

Opinion Poll

ONLINE Fieldwork : 8th-11th 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	2031	1029	1002	192	277	362	396	342	462	572	594	349	516	528	540	508	313	142	236	815	434	579	97	309	542	426	344	
Weighted base	2031	995	1036	241	342	342	362	302	442	543	563	442	483	548	528	487	284	183	252	886	464	551	138	174	541	409	368	
Absolutely certain to vote	(10) 1085	594	490	75	141	159	203	181	326	302	308	211	264	271	287	262	145	120	135	398	325	362	76	128	394	281	216	
		53%	60%	47%	31%	41%	46%	56%	60%	74%	56%	55%	48%	55%	49%	54%	54%	65%	54%	45%	70%	66%	55%	73%	73%	69%	59%	
	(9)	214	117	96	21	30	34	36	38	54	71	70	30	43	57	63	51	29	14	27	89	64	68	18	22	67	44	58
		11%	12%	9%	9%	9%	10%	10%	13%	12%	12%	7%	9%	10%	12%	10%	10%	7%	11%	10%	14%	12%	13%	12%	12%	11%	16%	
	(8)	143	69	74	20	33	32	24	14	19	45	39	33	26	43	37	38	13	12	19	78	40	37	22	12	29	18	31
		7%	7%	7%	8%	10%	9%	7%	5%	4%	8%	7%	7%	5%	8%	7%	8%	5%	7%	8%	9%	9%	7%	16%	7%	5%	5%	8%
	(7)	111	49	63	23	25	27	13	12	10	40	27	18	27	37	23	27	17	8	20	60	20	36	13	4	19	22	23
		5%	5%	6%	10%	7%	8%	4%	4%	2%	7%	5%	4%	6%	7%	4%	6%	6%	4%	8%	7%	4%	6%	9%	2%	3%	5%	6%
	(6)	54	18	36	10	12	13	13	2	4	13	12	18	10	18	12	10	7	6	9	32	6	15	7	1	9	6	5
		3%	2%	3%	4%	3%	4%	4%	1%	1%	2%	2%	4%	2%	3%	2%	2%	3%	3%	3%	4%	1%	3%	5%	1%	2%	1%	1%
	(5)	67	29	38	20	27	6	7	3	4	9	14	34	11	33	14	11	9	-	8	39	7	29	-	3	3	20	2
		3%	3%	4%	8%	8%	2%	2%	1%	1%	2%	2%	8%	2%	6%	3%	2%	3%	-	3%	4%	1%	5%	-	2%	1%	5%	1%
	(4)	11	4	7	2	4	1	2	-	2	4	3	2	2	5	-	3	-	4	1	7	-	2	-	*	-	-	1
		1%	*	1%	1%	1%	*	1%	-	*	1%	1%	*	*	1%	-	1%	-	2%	*	1%	-	*	-	*	-	-	*
	(3)	17	8	9	7	2	5	2	1	2	6	3	4	4	3	4	6	4	-	1	11	3	1	-	1	-	2	*
		1%	1%	1%	3%	*	1%	*	*	*	1%	1%	1%	1%	1%	1%	1%	1%	-	1%	1%	1%	*	-	1%	-	*	*
	(2)	40	12	28	4	8	6	9	6	6	8	12	13	6	13	13	7	7	-	4	17	1	2	2	3	1	2	8
		2%	1%	3%	2%	2%	2%	3%	2%	1%	2%	2%	3%	1%	2%	2%	1%	2%	-	1%	2%	*	*	2%	1%	*	*	2%
Definitely would not vote	(1)	155	67	87	23	25	36	38	22	10	29	39	37	49	39	43	38	29	6	17	84	-	-	-	-	9	11	8
		8%	7%	8%	10%	7%	11%	10%	7%	2%	5%	7%	8%	10%	7%	8%	8%	10%	3%	7%	9%	-	-	-	-	2%	3%	2%
Don't know		135	27	107	35	34	24	15	22	5	16	37	43	39	29	31	36	24	15	11	72	-	-	-	-	9	3	17
		7%	3%	10%	15%	10%	7%	4%	7%	1%	3%	6%	10%	8%	5%	6%	7%	8%	8%	4%	8%	-	-	-	-	2%	1%	5%
Mean		8.27	8.55	7.97	7.19	7.80	7.89	8.13	8.63	9.27	8.54	8.41	7.83	8.17	8.08	8.30	8.33	7.99	9.07	8.37	7.84	9.39	9.12	8.94	9.37	9.39	9.01	8.98
Standard deviation		2.81	2.60	2.98	3.08	2.86	3.02	3.06	2.71	1.85	2.47	2.72	3.04	3.02	2.81	2.86	2.79	3.10	1.99	2.63	3.00	1.18	1.53	1.54	1.47	1.49	2.01	1.95
Standard error		0.06	0.08	0.10	0.23	0.18	0.16	0.16	0.15	0.09	0.10	0.11	0.17	0.14	0.12	0.13	0.13	0.18	0.17	0.17	0.11	0.06	0.06	0.16	0.08	0.06	0.10	0.11

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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	2031	1029	1002	192	277	362	396	342	462	572	594	349	516	528	540	508	313	142	236	815	434	579	97	309	542	426	344
Weighted base	2031	995	1036	241	342	342	362	302	442	543	563	442	483	548	528	487	284	183	252	886	464	551	138	174	541	409	368
Conservative	464 23%	249 25%	215 21%	47 19%	66 19%	56 16%	63 17%	72 24%	160 36%	147 27%	161 29%	76 17%	80 17%	135 25%	144 27%	99 20%	69 24%	16 9%	37 15%	205 23%	464 100%	-	-	-	367 68%	10 2%	28 8%
Labour	551 27%	300 30%	251 24%	56 23%	107 31%	110 32%	104 29%	75 25%	99 23%	146 27%	114 20%	138 31%	152 32%	158 29%	112 21%	159 33%	65 23%	56 30%	90 36%	229 26%	-	551 100%	-	-	21 4%	326 80%	100 27%
Liberal Democrat	138 7%	74 7%	64 6%	12 5%	33 10%	22 7%	19 5%	21 7%	31 7%	54 10%	33 6%	29 7%	22 5%	43 8%	39 7%	32 6%	13 5%	11 6%	25 10%	60 7%	-	-	138 100%	-	5 1%	7 2%	107 29%
SNP	49 2%	24 2%	25 2%	* *	6 2%	6 2%	15 4%	11 4%	10 2%	11 2%	17 3%	13 3%	7 1%	-	-	-	-	49 27%	6 3%	23 3%	-	-	-	-	4 1%	3 1%	5 1%
Plaid Cymru	6 *	3 *	3 *	- -	1 *	3 1%	1 *	2 1%	1 *	2 *	1 *	3 1%	* *	-	-	-	6 2%	-	2 1%	2 *	-	-	-	-	-	1 *	-
The UK Independence Party	174 9%	111 11%	63 6%	9 4%	8 2%	19 6%	42 12%	34 11%	61 14%	32 6%	52 9%	38 9%	52 11%	38 7%	53 10%	59 12%	22 8%	2 1%	12 5%	66 7%	-	-	-	174 100%	67 12%	17 4%	39 11%
The Green Party	44 2%	20 2%	24 2%	10 4%	12 3%	5 1%	9 2%	6 2%	3 1%	10 2%	19 3%	5 1%	10 2%	13 2%	14 3%	7 2%	6 2%	4 2%	4 2%	20 2%	-	-	-	-	3 1%	2 1%	8 2%
The British National Party	12 1%	9 1%	3 *	1 *	1 *	1 *	7 2%	1 *	1 *	1 *	2 *	5 1%	5 1%	3 *	4 1%	2 *	2 1%	1 *	1 *	6 1%	-	-	-	-	1 *	2 1%	-
Some other party	2 *	2 *	1 *	- -	* *	1 *	* *	1 *	- -	1 *	1 *	- -	1 *	1 *	1 *	- -	* *	- -	1 *	* *	- -	- -	- -	- -	- -	* *	* *
Would not vote	187 9%	80 8%	107 10%	31 13%	29 9%	41 12%	43 12%	26 9%	16 4%	39 7%	48 9%	44 10%	55 11%	49 9%	51 10%	45 9%	34 12%	8 4%	20 8%	98 11%	-	-	-	-	10 2%	13 3%	9 3%
Rather not say	32 2%	16 2%	16 2%	8 3%	4 1%	10 3%	5 1%	2 1%	2 *	8 1%	14 3%	3 1%	6 1%	14 2%	3 1%	3 1%	6 2%	6 3%	11 4%	9 1%	-	-	-	-	-	3 1%	2 *
Don't know	372 18%	108 11%	264 25%	67 28%	74 22%	68 20%	54 15%	50 16%	58 13%	91 17%	102 18%	87 20%	92 19%	95 17%	107 20%	81 17%	60 21%	30 16%	43 17%	166 19%	-	-	-	-	62 12%	23 6%	69 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	1260	699	560	89	148	204	248	228	344	364	370	205	321	316	339	319	189	97	140	474	354	463	74	251	405	326	236
Weighted base	1144	635	509	92	168	175	207	186	316	326	324	226	267	289	298	289	150	118	139	460	379	425	104	142	396	296	237
Conservative	379	205	174	32	55	44	50	60	139	119	134	59	66	109	119	80	57	15	30	161	379	-	-	-	309	7	25
	33%	32%	34%	35%	32%	25%	24%	32%	44%	37%	41%	26%	25%	38%	40%	28%	38%	12%	21%	35%	100%	-	-	-	78%	2%	10%
Labour	425	230	195	39	68	86	82	64	86	118	92	93	123	108	90	126	53	49	68	164	-	425	-	-	18	259	85
	37%	36%	38%	42%	40%	49%	40%	34%	27%	36%	28%	41%	46%	38%	30%	44%	35%	41%	49%	36%	-	100%	-	-	4%	88%	36%
Liberal Democrat	104	59	45	7	24	16	14	16	26	42	24	21	17	32	31	25	9	7	19	42	-	-	104	-	4	7	82
	9%	9%	9%	8%	14%	9%	7%	9%	8%	13%	7%	9%	6%	11%	10%	9%	6%	6%	14%	9%	-	-	100%	-	1%	2%	35%
SNP	43	21	21	*	5	6	13	10	9	10	15	12	6	-	-	-	-	43	6	20	-	-	-	-	4	3	4
	4%	3%	4%	*	3%	3%	6%	6%	3%	3%	5%	5%	2%	-	-	-	-	36%	4%	4%	-	-	-	-	1%	1%	2%
Plaid Cymru	5	3	3	-	*	2	*	1	1	2	*	2	*	-	-	-	5	-	1	2	-	-	-	-	-	1	-
	*	*	1%	-	*	1%	*	1%	*	1%	*	1%	*	-	-	-	4%	-	1%	*	-	-	-	-	-	*	-
The UK Independence Party	142	92	50	6	7	15	34	28	52	27	43	31	41	29	43	51	18	1	10	54	-	-	-	142	59	15	34
	12%	15%	10%	7%	4%	9%	16%	15%	16%	8%	13%	14%	15%	10%	14%	18%	12%	1%	7%	12%	-	-	-	100%	15%	5%	14%
The Green Party	34	17	17	7	9	4	7	5	2	7	14	4	8	9	12	5	5	3	4	13	-	-	-	-	3	2	7
	3%	3%	3%	8%	5%	2%	4%	2%	1%	2%	4%	2%	3%	3%	4%	2%	3%	3%	3%	3%	-	-	-	-	1%	1%	3%
The British National Party	9	7	2	*	*	*	6	1	1	*	1	3	4	1	3	2	2	1	*	5	-	-	-	-	1	2	-
	1%	1%	*	*	*	*	3%	1%	*	*	*	1%	2%	*	1%	1%	1%	1%	*	1%	-	-	-	-	*	1%	-
Some other party	2	1	1	-	*	1	*	1	-	1	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	2031	2031
Weighted base	2031	2031
Male	1029 51%	995 49%
Female	1002 49%	1036 51%

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Absolutes/col percents

Table 5
Age
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2031	2031
Weighted base	2031	2031
18-24	192 9%	241 12%
25-34	277 14%	342 17%
35-44	362 18%	342 17%
45-54	396 19%	362 18%
55-64	342 17%	302 15%
65+	462 23%	442 22%
Average age	48.79	47.07

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Absolutes/col percents

Table 6
Social Grade
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2031	2031
Weighted base	2031	2031
AB	572 28%	543 27%
C1	594 29%	563 28%
C2	349 17%	442 22%
DE	516 25%	483 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	2031	2031
Weighted base	2031	2031
Scotland	142 7%	183 9%
North East	94 5%	81 4%
North West	235 12%	223 11%
Yorkshire & Humberside	179 9%	183 9%
West Midlands	203 10%	183 9%
East Midlands	157 8%	142 7%
Wales	113 6%	102 5%
Eastern	180 9%	203 10%
London	209 10%	264 13%
South East	319 16%	284 14%
South West	200 10%	183 9%

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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	2031	2031
Weighted base	2031	2031
NET: Working	1051 52%	1137 56%
Working full time - working 30 hours per week or more	732 36%	894 44%
Working part time - working between 8 and 29 hours per week	319 16%	244 12%
NET: Not working	980 48%	894 44%
Not working but seeking work or temporarily unemployed or sick	131 6%	104 5%
Not working and not seeking work	148 7%	135 7%
Retired on a state pension only	147 7%	143 7%
Retired with a private pension	399 20%	353 17%
House person, housewife, househusband, etc.	155 8%	159 8%

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Table 9
Tenure
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2031	2031
Weighted base	2031	2031
NET: Homeowners	1201 59%	1320 65%
Owned outright - without mortgage	667 33%	670 33%
Owned with a mortgage or loan	534 26%	650 32%
NET: Renters	800 39%	689 34%
Rented from the council	197 10%	284 14%
Rented from a housing association	228 11%	138 7%
Rented from someone else	375 18%	266 13%
Rent free	30 1%	22 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	2031	2031
Weighted base	2031	2031
Yes	1064 52%	1239 61%
No	967 48%	792 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	2031	2031
Weighted base	2031	2031
No cars in the household	504 25%	427 21%
NET: Any	1527 75%	1604 79%
1	1101 54%	853 42%
2	361 18%	569 28%
3+	65 3%	183 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	2031	2031
Weighted base	2031	2031
Conservative	539 27%	569 28%
Labour	651 32%	589 29%
Liberal Democrat	137 7%	203 10%
SNP	45 2%	38 2%
Plaid Cymru	7 *	3 *
Green	71 3%	38 2%
UKIP	241 12%	81 4%
BNP	15 1%	12 1%
Another party	18 1%	10 *
None	307 15%	487 24%