

## Opinion Poll

### ONLINE Fieldwork : 2nd-3rd October 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	1015	999	250	309	335	342	321	457	537	592	393	492	543	535	468	291	177	209	856	484	533	109	299	629	377	348	
Weighted base	2014	987	1027	242	322	383	342	302	423	544	584	423	463	512	532	505	290	175	216	912	457	557	161	140	570	388	410	
Absolutely certain to vote	(10)	1057	575	482	67	135	184	186	181	302	280	310	218	249	261	291	257	142	106	107	451	324	363	95	92	387	271	246
		52%	58%	47%	28%	42%	48%	54%	60%	72%	51%	53%	51%	54%	51%	55%	51%	49%	61%	50%	49%	71%	65%	59%	66%	68%	70%	60%
	(9)	247	133	114	23	46	45	43	38	51	81	77	49	39	68	62	48	46	23	37	106	70	74	26	29	79	56	64
		12%	13%	11%	10%	14%	12%	13%	13%	12%	15%	13%	12%	8%	13%	12%	10%	16%	13%	17%	12%	15%	13%	16%	20%	14%	14%	16%
	(8)	119	51	68	17	20	33	14	17	18	33	40	18	28	28	35	34	13	10	15	54	24	44	19	7	28	23	38
		6%	5%	7%	7%	6%	9%	4%	6%	4%	6%	7%	4%	6%	5%	7%	7%	5%	6%	7%	6%	5%	8%	12%	5%	5%	6%	9%
	(7)	121	49	72	29	21	23	23	14	10	39	37	18	27	33	24	38	17	9	11	66	25	35	10	8	27	12	17
		6%	5%	7%	12%	7%	6%	7%	5%	2%	7%	6%	4%	6%	7%	5%	7%	6%	5%	5%	7%	5%	6%	6%	6%	5%	3%	4%
	(6)	43	20	23	6	12	11	7	6	1	15	12	7	10	10	14	10	5	4	*	25	2	13	2	1	3	5	4
		2%	2%	2%	2%	4%	3%	2%	2%	*	3%	2%	2%	2%	2%	3%	2%	2%	2%	*	3%	*	2%	1%	*	*	1%	1%
	(5)	57	20	37	15	13	10	10	9	1	10	18	18	11	18	19	13	5	2	6	26	8	19	7	1	6	4	5
		3%	2%	4%	6%	4%	3%	3%	3%	*	2%	3%	4%	2%	4%	4%	3%	2%	1%	3%	3%	2%	3%	4%	1%	1%	1%	1%
	(4)	16	11	5	5	5	3	-	-	2	3	7	4	2	9	2	2	1	1	-	9	2	3	2	*	-	1	3
		1%	1%	*	2%	2%	1%	-	-	*	1%	1%	1%	*	2%	*	*	1%	1%	-	1%	*	1%	1%	*	-	*	1%
	(3)	31	15	16	11	6	7	5	*	1	8	15	4	3	6	14	6	5	*	1	15	2	3	-	2	4	1	4
		2%	2%	2%	5%	2%	2%	2%	*	*	2%	3%	1%	1%	1%	3%	1%	2%	*	*	2%	1%	1%	-	1%	1%	*	1%
	(2)	35	22	13	5	8	9	3	7	2	10	12	8	6	11	7	11	4	1	4	22	1	2	1	1	4	2	4
		2%	2%	1%	2%	3%	2%	1%	2%	1%	2%	2%	2%	1%	2%	1%	2%	1%	1%	2%	2%	*	*	1%	1%	1%	1%	1%
Definitely would not vote	(1)	169	69	100	29	35	42	27	17	19	29	30	57	53	38	35	53	30	12	12	93	-	-	-	-	20	7	8
		8%	7%	10%	12%	11%	11%	8%	6%	4%	5%	5%	13%	11%	7%	7%	11%	10%	7%	6%	10%	-	-	-	-	3%	2%	2%
Don't know		121	22	98	34	20	16	23	12	16	37	26	23	35	31	29	33	22	6	22	45	-	-	-	-	13	6	17
		6%	2%	10%	14%	6%	4%	7%	4%	4%	7%	4%	5%	8%	6%	5%	7%	8%	3%	10%	5%	-	-	-	-	2%	1%	4%
Mean		8.20	8.41	7.98	6.85	7.63	7.84	8.36	8.64	9.19	8.46	8.36	7.80	8.06	8.19	8.33	7.96	8.07	8.68	8.56	7.91	9.41	9.15	9.04	9.30	9.11	9.28	9.02
Standard deviation		2.88	2.75	3.00	3.25	3.14	3.11	2.78	2.53	2.08	2.55	2.64	3.30	3.11	2.83	2.74	3.09	3.04	2.54	2.53	3.07	1.22	1.50	1.52	1.39	2.00	1.66	1.90
Standard error		0.07	0.09	0.10	0.22	0.18	0.17	0.15	0.14	0.10	0.11	0.11	0.17	0.14	0.12	0.12	0.15	0.18	0.19	0.18	0.11	0.06	0.06	0.15	0.08	0.08	0.09	0.10

## Opinion Poll

### ONLINE Fieldwork : 2nd-3rd October 2013

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	1015	999	250	309	335	342	321	457	537	592	393	492	543	535	468	291	177	209	856	484	533	109	299	629	377	348
Weighted base	2014	987	1027	242	322	383	342	302	423	544	584	423	463	512	532	505	290	175	216	912	457	557	161	140	570	388	410
Conservative	457 23%	240 24%	217 21%	33 14%	57 18%	73 19%	69 20%	76 25%	148 35%	145 27%	153 26%	94 22%	65 14%	143 28%	131 25%	90 18%	72 25%	21 12%	36 17%	218 24%	457 100%	-	-	-	364 64%	14 4%	36 9%
Labour	557 28%	300 30%	257 25%	78 32%	101 31%	117 31%	92 27%	73 24%	96 23%	145 27%	155 26%	112 27%	145 31%	133 26%	136 26%	173 34%	68 23%	46 27%	72 34%	260 29%	-	557 100%	-	-	28 5%	294 76%	113 27%
Liberal Democrat	161 8%	74 8%	87 8%	11 5%	33 10%	37 10%	21 6%	30 10%	29 7%	65 12%	41 7%	25 6%	30 7%	38 8%	44 8%	37 7%	28 10%	12 7%	18 8%	73 8%	-	-	161 100%	-	7 1%	8 2%	115 28%
SNP	40 2%	24 2%	16 2%	1 *	4 1%	15 4%	8 2%	5 2%	6 1%	8 2%	15 3%	8 2%	8 2%	-	-	-	-	40 23%	6 3%	19 2%	-	-	-	-	-	1 *	6 2%
Plaid Cymru	8 *	6 1%	3 *	1 *	1 *	2 *	2 1%	1 *	2 *	3 1%	3 1%	2 *	-	-	-	-	8 3%	-	4 2%	2 *	-	-	-	-	-	2 *	2 *
The UK Independence Party	140 7%	90 9%	50 5%	4 2%	6 2%	11 3%	34 10%	33 11%	52 12%	22 4%	38 7%	30 7%	49 11%	33 6%	49 9%	31 6%	23 8%	3 2%	13 6%	41 5%	-	-	-	140 100%	65 11%	17 4%	25 6%
The Green Party	42 2%	21 2%	21 2%	11 5%	6 2%	2 1%	12 3%	6 2%	5 1%	9 2%	17 3%	8 2%	8 2%	13 3%	17 3%	5 1%	4 1%	3 2%	7 3%	12 1%	-	-	-	-	7 1%	2 *	16 4%
The British National Party	12 1%	8 1%	4 *	-	2 1%	* *	3 1%	5 2%	1 *	-	2 *	5 1%	5 1%	2 *	5 1%	3 1%	-	2 1%	-	7 1%	-	-	-	-	2 *	4 1%	3 1%
Some other party	3 *	2 *	* *	* *	1 *	1 *	-	* *	-	2 *	1 *	-	-	-	1 *	1 *	-	1 *	-	2 *	-	-	-	-	-	-	1 *
Would not vote	210 10%	97 10%	114 11%	36 15%	50 16%	54 14%	30 9%	20 7%	19 5%	33 6%	48 8%	68 16%	62 13%	52 10%	41 8%	65 13%	38 13%	14 8%	13 6%	120 13%	-	-	-	-	25 4%	11 3%	9 2%
Rather not say	20 1%	8 1%	13 1%	1 *	10 3%	2 *	4 1%	4 1%	* *	5 1%	7 1%	3 1%	5 1%	4 1%	1 *	7 1%	2 1%	6 4%	-	11 1%	-	-	-	-	1 *	-	2 *
Don't know	364 18%	118 12%	246 24%	66 27%	51 16%	69 18%	67 19%	49 16%	63 15%	106 20%	104 18%	68 16%	86 19%	93 18%	106 20%	91 18%	48 17%	26 15%	44 20%	148 16%	-	-	-	-	73 13%	37 10%	81 20%

## Opinion Poll

### ONLINE Fieldwork : 2nd-3rd October 2013

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	1234	683	551	108	167	194	212	222	331	338	366	231	298	332	339	275	178	110	134	502	393	416	83	239	460	280	230
Weighted base	1129	618	511	90	163	206	193	188	290	315	337	225	253	286	309	266	163	104	127	495	374	434	123	113	399	285	262
Conservative	374	197	177	25	45	60	57	64	125	117	125	77	55	117	108	74	60	17	29	178	374	-	-	-	308	12	30
	33%	32%	35%	27%	28%	29%	29%	34%	43%	37%	37%	34%	22%	41%	35%	28%	37%	16%	23%	36%	100%	-	-	-	77%	4%	12%
Labour	434	238	196	47	80	93	71	59	84	111	119	87	117	101	107	135	54	38	58	200	-	434	-	-	23	245	93
	38%	39%	38%	52%	49%	45%	37%	32%	29%	35%	35%	39%	46%	35%	35%	51%	33%	37%	45%	40%	-	100%	-	-	6%	86%	36%
Liberal Democrat	123	60	64	6	24	28	16	24	24	52	31	18	23	31	35	25	22	10	16	51	-	-	123	-	6	7	94
	11%	10%	12%	7%	15%	14%	9%	13%	8%	16%	9%	8%	9%	11%	11%	10%	13%	9%	12%	10%	-	-	100%	-	1%	2%	36%
SNP	32	21	11	1	2	11	7	5	6	7	13	6	6	-	-	-	-	32	4	15	-	-	-	-	-	1	5
	3%	3%	2%	1%	1%	5%	4%	3%	2%	2%	4%	3%	2%	-	-	-	-	31%	3%	3%	-	-	-	-	-	*	2%
Plaid Cymru	7	5	2	*	1	1	2	1	1	3	3	1	-	-	-	-	7	-	4	1	-	-	-	-	-	1	1
	1%	1%	*	1%	1%	1%	1%	*	*	1%	1%	1%	-	-	-	-	4%	-	3%	*	-	-	-	-	-	-	1%
The UK Independence Party	113	72	41	3	3	9	27	27	45	16	32	24	41	27	41	25	18	3	10	32	-	-	-	113	55	14	21
	10%	12%	8%	3%	2%	4%	14%	14%	15%	5%	9%	11%	16%	9%	13%	10%	11%	3%	8%	6%	-	-	-	100%	14%	5%	8%
The Green Party	33	17	16	7	5	2	10	5	4	8	12	7	6	9	14	4	3	2	6	10	-	-	-	-	6	1	13
	3%	3%	3%	8%	3%	1%	5%	2%	1%	2%	4%	3%	2%	3%	5%	1%	2%	2%	5%	2%	-	-	-	-	1%	*	5%
The British National Party	10	7	3	-	2	*	3	4	1	-	2	4	5	2	4	2	-	2	-	6	-	-	-	-	2	3	3
	1%	1%	1%	-	1%	*	2%	2%	*	-	*	2%	2%	1%	1%	1%	-	2%	-	1%	-	-	-	-	*	1%	1%
Some other party	3	2	*	*	1	1	-	*	-	2	1	-	-	-	1	1	-	1	-	2	-	-	-	-	-	-	1
	*	*	*	*	*	1%	-	*	-	1%	*	-	-	-	*	*	-	1%	-	*	-	-	-	-	-	-	*

**Opinion Poll**  
**ONLINE Fieldwork : 2nd-3rd October 2013**

Absolutes/col percents

Table 4  
**Gender**  
**Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2014	2014
Weighted base	2014	2014
Male	1015 50%	987 49%
Female	999 50%	1027 51%

**Opinion Poll**  
**ONLINE Fieldwork : 2nd-3rd October 2013**

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	250 12%	242 12%
25-34	309 15%	322 16%
35-44	335 17%	383 19%
45-54	342 17%	342 17%
55-64	321 16%	302 15%
65+	457 23%	423 21%
Average age	47.67	46.95

**Opinion Poll**  
**ONLINE Fieldwork : 2nd-3rd October 2013**

Absolutes/col percents

Table 6  
**Social Grade**  
**Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2014	2014
Weighted base	2014	2014
AB	537 27%	544 27%
C1	592 29%	584 29%
C2	393 20%	423 21%
DE	492 24%	463 23%

**Opinion Poll**  
**ONLINE Fieldwork : 2nd-3rd October 2013**

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	177 9%	175 9%
North East	81 4%	91 5%
North West	218 11%	237 12%
Yorkshire & Humberside	169 8%	178 9%
West Midlands	204 10%	186 9%
East Midlands	141 7%	156 8%
Wales	93 5%	107 5%
Eastern	190 9%	189 9%
London	233 12%	253 13%
South East	310 15%	258 13%
South West	198 10%	184 9%

**Opinion Poll**  
**ONLINE Fieldwork : 2nd-3rd October 2013**

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	1065 53%	1128 56%
Working full time - working 30 hours per week or more	735 36%	886 44%
Working part time - working between 8 and 29 hours per week	330 16%	242 12%
NET: Not working	949 47%	886 44%
Not working but seeking work or temporarily unemployed or sick	121 6%	114 6%
Not working and not seeking work	145 7%	133 7%
Retired on a state pension only	164 8%	161 8%
Retired with a private pension	359 18%	323 16%
House person, housewife, househusband, etc.	160 8%	155 8%



**Opinion Poll**  
**ONLINE Fieldwork : 2nd-3rd October 2013**

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	1264 63%	1369 68%
Owned outright - without mortgage	636 32%	665 33%
Owned with a mortgage or loan	628 31%	705 35%
NET: Renters	726 36%	629 31%
Rented from the council	158 8%	262 13%
Rented from a housing association	227 11%	133 7%
Rented from someone else	341 17%	234 12%
Rent free	24 1%	16 1%

**Opinion Poll**  
**ONLINE Fieldwork : 2nd-3rd October 2013**

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	1117 55%	1249 62%
No	897 45%	765 38%

**Opinion Poll**  
**ONLINE Fieldwork : 2nd-3rd October 2013**

Absolutes/col percents

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

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2014	2014
Weighted base	2014	2014
No cars in the household	395 20%	407 20%
NET: Any	1619 80%	1607 80%
1	1097 54%	834 41%
2	432 21%	590 29%
3+	90 4%	183 9%

**Opinion Poll**  
**ONLINE Fieldwork : 2nd-3rd October 2013**

Absolutes/col percents

Table 12

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

**Base: All respondents**

	Unweighted Total	Weighted Total
Unweighted base	2014	2014
Weighted base	2014	2014
Conservative	616 31%	564 28%
Labour	616 31%	624 31%
Liberal Democrat	168 8%	262 13%
SNP	54 3%	39 2%
Plaid Cymru	12 1%	11 1%
Green	42 2%	26 1%
UKIP	208 10%	20 1%
BNP	24 1%	16 1%
Another party	13 1%	9 *
None	261 13%	443 22%