

Opinion Poll

ONLINE Fieldwork : 30th May-1st June 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	2062	1015	1047	183	334	332	402	330	481	616	614	300	532	576	499	505	308	174	279	795	392	572	129	332	512	436	370
Weighted base	2062	1011	1051	245	347	347	368	306	449	551	572	449	490	557	536	495	289	186	286	869	454	540	153	189	536	422	362
Absolutely certain to vote	(10) 1133	618	515	81	147	175	209	209	314	353	312	232	236	322	274	274	159	104	148	450	339	352	102	130	383	285	239
	55%	61%	49%	33%	42%	50%	57%	68%	70%	64%	55%	52%	48%	58%	51%	55%	55%	56%	52%	52%	75%	65%	67%	69%	72%	68%	66%
	(9) 213	106	107	28	27	43	36	21	59	70	65	36	42	61	62	48	28	15	29	85	54	70	13	25	77	54	39
	10%	10%	10%	11%	8%	12%	10%	7%	13%	13%	11%	8%	8%	11%	12%	10%	10%	8%	10%	10%	12%	13%	8%	13%	14%	13%	11%
	(8) 147	65	83	11	37	28	32	16	24	29	43	39	36	37	42	39	13	15	27	73	26	47	17	13	33	26	39
	7%	6%	8%	4%	11%	8%	9%	5%	5%	5%	8%	9%	7%	7%	8%	8%	5%	8%	9%	8%	6%	9%	11%	7%	6%	6%	11%
	(7) 108	35	73	18	34	18	13	11	14	29	31	18	30	38	30	20	9	11	25	42	14	36	13	6	15	19	15
	5%	3%	7%	7%	10%	5%	4%	4%	3%	5%	5%	4%	6%	7%	6%	4%	3%	6%	9%	5%	3%	7%	8%	3%	3%	4%	4%
	(6) 57	21	35	12	16	13	5	6	4	16	15	15	11	12	19	13	8	5	7	33	3	15	3	4	3	4	7
	3%	2%	3%	5%	5%	4%	1%	2%	1%	3%	3%	3%	2%	2%	3%	3%	3%	3%	2%	4%	1%	3%	2%	2%	*	1%	2%
	(5) 68	26	42	15	23	7	6	9	8	11	14	18	24	10	19	24	9	5	6	23	8	8	3	6	1	6	7
	3%	3%	4%	6%	6%	2%	2%	3%	2%	2%	2%	4%	5%	2%	4%	5%	3%	3%	2%	3%	2%	1%	2%	3%	*	1%	2%
	(4) 23	7	15	5	7	4	2	3	1	2	5	7	9	8	8	*	4	1	2	13	3	3	*	1	2	-	3
	1%	1%	1%	2%	2%	1%	1%	1%	*	*	1%	1%	2%	2%	2%	*	2%	1%	1%	2%	1%	1%	*	*	*	-	1%
	(3) 35	14	21	14	4	3	9	3	1	5	11	8	10	11	4	6	5	8	2	16	4	6	-	3	*	6	*
	2%	1%	2%	6%	1%	1%	2%	1%	*	1%	2%	2%	2%	2%	1%	1%	2%	5%	1%	2%	1%	1%	-	2%	*	1%	*
	(2) 31	14	17	6	8	3	8	5	2	6	9	5	11	12	8	8	2	-	7	9	3	3	2	1	5	4	*
	1%	1%	2%	3%	2%	1%	2%	2%	*	1%	1%	1%	2%	2%	1%	2%	1%	-	2%	1%	1%	*	1%	1%	1%	1%	*
Definitely would not vote	(1) 158	71	87	31	33	38	27	14	14	22	32	50	54	33	36	47	29	12	23	80	-	-	-	-	8	13	4
	8%	7%	8%	13%	9%	11%	7%	5%	3%	4%	6%	11%	11%	6%	7%	10%	10%	7%	8%	9%	-	-	-	-	1%	3%	1%
Don't know	90	34	56	23	13	14	21	9	9	6	36	20	28	13	34	14	21	8	10	45	-	-	-	-	9	5	9
	4%	3%	5%	10%	4%	4%	6%	3%	2%	1%	6%	4%	6%	2%	6%	3%	7%	4%	3%	5%	-	-	-	-	2%	1%	2%
Mean	8.26	8.53	7.99	6.89	7.58	8.04	8.35	8.78	9.19	8.84	8.45	7.88	7.70	8.41	8.27	8.13	8.12	8.30	8.19	8.08	9.41	9.16	9.16	9.20	9.38	9.04	9.20
Standard deviation	2.82	2.69	2.91	3.34	2.98	2.99	2.84	2.46	1.90	2.25	2.61	3.11	3.18	2.68	2.71	2.96	3.06	2.74	2.80	2.94	1.37	1.50	1.50	1.59	1.53	2.06	1.56
Standard error	0.06	0.09	0.09	0.26	0.17	0.17	0.14	0.14	0.09	0.09	0.11	0.18	0.14	0.11	0.12	0.13	0.18	0.21	0.17	0.11	0.07	0.06	0.13	0.09	0.07	0.10	0.08

Opinion Poll

ONLINE Fieldwork : 30th May-1st June 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	2062	1015	1047	183	334	332	402	330	481	616	614	300	532	576	499	505	308	174	279	795	392	572	129	332	512	436	370
Weighted base	2062	1011	1051	245	347	347	368	306	449	551	572	449	490	557	536	495	289	186	286	869	454	540	153	189	536	422	362
Conservative	454 22%	249 25%	205 19%	41 17%	54 16%	56 16%	60 16%	78 26%	165 37%	148 27%	130 23%	103 23%	73 15%	131 24%	139 26%	103 21%	61 21%	20 11%	41 14%	164 19%	454 100%	-	-	-	339 63%	9 2%	36 10%
Labour	540 26%	288 29%	252 24%	54 22%	97 28%	109 31%	123 33%	76 25%	82 18%	145 26%	150 26%	113 25%	133 27%	153 28%	106 20%	169 34%	67 23%	45 24%	100 35%	236 27%	-	540 100%	-	-	23 4%	321 76%	82 23%
Liberal Democrat	153 7%	93 9%	61 6%	17 7%	41 12%	19 6%	17 5%	29 9%	31 7%	67 12%	35 6%	22 5%	29 6%	56 10%	37 7%	26 5%	17 6%	16 9%	25 9%	68 8%	-	-	153 100%	-	3 *	7 2%	116 32%
SNP	45 2%	32 3%	13 1%	4 2%	7 2%	4 1%	14 4%	7 2%	8 2%	11 2%	15 3%	12 3%	7 1%	-	-	-	-	45 24%	5 2%	19 2%	-	-	-	-	2 *	3 1%	3 1%
Plaid Cymru	4 *	4 *	* *	- *	* *	* *	3 1%	* *	* *	2 *	* *	2 *	* *	-	-	-	4 1%	-	1 1%	2 *	-	-	-	-	* *	1 *	1 *
The UK Independence Party	189 9%	102 10%	87 8%	14 6%	7 2%	23 7%	43 12%	36 12%	65 15%	38 7%	53 9%	45 10%	53 11%	53 9%	52 10%	48 10%	33 11%	4 2%	21 7%	74 9%	-	-	-	189 100%	84 16%	16 4%	21 6%
The Green Party	49 2%	18 2%	31 3%	8 3%	8 2%	11 3%	8 2%	6 2%	8 2%	18 3%	9 2%	14 3%	9 2%	18 3%	12 2%	8 2%	6 2%	5 3%	5 2%	25 3%	-	-	-	-	2 *	7 2%	16 4%
The British National Party	7 *	3 *	4 *	1 *	- *	2 *	3 1%	1 *	- *	1 *	1 *	2 *	3 1%	1 *	2 *	3 1%	1 *	-	-	4 *	-	-	-	-	1 *	2 *	1 *
Some other party	4 *	2 *	2 *	- *	- *	3 1%	- *	* *	* *	1 *	1 *	1 *	- *	1 *	1 *	1 *	- *	- *	1 *	2 *	-	-	-	-	* *	1 *	-
Would not vote	191 9%	82 8%	109 10%	37 15%	52 15%	42 12%	31 8%	15 5%	15 3%	30 5%	37 7%	58 13%	65 13%	45 8%	46 9%	55 11%	31 11%	14 7%	24 8%	93 11%	-	-	-	-	9 2%	15 4%	4 1%
Rather not say	53 3%	28 3%	25 2%	16 7%	9 3%	16 4%	6 2%	6 2%	1 *	8 1%	27 5%	10 2%	8 2%	19 3%	16 3%	8 2%	4 2%	6 3%	7 3%	26 3%	-	-	-	-	1 *	3 1%	1 *
Don't know	373 18%	110 11%	263 25%	53 22%	71 21%	64 18%	60 16%	51 17%	74 16%	84 15%	115 20%	67 15%	107 22%	79 14%	127 24%	74 15%	64 22%	30 16%	54 19%	156 18%	-	-	-	-	71 13%	37 9%	80 22%

Opinion Poll

ONLINE Fieldwork : 30th May-1st June 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	1257	693	564	86	179	189	250	212	341	411	365	182	299	360	288	308	184	117	170	474	323	449	102	263	383	322	240
Weighted base	1151	645	506	96	163	180	217	190	304	354	318	241	238	325	278	282	155	111	156	470	373	423	120	150	389	302	231
Conservative	373	203	169	29	43	44	48	66	142	125	110	81	57	107	117	84	48	17	33	132	373	-	-	-	291	8	30
	32%	32%	33%	30%	27%	24%	22%	35%	47%	35%	33%	33%	24%	33%	42%	30%	31%	15%	21%	28%	100%	-	-	-	75%	3%	13%
Labour	423	232	191	39	71	87	98	60	68	116	119	86	101	118	80	133	56	36	77	186	-	423	-	-	18	264	71
	37%	36%	38%	41%	43%	48%	45%	32%	22%	33%	37%	36%	43%	36%	29%	47%	36%	32%	49%	40%	-	100%	-	-	5%	87%	31%
Liberal Democrat	120	77	43	11	30	16	12	23	27	56	26	17	22	44	30	19	14	13	19	54	-	-	120	-	2	6	95
	10%	12%	8%	12%	19%	9%	6%	12%	9%	16%	8%	7%	9%	13%	11%	7%	9%	12%	12%	12%	-	-	100%	-	1%	2%	41%
SNP	38	28	10	3	6	3	13	6	7	10	12	10	6	-	-	-	-	38	4	16	-	-	-	-	2	3	3
	3%	4%	2%	3%	4%	1%	6%	3%	2%	3%	4%	4%	2%	-	-	-	-	34%	3%	3%	-	-	-	-	*	1%	1%
Plaid Cymru	3	3	*	-	*	*	2	*	*	1	*	1	*	-	-	-	3	-	1	1	-	-	-	-	*	1	1
	*	*	*	-	*	*	1%	*	*	*	*	1%	*	-	-	-	2%	-	1%	*	-	-	-	-	*	*	*
The UK Independence Party	150	84	66	9	6	18	35	28	54	30	42	35	42	42	39	39	27	4	16	57	-	-	-	150	72	13	17
	13%	13%	13%	9%	3%	10%	16%	15%	18%	8%	13%	15%	18%	13%	14%	14%	18%	3%	10%	12%	-	-	-	100%	18%	4%	7%
The Green Party	38	15	23	5	6	9	7	5	6	14	7	9	7	13	10	6	5	4	5	19	-	-	-	-	2	6	14
	3%	2%	5%	5%	4%	5%	3%	2%	2%	4%	2%	4%	3%	4%	4%	2%	3%	3%	3%	4%	-	-	-	-	1%	2%	6%
The British National Party	5	2	2	1	-	1	2	1	-	1	1	1	3	1	2	1	1	-	-	2	-	-	-	-	1	1	1
	*	*	*	1%	-	1%	1%	*	-	*	*	*	1%	*	1%	*	1%	-	-	1%	-	-	-	-	*	*	*
Some other party	3	1	1	-	-	2	-	*	*	1	1	1	-	1	1	1	-	-	1	2	-	-	-	-	*	*	-
	*	*	*	-	-	1%	-	*	*	*	*	*	-	*	*	*	-	-	*	*	-	-	-	-	*	*	-

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Absolutes/col percents

Table 4
Gender
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2062	2062
Weighted base	2062	2062
Male	1015 49%	1011 49%
Female	1047 51%	1051 51%

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Absolutes/col percents

Table 5
Age
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2062	2062
Weighted base	2062	2062
18-24	183 9%	245 12%
25-34	334 16%	347 17%
35-44	332 16%	347 17%
45-54	402 19%	368 18%
55-64	330 16%	306 15%
65+	481 23%	449 22%
Average age	48.75	47.22

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Absolutes/col percents

Table 6
Social Grade
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2062	2062
Weighted base	2062	2062
AB	616 30%	551 27%
C1	614 30%	572 28%
C2	300 15%	449 22%
DE	532 26%	490 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	2062	2062
Weighted base	2062	2062
Scotland	174 8%	186 9%
North East	84 4%	82 4%
North West	244 12%	227 11%
Yorkshire & Humberside	177 9%	186 9%
West Midlands	198 10%	186 9%
East Midlands	151 7%	144 7%
Wales	110 5%	103 5%
Eastern	150 7%	206 10%
London	266 13%	268 13%
South East	310 15%	289 14%
South West	198 10%	186 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	2062	2062
Weighted base	2062	2062
NET: Working	1074 52%	1155 56%
Working full time - working 30 hours per week or more	724 35%	907 44%
Working part time - working between 8 and 29 hours per week	350 17%	247 12%
NET: Not working	988 48%	907 44%
Not working but seeking work or temporarily unemployed or sick	140 7%	119 6%
Not working and not seeking work/ Student	127 6%	127 6%
Retired on a state pension only	150 7%	145 7%
Retired with a private pension	399 19%	361 18%
House person, housewife, househusband, etc.	172 8%	156 8%

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Absolutes/col percents

Table 9
Tenure
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2062	2062
Weighted base	2062	2062
NET: Homeowners	1200 58%	1340 65%
Owned outright - without mortgage	651 32%	680 33%
Owned with a mortgage or loan	549 27%	660 32%
NET: Renters	833 40%	698 34%
Rented from the council	219 11%	289 14%
Rented from a housing association	225 11%	131 6%
Rented from someone else	389 19%	278 13%
Rent free	29 1%	24 1%

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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	2062	2062
Weighted base	2062	2062
Yes	1117 54%	1258 61%
No	945 46%	804 39%

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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	2062	2062
Weighted base	2062	2062
No cars in the household	512 25%	433 21%
NET: Any	1550 75%	1629 79%
1	1074 52%	866 42%
2	404 20%	577 28%
3+	72 3%	186 9%

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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	2062	2062
Weighted base	2062	2062
Conservative	505 24%	577 28%
Labour	646 31%	598 29%
Liberal Democrat	173 8%	206 10%
SNP	50 2%	42 2%
Plaid Cymru	8 *	3 *
Green	73 4%	42 2%
UKIP	248 12%	82 4%
BNP	14 1%	7 *
Another party	19 1%	10 *
None	326 16%	495 24%