

Opinion Poll

ONLINE Fieldwork : 24th-25th September 2014

Absolutes/col percents

Table 1

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

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

Base: All respondents

	Gender		Age					Social Grade				Region					Employment Sector		Vote Intention				2010 Vote				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Unweighted base	2034	977	1057	255	282	308	383	330	476	598	605	321	510	535	504	507	312	176	303	833	467	552	108	282	535	397	357
Weighted base	2034	997	1037	242	342	342	362	302	443	544	564	443	483	549	529	488	285	183	287	852	461	528	130	171	502	371	371
Absolutely certain to vote	(10) 1047	565	482	68	121	164	182	193	319	318	305	187	237	285	257	256	140	110	166	407	313	344	75	129	359	256	211
		51%	57%	46%	28%	35%	48%	50%	64%	72%	58%	54%	42%	49%	52%	49%	60%	58%	48%	68%	65%	58%	75%	72%	69%	57%	
	(9) 233	124	109	21	25	45	42	38	62	77	63	53	41	62	58	60	39	14	29	89	70	80	19	21	65	49	65
		11%	12%	11%	9%	7%	13%	12%	14%	14%	11%	12%	8%	11%	11%	12%	14%	8%	10%	10%	15%	15%	15%	12%	13%	13%	18%
	(8) 130	68	61	23	35	27	18	14	13	33	39	37	20	36	48	24	14	8	19	74	35	35	20	8	36	22	22
		6%	7%	6%	9%	10%	8%	5%	5%	3%	6%	7%	8%	4%	7%	9%	5%	5%	7%	9%	8%	7%	16%	5%	7%	6%	6%
	(7) 106	36	70	16	36	12	21	11	9	27	27	37	15	32	20	16	20	18	21	52	22	29	12	6	9	19	22
		5%	4%	7%	7%	11%	3%	6%	4%	2%	5%	5%	3%	6%	4%	3%	7%	10%	7%	6%	5%	6%	9%	4%	2%	5%	6%
	(6) 34	17	17	7	6	5	8	2	7	11	10	5	8	11	14	7	1	1	5	14	4	8	1	2	6	3	8
		2%	2%	2%	3%	2%	1%	2%	1%	2%	2%	1%	2%	2%	3%	1%	*	1%	2%	2%	1%	2%	1%	1%	1%	1%	2%
	(5) 89	38	51	23	29	20	11	2	4	12	28	30	19	27	27	20	14	1	9	41	14	23	1	5	10	12	10
		4%	4%	5%	10%	8%	6%	3%	1%	1%	2%	5%	7%	4%	5%	4%	5%	*	3%	5%	3%	4%	1%	3%	2%	3%	3%
	(4) 15	7	8	7	3	1	2	-	2	4	7	*	4	7	4	2	2	1	2	6	1	3	1	1	-	1	3
		1%	1%	1%	3%	1%	*	1%	-	1%	1%	*	1%	1%	1%	*	1%	*	1%	1%	*	1%	1%	*	-	*	1%
	(3) 29	8	21	5	4	7	6	1	6	4	8	2	15	12	6	5	2	3	-	12	2	2	-	*	1	-	3
		1%	1%	2%	2%	1%	2%	2%	*	1%	1%	*	3%	2%	1%	1%	1%	2%	-	1%	1%	*	-	*	*	-	1%
	(2) 28	7	21	2	10	2	9	2	2	5	6	13	3	4	7	9	6	2	7	9	-	4	-	*	-	-	4
		1%	1%	2%	1%	3%	1%	2%	1%	*	1%	3%	1%	1%	1%	2%	2%	1%	2%	1%	-	1%	-	*	-	-	1%
Definitely would not vote	(1) 173	76	97	33	38	28	45	20	9	33	39	36	65	37	52	52	24	7	23	76	-	-	-	-	10	6	4
		9%	8%	9%	14%	11%	8%	12%	7%	6%	7%	8%	13%	7%	10%	11%	8%	4%	8%	9%	-	-	-	-	2%	2%	1%
Don't know	152	53	99	38	36	31	19	18	9	19	32	43	57	36	36	36	25	19	7	73	-	-	-	-	6	4	19
		7%	5%	10%	16%	11%	9%	5%	6%	2%	4%	6%	10%	12%	7%	7%	7%	9%	10%	3%	9%	-	-	-	1%	1%	5%
Mean	8.16	8.46	7.86	6.83	7.26	8.15	7.80	8.85	9.27	8.62	8.31	7.87	7.68	8.25	7.98	8.05	8.13	8.79	8.33	8.04	9.32	9.15	9.14	9.46	9.33	9.24	8.96
Standard deviation	2.90	2.70	3.06	3.28	3.15	2.86	3.25	2.48	1.81	2.52	2.74	2.92	3.39	2.74	3.00	3.12	2.92	2.34	2.80	2.92	1.29	1.54	1.20	1.23	1.58	1.62	1.86
Standard error	0.07	0.09	0.10	0.21	0.19	0.17	0.17	0.14	0.08	0.10	0.11	0.17	0.16	0.12	0.14	0.14	0.17	0.18	0.16	0.10	0.06	0.07	0.12	0.07	0.07	0.08	0.10

Opinion Poll

ONLINE Fieldwork : 24th-25th September 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					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	2034	977	1057	255	282	308	383	330	476	598	605	321	510	535	504	507	312	176	303	833	467	552	108	282	535	397	357
Weighted base	2034	997	1037	242	342	342	362	302	443	544	564	443	483	549	529	488	285	183	287	852	461	528	130	171	502	371	371
Conservative	461 23%	251 25%	210 20%	38 16%	53 15%	61 18%	71 20%	85 28%	153 35%	160 29%	131 23%	85 19%	84 17%	137 25%	134 25%	112 23%	55 19%	23 13%	55 19%	198 23%	461 100%	-	-	-	351 70%	8 2%	31 8%
Labour	528 26%	265 27%	263 25%	57 24%	100 29%	112 33%	107 30%	72 24%	80 18%	135 25%	141 25%	120 27%	132 27%	151 27%	121 23%	149 31%	67 24%	40 22%	99 35%	219 26%	-	528 100%	-	-	23 5%	287 77%	96 26%
Liberal Democrat	130 6%	85 9%	45 4%	6 2%	20 6%	28 8%	13 3%	28 9%	36 8%	51 9%	42 8%	23 5%	14 3%	48 9%	33 6%	16 3%	22 8%	11 6%	23 8%	52 6%	-	-	130 100%	-	7 1%	5 1%	102 28%
SNP	44 2%	22 2%	21 2%	1 *	8 2%	5 1%	8 2%	13 4%	9 2%	16 3%	11 2%	9 2%	7 2%	-	-	-	-	44 24%	13 4%	14 2%	-	-	-	-	1 *	8 2%	2 1%
Plaid Cymru	6 *	5 1%	1 *	-	* *	-	2 1%	1 *	2 1%	2 *	2 *	1 *	1 *	-	-	-	6 2%	-	2 1%	3 *	-	-	-	-	-	* *	-
The UK Independence Party	171 8%	111 11%	60 6%	4 2%	10 3%	17 5%	25 7%	37 12%	78 18%	47 9%	41 7%	40 9%	42 9%	36 7%	58 11%	53 11%	21 7%	2 1%	17 6%	68 8%	-	-	-	171 100%	60 12%	22 6%	33 9%
The Green Party	48 2%	18 2%	30 3%	7 3%	8 2%	10 3%	8 2%	7 2%	9 2%	11 2%	15 3%	12 3%	10 2%	14 3%	12 2%	9 2%	12 4%	2 1%	7 2%	18 2%	-	-	-	-	2 *	5 1%	16 4%
The British National Party	9 *	7 1%	3 *	-	4 1%	* *	5 1%	1 *	-	4 1%	* *	4 1%	2 *	4 1%	1 *	2 *	1 *	2 1%	-	8 1%	-	-	-	-	-	* *	-
Some other party	6 *	4 *	2 *	-	2 *	2 1%	1 *	* *	1 *	2 *	4 1%	-	* *	2 *	2 *	2 *	* *	-	3 1%	2 *	-	-	-	-	1 *	-	2 *
Would not vote	200 10%	92 9%	108 10%	39 16%	46 13%	32 9%	51 14%	21 7%	11 3%	38 7%	47 8%	43 10%	72 15%	45 8%	57 11%	60 12%	26 9%	13 7%	27 9%	91 11%	-	-	-	-	10 2%	6 2%	7 2%
Rather not say	36 2%	21 2%	15 1%	7 3%	14 4%	8 2%	7 2%	-	1 *	10 2%	7 1%	14 3%	5 1%	20 4%	9 2%	2 *	5 2%	-	6 2%	15 2%	-	-	-	-	1 *	6 2%	-
Don't know	393 19%	114 11%	279 27%	83 34%	77 23%	66 19%	65 18%	38 13%	65 15%	67 12%	121 21%	91 21%	114 24%	93 17%	101 19%	84 17%	69 24%	46 25%	36 12%	162 19%	-	-	-	-	47 9%	22 6%	81 22%

Opinion Poll

ONLINE Fieldwork : 24th-25th September 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 (Turnout Weighted)**

	Gender			Age						Social Grade				Region					Employment Sector		Vote Intention				2010 Vote		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Unweighted base	1257	663	594	108	148	194	225	230	351	401	370	192	294	326	305	324	183	119	196	492	379	433	84	230	406	302	235
Weighted base	1115	619	496	75	143	188	188	205	316	343	312	224	236	305	284	278	146	103	173	453	371	413	102	141	374	276	227
Conservative	371 33%	201 32%	170 34%	27 36%	40 28%	47 25%	55 29%	69 34%	133 42%	132 39%	107 34%	64 28%	68 29%	109 36%	105 37%	94 34%	43 30%	19 19%	44 25%	156 34%	371 100%	-	-	-	295 79%	7 3%	26 11%
Labour	413 37%	214 35%	199 40%	37 49%	70 49%	92 49%	85 45%	61 30%	68 21%	105 31%	109 35%	93 42%	105 44%	113 37%	95 34%	117 42%	54 37%	32 32%	77 44%	169 37%	-	413 100%	-	-	18 5%	234 85%	77 34%
Liberal Democrat	102 9%	67 11%	35 7%	3 4%	13 9%	23 12%	8 4%	24 12%	31 10%	40 12%	34 11%	17 8%	11 5%	39 13%	25 9%	13 5%	16 11%	9 9%	18 11%	38 8%	-	-	102 100%	-	6 1%	4 1%	82 36%
SNP	37 3%	19 3%	18 4%	1 1%	7 5%	4 2%	7 4%	11 5%	6 2%	14 4%	9 3%	7 3%	7 3%	-	-	-	-	37 36%	11 6%	12 3%	-	-	-	-	1 *	7 3%	2 1%
Plaid Cymru	6 1%	5 1%	1 *	-	*	-	2 1%	1 1%	2 1%	2 1%	2 *	*	1 1%	-	-	-	6 4%	-	2 1%	3 1%	-	-	-	-	-	*	-
The UK Independence Party	141 13%	93 15%	48 10%	3 4%	5 4%	13 7%	20 11%	32 16%	68 21%	40 12%	35 11%	32 14%	34 15%	30 10%	47 16%	44 16%	18 13%	2 2%	14 8%	55 12%	-	-	-	141 100%	53 14%	19 7%	26 11%
The Green Party	36 3%	15 2%	21 4%	4 6%	6 4%	6 3%	6 3%	6 3%	7 2%	9 3%	12 4%	8 3%	8 3%	11 4%	9 3%	7 3%	7 5%	2 2%	6 3%	14 3%	-	-	-	-	2 *	5 2%	13 6%
The British National Party	5 *	3 1%	2 *	-	*	*	4 2%	*	-	1 *	*	3 1%	1 1%	1 *	1 *	1 *	1 *	2 2%	-	5 1%	-	-	-	-	-	*	-
Some other party	5 *	3 *	2 *	-	1 1%	2 1%	*	*	*	1 *	4 1%	-	*	2 1%	1 *	1 1%	*	-	2 1%	2 *	-	-	-	-	1 *	-	1 *

Opinion Poll
ONLINE Fieldwork : 24th-25th September 2014

Absolutes/col percents

Table 4
Gender
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2034	2034
Weighted base	2034	2034
Male	977 48%	997 49%
Female	1057 52%	1037 51%

Opinion Poll
ONLINE Fieldwork : 24th-25th September 2014

Absolutes/col percents

Table 5
Age
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2034	2034
Weighted base	2034	2034
18-24	255 13%	242 12%
25-34	282 14%	342 17%
35-44	308 15%	342 17%
45-54	383 19%	362 18%
55-64	330 16%	302 15%
65+	476 23%	443 22%
Average age	48.06	47.02

Opinion Poll
ONLINE Fieldwork : 24th-25th September 2014

Absolutes/col percents

Table 6
Social Grade
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2034	2034
Weighted base	2034	2034
AB	598 29%	544 27%
C1	605 30%	564 28%
C2	321 16%	443 22%
DE	510 25%	483 24%

Opinion Poll
ONLINE Fieldwork : 24th-25th September 2014

Absolutes/col percents

Table 7
GO Region
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2034	2034
Weighted base	2034	2034
Scotland	176 9%	183 9%
North East	90 4%	81 4%
North West	244 12%	224 11%
Yorkshire & Humberside	173 9%	183 9%
West Midlands	191 9%	183 9%
East Midlands	150 7%	142 7%
Wales	113 6%	102 5%
Eastern	163 8%	203 10%
London	226 11%	264 13%
South East	309 15%	285 14%
South West	199 10%	183 9%

Opinion Poll
ONLINE Fieldwork : 24th-25th September 2014

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	2034	2034
Weighted base	2034	2034
NET: Working	1136 56%	1139 56%
Working full time - working 30 hours per week or more	863 42%	895 44%
Working part time - working between 8 and 29 hours per week	273 13%	244 12%
NET: Not working	898 44%	895 44%
Not working but seeking work or temporarily unemployed or sick	148 7%	168 8%
Not working and not seeking work	140 7%	142 7%
Retired on a state pension only	101 5%	92 5%
Retired with a private pension	351 17%	328 16%
House person, housewife, househusband, etc.	158 8%	165 8%

Opinion Poll
ONLINE Fieldwork : 24th-25th September 2014

Absolutes/col percents

Table 9
Tenure
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2034	2034
Weighted base	2034	2034
NET: Homeowners	1256 62%	1322 65%
Owned outright - without mortgage	656 32%	671 33%
Owned with a mortgage or loan	600 29%	651 32%
NET: Renters	744 37%	683 34%
Rented from the council	172 8%	285 14%
Rented from a housing association	191 9%	123 6%
Rented from someone else	381 19%	275 14%
Rent free	34 2%	29 1%

Opinion Poll
ONLINE Fieldwork : 24th-25th September 2014

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	2034	2034
Weighted base	2034	2034
Yes	1169 57%	1241 61%
No	865 43%	793 39%

Opinion Poll
ONLINE Fieldwork : 24th-25th September 2014

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	2034	2034
Weighted base	2034	2034
No cars in the household	472 23%	427 21%
NET: Any	1562 77%	1607 79%
1	1066 52%	854 42%
2	402 20%	569 28%
3+	94 5%	183 9%

Opinion Poll
ONLINE Fieldwork : 24th-25th September 2014

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

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2034	2034
Weighted base	2034	2034
Conservative	589 29%	570 28%
Labour	629 31%	590 29%
Liberal Democrat	164 8%	203 10%
SNP	68 3%	49 2%
Plaid Cymru	6 *	2 *
Green	69 3%	35 2%
UKIP	213 10%	81 4%
BNP	18 1%	10 1%
Another party	10 *	5 *
None	268 13%	488 24%