

Opinion Poll

ONLINE Fieldwork : 11th-13th July 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	2055	1000	1055	233	308	314	400	336	464	597	599	346	513	564	510	494	293	194	233	868	436	568	111	291	556	407	363	
Weighted base	2055	1007	1048	244	346	346	366	305	447	549	570	448	488	555	534	493	288	185	254	896	477	545	136	165	551	400	351	
Absolutely certain to vote	(10)	1072	599	474	58	141	180	187	191	316	332	270	225	245	289	279	249	147	108	141	431	341	367	79	120	382	275	230
		52%	59%	45%	24%	41%	52%	51%	62%	71%	60%	47%	50%	50%	52%	52%	50%	51%	59%	55%	48%	71%	67%	58%	73%	69%	69%	66%
	(9)	244	124	120	36	41	29	47	31	60	80	84	44	36	83	49	52	33	28	32	103	71	71	21	20	71	58	59
		12%	12%	11%	15%	12%	8%	13%	10%	13%	14%	15%	10%	7%	15%	9%	10%	12%	15%	13%	11%	15%	13%	16%	12%	13%	15%	17%
	(8)	131	52	78	25	28	21	27	12	17	27	37	37	30	32	34	40	11	13	15	72	33	35	11	10	26	24	19
		6%	5%	7%	10%	8%	6%	7%	4%	4%	5%	7%	8%	6%	6%	6%	8%	4%	7%	6%	8%	7%	6%	8%	6%	5%	6%	6%
	(7)	112	50	62	22	23	23	18	13	12	26	36	27	24	43	25	21	13	10	14	57	15	32	11	7	23	18	17
		5%	5%	6%	9%	7%	7%	5%	4%	3%	5%	6%	6%	5%	8%	5%	4%	5%	6%	5%	6%	3%	6%	8%	4%	4%	4%	5%
	(6)	70	24	45	13	20	18	8	6	5	12	12	25	21	14	22	23	7	3	8	29	11	13	5	3	8	9	8
		3%	2%	4%	5%	6%	5%	2%	2%	1%	2%	2%	5%	4%	3%	4%	5%	3%	2%	3%	3%	2%	2%	4%	2%	2%	2%	2%
	(5)	68	28	40	8	27	9	8	8	6	15	20	14	18	17	15	24	6	6	10	40	1	17	3	3	3	5	6
		3%	3%	4%	3%	8%	3%	2%	3%	1%	3%	4%	3%	4%	3%	3%	5%	2%	3%	4%	4%	*	3%	2%	2%	1%	1%	2%
	(4)	16	5	11	4	1	6	3	*	2	6	8	1	2	*	8	3	2	2	4	8	1	2	3	*	-	-	2
		1%	*	1%	1%	*	2%	1%	*	*	1%	1%	*	*	*	2%	1%	1%	1%	1%	1%	*	*	2%	*	-	-	1%
	(3)	28	14	14	6	2	11	4	3	2	5	8	10	5	14	6	4	2	2	2	16	2	4	2	*	-	1	-
		1%	1%	1%	2%	1%	3%	1%	1%	*	1%	1%	2%	1%	2%	1%	1%	1%	1%	1%	2%	*	1%	1%	*	-	*	-
	(2)	44	29	14	12	5	9	6	8	3	13	14	11	7	11	16	9	8	-	6	26	2	4	-	1	3	1	1
		2%	3%	1%	5%	2%	3%	2%	3%	1%	2%	2%	2%	1%	2%	3%	2%	3%	-	2%	3%	*	1%	-	1%	1%	*	*
Definitely would not vote	(1)	142	47	94	26	28	13	41	21	13	21	39	35	46	30	35	39	31	7	15	55	-	-	-	-	20	3	5
		7%	5%	9%	10%	8%	4%	11%	7%	3%	4%	7%	8%	9%	5%	7%	8%	11%	4%	6%	6%	-	-	-	-	4%	1%	1%
Don't know		129	35	94	35	29	27	16	11	11	13	42	20	55	23	45	31	26	4	8	59	-	-	-	-	15	6	3
		6%	4%	9%	14%	8%	8%	5%	4%	3%	2%	7%	4%	11%	4%	8%	6%	9%	2%	3%	7%	-	-	-	-	3%	1%	1%
Mean		8.25	8.56	7.93	6.97	7.79	8.24	8.03	8.51	9.20	8.70	8.15	8.02	8.03	8.37	8.18	8.12	7.99	8.78	8.34	8.09	9.45	9.19	8.96	9.39	9.17	9.34	9.21
Standard deviation		2.78	2.57	2.95	3.16	2.86	2.66	3.06	2.76	1.93	2.39	2.81	2.90	3.01	2.61	2.85	2.84	3.17	2.18	2.70	2.79	1.14	1.53	1.65	1.30	1.94	1.38	1.58
Standard error		0.06	0.08	0.09	0.22	0.17	0.15	0.16	0.15	0.09	0.10	0.12	0.16	0.14	0.11	0.13	0.13	0.19	0.16	0.18	0.10	0.05	0.06	0.16	0.08	0.08	0.07	0.08

Opinion Poll

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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	2055	1000	1055	233	308	314	400	336	464	597	599	346	513	564	510	494	293	194	233	868	436	568	111	291	556	407	363
Weighted base	2055	1007	1048	244	346	346	366	305	447	549	570	448	488	555	534	493	288	185	254	896	477	545	136	165	551	400	351
Conservative	477 23%	266 26%	211 20%	26 11%	59 17%	61 18%	85 23%	89 29%	157 35%	155 28%	141 25%	102 23%	80 16%	143 26%	144 27%	105 21%	52 18%	33 18%	47 19%	217 24%	477 100%	-	-	-	362 66%	22 6%	43 12%
Labour	545 27%	281 28%	263 25%	67 27%	110 32%	103 30%	91 25%	70 23%	103 23%	139 25%	133 23%	135 30%	137 28%	162 29%	117 22%	158 32%	64 22%	45 24%	94 37%	232 26%	-	545 100%	-	-	21 4%	309 77%	92 26%
Liberal Democrat	136 7%	73 7%	63 6%	19 8%	27 8%	35 10%	11 3%	13 4%	30 7%	49 9%	35 6%	26 6%	25 5%	42 8%	33 6%	27 5%	23 8%	11 6%	13 5%	58 7%	-	-	136 100%	-	3 1%	3 1%	94 27%
SNP	35 2%	21 2%	14 1%	2 1%	6 2%	7 2%	9 3%	6 2%	6 1%	9 2%	11 2%	9 2%	7 1%	-	-	-	-	35 19%	7 3%	15 2%	-	-	-	-	4 1%	4 1%	2 1%
Plaid Cymru	8 *	5 *	3 *	-	1 *	* *	3 1%	* 1%	3 1%	3 1%	3 1%	* *	1 *	-	-	-	8 3%	-	4 1%	1 *	-	-	-	-	-	-	3 1%
The UK Independence Party	165 8%	105 10%	60 6%	5 2%	18 5%	19 6%	31 9%	34 11%	57 13%	41 7%	35 6%	39 9%	50 10%	38 7%	49 9%	49 10%	20 7%	10 5%	16 6%	57 6%	-	-	-	165 100%	73 13%	14 4%	22 6%
The Green Party	52 3%	26 3%	26 2%	9 4%	8 2%	9 3%	9 3%	9 3%	7 2%	16 3%	13 2%	13 3%	10 2%	16 3%	18 3%	8 2%	6 2%	3 2%	5 2%	25 3%	-	-	-	-	5 1%	6 2%	17 5%
The British National Party	7 *	3 *	5 *	* *	1 *	1 *	3 1%	* *	2 *	1 *	2 *	2 *	3 1%	1 *	1 *	3 1%	1 *	1 *	1 *	1 *	-	-	-	-	1 *	1 *	1 *
Some other party	9 *	9 1%	1 *	-	1 *	* *	2 1%	5 2%	1 *	5 1%	2 *	2 *	1 *	2 *	6 1%	1 *	* *	-	3 1%	2 *	-	-	-	-	1 *	3 1%	3 1%
Would not vote	201 10%	80 8%	121 12%	40 17%	45 13%	25 7%	48 13%	25 8%	18 4%	41 8%	54 10%	54 12%	51 10%	46 8%	49 9%	58 12%	37 13%	12 6%	22 9%	93 10%	-	-	-	-	22 4%	3 1%	9 2%
Rather not say	33 2%	19 2%	14 1%	5 2%	2 *	16 5%	9 2%	2 1%	-	8 1%	16 3%	5 1%	4 1%	16 3%	1 *	2 *	9 3%	5 3%	1 *	27 3%	-	-	-	-	-	-	1 *
Don't know	387 19%	119 12%	268 26%	70 29%	69 20%	70 20%	64 18%	51 17%	63 14%	83 15%	125 22%	60 13%	119 24%	88 16%	117 22%	83 17%	68 24%	31 17%	43 17%	167 19%	-	-	-	-	59 11%	35 9%	64 18%

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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	1255	675	580	104	171	178	235	224	343	402	353	207	293	345	304	312	163	131	146	496	361	447	84	237	406	312	251
Weighted base	1145	638	507	90	173	178	199	192	314	343	297	254	251	318	290	282	140	115	149	472	394	428	102	134	398	302	233
Conservative	394	223	172	19	45	49	70	77	135	129	117	82	67	117	119	87	44	28	39	176	394	-	-	-	307	19	37
	34%	35%	34%	21%	26%	28%	35%	40%	43%	38%	39%	32%	27%	37%	41%	31%	31%	24%	26%	37%	100%	-	-	-	77%	6%	16%
Labour	428	224	204	49	78	79	73	59	89	116	102	104	107	124	90	126	50	38	72	175	-	428	-	-	16	259	79
	37%	35%	40%	55%	45%	44%	37%	31%	28%	34%	34%	41%	43%	39%	31%	45%	36%	33%	48%	37%	-	100%	-	-	4%	86%	34%
Liberal Democrat	102	55	47	12	21	23	9	11	26	40	25	17	20	32	24	21	16	8	10	39	-	-	102	-	2	3	79
	9%	9%	9%	13%	12%	13%	4%	6%	8%	12%	8%	7%	8%	10%	8%	7%	12%	7%	7%	8%	-	-	100%	-	1%	1%	34%
SNP	29	18	12	1	5	6	8	5	5	8	9	7	6	-	-	-	-	29	6	13	-	-	-	-	3	3	2
	3%	3%	2%	1%	3%	3%	4%	3%	2%	2%	3%	3%	2%	-	-	-	-	25%	4%	3%	-	-	-	-	1%	1%	1%
Plaid Cymru	7	4	3	-	1	*	3	*	3	3	3	*	1	-	-	-	7	-	3	1	-	-	-	-	-	-	2
	1%	1%	1%	-	*	*	1%	*	1%	1%	1%	*	*	-	-	-	5%	-	2%	*	-	-	-	-	-	-	1%
The UK Independence Party	134	87	47	3	15	13	26	29	48	34	29	31	40	31	40	39	17	8	14	46	-	-	-	134	62	12	18
	12%	14%	9%	4%	9%	7%	13%	15%	15%	10%	10%	12%	16%	10%	14%	14%	12%	7%	9%	10%	-	-	-	100%	16%	4%	8%
The Green Party	39	21	18	5	6	7	6	8	6	11	10	11	7	12	14	6	5	3	3	19	-	-	-	-	4	5	13
	3%	3%	4%	6%	4%	4%	3%	4%	2%	3%	3%	4%	3%	4%	5%	2%	3%	2%	2%	4%	-	-	-	-	1%	2%	6%
The British National Party	6	2	4	*	1	*	3	*	2	1	2	1	2	*	1	2	1	1	*	1	-	-	-	-	1	1	1
	1%	*	1%	*	*	*	1%	*	1%	*	1%	*	1%	*	*	1%	1%	1%	*	*	-	-	-	-	*	*	*
Some other party	5	5	*	-	1	*	1	2	*	2	1	1	1	2	2	1	*	-	2	1	-	-	-	-	*	1	2
	*	1%	*	-	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	2055	2055
Weighted base	2055	2055
Male	1000 49%	1007 49%
Female	1055 51%	1048 51%

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Absolutes/col percents

Table 5
Age
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2055	2055
Weighted base	2055	2055
18-24	233 11%	244 12%
25-34	308 15%	346 17%
35-44	314 15%	346 17%
45-54	400 19%	366 18%
55-64	336 16%	305 15%
65+	464 23%	447 22%
Average age	48.20	47.20

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Absolutes/col percents

Table 6
Social Grade
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2055	2055
Weighted base	2055	2055
AB	597 29%	549 27%
C1	599 29%	570 28%
C2	346 17%	448 22%
DE	513 25%	488 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	2055	2055
Weighted base	2055	2055
Scotland	194 9%	185 9%
North East	83 4%	82 4%
North West	236 11%	226 11%
Yorkshire & Humberside	175 9%	185 9%
West Midlands	171 8%	185 9%
East Midlands	142 7%	144 7%
Wales	98 5%	103 5%
Eastern	197 10%	205 10%
London	255 12%	267 13%
South East	309 15%	288 14%
South West	195 9%	185 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	2055	2055
Weighted base	2055	2055
NET: Working	1101 54%	1151 56%
Working full time - working 30 hours per week or more	751 37%	904 44%
Working part time - working between 8 and 29 hours per week	350 17%	247 12%
NET: Not working	954 46%	904 44%
Not working but seeking work or temporarily unemployed or sick	115 6%	111 5%
Not working and not seeking work	160 8%	157 8%
Retired on a state pension only	124 6%	110 5%
Retired with a private pension	397 19%	379 18%
House person, housewife, househusband, etc.	158 8%	147 7%

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Table 9
Tenure
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2055	2055
Weighted base	2055	2055
NET: Homeowners	1247 61%	1336 65%
Owned outright - without mortgage	664 32%	678 33%
Owned with a mortgage or loan	583 28%	658 32%
NET: Renters	771 38%	682 33%
Rented from the council	174 8%	288 14%
Rented from a housing association	216 11%	130 6%
Rented from someone else	381 19%	264 13%
Rent free	37 2%	37 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	2055	2055
Weighted base	2055	2055
Yes	1162 57%	1253 61%
No	893 43%	802 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	2055	2055
Weighted base	2055	2055
No cars in the household	468 23%	432 21%
NET: Any	1587 77%	1623 79%
1	1062 52%	863 42%
2	438 21%	575 28%
3+	87 4%	185 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	2055	2055
Weighted base	2055	2055
Conservative	537 26%	575 28%
Labour	636 31%	596 29%
Liberal Democrat	167 8%	206 10%
SNP	55 3%	34 2%
Plaid Cymru	11 1%	7 *
Green	74 4%	42 2%
UKIP	238 12%	82 4%
BNP	12 1%	6 *
Another party	23 1%	14 1%
None	302 15%	493 24%