

## Opinion Poll

### ONLINE Fieldwork : 27th-28th 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	2006	1093	913	244	254	304	391	338	475	656	630	304	416	534	511	452	314	195	321	963	485	489	110	306	613	353	358	
Weighted base	2006	983	1023	238	338	338	357	298	437	536	556	437	477	542	522	481	281	181	287	836	476	502	124	180	560	347	352	
Absolutely certain to vote	(10)	1077	578	499	62	137	183	186	190	318	329	284	221	244	283	285	242	148	119	141	423	353	330	67	128	413	249	223
		54%	59%	49%	26%	41%	54%	52%	64%	73%	61%	51%	51%	51%	52%	55%	50%	53%	66%	49%	51%	74%	66%	54%	71%	74%	72%	63%
	(9)	225	124	101	25	42	23	44	42	50	69	67	49	40	73	58	45	30	18	35	91	65	59	22	26	76	39	56
		11%	13%	10%	10%	12%	7%	12%	14%	11%	13%	12%	11%	8%	14%	11%	9%	11%	10%	12%	11%	14%	12%	18%	15%	14%	11%	16%
	(8)	147	73	74	34	33	24	28	12	16	32	50	22	44	40	36	41	10	21	17	72	33	47	10	12	27	19	21
		7%	7%	7%	14%	10%	7%	8%	4%	4%	6%	9%	5%	9%	7%	7%	8%	3%	11%	6%	9%	7%	9%	8%	7%	5%	5%	6%
	(7)	85	38	47	22	24	10	10	8	11	18	26	23	18	35	15	19	12	4	20	38	14	24	10	9	16	10	21
		4%	4%	5%	9%	7%	3%	3%	3%	2%	3%	5%	5%	4%	6%	3%	4%	4%	2%	7%	5%	3%	5%	8%	5%	3%	3%	6%
	(6)	45	16	29	10	6	7	9	4	9	7	14	10	14	13	10	8	1	6	20	2	13	7	1	10	3	7	
		2%	2%	3%	4%	2%	2%	3%	1%	2%	1%	3%	2%	3%	3%	2%	3%	1%	2%	2%	*	3%	5%	1%	2%	1%	2%	
	(5)	63	29	34	11	18	14	12	4	4	11	14	19	20	14	12	21	15	2	5	33	6	10	4	3	1	11	9
		3%	3%	3%	5%	5%	4%	3%	1%	1%	2%	3%	4%	4%	3%	2%	4%	5%	1%	2%	4%	1%	2%	3%	2%	*	3%	2%
	(4)	19	7	12	6	8	1	1	2	1	2	4	5	8	6	4	3	3	3	1	10	-	7	1	*	1	-	2
		1%	1%	1%	3%	2%	*	*	1%	*	*	1%	1%	2%	1%	1%	1%	1%	2%	*	1%	-	1%	1%	*	*	-	1%
	(3)	22	8	15	2	6	1	11	2	1	2	10	4	7	2	6	9	2	3	1	15	2	5	3	*	-	1	-
		1%	1%	1%	1%	2%	*	3%	1%	*	*	2%	1%	1%	*	1%	2%	1%	2%	*	2%	*	1%	2%	*	-	*	-
	(2)	42	17	25	7	4	11	11	4	5	9	14	7	11	8	17	12	3	2	6	17	-	7	1	-	2	3	2
		2%	2%	2%	3%	1%	3%	3%	1%	1%	2%	3%	2%	2%	1%	3%	2%	1%	1%	2%	2%	-	1%	1%	-	*	1%	*
Definitely would not vote	(1)	144	61	83	17	38	41	18	12	16	37	29	38	40	30	30	42	34	7	32	59	-	-	-	-	5	3	3
		7%	6%	8%	7%	11%	12%	5%	4%	4%	7%	5%	9%	8%	5%	6%	9%	12%	4%	11%	7%	-	-	-	-	1%	1%	1%
Don't know		136	32	104	43	21	22	27	16	6	21	45	40	31	36	45	37	17	1	23	58	-	-	-	-	10	10	9
		7%	3%	10%	18%	6%	7%	8%	5%	1%	4%	8%	9%	6%	7%	9%	8%	6%	*	8%	7%	-	-	-	-	2%	3%	2%
Mean		8.30	8.55	8.05	7.37	7.59	7.87	8.33	8.94	9.14	8.65	8.36	8.11	8.02	8.48	8.40	8.01	7.90	8.88	8.01	8.16	9.53	9.09	8.79	9.44	9.49	9.32	9.17
Standard deviation		2.80	2.60	2.96	2.87	3.11	3.28	2.73	2.27	2.09	2.62	2.65	2.95	2.97	2.52	2.76	3.01	3.20	2.26	3.08	2.83	1.02	1.69	1.80	1.11	1.26	1.57	1.56
Standard error		0.06	0.08	0.10	0.19	0.20	0.19	0.14	0.12	0.10	0.10	0.11	0.17	0.15	0.11	0.13	0.15	0.18	0.16	0.18	0.09	0.05	0.08	0.17	0.06	0.05	0.08	0.08

## Opinion Poll

### ONLINE Fieldwork : 27th-28th August 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	2006	1093	913	244	254	304	391	338	475	656	630	304	416	534	511	452	314	195	321	963	485	489	110	306	613	353	358
Weighted base	2006	983	1023	238	338	338	357	298	437	536	556	437	477	542	522	481	281	181	287	836	476	502	124	180	560	347	352
Conservative	476 24%	240 24%	235 23%	31 13%	62 18%	63 19%	76 21%	72 24%	171 39%	179 33%	135 24%	92 21%	70 15%	141 26%	124 24%	113 23%	69 25%	29 16%	50 17%	202 24%	476 100%	-	-	-	371 66%	13 4%	40 11%
Labour	502 25%	267 27%	235 23%	64 27%	109 32%	90 27%	93 26%	68 23%	78 18%	112 21%	146 26%	107 24%	137 29%	151 28%	98 19%	144 30%	56 20%	52 29%	93 32%	216 26%	-	502 100%	-	-	22 4%	256 74%	97 27%
Liberal Democrat	124 6%	70 7%	54 5%	16 7%	24 7%	24 7%	21 6%	16 5%	25 6%	46 9%	29 5%	27 6%	22 5%	39 7%	31 6%	26 5%	17 6%	10 6%	15 5%	53 6%	-	-	124 100%	-	5 1%	6 2%	90 26%
SNP	54 3%	27 3%	27 3%	3 1%	6 2%	4 1%	15 4%	18 6%	8 2%	15 3%	14 2%	6 1%	20 4%	-	-	-	-	54 30%	5 2%	21 3%	-	-	-	-	2 *	5 2%	5 1%
Plaid Cymru	6 *	3 *	3 *	* *	1 *	1 *	2 1%	2 1%	-	1 *	2 *	2 1%	2 *	-	-	-	6 2%	-	1 *	4 1%	-	-	-	-	* *	* *	* *
The UK Independence Party	180 9%	118 12%	62 6%	7 3%	8 2%	25 8%	32 9%	43 14%	65 15%	39 7%	41 7%	49 11%	50 11%	46 8%	65 12%	43 9%	25 9%	2 1%	20 7%	71 8%	-	-	-	180 100%	78 14%	15 4%	25 7%
The Green Party	69 3%	34 3%	35 3%	10 4%	12 4%	12 3%	16 4%	10 3%	10 2%	17 3%	21 4%	9 2%	22 5%	27 5%	24 5%	10 2%	7 2%	1 1%	5 2%	23 3%	-	-	-	-	6 1%	10 3%	24 7%
The British National Party	8 *	4 *	4 *	1 1%	-	2 *	3 1%	1 *	1 *	-	1 *	4 1%	3 1%	2 *	2 *	3 1%	1 *	-	1 *	3 *	-	-	-	-	2 *	1 *	-
Some other party	4 *	3 *	* *	-	1 *	* *	2 *	1 *	-	* *	2 *	-	1 *	* *	2 *	1 *	-	1 *	* *	2 *	-	-	-	-	-	-	* *
Would not vote	180 9%	76 8%	104 10%	26 11%	40 12%	53 16%	24 7%	15 5%	22 5%	43 8%	41 7%	43 10%	52 11%	37 7%	41 8%	52 11%	38 14%	12 7%	33 11%	72 9%	-	-	-	-	5 1%	5 2%	5 1%
Rather not say	30 1%	8 1%	22 2%	4 2%	10 3%	8 2%	4 1%	2 1%	2 *	3 1%	5 1%	8 2%	14 3%	8 1%	16 3%	3 1%	2 1%	1 *	2 1%	13 2%	-	-	-	-	-	* *	-
Don't know	373 19%	132 13%	242 24%	75 32%	65 19%	56 16%	70 20%	50 17%	56 13%	80 15%	119 21%	91 21%	84 18%	90 17%	118 23%	87 18%	60 21%	19 10%	63 22%	155 19%	-	-	-	-	68 12%	35 10%	65 19%

## Opinion Poll

### ONLINE Fieldwork : 27th-28th August 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	1283	753	530	115	140	187	249	240	352	449	387	192	254	339	319	282	197	146	205	600	408	385	81	249	472	269	244
Weighted base	1139	621	517	89	164	180	200	197	309	341	310	234	253	321	283	263	147	124	152	466	398	389	91	148	419	255	232
Conservative	398	200	198	23	49	53	61	62	150	152	115	72	59	117	108	89	59	24	40	167	398	-	-	-	320	11	34
	35%	32%	38%	26%	30%	30%	31%	32%	49%	45%	37%	31%	23%	37%	38%	34%	41%	20%	26%	36%	100%	-	-	-	76%	4%	15%
Labour	389	209	179	43	78	72	70	60	67	92	110	86	101	118	77	109	43	42	76	161	-	389	-	-	17	213	80
	34%	34%	35%	48%	48%	40%	35%	30%	22%	27%	35%	36%	40%	37%	27%	41%	29%	34%	50%	35%	-	100%	-	-	4%	84%	34%
Liberal Democrat	91	54	37	10	16	19	14	12	20	37	21	18	15	29	20	21	12	9	9	37	-	-	91	-	5	5	71
	8%	9%	7%	11%	10%	10%	7%	6%	7%	11%	7%	8%	6%	9%	7%	8%	8%	7%	6%	8%	-	-	100%	-	1%	2%	31%
SNP	46	24	22	3	5	4	12	15	7	13	12	5	16	-	-	-	-	46	5	17	-	-	-	-	2	5	4
	4%	4%	4%	3%	3%	2%	6%	8%	2%	4%	4%	2%	6%	-	-	-	-	37%	3%	4%	-	-	-	-	*	2%	2%
Plaid Cymru	5	3	3	*	*	1	2	2	-	*	1	2	2	-	-	-	5	-	1	4	-	-	-	-	*	*	*
	*	*	*	*	*	1%	1%	1%	-	*	*	1%	1%	-	-	-	4%	-	*	1%	-	-	-	-	*	*	*
The UK Independence Party	148	97	51	5	6	20	26	35	56	32	34	42	40	36	55	34	21	2	17	59	-	-	-	148	68	13	22
	13%	16%	10%	5%	4%	11%	13%	18%	18%	10%	11%	18%	16%	11%	19%	13%	14%	1%	11%	13%	-	-	-	100%	16%	5%	9%
The Green Party	53	27	26	6	9	10	11	9	8	13	15	8	16	19	20	7	6	1	4	18	-	-	-	-	6	8	21
	5%	4%	5%	7%	6%	5%	5%	4%	3%	4%	5%	3%	6%	6%	7%	3%	4%	1%	3%	4%	-	-	-	-	1%	3%	9%
The British National Party	6	4	2	*	-	1	2	1	1	-	1	2	2	1	1	2	1	-	1	2	-	-	-	-	2	1	-
	*	1%	*	*	-	1%	1%	1%	*	-	*	1%	1%	*	*	1%	1%	-	1%	*	-	-	-	-	*	*	-
Some other party	3	3	*	-	1	*	1	1	-	*	1	-	1	*	1	1	-	1	*	1	-	-	-	-	-	-	*
	*	*	*	-	*	*	1%	*	-	*	*	-	1%	*	1%	*	-	1%	*	*	-	-	-	-	-	-	*

**Opinion Poll**  
**ONLINE Fieldwork : 27th-28th August 2014**

Absolutes/col percents

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

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2006	2006
Weighted base	2006	2006
Male	1093 54%	983 49%
Female	913 46%	1023 51%

**Opinion Poll**  
**ONLINE Fieldwork : 27th-28th August 2014**

Absolutes/col percents

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

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2006	2006
Weighted base	2006	2006
18-24	244 12%	238 12%
25-34	254 13%	338 17%
35-44	304 15%	338 17%
45-54	391 19%	357 18%
55-64	338 17%	298 15%
65+	475 24%	437 22%
Average age	48.67	47.23

**Opinion Poll**  
**ONLINE Fieldwork : 27th-28th August 2014**

Absolutes/col percents

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

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2006	2006
Weighted base	2006	2006
AB	656 33%	536 27%
C1	630 31%	556 28%
C2	304 15%	437 22%
DE	416 21%	477 24%

**Opinion Poll**  
**ONLINE Fieldwork : 27th-28th August 2014**

Absolutes/col percents

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

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2006	2006
Weighted base	2006	2006
Scotland	195 10%	181 9%
North East	81 4%	80 4%
North West	220 11%	221 11%
Yorkshire & Humberside	151 8%	181 9%
West Midlands	199 10%	181 9%
East Midlands	137 7%	140 7%
Wales	113 6%	100 5%
Eastern	175 9%	201 10%
London	221 11%	261 13%
South East	313 16%	281 14%
South West	201 10%	181 9%

**Opinion Poll**  
**ONLINE Fieldwork : 27th-28th August 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	2006	2006
Weighted base	2006	2006
NET: Working	1284 64%	1123 56%
Working full time - working 30 hours per week or more	1012 50%	883 44%
Working part time - working between 8 and 29 hours per week	272 14%	241 12%
NET: Not working	722 36%	883 44%
Not working but seeking work or temporarily unemployed or sick	88 4%	142 7%
Not working and not seeking work	133 7%	182 9%
Retired on a state pension only	95 5%	108 5%
Retired with a private pension	334 17%	338 17%
House person, housewife, househusband, etc.	72 4%	112 6%



**Opinion Poll**  
**ONLINE Fieldwork : 27th-28th August 2014**

Absolutes/col percents

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

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2006	2006
Weighted base	2006	2006
NET: Homeowners	1295 65%	1304 65%
Owned outright - without mortgage	683 34%	662 33%
Owned with a mortgage or loan	612 31%	641 32%
NET: Renters	674 34%	668 33%
Rented from the council	153 8%	281 14%
Rented from a housing association	159 8%	114 6%
Rented from someone else	362 18%	272 14%
Rent free	37 2%	35 2%

**Opinion Poll**  
**ONLINE Fieldwork : 27th-28th August 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	2006	2006
Weighted base	2006	2006
Yes	1191 59%	1224 61%
No	815 41%	782 39%

**Opinion Poll**  
**ONLINE Fieldwork : 27th-28th August 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	2006	2006
Weighted base	2006	2006
No cars in the household	412 21%	421 21%
NET: Any	1594 79%	1585 79%
1	1051 52%	843 42%
2	444 22%	562 28%
3+	99 5%	181 9%

**Opinion Poll**  
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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	2006	2006
Weighted base	2006	2006
Conservative	591 29%	562 28%
Labour	564 28%	582 29%
Liberal Democrat	172 9%	201 10%
SNP	63 3%	35 2%
Plaid Cymru	11 1%	4 *
Green	80 4%	46 2%
UKIP	226 11%	80 4%
BNP	13 1%	7 *
Another party	15 1%	8 *
None	271 14%	481 24%