small base (under 30) ineligible for sig testing

Opinion Poll

ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 6

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)**

FILTER: 2010 Vote: The Green Party

	Gender			Age						Social Grade				Region Summary					Employment Sector		Employment Sector Within Gender - Male		Employment Sector Within Gender - Female	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	South East (m)	Mid-lands (n)	North Eng-land (o)	Wales & South West (p)	Scot-land (q)	Public (r)	Private (s)	Public (t)	Private (u)	Public (v)	Private (w)
Unweighted base	139	80	59	10	27	21	39	19	23	29	41	29	40	36	46	27	22	7	30	61	19	35	11	26
Weighted base	95*	58*	38*	11**	20**	11**	29**	9**	14**	20**	22**	25**	28**	26**	41**	13**	11**	4**	26**	43*	19**	25**	7**	18**
Conservative	7 8%	6 11%	1 2%	6 58%	1 4%	-	-	-	-	-	-	1 3%	6 23%	-	7 18%	-	-	-	-	7 17%	-	6 26%	-	1 4%
Labour	11 12%	3 5%	8 22%a	* 1%	* 2%	2 18%	5 16%	2 17%	2 17%	2 10%	3 16%	2 9%	4 13%	5 20%	2 5%	1 10%	3 25%	-	4 14%	4 8%	1 7%	2 7%	2 31%	2 11%
Liberal Democrat	2 2%	1 2%	* 1%	-	-	-	1 5%	* 1%	-	2 8%	-	-	-	-	2 4%	-	-	-	-	1 3%	-	1 4%	-	* 1%
SNP	2 2%	2 3%	* 1%	* 2%	* 2%	1 10%	-	-	-	2 8%	* 1%	-	-	-	-	-	-	2 42%	2 6%	-	2 8%	-	-	-
Plaid Cymru	1 1%	1 1%	-	-	-	1 5%	-	-	-	-	1 2%	-	-	-	-	-	1 5%	-	-	1 1%	-	1 2%	-	-
The UK Independence Party	6 6%	3 5%	3 7%	-	-	1 5%	3 9%	1 7%	2 13%	1 6%	2 8%	1 5%	2 6%	1 3%	2 5%	2 17%	1 8%	-	* *	3 7%	-	1 2%	* 1%	2 12%
The Green Party	63 66%	41 72%	22 58%	4 39%	15 74%	7 61%	20 69%	7 74%	10 70%	10 52%	16 71%	21 82%	17 58%	20 77%	28 68%	6 48%	7 62%	2 58%	18 68%	27 63%	16 84%	15 59%	2 24%	12 69%
The British National Party	* *	* 1%	-	-	-	-	* 1%	-	-	-	-	-	* 1%	-	-	* 2%	-	-	-	-	-	-	-	-
Some other party	4 4%	-	4 9%a	-	4 17%	-	-	-	-	3 16%	* 2%	-	-	-	* 1%	3 24%	-	-	3 12%	* 1%	-	-	3 44%	* 2%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q - r/s - t/u/v/w

* small base; ** very small base (under 30) ineligible for sig testing

Opinion Poll
ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 6

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)**

FILTER: 2010 Vote: The British National Party

	Gender		Age							Social Grade				Region Summary					Employment Sector		Employment Sector Within Gender - Male		Employment Sector Within Gender - Female	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	South East (m)	Mid-lands (n)	North Eng-land (o)	Wales & South West (p)	Scot-land (q)	Public (r)	Pri-vate (s)	Public (t)	Pri-vate (u)	Public (v)	Pri-vate (w)
Unweighted base	69	48	21	4	5	13	27	8	12	7	10	15	37	11	26	23	7	2	3	34	1	23	2	11
Weighted base	40*	29**	11**	3**	3**	9**	16**	3**	7**	6**	5**	11**	18**	4**	16**	16**	3**	1**	1**	26**	***	18**	1**	8**
Labour	4	4	-	-	-	4	-	-	-	-	*	4	-	-	*	4	-	-	-	4	-	4	-	-
	11%	15%	-	-	-	52%	-	-	-	-	9%	36%	-	-	3%	26%	-	-	-	16%	-	23%	-	-
SNP	1	1	-	-	-	-	1	-	-	1	-	-	-	-	-	-	-	1	-	1	-	1	-	-
	2%	3%	-	-	-	-	6%	-	-	15%	-	-	-	-	-	-	-	100%	-	4%	-	5%	-	-
The UK Independence Party	22	14	8	*	2	3	9	2	5	3	3	7	9	4	8	7	3	-	*	12	*	7	*	5
	53%	48%	67%	11%	72%	35%	58%	60%	71%	47%	72%	59%	47%	95%	50%	43%	83%	-	39%	46%	100%	38%	22%	67%
The Green Party	2	-	2	2	-	-	-	-	-	2	-	-	-	-	-	2	-	-	-	2	-	-	-	2
	6%	-	22%	89%	-	-	-	-	-	38%	-	-	-	-	-	16%	-	-	-	10%	-	-	-	33%
The British National Party	11	10	1	-	1	1	6	1	2	-	1	1	10	*	8	2	1	-	1	6	-	6	1	-
	27%	33%	11%	-	28%	13%	35%	40%	29%	-	18%	4%	53%	5%	48%	15%	17%	-	61%	24%	-	34%	78%	-

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q - r/s - t/u/v/w

* small base; ** very small base (under 30) ineligible for sig testing

Opinion Poll
ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 6

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)**

FILTER: 2010 Vote: Some other party

	Gender			Age						Social Grade				Region Summary					Employment Sector		Employment Sector Within Gender - Male		Employment Sector Within Gender - Female	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	South East (m)	Mid-lands (n)	North Eng-land (o)	Wales & South West (p)	Scot-land (q)	Public (r)	Private (s)	Public (t)	Private (u)	Public (v)	Private (w)
Unweighted base	40	24	16	-	6	11	5	10	9	4	16	10	10	6	22	7	3	3	5	13	5	8	-	5
Weighted base	30*	17**	13**	..	6**	5**	3**	7**	8**	3**	11**	8**	8**	6**	15**	5**	2**	2**	2**	9**	2**	6**	..	3**
Conservative	3 9%	1 7%	1 12%	-	-	* 4%	-	1 13%	1 20%	-	3 24%	-	-	-	2 12%	1 19%	-	-	-	* 2%	-	* 4%	-	-
Labour	13 44%	8 49%	5 37%	-	6 100%	-	1 37%	6 78%	-	2 84%	6 57%	3 32%	2 24%	3 61%	6 43%	1 23%	2 100%	-	1 57%	2 25%	1 57%	2 40%	-	-
SNP	* 2%	* 3%	-	-	-	-	* 13%	-	-	-	-	* 6%	-	-	-	-	-	20%	-	* 5%	-	* 8%	-	-
The UK Independence Party	5 18%	4 24%	1 11%	-	-	1 21%	1 27%	1 9%	3 36%	* 16%	-	1 17%	4 45%	1 17%	2 11%	2 32%	-	1 61%	* 18%	1 13%	* 18%	1 17%	-	* 7%
The Green Party	2 7%	2 13%	-	-	-	1 24%	1 23%	-	-	-	1 7%	1 17%	-	* 7%	-	1 27%	-	* 17%	* 18%	2 19%	* 18%	2 31%	-	-
Some other party	6 20%	1 5%	5 41%	-	-	3 51%	-	-	3 44%	-	1 12%	2 28%	3 31%	1 15%	5 35%	-	-	2%	* 8%	3 35%	* 8%	-	-	3 93%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q - r/s - t/u/v/w

* small base; ** very small base (under 30) ineligible for sig testing

Opinion Poll
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Absolutes/col percents

Table 6

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)**

FILTER: 2010 Vote: Did not vote

	Gender		Age						Social Grade				Region Summary						Employment Sector		Employment Sector Within Gender - Male		Employment Sector Within Gender - Female	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	South East (m)	Mid-lands (n)	North Eng-land (o)	Wales & South West (p)	Scot-land (q)	Public (r)	Pri- vate (s)	Public (t)	Pri- vate (u)	Public (v)	Pri- vate (w)
Unweighted base	1160	581	579	406	239	163	167	98	87	239	357	204	361	307	293	318	150	93	106	492	58	272	48	221
Weighted base	965	483	482	324	217	134	136	83*	71*	219	257	214	274	263	251	249	125*	77*	109*	408	62*	231	48*	177
Conservative	212 22%	113 23%	98 20%	88 27% ^d	32 15%	25 19%	26 19%	19 22%	23 32% ^d	73 33% ^{kl}	74 29% ^{kl}	34 16%	30 11%	67 26% ^o	55 22% ^o	34 14%	39 31% ^o	16 20%	28 25%	90 22%	19 31%	50 22%	9 18%	39 22%
Labour	482 50%	245 51%	237 49%	145 45%	136 63% ^{cfgh}	69 52%	64 47%	35 41%	33 46%	92 42%	109 42%	108 51%	173 63% ^{ijk}	126 48% ^q	119 48% ^q	158 64% ^{mnp}	52 42%	25 33%	65 59%	201 49%	36 58%	119 51%	29 60%	82 46%
Liberal Democrat	64 7%	29 6%	35 7%	31 9% ^d	8 4%	9 7%	7 5%	8 9%	2 3%	14 6%	27 11% ^k	4 2%	20 7% ^k	9 3%	16 6%	15 6%	11 9% ^m	13 17% ^{mno}	3 2%	19 5%	* 1%	11 5%	2 5%	8 5%
SNP	15 2%	4 1%	11 2%	3 1%	6 3%	3 2%	1 1%	2 3%	-	4 2%	4 2%	4 2%	4 1%	-	-	-	-	15 19% ^{mnp}	-	11 3%	-	3 1%	-	8 4%
Plaid Cymru	1 *	1 *	* *	* *	- -	- -	- -	1 1%	-	1 *	* *	- -	* *	- -	- -	- -	1 1%	-	-	1 *	-	1 *	-	-
The UK Independence Party	100 10%	55 11%	45 9%	17 5%	13 6%	16 12% ^c	24 18% ^{cd}	17 20% ^{cd}	12 17% ^{cd}	18 8%	20 8%	25 12%	37 13% ^j	28 10%	28 11%	27 11%	15 12%	2 3%	7 7%	43 10%	3 5%	26 11%	4 9%	17 9%
The Green Party	78 8%	27 6%	51 11% ^a	39 12% ^{egh}	21 9%	6 4%	9 7%	2 2%	2 2%	19 8% ^l	23 9% ^l	28 13% ^l	8 3%	27 10% ^o	27 11% ^o	13 5%	6 5%	5 7%	7 6%	32 8%	3 5%	13 6%	4 8%	19 11%
The British National Party	8 1%	4 1%	5 1%	1 *	1 *	1 *	6 4% ^{cd}	1 1%	-	-	* *	6 3% ^j	3 1%	1 1%	5 2%	2 1%	1 1%	-	-	7 2%	-	3 1%	-	4 2%
Some other party	5 1%	5 1% ^b	-	-	-	5 4% ^{cd}	-	1 1%	-	-	-	5 2% ^{jl}	-	5 2%	1 *	-	-	-	-	5 1%	-	5 2%	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q - r/s - t/u/v/w

* small base

Opinion Poll

ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 6

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)**

FILTER: 2010 Vote: Conservative

	Total	Vote Intention				2010 Vote				Age Within Gender - Male										Age Within Gender - Female					
		Con (a)	Lab (b)	LibDem (c)	UKIP (d)	Con (e)	Lab (f)	LibDem (g)	UKIP (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65+ (n)	18-24 (o)	25-34 (p)	35-44 (q)	45-54 (r)	55-64 (s)	65+ (t)				
Unweighted base	3092	2095	164	22	759	3092	-	-	-	62	138	203	332	360	669	52	107	144	243	278	505				
Weighted base	2864	2123	158	23**	517	2864	**	**	**	76*	138	197	333	306	626	38*	113*	129	207	241	462				
Conservative	2123	2123	-	-	-	2123	-	-	-	70	101	155	199	207	452	30	94	90	148	196	381				
	74%	100%bd	-	-	-	74%	-	-	-	92%ijlm nqr	73%l	79%lm	60%	68%	72%l	80%l	83%lmn q	70%	72%l	81%lmn qr	82%ijlmnqr				
Labour	158	-	158	-	-	158	-	-	-	3	14	19	24	8	12	3	9	20	30	10	4				
	6%	-	100%ad	-	-	6%	-	-	-	4%	10% t	10% mns	7% mnt	3%	2%	8% nt	8% mnt	16% lmn st	15% lmns t	4% t	1%				
Liberal Democrat	23	-	-	23	-	23	-	-	-	*	1	-	4	*	8	-	5	3	*	-	-				
	1%	-	-	100%	-	1%	-	-	-	*	1%	-	1% t	*	1% t	-	5% kmnr st	3% mst	*	-	-				
SNP	10	-	-	-	-	10	-	-	-	-	-	1	2	3	2	-	-	-	-	-	2				
	*	-	-	-	-	*	-	-	-	-	-	*	1%	1%	*	-	-	-	-	-	*				
Plaid Cymru	2	-	-	-	-	2	-	-	-	-	-	-	-	2	-	-	-	-	-	-	-				
	*	-	-	-	-	*	-	-	-	-	-	-	-	1%	-	-	-	-	-	-	-				
The UK Independence Party	517	-	-	-	517	517	-	-	-	2	20	20	100	82	147	2	5	12	25	35	68				
	18%	-	-	-	100%ab	18%	-	-	-	3%	14% lp	10%	30% ijk opqrst	27% ijk opqrst	23% ijk opqrst	4%	5%	9%	12%	14% lp	15% lp				
The Green Party	24	-	-	-	-	24	-	-	-	*	2	1	2	3	4	3	-	2	1	1	5				
	1%	-	-	-	-	1%	-	-	-	*	2%	*	1%	1%	1%	7% klmn pqrst	-	1%	1%	*	1%				
The British National Party	5	-	-	-	-	5	-	-	-	-	-	*	*	-	1	-	-	-	2	-	2				
	*	-	-	-	-	*	-	-	-	-	-	*	*	-	*	-	-	-	1%	-	*				
Some other party	2	-	-	-	-	2	-	-	-	-	-	*	-	-	-	-	-	1	-	*	-				
	*	-	-	-	-	*	-	-	-	-	-	*	-	-	-	-	-	1% nt	-	*	-				

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t

* small base; ** very small base (under 30) ineligible for sig testing

Opinion Poll
ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 6

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)**

FILTER: 2010 Vote: Labour

	Total	Vote Intention				2010 Vote				Age Within Gender - Male						Age Within Gender - Female					
		Con (a)	Lab (b)	LibDem (c)	UKIP (d)	Con (e)	Lab (f)	LibDem (g)	UKIP (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65+ (n)	18-24 (o)	25-34 (p)	35-44 (q)	45-54 (r)	55-64 (s)	65+ (t)
Unweighted base	2133	92	1670	22	197	-	2133	-	-	50	168	264	249	197	212	74	166	183	203	190	178
Weighted base	2005	89*	1642	31**	124*	-**	2005	-**	-**	49**	167	251	210	174	195	67*	183	149	192	180	188
Conservative	89 4%	89 100%bd	- -	- -	- -	- -	89 4%	- -	- -	- -	8 5%	12 5%	9 4%	5 3%	17 9%kmrt	4 6%	9 5%	8 5%	5 2%	9 5%	4 2%
Labour	1642 82%	- -	1642 100%ad	- -	- -	- -	1642 82%	- -	- -	48 99%	136 82%	220 88%lmn q	151 72%	131 75%	148 76%	62 93%lmn pq	145 79%	117 78%	169 88%lmn q	154 86%lmn	160 85%lmn
Liberal Democrat	31 2%	- -	- -	31 100%	- -	- -	31 2%	- -	- -	- -	4 2%	1 *	6 3%kmrt	- -	2 1%	- -	14 8%kmnr st	4 3%rt	- -	1 *	- -
SNP	69 3%	- -	- -	- -	- -	- -	69 3%	- -	- -	- -	6 4%	7 3%	8 4%	7 4%	8 4%	- -	11 6%st	4 3%	4 2%	2 1%	11 6%st
Plaid Cymru	3 *	- -	- -	- -	- -	- -	3 *	- -	- -	- -	- -	- -	- -	1 *	- -	- -	- -	2 1%	1 *	- -	- -
The UK Independence Party	124 6%	- -	- -	- -	124 100%ab	- -	124 6%	- -	- -	1 1%	6 4%	6 2%	32 15%jko pqrst	21 12%jko t	16 8%kop	- -	3 1%	9 6%p	12 6%p	12 6%p	7 4%
The Green Party	37 2%	- -	- -	- -	- -	- -	37 2%	- -	- -	- -	5 3%	5 2%	3 2%	5 3%	4 2%	1 2%	* *	6 4%pr	* *	2 1%	5 2%
The British National Party	2 *	- -	- -	- -	- -	- -	2 *	- -	- -	- -	- -	- -	- -	* *	- -	- -	- -	- -	1 1%	- -	- -
Some other party	8 *	- -	- -	- -	- -	- -	8 *	- -	- -	- -	2 1%	- -	- -	5 3%klng rs	- -	- -	- -	- -	- -	- -	1 1%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t

* small base; ** very small base (under 30) ineligible for sig testing

Opinion Poll

ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 6

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)**

FILTER: 2010 Vote: Liberal Democrat

	Total	Vote Intention				2010 Vote				Age Within Gender - Male						Age Within Gender - Female					
		Con (a)	Lab (b)	LibDem (c)	UKIP (d)	Con (e)	Lab (f)	LibDem (g)	UKIP (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65+ (n)	18-24 (o)	25-34 (p)	35-44 (q)	45-54 (r)	55-64 (s)	65+ (t)
Unweighted base	1568	206	485	398	279	-	-	1568	-	40	124	170	172	174	225	48	80	123	115	112	185
Weighted base	1579	208	511	543	153	-**	-**	1579	-**	37**	140*	157	165	176	230	39*	93*	117*	110*	107*	208
Conservative	208 13%	208 100%abcd	-	-	-	-	-	208 13%	-	1 4%	14 10%	23 14%	19 11%	21 12%	23 10%	6 16%	17 18%	15 13%	20 18%	17 16%	33 16%
Labour	511 32%	-	511 100%acd	-	-	-	-	511 32%	-	17 46%	50 36%	53 33%	59 36%	53 30%	59 26%	16 40%	32 34%	41 35%	36 33%	38 36%	58 28%
Liberal Democrat	543 34%	-	-	543 100%abd	-	-	-	543 34%	-	9 25%	43 31%	54 34%	56 34%	71 40%ot	105 46%jorst	8 19%	34 37%	40 34%	33 30%	31 29%	58 28%
SNP	33 2%	-	-	-	-	-	-	33 2%	-	4 11%	* *	4 2%	7 4%	2 1%	3 1%	* 1%	1 1%	1 1%	1 1%	1 1%	10 5%
Plaid Cymru	2 *	-	-	-	-	-	-	2 *	-	-	-	-	1 *	-	-	-	-	-	-	-	1 1%
The UK Independence Party	153 10%	-	-	-	153 100%abc	-	-	153 10%	-	1 4%	12 8%p	8 5%	15 9%p	17 10%p	30 13%kp	2 4%	* *	12 10%p	14 13%p	10 9%p	33 16%kp
The Green Party	121 8%	-	-	-	-	-	-	121 8%	-	4 10%	21 15%lmnqr	16 10%	7 4%	11 6%	10 4%	7 19%lmnqr	9 10%	6 5%	5 5%	10 9%	14 7%
The British National Party	3 *	-	-	-	-	-	-	3 *	-	-	-	-	-	-	1 *	-	-	-	1 1%	-	1 1%
Some other party	6 *	-	-	-	-	-	-	6 *	-	-	-	* 1%	2 1%	1 1%	-	-	-	2 2%	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t

* small base; ** very small base (under 30) ineligible for sig testing

Opinion Poll
ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 6

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)**

FILTER: 2010 Vote: SNP

	Total	Vote Intention				2010 Vote				Age Within Gender - Male						Age Within Gender - Female					
		Con (a)	Lab (b)	LibDem (c)	UKIP (d)	Con (e)	Lab (f)	LibDem (g)	UKIP (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65+ (n)	18-24 (o)	25-34 (p)	35-44 (q)	45-54 (r)	55-64 (s)	65+ (t)
Unweighted base	247	4	5	4	8	-	-	-	-	3	19	10	32	34	39	4	11	19	22	26	27
Weighted base	174	3**	4**	3**	7**	-**	-**	-**	-**	1**	16**	7**	23**	21**	28*	5**	6**	13**	14**	20**	19**
Conservative	3	3	-	-	-	-	-	-	-	-	-	1	-	-	2	-	-	-	-	-	-
	2%	100%	-	-	-	-	-	-	-	-	-	19%	-	-	7%	-	-	-	-	-	-
Labour	4	-	4	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	1	2	*
	2%	-	100%	-	-	-	-	-	-	-	-	-	-	-	3%	-	-	-	8%	9%	2%
Liberal Democrat	3	-	-	3	-	-	-	-	-	-	-	-	-	1	-	-	-	2	-	-	-
	2%	-	-	100%	-	-	-	-	-	-	-	-	-	3%	-	-	-	18%	-	-	-
SNP	152	-	-	-	-	-	-	-	-	1	16	5	21	21	24	2	6	9	13	15	19
	87%	-	-	-	-	-	-	-	-	100%	100%	74%	89%	97%	87%	28%	100%	72%	92%	77%	98%
The UK Independence Party	7	-	-	-	7	-	-	-	-	-	-	*	3	-	1	4	-	-	-	-	-
	4%	-	-	-	100%	-	-	-	-	-	-	7%	11%	-	2%	72%	-	-	-	-	-
The Green Party	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	11%	-	-	-
Some other party	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3	-
	2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	14%	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t

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Opinion Poll
ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 6

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)**

FILTER: 2010 Vote: Plaid Cymru

	Total	Vote Intention				2010 Vote				Age Within Gender - Male						Age Within Gender - Female					
		Con (a)	Lab (b)	LibDem (c)	UKIP (d)	Con (e)	Lab (f)	LibDem (g)	UKIP (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65+ (n)	18-24 (o)	25-34 (p)	35-44 (q)	45-54 (r)	55-64 (s)	65+ (t)
Unweighted base	52	1	5	2	5	-	-	-	-	-	6	4	8	13	8	2	-	1	1	6	5
Weighted base	30*	1**	7**	1**	1**	-**	-**	-**	-**	-**	3**	4**	7**	5**	4**	1**	-**	1**	***	3**	3**
Conservative	1 3%	1 100%	-	-	-	-	-	-	-	-	-	-	-	-	1 18%	-	-	-	-	-	-
Labour	7 24%	-	7 100%	-	-	-	-	-	-	-	-	1 37%	5 75%	1 17%	-	-	-	-	-	-	-
Liberal Democrat	1 2%	-	-	1 100%	-	-	-	-	-	-	-	-	-	-	-	1 100%	-	-	-	-	-
Plaid Cymru	20 67%	-	-	-	-	-	-	-	-	-	3 100%	2 63%	2 22%	3 69%	3 77%	-	-	1 100%	* 100%	3 100%	3 100%
The UK Independence Party	1 4%	-	-	-	1 100%	-	-	-	-	-	-	-	* 3%	1 14%	* 5%	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t

* small base; ** very small base (under 30) ineligible for sig testing

Opinion Poll
ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 6

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)**

FILTER: 2010 Vote: The UK Independence Party

	Total	Vote Intention				2010 Vote				Age Within Gender - Male						Age Within Gender - Female					
		Con (a)	Lab (b)	LibDem (c)	UKIP (d)	Con (e)	Lab (f)	LibDem (g)	UKIP (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65+ (n)	18-24 (o)	25-34 (p)	35-44 (q)	45-54 (r)	55-64 (s)	65+ (t)
Unweighted base	319	12	6	5	288	-	-	-	319	6	7	31	41	36	64	11	4	17	40	27	36
Weighted base	173	9**	8**	10**	142	-**	-**	-**	173	3**	5**	22**	21**	16**	34*	10**	3**	6**	17**	13**	23**
Conservative	9 5%	9 100%	-	-	-	-	-	-	9 5%	1 48%	-	-	-	-	4 10%	1 9%	-	-	-	1 11%	2 7%
Labour	8 4%	-	8 100%	-	-	-	-	-	8 4%	-	2 33%	-	1 4%	3 17%	-	-	-	-	2 10%	-	1 4%
Liberal Democrat	10 6%	-	-	10 100%	-	-	-	-	10 6%	-	2 36%	-	-	-	-	9 84%	-	-	-	-	-
The UK Independence Party	142 82%	-	-	-	142 100%	-	-	-	142 82%	1 52%	1 31%	22 100%	19 90%	12 75%	30 88%	1 7%	3 100%	6 100%	14 85%	11 86%	21 89%
The Green Party	2 1%	-	-	-	-	-	-	-	2 1%	-	-	-	1 5%	-	-	-	-	-	1 5%	-	-
The British National Party	1 *	-	-	-	-	-	-	-	1 *	-	-	-	-	-	* 1%	-	-	-	-	* 3%	-
Some other party	1 1%	-	-	-	-	-	-	-	1 1%	-	-	-	-	1 8%	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t

* small base; ** very small base (under 30) ineligible for sig testing

Opinion Poll
ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 6

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)**

FILTER: 2010 Vote: The Green Party

	Total	Vote Intention				2010 Vote				Age Within Gender - Male						Age Within Gender - Female					
		Con (a)	Lab (b)	LibDem (c)	UKIP (d)	Con (e)	Lab (f)	LibDem (g)	UKIP (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65+ (n)	18-24 (o)	25-34 (p)	35-44 (q)	45-54 (r)	55-64 (s)	65+ (t)
Unweighted base	139	3	17	3	15	-	-	-	-	5	14	8	25	11	17	4	14	13	14	8	6
Weighted base	95*	7**	11**	2**	6**	-**	-**	-**	-**	7**	10**	4**	22**	5**	9**	4**	11**	7**	7**	4**	5**
Conservative	7 8%	7 100%	-	-	-	-	-	-	-	6 87%	-	-	-	-	-	-	1 7%	-	-	-	-
Labour	11 12%	-	11 100%	-	-	-	-	-	-	-	*	-	3 12%	-	-	*	-	2 27%	2 31%	2 39%	2 50%
Liberal Democrat	2 2%	-	-	2 100%	-	-	-	-	-	-	-	-	1 5%	*	-	-	-	-	*	-	-
SNP	2 2%	-	-	-	-	-	-	-	-	-	*	1 31%	-	-	-	*	-	-	-	-	-
Plaid Cymru	1 1%	-	-	-	-	-	-	-	-	-	-	1 14%	-	-	-	-	-	-	-	-	-
The UK Independence Party	6 6%	-	-	-	6 100%	-	-	-	-	-	-	*	*	1 13%	2 20%	-	-	*	2 34%	-	-
The Green Party	63 66%	-	-	-	-	-	-	-	-	1 13%	9 90%	2 43%	18 81%	4 84%	7 80%	3 91%	6 59%	5 71%	2 32%	3 61%	2 50%
The British National Party	* *	-	-	-	-	-	-	-	-	-	-	-	*	-	-	-	-	-	-	-	-
Some other party	4 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4 34%	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t

* small base; ** very small base (under 30) ineligible for sig testing

Opinion Poll
ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 6

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)**

FILTER: 2010 Vote: The British National Party

	Total	Vote Intention				2010 Vote				Age Within Gender - Male						Age Within Gender - Female					
		Con (a)	Lab (b)	LibDem (c)	UKIP (d)	Con (e)	Lab (f)	LibDem (g)	UKIP (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65+ (n)	18-24 (o)	25-34 (p)	35-44 (q)	45-54 (r)	55-64 (s)	65+ (t)
Unweighted base	69	-	3	-	47	-	-	-	-	1	5	12	19	2	10	3	1	1	8	6	2
Weighted base	40*	**	4**	**	22*	**	**	**	**	***	3**	8**	11**	1**	6**	2**	***	1**	5**	3**	1**
Labour	4	-	4	-	-	-	-	-	-	-	-	4	-	-	-	-	-	-	-	-	-
	11%	-	100%	-	-	-	-	-	-	-	-	56%	-	-	-	-	-	-	-	-	-
SNP	1	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-
	2%	-	-	-	-	-	-	-	-	-	-	-	9%	-	-	-	-	-	-	-	-
The UK Independence Party	22	-	-	-	22	-	-	-	-	*	2	3	4	-	4	-	*	-	5	2	1
	53%	-	-	-	100%	-	-	-	-	100%	70%	37%	40%	-	69%	-	100%	-	100%	75%	100%
The Green Party	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2	-	-	-	-	-
	6%	-	-	-	-	-	-	-	-	-	-	-	-	-	100%	-	-	-	-	-	-
The British National Party	11	-	-	-	-	-	-	-	-	-	1	1	6	1	2	-	-	1	-	1	-
	27%	-	-	-	-	-	-	-	-	-	30%	7%	51%	100%	31%	-	-	100%	-	25%	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t

* small base; ** very small base (under 30) ineligible for sig testing

Opinion Poll
ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 6

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)**

FILTER: 2010 Vote: Some other party

	Total	Vote Intention				2010 Vote				Age Within Gender - Male						Age Within Gender - Female					
		Con (a)	Lab (b)	LibDem (c)	UKIP (d)	Con (e)	Lab (f)	LibDem (g)	UKIP (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65+ (n)	18-24 (o)	25-34 (p)	35-44 (q)	45-54 (r)	55-64 (s)	65+ (t)
Unweighted base	40	4	13	-	10	-	-	-	-	-	2	4	5	10	3	-	4	6	-	-	6
Weighted base	30*	3**	13**	..	5**	..	..	..	..	..	1**	2**	3**	7**	3**	..	5**	3**	..	..	5**
Conservative	3 9%	3 100%	-	-	-	-	-	-	-	-	-	*	-	1	-	-	-	-	-	-	1 32%
Labour	13 44%	-	13 100%	-	-	-	-	-	-	-	1 100%	-	1 37%	6 78%	-	-	5 100%	-	-	-	-
SNP	* 2%	-	-	-	-	-	-	-	-	-	-	-	*	-	-	-	-	-	-	-	-
The UK Independence Party	5 18%	-	-	-	5 100%	-	-	-	-	-	-	-	1 27%	1 9%	3 89%	-	-	1 34%	-	-	* 5%
The Green Party	2 7%	-	-	-	-	-	-	-	-	-	-	1 64%	1 23%	-	-	-	-	-	-	-	-
Some other party	6 20%	-	-	-	-	-	-	-	-	-	-	1 25%	-	-	11%	-	-	2 66%	-	-	3 64%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t

* small base; ** very small base (under 30) ineligible for sig testing

Opinion Poll

ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 6

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)**

FILTER: 2010 Vote: Did not vote

	Total	Vote Intention				2010 Vote				Age Within Gender - Male						Age Within Gender - Female					
		Con (a)	Lab (b)	LibDem (c)	UKIP (d)	Con (e)	Lab (f)	LibDem (g)	UKIP (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65+ (n)	18-24 (o)	25-34 (p)	35-44 (q)	45-54 (r)	55-64 (s)	65+ (t)
Unweighted base	1160	224	483	60	250	-	-	-	-	180	116	91	97	47	51	226	123	73	70	51	37
Weighted base	965	212	482	64*	100	-**	-**	-**	-**	146	107*	76*	72*	40*	42*	177	110*	58*	64*	43*	29**
Conservative	212	212	-	-	-	-	-	-	-	48	13	20	12	11	10	40	19	5	13	8	12
	22%	100%bcd	-	-	-	-	-	-	-	33%ijp	12%	26%jq	17%	27%jq	24%	23%q	18%	9%	21%	18%	42%
Labour	482	-	482	-	-	-	-	-	-	60	76	34	36	16	22	85	60	35	28	18	10
	50%	-	100%acd	-	-	-	-	-	-	41%	71%ikl moprs	45%	50%	40%	54%	48%	54%	60%il	44%	42%	35%
Liberal Democrat	64	-	-	64	-	-	-	-	-	17	4	3	2	1	2	13	4	7	5	6	-
	7%	-	-	100%abd	-	-	-	-	-	12%jlp	4%	4%	2%	3%	4%	7%	4%	11%	8%	15%jlp	-
SNP	15	-	-	-	-	-	-	-	-	1	1	2	1	*	-	2	6	1	-	2	-
	2%	-	-	-	-	-	-	-	-	*	1%	2%	1%	1%	-	1%	5%il	2%	-	5%	-
Plaid Cymru	1	-	-	-	-	-	-	-	-	*	-	-	-	1	-	*	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	*	-	-	-	1%	-	*	-	-	-	-	-
The UK Independence Party	100	-	-	-	100	-	-	-	-	8	6	10	16	8	7	10	7	6	8	9	5
	10%	-	-	-	100%abc	-	-	-	-	5%	5%	13%	22%ijo p	20%ijo p	18%ijo	5%	7%	11%	12%	20%ijo p	17%
The Green Party	78	-	-	-	-	-	-	-	-	12	7	2	4	1	-	27	14	3	5	*	2
	8%	-	-	-	-	-	-	-	-	9%	7%	3%	6%	4%	-	15%kns	12%ns	6%	8%	1%	6%
The British National Party	8	-	-	-	-	-	-	-	-	-	1	1	2	1	-	1	-	-	4	*	-
	1%	-	-	-	-	-	-	-	-	-	1%	1%	2%	2%	-	*	-	-	6%iop	*	-
Some other party	5	-	-	-	-	-	-	-	-	-	-	5	-	1	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-	6%ijop	-	2%	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t

* small base; ** very small base (under 30) ineligible for sig testing

Opinion Poll

ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 6

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)**

FILTER: 2010 Vote: Conservative

	SEG Within Gender - Male					SEG Within Gender - Female				Region										
	Total	AB (a)	C1 (b)	C2 (c)	DE (d)	AB (e)	C1 (f)	C2 (g)	DE (h)	Scot- land (i)	North East (j)	North West (k)	York- shire & Humb- erside (l)	West Mid- lands (m)	East Mid- lands (n)	Wales (o)	East- ern (p)	London (q)	South East (r)	South West (s)
Unweighted base	3092	659	484	307	314	350	490	240	247	135	94	314	264	320	267	114	346	340	584	314
Weighted base	2864	634	400	359	282	328	389	260	212	131	74*	307	234	322	239	97*	302	357	527	275
Conservative	2123 74%	469 74% ^c	273 68%	236 66%	207 73%	282 86% ^{abc} d ^{gh}	309 79% ^{bc}	187 72%	161 76% ^c	108 82% ^{ijlm}	48 65%	240 78% ^{ijlm}	145 62%	223 69%	185 77% ^{jl}	72 74%	220 73% ^l	270 76% ^l	410 78% ^{ijlm}	201 73% ^l
Labour	158 6%	25 4%	23 6%	14 4%	19 7%	19 6%	21 5%	28 11% ^{abcf} h	9 4%	7 5%	5 7%	13 4%	21 9% ^{rs}	25 8%	11 5%	6 6%	16 5%	24 7%	22 4%	10 3%
Liberal Democrat	23 1%	4 1%	3 1%	5 1%	2 1%	3 1%	3 1%	3 1%	* h	2 1%	1 2% ^m	1 *	1 1%	- -	- -	1 1%	1 *	4 1%	3 1%	8 3% ^{kmpnr}
SNP	10 *	- -	4 1% ^a	3 1%	1 1%	- -	2 *	- -	- -	10 7% ^{ijklm} nop ^{qrs}	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Plaid Cymru	2 *	2 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	2 2% ^{klmn} pq ^{rs}	- -	- -	- -	- -
The UK Independence Party	517 18%	131 21% ^{ef}	90 23% ^{efg}	99 28% ^{def} gh	50 18% ^e	23 7%	50 13% ^e	39 15% ^e	34 16% ^e	5 3%	19 26% ^{ikq}	46 15% ⁱ	63 27% ^{ikln} q ^{rs}	74 23% ^{ik}	39 16% ⁱ	16 17% ⁱ	58 19% ⁱ	57 16% ⁱ	90 17% ⁱ	49 18% ⁱ
The Green Party	24 1%	3 1%	7 2%	1 *	2 1%	1 *	4 1%	2 1%	5 2% ^{ae}	1 *	- -	4 1%	2 1%	1 *	3 1%	- -	6 2% ^{mr}	2 *	1 *	5 2%
The British National Party	5 *	- -	* -	- -	1 *	- -	1 *	2 1%	1 1%	- -	- -	1 *	* *	* *	- -	- -	1 *	- -	1 *	2 1%
Some other party	2 *	- -	- -	* *	- -	- -	* *	- -	1 1%	- -	- -	- -	- -	- -	1 1%	- -	* *	- -	* *	- -

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s

* small base

Opinion Poll
ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 6

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)**

FILTER: 2010 Vote: Labour

	SEG Within Gender - Male				SEG Within Gender - Female				Region											
	Total	AB (a)	C1 (b)	C2 (c)	DE (d)	AB (e)	C1 (f)	C2 (g)	DE (h)	Scot- land (i)	North East (j)	North West (k)	York- shire & Humb- erside (l)	West Mid- lands (m)	East Mid- lands (n)	Wales (o)	East- ern (p)	London (q)	South East (r)	South West (s)
Unweighted base	2133	341	298	231	270	232	296	179	286	263	113	277	231	175	143	149	179	267	221	115
Weighted base	2005	287	243	274	241	220	262	200	278	257	108*	254	217	161	141	135	152	289	195	96*
Conservative	89 4%	14 5%	23 9% ^{cdgh}	8 3%	6 2%	11 5%	13 5%	7 4%	7 3%	8 3%	11 10% ^{loq}	12 5%	9 4%	10 6% ^q	7 5%	2 1%	10 7% ^{oq}	4 1%	13 6% ^{oq}	5 5%
Labour	1642 82%	240 83%	191 79%	209 76%	194 81%	186 85%	218 83%	166 83%	238 86% ^c	170 66%	89 82% ⁱ	226 89% ^{il}	167 77% ⁱ	133 82% ⁱ	114 81% ⁱ	115 85% ⁱ	127 84% ⁱ	260 90% ^{iln r}	159 82% ⁱ	81 85% ⁱ
Liberal Democrat	31 2%	7 2% ^d	1 1%	4 2%	- -	2 1%	2 1%	7 4% ^{bd}	7 3% ^d	- -	- -	3 1%	3 1%	2 1%	9 7% ^{ijkl mopq}	- -	1 1%	2 1%	10 5% ^{ijkl pq}	1 1%
SNP	69 3%	3 1%	9 4%	15 5% ^{ah}	9 4%	13 6% ^{ah}	6 2%	11 5% ^{ah}	3 1%	69 27% ^{ijklm nopqrs}	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Plaid Cymru	3 *	1 *	- -	- -	- -	- -	1 1%	- -	1 *	- -	- -	- -	- -	- -	- -	3 2% ^{iklq}	- -	- -	- -	- -
The UK Independence Party	124 6%	11 4%	9 4%	36 13% ^{abefgh}	25 10% ^{abefg}	7 3%	11 4%	5 3%	19 7%	6 2%	7 7%	8 3%	35 16% ^{ijklm nqr}	6 4%	8 5%	15 11% ^{ikmq r}	13 9% ^{ikq}	10 3%	8 4%	7 7%
The Green Party	37 2%	6 2%	9 4% ^{ceh}	2 1%	6 3%	1 1%	9 4% ^{ch}	3 1%	1 *	4 2%	1 1%	5 2%	1 *	7 4% ^{lp}	3 2%	* *	* *	11 4% ^{lp}	3 1%	2 2%
The British National Party	2 *	- -	- -	- -	* *	- -	1 *	1 *	- -	- -	- -	- -	1 *	* *	- -	- -	1 *	- -	- -	- -
Some other party	8 *	5 2% ^f	2 1%	- -	- -	- -	- -	- -	1 *	- -	- -	- -	1 1%	3 2% ^k	- -	- -	- -	2 1%	2 1%	- -

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s

* small base

Opinion Poll

ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 6

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)**

FILTER: 2010 Vote: Liberal Democrat

	SEG Within Gender - Male					SEG Within Gender - Female					Region									
	Total	AB (a)	C1 (b)	C2 (c)	DE (d)	AB (e)	C1 (f)	C2 (g)	DE (h)	Scot- land (i)	North East (j)	North West (k)	York- shire & Humb- erside (l)	West Mid- lands (m)	East Mid- lands (n)	Wales (o)	East- ern (p)	London (q)	South East (r)	South West (s)
Unweighted base	1568	321	241	155	187	192	241	79	151	118	63	147	159	121	88	63	177	152	266	214
Weighted base	1579	315	221	190*	179	207	245	83*	139	140*	55*	157*	149	122*	94*	59*	171	170	263	199
Conservative	208 13%	39 12%	37 17%cd	15 8%	10 5%	34 17%cd	38 16%cd	22 26%acd h	14 10%	10 7%	5 9%	21 14%	23 16%p	23 19%ipq	13 14%	12 19%ipq	11 6%	14 8%	45 17%ipq	32 16%ip
Labour	511 32%	76 24%	72 33%	67 35%a	75 42%aef	55 26%	70 29%	39 46%aef	57 41%aef	36 25%	33 59%ikl mnpqrs	51 33%	49 33%	35 29%	24 26%	23 38%	62 36%	63 37%	71 27%	65 33%
Liberal Democrat	543 34%	141 45%bdf gh	65 30%g	73 39%gh	59 33%g	82 40%gh	83 34%g	8 10%	32 23%	54 38%jo	10 19%	48 31%	51 34%	43 35%o	29 31%	11 18%	55 32%	69 41%jo	113 43%jko s	60 30%
SNP	33 2%	11 3%	4 2%	3 2%	1 1%	2 1%	11 5%	- -	1 1%	33 24%ijklm nopqrs	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Plaid Cymru	2 *	1 *	- -	- -	- -	- -	1 *	- -	- -	- -	- -	- -	- -	- -	- -	2 3%rs	- -	- -	- -	- -
The UK Independence Party	153 10%	27 9%	15 7%	19 10%	20 11%	13 6%	26 11%	11 13%	20 15%be	4 3%	5 8%	22 14%i	14 9%	9 8%	7 7%	3 5%	33 19%ilmn oqr	11 6%	19 7%	27 14%i
The Green Party	121 8%	18 6%	26 12%a	12 7%	12 7%	19 9%	15 6%	4 4%	13 9%	3 2%	3 5%	14 9%	12 8%	8 6%	20 22%ijk lmnpqrs	10 17%lpr	8 5%	13 8%	15 6%	15 7%
The British National Party	3 *	- -	- -	- -	1 *	- -	1 *	- -	1 1%	- -	- -	1 1%	- -	1 *	- -	- -	1 -	- -	- -	- -
Some other party	6 *	2 1%	1 1%	- -	* *	2 1%	- -	- -	- -	- -	- -	- -	- -	3 3%rs	- -	- -	1 1%	* *	* *	- -

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s
 * small base

Opinion Poll
ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 6

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)**

FILTER: 2010 Vote: SNP

	SEG Within Gender - Male					SEG Within Gender - Female					Region									
	Total	AB (a)	C1 (b)	C2 (c)	DE (d)	AB (e)	C1 (f)	C2 (g)	DE (h)	Scot- land (i)	North East (j)	North West (k)	York- shire & Humb- erside (l)	West Mid- lands (m)	East Mid- lands (n)	Wales (o)	East- ern (p)	London (q)	South East (r)	South West (s)
Unweighted base	247	39	38	33	28	21	32	19	37	247	-	-	-	-	-	-	-	-	-	-
Weighted base	174	21*	33**	25**	18**	11**	20**	15**	32**	174	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*
Conservative	3 2%	-	3 10%	-	-	-	-	-	-	3 2%	-	-	-	-	-	-	-	-	-	-
Labour	4 2%	-	1 2%	-	-	-	-	1 8%	2 7%	4 2%	-	-	-	-	-	-	-	-	-	-
Liberal Democrat	3 2%	-	1 2%	-	-	-	-	-	2 7%	3 2%	-	-	-	-	-	-	-	-	-	-
SNP	152 87%	20 97%	25 76%	25 100%	18 100%	11 100%	19 93%	10 66%	24 77%	152 87%	-	-	-	-	-	-	-	-	-	-
The UK Independence Party	7 4%	1 3%	3 9%	-	-	-	-	4 26%	-	7 4%	-	-	-	-	-	-	-	-	-	-
The Green Party	1 1%	-	-	-	-	-	1 7%	-	-	1 1%	-	-	-	-	-	-	-	-	-	-
Some other party	3 2%	-	-	-	-	-	-	-	3 9%	3 2%	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s

* small base; ** very small base (under 30) ineligible for sig testing

Opinion Poll
ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 6

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)**

FILTER: 2010 Vote: Plaid Cymru

	SEG Within Gender - Male					SEG Within Gender - Female					Region									
	Total	AB (a)	C1 (b)	C2 (c)	DE (d)	AB (e)	C1 (f)	C2 (g)	DE (h)	Scot- land (i)	North East (j)	North West (k)	York- shire & Humb- erside (l)	West Mid- lands (m)	East Mid- lands (n)	Wales (o)	East- ern (p)	London (q)	South East (r)	South West (s)
Unweighted base	52	9	6	13	10	1	5	2	7	-	-	-	-	-	-	52	-	-	-	-
Weighted base	30*	4**	2**	9**	8**	***	2**	1**	4**	..	..	..	..	..	..	30*	..	..	..	..
Conservative	1 3%	1 19%	-	-	-	-	-	-	-	-	-	-	-	-	-	1 3%	-	-	-	-
Labour	7 24%	-	-	2 24%	5 64%	-	-	-	-	-	-	-	-	-	-	7 24%	-	-	-	-
Liberal Democrat	1 2%	-	-	-	-	-	-	-	1 18%	-	-	-	-	-	-	1 2%	-	-	-	-
Plaid Cymru	20 67%	3 70%	2 82%	6 73%	3 36%	* 100%	2 100%	1 100%	3 82%	-	-	-	-	-	-	20 67%	-	-	-	-
The UK Independence Party	1 4%	* 11%	* 18%	* 3%	-	-	-	-	-	-	-	-	-	-	-	1 4%	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s

* small base; ** very small base (under 30) ineligible for sig testing

Opinion Poll

ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 6

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)**

FILTER: 2010 Vote: The UK Independence Party

	SEG Within Gender - Male				SEG Within Gender - Female				Region											
	Total	AB (a)	C1 (b)	C2 (c)	DE (d)	AB (e)	C1 (f)	C2 (g)	DE (h)	Scot- land (i)	North East (j)	North West (k)	York- shire & Humb- erside (l)	West Mid- lands (m)	East Mid- lands (n)	Wales (o)	East- ern (p)	London (q)	South East (r)	South West (s)
Unweighted base	319	36	44	52	53	25	42	29	39	3	18	19	49	15	28	7	63	19	57	41
Weighted base	173	19**	27**	32*	22**	11**	14**	20**	28**	2**	7**	12**	23**	8**	14**	4**	36*	11**	35**	21**
Conservative	9 5%	- -	2 6%	1 4%	2 8%	2 21%	1 4%	* 2%	1 2%	- -	- -	- -	1 3%	- -	- -	1 32%	2 5%	- -	3 9%	2 8%
Labour	8 4%	- -	- -	4 11%	2 7%	- -	- -	- -	3 9%	- -	- -	4 31%	3 14%	- -	- -	- -	- -	- -	1 2%	- -
Liberal Democrat	10 6%	2 9%	- -	- -	- -	- -	- -	- -	9 31%	- -	- -	- -	- -	- -	- -	2 40%	- -	- -	- -	9 41%
The UK Independence Party	142 82%	17 89%	25 94%	26 81%	17 79%	8 75%	13 92%	19 96%	16 58%	2 100%	7 100%	8 69%	18 79%	8 100%	13 91%	1 28%	32 90%	11 96%	31 89%	11 50%
The Green Party	2 1%	- -	- -	1 4%	- -	* 4%	* 4%	- -	- -	- -	- -	- -	- -	- -	- -	- -	2 5%	* 4%	- -	- -
The British National Party	1 *	* 2%	- -	- -	- -	- -	- -	* 2%	- -	- -	- -	- -	1 4%	- -	- -	- -	- -	- -	- -	- -
Some other party	1 1%	- -	- -	- -	1 6%	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 9%	- -	- -	- -	- -	- -

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s

* small base; ** very small base (under 30) ineligible for sig testing

Opinion Poll

ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 6

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)**

FILTER: 2010 Vote: The Green Party

	SEG Within Gender - Male					SEG Within Gender - Female					Region									
	Total	AB (a)	C1 (b)	C2 (c)	DE (d)	AB (e)	C1 (f)	C2 (g)	DE (h)	Scot- land (i)	North East (j)	North West (k)	York- shire & Humb- erside (l)	West Mid- lands (m)	East Mid- lands (n)	Wales (o)	East- ern (p)	London (q)	South East (r)	South West (s)
Unweighted base	139	20	26	17	17	9	15	12	23	7	4	9	14	18	2	6	26	18	18	16
Weighted base	95*	13**	14**	14**	16**	7**	8**	11**	12**	4**	1**	6**	6**	15**	1**	2**	25**	11**	14**	9**
Conservative	7 8%	-	-	-	6 39%	-	-	1 7%	-	-	-	-	-	6 44%	-	-	1 3%	-	-	-
Labour	11 12%	2 15%	1 8%	-	-	-	2 30%	2 21%	4 30%	-	1 66%	* 7%	* 3%	-	-	-	2 9%	2 15%	3 24%	3 32%
Liberal Democrat	2 2%	1 10%	-	-	-	* 3%	-	-	-	-	-	-	-	-	-	-	2 6%	-	-	-
SNP	2 2%	2 12%	-	-	-	-	* 3%	-	-	2 42%	-	-	-	-	-	-	-	-	-	-
Plaid Cymru	1 1%	-	1 4%	-	-	-	-	-	-	-	-	-	-	-	-	1 22%	-	-	-	-
The UK Independence Party	6 6%	1 5%	2 12%	1 5%	* 1%	1 9%	-	1 6%	1 11%	-	-	-	2 39%	1 6%	-	-	1 4%	1 7%	-	1 10%
The Green Party	63 66%	8 58%	11 77%	13 95%	9 58%	3 42%	5 62%	7 66%	7 59%	2 58%	* 34%	3 43%	3 55%	7 48%	1 100%	2 78%	20 78%	9 78%	11 76%	5 58%
The British National Party	* *	-	-	-	* 2%	-	-	-	-	-	-	* 2%	* 3%	-	-	-	-	-	-	-
Some other party	4 4%	-	-	-	-	3 46%	* 6%	-	-	-	-	3 48%	-	* 3%	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s

* small base; ** very small base (under 30) ineligible for sig testing

Opinion Poll

ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 6

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)**

FILTER: 2010 Vote: The British National Party

	SEG Within Gender - Male					SEG Within Gender - Female				Region										
	Total	AB (a)	C1 (b)	C2 (c)	DE (d)	AB (e)	C1 (f)	C2 (g)	DE (h)	Scotland (i)	North East (j)	North West (k)	York- shire & Humb- erside (l)	West Mid- lands (m)	East Mid- lands (n)	Wales (o)	East- ern (p)	London (q)	South East (r)	South West (s)
Unweighted base	69	5	10	7	27	3	-	8	10	2	6	8	8	9	13	3	5	5	7	4
Weighted base	40*	4**	5**	6**	14**	2**	**	5**	4**	1**	5**	8**	3**	5**	9**	1**	3**	1**	3**	2**
Labour	4	-	*	4	-	-	-	-	-	-	-	4	-	-	*	-	-	-	-	-
	11%	-	9%	64%	-	-	-	-	-	-	-	49%	-	-	5%	-	-	-	-	-
SNP	1	1	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-
	2%	25%	-	-	-	-	-	-	-	100%	-	-	-	-	-	-	-	-	-	-
The UK Independence Party	22	3	3	2	6	-	-	5	3	-	3	1	2	4	3	1	1	1	3	2
	53%	75%	72%	28%	41%	-	-	100%	69%	-	71%	15%	80%	87%	36%	63%	29%	100%	93%	100%
The Green Party	2	-	-	-	-	2	-	-	-	-	-	2	-	-	-	-	-	-	-	-
	6%	-	-	-	-	100%	-	-	-	-	-	30%	-	-	-	-	-	-	-	-
The British National Party	11	-	1	1	8	-	-	-	1	-	1	*	1	1	5	1	2	-	*	-
	27%	-	18%	8%	59%	-	-	-	31%	-	29%	6%	20%	13%	59%	37%	71%	-	7%	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s

* small base; ** very small base (under 30) ineligible for sig testing

Opinion Poll
ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 6

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)**

FILTER: 2010 Vote: Some other party

	SEG Within Gender - Male					SEG Within Gender - Female				Region										
	Total	AB (a)	C1 (b)	C2 (c)	DE (d)	AB (e)	C1 (f)	C2 (g)	DE (h)	Scot- land (i)	North East (j)	North West (k)	York- shire & Humb- erside (l)	West Mid- lands (m)	East Mid- lands (n)	Wales (o)	East- ern (p)	London (q)	South East (r)	South West (s)
Unweighted base	40	4	10	6	4	1	6	4	6	3	-	4	3	11	3	3	9	4	3	-
Weighted base	30*	2**	5**	4**	5**	***	6**	3**	3**	2**	**	3**	2**	8**	1**	2**	6**	4**	1**	**
Conservative	3 9%	-	1 23%	-	-	-	1 25%	-	-	-	-	-	1 40%	* 3%	-	-	1 26%	-	-	-
Labour	13 44%	2 91%	3 52%	1 30%	2 41%	-	4 61%	1 34%	-	-	-	-	1 50%	4 48%	1 88%	2 100%	1 24%	3 79%	-	-
SNP	* 2%	-	-	* 10%	-	-	-	-	-	* 20%	-	-	-	-	-	-	-	-	-	-
The UK Independence Party	5 18%	* 9%	-	1 30%	3 52%	* 100%	-	-	1 35%	1 61%	-	1 51%	* 9%	2 21%	-	-	-	1 21%	-	-
The Green Party	2 7%	-	1 16%	1 30%	-	-	-	-	-	* 17%	-	1 49%	-	-	-	-	-	-	* 32%	-
Some other party	6 20%	-	* 10%	-	* 7%	-	1 14%	2 66%	2 65%	* 2%	-	-	-	2 28%	* 12%	-	3 50%	-	1 68%	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s

* small base; ** very small base (under 30) ineligible for sig testing

Opinion Poll

ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 6

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)**

FILTER: 2010 Vote: Did not vote

	SEG Within Gender - Male				SEG Within Gender - Female				Region											
	Total	AB (a)	C1 (b)	C2 (c)	DE (d)	AB (e)	C1 (f)	C2 (g)	DE (h)	Scot- land (i)	North East (j)	North West (k)	York- shire & Humb- erside (l)	West Mid- lands (m)	East Mid- lands (n)	Wales (o)	East- ern (p)	London (q)	South East (r)	South West (s)
Unweighted base	1160	130	168	110	173	109	189	94	188	93	61	156	101	99	79	65	115	128	178	85
Weighted base	965	124*	121	110*	128	95*	137	104*	147	77*	48*	126	74*	88*	69*	52*	95*	127*	136	73*
Conservative	212 22%	47 38%cdg h	36 29%cdh	18 16%	12 10%	25 27%dh	39 28%cdh	16 16%	18 12%	16 20%	4 9%	20 16%	10 13%	18 20%	15 22%	6 12%	23 24%	25 20%	42 31%jkl o	33 45%ijklmnopq
Labour	482 50%	48 39%	50 41%	62 56%ab	86 67%abe fg	44 46%	59 43%	47 45%	87 59%abf	25 33%	32 66%imp rs	80 63%imp rs	46 62%ipr s	40 46%	39 57%irs	32 60%irs	40 43%	75 60%ipr s	51 37%	21 29%
Liberal Democrat	64 7%	8 7%	17 14%cdg	2 2%	2 1%	5 6%	10 8% d	2 2%	18 12%cdg	13 17% j pq r	2 3%	10 8%	4 5%	7 8%	6 8%	6 12%q	3 3%	4 3%	5 4%	5 7%
SNP	15 2%	1 1%	1 1%	1 *	2 1%	3 3%	3 2%	3 3%	2 2%	15 19% jklm nopqrs	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Plaid Cymru	1 *	1 *	- -	- -	* *	- *	* *	- -	- -	- -	- -	- -	- -	- -	- -	1 2%	- -	- -	- -	- -
The UK Independence Party	100 10%	14 11%	10 8%	10 9%	21 17%ef	5 5%	10 7%	15 14%	16 11%	2 3%	5 11%	11 9%	11 15% iq	11 12%	6 9%	6 11%	12 12%	7 6%	20 15% iq	9 12%
The Green Party	78 8%	6 5%	8 6%	12 10% d	2 2%	13 13%adh	15 11% dh	17 16%adh	6 4%	5 7%	4 8%	6 4%	3 5%	8 9%	2 3%	2 3%	16 17% sklno	10 8%	17 13% k	5 6%
The British National Party	8 1%	- *	* *	1 1%	2 2%	- -	- -	5 4%	* *	- -	2 3% k	* *	* *	4 5% k	1 1%	* *	- -	* *	1 1%	1 1%
Some other party	5 1%	- -	- -	5 5%abdf h	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	* *	- -	1 1%	5 4%	- -	- -

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s

* small base

Opinion Poll

ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 6

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)**

FILTER: 2010 Vote: Conservative

	Region Within Gender - Male												Region Within Gender - Female											
	Total	Scot-land (a)	North East (b)	North West (c)	York-shire & Humb-erside (d)	West Mid-lands (e)	East Mid-lands (f)	Wales (g)	East-ern (h)	London (i)	South East (j)	South West (k)	Scot-land (l)	North East (m)	North West (n)	York-shire & Humb-erside (o)	West Mid-lands (p)	East Mid-lands (q)	Wales (r)	East-ern (s)	London (t)	South East (u)	South West (v)	
Unweighted base	3092	80	52	176	163	178	156	75	195	181	310	199	56	42	139	101	141	110	39	151	159	274	116	
Weighted base	2864	83*	40*	177	153	189	141	63*	177	194	288	169	49*	34*	129*	80*	133	98*	34*	125	163	239	106*	
Conservative	2123 74%	66 80%do	26 64%	140 79%dek o	96 62%	128 67%	106 75%do	46 72%	122 69%	136 70%	206 72%	113 67%	42 86%bde hijkmo	22 67%	101 78%do	50 62%	95 72%	78 80%dko	26 77%	97 78%dko	134 82%bde hijkmo	204 85%bde fghijk mop	89 84%bdehijkmo	
Labour	158 6%	2 3%	1 2%	6 4%	7 4%	7 4%	3 2%	5 8%u	11 6%	15 8%u	16 6%	6 4%	4 9%u	4 12%cefk uv	7 6%	14 17%abc defhij knrstu v	17 13%acde fjktuv	8 8%u	1 2%	5 4%	8 5%	5 2%	3 3%	
Liberal Democrat	23 1%	2 2%j	- -	1 1%	1 1%	- -	- -	1 2%j	- -	* -	- -	8 5%cefh ijnqu v	- -	1 4%efhi jnp	- -	- -	- -	- -	- -	1 1%	4 2%j	3 1%	- -	
SNP	10 *	8 9%cd efghijk nopqstu v	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	2 4%cd efghijk npstu	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	
Plaid Cymru	2 *	- -	- -	- -	- -	- -	- -	2 3%cehi jktu	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	
The UK Independence Party	517 18%	4 5%	14 33%acg lnpqst uv	28 16%al	48 32%acg lnpqst tuv	54 28%acg lnpqst uv	28 20%alt u	9 15%l	41 23%alq tuv	42 22%alq tuv	64 22%alq tuv	39 23%alqt uv	1 1%	6 17%al	18 14%l	15 18%alt	20 15%al	11 11%	7 21%al	17 14%l	15 9%	26 11%l	11 10%	
The Green Party	24 1%	1 1%	- -	2 1%	1 *	1 *	3 2%	- -	2 1%	- -	1 *	3 2%	- -	- -	2 2%	2 2%	- -	- -	- -	4 3%iju	2 1%	* *	1 1%	
The British National Party	5 *	- -	- -	- -	* *	- -	- -	- -	- -	- -	1 *	* *	- -	- -	1 1%	- -	* *	- -	- -	1 1%	- -	- -	2 2%	
Some other party	2 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	* *	- -	- -	- -	- -	- -	- 1%	1 1%	- *	* *	- -	- -	- -	

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v
 * small base

Prepared by Populus

Opinion Poll

ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 6

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)**

FILTER: 2010 Vote: Labour

	Region Within Gender - Male												Region Within Gender - Female											
	Total	Scotland (a)	North East (b)	North West (c)	Yorkshire & Humber-side (d)	West Midlands (e)	East Midlands (f)	Wales (g)	East-ern (h)	London (i)	South East (j)	South West (k)	Scotland (l)	North East (m)	North West (n)	Yorkshire & Humber-side (o)	West Midlands (p)	East Midlands (q)	Wales (r)	East-ern (s)	London (t)	South East (u)	South West (v)	
Unweighted base	2133	142	68	156	111	98	68	78	104	131	116	68	121	45	121	120	77	75	71	75	136	105	47	
Weighted base	2005	143*	67*	140	109*	86*	63*	68*	88*	125*	102*	54*	114*	41*	114*	107*	75*	78*	68*	63*	164*	93*	41*	
Conservative	89 4%	4 3%	6 9%got	7 5%o	9 8%got	7 8%got	4 7%got	-	5 5%ot	3 3%	5 5%o	* 1%	4 3%	5 12%agik ot	5 5%o	-	3 3%	2 3%	2 2%	5 8%got	1 1%	7 8%got	4 10%got	
Labour	1642 82%	97 68%	55 82%dl	120 86%adl	70 64%	71 83%adl	49 78%	59 87%adl	73 83%adl	107 85%adl	83 82%adl	50 92%adl v	73 64%	34 82%	106 93%ade fjluv	97 90%adf lv	62 82%dl	65 83%adl	56 83%adl	54 85%adl	153 93%abd effhilm pruv	76 82%adl	31 75%	
Liberal Democrat	31 2%	-	-	3 2%	3 2%	-	4 7%aegh linort	-	-	-	3 3%	-	-	-	-	* *	2 2%	5 7%ae hino	-	1 1%	2 1%	7 8%abeg hilnor t	1 3%	
SNP	69 3%	36 25%bcde fghijk m nopqrst uv	-	-	-	-	-	-	-	-	-	-	33 29%bcde fghijk m nopqrst uv	-	-	-	-	-	-	-	-	-		
Plaid Cymru	3 *	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	2 4%ct	-	-	-	-	
The UK Independence Party	124 6%	5 3%	6 9%lu	5 4%	27 25%abce fhijklm nopqrst u	3 4%	2 3%	8 12%aci Intu	10 11%ac ln tu	5 4%	7 7%	3 5%	2 1%	1 4%	2 2%	8 7%	3 4%	6 7%	7 11%lnu	3 5%	5 3%	1 1%	4 10%lnu	
The Green Party	37 2%	2 1%	-	5 3%	* *	1 1%	3 5%	-	* *	9 7%adgh noqst	1 1%	1 3%	2 2%	1 2%	* *	1 *	6 8%adgh noqs	-	* *	-	2 1%	1 2%	1 2%	
The British National Party	2 *	-	-	-	-	* *	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	1 1%	-	-	-	
Some other party	8 *	-	-	-	-	3 4%act	-	-	-	2 1%	2 2%	-	-	-	-	1 1%	-	-	-	-	-	-	-	

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v

* small base

Opinion Poll

ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 6

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)**

FILTER: 2010 Vote: Liberal Democrat

	Region Within Gender - Male												Region Within Gender - Female											
	Total	Scot-land (a)	North East (b)	North West (c)	York-shire & Humb-erside (d)	West Mid-lands (e)	East Mid-lands (f)	Wales (g)	East-ern (h)	London (i)	South East (j)	South West (k)	Scot-land (l)	North East (m)	North West (n)	York-shire & Humb-erside (o)	West Mid-lands (p)	East Mid-lands (q)	Wales (r)	East-ern (s)	London (t)	South East (u)	South West (v)	
Unweighted base	1568	72	41	98	103	79	42	26	97	83	151	112	46	22	48	55	41	46	38	80	70	115	102	
Weighted base	1579	91*	36**	102*	99*	77*	49*	23**	95*	89*	150	93*	49*	19**	55*	50*	45**	44*	37**	76*	81*	113*	106*	
Conservative	208 13%	3 3%	3 9%	16 16%ai	17 17%ai	13 17%ai	5 11%	1 5%	6 6%	3 3%	24 16%ai	10 10%	7 14%	2 9%	5 10%	7 13%	10 21%	8 18%ai	10 28%	5 7%	11 14%ai	21 19%ahi	22 21%ahis	
Labour	511 32%	26 29%	20 56%	24 23%	28 28%	20 26%	16 32%	13 56%	34 36%	33 37%	40 26%	36 39%lq	9 19%	12 65%	27 50%acd ejlquv	21 42%lq	15 34%	8 19%	10 27%	28 37%	30 37%	31 28%	29 27%	
Liberal Democrat	543 34%	38 42%n	9 25%	39 38%n	35 35%n	31 41%n	14 27%	4 16%	36 38%n	42 47%kns	67 44%kns	26 27%	16 32%	1 6%	9 16%	16 33%	12 26%	16 35%	7 19%	19 25%	28 35%	47 41%n	35 33%	
SNP	33 2%	19 21%cd ef hijknoq stuv	-	-	-	-	-	-	-	-	-	-	14 29%cd ef hijknoq stuv	-	-	-	-	-	-	-	-	-	-	
Plaid Cymru	2 *	-	-	-	-	-	-	1 3%	-	-	-	-	-	-	-	-	-	-	1 3%	-	-	-	-	
The UK Independence Party	153 10%	3 3%	3 7%	11 11%	11 11%	6 8%	1 2%	2 7%	13 14%a	7 8%	10 7%	15 16%afjt	2 3%	2 10%	11 20%afjlt	3 5%	3 7%	6 13%	1 3%	20 26%acde fijlotu v	3 4%	9 8%	12 11%	
The Green Party	121 8%	2 2%	1 3%	13 12%	9 9%	5 6%	13 27%ade hijkl osuv	3 12%	3 4%	4 4%	10 7%	6 7%	1 2%	2 10%	1 2%	3 7%	3 7%	7 16%ahn u	7 20%	4 6%	9 11%	5 4%	8 8%	
The British National Party	3 *	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	1 2%	-	1 1%	-	-	-	-	-	-	
Some other party	6 *	-	-	-	-	2 2%	-	-	1 1%	*	*	-	-	-	-	-	2 4%	-	-	-	-	-	-	

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v

* small base; ** very small base (under 30) ineligible for sig testing

Opinion Poll
ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 6

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)**

FILTER: 2010 Vote: SNP

	Total	Region Within Gender - Male											Region Within Gender - Female										
		Scot-land (a)	North East (b)	North West (c)	York-shire & Humb-erside (d)	West Mid-lands (e)	East Mid-lands (f)	Wales (g)	East-ern (h)	London (i)	South East (j)	South West (k)	Scot-land (l)	North East (m)	North West (n)	York-shire & Humb-erside (o)	West Mid-lands (p)	East Mid-lands (q)	Wales (r)	East-ern (s)	London (t)	South East (u)	South West (v)
Unweighted base	247	138	-	-	-	-	-	-	-	-	-	-	109	-	-	-	-	-	-	-	-	-	-
Weighted base	174	97*	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	77*	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**
Conservative	3	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	2%	4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Labour	4	1	-	-	-	-	-	-	-	-	-	-	3	-	-	-	-	-	-	-	-	-	-
	2%	1%	-	-	-	-	-	-	-	-	-	-	4%	-	-	-	-	-	-	-	-	-	-
Liberal Democrat	3	1	-	-	-	-	-	-	-	-	-	-	2	-	-	-	-	-	-	-	-	-	-
	2%	1%	-	-	-	-	-	-	-	-	-	-	3%	-	-	-	-	-	-	-	-	-	-
SNP	152	88	-	-	-	-	-	-	-	-	-	-	64	-	-	-	-	-	-	-	-	-	-
	87%	91%	-	-	-	-	-	-	-	-	-	-	82%	-	-	-	-	-	-	-	-	-	-
The UK Independence Party	7	4	-	-	-	-	-	-	-	-	-	-	4	-	-	-	-	-	-	-	-	-	-
	4%	4%	-	-	-	-	-	-	-	-	-	-	5%	-	-	-	-	-	-	-	-	-	-
The Green Party	1	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-	-	2%	-	-	-	-	-	-	-	-	-	-
Some other party	3	-	-	-	-	-	-	-	-	-	-	-	3	-	-	-	-	-	-	-	-	-	-
	2%	-	-	-	-	-	-	-	-	-	-	-	4%	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v

* small base; ** very small base (under 30) ineligible for sig testing

Opinion Poll
ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 6

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)**

FILTER: 2010 Vote: Plaid Cymru

	Total	Region Within Gender - Male											Region Within Gender - Female										
		Scot-land (a)	North East (b)	North West (c)	York-shire & Humb-erside (d)	West Mid-lands (e)	East Mid-lands (f)	Wales (g)	East-ern (h)	London (i)	South East (j)	South West (k)	Scot-land (l)	North East (m)	North West (n)	York-shire & Humb-erside (o)	West Mid-lands (p)	East Mid-lands (q)	Wales (r)	East-ern (s)	London (t)	South East (u)	South West (v)
Unweighted base	52	-	-	-	-	-	-	38	-	-	-	-	-	-	-	-	-	-	14	-	-	-	-
Weighted base	30*	..**	..**	..**	..**	..**	..**	23**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	7**	..**	..**	..**	..**
Conservative	1 3%	-	-	-	-	-	-	1 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Labour	7 24%	-	-	-	-	-	-	7 32%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Liberal Democrat	1 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 10%	-	-	-	-
Plaid Cymru	20 67%	-	-	-	-	-	-	14 60%	-	-	-	-	-	-	-	-	-	-	6 90%	-	-	-	-
The UK Independence Party	1 4%	-	-	-	-	-	-	1 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v

* small base; ** very small base (under 30) ineligible for sig testing

Opinion Poll

ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 6

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)**

FILTER: 2010 Vote: The UK Independence Party

	Region Within Gender - Male												Region Within Gender - Female											
	Total	Scotland (a)	North East (b)	North West (c)	Yorkshire & Humberside (d)	West Midlands (e)	East Midlands (f)	Wales (g)	East-ern (h)	London (i)	South East (j)	South West (k)	Scotland (l)	North East (m)	North West (n)	Yorkshire & Humberside (o)	West Midlands (p)	East Midlands (q)	Wales (r)	East-ern (s)	London (t)	South East (u)	South West (v)	
Unweighted base	319	2	9	12	34	10	19	4	32	10	32	20	1	10	6	14	5	9	3	31	9	25	21	
Weighted base	173	***	4**	9**	14**	5**	10**	3**	19**	8**	22**	6**	1**	3**	3**	9**	3**	4**	1**	17**	3**	13**	15**	
Conservative	9	-	-	-	-	-	-	-	1	-	2	2	-	-	-	1	-	-	1	-	-	1	-	
	5%	-	-	-	-	-	-	-	7%	-	8%	28%	-	-	-	7%	-	-	100%	3%	-	11%	-	
Labour	8	-	-	4	2	-	-	-	-	-	-	-	-	-	-	2	-	-	-	-	-	1	-	
	4%	-	-	41%	11%	-	-	-	-	-	-	-	-	-	-	19%	-	-	-	-	-	7%	-	
Liberal Democrat	10	-	-	-	-	-	-	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	9	
	6%	-	-	-	-	-	-	58%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	59%	
The UK Independence Party	142	*	4	5	12	5	9	1	17	8	21	4	1	3	3	6	3	4	-	16	3	11	6	
	82%	100%	100%	59%	86%	100%	87%	42%	87%	100%	92%	72%	100%	100%	100%	69%	100%	100%	-	94%	88%	83%	41%	
The Green Party	2	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	*	*	-	-	
	1%	-	-	-	-	-	-	-	6%	-	-	-	-	-	-	-	-	-	-	3%	12%	-	-	
The British National Party	1	-	-	-	*	-	-	-	-	-	-	-	-	-	-	*	-	-	-	-	-	-	-	
	*	-	-	-	3%	-	-	-	-	-	-	-	-	-	-	5%	-	-	-	-	-	-	-	
Some other party	1	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	1%	-	-	-	-	-	13%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v

** very small base (under 30) ineligible for sig testing

Opinion Poll

ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 6

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)**

FILTER: 2010 Vote: The Green Party

	Region Within Gender - Male												Region Within Gender - Female											
	Total	Scot-land (a)	North East (b)	North West (c)	York-shire & Humb-erside (d)	West Mid-lands (e)	East Mid-lands (f)	Wales (g)	East-ern (h)	London (i)	South East (j)	South West (k)	Scot-land (l)	North East (m)	North West (n)	York-shire & Humb-erside (o)	West Mid-lands (p)	East Mid-lands (q)	Wales (r)	East-ern (s)	London (t)	South East (u)	South West (v)	
Unweighted base	139	5	4	4	7	11	1	6	16	12	12	2	3	-	5	7	7	1	-	10	6	7	14	
Weighted base	95*	3**	1**	2**	2**	10**	1**	2**	17**	8**	10**	2**	2**	..**	5**	3**	5**	1**	..**	8**	4**	4**	7**	
Conservative	7	-	-	-	-	6	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	
	8%	-	-	-	-	64%	-	-	-	-	-	-	-	-	-	-	-	-	-	10%	-	-	-	
Labour	11	-	1	*	-	-	-	-	-	1	1	-	-	-	-	*	-	-	-	2	1	2	3	
	12%	-	66%	24%	-	-	-	-	-	11%	11%	-	-	-	-	4%	-	-	-	28%	24%	55%	41%	
Liberal Democrat	2	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	*	-	-	-	
	2%	-	-	-	-	-	-	-	7%	-	-	-	-	-	-	-	-	-	-	3%	-	-	-	
SNP	2	2	-	-	-	-	-	-	-	-	-	-	*	-	-	-	-	-	-	-	-	-	-	
	2%	61%	-	-	-	-	-	-	-	-	-	-	13%	-	-	-	-	-	-	-	-	-	-	
Plaid Cymru	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	1%	-	-	-	-	-	-	22%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
The UK Independence Party	6	-	-	-	1	1	-	-	1	*	-	-	-	-	-	1	-	-	-	*	*	-	1	
	6%	-	-	-	44%	9%	-	-	5%	6%	-	-	-	-	-	35%	-	-	-	2%	9%	-	13%	
The Green Party	63	1	*	1	1	3	1	2	15	6	9	2	1	-	1	2	4	1	-	5	2	2	3	
	66%	39%	34%	70%	47%	27%	100%	78%	88%	83%	89%	100%	87%	-	31%	61%	91%	100%	-	58%	67%	45%	46%	
The British National Party	*	-	-	*	9%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Some other party	4	-	-	-	-	-	-	-	-	-	-	-	-	-	3	-	*	-	-	-	-	-	-	
	4%	-	-	-	-	-	-	-	-	-	-	-	-	-	69%	-	9%	-	-	-	-	-	-	

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v

* small base; ** very small base (under 30) ineligible for sig testing

Opinion Poll
ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 6

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)**

FILTER: 2010 Vote: The British National Party

	Region Within Gender - Male												Region Within Gender - Female											
	Total	Scot-land (a)	North East (b)	North West (c)	York-shire & Humb-erside (d)	West Mid-lands (e)	East Mid-lands (f)	Wales (g)	East-ern (h)	London (i)	South East (j)	South West (k)	Scot-land (l)	North East (m)	North West (n)	York-shire & Humb-erside (o)	West Mid-lands (p)	East Mid-lands (q)	Wales (r)	East-ern (s)	London (t)	South East (u)	South West (v)	
Unweighted base	69	2	5	4	3	4	13	3	5	4	6	3	-	2	5	5	5	-	-	-	1	1	2	
Weighted base	40*	1**	3**	5**	1**	2**	9**	1**	3**	1**	2**	1**	-**	2**	3**	2**	3**	-**	-**	-**	1**	1**	***	
Labour	4	-	-	4	-	-	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	11%	-	-	79%	-	-	5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
SNP	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	2%	100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
The UK Independence Party	22	-	2	1	1	2	3	1	1	1	2	1	-	2	1	1	2	-	-	-	1	1	*	
	53%	-	55%	12%	100%	100%	36%	63%	29%	100%	91%	100%	-	100%	20%	66%	80%	-	-	-	100%	100%	100%	
The Green Party	2	-	-	-	-	-	-	-	-	-	-	-	-	-	2	-	-	-	-	-	-	-	-	
	6%	-	-	-	-	-	-	-	-	-	-	-	-	-	80%	-	-	-	-	-	-	-	-	
The British National Party	11	-	1	*	-	-	5	1	2	-	*	-	-	-	-	1	1	-	-	-	-	-	-	
	27%	-	45%	9%	-	-	59%	37%	71%	-	9%	-	-	-	-	34%	20%	-	-	-	-	-	-	

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v

* small base; ** very small base (under 30) ineligible for sig testing

Opinion Poll

ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 6

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)**

FILTER: 2010 Vote: Some other party

	Region Within Gender - Male												Region Within Gender - Female											
	Total	Scot-land (a)	North East (b)	North West (c)	York-shire & Humb-erside (d)	West Mid-lands (e)	East Mid-lands (f)	Wales (g)	East-ern (h)	London (i)	South East (j)	South West (k)	Scot-land (l)	North East (m)	North West (n)	York-shire & Humb-erside (o)	West Mid-lands (p)	East Mid-lands (q)	Wales (r)	East-ern (s)	London (t)	South East (u)	South West (v)	
Unweighted base	40	3	-	3	3	3	3	3	4	4	1	-	*	-	1	1	8	-	-	5	-	2	-	
Weighted base	30*	2**	-**	2**	1**	1**	1**	2**	2**	4**	***	-**	***	-**	***	1**	7**	-**	-**	4**	-**	1**	-**	
Conservative	3 9%	-	-	-	1 81%	* 36%	-	-	-	-	-	-	-	-	-	-	-	-	-	1 40%	-	-	-	
Labour	13 44%	-	-	-	-	-	1 88%	2 100%	1 67%	3 79%	-	-	-	-	-	1 100%	4 52%	-	-	-	-	-	-	
SNP	* 2%	* 20%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
The UK Independence Party	5 18%	1 62%	-	1 46%	* 19%	* 64%	-	-	-	1 21%	-	-	-	-	* 100%	-	1 17%	-	-	-	-	-	-	
The Green Party	2 7%	* 18%	-	1 54%	-	-	-	-	-	-	* 100%	-	-	-	-	-	-	-	-	-	-	-	-	
Some other party	6 20%	-	-	-	-	-	12%	-	1 33%	-	-	-	* 100%	-	-	-	2 31%	-	-	2 60%	-	1 100%	-	

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v

* small base; ** very small base (under 30) ineligible for sig testing

Opinion Poll

ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 6

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)**

FILTER: 2010 Vote: Did not vote

	Region Within Gender - Male												Region Within Gender - Female											
	Total	Scot-land (a)	North East (b)	North West (c)	York-shire & Humb-erside (d)	West Mid-lands (e)	East Mid-lands (f)	Wales (g)	East-ern (h)	London (i)	South East (j)	South West (k)	Scot-land (l)	North East (m)	North West (n)	York-shire & Humb-erside (o)	West Mid-lands (p)	East Mid-lands (q)	Wales (r)	East-ern (s)	London (t)	South East (u)	South West (v)	
Unweighted base	1160	48	33	77	54	44	35	28	53	66	96	48	46	28	79	47	56	44	36	62	63	82	38	
Weighted base	965	43*	26**	61*	44*	35**	26**	25**	38*	74*	72*	37**	34*	22**	65*	30*	53*	42**	27**	57**	52*	65*	35**	
Conservative	212 22%	9 21%	2 9%	9 15%	5 12%	9 26%	9 35%	4 15%	10 26%	18 24%	14 20%	24 63%	7 20%	2 9%	11 17%	5 15%	9 16%	6 14%	2 9%	13 22%	8 15%	28 43% acd ijnop t	9 26%	
Labour	482 50%	15 35%	17 65%	41 67% ajl u	29 66% ajl u	15 43%	13 47%	18 73%	18 48%	45 61% ajl u	28 39%	4 12%	10 30%	15 68%	39 60% ajl u	17 56% l	25 48%	26 62%	13 49%	22 39%	30 57% lu	23 35%	17 47%	
Liberal Democrat	64 7%	13 30% odhi jlotu	2 6%	2 3%	3 7%	1 2%	* 1%	1 3%	1 2%	3 4%	2 3%	2 6%	1 2%	- -	8 12%	1 2%	6 12%	5 13%	5 20%	2 4%	1 2%	3 5%	3 8%	
SNP	15 2%	4 9% cij ntu	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	11 32% acd h ijnoptu	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	
Plaid Cymru	1 *	- -	- -	- -	- -	- -	- -	1 3%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	* 1%	- -	- -	- -	- -	
The UK Independence Party	100 10%	* 1%	2 8%	8 13% ai	7 15% ai	7 21%	2 6%	2 6%	6 16% ai	1 1%	15 21% ain p	6 15%	2 6%	3 13%	3 4%	5 15% ai	3 6%	5 11%	4 16%	5 10%	7 13% ai	5 8%	3 9%	
The Green Party	78 8%	2 4%	1 6%	1 2%	* 8%	3 8%	2 9%	- -	2 6%	3 4%	11 16% cdi	1 2%	3 10%	2 10%	5 7%	3 11% cd	5 10%	* 10%	2 6%	14 25%	7 13% cd	6 9%	4 11%	
The British National Party	8 1%	- -	2 6%	* -	- -	- -	1 2%	- -	- -	- -	1 1%	1 2%	- -	- -	- -	* 8%	4 8%	- -	* -	- -	* 1%	* 1%	- -	
Some other party	5 1%	- -	- -	- -	- -	- -	* -	- -	1 1%	5 6%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v

* small base; ** very small base (under 30) ineligible for sig testing

Opinion Poll
ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 6

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)**

FILTER: 2010 Vote: Conservative

	Educational Attainment						Educational Attainment Within Gender - Male						Educational Attainment Within Gender - Female						
	Total	No formal education (a)	Primary (b)	Secondary school (c)	University degree (d)	Higher university degree (e)	Still in full time education (f)	No formal education (g)	Primary (h)	Secondary school (i)	University degree (j)	Higher university degree (k)	Still in full time education (l)	No formal education (m)	Primary (n)	Secondary school (o)	University degree (p)	Higher university degree (q)	Still in full time education (r)
Unweighted base	3092	27	20	2113	713	165	27	19	18	1136	443	110	25	8	2	978	270	55	3
Weighted base	2864	24**	17**	1927	687	164	23**	17**	16**	1070	432	108*	20**	7**	1**	857	256	56*	4**
Conservative	2123 74%	22 90%	11 61%	1383 72%	542 79% _c	132 80% _c	21 91%	16 92%	10 62%	715 67%	333 77% _i	86 79% _i	17 89%	6 86%	* 48%	668 78% _i	209 82% _i	46 83% _i	4 100%
Labour	158 6%	-	5 26%	107 6%	38 5%	8 5%	1 4%	-	5 28%	47 4%	22 5%	6 5%	1 4%	-	-	59 7% _i	15 6%	2 4%	-
Liberal Democrat	23 1%	-	-	8 *	11 2% _c	4 2% _c	-	-	-	8 1% _o	5 1% _o	1 1% _o	-	-	-	-	6 2% _{io}	3 5% _{io}	-
SNP	10 *	-	-	4 *	4 1%	2 1%	-	-	-	3 *	3 1%	2 1% _o	-	-	-	1 *	1 *	-	-
Plaid Cymru	2 *	-	-	2 *	-	-	-	-	-	2 *	-	-	-	-	-	-	-	-	-
The UK Independence Party	517 18%	2 10%	2 12%	407 21% _{de}	84 12%	16 9%	1 6%	1 8%	2 10%	288 27% _{sjkopq}	62 14% _p	13 12%	1 7%	1 14%	* 52%	118 14% _p	22 8%	3 5%	-
The Green Party	24 1%	-	-	13 1%	8 1%	3 2%	-	-	-	6 1%	5 1%	1 1%	-	-	-	6 1%	3 1%	2 3% _i	-
The British National Party	5 *	-	-	4 *	1 *	-	-	-	-	* *	1 *	-	-	-	-	4 *	-	-	-
Some other party	2 *	-	-	* *	* *	-	-	-	-	-	* *	-	-	-	-	* *	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j/k/l/m/n/o/p/q/r

* small base; ** very small base (under 30) ineligible for sig testing

Opinion Poll

ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 6

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)**

FILTER: 2010 Vote: Labour

	Educational Attainment							Educational Attainment Within Gender - Male						Educational Attainment Within Gender - Female					
	Total	No formal education (a)	Primary (b)	Secondary school (c)	University degree (d)	Higher university degree (e)	Still in full time education (f)	No formal education (g)	Primary (h)	Secondary school (i)	University degree (j)	Higher university degree (k)	Still in full time education (l)	No formal education (m)	Primary (n)	Secondary school (o)	University degree (p)	Higher university degree (q)	Still in full time education (r)
Unweighted base	2133	34	14	1355	479	189	29	20	7	707	272	98	18	14	7	648	208	91	12
Weighted base	2005	35**	10**	1255	453	184	28**	19**	5**	649	251	89*	14**	16**	6**	605	203	95*	14**
Conservative	89 4%	- -	- -	61 5%	26 6%	3 2%	- -	- -	- -	35 5%	16 6%	1 1%	- -	- -	- -	26 4%	10 5%	2 3%	- -
Labour	1642 82%	30 87%	8 76%	1000 80%	375 83%	165 89% ^c	27 94%	14 76%	4 87%	507 78%	202 81%	79 89% ⁱ	13 89%	16 99%	4 67%	494 82%	174 86% ⁱ	86 90% ⁱ	14 99%
Liberal Democrat	31 2%	- -	- -	21 2%	5 1%	6 3%	- -	- -	- -	5 1%	4 1%	4 4% ^{ip}	- -	- -	- -	16 3% ⁱ	1 *	2 2%	- -
SNP	69 3%	- -	- -	40 3%	27 6% ^{ce}	1 1%	- -	- -	- -	20 3%	15 6%	* *	- -	- -	- -	20 3%	12 6%	1 1%	- -
Plaid Cymru	3 *	- -	- -	2 *	1 *	- -	- -	- -	- -	- -	1 *	- -	- -	- -	- -	2 *	- -	- -	- -
The UK Independence Party	124 6%	4 13%	1 11%	103 8% ^{de}	12 3%	2 1%	- -	4 22%	1 13%	66 10% ^{ijk} p	9 3%	1 1%	- -	* 1%	1 9%	37 6% ^p	4 2%	2 2%	- -
The Green Party	37 2%	* 1%	- -	23 2%	7 2%	4 2%	* *	* 1%	- -	14 2%	5 2%	1 2%	- -	- -	- -	9 2%	3 1%	3 3%	* 1%
The British National Party	2 *	- -	- -	2 *	- -	- -	- -	- -	- -	* *	- -	- -	- -	- -	- -	1 *	- -	- -	- -
Some other party	8 *	- -	1 13%	2 *	- -	3 2% ^{cd}	2 6%	- -	- -	2 *	- -	3 4% ^{ijo} p	2 11%	- -	1 23%	- -	- -	- -	- -

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j/k/l/m/n/o/p/q/r

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Opinion Poll
ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 6

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)**

FILTER: 2010 Vote: Liberal Democrat

	Total	Educational Attainment						Educational Attainment Within Gender - Male						Educational Attainment Within Gender - Female					
		No formal education	Primary	Secondary school	University degree	Higher university degree	Still in full time education	No formal education	Primary	Secondary school	University degree	Higher university degree	Still in full time education	No formal education	Primary	Secondary school	University degree	Higher university degree	Still in full time education
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)
Unweighted base	1568	1	4	911	445	176	18	-	2	521	253	108	10	1	2	390	192	68	8
Weighted base	1579	1**	4**	913	461	170	15**	-**	1**	524	255	103*	8**	1**	2**	389	206	67*	7**
Conservative	208 13%	- 13%	1 24%	114 12%e	78 17%e	10 6%	2 10%	-	1 65%	51 10%	38 15%k	4 4%	2 21%	-	-	63 16%ik	40 19%ik	6 9%	-
Labour	511 32%	1 100%	1 38%	314 34%d	129 28%	60 35%	3 18%	-	-	184 35%	68 27%	36 35%	-	1 100%	1 60%	130 33%	61 30%	24 36%	3 36%
Liberal Democrat	543 34%	-	1 16%	290 32%	172 37%	67 40%	8 56%	-	-	188 36%o	96 37%o	44 43%o	6 74%	-	1 26%	102 26%	76 37%o	23 35%	3 37%
SNP	33 2%	- 2%	- 2%	20 2%	10 2%	4 2%	-	-	-	10 2%	7 3%	2 2%	-	-	-	10 2%	3 1%	2 3%	-
Plaid Cymru	2 *	-	-	-	2 *	-	-	-	-	-	1 *	-	-	-	-	-	1 1%	-	-
The UK Independence Party	153 10%	-	1 22%	117 13%de	25 5%	10 6%	-	-	*	53 10%p	20 8%p	8 8%p	-	-	*	64 16%ijpq	4 2%	2 3%	-
The Green Party	121 8%	-	-	51 6%	47 10%c	19 11%c	2 16%	-	-	33 6%	26 10%o	9 9%	* 5%	-	-	17 4%	21 10%o	10 15%lo	2 27%
The British National Party	3 *	-	-	3 *	-	-	-	-	-	1 *	-	-	-	-	-	2 *	-	-	-
Some other party	6 *	-	-	5 1%	* *	* *	-	-	-	3 1%	* *	* *	-	-	-	2 *	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j/k/l/m/n/o/p/q/r

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Opinion Poll
ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 6

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)**

FILTER: 2010 Vote: SNP

	Total	Educational Attainment						Educational Attainment Within Gender - Male						Educational Attainment Within Gender - Female					
		No formal education (a)	Primary (b)	Secondary school (c)	University degree (d)	Higher university degree (e)	Still in full time education (f)	No formal education (g)	Primary (h)	Secondary school (i)	University degree (j)	Higher university degree (k)	Still in full time education (l)	No formal education (m)	Primary (n)	Secondary school (o)	University degree (p)	Higher university degree (q)	Still in full time education (r)
Unweighted base	247	2	3	137	80	12	6	2	-	74	52	7	1	-	3	63	28	5	5
Weighted base	174	2**	5**	97	52*	10**	4**	2**	..**	50*	36**	7**	***	..**	5**	47*	16**	3**	3**
Conservative	3 2%	-	-	3 4%	-	-	-	-	-	3 7%	-	-	-	-	-	-	-	-	-
Labour	4 2%	-	-	2 2%	-	-	-	-	-	1 2%	-	-	-	-	-	2 3%	-	-	-
Liberal Democrat	3 2%	-	-	3 3%	-	-	-	-	-	1 1%	-	-	-	-	-	2 5%	-	-	-
SNP	152 87%	2 100%	1 18%	85 87%	50 95%	9 87%	4 100%	2 100%	-	44 88%	34 93%	7 100%	* 100%	-	1 18%	41 86%	16 100%	2 60%	3 100%
The UK Independence Party	7 4%	-	4 82%	1 1%	2 5%	-	-	-	-	1 2%	2 7%	-	-	-	4 82%	-	-	-	-
The Green Party	1 1%	-	-	-	-	1 13%	-	-	-	-	-	-	-	-	-	-	-	1 40%	-
Some other party	3 2%	-	-	3 3%	-	-	-	-	-	-	-	-	-	-	-	3 6%	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j/k/l/m/n/o/p/q/r

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Opinion Poll
ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 6

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)**

FILTER: 2010 Vote: Plaid Cymru

	Educational Attainment							Educational Attainment Within Gender - Male						Educational Attainment Within Gender - Female					
	Total	No formal education (a)	Primary (b)	Secondary school (c)	University degree (d)	Higher university degree (e)	Still in full time education (f)	No formal education (g)	Primary (h)	Secondary school (i)	University degree (j)	Higher university degree (k)	Still in full time education (l)	No formal education (m)	Primary (n)	Secondary school (o)	University degree (p)	Higher university degree (q)	Still in full time education (r)
Unweighted base	52	-	-	32	18	2	-	-	-	23	14	2	-	-	-	10	5	-	-
Weighted base	30*	..	..	20**	10**	1**	..	..	..	15**	7**	1**	..	..	..	5**	2**	..	..
Conservative	1	-	-	1	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-
	3%	-	-	4%	-	-	-	-	-	5%	-	-	-	-	-	-	-	-	-
Labour	7	-	-	7	-	-	-	-	-	7	-	-	-	-	-	-	-	-	-
	24%	-	-	37%	-	-	-	-	-	50%	-	-	-	-	-	-	-	-	-
Liberal Democrat	1	-	-	1	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-
	2%	-	-	4%	-	-	-	-	-	-	-	-	-	-	-	15%	-	-	-
Plaid Cymru	20	-	-	10	9	1	-	-	-	6	7	1	-	-	-	4	2	-	-
	67%	-	-	51%	98%	100%	-	-	-	39%	97%	100%	-	-	-	85%	100%	-	-
The UK Independence Party	1	-	-	1	*	-	-	-	-	1	*	-	-	-	-	-	-	-	-
	4%	-	-	4%	2%	-	-	-	-	6%	3%	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j/k/l/m/n/o/p/q/r

* small base; ** very small base (under 30) ineligible for sig testing

Opinion Poll
ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 6

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)**

FILTER: 2010 Vote: The UK Independence Party

	Total	Educational Attainment						Educational Attainment Within Gender - Male						Educational Attainment Within Gender - Female					
		No formal education (a)	Primary (b)	Secondary school (c)	University degree (d)	Higher university degree (e)	Still in full time education (f)	No formal education (g)	Primary (h)	Secondary school (i)	University degree (j)	Higher university degree (k)	Still in full time education (l)	No formal education (m)	Primary (n)	Secondary school (o)	University degree (p)	Higher university degree (q)	Still in full time education (r)
Unweighted base	319	4	4	227	65	14	4	3	2	128	40	11	-	1	2	99	25	3	4
Weighted base	173	2**	2**	117	38*	6**	9**	2**	***	69*	25**	4**	-.**	***	1**	48*	13**	2**	9**
Conservative	9 5%	-	-	3 3%	6 15% ^c	-	-	-	-	-	5 19%	-	-	-	-	3 6% ⁱ	1 7%	-	-
Labour	8 4%	-	-	6 5%	2 4%	-	-	-	-	5 8%	-	-	-	-	-	1 2%	2 14%	-	-
Liberal Democrat	10 6%	-	-	-	-	2 27%	9 100%	-	-	-	-	2 37%	-	-	-	-	-	-	9 100%
The UK Independence Party	142 82%	2 100%	2 100%	104 89%	30 79%	4 66%	-	2 100%	* 100%	61 89%	20 79%	3 63%	-	* 100%	1 100%	43 90%	10 79%	1 75%	-
The Green Party	2 1%	-	-	2 1%	-	* 7%	-	-	-	1 2%	-	-	-	-	-	* 1%	-	* 25%	-
The British National Party	1 *	-	-	* *	- 1%	-	-	-	-	-	* 2%	-	-	-	-	* 1%	-	-	-
Some other party	1 1%	-	-	1 1%	-	-	-	-	-	1 2%	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j/k/l/m/n/o/p/q/r

* small base; ** very small base (under 30) ineligible for sig testing

Opinion Poll
ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 6

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)**

FILTER: 2010 Vote: The Green Party

	Educational Attainment						Educational Attainment Within Gender - Male						Educational Attainment Within Gender - Female						
	Total	No formal education (a)	Primary (b)	Secondary school (c)	University degree (d)	Higher university degree (e)	Still in full time education (f)	No formal education (g)	Primary (h)	Secondary school (i)	University degree (j)	Higher university degree (k)	Still in full time education (l)	No formal education (m)	Primary (n)	Secondary school (o)	University degree (p)	Higher university degree (q)	Still in full time education (r)
Unweighted base	139	-	1	76	39	20	2	-	-	41	23	15	-	-	1	36	15	5	2
Weighted base	95*	**	***	51*	27**	16**	1**	**	**	28**	17**	13**	**	**	***	23**	10**	3**	1**
Conservative	7	-	-	1	-	6	-	-	-	-	-	6	-	-	-	1	-	-	-
	8%	-	-	2%	-	40%	-	-	-	-	-	50%	-	-	-	3%	-	-	-
Labour	11	-	-	9	1	2	*	-	-	2	-	2	-	-	-	7	1	-	*
	12%	-	-	17%	3%	10%	19%	-	-	5%	-	12%	-	-	-	31%	9%	-	19%
Liberal Democrat	2	-	-	1	*	-	-	-	-	1	-	-	-	-	-	-	*	-	-
	2%	-	-	2%	1%	-	-	-	-	4%	-	-	-	-	-	-	2%	-	-
SNP	2	-	-	-	1	*	*	-	-	-	1	*	-	-	-	-	-	-	*
	2%	-	-	-	4%	3%	28%	-	-	-	7%	4%	-	-	-	-	-	-	28%
Plaid Cymru	1	-	-	-	*	*	-	-	-	-	*	*	-	-	-	-	-	-	-
	1%	-	-	-	1%	2%	-	-	-	-	2%	2%	-	-	-	-	-	-	-
The UK Independence Party	6	-	-	3	2	*	-	-	-	2	1	*	-	-	-	2	1	-	-
	6%	-	-	7%	7%	3%	-	-	-	7%	5%	4%	-	-	-	7%	9%	-	-
The Green Party	63	-	*	36	19	7	*	-	-	23	14	4	-	-	*	13	5	3	*
	66%	-	100%	71%	72%	43%	53%	-	-	83%	86%	28%	-	-	100%	56%	49%	100%	53%
The British National Party	*	-	-	*	*	-	-	-	-	*	*	-	-	-	-	-	-	-	-
	*	-	-	*	*	-	-	-	-	1%	1%	-	-	-	-	-	-	-	-
Some other party	4	-	-	*	3	-	-	-	-	-	-	-	-	-	-	*	3	-	-
	4%	-	-	1%	12%	-	-	-	-	-	-	-	-	-	-	2%	30%	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j/k/l/m/n/o/p/q/r

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Opinion Poll
ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 6

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)**

FILTER: 2010 Vote: The British National Party

	Educational Attainment							Educational Attainment Within Gender - Male						Educational Attainment Within Gender - Female					
	Total	No formal education (a)	Primary (b)	Secondary school (c)	University degree (d)	Higher university degree (e)	Still in full time education (f)	No formal education (g)	Primary (h)	Secondary school (i)	University degree (j)	Higher university degree (k)	Still in full time education (l)	No formal education (m)	Primary (n)	Secondary school (o)	University degree (p)	Higher university degree (q)	Still in full time education (r)
Unweighted base	69	1	1	50	9	4	-	1	1	37	6	-	-	-	-	13	3	4	-
Weighted base	40*	***	***	32*	6**	1**	-.**	***	***	24**	4**	-.**	-.**	-.**	-.**	8**	2**	1**	-.**
Labour	4	-	-	4	-	-	-	-	-	4	-	-	-	-	-	-	-	-	-
	11%	-	-	14%	-	-	-	-	-	18%	-	-	-	-	-	-	-	-	-
SNP	1	-	-	1	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-
	2%	-	-	3%	-	-	-	-	-	4%	-	-	-	-	-	-	-	-	-
The UK Independence Party	22	*	-	14	6	1	-	*	-	9	4	-	-	-	-	5	2	1	-
	53%	100%	-	43%	94%	100%	-	100%	-	39%	100%	-	-	-	-	58%	82%	100%	-
The Green Party	2	-	-	2	*	-	-	-	-	-	-	-	-	-	-	2	*	-	-
	6%	-	-	7%	6%	-	-	-	-	-	-	-	-	-	-	27%	18%	-	-
The British National Party	11	-	*	11	-	-	-	-	*	10	-	-	-	-	-	1	-	-	-
	27%	-	100%	33%	-	-	-	-	100%	39%	-	-	-	-	-	15%	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j/k/l/m/n/o/p/q/r

* small base; ** very small base (under 30) ineligible for sig testing

Opinion Poll

ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 6

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)**

FILTER: 2010 Vote: Some other party

	Educational Attainment							Educational Attainment Within Gender - Male						Educational Attainment Within Gender - Female					
	Total	No formal education (a)	Primary (b)	Secondary school (c)	University degree (d)	Higher university degree (e)	Still in full time education (f)	No formal education (g)	Primary (h)	Secondary school (i)	University degree (j)	Higher university degree (k)	Still in full time education (l)	No formal education (m)	Primary (n)	Secondary school (o)	University degree (p)	Higher university degree (q)	Still in full time education (r)
Unweighted base	40	-	-	23	8	5	3	-	-	11	6	5	-	-	-	12	2	-	3
Weighted base	30*	..*	..*	17**	4**	3**	4**	..*	..*	10**	3**	3**	..*	..*	..*	8**	1**	..*	4**
Conservative	3	-	-	2	*	-	-	-	-	1	*	-	-	-	-	1	-	-	-
	9%	-	-	14%	5%	-	-	-	-	10%	7%	-	-	-	-	19%	-	-	-
Labour	13	-	-	5	2	2	4	-	-	5	1	2	-	-	-	-	1	-	4
	44%	-	-	27%	55%	72%	100%	-	-	50%	43%	72%	-	-	-	-	82%	-	100%
SNP	*	-	-	-	-	*	-	-	-	-	-	*	-	-	-	-	-	-	-
	2%	-	-	-	-	15%	-	-	-	-	-	15%	-	-	-	-	-	-	-
The UK Independence Party	5	-	-	5	*	*	-	-	-	4	-	*	-	-	-	1	*	-	-
	18%	-	-	29%	5%	7%	-	-	-	41%	-	7%	-	-	-	15%	15%	-	-
The Green Party	2	-	-	-	1	-	-	-	-	-	1	-	-	-	-	-	-	-	-
	7%	-	-	-	18%	-	-	-	-	-	27%	-	-	-	-	-	-	-	-
Some other party	6	-	-	5	1	*	-	-	-	-	1	*	-	-	-	5	*	-	-
	20%	-	-	30%	16%	5%	-	-	-	-	22%	5%	-	-	-	66%	3%	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j/k/l/m/n/o/p/q/r

* small base; ** very small base (under 30) ineligible for sig testing

Opinion Poll

ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 6

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)**

FILTER: 2010 Vote: Did not vote

	Total	Educational Attainment						Educational Attainment Within Gender - Male						Educational Attainment Within Gender - Female					
		No formal education (a)	Primary (b)	Secondary school (c)	University degree (d)	Higher university degree (e)	Still in full time education (f)	No formal education (g)	Primary (h)	Secondary school (i)	University degree (j)	Higher university degree (k)	Still in full time education (l)	No formal education (m)	Primary (n)	Secondary school (o)	University degree (p)	Higher university degree (q)	Still in full time education (r)
Unweighted base	1160	12	15	650	190	83	192	5	12	314	97	39	101	7	3	335	93	45	91
Weighted base	965	12**	20**	523	174	75*	147	3**	17**	256	94*	32**	70*	8**	3**	267	80*	42*	77*
Conservative	212	*	2	97	46	32	33	*	2	54	27	15	15	-	-	43	19	17	18
	22%	3%	10%	18%	26%	42%cdf	23%	11%	12%	21%	28%o	46%	22%	-	-	16%	24%	39%io	23%
Labour	482	4	14	293	81	24	57	2	11	144	40	10	29	2	3	148	41	13	27
	50%	33%	69%	56%ef	47%	31%	38%	68%	63%	56%lqr	42%	32%	42%	19%	100%	56%lqr	51%	31%	35%
Liberal Democrat	64	6	-	16	14	3	24	-	-	6	7	*	14	6	-	10	7	2	10
	7%	53%	-	3%	8%c	4%	16%ce	-	-	2%	7%	1%	20%ejo	74%	-	4%	9%i	6%	13%io
SNP	15	-	-	13	1	-	1	-	-	3	1	-	1	-	-	10	*	-	*
	2%	-	-	2%	1%	-	1%	-	-	1%	1%	-	1%	-	-	4%	1%	-	*
Plaid Cymru	1	-	-	*	1	-	*	-	-	*	1	-	-	-	-	-	-	-	*
	*	-	-	*	*	-	*	-	-	*	1%	-	-	-	-	-	-	-	*
The UK Independence Party	100	1	3	66	17	5	7	1	3	30	11	5	5	1	-	37	5	1	2
	10%	11%	17%	13%f	10%	7%	4%	21%	20%	12%r	12%r	14%	7%	7%	-	14%r	7%	2%	2%
The Green Party	78	-	-	26	15	12	26	-	-	11	8	2	6	-	-	15	7	9	20
	8%	-	-	5%	9%	16%c	17%cd	-	-	4%	9%	7%	8%	-	-	6%	8%	22%io	26%ijlop
The British National Party	8	-	1	7	*	-	*	-	1	3	*	-	-	-	-	4	-	-	*
	1%	-	4%	1%	*	-	*	-	5%	1%	*	-	-	-	-	2%	-	-	1%
Some other party	5	-	-	5	-	-	-	-	-	5	-	-	-	-	-	-	-	-	-
	1%	-	-	1%	-	-	-	-	-	2%o	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j/k/l/m/n/o/p/q/r

* small base; ** very small base (under 30) ineligible for sig testing

Opinion Poll

ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 6

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)**

FILTER: 2010 Vote: Conservative

	Total	Party ID						Party ID - Men						Party ID - Women					
		Con (a)	Lab (b)	LibDem (c)	UKIP (d)	Other (e)	None (f)	Con (h)	Lab (i)	LibDem (j)	UKIP (k)	Other (l)	None (m)	Con (o)	Lab (p)	LibDem (q)	UKIP (r)	Other (s)	None (t)
Unweighted base	3092	2332	187	32	435	37	69	1334	98	19	251	19	42	998	88	12	184	18	27
Weighted base	2864	2371	172	38**	150	24**	109*	1389	91*	23**	94	13**	66*	982	81*	15**	56	11**	44**
Conservative	2123 74%	2031 86% ^{bdf}	21 12% ^d	12 32%	7 5%	2 8%	49 45% ^{bd}	1132 82% ^{ikm}	12 13% ^k	6 26%	4 4%	1 12%	29 44% ^{ikp}	899 92% ^{hik}	9 11%	6 41%	3 6%	* 4%	21 47%
Labour	158 6%	9 *	129 75% ^{adf}	8 21%	* *	* 1%	12 11% ^{ad}	4 *	64 71% ^{hkm}	7 30%	- -	- -	5 8% ^{hko}	5 1%	64 79% ^{hkmo}	1 7%	* *	* 3%	6 14%
Liberal Democrat	23 1%	6 *	- -	17 44%	- -	- -	- -	4 *	- -	10 44%	- -	- -	- -	2 *	- -	7 45%	- -	- -	- -
SNP	10 *	4 *	- -	- -	- -	6 24%	- -	4 *	- -	- -	- -	4 31%	- -	- -	- -	- -	- -	2 16%	- -
Plaid Cymru	2 *	1 *	- -	- -	- -	1 3%	- -	1 *	- -	- -	- -	1 6%	- -	- -	- -	- -	- -	- -	- -
The UK Independence Party	517 18%	308 13%	20 12%	- -	142 95% ^{abf}	* 1%	47 43% ^{ab}	237 17% ^o	13 15% ^o	- -	90 96% ^{himo}	* 1%	31 47% ^{hiop}	72 7%	7 9%	- -	52 94% ^{himo}	- -	16 35%
The Green Party	24 1%	11 *	2 1%	1 3%	- -	10 42%	1 1%	6 *	2 2%	- -	- -	5 38%	1 1%	5 *	- -	1 7%	- -	5 46%	- -
The British National Party	5 *	- -	1 1% ^a	- -	- -	3 12%	1 1% ^a	- -	- -	- -	- -	1 8%	- -	- -	1 1% ^{ho}	- -	- -	2 18%	1 3%
Some other party	2 *	- -	- -	- -	- -	2 9%	- -	- -	- -	- -	- -	* 4%	- -	- -	- -	- -	- -	2 14%	- -

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/i/j/k/l/m/n/o/p/q/r/s/t/u

* small base; ** very small base (under 30) ineligible for sig testing

Opinion Poll

ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 6

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)**

FILTER: 2010 Vote: Labour

	Total	Party ID						Party ID - Men						Party ID - Women					
		Con (a)	Lab (b)	LibDem (c)	UKIP (d)	Other (e)	None (f)	Con (h)	Lab (i)	LibDem (j)	UKIP (k)	Other (l)	None (m)	Con (o)	Lab (p)	LibDem (q)	UKIP (r)	Other (s)	None (t)
Unweighted base	2133	79	1750	40	131	108	26	33	929	20	89	57	12	46	821	20	42	51	14
Weighted base	2005	72*	1732	59*	43*	64*	36**	35**	907	23**	28*	33*	18**	36*	825	35**	15*	31*	18**
Conservative	89 4%	62 86% bode	22 1%	2 4%	- -	- -	4 11%	31 88%	14 2%	2 9%	- -	- -	3 18%	30 84% lklp rs	7 1%	- -	- -	- -	* 3%
Labour	1642 82%	9 12%	1582 91% acd e	28 48% ade	1 3%	6 10%	16 45%	4 11%	811 89% klo rs	11 46%	1 3%	4 12%	3 18%	5 14%	771 93% ikl ors	17 48%	* 2%	2 7%	13 73%
Liberal Democrat	31 2%	* *	* *	29 49% abde	- -	- -	2 5%	- -	* *	10 44%	- -	- -	2 10%	* 1% p	- -	18 52%	- -	- -	- -
SNP	69 3%	- -	27 2%	- -	- -	40 62% abcd	2 7%	- -	15 2%	- -	- -	19 58% iko pr	2 11%	- -	12 1%	- -	- -	21 66% lkop r	* 2%
Plaid Cymru	3 *	- -	2 *	- -	- -	1 2% b	- -	- -	1 *	- -	- -	- -	- -	- -	1 *	- -	- -	1 5% lp	- -
The UK Independence Party	124 6%	1 2%	78 5%	- -	41 96% abce	1 1%	3 8%	* 1%	52 6% p	- -	27 95% llop s	1 2%	1 7%	1 2%	26 3%	- -	14 97% llop s	- -	2 10%
The Green Party	37 2%	- -	17 1%	- -	* 1%	13 21% abc d	7 19%	- -	9 1%	- -	* 1%	9 27% iko pr	5 24%	- -	8 1%	- -	- -	4 14% lko p	2 13%
The British National Party	2 *	- -	- -	- -	* * b	1 2% b	- -	- -	- -	- -	- -	- 1% ip	- -	- -	- -	- -	* 1% ip	1 4% ip	- -
Some other party	8 *	- -	5 *	- -	- -	1 2% b	2 6%	- -	5 1%	- -	- -	- -	2 11%	- -	- -	- -	- -	1 4% ip	- -

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/i/j/k/l/m/n/o/p/q/r/s/t/u

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Opinion Poll

ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 6

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)**

FILTER: 2010 Vote: Liberal Democrat

	Total	Party ID						Party ID - Men						Party ID - Women					
		Con (a)	Lab (b)	LibDem (c)	UKIP (d)	Other (e)	None (f)	Con (h)	Lab (i)	LibDem (j)	UKIP (k)	Other (l)	None (m)	Con (o)	Lab (p)	LibDem (q)	UKIP (r)	Other (s)	None (t)
Unweighted base	1568	190	463	519	197	151	48	98	264	316	119	85	21	93	199	203	78	66	27
Weighted base	1579	180	462	715	57	80	86*	94*	264	435	33*	44*	37**	86*	198	280	24*	36*	49**
Conservative	208 13%	146 81% f	10 2% bcde	33 5% d	-	1 1%	20 23% bcd	68 72% ijkl	8 3%	12 3%	-	1 1%	11 30%	78 90% hijk	1 1%	21 7% jkp	-	-	9 17%
Labour	511 32%	16 9% d	382 83% acd	78 11% d	* *	6 7% d	29 34% acd	11 12% kr	212 80% hijk	53 12% kr	* *	3 7% k	12 32%	5 5%	170 86% hijkl	25 9% kr	-	3 7% k	18 36%
Liberal Democrat	543 34%	9 5%	19 4%	506 71% abde	1 1% f	1 2%	7 8%	7 7% l	12 5%	317 73% hikl	1 2%	-	2 6%	2 3%	7 3%	189 68% hikl	-	1 4%	5 9%
SNP	33 2%	2 1%	3 1%	13 2%	-	13 16% abcd	3 3%	2 2%	3 1%	3 1%	-	9 20% hijk	3 7%	-	-	10 4% jp	-	4 11% hijk	-
Plaid Cymru	2 *	-	-	2 *	-	-	-	-	-	1 *	-	-	-	-	-	1 *	-	-	-
The UK Independence Party	153 10%	6 3%	23 5%	47 7%	56 98% abce	2 3%	19 22% abce	4 5%	15 6%	21 5%	32 97% hijl	4 opqs	8 22%	1 2%	8 4%	26 9% o	24 100% hijl	1 opqs	11 22%
The Green Party	121 8%	2 1%	23 5% ad	36 5% ad	-	52 65% abcd	8 9% ad	2 2%	11 4%	28 6% ko	-	27 61% hijk	1 3%	-	12 6% ko	8 3%	-	25 70% hij	6 13%
The British National Party	3 *	-	-	-	-	1 2% bc	1 1% c	-	-	-	-	1 2% jpq	-	-	-	-	-	1 2% jq	1 3%
Some other party	6 *	-	2 *	-	-	3 4% abcd	-	-	2 1%	-	-	2 4% hjop	-	-	-	-	-	2 5% hijo	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/i/j/k/l/m/n/o/p/q/r/s/t/u

* small base; ** very small base (under 30) ineligible for sig testing

Opinion Poll
ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 6

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)**

FILTER: 2010 Vote: SNP

	Total	Party ID						Party ID - Men						Party ID - Women					
		Con (a)	Lab (b)	LibDem (c)	UKIP (d)	Other (e)	None (f)	Con (h)	Lab (i)	LibDem (j)	UKIP (k)	Other (l)	None (m)	Con (o)	Lab (p)	LibDem (q)	UKIP (r)	Other (s)	None (t)
Unweighted base	247	6	9	3	6	217	7	5	6	-	3	121	3	1	3	3	2	96	5
Weighted base	174	5**	7**	2**	5**	142	12**	4**	5**	-**	1**	83*	3**	1**	2**	2**	4**	60*	9**
Conservative	3	3	-	-	-	-	-	3	-	-	-	-	-	-	-	-	-	-	-
	2%	71%	-	-	-	-	-	83%	-	-	-	-	-	-	-	-	-	-	-
Labour	4	-	3	-	-	2	-	-	1	-	-	-	-	-	2	-	-	2	-
	2%	-	38%	-	-	1%	-	-	16%	-	-	-	-	-	100%	-	-	3%	-
Liberal Democrat	3	-	1	2	-	-	-	-	1	-	-	-	-	-	-	2	-	-	-
	2%	-	10%	100%	-	-	-	-	14%	-	-	-	-	-	-	100%	-	-	-
SNP	152	1	4	-	-	141	6	*	4	-	-	83	1	1	-	-	-	58	5
	87%	24%	52%	-	-	99%	48%	11%	71%	-	-	100%	34%	100%	-	-	-	97%	54%
The UK Independence Party	7	*	-	-	5	-	2	*	-	-	1	-	2	-	-	-	4	-	-
	4%	6%	-	-	100%	-	18%	7%	-	-	100%	-	66%	-	-	-	100%	-	-
The Green Party	1	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	1
	1%	-	-	-	-	-	11%	-	-	-	-	-	-	-	-	-	-	-	15%
Some other party	3	-	-	-	-	-	3	-	-	-	-	-	-	-	-	-	-	-	3
	2%	-	-	-	-	-	23%	-	-	-	-	-	-	-	-	-	-	-	31%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/i/j/k/l/m/n/o/p/q/r/s/t/u

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Opinion Poll
ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 6

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)**

FILTER: 2010 Vote: Plaid Cymru

	Total	Party ID						Party ID - Men						Party ID - Women					
		Con (a)	Lab (b)	LibDem (c)	UKIP (d)	Other (e)	None (f)	Con (h)	Lab (i)	LibDem (j)	UKIP (k)	Other (l)	None (m)	Con (o)	Lab (p)	LibDem (q)	UKIP (r)	Other (s)	None (t)
Unweighted base	52	-	7	2	5	38	-	-	7	-	5	26	-	-	-	2	-	13	-
Weighted base	30*	..	9**	1**	1**	20*	..	..	9**	..	1**	13**	..	..	..	1**	..	6**	..
Conservative	1	-	1	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-
	3%	-	9%	-	-	-	-	-	9%	-	-	-	-	-	-	-	-	-	-
Labour	7	-	7	-	-	-	-	-	7	-	-	-	-	-	-	-	-	-	-
	24%	-	85%	-	-	-	-	-	85%	-	-	-	-	-	-	-	-	-	-
Liberal Democrat	1	-	-	1	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-
	2%	-	-	100%	-	-	-	-	-	-	-	-	-	-	-	100%	-	-	-
Plaid Cymru	20	-	1	-	-	20	-	-	1	-	-	13	-	-	-	-	-	6	-
	67%	-	6%	-	-	100%	-	-	6%	-	-	100%	-	-	-	-	-	100%	-
The UK Independence Party	1	-	-	-	1	-	-	-	-	-	1	-	-	-	-	-	-	-	-
	4%	-	-	-	100%	-	-	-	-	-	100%	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/i/j/k/l/m/n/o/p/q/r/s/t/u

* small base; ** very small base (under 30) ineligible for sig testing

Opinion Poll
ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 6

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)**

FILTER: 2010 Vote: The UK Independence Party

	Total	Party ID						Party ID - Men						Party ID - Women					
		Con (a)	Lab (b)	LibDem (c)	UKIP (d)	Other (e)	None (f)	Con (h)	Lab (i)	LibDem (j)	UKIP (k)	Other (l)	None (m)	Con (o)	Lab (p)	LibDem (q)	UKIP (r)	Other (s)	None (t)
Unweighted base	319	44	22	2	226	10	16	22	20	2	127	7	6	22	3	-	98	3	9
Weighted base	173	43*	24**	3**	69	5**	29**	24**	20**	3**	37*	4**	13**	19**	4**	-**	32*	1**	16**
Conservative	9	8	-	-	*	-	-	5	-	-	-	-	-	3	-	-	*	-	-
	5%	19%d	-	-	1%	-	-	21%	-	-	-	-	-	18%	-	-	1%	-	-
Labour	8	-	8	-	-	-	-	-	5	-	-	-	-	-	3	-	-	-	-
	4%	-	33%	-	-	-	-	-	26%	-	-	-	-	-	66%	-	-	-	-
Liberal Democrat	10	-	-	2	-	-	9	-	-	2	-	-	-	-	-	-	-	-	9
	6%	-	-	56%	-	-	30%	-	-	56%	-	-	-	-	-	-	-	-	54%
The UK Independence Party	142	35	16	1	68	1	20	19	15	1	37	1	13	16	1	-	31	*	7
	82%	81%	67%	44%	98%a	27%	70%	79%	74%	44%	99%	27%	100%	82%	34%	-	97%	29%	46%
The Green Party	2	-	-	-	1	1	-	-	-	-	*	1	-	-	-	-	*	*	-
	1%	-	-	-	1%	28%	-	-	-	-	1%	24%	-	-	-	-	1%	39%	-
The British National Party	1	-	-	-	-	1	-	-	-	-	-	*	-	-	-	-	-	*	-
	*	-	-	-	-	17%	-	-	-	-	-	12%	-	-	-	-	-	32%	-
Some other party	1	-	-	-	-	1	-	-	-	-	-	1	-	-	-	-	-	-	-
	1%	-	-	-	-	28%	-	-	-	-	-	37%	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/i/j/k/l/m/n/o/p/q/r/s/t/u

* small base; ** very small base (under 30) ineligible for sig testing

Opinion Poll

ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 6

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)**

FILTER: 2010 Vote: The Green Party

	Total	Party ID						Party ID - Men						Party ID - Women					
		Con (a)	Lab (b)	LibDem (c)	UKIP (d)	Other (e)	None (f)	Con (h)	Lab (i)	LibDem (j)	UKIP (k)	Other (l)	None (m)	Con (o)	Lab (p)	LibDem (q)	UKIP (r)	Other (s)	None (t)
Unweighted base	139	4	20	5	13	90	7	4	7	5	11	51	3	*	13	-	2	39	4
Weighted base	95*	8**	14**	9**	3**	51*	10**	7**	4**	9**	3**	31*	4**	1**	10**	-**	***	20**	6**
Conservative	7 8%	7 91%	-	-	-	-	-	6 90%	-	-	-	-	-	1 100%	-	-	-	-	-
Labour	11 12%	-	9 62%	-	-	2 3%	1 11%	-	-	-	-	2 5%	1 29%	-	8 83%	-	-	-	*
Liberal Democrat	2 2%	-	-	-	-	* 1%	1 12%	-	-	-	-	* 5%	1 31%	-	-	-	-	* 1%	-
SNP	2 2%	-	-	-	-	2 4%	-	-	-	-	-	2 5%	-	-	-	-	-	* 1%	-
Plaid Cymru	1 1%	-	-	-	-	1 1%	-	-	-	-	-	1 2%	-	-	-	-	-	-	-
The UK Independence Party	6 6%	-	1 8%	-	3 95%	* *	1 12%	-	-	-	3 94%	-	-	-	1 6%	-	100%	* 1%	1 20%
The Green Party	63 66%	1 9%	4 30%	9 100%	-	45 89%	4 38%	1 10%	3 78%	9 100%	-	27 87%	1 40%	-	1 10%	-	-	19 91%	2 37%
The British National Party	* *	-	-	-	-	* 5%	-	-	-	-	-	* 6%	-	-	-	-	-	-	-
Some other party	4 4%	-	-	-	-	1 2%	3 27%	-	-	-	-	-	-	-	-	-	-	1 4%	3 43%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/i/j/k/l/m/n/o/p/q/r/s/t/u

* small base; ** very small base (under 30) ineligible for sig testing

Opinion Poll
ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 6

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)**

FILTER: 2010 Vote: The British National Party

	Total	Party ID						Party ID - Men						Party ID - Women					
		Con (a)	Lab (b)	LibDem (c)	UKIP (d)	Other (e)	None (f)	Con (h)	Lab (i)	LibDem (j)	UKIP (k)	Other (l)	None (m)	Con (o)	Lab (p)	LibDem (q)	UKIP (r)	Other (s)	None (t)
Unweighted base	69	5	4	-	35	21	5	5	4	-	21	15	4	-	-	-	14	5	1
Weighted base	40*	4**	5**	..	13**	11**	7**	4**	5**	..	7**	7**	5**	..	..	..	6**	3**	2**
Labour	4	-	4	-	-	-	-	-	4	-	-	-	-	-	-	-	-	-	-
	11%	-	85%	-	-	-	-	-	85%	-	-	-	-	-	-	-	-	-	-
SNP	1	-	-	-	-	1	-	-	-	-	-	1	-	-	-	-	-	-	-
	2%	-	-	-	-	9%	-	-	-	-	-	14%	-	-	-	-	-	-	-
The UK Independence Party	22	4	1	-	13	3	-	4	1	-	7	2	-	-	-	-	6	2	-
	53%	100%	15%	-	100%	30%	-	100%	15%	-	100%	22%	-	-	-	-	100%	46%	-
The Green Party	2	-	-	-	-	1	2	-	-	-	-	-	-	-	-	-	-	1	2
	6%	-	-	-	-	6%	26%	-	-	-	-	-	-	-	-	-	-	20%	100%
The British National Party	11	-	-	-	-	6	5	-	-	-	-	5	5	-	-	-	-	1	-
	27%	-	-	-	-	54%	74%	-	-	-	-	64%	100%	-	-	-	-	34%	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/i/j/k/l/m/n/o/p/q/r/s/t/u

* small base; ** very small base (under 30) ineligible for sig testing

Opinion Poll
ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 6

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)**

FILTER: 2010 Vote: Some other party

	Total	Party ID						Party ID - Men						Party ID - Women					
		Con (a)	Lab (b)	LibDem (c)	UKIP (d)	Other (e)	None (f)	Con (h)	Lab (i)	LibDem (j)	UKIP (k)	Other (l)	None (m)	Con (o)	Lab (p)	LibDem (q)	UKIP (r)	Other (s)	None (t)
Unweighted base	40	4	14	-	7	13	3	3	11	-	3	8	-	2	3	-	4	5	3
Weighted base	30*	4**	14**	-**	2**	7**	3**	2**	10**	-**	1**	4**	-**	1**	4**	-**	1**	3**	3**
Conservative	3	2	-	-	-	1	-	*	-	-	-	1	-	1	-	-	-	-	-
	9%	45%	-	-	-	13%	-	10%	-	-	-	23%	-	100%	-	-	-	-	-
Labour	13	-	12	-	-	-	1	-	8	-	-	-	-	-	4	-	-	-	1
	44%	-	87%	-	-	-	35%	-	82%	-	-	-	-	-	100%	-	-	-	35%
SNP	*	-	-	-	-	*	-	-	-	-	-	*	-	-	-	-	-	-	-
	2%	-	-	-	-	7%	-	-	-	-	-	12%	-	-	-	-	-	-	-
The UK Independence Party	5	2	1	-	2	-	-	2	1	-	1	-	-	-	-	-	1	-	-
	18%	55%	10%	-	100%	-	-	90%	14%	-	100%	-	-	-	-	-	100%	-	-
The Green Party	2	-	-	-	-	2	-	-	-	-	-	2	-	-	-	-	-	-	-
	7%	-	-	-	-	30%	-	-	-	-	-	53%	-	-	-	-	-	-	-
Some other party	6	-	*	-	-	4	2	-	*	-	-	*	-	-	-	-	-	3	2
	20%	-	3%	-	-	51%	65%	-	3%	-	-	12%	-	-	-	-	100%	-	65%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/i/j/k/l/m/n/o/p/q/r/s/t/u

* small base; ** very small base (under 30) ineligible for sig testing

Opinion Poll

ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 6

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)**

FILTER: 2010 Vote: Did not vote

	Total	Party ID						Party ID - Men						Party ID - Women					
		Con (a)	Lab (b)	LibDem (c)	UKIP (d)	Other (e)	None (f)	Con (h)	Lab (i)	LibDem (j)	UKIP (k)	Other (l)	None (m)	Con (o)	Lab (p)	LibDem (q)	UKIP (r)	Other (s)	None (t)
Unweighted base	1160	247	479	66	205	120	44	133	244	33	100	45	26	114	234	33	105	75	18
Weighted base	965	226	459	72*	53	73*	82*	121*	235	31**	25*	28*	42**	105*	224	41**	28*	45*	40**
Conservative	212 22%	195 86% f	3 bode	1 1%	1 2%	2 3%	10 12% b	103 85% ikl rs	3 1%	1 2%	* 1%	1 4% p	5 13%	92 88% ikl rs	-	-	1 4% p	1 2% p	4 11%
Labour	482 50%	4 2%	424 92% acd ef	9 12% ad	* *	2 3%	43 52% acde	2 2%	211 90% hkl ors	4 11%	* *	* 1%	27 65%	1 1%	213 95% hkl ors	5 13%	* *	2 5%	15 38%
Liberal Democrat	64 7%	8 3% b	3 1%	53 74% abde f	-	-	* *	6 5% p	3 1%	20 64%	-	-	-	2 2%	* *	33 81%	-	-	*
SNP	15 2%	-	1 *	-	-	14 20% abcd f	-	-	1 *	-	-	3 12% hiko pr	-	-	-	-	-	11 25% hiko pr	-
Plaid Cymru	1 *	-	1 *	-	-	1 1%	-	-	1 *	-	-	* 1%	-	-	-	-	-	* *	-
The UK Independence Party	100 10%	17 8% be	14 3%	7 9% be	51 96% abce f	1	11 13% be	10 8%	7 3%	5 15%	24 97% hilo ps	1 1%	9 20%	7 7%	7 3%	2 5%	27 95% hilo ps	* *	2 6%
The Green Party	78 8%	2 1%	8 2%	3 4%	* *	46 62% abc df	19 23% abcd	-	4 2%	2 8%	-	20 71% hiko pr	1 2%	2 2%	4 2%	1 2%	* 1%	26 57% hik opr	18 45%
The British National Party	8 1%	-	1 *	-	-	7 10% abcd f	* *	-	1 *	-	-	3 11% hiko pr	-	-	-	-	-	5 10% hiko pr	* *
Some other party	5 1%	-	5 1%	-	1 1% a	* *	-	-	5 2%	-	1 2% hop	* *	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/i/j/k/l/m/n/o/p/q/r/s/t/u

* small base; ** very small base (under 30) ineligible for sig testing

Opinion Poll

ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 6

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)**

FILTER: 2010 Vote: Conservative

	Total	Working Status				Working Status - Men				Working Status - Women				Mums	Which of the following best describes where you live?						Hamlet & Iso- lated Dwel- ling (r)
		Work- ing full time (a)	Work- ing part time (b)	Ret- ired (c)	Not work- ing (d)	Work- ing full time (e)	Work- ing part time (f)	Ret- ired (g)	Not work- ing (h)	Work- ing full time (i)	Work- ing part time (j)	Ret- ired (k)	Not work- ing (l)		NET: Urban (m)	Urban - Pop. over 10k (n)	Town and Fringe (o)	NET: Rural (p)	Vil- lage (q)		
Unweighted base	3092	1073	374	1286	359	747	143	742	132	326	231	544	227	274	2321	1092	1229	771	684	87	
Weighted base	2864	1176	265	1143	279	838	96	660	81	338	170	483	198	264	2133	1007	1125	732	653	78*	
Conservative	2123 74%	835 71%	217 82% ^{ad}	887 78% ^{ad}	184 66%	578 69%	72 75% ^h	485 76% ^h	49 60%	257 76% ^h	145 85% ^{efg} hil	402 83% ^{egh} il	136 68%	194 73%	1571 74%	733 73%	839 75%	552 75%	491 75%	61 77%	
Labour	158 6%	96 8% ^{bc}	7 3%	19 2%	36 13% ^{abc}	56 7% ^{fgk}	1 1%	13 2%	12 14% ^{efg} jk	39 12% ^{efgj} k	7 4% ^k	6 1%	24 12% ^{efg} jk	51 19%	141 7% ^p	73 7% ^{qr}	69 6% ^{qr}	17 2%	17 3%	- -	
Liberal Democrat	23 1%	10 1%	2 1%	8 1%	2 1%	3 *	2 2% ^{ek}	8 1% ^k	* *	7 2% ^{ek}	* *	- -	1 1%	4 2%	16 1%	10 1%	6 1%	7 1%	6 1%	1 1%	
SNP	10 *	6 *	- -	4 *	- -	6 1%	- -	2 *	- -	- -	- -	2 *	- -	- -	7 *	7 1% ^o	- -	3 *	3 *	- -	
Plaid Cymru	2 *	- -	- -	2 *	- -	- -	- -	2 *	- -	- -	- -	- -	- -	- -	2 *	- -	2 *	- -	- -	- -	
The UK Independence Party	517 18%	216 18%	37 14%	209 18%	54 19%	187 22% ^{ijk}	21 22% ^{ijk}	143 22% ^{ijk}	20 24% ^{ijk}	29 9%	16 10%	66 14% ⁱ	35 17% ^{ij}	15 6%	374 18%	174 17%	201 18%	143 20%	127 19%	16 20%	
The Green Party	24 1%	10 1%	1 1%	11 1%	1 *	6 1%	- -	6 1%	1 1%	4 1%	1 1%	5 1%	1 *	- -	16 1%	8 1%	8 1%	8 1%	7 1%	1 1%	
The British National Party	5 *	1 *	- -	3 *	2 1%	* *	- -	1 *	* *	* *	- -	2 *	2 1%	- -	3 *	2 *	1 *	2 *	2 *	- -	
Some other party	2 *	2 *	* *	- -	- -	* *	- -	- -	- -	1 *	* *	- -	- -	- -	1 *	1 *	- -	1 *	1 *	- -	

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i/j/k/l - m/p - n/o/q/r

* small base

Opinion Poll

ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 6
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)
 FILTER: 2010 Vote: Labour

	Total	Working Status				Working Status - Men				Working Status - Women				Mums	Which of the following best describes where you live?						Hamlet & Isolated Dwelling (r)
		Working full time (a)	Working part time (b)	Retired (c)	Not working (d)	Working full time (e)	Working part time (f)	Retired (g)	Not working (h)	Working full time (i)	Working part time (j)	Retired (k)	Not working (l)		NET: Urban (m)	Urban - Pop. over 10k (n)	Town and Fringe (o)	NET: Rural (p)	Village (q)		
Unweighted base	2133	921	289	490	434	604	79	275	181	317	209	215	253	352	1775	1025	750	357	323	34	
Weighted base	2005	1004	195	437	371	637	44*	228	136	367	151	209	234	324	1685	976	710	320	288	32**	
Conservative	89 4%	47 5% d	9 4% d	29 7% d	5 1%	28 4% h	1 2%	22 10% ehkl	-	19 5% h	8 5% h	6 3%	5 2%	16 5%	77 5%	39 4%	37 5%	13 4%	13 4%	-	
Labour	1642 82%	825 82%	157 81%	342 78%	318 86% c	521 82% g	34 78%	168 74%	110 81%	304 83% g	123 82%	174 84% g	207 88% efg	258 80%	1387 82%	790 81%	597 84%	255 80%	227 79%	28 86%	
Liberal Democrat	31 2%	26 3% cd	3 1%	2 *	1 *	11 2%	-	2 1%	-	15 4% ghkl	3 2%	-	1 *	15 5%	25 1%	17 2%	8 1%	6 2%	6 2%	-	
SNP	69 3%	28 3%	9 5%	20 5%	12 3%	20 3%	1 3%	9 4%	6 4%	8 2%	8 5%	11 5%	6 3%	18 6%	54 3%	33 3%	21 3%	15 5%	12 4%	3 8%	
Plaid Cymru	3 *	1 *	-	1 *	1 *	-	-	1 *	-	1 *	-	-	1 *	-	1 *	1 *	1 *	2 1%	2 1%	-	
The UK Independence Party	124 6%	59 6%	11 6%	28 6%	25 7%	45 7%	5 10% i	19 8%	13 9% i	14 4%	7 5%	10 5%	12 5%	14 4%	103 6%	67 7%	36 5%	21 6%	19 6%	2 6%	
The Green Party	37 2%	12 1%	5 3%	12 3%	7 2%	8 1%	3 7% ejl	6 3%	6 4% el	4 1%	2 1%	6 3%	2 1%	2 1%	28 2%	22 2%	6 1%	9 3%	9 3% o	-	
The British National Party	2 *	1 *	1 *	-	* *	-	-	-	* *	1 *	1 *	-	-	1 *	1 *	-	1 *	1 *	1 *	-	
Some other party	8 *	3 *	-	3 1%	2 *	3 1%	-	2 1%	2 1%	-	-	1 1%	-	-	8 *	7 1%	2 *	-	-	-	

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i/j/k/l - m/p - n/o/q/r

* small base; ** very small base (under 30) ineligible for sig testing

Opinion Poll

ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 6

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)**

FILTER: 2010 Vote: Liberal Democrat

	Total	Working Status				Working Status - Men				Working Status - Women				Mums	Which of the following best describes where you live?						Hamlet & Isolated Dwelling (r)
		Working full time (a)	Working part time (b)	Retired (c)	Not working (d)	Working full time (e)	Working part time (f)	Retired (g)	Not working (h)	Working full time (i)	Working part time (j)	Retired (k)	Not working (l)		NET: Urban (m)	Urban - Pop. over 10k (n)	Town and Fringe (o)	NET: Rural (p)	Village (q)		
Unweighted base	1568	588	227	472	281	431	90	260	123	156	138	212	158	167	1201	659	543	367	329	38	
Weighted base	1579	652	195	484	248	470	78*	256	101*	182	117*	228	147	171	1174	645	529	406	348	58**	
Conservative	208 13%	75 12%	42 21% ^{ad}	70 14%	21 9%	48 10%	11 14%	34 13%	7 6%	27 15%	30 26% ^{egh ikl}	36 16% ^h	15 10%	29 17%	154 13%	71 11%	83 16% ⁿ	55 13%	45 13%	10 17%	
Labour	511 32%	217 33%	63 32%	129 27%	102 41% ^c	169 36% ^g	25 32%	64 25%	32 32%	47 26%	38 33%	65 28%	70 48% ^{egh ijk}	61 36%	382 33%	223 35%	159 30%	129 32%	112 32%	17 30%	
Liberal Democrat	543 34%	238 36%	54 28%	172 36%	79 32%	156 33% ^j	32 41% ^j	110 43% ^{ejk l}	42 41% ^{kl}	82 45% ^{ejk l}	23 19%	63 27%	37 25%	61 36%	385 33%	230 36%	155 29%	158 39%	136 39% ^o	22 38%	
SNP	33 2%	15 2%	* *	13 3%	5 2%	12 2%	- *	3 1%	5 5% ^{gl}	3 2%	* *	11 5% ^{gl}	* *	2 1%	26 2%	10 2%	16 3%	7 2%	4 1%	3 5%	
Plaid Cymru	2 *	1 *	- *	1 *	- *	1 *	- *	- *	- *	- *	- *	1 *	- *	- *	1 *	1 *	- *	1 *	1 *	- *	
The UK Independence Party	153 10%	49 8%	21 11%	64 13% ^{ad}	18 7%	38 8%	5 7%	30 12%	9 9%	11 6%	16 14%	34 15% ^{eil}	9 6%	12 7%	125 11%	45 7%	79 15% ^{nq}	28 7%	25 7%	3 6%	
The Green Party	121 8%	53 8%	15 7%	32 7%	21 9%	44 9%	5 7%	14 5%	7 6%	9 5%	9 8%	18 8%	15 10%	6 3%	93 8%	58 9%	34 6%	28 7%	26 7%	2 4%	
The British National Party	3 *	- *	- *	2 *	1 *	- *	- *	1 *	- *	- *	- *	1 1%	1 *	- *	3 *	3 *	- *	- *	- *	- *	
Some other party	6 *	5 1%	- *	- *	* 1%	3 1%	- *	- *	* *	2 1%	- *	- *	- *	2 1%	6 *	4 1%	2 *	- *	- *	- *	

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i/j/k/l - m/p - n/o/q/r

* small base; ** very small base (under 30) ineligible for sig testing

Opinion Poll

ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 6

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)**

FILTER: 2010 Vote: SNP

	Working Status				Working Status - Men				Working Status - Women				Mums	Which of the following best describes where you live?						Hamlet & Isolated Dwelling (r)
	Total	Working full time (a)	Working part time (b)	Retired (c)	Not working (d)	Working full time (e)	Working part time (f)	Retired (g)	Not working (h)	Working full time (i)	Working part time (j)	Retired (k)		Not working (l)	NET: Urban (m)	Urban - Pop. over 10k (n)	Town and Fringe (o)	NET: Rural (p)	Village (q)	
Unweighted base	247	102	27	64	53	67	9	41	20	35	18	23	33	32	191	118	73	57	42	14
Weighted base	174	74*	18**	44*	37*	50*	5**	27*	15**	24**	13**	17**	23**	21*	130	80*	50*	44*	33*	11**
Conservative	3 2%	1 2%	-	2 5%	-	1 3%	-	2 7%	-	-	-	-	-	-	1 1%	-	1 3%	2 5%	2 6% ⁿ	-
Labour	4 2%	-	2 11%	* 1%	2 5%	-	1 17%	-	-	-	1 8%	* 3%	2 8%	1 5%	3 2%	* 1%	3 5%	1 2%	1 3%	-
Liberal Democrat	3 2%	1 1%	-	-	2 6%	1 1%	-	-	-	-	-	-	2 10%	2 11%	2 2%	2 2%	1 1%	1 2%	-	1 6%
SNP	152 87%	64 86%	16 89%	41 93%	31 82%	45 90%	4 83%	25 90%	15 100%	19 79%	12 92%	17 97%	16 70%	14 66%	116 90%	71 90%	45 90%	35 80%	30 89%	6 53%
The UK Independence Party	7 4%	7 9%	-	1 1%	-	3 6%	-	1 2%	-	4 16%	-	-	-	4 18%	3 2%	2 3%	* 1%	5 11% ^m	* 1%	5 41%
The Green Party	1 1%	1 2%	-	-	-	-	-	-	-	1 6%	-	-	-	-	1 1%	1 2%	-	-	-	-
Some other party	3 2%	-	-	-	3 7% ^{aa}	-	-	-	-	-	-	-	3 12%	-	3 2%	3 3%	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i/j/k/l - m/p - n/o/q/r

* small base; ** very small base (under 30) ineligible for sig testing

Opinion Poll
ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 6

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)**

FILTER: 2010 Vote: Plaid Cymru

	Working Status				Working Status - Men				Working Status - Women				Mums	Which of the following best describes where you live?						Hamlet & Isolated Dwelling (r)
	Total	Working full time (a)	Working part time (b)	Retired (c)	Not working (d)	Working full time (e)	Working part time (f)	Retired (g)	Not working (h)	Working full time (i)	Working part time (j)	Retired (k)		Not working (l)	NET: Urban (m)	Urban - Pop. over 10k (n)	Town and Fringe (o)	NET: Rural (p)	Village (q)	
Unweighted base	52	23	7	22	2	21	4	13	1	2	3	9	1	7	22	10	12	30	27	3
Weighted base	30*	16**	3**	11**	1**	15**	2**	6**	***	1**	1**	5**	***	2*	10**	5**	5**	20**	18**	2**
Conservative	1 3%	-	-	1 7%	-	-	-	1 13%	-	-	-	-	-	-	-	-	-	1 4%	-	1 44%
Labour	7 24%	6 39%	1 42%	-	-	6 41%	1 65%	-	-	-	-	-	-	-	1 13%	-	1 25%	6 30%	6 33%	-
Liberal Democrat	1 2%	-	1 24%	-	-	-	-	-	-	-	1 68%	-	-	1 30%	-	-	-	1 4%	1 4%	-
Plaid Cymru	20 67%	9 56%	1 34%	10 90%	1 100%	8 53%	1 35%	5 82%	* 100%	1 100%	32%	100%	5 100%	2 70%	8 83%	4 91%	4 75%	12 59%	11 60%	1 56%
The UK Independence Party	1 4%	1 5%	-	* 3%	-	1 5%	-	* 5%	-	-	-	-	-	-	* 4%	* 9%	-	1 3%	1 4%	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i/j/k/l - m/p - n/o/q/r

* small base; ** very small base (under 30) ineligible for sig testing

Opinion Poll

ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 6

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)**

FILTER: 2010 Vote: The UK Independence Party

	Working Status				Working Status - Men				Working Status - Women				Mums	Which of the following best describes where you live?						Hamlet & Isolated Dwelling (r)
	Total	Working full time (a)	Working part time (b)	Retired (c)	Not working (d)	Working full time (e)	Working part time (f)	Retired (g)	Not working (h)	Working full time (i)	Working part time (j)	Retired (k)		Not working (l)	NET: Urban (m)	Urban - Pop. over 10k (n)	Town and Fringe (o)	NET: Rural (p)	Village (q)	
Unweighted base	319	98	43	118	60	65	22	78	20	33	21	40	40	24	237	111	126	82	77	5
Weighted base	173	59*	13**	67*	34**	43**	7**	40*	10**	16**	5**	27**	24**	9*	132	65*	67*	41*	40*	1**
Conservative	9 5%	2 4%	-	7 10%	-	1 3%	-	4 9%	-	1 5%	-	3 11%	-	-	5 4%	2 3%	3 4%	4 9%	4 9%	-
Labour	8 4%	2 3%	-	4 7%	2 5%	2 4%	-	4 9%	-	-	-	1 3%	2 7%	-	8 6%	2 4%	5 8%	-	-	-
Liberal Democrat	10 6%	2 3%	-	-	9 25%	2 4%	-	-	-	-	-	-	9 36%	-	10 8%	10 16%	-	-	-	-
The UK Independence Party	142 82%	51 87%	13 97%	54 81%	24 70%	37 87%	7 100%	31 78%	10 100%	14 89%	5 93%	23 86%	14 57%	8 90%	106 81%	48 74%	58 87%	36 87%	34 86%	1 100%
The Green Party	2 1%	2 3%	-	-	-	1 3%	-	-	-	1 6%	-	-	-	1 10%	2 2%	2 2%	* 1%	-	-	-
The British National Party	1 *	-	*	*	-	-	-	*	-	-	*	-	-	-	*	*	-	*	*	-
			3%	1%	-	-	-	1%	-	-	7%	-	-	-	*	1%	-	1%	1%	-
Some other party	1 1%	-	-	1 2%	-	-	-	1 3%	-	-	-	-	-	-	-	-	-	1 3%	1 3%	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i/j/k/l - m/p - n/o/q/r

* small base; ** very small base (under 30) ineligible for sig testing

Opinion Poll

ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 6

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)**

FILTER: 2010 Vote: The Green Party

	Working Status				Working Status - Men				Working Status - Women				Mums	Which of the following best describes where you live?						Hamlet & Isolated Dwelling (r)
	Total	Working full time (a)	Working part time (b)	Retired (c)	Not working (d)	Working full time (e)	Working part time (f)	Retired (g)	Not working (h)	Working full time (i)	Working part time (j)	Retired (k)		Not working (l)	NET: Urban (m)	Urban - Pop. over 10k (n)	Town and Fringe (o)	NET: Rural (p)	Village (q)	
Unweighted base	139	63	28	28	20	38	16	22	4	25	12	6	16	14	116	73	43	23	21	2
Weighted base	95*	57*	13**	17**	9**	37**	7**	12**	1**	20**	6**	5**	8**	10*	69*	47*	22*	26**	23**	3**
Conservative	7 8%	6 11%	1 6%	-	-	6 17%	-	-	-	-	1 14%	-	-	1 8%	1 1%	1 2%	-	6 24%	6 28%	-
Labour	11 12%	6 10%	2 13%	2 14%	2 19%	1 4%	2 23%	-	-	4 21%	-	2 49%	2 23%	2 21%	11 15%	7 15%	4 17%	1 3%	1 3%	-
Liberal Democrat	2 2%	-	1 11%	* 1%	-	-	1 16%	* 1%	-	-	* 4%	-	-	-	1 2%	1 3%	-	* 1%	* 1%	-
SNP	2 2%	2 3%	-	-	* 2%	2 4%	-	-	-	-	-	-	* 3%	-	2 3%	1 1%	1 5%	-	-	-
Plaid Cymru	1 1%	1 1%	-	-	-	1 1%	-	-	-	-	-	-	-	-	1 1%	1 1%	-	-	-	-
The UK Independence Party	6 6%	2 3%	1 10%	2 14%	* 5%	1 2%	-	2 19%	* 16%	1 5%	1 24%	-	* 3%	1 10%	4 6%	2 4%	2 11%	1 5%	1 6%	-
The Green Party	63 66%	37 66%	8 59%	12 71%	6 70%	26 71%	4 61%	9 80%	1 64%	11 56%	3 57%	2 51%	5 71%	5 57%	45 66%	31 67%	14 64%	18 67%	15 63%	3 100%
The British National Party	*	-	-	-	* 3%	-	-	-	* 20%	-	-	-	-	-	* *	* *	1% 1%	- -	- -	-
Some other party	4 4%	4 6%	-	-	-	-	-	-	-	4 18%	-	-	-	* 5%	4 5%	3 7%	* 2%	- -	- -	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i/j/k/l - m/p - n/o/q/r

* small base; ** very small base (under 30) ineligible for sig testing

Opinion Poll

ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 6

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)**

FILTER: 2010 Vote: The British National Party

	Working Status				Working Status - Men				Working Status - Women				Mums	Which of the following best describes where you live?						Hamlet & Isolated Dwelling (r)
	Total	Working full time (a)	Working part time (b)	Retired (c)	Not working (d)	Working full time (e)	Working part time (f)	Retired (g)	Not working (h)	Working full time (i)	Working part time (j)	Retired (k)		Not working (l)	NET: Urban (m)	Urban - Pop. over 10k (n)	Town and Fringe (o)	NET: Rural (p)	Village (q)	
Unweighted base	69	27	10	12	20	20	4	10	14	7	5	2	6	9	61	34	28	7	7	-
Weighted base	40*	22**	5**	7**	7**	17**	1**	6**	5**	5**	3**	1**	2**	6*	37*	15**	21**	4**	4**	**
Labour	4 11%	4 19%	-	-	* 6%	4 24%	-	-	* 9%	-	-	-	-	-	4 12%	* 3%	4 19%	-	-	-
SNP	1 2%	1 4%	-	-	-	1 6%	-	-	-	-	-	-	-	-	-	-	-	1 26%	1 26%	-
The UK Independence Party	22 53%	9 40%	3 75%	5 71%	4 63%	6 37%	1 53%	4 69%	3 58%	2 49%	3 83%	1 100%	2 74%	5 90%	21 57%	12 76%	9 43%	1 20%	1 20%	-
The Green Party	2 6%	2 11%	-	-	-	-	-	-	-	2 51%	-	-	-	-	2 7%	-	2 12%	-	-	-
The British National Party	11 27%	6 26%	1 25%	2 29%	2 31%	6 33%	1 47%	2 31%	3 33%	-	1 17%	-	1 26%	1 10%	9 24%	3 21%	6 26%	2 54%	2 54%	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i/j/k/l - m/p - n/o/q/r

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Opinion Poll

ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 6

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)**

FILTER: 2010 Vote: Some other party

	Working Status				Working Status - Men				Working Status - Women				Mums	Which of the following best describes where you live?						
	Total	Working full time (a)	Working part time (b)	Retired (c)	Not working (d)	Working full time (e)	Working part time (f)	Retired (g)	Not working (h)	Working full time (i)	Working part time (j)	Retired (k)		Not working (l)	NET: Urban (m)	Urban - Pop. over 10k (n)	Town and Fringe (o)	NET: Rural (p)	Village (q)	Hamlet & Isolated Dwelling (r)
Unweighted base	40	11	7	11	11	9	5	7	4	3	3	4	7	6	35	19	17	5	3	2
Weighted base	30*	7**	4**	10**	9**	6**	2**	6**	3**	1**	2**	4**	6**	7*	27**	13**	14**	3**	2**	1**
Conservative	3 9%	-	*	2 24%	-	-	*	1 15%	-	-	-	1 41%	-	-	3 10%	3 21%	-	-	-	-
Labour	13 44%	3 52%	-	3 34%	6 70%	3 62%	-	3 54%	1 48%	-	-	-	5 81%	5 68%	13 49%	3 27%	10 68%	-	-	-
SNP	* 2%	* 7%	-	-	-	* 8%	-	-	-	-	-	-	-	-	* 2%	* 4%	-	-	-	-
The UK Independence Party	5 18%	2 23%	-	2 16%	2 26%	1 23%	-	2 26%	1 40%	* 20%	-	-	1 19%	-	4 14%	2 20%	1 8%	2 61%	2 85%	-
The Green Party	2 7%	* 6%	2 40%	-	-	* 7%	2 82%	-	-	-	-	-	-	-	2 8%	2 17%	-	-	-	-
Some other party	6 20%	1 13%	2 55%	2 25%	* 4%	-	* 8%	* 5%	* 12%	1 80%	2 100%	2 59%	-	2 32%	5 18%	2 12%	3 24%	1 39%	* 15%	1 100%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i/j/k/l - m/p - n/o/q/r

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Opinion Poll

ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 6

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)**

FILTER: 2010 Vote: Did not vote

	Total	Working Status				Working Status - Men				Working Status - Women				Mums	Which of the following best describes where you live?					
		Work- ing full time (a)	Work- ing part time (b)	Ret- ired (c)	Not work- ing (d)	Work- ing full time (e)	Work- ing part time (f)	Ret- ired (g)	Not work- ing (h)	Work- ing full time (i)	Work- ing part time (j)	Ret- ired (k)	Not work- ing (l)		NET: Urban (m)	Urban - Pop. over 10k (n)	Town and Fringe (o)	NET: Rural (p)	Vil- lage (q)	Hamlet & Iso- lated Dwel- ling (r)
Unweighted base	1160	417	181	114	447	261	68	65	186	156	113	49	261	170	993	572	421	167	144	22
Weighted base	965	402	115	90*	358	254	38*	52*	138	147	78*	38*	220	142	822	473	348	143*	126*	17**
Conservative	212 22%	92 23%	26 22%	29 32% ^d	66 18%	62 24%	7 19%	16 30%	28 20%	30 20%	18 24%	13 34% ^l	38 17%	23 16%	177 22%	106 22%	71 20%	35 24%	27 22%	8 44%
Labour	482 50%	211 53% ^c	54 47%	35 39%	181 51%	136 53% ^k	19 50%	22 42%	68 49%	75 51%	35 45%	13 35%	113 51%	85 60%	420 51%	238 50%	182 52%	62 43%	59 47%	2 13%
Liberal Democrat	64 7%	15 4%	7 6%	2 2%	40 11% ^a	7 3%	4 11% ^e	2 3%	16 11% ^e	8 5%	3 4%	- -	25 11% ^e	6 4%	51 6%	32 7%	19 5%	13 9%	11 9%	1 8%
SNP	15 2%	10 3%	1 1%	- -	4 1%	3 1%	- -	- -	1 1%	7 5% ^e	1 1%	- -	3 1%	5 3%	11 1%	5 1%	7 2%	4 3%	3 3%	* 3%
Plaid Cymru	1 *	1 *	- -	- -	* *	1 *	- -	- -	- -	- -	- -	- -	* *	- -	* *	* *	- -	1 *	- -	1 3%
The UK Independence Party	100 10%	38 9%	12 10%	22 24% ^a ^b ^d	28 8%	26 10%	3 9%	12 23% ^e ^h ⁱ	14 10%	12 8%	9 11%	10 26% ^e ^f ^h ⁱ	14 6%	12 9%	85 10%	42 9%	43 12%	15 10%	13 10%	2 12%
The Green Party	78 8%	27 7%	11 10% ^c	2 2%	38 11% ^c	12 5%	4 9% ^g	- -	11 8%	15 10% ^g	8 10% ^g	2 4%	27 12% ^g	11 8%	65 8%	41 9%	23 7%	13 9%	11 8%	3 16%
The British National Party	8 1%	2 1%	5 4% ^a ^d	1 1%	1 *	2 1%	1 1%	1 1%	- -	- -	4 5% ^e ^h ⁱ	- -	1 *	- -	7 1%	3 1%	4 1%	1 1%	1 1%	- -
Some other party	5 1%	5 1%	- -	- -	- -	5 2%	- -	- -	- -	- -	- -	- -	- -	- -	5 1%	5 1%	- -	* *	* *	- -

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i/j/k/l - m/p - n/o/q/r

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Opinion Poll

ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 6

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)**

FILTER: 2010 Vote: Conservative

	Tenure						To which of the following ethnic groups do you consider you belong?	
	Total	Owned outright (a)	Owned with a mortgage (b)	Social rent (c)	Rented from someone else (d)	Rent free (e)	White (f)	Non-white (g)
Unweighted base	3092	1592	885	279	302	34	2989	84
Weighted base	2864	1452	904	278	208	23**	2768	82*
Conservative	2123 74%	1117 77%dc	687 76%dc	158 57%	142 68%c	19 85%	2069 75%g	45 54%
Labour	158 6%	42 3%	63 7%a	24 9%a	27 13%ab	2 9%	126 5%	30 37%f
Liberal Democrat	23 1%	13 1%	3 *	2 1%	5 3%ab	-	22 1%	-
SNP	10 *	1 *	7 1%a	2 1%	-	-	9 *	1 1%
Plaid Cymru	2 *	2 *	-	-	-	-	2 *	-
The UK Independence Party	517 18%	264 18%b	132 15%	89 32%adb	31 15%	1 5%	509 18%g	7 8%
The Green Party	24 1%	10 1%	9 1%	4 2%	1 *	-	24 1%	-
The British National Party	5 *	3 *	1 *	* *	1 *	-	5 *	-
Some other party	2 *	-	2 *	-	* *	* 1%	2 *	-

Proportions/Mean: Columns Tested (5% risk level) - a/d/b/c/e - f/g

* small base; ** very small base (under 30) ineligible for sig testing

Opinion Poll

ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 6

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)**

FILTER: 2010 Vote: Labour

	Tenure						To which of the following ethnic groups do you consider you belong?	
	Total	Owned outright	Owned with a mortgage	Social rent	Rented from someone else	Rent free	White	Non-white
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	
Unweighted base	2133	700	672	436	312	13	1898	200
Weighted base	2005	624	666	490	212	14**	1771	202
Conservative	89 4%	35 6% ^c	38 6% ^c	5 1%	10 5% ^c	1 5%	87 5% ^g	2 1%
Labour	1642 82%	512 82%	541 81%	403 82%	173 81%	13 94%	1421 80%	194 96% ^f
Liberal Democrat	31 2%	5 1%	8 1%	1 *	17 8% ^{abc}	- -	28 2%	3 1%
SNP	69 3%	16 3%	22 3%	28 6% ^{ad}	3 1%	- -	68 4% ^g	* *
Plaid Cymru	3 *	1 *	1 *	1 *	- -	- -	3 *	- -
The UK Independence Party	124 6%	37 6% ^d	42 6% ^d	41 8% ^d	4 2%	* 1%	122 7% ^g	1 *
The Green Party	37 2%	15 2%	10 2%	6 1%	6 3%	- -	31 2%	1 *
The British National Party	2 *	- -	1 *	* *	- -	- -	2 *	- -
Some other party	8 *	3 1%	2 *	3 1%	- -	- -	7 *	2 1%

Proportions/Mean: Columns Tested (5% risk level) - a/d/b/c/e - f/g

** very small base (under 30) ineligible for sig testing

Opinion Poll
ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 6

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)**

FILTER: 2010 Vote: Liberal Democrat

	Total	Tenure					To which of the following ethnic groups do you consider you belong?	
		Owned outright (a)	Owned with a mortgage (b)	Social rent (c)	Rented from someone else (d)	Rent free (e)	White (f)	Non-white (g)
Unweighted base	1568	603	468	242	237	19	1493	71
Weighted base	1579	637	511	233	176	22**	1498	78*
Conservative	208 13%	97 15% ^{dc}	79 15% ^{dc}	15 7%	14 8%	3 15%	197 13%	10 12%
Labour	511 32%	168 26%	175 34% ^a	99 43% ^a	64 36% ^a	4 20%	483 32%	28 36%
Liberal Democrat	543 34%	252 40% ^{dc}	179 35% ^c	50 21%	51 29%	12 53%	525 35%	17 22%
SNP	33 2%	11 2%	10 2%	10 4%	2 1%	-	29 2%	4 5%
Plaid Cymru	2 *	2 *	-	-	-	-	2 *	-
The UK Independence Party	153 10%	68 11%	35 7%	34 14% ^b	16 9%	1 6%	153 10% ^g	* *
The Green Party	121 8%	37 6%	29 6%	23 10%	30 17% ^{ab}	1 7%	105 7%	16 20% ^f
The British National Party	3 *	1 *	-	2 1%	-	-	3 *	-
Some other party	6 *	1 *	4 1%	-	* *	-	1 *	4 5% ^f

Proportions/Mean: Columns Tested (5% risk level) - a/d/b/c/e - f/g*** small base; ** very small base (under 30) ineligible for sig testing**

Opinion Poll
ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 6

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)**

FILTER: 2010 Vote: SNP

	Total	Tenure					To which of the following ethnic groups do you consider you belong?	
		Owned outright (a)	Owned with a mortgage (b)	Social rent (c)	Rented from someone else (d)	Rent free (e)	White (f)	Non-white (g)
Unweighted base	247	75	69	74	30	*	244	2
Weighted base	174	47*	42*	66*	18**	***	172	1**
Conservative	3 2%	- -	3 8%ac	- -	- -	- -	3 2%	- -
Labour	4 2%	* 1%	1 2%	3 5%	- -	- -	4 2%	- -
Liberal Democrat	3 2%	1 1%	- -	- -	2 12%	- -	3 2%	- -
SNP	152 87%	39 83%	38 89%	63 95%a	12 67%	* 100%	150 87%	1 100%
The UK Independence Party	7 4%	4 9%ac	* 1%	* 1%	2 13%	- -	7 4%	- -
The Green Party	1 1%	- -	- -	- -	1 7%	- -	1 1%	- -
Some other party	3 2%	3 6%	- -	- -	- -	- -	3 2%	- -

Proportions/Mean: Columns Tested (5% risk level) - a/d/b/c/e - f/g

* small base; ** very small base (under 30) ineligible for sig testing

Opinion Poll
ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 6
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)
 FILTER: 2010 Vote: Plaid Cymru

	Total	Tenure					To which of the following ethnic groups do you consider you belong?	
		Owned outright (a)	Owned with a mortgage (b)	Social rent (c)	Rented from someone else (d)	Rent free (e)	White (f)	Non-white (g)
Unweighted base	52	17	17	9	10	-	52	-
Weighted base	30*	7**	10**	8**	6**	-**	30*	-**
Conservative	1 3%	-	1 8%	-	-	-	1 3%	-
Labour	7 24%	1 11%	-	7 86%	-	-	7 24%	-
Liberal Democrat	1 2%	-	-	-	1 13%	-	1 2%	-
Plaid Cymru	20 67%	6 78%	9 92%	1 9%	5 87%	-	20 67%	-
The UK Independence Party	1 4%	1 10%	-	* 5%	-	-	1 4%	-

Proportions/Mean: Columns Tested (5% risk level) - a/d/b/c/e - f/g
 * small base; ** very small base (under 30) ineligible for sig testing

Opinion Poll
ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 6

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)**

FILTER: 2010 Vote: The UK Independence Party

	Total	Tenure					To which of the following ethnic groups do you consider you belong?	
		Owned outright (a)	Owned with a mortgage (b)	Social rent (c)	Rented from someone else (d)	Rent free (e)	White (f)	Non-white (g)
Unweighted base	319	147	62	69	39	1	312	5
Weighted base	173	85*	36**	38*	14**	***	169	3**
Conservative	9 5%	6 7%	-	2 5%	1 6%	-	9 5%	-
Labour	8 4%	2 2%	-	6 16%a	-	-	8 5%	-
Liberal Democrat	10 6%	10 12%ac	-	-	-	-	9 5%	2 58%
The UK Independence Party	142 82%	66 78%	34 93%	29 76%	13 94%	* 100%	140 83%	1 28%
The Green Party	2 1%	-	2 6%	-	-	-	2 1%	* 14%
The British National Party	1 *	* 1%	* 1%	-	-	-	1 *	-
Some other party	1 1%	-	-	1 4%	-	-	1 1%	-

Proportions/Mean: Columns Tested (5% risk level) - a/d/b/c/e - f/g

* small base; ** very small base (under 30) ineligible for sig testing

Opinion Poll
ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 6

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)**

FILTER: 2010 Vote: The Green Party

	Total	Tenure					To which of the following ethnic groups do you consider you belong?	
		Owned outright (a)	Owned with a mortgage (b)	Social rent (c)	Rented from someone else (d)	Rent free (e)	White (f)	Non-white (g)
Unweighted base	139	41	33	25	36	4	129	10
Weighted base	95*	39**	17**	20**	17**	2**	89*	6**
Conservative	7 8%	6 17%	-	1 4%	-	-	7 8%	-
Labour	11 12%	3 7%	3 15%	2 8%	4 25%	-	9 10%	2 39%
Liberal Democrat	2 2%	* 1%	1 7%	-	* 1%	-	2 2%	-
SNP	2 2%	-	* 3%	1 7%	-	-	2 2%	* 4%
Plaid Cymru	1 1%	-	-	-	1 3%	-	1 1%	-
The UK Independence Party	6 6%	1 2%	2 12%	1 7%	1 8%	-	5 6%	* 6%
The Green Party	63 66%	29 74%	11 61%	14 73%	8 45%	2 100%	61 68%	2 44%
The British National Party	* *	-	-	* 1%	* 1%	-	* *	-
Some other party	4 4%	-	* 3%	-	3 18%	-	3 3%	* 8%

Proportions/Mean: Columns Tested (5% risk level) - a/d/b/c/e - f/g

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Opinion Poll
ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 6

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)**

FILTER: 2010 Vote: The British National Party

	Total	Tenure					To which of the following ethnic groups do you consider you belong?	
		Owned outright (a)	Owned with a mortgage (b)	Social rent (c)	Rented from someone else (d)	Rent free (e)	White (f)	Non-white (g)
Unweighted base	69	20	22	20	6	1	69	-
Weighted base	40*	12**	12**	16**	1**	***	40*	-.**
Labour	4 11%	-	-	4 28%	-	-	4 11%	-
SNP	1 2%	-	1 8%	-	-	-	1 2%	-
The UK Independence Party	22 53%	8 68%	7 59%	6 36%	1 100%	-	22 53%	-
The Green Party	2 6%	-	2 21%	-	-	-	2 6%	-
The British National Party	11 27%	4 32%	1 11%	6 36%	-	* 100%	11 27%	-

Proportions/Mean: Columns Tested (5% risk level) - a/d/b/c/e - f/g

* small base; ** very small base (under 30) ineligible for sig testing

Opinion Poll
ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 6
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)
 FILTER: 2010 Vote: Some other party

	Total	Tenure					To which of the following ethnic groups do you consider you belong?	
		Owned outright (a)	Owned with a mortgage (b)	Social rent (c)	Rented from someone else (d)	Rent free (e)	White (f)	Non-white (g)
Unweighted base	40	10	12	9	6	3	39	-
Weighted base	30*	5**	9**	8**	5**	2**	29*	-.**
Conservative	3 9%	1 30%	-	1 12%	* 4%	-	3 9%	-
Labour	13 44%	1 26%	3 36%	4 46%	5 95%	-	13 44%	-
SNP	* 2%	-	-	* 6%	-	-	-	-
The UK Independence Party	5 18%	2 36%	2 24%	1 18%	-	-	5 19%	-
The Green Party	2 7%	* 8%	* 4%	1 17%	-	-	2 7%	-
Some other party	6 20%	-	3 36%	* 2%	* 1%	2 100%	6 21%	-

Proportions/Mean: Columns Tested (5% risk level) - a/d/b/c/e - f/g

* small base; ** very small base (under 30) ineligible for sig testing

Opinion Poll
ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 6

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)**

FILTER: 2010 Vote: Did not vote

	Tenure						To which of the following ethnic groups do you consider you belong?	
	Total	Owned outright	Owned with a mortgage	Social rent	Rented from someone else	Rent free	White	Non-white
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	
Unweighted base	1160	171	304	277	373	35	1019	133
Weighted base	965	152	300	265	225	24**	833	128*
Conservative	212 22%	57 38% ^{dc}	90 30% ^{dc}	15 6%	42 19% ^c	7 30%	191 23%	21 16%
Labour	482 50%	49 32%	140 47% ^a	172 65% ^{adb}	106 47% ^a	15 61%	379 46%	102 80% ^f
Liberal Democrat	64 7%	9 6%	8 3%	25 10% ^b	22 10% ^b	1 2%	59 7%	2 2%
SNP	15 2%	1 *	5 2%	4 2%	5 2%	- -	15 2%	- -
Plaid Cymru	1 *	- -	- -	- -	1 *	- -	1 *	- -
The UK Independence Party	100 10%	18 12%	35 12%	21 8%	25 11%	1 5%	98 12% ^g	2 1%
The Green Party	78 8%	18 12%	18 6%	17 7%	25 11% ^b	* 2%	76 9% ^g	1 1%
The British National Party	8 1%	* *	3 1%	5 2%	* *	- -	8 1%	- -
Some other party	5 1%	* *	1 *	5 2%	- -	- -	5 1%	- -

Proportions/Mean: Columns Tested (5% risk level) - a/d/b/c/e - f/g

* small base; ** very small base (under 30) ineligible for sig testing

Opinion Poll

ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 7

Q.2 Which party would you vote for if there was a General Election tomorrow?**Base: All respondents**

	Q.3 General Election Vote												
	Total	Conservative	Labour	Liberal Democrat	SNP	Plaid Cymru	The UK Independence Party	The Green Party	The British National Party	Some other party	Did not vote	Prefer not to say	Don't know/ can't remember
Unweighted base	14274	4033	2824	2330	315	64	399	198	87	53	3314	217	440
Weighted base	14274	3874	2723	2454	225	43	218	137	53	45	3710	293	498
Conservative	3271 23%	2498 64%	108 4%	250 10%	4 2%	1 2%	10 4%	9 7%	- -	3 7%	344 9%	6 2%	39 8%
Labour	3684 26%	191 5%	1980 73%	619 25%	5 2%	8 19%	9 4%	14 10%	5 9%	15 33%	731 20%	22 7%	85 17%
Liberal Democrat	882 6%	28 1%	38 1%	662 27%	3 1%	1 2%	13 6%	2 1%	- -	- -	118 3%	4 1%	13 3%
SNP	336 2%	11 *	81 3%	38 2%	176 78%	- -	- -	2 1%	1 2%	1 1%	24 1%	- -	3 1%
Plaid Cymru	38 *	2 *	4 *	2 *	- -	23 54%	- -	1 *	- -	- -	1 *	1 *	2 *
The UK Independence Party	1343 9%	604 16%	144 5%	182 7%	9 4%	1 3%	164 75%	7 5%	24 45%	6 14%	160 4%	11 4%	30 6%
The Green Party	419 3%	28 1%	45 2%	141 6%	1 1%	- -	2 1%	80 59%	3 5%	2 5%	106 3%	4 1%	5 1%
The British National Party	43 *	6 *	2 *	3 *	- -	- -	1 *	* *	12 23%	- -	17 *	- -	2 *
Some other party	48 *	3 *	13 *	7 *	3 1%	- -	1 1%	4 3%	- -	7 16%	9 *	- -	* *
Would not vote	1367 10%	55 1%	29 1%	31 1%	3 1%	- -	2 1%	1 1%	4 7%	1 2%	1215 33%	4 1%	22 4%
Rather not say	207 1%	8 *	5 *	3 *	- -	- -	- -	* *	- -	- -	35 1%	134 46%	21 4%
Don't know	2638 18%	440 11%	274 10%	517 21%	21 9%	9 20%	15 7%	16 12%	5 9%	10 22%	950 26%	108 37%	274 55%

Opinion Poll

ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 8

Q.2 Which party would you vote for if there was a General Election tomorrow?**Base: All respondents (Turnout Weighted)**

	Q.3 General Election Vote												
	Total	Conservative	Labour	Liberal Democrat	SNP	Plaid Cymru	The UK Independence Party	The Green Party	The British National Party	Some other party	Did not vote	Prefer not to say	Don't know/ can't remember
Unweighted base	9985	3318	2303	1839	262	56	327	149	73	45	1315	118	180
Weighted base	9297	3147	2183	1898	189	35	180	102	43	39	1159	151	171
Conservative	2678 29%	2123 67%	89 4%	208 11%	3 2%	1 2%	9 5%	7 7%	- -	3 7%	212 18%	4 3%	19 11%
Labour	2903 31%	158 5%	1642 75%	511 27%	4 2%	7 21%	8 4%	11 11%	4 10%	13 34%	482 42%	15 10%	47 27%
Liberal Democrat	687 7%	23 1%	31 1%	543 29%	3 2%	1 2%	10 6%	2 1%	- -	- -	64 6%	1 1%	9 5%
SNP	283 3%	10 *	69 3%	33 2%	152 80%	- -	- -	2 2%	1 2%	* 1%	15 1%	- -	2 1%
Plaid Cymru	32 *	2 *	3 *	2 *	- -	20 58%	- -	1 1%	- -	- -	1 *	1 1%	2 1%
The UK Independence Party	1103 12%	517 16%	124 6%	153 8%	7 4%	1 3%	142 79%	6 6%	22 50%	5 14%	100 9%	8 5%	17 10%
The Green Party	336 4%	24 1%	37 2%	121 6%	1 1%	- -	2 1%	63 62%	2 6%	2 5%	78 7%	3 2%	3 2%
The British National Party	31 *	5 *	2 *	3 *	- -	- -	1 *	* *	11 25%	- -	8 1%	- -	1 *
Some other party	36 *	2 *	8 *	6 *	3 1%	- -	1 1%	4 3%	- -	6 16%	5 *	- -	* *
Would not vote	21 *	2 *	- -	* *	- -	- -	* *	* *	2 4%	- -	17 2%	* *	* *
Rather not say	131 1%	7 *	5 *	2 *	- -	- -	- -	* *	- -	- -	17 1%	89 59%	11 6%
Don't know	1056 11%	275 9%	174 8%	316 17%	15 8%	5 13%	7 4%	7 7%	1 2%	9 23%	159 14%	29 19%	60 35%

Opinion Poll

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Absolutes/col percents

Table 9

Q.3 At the general election in May 2010, many people didn't vote. Can you remember, did you vote in that election, or did you not vote?

Which party did you vote for in the general election in May 2010?

Base: All respondents

	England and Wales																			Scotland		Northern Ireland		Employment Sector		Employment Sector Within Gender - Male		Employment Sector Within Gender - Female	
	Gender			Age						Social Grade				Region Summary															
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	South East (m)	Mid-lands (n)	North Eng-land (o)	Wales & South West (p)	Scot-land (q)	Public (r)	Private (s)	Public (t)	Private (u)	Public (v)	Private (w)					
Unweighted base	14274	7172	7102	1617	2124	2429	2636	2326	3142	3821	4325	2552	3576	3718	3675	3501	2087	1293	1776	5768	828	3243	948	2525					
Weighted base	14274	6995	7279	1697	2404	2403	2544	2119	3107	3815	3957	3109	3393	3854	3711	3426	1998	1285	1905	6089	860	3442	1045	2647					
Conservative	3874 27%	2160 31% ^b	1715 24%	165 10%	364 15% ^c	498 21% ^{cd}	700 28% ^{cde}	739 35% ^{cde f}	1409 45% ^{cde fg}	1300 34% ^{ijkl}	1049 27% ^{kl}	834 27% ^{kl}	691 20%	1181 31% ^{opq}	1160 31% ^{opq}	832 24% ^q	518 26% ^q	183 14%	396 21%	1585 26% ^r	198 23%	1012 29% ^{tw}	199 19%	573 22%					
Labour	2723 19%	1382 20%	1341 18%	163 10%	479 20% ^{ch}	554 23% ^{cdh}	538 21% ^{ch}	465 22% ^{ch}	524 17% ^c	687 18%	698 18%	647 21% ^{ij}	691 20% ^{ij}	684 18%	623 17%	777 23% ^{mnp}	315 16%	324 25% ^{mnp}	499 26% ^s	1132 19%	235 27% ^{uw}	666 19%	264 25% ^{uw}	466 18%					
Liberal Democrat	2454 17%	1280 18% ^b	1174 16%	128 8%	390 16% ^c	399 17% ^c	443 17% ^c	424 20% ^{cde f}	670 22% ^{cde f}	785 21% ^{ijkl}	709 18% ^{kl}	436 14%	523 15%	629 16%	608 16%	578 17%	442 22% ^{mno q}	195 15%	360 19% ^s	941 15%	175 20% ^w	591 17% ^w	185 18% ^w	350 13%					
SNP	225 2%	120 2%	105 1%	9 1%	29 1%	31 1%	46 2% ^c	48 2% ^{cde}	62 2% ^c	40 1%	73 2% ⁱ	48 2%	65 2% ⁱ	- -	- -	- -	- -	225 18% ^{mnp}	33 2%	84 1%	16 2%	50 1%	17 2%	34 1%					
Plaid Cymru	43 *	26 *	17 *	1 *	4 *	5 *	15 1% ^c	9 *	9 *	5 *	12 *	12 *	15 *	- -	- -	- -	43 2% ^{mnoq}	- -	4 *	24 *	4 *	15 *	- -	10 *					
The UK Independence Party	218 2%	122 2%	96 1%	17 1%	10 *	34 1% ^d	51 2% ^d	36 2% ^d	70 2% ^{cd}	38 1%	51 1%	60 2% ⁱ	68 2% ^{ij}	60 2% ^q	73 2% ^q	54 2% ^q	30 2% ^q	2 *	24 1%	63 1%	18 2% ^{vw}	38 1%	5 1%	25 1%					
The Green Party	137 1%	71 1%	66 1%	17 1%	25 1%	16 1%	39 2% ^{eh}	18 1%	22 1%	26 1%	36 1%	34 1%	41 1%	44 1% ^o	55 1% ^{opq}	19 1%	14 1%	5 *	30 2%	65 1%	21 2% ^{uv}	31 1%	8 1%	34 1%					
The British National Party	53 *	38 1% ^b	16 *	3 *	3 *	17 1% ^{dg}	18 1% ^{dg}	4 *	8 *	7 *	5 *	13 *	29 1% ^{ij}	5 *	19 1% ^m	20 1% ^m	8 *	1 *	1 *	29 *	* 1%	20 1%	1 *	8 *					
Some other party	45 *	25 *	19 *	- -	7 *	12 1% ^c	6 *	8 *	12 *	10 *	13 *	10 *	12 *	10 *	17 *	13 *	2 *	3 *	3 *	20 *	3 *	12 *	- -	8 *					
Did not vote	3710 26%	1487 21%	2223 31% ^a	1028 61% ^{def gh}	904 38% ^{efgh}	676 28% ^{fgh}	533 21% ^{gh}	295 14% ^h	275 9%	710 19%	1117 28% ⁱ	822 26% ⁱ	1061 31% ^{ijk}	1010 26% ^q	909 24%	965 28% ^{nq}	541 27% ^q	285 22%	434 23%	1755 29% ^r	158 18%	841 24% ^t	276 26% ^t	914 35% ^{tuv}					
Prefer not to say	293 2%	129 2%	164 2%	76 4% ^{defgh}	65 3% ^{gh}	52 2% ^h	47 2% ^h	33 2% ^h	21 1%	102 3% ^{ijl}	68 2%	62 2%	61 2%	114 3% ^{nopq}	65 2%	63 2%	34 2%	17 1%	48 3%	141 2%	20 2%	70 2%	29 3%	71 3%					

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q - r/s - t/u/v/w

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Absolutes/col percents

Table 9

Q.3 At the general election in May 2010, many people didn't vote. Can you remember, did you vote in that election, or did you not vote?

Which party did you vote for in the general election in May 2010?

Base: All respondents

	Gender		Age							Social Grade				Region Summary					Employment Sector		Employment Sector Within Gender - Male		Employment Sector Within Gender - Female	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	South East (m)	Mid-lands (n)	North Eng-land (o)	Wales & South West (p)	Scot-land (q)	Public (r)	Pri-vate (s)	Public (t)	Pri-vate (u)	Public (v)	Pri-vate (w)
Weighted base	14274	6995	7279	1697	2404	2403	2544	2119	3107	3815	3957	3109	3393	3854	3711	3426	1998	1285	1905	6089	860	3442	1045	2647
Don't know/ can't remember	498	155	342	91	123	109	109	41	25	105	125	132	136	118	183	104	48	46	73	249	13	95	61	153
	3%	2%	5%a	5%gh	5%gh	5%gh	4%gh	2%h	1%	3%	3%	4%i	4%i	3%	5%mp	3%	2%	4%	4%	4%	1%	3%	6%tu	6%tu

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q - r/s - t/u/v/w

Opinion Poll

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Absolutes/col percents

Table 9

Q.3 At the general election in May 2010, many people didn't vote. Can you remember, did you vote in that election, or did you not vote?
Which party did you vote for in the general election in May 2010?

Base: All respondents

	Total	Vote Intention				2010 Vote				Age Within Gender - Male						Age Within Gender - Female					
		Con (a)	Lab (b)	LibDem (c)	UKIP (d)	Con (e)	Lab (f)	LibDem (g)	UKIP (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65+ (n)	18-24 (o)	25-34 (p)	35-44 (q)	45-54 (r)	55-64 (s)	65+ (t)
Unweighted base	14274	3252	3689	674	2332	4033	2824	2330	399	586	1051	1243	1374	1232	1686	1031	1073	1186	1262	1094	1456
Weighted base	14274	3271	3684	882	1343	3874	2723	2454	218	633	1176	1232	1267	1108	1578	1064	1228	1171	1277	1011	1529
Conservative	3874 27%	2498 76%bcd	191 5%	28 3%	604 45%bc	3874 100%efgh	-	-	-	98 16%o	197 17%o	283 23%ijo pq	405 32%ijk opqr	390 35%ijk mopqrst	787 50%ijkl mopqrst	66 6%	168 14%o	215 18%op	295 23%ijo pq	349 35%ijk opqr	622 41%ijklmnopqrs
Labour	2723 19%	108 3%	1980 54%acd	38 4%	144 11%ac	-	2723 100%egh	-	-	71 11%	235 20%io	328 27%ijl mnopqr t	262 21%ino	228 21%ino	259 16%io	92 9%	245 20%io	226 19%io	276 22%ino t	237 23%ino qt	265 17%io
Liberal Democrat	2454 17%	250 8%	619 17%ad	662 75%abd	182 14%a	-	-	2454 100%efh	-	51 8%	221 19%io	216 18%io	228 18%io	240 22%iko pqr	324 21%iopq r	77 7%	169 14%io	183 16%io	215 17%io	184 18%io	346 23%iklopqrs
SNP	225 2%	4 *	5 *	3 *	9 1%ab	-	-	-	-	2 *	21 2%i	10 1%	27 2%ikop	24 2%ikop	36 2%ikop	7 1%	8 1%	22 2%ip	19 1%	23 2%ikop	26 2%i
Plaid Cymru	43 *	1 *	8 *	1 *	1 *	-	-	-	-	-	4 *	4 *	8 1%p	5 *	5 *	1 *	-	1 *	7 1%p	4 *	4 *
The UK Independence Party	218 2%	10 *	9 *	13 1%ab	164 12%abc	-	-	-	218 100%efg	4 1%	6 *	25 2%jpq	27 2%jpq	18 2%jp	42 3%ijop q	13 1%	4 *	9 1%	23 2%jp	18 2%jp	29 2%jp
The Green Party	137 1%	9 *	14 *	2 *	7 1%	-	-	-	-	9 1%k	11 1%	4 *	28 2%kmno rt	8 1%	11 1%	8 1%	13 1%	12 1%	11 1%	10 1%	11 1%
The British National Party	53 *	-	5 *	-	24 2%abc	-	-	-	-	* *	3 *	14 1%mpqt	12 1%mp	1 *	7 *	3 *	* *	3 *	5 *	4 *	1 *
Some other party	45 *	3 *	15 *a	-	6 *a	-	-	-	-	-	2 *	8 1%os	4 *	8 1%os	3 *	-	5 *	4 *	1 *	-	8 1%st
Did not vote	3710 26%	344 11%	731 20%acd	118 13%	160 12%	-	-	-	-	342 54%ijkl mnopqrs t	391 33%klm nrst	290 24%lmn st	220 17%mnt	152 14%n	93 6%	686 64%ijkl lmnopqr st	513 42%ijkl mnopqr st	387 33%klm nrst	313 24%lmn st	142 14%n	182 12%n
Prefer not to say	293 2%	6 *	22 1%a	4 *	11 1%a	-	-	-	-	27 4%klmn st	37 3%lmnt	22 2%n	19 1%n	17 2%n	8 *	49 5%klmn pqrst	28 2%nt	30 3%nt	28 2%nt	16 2%n	13 1%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t

Opinion Poll
ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 9

Q.3 At the general election in May 2010, many people didn't vote. Can you remember, did you vote in that election, or did you not vote?

Which party did you vote for in the general election in May 2010?

Base: All respondents

	Total	Vote Intention				2010 Vote				Age Within Gender - Male						Age Within Gender - Female					
		Con (a)	Lab (b)	LibDem (c)	UKIP (d)	Con (e)	Lab (f)	LibDem (g)	UKIP (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65+ (n)	18-24 (o)	25-34 (p)	35-44 (q)	45-54 (r)	55-64 (s)	65+ (t)
Weighted base	14274	3271	3684	882	1343	3874	2723	2454	218	633	1176	1232	1267	1108	1578	1064	1228	1171	1277	1011	1529
Don't know/ can't remember	498	39	85	13	30	-	-	-	-	29	50	29	27	17	4	62	73	79	82	24	21
	3%	1%	2%a	1%	2%a	-	-	-	-	5%lmnt	4%lmnt	2%n	2%n	2%n	*	6%klmn st	6%klmn st	7%jklm nst	6%klmn st	2%n	1%n

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t

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Absolutes/col percents

Table 9

Q.3 At the general election in May 2010, many people didn't vote. Can you remember, did you vote in that election, or did you not vote?

Which party did you vote for in the general election in May 2010?

Base: All respondents

	SEG Within Gender - Male					SEG Within Gender - Female				Region										
	Total	AB (a)	C1 (b)	C2 (c)	DE (d)	AB (e)	C1 (f)	C2 (g)	DE (h)	Scot- land (i)	North East (j)	North West (k)	York- shire & Humb- erside (l)	West Mid- lands (m)	East Mid- lands (n)	Wales (o)	East- ern (p)	London (q)	South East (r)	South West (s)
Unweighted base	14274	2194	1955	1330	1693	1627	2370	1222	1883	1293	596	1561	1344	1196	990	772	1489	1576	2142	1315
Weighted base	14274	2115	1711	1605	1565	1701	2246	1505	1827	1285	571	1570	1285	1285	999	714	1427	1856	1998	1285
Conservative	3874 27%	814 38% bcd efgh	519 30% cdfg h	479 30% dfg h	348 22% h	487 29% dfg h	530 24% h	355 24% h	343 19%	183 14%	99 17%	436 28% ijl o	297 23% ijl	430 34% ijkl loq	308 31% ijl oq	137 19% i	421 30% ijl o	484 26% ijo	697 35% ijkl lopqs	381 30% ijlo
Labour	2723 19%	391 18%	320 19%	352 22% ef	319 20% f	296 17%	378 17%	295 20%	373 20% f	324 25% kmn prs	138 24% mpr s	331 21% prs	308 24% mnp rs	227 18% prs	197 20% prs	178 25% mnp rs	199 14% s	414 22% mpr s	270 13%	138 11%
Liberal Democrat	2454 17%	432 20% cgh	300 18% gh	263 16% gh	284 18% gh	354 21% bcg h	409 18% gh	173 11%	239 13%	195 15%	89 16%	257 16%	232 18% q	194 15%	145 14%	108 15%	269 19% imn q	254 14%	375 19% imn q	336 26% ijklm nopqr
SNP	225 2%	27 1%	41 2% aef	28 2%	24 2%	13 1%	31 1%	20 1%	41 2% ae	225 18% ijklm nopqrs	-	-	-	-	-	-	-	-	-	-
Plaid Cymru	43 *	5 *	2 *	10 1% e	9 1% e	* *	10 * e	2 *	6 *	-	-	-	-	-	-	43 6% ijkl mnpqrs	-	-	-	-
The UK Independence Party	218 2%	24 1%	34 2% ef	36 2% aef	28 2% f	14 1%	17 1%	24 2%	41 2% aef	2 *	8 1% i	16 1% i	30 2% ikmo q	10 1%	17 2% i	5 1%	46 3% ikmo q	17 1% i	43 2% ikmo q	25 2% imq
The Green Party	137 1%	17 1%	16 1%	17 1%	21 1% e	9 1%	20 1%	17 1%	20 1%	5 *	1 *	7 *	11 1%	20 2% ijkn	2 *	3 *	34 2% ijkl noqrs	22 1% n	22 1% n	11 1%
The British National Party	53 *	4 *	5 * f	7 * f	21 1% abcde fgh	3 *	-	5 * f	8 * f	1 *	8 1% ilpq rs	10 1% q	3 *	5 *	10 1% iqrs	6 1% iqrs	4 *	1 *	3 *	2 *
Some other party	45 *	9 *	6 *	5 *	6 *	1 *	7 *	5 *	6 *	3 *	-	9 1% s	4 *	8 1% s	2 *	2 *	7 * s	6 *	4 *	-
Did not vote	3710 26%	292 14%	431 25% a	344 21% a	420 27% ac	417 25% a	686 31% abc de	478 32% abc de	641 35% abc def	285 22%	204 36% ijkl mnopqrs	422 27% i	339 26% i	316 25%	244 24%	207 29% ir	349 24%	529 29% ipr	481 24%	334 26%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s

Opinion Poll
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Absolutes/col percents

Table 9

Q.3 At the general election in May 2010, many people didn't vote. Can you remember, did you vote in that election, or did you not vote?

Which party did you vote for in the general election in May 2010?

Base: All respondents

	SEG Within Gender - Male					SEG Within Gender - Female					Region									
	Total	AB (a)	C1 (b)	C2 (c)	DE (d)	AB (e)	C1 (f)	C2 (g)	DE (h)	Scot- land (i)	North East (j)	North West (k)	York- shire & Humb- erside (l)	West Mid- lands (m)	East Mid- lands (n)	Wales (o)	East- ern (p)	London (q)	South East (r)	South West (s)
Weighted base	14274	2115	1711	1605	1565	1701	2246	1505	1827	1285	571	1570	1285	1285	999	714	1427	1856	1998	1285
Prefer not to say	293 2%	54 3%bh	13 1%	27 2%	35 2%b	48 3%bh	55 2%b	35 2%b	27 1%	17 1%	8 1%	27 2%	27 2% ^m	12 1%	31 3% ^{imp}	11 2%	22 2%	55 3% ^{imp}	60 3% ^{imp}	23 2%
Don't know/ can't remember	498 3%	45 2%	23 1%	36 2%	52 3%b	60 4%ab	103 5%abc	96 6%abcd e	84 5%abc	46 4%	16 3%	55 4%	33 3%	62 5% ^{lors}	44 4% ^{lor}	14 2%	76 5% ^{llors} s	73 4% ^{or}	45 2%	34 3%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s

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Table 9

Q.3 At the general election in May 2010, many people didn't vote. Can you remember, did you vote in that election, or did you not vote?

Which party did you vote for in the general election in May 2010?

Base: All respondents

	Total	Region Within Gender - Male											Region Within Gender - Female										
		Scot-land (a)	North East (b)	North West (c)	York-shire & Humb-erside (d)	West Mid-lands (e)	East Mid-lands (f)	Wales (g)	East-ern (h)	London (i)	South East (j)	South West (k)	Scot-land (l)	North East (m)	North West (n)	York-shire & Humb-erside (o)	West Mid-lands (p)	East Mid-lands (q)	Wales (r)	East-ern (s)	London (t)	South East (u)	South West (v)
Unweighted base	14274	686	303	792	681	602	507	409	711	751	1052	678	607	293	769	663	594	483	363	778	825	1090	637
Weighted base	14274	687	281	800	629	610	507	353	655	855	986	630	597	290	770	656	674	492	360	772	1000	1012	654
Conservative	3874 27%	121 18%l	50 18%l	252 32%abg lmnors tv	182 29%abl mor	231 38%abd gilmno pqrstv	184 36%abd gilmno qrstv	86 24%alo r	227 35%abg ilmnoq rstv	238 28%abl mor	368 37%abc dgilmn opqrst v	221 35%abg ilmnoq rstv	62 10%	49 17%l	184 24%alo r	115 18%l	200 30%abl mor	125 25%abl mor	51 14%	194 25%abl mor	246 25%abl mor	328 32%abg lmnoqr stv	160 24%almor
Labour	2723 19%	178 26%efh ijknps uv	81 29%efh ijkmnp suv	179 22%fhj kpsuv	157 25%fhj kpsuv	119 20%jks uv	83 16%v	83 23%fhj kpsuv	109 17%sv	170 20%jks uv	142 14%v	81 13%v	146 24%fhj kpsuv	57 20%ksu v	152 20%jks uv	151 23%fhj kpsuv	108 16%v	114 23%fhj kpsuv	95 26%efh jknpsu v	90 12%	244 24%fhj kpsuv	127 13%v	57 9%
Liberal Democrat	2454 17%	118 17%p	50 18%p	138 17%p	132 21%fgi lmnopt	117 19%fil pt	68 13%	51 14%	131 20%fil mpt	119 14%	191 19%fil pt	164 26%abc efghij lmnopq rstu	77 13%	39 14%	118 15%	100 15%	77 11%	77 16%	57 16%	138 18%lp	135 14%	184 18%lpt	172 26%abcefg hijlmnopqrstu
SNP	225 2%	120 17%abcde fghijk mnopqr stuv	-	-	-	-	-	-	-	-	-	-	105 18%abcde fghijk mnopqr stuv	-	-	-	-	-	-	-	-	-	-
Plaid Cymru	43 *	-	-	-	-	-	-	26 7%abcd efhijk lmnopq stuv	-	-	-	-	-	-	-	-	-	-	17 5%abcd efhijk lmnopq stuv	-	-	-	-
The UK Independence Party	218 2%	* *	5 2%al	10 1%a	15 2%alnp t	6 1%	12 2%alt	3 1%	25 4%aceg iklnpq rtu	12 1%a	27 3%aeln prt	7 1%a	1 *	4 1%a	6 1%	15 2%alnp t	4 1%	5 1%	1 *	21 3%alnp rt	5 *	16 2%alt	18 3%alnprt
The Green Party	137 1%	3 *	1 *	2 *	2 *	12 2%acdf klqr	1 *	3 1%	22 3%abcd fgijkl mnopqr tu	10 1%	13 1%	2 *	2 *	-	5 1%	9 1%	8 1%	1 *	-	12 2%cf	12 1%	9 1%	9 1%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v

Opinion Poll

ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 9

Q.3 At the general election in May 2010, many people didn't vote. Can you remember, did you vote in that election, or did you not vote?
Which party did you vote for in the general election in May 2010?

Base: All respondents

	Region Within Gender - Male												Region Within Gender - Female											
	Total	Scotland (a)	North East (b)	North West (c)	York- shire & Humb- erside (d)	West Mid- lands (e)	East Mid- lands (f)	Wales (g)	East- ern (h)	London (i)	South East (j)	South West (k)	Scotland (l)	North East (m)	North West (n)	York- shire & Humb- erside (o)	West Mid- lands (p)	East Mid- lands (q)	Wales (r)	East- ern (s)	London (t)	South East (u)	South West (v)	
Weighted base	14274	687	281	800	629	610	507	353	655	855	986	630	597	290	770	656	674	492	360	772	1000	1012	654	
The British National Party	53 *	1 *	3 1% ilqstuv	6 1%	1 *	2 *	10 2% adeijkloqrstuv	6 2% adeijkloqrstuv	3 1%	1 *	3 *	1 *	- -	4 1% ailqstuv	4 1%	2 *	3 *	- -	- -	1 *	1 *	1 *	* *	
Some other party	45 *	3 *	- -	9 1% jkntv	1 *	1 *	2 *	2 1%	2 *	5 1%	* *	- -	* *	- -	* *	3 *	8 1% jkntv	- -	- -	4 1%	1 *	4 *	- -	
Did not vote	3710 26%	123 18%	82 29% acd efhjk	172 21%	118 19%	105 17%	108 21%	86 24% ae	122 19%	240 28% acd efhjk	198 20%	133 21%	161 27% ade hjk	122 42% abc defghijklnop qstuv	250 33% acd efghjk	221 34% acd efghjkl u	210 31% acd efhjk	136 28% acd efhjk	121 34% acd efghjk	227 29% acd efhjk	289 29% acd efhjk	283 28% acd efhjk	201 31% acd efhjk	
Prefer not to say	293 2%	8 1%	7 3% eg	9 1%	13 2% g	4 1%	18 4% aceg hmp	1 *	8 1%	26 3% cegm	26 3% eg	11 2%	9 1%	1 *	19 2% eg	14 2% g	8 1%	13 3% eg	10 3% eg	14 2%	29 3% cegm	34 3% aceg hmp	12 2%	
Don't know/ can't remember	498 3%	12 2%	2 1%	23 3% h	7 1%	15 2% h	23 4% abdh jk	6 2%	5 1%	34 4% bdhj k	19 2%	10 2%	33 6% abcd efghjkr u	14 5% abdh jk	32 4% abdh jk	26 4% bdhj k	47 7% abcd efghjkr tuv	22 4% abdh jk	7 2%	72 9% abcd efghijklnoqr tuv	39 4% bdhj k	26 3% h	24 4% bdh	

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v

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Absolutes/col percents

Table 9

Q.3 At the general election in May 2010, many people didn't vote. Can you remember, did you vote in that election, or did you not vote?
Which party did you vote for in the general election in May 2010?

Base: All respondents

	Total	Educational Attainment						Educational Attainment Within Gender - Male						Educational Attainment Within Gender - Female					
		No formal education (a)	Primary (b)	Secondary school (c)	University degree (d)	Higher university degree (e)	Still in full time education (f)	No formal education (g)	Primary (h)	Secondary school (i)	University degree (j)	Higher university degree (k)	Still in full time education (l)	No formal education (m)	Primary (n)	Secondary school (o)	University degree (p)	Higher university degree (q)	Still in full time education (r)
Unweighted base	14274	136	100	8935	3296	1044	529	73	57	4362	1734	578	239	63	43	4573	1562	466	290
Weighted base	14274	153*	105*	8757	3422	1070	507	69*	61*	4223	1722	577	213	84*	43*	4534	1700	494	294
Conservative	3874 27%	28 19% _f	20 19% _f	2577 29% _{aef}	953 28% _{ef}	226 21% _f	31 6%	20 29% _{lmn} qr	19 30% _{lmn} qr	1388 33% _{klm} nopqr	545 32% _{klm} nopqr	146 25% _{lmn} qr	24 11% _r	9 10% _r	1 3%	1189 26% _{lmn} qr	407 24% _{lmn} qr	80 16% _{nr}	7 3%
Labour	2723 19%	51 34% _{bcd} ef	15 14%	1701 19% _f	629 18% _f	237 22% _{df}	43 8%	24 35% _{hij} klopr	6 10%	853 20% _{lpr}	343 20% _{lr}	114 20% _{lr}	21 10%	27 33% _{hij} klopr	9 21% _r	848 19% _{lr}	286 17% _{lr}	123 25% _{hilo} pr	22 7%
Liberal Democrat	2454 17%	2 1%	13 12% _{af}	1397 16% _{af}	758 22% _{abc} f	241 23% _{abcf}	21 4%	1 1%	6 10%	740 18% _{glm} or	368 21% _{gil} or	137 24% _{gilm} or	9 4%	1 1%	7 16% _{glm} r	656 14% _{glm} mor	390 23% _{gil} mor	105 21% _{glmo} r	12 4%
SNP	225 2%	2 2%	6 5% _{cdef}	132 2%	62 2%	15 1%	4 1%	2 3% _l	-	63 1%	45 3% _{iop}	10 2%	* *	-	6 13% _{hijk} lmopqr	69 2%	18 1%	5 1%	4 1%
Plaid Cymru	43 *	- -	- -	30 *	12 *	1 *	- -	- -	- -	16 *	9 1%	1 *	- -	- -	- -	14 *	3 *	- -	- -
The UK Independence Party	218 2%	2 1%	2 2%	147 2% _e	49 1%	7 1%	11 2% _e	2 2%	* *	85 2% _q	30 2%	5 1%	- -	* *	2 3% _{lq}	62 1%	19 1%	2 *	11 4% _{klopq}
The Green Party	137 1%	- -	* *	82 1%	34 1%	19 2% _c	2 *	- -	- -	36 1%	20 1%	14 3% _{iop}	* *	- -	* 1%	46 1%	14 1%	4 1%	1 *
The British National Party	53 *	* *	* *	42 *	7 *	1 *	- *	* *	* *	32 1% _{op}	4 *	- -	- -	- -	- -	10 *	2 *	1 *	- -
Some other party	45 *	- -	1 1% _d	28 *	5 *	4 *	4 1% _d	- -	- -	17 *	4 *	3 1%	- -	- -	1 3% _{ijlo} pq	11 *	2 *	1 *	4 1% _{jop}
Did not vote	3710 26%	62 41% _{cde}	44 42% _{cde}	2187 25% _d	743 22%	236 22%	357 71% _{abc} de	20 29% _{jk}	30 49% _{ijk} opq	854 20% _j	296 17%	97 17%	146 69% _{ghi} jkmnop q	42 50% _{gij} kopq	14 31% _{jk}	1333 29% _{ijk}	447 26% _{ijk}	140 28% _{ijk}	211 72% _{ghijkmnopq}

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j/k/l/m/n/o/p/q/r
 * small base

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ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 9

Q.3 At the general election in May 2010, many people didn't vote. Can you remember, did you vote in that election, or did you not vote?

Which party did you vote for in the general election in May 2010?

Base: All respondents

	Total	Educational Attainment						Educational Attainment Within Gender - Male						Educational Attainment Within Gender - Female					
		No formal education (a)	Pri- mary (b)	Sec- ond- ary sch- ool (c)	Uni- ver- sity degree (d)	High- er uni- ver- sity degree (e)	Still in full time education (f)	No formal education (g)	Pri- mary (h)	Sec- ond- ary sch- ool (i)	Uni- ver- sity degree (j)	High- er uni- ver- sity degree (k)	Still in full time education (l)	No formal education (m)	Pri- mary (n)	Sec- ond- ary sch- ool (o)	Uni- ver- sity degree (p)	High- er uni- ver- sity degree (q)	Still in full time education (r)
Weighted base	14274	153*	105*	8757	3422	1070	507	69*	61*	4223	1722	577	213	84*	43*	4534	1700	494	294
Prefer not to say	293	-	-	134	66	46	12	-	-	51	28	37	1	-	-	83	38	10	11
	2%	-	-	2%	2%	4%acd	2%	-	-	1%	2%	6%ijlo pq	*	-	-	2%	2%id	2%	4%id
Don't know/ can't remember	498	5	4	300	103	37	21	*	-	89	31	13	11	4	4	211	73	24	11
	3%	3%	4%	3%	3%	3%	4%	1%	-	2%	2%	2%	5%ij	5%	9%hijk	5%ijk	4%ij	5%ij	4%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j/k/l/m/n/o/p/q/r

*** small base**

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Absolutes/col percents

Table 9

Q.3 At the general election in May 2010, many people didn't vote. Can you remember, did you vote in that election, or did you not vote?

Which party did you vote for in the general election in May 2010?

Base: All respondents

	Total	Party ID						Party ID - Men						Party ID - Women					
		Con (a)	Lab (b)	LibDem (c)	UKIP (d)	Other (e)	None (f)	Con (h)	Lab (i)	LibDem (j)	UKIP (k)	Other (l)	None (m)	Con (o)	Lab (p)	LibDem (q)	UKIP (r)	Other (s)	None (t)
Unweighted base	14274	3966	4234	1058	1812	1222	1982	2161	2165	570	989	599	688	1805	2069	488	823	623	1294
Weighted base	14274	3997	4139	1427	571	714	3426	2242	2104	765	313	356	1215	1755	2036	662	258	357	2211
Conservative	3874 27%	3010 75%bcde f	222 5%	62 4%	187 33%bcef	37 5%	356 10%bce	1729 77%ijkl mopqrst	111 5%	32 4%	117 37%ijlm pqrst	17 5%	154 13%ijl pqst	1281 73%ijkl mpqrst	111 5%	30 5%	70 27%ijlm pqst	19 5%	202 9%ijlpqs
Labour	2723 19%	100 3%	2231 54%acde f	88 6%a	58 10%acf	89 13%acf	157 5%a	48 2%	1151 55%hijkl moprst	37 5%h	36 11%hjm oqt	43 12%hjmo qt	67 5%ho	52 3%	1080 53%hijkl moprst	51 8%hot	22 9%hjm ot	46 13%hjmo qrt	91 4%h
Liberal Democrat	2454 17%	270 7%	613 15%af	1013 71%abde ef	75 13%a	110 15%af	372 11%a	137 6%	336 16%hmo rt	581 76%hik lmopqr st	44 14%ho	56 16%hmo t	126 10%h	132 8%	277 14%ho	433 65%hik lmoprs t	32 12%ho	54 15%hmo t	247 11%ho
SNP	225 2%	6 *	12 *	8 1%a	7 1%abf	174 24%abcd f	19 1%a	5 *	8 *	-	2 1%jo	100 28%hijk mopqrst	5 *	1 *	4 *	8 1%hjop	5 2%hij kmopt	73 21%hijk mopqrt	14 1%o
Plaid Cymru	43 *	-	10 *a	1 *	1 *a	24 3%abcd f	7 *a	-	10 *hop	-	1 *hmop	15 4%hijk mopqrt	-	-	-	1 *	-	9 3%hijk mopqrt	7 *
The UK Independence Party	218 2%	53 1%bc	28 1%	3 *	85 15%abce f	6 1%	43 1%c	31 1%pq	23 1%pq	3 *	45 15%hijl mopqst	4 1%pq	14 1%p	22 1%pq	4 *	-	39 15%hijl mopqst	2 *	28 1%pq
The Green Party	137 1%	14 *	20 *	11 1%	5 1%a	69 10%abcd f	17 *	8 *	6 *	11 1%hioq t	3 1%hio q	35 10%hijk mopqrt	6 *	6 *	14 1%	-	1 1%q	34 10%hijk mopqrt	11 *
The British National Party	53 *	5 *	6 *	-	16 3%abcf	13 2%abcf	14 *	5 *	6 *p	-	9 3%hijm opqt	8 2%hijm opqt	10 1%op	-	-	-	7 3%hijm opqt	5 1%hijo pqt	4 *
Some other party	45 *	4 *	16 *a	-	2 *ac	11 2%abcd f	12 *	3 *	12 1%ho	-	1 *	5 1%hjop qt	6 *	2 *	4 *	-	2 1%hjoq	6 2%hijk mopqt	6 *
Did not vote	3710 26%	453 11%	847 20%ac	193 14%	114 20%ac	144 20%ac	1958 57%abc de	235 10%	395 19%hjo	74 10%	49 16%hjo	58 16%hjo	676 56%hij klopqr s	218 12%	452 22%hij klo	119 18%hjo	65 25%hij kloq	87 24%hij kloq	1282 58%hijklopqrs

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/i/j/k/l/m/n/o/p/q/r/s/t/u

** very small base (under 30) ineligible for sig testing

Opinion Poll
ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 9

Q.3 At the general election in May 2010, many people didn't vote. Can you remember, did you vote in that election, or did you not vote?

Which party did you vote for in the general election in May 2010?

Base: All respondents

	Total	Party ID						Party ID - Men						Party ID - Women					
		Con (a)	Lab (b)	LibDem (c)	UKIP (d)	Other (e)	None (f)	Con (h)	Lab (i)	LibDem (j)	UKIP (k)	Other (l)	None (m)	Con (o)	Lab (p)	LibDem (q)	UKIP (r)	Other (s)	None (t)
Weighted base	14274	3997	4139	1427	571	714	3426	2242	2104	765	313	356	1215	1755	2036	662	258	357	2211
Prefer not to say	293 2%	21 1%	38 1%	11 1%	5 1%	9 1%a	208 6%abcde	15 1%	15 1%	7 1%	1 *	4 1%	88 7%hijklpqrs	6 *	23 1%o	5 1%	4 1%hko	5 2%ko	120 5%hijklpqrs
Don't know/ can't remember	498 3%	60 2%	96 2%a	36 3%	16 3%a	26 4%ab	263 8%abcde	26 1%	30 1%	21 3%h	6 2%	10 3%hi	63 5%hiko q	35 2%	66 3%hio	16 2%	11 4%hiko	16 5%hiko	199 9%hijklmnopqs

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/i/j/k/l/m/n/o/p/q/r/s/t/u

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Which party did you vote for in the general election in May 2010?

Base: All respondents

	Working Status				Working Status - Men				Working Status - Women				Which of the following best describes where you live?							
	Total	Work- ing full time (a)	Work- ing part time (b)	Ret- ired (c)	Not work- ing (d)	Work- ing full time (e)	Work- ing part time (f)	Ret- ired (g)	Not work- ing (h)	Work- ing full time (i)	Work- ing part time (j)	Ret- ired (k)	Not work- ing (l)	Mums	NET: Urban (m)	Urban - Pop. over 10k (n)	Town and Fringe (o)	NET: Rural (p)	Vil- lage (q)	Hamlet & Iso- lated Dwel- ling (r)
Unweighted base	14274	5407	2137	3600	3130	3374	697	1972	1129	2033	1440	1628	2001	2107	11364	5970	5394	2910	2590	320
Weighted base	14274	6281	1713	3375	2905	3783	518	1742	951	2497	1195	1633	1954	2184	11246	5885	5361	3028	2699	329
Conservative	3874 27%	1605 26%bd	377 22%cd	1482 44%abd	411 14%	1086 29%fhi jl	124 24%hl	825 47%efh ijkl	125 13%	519 21%hl	253 21%hl	658 40%efh ijl	285 15%	396 18%	2894 26%	1381 23%	1513 28%en	980 32%em	871 32%no	109 33%en
Labour	2723 19%	1343 21%bcd	287 17%	598 18%	495 17%	842 22%fgh jkl	59 11%	305 17%f	176 19%f	502 20%fl	228 19%f	293 18%f	319 16%f	457 21%	2285 20%p	1307 22%oqr	979 18%qr	438 14%	397 15%	41 13%
Liberal Democrat	2454 17%	975 16%	327 19%ad	740 22%abd	412 14%	659 17%il	107 21%hil	363 21%ehi l	151 16%	316 13%	220 18%il	377 23%ehi jl	261 13%	290 13%	1851 16%	994 17%	858 16%	603 20%em	513 19%o	90 27%noq
SNP	225 2%	96 2%	20 1%	60 2%	48 2%	60 2%	5 2%	36 2%	19 2%	36 1%	15 1%	24 1%	30 2%	32 1%	162 1%	97 2%	64 1%	64 2%em	51 2%	13 4%noq
Plaid Cymru	43 *	25 *d	4 *	14 *d	1 *	17 *l	2 *l	7 *l	* *	8 *	1 *	7 *l	1 *	10 *	14 *	6 *	8 *	30 1%em	28 1%no	2 1%en
The UK Independence Party	218 2%	71 1%	15 1%	83 2%ab	48 2%	48 1%	8 2%	49 3%eijl	16 2%j	23 1%	7 1%	34 2%ij	32 2%j	13 1%	165 1%	81 1%	84 2%	53 2%	51 2%	2 *
The Green Party	137 1%	75 1%cd	20 1%cd	27 1%	15 1%	43 1%	9 2%hl	15 1%	4 *	32 1%	10 1%	12 1%	11 1%	15 1%	103 1%	64 1%	40 1%	34 1%	28 1%	5 2%
The British National Party	53 *	24 *	5 *	8 *	16 1%	19 1%	1 *	7 *	10 1%ikl	5 *	4 *	1 *	5 *	8 *	47 *	19 *	27 1%	7 *	7 *	- -
Some other party	45 *	14 *	9 1%	12 *	10 *	13 *	2 *	7 *	3 *	2 *	6 1%ci	5 *	7 *	10 *	41 *	17 *	24 *q	4 *	2 *	1 *
Did not vote	3710 26%	1688 27%cd	501 29%cd	298 9%	1222 42%abc	837 22%gk	162 31%egk	112 6%	376 40%efg ijk	852 34%egj k	339 28%egk	187 11%g	845 43%efg ijk	766 35%	3043 27%p	1618 27%qr	1426 27%qr	666 22%	607 23%	59 18%
Prefer not to say	293 2%	140 2%cd	50 3%cd	24 1%	80 3%cd	80 2%gk	10 2%g	10 1%	29 3%gk	60 2%gk	40 3%egk	13 1%	51 3%gk	49 2%	232 2%	115 2%	117 2%	61 2%	58 2%	4 1%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i/j/k/l - m/p - n/o/q/r

Opinion Poll
ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 9

Q.3 At the general election in May 2010, many people didn't vote. Can you remember, did you vote in that election, or did you not vote?

Which party did you vote for in the general election in May 2010?

Base: All respondents

	Working Status				Working Status - Men				Working Status - Women				Which of the following best describes where you live?							
	Total	Work- ing full time (a)	Work- ing part time (b)	Ret- ired (c)	Not work- ing (d)	Work- ing full time (e)	Work- ing part time (f)	Ret- ired (g)	Not work- ing (h)	Work- ing full time (i)	Work- ing part time (j)	Ret- ired (k)	Not work- ing (l)	Mums	NET: Urban (m)	Urban - Pop. over 10k (n)	Town and Fringe (o)	NET: Rural (p)	Vil- lage (q)	Hamlet & Iso- lated Dwel- ling (r)
Weighted base	14274	6281	1713	3375	2905	3783	518	1742	951	2497	1195	1633	1954	2184	11246	5885	5361	3028	2699	329
Don't know/ can't remember	498 3%	223 4% ^c	99 6% ^{ac}	28 1%	147 5% ^{ac}	81 2% ^g	27 5% ^{egk}	7 *	41 4% ^{egk}	142 6% ^{egk}	72 6% ^{egk}	22 1% ^g	107 5% ^{egk}	137 6%	409 4%	187 3% ^r	222 4% ^{nr}	89 3%	86 3% ^r	3 1%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i/j/k/l - m/p - n/o/q/r

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Which party did you vote for in the general election in May 2010?

Base: All respondents

	Total	Which of the following ITV regions do you live in?											
		Anglia (a)	Border (b)	Central (c)	Granada (d)	London (e)	Meridian (f)	STV (g)	Tyne Tees (h)	Wales (i)	West (j)	Westcountry (k)	Yorkshire (l)
Unweighted base	14274	1550	151	1885	1478	2377	1549	1207	601	756	396	771	1550
Weighted base	14274	1501	185*	1996	1458	2640	1402	1182	583	706	401	743	1475
Conservative	3874 27%	438 29%ghi	61 33%ghi	639 32%dghikl	402 28%ghi	799 30%ghil	441 31%ghil	162 14%	100 17%	132 19%g	126 31%ghil	202 27%ghi	373 25%ghi
Labour	2723 19%	203 14%k	34 19%k	366 18%afk	316 22%afjk	505 19%afk	200 14%k	296 25%acefjk	141 24%acefjk	177 25%acefjk	65 16%k	71 10%	348 24%acefjk
Liberal Democrat	2454 17%	258 17%e	47 25%acdegi	300 15%	237 16%	375 14%	286 20%cdegi	170 14%	107 18%e	110 16%	84 21%ceg	221 30%acdefghijl	260 18%e
SNP	225 2%	-	5 3%acdefhijkl	2 *	-	-	-	218 18%abcdehijkl	-	-	-	-	-
Plaid Cymru	43 *	-	-	-	-	-	-	-	-	42 6%abcdehijkl	1 *	-	-
The UK Independence Party	218 2%	43 3%cdegij	2 1%	20 1%g	14 1%g	31 1%g	32 2%cdegij	2 *	8 1%g	5 1%	1 *	21 3%cdegij	39 3%cdegij
The Green Party	137 1%	32 2%cdghijl	-	21 1%	7 1%	30 1%	16 1%	5 *	1 *	2 *	1 *	10 1%	11 1%
The British National Party	53 *	2 *	* *	14 1%aefg	9 1%f	6 *	1 *	1 *	8 1%aefgkl	6 1%aefg	1 *	* *	4 *
Some other party	45 *	7 *	-	10 1%	9 1%	7 *	3 *	3 *	-	2 *	-	-	4 *
Did not vote	3710 26%	390 26%b	29 15%	499 25%b	394 27%bg	724 27%bg	349 25%b	265 22%	197 34%abcdehijkl	205 29%bg	104 26%b	186 25%b	366 25%b
Prefer not to say	293 2%	41 3%g	2 1%	32 2%	26 2%	67 3%	39 3%cg	16 1%	8 1%	11 2%	8 2%	12 2%	30 2%
Don't know/ can't remember	498 3%	87 6%defhijkl	4 2%	92 5%fhil	44 3%	97 4%i	36 3%	44 4%	13 2%	13 2%	10 3%	19 3%	39 3%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l

*** small base**

Opinion Poll

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Absolutes/col percents

Table 9

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Which party did you vote for in the general election in May 2010?

Base: All respondents

	Total	Which of the following cities do you live in, or nearest to?																			
		Glasgow (a)	Edin- burgh (b)	New- castle (c)	Leeds (d)	Hull (e)	Shef- field (f)	Manch- ester (g)	Liver- pool (h)	Nott- ingham (i)	Birm- ingham (j)	Norwich (k)	Milton Keynes (l)	Brigh- ton (m)	Oxford (n)	London (o)	South- ampton (p)	Bristol (q)	Ply- mouth (r)	Cardiff (s)	None of these (v)
Unweighted base	14274	620	491	619	691	248	413	1121	429	588	1079	698	426	313	267	2908	589	472	490	581	1231
Weighted base	14274	614	468	623	641	237	415	1142	399	613	1142	668	418	289	257	3116	555	486	463	541	1186
Conservative	3874 27%	74 12%	83 18%a	131 21%a	145 23%as	67 28%abfs	76 18%a	319 28%abcd fs	93 23%as	183 30%abcd fs	377 33%abcd fghksv	180 27%abcf s	132 31%abcd fhs	94 32%abcd fhs	97 38%abcd fghkoqs v	925 30%abcd fhs	183 33%abcd fhs	139 29%abcf s	156 34%abcd fhs	87 16%	335 28%abcdfs
Labour	2723 19%	205 33%bcde ghijklm nopqrs	79 17%kpr	139 22%jkp qrv	144 22%jkp qrv	58 24%bjkl mpqrv	123 30%bcdg ijklmno pqrv	243 21%jkp qrv	103 26%bjkl mnopqrv	128 21%klpr	195 17%kpr	70 11%	56 13%r	44 15%pr	45 18%kpr	590 19%klpr	52 9%	76 16%kpr	37 8%	137 25%bjkl mnopqrv	196 17%kpr
Liberal Democrat	2454 17%	53 9%	117 25%acdf ghijlno sv	118 19%ahlo	116 18%ahl	45 19%ahl	72 17%ahl	173 15%ah	38 10%	104 17%ahl	170 15%ah	147 22%aghj los	45 11%	64 22%aghj lo	44 17%ahl	462 15%ah	115 21%aghj lo	130 27%acde fghijn osv	128 28%acde fghijn opsv	87 16%ah	226 19%aghjo
SNP	225 2%	92 15%cdef ghijklm nopqrs	77 16%cdefg hijklmno pqrs	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	56 5%cdefghijklmnopqrs
Plaid Cymru	43 *	-	-	-	-	-	-	1 *	3 1%gio	-	-	-	-	-	-	-	-	-	-	37 7%abcde fghijkl mnopqrv	3 *o
The UK Independence Party	218 2%	1 *	*	7 1%	15 2%abhjq	10 4%abcgh ijopqs	6 1%b	13 1%	1 *	9 1%b	8 1%	22 3%abcgh jopqs	10 2%abhjq	7 3%abhjq	3 1%	50 2%ab	6 1%	1 *	17 4%abcgh ijopqs	5 1%	25 2%abhjq
The Green Party	137 1%	3 *	1 *	1 *	7 1%v	1 *	3 1%	7 1%	*	*	19 2%chiv	24 4%abcde fghijn orsv	4 1%	3 1%	1 1%	34 1%v	11 2%cghev	6 1%iv	5 1%	3 *	2 *
The British National Party	53 *	-	1 *	8 1%aop	3 *	-	*	8 1%	*	9 1%akopr	6 1%	1 *	-	1 *	-	6 *	*	*	*	5 1%o	5 *
Some other party	45 *	2 *	1 *	-	-	1 1%	3 1%v	9 1%v	-	2 *	8 1%v	2 *	2 *	-	-	12 *	*	-	-	2 *	*

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v
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Opinion Poll
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Which party did you vote for in the general election in May 2010?

Base: All respondents

	Total	Which of the following cities do you live in, or nearest to?																			
		Glasgow (a)	Edin- burgh (b)	New- castle (c)	Leeds (d)	Hull (e)	Shef- field (f)	Manch- ester (g)	Liver- pool (h)	Nott- ingham (i)	Birm- ingham (j)	Norwich (k)	Milton Keynes (l)	Brigh- ton (m)	Oxford (n)	London (o)	South- ampton (p)	Bristol (q)	Ply- mouth (r)	Cardiff (s)	None of these (v)
Weighted base	14274	614	468	623	641	237	415	1142	399	613	1142	668	418	289	257	3116	555	486	463	541	1186
Did not vote	3710 26%	146 24%	91 20%	198 32% abef ijnoqrv	187 29% bnrv	53 22%	101 24%	309 27% bn	139 35% abef gijkmo pqrv	154 25% n	281 25% n	183 27% bn	126 30% bnrv	74 26%	45 18%	827 27% bnv	151 27% bn	116 24%	99 21%	160 29% bnrv	270 23%
Prefer not to say	293 2%	11 2%	2 *	8 1%	8 1%	2 1%	15 4% bcdgj mr	18 2%	6 2%	13 2%	12 1%	12 2%	22 5% abcde ghijkmo qrvs	- -	11 4% bcddeg jmr	84 3% bjm	21 4% bcdgj mr	10 2%	5 1%	10 2%	26 2% b
Don't know/ can't remember	498 3%	26 4% eimqs	16 3% em	14 2%	16 3%	1 *	16 4% em	41 4% em	15 4% em	11 2%	66 6% cdeim pqsv	27 4% emq	22 5% ceimq s	1 *	9 4% em	127 4% eimqs	15 3%	7 1%	16 3% em	10 2%	41 3% em

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v

* small base; ** very small base (under 30) ineligible for sig testing

Opinion Poll

ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 10

Q.3 At the general election in May 2010, many people didn't vote. Can you remember, did you vote in that election, or did you not vote?

Which party did you vote for in the general election in May 2010?

Base: All respondents giving a past vote

	Gender			Age						Social Grade				Region Summary						Employment Sector		Employment Sector Within Gender - Male		Employment Sector Within Gender - Female	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	South East (m)	Mid-lands (n)	North Eng-land (o)	Wales & South West (p)	Scot-land (q)	Public (r)	Private (s)	Public (t)	Private (u)	Public (v)	Private (w)	
Unweighted base	10304	5556	4748	521	1219	1684	2026	1977	2877	3023	3079	1842	2360	2648	2707	2431	1513	1005	1326	3957	662	2375	664	1582	
Weighted base	9774	5224	4550	502	1312	1567	1855	1750	2787	2899	2648	2094	2134	2612	2555	2294	1375	938	1349	3945	670	2436	679	1508	
Conservative	3874 40%	2160 41% ^b	1715 38%	165 33%	364 28%	498 32%	700 38% ^{de}	739 42% ^{cde}	1409 51% ^{cde}	1300 45% ^{ijkl}	1049 40% ^l	834 40% ^l	691 32%	1181 45% ^{opq}	1160 45% ^{opq}	832 36% ^q	518 38% ^q	183 20%	396 29%	1585 40% ^r	198 30%	1012 42% ^{tv}	199 29%	573 38% ^{tv}	
Labour	2723 28%	1382 26%	1341 29% ^a	163 33% ^{gh}	479 37% ^{fgh}	554 35% ^{fgh}	538 29% ^h	465 27% ^h	524 19%	687 24%	698 26% ⁱ	647 31% ^{ij}	691 32% ^{ij}	684 26%	623 24%	777 34% ^{mnp}	315 23%	324 35% ^{mnp}	499 37% ^s	1132 29%	235 35% ^u	666 27%	264 39% ^{uw}	466 31%	
Liberal Democrat	2454 25%	1280 24%	1174 26%	128 25%	390 30% ^{efgh}	399 25%	443 24%	424 24%	670 24%	785 27% ^{kl}	709 27% ^{kl}	436 21%	523 25% ^k	629 24%	608 24%	578 25% ^q	444 32% ^{mnoq}	195 21%	360 27%	941 24%	175 26%	591 24%	185 27%	350 23%	
SNP	225 2%	120 2%	105 2%	9 2%	29 2%	31 2%	46 2%	48 3%	62 2%	40 1%	73 3% ⁱ	48 2%	65 3% ⁱ	- -	- -	- -	- -	225 24% ^{mnp}	33 2%	84 2%	16 2%	50 2%	17 3%	34 2%	
Plaid Cymru	43 *	26 *	17 *	1 *	4 *	5 *	15 1%	9 1%	9 *	5 *	12 *	12 1%	15 1% ⁱ	- -	- -	- -	43 3% ^{mnoq}	- *	4 *	24 1%	4 1%	15 1%	- -	10 1%	
The UK Independence Party	218 2%	122 2%	96 2%	17 3% ^d	10 1%	34 2% ^d	51 3% ^d	36 2% ^d	70 3% ^d	38 1%	51 2%	60 3% ⁱ	68 3% ^{ij}	60 2% ^q	73 3% ^q	54 2% ^q	30 2% ^q	2 *	24 2%	63 2%	18 3% ^v	38 2%	5 1%	25 2%	
The Green Party	137 1%	71 1%	66 1%	17 3% ^{egh}	25 2% ^h	16 1%	39 2% ^{egh}	18 1%	22 1%	26 1%	36 1%	34 2%	41 2%	44 2% ^{oq}	55 2% ^{opq}	19 1%	14 1%	5 1%	30 2%	65 2%	21 3% ^{uv}	31 1%	8 1%	34 2%	
The British National Party	53 1%	38 1% ^b	16 *	3 1%	3 *	17 1% ^{dgh}	18 1% ^{gh}	4 *	8 *	7 *	5 *	13 1%	29 1% ^{ij}	5 *	19 1% ^m	20 1% ^{mq}	8 1%	1 *	1 *	29 1% ^r	* 1%	20 1%	1 *	8 1%	
Some other party	45 *	25 *	19 *	- -	7 1%	12 1%	6 *	8 *	12 *	10 *	13 1%	10 *	12 1%	10 *	17 1%	13 1%	2 *	3 *	3 *	20 1%	3 *	12 1%	- -	8 1%	
Did not vote	1 *	1 *	- -	- -	- -	1 *	- -	- -	- -	- -	1 *	- -	- -	1 *	- -	- -	- -	- -	- -	1 *	- -	1 *	- -	- -	

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q - r/s - t/u/v/w

Opinion Poll
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Absolutes/col percents

Table 10

Q.3 At the general election in May 2010, many people didn't vote. Can you remember, did you vote in that election, or did you not vote?

Which party did you vote for in the general election in May 2010?

Base: All respondents giving a past vote

	Total	Vote Intention				2010 Vote				Age Within Gender - Male						Age Within Gender - Female					
		Con (a)	Lab (b)	LibDem (c)	UKIP (d)	Con (e)	Lab (f)	LibDem (g)	UKIP (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65+ (n)	18-24 (o)	25-34 (p)	35-44 (q)	45-54 (r)	55-64 (s)	65+ (t)
Unweighted base	10304	2843	2829	552	1885	4033	2824	2330	399	220	669	918	1103	1067	1579	301	550	766	923	910	1298
Weighted base	9774	2883	2845	746	1143	3874	2723	2454	218	236	699	892	1002	922	1474	267	613	676	854	828	1313
Conservative	3874 40%	2498 87%bcd	191 7%cd	28 4%	604 53%bc	3874 100%efgh	-	-	-	98 42%jklo pq	197 28%	283 32%	405 40%jklo pqr	390 42%jklo pqr	787 53%jkl lmopqrst	66 25%	168 27%	215 32%	295 35%jop pqr	349 42%jklo pqr	622 47%jklmnopqrs
Labour	2723 28%	108 4%	1980 70%acd	38 5%	144 13%ac	-	2723 100%efgh	-	-	71 30%nt	235 34%lmn t	328 37%lmn st	262 26%nt	228 25%nt	259 18%	92 35%lmn t	245 40%lmn qrst	226 33%lmn t	276 32%lmn t	237 29%nt	265 20%
Liberal Democrat	2454 25%	250 9%	619 22%ad	662 89%abd	182 16%a	-	-	2454 100%efgh	-	51 21%	221 32%ikl mnrst	216 24%	228 23%	240 26%n	324 22%	77 29%n	169 28%n	183 27%n	215 25%	184 22%	346 26%n
SNP	225 2%	4 *	5 *	3 *	9 1%ab	-	-	-	-	2 1%	21 3%k	10 1%	27 3%k	24 3%k	36 2%k	7 3%	8 1%	22 3%k	19 2%	23 3%k	26 2%
Plaid Cymru	43 *	1 *	8 *a	1 *	1 *	-	-	-	-	-	4 1%	4 *	8 1%	5 1%	5 *	1 *	-	1 *	7 1%	4 *	4 *
The UK Independence Party	218 2%	10 *	9 *	13 2%ab	164 14%abc	-	-	-	218 100%efg	4 2%	6 1%	25 3%jp	27 3%jp	18 2%	42 3%jp	13 5%jmq t	4 1%	9 1%	23 3%jp	18 2%	29 2%
The Green Party	137 1%	9 *	14 *	2 *	7 1%	-	-	-	-	9 4%kmnt	11 2%	4 *	28 3%kmnt	8 1%	11 1%	8 3%kmnt	13 2%kn	12 2%kn	11 1%	10 1%	11 1%
The British National Party	53 1%	-	5 *	-	24 2%abc	-	-	-	-	* *	3 *	14 2%mnps t	12 1%mp	1 *	7 *	3 1%mt	* *	3 *	5 1%	4 *	1 *
Some other party	45 *	3 *	15 1%a	-	6 1%a	-	-	-	-	-	2 *	8 1%ns	4 *	8 1%ns	3 *	-	5 1%st	4 1%st	1 *	-	8 1%st
Did not vote	1 *	-	-	-	-	-	-	-	-	-	-	1 *	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t

Opinion Poll

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Table 10

Q.3 At the general election in May 2010, many people didn't vote. Can you remember, did you vote in that election, or did you not vote?

Which party did you vote for in the general election in May 2010?

Base: All respondents giving a past vote

	SEG Within Gender - Male					SEG Within Gender - Female					Region									
	Total	AB (a)	C1 (b)	C2 (c)	DE (d)	AB (e)	C1 (f)	C2 (g)	DE (h)	Scot- land (i)	North East (j)	North West (k)	York- shire & Humb- erside (l)	West Mid- lands (m)	East Mid- lands (n)	Wales (o)	East- ern (p)	London (q)	South East (r)	South West (s)
Unweighted base	10304	1841	1481	1040	1194	1182	1598	802	1166	1005	395	1055	981	897	719	542	1091	1104	1544	971
Weighted base	9774	1723	1245	1198	1058	1176	1403	895	1076	938	343	1065	886	895	680	482	980	1198	1414	893
Conservative	3874 40%	814 47% bcd efgh	519 42% dh	479 40% dh	348 33%	487 41% dh	530 38% dh	355 40% dh	343 32%	183 20%	99 29% i	436 41% ijl o	297 34% i	430 48% ijk loq	308 45% ijl o	137 28% i	421 43% ijl o	484 40% ijl o	697 49% ijk loq	381 43% ijl o
Labour	2723 28%	391 23%	320 26%	352 29% a	319 30% abe	296 25%	378 27% a	295 33% abe f	373 35% abc ef	324 35% mnp rs	138 40% kmn prs	331 31% mpr s	308 35% mnp rs	227 25% prs	197 29% prs	178 37% mnp rs	199 20% s	414 35% mnp rs	270 19%	138 15%
Liberal Democrat	2454 25%	432 25% g	300 24% g	263 22%	284 27% cgh	354 30% abc gh	409 29% abc gh	173 19%	239 22%	195 21%	89 26%	257 24%	232 26% iq	194 22%	145 21%	108 22%	269 27% imn q	254 21%	375 26% imn q	336 38% ijklmnpqrs
SNP	225 2%	27 2%	41 3% ae	28 2%	24 2%	13 1%	31 2%	20 2%	41 4% aef	225 24% ijklm nopqrs	-	-	-	-	-	-	-	-	-	-
Plaid Cymru	43 *	5 *	2 *	10 1% e	9 1% be	* *	10 1% e	2 *	6 1%	-	-	-	-	-	-	43 9% ijkl mnpqrs	-	-	-	-
The UK Independence Party	218 2%	24 1%	34 3% aef	36 3% aef	28 3% aef	14 1%	17 1%	24 3% ef	41 4% aef	2 *	8 2% i	16 1% i	30 3% ikmo q	10 1% i	17 2% i	5 1%	46 5% ikmn oq	17 1% i	43 3% ikmo q	25 3% im
The Green Party	137 1%	17 1%	16 1%	17 1%	21 2% e	9 1%	20 1%	17 2%	20 2% e	5 1%	1 *	7 1%	11 1%	20 2% ijkn o	2 *	3 1%	34 3% ijkl noqrs	22 2% in	22 2% n	11 1%
The British National Party	53 1%	4 *	5 *	7 1% f	21 2% abc efgh	3 *	-	5 1% f	8 1% f	1 *	8 2% ilmp qrs	10 1% iq	3 *	5 1%	10 1% ilqr s	6 1% iqrs	4 *	1 *	3 *	2 *
Some other party	45 *	9 1%	6 *	5 *	6 1%	1 *	7 1%	5 1%	6 1%	3 *	-	9 1% s	4 *	8 1% s	2 *	2 1%	7 1% s	6 *	4 *	-
Did not vote	1 *	-	1 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 *	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s

Opinion Poll

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Absolutes/col percents

Table 10

Q.3 At the general election in May 2010, many people didn't vote. Can you remember, did you vote in that election, or did you not vote?

Which party did you vote for in the general election in May 2010?

Base: All respondents giving a past vote

	Region Within Gender - Male												Region Within Gender - Female											
	Total	Scotland (a)	North East (b)	North West (c)	York-shire & Humberside (d)	West Midlands (e)	East Midlands (f)	Wales (g)	East-ern (h)	London (i)	South East (j)	South West (k)	Scotland (l)	North East (m)	North West (n)	York-shire & Humberside (o)	West Midlands (p)	East Midlands (q)	Wales (r)	East-ern (s)	London (t)	South East (u)	South West (v)	
Unweighted base	10304	566	219	581	542	490	390	313	574	542	798	541	439	176	474	439	407	329	229	517	562	746	430	
Weighted base	9774	544	190	596	491	487	358	260	520	555	745	477	394	153	469	395	408	322	221	460	643	669	417	
Conservative	3874 40%	121 22%l	50 26%l	252 42%abg lmor	182 37%abl or	231 47%abd glmnoq rtv	184 51%abc dglmno qrstv	86 33%alr	227 44%abg lmor	238 43%abg lmor	368 49%abc dglmno qrstv	221 46%abd glmort v	62 16%	49 32%al	184 39%abl or	115 29%al	200 49%abd glmnoq rtv	125 39%abl or	51 23%	194 42%abg lmor	246 38%abl or	328 49%abd glmnoq rstv	160 38%abl or	
Labour	2723 28%	178 33%efh jksuv	81 43%acd efghij knpsuv	179 30%hjk suv	157 32%efh jksuv	119 24%kv	83 23%kv	83 32%fhj ksuv	109 21%v	170 31%fhj ksuv	142 19%v	81 17%	146 37%efh jkpsuv	57 37%efh jkpsuv	152 32%efh jksuv	151 38%cef hijkps uv	108 27%jks uv	114 35%efh jkpsuv	95 43%acd efghij knpsuv	90 20%v	244 38%cef hijkps uv	127 19%	57 14%	
Liberal Democrat	2454 25%	118 22%	50 26%	138 23%	132 27%fgl p	117 24%	68 19%	51 20%	131 25%	119 21%	191 26%flp	164 34%acd efghij lnopqt u	77 20%	39 26%	118 25%	100 25%	77 19%	77 24%	57 26%	138 30%acf gilpt	135 21%	184 27%fgi lpt	172 41%abcde fghijlm nopqrstu	
SNP	225 2%	120 22%bcde fghijk mnopqr stuv	-	-	-	-	-	-	-	-	-	-	105 27%bcde fghijk mnopqr stuv	-	-	-	-	-	-	-	-	-	-	
Plaid Cymru	43 *	-	-	-	-	-	-	26 10%abcd efhijkl mnopqst uv	-	-	-	-	-	-	-	-	-	-	17 8%abcd efhijkl lmnopq stuv	-	-	-	-	
The UK Independence Party	218 2%	* *	5 2%al	10 2%a	15 3%alt	6 1%	12 3%alt	3 1%a	25 5%aceg iklnpq rt	12 2%al	27 4%aeln pt	7 1%a	1 *	4 2%al	6 1%	15 4%aeln pt	4 1%	5 2%a	1 1%	21 5%aceg klnpq rt	5 1%	16 2%alt	18 4%acekl npqrt	
The Green Party	137 1%	3 1%	1 1%	2 *	2 1%	12 2%acdf kl	1 *	3 1%	22 4%abcd fgijklm nqru	10 2%l	13 2%	2 *	2 *	-	5 1%	9 2%cfk	8 2%	1 *	-	12 3%acdf klqr	12 2%l	9 1%	9 2%cfk	

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v

Opinion Poll
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Absolutes/col percents

Table 10

Q.3 At the general election in May 2010, many people didn't vote. Can you remember, did you vote in that election, or did you not vote?

Which party did you vote for in the general election in May 2010?

Base: All respondents giving a past vote

	Region Within Gender - Male												Region Within Gender - Female											
	Total	Scotland (a)	North East (b)	North West (c)	York- shire & Humb- erside (d)	West Mid- lands (e)	East Mid- lands (f)	Wales (g)	East- ern (h)	London (i)	South East (j)	South West (k)	Scotland (l)	North East (m)	North West (n)	York- shire & Humb- erside (o)	West Mid- lands (p)	East Mid- lands (q)	Wales (r)	East- ern (s)	London (t)	South East (u)	South West (v)	
Weighted base	9774	544	190	596	491	487	358	260	520	555	745	477	394	153	469	395	408	322	221	460	643	669	417	
The British National Party	53 1%	1 *	3 2% aijl qstuv	6 1%	1 *	2 *	10 3% adeh ijkloq rstuv	6 2% adei jklqrs tuv	3 1%	1 *	3 *	1 *	- -	4 3% adei jkloqr stuv	4 1%	2 *	3 1%	- -	- -	1 *	1 *	1 *	* *	
Some other party	45 *	3 *	- -	9 1% jknt v	1 *	1 *	2 *	2 1% j	2 *	5 1%	* *	- -	* *	- -	* *	3 1%	8 2% ejkl nqtv	- -	- -	4 1%	1 *	4 1%	- -	
Did not vote	1 *	-	-	-	-	-	-	-	-	-	1 *	-	-	-	-	-	-	-	-	-	-	-	-	

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v

Opinion Poll

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Table 10

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Which party did you vote for in the general election in May 2010?

Base: All respondents giving a past vote

	Total	Educational Attainment						Educational Attainment Within Gender - Male						Educational Attainment Within Gender - Female					
		No formal education (a)	Primary (b)	Secondary school (c)	University degree (d)	Higher university degree (e)	Still in full time education (f)	No formal education (g)	Primary (h)	Secondary school (i)	University degree (j)	Higher university degree (k)	Still in full time education (l)	No formal education (m)	Primary (n)	Secondary school (o)	University degree (p)	Higher university degree (q)	Still in full time education (r)
Unweighted base	10304	87	66	6603	2535	768	127	53	38	3445	1429	453	70	34	28	3158	1106	315	57
Weighted base	9774	86*	57*	6136	2511	751	116*	48*	31*	3230	1369	431	55*	38**	26**	2906	1142	320	61*
Conservative	3874 40%	28 33%	20 35%	2577 42%def	953 38%ef	226 30%	31 27%	20 41%qr	19 60%jkopqr	1388 43%kppqr	545 40%qr	146 34%qr	24 44%qr	9 23%	1 5%	1189 41%kppqr	407 36%qr	80 25%	7 12%
Labour	2723 28%	51 60%bcdef	15 26%	1701 28%a	629 25%	237 32%cd	43 37%cd	24 49%hijkop	6 19%	853 26%	343 25%	114 26%	21 38%jcp	27 73%	9 34%	848 29%ijp	286 25%	123 38%hijkop	22 35%
Liberal Democrat	2454 25%	2 2%	13 23%a	1397 23%a	758 30%acf	241 32%acf	21 18%a	1 1%	6 20%g	740 23%g	368 27%gio	137 32%gil o	9 16%g	1 3%	7 27%	656 23%g	390 34%gjil lo	105 33%gil o	12 20%g
SNP	225 2%	2 3%	6 10%cd	132 2%	62 2%	15 2%	4 4%	2 5%	-	63 2%	45 3%ip	10 2%	* 1%	-	6 22%	69 2%	18 2%	5 2%	4 6%p
Plaid Cymru	43 *	-	-	30 *	12 *	1 *	-	-	-	16 1%	9 1%	1 *	-	-	-	14 *	3 *	-	-
The UK Independence Party	218 2%	2 2%	2 3%	147 2%e	49 2%	7 1%	11 9%cd	2 3%	* 1%	85 3%	30 2%	5 1%	-	* 1%	2 6%	62 2%	19 2%	2 1%	11 18%hijklopq
The Green Party	137 1%	-	* *	82 1%	34 1%	19 2%cd	2 1%	-	-	36 1%	20 1%	14 3%ijop	* 1%	-	* 1%	46 2%	14 1%	4 1%	1 2%
The British National Party	53 1%	* *	* *	42 1%cd	7 *	1 *	-	* *	* 1%	32 1%jop	4 *	-	-	-	-	10 *	2 *	1 *	-
Some other party	45 *	-	1 2%cd	28 *	5 *	4 1%	4 3%cd	-	-	17 1%	4 *	3 1%	-	-	1 5%	11 *	2 *	1 *	4 7%ijkopq
Did not vote	1 *	-	-	-	1 *	-	-	-	-	-	1 *	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j/k/l/m/n/o/p/q/r

* small base; ** very small base (under 30) ineligible for sig testing

Opinion Poll

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Q.3 At the general election in May 2010, many people didn't vote. Can you remember, did you vote in that election, or did you not vote?

Which party did you vote for in the general election in May 2010?

Base: All respondents giving a past vote

	Total	Party ID						Party ID - Men						Party ID - Women					
		Con (a)	Lab (b)	LibDem (c)	UKIP (d)	Other (e)	None (f)	Con (h)	Lab (i)	LibDem (j)	UKIP (k)	Other (l)	None (m)	Con (o)	Lab (p)	LibDem (q)	UKIP (r)	Other (s)	None (t)
Unweighted base	10304	3405	3187	863	1341	910	598	1881	1695	486	788	481	225	1524	1492	377	553	429	373
Weighted base	9774	3463	3158	1187	436	534	998	1966	1664	664	257	285	388	1496	1494	523	178	249	610
Conservative	3874 40%	3010 87% f	222 bcde 7%	62 5%	187 43% bcef	37 7%	356 36% bce	1729 88% ijkl mnpqrs	111 7%	32 5%	117 45% ijlp qst	17 6%	154 40% ijl pqs	1281 86% ijkl mnpqrs	111 7%	30 6%	70 40% ijlp qs	19 8%	202 33% ijlpqs
Labour	2723 28%	100 3%	2231 71% acde f	88 7% a	58 13% ac	89 17% ac	157 16% ac	48 2%	1151 69% hijkl moqrst	37 6% h	36 14% hjo	43 15% hjo q	67 17% hjoq	52 3%	1080 72% hijk lmoqrs t	51 10% hjo	22 12% hjo	46 18% hjo qr	91 15% hjo
Liberal Democrat	2454 25%	270 8%	613 19% a	1013 85% abcde f	75 17% a	110 21% a	372 37% abcde	137 7%	336 20% ho	581 87% hik lmoprs t	44 17% ho	56 20% ho	126 32% hikl oprs	132 9%	277 19% ho	433 83% hik lmoprs t	32 18% ho	54 22% ho	247 40% hikloprs
SNP	225 2%	6 *	12 *	8 1% a	7 2% ab	174 33% abcd f	19 2% ab	5 *	8 * o	-	2 1% jo	100 35% hijk mopqrs	5 1% jo	1 *	4 *	8 1% hjo p	5 3% hij kop	73 29% hijk mopqrs	14 2% hjo p
Plaid Cymru	43 *	-	10 * a	1 *	1 * a	24 5% abcd f	7 1% a	-	10 1% hop	-	1 * hjo p	15 5% hijk mopqrs	-	-	-	1 *	-	9 4% hijk mopqrs	7 1% hjo p
The UK Independence Party	218 2%	53 2% bc	28 1%	3 *	85 19% abce f	6 1% c	43 4% abce	31 2% pq	23 1% pq	3 1%	45 18% hijl mopqrs	4 1% pq	14 4% ijpq s	22 1% pq	4 *	-	39 22% hijl mopqrs	2 1%	28 5% hijlopqs
The Green Party	137 1%	14 *	20 1%	11 1%	5 1% a	69 13% abcd f	17 2% ab	8 *	6 *	11 2% hioq	3 1% hio q	35 12% hijk mopqrs	6 2% q	6 *	14 1%	-	1 1% q	34 14% hijk mopqrs	11 2% hioq
The British National Party	53 1%	5 *	6 *	-	16 4% abcf	13 2% abc	14 1% abc	5 *	6 * op	-	9 3% hijo pqr	8 3% hijo pqr	10 3% hijo pq	-	-	-	7 4% hijo pqr	5 2% hijo pq	4 1% op
Some other party	45 *	4 *	16 * a	-	2 1% ac	11 2% abcd	12 1% ac	3 *	12 1% ho	-	1 *	5 2% hjo p	6 2% hjo p q	2 *	4 *	-	2 1% hjoq	6 3% hijk opq	6 1% ho
Did not vote	1 *	-	-	-	-	-	1 *	-	-	-	-	-	1 *	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/i/j/k/l/m/n/o/p/q/r/s/t/u

** very small base (under 30) ineligible for sig testing

Opinion Poll

ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

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Q.3 At the general election in May 2010, many people didn't vote. Can you remember, did you vote in that election, or did you not vote?

Which party did you vote for in the general election in May 2010?

Base: All respondents giving a past vote

	Total	Working Status				Working Status - Men				Working Status - Women				Mums	Which of the following best describes where you live?					
		Work- ing full time (a)	Work- ing part time (b)	Ret- ired (c)	Not work- ing (d)	Work- ing full time (e)	Work- ing part time (f)	Ret- ired (g)	Not work- ing (h)	Work- ing full time (i)	Work- ing part time (j)	Ret- ired (k)	Not work- ing (l)		NET: Urban (m)	Urban - Pop. over 10k (n)	Town and Fringe (o)	NET: Rural (p)	Vil- lage (q)	Hamlet & Iso- lated Dwel- ling (r)
Unweighted base	10304	3855	1428	3274	1747	2562	475	1833	686	1293	953	1441	1061	1281	8035	4208	3827	2269	2013	256
Weighted base	9774	4231	1063	3025	1456	2787	319	1613	505	1443	745	1412	951	1231	7563	3965	3598	2211	1948	264
Conservative	3874 40%	1605 38% ^d	377 35% ^d	1482 49% ^{abd}	411 28%	1086 39% ^{hjl}	124 39% ^{hl}	825 51% ^{efh ijkl}	125 25%	519 36% ^{hkl}	253 34% ^h	658 47% ^{efh ijl}	285 30%	396 32%	2894 38%	1381 35%	1513 42% ^{on}	980 44% ^{on}	871 45% ^{on}	109 41%
Labour	2723 28%	1343 32% ^{bc}	287 27% ^c	598 20%	495 34% ^{bc}	842 30% ^{fgk}	59 19%	305 19%	176 35% ^{fgk}	502 35% ^{efg k}	228 31% ^{fgk}	293 21%	319 34% ^{fgk}	457 37%	2285 30% ^p	1307 33% ^{oqr}	979 27% ^{qr}	438 20%	397 20%	41 16%
Liberal Democrat	2454 25%	975 23%	327 31% ^{ac}	740 24%	412 28% ^{ac}	659 24%	107 34% ^{egi k}	363 23%	151 30% ^{egi}	316 22%	220 30% ^{egi}	377 27% ^{egi}	261 27% ^{egi}	290 24%	1851 24%	994 25%	858 24%	603 27% ^m	513 26%	90 34% ^{noq}
SNP	225 2%	96 2%	20 2%	60 2%	48 3% ^c	60 2%	5 2%	36 2%	19 4% ^k	36 3%	15 2%	24 2%	30 3%	32 3%	162 2%	97 2%	64 2%	64 3%	51 3%	13 5% ^{no}
Plaid Cymru	43 *	25 1% ^d	4 *	14 *	1 *	17 1%	2 1%	7 *	* *	8 1%	1 *	7 *	1 *	10 1%	14 *	6 *	8 *	30 1% ^m	28 1% ^{no}	2 1%
The UK Independence Party	218 2%	71 2%	15 1%	83 3% ^{ab}	48 3% ^{ab}	48 2%	8 3% ^j	49 3% ^{ej}	16 3% ^{ej}	23 2%	7 1%	34 2% ^j	32 3% ^{ej}	13 1%	165 2%	81 2%	84 2%	53 2%	51 3%	2 1%
The Green Party	137 1%	75 2% ^c	20 2% ^c	27 1%	15 1%	43 2%	9 3% ^{ghk}	15 1%	4 1%	32 2% ^{gk}	10 1%	12 1%	11 1%	15 1%	103 1%	64 2%	40 1%	34 2%	28 1%	5 2%
The British National Party	53 1%	24 1%	5 *	8 *	16 1% ^c	19 1% ^k	1 *	7 *	10 2% ^{egij kl}	5 *	4 1%	1 *	5 1%	8 1%	47 1%	19 *	27 1%	7 *	7 *	- -
Some other party	45 *	14 *	9 1%	12 *	10 1%	13 *	2 1%	7 *	3 1%	2 *	6 1% ⁱ	5 *	7 1%	10 1%	41 1%	17 *	24 1% ^q	4 *	2 *	1 1%
Did not vote	1 *	1 *	- -	- -	- -	1 *	- -	- -	- -	- -	- -	- -	- -	- -	1 *	- -	1 *	- -	- -	- -

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i/j/k/l - m/p - n/o/q/r

Opinion Poll
ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 10

Q.3 At the general election in May 2010, many people didn't vote. Can you remember, did you vote in that election, or did you not vote?

Which party did you vote for in the general election in May 2010?

Base: All respondents giving a past vote

	Total	Which of the following ITV regions do you live in?											
		Anglia (a)	Border (b)	Central (c)	Granada (d)	London (e)	Meridian (f)	STV (g)	Tyne Tees (h)	Wales (i)	West (j)	Westcountry (k)	Yorkshire (l)
Unweighted base	10304	1090	118	1396	1006	1683	1122	939	411	532	291	573	1142
Weighted base	9774	983	150*	1373	994	1752	980	856	364	476	279	525	1040
Conservative	3874 40%	438 45%ghil	61 41%ghi	639 47%dghikl	402 40%ghi	799 46%dghikl	441 45%ghikl	162 19%	100 27%g	132 28%g	126 45%ghil	202 38%ghi	373 36%ghi
Labour	2723 28%	203 21%k	34 23%k	366 27%afk	316 32%acfljk	505 29%afk	200 20%k	296 35%abcefljk	141 39%abcefljk	177 37%abcefljk	65 23%k	71 14%	348 33%acefljk
Liberal Democrat	2454 25%	258 26%ceg	47 31%eg	300 22%	237 24%	375 21%	286 29%cdegi	170 20%	107 29%ceg	110 23%	84 30%ceg	221 42%acdefghijl	260 25%g
SNP	225 2%	-	5 3%acdefhijkl	2 *	-	-	-	218 25%abcdefhijkl	-	-	-	-	-
Plaid Cymru	43 *	-	-	-	-	-	-	-	-	42 9%abcdefghijkl	1 *	-	-
The UK Independence Party	218 2%	43 4%cddegij	2 1%	20 1%g	14 1%g	31 2%g	32 3%cddegij	2 *	8 2%g	5 1%	1 *	21 4%cddegij	39 4%cddegij
The Green Party	137 1%	32 3%cddefghijl	-	21 2%	7 1%	30 2%g	16 2%	5 1%	1 *	2 *	1 1%	10 2%g	11 1%
The British National Party	53 1%	2 *	* *	14 1%aefg	9 1%f	6 *	1 *	1 *	8 2%aefgkl	6 1%aefgk	1 1%	* *	4 *
Some other party	45 *	7 1%	-	10 1%	9 1%	7 *	3 *	3 *	-	2 1%	-	-	4 *
Did not vote	1 *	-	-	-	-	-	1 *	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l

*** small base**

Opinion Poll

ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 10

Q.3 At the general election in May 2010, many people didn't vote. Can you remember, did you vote in that election, or did you not vote?

Which party did you vote for in the general election in May 2010?

Base: All respondents giving a past vote

	Total	Which of the following cities do you live in, or nearest to?																			
		Glasgow (a)	Edin- burgh (b)	New- castle (c)	Leeds (d)	Hull (e)	Shef- field (f)	Manch- ester (g)	Liver- pool (h)	Nott- ingham (i)	Birm- ingham (j)	Norwich (k)	Milton Keynes (l)	Brigh- ton (m)	Oxford (n)	London (o)	South- ampton (p)	Bristol (q)	Ply- mouth (r)	Cardiff (s)	None of these (v)
Unweighted base	10304	478	382	431	499	194	307	763	271	436	799	500	281	241	203	2056	419	353	385	402	904
Weighted base	9774	430	359	404	430	182	283	773	238	435	784	447	249	214	192	2079	368	353	344	362	850
Conservative	3874 40%	74 17%	83 23%	131 32%abs	145 34%abs	67 37%abfs	76 27%a	319 41%abcd fs	93 39%abfs	183 42%abcd fs	377 48%abcd efghkqs v	180 40%abcf s	132 53%abcd efghiko qsv	94 44%abcf s	97 51%abcd efghkqs v	925 44%abcd fsv	183 50%abcd efghkqs v	139 39%abfs	156 45%abcd fs	87 24%a	335 39%abcf s
Labour	2723 28%	205 48%bcde gijklm opqrs	79 22%pr	139 35%bjkl mnopqrv	144 34%bjkl mnopqrv	58 32%bkmp qrv	123 43%bcde gijklm opqrv	243 31%bjkl mpqrv	103 43%bdeg ijklmno pqrv	128 29%bkpq rv	195 25%kpr	70 16%	56 22%pr	44 21%r	45 24%kpr	590 28%bkpq rv	52 14%	76 22%pr	37 11%	137 38%bjk lmnopqr v	196 23%kpr
Liberal Democrat	2454 25%	53 12%	117 33%aghi jlnos	118 29%aghj lo	116 27%ahl	45 25%a	72 26%ah	173 22%a	38 16%	104 24%ah	170 22%a	147 33%aghi jlnosv	45 18%	64 30%ahl	44 23%a	462 22%ah	115 31%aghi jlo	130 37%ade fghijlno sv	128 37%ade fghijlno sv	87 24%ah	226 27%ahlo
SNP	225 2%	92 21%cdef ghijklm nopqrs	77 21%cdef hijklmno pqrs	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	56 7%cdefghijklmnopqrs
Plaid Cymru	43 *	-	-	-	-	-	-	1 *	3 1%acdgi jko	-	-	-	-	-	-	-	-	-	-	37 10%abcde fghijklm nopqrv	3 *o
The UK Independence Party	218 2%	1 *	*	7 2%b	15 4%abhjq	10 6%abcgh ijopqs	6 2%ab	13 2%b	1 *	9 2%ab	8 1%	22 5%abcgh jopqs	10 4%abhjq	7 3%abhq	3 2%b	50 2%abq	6 2%b	1 *	17 5%abcgh jopqs	5 1%	25 3%abhjq
The Green Party	137 1%	3 1%	1 *	1 *	7 2%iv	1 *	3 1%	7 1%	*	*	19 2%bchiv	24 5%abcde fghijln oqrs	4 2%iv	3 2%	1 1%	34 2%iv	11 3%abcgh iv	6 2%iv	5 1%	3 1%	2 *
The British National Party	53 1%	-	1 *	8 2%akopr	3 1%	-	*	8 1%	*	9 2%akopq r	6 1%	1 *	-	1 *	-	6 *	*	*	*	5 1%ao	5 1%
Some other party	45 *	2 1%	1 *	-	-	1 1%	3 1%v	9 1%v	-	2 *	8 1%v	2 *	2 1%	-	-	12 1%	*	-	-	2 1%	*

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v

* small base; ** very small base (under 30) ineligible for sig testing

Opinion Poll
ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 10

Q.3 At the general election in May 2010, many people didn't vote. Can you remember, did you vote in that election, or did you not vote?

Which party did you vote for in the general election in May 2010?

Base: All respondents giving a past vote

	Which of the following cities do you live in, or nearest to?																				
Total	Glasgow (a)	Edin- burgh (b)	New- castle (c)	Leeds (d)	Hull (e)	Shef- field (f)	Manch- ester (g)	Liver- pool (h)	Nott- ingham (i)	Birm- ingham (j)	Norwich (k)	Milton Keynes (l)	Brighton (m)	Oxford (n)	London (o)	South- ampton (p)	Bristol (q)	Ply- mouth (r)	Cardiff (s)	None of these (v)	
Weighted base	9774	430	359	404	430	182	283	773	238	435	784	447	249	214	192	2079	368	353	344	362	850
Did not vote	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v

* small base; ** very small base (under 30) ineligible for sig testing

Opinion Poll

ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 11

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

	Gender			Age						Social Grade				Region Summary						Employment Sector	Employment Sector Within Gender - Male		Employment Sector Within Gender - Female	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	South East (m)	Mid-lands (n)	North Eng-land (o)	Wales & South West (p)	Scotland (q)	Public (r)	Private (s)	Public (t)	Private (u)	Public (v)	Private (w)
Unweighted base	14274	7172	7102	1617	2124	2429	2636	2326	3142	3821	4325	2552	3576	3718	3675	3501	2087	1293	1776	5768	828	3243	948	2525
Weighted base	14274	6995	7279	1697	2404	2403	2544	2119	3107	3815	3957	3109	3393	3854	3711	3426	1998	1285	1905	6089	860	3442	1045	2647
Conservative	3997 28%	2242 32% ^b	1755 24%	294 17%	425 18%	484 20%	648 25% ^{cde}	740 35% ^{cde}	1405 45% ^{cde}	1371 36% ^{ijkl}	1171 30% ^{kl}	793 25% ^l	661 19%	1226 32% ^{opq}	1181 32% ^{opq}	815 24% ^q	566 28% ^{oq}	208 16%	420 22%	1615 27% ^r	212 25%	1022 30% ^{tw}	208 20%	593 22%
Labour	4139 29%	2104 30% ^b	2036 28%	477 28% ^h	730 30% ^h	785 33% ^{ch}	793 31% ^h	625 29% ^h	729 23%	1020 27%	1020 26%	1005 32% ^{ij}	1095 32% ^{ij}	1003 26%	1005 27%	1255 37% ^{mnp}	530 27%	347 27%	736 39% ^s	1702 28%	371 43% ^{uvw}	1018 30% ^w	365 35% ^{uw}	683 26%
Liberal Democrat	1427 10%	765 11% ^b	662 9%	117 7%	274 11% ^c	239 10% ^c	246 10% ^c	218 10% ^c	334 11% ^c	470 12% ^{ijkl}	405 10% ^{kl}	261 8%	292 9%	415 11% ^o	370 10% ^o	265 8%	233 12% ^o	145 11% ^o	178 9%	599 10%	79 9%	375 11% ^w	99 10%	224 8%
SNP	289 2%	154 2%	135 2%	13 1%	61 3% ^c	37 2%	58 2% ^c	50 2% ^c	69 2% ^c	58 2%	87 2%	70 2%	73 2%	- -	- -	- -	- -	289 22% ^{mnop}	34 2%	128 2%	14 2%	75 2%	21 2%	53 2%
Plaid Cymru	35 *	20 *	15 *	2 *	6 *	6 *	3 *	9 *	9 *	5 *	9 *	9 *	12 *	- -	- -	- -	35 2% ^{mnoq}	- -	3 *	14 *	2 *	11 *	1 *	4 *
Green	278 2%	132 2%	146 2%	56 3% ^{efgh}	73 3% ^{fgh}	48 2% ^h	43 2%	28 1%	31 1%	69 2%	90 2%	56 2%	63 2%	93 2% ^q	75 2%	57 2%	38 2%	15 1%	48 3%	135 2%	26 3%	66 2%	21 2%	68 3%
UKIP	571 4%	313 4% ^b	258 4%	43 3%	58 2%	105 4% ^{cd}	130 5% ^{cd}	104 5% ^{cd}	132 4% ^{cd}	115 3%	130 3%	157 5% ^{ij}	169 5% ^{ij}	139 4% ^q	183 5% ^{mq}	139 4% ^q	85 4% ^q	24 2%	51 3%	250 4% ^r	24 3%	153 4%	28 3%	96 4%
BNP	47 *	26 *	21 *	4 *	6 *	5 *	19 1% ^{eh}	7 *	6 *	1 *	6 *	21 1% ^{ij}	19 1% ^{ij}	10 *	16 *	13 *	6 *	2 *	3 *	26 *	2 *	15 *	1 *	11 *
Another party	65 *	26 *	40 1%	6 *	13 1%	14 1%	10 *	12 1%	11 *	16 *	10 *	20 1%	20 1%	21 1%	23 1%	13 *	4 *	4 *	9 *	30 *	5 1%	13 *	4 *	18 1%
None	3426 24%	1215 17%	2211 30% ^a	685 40% ^{def}	758 32% ^{fgh}	681 28% ^{fgh}	594 23% ^{gh}	326 15% ^h	382 12%	690 18%	1030 26% ^{ik}	718 23% ⁱ	988 29% ^{ijk}	947 25% ^q	857 23% ^q	869 25% ^q	503 25% ^q	250 19%	422 22%	1591 26% ^r	126 15%	694 20% ^t	296 28% ^{tu}	897 34% ^{tuv}

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q - r/s - t/u/v/w

Opinion Poll

ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 11

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

	Total	Vote Intention				2010 Vote				Age Within Gender - Male						Age Within Gender - Female					
		Con (a)	Lab (b)	LibDem (c)	UKIP (d)	Con (e)	Lab (f)	LibDem (g)	UKIP (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65+ (n)	18-24 (o)	25-34 (p)	35-44 (q)	45-54 (r)	55-64 (s)	65+ (t)
Unweighted base	14274	3252	3689	674	2332	4033	2824	2330	399	586	1051	1243	1374	1232	1686	1031	1073	1186	1262	1094	1456
Weighted base	14274	3271	3684	882	1343	3874	2723	2454	218	633	1176	1232	1267	1108	1578	1064	1228	1171	1277	1011	1529
Conservative	3997 28%	3020 92%bcd	52 1%	29 3%b	442 33%bc	3010 78%fgh	100 4%	270 11%f	53 25%fg	162 26%jop q	212 18%oq	322 26%jop qr	374 29%jop qr	388 35%ijk lopqr	784 50%ijk lmopqr st	132 12%	213 17%o	162 14%	275 22%opq	352 35%ijk lopqr	621 41%ijklmopqrs
Labour	4139 29%	64 2%	3303 90%acd	29 3%	186 14%ac	222 6%	2231 82%egh	613 25%eh	28 13%e	191 30%nt	372 32%nt	447 36%mno pqrst	405 32%not	317 29%nt	371 23%	286 27%	358 29%nt	338 29%nt	387 30%nt	308 30%nt	359 23%
Liberal Democrat	1427 10%	58 2%	160 4%a	793 90%abd	67 5%a	62 2%	88 3%e	1013 41%efh	3 2%	60 9%o	136 12%ors	106 9%o	141 11%os	135 12%kor s	186 12%kors	57 5%	137 11%o	132 11%ors	105 8%o	83 8%o	148 10%o
SNP	289 2%	1 *	6 *	- -	1 *	6 *	52 2%eg	14 1%e	- -	4 1%	30 3%lo	17 1%	36 3%loko	32 3%loko	35 2%o	9 1%	31 3%lo	20 2%	22 2%	18 2%	34 2%o
Plaid Cymru	35 *	- *	* *	- -	- -	1 *	3 *	- -	- -	* *	6 1%	3 *	2 *	4 *	4 *	1 *	- *	3 *	1 *	5 *	5 *
Green	278 2%	2 *	12 *a	3 *	2 *	17 *	25 1%e	84 3%ef	2 1%	18 3%nt	38 3%mnrs t	21 2%	24 2%	15 1%	16 1%	38 4%klmn rst	35 3%mnst	27 2%nt	19 2%	13 1%	14 1%
UKIP	571 4%	10 *b	3 *	1 *	491 37%abc	187 5%fg	58 2%	75 3%	85 39%efg	17 3%	35 3%	53 4%p	68 5%ijop t	59 5%ijop t	81 5%ijop t	26 2%	23 2%	52 4%op	62 5%op	46 5%op	50 3%
BNP	47 *	1 *	2 *	- -	7 1%ab	4 *	4 *	3 *	2 1%e	* *	6 *	4 *	6 *t	4 *	5 *	4 *	1 *	1 *	12 1%pqt	3 *	* *
Another party	65 *	2 *	2 *	- -	2 *	8 *	6 *	10 *	2 1%ef	1 *	9 1%n	3 *	6 *	6 1%n	1 *	5 *n	4 *	10 1%n	4 *	5 1%n	11 1%n
None	3426 24%	112 3%	144 4%	27 3%	145 11%abc	356 9%f	157 6%	372 15%ef	43 20%ef	179 28%klm nst	331 28%klm nst	256 21%lmn	206 16%n	148 13%n	95 6%	506 48%ijk lmnpqr st	427 35%ijk lmnst	425 36%ijk lmnrst	389 30%klm nst	178 18%mn	287 19%mn

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t

Opinion Poll

ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 11

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

	SEG Within Gender - Male					SEG Within Gender - Female					Region									
	Total	AB (a)	C1 (b)	C2 (c)	DE (d)	AB (e)	C1 (f)	C2 (g)	DE (h)	Scotland (i)	North East (j)	North West (k)	York-shire & Humber-side (l)	West Midlands (m)	East Midlands (n)	Wales (o)	East-ern (p)	London (q)	South East (r)	South West (s)
Unweighted base	14274	2194	1955	1330	1693	1627	2370	1222	1883	1293	596	1561	1344	1196	990	772	1489	1576	2142	1315
Weighted base	14274	2115	1711	1605	1565	1701	2246	1505	1827	1285	571	1570	1285	1285	999	714	1427	1856	1998	1285
Conservative	3997 28%	844 40% bcd efgh	590 35% cdf gh	452 28% dgh	356 23% h	528 31% dfg h	581 26% h	341 23% h	306 17%	208 16%	110 19%	399 25% ij	306 24% i	416 32% ijk loq	313 31% ijk loq	150 21% i	453 32% ijk loq	477 26% ijo	749 38% ijk lmnopq s	416 32% ijkloq
Labour	4139 29%	567 27%	448 26%	574 36% abefg	515 33% abef	453 27%	572 25%	431 29%	580 32% abef	347 27% rs	226 40% imn pqrs	559 36% imn pqrs	470 37% imn pqrs	378 29% prs	273 27% rs	288 40% imn pqrs	354 25% rs	578 31% prs	425 21%	242 19%
Liberal Democrat	1427 10%	284 13% cdf gh	189 11% gh	140 9%	153 10%	186 11% gh	216 10%	122 8%	139 8%	145 11% jlm	32 6%	137 9% jo	96 7% o	87 7% o	120 12% jklm oq	29 4%	162 11% jlm	165 9% jo	250 13% jkl moq	204 16% ijklm nopqr
SNP	289 2%	34 2%	41 2%	41 3%	38 2%	24 1%	46 2%	29 2%	36 2%	289 22% jklm nopqrs	-	-	-	-	-	-	-	-	-	-
Plaid Cymru	35 *	4 *	2 *	7 *	6 *	1 *	6 *	2 *	6 *	-	-	-	-	-	-	35 5% ijkl mnpqrs	-	-	-	-
Green	278 2%	30 1%	46 3% a	27 2%	29 2%	40 2%	44 2%	29 2%	34 2%	15 1%	8 1%	28 2%	20 2%	30 2% n	8 1%	8 1%	36 3% in	43 2% n	50 3% in	30 2% n
UKIP	571 4%	77 4% e	68 4% e	81 5% ef	87 6% aef	38 2%	62 3%	76 5% ef	82 4% ef	24 2%	29 5% i	47 3%	64 5% ikq	53 4% i	54 5% ikq	26 4% i	77 5% ikq	58 3%	81 4% i	59 5% i
BNP	47 *	* *	4 *	9 1% a	13 1% aef	1 *	2 *	12 1% aef	6 *	2 *	6 1% ikq	3 *	5 *	9 1% q	2 *	1 *	5 *	1 *	9 *	5 *
Another party	65 *	6 *	5 *	10 1%	4 *	9 1%	5 *	10 1%	16 1% bf	4 *	-	6 *	7 1%	6 *	8 1%	1 *	9 1%	7 *	14 1%	3 *
None	3426 24%	268 13%	318 19% a	264 16% a	365 23% abc	422 25% abc	712 32% abc de	454 30% abc de	623 34% abc de	250 19%	161 28% inr	392 25% ir	316 25% ir	305 24% i	221 22%	176 25% i	331 23%	526 28% imn pr	420 21%	327 25% ir

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s

Opinion Poll

ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 11

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

	Region Within Gender - Male												Region Within Gender - Female											
	Total	Scotland (a)	North East (b)	North West (c)	York-shire & Humber-side (d)	West Midlands (e)	East Midlands (f)	Wales (g)	East-ern (h)	London (i)	South East (j)	South West (k)	Scotland (l)	North East (m)	North West (n)	York-shire & Humber-side (o)	West Midlands (p)	East Midlands (q)	Wales (r)	East-ern (s)	London (t)	South East (u)	South West (v)	
Unweighted base	14274	686	303	792	681	602	507	409	711	751	1052	678	607	293	769	663	594	483	363	778	825	1090	637	
Weighted base	14274	687	281	800	629	610	507	353	655	855	986	630	597	290	770	656	674	492	360	772	1000	1012	654	
Conservative	3997 28%	133 19% ^l	53 19% ^l	232 29% ^{abl} mnort	205 33% ^{abg} lmnors t	234 38% ^{abc} gilmno pqrstv	183 36% ^{abc} gilmnop qrstv	88 25% ^{lor}	250 38% ^{abc} gilmno pqrstv	254 30% ^{abl} mnort	377 38% ^{abc} gilmno pqrstv	232 37% ^{abc} gilmno pqrstv	75 13%	56 19% ^l	167 22% ^{lo}	101 15%	182 27% ^{abl} or	130 26% ^{alo} r	62 17%	203 26% ^{abl} or	223 22% ^{lo}	372 37% ^{abc} gilmno pqrstv	184 28% ^{ablm} nort	
Labour	4139 29%	199 29% ^{fjk} suv	121 43% ^{aef} hijkl opqstu v	300 38% ^{aef} hijkl opqstu v	245 39% ^{aef} hijkl opqstu v	175 29% ^{gjs} uv	114 23% ^v	148 42% ^{aef} hijkl opqstu v	183 28% ^{gjs} uv	260 30% ^{fjk} suv	224 23% ^v	134 21%	148 25% ^v	104 36% ^{fjk} suv	259 34% ^{fjk} suv	225 34% ^{fjk} suv	203 30% ^{fjk} suv	159 32% ^{fjk} suv	140 39% ^{aef} hijkl opqstu v	171 22% ^v	319 32% ^{fjk} suv	200 20%	108 17%	
Liberal Democrat	1427 10%	90 13% ^{bdgi} mnoprst	21 7% ^g	82 10% ^{gmop} r	54 9% ^{gmp}	58 9% ^{gmp} r	60 12% ^{gmno} pr	12 3%	95 15% ^{bcde} gilmnop rst	76 9% ^{gmp}	125 13% ^{bdg} imnop rst	92 15% ^{bcde} gilmnop rst	55 9% ^{gmp}	11 4%	54 7% ^g	42 6%	30 4%	60 12% ^{gmno} pr	18 5%	67 9% ^{gmp}	89 9% ^{gmp}	125 12% ^{bdg} mnoprs t	112 17% ^{bcdefgijlmnoprstu}	
SNP	289 2%	154 22% ^{bcde} fghijk nopqrst uv	-	-	-	-	-	-	-	-	-	-	135 23% ^{bcde} fghijk nopqrst uv	-	-	-	-	-	-	-	-	-	-	
Plaid Cymru	35 *	-	-	-	-	-	-	20 6% ^{abcd} efhijk lmnopq stuv	-	-	-	-	-	-	-	-	-	-	15 4% ^{abcd} efhijk lmnopq stuv	-	-	-	-	
Green	278 2%	7 1%	3 1%	17 2%	8 1%	14 2% ^f	2 *	4 1%	16 2% ^f	14 2%	33 3% ^{adf}	15 2% ^f	9 1%	6 2%	12 2%	12 2%	16 2% ^f	6 1%	4 1%	21 3% ^f	29 3% ^{af}	18 2%	15 2% ^f	
UKIP	571 4%	13 2%	15 5% ^{al}	27 3%	38 6% ^{aln} t	30 5% ^{al}	29 6% ^{alnt}	17 5% ^{al}	37 6% ^{alnt}	31 4%	43 4% ^{al}	33 5% ^{alnt}	11 2%	14 5% ^{al}	20 3%	26 4%	23 3%	25 5% ^{al}	9 3%	40 5% ^{alnt}	27 3%	38 4%	25 4%	
BNP	47 *	-	4 1% ^{adin} qstu	2 *	1 *	2 *	2 *	1 *	4 1%	* *	7 1%	2 *	2 *	2 1%	1 *	4 1%	7 1% ^{ait}	-	1 *	1 *	1 *	2 *	2 *	

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v

Prepared by Populus

Opinion Poll
ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 11

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

	Region Within Gender - Male											Region Within Gender - Female											
	Total	Scot-land (a)	North East (b)	North West (c)	York-shire & Humb-erside (d)	West Mid-lands (e)	East Mid-lands (f)	Wales (g)	East-ern (h)	London (i)	South East (j)	South West (k)	Scot-land (l)	North East (m)	North West (n)	York-shire & Humb-erside (o)	West Mid-lands (p)	East Mid-lands (q)	Wales (r)	East-ern (s)	London (t)	South East (u)	South West (v)
Weighted base	14274	687	281	800	629	610	507	353	655	855	986	630	597	290	770	656	674	492	360	772	1000	1012	654
Another party	65 *	2 *	- -	2 *	1 *	2 *	4 1%	* *	* *	3 *	9 1%	1 *	1 *	- -	5 1%	6 1%	4 1%	4 1%	* *	9 1%h	4 *	5 *	2 *
None	3426 24%	88 13%	64 23%ade h	138 17%dh	77 12%	96 16%h	112 22%ade h	64 18%dh	69 11%	217 25%acd eghjk	168 17%dh	121 19%adh	162 27%acd eghjk	97 33%abc defghi jkqu	253 33%abc defghi jkqu	239 37%abc defghi jklqu	209 31%abc defghj kqu	109 22%ade h	112 31%acd efghjk q	262 34%abc defghi jklqu	309 31%abc defghj kqu	253 25%acd eghjk	206 31%abcdefghijklqu

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v

Opinion Poll
ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 11

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

	Total	Educational Attainment						Educational Attainment Within Gender - Male						Educational Attainment Within Gender - Female					
		No formal education (a)	Primary (b)	Secondary school (c)	University degree (d)	Higher university degree (e)	Still in full time education (f)	No formal education (g)	Primary (h)	Secondary school (i)	University degree (j)	Higher university degree (k)	Still in full time education (l)	No formal education (m)	Primary (n)	Secondary school (o)	University degree (p)	Higher university degree (q)	Still in full time education (r)
Unweighted base	14274	136	100	8935	3296	1044	529	73	57	4362	1734	578	239	63	43	4573	1562	466	290
Weighted base	14274	153*	105*	8757	3422	1070	507	69*	61*	4223	1722	577	213	84*	43*	4534	1700	494	294
Conservative	3997 28%	29 19%	17 17%	2556 29%abf	1004 29%abf	278 26%af	78 15%	20 30%mn	17 28%mn	1386 33%lmnopqr	587 34%lmnopqr	168 29%mnqr	45 21%nr	8 10%	1 1%	1170 26%mn	418 25%mn	110 22%nr	33 11%
Labour	4139 29%	53 35%	32 31%	2565 29%	939 27%	326 30%	142 28%	26 38%	17 28%	1303 31%op	484 28%	167 29%	64 30%	27 32%	15 34%	1262 28%	455 27%	159 32%	78 26%
Liberal Democrat	1427 10%	13 8%	3 3%	722 8%	457 13%bc	168 16%bcf	52 10%	- -	2 4%	384 9%go	236 14%ginop	103 18%ghijnopr	27 13%go	13 15%g	1 2%	338 7%g	221 13%gio	65 13%gio	25 9%g
SNP	289 2%	2 2%	1 1%	182 2%	76 2%	19 2%	7 1%	2 3%	- -	87 2%	47 3%q	14 2%	3 1%	- -	1 2%	95 2%	29 2%	4 1%	4 1%
Plaid Cymru	35 *	- -	- -	21 *	12 *	1 *	* -	- -	- -	10 *	8 *	1 *	- -	- -	- -	11 *	4 *	- -	* *
Green	278 2%	* *	* *	128 1%	83 2%cd	44 4%cd	18 4%cd	* *	- -	64 2%	43 3%io	15 3%	6 3%	- -	* 1%	64 1%	40 2%o	30 6%ijklo p	12 4%io
UKIP	571 4%	6 4%	7 7%def	436 5%def	86 3%	21 2%	9 2%	4 6%pr	1 2%	235 6%jkpq r	50 3%	12 2%	6 3%	2 2%	6 14%hijk lmopqr	201 4%jkpq r	35 2%	9 2%	3 1%
BNP	47 *	1 *	1 1%	35 *	7 *	1 *	2 *	1 1%	1 2%p	18 *	5 *	1 *	- -	- -	- -	17 *	2 *	* *	2 1%
Another party	65 *	- -	4 3%cd	35 *	13 *	4 *	1 *	- -	- -	11 *	6 *	2 *	1 *	- -	4 8%gijk lmopqr	24 1%	7 *	3 1%	* *
None	3426 24%	49 32%de	39 37%cd	2077 24%e	745 22%	209 19%	198 39%cd	15 21%	23 37%ijk	725 17%	257 15%	94 16%	62 29%ijk	34 41%gij kq	16 38%ijk	1352 30%ijk q	488 29%ijk	115 23%ijk	137 46%gijklpq

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j/k/l/m/n/o/p/q/r
 * small base

Opinion Poll
ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 11

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

	Total	Party ID						Party ID - Men						Party ID - Women					
		Con (a)	Lab (b)	LibDem (c)	UKIP (d)	Other (e)	None (f)	Con (h)	Lab (i)	LibDem (j)	UKIP (k)	Other (l)	None (m)	Con (o)	Lab (p)	LibDem (q)	UKIP (r)	Other (s)	None (t)
Unweighted base	14274	3966	4234	1058	1812	1222	1982	2161	2165	570	989	599	688	1805	2069	488	823	623	1294
Weighted base	14274	3997	4139	1427	571	714	3426	2242	2104	765	313	356	1215	1755	2036	662	258	357	2211
Conservative	3997 28%	3997 100%bcde f	-	-	-	-	-	2242 100%ijkl mopqrs	-	-	-	-	-	1755 100%ijkl mopqrs	-	-	-	-	-
Labour	4139 29%	-	4139 100%acde f	-	-	-	-	-	2104 100%hijkl mopqrs	-	-	-	-	-	2036 100%hijkl mopqrs	-	-	-	-
Liberal Democrat	1427 10%	-	-	1427 100%abde f	-	-	-	-	-	765 100%hikl mopqrs	-	-	-	-	-	662 100%hikl mopqrs	-	-	-
SNP	289 2%	-	-	-	-	289 40%abcd f	-	-	-	-	-	154 43%hijk mopqrs	-	-	-	-	-	135 38%hijk mopqrs	-
Plaid Cymru	35 *	-	-	-	-	35 5%abcd f	-	-	-	-	-	20 5%hijk mopqrs	-	-	-	-	-	15 4%hijk mopqrs	-
Green	278 2%	-	-	-	-	278 39%abcd f	-	-	-	-	-	132 37%hijk mopqrs	-	-	-	-	-	146 41%hijk mopqrs	-
UKIP	571 4%	-	-	-	571 100%abce f	-	-	-	-	-	313 100%hijl mopqrs	-	-	-	-	-	258 100%hijl mopqrs	-	-
BNP	47 *	-	-	-	-	47 7%abcd f	-	-	-	-	-	26 7%hijk mopqrs	-	-	-	-	-	21 6%hijk mopqrs	-
Another party	65 *	-	-	-	-	65 9%abcd f	-	-	-	-	-	26 7%hijk mopqrs	-	-	-	-	-	40 11%hijk lmopqrs	-
None	3426 24%	-	-	-	-	-	3426 100%abcd e	-	-	-	-	-	1215 100%hijk lopqrs	-	-	-	-	-	2211 100%hijklopqrs

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/i/j/k/l/m/n/o/p/q/r/s/t/u

** very small base (under 30) ineligible for sig testing

Opinion Poll
ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 11

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

	Total	Working Status				Working Status - Men				Working Status - Women				Mums	Which of the following best describes where you live?						Hamlet & Isolated Dwelling (r)
		Work-ing full time (a)	Work-ing part time (b)	Ret-ired (c)	Not work-ing (d)	Work-ing full time (e)	Work-ing part time (f)	Ret-ired (g)	Not work-ing (h)	Work-ing full time (i)	Work-ing part time (j)	Ret-ired (k)	Not work-ing (l)		NET: Urban (m)	Urban - Pop. over 10k (n)	Town and Fringe (o)	NET: Rural (p)	Vil-lage (q)		
Unweighted base	14274	5407	2137	3600	3130	3374	697	1972	1129	2033	1440	1628	2001	2107	11364	5970	5394	2910	2590	320	
Weighted base	14274	6281	1713	3375	2905	3783	518	1742	951	2497	1195	1633	1954	2184	11246	5885	5361	3028	2699	329	
Conservative	3997 28%	1615 26% ^d	420 25% ^d	1509 45% ^{abd}	453 16%	1099 34% ^{fghi}	134 26% ^{hil}	486 49% ^{efhijkl}	162 17%	516 21% ^l	285 24% ^{hl}	663 41% ^{efhijl}	291 15%	380 17%	2993 27%	1438 24%	1555 29% ⁿ	1004 33% ^m	893 33% ^{no}	111 34% ⁿ	
Labour	4139 29%	1994 32% ^{abc}	444 26%	832 25%	870 30% ^{abc}	1268 34% ^{fghi}	122 24%	430 25%	284 30% ^{fgk}	726 29% ^{fgk}	322 27%	402 25%	586 30% ^{fgk}	654 30%	3420 30% ^p	1921 33% ^{oqr}	1499 28% ^{qr}	720 24%	653 24%	66 20%	
Liberal Democrat	1427 10%	615 10%	162 9%	384 11% ^{ad}	267 9%	382 10% ^j	72 14% ^{ej}	205 12% ^{ijl}	107 11% ^{jl}	233 9%	90 8%	179 11% ^{jl}	160 8%	205 9%	1077 10%	636 11% ^o	441 8%	350 12% ^m	297 11% ^o	53 16% ^{noq}	
SNP	289 2%	135 2%	27 2%	68 2%	58 2%	84 2%	4 1%	35 2%	30 3% ^{fl}	51 2%	23 2%	33 2%	28 1%	47 2%	218 2%	123 2%	95 2%	71 2%	61 2%	10 3%	
Plaid Cymru	35 *	16 *	2 *	14 * ^d	3 *	12 *	1 *	6 *	1 *	4 *	1 *	8 1%	2 *	3 *	20 *	7 *	12 *	15 * ^m	13 * ⁿ	1 *	
Green	278 2%	135 2% ^c	48 3% ^c	32 1%	64 2% ^c	75 2% ^{gk}	18 3% ^{gk}	17 1%	22 2% ^{gk}	60 2% ^{gk}	30 2% ^{gk}	15 1%	42 2% ^{gk}	29 1%	222 2%	145 2% ^o	77 1%	56 2%	46 2%	10 3% ^o	
UKIP	571 4%	233 4%	68 4%	148 4%	122 4%	153 4%	24 5%	93 5% ^{ik}	43 5%	80 3%	44 4%	55 3%	79 4%	84 4%	429 4%	195 3%	234 4% ⁿ	142 5%	122 5% ⁿ	20 6% ⁿ	
BNP	47 *	17 *	12 1% ^{ac}	6 *	12 *	14 *	3 1% ^k	5 *	4 * ^k	3 *	10 1% ^{ik}	* *	8 * ^k	5 *	35 *	19 *	16 *	12 *	12 *	- -	
Another party	65 *	18 *	21 1% ^{acd}	12 *	14 *	9 *	9 2% ^{eghi}	4 *	3 *	9 *	12 1% ^{egi}	7 *	11 1%	12 1%	53 *	24 *	29 1%	12 *	11 *	2 1%	
None	3426 24%	1504 24% ^c	509 30% ^{ac}	370 11%	1042 36% ^{abc}	689 18% ^g	131 25% ^{egk}	100 6%	295 31% ^{efgk}	815 33% ^{efgk}	378 32% ^{efgk}	270 17% ^g	748 38% ^{efghijk}	765 35%	2779 25% ^p	1377 23% ^r	1403 26% ^{nqr}	646 21%	592 22%	54 17%	

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i/j/k/l - m/p - n/o/q/r

Opinion Poll

ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 11

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

	Total	Which of the following ITV regions do you live in?											
		Anglia (a)	Border (b)	Central (c)	Granada (d)	London (e)	Meridian (f)	STV (g)	Tyne Tees (h)	Wales (i)	West (j)	Westcountry (k)	Yorkshire (l)
Unweighted base	14274	1550	151	1885	1478	2377	1549	1207	601	756	396	771	1550
Weighted base	14274	1501	185*	1996	1458	2640	1402	1182	583	706	401	743	1475
Conservative	3997 28%	478 32%bdghil	40 22%	634 32%bdghil	378 26%ghi	818 31%bdghil	485 35%bdghil	191 16%	113 19%	142 20%	123 31%ghi	220 30%ghi	376 25%ghi
Labour	4139 29%	365 24%k	36 20%	562 28%afk	546 37%abcefgjk	737 28%fk	291 21%	319 27%fk	233 40%abcefgjk	288 41%abcefgjkl	101 25%	145 19%	517 35%abcefgjk
Liberal Democrat	1427 10%	170 11%cdhi	42 23%acdefghil	169 8%i	106 7%i	236 9%hi	187 13%cdhehil	122 10%dhi	32 6%	29 4%	63 16%cddeghil	134 18%acdefghil	134 9%hi
SNP	289 2%	-	11 6%acdefhijkl	2 *	-	-	-	276 23%abcdehijkl	-	-	-	-	-
Plaid Cymru	35 *	-	-	-	-	-	-	-	-	33 5%abcdehijkl	1 *	1 *	-
Green	278 2%	37 2%	-	39 2%	29 2%	55 2%	38 3%gi	15 1%	8 1%	8 1%	8 2%	19 3%	22 1%
UKIP	571 4%	79 5%deg	4 2%	80 4%g	45 3%	95 4%g	61 4%g	22 2%	28 5%g	26 4%g	17 4%g	34 5%g	79 5%deg
BNP	47 *	3 *	-	11 1%	3 *	8 *	5 *	2 *	6 1%adgi	1 *	-	3 *	5 *
Another party	65 *	9 1%	-	9 *	7 *	12 *	9 1%	4 *	-	1 *	1 *	2 *	12 1%
None	3426 24%	360 24%g	52 28%	489 25%g	344 24%g	679 26%g	327 23%	231 20%	162 28%gl	177 25%g	87 22%	185 25%g	332 22%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l

*** small base**

Opinion Poll

ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 11

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

	Total	Which of the following cities do you live in, or nearest to?																			
		Glasgow (a)	Edin- burgh (b)	New- castle (c)	Leeds (d)	Hull (e)	Shef- field (f)	Manch- ester (g)	Liver- pool (h)	Nott- ingham (i)	Birm- ingham (j)	Norwich (k)	Milton Keynes (l)	Bright- on (m)	Oxford (n)	London (o)	South- ampton (p)	Bristol (q)	Ply- mouth (r)	Cardiff (s)	None of these (v)
Unweighted base	14274	620	491	619	691	248	413	1121	429	588	1079	698	426	313	267	2908	589	472	490	581	1231
Weighted base	14274	614	468	623	641	237	415	1142	399	613	1142	668	418	289	257	3116	555	486	463	541	1186
Conservative	3997 28%	69 11%	104 22%a	123 20%a	139 22%a	86 36%abcd fghsv	81 19%a	302 26%acfs	90 23%a	186 30%abcd fhs	367 32%abcd fghs	196 29%abcd fs	146 35%abcd fghsv	99 34%abcd fghs	104 40%abcd fghjiko qsv	953 31%abcd fghs	210 38%abcd fghikos v	154 32%abcd fhs	155 33%abcd fghs	93 17%a	338 29%abcdfs
Labour	4139 29%	198 32%bkmo pqrv	110 23%	226 36%bijk lmnopqr v	223 35%bijk lmnopqr v	81 34%bkml opqr	187 45%abcd egijklm nopqrv	397 35%bijk lmnopqr v	180 45%abcd egijklm nopqrv	172 28%kpqr	331 29%kpqr	139 21%	105 25%r	62 21%	66 26%r	846 27%kpqr	106 19%	101 21%	83 18%	227 42%abdg ijklmno pqrv	300 25%pr
Liberal Democrat	1427 10%	47 8%	68 15%acdef ghjlosv	55 9%hs	58 9%hs	18 8%	31 7%	86 7%	19 5%	74 12%aghj ls	93 8%ss	104 16%acdef ghjlosv	28 7%	41 14%afgh jlos	41 16%acdef ghjlosv	285 9%hs	86 15%acde fghjlos v	68 14%acde fghjlos v	88 19%acdef ghjlosv	25 5%	114 10%hs
SNP	289 2%	148 24%cdef ghijklm nopqrs	94 20%cdefg hijklmno pqrs	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	47 4%cdefghijklmnopqrs
Plaid Cymru	35 *	-	-	-	-	-	-	1 *	2 1%jo	-	-	-	-	-	-	*	-	-	-	28 5%abcde fghijkl mnopqrv	3 *o
Green	278 2%	3 1%	10 2%	9 1%	11 2%	2 1%	5 1%	21 2%	5 1%	7 1%	32 3%as	23 3%aisv	8 2%	8 3%a	2 1%	70 2%a	19 3%aisv	12 3%a	8 2%	4 1%	18 1%
UKIP	571 4%	13 2%	5 1%	29 5%ab	37 6%abg	8 3%	19 5%b	34 3%	14 4%b	26 4%b	48 4%b	42 6%abgo	22 5%ab	15 5%ab	7 3%	117 4%b	20 4%b	22 4%b	22 5%ab	20 4%b	49 4%b
BNP	47 *	2 *	-	6 1%gv	3 *	1 *	1 *	1 *	1 *	1 *	9 1%	1 *	1 *	-	-	11 *	4 1%	*	3 1%	1 *	2 *
Another party	65 *	3 *	1 *	-	2 *	2 1%	4 1%c	6 1%	-	4 1%	6 1%	2 *	-	1 *	*	19 1%	7 1%c	2 *	*	1 *	6 1%
None	3426 24%	132 21% ⁿ	76 16%	174 28%abef jnp	169 26%benp	40 17%	88 21% ⁿ	294 26%benp	86 22% ⁿ	143 23% ^{bn}	258 23% ^{bn}	161 24% ^{bn}	107 26%benp	63 22% ⁿ	35 14%	815 26%benp	103 19%	125 26%benp	104 23% ^{bn}	143 26%benp	308 26%benp

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v

* small base; ** very small base (under 30) ineligible for sig testing

Opinion Poll
ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 12
Gender
Base: All respondents

	Gender			Age						Social Grade				Region Summary					Employment Sector		Employment Sector Within Gender - Male		Employment Sector Within Gender - Female	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	South East (m)	Mid-lands (n)	North Eng-land (o)	Wales & South West (p)	Scot-land (q)	Public (r)	Pri-vate (s)	Public (t)	Pri-vate (u)	Public (v)	Pri-vate (w)
Unweighted base	14274	7172	7102	1617	2124	2429	2636	2326	3142	3821	4325	2552	3576	3718	3675	3501	2087	1293	1776	5768	828	3243	948	2525
Weighted base	14274	6995	7279	1697	2404	2403	2544	2119	3107	3815	3957	3109	3393	3854	3711	3426	1998	1285	1905	6089	860	3442	1045	2647
Male	6995	6995	-	633	1176	1232	1267	1108	1578	2115	1711	1605	1565	1842	1772	1710	984	687	860	3442	860	3442	-	-
	49%	100%b	-	37%	49% ^c	51% ^c	50% ^c	52% ^c	51% ^c	55% ^{ejkl}	43%	52% ^{ejl}	46% ^{ej}	48%	48%	50%	49%	54% ^{mn}	45%	57% ^r	100% ^{vw}	100% ^{vw}	-	-
Female	7279	-	7279	1064	1228	1171	1277	1011	1529	1701	2246	1505	1827	2012	1939	1716	1015	597	1045	2647	-	-	1045	2647
	51%	-	100% ^a	63% ^{def} gh	51%	49%	50%	48%	49%	45%	57% ^{ikl}	48% ⁱ	54% ^{ik}	52% ^q	52% ^q	50%	51%	46%	55% ^s	43%	-	-	100% ^{tu}	100% ^{tu}

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q - r/s - t/u/v/w

Opinion Poll
ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 12
Gender
Base: All respondents

	Total	Vote Intention				2010 Vote				Age Within Gender - Male						Age Within Gender - Female					
		Con (a)	Lab (b)	LibDem (c)	UKIP (d)	Con (e)	Lab (f)	LibDem (g)	UKIP (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65+ (n)	18-24 (o)	25-34 (p)	35-44 (q)	45-54 (r)	55-64 (s)	65+ (t)
Unweighted base	14274	3252	3689	674	2332	4033	2824	2330	399	586	1051	1243	1374	1232	1686	1031	1073	1186	1262	1094	1456
Weighted base	14274	3271	3684	882	1343	3874	2723	2454	218	633	1176	1232	1267	1108	1578	1064	1228	1171	1277	1011	1529
Male	6995 49%	1786 55%b	1861 51%	499 57%b	858 64%abc	2160 56%fg	1382 51%	1280 52%	122 56%	633 100%op qrst	1176 100%op qrst	1232 100%op qrst	1267 100%op qrst	1108 100%op qrst	1578 100%opqr st	-	-	-	-	-	-
Female	7279 51%	1485 45%d	1822 49%acd	383 43%d	486 36%	1715 44%	1341 49%e	1174 48%e	96 44%	-	-	-	-	-	-	1064 100%ij klmn	1228 100%ij klmn	1171 100%ij klmn	1277 100%ij klmn	1011 100%ij klmn	1529 100%ijklmn

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t

Opinion Poll
ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 12
Gender
Base: All respondents

	SEG Within Gender - Male					SEG Within Gender - Female				Region										
	Total	AB (a)	C1 (b)	C2 (c)	DE (d)	AB (e)	C1 (f)	C2 (g)	DE (h)	Scot- land (i)	North East (j)	North West (k)	York- shire & Humb- erside (l)	West Mid- lands (m)	East Mid- lands (n)	Wales (o)	East- ern (p)	London (q)	South East (r)	South West (s)
Unweighted base	14274	2194	1955	1330	1693	1627	2370	1222	1883	1293	596	1561	1344	1196	990	772	1489	1576	2142	1315
Weighted base	14274	2115	1711	1605	1565	1701	2246	1505	1827	1285	571	1570	1285	1285	999	714	1427	1856	1998	1285
Male	6995 49%	2115 100%ef gh	1711 100%ef gh	1605 100%ef gh	1565 100%efgh	-	-	-	-	687 54%mpq	281 49%	800 51%pq	629 49%	610 48%	507 51%	353 50%	655 46%	855 46%	986 49%	630 49%
Female	7279 51%	-	-	-	-	1701 100%ab cd	2246 100%ab cd	1505 100%ab cd	1827 100%abc d	597 46%	290 51%	770 49%	656 51%	674 52%i	492 49%	360 50%	772 54%ik	1000 54%ik	1012 51%	654 51%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s

Opinion Poll
ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 12
Gender
Base: All respondents

	Region Within Gender - Male												Region Within Gender - Female											
	Total	Scot-land (a)	North East (b)	North West (c)	York-shire & Humb-erside (d)	West Mid-lands (e)	East Mid-lands (f)	Wales (g)	East-ern (h)	London (i)	South East (j)	South West (k)	Scot-land (l)	North East (m)	North West (n)	York-shire & Humb-erside (o)	West Mid-lands (p)	East Mid-lands (q)	Wales (r)	East-ern (s)	London (t)	South East (u)	South West (v)	
Unweighted base	14274	686	303	792	681	602	507	409	711	751	1052	678	607	293	769	663	594	483	363	778	825	1090	637	
Weighted base	14274	687	281	800	629	610	507	353	655	855	986	630	597	290	770	656	674	492	360	772	1000	1012	654	
Male	6995 49%	687 100%lm nopqrs tuv	281 100%lm nopqrs tuv	800 100%lm nopqrs tuv	629 100%lm nopqrs tuv	610 100%lm nopqrs tuv	507 100%lm nopqrs tuv	353 100%lm nopqrs tuv	655 100%lm nopqrs tuv	855 100%lm nopqrs tuv	986 100%lm nopqrs tuv	630 100%lmno pqrstuv	-	-	-	-	-	-	-	-	-	-	-	
Female	7279 51%	-	-	-	-	-	-	-	-	-	-	-	597 100%ab cdefgh ijk	290 100%ab cdefgh ijk	770 100%ab cdefgh ijk	656 100%ab cdefgh ijk	674 100%ab cdefgh ijk	492 100%ab cdefgh ijk	360 100%ab cdefgh ijk	772 100%ab cdefgh ijk	1000 100%ab cdefgh ijk	1012 100%ab cdefgh ijk	654 100%ab cdefgh ijk	

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v

Opinion Poll
ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 12
Gender
Base: All respondents

		Educational Attainment						Educational Attainment Within Gender - Male						Educational Attainment Within Gender - Female					
		No formal education (a)	Primary (b)	Secondary school (c)	University degree (d)	Higher university degree (e)	Still in full time education (f)	No formal education (g)	Primary (h)	Secondary school (i)	University degree (j)	Higher university degree (k)	Still in full time education (l)	No formal education (m)	Primary (n)	Secondary school (o)	University degree (p)	Higher university degree (q)	Still in full time education (r)
Unweighted base	14274	136	100	8935	3296	1044	529	73	57	4362	1734	578	239	63	43	4573	1562	466	290
Weighted base	14274	153*	105*	8757	3422	1070	507	69*	61*	4223	1722	577	213	84*	43*	4534	1700	494	294
Male	6995 49%	69 45%	61 59%f	4223 48%f	1722 50%f	577 54%cf	213 42%	69 100%mn opqr	61 100%mn opqr	4223 100%mn opqr	1722 100%mn opqr	577 100%mn opqr	213 100%mn qr	-	-	-	-	-	-
Female	7279 51%	84 55%	43 41%	4534 52%e	1700 50%	494 46%	294 58%bcde	-	-	-	-	-	-	84 100%gh ijkl	43 100%gh ijkl	4534 100%gh ijkl	1700 100%gh ijkl	494 100%gh ijkl	294 100%ghijkl

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j/k/l/m/n/o/p/q/r
 * small base

Opinion Poll
ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 12
Gender
Base: All respondents

	Total	Party ID						Party ID - Men						Party ID - Women					
		Con (a)	Lab (b)	LibDem (c)	UKIP (d)	Other (e)	None (f)	Con (h)	Lab (i)	LibDem (j)	UKIP (k)	Other (l)	None (m)	Con (o)	Lab (p)	LibDem (q)	UKIP (r)	Other (s)	None (t)
Unweighted base	14274	3966	4234	1058	1812	1222	1982	2161	2165	570	989	599	688	1805	2069	488	823	623	1294
Weighted base	14274	3997	4139	1427	571	714	3426	2242	2104	765	313	356	1215	1755	2036	662	258	357	2211
Male	6995 49%	2242 56% ^{bef}	2104 51% ^f	765 54% ^f	313 55% ^{bef}	356 50% ^f	1215 35%	2242 100% ^{opqrst}	2104 100% ^{opqrst}	765 100% ^{opqrst}	313 100% ^{opqrst}	356 100% ^{opqrst}	1215 100% ^{opqrst}	-	-	-	-	-	-
Female	7279 51%	1755 44%	2036 49% ^{ad}	662 46%	258 45%	357 50% ^{ad}	2211 65% ^{abcde}	-	-	-	-	-	-	1755 100% ^{hijklm}	2036 100% ^{hijklm}	662 100% ^{hijklm}	258 100% ^{hijklm}	357 100% ^{hijklm}	2211 100% ^{hijklm}

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/i/j/k/l/m/n/o/p/q/r/s/t/u
 ** very small base (under 30) ineligible for sig testing

Opinion Poll
ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 12
Gender
Base: All respondents

	Total	Working Status				Working Status - Men				Working Status - Women				Mums	Which of the following best describes where you live?						Hamlet & Isolated Dwelling (r)
		Working full time (a)	Working part time (b)	Retired (c)	Not working (d)	Working full time (e)	Working part time (f)	Retired (g)	Not working (h)	Working full time (i)	Working part time (j)	Retired (k)	Not working (l)		NET: Urban (m)	Urban - Pop. over 10k (n)	Town and Fringe (o)	NET: Rural (p)	Village (q)		
Unweighted base	14274	5407	2137	3600	3130	3374	697	1972	1129	2033	1440	1628	2001	2107	11364	5970	5394	2910	2590	320	
Weighted base	14274	6281	1713	3375	2905	3783	518	1742	951	2497	1195	1633	1954	2184	11246	5885	5361	3028	2699	329	
Male	6995	3783	518	1742	951	3783	518	1742	951	-	-	-	-	-	5542	3147	2395	1453	1324	129	
	49%	60%bcd	30%	52%bd	33%	100%ij	100%ij	100%ij	100%ijkl	-	-	-	-	-	49%	53%oqr	45%	48%	49%or	39%	
Female	7279	2497	1195	1633	1954	-	-	-	-	2497	1195	1633	1954	2184	5704	2738	2967	1575	1375	200	
	51%	40%	70%ac	48%a	67%ac	-	-	-	-	100%ef	100%ef	100%ef	100%ef	100%	51%	47%	55%nq	52%	51%n	61%nq	

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i/j/k/l - m/p - n/o/q/r

Opinion Poll
ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 12
Gender
Base: All respondents

	Total	Which of the following ITV regions do you live in?											
		Anglia (a)	Border (b)	Central (c)	Granada (d)	London (e)	Meridian (f)	STV (g)	Tyne Tees (h)	Wales (i)	West (j)	Westcountry (k)	Yorkshire (l)
Unweighted base	14274	1550	151	1885	1478	2377	1549	1207	601	756	396	771	1550
Weighted base	14274	1501	185*	1996	1458	2640	1402	1182	583	706	401	743	1475
Male	6995 49%	687 46%	100 54%	1000 50%a	747 51%a	1248 47%	678 48%	623 53%aek	295 51%	342 48%	218 55%aek	344 46%	712 48%
Female	7279 51%	815 54%cdgj	85 46%	996 50%	712 49%	1392 53%gj	724 52%	559 47%	287 49%	364 52%	182 45%	399 54%gj	763 52%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l
 * small base

Opinion Poll
ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 12
Gender
Base: All respondents

	Total	Which of the following cities do you live in, or nearest to?																			
		Glasgow (a)	Edin- burgh (b)	New- castle (c)	Leeds (d)	Hull (e)	Shef- field (f)	Manch- ester (g)	Liver- pool (h)	Nott- ingham (i)	Birm- ingham (j)	Norwich (k)	Milton Keynes (l)	Brigh- ton (m)	Oxford (n)	London (o)	South- ampton (p)	Bristol (q)	Ply- mouth (r)	Cardiff (s)	None of these (v)
Unweighted base	14274	620	491	619	691	248	413	1121	429	588	1079	698	426	313	267	2908	589	472	490	581	1231
Weighted base	14274	614	468	623	641	237	415	1142	399	613	1142	668	418	289	257	3116	555	486	463	541	1186
Male	6995 49%	342 56% djkn orv	228 49%	307 49%	286 45%	136 57% djkn orv	208 50%	578 51% dk	199 50%	328 53% dko	555 49%	297 44%	206 49%	152 52%	119 46%	1447 46%	298 54% dko	254 52% dk	218 47%	269 50%	569 48%
Female	7279 51%	272 44%	240 51%	316 51%	355 55% aegi pq	101 43%	207 50%	563 49%	200 50%	286 47%	587 51% ae	371 56% aegi pq	212 51%	137 48%	138 54% ae	1669 54% aep	257 46%	232 48%	245 53% ae	272 50%	617 52% ae

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v
 * small base; ** very small base (under 30) ineligible for sig testing

Opinion Poll
ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 13
Age
Base: All respondents

	Gender			Age						Social Grade				Region Summary					Employment Sector		Employment Sector Within Gender - Male		Employment Sector Within Gender - Female	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	South East (m)	Mid-lands (n)	North Eng-land (o)	Wales & South West (p)	Scot-land (q)	Public (r)	Private (s)	Public (t)	Private (u)	Public (v)	Private (w)
Unweighted base	14274	7172	7102	1617	2124	2429	2636	2326	3142	3821	4325	2552	3576	3718	3675	3501	2087	1293	1776	5768	828	3243	948	2525
Weighted base	14274	6995	7279	1697	2404	2403	2544	2119	3107	3815	3957	3109	3393	3854	3711	3426	1998	1285	1905	6089	860	3442	1045	2647
18-24	1697 12%	633 9%	1064 15%a	1697 100%defg h	-	-	-	-	-	381 10%	596 15%ikl	300 10%	420 12%ik	579 15%nop	379 10%	369 11%	227 11%	143 11%	182 10%	733 12%r	66 8%	313 9%	115 11%	420 16%tuv
25-34	2404 17%	1176 17%	1228 17%	-	2404 100%cefg h	-	-	-	-	763 20%ijkl	634 16%	529 17%l	478 14%	737 19%nop	602 16%	546 16%	292 15%	225 18%	424 22%	1488 24%	176 20%	820 24%	248 24%	668 25%t
35-44	2403 17%	1232 18%	1171 16%	-	-	2403 100%cdfig h	-	-	-	631 17%	579 15%	625 20%ijl	568 17%j	646 17%	586 16%	614 18%	337 17%	220 17%	438 23%	1431 24%	204 24%	868 25%w	234 22%	563 21%
45-54	2544 18%	1267 18%	1277 18%	-	-	-	2544 100%cddeg h	-	-	513 13%	705 18%l	684 22%ijl	642 19%l	594 15%	748 20%mpq	642 19%om	349 17%	212 16%	504 26%st	1365 22%	231 27%w	794 23%	274 26%w	570 22%
55-64	2119 15%	1108 16%b	1011 14%	-	-	-	-	2119 100%cdef h	-	511 13%	608 15%l	413 13%	588 17%ik	536 14%	539 15%	522 15%	328 16%om	194 15%	287 15%	786 13%	155 18%uvw	477 14%	132 13%	309 12%
65+	3107 22%	1578 23%	1529 21%	-	-	-	-	-	3107 100%code fg	1015 27%ijkl	836 21%k	559 18%	697 21%	761 20%	857 23%om	733 21%	465 23%om	291 23%	70 4%	286 5%	28 3%	169 5%	42 4%	116 4%
Average age	47.26	48.30b	46.27	21.64	30.11c d	39.85c	49.69c de	59.38c def	70.01c defg	48.14j k	46.56	46.61	47.69j k	45.37	48.26m	47.53m	48.30m	47.70m	42.51s	41.29	43.55u vw	42.16w	41.65w	40.14

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q - r/s - t/u/v/w

Opinion Poll
ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 13
Age
Base: All respondents

	Total	Vote Intention				2010 Vote				Age Within Gender - Male						Age Within Gender - Female					
		Con (a)	Lab (b)	LibDem (c)	UKIP (d)	Con (e)	Lab (f)	LibDem (g)	UKIP (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65+ (n)	18-24 (o)	25-34 (p)	35-44 (q)	45-54 (r)	55-64 (s)	65+ (t)
Unweighted base	14274	3252	3689	674	2332	4033	2824	2330	399	586	1051	1243	1374	1232	1686	1031	1073	1186	1262	1094	1456
Weighted base	14274	3271	3684	882	1343	3874	2723	2454	218	633	1176	1232	1267	1108	1578	1064	1228	1171	1277	1011	1529
18-24	1697 12%	274 8% ^d	469 13% ^{acd}	82 9% ^d	44 3%	165 4%	163 6% ^e	128 5%	17 8% ^e	633 100% ^{ijklm} npqrst	-	-	-	-	-	1064 100% ^{ijklm} npqrst	-	-	-	-	-
25-34	2404 17%	378 12% ^d	733 20% ^{ad}	168 19% ^{ad}	94 7%	364 9% ^h	479 18% ^{eh}	390 16% ^{eh}	10 5%	-	1176 100% ^{iklm} noqrst	-	-	-	-	-	1228 100% ^{iklm} noqrst	-	-	-	-
35-44	2403 17%	416 13%	698 19% ^{ad}	154 17% ^{ad}	160 12%	498 13%	554 20% ^{eg}	399 16% ^e	34 16%	-	-	1232 100% ^{ijlm} noqrst	-	-	-	-	-	1171 100% ^{ijlm} noqrst	-	-	-
45-54	2544 18%	533 16%	701 19% ^a	143 16%	342 25% ^{abc}	700 18%	538 20%	443 18%	51 23%	-	-	-	1267 100% ^{ijklm} nopqst	-	-	-	-	-	1277 100% ^{ijklm} nopqst	-	-
55-64	2119 15%	575 18% ^b	519 14%	133 15%	261 19% ^{bc}	739 19%	465 17%	424 17%	36 17%	-	-	-	-	1108 100% ^{ijkl} nopqst	-	-	-	-	-	1011 100% ^{ijkl} nopqst	-
65+	3107 22%	1095 33% ^{bc}	564 15%	202 23% ^b	442 33% ^{bc}	1409 36% ^{fg}	524 19%	670 27% ^f	70 32% ^f	-	-	-	-	-	1578 100% ^{ijkl} mopqrs	-	-	-	-	-	1529 100% ^{ijklmopqrs}
Average age	47.26 c	52.57 ^b c	44.82	47.56 ^b bc	55.06 ^a bc	54.91 ^f g	48.20	50.88 ^f g	54.05 ^f g	21.44	30.33 ⁱ op	39.69 ⁱ jop	49.65 ⁱ jkopq	59.45 ⁱ jklopq r	70.28 ⁱ jklmop qrst	21.76 ⁱ	29.91 ⁱ o	40.02 ⁱ jkop	49.72 ⁱ jkopq	59.31 ⁱ jklopq r	69.73 ⁱ ijklmopqrs

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t

Opinion Poll
ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 13
Age
Base: All respondents

	SEG Within Gender - Male					SEG Within Gender - Female					Region									
	Total	AB (a)	C1 (b)	C2 (c)	DE (d)	AB (e)	C1 (f)	C2 (g)	DE (h)	Scot- land (i)	North East (j)	North West (k)	York- shire & Humb- erside (l)	West Mid- lands (m)	East Mid- lands (n)	Wales (o)	East- ern (p)	London (q)	South East (r)	South West (s)
Unweighted base	14274	2194	1955	1330	1693	1627	2370	1222	1883	1293	596	1561	1344	1196	990	772	1489	1576	2142	1315
Weighted base	14274	2115	1711	1605	1565	1701	2246	1505	1827	1285	571	1570	1285	1285	999	714	1427	1856	1998	1285
18-24	1697 12%	155 7%	232 14%acd	85 5%	160 10%ac	226 13%acd	363 16%acd e	214 14%acd	260 14%acd	143 11%	71 12%	149 10%	148 12%	137 11%	104 10%	61 9%	138 10%	332 18%ijk lmnoprs	247 12%kop	165 13%kop
25-34	2404 17%	356 17%h	299 18%h	275 17%h	245 16%h	407 24%abc dfgh	335 15%	253 17%h	232 13%	225 18%h	79 14%	253 16%h	214 17%h	220 17%h	175 18%h	132 18%h	207 15%	387 21%ijkl prs	350 18%h	161 13%
35-44	2403 17%	382 18%bef	259 15%	344 21%bde fh	248 16%	249 15%	320 14%	281 19%bef	320 18%h	220 17%h	88 15%	326 21%ijl noprs	200 16%	258 20%lmno pr	130 13%	109 15%	199 14%	361 19%lmno pr	285 14%	229 18%hpr
45-54	2544 18%	280 13%	290 17%ae	349 22%abe h	349 22%abe fh	233 14%	415 18%ae	335 22%abe fh	294 16%a	212 16%	117 20%qr	272 17%	252 20%qr	235 18%	228 23%ikm qrs	132 18%	284 20%qr	277 15%	317 16%	217 17%
55-64	2119 15%	325 15%e	284 17%eg	227 14%e	272 17%efg	186 11%	323 14%e	186 12%	315 17%efg	194 15%q	95 17%mq	210 13%	217 17%kmq	159 12%	147 15%q	138 19%ikm nqs	233 16%mq	206 11%	331 17%kmq	189 15%q
65+	3107 22%	617 29%bcd efgh	346 20%g	325 20%g	291 19%	399 23%dg	490 22%dg	235 16%	406 22%dg	291 23%q	121 21%q	360 23%q	253 20%q	276 21%q	215 22%q	141 20%	366 26%lmno q	293 16%	468 23%lq	323 25%loq
Average age	47.26	50.26b cdefgh	46.52g	48.24b efg	47.65e g	45.50	46.59g	44.87 g	47.73e g	47.70q	48.13q	47.62q	47.16q	46.79q	48.03q	48.16q	49.74i klmnqr	42.68	47.88q	48.38q

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s

Opinion Poll **ONLINE Fieldwork : 5th - 27th November 2014**

Absolutes/col percents

Table 13
Age
Base: All respondents

	Region Within Gender - Male												Region Within Gender - Female											
	Total	Scotland (a)	North East (b)	North West (c)	Yorkshire & Humberside (d)	West Midlands (e)	East Midlands (f)	Wales (g)	East-ern (h)	London (i)	South East (j)	South West (k)	Scotland (l)	North East (m)	North West (n)	Yorkshire & Humberside (o)	West Midlands (p)	East Midlands (q)	Wales (r)	East-ern (s)	London (t)	South East (u)	South West (v)	
Unweighted base	14274	686	303	792	681	602	507	409	711	751	1052	678	607	293	769	663	594	483	363	778	825	1090	637	
Weighted base	14274	687	281	800	629	610	507	353	655	855	986	630	597	290	770	656	674	492	360	772	1000	1012	654	
18-24	1697 12%	53 8%h	26 9%ogh	40 5%	59 9%ogh	48 8%gh	30 6%	14 4%	28 4%	166 19%abc defghj knopr s u	102 10%cfg h	66 10%cfg h	90 15%abc defghj k	45 16%acd efghj	109 14%acd efghj	90 14%acd efgh	88 13%ace fgh	74 15%acd efghj	47 13%ace fgh	109 14%acd efgh	166 17%abc defghj k	145 14%acd efghj	100 15%abcde fghjk	
25-34	2404 17%	110 16%	48 17%	135 17%km	95 15%	92 15%	94 19%kmv	72 20%hk msv	94 14%	185 22%ade hkmsv	174 18%kmv	76 12%	115 19%kmv	31 11%	118 15%	119 18%kmv	128 19%kmv	81 17%	59 16%	113 15%	201 20%deh kmns	177 17%kmv	84 13%	
35-44	2403 17%	141 20%dfh jlqrsu	45 16%	194 24%bde fghjkl mnoqrs tuv	92 15%	102 17%	62 12%	59 17%	91 14%	196 23%bde fghjkl mnoqrs tu	143 14%	108 17%	79 13%	43 15%	132 17%f	107 16%	155 23%bde fghjkl mnoqrs tu	68 14%	50 14%	108 14%	165 16%	142 14%	120 18%fl	
45-54	2544 18%	108 16%	66 23%aij knu	158 20%ijn	138 22%aij knu	113 19%i	128 25%aeg ijklmn opstuv	63 18%i	148 23%aij knu	96 11%	149 15%	100 16%i	104 17%i	51 18%i	114 15%	115 18%i	122 18%i	100 20%ijn	69 19%i	136 18%i	180 18%i	167 17%i	117 18%i	
55-64	2119 15%	113 16%ip	50 18%inp	117 15%ip	129 21%cef ilnops tv	92 15%ip	67 13%i	75 21%cef ilnops tv	126 19%filn opstv	75 9%	166 17%inp	98 16%ip	81 13%i	45 16%ip	93 12%	88 13%i	67 10%	80 16%ip	63 18%inp	107 14%i	130 13%i	165 16%inp	91 14%i	
65+	3107 22%	162 24%bip t	47 17%	157 20%	116 18%	163 27%bcd gipqtu	126 25%bdi pqt	70 20%	168 26%bcd ipqt	136 16%	252 26%bcd ipqt	182 29%bcd gilopq rtuv	129 22%it	74 26%bdi pqt	203 26%bcd gipqtu	137 21%t	113 17%	89 18%	71 20%	198 26%bcd ipqt	157 16%	216 21%it	142 22%it	
Average age	47.26	48.98i lopqtu	47.71i pt	47.83i pt	48.51i lopt	49.81i lnopqr tuv	49.70i lopqrt uv	49.40i lopqtu v	51.86a bcdgij lmnopq rstuv	41.28	48.81i lopqtu	50.03c ilnopq rtuv	46.24i t	48.54i pt	47.41i pt	45.87i	44.06i t	46.31i t	46.95i pt	47.96i pt	43.87i	46.96i pt	46.79i pt	

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v

Opinion Poll
ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 13
Age
Base: All respondents

	Educational Attainment							Educational Attainment Within Gender - Male						Educational Attainment Within Gender - Female					
	Total	No formal education (a)	Primary (b)	Secondary school (c)	University degree (d)	Higher university degree (e)	Still in full time education (f)	No formal education (g)	Primary (h)	Secondary school (i)	University degree (j)	Higher university degree (k)	Still in full time education (l)	No formal education (m)	Primary (n)	Secondary school (o)	University degree (p)	Higher university degree (q)	Still in full time education (r)
Unweighted base	14274	136	100	8935	3296	1044	529	73	57	4362	1734	578	239	63	43	4573	1562	466	290
Weighted base	14274	153*	105*	8757	3422	1070	507	69*	61*	4223	1722	577	213	84*	43*	4534	1700	494	294
18-24	1697 12%	21 14% ^c	10 10%	653 7%	380 11% ^c	125 12% ^c	449 89% ^{abode}	5 7%	-	223 5%	122 7% ⁱ	75 13% ^{hij}	186 87% ^{ghijklmnop}	16 19% ^{hij}	10 24% ^{ghij}	431 10% ^{hij}	259 15% ^{hij}	50 10% ^{hi}	263 89% ^{ghijklmnopq}
25-34	2404 17%	31 20% ^{cf}	28 27% ^{cf}	1129 13%	709 21% ^{cf}	376 35% ^{acd}	50 10%	11 16%	18 29% ^{il}	571 14%	336 19% ^{il}	169 29% ^{gij}	25 12%	20 23% ^{or}	10 23% ^r	558 12%	374 22% ^{il}	207 42% ^{gijklmnop}	25 9%
35-44	2403 17%	22 14% ^f	11 10% ^f	1487 17% ^f	639 19% ^f	199 19% ^f	2 *	14 21% ^{lr}	7 12% ^{lr}	732 17% ^{lr}	348 20% ^{il}	110 19% ^{lr}	1 *	8 9% ^{lr}	3 8% ^{lr}	755 17% ^{lr}	291 17% ^{lr}	89 18% ^{lr}	1 1%
45-54	2544 18%	23 15% ^f	8 8% ^f	1777 20% ^{bdef}	581 17% ^{bef}	139 13% ^f	4 1%	14 20% ^{lr}	4 7% ^{lr}	877 21% ^{hijklpqr}	288 17% ^{lqr}	79 14% ^{lr}	1 *	9 11% ^{lr}	4 9% ^{lr}	900 20% ^{hijklqr}	293 17% ^{lqr}	60 12% ^{lr}	4 1%
55-64	2119 15%	31 20% ^{def}	21 20% ^{ef}	1502 17% ^{def}	442 13% ^{ef}	101 9% ^f	1 *	10 14% ^{lr}	18 29% ^{ijklnopqr}	776 18% ^{ijklopqr}	241 14% ^{klqr}	54 9% ^{lr}	1 *	21 25% ^{ijklpqr}	3 8% ^{lr}	726 16% ^{klpqr}	201 12% ^{lr}	47 9% ^{lr}	1 *
65+	3107 22%	25 16% ^f	27 25% ^{ef}	2208 25% ^{def}	671 20% ^{ef}	131 12% ^f	-	15 22% ^{lqr}	14 23% ^{lqr}	1044 25% ^{klpqr}	388 23% ^{klpqr}	89 15% ^{lqr}	-	10 12% ^{lr}	12 29% ^{klqr}	1164 26% ^{ijklmpqr}	283 17% ^{lqr}	42 8% ^{lr}	-
Average age	47.26 ^f	46.03 ^e ^f	48.51 ^e ^f	50.31 ^a ^{def}	45.81 ^e ^f	41.04 ^f	21.34	48.37 ^k ^{lpqr}	51.26 ^k ^{lpqr}	50.77 ^j ^{klmnopqr}	47.80 ^k ^{lpqr}	42.73 ^l ^{qr}	21.40	44.11 ^l ^{qr}	44.62 ^l ^{qr}	49.88 ^j ^{klmpqr}	43.80 ^l ^{qr}	39.06 ^l ^r	21.30

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j/k/l/m/n/o/p/q/r
 * small base

Opinion Poll
ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 13
Age
Base: All respondents

	Total	Party ID						Party ID - Men						Party ID - Women					
		Con (a)	Lab (b)	LibDem (c)	UKIP (d)	Other (e)	None (f)	Con (h)	Lab (i)	LibDem (j)	UKIP (k)	Other (l)	None (m)	Con (o)	Lab (p)	LibDem (q)	UKIP (r)	Other (s)	None (t)
Unweighted base	14274	3966	4234	1058	1812	1222	1982	2161	2165	570	989	599	688	1805	2069	488	823	623	1294
Weighted base	14274	3997	4139	1427	571	714	3426	2242	2104	765	313	356	1215	1755	2036	662	258	357	2211
18-24	1697 12%	294 7%	477 12%acd	117 8%	43 7%	81 11%acd	685 20%abcd e	162 7%	191 9%k	60 8%	17 5%	24 7%	179 15%hijk loqr	132 8%	286 14%hijk loqr	57 9%	26 10%hk	57 16%hij kloqr	506 23%hijk lmopqrs
25-34	2404 17%	425 11%	730 18%ad	274 19%ad	58 10%	159 22%abd	758 22%abd	212 9%	372 18%hk or	136 18%hk or	35 11%	89 25%hij koprt	331 27%hij kopqrs t	213 12%hr	358 18%hk or	137 21%hk or	23 9%	70 20%hk or	427 19%hk or
35-44	2403 17%	484 12%	785 19%ae	239 17%a	105 18%a	110 15%a	681 20%ae	322 14%o	447 21%hjk lop	106 14%o	53 17%o	48 13%o	256 21%hjl op	162 9%	338 17%o	132 20%hjl o	52 20%hjl o	62 17%o	425 19%hjl o
45-54	2544 18%	648 16%	793 19%a	246 17%	130 23%abc ef	133 19%	594 17%	374 17%	405 19%o	141 18%	68 22%hmo qst	73 21%o	206 17%	275 16%	387 19%o	105 16%	62 24%hij mopqst	59 17%	389 18%
55-64	2119 15%	740 19%bce f	625 15%f	218 15%f	104 18%bef	106 15%f	326 10%	388 17%mq st	317 15%t	135 18%mq st	59 19%imp qst	61 17%mt	148 12%t	352 20%imp qst	308 15%t	83 12%t	46 18%mq st	45 13%t	178 8%
65+	3107 22%	1405 35%bcd ef	729 18%f	334 23%bef	132 23%bef	126 18%f	382 11%	784 35%ijk lmopqrs t	371 18%mt	186 24%ilm pst	81 26%ilm prst	61 17%mt	95 8%	621 35%ijk lmopqrs t	359 18%mt	148 22%imp t	50 19%mt	64 18%mt	287 13%mt
Average age	47.26	53.57b cdef	46.16f	48.14b ef	50.32b cef	45.27f	40.78	53.57i jkimpq rst	46.64m st	49.22i lmpqst	51.45i jlmprq st	46.32m t	40.63	53.56i jkimpq rst	45.66m t	46.89m st	48.96i lmpst	44.23m t	40.86

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/i/j/k/l/m/n/o/p/q/r/s/t/u

** very small base (under 30) ineligible for sig testing

Opinion Poll
ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 13
Age
Base: All respondents

	Total	Working Status				Working Status - Men				Working Status - Women				Mums	Which of the following best describes where you live?						Hamlet & Isolated Dwelling (r)
		Working full time (a)	Working part time (b)	Retired (c)	Not working (d)	Working full time (e)	Working part time (f)	Retired (g)	Not working (h)	Working full time (i)	Working part time (j)	Retired (k)	Not working (l)		NET: Urban (m)	Urban - Pop. over 10k (n)	Town and Fringe (o)	NET: Rural (p)	Village (q)		
Unweighted base	14274	5407	2137	3600	3130	3374	697	1972	1129	2033	1440	1628	2001	2107	11364	5970	5394	2910	2590	320	
Weighted base	14274	6281	1713	3375	2905	3783	518	1742	951	2497	1195	1633	1954	2184	11246	5885	5361	3028	2699	329	
18-24	1697 12%	644 10% ^c	271 16% ^{ac}	* *	782 27% ^{abc}	296 8% ^{gk}	84 16% ^{egk}	* *	253 27% ^{efg ijk}	349 14% ^{egk}	187 16% ^{egk}	- -	529 27% ^{efg ijk}	243 11%	1396 12% ^p	864 15% ^{oqr}	531 10%	301 10%	275 10%	26 8%	
25-34	2404 17%	1620 26% ^{bcd}	292 17% ^c	- -	492 17% ^c	915 24% ^{fgh jkl}	81 16% ^{gk}	- -	180 19% ^{gk}	705 28% ^{efg hijkl}	212 18% ^{gk}	- -	311 16% ^{gk}	593 27%	2078 18% ^p	1212 21% ^{oqr}	866 16% ^{qr}	326 11%	314 12% ^r	13 4%	
35-44	2403 17%	1564 25% ^{bcd}	306 18% ^c	7 *	527 18% ^c	1011 27% ^{fgh ijkl}	61 12% ^{gk}	4 *	155 16% ^{fgk}	552 22% ^{fgh k}	245 20% ^{fghk}	2 *	372 19% ^{fgk}	756 35%	2041 18% ^p	1056 18% ^{qr}	986 18% ^{qr}	362 12%	335 12%	27 8%	
45-54	2544 18%	1503 24% ^c	366 21% ^c	35 1%	640 22% ^c	921 24% ^{gk}	103 20% ^{gk}	23 1%	220 23% ^{gk}	581 23% ^{gk}	263 22% ^{gk}	13 1%	420 21% ^{gk}	517 24%	1975 18%	987 17%	988 18%	569 19%	507 19%	62 19%	
55-64	2119 15%	789 13%	284 17% ^a	634 19% ^{ad}	412 14%	525 14% ⁱ	107 21% ^{ehi jl}	337 19% ^{ehi jl}	140 15% ⁱ	264 11%	177 15% ⁱ	297 18% ^{ejl l}	273 14% ⁱ	67 3%	1572 14%	797 14%	774 14%	547 18% ^{am}	474 18% ^{no}	73 22% ^{no}	
65+	3107 22%	161 3%	195 11% ^{ad}	2699 80% ^{abd}	53 2%	115 3% ^{hi}	83 16% ^{ehi jl}	1378 79% ^{efhi jl}	3 *	46 2% ^h	112 9% ^{ehi l}	1321 81% ^{efhi jl}	50 3% ^h	7 *	2184 19%	969 16%	1216 23% ⁿ	923 30% ^{am}	794 29% ^{no}	128 39% ^{noq}	
Average age	47.26	40.92 ^d	43.98 ^a	68.29 ^a	38.48	41.94 ^h	46.09 ^e	68.27 ^e	38.22	39.38	43.06 ^e	68.31 ^e	38.60	38.12	46.03	44.21	48.03 ⁿ	51.84 ^m	51.30 ⁿ	56.21 ^{noq}	

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i/j/k/l - m/p - n/o/q/r

Opinion Poll
ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 13
Age
Base: All respondents

	Total	Which of the following ITV regions do you live in?											
		Anglia (a)	Border (b)	Central (c)	Granada (d)	London (e)	Meridian (f)	STV (g)	Tyne Tees (h)	Wales (i)	West (j)	Westcountry (k)	Yorkshire (l)
Unweighted base	14274	1550	151	1885	1478	2377	1549	1207	601	756	396	771	1550
Weighted base	14274	1501	185*	1996	1458	2640	1402	1182	583	706	401	743	1475
18-24	1697 12%	170 11%	14 7%	225 11%	142 10%	414 16% abcdfghil	162 12%	126 11%	68 12%	60 9%	51 13%	101 14% di	161 11%
25-34	2404 17%	234 16% k	23 12%	357 18% hk	227 16% k	499 19% adhkl	260 19% hk	213 18% hk	77 13%	131 19% hk	67 17% k	84 11%	232 16% k
35-44	2403 17%	211 14%	18 10%	354 18% abl	318 22% abcdfghil	465 18% abl	211 15%	202 17%	87 15%	106 15%	88 22% abfthil	129 17%	211 14%
45-54	2544 18%	300 20% efj	33 18%	380 19% e	255 17%	408 15%	226 16%	198 17%	117 20% ej	132 19%	57 14%	133 18%	304 21% efgij
55-64	2119 15%	227 15%	29 16%	267 13%	198 14%	342 13%	221 16% e	175 15%	101 17% e	135 19% cdeg	57 14%	111 15%	258 17% cde
65+	3107 22%	360 24% e	68 37% acdefghijkl	412 21%	318 22%	512 19%	321 23% e	268 23%	132 23%	141 20%	81 20%	184 25% e	309 21%
Average age	47.26	48.53ce	53.16acdefghij kl	46.73e	47.43e	44.93	47.61e	47.69e	48.99cej	48.20e	46.40	48.10e	48.00e

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l
 * small base

Opinion Poll
ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 13
Age
Base: All respondents

	Total	Which of the following cities do you live in, or nearest to?																			
		Glasgow (a)	Edin- burgh (b)	New- castle (c)	Leeds (d)	Hull (e)	Shel- field (f)	Manch- ester (g)	Liver- pool (h)	Nott- ingham (i)	Birm- ingham (j)	Norwich (k)	Milton Keynes (l)	Brigh- ton (m)	Oxford (n)	London (o)	South- ampton (p)	Bristol (q)	Ply- mouth (r)	Cardiff (s)	None of these (v)
Unweighted base	14274	620	491	619	691	248	413	1121	429	588	1079	698	426	313	267	2908	589	472	490	581	1231
Weighted base	14274	614	468	623	641	237	415	1142	399	613	1142	668	418	289	257	3116	555	486	463	541	1186
18-24	1697 12%	68 11%	60 13%ev	70 11%	82 13%ev	15 6%	49 12%	106 9%	44 11%	80 13%ev	135 12%ev	98 15%eglmv	35 8%	21 7%	34 13%ev	461 15%eglm sv	71 13%ev	53 11%	58 13%ev	58 11%	99 8%
25-34	2404 17%	123 20%cdkr v	71 15%r	87 14%r	94 15%r	44 18%rv	63 15%r	189 17%rv	60 15%r	116 19%rv	199 17%rv	93 14%r	71 17%rv	42 15%r	41 16%r	617 20%bcdk rv	108 19%ckrv	88 18%rv	39 9%	116 21%bcdf ghkrv	144 12%
35-44	2403 17%	115 19%cem	71 15%m	76 12%	109 17%cem	24 10%	71 17%em	256 22%bcde hiklmor sv	61 15%m	84 14%m	223 20%ceik m	97 15%m	66 16%m	22 8%	45 17%em	541 17%cem	99 18%cem	88 18%cem	75 16%cm	89 17%em	191 16%em
45-54	2544 18%	111 18%b	51 11%	134 22%bnop q	115 18%b	38 16%	95 23%bnop q	208 18%bnpq	66 17%b	120 20%bnpq	212 19%bnpq	116 17%b	90 21%bnop q	84 29%abde ghijkno pqsv	31 12%	485 16%b	73 13%	64 13%	102 22%bnop q	105 19%bnpq	244 21%bnpq
55-64	2119 15%	84 14%	83 18%gjop	102 16%gjop	107 17%gjop	50 21%agij op	64 16%	130 11%	77 19%gjop	88 14%	132 12%	101 15%	77 18%gjop	58 20%gjop	41 16%	401 13%	61 11%	85 18%gjop	79 17%gjop	90 17%gjop	208 18%gjop
65+	3107 22%	113 18%	132 28%adfg ijlos	153 25%afos	135 21% s	67 28%afij los	73 18%	253 22% s	91 23% s	126 20% s	241 21% s	164 25%afos	79 19%	61 21%	65 25%fs	611 20%	143 26%aflo s	108 22% s	109 24% s	83 15%	300 25%aflos
Average age	47.26	46.31 os	49.24aj os	49.36af gijops	47.21o	50.85ad fgijopq s	46.80	47.12o s	48.66jo s	46.72	46.19	47.96o	48.19os	50.63ad fgijops	48.24o	45.11	46.89	47.65o	49.05aj os	45.60	50.31adfgijkopqs

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v
 * small base; ** very small base (under 30) ineligible for sig testing

Opinion Poll
ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 14
Social Grade
Base: All respondents

	Population by Socio-Economic Group																							Employment		Employment	
	Gender			Age						Social Grade				Region Summary						Employment Sector		Employment Sector Within Gender - Male		Employment Sector Within Gender - Female			
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	South East (m)	Mid-lands (n)	North Eng-land (o)	Wales & South West (p)	Scot-land (q)	Public (r)	Pri- vate (s)	Public (t)	Pri- vate (u)	Public (v)	Pri- vate (w)			
Unweighted base	14274	7172	7102	1617	2124	2429	2636	2326	3142	3821	4325	2552	3576	3718	3675	3501	2087	1293	1776	5768	828	3243	948	2525			
Weighted base	14274	6995	7279	1697	2404	2403	2544	2119	3107	3815	3957	3109	3393	3854	3711	3426	1998	1285	1905	6089	860	3442	1045	2647			
AB	3815 27%	2115 30% ^b	1701 23%	381 22%	763 32% ^{cefg}	631 26% ^{cf}	513 20%	511 24% ^f	1015 33% ^{cefg}	3815 100% ^{ijkl}	-	-	-	1253 33% ^{nopq}	909 24%	860 25%	476 24%	317 25%	626 33% ^{rs}	1667 27%	315 37% ^{uvw}	974 28%	311 30%	693 26%			
C1	3957 28%	1711 24%	2246 31% ^a	596 35% ^{defgh}	634 26%	579 24%	705 28% ^e	608 29% ^e	836 27%	-	3957 100% ^{ijkl}	-	-	1152 30% ^o	1015 27%	860 25%	569 28% ^o	360 28%	733 38% ^{rs}	1723 28%	263 31% ^u	771 22%	470 45% ^{tuvw}	952 36% ^{tuw}			
C2	3109 22%	1605 23% ^b	1505 21%	300 18%	529 22% ^{ch}	625 26% ^{cdgh}	684 27% ^{cdgh}	413 19%	559 18%	-	-	3109 100% ^{ijkl}	-	698 18%	849 23% ^m	810 24% ^m	436 22% ^m	315 25% ^m	299 16%	1653 27% ^r	147 17%	1089 32% ^{tw}	152 15%	565 21% ^{tv}			
DE	3393 24%	1565 22%	1827 25% ^a	420 25% ^d	478 20%	568 24% ^d	642 25% ^{dh}	588 28% ^{deh}	697 22%	-	-	-	3393 100% ^{ijkl}	750 19%	938 25% ^m	895 26% ^m	517 26% ^m	292 23% ^m	247 13%	1045 17% ^r	135 16% ^v	608 18% ^v	112 11%	437 17% ^v			
NET: ABC1	7772 54%	3825 55%	3947 54%	977 58% ^{efg}	1397 58% ^{efg}	1210 50%	1218 48%	1118 53% ^f	1851 60% ^{efg}	3815 100% ^{kl}	3957 100% ^{kl}	-	-	2405 62% ^{nopq}	1925 52%	1720 50%	1045 52%	677 53%	1359 71% ^s	3391 56%	578 67% ^{uvw}	1745 51%	781 75% ^{tuvw}	1645 62% ^u			
NET: C2DE	6502 46%	3170 45%	3332 46%	720 42%	1006 42%	1193 50% ^{cdh}	1326 52% ^{cdgh}	1001 47% ^{cdh}	1256 40%	-	-	3109 100% ^{ij}	3393 100% ^{ij}	1449 38%	1787 48% ^m	1706 50% ^m	953 48% ^m	607 47% ^m	546 29%	2698 44% ^r	282 33% ^v	1697 49% ^{tw}	264 25%	1002 38% ^{tv}			

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q - r/s - t/u/v/w

Opinion Poll
ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 14
Social Grade
Base: All respondents

	Total	Vote Intention				2010 Vote				Age Within Gender - Male						Age Within Gender - Female					
		Con (a)	Lab (b)	LibDem (c)	UKIP (d)	Con (e)	Lab (f)	LibDem (g)	UKIP (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65+ (n)	18-24 (o)	25-34 (p)	35-44 (q)	45-54 (r)	55-64 (s)	65+ (t)
Unweighted base	14274	3252	3689	674	2332	4033	2824	2330	399	586	1051	1243	1374	1232	1686	1031	1073	1186	1262	1094	1456
Weighted base	14274	3271	3684	882	1343	3874	2723	2454	218	633	1176	1232	1267	1108	1578	1064	1228	1171	1277	1011	1529
AB	3815 27%	1125 34% ^{abd}	893 24%	313 36% ^{abd}	325 24%	1300 34% ^{fh}	687 25% ^h	785 32% ^{fh}	38 18%	155 24% ^{rs}	356 30% ^{loq} rs	382 31% ^{ilo} qrst	280 22%	325 29% ^{loq} rs	617 39% ^{ijk} lmopqrst	226 21%	407 33% ^{ilo} qrst	249 21%	233 18%	186 18%	399 26% ^{loqrs}
C1	3957 28%	961 29% ^{bd}	927 25%	246 28%	325 24%	1049 27%	698 26%	709 29% ^f	51 24%	232 37% ^{ijkl} mnpq	299 25% ^k	259 21%	290 23%	284 26% ^k	346 22%	363 34% ^{ijkl} mnpq	335 27% ^{kln}	320 27% ^{kln}	415 33% ^{ijkl} mnpq	323 32% ^{ijkl} mnpq	490 32% ^{ijklmnpq}
C2	3109 22%	639 20% ^c	851 23% ^{ac}	135 15%	377 28% ^{abc}	834 22% ^g	647 24% ^g	436 18%	60 28% ^{eg}	85 13%	275 23% ^{ist}	344 28% ^{imn} opst	349 28% ^{imn} opst	227 20% ^{it}	325 21% ^{it}	214 20% ^{it}	253 21% ^{it}	281 24% ^{ist}	335 26% ^{imn} opst	186 18% ⁱ	235 15%
DE	3393 24%	546 17%	1012 27% ^{acd}	187 21% ^a	316 24% ^a	691 18%	691 25% ^{eg}	523 21% ^e	68 31% ^{eg}	160 25% ^{np}	245 21%	248 20%	349 28% ^{ijkn} pr	272 25% ^{knp}	291 18%	260 24% ^{np}	232 19%	320 27% ^{ijkn} p	294 23% ⁿ	315 31% ^{ijkm} noprt	406 27% ^{ijknp}
NET: ABC1	7772 54%	2086 64% ^{bd}	1820 49%	559 63% ^{bd}	651 48%	2350 61% ^{fh}	1385 51% ^h	1494 61% ^{fh}	89 41%	387 61% ^{klq} rs	655 56% ^{lqs}	641 52% ^l	570 45%	609 55% ^{lq}	962 61% ^{ijkl} moqrs	590 55% ^{lq}	742 60% ^{klm} qrs	570 49%	648 51% ^l	509 50% ^l	889 58% ^{klqrs}
NET: C2DE	6502 46%	1185 36%	1864 51% ^{ac}	322 37%	693 52% ^{ac}	1525 39%	1338 49% ^{eg}	960 39%	128 59% ^{efg}	246 39%	521 44% ⁿ	591 48% ^{inp} t	698 55% ^{ijk} mnoprs	499 45% ^{np}	616 39%	474 45% ⁿ	486 40%	602 51% ^{ijm} noprt	629 49% ^{inp} t	502 50% ^{ijn} pt	640 42%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t

Opinion Poll
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Absolutes/col percents

Table 14
Social Grade
Base: All respondents

	SEG Within Gender - Male					SEG Within Gender - Female				Region										
	Total	AB (a)	C1 (b)	C2 (c)	DE (d)	AB (e)	C1 (f)	C2 (g)	DE (h)	Scot- land (i)	North East (j)	North West (k)	York- shire & Humb- erside (l)	West Mid- lands (m)	East Mid- lands (n)	Wales (o)	East- ern (p)	London (q)	South East (r)	South West (s)
Unweighted base	14274	2194	1955	1330	1693	1627	2370	1222	1883	1293	596	1561	1344	1196	990	772	1489	1576	2142	1315
Weighted base	14274	2115	1711	1605	1565	1701	2246	1505	1827	1285	571	1570	1285	1285	999	714	1427	1856	1998	1285
AB	3815 27%	2115 100% gh	- bcdf	- -	- -	1701 100% gh	- bcdf	- -	- -	317 25% no	152 27% no	421 27% lno p	286 22%	385 30% iln op	200 20%	137 19%	324 23%	595 32% ikl nops	658 33% ijk lnops	339 26% lno
C1	3957 28%	- -	1711 100% acde gh	- -	- -	- -	2246 100% acde gh	- -	- -	360 28% k	152 27%	373 24%	335 26%	320 25%	269 27%	222 31% klm r	427 30% kmr	640 35% ijk lmnprs	512 26%	347 27%
C2	3109 22%	- -	- -	1605 100% abde fh	- -	- -	- -	1505 100% abde fh	- -	315 25% jqr	103 18%	372 24% jqr	335 26% jmq rs	280 22% q	237 24% jq	158 22% q	332 23% jq	301 16%	398 20% q	278 22% q
DE	3393 24%	- -	- -	- -	1565 100% abce fg	- -	- -	- -	1827 100% abc efg	292 23% q	164 29% lmq r	404 26% qr	328 26% qr	300 23% q	293 29% lmp qr	197 28% lqr	344 24% q	320 17%	430 22% q	320 25% q
NET: ABC1	7772 54%	2115 100% cd gh	1711 100% cdgh	- -	- -	1701 100% cd gh	2246 100% cdgh	- -	- -	677 53% n	304 53% n	794 51%	622 48%	704 55% ln	469 47%	359 50%	751 53% n	1235 67% ijk lmnop rs	1170 59% ikl nops	686 53% ln
NET: C2DE	6502 46%	- -	- -	1605 100% ab ef	1565 100% abef	- -	- -	1505 100% ab ef	1827 100% abe f	607 47% qr	267 47% q	776 49% qr	663 52% mq s	580 45% q	530 53% ijm pqrs	355 50% qr	676 47% qr	621 33%	828 41% q	599 47% qr

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s

Opinion Poll
ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 14
Social Grade
Base: All respondents

	Total	Region Within Gender - Male										Region Within Gender - Female											
		Scotland (a)	North East (b)	North West (c)	Yorkshire & Humber-side (d)	West Midlands (e)	East Midlands (f)	Wales (g)	East-ern (h)	London (i)	South East (j)	South West (k)	Scotland (l)	North East (m)	North West (n)	Yorkshire & Humber-side (o)	West Midlands (p)	East Midlands (q)	Wales (r)	East-ern (s)	London (t)	South East (u)	South West (v)
Unweighted base	14274	686	303	792	681	602	507	409	711	751	1052	678	607	293	769	663	594	483	363	778	825	1090	637
Weighted base	14274	687	281	800	629	610	507	353	655	855	986	630	597	290	770	656	674	492	360	772	1000	1012	654
AB	3815 27%	203 30%lno qrs	77 27%loq rs	241 30%fln oqrs	164 26%loq rs	190 31%fgl noqrs	120 24%qrs	85 24%qrs	199 30%fln oqrs	290 34%dfg lnoqrs v	365 37%abc dfghkl mnopqr stuv	179 28%loq rs	114 19%	76 26%oqr s	181 23%qrs	122 19%	194 29%loq rs	80 16%	51 14%	125 16%	304 30%fln oqrs	293 29%lno qrs	160 24%oqrs
C1	3957 28%	177 26%c	70 25%	148 19%	157 25%c	127 21%	118 23%	100 28%cej	147 22%	304 36%abc defghj knopv	206 21%	157 25%c	183 31%cef hj	82 28%cj	225 29%ceh j	179 27%cej	193 29%ceh j	151 31%cef hj	123 34%abc defhjk	280 36%abc defghj kmnopu v	336 34%abc defhjk o	306 30%cef hj	190 29%ceh j
C2	3109 22%	155 22%mt	59 21%t	212 26%ijm nptu	181 29%abg hijkmn pqtuv	151 25%imt u	129 25%imp tu	76 21%t	147 22%mt	153 18%	209 21%t	134 21%t	161 27%ijm nptu	44 15%	160 21%t	154 23%imt	129 19%	108 22%t	82 23%mt	185 24%imt u	147 15%	189 19%	144 22%mt
DE	3393 24%	153 22%ci	75 27%ci	199 25%ci	127 20%ci	142 23%ci	140 28%dij tu	93 26%ci	162 25%ci	107 13%	207 21%ci	160 25%ci	140 23%ci	89 31%adi jtu	204 27%dij t	201 31%ade hijlps tuv	158 23%ci	153 31%ade ijlpst uv	104 29%dij tu	182 24%ci	213 21%ci	223 22%ci	160 25%ci
NET: ABC1	7772 54%	380 55%cf oq	147 52%	389 49%	321 51%	318 52%	238 47%	185 52%	346 53%o	595 70%abc defghj klmnop qrsuv	571 58%cdf loqr	336 53%o	297 50%	157 54%	406 53%o	301 46%	387 57%cfl oqr	231 47%	174 48%	405 52%	640 64%abc defghj klmnop qrsuv	600 59%cde fghlno qrs	350 53%o
NET: C2DE	6502 46%	307 45%it	134 48%it	411 51%aij ptu	308 49%ijt u	293 48%itu	269 53%aij ptu	168 48%itu	309 47%itu	261 30%	416 42%it	294 47%it	300 50%ijp tu	133 46%it	365 47%itu	355 54%ahi jknptu v	288 43%it	261 53%aij ptu	186 52%ijp tu	367 48%itu	360 36%	412 41%ci	305 47%it

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v

Opinion Poll
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Absolutes/col percents

Table 14
Social Grade
Base: All respondents

	Total	Educational Attainment						Educational Attainment Within Gender - Male						Educational Attainment Within Gender - Female					
		No formal education (a)	Primary (b)	Secondary school (c)	University degree (d)	Higher university degree (e)	Still in full time education (f)	No formal education (g)	Primary (h)	Secondary school (i)	University degree (j)	Higher university degree (k)	Still in full time education (l)	No formal education (m)	Primary (n)	Secondary school (o)	University degree (p)	Higher university degree (q)	Still in full time education (r)
Unweighted base	14274	136	100	8935	3296	1044	529	73	57	4362	1734	578	239	63	43	4573	1562	466	290
Weighted base	14274	153*	105*	8757	3422	1070	507	69*	61*	4223	1722	577	213	84*	43*	4534	1700	494	294
AB	3815 27%	14 9%	12 11%	1603 18%a	1428 42%abc f	633 59%abc df	95 19%a	9 13%	4 7%	886 21%hmo	783 45%ghi lmnop r	376 65%ghi jlmnop qr	40 19% m	5 6%	8 18%	716 16%	645 38%ghi lmnor	257 52%ghi jlmnop r	55 19% m
C1	3957 28%	22 14%	14 14%	2414 28%abe	980 29%abe	222 21%	249 49%abc de	13 18%	10 16%	974 23%k	462 27%ikm n	102 18%	120 57%ghi jkmnop qr	9 11%	5 11%	1440 32%ghi jkmnq	518 30%hik mnq	120 24%km	129 44%ghijk mnopq
C2	3109 22%	32 21%e	27 25%ef	2232 25%def	575 17%e	111 10%	73 14%	17 25%klq q	18 29%jkl opqr	1185 28%jkl opqr	277 16%klq	58 10%	12 6%	14 17%l	9 20%l	1047 23%jkl pq	298 18%klq	53 11%	61 21%klq
DE	3393 24%	85 56%cde f	52 49%cde f	2508 29%def	439 13%e	104 10%	90 18%de	30 44%ijk lopqr	30 49%ijk lopqr	1178 28%jkl pqr	200 12%k	41 7%	40 19%jk	55 66%gij klopqr	22 51%ijk lopqr	1330 29%jkl pqr	239 14%k	63 13%k	49 17%k
NET: ABC1	7772 54%	36 23%	26 25%	4017 46%ab	2408 70%abc df	855 80%abc df	344 68%abc	22 31%	14 22%	1860 44%hm	478 72%ghi mnopq r	160 83%ghi mnopq r	14 75%ghi mnor	13 17%	29%	2157 48%ghi mn	1163 68%ghi mno	377 76%ghi mnopr	184 63%ghimno
NET: C2DE	6502 46%	117 77%cde f	78 75%cde f	4740 54%def	1014 30%e	216 20%	163 32%e	47 69%jkl opqr	48 78%ijk lopqr	2363 56%jkl opqr	477 28%k	99 17%	52 25%	70 83%ijk lopqr	31 71%jkl opqr	2377 52%jkl pqr	537 32%jkq	117 24%k	110 37%jklq

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j/k/l/m/n/o/p/q/r
 * small base

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ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 14
Social Grade
Base: All respondents

	Total	Party ID						Party ID - Men						Party ID - Women					
		Con (a)	Lab (b)	LibDem (c)	UKIP (d)	Other (e)	None (f)	Con (h)	Lab (i)	LibDem (j)	UKIP (k)	Other (l)	None (m)	Con (o)	Lab (p)	LibDem (q)	UKIP (r)	Other (s)	None (t)
Unweighted base	14274	3966	4234	1058	1812	1222	1982	2161	2165	570	989	599	688	1805	2069	488	823	623	1294
Weighted base	14274	3997	4139	1427	571	714	3426	2242	2104	765	313	356	1215	1755	2036	662	258	357	2211
AB	3815 27%	1371 34% bde f	1020 25% def	470 33% bde f	115 20%	150 21%	690 20%	844 38% ikl mopqrs t	567 27% klmp rst	284 37% ikl mopqrs t	77 25% ert	75 21% r	268 22% r	528 30% klm prst	453 22% r	186 28% klmp rst	38 15%	75 21% r	422 19% r
C1	3957 28%	1171 29% bd	1020 25%	405 28% bd	130 23%	201 28% bd	1030 30% bd	590 26% ik	448 21%	189 25%	68 22%	97 27% ik	318 26% i	581 33% hij klmpr	572 28% ik	216 33% hij kmr	62 24%	104 29% ik	712 32% hijkmp r
C2	3109 22%	793 20%	1005 24% acf	261 18%	157 27% abc f	175 25% acf	718 21%	452 20%	574 27% hjm opqt	140 18%	81 26% hjo pqt	94 26% hjo pqt	264 22%	341 19%	431 21%	122 18%	76 30% hjm opqst	82 23%	454 21%
DE	3393 24%	661 17%	1095 26% ac	292 20% a	169 30% abc	188 26% ac	988 29% ac	356 16%	515 24% hjo	153 20% h	87 28% hjo q	90 25% ho q	365 30% hij oq	306 17%	580 29% hij oq	139 21% h	82 32% hij loq	97 27% hjo q	623 28% hijo q
NET: ABC1	7772 54%	2543 64% bde f	2040 49% d	874 61% bde f	245 43%	351 49% d	1720 50% d	1434 64% ikl mprst	1015 48% r	473 62% ikl mprst	146 46% r	172 48% r	586 48% r	1109 63% ikl mprst	1025 50% r	401 61% ikl mprst	100 39%	178 50% r	1134 51% r
NET: C2DE	6502 46%	1454 36%	2100 51% ac	553 39%	326 57% abc ef	363 51% ac	1706 50% ac	808 36%	1089 52% hjo q	292 38%	168 54% hjo q	184 52% hjo q	629 52% hjo q	646 37%	1011 50% hjo q	261 39%	158 61% hij klmopq st	179 50% hjo q	1076 49% hjo q

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/i/j/k/l/m/n/o/p/q/r/s/t/u

** very small base (under 30) ineligible for sig testing

Opinion Poll
ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 14
Social Grade
Base: All respondents

	Working Status				Working Status - Men				Working Status - Women				Which of the following best describes where you live?							
	Total	Work- ing full time (a)	Work- ing part time (b)	Ret- ired (c)	Not work- ing (d)	Work- ing full time (e)	Work- ing part time (f)	Ret- ired (g)	Not work- ing (h)	Work- ing full time (i)	Work- ing part time (j)	Ret- ired (k)	Not work- ing (l)	Mums	NET: Urban (m)	Urban - Pop. over 10k (n)	Town and Fringe (o)	NET: Rural (p)	Vil- lage (q)	Hamlet & Iso- lated Dwel- ling (r)
Unweighted base	14274	5407	2137	3600	3130	3374	697	1972	1129	2033	1440	1628	2001	2107	11364	5970	5394	2910	2590	320
Weighted base	14274	6281	1713	3375	2905	3783	518	1742	951	2497	1195	1633	1954	2184	11246	5885	5361	3028	2699	329
AB	3815 27%	1907 30%bd	387 23%d	1138 34%abd	384 13%	1173 31%fhj kl	116 22%hl	716 41%efh ijkl	109 11%	733 29%fhj l	271 23%hl	422 26%hl	274 14%	524 24%	2979 26%	1701 29%o	1278 24%	836 28%	729 27%o	107 33%o
C1	3957 28%	1879 30%cd	578 34%acd	907 27%d	593 20%	873 23%l	161 31%egl	415 24%l	262 28%el	1006 40%efg hijkl	417 35%egh kl	493 30%egl	331 17%	534 24%	3181 28%p	1774 30%oq	1407 26%	776 26%	677 25%	99 30%
C2	3109 22%	1594 25%bcd	359 21%cd	567 17%	590 20%cd	1150 30%fgh ijkl	86 17%h	307 18%h	61 6%	444 18%h	273 23%fgh ik	259 16%h	529 27%fgh ijk	604 28%	2399 21%	1159 20%	1240 23%n	710 23%mn	645 24%n	66 20%
DE	3393 24%	902 14%	390 23%a	763 23%a	1338 46%abc	587 16%l	156 30%egi j	303 17%i	519 55%efg ijkl	314 13%	234 20%ei j	460 28%egi j	819 42%efg ijk	521 24%	2687 24%	1251 21%	1436 27%nmqr	705 23%	649 24%nr	57 17%
NET: ABC1	7772 54%	3786 60%bd	964 56%cd	2046 61%bd	977 34%	2046 54%hl	276 53%hl	1131 65%efh jkl	371 39%l	1739 70%efg hijkl	688 58%hl	914 56%hl	606 31%	1059 48%	6160 55%	3475 59%oq	2685 50%	1612 53%	1406 52%	206 63%oq
NET: C2DE	6502 46%	2495 40%	749 44%ac	1330 39%	1928 66%abc	1737 46%gi	242 47%gi	611 35%i	580 61%efg ijk	758 30%	507 42%gi	719 44%gi	1348 69%efg hijk	1125 52%	5086 45%	2410 41%	2676 50%nr	1416 47%	1293 48%nr	122 37%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i/j/k/l - m/p - n/o/q/r

Opinion Poll
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Absolutes/col percents

Table 14
Social Grade
Base: All respondents

	Total	Which of the following ITV regions do you live in?											
		Anglia (a)	Border (b)	Central (c)	Granada (d)	London (e)	Meridian (f)	STV (g)	Tyne Tees (h)	Wales (i)	West (j)	Westcountry (k)	Yorkshire (l)
Unweighted base	14274	1550	151	1885	1478	2377	1549	1207	601	756	396	771	1550
Weighted base	14274	1501	185*	1996	1458	2640	1402	1182	583	706	401	743	1475
AB	3815 27%	329 22%	54 29% ^{ai}	517 26% ^{ail}	391 27% ^{ail}	890 34% ^{acdfghikl}	416 30% ^{acgikl}	275 23%	162 28% ^{ail}	136 19%	159 40% ^{acdfghikl}	174 23%	311 21%
C1	3957 28%	416 28%	39 21%	519 26%	352 24%	852 32% ^{abcdfhjkl}	389 28%	343 29% ^{dj}	152 26%	214 30% ^{dj}	91 23%	194 26%	395 27%
C2	3109 22%	377 25% ^{efhj}	45 24%	442 22% ^{eh}	344 24% ^{efhj}	447 17%	272 19%	295 25% ^{efhj}	101 17%	159 23% ^e	71 18%	167 22% ^e	389 26% ^{cefhj}
DE	3393 24%	379 25% ^e	47 25% ^{ej}	517 26% ^{ej}	372 26% ^e	452 17%	325 23% ^e	269 23% ^e	168 29% ^{efgj}	196 28% ^{egj}	79 20%	207 28% ^{efgj}	380 26% ^{ej}
NET: ABC1	7772 54%	745 50%	93 50%	1037 52%	743 51%	1741 66% ^{abcdfghikl}	805 57% ^{acdghikl}	618 52%	314 54% ^l	350 50%	251 63% ^{abcdghikl}	368 50%	706 48%
NET: C2DE	6502 46%	756 50% ^{efj}	92 50% ^{ej}	959 48% ^{efj}	716 49% ^{efj}	899 34%	597 43% ^e	564 48% ^{efj}	269 46% ^{ej}	355 50% ^{efj}	150 37%	374 50% ^{efj}	770 52% ^{efhj}

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l
 * small base

Opinion Poll
ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 14
Social Grade
Base: All respondents

	Total	Which of the following cities do you live in, or nearest to?																			
		Glasgow (a)	Edin- burgh (b)	New- castle (c)	Leeds (d)	Hull (e)	Shef- field (f)	Manch- ester (g)	Liver- pool (h)	Nott- ingham (i)	Birm- ingham (j)	Norwich (k)	Milton Keynes (l)	Brigh- ton (m)	Oxford (n)	London (o)	South- ampton (p)	Bristol (q)	Ply- mouth (r)	Cardiff (s)	None of these (v)
Unweighted base	14274	620	491	619	691	248	413	1121	429	588	1079	698	426	313	267	2908	589	472	490	581	1231
Weighted base	14274	614	468	623	641	237	415	1142	399	613	1142	668	418	289	257	3116	555	486	463	541	1186
AB	3815 27%	124 20%	142 30%aeik lrs	153 25%is	160 25%is	49 21%	97 23%	311 27%aiks	95 24%	113 18%	332 29%aeik rs	129 19%	96 23%	80 28%aiks	83 32%acef hiklrs v	1013 33%acde fghikl rs v	185 33%acde fghikl rs v	151 31%aeifh iklrs v	103 22%	102 19%	297 25%iks
C1	3957 28%	165 27%	140 30%gj	169 27%	179 28%g	64 27%	113 27%	259 23%	110 27%	163 27%	270 24%	203 30%gj	120 29%	82 28%	74 29%	982 32%gjpr v	143 26%	134 28%	111 24%	169 31%gj r	309 26%
C2	3109 22%	167 27%bcno pv	97 21%	124 20%	150 23%o	58 24%o	108 26%nopv	280 25%nopv	88 22%	151 25%nopv	270 24%op	180 27%cnop v	102 24%o	64 22%	44 17%	544 17%	100 18%	109 23%o	112 24%op	121 22%o	238 20%
DE	3393 24%	158 26%boq	89 19%	177 28%boq	152 24%o	67 28%boq	97 23%	292 26%boq	106 27%boq	186 30%bdfj kmnopq	271 24%o	156 23%o	100 24%o	62 21%	55 22%	577 19%	127 23%	91 19%	138 30%bjno pq	149 28%boq	343 29%bdjknopq
NET: ABC1	7772 54%	288 47%	281 60%acde fghijkl rs v	322 52%	339 53%i	113 47%	210 51%	570 50%	205 51%	276 45%	602 53%i	332 50%	216 52%	163 56%air	157 61%acef ghijkl rs v	1995 64%acde fghijkl mrs v	328 59%acef ghijks v	285 59%aegi krs v	213 46%	271 50%	606 51%i
NET: C2DE	6502 46%	325 53%bmno pq	186 40%	301 48%bnop	302 47%bo	125 53%bnop q	205 49%bnop	572 50%bnop q	194 49%bnop	337 55%bdj mnopq v	541 47%bnop q	336 50%bnop q	202 48%bno	126 44%o	100 39%	1121 36%	227 41%	201 41%	250 54%bmno pq	270 50%bnop q	580 49%bnopq

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v

* small base; ** very small base (under 30) ineligible for sig testing

Opinion Poll
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Absolutes/col percents

Table 15
GO Region
Base: All respondents

	Gender			Age						Social Grade				Region Summary					Employment Sector		Employment Sector Within Gender - Male		Employment Sector Within Gender - Female	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	South East (m)	Mid-lands (n)	North Eng-land (o)	Wales & South West (p)	Scot-land (q)	Public (r)	Private (s)	Public (t)	Private (u)	Public (v)	Private (w)
Unweighted base	14274	7172	7102	1617	2124	2429	2636	2326	3142	3821	4325	2552	3576	3718	3675	3501	2087	1293	1776	5768	828	3243	948	2525
Weighted base	14274	6995	7279	1697	2404	2403	2544	2119	3107	3815	3957	3109	3393	3854	3711	3426	1998	1285	1905	6089	860	3442	1045	2647
Scotland	1285 9%	687 10%b	597 8%	143 8%	225 9%	220 9%	212 8%	194 9%	291 9%	317 8%	360 9%	315 10%a	292 9%	-	-	-	-	1285 100%mnop	174 9%	562 9%	93 11%	317 9%	82 8%	245 9%
North East	571 4%	281 4%	290 4%	71 4%	79 3%	88 4%	117 5%	95 4%	121 4%	152 4%	152 4%	103 3%	164 5%k	-	-	571 17%mnopq	-	-	74 4%	182 3%	43 5%uw	107 3%	31 3%	75 3%
North West	1570 11%	800 11%	770 11%	149 9%	253 11%	326 14%cd g	272 11%	210 10%	360 12%c	421 11%j	373 9%	372 12%j	404 12%j	-	-	1570 46%mnopq	-	-	177 9%	676 11%	83 10%	418 12%vw	94 9%	259 10%
Yorkshire & Humberside	1285 9%	629 9%	656 9%	148 9%	214 9%	200 8%	252 10%	217 10%h	253 8%	286 8%	335 8%	335 11%ij	328 10%i	-	-	1285 37%mnopq	-	-	179 9%	577 9%	86 10%	348 10%	93 9%	229 9%
West Midlands	1285 9%	610 9%	674 9%	137 8%	220 9%	258 11%cg	235 9%	159 8%	276 9%	385 10%j	320 8%	280 9%	300 9%	-	1285 35%mnopq	-	-	-	170 9%	557 9%	62 7%	305 9%	108 10%	251 9%
East Midlands	999 7%	507 7%	492 7%	104 6%	175 7%e	130 5%	228 9%cegh	147 7%	215 7%	200 5%	269 7%i	237 8%i	293 9%ij	-	999 27%mnopq	-	-	-	121 6%	439 7%	58 7%	240 7%	63 6%	199 8%
Wales	714 5%	353 5%	360 5%	61 4%	132 5%c	109 5%	132 5%	138 7%ceh	141 5%	137 4%	222 6%i	158 5%i	197 6%i	-	-	-	714 36%lmnoq	-	122 6% s	261 4%	59 7%uw	157 5%	63 6%w	104 4%
Eastern	1427 10%	655 9%	772 11%a	138 8%	207 9%	199 8%	284 11%cde	233 11%cde	366 12%cde	324 8%	427 11%i	332 11%i	344 10%i	-	1427 38%mnopq	-	-	-	174 9%	608 10%	73 9%	324 9%	101 10%	284 11%
London	1856 13%	855 12%	1000 14%a	332 20%def gh	387 16%fgh	361 15%fgh	277 11%	206 10%	293 9%	595 16%kl	640 16%kl	301 10%	320 9%	1856 48%nopq	-	-	-	-	281 15%	873 14%	120 14%	472 14%	162 15%	401 15%
South East	1998 14%	986 14%	1012 14%	247 15%	350 15%e	285 12%	317 12%	331 16%ef	468 15%ef	658 17%jkl	512 13%	398 13%	430 13%	1998 52%nopq	-	-	-	-	279 15%	866 14%	122 14%	491 14%	156 15%	375 14%
South West	1285 9%	630 9%	654 9%	165 10%cd	161 7%	229 10%cd	217 9%	189 9%cd	323 10%cd	339 9%	347 9%	278 9%	320 9%	-	-	-	1285 64%lmnoq	-	154 8%	489 8%	63 7%	263 8%	91 9%	226 9%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q - r/s - t/u/v/w

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Table 15
GO Region
Base: All respondents

	Total	Vote Intention				2010 Vote				Age Within Gender - Male						Age Within Gender - Female					
		Con (a)	Lab (b)	LibDem (c)	UKIP (d)	Con (e)	Lab (f)	LibDem (g)	UKIP (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65+ (n)	18-24 (o)	25-34 (p)	35-44 (q)	45-54 (r)	55-64 (s)	65+ (t)
Unweighted base	14274	3252	3689	674	2332	4033	2824	2330	399	586	1051	1243	1374	1232	1686	1031	1073	1186	1262	1094	1456
Weighted base	14274	3271	3684	882	1343	3874	2723	2454	218	633	1176	1232	1267	1108	1578	1064	1228	1171	1277	1011	1529
Scotland	1285 9%	166 5% ^d	302 8% ^{ad}	91 10% ^{ad}	38 3%	183 5% ^h	324 12% ^{egh}	195 8% ^{eh}	2 1%	53 8%	110 9%	141 11% ^{lqrs} ^t	108 8%	113 10% ^q	162 10% ^q	90 8%	115 9%	79 7%	104 8%	81 8%	129 8%
North East	571 4%	85 3%	200 5% ^{ac}	17 2%	57 4% ^{ac}	99 3%	138 5% ^{eg}	89 4% ^e	8 4%	26 4%	48 4%	45 4%	66 5% ^{np}	50 5% ^p	47 3%	45 4%	31 3%	43 4%	51 4%	45 4% ^p	74 5% ^{np}
North West	1570 11%	365 11%	482 13% ^{acd}	78 9%	123 9%	436 11%	331 12% ^h	257 10%	16 7%	40 6%	135 11% ⁱ	194 16% ^{ajm} ^{nopqrs}	158 12% ^{irs}	117 11% ⁱ	157 10% ⁱ	109 10% ⁱ	118 10%	132 11% ⁱ	114 9%	93 9%	203 13% ^{inprs}
Yorkshire & Humberside	1285 9%	228 7%	376 10% ^a	74 8%	175 13% ^{abc}	297 8%	308 11% ^e	232 9% ^e	30 14% ^{eg}	59 9%	95 8%	92 7%	138 11% ^{kn}	129 12% ^{jkno}	116 7%	90 8%	119 10%	107 9%	115 9%	88 9%	137 9%
West Midlands	1285 9%	341 10% ^b	308 8%	69 8%	136 10%	430 11% ^{fgh}	227 8%	194 8%	10 5%	48 8%	92 8%	102 8%	113 9%	92 8%	163 10% st	88 8%	128 10% ^{est}	155 13% ^{ijk} ^{lmnors} ^t	122 10% ^s	67 7%	113 7%
East Midlands	999 7%	270 8% ^b	247 7%	62 7%	113 8%	308 8% ^g	197 7%	145 6%	17 8%	30 5%	94 8% ^k	62 5%	128 10% ^{ikmo} ^{pqt}	67 6%	126 8% ^{ikt}	74 7%	81 7%	68 6%	100 8% ^k	80 8% ^k	89 6%
Wales	714 5%	117 4%	242 7% ^{acd}	28 3%	56 4%	137 4%	178 7% ^{egh}	108 4%	5 2%	14 2%	72 6% ⁱ	59 5%	63 5% ⁱ	75 7% ^{inq}	70 4%	47 4%	59 5% ⁱ	50 4%	69 5% ⁱ	63 6% ⁱ	71 5%
Eastern	1427 10%	331 10%	325 9%	85 10%	188 14% ^{abc}	421 11% ^f	199 7%	269 11% ^f	46 21% ^{efg}	28 4%	94 8% ⁱ	91 7%	148 12% ^{ijk}	126 11% ^{ijk}	168 11% ^{ik}	109 10% ⁱ	113 9% ⁱ	108 9% ⁱ	136 11% ^{ik}	107 11% ^{ik}	198 13% ^{ijkpq}
London	1856 13%	385 12% ^d	562 15% ^{acd}	101 11%	122 9%	484 12% ^{gh}	414 15% ^{egh}	254 10%	17 8%	166 26% ^{ijkl} ^{mnpqr} st	185 16% ^{lmn}	196 16% ^{lmnt}	96 8%	75 7%	136 9%	166 16% ^{lmn} ^t	201 16% ^{lmn} ^t	165 14% ^{lmn} ^t	180 14% ^{lmn} ^t	130 13% ^{lmn}	157 10% ^{lm}
South East	1998 14%	639 20% ^{bd}	403 11%	166 19% ^b	207 15% ^b	697 18% ^{fg}	270 10%	375 15% ^f	43 20% ^f	102 16% ^k	174 15%	143 12%	149 12%	166 15% ^k	252 16% ^{klq}	145 14%	177 14%	142 12%	167 13%	165 16% ^{klq}	216 14%
South West	1285 9%	346 11% ^b	237 6%	111 13% ^b	128 10% ^b	381 10% ^f	138 5%	336 14% ^{ef}	25 12% ^f	66 10% ^j	76 6%	108 9%	100 8%	98 9%	182 12% ^{jlp}	100 9%	84 7%	120 10% ^{jp}	117 9%	91 9%	142 9% ^j

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t

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Table 15
GO Region
Base: All respondents

	SEG Within Gender - Male					SEG Within Gender - Female				Region										
	Total	AB (a)	C1 (b)	C2 (c)	DE (d)	AB (e)	C1 (f)	C2 (g)	DE (h)	Scot- land (i)	North East (j)	North West (k)	York- shire & Humb- erside (l)	West Mid- lands (m)	East Mid- lands (n)	Wales (o)	East- ern (p)	London (q)	South East (r)	South West (s)
Unweighted base	14274	2194	1955	1330	1693	1627	2370	1222	1883	1293	596	1561	1344	1196	990	772	1489	1576	2142	1315
Weighted base	14274	2115	1711	1605	1565	1701	2246	1505	1827	1285	571	1570	1285	1285	999	714	1427	1856	1998	1285
Scotland	1285 9%	203 10%e	177 10%efh	155 10%e	153 10%e	114 7%	183 8%	161 11%efh	140 8%	1285 100%ijklm nopqrs	-	-	-	-	-	-	-	-	-	-
North East	571 4%	77 4%	70 4%	59 4%	75 5%g	76 4%	82 4%	44 3%	89 5%g	-	571 100%iklm nopqrs	-	-	-	-	-	-	-	-	-
North West	1570 11%	241 11%b	148 9%	212 13%bf	199 13%bf	181 11%	225 10%	160 11%	204 11%b	-	-	1570 100%ijlm nopqrs	-	-	-	-	-	-	-	-
Yorkshire & Humberside	1285 9%	164 8%	157 9%	181 11%adef	127 8%	122 7%	179 8%	154 10%e	201 11%adef	-	-	-	1285 100%ijklm nopqrs	-	-	-	-	-	-	-
West Midlands	1285 9%	190 9%	127 7%	151 9%	142 9%	194 11%abfgh	193 9%	129 9%	158 9%	-	-	-	-	1285 100%ijkl nopqrs	-	-	-	-	-	-
East Midlands	999 7%	120 6%	118 7%e	129 8%ae	140 9%aef	80 5%	151 7%e	108 7%e	153 8%ae	-	-	-	-	-	999 100%ijkl mopqrs	-	-	-	-	-
Wales	714 5%	85 4%	100 6%ae	76 5%	93 6%ae	51 3%	123 5%e	82 5%e	104 6%ae	-	-	-	-	-	-	714 100%ijkl mnpqrs	-	-	-	-
Eastern	1427 10%	199 9%	147 9%	147 9%	162 10%e	125 7%	280 12%abc eh	185 12%abc e	182 10%e	-	-	-	-	-	-	-	1427 100%ijkl mnoprs	-	-	-
London	1856 13%	290 14%cdg	304 18%acd fgh	153 10%d	107 7%	304 18%acd fgh	336 15%cdg h	147 10%d	213 12%d	-	-	-	-	-	-	-	-	1856 100%ijkl mnoprs	-	-
South East	1998 14%	365 17%bcd fgh	206 12%	209 13%	207 13%	293 17%bcd fgh	306 14%	189 13%	223 12%	-	-	-	-	-	-	-	-	-	1998 100%ijkl mnopqs	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s

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Table 15
GO Region
Base: All respondents

	SEG Within Gender - Male					SEG Within Gender - Female					Region									
	Total	AB (a)	C1 (b)	C2 (c)	DE (d)	AB (e)	C1 (f)	C2 (g)	DE (h)	Scot- land (i)	North East (j)	North West (k)	York- shire & Humb- erside (l)	West Mid- lands (m)	East Mid- lands (n)	Wales (o)	East- ern (p)	London (q)	South East (r)	South West (s)
Weighted base	14274	2115	1711	1605	1565	1701	2246	1505	1827	1285	571	1570	1285	1285	999	714	1427	1856	1998	1285
South West	1285 9%	179 8%	157 9%	134 8%	160 10%	160 9%	190 8%	144 10%	160 9%	-	-	-	-	-	-	-	-	-	-	1285 100%ijklmnopqr

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s

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Absolutes/col percents

Table 15
GO Region
Base: All respondents

	Total	Region Within Gender - Male											Region Within Gender - Female										
		Scot-land (a)	North East (b)	North West (c)	York-shire & Humb-erside (d)	West Mid-lands (e)	East Mid-lands (f)	Wales (g)	East-ern (h)	London (i)	South East (j)	South West (k)	Scot-land (l)	North East (m)	North West (n)	York-shire & Humb-erside (o)	West Mid-lands (p)	East Mid-lands (q)	Wales (r)	East-ern (s)	London (t)	South East (u)	South West (v)
Unweighted base	14274	686	303	792	681	602	507	409	711	751	1052	678	607	293	769	663	594	483	363	778	825	1090	637
Weighted base	14274	687	281	800	629	610	507	353	655	855	986	630	597	290	770	656	674	492	360	772	1000	1012	654
Scotland	1285 9%	687 100%bode fghijkmn opqrstuv	-	-	-	-	-	-	-	-	-	-	597 100%abcde fghijkmn opqrstuv	-	-	-	-	-	-	-	-	-	-
North East	571 4%	-	281 100%acde fghijkl opqrstuv	-	-	-	-	-	-	-	-	-	-	290 100%acde fghijkl opqrstuv	-	-	-	-	-	-	-	-	-
North West	1570 11%	-	-	800 100%abde fghijkl opqrstuv	-	-	-	-	-	-	-	-	-	-	770 100%abde fghijkl opqrstuv	-	-	-	-	-	-	-	-
Yorkshire & Humberside	1285 9%	-	-	-	629 100%abce fghijkl nopqrstuv	-	-	-	-	-	-	-	-	-	-	656 100%abce fghijkl nopqrstuv	-	-	-	-	-	-	-
West Midlands	1285 9%	-	-	-	-	610 100%abcd fghijkl nopqrstuv	-	-	-	-	-	-	-	-	-	-	674 100%abcd fghijkl nopqrstuv	-	-	-	-	-	-
East Midlands	999 7%	-	-	-	-	-	507 100%abcd efghijkl nopqrstuv	-	-	-	-	-	-	-	-	-	-	492 100%abcd efghijkl nopqrstuv	-	-	-	-	-
Wales	714 5%	-	-	-	-	-	-	353 100%abcd efghijkl nopqrstuv	-	-	-	-	-	-	-	-	-	-	360 100%abcd efghijkl nopqrstuv	-	-	-	-
Eastern	1427 10%	-	-	-	-	-	-	-	655 100%abcd efghijkl nopqrstuv	-	-	-	-	-	-	-	-	-	-	772 100%abcd efghijkl nopqrstuv	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v

Opinion Poll
ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 15
GO Region
Base: All respondents

	Region Within Gender - Male												Region Within Gender - Female											
	Total	Scot-land (a)	North East (b)	North West (c)	York-shire & Humb-erside (d)	West Mid-lands (e)	East Mid-lands (f)	Wales (g)	East-ern (h)	London (i)	South East (j)	South West (k)	Scot-land (l)	North East (m)	North West (n)	York-shire & Humb-erside (o)	West Mid-lands (p)	East Mid-lands (q)	Wales (r)	East-ern (s)	London (t)	South East (u)	South West (v)	
Weighted base	14274	687	281	800	629	610	507	353	655	855	986	630	597	290	770	656	674	492	360	772	1000	1012	654	
London	1856 13%	-	-	-	-	-	-	-	-	855 100%abcd efghiklm nopqrsuv	-	-	-	-	-	-	-	-	-	-	1000 100%abcd efghiklm nopqrsuv	-	-	
South East	1998 14%	-	-	-	-	-	-	-	-	-	986 100%abcd efghiklm nopqrstv	-	-	-	-	-	-	-	-	-	-	1012 100%abcd efghiklm nopqrstv	-	
South West	1285 9%	-	-	-	-	-	-	-	-	-	-	630 100%abcd efghijklm nopqrstu	-	-	-	-	-	-	-	-	-	-	654 100%abcdefghijlmnopqrstu	

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v

Opinion Poll
ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 15
GO Region
Base: All respondents

	Total	Educational Attainment						Educational Attainment Within Gender - Male						Educational Attainment Within Gender - Female					
		No formal education (a)	Primary (b)	Secondary school (c)	University degree (d)	Higher university degree (e)	Still in full time education (f)	No formal education (g)	Primary (h)	Secondary school (i)	University degree (j)	Higher university degree (k)	Still in full time education (l)	No formal education (m)	Primary (n)	Secondary school (o)	University degree (p)	Higher university degree (q)	Still in full time education (r)
Unweighted base	14274	136	100	8935	3296	1044	529	73	57	4362	1734	578	239	63	43	4573	1562	466	290
Weighted base	14274	153*	105*	8757	3422	1070	507	69*	61*	4223	1722	577	213	84*	43*	4534	1700	494	294
Scotland	1285 9%	10 7%	6 6%	723 8%	362 11% ^c	110 10%	51 10%	5% 5%	1% 1%	371 9%	192 11% ^{hio} r	71 12% ^{hio} r	33 15% ^{hioq} r	6 7%	6 13% ^h	351 8%	170 10% ^o	39 8%	18 6%
North East	571 4%	12 8% ^e	6 6%	349 4%	134 4%	34 3%	16 3%	5 8% ^q	2 3%	162 4%	66 4%	23 4%	10 5%	7 8%	4 9% ^{qr}	187 4%	68 4%	12 2%	7 2%
North West	1570 11%	22 14% ^e	11 10%	981 11% ^e	412 12% ^e	79 7%	43 9%	7 10%	10 16% ^{lq}	496 12% ^{lq}	213 12% ^{lq}	51 9%	9 4%	15 18% ^{lnq}	1 2%	485 11% ^{lq}	199 12% ^{lq}	28 6%	34 12% ^{lq}
Yorkshire & Humberside	1285 9%	32 21% ^{cde} f	17 17% ^{cde} f	851 10% ^{def}	278 8% ^{ef}	59 6%	24 5%	7 10% ^{kr}	9 15% ^{kr}	415 10% ^{kpr}	157 9% ^{kr}	17 3%	15 7% ^k	25 30% ^{gij} klopqr	8 19% ^{kpl} qr	436 10% ^{kpr}	120 7% ^{kr}	42 8% ^{kr}	9 3%
West Midlands	1285 9%	13 9%	7 7%	762 9%	328 10%	90 8%	56 11%	5 7%	3 5%	360 9% ^l	172 10% ^l	51 9% ^l	7 3%	9 10%	4 9%	403 9% ^l	156 9% ^l	39 8%	48 16% ^{ijklpqp}
East Midlands	999 7%	13 8%	11 10% ^e	678 8% ^{de}	208 6% ^e	44 4%	26 5%	7 10% ^{kl}	6 9% ^k	342 8% ^{kpl}	116 7% ^k	18 3%	6 3%	6 7%	5 11% ^{kl}	336 7% ^{kpl}	92 5%	26 5%	20 7% ^k
Wales	714 5%	5 3%	7 7%	475 5%	150 4%	48 4%	25 5%	1 2%	5 8%	250 6% ^j	62 4%	27 5%	6 3%	4 5%	2 5%	225 5%	88 5%	21 4%	19 7%
Eastern	1427 10%	6 4%	10 9%	960 11% ^{adef}	303 9%	81 8%	37 7%	5 8%	3 5%	419 10% ^{lmq}	155 9% ^{lm}	52 9% ^{lm}	7 3%	* 16% ^{lmq}	7 12% ^{ijlm} pq	541 9% ^{lm}	148 9% ^{lm}	29 6%	29 10% ^{lm}
London	1856 13%	13 9%	6 5%	915 10%	503 15% ^{bc}	258 24% ^{abcd}	120 24% ^{abcd}	10 14%	3 5%	380 9%	249 14% ^{lo}	121 21% ^{hij} mnop	76 36% ^{ghij} kmnop	4 5%	3 6%	535 12% ⁱ	254 15% ^{lo}	137 28% ^{ghij} kmnop	44 15% ⁱ
South East	1998 14%	12 8%	19 18% ^a	1241 14%	470 14%	160 15%	58 12%	9 13%	17 28% ^{ijkl} lmnop	614 15% ^m	224 13%	80 14% ^m	29 13%	3 3%	2 5%	627 14% ^m	246 14% ^m	80 16% ^m	30 10%
South West	1285 9%	15 10%	5 5%	821 9%	275 8%	107 10%	51 10%	9 13%	3 5%	414 10% ^j	116 7%	67 12% ^j	15 7%	6 7%	2 4%	408 9% ^j	159 9% ^j	41 8%	37 12% ^j

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j/k/l/m/n/o/p/q/r
 * small base

Prepared by Populus

Opinion Poll

ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 15
GO Region
Base: All respondents

	Total	Party ID						Party ID - Men						Party ID - Women					
		Con (a)	Lab (b)	LibDem (c)	UKIP (d)	Other (e)	None (f)	Con (h)	Lab (i)	LibDem (j)	UKIP (k)	Other (l)	None (m)	Con (o)	Lab (p)	LibDem (q)	UKIP (r)	Other (s)	None (t)
Unweighted base	14274	3966	4234	1058	1812	1222	1982	2161	2165	570	989	599	688	1805	2069	488	823	623	1294
Weighted base	14274	3997	4139	1427	571	714	3426	2242	2104	765	313	356	1215	1755	2036	662	258	357	2211
Scotland	1285 9%	208 5%	347 8% ad	145 10% ad	24 4%	310 43% abcd f	250 7% ad	133 6% o	199 9% hko pr	90 12% hkmo prt	13 4%	163 46% hijk mopq	88 7% ko	75 4%	148 7% kor	55 8% kor	11 4%	147 41% hijk mopq	162 7% kor
North East	571 4%	110 3%	226 5% ace	32 2%	29 5% ace	14 2%	161 5% ace	53 2%	121 6% hjlo qs	21 3%	15 5% hlqs	7 2%	64 5% hloq s	56 3%	104 5% hjlo qs	11 2%	14 5% hjlo qs	7 2%	97 4% hlqs
North West	1570 11%	399 10% e	559 13% acd e	137 10% e	47 8% e	37 5%	392 11% de	232 10% ls	300 14% hkl oqrst	82 11% ls	27 9% s	20 6%	138 11% ls	167 10% ls	259 13% hklo qrs	54 8%	20 8% s	17 5%	253 11% lrs
Yorkshire & Humberside	1285 9%	306 8% e	470 11% acef	96 7%	64 11% ace	32 5%	316 9% ce	205 9% lmo s	245 12% hjlm oqs	54 7% l	38 12% hjlm oqs	11 3%	77 6% l	101 6% l	225 11% jlmo qs	42 6% l	26 10% lmoq s	22 6% l	239 11% jlmoqs
West Midlands	1285 9%	416 10% ce	378 9% ce	87 6%	53 9% ce	46 6%	305 9% ce	234 10% lq	175 8% lq	58 8%	30 10% lq	18 5%	96 8% q	182 10% lq	203 10% lq	30 4%	23 9% lq	27 8%	209 9% lq
East Midlands	999 7%	313 8% e	273 7% e	120 8% e	54 9% bef	18 3%	221 6% e	183 8% lst	114 5% ls	60 8% lst	29 9% lst	8 2%	112 9% lst	130 7% lst	159 8% lst	60 9% lls t	25 10% lst	10 3%	109 5% l
Wales	714 5%	150 4% c	288 7% acdf	29 2%	26 5% c	45 6% ac	176 5% ac	88 4% j	148 7% hjoq rt	12 2%	17 6% joq	24 7% hjoq r	64 5% j	62 4% j	140 7% hjoq r	18 3%	9 4% j	20 6% joq	112 5% j
Eastern	1427 10%	453 11% be	354 9%	162 11% be	77 13% abef	51 7%	331 10% e	250 11% ilmp	183 9% lm p	95 12% ilm p	37 12% ilmp	20 6%	69 6%	203 12% ilmp	171 8%	67 10% lm opqst	40 15% hilm opqst	31 9%	262 12% ilmp
London	1856 13%	477 12% e	578 14% ade	165 12% e	58 10% e	51 7%	526 15% acd e	254 11% l	260 12% l	76 10% l	31 10% l	18 5%	217 18% hij klors	223 13% l	319 16% hij klors	89 13% l	27 11% l	33 9% l	309 14% hjkls
South East	1998 14%	749 19% bdef	425 10% f	250 18% bdef	81 14% be	73 10%	420 12% b	377 17% lps t	224 11% s	125 16% lps t	43 14% lps	48 14% ps	168 14% ps	372 21% hij klmp st	200 10%	125 19% ikl mpst	38 15% lps	24 7%	253 11% s
South West	1285 9%	416 10% be	242 6%	204 14% abdef	59 10% be	37 5%	327 10% be	232 10% lps	134 6%	92 12% lps s	33 11% lps	18 5%	121 10% lps s	184 10% lps	108 5%	112 17% hij klmopr st	25 10% lps	19 5%	206 9% lps

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/i/j/k/l/m/n/o/p/q/r/s/t/u
** very small base (under 30) ineligible for sig testing

Prepared by Populus

Opinion Poll

ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 15
GO Region
Base: All respondents

	Total	Working Status				Working Status - Men				Working Status - Women				Mums	Which of the following best describes where you live?							Hamlet & Iso- lated Dwel- ling (r)
		Work- ing full time (a)	Work- ing part time (b)	Ret- ired (c)	Not work- ing (d)	Work- ing full time (e)	Work- ing part time (f)	Ret- ired (g)	Not work- ing (h)	Work- ing full time (i)	Work- ing part time (j)	Ret- ired (k)	Not work- ing (l)		NET: Urban (m)	Urban - Pop. over 10k (n)	Town and Fringe (o)	NET: Rural (p)	Vil- lage (q)			
Unweighted base	14274	5407	2137	3600	3130	3374	697	1972	1129	2033	1440	1628	2001	2107	11364	5970	5394	2910	2590	320		
Weighted base	14274	6281	1713	3375	2905	3783	518	1742	951	2497	1195	1633	1954	2184	11246	5885	5361	3028	2699	329		
Scotland	1285 9%	626 10% ^b	110 6%	288 9% ^b	260 9% ^b	390 10% ^{fjkl}	20 4%	166 10% ^f	112 12% ^{fjkl}	237 9% ^f	90 8% ^f	123 8% ^f	148 8% ^f	177 8%	963 9%	537 9%	426 8%	322 11% ^m	240 9%	81 25% ^{noq}		
North East	571 4%	208 3%	47 3%	155 5% ^{ab}	160 6% ^{ab}	133 4%	16 3%	64 4%	68 7% ^{efgij}	75 3%	31 3%	92 6% ^{egij}	92 5% ^{ij}	86 4%	479 4% ^p	201 3%	278 5% ^{nq}	92 3%	83 3%	9 3%		
North West	1570 11%	692 11%	162 9%	384 11%	333 11%	450 12% ^{ij}	50 10%	184 11%	116 12%	241 10%	112 9%	201 12% ^{ij}	216 11%	244 11%	1344 12% ^p	577 10% ^q	768 14% ^{nqr}	226 7%	206 8%	19 6%		
Yorkshire & Humberside	1285 9%	594 9%	162 9%	295 9%	234 8%	401 11% ^{fghi}	33 6%	140 8%	55 6%	193 8%	129 11% ^{fghi}	155 9% ^h	179 9% ^h	228 10%	995 9%	514 9% ^r	482 9% ^r	289 10%	281 10% ^r	8 2%		
West Midlands	1285 9%	570 9%	157 9%	315 9%	243 8%	323 9% ^h	45 9%	190 11% ^{ehk}	53 6%	247 10% ^h	112 9% ^h	125 8%	189 10% ^h	226 10%	1082 10% ^p	550 9% ^q	532 10% ^q	202 7%	179 7%	23 7%		
East Midlands	999 7%	445 7%	115 7%	245 7%	194 7%	260 7%	38 7%	147 8% ^k	62 7%	185 7%	77 6%	98 6%	132 7%	129 6%	695 6%	334 6%	361 7% ^r	304 10% ^m	294 11% ^{nor}	10 3%		
Wales	714 5%	308 5%	75 4%	177 5%	155 5%	176 5% ^j	39 8% ^{ej}	92 5% ^j	46 5%	131 5% ^j	36 3%	85 5% ^j	108 6% ^j	98 4%	465 4%	216 4%	250 5% ⁿ	248 8% ^m	209 8% ^{no}	40 12% ^{noq}		
Eastern	1427 10%	569 9%	213 12% ^{ad}	383 11% ^{ad}	262 9%	340 9%	57 11%	167 10%	91 10%	229 9%	156 13% ^{egh il}	217 13% ^{eghi}	171 9%	208 10%	949 8%	360 6%	590 11% ⁿ	478 16% ^m	426 16% ^{no}	52 16% ^{no}		
London	1856 13%	906 14% ^c	249 15% ^c	304 9%	397 14% ^c	502 13% ^{gk}	89 17% ^{egk}	133 8%	131 14% ^{gk}	403 16% ^{egk}	160 13% ^{gk}	171 10% ^g	266 14% ^{gk}	324 15%	1810 16% ^p	1492 25% ^{oqr}	318 6% ^{qr}	46 2%	45 2%	1 *		
South East	1998 14%	890 14%	254 15%	484 14%	370 13%	533 14%	80 15%	255 15%	117 12%	357 14%	174 15%	228 14%	253 13%	269 12%	1515 13%	683 12%	832 16% ^{nr}	483 16% ^m	454 17% ^{nr}	29 9%		
South West	1285 9%	473 8%	170 10% ^a	344 10% ^a	297 10% ^a	275 7%	51 10%	206 12% ^{eik}	99 10% ^e	198 8%	119 10% ^e	139 8%	198 10% ^{ei}	194 9%	947 8%	423 7%	525 10% ⁿ	337 11% ^m	281 10% ⁿ	56 17% ^{noq}		

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i/j/k/l - m/p - n/o/q/r

Opinion Poll
ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 15
GO Region
Base: All respondents

	Total	Which of the following ITV regions do you live in?											
		Anglia (a)	Border (b)	Central (c)	Granada (d)	London (e)	Meridian (f)	STV (g)	Tyne Tees (h)	Wales (i)	West (i)	Westcountry (k)	Yorkshire (l)
Unweighted base	14274	1550	151	1885	1478	2377	1549	1207	601	756	396	771	1550
Weighted base	14274	1501	185*	1996	1458	2640	1402	1182	583	706	401	743	1475
Scotland	1285 9%	3 *	77 41%acdefhijkl	6 *	10 1%efl	1 *	-	1180 100%abcdefhijkl	4 1%efl	-	-	-	-
North East	571 4%	3 *	4 2%acdefgikl	-	-	2 *	-	-	557 96%abcdefgijkl	-	1 *	1 *	4 *
North West	1570 11%	1 *	105 57%acefghijkl	10 1%fg	1421 97%abcefghijkl	5 *	-	-	-	-	25 6%acefghikl	1 *	2 *
Yorkshire & Humberside	1285 9%	5 *ce	-	-	* *	-	-	-	20 3%acdefgijk	-	1 *ce	-	1258 85%abcdefghijk
West Midlands	1285 9%	3 *	-	1230 62%abdefghijkl	2 *	7 *	5 *	-	-	3 *	29 7%abdefghikl	5 1%gl	1 *
East Midlands	999 7%	128 9%bdefghijk	-	653 33%abdefghijkl	10 1%g	7 *	4 *	-	-	-	1 *	-	195 13%abdefghijk
Wales	714 5%	-	-	-	10 1%acefgl	-	-	-	-	700 99%abcddefghijkl	2 1%acefgl	1 *	-
Eastern	1427 10%	1247 83%bcdefghijkl	-	1 *	1 *	162 6%bcdcfghijkl	* *	-	-	-	-	-	15 1%cdfghik
London	1856 13%	3 *	-	3 *	-	1847 70%abcdfghijkl	-	1 *	2 *	-	-	1 *	-
South East	1998 14%	103 7%bcdghijkl	-	58 3%dghijkl	2 *	595 23%abcdfghijkl	1239 88%abcdeghijkl	-	-	-	-	2 *	-
South West	1285 9%	4 *	-	35 2%adeghil	1 *	14 1%l	153 11%abcdeghil	1 *	-	2 *	342 85%abcdeghil	733 99%abcdeghijl	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l

* small base

Opinion Poll

ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 15
GO Region
Base: All respondents

	Total	Which of the following cities do you live in, or nearest to?																			
		Glasgow (a)	Edin- burgh (b)	New- castle (c)	Leeds (d)	Hull (e)	Shef- field (f)	Manch- ester (g)	Liver- pool (h)	Nott- ingham (i)	Birm- ingham (j)	Norwich (k)	Milton Keynes (l)	Brigh- ton (m)	Oxford (n)	London (o)	South- ampton (p)	Bristol (q)	Ply- mouth (r)	Cardiff (s)	None of these (v)
Unweighted base	14274	620	491	619	691	248	413	1121	429	588	1079	698	426	313	267	2908	589	472	490	581	1231
Weighted base	14274	614	468	623	641	237	415	1142	399	613	1142	668	418	289	257	3116	555	486	463	541	1186
Scotland	1285 9%	612 100% cdef ghijklmn opqrstv	464 99% cdefg hijklmno pqrstv	1 * o	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 *	206 17% cdefghijklmnopqrs
North East	571 4%	1 *	3 1% jo	537 86% abdef ghijklmn opqrstv	10 1% afghi jkloqrs	3 1% afghi jkloqrs	-	1 *	-	-	-	-	-	-	-	1 *	1 *	-	-	-	15 1% agjikoqrs
North West	1570 11%	-	-	79 13% abdef ijklmnop qrstv	3 *	-	-	1067 93% abcde efhijkl mnopqrst v	319 80% abcde fijklmno pqrstv	-	-	-	-	1 *	-	4 *	-	-	-	-	97 8% abdefijklmnopqrs
Yorkshire & Humberside	1285 9%	-	-	6 1% ko	628 98% abcde fghijkl mnopqrst v	210 88% abcde ghijklmn opqrstv	336 81% abcde fghijklmn opqrstv	5 * o	-	25 4% abcde fghijklmn opqrst	2 *	-	1 *	-	-	-	-	-	-	-	73 6% abcdeghijklmnopqrs
West Midlands	1285 9%	-	-	-	-	-	-	61 5% abcde fhiklmo pqrs	4 1% dko	9 1% abcde fkoprs	1060 93% abcde fghiklmn opqrstv	-	2 1% o	-	15 6% abcde fhiklmo pqrs	-	-	11 2% abcde fkoprs	-	-	124 10% abcdeghiklmnopqrs
East Midlands	999 7%	-	1 *	-	-	22 9% abcde ghkmno pqrs	79 19% abcde ghjkmnop qrstv	3 *	-	569 93% abcde fghjklmn opqrstv	69 6% abcde hkmopqr s	2 *	134 32% abcde fghjkmno pqrstv	-	7 3% abcde hkmopqr s	2 *	-	-	-	-	110 9% abcdeghjkmnopqrs
Wales	714 5%	-	-	-	-	-	-	6 * o	73 18% abcde fghijklmn opqrstv	-	3 * o	-	-	-	-	* *	1 *	-	-	540 100% abcde fghijklmn opqrstv	90 8% abcdeghijklmnopqr
Eastern	1427 10%	1 *	-	-	-	1 1% gj	-	-	-	11 2% abcde efghijl mnopqrst v	-	660 99% abcde efghijl mnopqrst v	211 50% abcde fghijmno pqrstv	-	* *	358 11% abcde fghijmnp qrs	-	* *	1 *	-	185 16% abcdeghijmnpqrs

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v
* small base; ** very small base (under 30) ineligible for sig testing

Opinion Poll
ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 15
GO Region
Base: All respondents

	Total	Which of the following cities do you live in, or nearest to?																			
		Glasgow (a)	Edin- burgh (b)	New- castle (c)	Leeds (d)	Hull (e)	Shel- field (f)	Manch- ester (g)	Liver- pool (h)	Nott- ingham (i)	Birm- ingham (j)	Norwich (k)	Milton Keynes (l)	Brigh- ton (m)	Oxford (n)	London (o)	South- ampton (p)	Bristol (q)	Ply- mouth (r)	Cardiff (s)	None of these (v)
Weighted base	14274	614	468	623	641	237	415	1142	399	613	1142	668	418	289	257	3116	555	486	463	541	1186
London	1856 13%	-	-	-	-	-	-	-	1 *	-	-	-	-	-	-	1852 59%abcde fghijklm npqrstv	2 *	-	-	-	1 *
South East	1998 14%	-	-	-	-	-	-	-	1 *	-	-	7 1%dgj	69 16%abcd efghijk qrs	287 99%abcd efghijk lnopqrst v	194 76%abcd efghijk loqrstv	891 29%abcd efghijk lqrstv	390 70%abcde fghijkl qrstv	1 *	1 *	-	157 13%abcdefghijklqrs
South West	1285 9%	-	-	-	-	-	-	-	2 *	-	9 1%g	-	1 *	1 *	41 16%abcde fghijklm os	8 *	160 29%abcd efghijk lmnosv	473 97%abc defghi jklmno psv	461 100%abcde fghijklmn opqsv	-	129 11%abcdefghijklmos

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v

* small base; ** very small base (under 30) ineligible for sig testing

Opinion Poll
ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 16
Have you taken a foreign holiday in the last 3 years?
Base: All respondents

	Gender			Age						Social Grade				Region Summary					Employment Sector		Employment Sector Within Gender - Male		Employment Sector Within Gender - Female	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	South East (m)	Mid-lands (n)	North Eng-land (o)	Wales & South West (p)	Scot-land (q)	Public (r)	Pri-vate (s)	Public (t)	Pri-vate (u)	Public (v)	Pri-vate (w)
Unweighted base	14274	7172	7102	1617	2124	2429	2636	2326	3142	3821	4325	2552	3576	3718	3675	3501	2087	1293	1776	5768	828	3243	948	2525
Weighted base	14274	6995	7279	1697	2404	2403	2544	2119	3107	3815	3957	3109	3393	3854	3711	3426	1998	1285	1905	6089	860	3442	1045	2647
Yes	8707 61%	4318 62%	4389 60%	1076 63%efg	1555 65%efg	1373 57%	1408 55%	1251 59%f	2044 66%efg	2859 75%ijkl	2507 63%kl	1852 60%l	1489 44%	2518 65%nop	2178 59%	2079 61%p	1134 57%	799 62%p	1313 69% _s	3888 64%	564 66%	2182 63%	748 72% _{tuv}	1707 64%
No	5567 39%	2677 38%	2890 40%	621 37%	849 35%	1030 43%cdh	1136 45%cdg	868 41%cdh	1063 34%	957 25%	1450 37% _l	1257 40% _{ij}	1904 56% _{ijk}	1336 35%	1533 41% _m	1347 39% _m	865 43% _{moq}	486 38%	593 31%	2200 36% _r	296 34% _v	1260 37% _v	297 28%	940 36% _v

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q - r/s - t/u/v/w

Opinion Poll
ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 16
Have you taken a foreign holiday in the last 3 years?
Base: All respondents

	Total	Vote Intention				2010 Vote				Age Within Gender - Male						Age Within Gender - Female					
		Con (a)	Lab (b)	LibDem (c)	UKIP (d)	Con (e)	Lab (f)	LibDem (g)	UKIP (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65+ (n)	18-24 (o)	25-34 (p)	35-44 (q)	45-54 (r)	55-64 (s)	65+ (t)
Unweighted base	14274	3252	3689	674	2332	4033	2824	2330	399	586	1051	1243	1374	1232	1686	1031	1073	1186	1262	1094	1456
Weighted base	14274	3271	3684	882	1343	3874	2723	2454	218	633	1176	1232	1267	1108	1578	1064	1228	1171	1277	1011	1529
Yes	8707 61%	2265 69% ^{bd}	2224 60% ^d	603 68% ^{abd}	758 56%	2548 66% ^{fh}	1672 61%	1602 65% ^{fh}	120 55%	420 66% ^{lqrs}	719 61% ^{lq}	748 61% ^{lq}	692 55%	676 61% ^{lq}	1064 67% ^{ijklmoqrs}	655 62% ^{lqr}	836 68% ^{ijklmoqrs}	626 53%	716 56%	575 57%	980 64% ^{lqrs}
No	5567 39%	1006 31%	1460 40% ^{ac}	279 32%	585 44% ^{abc}	1326 34%	1051 39% ^{eg}	852 35%	97 45% ^{eg}	213 34%	457 39% ^{np}	484 39% ^{np}	576 45% ^{ijklmnopt}	432 39% ^{np}	514 33%	409 38% ^{np}	391 32%	546 47% ^{ijklmnopt}	560 44% ^{inopt}	436 43% ^{inpt}	549 36%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t

Opinion Poll
ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 16
Have you taken a foreign holiday in the last 3 years?
Base: All respondents

	SEG Within Gender - Male					SEG Within Gender - Female					Region									
	Total	AB (a)	C1 (b)	C2 (c)	DE (d)	AB (e)	C1 (f)	C2 (g)	DE (h)	Scot- land (i)	North East (j)	North West (k)	York- shire & Humb- erside (l)	West Mid- lands (m)	East Mid- lands (n)	Wales (o)	East- ern (p)	London (q)	South East (r)	South West (s)
Unweighted base	14274	2194	1955	1330	1693	1627	2370	1222	1883	1293	596	1561	1344	1196	990	772	1489	1576	2142	1315
Weighted base	14274	2115	1711	1605	1565	1701	2246	1505	1827	1285	571	1570	1285	1285	999	714	1427	1856	1998	1285
Yes	8707 61%	1582 75%bcd fgh	1085 63%cdh	928 58%dh	723 46%h	1277 75%bcd fgh	1422 63%cdh	924 61%dh	766 42%	799 62%o	338 59%	989 63%los	752 59%	752 59%	589 59%	394 55%	837 59%	1236 67%ijkl mnop	1282 64%lmn ops	740 58%
No	5567 39%	533 25%	625 37%ae	677 42%abe f	842 54%abc efg	424 25%	824 37%ae	580 39%ae	1062 58%abc defg	486 38%q	233 41%q	581 37%	533 41%kqr	533 41%qr	410 41%qr	320 45%ikq r	590 41%qr	620 33%	716 36%	545 42%kqr

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s

Opinion Poll
ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 16
Have you taken a foreign holiday in the last 3 years?
Base: All respondents

	Region Within Gender - Male												Region Within Gender - Female											
	Total	Scot-land (a)	North East (b)	North West (c)	York-shire & Humb-erside (d)	West Mid-lands (e)	East Mid-lands (f)	Wales (g)	East-ern (h)	London (i)	South East (j)	South West (k)	Scot-land (l)	North East (m)	North West (n)	York-shire & Humb-erside (o)	West Mid-lands (p)	East Mid-lands (q)	Wales (r)	East-ern (s)	London (t)	South East (u)	South West (v)	
Unweighted base	14274	686	303	792	681	602	507	409	711	751	1052	678	607	293	769	663	594	483	363	778	825	1090	637	
Weighted base	14274	687	281	800	629	610	507	353	655	855	986	630	597	290	770	656	674	492	360	772	1000	1012	654	
Yes	8707 61%	401 58%	176 63%g	530 66%aeg kmnopq rs	386 61%gk	360 59%	316 62%gk	190 54%	396 60%	586 69%ade ghikmno pqrs	633 64%gkm oqrs	345 55%	397 67%aeg kmnopq rs	161 56%	459 60%	365 56%	392 58%	273 55%	204 57%	441 57%	649 65%agk mopqrs	650 64%agk moqrs	395 60%	
No	5567 39%	286 42%cil tlu	105 37%	270 34%	243 39%il	251 41%cil	191 38%	164 46%abcd fijltu	259 40%il	269 31%	354 36%	286 45%cdf ijltu	200 33%	128 44%cij ltu	311 40%cil	290 44%cij ltu	282 42%cil t	219 45%cij ltu	156 43%cij ltu	331 43%cij ltu	351 35%	362 36%	259 40%il	

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v

Opinion Poll
ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 16
Have you taken a foreign holiday in the last 3 years?
Base: All respondents

	Total	Educational Attainment						Educational Attainment Within Gender - Male						Educational Attainment Within Gender - Female					
		No formal education (a)	Primary (b)	Secondary school (c)	University degree (d)	Higher university degree (e)	Still in full time education (f)	No formal education (g)	Primary (h)	Secondary school (i)	University degree (j)	Higher university degree (k)	Still in full time education (l)	No formal education (m)	Primary (n)	Secondary school (o)	University degree (p)	Higher university degree (q)	Still in full time education (r)
Unweighted base	14274	136	100	8935	3296	1044	529	73	57	4362	1734	578	239	63	43	4573	1562	466	290
Weighted base	14274	153*	105*	8757	3422	1070	507	69*	61*	4223	1722	577	213	84*	43*	4534	1700	494	294
Yes	8707 61%	60 39%	51 49%	4856 55%a	2449 72%abc	777 73%abc	376 74%abc	27 40%	34 56%	2399 57%gmn o	1212 70%ghi mno	425 74%ghi mno	152 71%gim no	32 38%	17 39%	2457 54%gm mno	1237 73%ghi mno	352 71%ghi mno	225 76%ghimno
No	5567 39%	93 61%code f	54 51%def	3901 45%def	973 28%	294 27%	131 26%	42 60%ijk lopqr	27 44%jkp qr	1824 43%jkl pqr	510 30%	152 26%	61 29%	52 62%ijk lopqr	26 61%ijk lpqr	2077 46%ijk lpqr	463 27%	141 29%	70 24%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j/k/l/m/n/o/p/q/r
 * small base

Opinion Poll
ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 16
Have you taken a foreign holiday in the last 3 years?
Base: All respondents

	Total	Party ID						Party ID - Men						Party ID - Women					
		Con (a)	Lab (b)	LibDem (c)	UKIP (d)	Other (e)	None (f)	Con (h)	Lab (i)	LibDem (j)	UKIP (k)	Other (l)	None (m)	Con (o)	Lab (p)	LibDem (q)	UKIP (r)	Other (s)	None (t)
Unweighted base	14274	3966	4234	1058	1812	1222	1982	2161	2165	570	989	599	688	1805	2069	488	823	623	1294
Weighted base	14274	3997	4139	1427	571	714	3426	2242	2104	765	313	356	1215	1755	2036	662	258	357	2211
Yes	8707 61%	2751 69% abdef	2498 60% cdef	976 68% abdef	307 54%	399 56%	1777 52%	1574 70% ikl mprst	1268 60% klm rt	510 67% ikl mprst	175 56% lm	190 53%	601 49%	1177 67% ikl mprst	1229 60% klm rt	466 70% ikl mprst	132 51%	209 58% mr	1176 53%
No	5567 39%	1246 31%	1642 40% ac	452 32%	264 46% abc	315 44% abc	1649 48% abc	667 30%	835 40% hjo q	255 33%	138 44% hij opq	167 47% hij opq	614 51% hij kopqs	578 33%	806 40% hjo q	196 30%	126 49% hij opqs	148 42% hjo q	1035 47% hijopq

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/i/j/k/l/m/n/o/p/q/r/s/t/u
 ** very small base (under 30) ineligible for sig testing

Opinion Poll
ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 16
Have you taken a foreign holiday in the last 3 years?
Base: All respondents

	Working Status				Working Status - Men				Working Status - Women				Which of the following best describes where you live?							
	Total	Work- ing full time (a)	Work- ing part time (b)	Ret- ired (c)	Not work- ing (d)	Work- ing full time (e)	Work- ing part time (f)	Ret- ired (g)	Not work- ing (h)	Work- ing full time (i)	Work- ing part time (j)	Ret- ired (k)	Not work- ing (l)	Mums	NET: Urban (m)	Urban - Pop. over 10k (n)	Town and Fringe (o)	NET: Rural (p)	Vil- lage (q)	Hamlet & Iso- lated Dwel- ling (r)
Unweighted base	14274	5407	2137	3600	3130	3374	697	1972	1129	2033	1440	1628	2001	2107	11364	5970	5394	2910	2590	320
Weighted base	14274	6281	1713	3375	2905	3783	518	1742	951	2497	1195	1633	1954	2184	11246	5885	5361	3028	2699	329
Yes	8707 61%	4193 67% ^{bd}	1008 59% ^d	2193 65% ^{bd}	1313 45%	2451 65% ^{fhj}	295 57% ^{hl}	1155 66% ^{fhj}	417 44%	1742 70% ^{efh}	713 60% ^{hl}	1038 64% ^{fh}	896 46%	1208 55%	6913 61%	3670 62%	3243 60%	1794 59%	1609 60%	185 56%
No	5567 39%	2088 33%	705 41% ^{ac}	1182 35%	1592 55% ^{abc}	1332 35% ⁱ	224 43% ^{egi}	586 34%	535 56% ^{efg}	756 30%	481 40% ^{egi}	596 36% ⁱ	1058 54% ^{efg}	976 45%	4334 39%	2215 38%	2118 40%	1234 41%	1090 40%	143 44%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i/j/k/l - m/p - n/o/q/r

Opinion Poll
ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 16
Have you taken a foreign holiday in the last 3 years?
Base: All respondents

	Total	Which of the following ITV regions do you live in?											
		Anglia (a)	Border (b)	Central (c)	Granada (d)	London (e)	Meridian (f)	STV (g)	Tyne Tees (h)	Wales (i)	West (j)	Westcountry (k)	Yorkshire (l)
Unweighted base	14274	1550	151	1885	1478	2377	1549	1207	601	756	396	771	1550
Weighted base	14274	1501	185*	1996	1458	2640	1402	1182	583	706	401	743	1475
Yes	8707 61%	867 58%	102 55%	1163 58%	943 65%achijkl	1774 67%abcfghijkl	868 62%j	727 62%	342 59%	395 56%	230 57%	428 58%	865 59%
No	5567 39%	634 42%de	83 45%e	832 42%de	516 35%	866 33%	534 38%e	455 38%e	240 41%de	311 44%def	171 43%de	315 42%de	611 41%de

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l
 * small base

Opinion Poll
ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 16
Have you taken a foreign holiday in the last 3 years?
Base: All respondents

	Total	Which of the following cities do you live in, or nearest to?																			
		Glasgow (a)	Edin- burgh (b)	New- castle (c)	Leeds (d)	Hull (e)	Shel- field (f)	Manch- ester (g)	Liver- pool (h)	Nott- ingham (i)	Birm- ingham (j)	Norwich (k)	Milton Keynes (l)	Brigh- ton (m)	Oxford (n)	London (o)	South- ampton (p)	Bristol (q)	Ply- mouth (r)	Cardiff (s)	None of these (v)
Unweighted base	14274	620	491	619	691	248	413	1121	429	588	1079	698	426	313	267	2908	589	472	490	581	1231
Weighted base	14274	614	468	623	641	237	415	1142	399	613	1142	668	418	289	257	3116	555	486	463	541	1186
Yes	8707 61%	378 62%ev	330 71%acde fhijklm pqrsv	353 57%v	368 57%v	121 51%	252 61%ev	763 67%cdeh jkmqrsv	235 59%v	375 61%ev	681 60%ev	399 60%v	262 63%ev	169 59%v	167 65%esv	2056 66%cdeh jkqrsv	338 61%ev	291 60%v	275 59%v	304 56%v	588 50%
No	5567 39%	236 38%b	137 29%	270 43%bgo	272 43%bgo	116 49%abfg ijlnop	163 39%b	379 33%	164 41%bgo	238 39%b	461 40%bgo	270 40%bgo	157 37%b	120 41%bg	90 35%	1060 34%	217 39%b	194 40%bgo	188 41%bgo	237 44%bgno	598 50%abcd fghijklm nopqrs

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v
 * small base; ** very small base (under 30) ineligible for sig testing

Opinion Poll
ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 17
Tenure
Base: All respondents

	Region Summary																				Employment Sector		Employment Sector Within Gender - Male		Employment Sector Within Gender - Female			
	Gender		Age							Social Grade				Region Summary														
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	South East (m)	Mid-lands (n)	North Eng-land (o)	Wales & South West (p)	Scot-land (q)	Public (r)	Private (s)	Public (t)	Private (u)	Public (v)	Private (w)				
Unweighted base	14274	7172	7102	1617	2124	2429	2636	2326	3142	3821	4325	2552	3576	3718	3675	3501	2087	1293	1776	5768	828	3243	948	2525				
Weighted base	14274	6995	7279	1697	2404	2403	2544	2119	3107	3815	3957	3109	3393	3854	3711	3426	1998	1285	1905	6089	860	3442	1045	2647				
NET: Homeowners	9278 65%	4611 66%	4667 64%	654 39%	1260 52% ^c	1438 60% ^{cd}	1727 68% ^{cde}	1613 76% ^{cdef}	2585 83% ^{cdefg}	3004 79% ^{ijkl}	2596 66% ^{kl}	2128 68% ^{kl}	1550 46%	2330 60%	2543 69% ^{moq}	2243 65% ^m	1365 68% ^{mq}	796 62%	1322 69% ^s	3802 62%	624 73% ^{uvw}	2189 64%	697 67% ^w	1613 61%				
Owned outright - without mortgage	4710 33%	2367 34%	2342 32%	271 16% ^{de}	281 12%	300 12%	634 25% ^{cde}	1085 51% ^{cdef}	2140 69% ^{cdefg}	1465 38% ^{ijkl}	1396 35% ^{kl}	973 31% ^l	875 26%	1192 31%	1295 35% ^{mq}	1104 32%	749 37% ^{moq}	370 29%	442 23%	1292 21%	221 26% ^w	771 22%	220 21%	521 20%				
Owned with a mortgage or loan	4568 32%	2244 32%	2324 32%	383 23% ^h	980 41% ^{cgh}	1138 47% ^{cdgh}	1093 43% ^{cgh}	529 25% ^h	445 14%	1539 40% ^{ijkl}	1200 30% ^l	1155 37% ^{jl}	675 20%	1138 30%	1248 34% ^m	1140 33% ^m	616 31%	426 33%	880 46% ^s	2509 41%	403 47% ^{uw}	1418 41%	477 46%	1092 41%				
NET: Renters	4781 33%	2276 33%	2505 34%	936 55% ^{defgh}	1091 45% ^{efgh}	945 39% ^{fgh}	799 31% ^{gh}	495 23% ^h	515 17%	738 19%	1315 33% ^{ik}	942 30% ⁱ	1786 53% ^{ijkl}	1461 38% ^{nop}	1108 30%	1115 33% ⁿ	608 30%	488 38% ^{nop}	552 29%	2192 36% ^r	231 27%	1186 34% ^t	321 31%	1006 38% ^{tuv}				
Rented from the council	1998 14%	953 14%	1045 14%	348 20% ^{defgh}	299 12% ^h	415 17% ^{dgh}	419 16% ^{dgh}	264 12% ^h	254 8%	176 5%	455 12% ⁱ	403 13% ⁱ	964 28% ^{ijk}	610 16% ^{np}	447 12%	475 14% ^p	214 11%	252 20% ^{mno}	214 11% ^p	822 14% ^r	103 12%	451 13%	110 11%	371 14% ^v				
Rented from a housing association	839 6%	389 6%	450 6%	134 8% ^{dgh}	139 6% ^h	170 7% ^{gh}	156 6% ^h	105 5%	134 4%	90 2%	241 6% ⁱ	169 5% ⁱ	340 10% ^{ijk}	257 7% ^p	226 6% ^p	183 5%	86 4%	87 7% ^p	100 5%	303 5%	36 4%	168 5%	65 6%	135 5%				
Rented from someone else	1943 14%	934 13%	1009 14%	455 27% ^{efgh}	653 27% ^{efgh}	359 15% ^{fgh}	223 9% ^{gh}	126 6% ^h	127 4%	472 12%	619 16% ^{ik}	371 12%	482 14% ^k	594 15% ^{noq}	435 12%	458 13%	308 15% ^{nq}	149 12%	238 12%	1066 18% ^r	92 11%	566 16% ^t	146 14%	500 19% ^{tv}				
Rent free	215 2%	108 2%	107 1%	107 6% ^{defgh}	53 2% ^{efgh}	20 1% ^h	18 1% ^h	10 *	7 *	73 2% ^j	46 1%	39 1%	57 2%	62 2% ^q	60 2% ^q	67 2% ^q	26 1% ^q	1 *	32 2%	95 2%	5 1%	67 2% ^{tw}	27 3% ^{tw}	28 1%				

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q - r/s - t/u/v/w

Opinion Poll

ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 17
Tenure
Base: All respondents

	Total	Vote Intention				2010 Vote				Age Within Gender - Male						Age Within Gender - Female					
		Con (a)	Lab (b)	LibDem (c)	UKIP (d)	Con (e)	Lab (f)	LibDem (g)	UKIP (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65+ (n)	18-24 (o)	25-34 (p)	35-44 (q)	45-54 (r)	55-64 (s)	65+ (t)
Unweighted base	14274	3252	3689	674	2332	4033	2824	2330	399	586	1051	1243	1374	1232	1686	1031	1073	1186	1262	1094	1456
Weighted base	14274	3271	3684	882	1343	3874	2723	2454	218	633	1176	1232	1267	1108	1578	1064	1228	1171	1277	1011	1529
NET: Homeowners	9278 65%	2699 83%bcd	2146 58%	614 70%b	931 69%b	3145 81%fgh	1744 64%	1777 72%f	152 70%	228 36%	624 53%io	764 62%jlo p	835 66%ijo pq	853 77%ijk lopqr	1307 83%ijk lmopqrs	426 40%	636 52%io	674 58%lop	892 70%ijk opq	760 75%ijk lopqr	1278 84%ijklmnopqrs
Owned outright - without mortgage	4710 33%	1569 48%bcd	948 26%	346 39%b	563 42%b	1878 48%fg	823 30%	958 39%f	102 47%fg	99 16%pq	142 12%	176 14%q	319 25%ijk opq	558 50%ijk lopqr	1072 68%ijk lmopqrs	171 16%jpq	138 11%	124 11%	314 25%ijk opq	527 52%ijk lopqr	1068 70%ijklmnopqrs
Owned with a mortgage or loan	4568 32%	1130 35%cd	1198 33%cd	268 30%	368 27%	1266 33%h	921 34%h	819 33%h	50 23%	129 20%nt	481 41%imn ost	588 48%ijl mnopst	515 41%imn ost	296 27%int	235 15%	254 24%nt	498 41%imn ost	550 47%ijl mnopst	578 45%imn ost	233 23%nt	210 14%
NET: Renters	4781 33%	534 16%	1488 40%acd	251 28%a	405 30%a	691 18%	957 35%eg	642 26%e	66 30%e	343 54%ijkl mnopqrs t	526 45%klm nrst	461 37%mnr st	424 33%mn st	252 23%nt	270 17%	593 56%ijkl mnopqrs t	565 46%klm nrst	484 41%lmn rst	374 29%mn st	244 24%nt	245 16%
Rented from the council	1998 14%	166 5%	667 18%acd	76 9%a	205 15%ac	252 7%	492 18%eg	242 10%e	33 15%eg	148 23%ijkl mnoprst	160 14%nt	190 15%nps t	193 15%npt	143 13%nt	118 8%	200 19%jmn pst	139 11%n	225 19%jkl mnopst	226 18%jmn pst	120 12%nt	135 9%
Rented from a housing association	839 6%	87 3%	285 8%ac	33 4%	81 6%a	127 3%	165 6%e	124 5%e	12 6%	47 7%mnt	64 5%	73 6%	92 7%mnt	44 4%	69 4%	87 8%mnrt	76 6%	97 8%jmn rst	64 5%	62 6%rn	65 4%
Rented from someone else	1943 14%	282 9%	536 15%acd	141 16%ad	120 9%	312 8%	300 11%e	276 11%e	20 9%	148 23%klm nqrst	302 26%klm nqrst	198 16%lmn rst	139 11%mnrs	65 6%t	82 5%t	306 29%klm nqrst	351 29%klm nqrst	161 14%mnrs t	85 7%t	61 6%t	44 3%
Rent free	215 2%	37 1%	50 1%cd	17 2%cd	7 1%	38 1%	22 1%	35 1%	* *	62 10%ijklm nopqrst	27 2%klmn rst	7 1%rn	8 1%rn	3 *	1 *	45 4%klmn pqrst	26 2%klmn rst	13 1%mn	10 1%rn	8 1%rn	6 *

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t

Opinion Poll

ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 17
Tenure
Base: All respondents

	SEG Within Gender - Male					SEG Within Gender - Female					Region									
	Total	AB (a)	C1 (b)	C2 (c)	DE (d)	AB (e)	C1 (f)	C2 (g)	DE (h)	Scot- land (i)	North East (j)	North West (k)	York- shire & Humb- erside (l)	West Mid- lands (m)	East Mid- lands (n)	Wales (o)	East- ern (p)	London (q)	South East (r)	South West (s)
Unweighted base	14274	2194	1955	1330	1693	1627	2370	1222	1883	1293	596	1561	1344	1196	990	772	1489	1576	2142	1315
Weighted base	14274	2115	1711	1605	1565	1701	2246	1505	1827	1285	571	1570	1285	1285	999	714	1427	1856	1998	1285
NET: Homeowners	9278 65%	1700 80%bcd efgh	1131 66%dh	1044 65%dh	735 47%	1304 77%bcd fgh	1465 65%dh	1084 72%bcd fh	815 45%	796 62%q	346 61%q	1026 65%q	871 68%ijq	881 69%ijq	641 64%q	460 64%q	1021 72%ijk noq	974 52%	1356 68%ijq	905 70%ijknoq
Owned outright - without mortgage	4710 33%	861 41%bcd efgh	626 37%cdh	482 30%cd	399 25%	604 36%cdh	771 34%cdh	492 33%dh	476 26%	370 29%	152 27%	551 35%ijn q	401 31%q	421 33%jq	304 30%	244 34%jq	571 40%ijk lmnoqr	489 26%	703 35%ijn q	505 39%ijlmnqr
Owned with a mortgage or loan	4568 32%	839 40%bcd fh	506 30%dh	563 35%bdf h	336 21%	700 41%bcd fh	694 31%dh	592 39%bdf h	339 19%	426 33%q	193 34%q	476 30%q	471 37%kop qs	461 36%kqo s	338 34%q	216 30%	450 32%q	485 26%	653 33%q	400 31%q
NET: Renters	4781 33%	373 18%	560 33%aeg	537 33%aeg	806 51%abc efg	365 21%a	755 34%aeg	405 27%ae	980 54%abc efg	488 38%klm prs	216 38%lmp rs	511 33%ps	388 30%	370 29%	347 35%mps	247 35%mps	391 27%	854 46%ijk lmnoprs	607 30%	361 28%
Rented from the council	1998 14%	90 4%	184 11%ae	253 16%abe fg	427 27%abce fg	87 5%	271 12%ae	150 10%ae	538 29%abc efg	252 20%klm nprs	114 20%klm prs	167 11%	194 15%kpr s	168 13%ps	155 16%kpr s	109 15%kprs	124 9%	373 20%klm noprs	237 12%ps	105 8%
Rented from a housing association	839 6%	49 2%	102 6%ae	75 5%ae	163 10%abce fg	40 2%	139 6%ae	93 6%ae	177 10%abce fg	87 7%ls	29 5%l	119 8%lns	34 3%	77 6%ls	44 4%	37 5%l	106 7%lns	144 8%lnrs	114 6%l	49 4%
Rented from someone else	1943 14%	234 11%	274 16%ag	209 13%	217 14%ag	238 14%ag	345 15%ag	161 11%	265 15%ag	149 12%	73 13%	225 14%mp	160 12%	125 10%	148 15%mp	101 14%am	161 11%	337 18%ijk lmpr	257 13%am	206 16%ilmpr
Rent free	215 2%	41 2%	20 1%	23 1%	24 2%	32 2%	27 1%	16 1%	33 2%	1 *	10 2%i	32 2%i	25 2%i	33 3%inop	11 1%i	7 1%i	16 1%i	28 1%i	35 2%i	19 1%i

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s

Opinion Poll

ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 17
Tenure
Base: All respondents

	Total	Region Within Gender - Male											Region Within Gender - Female										
		Scotland (a)	North East (b)	North West (c)	Yorkshire & Humberside (d)	West Midlands (e)	East Midlands (f)	Wales (g)	East-ern (h)	London (i)	South East (j)	South West (k)	Scotland (l)	North East (m)	North West (n)	Yorkshire & Humberside (o)	West Midlands (p)	East Midlands (q)	Wales (r)	East-ern (s)	London (t)	South East (u)	South West (v)
Unweighted base	14274	686	303	792	681	602	507	409	711	751	1052	678	607	293	769	663	594	483	363	778	825	1090	637
Weighted base	14274	687	281	800	629	610	507	353	655	855	986	630	597	290	770	656	674	492	360	772	1000	1012	654
NET: Homeowners	9278 65%	412 60%t	172 61%t	538 67%ait	433 69%aimt	420 69%aimt	328 65%ait	223 63%t	479 73%abfgijlmnoqrt	485 57%t	666 67%ait	454 72%abfgilmnqt	384 64%t	174 60%t	488 63%t	439 67%ait	461 68%aimt	313 64%t	236 66%t	542 70%abgimnt	489 49%	690 68%aimt	451 69%aimt
Owned outright - without mortgage	4710 33%	203 30%t	66 24%	265 33%bt	193 31%t	228 37%abdtlpt	161 32%bt	122 35%bt	272 42%abcdfilmopqrtu	254 30%t	355 36%abiltpt	247 39%abdtfilmopqt	167 28%	86 30%	286 37%abdtlpt	208 32%bt	193 29%	142 29%	122 34%bt	298 39%abdtfilmopqt	235 23%	348 34%blt	258 39%abctdfilmopqt
Owned with a mortgage or loan	4568 32%	209 30%	105 37%gin tv	274 34%int	240 38%aeghijntsv	193 32%t	167 33%nt	101 29%	206 32%t	231 27%	311 32%nt	207 33%nt	217 36%gin tv	88 30%	202 26%	231 35%int	268 40%aeghijkmnstv	171 35%int	115 32%	243 32%t	254 25%	342 34%int	193 29%
NET: Renters	4781 33%	274 40%cdehjknoptsv	104 37%dehksu	253 32%	182 29%	165 27%	174 34%ehks	126 36%ehks	170 26%	355 42%cdehjknoptsv	309 31%	163 26%	213 36%dehksu	111 38%dehksuv	258 34%ehk	207 31%	206 31%	173 35%ehk	121 34%hk	221 29%	499 50%abcdehijklmnopqrsuv	298 29%	197 30%
Rented from the council	1998 14%	155 23%cdehijklnopqrsuv	55 20%cdehjknsuv	69 9%	83 13%chks	74 12%k	73 14%chksuv	62 17%cehksuv	55 8%	148 17%cehksuv	137 14%chksuv	41 7%	96 16%chksuv	58 20%cdehjknsuv	98 13%chksuv	111 17%cehksuv	94 14%chksuv	82 17%chksuv	48 13%hk	69 9%	226 23%cdehijklnopqrsuv	99 10%	64 10%
Rented from a housing association	839 6%	41 6%do	17 6%do	64 8%dfgjkqv	16 3%	35 6%do	22 4%	15 4%	48 7%adkov	59 7%do	47 5%	25 4%	46 8%dkov	12 4%	55 7%adkov	18 3%	42 6%do	22 4%	22 6%do	57 7%dkov	85 8%dfgjkqv	66 7%do	25 4%
Rented from someone else	1943 14%	78 11%	32 11%	120 15%ehp	83 13%	56 9%	78 15%ehp	50 14%e	66 10%	149 17%abe hjiopsu	125 13%	98 15%ehp	71 12%	41 14%	105 14%e	77 12%	70 10%	70 14%e	51 14%e	95 12%	188 19%abdehijlnoptsv	132 13%e	109 17%aehop
Rent free	215 2%	* *	5 2%al	8 1%	14 2%al	25 4%acfg hijlopqrstv	5 1%	4 1%al	6 1%	15 2%al	11 1%al	13 2%al	* *	5 2%al	24 3%acfh jlpstv	11 2%al	8 1%a	6 1%al	3 1%	10 1%al	13 1%al	24 2%al	6 1%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v

Prepared by Populus

Opinion Poll

ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 17
Tenure
Base: All respondents

	Educational Attainment							Educational Attainment Within Gender - Male						Educational Attainment Within Gender - Female					
	Total	No formal education (a)	Primary (b)	Secondary school (c)	University degree (d)	Higher university degree (e)	Still in full time education (f)	No formal education (g)	Primary (h)	Secondary school (i)	University degree (j)	Higher university degree (k)	Still in full time education (l)	No formal education (m)	Primary (n)	Secondary school (o)	University degree (p)	Higher university degree (q)	Still in full time education (r)
Unweighted base	14274	136	100	8935	3296	1044	529	73	57	4362	1734	578	239	63	43	4573	1562	466	290
Weighted base	14274	153*	105*	8757	3422	1070	507	69*	61*	4223	1722	577	213	84*	43*	4534	1700	494	294
NET: Homeowners	9278 65%	65 42%	53 50%	5627 64%abf	2468 72%abc ef	721 67%abf	193 38%	30 43%l	35 57%l	2738 65%glm nr	1267 74%ghi lmnoqr	410 71%gil mnoqr	54 26%	35 42%l	18 41%	2890 64%glm nr	1201 71%gil mnoqr	310 63%glm nr	139 47%l
Owned outright - without mortgage	4710 33%	40 26%	34 32%ef	3024 35%ef	1109 32%ef	316 29%ef	97 19%	20 29%l	22 35%l	1436 34%lpq r	609 35%lpq r	209 36%lpq r	21 10%	20 24%l	12 28%l	1587 35%lpq r	500 29%lq	106 22%l	76 26%l
Owned with a mortgage or loan	4568 32%	25 16%	19 18%	2603 30%abf	1358 40%abc f	405 38%abc f	96 19%	10 15%	13 22%	1301 31%gln r	658 38%ghi lmnor	201 35%glm nor	34 16%	15 18%	6 13%	1302 29%gln r	701 41%ghi klmnor	204 41%ghi lmnor	62 21%
NET: Renters	4781 33%	87 57%code	50 48%code	3021 34%cd	899 26%	335 31%cd	291 57%code	39 57%ijk opq	26 43%jkl	1431 34%jkl	428 25%	156 27%	150 71%hij kopqr	48 57%ijk opq	24 56%ijk opq	1590 35%jkl	471 28%	178 36%jkl	141 48%ijkopq
Rented from the council	1998 14%	68 44%bcd ef	27 26%code	1414 16%de	270 8%	82 8%	89 18%de	25 36%ijk opqr	17 28%ijk pqr	645 15%jklpr	155 9%k	24 4%	65 30%ijk opqr	43 51%hij kinopq r	10 24%jkl qr	769 17%jklpq r	115 7%	58 12%kl	25 8%k
Rented from a housing association	839 6%	9 6%	9 9%e	582 7%de	136 4%	38 4%	49 10%code	7 10%jklpq	3 5%	257 6%jkl	59 3%	29 5%q	24 11%jkl q	2 2%	6 13%jklmp q	325 7%jklpq	76 4%q	9 2%	26 9%jklpq
Rented from someone else	1943 14%	10 7%	14 13%	1025 12%	494 14%ac	214 20%acd	152 30%abc de	7 10%	6 10%	529 13%	214 12%	104 18%ijm o	62 29%ghij kmop	3 4%	8 18%lm	496 11%	280 16%ijm o	111 22%gij mop	90 31%ghijklmopq
Rent free	215 2%	1 1%	2 2%	109 1%	55 2%	15 1%	23 5%code	- -	* *	55 1%	28 2%	10 2%	8 4%io	1 2%	1 3%	54 1%	28 2%	5 1%	15 5%ijkopq

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j/k/l/m/n/o/p/q/r
* small base

Opinion Poll
ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 17
Tenure
Base: All respondents

	Total	Party ID						Party ID - Men						Party ID - Women					
		Con (a)	Lab (b)	LibDem (c)	UKIP (d)	Other (e)	None (f)	Con (h)	Lab (i)	LibDem (j)	UKIP (k)	Other (l)	None (m)	Con (o)	Lab (p)	LibDem (q)	UKIP (r)	Other (s)	None (t)
Unweighted base	14274	3966	4234	1058	1812	1222	1982	2161	2165	570	989	599	688	1805	2069	488	823	623	1294
Weighted base	14274	3997	4139	1427	571	714	3426	2242	2104	765	313	356	1215	1755	2036	662	258	357	2211
NET: Homeowners	9278 65%	3228 81%bcd ef	2486 60%ef	975 68%abde f	355 62%ef	382 54%	1851 54%	1784 80%ijk lmprst	1306 62%lm st	532 70%ikl mpst	188 60%lm	181 51%	619 51%	1444 82%ijk lmprst	1180 58%lm	442 67%klm pst	168 65%lm st	201 56%	1232 56%
Owned outright - without mortgage	4710 33%	1925 48%bcd ef	1166 28%ef	556 39%bde f	194 34%bef	174 24%f	694 20%	1035 46%ikl mpqrst	570 27%mt	338 44%ikl mpqrst	102 32%ilm st	86 24%	237 20%	890 51%hij klmpqrst	596 29%lms t	219 33%ilm st	92 36%ilm pst	88 24%	457 21%
Owned with a mortgage or loan	4568 32%	1303 33%cd	1320 32%cd	418 29%	161 28%	208 29%	1157 34%cde	750 33%jkl opr	736 35%jkl opr	195 25%	86 27%	95 27%	382 31%j	553 32%j	584 29%	223 34%jkl	76 29%	113 32%j	775 35%jklpr
NET: Renters	4781 33%	725 18%	1603 39%ac	432 30%a	210 37%ac	323 45%abc d	1488 43%abc d	436 19%o	768 37%hjo q	230 30%ho	123 39%hjo q	170 48%hij kopqr	550 45%hij koqr	289 16%	835 41%hij oqr	202 30%ho	88 34%ho	153 43%hij oqr	938 42%hijoqr
Rented from the council	1998 14%	259 6%	724 17%ac	123 9%a	109 19%ac	160 22%abc f	623 18%ac	161 7%	349 17%hjoq	55 7%	70 22%hij opqrt	86 24%hij opqrt	233 19%hjoq	98 6%	376 18%hjo q	68 10%ho	39 15%hjo q	74 21%hij oqr	391 18%hjoq
Rented from a housing association	839 6%	116 3%	300 7%ac	63 4%a	48 8%ac	58 8%ac	254 7%ac	73 3%	144 7%ho	33 4%o	25 8%hjoq	25 7%ho	88 7%ho	43 2%	156 8%hjoq	29 4%o	23 9%hjoq	33 9%hjoq	166 8%hjoq
Rented from someone else	1943 14%	350 9%	579 14%ad	246 17%abd	53 9%	105 15%ad	610 18%abd	201 9%	275 13%hko	142 19%hiko rs	28 9%	59 17%hko r	229 19%hiko prs	149 8%	303 15%hko r	104 16%hko r	26 10%	46 13%hko	381 17%hikors
Rent free	215 2%	44 1%	50 1%	21 1%	5 1%	8 1%	87 3%abde	22 1%	30 1%	3 *	3 1%	5 1%	46 4%hijk loprst	22 1%	21 1%	18 3%hjop	2 1%	4 1%	41 2%j

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/i/j/k/l/m/n/o/p/q/r/s/t/u

** very small base (under 30) ineligible for sig testing

Opinion Poll
ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 17
Tenure
Base: All respondents

	Total	Working Status				Working Status - Men				Working Status - Women				Mums	Which of the following best describes where you live?							Hamlet & Isolated Dwelling (r)
		Working full time (a)	Working part time (b)	Retired (c)	Not working (d)	Working full time (e)	Working part time (f)	Retired (g)	Not working (h)	Working full time (i)	Working part time (j)	Retired (k)	Not working (l)		NET: Urban (m)	Urban - Pop. over 10k (n)	Town and Fringe (o)	NET: Rural (p)	Village (q)			
Unweighted base	14274	5407	2137	3600	3130	3374	697	1972	1129	2033	1440	1628	2001	2107	11364	5970	5394	2910	2590	320		
Weighted base	14274	6281	1713	3375	2905	3783	518	1742	951	2497	1195	1633	1954	2184	11246	5885	5361	3028	2699	329		
NET: Homeowners	9278	4062	1062	2846	1308	2516	297	1452	346	1546	765	1394	962	1237	7054	3435	3619	2224	1956	267		
	65%	65% ^d	62% ^d	84% ^{abd}	45%	67% ^{fhi}	57% ^{hl}	83% ^{efh}	36%	62% ^{hl}	64% ^{fhl}	85% ^{efh}	49% ^h	57%	63%	58%	68% ^{en}	73% ^m	72% ^{no}	81% ^{noq}		
Owned outright - without mortgage	4710	1214	520	2402	573	797	196	1219	156	417	325	1183	417	244	3394	1588	1806	1315	1141	175		
	33%	19%	30% ^{ad}	71% ^{abd}	20%	21% ^{hi}	38% ^{ehi}	70% ^{efh}	16%	17%	27% ^{ehi}	72% ^{efh}	21% ^{hi}	11%	30%	27%	34% ^{en}	43% ^m	42% ^{no}	53% ^{noq}		
Owned with a mortgage or loan	4568	2848	541	444	735	1719	101	234	190	1129	440	211	545	993	3660	1847	1813	908	816	93		
	32%	45% ^{bcd}	32% ^{cd}	13%	25% ^c	45% ^{fgh}	20% ^{gk}	13%	20% ^{gk}	45% ^{fgh}	37% ^{fgh}	13%	28% ^{fgh}	45%	33% ^p	31%	34% ^{enq}	30%	30%	28%		
NET: Renters	4781	2122	621	520	1517	1203	213	288	571	919	408	232	946	936	4034	2364	1671	746	693	54		
	33%	34% ^c	36% ^c	15%	52% ^{abc}	32% ^{gk}	41% ^{egj}	17%	60% ^{efg}	37% ^{egk}	34% ^{gk}	14%	48% ^{efg}	43%	36% ^p	40% ^{oqr}	31% ^{qr}	25%	26% ^r	16%		
Rented from the council	1998	744	292	254	709	453	102	132	267	291	190	122	442	439	1643	906	737	356	344	12		
	14%	12% ^{cd}	17% ^{ac}	8%	24% ^{abc}	12% ^{gk}	20% ^{egik}	8%	28% ^{efg}	12% ^{gk}	16% ^{egik}	7%	23% ^{egi}	20%	15% ^p	15% ^{oqr}	14% ^r	12%	13% ^r	4%		
Rented from a housing association	839	317	87	138	298	178	26	73	112	139	61	65	186	180	711	403	308	128	125	2		
	6%	5%	5%	4%	10% ^{abc}	5%	5%	4%	12% ^{efgi}	6%	5%	4%	10% ^{efgi}	8%	6% ^p	7% ^{qr}	6% ^r	4%	5% ^r	1%		
Rented from someone else	1943	1062	242	129	510	573	85	84	193	202	489	157	45	318	317	1680	1054	626	263	224		
	14%	17% ^{bcd}	14% ^{cd}	4%	18% ^{bcd}	15% ^{gk}	16% ^{gk}	5% ^k	20% ^{egj}	20% ^{egj}	13% ^{gk}	3%	16% ^{gjk}	15%	15% ^p	18% ^{oqr}	12% ^q	9%	8%	40		
Rent free	215	96	30	9	80	64	8	1	35	33	22	7	45	11	158	86	71	58	50	8		
	2%	2% ^c	2% ^c	*	3% ^{ac}	2% ^{gk}	2% ^{gk}	*	4% ^{egij}	1% ^{gk}	2% ^{gk}	*	2% ^{gik}	*	1%	1%	1%	2%	2%	2%		

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i/j/k/l - m/p - n/o/q/r

Opinion Poll
ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 17
Tenure
Base: All respondents

	Total	Which of the following ITV regions do you live in?											
		Anglia (a)	Border (b)	Central (c)	Granada (d)	London (e)	Meridian (f)	STV (g)	Tyne Tees (h)	Wales (i)	West (j)	Westcountry (k)	Yorkshire (l)
Unweighted base	14274	1550	151	1885	1478	2377	1549	1207	601	756	396	771	1550
Weighted base	14274	1501	185*	1996	1458	2640	1402	1182	583	706	401	743	1475
NET: Homeowners	9278 65%	1030 69%egh	160 86%acdefghijkl	1367 68%degh	939 64%e	1509 57%	959 68%egh	720 61%	359 62%	450 64%e	261 65%e	527 71%deghe	996 68%egh
Owned outright - without mortgage	4710 33%	566 38%ceghl	105 57%acdefghijkl	646 32%g	490 34%egh	774 29%	485 35%egh	325 27%	162 28%	237 34%g	134 33%	305 41%cdefghijl	481 33%g
Owned with a mortgage or loan	4568 32%	465 31%	55 30%	721 36%adeik	449 31%	735 28%	474 34%e	396 33%e	197 34%e	213 30%	127 32%	222 30%	515 35%e
NET: Renters	4781 33%	451 30%b	24 13%	587 29%b	492 34%bck	1080 41%abcdfijkl	428 31%b	461 39%abcdfkl	212 36%abcfk	248 35%abck	130 32%b	206 28%b	460 31%b
Rented from the council	1998 14%	159 11%b	5 3%	254 13%bk	170 12%bk	485 18%abcdfjkl	143 10%b	242 21%abcdfijkl	113 19%abcdfjkl	109 16%abdfjk	39 10%b	57 8%	221 15%abdfjk
Rented from a housing association	839 6%	112 7%jkl	11 6%	109 5%l	111 8%cfjkl	187 7%jkl	76 5%l	79 7%jl	27 5%	36 5%	14 3%	31 4%	46 3%
Rented from someone else	1943 14%	180 12%b	9 5%	224 11%b	211 14%bc	408 15%abcg	210 15%bc	139 12%b	71 12%b	103 15%b	77 19%abcghl	118 16%abcg	193 13%b
Rent free	215 2%	20 1%g	1 *	42 2%fg	28 2%g	51 2%g	14 1%g	1 *	12 2%g	7 1%g	10 3%fg	10 1%g	19 1%g

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l

* small base

Opinion Poll **ONLINE Fieldwork : 5th - 27th November 2014**

Absolutes/col percents

Table 17
Tenure
Base: All respondents

	Total	Which of the following cities do you live in, or nearest to?																			
		Glasgow (a)	Edin- burgh (b)	New- castle (c)	Leeds (d)	Hull (e)	Shef- field (f)	Manch- ester (g)	Liver- pool (h)	Nott- ingham (i)	Birm- ingham (j)	Norwich (k)	Milton Keynes (l)	Brigh- ton (m)	Oxford (n)	London (o)	South- ampton (p)	Bristol (q)	Ply- mouth (r)	Cardiff (s)	None of these (v)
Unweighted base	14274	620	491	619	691	248	413	1121	429	588	1079	698	426	313	267	2908	589	472	490	581	1231
Weighted base	14274	614	468	623	641	237	415	1142	399	613	1142	668	418	289	257	3116	555	486	463	541	1186
NET: Homeowners	9278 65%	341 56%	323 69%afim os	411 66%ao	452 70%afgh imos	171 72%afim os	248 60%	740 65%ao	252 63%	380 62%	787 69%afim os	486 73%acfg himos	279 67%ao	173 60%	202 78%abcd fghijlm opqsv	1842 59%	390 70%afhi mos	337 69%afim os	328 71%afhi mos	332 61%	806 68%afimos
Owned outright - without mortgage	4710 33%	130 21%	169 36%afio s	198 32%af	221 35%afio	91 39%afio s	102 25%	363 32%af	146 37%afio s	172 28%a	385 34%afo	275 41%acdf gijos	129 31%a	99 34%af	92 36%af	919 29%a	206 37%afio s	173 36%afio s	210 45%abcd fghijlm nopqs	155 29%a	473 40%acfgijos
Owned with a mortgage or loan	4568 32%	211 34%hmrsv	154 33%r	212 34%hrv	230 36%hmv	79 33%	146 35%hmrsv	377 33%rv	106 27%	207 34%hrv	402 35%hmv	211 32%	150 36%hmv	74 26%	109 43%bcgh ikmopqr sv	922 30%	185 33%r	164 34%r	117 25%	177 33%r	333 28%
NET: Renters	4781 33%	272 44%bcde ghijkl opqrs	145 31%n	205 33%kn	182 28%n	59 25%	161 39%bdej knprv	378 33%ekn	137 34%ekn	228 37%dejk npqr	329 29%n	172 26%	139 33%kn	114 39%dejk npqr	52 20%	1213 39%bcde gjknpqr v	162 29%n	142 29%n	130 28%	202 37%dejk npqr	361 30%n
Rented from the council	1998 14%	149 24%bcde ghijkl opqrs	65 14%knr	110 18%dgjk npqr	74 12%nr	29 12%nr	100 24%bcde ghijkl opqrs	121 11%nr	56 14%knr	104 17%dgkn pqr	148 13%knr	58 9%	53 13%nr	56 19%dgjk pqr	14 5%	511 16%dgjk pqr	51 9%	46 10%	27 6%	84 15%gkn qr	143 12%nr
Rented from a housing association	839 6%	49 8%cdfq r	29 6%df	28 4%	19 3%	6 3%	8 2%	79 7%defq	32 8%defqr	29 5%	67 6%df	39 6%df	35 8%ccdefq r	19 7%df	12 5%	217 7%defqr	27 5%	17 3%	18 4%	34 6%df	72 6%df
Rented from someone else	1943 14%	74 12%	51 11%	66 11%	88 14%	24 10%	52 13%	178 16%bcjk	49 12%	95 16%cj	115 10%	74 11%	50 12%	38 13%	26 10%	486 16%bcej knv	83 15%j	80 16%bcjk n	84 18%abce hijklv	85 16%cj	146 12%
Rent free	215 2%	*	*	8 1%a	7 1%a	8 3%ablp	6 1%ab	24 2%ablp	10 3%ablp	5 1%	26 2%ablp	11 2%ab	1 *	2 1%	4 1%ab	61 2%ablp	3 1%	6 1%a	6 1%ab	7 1%ab	20 2%ab

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v

* small base; ** very small base (under 30) ineligible for sig testing

Opinion Poll

ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 18
What is the highest educational level that you have achieved to date?
Base: All respondents

	Gender			Age						Social Grade				Region Summary					Employment Sector		Employment Sector Within Gender - Male		Employment Sector Within Gender - Female	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	South East (m)	Mid-lands (n)	North Eng-land (o)	Wales & South West (p)	Scot-land (q)	Public (r)	Pri-vate (s)	Public (t)	Pri-vate (u)	Public (v)	Pri-vate (w)
Unweighted base	14274	7172	7102	1617	2124	2429	2636	2326	3142	3821	4325	2552	3576	3718	3675	3501	2087	1293	1776	5768	828	3243	948	2525
Weighted base	14274	6995	7279	1697	2404	2403	2544	2119	3107	3815	3957	3109	3393	3854	3711	3426	1998	1285	1905	6089	860	3442	1045	2647
No formal education	153 1%	69 1%	84 1%	21 1%	31 1%	22 1%	23 1%	31 1%	25 1%	14 *	22 1%	32 1% _i	85 3% _{ijk}	25 1%	32 1%	66 2% _{mnpq}	20 1%	10 1%	15 1%	49 1%	7 1%	27 1%	8 1%	23 1%
Primary	105 1%	61 1%	43 1%	10 1%	28 1% _{ef}	11 *	8 *	21 1% _f	27 1% _f	12 *	14 *	27 1% _{ij}	52 2% _{ij}	25 1%	27 1%	34 1%	12 1%	6 1%	10 1%	32 1%	9 1% _v	15 *	1 *	18 1%
Secondary school, high school, NVQ levels 1 to 3, etc.	8757 61%	4223 60%	4534 62%	653 39%	1129 47% _c	1487 62% _{cd}	1777 70% _{cde}	1502 71% _{cde}	2208 71% _{cde}	1603 42%	2414 61% _i	2232 72% _{ij}	2508 74% _{ij}	2156 56%	2401 65% _m _q	2181 64% _m _q	1296 65% _m _q	723 56%	956 50%	3661 60% _r	418 49%	2051 60% _{tv}	538 52%	1611 61% _{tv}
University degree or equivalent professional qualification, NVQ level 4, etc.	3422 24%	1722 25%	1700 23%	380 22%	709 30% _c _{fg} h	639 27% _c _{fg} h	581 23%	442 21%	671 22%	1428 37% _{jk} _l	980 25% _{kl}	575 18% _l	439 13%	973 25% _{np}	838 23%	824 24%	425 21%	362 28% _{nop}	566 30%	1681 28%	245 28%	966 28%	322 31%	715 27%
Higher university degree, doctorate, MBA, NVQ level 5, etc.	1070 7%	577 8% _b	494 7%	125 7% _{gh}	376 16% _c _{efg} h	199 8% _f _{gh}	139 5%	101 5%	131 4%	633 17% _{jk} _l	222 6% _{kl}	111 4%	104 3%	417 11% _{nop}	215 6%	173 5%	155 8% _{no}	110 9% _{no}	301 16% _s	519 9%	158 18% _{uvw}	303 9%	144 14% _{uw}	215 8%
Still in full time education	507 4%	213 3%	294 4% _a	449 26% _d _{efg} h	50 2% _e _{fgh}	2 *	4 *	1 *	-	95 2%	249 6% _{ik} _l	73 2%	90 3%	178 5% _{no}	118 3%	84 2%	77 4% _o	51 4% _o	16 1%	51 1%	9 1%	28 1%	7 1%	23 1%
Don't know	59 *	30 *	29 *	16 1% _{ef}	11 1% _f	6 *	2 *	11 1% _f	13 *	5 *	17 1% _i	12 *	25 1% _i	17 *	27 1% _o	5 *	7 *	3 *	9 *	14 *	2 *	5 *	7 1% _u	9 *
Prefer not to answer	201 1%	101 1%	100 1%	42 2% _{fgh}	70 3% _e _{fgh}	37 2% _{fg}	10 *	10 *	33 1% _{fg}	27 1%	39 1%	47 2% _i	88 3% _{ijk}	62 2% _p	54 1% _p	59 2% _p	6 *	20 2% _p	31 2%	80 1%	13 2%	47 1%	18 2%	34 1%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q - r/s - t/u/v/w

Opinion Poll
ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 18
What is the highest educational level that you have achieved to date?
Base: All respondents

	Total	Vote Intention				2010 Vote				Age Within Gender - Male						Age Within Gender - Female					
		Con (a)	Lab (b)	LibDem (c)	UKIP (d)	Con (e)	Lab (f)	LibDem (g)	UKIP (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65+ (n)	18-24 (o)	25-34 (p)	35-44 (q)	45-54 (r)	55-64 (s)	65+ (t)
Unweighted base	14274	3252	3689	674	2332	4033	2824	2330	399	586	1051	1243	1374	1232	1686	1031	1073	1186	1262	1094	1456
Weighted base	14274	3271	3684	882	1343	3874	2723	2454	218	633	1176	1232	1267	1108	1578	1064	1228	1171	1277	1011	1529
No formal education	153 1%	29 1%	52 1%	7 1%	11 1%	28 1%g	51 2%eg	2 *	2 1%g	5 1%	11 1%	14 1%	14 1%	10 1%	15 1%	16 2%	20 2%	8 1%	9 1%	21 2%mnqr t	10 1%
Primary	105 1%	16 *	37 1%ac	1 *	17 1%ac	20 1%	15 1%	13 1%	2 1%	- -	18 2%ilqrs	7 1%	4 *	18 2%ilqrs	14 1%	10 1%	10 1%	3 *	4 *	3 *	12 1%
Secondary school, high school, NVQ levels 1 to 3, etc.	8757 61%	2049 63%c	2222 60%c	444 50%	1013 75%abc	2577 67%fg	1701 62%g	1397 57%	147 67%g	223 35%	571 49%io	732 59%ijo p	877 69%ijk opq	776 70%ijk opq	1044 66%ijk op	431 40%	558 45%i	755 64%ijk op	900 71%ijk nopq	726 72%ijk nopq	1164 76%ijklmnopqrs
University degree or equivalent professional qualification, NVQ level 4, etc.	3422 24%	855 26%bd	831 23%d	255 29%bd	231 17%	953 25%	629 23%	758 31%efh	49 23%	122 19%	336 29%ilm rst	348 28%ilm rst	288 23%t	241 22%	388 25%ist	259 24%st	374 30%ilm noqrst	291 25%ist	293 23%t	201 20%	283 19%
Higher university degree, doctorate, MBA, NVQ level 5, etc.	1070 7%	223 7%d	328 9%ad	111 13%abd	49 4%	226 6%	237 9%eh	241 10%eh	7 3%	75 12%lmn oqrst	169 14%klmn oqrst	110 9%lmno rst	79 6%t	54 5%t	89 6%t	50 5%t	207 17%klm noqrst	89 8%lmors t	60 5%t	47 5%t	42 3%
Still in full time education	507 4%	70 2%d	140 4%ad	55 6%abd	10 1%	31 1%	43 2%e	21 1%	11 5%efg	186 29%ijklm npqrst	25 2%klmn qrst	1 *	1 *	1 *	-	263 25%ijklm npqrst	25 2%klmn qrst	1 *	4 *	1 *	-
Don't know	59 *	12 *	14 *	6 1%	4 *	7 *	7 *	14 1%e	-	7 1%jlqrt	-	4 *	*	6 1%jlt	12 1%jlt	9 1%jlrt	11 1%jlrt	2 *	2 *	5 *t	*
Prefer not to answer	201 1%	18 1%	61 2%acd	4 *	8 1%	32 1%g	41 1%eg	8 *	*	16 3%lmnr s	47 4%klmn pqrst	15 1%lm	4 *	2 *	16 1%m	25 2%lmnr st	23 2%lmr	22 2%lmr	5 *	8 1%	16 1%m

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t

Opinion Poll

ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 18
What is the highest educational level that you have achieved to date?
Base: All respondents

	SEG Within Gender - Male					SEG Within Gender - Female					Region										
	Total	AB (a)	C1 (b)	C2 (c)	DE (d)	AB (e)	C1 (f)	C2 (g)	DE (h)	Scot- land (i)	North East (j)	North West (k)	York- shire & Humb- erside (l)	West Mid- lands (m)	East Mid- lands (n)	Wales (o)	East- ern (p)	London (q)	South East (r)	South West (s)	
Unweighted base	14274	2194	1955	1330	1693	1627	2370	1222	1883	1293	596	1561	1344	1196	990	772	1489	1576	2142	1315	
Weighted base	14274	2115	1711	1605	1565	1701	2246	1505	1827	1285	571	1570	1285	1285	999	714	1427	1856	1998	1285	
No formal education	153 1%	9 *	13 1%	17 1%e	30 2%abef	5 *	9 *	14 1%	55 3%abce fg	10 1%	12 2%lpqr	22 1%pr	32 2%imop qrs	13 1%	13 1%p	5 1%	6 *	13 1%	12 1%	15 1%	
Primary	105 1%	4 *	10 1%	18 1%af	30 2%abef g	8 *	5 *	9 1%	22 1%aef	6 1%	6 1%	11 1%	17 1%qs	7 1%	11 1%q	7 1%	10 1%	6 *	19 1%q	5 *	
Secondary school, high school, NVQ levels 1 to 3, etc.	8757 61%	886 42%	974 57%ae	1185 74%abe f	1178 75%abe fg	716 42%	1440 64%abe	1047 70%abe f	1330 73%abe f	723 56%q	349 61%q	981 62%iq	851 66%imq r	762 59%q	678 68%ijk mqr	475 67%imq mqr	960 67%ijk mqr	915 49%	1241 62%iq	821 64%iq	
University degree or equivalent professional qualification, NVQ level 4, etc.	3422 24%	783 37%bcd fgh	462 27%cdf gh	277 17%dh	200 13%	645 38%bcd fgh	518 23%cdh	298 20%dh	239 13%	362 28%lno prs	134 24%	412 26%lno ps	278 22%	328 26%np	208 21%	150 21%	303 21%	503 27%lno prs	470 24%	275 21%	
Higher university degree, doctorate, MBA, NVQ level 5, etc.	1070 7%	376 18%bcd gh	102 6%cdgh	58 4%	41 3%	257 15%bcd gh	120 5%dh	53 4%	63 3%	110 9%klmp	34 6%	79 5%	59 5%	90 7%ln	44 4%	48 7%	81 6%	258 14%ijkl mnoprs	160 8%klmp	107 8%klmp	
Still in full time education	507 4%	40 2%cd	120 7%acde gh	12 1%	40 3%cd	55 3%ac	129 6%acde h	61 4%ac	49 3%cd	51 4%l	16 3%	43 3%	24 2%	56 4%lp	26 3%	25 4%	37 3%	120 6%ijkl noprs	58 3%	51 4%l	
Don't know	59 *	3 *	10 1%ae	6 *	11 1%ae	2 *	7 *	6 *	15 1%ae	3 *	2 *	2 *	1 *	16 1%iklo pq	9 1%klp	* *	1 *	5 *	13 1%p	7 1%	
Prefer not to answer	201 1%	13 1%	21 1%	31 2%aef	35 2%aef	13 1%	18 1%	16 1%	53 3%abef g	20 2%rs	17 3%kmno rs	20 1%rs	22 2%os	12 1%	11 1%rs	3 *	31 2%mos	37 2%os	25 1%rs	3 *	

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s

Opinion Poll

ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 18
What is the highest educational level that you have achieved to date?
Base: All respondents

	Region Within Gender - Male												Region Within Gender - Female											
	Total	Scot-land (a)	North East (b)	North West (c)	York-shire & Humb-erside (d)	West Mid-lands (e)	East Mid-lands (f)	Wales (g)	East-ern (h)	London (i)	South East (j)	South West (k)	Scot-land (l)	North East (m)	North West (n)	York-shire & Humb-erside (o)	West Mid-lands (p)	East Mid-lands (q)	Wales (r)	East-ern (s)	London (t)	South East (u)	South West (v)	
Unweighted base	14274	686	303	792	681	602	507	409	711	751	1052	678	607	293	769	663	594	483	363	778	825	1090	637	
Weighted base	14274	687	281	800	629	610	507	353	655	855	986	630	597	290	770	656	674	492	360	772	1000	1012	654	
No formal education	153 1%	4 1%	5 2%stu	7 1%	7 1%ss	5 1%	7 1%su	1 *	5 1%	10 1%ss	9 1%	9 1%su	6 1%ss	7 2%stu	15 2%stu	25 4%acdde fghijk lpqstu v	9 1%ss	6 1%ss	4 1%ss	* *	4 *	3 *	6 1%	
Primary	105 1%	1 *	2 1%	10 1%anu	9 1%antu	3 *	6 1%nu	5 1%anu	3 *	3 *	17 2%aint uv	3 *	6 1%	4 1%anu	1 *	8 1%anu	4 1%	5 1%	2 1%	7 1%	3 *	2 *	2 *	
Secondary school, high school, NVQ levels 1 to 3, etc.	8757 61%	371 54%i	162 58%i	496 62%ait	415 66%abe ilt	360 59%i	342 67%abe ilpt	250 71%abc eijn ptuv	419 64%ait	380 44%	614 62%ait	414 66%aei lt	351 59%i	187 64%ait	485 63%ait	436 66%abe ilpt	403 60%i	336 68%abe ilpt	225 62%ait	541 70%abc eijn ptuv	535 53%i	627 62%ait	408 62%ait	
University degree or equivalent professional qualification, NVQ level 4, etc.	3422 24%	192 28%gkq qs	66 23%	213 27%gkq qs	157 25%gkq qs	172 28%gjk oqs	116 23%	62 18%	155 24%	249 29%dfj koqs	224 23%	116 18%	170 29%gjk oqs	68 24%	199 26%gko qs	120 18%	156 23%	92 19%	88 24%	148 19%	254 25%gko qs	246 24%gko qs	159 24%gko	
Higher university degree, doctorate, MBA, NVQ level 5, etc.	1070 7%	71 10%cdm nopqsv	23 8%dfns	51 6%d	17 3%	51 8%dfns	18 4%	27 8%dfns	52 8%dfn s	121 14%bcde fghijlm nopqrs uv	80 8%dfn s	67 11%cdfi mnopqrs v	39 7%dn	12 4%	28 4%	42 6%d	39 6%d	26 5%	21 6%d	29 4%	137 14%bcde fghijlm nopqrs uv	80 8%dfns	41 6%d	
Still in full time education	507 4%	33 5%cefg ho	10 3%ch	9 1%	15 2%	7 1%	6 1%	6 2%	7 1%	76 9%abcd efghijk lmnoqs tu	29 3%ch	15 2%	18 3%cd	7 2%	34 4%cefg ho	9 1%	48 7%cdfe ghijklm osu	20 4%cefh o	19 5%cefg hko	29 4%cefh o	44 4%cefh o	30 3%ch	37 6%cdfe ghijkou	
Don't know	59 *	3 *	- -	* *	- -	6 1%cdhl t	9 2%acd ghijlno qrstv	* *	- -	5 1%	2 *	4 1%t	- -	2 1%t	2 *	1 *	10 1%cdhj lnoqst	- -	- -	1 *	- -	11 1%cdhl t	2 *	
Prefer not to answer	201 1%	13 2%kv	13 5%cdfe gijkln pqruv	14 2%v	7 1%v	6 1%	4 1%	3 1%	13 2%kv	12 1%v	12 1%v	3 *	6 1%	4 1%v	6 1%	15 2%k rv	5 1%	7 1%v	1 *	18 2%k rv	24 2%k nrv	13 1%v	1 *	

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v

Opinion Poll
ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 18
What is the highest educational level that you have achieved to date?
Base: All respondents

	Total	Educational Attainment						Educational Attainment Within Gender - Male						Educational Attainment Within Gender - Female					
		No formal education (a)	Primary (b)	Secondary school (c)	University degree (d)	Higher university degree (e)	Still in full time education (f)	No formal education (g)	Primary (h)	Secondary school (i)	University degree (j)	Higher university degree (k)	Still in full time education (l)	No formal education (m)	Primary (n)	Secondary school (o)	University degree (p)	Higher university degree (q)	Still in full time education (r)
Unweighted base	14274	136	100	8935	3296	1044	529	73	57	4362	1734	578	239	63	43	4573	1562	466	290
Weighted base	14274	153*	105*	8757	3422	1070	507	69*	61*	4223	1722	577	213	84*	43*	4534	1700	494	294
No formal education	153 1%	153 100%bcdef	-	-	-	-	-	69 100%ghijk lnopqr	-	-	-	-	-	84 100%ghijk lnopqr	-	-	-	-	-
Primary	105 1%	-	105 100%acde f	-	-	-	-	-	61 100%ghijk lmopqr	-	-	-	-	-	43 100%ghijk lmopqr	-	-	-	-
Secondary school, high school, NVQ levels 1 to 3, etc.	8757 61%	-	-	8757 100%abde f	-	-	-	-	-	4223 100%ghijk lmnopqr	-	-	-	-	-	4534 100%ghijk lmnopqr	-	-	-
University degree or equivalent professional qualification, NVQ level 4, etc.	3422 24%	-	-	-	3422 100%abce f	-	-	-	-	-	1722 100%ghik lmnoqr	-	-	-	-	-	1700 100%ghik lmnoqr	-	-
Higher university degree, doctorate, MBA, NVQ level 5, etc.	1070 7%	-	-	-	-	1070 100%abcd f	-	-	-	-	-	577 100%ghij lmnopr	-	-	-	-	-	494 100%ghij lmnopr	-
Still in full time education	507 4%	-	-	-	-	-	507 100%abcde	-	-	-	-	-	213 100%ghij kmnopq	-	-	-	-	-	294 100%ghijkmnopq
Don't know	59 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Prefer not to answer	201 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j/k/l/m/n/o/p/q/r
 * small base

Opinion Poll

ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 18
What is the highest educational level that you have achieved to date?
Base: All respondents

	Total	Party ID						Party ID - Men						Party ID - Women					
		Con (a)	Lab (b)	LibDem (c)	UKIP (d)	Other (e)	None (f)	Con (h)	Lab (i)	LibDem (j)	UKIP (k)	Other (l)	None (m)	Con (o)	Lab (p)	LibDem (q)	UKIP (r)	Other (s)	None (t)
Unweighted base	14274	3966	4234	1058	1812	1222	1982	2161	2165	570	989	599	688	1805	2069	488	823	623	1294
Weighted base	14274	3997	4139	1427	571	714	3426	2242	2104	765	313	356	1215	1755	2036	662	258	357	2211
No formal education	153 1%	29 1%	53 1%a	13 1%	6 1%	3 *	49 1%ae	20 1%j	26 1%jos	-	4 1%jos	3 1%js	15 1%j	8 *	27 1%jos	13 2%jos	2 1%js	-	34 2%jos
Primary	105 1%	17 *	32 1%	3 *	7 1%ac	6 1%	39 1%ac	17 1%o	17 1%o	2 *	1 *o	1 *	23 2%hjko pq	1 *	15 1%o	1 *	6 2%hijk lopqt	5 1%oq	16 1%o
Secondary school, high school, NVQ levels 1 to 3, etc.	8757 61%	2556 64%cef	2565 62%ce	722 51%	436 76%abc ef	400 56%c	2077 61%ce	1386 62%jllq	1303 62%jllq	384 50%	235 75%hij lmopqs t	190 53%	725 60%jllq	1170 67%hij lmopqs t	1262 62%jllq	338 51%	201 78%hij lmopqs t	210 59%jllq	1352 61%jllq
University degree or equivalent professional qualification, NVQ level 4, etc.	3422 24%	1004 25%bdf	939 23%df	457 32%abdef	86 15%	192 27%bdf	745 22%df	587 26%ikm prt	484 23%kr	236 31%ikm oprst	50 16%	109 31%ikm oprst	257 21%kr	418 24%kr	455 22%kr	221 33%hik moprst	35 14%	83 23%kr	488 22%kr
Higher university degree, doctorate, MBA, NVQ level 5, etc.	1070 7%	278 7%df	326 8%df	168 12%abdf	21 4%	70 10%adf	209 6%df	168 7%krt	167 8%krt	103 13%hikm oprst	12 4%	33 9%krt	94 8%kr	110 6%kr	159 8%krt	65 10%krt	9 3%	37 10%krt	115 5%
Still in full time education	507 4%	78 2%	142 3%ad	52 4%ad	9 2%	29 4%ad	198 6%abcd	45 2%	64 3%or	27 3%r	6 2%	9 3%	62 5%hiko r	33 2%	78 4%hkor	25 4%hor	3 1%	19 5%hikl or	137 6%hijklopr
Don't know	59 *	11 *	11 *	9 1%e	2 *e	-	26 1%abe	6 *	3 *	9 1%hioq	2 1%iq	-	10 1%i	5 *	8 *	-	1 *	-	16 1%i
Prefer not to answer	201 1%	24 1%	72 2%acd	4 *	3 1%	14 2%acd	83 2%acd	13 1%	40 2%hjko qr	4 1%	2 1%q	10 3%hjko qr	31 3%hjko qr	11 1%	32 2%hoq	-	1 *	4 1%q	53 2%hjkqr

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/i/j/k/l/m/n/o/p/q/r/s/t/u

** very small base (under 30) ineligible for sig testing

Opinion Poll
ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 18
What is the highest educational level that you have achieved to date?
Base: All respondents

	Working Status				Working Status - Men				Working Status - Women				Which of the following best describes where you live?							
	Total	Working full time (a)	Working part time (b)	Retired (c)	Not working (d)	Working full time (e)	Working part time (f)	Retired (g)	Not working (h)	Working full time (i)	Working part time (j)	Retired (k)	Not working (l)	Mums	NET: Urban (m)	Urban - Pop. over 10k (n)	Town and Fringe (o)	NET: Rural (p)	Village (q)	Hamlet & Isolated Dwelling (r)
Unweighted base	14274	5407	2137	3600	3130	3374	697	1972	1129	2033	1440	1628	2001	2107	11364	5970	5394	2910	2590	320
Weighted base	14274	6281	1713	3375	2905	3783	518	1742	951	2497	1195	1633	1954	2184	11246	5885	5361	3028	2699	329
No formal education	153 1%	47 1%	17 1%	28 1%	61 2%abc	25 1%	8 2%e	15 1%	21 2%egij k	22 1%	8 1%	13 1%	41 2%egij k	43 2%	104 1%	52 1%	52 1%	49 2%lm	48 2%no	1 *
Primary	105 1%	30 *	13 1%	31 1%a	31 1%a	20 1%	3 1%	23 1%eik	15 2%eik	9 *	10 1%	8 1%	16 1%	19 1%	85 1%	24 *	61 1%nq	20 1%	11 *	8 3%enq
Secondary school, high school, NVQ levels 1 to 3, etc.	8757 61%	3531 56%	1087 63%ad	2434 72%abd	1705 59%	2162 57%	306 59%	1192 68%efh il	562 59%	1369 55%	780 65%efh il	1242 76%efg hijl	1143 59%	1318 60%	6774 60%	3122 53%	3652 68%enr	1982 65%lm	1786 66%ln	197 60%
University degree or equivalent professional qualification, NVQ level 4, etc.	3422 24%	1843 29%abcd	404 24%cd	692 20%cd	483 17%	1090 29%fgh jkl	121 23%hkl	394 23%hkl	117 12%	752 30%fgh jkl	284 24%hkl	298 18%h	366 19%h	559 26%	2720 24%	1598 27%oq	1122 21%	703 23%	610 23%	93 28%o
Higher university degree, doctorate, MBA, NVQ level 5, etc.	1070 7%	700 11%bcd	120 7%cd	132 4%	118 4%	416 11%ghijk l	45 9%ghkl	82 5%k	34 4%	283 11%ghijk l	75 6%hkl	50 3%	84 4%	177 8%	897 8%p	683 12%oqr	214 4%	173 6%	151 6%o	22 7%o
Still in full time education	507 4%	37 1%cd	31 2%ac	* *	439 15%abc	23 1%gk	14 3%egik	* *	175 18%efgi jkl	14 1%gk	17 1%egik	- -	264 14%efgi jk	31 1%	438 4%p	299 5%oqr	139 3%	69 2%	64 2%	5 2%
Don't know	59 *	19 *	5 *	19 1%	17 1%	7 *	* *	18 1%efk	4 *k	12 *k	4 *	* *	13 1%ek	9 *	45 *	19 *	26 *	14 *	14 1%	- -
Prefer not to answer	201 1%	75 1%	37 2%ac	39 1%	51 2%	39 1%	21 4%egij kl	17 1%	23 2%eg	35 1%	16 1%	21 1%	28 1%	27 1%	183 2%p	87 1%q	96 2%q	18 1%	15 1%	2 1%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i/j/k/l - m/p - n/o/q/r

Opinion Poll
ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 18
What is the highest educational level that you have achieved to date?
Base: All respondents

	Total	Which of the following ITV regions do you live in?											
		Anglia (a)	Border (b)	Central (c)	Granada (d)	London (e)	Meridian (f)	STV (g)	Tyne Tees (h)	Wales (i)	West (j)	Westcountry (k)	Yorkshire (l)
Unweighted base	14274	1550	151	1885	1478	2377	1549	1207	601	756	396	771	1550
Weighted base	14274	1501	185*	1996	1458	2640	1402	1182	583	706	401	743	1475
No formal education	153 1%	5 *	1 1%	21 1%	22 2%a	19 1%	10 1%	9 1%	12 2%aefj	5 1%	1 *	9 1%a	39 3%acefgij
Primary	105 1%	10 1%	1 1%	18 1%e	12 1%	8 *	17 1%e	6 1%	9 2%ej	5 1%	- -	5 1%	14 1%e
Secondary school, high school, NVQ levels 1 to 3, etc.	8757 61%	990 66%efgj	129 70%egj	1252 63%eg	912 63%eg	1424 54%	862 62%eg	659 56%	359 62%e	468 66%egj	230 57%	472 64%eg	999 68%cddefghj
University degree or equivalent professional qualification, NVQ level 4, etc.	3422 24%	326 22%	43 23%	450 23%	373 26%al	704 27%acikl	326 23%	337 28%acfikl	137 24%	149 21%	109 27%l	162 22%	305 21%
Higher university degree, doctorate, MBA, NVQ level 5, etc.	1070 7%	91 6%	3 1%	127 6%bl	77 5%	290 11%abcdhikl	126 9%abcdl	110 9%abcdhl	34 6%	50 7%bl	46 11%abcdhikl	53 7%bl	64 4%
Still in full time education	507 4%	48 3%	4 2%	81 4%fl	39 3%	144 5%adfhil	29 2%	43 4%fl	14 2%	25 4%	11 3%	37 5%dfil	30 2%
Don't know	59 *	3 *	* *	26 1%adeghil	2 *	10 *	8 1%l	3 *	1 *	* *	2 1%	4 1%	1 *
Prefer not to answer	201 1%	30 2%k	5 3%ik	21 1%k	21 1%k	41 2%k	24 2%ik	15 1%k	16 3%cijk	3 *	2 *	1 *	23 2%k

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l
*** small base**

Opinion Poll

ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 18
What is the highest educational level that you have achieved to date?
Base: All respondents

	Which of the following cities do you live in, or nearest to?																				
	Total	Glasgow (a)	Edin- burgh (b)	New- castle (c)	Leeds (d)	Hull (e)	Shef- field (f)	Manch- ester (g)	Liver- pool (h)	Nott- ingham (i)	Birm- ingham (j)	Norwich (k)	Milton Keynes (l)	Brigh- ton (m)	Oxford (n)	London (o)	South- ampton (p)	Bristol (q)	Ply- mouth (r)	Cardiff (s)	None of these (v)
Unweighted base	14274	620	491	619	691	248	413	1121	429	588	1079	698	426	313	267	2908	589	472	490	581	1231
Weighted base	14274	614	468	623	641	237	415	1142	399	613	1142	668	418	289	257	3116	555	486	463	541	1186
No formal education	153 1%	9 1%hl	1 *	12 2%bkhlo v	28 4%abcef ghijklm nopqrs	2 1%	2 1%	22 2%bkhlo pv	- -	12 2%bkhlo v	13 1%	3 *	- -	* *	- -	23 1%	2 *	4 1%	7 1%hl	5 1%	8 1%
Primary	105 1%	1 *	- -	7 1%g	10 2%abgo	2 1%	2 *	1 *	8 2%abglo	9 1%abg	8 1%g	6 1%g	* *	- -	1 *	19 1%	6 1%g	3 1%	2 *	3 1%	18 2%abgo
Secondary school, high school, NVQ levels 1 to 3, etc.	8757 61%	372 61%bno	241 52%	403 65%bno	389 61%bno	152 64%bno	308 74%abcd efghjlnop qrs	714 63%bno	229 57%	440 72%abcd ghjlnop qsv	675 59%b	468 70%abd ghjlnop	254 61%b	208 72%abd ghjlnop	133 52%	1711 55%	346 62%bno	294 60%b	304 66%bhno	352 65%bhno	765 64%bhjno
University degree or equivalent professional qualification, NVQ level 4, etc.	3422 24%	138 22%ik	161 34%acdf gijkmp qrs	138 22%i	141 22%i	69 29%fikp r	81 20%	296 26%fikp r	112 28%fikp r	96 16%	281 25%ik	112 17%	113 27%fikp r	59 20%	74 29%fikp r	821 26%fikp r	113 20%	120 25%ik	90 19%	122 23%ik	284 24%ik
Higher university degree, doctorate, MBA, NVQ level 5, etc.	1070 7%	45 7% f	45 10%cdefg iv	35 6%	37 6%	9 4%	11 3%	60 5%	29 7% f	31 5%	83 7% f	39 6%	29 7% f	15 5%	33 13%acde fghijkl mrs	332 11%acde fgijkmr sv	61 11%cdef gijkmr sv	48 10%cdefg ikv	30 7% f	35 6% f	65 6%
Still in full time education	507 4%	37 6%cdefg ilmpv	14 3%	14 2%	19 3%	2 1%	5 1%	30 3%	16 4% f	14 2%	50 4%eflv	28 4% ef	7 2%	5 2%	8 3%	148 5%cefgi lv	16 3%	16 3%	29 6%cdefg ilmpv	23 4%eflv	26 2%
Don't know	59 *	3 *	- -	1 *	- -	1 1%	1 *	2 *	* *	9 2%bcdgk losv	16 1%bcdgk osv	1 *	- -	1 *	4 1%bcdgl osv	10 *	4 1%	1 *	2 *	* *	3 *
Prefer not to answer	201 1%	10 2%qrs	5 1%	14 2%iqrs	16 3%iqrs	1 *	3 1%	18 2%qrs	5 1% r	4 1%	15 1% r	11 2% rs	15 4%befij mopqrs	2 1%	4 2%qrs	52 2%qrs	7 1% r	1 *	- -	1 *	16 1% rs

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v

* small base; ** very small base (under 30) ineligible for sig testing

Opinion Poll
ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 19

Thinking about your household's food and grocery shopping, are you personally responsible for selecting half or more of the items to be bought from supermarkets and food shops?

Base: All respondents

	Gender			Age						Social Grade				Region Summary					Employment Sector		Employment Sector Within Gender - Male		Employment Sector Within Gender - Female	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	South East (m)	Mid-lands (n)	North Eng-land (o)	Wales & South West (p)	Scot-land (q)	Public (r)	Pri- vate (s)	Public (t)	Pri- vate (u)	Public (v)	Pri- vate (w)
Unweighted base	14274	7172	7102	1617	2124	2429	2636	2326	3142	3821	4325	2552	3576	3718	3675	3501	2087	1293	1776	5768	828	3243	948	2525
Weighted base	14274	6995	7279	1697	2404	2403	2544	2119	3107	3815	3957	3109	3393	3854	3711	3426	1998	1285	1905	6089	860	3442	1045	2647
Yes - responsible for half or more of the items bought	12812 90%	5906 84%	6906 95%a	1263 74%	2180 91%c	2221 92%ch	2401 94%cde	1961 93%ch	2785 90%c	3362 88%	3531 89%	2781 89%	3138 92%ijk	3482 90%p	3331 90%p	3108 91%p	1730 87%	1161 90%p	1777 93% s	5503 90%	762 89%	3006 87%	1015 97% tuw	2497 94% tu
No - not responsible for most of the items bought	1462 10%	1089 16%b	373 5%	434 26% defgh	223 9% f	183 8% f	143 6%	158 7% f	322 10% efg	454 12% l	426 11% l	328 11% l	255 8%	372 10%	380 10%	318 9%	269 13% mmo q	123 10%	128 7%	586 10% r	98 11% vw	436 13% vw	30 3%	150 6% v

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q - r/s - t/u/v/w

Opinion Poll
ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 19

Thinking about your household's food and grocery shopping, are you personally responsible for selecting half or more of the items to be bought from supermarkets and food shops?

Base: All respondents

	Total	Vote Intention				2010 Vote				Age Within Gender - Male						Age Within Gender - Female					
		Con (a)	Lab (b)	LibDem (c)	UKIP (d)	Con (e)	Lab (f)	LibDem (g)	UKIP (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65+ (n)	18-24 (o)	25-34 (p)	35-44 (q)	45-54 (r)	55-64 (s)	65+ (t)
Unweighted base	14274	3252	3689	674	2332	4033	2824	2330	399	586	1051	1243	1374	1232	1686	1031	1073	1186	1262	1094	1456
Weighted base	14274	3271	3684	882	1343	3874	2723	2454	218	633	1176	1232	1267	1108	1578	1064	1228	1171	1277	1011	1529
Yes - responsible for half or more of the items bought	12812 90%	2947 90%	3416 93% ^{ad}	803 91%	1210 90%	3461 89%	2572 94% ^{eg}	2228 91%	205 94% ^{ee}	446 70%	1009 86% ^{ino}	1093 89% ^{ino}	1131 89% ^{ijn} o	954 86% ^{ino}	1272 81% ^{ei}	817 77% ^{ei}	1172 95% ^{ijk} lmno	1127 96% ^{ijk} lmno	1270 99% ^{ij} klmno pq	1007 100% ^{ijk} lmnopq	1513 99% ^{ijklmnopq}
No - not responsible for most of the items bought	1462 10%	324 10% ^b	268 7%	79 9%	133 10% ^b	413 11% ^{fh}	152 6%	226 9% ^f	13 6%	187 30% ^{ijklmnopqrst}	167 14% ^{lpqrst}	139 11% ^{pqrst}	136 11% ^{pqrst}	154 14% ^{pqrst}	306 19% ^{ijklmnopqrst}	247 23% ^{ijklmnopqrst}	56 5% ^{rst}	44 4% ^{rst}	7 1%	4 *	16 1%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t

Opinion Poll
ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 19

Thinking about your household's food and grocery shopping, are you personally responsible for selecting half or more of the items to be bought from supermarkets and food shops?

Base: All respondents

	SEG Within Gender - Male					SEG Within Gender - Female					Region									
	Total	AB (a)	C1 (b)	C2 (c)	DE (d)	AB (e)	C1 (f)	C2 (g)	DE (h)	Scot- land (i)	North East (j)	North West (k)	York- shire & Humb- erside (l)	West Mid- lands (m)	East Mid- lands (n)	Wales (o)	East- ern (p)	London (q)	South East (r)	South West (s)
Unweighted base	14274	2194	1955	1330	1693	1627	2370	1222	1883	1293	596	1561	1344	1196	990	772	1489	1576	2142	1315
Weighted base	14274	2115	1711	1605	1565	1701	2246	1505	1827	1285	571	1570	1285	1285	999	714	1427	1856	1998	1285
Yes - responsible for half or more of the items bought	12812 90%	1752 83%	1404 82%	1381 86%ab	1369 87%ab	1610 95%abc d	2127 95%abc d	1400 93%abc d	1769 97%abc defg	1161 90% _s	511 90% _s	1385 88%	1211 94% _{ijkl} mnopq r s	1140 89% _s	912 91% _s	633 89%	1279 90% _s	1694 91% _{ks}	1788 89% _s	1096 85%
No - not responsible for most of the items bought	1462 10%	363 17% _{cde} fgh	306 18% _{cde} fgh	223 14% _{efg} h	197 13% _{efgh}	91 5% _h	119 5% _h	105 7% _h	58 3%	123 10% _l	60 10% _l	185 12% _{lq}	74 6%	145 11% _l	87 9% _l	81 11% _l	148 10% _l	161 9% _l	210 11% _l	188 15% _{ijlmnpqr}

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s

Opinion Poll
ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 19

Thinking about your household's food and grocery shopping, are you personally responsible for selecting half or more of the items to be bought from supermarkets and food shops?

Base: All respondents

	Region Within Gender - Male												Region Within Gender - Female											
	Total	Scotland (a)	North East (b)	North West (c)	Yorkshire & Humberside (d)	West Midlands (e)	East Midlands (f)	Wales (g)	East-ern (h)	London (i)	South East (j)	South West (k)	Scotland (l)	North East (m)	North West (n)	Yorkshire & Humberside (o)	West Midlands (p)	East Midlands (q)	Wales (r)	East-ern (s)	London (t)	South East (u)	South West (v)	
Unweighted base	14274	686	303	792	681	602	507	409	711	751	1052	678	607	293	769	663	594	483	363	778	825	1090	637	
Weighted base	14274	687	281	800	629	610	507	353	655	855	986	630	597	290	770	656	674	492	360	772	1000	1012	654	
Yes - responsible for half or more of the items bought	12812 90%	582 85%k	242 86%k	673 84%k	571 91%ace fghjk	514 84%k	432 85%k	287 81%	549 84%k	750 88%gjk	821 83%k	484 77%	580 97%abc defghi jkmpnv	269 93%abc efghjk	712 92%abc efghij k	640 98%abc defghi jkmnpstv	626 93%abc efghij k	480 97%abc defghi jkmnpv	346 96%abc defghi jk	731 95%abc defghi jk	944 94%abc defghi jk	967 96%abc defghi jkn	613 94%abc efghijk	
No - not responsible for most of the items bought	1462 10%	106 15%dlm nopqrs tuv	39 14%lmn opqrst uv	127 16%dlmn opqrstu v	57 9%loq rstu	96 16%dlm nopqrs tuv	75 15%dlm nopqrs tuv	66 19%dil mnopqr stuv	106 16%dlm nopqrs tuv	106 12%lno pqrstu v	165 17%dil mnopqr stuv	147 23%abcd efhijm nopqrst uv	18 3%	21 7%loq	58 8%loqu	16 2%	49 7%loq	13 3%	14 4%	42 5%o	56 6%oq	45 4%	41 6%loq	

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v

Opinion Poll
ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 19

Thinking about your household's food and grocery shopping, are you personally responsible for selecting half or more of the items to be bought from supermarkets and food shops?

Base: All respondents

	Total	Educational Attainment						Educational Attainment Within Gender - Male						Educational Attainment Within Gender - Female					
		No formal education (a)	Primary (b)	Secondary school (c)	University degree (d)	Higher university degree (e)	Still in full time education (f)	No formal education (g)	Primary (h)	Secondary school (i)	University degree (j)	Higher university degree (k)	Still in full time education (l)	No formal education (m)	Primary (n)	Secondary school (o)	University degree (p)	Higher university degree (q)	Still in full time education (r)
Unweighted base	14274	136	100	8935	3296	1044	529	73	57	4362	1734	578	239	63	43	4573	1562	466	290
Weighted base	14274	153*	105*	8757	3422	1070	507	69*	61*	4223	1722	577	213	84*	43*	4534	1700	494	294
Yes - responsible for half or more of the items bought	12812 90%	148 97%df	97 93%df	8004 91%df	3036 89%df	977 91%df	329 65%	66 96%ijklr	58 95%lrr	3603 85%lrr	1452 84%lrr	493 86%lrr	136 64%	82 98%ijklr	39 90%lrr	4401 97%ijklrr	1584 93%ijklrr	484 98%ijklrr	193 65%
No - not responsible for most of the items bought	1462 10%	4 3%	8 7%	753 9%	386 11%ac	93 9%	178 35%abcde	3 4%	3 5%	620 15%gmpq	270 16%gmpq	84 14%gmpq	77 36%ghijklmnopq	2 2%	5 10%oq	133 3%	116 7%oq	10 2%	102 35%ghijklmnopq

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j/k/l/m/n/o/p/q/r

* small base

Opinion Poll
ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 19

Thinking about your household's food and grocery shopping, are you personally responsible for selecting half or more of the items to be bought from supermarkets and food shops?

Base: All respondents

	Total	Party ID						Party ID - Men						Party ID - Women					
		Con (a)	Lab (b)	LibDem (c)	UKIP (d)	Other (e)	None (f)	Con (h)	Lab (i)	LibDem (j)	UKIP (k)	Other (l)	None (m)	Con (o)	Lab (p)	LibDem (q)	UKIP (r)	Other (s)	None (t)
Unweighted base	14274	3966	4234	1058	1812	1222	1982	2161	2165	570	989	599	688	1805	2069	488	823	623	1294
Weighted base	14274	3997	4139	1427	571	714	3426	2242	2104	765	313	356	1215	1755	2036	662	258	357	2211
Yes - responsible for half or more of the items bought	12812 90%	3569 89% ^f	3842 93% ^{acf}	1288 90% ^f	532 93% ^{acf}	652 91% ^f	2929 86%	1853 83% ^m	1875 89% ^{hjm}	648 85% ^m	282 90% ^{hjm}	312 88% ^{hm}	936 77%	1716 98% ^{hij} klmst	1967 97% ^{hij} klmt	640 97% ^{hij} klmt	250 97% ^{hij} klmt	340 95% ^{hij} klmt	1994 90% ^{hjm}
No - not responsible for most of the items bought	1462 10%	428 11% ^{bd}	298 7%	140 10% ^{bd}	39 7%	62 9%	496 14% ^{abc} de	389 17% ^{ikl} opqrst	229 11% ^{opq} rs	117 15% ^{iko} pqrst	31 10% ^{opq} rs	44 12% ^{opq} rs	279 23% ^{hijk} lopqrst	39 2%	69 3%	22 3%	8 3%	17 5% ^o	217 10% ^{opqrs}

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/i/j/k/l/m/n/o/p/q/r/s/t/u

** very small base (under 30) ineligible for sig testing

Opinion Poll
ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 19

Thinking about your household's food and grocery shopping, are you personally responsible for selecting half or more of the items to be bought from supermarkets and food shops?

Base: All respondents

	Total	Working Status				Working Status - Men				Working Status - Women				Mums	Which of the following best describes where you live?						Hamlet & Isolated Dwelling (r)
		Work-ing full time (a)	Work-ing part time (b)	Ret-ired (c)	Not work-ing (d)	Work-ing full time (e)	Work-ing part time (f)	Ret-ired (g)	Not work-ing (h)	Work-ing full time (i)	Work-ing part time (j)	Ret-ired (k)	Not work-ing (l)		NET: Urban (m)	Urban - Pop. over 10k (n)	Town and Fringe (o)	NET: Rural (p)	Vil-lage (q)		
Unweighted base	14274	5407	2137	3600	3130	3374	697	1972	1129	2033	1440	1628	2001	2107	11364	5970	5394	2910	2590		320
Weighted base	14274	6281	1713	3375	2905	3783	518	1742	951	2497	1195	1633	1954	2184	11246	5885	5361	3028	2699		329
Yes - responsible for half or more of the items bought	12812 90%	5713 91%cd	1567 91%cd	3014 89%cd	2518 87%	3336 88%efgh	432 83%h	1397 80%	741 78%	2377 95%efghl	1136 95%efghl	1617 99%efghjl	1777 91%efgh	2126 97%	10191 91%p	5329 91%q	4862 91%q	2621 87%	2331 86%		290 88%
No - not responsible for most of the items bought	1462 10%	568 9%	146 9%	361 11%ab	387 13%abc	447 12%ijkl	87 17%eijkl	345 20%eijkl	211 22%efijkl	121 5%k	59 5%k	17 1%	176 9%ijkl	58 3%	1055 9%	556 9%	499 9%	407 13%lm	368 14%no		39 12%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i/j/k/l - m/p - n/o/q/r

Opinion Poll
ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 19

Thinking about your household's food and grocery shopping, are you personally responsible for selecting half or more of the items to be bought from supermarkets and food shops?

Base: All respondents

	Total	Which of the following ITV regions do you live in?											
		Anglia (a)	Border (b)	Central (c)	Granada (d)	London (e)	Meridian (f)	STV (g)	Tyne Tees (h)	Wales (i)	West (j)	Westcountry (k)	Yorkshire (l)
Unweighted base	14274	1550	151	1885	1478	2377	1549	1207	601	756	396	771	1550
Weighted base	14274	1501	185*	1996	1458	2640	1402	1182	583	706	401	743	1475
Yes - responsible for half or more of the items bought	12812 90%	1323 88%	153 83%	1767 89%	1298 89%	2391 91%bjk	1272 91%bjk	1077 91%abjk	521 89%	626 89%	346 86%	648 87%	1388 94%abcdefghijk
No - not responsible for most of the items bought	1462 10%	179 12%gl	32 17%efgl	229 11%l	161 11%l	249 9%l	130 9%l	105 9%l	62 11%l	79 11%l	55 14%efgl	95 13%efgl	87 6%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l
*** small base**

Opinion Poll
ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 19

Thinking about your household's food and grocery shopping, are you personally responsible for selecting half or more of the items to be bought from supermarkets and food shops?

Base: All respondents

		Which of the following cities do you live in, or nearest to?																			
	Total	Glasgow (a)	Edin- burgh (b)	New- castle (c)	Leeds (d)	Hull (e)	Shef- field (f)	Manch- ester (g)	Liver- pool (h)	Nott- ingham (i)	Birm- ingham (j)	Norwich (k)	Milton Keynes (l)	Brigh- ton (m)	Oxford (n)	London (o)	South- ampton (p)	Bristol (q)	Ply- mouth (r)	Cardiff (s)	None of these (v)
Unweighted base	14274	620	491	619	691	248	413	1121	429	588	1079	698	426	313	267	2908	589	472	490	581	1231
Weighted base	14274	614	468	623	641	237	415	1142	399	613	1142	668	418	289	257	3116	555	486	463	541	1186
Yes - responsible for half or more of the items bought	12812 90%	556 91%jr	439 94%cg hjkpqsv	553 89%	590 92%h jkrv	228 96%ac ghsv	398 96%ac dgqsv	1018 89%r	349 88%	573 93%cg hjkpqsv	988 87%	583 87%	387 93%h jkrv	264 91%r	226 88%	2828 91%k rv	497 90%r	427 88%	392 85%	481 89%	1033 87%
No - not responsible for most of the items bought	1462 10%	57 9%ef	29 6%	70 11%be fi	51 8%f	10 4%	17 4%	124 11%be fi	49 12%b defi l	40 7%	154 13%ab de filo	85 13%b defi lo	31 7%	25 9%f	31 12%be fi	288 9%ef	58 10%be f	58 12%be fi	71 15%ab de fgilmop	60 11%be fi	153 13%b defi lo

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v

* small base; ** very small base (under 30) ineligible for sig testing

Opinion Poll
ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 20
How many cars are there in your household?
Base: All respondents

	Gender			Age						Social Grade				Region Summary					Employment Sector		Employment Sector Within Gender - Male		Employment Sector Within Gender - Female	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	South East (m)	Mid-lands (n)	North Eng-land (o)	Wales & South West (p)	Scot-land (q)	Public (r)	Pri-vate (s)	Public (t)	Pri-vate (u)	Public (v)	Pri-vate (w)
Unweighted base	14274	7172	7102	1617	2124	2429	2636	2326	3142	3821	4325	2552	3576	3718	3675	3501	2087	1293	1776	5768	828	3243	948	2525
Weighted base	14274	6995	7279	1697	2404	2403	2544	2119	3107	3815	3957	3109	3393	3854	3711	3426	1998	1285	1905	6089	860	3442	1045	2647
No cars in the household	2998 21%	1299 19%	1698 23%a	574 34%def gh	580 24%fgh	556 23%gh	523 21%gh	355 17%h	410 13%	442 12%	970 25%ik	392 13%	1194 35%ijk	1030 27%nop q	564 15%	790 23%np	319 16%	294 23%np	390 20%	1181 19%	158 18%	605 18%	232 22%u	576 22%u
NET: Any	11276 79%	5696 81%b	5581 77%	1123 66%	1824 76%c	1847 77%c	2021 79%cd	1764 83%code f	2697 87%code fg	3373 88%ijl	2987 75%l	2717 87%ijl	2199 65%	2824 73%	3147 85%moq	2635 77%om	1679 84%moq	991 77%om	1515 80%	4908 81%	702 82%	2836 82%vw	813 78%	2072 78%
1	5995 42%	3001 43%	2994 41%	355 21%	905 38%c	1000 42%cdf	969 38%c	1018 48%code f	1748 56%code fg	1542 40%	1625 41%	1393 45%ij	1436 42%	1452 38%	1629 44%om	1487 43%om	836 42%om	591 46%om	705 37%	2386 39%	344 40%	1352 39%v	360 34%	1034 39%v
2	3997 28%	1998 29%	1999 27%	455 27%	728 30%g	672 28%	734 29%g	538 25%	869 28%	1381 36%ijkl	1096 28%l	971 31%jl	549 16%	979 25%	1143 31%moq	882 26%	648 32%moq	344 27%	597 31%	1813 30%	282 33%	1035 30%	315 30%	778 29%
3+	1285 9%	697 10%b	588 8%	312 18%defg h	191 8%h	175 7%h	318 12%deg h	208 10%eh	80 3%	450 12%jl	267 7%	354 11%jl	213 6%	393 10%oq	375 10%oq	266 8%q	195 10%oq	56 4%	213 11%	709 12%	76 9%	450 13%tw	137 13%tw	259 10%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q - r/s - t/u/v/w

Opinion Poll
ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 20
How many cars are there in your household?
Base: All respondents

	Total	Vote Intention				2010 Vote				Age Within Gender - Male						Age Within Gender - Female					
		Con (a)	Lab (b)	LibDem (c)	UKIP (d)	Con (e)	Lab (f)	LibDem (g)	UKIP (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65+ (n)	18-24 (o)	25-34 (p)	35-44 (q)	45-54 (r)	55-64 (s)	65+ (t)
Unweighted base	14274	3252	3689	674	2332	4033	2824	2330	399	586	1051	1243	1374	1232	1686	1031	1073	1186	1262	1094	1456
Weighted base	14274	3271	3684	882	1343	3874	2723	2454	218	633	1176	1232	1267	1108	1578	1064	1228	1171	1277	1011	1529
No cars in the household	2998 21%	365 11%	892 24% ^{ad}	185 21% ^{ad}	218 16% ^a	407 10%	617 23% ^{egh}	427 17% ^e	35 16% ^e	204 32% ^{ijkl mnopqrs t}	268 23% ^{mn}	290 24% ^{mnst}	259 20% ^{mn}	161 15% ⁿ	117 7%	370 35% ^{ijkl mnopqrs t}	311 25% ^{lmn rst}	266 23% ^{mn}	265 21% ^{mn}	194 19% ^{mn}	293 19% ^{mn}
NET: Any	11276 79%	2906 89% ^{bcd}	2791 76%	696 79%	1125 84% ^{bc}	3468 90% ^{fgh}	2107 77%	2027 83% ^f	183 84% ^f	429 68%	908 77% ^{io}	942 76% ^{io}	1009 80% ^{io}	947 85% ^{ijkl lopqrs t}	1461 93% ^{ijkl lmopqr st}	694 65%	916 75% ^{io}	905 77% ^{io}	1012 79% ^{lop p}	817 81% ^{iko p}	1236 81% ^{ikop}
1	5995 42%	1419 43%	1690 46% ^c	361 41%	632 47% ^{ac}	1730 45%	1316 48% ^{eg}	1068 44%	97 45%	100 16%	443 38% ^{io}	485 39% ^{io}	501 40% ^{io}	543 49% ^{ijkl lopqr}	929 59% ^{ijkl lmopqr st}	255 24% ^{io}	462 38% ^{io}	516 44% ^{ijlo pr}	468 37% ^{io}	475 47% ^{ijkl lopr}	819 54% ^{ijkl lopqrs}
2	3997 28%	1142 35% ^{bcd}	861 23%	261 30% ^b	374 28% ^b	1332 34% ^f	615 23%	761 31% ^f	73 34% ^f	178 28%	356 30% st	345 28%	344 27%	288 26%	486 31% ^{mos t}	277 26%	372 30% st	326 28%	390 31% ^{mst}	250 25%	384 25%
3+	1285 9%	345 11% ^b	240 7%	75 8%	119 9% ^b	406 10% ^{fgh}	176 6%	197 8%	13 6%	150 24% ^{ijkl nopqrst}	108 9% ^{nqt}	112 9% ^{nqt}	164 13% ^{ijk pqst}	116 10% ^{npqt}	47 3%	162 15% ^{ijk pqst}	83 7% ^{nt}	63 5% ^{nt}	154 12% ^{npqt}	93 9% ^{nqt}	34 2%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t

Opinion Poll

ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 20
How many cars are there in your household?
Base: All respondents

	SEG Within Gender - Male					SEG Within Gender - Female					Region									
	Total	AB (a)	C1 (b)	C2 (c)	DE (d)	AB (e)	C1 (f)	C2 (g)	DE (h)	Scot- land (i)	North East (j)	North West (k)	York- shire & Humb- erside (l)	West Mid- lands (m)	East Mid- lands (n)	Wales (o)	East- ern (p)	London (q)	South East (r)	South West (s)
Unweighted base	14274	2194	1955	1330	1693	1627	2370	1222	1883	1293	596	1561	1344	1196	990	772	1489	1576	2142	1315
Weighted base	14274	2115	1711	1605	1565	1701	2246	1505	1827	1285	571	1570	1285	1285	999	714	1427	1856	1998	1285
No cars in the household	2998 21%	218 10%	353 21%ace g	238 15%ag	491 31%abc efg	224 13%a	617 27%abc eg	154 10%	703 38%abc defg	294 23%mp rs	142 25%mp prs	351 22%mp rs	297 23%mp rs	217 17%p	175 17%p	138 19%ps	173 12%	721 39%ijk lmnoprs	310 15%p	181 14%
NET: Any	11276 79%	1896 90%bcd efh	1358 79%dfh	1367 85%bdf h	1075 69%h	1477 87%bdf h	1629 73%dh	1351 90%bcd fh	1124 62%	991 77%q	429 75%q	1219 78%q	988 77%q	1068 83%ijk lq	824 83%ijk lq	576 81%jq	1254 88%ijk lmnoqr	1135 61%	1689 85%ijk lq	1103 86%ijkloq
1	5995 42%	870 41%	684 40%	760 47%abe fgh	688 44%e	672 39%	941 42%	633 42%	748 41%	591 46%kmo qr	273 48%kmo qr	642 41%	573 45%mp rs	473 37%	508 51%klm opqrs	286 40%	647 45%kmq r	692 37%	760 38%	550 43%mp qr
2	3997 28%	773 37%bcd fh	543 32%cdf h	434 27%dh	247 16%	608 36%bcd fh	552 25%dh	536 36%cdf h	303 17%	344 27%q	123 22%	406 26%q	353 27%q	431 34%ijk lnq	280 28%q	232 32%ijk lq	432 30%jkq	347 19%	632 32%ijk lq	416 32%ijkloq
3+	1285 9%	253 12%bdfh	131 8%h	173 11%bfh	140 9%fh	197 12%bdfh	136 6%h	182 12%bdfh	73 4%	56 4%	33 6%	171 11%ijn q	62 5%	164 13%ijn oq	36 4%	58 8%lln q	175 12%ijn oq	96 5%	296 15%ijk lnoqs	137 11%ijnq

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s

Opinion Poll

ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 20
How many cars are there in your household?
Base: All respondents

	Region Within Gender - Male												Region Within Gender - Female											
	Total	Scot-land (a)	North East (b)	North West (c)	York-shire & Humb-erside (d)	West Mid-lands (e)	East Mid-lands (f)	Wales (g)	East-ern (h)	London (i)	South East (j)	South West (k)	Scot-land (l)	North East (m)	North West (n)	York-shire & Humb-erside (o)	West Mid-lands (p)	East Mid-lands (q)	Wales (r)	East-ern (s)	London (t)	South East (u)	South West (v)	
Unweighted base	14274	686	303	792	681	602	507	409	711	751	1052	678	607	293	769	663	594	483	363	778	825	1090	637	
Weighted base	14274	687	281	800	629	610	507	353	655	855	986	630	597	290	770	656	674	492	360	772	1000	1012	654	
No cars in the household	2998 21%	123 18%hs	64 23%ehj ksv	162 20%ehj ksv	119 19%hjk s	88 14%	83 16%	66 19%hs	83 13%	288 34%abc defghj knopqr suv	138 14%	84 13%	170 29%acd efghjk pqrsuv	78 27%ade fghjks qsv	189 25%ade fghjks uv	177 27%acd efghjk pqrsuv	128 19%hjk s	92 19%hs	71 20%hjk s	90 12%	432 43%abc defghi jklmno pqrsuv	172 17%hs	97 15%	
NET: Any	11276 79%	564 82%ilm not	217 77%it	638 80%ilo t	509 81%ilm not	522 86%bci lmnot	424 84%ilm not	287 81%ilm ot	572 87%abc dgilmn opqrstu	567 66%t	848 86%bcd ilmnop rt	546 87%bcd ilmnop rt	427 71%t	211 73%t	581 75%it	479 73%it	546 81%ilm ot	401 81%ilm not	289 80%ilo t	682 88%abc dgilmn opqrstu	568 57%	840 83%ilm not	557 85%bcilmnot	
1	5995 42%	330 48%cij prtuv	145 52%ceg ijknop rtuv	311 39%p	289 46%cij ptu	256 42%p	264 52%ceg hijkln oprtuv	146 41%p	289 44%jpt	333 39%p	371 38%	268 43%pt	261 44%pt	128 44%pt	331 43%pt	283 43%pt	217 32%	245 50%ceg ijprtuv	140 39%	358 46%cij ptu	360 36%	389 38%p	282 43%pt	
2	3997 28%	193 28%bit	55 20%	198 25%t	177 28%bit	199 33%bci lmqt	156 31%bit	118 33%bci lmqt	204 31%bci t	185 22%t	322 33%bci lmnoqt	188 30%bit	151 25%t	68 24%t	208 27%bt	175 27%t	232 34%bci lmnoqt	123 25%t	114 32%bit	228 29%bit	162 16%	310 31%bci t	228 35%abcdilmnoqt	
3+	1285 9%	40 6%flo	17 6%fl	129 16%abde fgilmno qrv	43 7%flo	67 11%adfi lmnoqt	4 1%	23 7%flo	79 12%abdf gilmnoq tv	50 6%flo	156 16%abd efgilm noqrv	90 14%abdf gilmnoq tv	16 3%	16 5%fl	42 5%fl	20 3%fl	97 14%abdf gilmnoq tv	32 7%flo	35 10%fln ot	96 12%abdf gilmnoq tv	47 5%fl	141 14%abdf gilmnoq tv	47 7%flo	

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v

Opinion Poll
ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 20
How many cars are there in your household?
Base: All respondents

	Total	Educational Attainment						Educational Attainment Within Gender - Male						Educational Attainment Within Gender - Female					
		No formal education (a)	Primary (b)	Secondary school (c)	University degree (d)	Higher university degree (e)	Still in full time education (f)	No formal education (g)	Primary (h)	Secondary school (i)	University degree (j)	Higher university degree (k)	Still in full time education (l)	No formal education (m)	Primary (n)	Secondary school (o)	University degree (p)	Higher university degree (q)	Still in full time education (r)
Unweighted base	14274	136	100	8935	3296	1044	529	73	57	4362	1734	578	239	63	43	4573	1562	466	290
Weighted base	14274	153*	105*	8757	3422	1070	507	69*	61*	4223	1722	577	213	84*	43*	4534	1700	494	294
No cars in the household	2998 21%	69 45%bcd e	27 25%	1844 21%d	578 17%	202 19%	185 37%cde	27 39%ijk opq	15 24%	770 18%j	243 14%	98 17%	92 43%hij kopqr	42 50%hij knopqr	12 27%j	1074 24%ijk p	335 20%j	104 21%j	93 32%ijkopq
NET: Any	11276 79%	84 55%	78 75%a	6913 79%af	2844 83%acf	869 81%af	322 63%	42 61%	47 76%lm	3453 82%glm or	1479 86%gil mnopqr	479 83%glm or	121 57%	42 50%	31 73%lm	3460 76%glm r	1365 80%glm or	390 79%glm r	201 68%lm
1	5995 42%	54 35% f	56 53%ade f	3925 45%def	1335 39% f	419 39% f	109 22%	29 41% l r	37 60% jkl mpqr	1891 45%kl r	736 43%kl p r	212 37% l r	49 23%	26 31%	19 44% l r	2034 45%kl p r	600 35% l r	206 42% l p r	60 20%
2	3997 28%	28 18%	17 17%	2262 26%	1158 34%abc f	348 33%abc	136 27%	12 17%	10 16%	1136 27%	571 33%ghi o	193 33%ghi o	56 26%	16 19%	8 18%	1125 25%	587 35%ghi mno	155 31%gho	80 27%
3+	1285 9%	2 1%	5 5%	727 8%a	351 10%ac	102 10%a	77 15%abcd e	2 3%	-	426 10%hmo q	172 10%hmo q	73 13%ghmo q	15 7%	-	5 11%hm	300 7%	178 10%hmoq	29 6%	61 21%ghijklmopq

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j/k/l/m/n/o/p/q/r

* small base

Opinion Poll
ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 20
How many cars are there in your household?
Base: All respondents

	Total	Party ID						Party ID - Men						Party ID - Women					
		Con (a)	Lab (b)	LibDem (c)	UKIP (d)	Other (e)	None (f)	Con (h)	Lab (i)	LibDem (j)	UKIP (k)	Other (l)	None (m)	Con (o)	Lab (p)	LibDem (q)	UKIP (r)	Other (s)	None (t)
Unweighted base	14274	3966	4234	1058	1812	1222	1982	2161	2165	570	989	599	688	1805	2069	488	823	623	1294
Weighted base	14274	3997	4139	1427	571	714	3426	2242	2104	765	313	356	1215	1755	2036	662	258	357	2211
No cars in the household	2998 21%	445 11%	996 24%acd	269 19%a	97 17%a	217 30%abcd	973 28%abcd	216 10%	444 21%hko	149 19%hko	44 14%h	101 28%hijkoqr	346 28%hijkoqr	230 13%h	552 27%hijkoqr	120 18%ho	54 21%hko	115 32%hijkoqr	628 28%hijkoqr
NET: Any	11276 79%	3551 89%bcd ef	3143 76%ef	1158 81%bef	474 83%bef	497 70%	2453 72%	2026 90%ijk lmopqrst	1660 79%lmpst	616 81%lmpst	269 86%ijlmprst	255 72%	869 72%	1526 87%ijlmprst	1484 73%st	542 82%lmpst	204 79%lmpst	242 68%	1583 72%
1	5995 42%	1751 44%ef	1886 46%ef	599 42%ef	257 45%ef	297 42%ef	1205 35%	934 42%mt	1047 50%hijlmprst	303 40%	153 49%hijlmprst	148 42%mt	416 34%	817 47%hijlmprst	839 41%mt	295 45%mt	104 40%mt	148 42%mt	789 36%
2	3997 28%	1352 34%bcd ef	969 23%e	428 30%be	172 30%be	142 20%	933 27%be	806 36%iklmopqrst	471 22%	242 32%ilmps	97 31%ilmps	69 19%	313 26%l	547 31%ilmps	498 24%l	186 28%ilps	75 29%ilps	73 20%	620 28%ilps
3+	1285 9%	448 11%bdef	288 7%	131 9%b	45 8%	58 8%	314 9%b	286 13%ijkopst	141 7%	71 9%	20 6%	38 11%ikps	140 12%ikpst	162 9%ikps	147 7%	60 9%	25 10%ikps	20 6%	174 8%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/i/j/k/l/m/n/o/p/q/r/s/t/u

** very small base (under 30) ineligible for sig testing

Opinion Poll
ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 20
How many cars are there in your household?
Base: All respondents

	Total	Working Status				Working Status - Men				Working Status - Women				Mums	Which of the following best describes where you live?						Hamlet & Isolated Dwelling (r)
		Working full time (a)	Working part time (b)	Retired (c)	Not working (d)	Working full time (e)	Working part time (f)	Retired (g)	Not working (h)	Working full time (i)	Working part time (j)	Retired (k)	Not working (l)		NET: Urban (m)	Urban - Pop. over 10k (n)	Town and Fringe (o)	NET: Rural (p)	Village (q)		
Unweighted base	14274	5407	2137	3600	3130	3374	697	1972	1129	2033	1440	1628	2001	2107	11364	5970	5394	2910	2590	320	
Weighted base	14274	6281	1713	3375	2905	3783	518	1742	951	2497	1195	1633	1954	2184	11246	5885	5361	3028	2699	329	
No cars in the household	2998 21%	1201 19% ^c	370 22% ^c	439 13%	989 34% ^{abc}	633 17% ^g	130 25% ^{egjk}	146 8%	390 41% ^{efgijkl}	568 23% ^{egk}	239 20% ^{eg}	292 18% ^g	598 31% ^{efgijk}	469 21%	2744 24% ^p	1769 30% ^{oqr}	975 18% ^{qr}	254 8%	249 9% ^r	5 2%	
NET: Any	11276 79%	5080 81% ^d	1343 78% ^d	2937 87% ^{abd}	1916 66%	3151 83% ^{fhi jl}	388 75% ^{hl}	1596 92% ^{efhijkl}	561 59%	1929 77% ^{hkl}	955 80% ^{fhl}	1341 82% ^{fhi l}	1355 69% ^h	1715 79%	8502 76%	4116 70%	4386 82% ⁿ	2774 92% ^{mn}	2450 91% ^{no}	324 98% ^{noq}	
1	5995 42%	2451 39% ^d	640 37%	1909 57% ^{abd}	995 34%	1507 40% ^{hl}	189 37%	1012 58% ^{efhijl}	293 31%	944 38% ^h	451 38% ^h	897 55% ^{efhijl}	702 36% ^h	877 40%	4806 43% ^p	2454 42% ^r	2351 44% ^{qr}	1189 39%	1080 40%	110 33%	
2	3997 28%	1906 30% ^{cd}	504 29% ^d	906 27% ^d	681 23%	1196 32% ^{fhi kl}	121 23%	505 29% ^{fhk}	176 19%	710 28% ^{fthk l}	384 32% ^{fthk l}	401 25% ^h	504 26% ^h	709 32%	2819 25%	1246 21%	1573 29% ⁿ	1178 39% ^m	1013 38% ^{no}	165 50% ^{noq}	
3+	1285 9%	723 12% ^{cd}	199 12% ^{cd}	122 4%	241 8% ^c	448 12% ^{gkl}	78 15% ^{ghij kl}	79 5% ^k	92 10% ^{gk}	276 11% ^{gkl}	121 10% ^{gkl}	43 3%	149 8% ^{gk}	128 6%	878 8%	416 7%	462 9% ⁿ	407 13% ^m	358 13% ^{no}	49 15% ^{no}	

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i/j/k/l - m/p - n/o/q/r

Opinion Poll
ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 20
How many cars are there in your household?
Base: All respondents

	Total	Which of the following ITV regions do you live in?											
		Anglia (a)	Border (b)	Central (c)	Granada (d)	London (e)	Meridian (f)	STV (g)	Tyne Tees (h)	Wales (i)	West (j)	Westcountry (k)	Yorkshire (l)
Unweighted base	14274	1550	151	1885	1478	2377	1549	1207	601	756	396	771	1550
Weighted base	14274	1501	185*	1996	1458	2640	1402	1182	583	706	401	743	1475
No cars in the household	2998	220	14	346	324	824	227	283	144	134	65	101	314
	21%	15%	8%	17%b	22%abcdfjk	31%abcdfghijkl	16%b	24%abcdfijk	25%abcdfijk	19%abk	16%b	14%	21%abcfk
NET: Any	11276	1282	171	1650	1134	1816	1175	899	439	571	336	642	1162
	79%	85%deghil	92%cdefghijl	83%deghl	78%e	69%	84%deghl	76%e	75%e	81%egh	84%degh	86%deghil	79%e
1	5995	685	65	808	611	960	585	548	272	286	162	316	695
	42%	46%ce	35%	41%e	42%e	36%	42%e	46%bcei	47%bce	40%	40%	43%e	47%bcdefij
2	3997	424	76	637	377	639	417	307	135	227	126	242	389
	28%	28%e	41%adefghl	32%deghl	26%	24%	30%eh	26%	23%	32%deghl	31%eh	33%deghl	26%
3+	1285	173	29	205	146	217	172	45	32	58	47	83	77
	9%	12%eghl	16%eghil	10%ghl	10%ghl	8%gl	12%eghil	4%	5%	8%gl	12%ghl	11%eghl	5%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l
 * small base

Opinion Poll

ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 20
How many cars are there in your household?
Base: All respondents

		Which of the following cities do you live in, or nearest to?																			
	Total	Glasgow (a)	Edin- burgh (b)	New- castle (c)	Leeds (d)	Hull (e)	Shef- field (f)	Manch- ester (g)	Liver- pool (h)	Nott- ingham (i)	Birm- ingham (j)	Norwich (k)	Milton Keynes (l)	Brigh- ton (m)	Oxford (n)	London (o)	South- ampton (p)	Bristol (q)	Ply- mouth (r)	Cardiff (s)	None of these (v)
Unweighted base	14274	620	491	619	691	248	413	1121	429	588	1079	698	426	313	267	2908	589	472	490	581	1231
Weighted base	14274	614	468	623	641	237	415	1142	399	613	1142	668	418	289	257	3116	555	486	463	541	1186
No cars in the household	2998 21%	169 28% bgij klnpqrv	90 19% k	138 22% gjknp qrv	139 22% jknp qrv	63 26% ijkl npqrv	96 23% jknp qrv	239 21% knpq rv	92 23% jknp qrv	116 19% k	193 17% k	67 10%	72 17% k	63 22% knpr	33 13%	887 28% bcdg ijklnpq rsv	78 14%	75 16% k	67 15%	120 22% jknp qrv	200 17% k
NET: Any	11276 79%	445 72%	378 81% ao	485 78% o	502 78% o	175 74%	319 77%	902 79% ao	307 77%	498 81% aeo	950 83% acde fhos	602 90% abcd efghijl moqsv	346 83% aeo	226 78%	224 87% acde fghmos	2229 72%	477 86% acde fghmos	410 84% acde fghos	396 85% acde fghmos	421 78% o	986 83% acdefghos
1	5995 42%	270 44% jo	243 52% acgj kmnopqr sv	278 45% jo	291 45% jo	104 44%	195 47% gjno s	455 40%	179 45% jo	315 51% agjk mnopqrs v	420 37%	295 44% jo	192 46% jo	121 42%	95 37%	1185 38%	219 40%	200 41%	196 42%	212 39%	530 45% jo
2	3997 28%	144 23%	124 26%	155 25%	180 28%	57 24%	106 25%	300 26%	115 29%	165 27%	395 35% abcd efgimo	210 31% acmo	120 29%	61 21%	87 34% aceg mo	789 25%	165 30% m	152 31% amo	151 33% aceg mo	157 29%	365 31% acmo
3+	1285 9%	31 5%	11 2%	52 8% bdfhi	30 5%	15 6% b	18 4%	147 13% abcde fhilov	12 3%	18 3%	135 12% abde fhiov	96 14% abcde fhilosv	35 8% bdhi	44 15% abcd efhilov	42 16% abcde fhilosv	256 8% abdf hi	93 17% abcd efhijlo rsv	58 12% abde fhiov	49 11% abdf hi	52 10% abdfh i	92 8% bdhi

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v

* small base; ** very small base (under 30) ineligible for sig testing

Opinion Poll
ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 21
To which of the following ethnic groups do you consider you belong?
Base: All respondents

	Gender			Age						Social Grade				Region Summary					Employment Sector		Employment Sector Within Gender - Male		Employment Sector Within Gender - Female	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	South East (m)	Mid-lands (n)	North Eng-land (o)	Wales & South West (p)	Scot-land (q)	Public (r)	Pri-vate (s)	Public (t)	Pri-vate (u)	Public (v)	Pri-vate (w)
Unweighted base	14274	7172	7102	1617	2124	2429	2636	2326	3142	3821	4325	2552	3576	3718	3675	3501	2087	1293	1776	5768	828	3243	948	2525
Weighted base	14274	6995	7279	1697	2404	2403	2544	2119	3107	3815	3957	3109	3393	3854	3711	3426	1998	1285	1905	6089	860	3442	1045	2647
White	13025 91%	6435 92% ^b	6590 91%	1285 76%	2070 86% ^c	2162 90% ^{cd}	2363 93% ^{cde}	2079 98% ^{cde f}	3066 99% ^{cde f}	3426 90%	3579 90%	2892 93% ^{ij}	3128 92% ^{ij}	3128 81%	3461 93% ^m	3252 95% ^{mn}	1935 97% ^{mno}	1249 97% ^{mno}	1667 88%	5487 90% ^r	766 89%	3114 90% ^v	901 86%	2373 90% ^v
NET: Non-white	1080 8%	472 7%	608 8% ^a	351 21% ^{def gh}	305 13% ^{efgh}	203 8% ^{fgh}	164 6% ^{gh}	30 1%	27 1%	337 9% ^{kl}	330 8% ^{kl}	185 6%	229 7%	650 17% ^{nopq}	199 5% ^{pq}	157 5% ^{pq}	50 3%	25 2%	214 11% ^s	515 8%	86 10%	281 8%	128 12% ^{uw}	235 9%
Mixed	199 1%	85 1%	114 2%	37 2% ^{gh}	49 2% ^{gh}	49 2% ^{gh}	47 2% ^{gh}	14 1% ^h	3 *	64 2% ^k	65 2% ^k	28 1%	42 1%	117 3% ^{nopq}	31 1%	32 1% ^q	17 1%	3 *	45 2%	91 2%	20 2%	43 1%	25 2% ^u	48 2%
Asian	541 4%	271 4%	270 4%	192 11% ^{defgh}	185 8% ^{efgh}	109 5% ^{fgh}	51 2% ^{gh}	1 *	3 *	183 5% ^{jl}	108 3%	127 4% ^j	123 4%	303 8% ^{nopq}	106 3% ^{pq}	95 3% ^{pq}	21 1%	17 1%	109 6% ^s	244 4%	55 6% ^w	162 5% ^w	55 5% ^w	82 3%
Black	250 2%	75 1%	174 2% ^a	90 5% ^{defgh}	51 2% ^{gh}	32 1% ^{gh}	52 2% ^{gh}	13 1%	11 *	58 2% ^k	128 3% ^{ikl}	19 1%	44 1% ^k	181 5% ^{nopq}	50 1% ^{opq}	9 *	8 *	2 *	48 3%	148 2%	6 1%	59 2%	42 4% ^{tu}	89 3% ^{tu}
Chinese	63 *	25 *	38 1%	28 2% ^{defgh}	15 1% ^{gh}	7 * ^g	8 * ^g	- -	5 *	24 1% ^l	21 1%	10 *	8 *	38 1% ^{nopq}	9 *	11 *	1 *	3 *	7 *	22 *	5 1%	9 *	3 *	13 1%
Other ethnic group	27 *	15 *	12 *	5 *	5 *	7 *	5 *	2 *	4 *	8 *	8 *	1 *	11 * ^k	11 *	3 *	9 *	3 *	1 *	4 *	10 *	- -	7 *	4 *	3 *
Prefer not to answer	169 1%	89 1%	80 1%	61 4% ^{defgh}	28 1% ^{gh}	38 2% ^{fgh}	18 1%	10 *	14 *	53 1%	48 1%	33 1%	35 1%	76 2% ^{opq}	52 1% ^{op}	17 1%	13 1%	10 1%	24 1%	87 1%	9 1%	47 1%	15 1%	40 1%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q - r/s - t/u/v/w

Opinion Poll
ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 21
To which of the following ethnic groups do you consider you belong?
Base: All respondents

	Total	Vote Intention				2010 Vote				Age Within Gender - Male						Age Within Gender - Female					
		Con (a)	Lab (b)	LibDem (c)	UKIP (d)	Con (e)	Lab (f)	LibDem (g)	UKIP (h)	18-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65+ (n)	18-24 (o)	25-34 (p)	35-44 (q)	45-54 (r)	55-64 (s)	65+ (t)
Unweighted base	14274	3252	3689	674	2332	4033	2824	2330	399	586	1051	1243	1374	1232	1686	1031	1073	1186	1262	1094	1456
Weighted base	14274	3271	3684	882	1343	3874	2723	2454	218	633	1176	1232	1267	1108	1578	1064	1228	1171	1277	1011	1529
White	13025 91%	3142 96%b	3130 85%	842 95%b	1325 99%abc	3734 96%fg	2374 87%	2307 94%f	214 98%fg	454 72%	1011 86%io	1110 90%ijo p	1215 96%ijk opqr	1092 99%ijk lopqr	1553 98%ijk lopqr	831 78%i	1059 86%io	1053 90%ijo p	1148 90%ijo p	987 98%ijk opqr	1513 99%ijklopqrs
NET: Non-white	1080 8%	106 3%d	515 14%acd	33 4%d	14 1%	118 3%	302 11%egh	137 6%eh	3 2%	153 24%ijkl mnopqr st	143 12%klmn qst	105 8%lmns t	44 3%mnst	13 1%	15 1%	198 19%ijkl mnopqr t	162 13%klmn qrst	99 8%lmns t	120 9%lmns t	17 2%	12 1%
Mixed	199 1%	19 1%	87 2%ad	16 2%ad	5 *	14 *	52 2%e	49 2%eh	-	10 2%nst	17 1%nst	29 2%mnst	15 1%nt	11 1%nt	3 *	27 3%mnst t	32 3%lmns t	19 2%nst	32 3%mnst	3 *	- -
Asian	541 4%	52 2%d	310 8%acd	7 1%	3 *	66 2%	178 7%egh	50 2%	1 *	96 15%ijklm nopqrst	100 9%klmn qrst	57 5%lmns t	16 1%mnst	1 *	1 *	96 9%klmn qrst	85 7%lmnq rst	52 4%lmns t	36 3%lmns t	- -	2 *
Black	250 2%	23 1%d	98 3%acd	5 1%	2 *	22 1%	60 2%eg	28 1%e	2 1%	33 5%ijklm nqst	14 1%mt	10 1%mt	11 1%mt	-	8 *m	57 5%ijklm npqst	36 3%ijklm nst	23 2%mnt	42 3%ijklm nst	13 1%mt	4 *
Chinese	63 *	8 *	16 *	1 *	1 *	10 *	8 *	2 *	1 *	11 2%klmn qrst	8 1%mnst	3 *	2 *	-	-	17 2%klmn qrst	7 1%mn	4 *	6 *n	-	5 *
Other ethnic group	27 *	3 *	5 *	4 *	4 *	6 *	4 *	8 *	*	3 *	2 *	5 *	*	1 *	3 *	2 *	3 *	1 *	5 *	1 *	1 *
Prefer not to answer	169 1%	23 1%	38 1%d	7 1%	5 *	23 1%	48 2%eg	11 *	1 *	26 4%ijklm npqrst	22 2%lmnp st	18 1%mt	9 1%	3 *	10 1%	34 3%klmn prst	6 *	20 2%mnpt	9 1%	7 1%	4 *

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t

Opinion Poll
ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 21
To which of the following ethnic groups do you consider you belong?
Base: All respondents

	SEG Within Gender - Male					SEG Within Gender - Female					Region									
	Total	AB (a)	C1 (b)	C2 (c)	DE (d)	AB (e)	C1 (f)	C2 (g)	DE (h)	Scot- land (i)	North East (j)	North West (k)	York- shire & Humb- erside (l)	West Mid- lands (m)	East Mid- lands (n)	Wales (o)	East- ern (p)	London (q)	South East (r)	South West (s)
Unweighted base	14274	2194	1955	1330	1693	1627	2370	1222	1883	1293	596	1561	1344	1196	990	772	1489	1576	2142	1315
Weighted base	14274	2115	1711	1605	1565	1701	2246	1505	1827	1285	571	1570	1285	1285	999	714	1427	1856	1998	1285
White	13025 91%	1916 91%	1563 91%e	1502 94%aef	1454 93%aef	1509 89%	2017 90%	1390 92%ef	1674 92%e	1249 97%klm npqr	556 97%kmn qr	1470 94%mq	1225 95%mq	1167 91%q	933 93%q	694 97%kmn qr	1361 95%mq	1273 69%	1855 93%q	1241 97%kmnqr
NET: Non-white	1080 8%	158 7%	127 7%	91 6%	96 6%	179 11%abcd gh	203 9%cdg	94 6%	133 7%	25 2%	14 2%	94 6%ijlo ps	49 4%l	103 8%ijlo prs	55 6%ijop s	16 2%	40 3%	541 29%ijkl mnoprs	108 5%ijop s	34 3%
Mixed	199 1%	22 1%	28 2%	14 1%	21 1%	42 2%acgh	37 2%	14 1%	21 1%	3 *	8 1%ilop	20 1%ilop	4 *	16 1%ilop	12 1%ilop	-	3 *	76 4%ijkl mnoprs	41 2%ilop	17 1%ilop
Asian	541 4%	103 5%bf	53 3%	62 4%	52 3%	80 5%bf	54 2%	65 4%f	71 4%f	17 1%	5 1%	57 4%ijop s	33 3%jops	70 5%ijn oprs	25 2%ps	7 1%	10 1%	255 14%ijkl mnoprs	48 2%ps	13 1%
Black	250 2%	18 1%	29 2%ag	13 1%	15 1%	40 2%acd	99 4%abcd egh	6 *	29 2%g	2 *	1 *	4 *	4 *	16 1%ikls	11 1%iks	5 1%	23 2%ijkl rs	169 9%ijkl mnoprs	12 1%	3 *
Chinese	63 *	11 1%	10 1%d	2 *	1 *	13 1%d	11 *	8 1%	7 *	3 *	-	10 1% s	1 *	1 *	6 1% s	1 *	3 *	32 2%ijkl mnoprs	6 *	-
Other ethnic group	27 *	3 *	6 *	-	6 *	5 *	2 *	1 *	5 *	1 *	-	3 *	6 *	* *	1 *	3 *	1 *	9 *	2 *	1 *
Prefer not to answer	169 1%	40 2%ce	21 1%	12 1%	15 1%	12 1%	27 1%	21 1%	20 1%	10 1%	1 *	6 *	11 1%	14 1%	11 1%	4 1%	26 2%jkos	42 2%ijkl os	35 2%jkos	9 1%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s

Opinion Poll

ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 21
To which of the following ethnic groups do you consider you belong?
Base: All respondents

	Total	Region Within Gender - Male											Region Within Gender - Female										
		Scot-land (a)	North East (b)	North West (c)	York-shire & Humber-side (d)	West Mid-lands (e)	East Mid-lands (f)	Wales (g)	East-ern (h)	London (i)	South East (j)	South West (k)	Scot-land (l)	North East (m)	North West (n)	York-shire & Humber-side (o)	West Mid-lands (p)	East Mid-lands (q)	Wales (r)	East-ern (s)	London (t)	South East (u)	South West (v)
Unweighted base	14274	686	303	792	681	602	507	409	711	751	1052	678	607	293	769	663	594	483	363	778	825	1090	637
Weighted base	14274	687	281	800	629	610	507	353	655	855	986	630	597	290	770	656	674	492	360	772	1000	1012	654
White	13025 91%	669 97%cei jnopqstu	279 99%cef ijmnopqstuv	752 94%ipt	616 98%cef jnopqstu	559 92%it	482 95%ipt	344 97%eij nopqstu	645 99%cef jmnopqstuv	567 66%	908 92%it	613 97%cei jnopqstu	580 97%cei jnopqstu	277 96%ipt	718 93%it	610 93%it	608 90%it	451 92%it	350 97%eij nopqstu	716 93%it	706 71%	947 94%ipt	628 96%eijnopqst
NET: Non-white	1080 8%	10 1%	1 *	43 5%abdg hkl	10 2%	44 7%abdg hklrv	21 4%abdh	7 2%	6 1%	256 30%abcd efghijkl mnopqrsuv	61 6%abdg hklrv	13 2%	15 3%	13 4%abdh	51 7%abdg hklrv	39 6%abdg hklv	59 9%abdf ghklrsuv	34 7%abdg hklrv	9 3%	34 4%abd h	285 29%abcd efghijkl mnopqrsuv	48 5%abdg hk	20 3%bh
Mixed	199 1%	1 *	* *	8 1% ^d	- -	5 1%	4 1%	- -	2 *	35 4%abcd efghkl noprsuv	25 3%abde ghklors	5 1%	2 *	8 3%abdg hlors	12 2%adgh s	4 1%	11 2%adgh s	8 2%adgh s	- -	1 *	41 4%abcd efghkl noprsuv	16 2%adgh s	11 2%adghlrs
Asian	541 4%	6 1%	1 *	27 3%abdg hkvs	4 1%	33 5%abdg hklmqrsuv	16 3%abdg hsv	2 1%	4 1%	143 17%abcd efghijkl mnopqrsuv	28 3%abdg hsv	7 1%	11 2%	4 1%	30 4%abdg hkvs	29 4%abdg hklrsuv	37 5%abdg hklmqrsuv	9 2%	5 1%	7 1%	112 11%abcd efghijkl mnopqrsuv	20 2%h	6 1%
Black	250 2%	- -	- -	1 *	1 *	5 1%	- -	4 1% ^{ak}	1 *	60 7%abcd efghijk lmnopqrsuv	4 *	- -	2 *	1 *	3 *	3 1%	10 2%acdf hk	11 2%abcd fhjklouv	2 *	22 3%abc defh klmnoruv	109 11%abcd efghijk lmnopqrsuv	8 1%	3 *
Chinese	63 *	2 *	- -	3 *	1 *	1 *	1 *	- -	- -	13 2%dehk opuv	4 *	- -	1 *	- -	6 1%	1 *	- -	5 1%hkp	1 *	3 *	19 2%acde fghijkl opsuv	2 *	- -
Other ethnic group	27 *	1 *	- -	3 *	4 1% ⁱ	- -	- -	1 *	- -	5 1%	- -	1 *	- -	- -	- -	2 *	* *	1 *	1 *	1 *	4 *	2 *	- -

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v

Opinion Poll
ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 21
To which of the following ethnic groups do you consider you belong?
Base: All respondents

	Region Within Gender - Male												Region Within Gender - Female											
	Total	Scotland (a)	North East (b)	North West (c)	Yorkshire & Humber-side (d)	West Midlands (e)	East Midlands (f)	Wales (g)	East-ern (h)	London (i)	South East (j)	South West (k)	Scotland (l)	North East (m)	North West (n)	Yorkshire & Humber-side (o)	West Midlands (p)	East Midlands (q)	Wales (r)	East-ern (s)	London (t)	South East (u)	South West (v)	
Weighted base	14274	687	281	800	629	610	507	353	655	855	986	630	597	290	770	656	674	492	360	772	1000	1012	654	
Prefer not to answer	169 1%	8 1% ⁿ	1 *	5 1%	3 *	8 1% ⁿ	4 1%	3 1%	3 1%	33 4% ^{abcd} efghijk lmnop tuv	17 2% ⁿ	4 1%	2 *	- -	1 *	8 1% ⁿ	7 1%	7 1% ⁿ	1 *	23 3% ^{bcdf} hklmnr tv	9 1%	18 2% ⁿ	6 1%	

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v

Opinion Poll
ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 21
To which of the following ethnic groups do you consider you belong?
Base: All respondents

	Educational Attainment							Educational Attainment Within Gender - Male						Educational Attainment Within Gender - Female					
	Total	No formal education (a)	Primary (b)	Secondary school (c)	University degree (d)	Higher university degree (e)	Still in full time education (f)	No formal education (g)	Primary (h)	Secondary school (i)	University degree (j)	Higher university degree (k)	Still in full time education (l)	No formal education (m)	Primary (n)	Secondary school (o)	University degree (p)	Higher university degree (q)	Still in full time education (r)
Unweighted base	14274	136	100	8935	3296	1044	529	73	57	4362	1734	578	239	63	43	4573	1562	466	290
Weighted base	14274	153*	105*	8757	3422	1070	507	69*	61*	4223	1722	577	213	84*	43*	4534	1700	494	294
White	13025 91%	135 88% ^f	95 91% ^{ef}	8312 95% ^{ade} ^f	3063 89% ^{ef}	859 80%	386 76%	56 81%	52 84%	4048 96% ^{ghj} ^{klopqr}	1561 91% ^{gkl} ^{qr}	464 80%	158 74%	79 95% ^{gk} ^{lqr}	43 100% ^{ghk} ^{lpqr}	4263 94% ^{ghj} ^{klopqr}	1502 88% ^{klq} ^r	395 80%	227 77%
NET: Non-white	1080 8%	18 12% ^c	10 9%	412 5%	314 9% ^c	187 18% ^{cd}	108 21% ^{abcd} ^d	13 19% ^{ijm} ^{nop}	10 16% ^{ino}	163 4%	139 8% ^{io}	91 16% ^{ijn} ^{op}	43 20% ^{ijmn} ^{op}	5 5%	-	249 5% ⁱ	175 10% ^{ino}	96 19% ^{ijm} ^{nop}	66 22% ^{ijmnop}
Mixed	199 1%	2 2%	10 9% ^{acde} ^f	84 1%	61 2% ^c	20 2% ^c	17 3% ^c	2 4% ⁱ	10 16% ^{ijkl} ^{mnoqr}	27 1%	30 2% ⁱ	7 1%	6 3% ⁱ	-	-	57 1% ⁱ	32 2% ⁱ	13 3% ^{io}	11 4% ^{io}
Asian	541 4%	7 4%	-	192 2%	167 5% ^c	97 9% ^{bcd}	56 11% ^{bcd}	6 8% ^{io}	-	104 2%	75 4% ^{io}	56 10% ^{hij} ^{op}	23 11% ^{hijm} ^{nop}	1 1%	-	89 2%	92 5% ^{io}	41 8% ^{ijo}	33 11% ^{hijmnop}
Black	250 2%	9 6% ^{bcd}	-	120 1%	47 1%	54 5% ^{cd}	19 4% ^{cd}	5 7% ^{ijop}	-	25 1%	18 1%	20 3% ^{ijp}	8 4% ^{ij}	4 4% ⁱ	-	95 2% ^{ij}	29 2% ⁱ	34 7% ^{ijko} ^p	11 4% ^{ij}
Chinese	63 *	-	-	7 *	27 1% ^c	14 1% ^c	14 3% ^{cd}	-	-	3 *	11 1% ^{io}	7 1% ^{io}	3 1% ^{io}	-	-	4 *	16 1% ^{io}	7 1% ^{io}	11 4% ^{ijop}
Other ethnic group	27 *	-	-	9 *	12 * ^c	3 *	2 *	-	-	5 *	6 *	2 *	2 1% ^{io}	-	-	4 *	7 * ^o	1 *	-
Prefer not to answer	169 1%	-	-	33 *	46 1% ^c	24 2% ^c	13 3% ^c	-	-	11 *	22 1% ^{io}	21 4% ^{ijop} ^{qr}	12 6% ^{ijop} ^{qr}	-	-	22 *	23 1% ^{io}	3 1%	1 *

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j/k/l/m/n/o/p/q/r
 * small base

Opinion Poll

ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 21
To which of the following ethnic groups do you consider you belong?
Base: All respondents

	Total	Party ID						Party ID - Men						Party ID - Women					
		Con (a)	Lab (b)	LibDem (c)	UKIP (d)	Other (e)	None (f)	Con (h)	Lab (i)	LibDem (j)	UKIP (k)	Other (l)	None (m)	Con (o)	Lab (p)	LibDem (q)	UKIP (r)	Other (s)	None (t)
Unweighted base	14274	3966	4234	1058	1812	1222	1982	2161	2165	570	989	599	688	1805	2069	488	823	623	1294
Weighted base	14274	3997	4139	1427	571	714	3426	2242	2104	765	313	356	1215	1755	2036	662	258	357	2211
White	13025 91%	3853 96% bcf	3595 87%	1314 92% bf	559 98% abc ef	681 95% bcf	3023 88%	2169 97% ajm pqst	1869 89% p	699 91% mp	309 99% hij lmopqr st	343 96% ajm pqt	1046 86%	1684 96% ajm pqt	1726 85%	616 93% imp	250 97% ijm pqt	338 95% imp t	1977 89% p
NET: Non-white	1080 8%	112 3% d	497 12% acde f	97 7% ade	9 2%	26 4% d	339 10% acde	59 3% k	209 10% hklo qrs	55 7% hklo r	3 1%	8 2%	138 11% hjkl oqrs	53 3% k	288 14% hijk loqrst	42 6% hklo r	6 2%	18 5% hklo r	201 9% hklors
Mixed	199 1%	13 *	75 2% ade	42 3% abde	4 1%	4 1%	62 2% ade	7 *	29 1% ho	18 2% hlor	3 1%	1 *	28 2% hlor	7 *	45 2% hklo rs	24 4% hikl orst	1 *	2 1%	34 2% ho
Asian	541 4%	61 2% d	292 7% acde f	44 3% ad	1 *	13 2% d	130 4% ade	39 2% kr	141 7% hjkl oqrst	29 4% hklo r	* *	5 1% k	56 5% hklo rs	22 1% k	151 7% hjkl moqrst	15 2% kr	1 *	7 2% kr	74 3% hkor
Black	250 2%	21 1%	104 3% acde	3 *	2 *	6 1%	113 3% acde	3 *	30 1% hjkl	2 *	- -	- -	41 3% hijk loqr	18 1% hkl	75 4% hijk loqrs	1 *	2 1% hkl	6 2% hjkl q	72 3% hijkloqr
Chinese	63 *	11 *	17 *	3 *	1 *	1 *	31 1% abcd e	7 *	5 *	1 *	- -	- -	12 1% i	4 *	12 1%	2 *	1 *	1 *	19 1% ik
Other ethnic group	27 *	6 *	10 *	5 *	1 *	3 * f	3 *	3 *	4 *	5 1% t	- -	2 *	1 *	2 *	5 *	- -	1 *	2 *	2 *
Prefer not to answer	169 1%	31 1%	48 1%	16 1%	4 1%	6 1%	64 2% ad	14 1%	26 1%	11 1%	1 *	5 1%	32 3% hiko ps	18 1%	22 1%	5 1%	2 1%	1 *	33 1% h

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/i/j/k/l/m/n/o/p/q/r/s/t/u

** very small base (under 30) ineligible for sig testing

Opinion Poll
ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 21
To which of the following ethnic groups do you consider you belong?
Base: All respondents

	Total	Working Status				Working Status - Men				Working Status - Women				Mums	Which of the following best describes where you live?						Hamlet & Isolated Dwelling (r)
		Working full time (a)	Working part time (b)	Retired (c)	Not working (d)	Working full time (e)	Working part time (f)	Retired (g)	Not working (h)	Working full time (i)	Working part time (j)	Retired (k)	Not working (l)		NET: Urban (m)	Urban - Pop. over 10k (n)	Town and Fringe (o)	NET: Rural (p)	Village (q)		
Unweighted base	14274	5407	2137	3600	3130	3374	697	1972	1129	2033	1440	1628	2001	2107	11364	5970	5394	2910	2590	320	
Weighted base	14274	6281	1713	3375	2905	3783	518	1742	951	2497	1195	1633	1954	2184	11246	5885	5361	3028	2699	329	
White	13025 91%	5674 90% ^{bd}	1480 86%	3335 99% ^{abd}	2536 87%	3430 91% ^{fhj}	451 87%	1721 99% ^{efh}	834 88%	2244 90% ^{jl}	1030 86%	1615 99% ^{efh}	1702 87%	1884 86%	10058 89%	4999 85%	5059 94% ⁿ	2967 98% ^m	2648 98% ^{no}	320 97% ⁿ	
NET: Non-white	1080 8%	529 8% ^c	200 12% ^{ac}	23 1%	328 11% ^{ac}	306 8% ^{gk}	60 12% ^{egk}	10 1%	96 10% ^{gk}	223 9% ^{gk}	140 12% ^{egik}	13 1%	232 12% ^{egik}	270 12%	1037 9% ^p	792 13% ^{oqr}	246 5% ^q	43 1%	35 1%	8 2%	
Mixed	199 1%	118 2% ^c	18 1% ^c	8 *	56 2% ^c	56 1% ^{gk}	7 1% ^{gk}	7 *	16 2% ^{gk}	62 2% ^{egjk}	12 1% ^k	1 *	40 2% ^{gk}	33 2%	184 2% ^p	131 2% ^{oq}	53 1% ^q	15 1%	9 *	6 2% ^q	
Asian	541 4%	273 4% ^c	80 5% ^c	3 *	185 6% ^{abc}	199 5% ^{gik}	18 3% ^{gk}	*	54 6% ^{gik}	74 3% ^{gk}	62 5% ^{gik}	2 *	131 7% ^{fgik}	142 6%	522 5% ^p	399 7% ^{oqr}	123 2% ^{qr}	19 1%	19 1%	-	
Black	250 2%	104 2% ^c	92 5% ^{acd}	5 *	48 2% ^c	32 1% ^g	34 7% ^{eghi}	1 *	9 1% ^g	72 3% ^{eghk}	58 5% ^{eghi}	4 *	39 2% ^{egk}	82 4%	244 2% ^p	205 3% ^{oqr}	39 1% ^q	6 *	6 *	-	
Chinese	63 *	24 *	5 *	5 *	28 1% ^{abc}	12 * ^g	2 * ^g	-	11 1% ^{egjk}	13 1% ^g	3 * ^g	5 * ^g	17 1% ^{eg}	5 *	62 1% ^p	41 1% ^q	21 * ^q	1 *	1 *	-	
Other ethnic group	27 *	9 *	5 *	3 *	11 * ^c	7 *	*	2 *	6 1% ^{egik}	2 *	4 *	*	5 *	8 *	26 *	15 *	10 *	2 *	1 *	1 * ^q	
Prefer not to answer	169 1%	78 1% ^c	32 2% ^c	17 1%	41 1% ^c	48 1% ^k	8 1% ^k	11 1%	21 2% ^{gkl}	30 1% ^k	25 2% ^{gkl}	6 *	20 1% ^k	29 1%	151 1% ^p	95 2% ^{oq}	56 1%	18 1%	16 1%	1 *	

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i/j/k/l - m/p - n/o/q/r

Opinion Poll
ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 21
To which of the following ethnic groups do you consider you belong?
Base: All respondents

	Total	Which of the following ITV regions do you live in?											
		Anglia (a)	Border (b)	Central (c)	Granada (d)	London (e)	Meridian (f)	STV (g)	Tyne Tees (h)	Wales (i)	West (j)	Westcountry (k)	Yorkshire (l)
Unweighted base	14274	1550	151	1885	1478	2377	1549	1207	601	756	396	771	1550
Weighted base	14274	1501	185*	1996	1458	2640	1402	1182	583	706	401	743	1475
White	13025 91%	1421 95%cej	185 100%acdefjl	1833 92%e	1375 94%cej	2003 76%	1304 93%e	1146 97%acdefj	568 97%acdefj	685 97%acdefj	363 90%e	724 97%acdefj	1416 96%cej
NET: Non-white	1080 8%	55 4%	-	137 7%abghikl	78 5%bghikl	584 22%abcdfghijkl	69 5%bghik	25 2%	14 2%	16 2%	35 9%abdfghikl	17 2%	50 3%
Mixed	199 1%	9 1%	-	17 1%i	16 1%gil	84 3%acdgi	28 2%acgil	3 *	8 1%gil	-	22 5%abdfghikl	9 1%gil	4 *
Asian	541 4%	16 1%	-	88 4%abfghikl	54 4%afghik	278 11%abcdfghijkl	28 2%hk	17 1%	3 1%	7 1%	12 3%ahik	4 1%	34 2%ahk
Black	250 2%	21 1%dfgl	-	25 1%dfgl	4 *	177 7%abcdfghijkl	5 *	2 *	2 *	5 1%	1 *	3 *	4 *
Chinese	63 *	8 1%	-	7 *	4 *	32 1%cdfghkl	6 *	3 *	-	1 *	-	-	2 *
Other ethnic group	27 *	1 *	-	* *	1 *	13 * _C	2 *	1 *	-	3 *	-	1 *	6 * _C
Prefer not to answer	169 1%	26 2%dhkl	-	26 1%dk	6 *	53 2%cdghikl	29 2%cdghikl	10 1%	1 *	4 1%	3 1%	1 *	9 1%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l
 * small base

Opinion Poll

ONLINE Fieldwork : 5th - 27th November 2014

Absolutes/col percents

Table 21
To which of the following ethnic groups do you consider you belong?
Base: All respondents

	Total	Which of the following cities do you live in, or nearest to?																			
		Glasgow (a)	Edin- burgh (b)	New- castle (c)	Leeds (d)	Hull (e)	Shef- field (f)	Manch- ester (g)	Liver- pool (h)	Nott- ingham (i)	Birm- ingham (j)	Norwich (k)	Milton Keynes (l)	Brigh- ton (m)	Oxford (n)	London (o)	South- ampton (p)	Bristol (q)	Ply- mouth (r)	Cardiff (s)	None of these (v)
Unweighted base	14274	620	491	619	691	248	413	1121	429	588	1079	698	426	313	267	2908	589	472	490	581	1231
Weighted base	14274	614	468	623	641	237	415	1142	399	613	1142	668	418	289	257	3116	555	486	463	541	1186
White	13025 91%	598 97% dgij lop	452 97% dgjlo	611 98% dgjlmop	594 93% jo	235 99% dgjlmop	403 97% dgjlop	1055 92% jo	388 97% dgjlop	579 94% jlo	1011 89% o	645 97% dgjlo	378 90% o	274 95% jo	252 98% dgjlop	2445 78%	520 94% jo	467 96% dgjlo	448 97% dgjlop	525 97% dgjlop	1145 97% dgjlop
NET: Non-white	1080 8%	12 2%	10 2%	11 2%	38 6% abceh knrs	3 1%	12 3%	82 7% abcefhkn pqrs	10 3%	28 5% acekv	113 10% abcde fhkn pqrs	7 1%	32 8% abcefhkn pqrs	15 5% cek	4 1%	615 20% abcde fghijklm npqrs	20 4% k	17 4% k	9 2%	15 3%	28 2%
Mixed	199 1%	1 *	1 *	8 1% s	2 *	1 *	3 1%	15 1% s	5 1% s	7 1% s	18 2% ads	2 *	3 1%	3 1%	1 *	101 3% abcde fgijkl nps	5 1%	7 1% s	8 2% abdk	-	8 1%
Asian	541 4%	11 2% hk	3 1%	3 1%	31 5% abcefhkn pqrs	-	4 1%	53 5% abcefhkn pqrs	1 *	10 2%	77 7% abcefhkn pqrs	2 *	14 3% bcehkn r	8 3% cehkr	1 *	286 9% abcde fghijklm npqrs	8 1%	7 1%	1 *	7 1%	13 1%
Black	250 2%	-	2 *	-	3 *	1 1%	-	3 *	1 *	11 2% acfgk rv	11 1% k	-	15 4% abcde fghijk npqrs	3 1% k	1 1%	183 6% abcde fghijk npqrs	2 *	2 *	-	5 1% ck	5 *
Chinese	63 *	-	3 1%	-	1 *	-	1 *	10 1% v	*	1 *	5 *	3 *	-	-	-	34 1% acv	3 1%	-	-	1 *	1 *
Other ethnic group	27 *	-	1 *	-	1 *	1 *	4 1% acgij kv	1 *	2 1% v	-	2 *	-	-	-	-	11 *	2 *	1 *	-	1 *	1 *
Prefer not to answer	169 1%	4 1%	6 1% c	*	9 1% cf	-	-	6 *	1 *	6 1%	18 2% cfgs	16 2% acefg hmqs	8 2% cfgs	-	2 1%	57 2% cfgs	15 3% acefg hmqs	2 *	6 1% c	1 *	14 1% c

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v

* small base; ** very small base (under 30) ineligible for sig testing