

Opinion Poll

ONLINE Fieldwork : 13th-15th 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	2036	1064	972	220	276	364	387	326	463	574	605	358	499	531	529	500	310	166	243	813	448	591	95	331	571	439	326	
Weighted base	2036	998	1038	242	343	343	363	302	443	544	565	444	484	550	529	489	285	183	260	880	464	550	136	185	562	404	352	
Absolutely certain to vote	(10) 1124	606	518	85	145	178	219	189	309	348	302	232	242	318	283	271	151	101	133	482	342	377	78	140	408	299	227	
		55%	61%	50%	35%	42%	52%	60%	62%	70%	64%	53%	52%	50%	58%	53%	55%	53%	55%	51%	55%	74%	69%	57%	75%	73%	74%	64%
	(9)	228	109	118	19	34	39	42	37	57	68	50	49	61	58	65	55	31	19	26	91	55	70	22	29	68	49	51
		11%	11%	11%	8%	10%	11%	12%	12%	13%	13%	9%	11%	13%	11%	12%	11%	10%	10%	10%	12%	13%	16%	16%	12%	12%	14%	
	(8)	129	66	63	22	17	24	32	19	16	24	37	31	37	40	30	27	17	16	14	67	30	42	16	7	35	19	23
		6%	7%	6%	9%	5%	7%	9%	6%	4%	4%	7%	7%	8%	7%	6%	6%	6%	8%	5%	8%	7%	8%	12%	4%	6%	5%	7%
	(7)	124	55	69	24	34	18	22	16	10	27	39	34	25	41	38	27	9	10	26	61	23	30	13	3	15	14	29
		6%	6%	7%	10%	10%	5%	6%	5%	2%	5%	7%	8%	5%	7%	7%	6%	3%	6%	10%	7%	5%	6%	10%	2%	3%	4%	8%
	(6)	45	18	27	7	15	13	3	2	5	10	10	12	16	9	11	1	8	9	25	5	10	2	1	7	5	1	
		2%	2%	3%	3%	4%	4%	1%	1%	1%	2%	2%	3%	3%	3%	2%	*	4%	3%	3%	1%	2%	1%	1%	1%	1%	*	
	(5)	50	17	33	7	11	10	7	7	8	7	20	13	10	9	16	10	11	5	7	20	6	10	4	4	5	1	9
		2%	2%	3%	3%	3%	3%	2%	2%	2%	1%	4%	3%	2%	2%	3%	2%	4%	3%	3%	2%	1%	2%	3%	2%	1%	*	2%
	(4)	18	11	7	6	3	8	1	-	-	3	5	3	7	2	4	3	4	5	2	10	-	3	1	-	-	1	1
		1%	1%	1%	2%	1%	2%	*	-	-	1%	1%	1%	1%	*	1%	1%	1%	2%	1%	1%	-	1%	1%	-	-	*	*
	(3)	12	6	6	2	3	5	2	-	*	1	5	2	5	1	4	2	4	2	2	5	-	3	-	1	-	-	-
		1%	1%	1%	1%	1%	2%	1%	-	*	*	1%	*	1%	*	1%	*	1%	1%	1%	1%	-	1%	-	*	-	-	-
	(2)	32	10	22	7	4	5	2	5	9	4	11	12	5	7	9	11	6	-	4	13	2	3	-	1	3	3	2
		2%	1%	2%	3%	1%	2%	1%	2%	2%	1%	2%	3%	1%	1%	2%	2%	2%	-	1%	2%	1%	1%	-	*	1%	1%	1%
Definitely would not vote	(1)	158	72	87	32	43	25	24	16	19	33	42	35	49	38	31	42	38	9	26	54	-	-	-	-	9	6	3
		8%	7%	8%	13%	13%	7%	7%	5%	4%	6%	7%	8%	10%	7%	6%	9%	13%	5%	10%	6%	-	-	-	-	2%	2%	1%
Don't know		116	27	88	32	36	17	9	12	10	19	44	21	31	21	43	29	13	9	12	53	-	-	-	-	12	6	7
		6%	3%	9%	13%	10%	5%	2%	4%	2%	4%	8%	5%	6%	4%	8%	6%	5%	5%	5%	6%	-	-	-	-	2%	1%	2%
Mean		8.35	8.56	8.14	7.23	7.59	8.16	8.66	8.80	9.02	8.80	8.25	8.19	8.10	8.52	8.46	8.28	7.83	8.52	8.03	8.44	9.45	9.27	9.05	9.55	9.38	9.39	9.19
Standard deviation		2.77	2.63	2.89	3.29	3.20	2.82	2.48	2.39	2.25	2.44	2.82	2.83	2.97	2.59	2.60	2.90	3.32	2.43	2.96	2.60	1.17	1.41	1.38	1.09	1.53	1.55	1.55
Standard error		0.06	0.08	0.10	0.23	0.20	0.15	0.13	0.13	0.11	0.10	0.12	0.15	0.14	0.11	0.12	0.13	0.19	0.19	0.19	0.09	0.06	0.06	0.14	0.06	0.06	0.07	0.09

Opinion Poll

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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	2036	1064	972	220	276	364	387	326	463	574	605	358	499	531	529	500	310	166	243	813	448	591	95	331	571	439	326
Weighted base	2036	998	1038	242	343	343	363	302	443	544	565	444	484	550	529	489	285	183	260	880	464	550	136	185	562	404	352
Conservative	464 23%	240 24%	224 22%	31 13%	56 16%	70 20%	80 22%	71 23%	155 35%	141 26%	136 24%	103 23%	84 17%	163 30%	115 22%	99 20%	71 25%	17 9%	51 20%	191 22%	464 100%	-	-	-	353 63%	13 3%	41 12%
Labour	550 27%	305 31%	245 24%	71 29%	94 27%	111 32%	111 31%	76 25%	87 20%	141 26%	156 28%	107 24%	146 30%	147 27%	122 23%	164 34%	69 24%	47 26%	96 37%	256 29%	-	550 100%	-	-	30 5%	319 79%	72 20%
Liberal Democrat	136 7%	66 7%	71 7%	16 6%	34 10%	22 7%	19 5%	14 4%	32 7%	57 11%	29 5%	29 7%	21 4%	53 10%	31 6%	19 4%	20 7%	14 7%	13 5%	65 7%	-	-	136 100%	-	5 1%	5 1%	106 30%
SNP	37 2%	17 2%	20 2%	1 *	5 1%	5 1%	10 3%	12 4%	4 1%	8 1%	10 2%	8 2%	12 2%	-	-	-	-	37 20%	9 3%	16 2%	-	-	-	-	1 *	2 1%	3 1%
Plaid Cymru	5 *	3 *	2 *	1 1%	2 *	-	-	2 1%	* *	1 *	2 *	* *	2 *	-	-	-	5 2%	-	1 *	2 *	-	-	-	-	1 *	1 *	* *
The UK Independence Party	185 9%	127 13%	58 6%	8 3%	10 3%	19 6%	47 13%	31 10%	71 16%	52 10%	40 7%	45 10%	47 10%	46 8%	63 12%	47 10%	24 8%	5 3%	9 3%	83 9%	-	-	-	185 100%	87 15%	13 3%	23 7%
The Green Party	55 3%	22 2%	32 3%	7 3%	11 3%	8 2%	12 3%	13 4%	3 1%	18 3%	18 3%	9 2%	10 2%	17 3%	19 4%	9 2%	7 2%	2 1%	4 1%	30 3%	-	-	-	-	6 1%	5 1%	23 7%
The British National Party	10 *	6 1%	3 *	1 1%	1 *	1 *	2 *	2 1%	3 1%	1 *	1 *	1 *	6 1%	1 *	3 1%	4 1%	2 1%	-	-	4 *	-	-	-	-	1 *	1 *	1 *
Some other party	6 *	4 *	2 *	-	-	1 *	1 *	3 1%	2 *	3 1%	1 *	-	2 *	-	6 1%	-	* *	-	4 1%	-	-	-	-	-	1 *	3 1%	-
Would not vote	200 10%	87 9%	113 11%	42 17%	51 15%	34 10%	28 8%	19 6%	25 6%	36 7%	52 9%	51 11%	61 13%	45 8%	40 7%	59 12%	44 15%	13 7%	27 10%	76 9%	-	-	-	-	9 2%	11 3%	4 1%
Rather not say	20 1%	6 1%	14 1%	2 1%	4 1%	2 1%	6 2%	3 1%	3 1%	6 1%	4 1%	5 1%	5 1%	4 1%	7 1%	5 1%	3 1%	2 1%	4 1%	5 1%	-	-	-	-	-	4 1%	-
Don't know	369 18%	115 12%	254 24%	61 25%	76 22%	69 20%	48 13%	58 19%	57 13%	81 15%	115 20%	85 19%	88 18%	74 13%	124 23%	83 17%	41 14%	47 26%	44 17%	152 17%	-	-	-	-	68 12%	27 7%	78 22%

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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	1317	758	559	119	153	227	252	219	346	397	379	229	312	350	332	325	198	112	154	521	371	475	72	275	439	343	217
Weighted base	1171	649	522	99	160	193	229	185	305	352	311	244	264	337	289	282	160	102	143	516	383	439	104	156	412	307	223
Conservative	383 33%	198 31%	184 35%	24 24%	44 27%	58 30%	64 28%	60 32%	134 44%	118 33%	109 35%	85 35%	70 27%	132 39%	94 32%	84 30%	59 37%	15 14%	39 28%	155 30%	383 100%	-	-	-	300 73%	12 4%	34 15%
Labour	439 37%	247 38%	192 37%	52 53%	70 43%	89 46%	91 40%	63 34%	74 24%	117 33%	122 39%	85 35%	114 43%	114 34%	96 33%	132 47%	57 36%	40 39%	75 53%	200 39%	-	439 100%	-	-	24 6%	270 88%	61 27%
Liberal Democrat	104 9%	52 8%	52 10%	10 10%	25 16%	17 9%	15 6%	11 6%	26 9%	48 14%	20 6%	20 8%	16 6%	40 12%	24 8%	16 6%	14 9%	11 11%	9 7%	49 10%	-	-	104 100%	-	3 1%	4 1%	83 37%
SNP	31 3%	15 2%	16 3%	* 1%	4 3%	5 2%	8 4%	10 5%	4 1%	7 2%	8 3%	7 3%	9 3%	-	-	-	-	31 30%	7 5%	13 2%	-	-	-	-	1 *	2 1%	3 1%
Plaid Cymru	4 *	2 *	1 *	1 1%	1 1%	-	-	2 1%	* *	1 *	2 1%	* *	1 *	-	-	-	4 2%	-	1 *	2 *	-	-	-	-	1 *	1 *	* *
The UK Independence Party	156 13%	109 17%	47 9%	5 5%	8 5%	16 8%	40 17%	27 15%	60 20%	45 13%	34 11%	38 16%	38 14%	39 11%	53 18%	40 14%	20 12%	5 5%	7 5%	70 14%	-	-	-	156 100%	76 18%	11 4%	20 9%
The Green Party	44 4%	19 3%	25 5%	6 6%	9 6%	7 3%	10 4%	10 5%	3 1%	13 4%	14 5%	7 3%	9 3%	13 4%	16 6%	7 3%	6 4%	1 1%	3 2%	24 5%	-	-	-	-	5 1%	4 1%	20 9%
The British National Party	7 1%	5 1%	2 *	1 1%	* *	1 *	1 1%	2 1%	3 1%	1 *	1 *	1 *	5 2%	1 *	3 1%	3 1%	1 1%	-	-	3 1%	-	-	-	-	1 *	1 *	1 1%
Some other party	4 *	2 *	2 *	-	-	* *	* *	1 1%	2 1%	1 *	1 *	-	2 1%	-	4 1%	-	* *	-	2 1%	-	-	-	-	-	1 *	1 *	-

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Table 4
Gender
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2036	2036
Weighted base	2036	2036
Male	1064 52%	998 49%
Female	972 48%	1038 51%

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Table 5
Age
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2036	2036
Weighted base	2036	2036
18-24	220 11%	242 12%
25-34	276 14%	343 17%
35-44	364 18%	343 17%
45-54	387 19%	363 18%
55-64	326 16%	302 15%
65+	463 23%	443 22%
Average age	48.40	47.26

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Table 6
Social Grade
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2036	2036
Weighted base	2036	2036
AB	574 28%	544 27%
C1	605 30%	565 28%
C2	358 18%	444 22%
DE	499 25%	484 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	2036	2036
Weighted base	2036	2036
Scotland	166 8%	183 9%
North East	89 4%	81 4%
North West	242 12%	224 11%
Yorkshire & Humberside	169 8%	183 9%
West Midlands	177 9%	183 9%
East Midlands	150 7%	143 7%
Wales	110 5%	102 5%
Eastern	202 10%	204 10%
London	219 11%	265 13%
South East	312 15%	285 14%
South West	200 10%	183 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	2036	2036
Weighted base	2036	2036
NET: Working	1056 52%	1140 56%
Working full time - working 30 hours per week or more	745 37%	896 44%
Working part time - working between 8 and 29 hours per week	311 15%	244 12%
NET: Not working	980 48%	896 44%
Not working but seeking work or temporarily unemployed or sick	115 6%	104 5%
Not working and not seeking work/ Student	145 7%	126 6%
Retired on a state pension only	125 6%	130 6%
Retired with a private pension	411 20%	361 18%
House person, housewife, househusband, etc.	184 9%	175 9%

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Absolutes/col percents

Table 9
Tenure
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2036	2036
Weighted base	2036	2036
NET: Homeowners	1297 64%	1323 65%
Owned outright - without mortgage	684 34%	671 33%
Owned with a mortgage or loan	613 30%	652 32%
NET: Renters	707 35%	688 34%
Rented from the council	166 8%	285 14%
Rented from a housing association	202 10%	127 6%
Rented from someone else	339 17%	276 14%
Rent free	32 2%	25 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	2036	2036
Weighted base	2036	2036
Yes	1071 53%	1242 61%
No	965 47%	794 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	2036	2036
Weighted base	2036	2036
No cars in the household	467 23%	428 21%
NET: Any	1569 77%	1608 79%
1	1117 55%	855 42%
2	385 19%	570 28%
3+	67 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	2036	2036
Weighted base	2036	2036
Conservative	558 27%	570 28%
Labour	658 32%	590 29%
Liberal Democrat	140 7%	204 10%
SNP	43 2%	32 2%
Plaid Cymru	9 *	4 *
Green	73 4%	43 2%
UKIP	254 12%	81 4%
BNP	17 1%	12 1%
Another party	16 1%	11 1%
None	268 13%	489 24%