

## Opinion Poll

### ONLINE Fieldwork : 1st-3rd August 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	2021	1056	965	232	297	321	385	329	457	583	610	332	496	548	509	473	310	181	274	813	459	584	114	280	570	393	368	
Weighted base	2021	990	1031	240	340	340	360	300	440	540	560	440	480	546	525	485	283	182	283	849	475	524	138	170	559	366	358	
Absolutely certain to vote	(10)	1049	577	472	75	109	147	213	186	318	311	293	215	230	281	261	250	147	110	135	403	344	346	61	119	407	259	210
		52%	58%	46%	31%	32%	43%	59%	62%	72%	58%	52%	49%	48%	51%	50%	51%	52%	61%	48%	47%	72%	66%	44%	70%	73%	71%	59%
	(9)	222	126	96	21	46	42	33	33	46	69	64	49	40	60	58	54	35	15	32	94	53	66	39	25	55	46	66
		11%	13%	9%	9%	14%	12%	9%	11%	11%	13%	11%	11%	8%	11%	11%	11%	12%	8%	11%	11%	11%	13%	28%	15%	10%	13%	18%
	(8)	151	74	77	27	38	34	23	16	15	40	41	38	32	41	32	37	22	18	26	80	41	47	15	5	47	24	25
		7%	8%	7%	11%	11%	10%	6%	5%	3%	7%	7%	9%	7%	8%	6%	8%	8%	10%	9%	9%	9%	11%	3%	8%	7%	7%	
	(7)	91	29	62	20	19	16	12	14	11	29	29	17	16	31	29	15	10	6	17	32	17	25	11	10	15	9	29
		4%	3%	6%	8%	5%	5%	3%	5%	2%	5%	5%	4%	3%	6%	5%	3%	4%	4%	6%	4%	4%	5%	8%	6%	3%	3%	8%
	(6)	42	23	19	10	12	7	*	1	9	11	14	8	12	10	13	6	-	7	23	7	9	2	4	5	3	4	
		2%	2%	2%	4%	3%	3%	2%	*	2%	2%	3%	2%	2%	2%	2%	3%	2%	-	2%	3%	2%	2%	2%	2%	1%	1%	1%
	(5)	80	31	49	17	32	8	9	8	6	8	24	24	24	29	13	17	14	6	14	36	11	21	6	3	6	11	6
		4%	3%	5%	7%	9%	2%	3%	3%	1%	1%	4%	5%	5%	5%	3%	4%	5%	3%	5%	4%	2%	4%	5%	2%	1%	3%	2%
	(4)	12	3	9	2	2	-	2	2	4	3	3	-	6	4	5	-	2	1	2	3	3	4	1	1	-	-	3
		1%	*	1%	1%	1%	-	*	1%	1%	*	1%	-	1%	1%	1%	-	1%	*	1%	*	1%	1%	*	-	-	-	1%
	(3)	37	10	27	6	8	11	11	*	1	4	12	7	14	6	12	14	-	5	8	20	-	3	2	3	1	2	-
		2%	1%	3%	2%	2%	3%	3%	*	*	1%	2%	2%	3%	1%	2%	3%	-	3%	3%	2%	-	1%	1%	2%	*	1%	-
	(2)	39	14	25	10	8	4	8	7	2	9	8	9	13	5	8	11	11	3	4	23	-	2	-	1	1	-	-
		2%	1%	2%	4%	2%	1%	2%	2%	*	2%	1%	2%	3%	1%	2%	2%	4%	2%	2%	3%	-	*	-	*	-	-	-
Definitely would not vote	(1)	185	80	105	25	46	29	25	28	31	42	40	40	63	45	56	48	26	11	24	66	-	-	-	-	13	5	8
		9%	8%	10%	10%	14%	9%	7%	9%	7%	8%	7%	9%	13%	8%	11%	10%	9%	6%	9%	8%	-	-	-	-	2%	1%	2%
Don't know		114	24	89	28	21	38	16	6	4	15	36	29	33	31	40	26	10	6	13	68	-	-	-	-	9	6	6
		6%	2%	9%	12%	6%	11%	5%	2%	1%	3%	6%	7%	7%	6%	8%	5%	4%	3%	5%	8%	-	-	-	-	2%	2%	2%
Mean		8.08	8.42	7.72	7.09	7.09	7.98	8.33	8.41	8.92	8.46	8.25	8.00	7.50	8.17	7.94	7.97	8.05	8.50	7.95	8.00	9.40	9.15	8.82	9.25	9.32	9.30	9.03
Standard deviation		2.98	2.77	3.15	3.18	3.24	2.94	2.86	2.91	2.49	2.72	2.79	2.97	3.40	2.83	3.12	3.09	3.01	2.67	2.94	2.95	1.19	1.54	1.56	1.54	1.66	1.58	1.75
Standard error		0.07	0.09	0.10	0.22	0.19	0.17	0.15	0.16	0.12	0.11	0.12	0.17	0.16	0.12	0.14	0.15	0.17	0.20	0.18	0.11	0.06	0.06	0.15	0.09	0.07	0.08	0.09

## Opinion Poll

### ONLINE Fieldwork : 1st-3rd August 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	2021	1056	965	232	297	321	385	329	457	583	610	332	496	548	509	473	310	181	274	813	459	584	114	280	570	393	368
Weighted base	2021	990	1031	240	340	340	360	300	440	540	560	440	480	546	525	485	283	182	283	849	475	524	138	170	559	366	358
Conservative	475 23%	267 27%	208 20%	39 16%	37 11%	70 21%	75 21%	85 28%	169 38%	164 30%	158 28%	79 18%	73 15%	147 27%	124 24%	94 19%	78 27%	32 18%	47 17%	201 24%	475 100%	-	-	-	363 65%	12 3%	45 12%
Labour	524 26%	278 28%	246 24%	82 34%	112 33%	98 29%	100 28%	62 21%	71 16%	121 22%	147 26%	114 26%	142 29%	137 25%	122 23%	167 35%	57 20%	41 23%	102 36%	212 25%	-	524 100%	-	-	28 5%	289 79%	87 24%
Liberal Democrat	138 7%	66 7%	71 7%	10 4%	37 11%	28 8%	18 5%	20 7%	25 6%	62 12%	27 5%	26 6%	23 5%	42 8%	29 5%	39 8%	16 6%	12 6%	25 9%	53 6%	-	-	138 100%	-	6 1%	3 1%	99 28%
SNP	37 2%	20 2%	17 2%	* *	3 1%	3 1%	10 3%	13 4%	8 2%	9 2%	9 2%	8 2%	10 2%	-	-	-	-	37 20%	6 2%	17 2%	-	-	-	-	1 *	4 1%	3 1%
Plaid Cymru	7 *	5 1%	2 *	- -	2 *	1 *	2 1%	1 *	1 *	1 *	2 *	3 1%	1 *	-	-	-	7 2%	-	2 1%	3 *	-	-	-	-	* *	* *	1 *
The UK Independence Party	170 8%	108 11%	62 6%	10 4%	9 3%	16 5%	37 10%	35 12%	63 14%	41 8%	42 7%	47 11%	40 8%	45 8%	63 12%	37 8%	19 7%	6 3%	15 5%	66 8%	-	-	-	170 100%	84 15%	16 4%	20 6%
The Green Party	47 2%	17 2%	30 3%	8 4%	13 4%	3 1%	10 3%	6 2%	5 1%	14 3%	15 3%	7 2%	11 2%	17 3%	13 3%	7 1%	8 3%	2 1%	7 3%	19 2%	-	-	-	-	2 *	5 1%	18 5%
The British National Party	10 *	3 *	6 1%	1 *	2 *	2 1%	4 1%	1 *	-	-	1 *	4 1%	4 1%	1 *	4 1%	3 1%	* 1%	1 1%	1 *	4 *	-	-	-	-	2 *	-	-
Some other party	8 *	8 1%	-	-	2 1%	1 *	-	4 1%	1 *	4 1%	2 *	2 1%	-	4 1%	4 1%	-	-	-	3 1%	5 1%	-	-	-	-	-	3 1%	2 *
Would not vote	230 11%	92 9%	138 13%	35 14%	56 17%	40 12%	36 10%	30 10%	32 7%	48 9%	53 10%	48 11%	81 17%	50 9%	71 13%	65 13%	27 9%	17 10%	29 10%	95 11%	-	-	-	-	16 3%	5 1%	8 2%
Rather not say	33 2%	19 2%	13 1%	1 *	9 3%	3 1%	8 2%	5 2%	7 2%	10 2%	5 1%	6 1%	12 3%	14 3%	6 1%	3 1%	5 2%	4 2%	3 1%	15 2%	-	-	-	-	-	1 *	-
Don't know	343 17%	106 11%	237 23%	54 23%	58 17%	75 22%	60 17%	39 13%	57 13%	66 12%	98 18%	96 22%	83 17%	88 16%	89 17%	71 15%	66 24%	29 16%	45 16%	159 19%	-	-	-	-	56 10%	27 7%	75 21%

## Opinion Poll

### ONLINE Fieldwork : 1st-3rd August 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	1269	724	546	124	161	190	242	225	328	398	387	201	284	328	324	299	196	123	170	493	377	462	86	221	430	308	245
Weighted base	1118	623	494	105	149	174	206	188	297	340	321	225	232	300	283	274	151	109	155	447	388	410	102	135	413	274	222
Conservative	388	221	166	28	28	53	59	73	147	138	128	63	59	115	103	77	64	28	35	163	388	-	-	-	309	11	37
	35%	36%	34%	27%	19%	30%	29%	39%	50%	41%	40%	28%	25%	38%	36%	28%	42%	26%	22%	36%	100%	-	-	-	75%	4%	17%
Labour	410	219	190	57	78	80	82	52	61	98	118	84	110	98	95	134	47	35	77	160	-	410	-	-	22	237	72
	37%	35%	39%	55%	52%	46%	40%	28%	20%	29%	37%	37%	47%	33%	34%	49%	31%	32%	50%	36%	-	100%	-	-	5%	87%	32%
Liberal Democrat	102	52	50	8	24	20	14	15	21	49	20	21	12	36	19	27	12	8	18	35	-	-	102	-	5	2	78
	9%	8%	10%	8%	16%	11%	7%	8%	7%	14%	6%	9%	5%	12%	7%	10%	8%	8%	11%	8%	-	-	100%	-	1%	1%	35%
SNP	30	17	14	*	1	3	9	11	7	8	7	7	8	-	-	-	-	30	4	14	-	-	-	-	1	3	2
	3%	3%	3%	*	1%	1%	4%	6%	2%	2%	2%	3%	3%	-	-	-	-	28%	3%	3%	-	-	-	-	*	1%	1%
Plaid Cymru	6	5	1	-	1	1	2	1	1	1	2	3	*	-	-	-	6	-	1	3	-	-	-	-	*	*	1
	1%	1%	*	-	1%	*	1%	1%	*	*	1%	1%	*	-	-	-	4%	-	1%	1%	-	-	-	-	*	*	1%
The UK Independence Party	135	89	47	5	6	13	30	28	54	34	33	37	31	36	50	30	15	5	12	53	-	-	-	135	71	14	15
	12%	14%	9%	5%	4%	8%	15%	15%	18%	10%	10%	17%	14%	12%	18%	11%	10%	4%	8%	12%	-	-	-	100%	17%	5%	7%
The Green Party	35	13	22	5	8	2	9	5	5	10	11	6	8	11	11	5	6	2	6	14	-	-	-	-	2	4	14
	3%	2%	4%	5%	6%	1%	4%	3%	2%	3%	3%	3%	3%	4%	4%	2%	4%	2%	4%	3%	-	-	-	-	*	2%	6%
The British National Party	6	2	4	*	1	1	3	1	-	-	*	2	4	*	3	1	*	1	*	3	-	-	-	-	2	-	-
	1%	*	1%	*	1%	1%	1%	1%	-	-	*	1%	2%	*	1%	*	*	1%	*	1%	-	-	-	-	*	-	-
Some other party	6	6	-	-	2	1	-	2	1	2	1	2	-	4	2	-	-	-	1	4	-	-	-	-	-	2	1
	1%	1%	-	-	1%	1%	-	1%	*	1%	*	1%	-	1%	1%	-	-	-	1%	1%	-	-	-	-	-	1%	1%

**Opinion Poll**  
**ONLINE Fieldwork : 1st-3rd August 2014**

Absolutes/col percents

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

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2021	2021
Weighted base	2021	2021
Male	1056 52%	990 49%
Female	965 48%	1031 51%

**Opinion Poll**  
**ONLINE Fieldwork : 1st-3rd August 2014**

Absolutes/col percents

Table 5  
**Age**  
**Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2021	2021
Weighted base	2021	2021
18-24	232 11%	240 12%
25-34	297 15%	340 17%
35-44	321 16%	340 17%
45-54	385 19%	360 18%
55-64	329 16%	300 15%
65+	457 23%	440 22%
Average age	48.11	47.20

**Opinion Poll**  
**ONLINE Fieldwork : 1st-3rd August 2014**

Absolutes/col percents

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

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2021	2021
Weighted base	2021	2021
AB	583 29%	540 27%
C1	610 30%	560 28%
C2	332 16%	440 22%
DE	496 25%	480 24%

**Opinion Poll**  
**ONLINE Fieldwork : 1st-3rd August 2014**

Absolutes/col percents

Table 7  
**GO Region**  
**Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2021	2021
Weighted base	2021	2021
Scotland	181 9%	182 9%
North East	80 4%	81 4%
North West	240 12%	222 11%
Yorkshire & Humberside	153 8%	182 9%
West Midlands	192 10%	182 9%
East Midlands	144 7%	141 7%
Wales	114 6%	101 5%
Eastern	173 9%	202 10%
London	238 12%	263 13%
South East	310 15%	283 14%
South West	196 10%	182 9%

**Opinion Poll**  
**ONLINE Fieldwork : 1st-3rd August 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	2021	2021
Weighted base	2021	2021
NET: Working	1087 54%	1132 56%
Working full time - working 30 hours per week or more	818 40%	889 44%
Working part time - working between 8 and 29 hours per week	269 13%	243 12%
NET: Not working	934 46%	889 44%
Not working but seeking work or temporarily unemployed or sick	104 5%	112 6%
Not working and not seeking work	134 7%	114 6%
Retired on a state pension only	108 5%	106 5%
Retired with a private pension	411 20%	376 19%
House person, housewife, househusband, etc.	177 9%	181 9%



**Opinion Poll**  
**ONLINE Fieldwork : 1st-3rd August 2014**

Absolutes/col percents

Table 9  
**Tenure**  
**Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2021	2021
Weighted base	2021	2021
NET: Homeowners	1295 64%	1314 65%
Owned outright - without mortgage	696 34%	667 33%
Owned with a mortgage or loan	599 30%	647 32%
NET: Renters	695 34%	672 33%
Rented from the council	173 9%	283 14%
Rented from a housing association	178 9%	125 6%
Rented from someone else	344 17%	265 13%
Rent free	31 2%	35 2%

**Opinion Poll**  
**ONLINE Fieldwork : 1st-3rd August 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	2021	2021
Weighted base	2021	2021
Yes	1180 58%	1233 61%
No	841 42%	788 39%

**Opinion Poll**  
**ONLINE Fieldwork : 1st-3rd August 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	2021	2021
Weighted base	2021	2021
No cars in the household	432 21%	424 21%
NET: Any	1589 79%	1597 79%
1	1106 55%	849 42%
2	421 21%	566 28%
3+	62 3%	182 9%

## Opinion Poll

### ONLINE Fieldwork : 1st-3rd August 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	2021	2021
Weighted base	2021	2021
Conservative	542 27%	566 28%
Labour	669 33%	586 29%
Liberal Democrat	169 8%	202 10%
SNP	54 3%	38 2%
Plaid Cymru	8 *	4 *
Green	74 4%	38 2%
UKIP	216 11%	81 4%
BNP	16 1%	15 1%
Another party	13 1%	7 *
None	260 13%	485 24%