

Opinion Poll

ONLINE Fieldwork : 6th-7th 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	2050	992	1058	195	361	353	362	323	456	597	606	349	498	538	542	494	300	176	233	843	491	571	108	260	552	418	363	
Weighted base	2050	1004	1046	244	345	345	365	304	446	548	568	446	487	553	533	492	287	185	246	902	509	521	131	164	537	376	378	
Absolutely certain to vote	(10)	1093	598	495	73	140	160	207	194	319	311	284	251	248	312	272	247	142	119	122	417	374	337	78	112	403	261	229
		53%	59%	47%	30%	41%	46%	57%	64%	72%	57%	50%	56%	51%	56%	51%	50%	65%	49%	46%	73%	65%	59%	68%	75%	69%	61%	
	(9)	244	128	116	29	44	37	36	38	60	66	80	44	54	63	67	60	37	17	26	115	70	73	17	27	69	55	69
		12%	13%	11%	12%	13%	11%	10%	13%	13%	12%	14%	10%	11%	11%	13%	12%	13%	9%	11%	13%	14%	14%	13%	17%	13%	15%	18%
	(8)	127	63	64	19	30	23	29	11	14	27	41	30	29	34	39	25	17	12	21	63	24	42	12	9	23	19	31
		6%	6%	6%	8%	9%	7%	8%	4%	3%	5%	7%	7%	6%	6%	7%	5%	6%	7%	9%	7%	5%	8%	9%	6%	4%	5%	8%
	(7)	116	47	69	15	28	22	28	14	8	38	32	26	20	36	28	28	18	5	22	66	20	31	18	5	19	18	24
		6%	5%	7%	6%	8%	6%	8%	5%	2%	7%	6%	6%	4%	7%	5%	6%	6%	3%	9%	7%	4%	6%	13%	3%	4%	5%	6%
	(6)	46	21	25	9	5	15	8	2	6	12	14	12	8	12	13	9	7	4	3	29	7	15	3	1	3	8	4
		2%	2%	2%	4%	2%	4%	2%	1%	1%	2%	2%	3%	2%	2%	2%	2%	3%	2%	1%	3%	1%	3%	2%	1%	*	2%	1%
	(5)	81	33	47	21	29	11	6	5	8	20	13	18	30	33	14	18	5	11	5	39	6	15	3	5	8	4	7
		4%	3%	5%	9%	8%	3%	2%	2%	2%	4%	2%	4%	6%	6%	3%	4%	2%	6%	2%	4%	1%	3%	2%	3%	1%	1%	2%
	(4)	13	8	4	3	4	2	1	1	2	1	6	2	4	4	2	4	3	-	2	5	2	4	-	1	-	1	1
		1%	1%	*	1%	1%	1%	*	*	*	*	1%	*	1%	1%	*	1%	1%	-	1%	1%	*	1%	-	1%	-	*	*
	(3)	23	5	18	1	4	9	1	1	7	5	2	7	9	2	13	3	3	1	2	10	4	1	-	2	-	-	3
		1%	1%	2%	*	1%	3%	*	*	2%	1%	*	2%	2%	*	2%	1%	1%	1%	1%	1%	1%	*	-	1%	-	-	1%
	(2)	42	16	26	7	4	13	9	8	2	15	12	5	10	14	10	14	5	-	6	22	3	1	-	1	2	1	-
		2%	2%	3%	3%	1%	4%	3%	3%	*	3%	2%	1%	2%	3%	2%	3%	2%	-	2%	2%	1%	*	-	1%	*	*	-
Definitely would not vote	(1)	164	63	101	35	34	32	24	21	18	38	46	35	45	27	38	56	36	8	21	77	-	-	-	-	5	5	5
		8%	6%	10%	14%	10%	9%	7%	7%	4%	7%	8%	8%	9%	5%	7%	11%	13%	4%	9%	9%	-	-	-	-	1%	1%	1%
Don't know		101	22	79	32	21	21	15	10	2	16	40	16	30	16	37	28	14	7	15	59	-	-	-	-	6	4	5
		5%	2%	8%	13%	6%	6%	4%	3%	1%	3%	7%	4%	6%	3%	7%	6%	5%	4%	6%	7%	-	-	-	-	1%	1%	1%
Mean		8.21	8.55	7.87	6.95	7.68	7.75	8.43	8.65	9.07	8.34	8.24	8.29	7.97	8.43	8.24	7.89	7.89	8.82	8.09	7.96	9.41	9.17	9.06	9.27	9.47	9.32	9.13
Standard deviation		2.86	2.59	3.07	3.34	2.98	3.10	2.67	2.67	2.17	2.76	2.82	2.80	3.05	2.56	2.80	3.17	3.17	2.28	2.90	2.92	1.33	1.45	1.36	1.50	1.33	1.48	1.61
Standard error		0.06	0.08	0.10	0.25	0.16	0.17	0.14	0.15	0.10	0.11	0.12	0.15	0.14	0.11	0.12	0.15	0.19	0.17	0.19	0.10	0.06	0.06	0.13	0.09	0.06	0.07	0.08

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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	2050	992	1058	195	361	353	362	323	456	597	606	349	498	538	542	494	300	176	233	843	491	571	108	260	552	418	363
Weighted base	2050	1004	1046	244	345	345	365	304	446	548	568	446	487	553	533	492	287	185	246	902	509	521	131	164	537	376	378
Conservative	509 25%	279 28%	231 22%	42 17%	61 18%	72 21%	85 23%	79 26%	170 38%	167 31%	152 27%	98 22%	92 19%	184 33%	141 26%	95 19%	63 22%	26 14%	52 21%	216 24%	509 100%	-	-	-	377 70%	7 2%	43 11%
Labour	521 25%	291 29%	230 22%	59 24%	95 28%	95 28%	110 30%	76 25%	86 19%	118 22%	129 23%	136 31%	138 28%	138 25%	107 20%	151 31%	72 25%	52 28%	70 29%	233 26%	-	521 100%	-	-	19 4%	292 78%	91 24%
Liberal Democrat	131 6%	74 7%	57 5%	18 7%	28 8%	20 6%	12 3%	25 8%	29 6%	50 9%	33 6%	24 5%	24 5%	29 5%	35 7%	31 6%	21 7%	14 8%	16 7%	55 6%	-	-	131 100%	-	8 1%	10 3%	92 24%
SNP	40 2%	23 2%	17 2%	6 2%	5 1%	1 *	12 3%	7 2%	9 2%	6 1%	11 2%	14 3%	9 2%	-	-	-	-	40 22%	1 *	14 2%	-	-	-	-	1 *	4 1%	2 1%
Plaid Cymru	6 *	4 *	2 *	1 *	1 *	1 *	1 *	3 1%	-	2 *	2 *	1 *	1 *	-	-	-	6 2%	-	1 *	3 *	-	-	-	-	1 *	1 *	1 *
The UK Independence Party	164 8%	94 9%	70 7%	8 3%	9 3%	23 7%	36 10%	33 11%	55 12%	31 6%	45 8%	45 10%	42 9%	42 8%	49 9%	45 9%	22 8%	6 3%	8 3%	67 7%	-	-	-	164 100%	67 12%	22 6%	19 5%
The Green Party	48 2%	19 2%	29 3%	4 2%	17 5%	7 2%	9 3%	4 1%	7 1%	17 3%	15 3%	5 1%	12 2%	15 3%	14 3%	8 2%	8 3%	3 2%	6 2%	22 2%	-	-	-	-	4 1%	4 1%	20 5%
The British National Party	9 *	3 *	6 1%	1 *	1 *	2 *	4 1%	1 *	2 *	-	1 *	3 1%	5 1%	2 *	3 1%	3 1%	1 *	1 1%	1 *	4 *	-	-	-	-	1 *	1 *	2 1%
Some other party	15 1%	10 1%	5 *	1 1%	5 2%	1 *	2 1%	3 1%	1 *	5 1%	2 *	5 1%	3 1%	3 1%	5 1%	6 1%	1 *	-	4 2%	4 *	-	-	-	-	3 1%	6 2%	
Would not vote	202 10%	74 7%	128 12%	40 17%	39 11%	45 13%	30 8%	28 9%	20 4%	53 10%	57 10%	37 8%	55 11%	39 7%	49 9%	66 14%	39 14%	8 4%	26 11%	96 11%	-	-	-	-	6 1%	5 1%	7 2%
Rather not say	36 2%	23 2%	13 1%	12 5%	9 3%	8 2%	3 1%	2 1%	1 *	9 2%	13 2%	7 2%	7 2%	17 3%	11 2%	5 1%	2 1%	1 1%	5 2%	26 3%	-	-	-	-	2 *	1 *	1 *
Don't know	368 18%	111 11%	258 25%	50 21%	75 22%	71 21%	61 17%	43 14%	67 15%	90 16%	108 19%	71 16%	100 20%	83 15%	119 22%	81 17%	52 18%	33 18%	56 23%	162 18%	-	-	-	-	51 10%	28 7%	93 25%

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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	1277	680	597	92	199	203	229	220	334	379	369	227	302	343	331	302	176	125	137	490	405	450	82	206	432	320	233
Weighted base	1149	645	504	98	163	172	215	194	307	320	308	261	261	327	283	269	152	117	127	475	418	407	100	132	411	285	228
Conservative	418	229	189	35	45	57	69	68	144	140	123	79	77	149	119	76	52	23	44	171	418	-	-	-	325	6	37
	36%	35%	38%	35%	28%	33%	32%	35%	47%	44%	40%	30%	30%	46%	42%	28%	34%	20%	34%	36%	100%	-	-	-	79%	2%	16%
Labour	407	235	173	37	72	75	85	64	74	97	100	104	106	107	86	116	56	42	54	175	-	407	-	-	16	242	76
	35%	36%	34%	38%	44%	44%	39%	33%	24%	30%	32%	40%	41%	33%	30%	43%	36%	36%	43%	37%	-	100%	-	-	4%	85%	33%
Liberal Democrat	100	58	43	13	18	14	9	21	25	38	24	19	19	22	25	26	15	12	12	38	-	-	100	-	6	9	74
	9%	9%	8%	13%	11%	8%	4%	11%	8%	12%	8%	7%	7%	7%	9%	10%	10%	10%	10%	8%	-	-	100%	-	1%	3%	32%
SNP	32	20	12	3	4	1	10	6	8	5	10	10	7	-	-	-	-	32	1	12	-	-	-	-	1	3	2
	3%	3%	2%	3%	3%	1%	5%	3%	2%	2%	3%	4%	3%	-	-	-	-	27%	1%	3%	-	-	-	-	*	1%	1%
Plaid Cymru	5	3	2	1	1	*	1	2	-	2	2	1	*	-	-	-	5	-	1	3	-	-	-	-	1	1	1
	*	*	*	1%	1%	*	*	1%	-	1%	1%	*	*	-	-	-	3%	-	1%	1%	-	-	-	-	*	*	*
The UK Independence Party	132	76	55	5	7	17	29	27	47	23	36	38	35	35	37	37	18	5	6	53	-	-	-	132	58	19	17
	11%	12%	11%	5%	4%	10%	13%	14%	15%	7%	12%	14%	13%	11%	13%	14%	11%	4%	5%	11%	-	-	-	100%	14%	7%	7%
The Green Party	37	15	22	3	11	6	7	3	6	12	12	4	9	11	11	6	7	2	5	16	-	-	-	-	3	3	15
	3%	2%	4%	3%	7%	4%	3%	2%	2%	4%	4%	2%	3%	3%	4%	2%	4%	1%	4%	3%	-	-	-	-	1%	1%	7%
The British National Party	7	3	4	*	*	1	4	*	2	-	1	1	5	1	2	3	*	1	1	3	-	-	-	-	1	1	2
	1%	*	1%	*	*	*	2%	*	1%	-	*	1%	2%	*	1%	1%	*	1%	1%	1%	-	-	-	-	*	*	1%
Some other party	11	7	4	1	5	1	1	2	1	2	2	5	3	3	3	5	1	-	3	4	-	-	-	-	*	2	5
	1%	1%	1%	1%	3%	1%	*	1%	*	1%	1%	2%	1%	1%	1%	2%	*	-	2%	1%	-	-	-	-	*	1%	2%

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Table 4
Gender
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2050	2050
Weighted base	2050	2050
Male	992 48%	1004 49%
Female	1058 52%	1046 51%

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Absolutes/col percents

Table 5
Age
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2050	2050
Weighted base	2050	2050
18-24	195 10%	244 12%
25-34	361 18%	345 17%
35-44	353 17%	345 17%
45-54	362 18%	365 18%
55-64	323 16%	304 15%
65+	456 22%	446 22%
Average age	48.10	47.37

Opinion Poll
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Absolutes/col percents

Table 6
Social Grade
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2050	2050
Weighted base	2050	2050
AB	597 29%	548 27%
C1	606 30%	568 28%
C2	349 17%	446 22%
DE	498 24%	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	2050	2050
Weighted base	2050	2050
Scotland	176 9%	185 9%
North East	78 4%	82 4%
North West	240 12%	226 11%
Yorkshire & Humberside	176 9%	185 9%
West Midlands	199 10%	185 9%
East Midlands	151 7%	143 7%
Wales	110 5%	103 5%
Eastern	192 9%	205 10%
London	231 11%	266 13%
South East	307 15%	287 14%
South West	190 9%	185 9%

Opinion Poll
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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	2050	2050
Weighted base	2050	2050
NET: Working	1076 52%	1148 56%
Working full time - working 30 hours per week or more	814 40%	902 44%
Working part time - working between 8 and 29 hours per week	262 13%	246 12%
NET: Not working	974 48%	902 44%
Not working but seeking work or temporarily unemployed or sick	86 4%	78 4%
Not working and not seeking work	126 6%	119 6%
Retired on a state pension only	198 10%	194 9%
Retired with a private pension	438 21%	395 19%
House person, housewife, househusband, etc.	126 6%	115 6%

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Absolutes/col percents

Table 9
Tenure
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2050	2050
Weighted base	2050	2050
NET: Homeowners	1292 63%	1333 65%
Owned outright - without mortgage	689 34%	677 33%
Owned with a mortgage or loan	603 29%	656 32%
NET: Renters	733 36%	694 34%
Rented from the council	178 9%	287 14%
Rented from a housing association	204 10%	142 7%
Rented from someone else	351 17%	265 13%
Rent free	25 1%	24 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	2050	2050
Weighted base	2050	2050
Yes	1145 56%	1250 61%
No	905 44%	800 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	2050	2050
Weighted base	2050	2050
No cars in the household	435 21%	431 21%
NET: Any	1615 79%	1619 79%
1	1113 54%	861 42%
2	412 20%	574 28%
3+	90 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	2050	2050
Weighted base	2050	2050
Conservative	561 27%	574 28%
Labour	650 32%	595 29%
Liberal Democrat	168 8%	205 10%
SNP	53 3%	38 2%
Plaid Cymru	8 *	4 *
Green	80 4%	40 2%
UKIP	212 10%	82 4%
BNP	18 1%	10 *
Another party	22 1%	11 1%
None	278 14%	492 24%