

Opinion Poll

ONLINE Fieldwork : 29th-31st 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	2010	1034	976	220	298	343	347	334	468	496	619	359	536	517	514	484	303	192	232	749	404	552	111	341	525	404	348	
Weighted base	2010	985	1025	239	338	338	358	298	438	537	557	438	478	543	523	482	281	181	256	870	464	534	145	209	539	373	356	
Absolutely certain to vote	(10)	1087	589	498	58	127	174	201	207	321	310	269	226	282	287	272	257	165	107	152	409	330	366	80	148	401	272	195
		54%	60%	49%	24%	38%	51%	56%	69%	73%	58%	48%	52%	59%	53%	52%	53%	58%	59%	59%	47%	71%	69%	55%	71%	74%	73%	55%
	(9)	233	123	109	22	47	31	44	24	64	84	59	48	42	65	76	38	35	19	23	101	59	63	22	30	66	35	79
		12%	13%	11%	9%	14%	9%	12%	8%	15%	16%	11%	11%	9%	12%	15%	8%	12%	10%	9%	12%	13%	12%	15%	14%	12%	9%	22%
	(8)	129	64	65	13	28	29	32	15	12	35	46	29	19	44	35	28	13	10	14	70	25	41	19	17	27	29	26
		6%	7%	6%	5%	8%	9%	9%	5%	3%	7%	8%	7%	4%	8%	7%	6%	4%	5%	6%	8%	5%	8%	13%	8%	5%	8%	7%
	(7)	118	40	77	33	23	22	18	10	11	28	41	27	21	42	24	30	11	10	16	60	13	19	16	9	13	9	16
		6%	4%	8%	14%	7%	7%	5%	4%	3%	5%	7%	6%	4%	8%	5%	6%	4%	6%	6%	7%	3%	4%	11%	4%	2%	2%	5%
	(6)	44	18	26	8	13	11	3	4	6	11	13	8	14	12	13	11	5	3	2	21	8	22	1	3	3	10	2
		2%	2%	3%	3%	4%	3%	1%	1%	1%	2%	2%	2%	3%	2%	3%	2%	2%	2%	1%	2%	2%	4%	1%	1%	1%	3%	*
	(5)	78	33	44	14	35	11	8	8	1	12	22	29	15	9	26	27	9	7	10	52	26	17	3	2	17	3	16
		4%	3%	4%	6%	10%	3%	2%	3%	*	2%	4%	7%	3%	2%	5%	6%	3%	4%	4%	6%	6%	3%	2%	1%	3%	1%	5%
	(4)	16	6	10	6	3	3	2	-	2	9	4	1	1	4	3	4	3	1	3	6	1	2	1	-	-	-	4
		1%	1%	1%	3%	1%	1%	*	-	1%	2%	1%	*	*	1%	1%	1%	1%	1%	1%	1%	*	*	1%	-	-	-	1%
	(3)	26	7	19	8	8	3	6	-	-	*	21	1	3	2	1	15	4	4	3	14	-	3	2	-	1	-	1
		1%	1%	2%	3%	3%	1%	2%	-	-	*	4%	*	1%	*	*	3%	1%	2%	1%	2%	-	1%	2%	-	*	-	*
	(2)	28	14	14	3	3	9	7	4	3	6	15	2	5	13	4	4	7	1	4	13	1	1	1	*	2	1	2
		1%	1%	1%	1%	1%	3%	2%	1%	1%	1%	3%	1%	1%	2%	1%	1%	2%	*	1%	1%	*	*	1%	*	*	*	1%
Definitely would not vote	(1)	148	72	76	42	28	26	21	17	15	27	32	42	48	39	39	34	16	20	19	66	-	-	-	-	7	6	11
		7%	7%	7%	17%	8%	8%	6%	6%	3%	5%	6%	10%	10%	7%	8%	7%	6%	11%	7%	8%	-	-	-	-	1%	2%	3%
Don't know		103	18	86	33	22	20	16	9	3	15	36	24	28	25	29	34	15	*	11	58	-	-	-	-	3	8	5
		5%	2%	8%	14%	7%	6%	4%	3%	1%	3%	7%	5%	6%	5%	6%	7%	5%	*	4%	7%	-	-	-	-	1%	2%	1%
Mean		8.30	8.50	8.09	6.42	7.61	8.13	8.51	8.87	9.26	8.68	8.07	8.12	8.28	8.31	8.36	8.15	8.50	8.16	8.41	8.04	9.30	9.23	8.91	9.45	9.38	9.34	8.83
Standard deviation		2.77	2.68	2.84	3.39	2.90	2.86	2.60	2.43	1.90	2.38	2.81	2.89	2.97	2.73	2.68	2.84	2.68	3.01	2.76	2.83	1.42	1.45	1.64	1.06	1.52	1.56	2.05
Standard error		0.06	0.08	0.09	0.24	0.17	0.16	0.14	0.13	0.09	0.11	0.11	0.16	0.13	0.12	0.12	0.13	0.16	0.22	0.18	0.11	0.07	0.06	0.16	0.06	0.07	0.08	0.11

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	2010	1034	976	220	298	343	347	334	468	496	619	359	536	517	514	484	303	192	232	749	404	552	111	341	525	404	348
Weighted base	2010	985	1025	239	338	338	358	298	438	537	557	438	478	543	523	482	281	181	256	870	464	534	145	209	539	373	356
Conservative	464 23%	258 26%	205 20%	29 12%	54 16%	53 16%	75 21%	90 30%	162 37%	155 29%	126 23%	87 20%	96 20%	130 24%	147 28%	97 20%	65 23%	24 13%	48 19%	207 24%	464 100%	-	-	-	352 65%	17 5%	38 11%
Labour	534 27%	281 28%	253 25%	60 25%	113 34%	114 34%	95 26%	63 21%	89 20%	139 26%	132 24%	123 28%	141 29%	153 28%	114 22%	158 33%	63 22%	47 26%	76 30%	238 27%	-	534 100%	-	-	24 5%	284 76%	85 24%
Liberal Democrat	145 7%	73 7%	72 7%	9 4%	29 8%	29 8%	29 8%	23 8%	27 6%	54 10%	45 8%	22 5%	23 5%	41 8%	42 8%	20 4%	22 8%	20 11%	29 11%	61 7%	-	-	145 100%	-	5 1%	4 1%	101 28%
SNP	36 2%	28 3%	8 1%	3 1%	6 2%	3 1%	4 1%	8 3%	11 2%	8 2%	11 2%	10 2%	6 1%	-	-	-	-	36 20%	3 1%	11 1%	-	-	-	-	-	2 1%	3 1%
Plaid Cymru	9 *	4 *	6 1%	-	1 *	1 *	3 1%	3 1%	1 *	5 1%	3 1%	2 *	* *	-	-	-	9 3%	-	4 2%	1 *	-	-	-	-	1 *	-	2 *
The UK Independence Party	209 10%	122 12%	87 8%	9 4%	11 3%	30 9%	51 14%	42 14%	66 15%	47 9%	47 8%	58 13%	58 12%	50 9%	70 13%	50 10%	35 12%	5 3%	24 9%	75 9%	-	-	-	209 100%	99 18%	17 5%	31 9%
The Green Party	49 2%	20 2%	28 3%	6 2%	12 4%	8 2%	10 3%	6 2%	8 2%	14 3%	17 3%	7 2%	10 2%	18 3%	12 2%	10 2%	4 1%	4 2%	8 3%	18 2%	-	-	-	-	5 1%	6 2%	11 3%
The British National Party	11 1%	7 1%	4 *	-	4 1%	1 *	2 1%	1 *	4 1%	1 *	3 1%	* *	6 1%	1 *	4 1%	5 1%	1 *	* *	-	5 1%	-	-	-	-	1 *	* *	1 *
Some other party	5 *	4 *	1 *	-	* *	1 *	1 *	2 1%	1 *	2 *	1 *	-	2 *	* *	3 1%	* *	1 *	* *	1 *	1 *	-	-	-	-	-	-	3 1%
Would not vote	190 9%	83 8%	107 10%	54 23%	36 11%	38 11%	27 7%	19 6%	16 4%	33 6%	56 10%	48 11%	53 11%	58 11%	44 8%	41 8%	24 9%	24 13%	21 8%	90 10%	-	-	-	-	8 2%	7 2%	12 3%
Rather not say	29 1%	11 1%	18 2%	7 3%	9 3%	6 2%	4 1%	2 1%	1 *	2 *	10 2%	10 2%	7 1%	10 2%	8 2%	6 1%	1 *	4 2%	3 1%	18 2%	-	-	-	-	1 *	-	-
Don't know	328 16%	93 9%	235 23%	61 26%	63 19%	56 16%	58 16%	39 13%	51 12%	76 14%	107 19%	69 16%	76 16%	82 15%	79 15%	94 20%	56 20%	17 9%	39 15%	143 16%	-	-	-	-	43 8%	35 9%	68 19%

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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	1271	716	556	103	161	202	230	232	344	334	376	224	337	317	326	302	194	133	146	458	330	438	84	279	402	310	232
Weighted base	1163	645	518	80	162	187	217	198	319	343	301	242	277	309	311	269	166	108	155	474	371	421	109	173	411	278	225
Conservative	371	207	163	20	35	41	61	74	140	122	104	65	80	102	121	75	54	19	37	161	371	-	-	-	295	14	32
	32%	32%	32%	25%	21%	22%	28%	37%	44%	36%	34%	27%	29%	33%	39%	28%	32%	18%	24%	34%	100%	-	-	-	72%	5%	14%
Labour	421	225	196	42	81	90	78	52	78	113	100	97	112	123	87	124	53	35	62	180	-	421	-	-	21	240	69
	36%	35%	38%	53%	50%	48%	36%	27%	24%	33%	33%	40%	40%	40%	28%	46%	32%	32%	40%	38%	-	100%	-	-	5%	86%	31%
Liberal Democrat	109	58	51	4	20	22	20	19	24	42	32	18	18	31	32	15	17	14	23	42	-	-	109	-	4	3	81
	9%	9%	10%	5%	13%	12%	9%	10%	7%	12%	11%	7%	6%	10%	10%	6%	10%	13%	15%	9%	-	-	100%	-	1%	1%	36%
SNP	31	24	7	3	5	2	4	8	10	7	9	9	6	-	-	-	-	31	3	10	-	-	-	-	-	2	3
	3%	4%	1%	4%	3%	1%	2%	4%	3%	2%	3%	4%	2%	-	-	-	-	29%	2%	2%	-	-	-	-	-	1%	1%
Plaid Cymru	8	3	5	-	1	1	3	3	1	4	3	1	*	-	-	-	8	-	4	1	-	-	-	-	1	-	1
	1%	1%	1%	-	*	1%	1%	1%	*	1%	1%	1%	*	-	-	-	5%	-	2%	*	-	-	-	-	*	-	1%
The UK Independence Party	173	102	70	7	9	24	41	35	58	40	39	47	46	40	56	42	30	4	20	61	-	-	-	173	84	15	26
	15%	16%	14%	8%	5%	13%	19%	18%	18%	12%	13%	19%	17%	13%	18%	16%	18%	4%	13%	13%	-	-	-	100%	21%	5%	11%
The Green Party	37	16	22	4	9	6	9	4	6	11	12	5	9	12	10	8	3	4	6	13	-	-	-	-	4	4	10
	3%	2%	4%	5%	5%	3%	4%	2%	2%	3%	4%	2%	3%	4%	3%	3%	2%	3%	4%	3%	-	-	-	-	1%	1%	4%
The British National Party	9	6	3	-	2	1	2	1	3	1	2	*	5	*	3	5	*	*	-	4	-	-	-	-	1	*	1
	1%	1%	1%	-	1%	*	1%	*	1%	*	1%	*	2%	*	1%	2%	*	*	-	1%	-	-	-	-	*	*	*
Some other party	4	3	1	-	*	*	1	2	*	1	*	-	2	*	2	*	1	*	1	1	-	-	-	-	-	-	2
	*	*	*	-	*	*	*	1%	*	*	*	-	1%	*	1%	*	*	*	1%	*	-	-	-	-	-	-	1%

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Table 4
Gender
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2010	2010
Weighted base	2010	2010
Male	1034 51%	985 49%
Female	976 49%	1025 51%

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Absolutes/col percents

Table 5
Age
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2010	2010
Weighted base	2010	2010
18-24	220 11%	239 12%
25-34	298 15%	338 17%
35-44	343 17%	338 17%
45-54	347 17%	358 18%
55-64	334 17%	298 15%
65+	468 23%	438 22%
Average age	48.31	47.18

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Absolutes/col percents

Table 6
Social Grade
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2010	2010
Weighted base	2010	2010
AB	496 25%	537 27%
C1	619 31%	557 28%
C2	359 18%	438 22%
DE	536 27%	478 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	2010	2010
Weighted base	2010	2010
Scotland	192 10%	181 9%
North East	77 4%	80 4%
North West	239 12%	221 11%
Yorkshire & Humberside	168 8%	181 9%
West Midlands	212 11%	181 9%
East Midlands	143 7%	141 7%
Wales	104 5%	100 5%
Eastern	159 8%	201 10%
London	195 10%	261 13%
South East	322 16%	281 14%
South West	199 10%	181 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	2010	2010
Weighted base	2010	2010
NET: Working	981 49%	1126 56%
Working full time - working 30 hours per week or more	669 33%	884 44%
Working part time - working between 8 and 29 hours per week	312 16%	241 12%
NET: Not working	1029 51%	884 44%
Not working but seeking work or temporarily unemployed or sick	137 7%	121 6%
Not working and not seeking work	169 8%	135 7%
Retired on a state pension only	120 6%	99 5%
Retired with a private pension	427 21%	391 19%
House person, housewife, househusband, etc.	176 9%	139 7%

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Absolutes/col percents

Table 9
Tenure
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2010	2010
Weighted base	2010	2010
NET: Homeowners	1102 55%	1307 65%
Owned outright - without mortgage	615 31%	664 33%
Owned with a mortgage or loan	487 24%	643 32%
NET: Renters	876 44%	674 34%
Rented from the council	207 10%	281 14%
Rented from a housing association	253 13%	131 7%
Rented from someone else	416 21%	261 13%
Rent free	32 2%	30 1%

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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	2010	2010
Weighted base	2010	2010
Yes	1035 51%	1226 61%
No	975 49%	784 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	2010	2010
Weighted base	2010	2010
No cars in the household	532 26%	422 21%
NET: Any	1478 74%	1588 79%
1	1103 55%	844 42%
2	323 16%	563 28%
3+	52 3%	181 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	2010	2010
Weighted base	2010	2010
Conservative	493 25%	563 28%
Labour	614 31%	583 29%
Liberal Democrat	160 8%	201 10%
SNP	54 3%	28 1%
Plaid Cymru	10 *	5 *
Green	83 4%	44 2%
UKIP	273 14%	80 4%
BNP	20 1%	12 1%
Another party	22 1%	12 1%
None	281 14%	482 24%