

Opinion Poll

ONLINE Fieldwork : 27th-29th June 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	2049	1025	1024	212	296	356	381	326	478	634	575	334	506	540	542	502	292	173	248	802	467	566	133	310	555	436	364	
Weighted base	2049	1004	1045	244	345	345	365	304	446	548	568	446	487	553	533	492	287	184	276	871	484	548	146	177	547	400	364	
Absolutely certain to vote	(10)	1133	612	521	72	141	179	224	186	330	311	233	258	315	303	247	140	127	154	460	347	367	94	134	412	290	228	
		55%	61%	50%	29%	41%	52%	61%	61%	74%	60%	55%	52%	53%	57%	57%	50%	49%	69%	56%	53%	72%	67%	64%	75%	75%	73%	63%
	(9)	235	120	115	17	47	42	38	36	55	71	68	46	51	65	61	59	32	19	26	109	70	90	16	19	67	51	62
		11%	12%	11%	7%	14%	12%	10%	12%	12%	13%	12%	10%	10%	12%	11%	12%	11%	10%	9%	13%	14%	16%	11%	11%	12%	13%	17%
	(8)	135	69	65	22	28	24	25	18	17	44	37	35	20	34	49	21	23	8	20	66	29	28	22	13	24	15	33
		7%	7%	6%	9%	8%	7%	7%	6%	4%	8%	6%	8%	4%	6%	9%	4%	8%	4%	7%	8%	6%	5%	15%	7%	4%	4%	9%
	(7)	89	40	49	13	24	13	10	18	11	22	29	22	17	28	21	20	18	2	12	40	21	28	6	5	16	18	17
		4%	4%	5%	6%	7%	4%	3%	6%	2%	4%	5%	5%	3%	5%	4%	4%	6%	1%	4%	5%	4%	5%	4%	3%	3%	5%	5%
	(6)	48	12	37	19	14	7	4	2	3	10	14	10	15	16	16	10	4	2	5	24	6	14	3	1	9	4	5
		2%	1%	3%	8%	4%	2%	1%	1%	1%	2%	2%	2%	3%	3%	3%	2%	1%	1%	2%	3%	1%	3%	2%	1%	2%	1%	1%
	(5)	67	21	46	22	14	15	5	9	2	8	14	31	15	13	10	34	10	-	11	35	8	14	3	1	2	8	4
		3%	2%	4%	9%	4%	4%	1%	3%	*	1%	2%	7%	3%	2%	2%	7%	4%	-	4%	4%	2%	3%	2%	1%	*	2%	1%
	(4)	19	5	15	8	5	3	1	2	-	8	4	1	7	4	4	4	3	5	3	9	-	2	2	1	-	-	1
		1%	*	1%	3%	2%	1%	*	1%	-	1%	1%	*	1%	1%	1%	1%	1%	3%	1%	1%	-	*	1%	1%	-	-	*
	(3)	17	3	14	6	2	4	-	1	5	4	4	1	8	6	8	3	-	-	4	3	2	4	-	2	-	1	*
		1%	*	1%	2%	*	1%	-	*	1%	1%	1%	*	2%	1%	2%	1%	-	-	2%	*	*	1%	-	1%	-	*	*
	(2)	34	12	22	13	8	2	1	7	3	5	9	13	6	10	2	14	7	-	8	17	1	1	-	1	2	-	1
		2%	1%	2%	5%	2%	1%	*	2%	1%	1%	2%	3%	1%	2%	*	3%	3%	-	3%	2%	*	*	-	1%	*	-	*
Definitely would not vote	(1)	181	84	97	26	44	38	40	15	18	40	45	36	61	41	39	51	32	17	23	78	-	-	-	-	12	6	4
		9%	8%	9%	11%	13%	11%	11%	5%	4%	7%	8%	8%	12%	7%	7%	10%	11%	9%	8%	9%	-	-	-	-	2%	2%	1%
Don't know		90	26	64	25	18	18	16	12	1	7	34	19	30	21	19	28	18	4	10	31	-	-	-	-	3	5	9
		4%	3%	6%	10%	5%	5%	5%	4%	*	1%	6%	4%	6%	4%	4%	6%	6%	2%	3%	4%	-	-	-	-	*	1%	2%
Mean		8.25	8.53	7.96	6.73	7.55	8.07	8.45	8.70	9.17	8.57	8.35	8.09	7.89	8.38	8.47	7.86	7.92	8.68	8.13	8.17	9.43	9.27	9.20	9.43	9.39	9.34	9.24
Standard deviation		2.89	2.73	3.02	3.23	3.18	3.03	2.92	2.46	2.09	2.62	2.79	2.90	3.24	2.77	2.65	3.14	3.10	2.78	2.98	2.89	1.17	1.38	1.33	1.36	1.60	1.55	1.47
Standard error		0.07	0.09	0.10	0.23	0.19	0.16	0.15	0.14	0.10	0.10	0.12	0.16	0.15	0.12	0.12	0.14	0.19	0.21	0.19	0.10	0.05	0.06	0.12	0.08	0.07	0.08	0.08

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	2049	1025	1024	212	296	356	381	326	478	634	575	334	506	540	542	502	292	173	248	802	467	566	133	310	555	436	364
Weighted base	2049	1004	1045	244	345	345	365	304	446	548	568	446	487	553	533	492	287	184	276	871	484	548	146	177	547	400	364
Conservative	484 24%	260 26%	224 21%	31 13%	53 15%	69 20%	78 21%	82 27%	170 38%	183 33%	122 21%	97 22%	83 17%	157 28%	134 25%	97 20%	68 24%	28 15%	43 15%	208 24%	484 100%	-	-	-	373 68%	10 3%	34 9%
Labour	548 27%	286 29%	261 25%	72 30%	100 29%	109 32%	104 28%	80 26%	82 18%	125 23%	158 28%	115 26%	150 31%	119 22%	151 28%	144 29%	75 26%	58 31%	95 34%	245 28%	-	548 100%	-	-	29 5%	306 76%	94 26%
Liberal Democrat	146 7%	89 9%	57 5%	16 7%	33 10%	22 6%	23 6%	16 5%	37 8%	58 11%	41 7%	18 4%	29 6%	49 9%	51 10%	25 5%	11 4%	9 5%	28 10%	54 6%	-	-	146 100%	-	3 1%	9 2%	102 28%
SNP	38 2%	20 2%	18 2%	1 1%	7 2%	4 1%	7 2%	6 2%	13 3%	11 2%	11 2%	7 2%	9 2%	-	-	-	-	38 20%	6 2%	11 1%	-	-	-	-	1 *	6 1%	4 1%
Plaid Cymru	7 *	6 1%	1 *	3 1%	1 *	-	2 1%	2 1%	* 1%	1 *	1 *	3 1%	3 1%	-	-	-	7 3%	-	-	6 1%	-	-	-	-	-	1 *	-
The UK Independence Party	177 9%	97 10%	80 8%	6 2%	17 5%	21 6%	36 10%	39 13%	58 13%	31 6%	47 8%	53 12%	46 9%	54 10%	46 9%	47 10%	25 9%	4 2%	17 6%	75 9%	-	-	-	177 100%	72 13%	22 6%	26 7%
The Green Party	60 3%	22 2%	38 4%	4 1%	19 6%	9 3%	14 4%	7 2%	7 2%	14 3%	23 4%	8 2%	16 3%	19 4%	16 3%	14 3%	8 3%	3 2%	9 3%	25 3%	-	-	-	-	1 *	9 2%	25 7%
The British National Party	7 *	5 1%	2 *	-	* *	2 *	4 1%	* *	* *	1 *	2 *	2 *	3 1%	1 *	2 *	2 *	1 *	2 1%	-	5 1%	-	-	-	-	-	1 *	-
Some other party	5 *	1 *	4 *	1 *	2 1%	-	2 1%	-	-	2 *	3 1%	* *	-	2 *	1 *	3 1%	* *	-	3 1%	2 *	-	-	-	-	-	2 *	1 *
Would not vote	218 11%	100 10%	118 11%	43 18%	53 15%	43 12%	42 11%	19 6%	18 4%	46 8%	52 9%	49 11%	72 15%	50 9%	43 8%	69 14%	36 13%	20 11%	33 12%	96 11%	-	-	-	-	13 2%	6 2%	4 1%
Rather not say	45 2%	26 3%	19 2%	11 5%	3 1%	10 3%	9 2%	5 2%	7 2%	16 3%	10 2%	13 3%	6 1%	21 4%	5 1%	12 2%	3 1%	4 2%	6 2%	27 3%	-	-	-	-	1 *	2 1%	-
Don't know	313 15%	91 9%	222 21%	56 23%	56 16%	56 16%	45 12%	49 16%	52 12%	60 11%	99 17%	83 19%	72 15%	81 15%	83 16%	80 16%	51 18%	18 10%	38 14%	117 13%	-	-	-	-	54 10%	26 7%	74 20%

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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	1332	721	611	104	173	216	259	223	356	435	375	210	313	341	358	323	182	127	165	511	385	453	106	254	429	331	251
Weighted base	1190	649	541	89	177	188	225	193	317	344	331	242	272	317	323	269	157	123	158	503	398	437	115	146	412	301	238
Conservative	398	217	181	20	42	57	66	66	148	149	102	79	69	130	108	82	54	24	35	168	398	-	-	-	320	9	29
	33%	33%	33%	22%	24%	30%	29%	34%	47%	43%	31%	33%	25%	41%	33%	30%	35%	20%	22%	33%	100%	-	-	-	78%	3%	12%
Labour	437	235	202	49	75	86	88	68	71	100	128	89	120	91	123	114	59	50	73	198	-	437	-	-	25	252	77
	37%	36%	37%	54%	43%	46%	39%	35%	22%	29%	39%	37%	44%	29%	38%	42%	38%	40%	46%	39%	-	100%	-	-	6%	84%	33%
Liberal Democrat	115	69	46	12	23	16	18	14	32	48	32	14	20	38	40	21	8	8	23	39	-	-	115	-	2	8	84
	10%	11%	8%	13%	13%	9%	8%	7%	10%	14%	10%	6%	7%	12%	12%	8%	5%	6%	14%	8%	-	-	100%	-	1%	3%	35%
SNP	33	18	16	1	6	3	6	5	12	9	10	6	8	-	-	-	-	33	5	9	-	-	-	-	1	5	4
	3%	3%	3%	1%	3%	2%	3%	3%	4%	3%	3%	3%	3%	-	-	-	-	27%	3%	2%	-	-	-	-	*	2%	2%
Plaid Cymru	6	5	1	2	1	-	2	2	*	1	1	2	2	-	-	-	6	-	-	5	-	-	-	-	-	1	-
	1%	1%	*	2%	*	-	1%	1%	*	*	*	1%	1%	-	-	-	4%	-	-	1%	-	-	-	-	-	*	-
The UK Independence Party	146	83	63	3	13	18	30	33	49	25	37	45	39	42	39	39	22	4	13	62	-	-	-	146	63	19	22
	12%	13%	12%	3%	7%	10%	13%	17%	15%	7%	11%	19%	14%	13%	12%	14%	14%	3%	8%	12%	-	-	-	100%	15%	6%	9%
The Green Party	43	17	27	3	15	5	10	5	5	9	18	5	12	14	11	10	6	3	7	15	-	-	-	-	1	6	20
	4%	3%	5%	3%	8%	3%	4%	2%	2%	3%	5%	2%	4%	4%	3%	4%	4%	2%	5%	3%	-	-	-	-	*	2%	9%
The British National Party	6	5	1	-	*	1	3	*	*	1	1	2	2	1	2	2	1	1	-	5	-	-	-	-	-	1	-
	*	1%	*	-	*	1%	1%	*	*	*	*	1%	1%	*	1%	1%	*	1%	-	1%	-	-	-	-	-	*	-
Some other party	4	1	4	*	2	-	2	-	-	2	3	*	-	1	*	2	*	-	3	1	-	-	-	-	-	1	1
	*	*	1%	*	1%	-	1%	-	-	*	1%	*	-	*	*	1%	*	-	2%	*	-	-	-	-	-	*	*

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Table 4
Gender
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2049	2049
Weighted base	2049	2049
Male	1025 50%	1004 49%
Female	1024 50%	1045 51%

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Absolutes/col percents

Table 5
Age
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2049	2049
Weighted base	2049	2049
18-24	212 10%	244 12%
25-34	296 14%	345 17%
35-44	356 17%	345 17%
45-54	381 19%	365 18%
55-64	326 16%	304 15%
65+	478 23%	446 22%
Average age	48.47	47.14

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Absolutes/col percents

Table 6
Social Grade
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2049	2049
Weighted base	2049	2049
AB	634 31%	548 27%
C1	575 28%	568 28%
C2	334 16%	446 22%
DE	506 25%	487 24%

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Absolutes/col percents

Table 7
GO Region
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2049	2049
Weighted base	2049	2049
Scotland	173 8%	184 9%
North East	87 4%	82 4%
North West	236 12%	225 11%
Yorkshire & Humberside	179 9%	184 9%
West Midlands	187 9%	184 9%
East Midlands	152 7%	143 7%
Wales	102 5%	102 5%
Eastern	203 10%	205 10%
London	219 11%	266 13%
South East	321 16%	287 14%
South West	190 9%	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	2049	2049
Weighted base	2049	2049
NET: Working	1050 51%	1147 56%
Working full time - working 30 hours per week or more	728 36%	902 44%
Working part time - working between 8 and 29 hours per week	322 16%	246 12%
NET: Not working	999 49%	902 44%
Not working but seeking work or temporarily unemployed or sick	132 6%	116 6%
Not working and not seeking work	151 7%	135 7%
Retired on a state pension only	118 6%	116 6%
Retired with a private pension	418 20%	361 18%
House person, housewife, househusband, etc.	180 9%	174 8%

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Absolutes/col percents

Table 9
Tenure
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2049	2049
Weighted base	2049	2049
NET: Homeowners	1259 61%	1332 65%
Owned outright - without mortgage	694 34%	676 33%
Owned with a mortgage or loan	565 28%	656 32%
NET: Renters	755 37%	685 33%
Rented from the council	171 8%	287 14%
Rented from a housing association	206 10%	125 6%
Rented from someone else	378 18%	274 13%
Rent free	35 2%	32 2%

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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	2049	2049
Weighted base	2049	2049
Yes	1120 55%	1250 61%
No	929 45%	799 39%

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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	2049	2049
Weighted base	2049	2049
No cars in the household	471 23%	430 21%
NET: Any	1578 77%	1619 79%
1	1080 53%	861 42%
2	410 20%	574 28%
3+	88 4%	184 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	2049	2049
Weighted base	2049	2049
Conservative	553 27%	574 28%
Labour	632 31%	594 29%
Liberal Democrat	177 9%	205 10%
SNP	50 2%	37 2%
Plaid Cymru	10 *	7 *
Green	81 4%	46 2%
UKIP	253 12%	82 4%
BNP	14 1%	8 *
Another party	8 *	4 *
None	271 13%	492 24%