

# Voting Intention Poll

06/11/2014

# Methodology

## Fieldwork Dates

31<sup>st</sup> October – 1<sup>st</sup> November 2014

## Data Collection Method

The survey was conducted via online panel. Invitations to complete surveys were sent out to members of the panel.

## Population Sampled

All residents aged 18+ in Great Britain

## Sample Size

2,012

## Data Weighting

Data were weighted to the profile of all Great British adults aged 18+. Data were weighted by age, sex, region, household income, education and past vote. Targets for the weighted data were derived from Office of National Statistics 2011 Census data and the results of the 2010 General Election.

## Margin of Error

Because only a sample of the full population was interviewed, all results are subject to margin of error, meaning that not all differences are statistically significant. For example, in a question where 50% (the worst case scenario as far as margin of error is concerned) gave a particular answer, with a sample of 2,012 it is 95% certain that the 'true' value will fall within the range of 2.2% from the sample result. Subsamples from the cross-breaks will be subject to higher margin of error, conclusions drawn from crossbreaks with very small sub-samples should be treated with caution.

## Voting Intention

In order to assess voting intention, we first asked respondents how likely they would be to vote in the next election on a scale of 0-10. This likelihood to vote for was then used to weight voters' responses, such that respondents replying "10" were weighted by a factor of 1.0, whilst those responding "9" were weighted by a factor of 0.9, and so on down to responses of "0" being excluded altogether.

Respondents were then asked who they would be most likely to vote for if that election were tomorrow, with the responses "Labour", "Conservative", "Liberal Democrat" and "UKIP" prompted in a randomising order, and other parties displayed if respondents selected "Another Party". For respondents in Scotland and Wales, "SNP" and "Plaid Cymru" respectively were included in the main prompt.

As an additional weighting step, respondents who replied "undecided" and "refused" were then removed from the sample. Undecided respondents were then re-inserted into the sample based on a factor of which party they voted for in the 2010 general election. Final published voting intention can therefore be found in the final table of each section.

## Question presentation

All data tables shown in full below, in order and wording put to respondents, including but not limited to all tables relating to published data and all relevant tables preceding them. Tables for demographic questions might not be included but these should be clear from the cross-breaks on published tables. In all questions where the responses are a list of parties, names or statements, these will typically have been displayed to respondents in a randomising order. The only questions which would not have had randomising responses would be those in which there was a natural order to maintain – e.g. a scale from “strongly agree” to “strongly disagree”, a list of numbers from 0 to 10 or questions which had factual rather than opinion-related answers such as demographic information. “Other”, “Don't know” and “Refused” responses are not randomised.

Not all questions will have necessarily been asked to all respondents – this is because they may be follow-on questions from previous questions or only appropriate to certain demographic groups. Lower response counts should make clear where this has occurred.

Data were analysed and weighted by Survation and presented by Patrick Bri ne and Damian Lyons Lowe.

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### Voting Intention Poll

5 Nov 2014

**Table 1**  
**Q9. If there was a UK General Election taking place tomorrow, how likely do you think you would be to vote on a scale of 0 to 10?**  
**Base : All Answering**

	Gender		Age			2010 Vote				Voting Intention				EU Referendum Vote				SEG				Region11											
	Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	In	Out	Undecided	AB	C1	C2	DE	London	East of England	South East	South West	Wales	East Midlands	West Midlands	Scotland	Yorks & Humberside	North East	North West		
Unweighted Total	2012	845	1167	371	567	1074	573	374	277	176	435	425	95	384	610	940	355	382	387	570	673	188	193	322	166	105	183	154	172	178	95	243	
Weighted Total	2012	977	1035	579	710	723	518	416	330	136	393	461	114	362	643	876	359	419	307	561	726	227	193	315	173	98	169	162	151	163	92	256	
10 - Would definitely vote	1218	633	585	240	441	538	388	322	238	107	289	337	74	248	409	618	181	286	197	333	402	128	112	187	117	70	92	81	119	102	58	144	
	60.6%	64.8%	56.5%	41.5%	62.1%	74.4%	74.9%	77.3%	72.0%	79.0%	73.6%	73.2%	64.5%	68.4%	63.5%	70.6%	50.3%	68.2%	64.4%	59.4%	55.4%	56.6%	57.9%	59.3%	67.4%	71.3%	54.8%	49.7%	78.4%	62.8%	63.3%	56.2%	
9	160	93	68	41	58	61	61	22	25	10	42	32	12	38	60	67	33	49	18	48	45	21	16	14	23	6	14	14	10	6	9	27	
	8.0%	9.5%	6.5%	7.1%	8.2%	8.4%	11.8%	5.2%	7.5%	7.6%	10.8%	7.0%	10.3%	10.6%	9.3%	7.7%	9.3%	11.7%	5.9%	8.6%	6.2%	9.2%	8.4%	4.4%	13.2%	6.1%	8.3%	5.9%	8.6%	6.6%	3.8%	9.9%	10.5%
8	137	57	80	67	44	26	28	21	19	7	26	19	7	37	60	58	17	25	29	28	55	10	15	35	4	4	8	24	2	13	5	20	
	6.8%	5.9%	7.7%	11.6%	6.3%	3.6%	5.3%	5.0%	5.8%	5.1%	6.6%	4.1%	6.1%	10.3%	9.4%	6.6%	4.8%	5.9%	9.5%	5.0%	7.5%	4.5%	7.6%	11.1%	2.1%	3.7%	4.6%	14.5%	1.1%	7.7%	5.0%	7.8%	
7	110	48	62	57	38	15	16	22	16	1	18	25	20	12	35	32	42	22	22	31	35	28	15	11	10	2	9	11	5	9	3	9	
	5.5%	4.9%	6.0%	9.9%	5.3%	2.1%	3.0%	5.2%	4.9%	0.6%	4.5%	5.4%	17.7%	3.2%	5.4%	3.6%	11.7%	5.4%	7.1%	5.5%	4.9%	12.3%	7.8%	3.4%	5.5%	1.7%	5.1%	7.1%	6.9%	3.3%	5.4%	3.1%	3.4%
6	62	15	47	22	26	13	13	12	5	6	10	13	1	4	19	26	15	7	9	26	20	12	7	15	2	2	5	8	-	1	*	9	
	3.1%	1.5%	4.5%	3.8%	3.7%	1.8%	2.6%	2.8%	1.4%	4.7%	2.5%	2.8%	1.2%	1.2%	3.0%	2.9%	4.2%	1.7%	2.9%	4.6%	2.7%	5.1%	3.5%	4.9%	1.3%	2.3%	2.8%	4.8%	-	0.8%	0.3%	3.6%	
5	88	27	61	29	38	21	6	5	15	3	3	17	*	7	23	29	29	11	8	28	41	4	12	17	4	1	10	2	10	6	9	12	
	4.4%	2.7%	5.9%	5.0%	5.4%	2.9%	1.1%	1.1%	4.4%	1.9%	0.9%	3.7%	0.3%	2.0%	3.6%	3.3%	8.0%	2.6%	2.5%	5.1%	5.7%	2.0%	6.4%	5.3%	2.2%	1.0%	5.9%	1.2%	6.7%	3.6%	10.1%	4.8%	
4	32	14	19	23	5	5	1	4	2	1	4	5	-	10	13	5	14	5	3	6	19	4	-	4	4	2	10	1	-	3	1	2	
	1.6%	1.4%	1.8%	3.9%	0.7%	0.6%	0.3%	0.9%	0.6%	0.4%	1.1%	1.1%	-	2.8%	2.0%	0.6%	4.0%	1.2%	0.9%	1.0%	2.6%	1.8%	-	1.3%	2.1%	2.1%	5.6%	0.6%	-	1.7%	1.4%	0.6%	
3	27	17	10	10	4	12	1	10	-	-	-	12	-	2	8	13	5	3	2	13	8	9	4	4	1	-	1	1	*	*	-	4	
	1.3%	1.7%	1.0%	1.7%	0.6%	1.7%	0.2%	2.4%	-	-	-	2.5%	-	0.6%	1.3%	1.4%	1.4%	0.7%	0.7%	2.4%	1.1%	4.1%	2.2%	1.4%	0.7%	-	0.7%	0.9%	0.3%	0.1%	-	1.7%	
2	21	7	14	7	7	7	1	-	6	1	-	1	-	2	3	7	11	-	4	5	12	1	1	4	-	-	1	8	1	1	-	2	
	1.0%	0.7%	1.3%	1.2%	1.0%	0.9%	0.2%	-	1.7%	0.7%	-	0.2%	-	0.5%	0.4%	0.7%	3.1%	-	1.3%	1.0%	1.6%	0.6%	0.8%	1.4%	-	-	0.8%	4.8%	1.0%	0.7%	-	0.8%	
1	9	2	6	2	3	3	1	-	*	-	-	-	-	1	3	4	1	-	1	2	6	2	3	1	*	-	1	-	1	-	2		
	0.4%	0.2%	0.6%	0.4%	0.4%	0.5%	0.2%	-	0.1%	-	-	-	-	0.4%	0.4%	0.4%	0.3%	-	0.2%	0.4%	0.8%	0.9%	1.3%	0.3%	0.3%	-	-	0.3%	-	0.3%	-	0.7%	
0 - Would not vote	148	64	83	81	45	22	2	-	5	-	-	-	-	11	18	10	11	14	40	83	7	8	23	9	11	19	12	4	21	6	25		
	7.3%	6.6%	8.1%	13.9%	6.3%	3.1%	0.4%	-	1.7%	-	-	-	-	1.7%	2.1%	2.9%	2.7%	4.5%	7.2%	11.4%	2.9%	4.1%	7.4%	5.2%	11.7%	11.4%	7.7%	2.7%	13.1%	6.7%	9.8%		
SIGMA	2012	977	1035	579	710	723	518	416	330	136	393	461	114	362	643	876	359	419	307	561	726	227	193	315	173	98	169	162	151	163	92	256	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

### Voting Intention Poll

**Table 2**  
**Q10. Weighted by normal weighting**  
**Q10. If there was a General Election taking place tomorrow, and there was a candidate from all political parties standing in your constituency, which party do you think you would vote for?**  
**Base : Respondents likely to vote**

	Gender		Age			2010 Vote				Voting Intention				EU Referendum Vote				SEG				Region11										
	Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	In	Out	Undecided	AB	C1	C2	DE	London	East of England	South East	South West	Wales	East Midlands	West Midlands	Scotland	Yorks & Humberside	North East	North West	
Unweighted Total	1882	799	1083	316	528	1038	571	374	273	176	435	425	95	384	599	920	342	373	372	539	598	179	182	307	157	97	170	142	165	160	87	224
Weighted Total	1864	912	952	498	665	701	516	416	325	136	393	461	114	362	633	858	349	407	293	521	643	220	185	292	164	86	150	150	147	141	86	231
Conservative	393	200	193	81	122	189	306	18	24	4	393	-	-	-	122	201	66	118	75	93	108	41	36	82	32	15	39	41	18	24	15	50
	21.1%	21.9%	20.3%	16.2%	18.4%	27.0%	59.3%	4.4%	7.3%	2.7%	100.0%	-	-	-	19.3%	23.4%	18.9%	28.9%	25.5%	17.8%	16.7%	18.5%	19.3%	28.0%	19.6%	17.5%	26.3%	27.5%	12.0%	17.3%	17.3%	21.5%
Labour	461	220	240	144	195	122	17	289	66	3	-	461	-	-	217	170	68	102	56	126	175	66	39	39	28	25	30	40	19	44	35	90
	24.7%	24.2%	25.2%	28.9%	29.3%	17.4%	3.3%	69.6%	20.4%	2.3%	-	100.0%	-	-	34.3%	19.9%	19.5%	25.1%	19.2%	24.3%	27.3%	30.0%	21.1%	13.4%	16.9%	29.2%	20.4%	26.8%	13.0%	31.1%	40.8%	38.8%
Liberal Democrat	114	68	46	35	39	40	7	3	81	3	-	-	114	-	80	16	18	54	14	28	19	36	5	19	16	6	12	4	6	3	*	6
	6.1%	7.5%	4.8%	7.1%	5.9%	5.7%	1.4%	0.7%	25.1%	2.4%	-	-	100.0%	-	12.6%	1.8%	5.3%	13.2%	4.7%	5.4%	2.9%	16.3%	2.9%	6.6%	10.1%	6.7%	8.0%	2.4%	4.2%	2.4%	0.4%	2.6%
Scottish National Party (SNP)	69	41	27	18	30	21	1	8	4	44	-	-	-	-	35	18	15	17	5	23	23	-	-	-	-	-	-	69	-	-	-	-
	3.7%	4.5%	2.9%	3.6%	4.4%	3.0%	0.2%	2.0%	1.3%	32.1%	-	-	-	-	5.5%	2.1%	4.2%	4.3%	1.7%	4.4%	3.6%	-	-	-	-	-	-	46.6%	-	-	-	-
Plaid Cymru	4	1	3	-	-	4	-	*	-	4	-	-	-	-	1	3	-	-	*	1	4	-	-	-	4	-	-	-	-	-	-	-
	0.2%	0.1%	0.4%	-	-	0.6%	-	*	-	2.9%	-	-	-	-	0.1%	0.4%	-	-	*	0.1%	0.6%	-	-	-	4.9%	-	-	-	-	-	-	-
UK Independence Party (UKIP)	362	236	126	76	123	163	124	41	57	49	-	-	-	362	37	306	19	42	58	119	143	28	51	72	38	18	35	17	9	30	19	41
	19.4%	25.8%	13.2%	15.2%	18.5%	23.2%	24.1%	9.8%	17.5%	36.4%	-	-	-	100.0%	5.8%	35.7%	5.4%	10.4%	19.8%	22.8%	22.2%	12.5%	27.7%	24.7%	23.4%	21.3%	23.4%	11.4%	5.8%	21.5%	22.0%	17.7%
Another Party(Net)	60	27	33	14	22	24	2	9	24	12	-	-	-	-	28	17	14	15	11	16	17	6	8	10	6	1	3	2	1	11	4	9
	3.2%	3.0%	3.4%	2.9%	3.3%	3.4%	0.4%	2.1%	7.3%	8.9%	-	-	-	-	4.5%	2.0%	4.1%	3.8%	3.9%	3.1%	2.6%	2.5%	4.2%	3.4%	3.9%	1.1%	2.0%	1.4%	0.6%	7.6%	4.3%	3.8%
Green	45	18	27	9	17	18	1	5	23	8	-	-	-	-	23	9	12	12	11	12	10	4	7	6	6	1	2	1	-	10	2	5
	2.4%	2.0%	2.8%	1.9%	2.6%	2.6%	0.2%	1.2%	7.1%	6.1%	-	-	-	-	3.7%	1.1%	3.6%	2.9%	3.7%	2.3%	1.6%	1.7%	3.9%	2.1%	3.9%	1.1%	1.2%	0.8%	-	7.0%	2.8%	2.1%
British National Party (BNP)	7	5	2	2	1	4	-	1	-	1	-	-	-	-	1	5	-	-	*	2	5	-	-	1	-	-	*	1	*	-	3	
	0.4%	0.5%	0.2%	0.4%	0.2%	0.5%	-	0.3%	-	1.1%	-	-	-	-	0.2%	0.6%	-	-	*	0.3%	0.8%	-	-	0.5%	-	0.1%	0.3%	0.6%	0.4%	-	1.4%	
Respect	*	-	*	-	*	-	-	-	*	-	-	-	-	-	*	-	-	-	*	-	-	-	-	-	-	-	-	-	*	-	-	-
English Democrat	1	1	-	-	-	1	-	-	-	1	-	-	-	-	-	1	-	-	-	1	-	-	1	-	-	-	-	-	-	-	-	-
	*	0.1%	-	-	-	0.1%	-	-	-	0.4%	-	-	-	-	-	0.1%	-	-	-	0.1%	-	-	0.3%	-	-	-	-	-	-	-	-	-
Christian	3	-	3	2	1	-	1	2	-	-	-	-	-	-	*	1	2	2	-	1	*	2	-	-	-	-	1	-	-	-	-	1
	0.2%	-	0.3%	0.4%	0.2%	-	0.2%	0.5%	-	-	-	-	-	-	0.1%	0.1%	0.5%	0.5%	-	0.2%	0.1%	0.8%	-	-	-	-	0.6%	-	-	-	-	0.3%
Monster Raving Loony Party	1	1	-	1	-	-	0.1%	-	-	-	-	-	-	-	1	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	1	-
	0.1%	0.1%	-	0.1%	-	0.1%	0.1%	-	-	-	-	-	-	-	0.1%	0.1%	-	-	-	0.1%	0.1%	-	-	-	-	-	0.3%	-	-	0.7%	-	-
National Front	1	-	1	1	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	1	-	-	-	-	-	-	-	-	1	-	-
	*	-	0.1%	0.1%	-	-	-	-	-	-	-	-	-	-	0.1%	-	-	-	-	-	0.1%	-	-	-	-	-	-	-	-	0.8%	-	-
If not listed please state in this box	3	3	-	-	2	1	-	*	2	-	-	-	-	-	2	*	-	2	-	*	*	-	-	2	-	-	*	-	-	-	-	-
	0.1%	0.3%	-	-	0.3%	0.1%	-	0.1%	1.3%	-	-	-	-	-	0.3%	*	-	0.4%	-	0.1%	*	-	-	0.8%	-	0.2%	-	-	-	-	-	-
Undecided	363	109	255	119	125	120	58	47	69	116	-	-	-	-	105	121	127	54	54	108	147	36	42	64	31	16	29	43	26	27	11	34
	19.5%	11.9%	26.7%	23.9%	18.7%	17.1%	11.3%	11.3%	21.2%	11.9%	-	-	-	-	16.6%	14.1%	36.2%	13.3%	18.4%	20.8%	22.9%	16.5%	22.8%	22.0%	18.8%	18.0%	19.2%	29.0%	17.7%	19.2%	13.3%	14.8%
Refuse	39	10	29	11	10	18	-	-	-	1	-	-	-	-	8	5	22	4	20	7	8	8	4	6	12	1	1	2	*	1	2	2
	2.1%	1.1%	3.0%	2.2%	1.5%	2.6%	-	-	-	0.4%	-	-	-	-	1.3%	0.6%	6.3%	1.0%	6.8%	1.3%	1.2%	3.6%	1.9%	2.0%	7.3%	1.4%	0.7%	1.6%	0.2%	0.9%	1.9%	0.8%
SIGMA	1864	912	952	498	665	701	516	416	325	136	393	461	114	362	633	858	349	407	293	521	643	220	185	292	164	86	150	150	147	141	86	231
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

### Voting Intention Poll

Table 3

**Q10. Weighted by normal weighting and likelihood to vote**

**Q10. If there was a General Election taking place tomorrow, and there was a candidate from all political parties standing in your constituency, which party do you think you would vote for?**

**Base : Respondents likely to vote**

	Gender		Age			2010 Vote				Voting Intention				EU Referendum Vote				SEG				Region11											
	Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	In	Out	Undecided	AB	C1	C2	DE	London	East of England	South East	South West	Wales	East Midlands	West Midlands	Scotland	Yorks & Humberside	North East	North West		
Unweighted Total	1882	799	1083	316	528	1038	571	374	273	176	435	425	95	384	599	920	342	373	372	539	598	179	182	307	157	97	170	142	165	160	87	224	
Weighted Total	1882	943	939	468	676	738	555	439	339	146	420	478	119	377	644	891	326	429	300	520	633	215	182	291	173	93	147	145	157	147	88	233	
Conservative	420	216	204	81	131	209	334	19	25	4	420	-	-	-	131	218	68	126	80	99	115	43	39	88	34	16	41	42	19	27	17	54	
	22.3%	22.9%	21.8%	17.2%	19.3%	28.3%	60.2%	4.4%	7.5%	2.8%	100.0%	-	-	-	20.3%	24.5%	20.8%	29.4%	26.6%	19.1%	18.1%	19.9%	21.4%	30.3%	19.6%	16.9%	28.0%	28.9%	12.4%	18.2%	19.0%	23.4%	
Labour	478	228	250	146	203	129	19	309	73	3	-	478	-	-	231	175	67	107	56	128	187	62	40	39	31	28	32	44	21	45	36	94	
	25.4%	24.2%	26.6%	31.2%	30.0%	17.4%	3.4%	70.2%	21.4%	2.4%	-	100.0%	-	-	35.8%	19.7%	20.7%	24.8%	18.7%	24.7%	29.5%	28.7%	22.0%	13.4%	17.7%	30.5%	21.7%	30.1%	13.6%	31.0%	41.2%	40.2%	
Liberal Democrat	119	72	47	35	42	43	8	3	86	4	-	-	119	-	85	16	18	58	15	27	19	37	6	20	18	7	12	4	6	4	6	6	
	6.3%	7.6%	5.0%	7.5%	6.1%	5.8%	1.4%	0.7%	25.3%	2.4%	-	-	100.0%	-	13.2%	1.7%	5.5%	13.5%	5.1%	5.2%	3.0%	17.0%	3.3%	6.9%	10.4%	7.0%	7.9%	2.8%	3.8%	2.6%	0.4%	2.8%	
Scottish National Party (SNP)	75	46	29	18	33	23	1	9	5	48	-	-	-	-	38	19	17	18	6	25	26	-	-	-	-	-	-	75	-	-	-	-	
	4.0%	4.9%	3.0%	3.9%	4.9%	3.2%	0.2%	2.1%	1.4%	32.8%	-	-	-	-	6.0%	2.1%	5.1%	4.3%	1.9%	4.8%	4.1%	-	-	-	-	-	-	47.9%	-	-	-	-	
Plaid Cymru	5	1	4	-	-	5	-	*	-	5	-	-	-	-	1	4	-	-	*	1	4	-	-	-	5	-	-	-	-	-	-	-	
	0.3%	0.1%	0.4%	-	-	0.6%	-	*	-	3.1%	-	-	-	-	0.1%	0.4%	-	-	*	0.1%	0.6%	-	-	5.1%	-	-	-	-	-	-	-	-	
UK Independence Party (UKIP)	377	246	131	68	130	179	138	43	62	54	-	-	-	377	32	331	14	46	60	127	143	27	53	74	43	20	32	18	9	33	20	42	
	20.0%	26.1%	13.9%	14.4%	19.3%	24.2%	24.9%	9.7%	18.3%	37.2%	-	-	-	100.0%	5.0%	37.1%	4.3%	10.8%	20.1%	24.5%	22.6%	12.8%	29.1%	25.5%	24.7%	22.0%	21.8%	12.7%	6.0%	22.8%	22.7%	18.0%	
Another Party(Net)	63	28	35	14	23	26	2	9	26	13	-	-	-	-	29	18	16	17	13	17	17	6	8	10	7	1	3	2	1	12	3	9	
	3.4%	3.0%	3.7%	3.1%	3.4%	3.5%	0.4%	2.1%	7.7%	8.9%	-	-	-	-	4.5%	2.0%	4.9%	3.9%	4.2%	3.2%	2.7%	2.8%	4.7%	3.4%	4.2%	1.1%	2.1%	1.6%	0.6%	7.9%	3.8%	3.7%	
Green	49	20	29	10	19	20	1	5	26	9	-	-	-	-	25	10	14	13	12	12	11	4	8	7	7	1	2	1	11	2	5	5	
	2.6%	2.1%	3.1%	2.1%	2.7%	2.8%	0.2%	1.2%	7.6%	6.3%	-	-	-	-	3.9%	1.1%	4.3%	3.1%	4.1%	2.4%	1.7%	2.0%	4.3%	2.3%	4.2%	1.1%	1.4%	0.9%	-	7.5%	2.6%	2.1%	
British National Party (BNP)	6	5	2	1	2	3	-	1	-	2	-	-	-	-	1	6	-	-	*	1	5	-	-	1	-	*	1	1	1	-	3	3	
	0.3%	0.5%	0.2%	0.3%	0.2%	0.5%	-	0.3%	-	1.1%	-	-	-	-	0.1%	0.6%	-	-	0.1%	0.3%	0.8%	-	-	0.4%	-	0.1%	0.4%	0.6%	0.4%	0.4%	-	1.4%	
Respect	*	-	*	-	*	-	-	*	-	-	-	-	-	-	*	-	-	-	*	-	-	-	-	-	-	-	-	-	*	-	-	-	-
English Democrat	1	1	-	-	-	1	-	-	-	1	-	-	-	-	-	-	-	-	-	1	-	-	1	-	-	-	-	-	-	-	-	-	-
	*	0.1%	-	-	-	0.1%	-	-	-	0.4%	-	-	-	-	-	0.1%	-	-	-	0.1%	-	-	0.3%	-	-	-	-	-	-	-	-	-	-
Christian	3	-	3	2	2	-	1	2	-	-	-	-	-	-	*	1	2	2	-	1	*	2	-	-	-	-	1	-	-	-	-	1	1
	0.2%	-	0.4%	0.4%	0.2%	-	0.2%	0.5%	-	-	-	-	-	-	0.1%	0.1%	0.6%	0.4%	-	0.2%	0.1%	0.9%	-	-	-	-	0.6%	-	-	-	-	-	0.3%
Monster Raving Loony Party	1	1	-	*	-	-	0.1%	-	-	-	-	-	-	-	0.1%	0.1%	-	-	-	0.1%	0.1%	-	-	-	-	-	-	0.3%	-	-	-	0.4%	-
National Front	1	-	1	1	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	1	-	-
	*	-	0.1%	0.2%	-	-	-	-	-	-	-	-	-	-	0.1%	-	-	-	-	-	0.1%	-	-	-	-	-	-	-	-	-	0.8%	-	-
If not listed please state in this box	2	2	-	-	2	1	-	*	2	-	-	-	-	-	2	*	-	2	-	*	*	-	-	2	-	*	-	-	-	-	-	-	-
	0.1%	0.2%	-	-	0.2%	0.1%	-	0.1%	1.1%	-	-	-	-	-	0.3%	0.1%	-	0.4%	-	0.1%	*	-	-	0.7%	-	*	-	-	-	-	-	-	-
Undecided	305	96	209	95	104	106	53	47	62	15	-	-	-	-	89	106	104	52	48	89	115	32	33	53	27	15	26	32	24	25	10	26	
	16.2%	10.2%	22.2%	20.3%	15.3%	14.3%	9.5%	10.7%	18.3%	10.2%	-	-	-	-	13.8%	11.9%	31.8%	12.1%	16.1%	17.1%	18.2%	14.8%	17.9%	18.3%	15.6%	16.0%	17.9%	21.9%	15.5%	16.8%	10.8%	11.3%	
Refuse	41	11	30	11	11	19	-	-	-	0*	-	-	-	-	8	5	23	5	22	7	7	8	3	6	14	1	1	3	*	1	2	1	
	2.2%	1.2%	3.2%	2.3%	1.6%	2.6%	-	-	-	0.2%	-	-	-	-	1.3%	0.6%	7.0%	1.1%	7.3%	1.3%	1.1%	3.9%	1.7%	2.1%	7.8%	1.5%	0.6%	1.9%	0.2%	0.8%	2.0%	0.6%	
SIGMA	1882	943	939	468	676	738	555	439	339	146	420	478	119	377	644	891	326	429	300	520	633	215	182	291	173	93	147	145	157	147	88	233	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

### Voting Intention Poll

**Table 4**  
**Q10. Weighted by normal weighting, likelihood to vote and with undecided / refused removed**  
**Q10. If there was a General Election taking place tomorrow, and there was a candidate from all political parties standing in your constituency, which party do you think you would vote for?**  
**Base : Respondents likely to vote**

	Gender		Age			2010 Vote				Voting Intention				EU Referendum Vote				SEG				Region11										
	Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	In	Out	Undecided	AB	C1	C2	DE	London	East of England	South East	South West	Wales	East Midlands	West Midlands	Scotland	Yorks & Humberside	North East	North West	
Unweighted Total	1480	683	797	231	408	841	506	334	210	152	435	425	95	384	491	779	199	313	288	414	465	135	145	233	125	77	136	105	138	124	72	181
Weighted Total	1537	837	700	362	562	613	502	392	277	131	420	478	119	377	547	780	200	372	230	424	510	175	147	232	132	77	120	111	132	121	77	205
Conservative	420	216	204	81	131	209	334	19	25	4	420	-	-	-	131	218	68	126	80	99	115	43	39	88	34	16	41	42	19	27	17	54
	27.3%	25.8%	29.2%	22.2%	23.2%	34.1%	66.5%	4.9%	9.2%	3.1%	100.0%	-	-	-	23.9%	27.9%	33.9%	33.9%	34.7%	23.4%	22.5%	24.5%	26.6%	38.1%	25.6%	20.4%	34.3%	38.0%	14.8%	22.0%	21.8%	26.6%
Labour	478	228	250	146	203	129	19	309	73	3	-	478	-	-	231	175	67	107	56	128	187	62	40	39	31	28	32	44	21	45	36	94
	31.1%	27.2%	35.7%	40.3%	36.2%	21.0%	3.7%	78.7%	26.2%	2.6%	-	100.0%	-	-	42.2%	22.5%	33.7%	28.6%	24.5%	30.2%	36.6%	35.3%	27.4%	16.9%	23.2%	36.9%	26.7%	39.6%	16.1%	37.6%	47.3%	45.7%
Liberal Democrat	119	72	47	35	42	43	8	3	86	4	-	-	119	-	85	16	18	58	15	27	19	37	6	20	18	7	12	4	6	4	*	6
	7.8%	8.6%	6.7%	9.7%	7.4%	7.0%	1.6%	0.8%	31.0%	2.7%	-	-	100.0%	-	15.5%	2.0%	9.0%	15.6%	6.7%	6.4%	3.7%	20.9%	4.1%	8.6%	13.6%	8.5%	9.7%	3.6%	4.5%	3.1%	0.5%	3.1%
Scottish National Party (SNP)	75	46	29	18	33	23	1	9	5	48	-	-	-	-	38	19	17	18	6	25	26	-	-	-	-	-	-	-	75	-	-	-
	4.9%	5.5%	4.1%	5.1%	5.9%	3.8%	0.2%	2.3%	1.7%	36.6%	-	-	-	-	7.0%	2.4%	8.3%	4.9%	2.4%	5.9%	5.1%	-	-	-	-	-	-	-	56.8%	-	-	-
Plaid Cymru	5	1	4	-	-	5	-	*	-	5	-	-	-	-	1	4	-	-	*	1	4	-	-	-	-	5	-	-	-	-	-	-
	0.3%	0.1%	0.6%	-	-	0.8%	-	*	-	3.5%	-	-	-	-	0.1%	0.5%	-	-	*	0.2%	0.8%	-	-	-	6.1%	-	-	-	-	-	-	-
UK Independence Party (UKIP)	377	246	131	68	130	179	138	43	62	54	-	-	-	377	32	331	14	46	60	127	143	27	53	74	43	20	32	18	9	33	20	42
	24.5%	29.4%	18.7%	18.7%	23.2%	29.2%	27.5%	10.9%	22.4%	41.5%	-	-	-	100.0%	5.9%	42.4%	7.0%	12.4%	26.2%	30.0%	28.0%	15.7%	36.1%	32.1%	32.2%	26.6%	26.7%	16.7%	7.1%	27.7%	26.0%	20.4%
Another Party(Net)	63	28	35	14	23	26	2	9	26	13	-	-	-	-	29	18	16	17	13	17	17	6	8	10	7	1	3	2	1	12	3	9
	4.1%	3.4%	5.0%	4.0%	4.1%	4.2%	0.5%	2.3%	9.5%	10.0%	-	-	-	-	5.3%	2.3%	7.9%	4.5%	5.5%	3.9%	3.3%	3.5%	5.8%	4.3%	5.5%	1.4%	2.6%	2.1%	0.7%	9.6%	4.4%	4.2%
Green	49	20	29	10	19	20	1	5	26	9	-	-	-	-	25	10	14	13	12	12	11	4	8	7	7	1	2	1	-	11	2	5
	3.2%	2.4%	4.2%	2.8%	3.3%	3.3%	0.2%	1.4%	9.3%	7.1%	-	-	-	-	4.6%	1.3%	7.0%	3.6%	5.4%	2.9%	2.1%	2.4%	5.4%	2.9%	5.5%	1.4%	1.7%	1.2%	-	9.1%	3.0%	2.4%
British National Party (BNP)	6	5	2	1	2	3	-	1	-	2	-	-	-	-	1	6	-	-	*	1	5	-	-	1	-	-	*	1	1	-	3	
	0.4%	0.6%	0.3%	0.4%	0.3%	0.6%	-	0.4%	-	1.2%	-	-	-	-	0.2%	0.7%	-	-	0.1%	0.3%	0.9%	-	-	0.5%	-	0.1%	0.5%	0.7%	0.5%	0.1%	-	1.5%
Respect	*	-	*	-	*	-	-	*	-	-	-	-	-	-	*	-	-	-	*	-	-	-	-	-	-	-	-	-	*	-	-	-
English Democrat	1	1	-	-	-	1	-	-	-	1	-	-	-	-	-	1	-	-	-	1	-	-	1	-	-	-	-	-	-	-	-	-
	*	0.1%	-	-	-	0.1%	-	-	-	0.4%	-	-	-	-	-	0.1%	-	-	-	0.1%	-	-	0.4%	-	-	-	-	-	-	-	-	-
Christian	3	-	3	2	2	-	1	2	-	-	-	-	-	-	*	1	2	2	-	1	*	2	-	-	-	-	1	-	-	-	-	1
	0.2%	-	0.5%	0.5%	0.3%	-	0.2%	0.6%	-	-	-	-	-	-	0.1%	0.1%	1.0%	0.5%	-	0.3%	0.1%	1.1%	-	-	-	-	0.7%	-	-	-	-	0.3%
Monster Raving Loony Party	1	1	-	-	-	-	-	-	-	-	-	-	-	-	*	*	-	-	*	*	-	-	-	-	-	-	-	-	-	-	-	-
	0.1%	0.1%	-	0.1%	-	0.1%	-	-	-	-	-	-	-	-	0.1%	0.1%	-	-	-	0.1%	0.1%	-	-	-	-	-	-	0.5%	-	-	0.4%	-
National Front	1	-	1	1	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	1	-
	*	-	0.1%	0.2%	-	-	-	-	-	-	-	-	-	-	0.1%	-	-	-	-	-	0.1%	-	-	-	-	-	-	-	-	-	1.0%	-
If not listed please state in this box	2	2	-	-	2	1	-	-	*	2	-	-	-	-	2	*	-	2	-	*	*	-	-	2	-	-	*	-	-	-	-	-
	0.1%	0.3%	-	-	0.3%	0.1%	-	-	0.2%	1.3%	-	-	-	-	0.3%	0.1%	-	0.4%	-	0.1%	*	-	-	0.9%	-	-	0.1%	-	-	-	-	-
SIGMA	1537	837	700	362	562	613	502	392	277	131	420	478	119	377	547	780	200	372	230	424	510	175	147	232	132	77	120	111	132	121	77	205
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

### Voting Intention Poll

5 Nov 2014

**Table 5**  
**Q10. Weighted by normal weighting, likelihood to vote and with undecided / refused removed**  
**Q10. If there was a General Election taking place tomorrow, and there was a candidate from all political parties standing in your constituency, which party do you think you would vote for?**  
**Base : Respondents likely to vote**

	Gender		Age			2010 Vote				Voting Intention				EU Referendum Vote				SEG				Region11										
	Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	In	Out	Undecided	AB	C1	C2	DE	London	East of England	South East	South West	Wales	East Midlands	West Midlands	Scotland	Yorks & Humberside	North East	North West	
Unweighted Total	1672	744	928	250	450	972	571	374	273	176	435	425	95	384	541	863	255	349	324	474	525	158	160	272	139	88	153	117	154	143	79	200
Weighted Total	1748	935	813	407	638	703	569	445	328	149	458	522	130	411	613	881	242	420	260	482	586	199	166	268	148	87	137	125	151	138	87	230
Conservative	480	242	239	92	147	242	386	21	28	4	458	-	-	-	146	252	79	142	89	116	133	50	45	102	38	18	47	48	22	31	19	60
	27.5%	25.8%	29.3%	22.6%	23.0%	34.4%	67.8%	4.7%	8.4%	3.0%	100.0%	-	-	-	23.8%	28.6%	32.4%	33.7%	34.3%	24.1%	22.7%	25.0%	27.1%	38.2%	25.4%	20.9%	34.2%	38.3%	14.8%	22.6%	21.6%	26.1%
Labour	539	256	283	160	230	149	20	354	79	4	-	522	-	-	254	201	79	117	63	143	216	68	45	45	33	32	36	48	27	53	40	106
	30.8%	27.4%	34.8%	39.3%	36.1%	21.2%	3.6%	79.5%	24.2%	2.5%	-	100.0%	-	-	41.4%	22.8%	32.7%	27.9%	24.1%	29.7%	36.9%	34.2%	26.9%	16.7%	22.5%	36.1%	26.7%	38.2%	18.2%	38.1%	46.7%	45.9%
Liberal Democrat	156	84	71	44	55	57	9	3	119	4	-	-	130	101	21	32	72	21	37	26	43	9	28	23	9	14	7	7	5	1	10	
	8.9%	9.0%	8.8%	10.8%	8.6%	8.1%	1.5%	0.8%	36.4%	2.6%	-	-	100.0%	16.5%	2.4%	13.1%	17.2%	8.0%	7.7%	4.4%	21.5%	5.3%	10.6%	15.3%	9.9%	10.6%	5.3%	4.8%	3.8%	1.3%	4.2%	
Scottish National Party (SNP)	82	51	32	20	36	26	1	10	5	53	-	-	-	42	21	18	20	6	27	29	-	-	-	-	-	-	-	-	82	-	-	-
	4.7%	5.4%	3.9%	4.9%	5.6%	3.7%	0.2%	2.3%	1.6%	35.4%	-	-	-	6.9%	2.3%	7.5%	4.8%	2.4%	5.7%	4.9%	-	-	-	-	-	-	-	-	54.6%	-	-	-
Plaid Cymru	5	1	5	-	*	5	-	*	-	5	-	-	-	1	4	*	-	*	1	4	-	-	-	-	5	-	-	-	-	-	-	-
	0.3%	0.1%	0.6%	-	*	0.7%	-	*	-	3.5%	-	-	-	0.1%	0.5%	0.1%	-	*	0.2%	0.7%	-	-	-	6.2%	-	-	-	-	-	-	-	-
UK Independence Party (UKIP)	412	269	143	74	142	196	151	47	68	60	-	-	-	411	35	361	15	50	66	139	156	30	58	81	46	22	35	20	10	37	22	46
	23.6%	28.7%	17.6%	18.1%	22.3%	27.8%	26.5%	10.5%	20.7%	40.2%	-	-	-	100.0%	5.7%	41.0%	6.3%	12.0%	25.3%	28.8%	26.7%	15.0%	34.9%	30.2%	31.3%	25.6%	25.9%	16.2%	6.8%	26.4%	25.3%	19.8%
Another Party(Net)	74	33	41	17	27	29	3	10	29	19	-	-	-	34	21	19	18	15	19	21	9	10	12	8	1	4	3	1	13	4	9	
	4.2%	3.5%	5.0%	4.3%	4.3%	4.1%	0.5%	2.3%	8.7%	12.7%	-	-	-	5.6%	2.3%	7.7%	4.4%	5.9%	3.8%	3.6%	4.4%	5.9%	4.3%	5.5%	1.4%	2.7%	2.1%	0.8%	9.1%	5.2%	4.1%	
Green	58	24	34	13	22	23	1	6	28	14	-	-	-	30	11	17	15	15	14	14	7	9	8	8	1	3	1	*	12	3	5	
	3.3%	2.5%	4.2%	3.1%	3.5%	3.3%	0.2%	1.3%	8.5%	9.7%	-	-	-	4.9%	1.3%	6.9%	3.5%	5.8%	2.9%	2.5%	3.3%	5.5%	2.9%	5.5%	1.4%	1.9%	1.1%	0.1%	8.6%	3.8%	2.3%	
British National Party (BNP)	7	5	2	2	2	4	-	2	-	2	-	-	-	1	6	-	-	*	2	5	-	-	1	-	-	*	1	1	1	-	3	
	0.4%	0.5%	0.3%	0.4%	0.3%	0.5%	-	0.4%	-	1.4%	-	-	-	0.2%	0.7%	-	-	0.1%	0.4%	0.9%	-	-	0.5%	-	-	0.1%	0.5%	0.7%	0.4%	-	1.5%	
Respect	*	-	*	-	*	*	-	*	*	-	-	-	-	*	-	-	-	*	-	-	-	-	-	-	-	-	-	-	*	-	-	-
English Democrat	1	1	-	-	-	1	-	-	-	1	-	-	-	-	1	-	-	-	1	-	-	-	1	-	-	-	-	-	-	-	-	-
	*	0.1%	-	-	-	0.1%	-	-	-	0.4%	-	-	-	-	0.1%	-	-	-	0.1%	-	-	-	0.4%	-	-	-	-	-	-	-	-	-
Christian	4	-	4	2	2	-	1	3	-	-	-	-	-	*	1	2	2	-	1	*	2	-	-	-	-	1	-	-	-	-	-	1
	0.2%	-	0.5%	0.5%	0.3%	-	0.2%	0.6%	-	-	-	-	-	0.1%	0.1%	0.9%	0.5%	-	0.2%	0.1%	1.0%	-	-	-	-	0.7%	-	-	-	-	-	0.3%
Monster Raving Loony Party	1	1	-	*	-	1	1	-	-	-	-	-	-	*	1	-	-	-	1	*	-	-	-	-	-	-	1	-	-	-	-	-
	0.1%	0.1%	-	0.1%	-	0.1%	0.1%	-	-	-	-	-	-	0.1%	0.1%	-	-	-	0.1%	0.1%	-	-	-	-	-	-	0.4%	-	-	-	0.4%	-
National Front	1	-	1	1	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	1	-
	*	-	0.1%	0.2%	-	-	-	-	-	-	-	-	-	0.1%	-	-	-	-	-	-	0.1%	-	-	-	-	-	-	-	-	-	0.9%	-
If not listed please state in this box	2	2	-	-	2	1	-	-	1	2	-	-	-	2	1	-	2	-	1	*	-	-	2	-	-	*	-	-	-	-	-	-
	0.1%	0.3%	-	-	0.3%	0.1%	-	-	0.2%	1.2%	-	-	-	0.3%	0.1%	-	0.4%	-	0.1%	*	-	-	0.9%	-	-	*	-	-	-	-	-	-
SIGMA	1748	935	813	407	638	703	569	445	328	149	458	522	130	411	613	881	242	420	260	482	586	199	166	268	148	87	137	125	151	138	87	230
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%



	Page	Table	Title	Base Description	Base
	4	1	Q9. If there was a UK General Election taking place tomorrow, how likely do you think you would be to vote on a scale of 0 to 10?	Base : All Answering	2012
	5	2	Q10. Weighted by normal weighting Q10. If there was a General Election taking place tomorrow, and there was a candidate from all political parties standing in your constituency, which party do you think you would vote for? / Another Party(Net)	Base : Respondents likely to vote	1882
	6	3	Q10. Weighted by normal weighting and likelihood to vote Q10. If there was a General Election taking place tomorrow, and there was a candidate from all political parties standing in your constituency, which party do you think you would vote for? / Another Party(Net)	Base : Respondents likely to vote	1882
	7	4	Q10. Weighted by normal weighting, likelihood to vote and with undecided / refused removed Q10. If there was a General Election taking place tomorrow, and there was a candidate from all political parties standing in your constituency, which party do you think you would vote for? / Another Party(Net)	Base : Respondents likely to vote	1480
	8	5	Q10. Weighted by normal weighting, likelihood to vote and with undecided / refused removed Q10. If there was a General Election taking place tomorrow, and there was a candidate from all political parties standing in your constituency, which party do you think you would vote for? / Another Party(Net)	Base : Respondents likely to vote	1672