

## Opinion Poll

### ONLINE Fieldwork : 6th-8th 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	2039	1055	984	234	313	349	370	319	454	580	607	352	500	538	529	503	297	172	250	818	460	584	116	326	572	425	352	
Weighted base	2039	999	1040	242	343	343	363	303	444	545	565	444	484	551	530	489	285	184	272	870	483	526	141	191	573	375	362	
Absolutely certain to vote	(10)	1101	609	492	63	135	174	214	190	325	318	280	241	261	314	276	271	147	93	145	437	353	349	91	143	423	274	230
		54%	61%	47%	26%	39%	51%	59%	63%	73%	58%	50%	54%	54%	57%	52%	55%	51%	51%	53%	50%	73%	66%	65%	75%	74%	73%	63%
	(9)	218	118	99	21	38	34	25	37	62	76	62	32	48	61	64	48	30	15	28	83	68	69	12	25	71	52	43
		11%	12%	10%	9%	11%	10%	7%	12%	14%	14%	11%	7%	10%	11%	12%	10%	11%	8%	10%	10%	14%	13%	8%	13%	12%	14%	12%
	(8)	132	67	64	17	31	24	28	17	14	30	42	31	28	36	38	24	17	18	14	69	35	39	16	9	30	17	28
		6%	7%	6%	7%	9%	7%	8%	6%	3%	6%	7%	7%	6%	6%	7%	5%	6%	10%	5%	8%	7%	7%	11%	5%	5%	5%	8%
	(7)	120	52	68	18	36	17	22	24	2	29	43	25	24	31	35	27	20	7	19	59	15	34	8	8	18	14	20
		6%	5%	7%	8%	10%	5%	6%	8%	*	5%	8%	6%	5%	6%	7%	5%	7%	4%	7%	7%	3%	6%	6%	4%	3%	4%	6%
	(6)	35	7	29	9	9	11	3	*	3	5	11	10	9	7	6	9	6	6	8	17	2	11	5	1	3	7	6
		2%	1%	3%	4%	3%	3%	1%	*	1%	1%	2%	2%	2%	1%	1%	2%	2%	4%	3%	2%	*	2%	3%	1%	1%	2%	2%
	(5)	47	16	31	5	19	4	10	4	5	12	12	13	10	7	4	12	9	16	13	20	1	7	3	*	*	1	9
		2%	2%	3%	2%	6%	1%	3%	1%	1%	2%	2%	3%	2%	1%	1%	2%	3%	8%	5%	2%	*	1%	2%	*	*	*	3%
	(4)	26	9	16	6	6	8	4	*	1	5	13	4	3	4	10	4	2	6	6	14	1	4	2	-	1	-	1
		1%	1%	2%	3%	2%	2%	1%	*	*	1%	2%	1%	1%	1%	2%	1%	1%	3%	2%	2%	*	1%	2%	-	*	-	*
	(3)	30	4	26	5	6	9	9	1	1	5	8	13	4	4	8	12	5	2	9	14	2	7	1	2	3	*	1
		1%	*	3%	2%	2%	3%	2%	*	*	1%	1%	3%	1%	1%	1%	3%	2%	1%	3%	2%	*	1%	1%	1%	1%	*	*
	(2)	34	15	20	13	4	3	2	3	8	10	12	4	8	7	15	7	5	1	1	19	6	5	3	2	8	-	1
		2%	1%	2%	5%	1%	1%	1%	2%	2%	2%	1%	2%	2%	1%	3%	1%	2%	*	*	2%	1%	1%	2%	1%	1%	-	*
Definitely would not vote	(1)	186	73	113	52	37	39	26	15	17	47	44	45	49	59	36	53	28	9	21	74	-	-	-	-	14	7	8
		9%	7%	11%	21%	11%	11%	7%	5%	4%	9%	8%	10%	10%	11%	7%	11%	10%	5%	8%	9%	-	-	-	-	2%	2%	2%
Don't know		111	29	82	33	21	18	21	11	6	7	38	25	41	20	40	23	18	11	9	64	-	-	-	-	2	2	15
		5%	3%	8%	14%	6%	5%	6%	4%	1%	1%	7%	6%	9%	4%	7%	5%	6%	6%	3%	7%	-	-	-	-	*	1%	4%
Mean		8.17	8.58	7.75	6.12	7.56	7.87	8.40	8.86	9.17	8.37	8.09	8.02	8.16	8.24	8.28	8.04	8.03	8.19	8.11	8.05	9.45	9.15	8.94	9.45	9.28	9.40	9.08
Standard deviation		2.95	2.65	3.17	3.70	3.04	3.15	2.76	2.29	2.13	2.84	2.88	3.07	3.04	2.99	2.81	3.12	3.03	2.61	2.85	2.96	1.28	1.59	1.85	1.34	1.82	1.48	1.82
Standard error		0.07	0.08	0.10	0.25	0.18	0.17	0.15	0.13	0.10	0.12	0.12	0.17	0.14	0.13	0.12	0.14	0.18	0.20	0.18	0.11	0.06	0.07	0.17	0.07	0.08	0.07	0.10

## Opinion Poll

### ONLINE Fieldwork : 6th-8th June 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	2039	1055	984	234	313	349	370	319	454	580	607	352	500	538	529	503	297	172	250	818	460	584	116	326	572	425	352
Weighted base	2039	999	1040	242	343	343	363	303	444	545	565	444	484	551	530	489	285	184	272	870	483	526	141	191	573	375	362
Conservative	483 24%	258 26%	225 22%	26 11%	48 14%	71 21%	79 22%	84 28%	174 39%	162 30%	134 24%	84 19%	103 21%	132 24%	156 29%	111 23%	58 20%	26 14%	48 18%	202 23%	483 100%	-	-	-	385 67%	13 3%	40 11%
Labour	526 26%	274 27%	252 24%	59 24%	117 34%	104 30%	99 27%	63 21%	84 19%	129 24%	153 27%	113 26%	130 27%	147 27%	125 24%	146 30%	69 24%	38 21%	85 31%	222 25%	-	526 100%	-	-	22 4%	283 76%	98 27%
Liberal Democrat	141 7%	77 8%	64 6%	9 4%	43 12%	27 8%	16 4%	21 7%	25 6%	44 8%	31 6%	33 8%	32 7%	59 11%	23 4%	24 5%	22 8%	14 8%	27 10%	54 6%	-	-	141 100%	-	8 1%	12 3%	96 27%
SNP	36 2%	22 2%	14 1%	2 1%	4 1%	4 1%	9 2%	12 4%	5 1%	8 1%	8 1%	12 3%	9 2%	-	-	-	-	36 20%	5 2%	16 2%	-	-	-	-	-	2 1%	4 1%
Plaid Cymru	9 *	5 1%	4 *	3 1%	1 *	-	2 1%	2 1%	2 *	3 1%	1 *	1 *	5 1%	-	-	-	9 3%	-	1 *	4 *	-	-	-	-	-	1 *	1 *
The UK Independence Party	191 9%	124 12%	67 6%	11 5%	10 3%	17 5%	43 12%	45 15%	65 15%	56 10%	39 7%	53 12%	43 9%	53 10%	65 12%	45 9%	23 8%	5 3%	16 6%	84 10%	-	-	-	191 100%	92 16%	18 5%	24 7%
The Green Party	39 2%	19 2%	20 2%	3 1%	9 3%	7 2%	8 2%	8 3%	4 1%	14 3%	15 3%	5 1%	5 1%	8 2%	11 2%	9 2%	8 3%	3 2%	6 2%	17 2%	-	-	-	-	1 *	6 2%	17 5%
The British National Party	9 *	4 *	4 *	1 *	1 *	-	3 1%	2 1%	2 1%	* *	-	4 1%	5 1%	4 1%	3 1%	2 *	1 *	-	1 *	3 *	-	-	-	-	* *	1 *	2 1%
Some other party	8 *	6 1%	2 *	* *	* *	1 *	1 *	6 2%	-	4 1%	* *	* *	3 1%	* *	5 1%	* *	-	2 1%	4 1%	1 *	-	-	-	-	-	3 1%	1 *
Would not vote	217 11%	78 8%	139 13%	69 28%	42 12%	44 13%	28 8%	16 5%	17 4%	54 10%	53 9%	55 12%	55 11%	67 12%	40 7%	61 12%	34 12%	15 8%	23 8%	98 11%	-	-	-	-	15 3%	7 2%	8 2%
Rather not say	31 2%	13 1%	18 2%	5 2%	9 3%	7 2%	5 1%	1 *	3 1%	5 1%	16 3%	5 1%	4 1%	12 2%	7 1%	3 1%	3 1%	5 3%	8 3%	14 2%	-	-	-	-	4 1%	1 *	-
Don't know	349 17%	119 12%	230 22%	53 22%	60 17%	60 18%	71 20%	43 14%	61 14%	65 12%	114 20%	78 18%	92 19%	67 12%	96 18%	88 18%	60 21%	38 21%	49 18%	156 18%	-	-	-	-	46 8%	29 8%	70 19%

## Opinion Poll

### ONLINE Fieldwork : 6th-8th June 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	1308	747	561	111	176	212	241	226	342	396	373	221	318	345	341	324	184	114	154	512	384	462	86	270	447	327	236
Weighted base	1157	646	511	82	169	186	210	201	309	341	303	244	269	326	299	280	151	101	148	482	400	412	106	158	431	285	228
Conservative	400	215	186	22	35	58	65	72	148	132	111	70	88	110	123	97	50	21	40	166	400	-	-	-	327	11	33
	35%	33%	36%	27%	21%	32%	31%	36%	48%	39%	37%	29%	33%	34%	41%	35%	33%	21%	27%	34%	100%	-	-	-	76%	4%	15%
Labour	412	223	189	41	85	83	80	50	73	106	115	88	102	116	94	117	55	31	63	174	-	412	-	-	19	239	78
	36%	35%	37%	50%	50%	45%	38%	25%	24%	31%	38%	36%	38%	36%	31%	42%	36%	31%	43%	36%	-	100%	-	-	4%	84%	34%
Liberal Democrat	106	58	49	6	30	20	11	18	21	36	22	24	25	47	17	19	14	9	18	40	-	-	106	-	6	10	75
	9%	9%	10%	7%	18%	11%	5%	9%	7%	10%	7%	10%	9%	14%	6%	7%	9%	9%	12%	8%	-	-	100%	-	1%	4%	33%
SNP	31	19	12	1	3	4	8	10	5	7	7	9	8	-	-	-	-	31	4	14	-	-	-	-	-	2	3
	3%	3%	2%	1%	2%	2%	4%	5%	2%	2%	2%	4%	3%	-	-	-	-	31%	3%	3%	-	-	-	-	-	1%	1%
Plaid Cymru	6	4	2	1	*	-	2	2	1	2	1	*	2	-	-	-	6	-	1	3	-	-	-	-	-	1	1
	1%	1%	*	1%	*	-	1%	1%	*	1%	*	*	1%	-	-	-	4%	-	*	1%	-	-	-	-	-	*	*
The UK Independence Party	158	104	55	9	8	14	36	36	55	46	34	45	34	44	52	39	19	4	14	69	-	-	-	158	78	16	21
	14%	16%	11%	11%	5%	8%	17%	18%	18%	13%	11%	18%	12%	14%	17%	14%	13%	4%	10%	14%	-	-	-	100%	18%	6%	9%
The Green Party	31	16	15	2	7	5	6	7	3	10	12	4	4	6	9	7	6	2	5	13	-	-	-	-	*	5	15
	3%	3%	3%	2%	4%	3%	3%	3%	1%	3%	4%	2%	2%	2%	3%	3%	4%	2%	4%	3%	-	-	-	-	*	2%	6%
The British National Party	7	3	4	1	*	-	2	2	2	*	-	3	4	3	2	1	1	-	1	2	-	-	-	-	*	1	2
	1%	*	1%	1%	*	-	1%	1%	1%	*	-	1%	1%	1%	1%	*	*	-	1%	*	-	-	-	-	*	*	1%
Some other party	5	3	2	*	*	1	*	4	-	2	*	*	3	*	3	*	-	2	2	*	-	-	-	-	-	1	*
	*	1%	*	*	*	*	*	2%	-	1%	*	*	1%	*	1%	*	-	2%	1%	*	-	-	-	-	-	*	*

**Opinion Poll**  
**ONLINE Fieldwork : 6th-8th June 2014**

Absolutes/col percents

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

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2039	2039
Weighted base	2039	2039
Male	1055 52%	999 49%
Female	984 48%	1040 51%

**Opinion Poll**  
**ONLINE Fieldwork : 6th-8th June 2014**

Absolutes/col percents

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

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2039	2039
Weighted base	2039	2039
18-24	234 11%	242 12%
25-34	313 15%	343 17%
35-44	349 17%	343 17%
45-54	370 18%	363 18%
55-64	319 16%	303 15%
65+	454 22%	444 22%
Average age	47.78	47.24

**Opinion Poll**  
**ONLINE Fieldwork : 6th-8th June 2014**

Absolutes/col percents

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

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2039	2039
Weighted base	2039	2039
AB	580 28%	545 27%
C1	607 30%	565 28%
C2	352 17%	444 22%
DE	500 25%	484 24%

**Opinion Poll**  
**ONLINE Fieldwork : 6th-8th June 2014**

Absolutes/col percents

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

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2039	2039
Weighted base	2039	2039
Scotland	172 8%	184 9%
North East	86 4%	82 4%
North West	243 12%	224 11%
Yorkshire & Humberside	174 9%	184 9%
West Midlands	199 10%	184 9%
East Midlands	156 8%	143 7%
Wales	108 5%	102 5%
Eastern	174 9%	204 10%
London	229 11%	265 13%
South East	309 15%	285 14%
South West	189 9%	184 9%

**Opinion Poll**  
**ONLINE Fieldwork : 6th-8th June 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	2039	2039
Weighted base	2039	2039
NET: Working	1068 52%	1142 56%
Working full time - working 30 hours per week or more	722 35%	897 44%
Working part time - working between 8 and 29 hours per week	346 17%	245 12%
NET: Not working	971 48%	897 44%
Not working but seeking work or temporarily unemployed or sick	111 5%	85 4%
Not working and not seeking work/ Student	153 8%	122 6%
Retired on a state pension only	126 6%	138 7%
Retired with a private pension	395 19%	366 18%
House person, housewife, househusband, etc.	186 9%	186 9%



**Opinion Poll**  
**ONLINE Fieldwork : 6th-8th June 2014**

Absolutes/col percents

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

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2039	2039
Weighted base	2039	2039
NET: Homeowners	1232 60%	1325 65%
Owned outright - without mortgage	667 33%	673 33%
Owned with a mortgage or loan	565 28%	653 32%
NET: Renters	778 38%	691 34%
Rented from the council	185 9%	285 14%
Rented from a housing association	207 10%	122 6%
Rented from someone else	386 19%	284 14%
Rent free	29 1%	22 1%

**Opinion Poll**  
**ONLINE Fieldwork : 6th-8th June 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	2039	2039
Weighted base	2039	2039
Yes	1138 56%	1244 61%
No	901 44%	795 39%

**Opinion Poll**  
**ONLINE Fieldwork : 6th-8th June 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	2039	2039
Weighted base	2039	2039
No cars in the household	483 24%	428 21%
NET: Any	1556 76%	1611 79%
1	1100 54%	856 42%
2	389 19%	571 28%
3+	67 3%	183 9%

**Opinion Poll**  
**ONLINE Fieldwork : 6th-8th June 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	2039	2039
Weighted base	2039	2039
Conservative	549 27%	571 28%
Labour	670 33%	591 29%
Liberal Democrat	175 9%	204 10%
SNP	47 2%	34 2%
Plaid Cymru	8 *	6 *
Green	68 3%	39 2%
UKIP	245 12%	82 4%
BNP	14 1%	11 1%
Another party	19 1%	11 1%
None	244 12%	489 24%