

Opinion Poll

ONLINE Fieldwork : 1st-3rd November 2013

Absolutes/col percents

Table 1

Q.1 Many people say that if there was a new general election they probably wouldn't vote at all, while others say they definitely would vote.

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

Base: All respondents

	Gender			Age						Social Grade				Region					Employment Sector		Vote Intention				2010 Vote			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	
Unweighted base	2014	957	1057	216	330	340	362	310	456	588	616	322	488	563	509	496	288	158	258	790	450	582	127	247	538	425	358	
Weighted base	2014	987	1027	242	322	383	342	302	423	544	584	423	463	512	532	505	290	175	274	853	467	551	160	136	534	399	382	
Absolutely certain to vote	(10)	1056	596	460	68	113	166	182	210	318	342	288	187	239	267	263	294	136	96	134	400	337	355	86	99	390	261	232
		52%	60%	45%	28%	35%	43%	53%	69%	75%	63%	49%	44%	52%	52%	50%	58%	47%	55%	49%	47%	72%	64%	54%	72%	73%	65%	61%
	(9)	231	119	111	14	38	59	35	32	52	65	73	47	45	62	66	41	42	20	40	112	48	88	21	19	66	58	61
		11%	12%	11%	6%	12%	15%	10%	11%	12%	12%	11%	10%	12%	12%	8%	14%	11%	14%	13%	10%	16%	13%	14%	12%	14%	16%	
	(8)	139	52	87	34	33	31	24	5	11	49	30	37	22	41	44	25	21	7	22	76	41	40	20	8	30	20	34
		7%	5%	8%	14%	10%	8%	7%	2%	3%	9%	5%	9%	5%	8%	8%	5%	7%	4%	8%	9%	9%	7%	12%	6%	6%	5%	9%
	(7)	97	40	57	14	33	22	15	7	6	25	24	30	18	26	26	33	9	4	10	56	17	30	9	7	18	21	12
		5%	4%	6%	6%	10%	6%	4%	2%	1%	5%	4%	7%	4%	5%	5%	6%	3%	2%	4%	7%	4%	5%	5%	5%	3%	5%	3%
	(6)	51	21	30	15	4	15	11	*	7	14	20	13	5	12	11	10	15	3	7	30	8	15	7	*	4	6	9
		3%	2%	3%	6%	1%	4%	3%	*	2%	3%	3%	3%	1%	2%	2%	2%	5%	1%	3%	4%	2%	3%	4%	*	1%	2%	2%
	(5)	61	23	38	15	22	12	9	2	1	6	18	17	20	18	9	14	13	7	9	32	11	10	7	1	4	6	5
		3%	2%	4%	6%	7%	3%	3%	1%	*	1%	3%	4%	4%	4%	2%	3%	4%	4%	3%	4%	2%	2%	5%	*	1%	1%	1%
	(4)	28	13	15	16	4	3	-	2	2	2	19	4	3	4	11	8	6	-	5	4	-	3	5	*	2	*	6
		1%	1%	1%	7%	1%	1%	-	1%	*	*	3%	1%	1%	1%	2%	2%	2%	-	2%	*	-	1%	3%	*	*	*	1%
	(3)	33	15	19	5	9	7	6	2	5	8	9	9	6	8	13	9	*	3	6	16	4	5	2	*	1	4	-
		2%	1%	2%	2%	3%	2%	2%	1%	1%	2%	2%	2%	1%	2%	2%	2%	*	2%	2%	2%	1%	1%	1%	*	*	1%	-
	(2)	36	17	19	7	9	3	4	11	1	6	13	4	13	8	13	15	1	-	1	17	2	5	3	2	3	2	2
		2%	2%	2%	3%	3%	1%	1%	4%	*	1%	2%	1%	3%	1%	2%	3%	*	-	*	2%	*	1%	2%	2%	1%	1%	1%
Definitely would not vote	(1)	167	66	102	30	38	38	31	17	13	16	48	57	46	45	46	28	27	22	23	71	-	-	-	-	7	6	10
		8%	7%	10%	12%	12%	10%	9%	6%	3%	3%	8%	13%	10%	9%	9%	6%	9%	12%	8%	8%	-	-	-	-	1%	1%	3%
Don't know		115	26	89	23	19	27	25	14	8	10	42	19	45	22	30	28	22	14	18	39	-	-	-	-	8	15	11
		6%	3%	9%	10%	6%	7%	7%	5%	2%	2%	7%	4%	10%	4%	6%	6%	7%	8%	7%	5%	-	-	-	-	2%	4%	3%
Mean		8.16	8.50	7.81	6.73	7.24	7.92	8.20	8.82	9.28	8.89	8.00	7.59	7.98	8.15	8.03	8.36	8.08	8.08	8.16	8.00	9.34	9.16	8.63	9.40	9.38	9.18	9.01
Standard deviation		2.91	2.70	3.07	3.20	3.19	2.96	2.92	2.64	1.92	2.13	2.99	3.22	3.16	2.89	2.99	2.75	2.87	3.18	2.84	2.88	1.36	1.55	2.01	1.38	1.53	1.71	1.93
Standard error		0.07	0.09	0.10	0.23	0.18	0.17	0.16	0.15	0.09	0.09	0.12	0.18	0.15	0.12	0.14	0.13	0.17	0.26	0.18	0.10	0.06	0.06	0.18	0.09	0.07	0.08	0.10

Opinion Poll

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Absolutes/col percents

Table 2

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

	Gender			Age						Social Grade				Region					Employment Sector		Vote Intention				2010 Vote		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri- vate	Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Unweighted base	2014	957	1057	216	330	340	362	310	456	588	616	322	488	563	509	496	288	158	258	790	450	582	127	247	538	425	358
Weighted base	2014	987	1027	242	322	383	342	302	423	544	584	423	463	512	532	505	290	175	274	853	467	551	160	136	534	399	382
Conservative	467 23%	272 28%	195 19%	53 22%	55 17%	63 17%	73 21%	71 23%	152 36%	179 33%	125 21%	92 22%	71 15%	147 29%	140 26%	106 21%	60 21%	14 8%	41 15%	204 24%	467 100%	-	-	-	341 64%	13 3%	44 12%
Labour	551 27%	277 28%	274 27%	61 25%	92 29%	127 33%	94 27%	81 27%	96 23%	152 28%	160 27%	107 25%	133 29%	136 27%	133 25%	176 35%	69 24%	37 21%	103 37%	226 27%	-	551 100%	-	-	38 7%	306 77%	91 24%
Liberal Democrat	160 8%	83 8%	77 7%	18 8%	26 8%	33 9%	21 6%	19 6%	43 10%	67 12%	42 7%	26 6%	26 6%	47 9%	47 9%	33 6%	25 9%	8 5%	18 7%	77 9%	-	-	160 100%	-	11 2%	1 *	113 30%
SNP	37 2%	23 2%	14 1%	-	5 2%	9 2%	7 2%	12 4%	4 1%	4 1%	11 2%	10 2%	13 3%	-	-	-	-	37 21%	5 2%	13 2%	-	-	-	-	1 *	5 1%	4 1%
Plaid Cymru	8 *	6 1%	2 *	* *	4 1%	1 *	-	2 1%	1 *	2 *	1 *	3 1%	1 *	-	-	-	8 3%	-	2 1%	4 1%	-	-	-	-	-	3 1%	-
The UK Independence Party	136 7%	88 9%	48 5%	3 1%	5 1%	20 5%	29 8%	29 10%	51 12%	42 8%	32 6%	24 6%	39 8%	32 6%	43 8%	40 8%	19 7%	3 2%	11 4%	44 5%	-	-	-	136 100%	70 13%	11 3%	22 6%
The Green Party	39 2%	22 2%	17 2%	4 2%	6 2%	5 1%	9 3%	10 3%	5 1%	8 1%	16 3%	10 2%	5 1%	13 2%	9 2%	9 2%	4 2%	4 2%	10 4%	20 2%	-	-	-	-	1 *	6 1%	11 3%
The British National Party	12 1%	10 1%	2 *	* *	1 *	1 *	3 1%	5 2%	1 *	1 *	4 1%	3 1%	4 1%	3 1%	4 1%	4 1%	1 *	-	2 1%	6 1%	-	-	-	-	7 1%	* *	2 *
Some other party	4 *	1 *	4 *	-	1 *	1 *	2 *	-	1 *	2 *	1 *	-	2 *	2 *	-	2 *	1 *	-	1 *	2 *	-	-	-	-	-	1 *	2 1%
Would not vote	207 10%	78 8%	129 13%	40 17%	54 17%	43 11%	38 11%	19 6%	13 3%	21 4%	61 11%	69 16%	56 12%	50 10%	61 11%	41 8%	29 10%	27 15%	28 10%	92 11%	-	-	-	-	8 2%	7 2%	11 3%
Rather not say	37 2%	18 2%	19 2%	7 3%	10 3%	6 2%	4 1%	5 2%	6 1%	13 2%	11 2%	4 1%	10 2%	12 2%	5 1%	3 1%	8 3%	9 5%	2 1%	23 3%	-	-	-	-	-	2 *	2 1%
Don't know	354 18%	108 11%	246 24%	54 22%	62 19%	75 20%	64 19%	50 16%	49 12%	54 10%	120 21%	75 18%	104 22%	71 14%	91 17%	91 18%	66 23%	36 21%	52 19%	142 17%	-	-	-	-	58 11%	44 11%	79 21%

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Absolutes/col percents

Table 3

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

	Gender			Age						Social Grade				Region					Employment Sector		Vote Intention				2010 Vote		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri- vate	Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Unweighted base	1210	650	560	93	160	191	221	213	333	409	358	174	269	341	310	301	166	91	154	453	363	460	93	200	407	312	231
Weighted base	1119	631	488	90	140	202	191	192	303	367	308	206	237	294	295	297	147	86	154	454	378	433	114	112	396	286	241
Conservative	378 34%	220 35%	158 32%	39 44%	40 29%	49 25%	60 31%	59 31%	130 43%	147 40%	100 32%	70 34%	61 26%	115 39%	115 39%	87 29%	49 33%	12 14%	34 22%	161 35%	378 100%	-	-	-	290 73%	11 4%	37 15%
Labour	433 39%	221 35%	212 43%	37 41%	67 48%	99 49%	75 39%	71 37%	84 28%	123 34%	125 41%	78 38%	106 45%	106 36%	102 35%	142 48%	52 36%	30 35%	83 54%	169 37%	-	433 100%	-	-	32 8%	252 88%	78 33%
Liberal Democrat	114 10%	63 10%	50 10%	9 10%	16 12%	24 12%	14 8%	14 7%	36 12%	51 14%	28 9%	18 9%	16 7%	32 11%	33 11%	23 8%	18 12%	7 8%	12 8%	51 11%	-	-	114 100%	-	8 2%	1 *	91 38%
SNP	32 3%	20 3%	12 2%	-	4 3%	8 4%	6 3%	11 6%	4 1%	3 1%	9 3%	8 4%	11 5%	-	-	-	-	32 37%	4 3%	11 2%	-	-	-	-	1 *	5 2%	3 1%
Plaid Cymru	6 1%	5 1%	1 *	*	3 2%	*	-	2 1%	1 *	2 1%	1 *	3 1%	*	-	-	-	6 4%	-	2 1%	4 1%	-	-	-	-	-	3 1%	-
The UK Independence Party	112 10%	75 12%	38 8%	2 2%	3 2%	15 7%	24 13%	23 12%	44 15%	33 9%	28 9%	18 9%	34 14%	27 9%	34 11%	33 11%	16 11%	3 3%	8 5%	35 8%	-	-	-	112 100%	58 15%	9 3%	18 8%
The Green Party	30 3%	17 3%	12 3%	3 3%	4 3%	4 2%	7 4%	8 4%	3 1%	6 2%	13 4%	8 4%	4 2%	9 3%	7 2%	7 2%	3 2%	3 3%	8 5%	15 3%	-	-	-	-	1 *	4 1%	9 4%
The British National Party	11 1%	9 1%	2 *	*	1 1%	1 1%	2 1%	5 2%	1 *	1 *	3 1%	3 1%	4 2%	3 1%	3 1%	4 1%	1 1%	-	2 1%	6 1%	-	-	-	-	6 2%	* *	2 1%
Some other party	4 *	1 *	3 1%	-	1 1%	1 *	1 1%	-	1 *	2 *	1 *	-	1 1%	1 *	-	2 1%	1 1%	-	1 1%	2 *	-	-	-	-	-	* *	2 1%

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Table 4
Gender
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2014	2014
Weighted base	2014	2014
Male	957 48%	987 49%
Female	1057 52%	1027 51%

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Absolutes/col percents

Table 5
Age
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2014	2014
Weighted base	2014	2014
18-24	216 11%	242 12%
25-34	330 16%	322 16%
35-44	340 17%	383 19%
45-54	362 18%	342 17%
55-64	310 15%	302 15%
65+	456 23%	423 21%
Average age	47.93	47.02

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Table 6
Social Grade
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2014	2014
Weighted base	2014	2014
AB	588 29%	544 27%
C1	616 31%	584 29%
C2	322 16%	423 21%
DE	488 24%	463 23%

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Absolutes/col percents

Table 7
GO Region
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2014	2014
Weighted base	2014	2014
Scotland	158 8%	175 9%
North East	84 4%	91 5%
North West	233 12%	237 12%
Yorkshire & Humberside	179 9%	178 9%
West Midlands	179 9%	186 9%
East Midlands	143 7%	156 8%
Wales	89 4%	107 5%
Eastern	187 9%	189 9%
London	241 12%	253 13%
South East	322 16%	258 13%
South West	199 10%	184 9%

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Absolutes/col percents

Table 8
Which of the following best describes your current working status?
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2014	2014
Weighted base	2014	2014
NET: Working	1048 52%	1128 56%
Working full time - working 30 hours per week or more	746 37%	886 44%
Working part time - working between 8 and 29 hours per week	302 15%	242 12%
NET: Not working	966 48%	886 44%
Not working but seeking work or temporarily unemployed or sick	114 6%	100 5%
Not working and not seeking work	137 7%	141 7%
Retired on a state pension only	116 6%	103 5%
Retired with a private pension	426 21%	387 19%
House person, housewife, househusband, etc.	173 9%	155 8%

Opinion Poll
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Absolutes/col percents

Table 9
Tenure
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2014	2014
Weighted base	2014	2014
NET: Homeowners	1213 60%	1370 68%
Owned outright - without mortgage	650 32%	664 33%
Owned with a mortgage or loan	563 28%	705 35%
NET: Renters	777 39%	628 31%
Rented from the council	195 10%	262 13%
Rented from a housing association	210 10%	121 6%
Rented from someone else	372 18%	246 12%
Rent free	24 1%	16 1%

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Absolutes/col percents

Table 10

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

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2014	2014
Weighted base	2014	2014
Yes	1121 56%	1249 62%
No	893 44%	765 38%

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Table 11
How many cars are there in your household?
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2014	2014
Weighted base	2014	2014
No cars in the household	451 22%	407 20%
NET: Any	1563 78%	1607 80%
1	1085 54%	834 41%
2	404 20%	590 29%
3+	74 4%	183 9%

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Table 12

Q.4 Regardless of which party, if any, you are likely to end up voting for at the next General Election due in May 2015 or are leaning towards at the moment, which political party would you say you have usually most closely identified yourself with?

Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2014	2014
Weighted base	2014	2014
Conservative	539 27%	564 28%
Labour	683 34%	624 31%
Liberal Democrat	197 10%	262 13%
SNP	38 2%	33 2%
Plaid Cymru	11 1%	11 1%
Green	48 2%	36 2%
UKIP	164 8%	20 1%
BNP	16 1%	13 1%
Another party	15 1%	9 *
None	303 15%	443 22%