

Opinion Poll

ONLINE Fieldwork : 18th-19th 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	2032	956	1076	238	317	357	343	312	465	607	623	334	468	564	515	501	281	171	251	887	475	508	112	307	567	382	340	
Weighted base	2032	996	1036	241	342	342	362	302	442	543	563	443	483	549	528	488	284	183	258	880	466	520	124	177	553	379	333	
Absolutely certain to vote	(10) 1061	596	465	62	145	161	182	192	319	306	298	226	231	273	261	249	152	126	119	438	323	336	73	126	398	253	209	
		52%	60%	45%	26%	42%	47%	50%	63%	72%	56%	53%	51%	48%	50%	49%	51%	54%	69%	46%	50%	69%	65%	58%	71%	72%	67%	63%
	(9)	235	138	97	24	33	41	51	35	52	71	61	50	53	57	67	57	34	20	33	109	61	76	18	27	69	64	50
		12%	14%	9%	10%	10%	12%	14%	12%	13%	11%	11%	11%	10%	13%	12%	12%	11%	13%	12%	13%	15%	15%	15%	13%	17%	15%	
	(8)	142	61	81	23	22	25	32	21	19	43	37	34	28	41	46	35	15	7	19	67	48	40	13	4	36	15	30
		7%	6%	8%	10%	7%	7%	9%	7%	4%	8%	7%	8%	6%	7%	9%	7%	5%	4%	7%	8%	10%	8%	11%	2%	7%	4%	9%
	(7)	108	35	73	24	27	19	12	13	13	33	40	21	14	44	22	22	17	4	13	47	16	32	9	7	12	25	19
		5%	4%	7%	10%	8%	6%	3%	4%	3%	6%	7%	5%	3%	8%	4%	4%	6%	2%	5%	5%	3%	6%	7%	4%	2%	7%	6%
	(6)	60	24	36	14	16	16	9	3	3	8	22	22	9	13	14	21	10	3	8	39	6	14	3	2	12	3	4
		3%	2%	3%	6%	5%	5%	2%	1%	1%	1%	4%	5%	2%	2%	3%	4%	3%	2%	3%	4%	1%	3%	2%	1%	2%	1%	1%
	(5)	80	21	59	23	19	13	5	7	13	16	26	13	24	25	27	15	8	4	4	38	3	12	4	6	6	3	6
		4%	2%	6%	10%	5%	4%	1%	2%	3%	3%	5%	3%	5%	5%	5%	3%	3%	2%	2%	4%	1%	2%	3%	3%	1%	1%	2%
	(4)	20	5	16	2	7	5	3	1	2	3	5	9	3	7	5	7	2	-	6	6	2	2	2	2	2	2	2
		1%	*	2%	1%	2%	1%	1%	*	1%	*	1%	2%	1%	1%	1%	1%	1%	-	2%	1%	*	*	2%	1%	*	1%	1%
	(3)	33	7	26	9	10	2	8	3	1	8	9	5	12	7	8	11	5	3	6	10	4	6	1	1	2	1	4
		2%	1%	3%	4%	3%	1%	2%	1%	*	2%	2%	1%	2%	1%	1%	2%	2%	2%	2%	1%	1%	1%	*	*	*	*	1%
	(2)	33	14	18	6	5	7	5	2	6	6	12	9	6	10	10	9	4	-	8	16	3	1	1	4	3	1	2
		2%	1%	2%	2%	2%	2%	1%	1%	1%	2%	2%	1%	2%	2%	2%	2%	1%	-	3%	2%	1%	*	1%	2%	*	*	1%
Definitely would not vote	(1)	163	75	88	35	36	30	35	21	7	33	38	34	57	50	36	39	32	6	29	70	-	-	-	-	11	5	5
		8%	8%	8%	14%	10%	9%	10%	7%	2%	6%	7%	8%	12%	9%	7%	8%	11%	3%	11%	8%	-	-	-	-	2%	1%	2%
Don't know		96	20	76	20	22	22	21	5	7	15	16	19	45	22	34	25	6	9	14	40	-	-	-	-	2	6	2
		5%	2%	7%	8%	6%	6%	6%	2%	2%	3%	3%	4%	9%	4%	6%	5%	2%	5%	5%	5%	-	-	-	-	*	2%	1%
Mean		8.16	8.53	7.78	6.63	7.53	7.95	8.12	8.68	9.21	8.50	8.17	8.11	7.77	7.97	8.18	8.08	8.00	9.09	7.69	8.10	9.35	9.17	8.94	9.24	9.27	9.28	9.04
Standard deviation		2.86	2.68	2.98	3.23	3.12	2.95	2.98	2.56	1.84	2.57	2.77	2.84	3.25	2.95	2.78	2.90	3.07	2.10	3.22	2.84	1.31	1.48	1.71	1.68	1.70	1.51	1.81
Standard error		0.06	0.09	0.09	0.22	0.18	0.16	0.16	0.15	0.09	0.11	0.11	0.16	0.15	0.13	0.13	0.13	0.19	0.16	0.21	0.10	0.06	0.07	0.16	0.10	0.07	0.08	0.10

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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	2032	956	1076	238	317	357	343	312	465	607	623	334	468	564	515	501	281	171	251	887	475	508	112	307	567	382	340
Weighted base	2032	996	1036	241	342	342	362	302	442	543	563	443	483	549	528	488	284	183	258	880	466	520	124	177	553	379	333
Conservative	466 23%	269 27%	197 19%	34 14%	67 19%	68 20%	74 20%	66 22%	157 36%	152 28%	149 26%	95 21%	70 14%	131 24%	129 25%	100 20%	71 25%	35 19%	40 16%	208 24%	466 100%	-	-	-	356 64%	14 4%	34 10%
Labour	520 26%	254 25%	266 26%	75 31%	88 26%	99 29%	96 26%	61 20%	101 23%	140 26%	137 24%	109 25%	133 28%	149 27%	119 22%	158 32%	57 20%	37 20%	84 32%	209 24%	-	520 100%	-	-	30 5%	280 74%	75 23%
Liberal Democrat	124 6%	76 8%	49 5%	8 3%	25 7%	21 6%	19 5%	22 7%	30 7%	54 10%	31 5%	24 5%	16 3%	30 5%	40 8%	19 4%	22 8%	12 7%	17 7%	50 6%	-	-	124 100%	-	5 1%	6 2%	89 27%
SNP	54 3%	38 4%	16 2%	3 1%	12 4%	7 2%	13 4%	9 3%	9 2%	16 3%	17 3%	10 2%	11 2%	-	-	-	-	54 29%	6 2%	26 3%	-	-	-	-	2 *	5 1%	9 3%
Plaid Cymru	5 *	4 *	1 *	-	1 *	2 *	1 *	1 *	1 *	1 *	1 *	2 *	2 *	-	-	-	5 2%	-	1 *	2 *	-	-	-	-	-	-	-
The UK Independence Party	177 9%	120 12%	58 6%	2 1%	11 3%	22 6%	31 9%	50 17%	60 14%	33 6%	35 6%	62 14%	47 10%	39 7%	54 10%	52 11%	28 10%	5 3%	14 5%	77 9%	-	-	-	177 100%	74 13%	23 6%	17 5%
The Green Party	48 2%	25 3%	23 2%	7 3%	8 2%	6 2%	9 2%	9 3%	9 2%	14 3%	14 3%	3 1%	17 3%	16 3%	12 2%	10 2%	9 3%	1 1%	8 3%	20 2%	-	-	-	-	4 1%	* *	21 6%
The British National Party	10 1%	3 *	7 1%	3 1%	1 *	-	3 1%	3 1%	1 *	1 *	2 *	5 1%	2 *	1 *	1 *	6 1%	2 1%	-	2 1%	4 *	-	-	-	-	-	1 *	1 *
Some other party	13 1%	8 1%	5 *	-	2 *	2 1%	2 1%	4 1%	3 1%	5 1%	2 *	* *	5 1%	3 1%	8 1%	2 *	1 *	-	3 1%	4 *	-	-	-	-	2 *	2 1%	6 2%
Would not vote	191 9%	85 9%	106 10%	39 16%	48 14%	33 10%	38 11%	23 7%	11 2%	36 7%	54 10%	36 8%	65 13%	61 11%	44 8%	44 9%	34 12%	8 4%	31 12%	88 10%	-	-	-	-	11 2%	5 1%	6 2%
Rather not say	43 2%	12 1%	30 3%	8 3%	9 3%	14 4%	8 2%	1 *	1 *	11 2%	14 3%	9 2%	8 2%	16 3%	6 1%	9 2%	11 4%	1 1%	3 1%	31 3%	-	-	-	-	3 1%	1 *	1 *
Don't know	380 19%	103 10%	277 27%	62 26%	71 21%	68 20%	69 19%	53 17%	58 13%	80 15%	108 19%	86 19%	107 22%	104 19%	114 22%	88 18%	44 15%	30 17%	50 19%	162 18%	-	-	-	-	66 12%	42 11%	73 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	1244	668	576	103	173	207	209	210	342	392	372	210	269	333	312	306	171	122	143	526	387	397	86	245	424	287	226	
Weighted base	1122	649	473	87	159	175	198	190	313	329	310	243	240	284	286	274	157	121	133	467	379	407	94	142	399	277	208	
Conservative	379	220	158	24	52	53	60	55	134	122	123	75	58	105	103	83	57	30	32	166	379	-	-	-	302	11	28	
	34%	34%	33%	28%	33%	30%	30%	29%	43%	37%	40%	31%	24%	37%	36%	30%	36%	25%	24%	35%	100%	-	-	-	76%	4%	13%	
Labour	407	206	200	48	67	76	78	53	85	113	104	86	104	111	97	124	47	28	64	161	-	407	-	-	25	235	63	
	36%	32%	42%	56%	42%	43%	39%	28%	27%	34%	34%	35%	43%	39%	34%	45%	30%	23%	48%	35%	-	100%	-	-	6%	85%	30%	
Liberal Democrat	94	60	34	6	14	15	15	18	26	42	24	17	11	22	29	16	16	11	11	36	-	-	94	-	4	6	73	
	8%	9%	7%	6%	9%	8%	7%	10%	8%	13%	8%	7%	4%	8%	10%	6%	10%	9%	8%	8%	-	-	100%	-	1%	2%	35%	
SNP	46	33	14	3	10	6	11	8	8	14	15	9	9	-	-	-	-	46	5	23	-	-	-	-	1	5	8	
	4%	5%	3%	4%	6%	4%	6%	4%	3%	4%	5%	4%	4%	-	-	-	-	38%	4%	5%	-	-	-	-	*	2%	4%	
Plaid Cymru	4	3	1	-	1	1	*	1	1	1	1	1	2	-	-	-	4	-	1	1	-	-	-	-	-	*	-	
	*	*	*	-	1%	1%	*	*	*	*	*	*	1%	-	-	-	3%	-	1%	*	-	-	-	-	-	-	*	-
The UK Independence Party	142	98	44	1	8	18	23	42	50	25	29	50	38	30	43	41	23	5	11	61	-	-	-	142	62	19	15	
	13%	15%	9%	1%	5%	10%	12%	22%	16%	8%	9%	21%	16%	11%	15%	15%	15%	4%	8%	13%	-	-	-	100%	15%	7%	7%	
The Green Party	36	21	15	4	6	5	6	8	7	10	12	3	11	12	10	6	7	1	6	14	-	-	-	-	3	*	17	
	3%	3%	3%	5%	4%	3%	3%	4%	2%	3%	4%	1%	5%	4%	3%	2%	4%	*	5%	3%	-	-	-	-	1%	*	8%	
The British National Party	6	3	3	1	1	-	2	2	1	1	1	2	2	*	1	3	2	-	2	2	-	-	-	-	-	1	1	
	1%	*	1%	1%	*	-	1%	1%	*	*	*	1%	1%	*	*	1%	1%	-	1%	*	-	-	-	-	-	*	1%	
Some other party	9	5	4	-	1	2	2	3	1	2	2	*	5	3	4	2	*	-	2	3	-	-	-	-	2	1	3	
	1%	1%	1%	-	1%	1%	1%	2%	*	1%	1%	*	2%	1%	1%	1%	*	-	1%	1%	-	-	-	-	*	*	2%	

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Absolutes/col percents

Table 4
Gender
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2032	2032
Weighted base	2032	2032
Male	956 47%	996 49%
Female	1076 53%	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	2032	2032
Weighted base	2032	2032
18-24	238 12%	241 12%
25-34	317 16%	342 17%
35-44	357 18%	342 17%
45-54	343 17%	362 18%
55-64	312 15%	302 15%
65+	465 23%	442 22%
Average age	47.80	47.23

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Absolutes/col percents

Table 6
Social Grade
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2032	2032
Weighted base	2032	2032
AB	607 30%	543 27%
C1	623 31%	563 28%
C2	334 16%	443 22%
DE	468 23%	483 24%

Opinion Poll
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Absolutes/col percents

Table 7
GO Region
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2032	2032
Weighted base	2032	2032
Scotland	171 8%	183 9%
North East	88 4%	81 4%
North West	226 11%	224 11%
Yorkshire & Humberside	187 9%	183 9%
West Midlands	182 9%	183 9%
East Midlands	133 7%	142 7%
Wales	111 5%	102 5%
Eastern	200 10%	203 10%
London	277 14%	264 13%
South East	287 14%	284 14%
South West	170 8%	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	2032	2032
Weighted base	2032	2032
NET: Working	1138 56%	1138 56%
Working full time - working 30 hours per week or more	863 42%	894 44%
Working part time - working between 8 and 29 hours per week	275 14%	244 12%
NET: Not working	894 44%	894 44%
Not working but seeking work or temporarily unemployed or sick	93 5%	104 5%
Not working and not seeking work/ Student	134 7%	142 7%
Retired on a state pension only	117 6%	111 5%
Retired with a private pension	405 20%	378 19%
House person, housewife, househusband, etc.	145 7%	160 8%

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Absolutes/col percents

Table 9
Tenure
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2032	2032
Weighted base	2032	2032
NET: Homeowners	1379 68%	1321 65%
Owned outright - without mortgage	753 37%	670 33%
Owned with a mortgage or loan	626 31%	651 32%
NET: Renters	616 30%	676 33%
Rented from the council	145 7%	284 14%
Rented from a housing association	129 6%	108 5%
Rented from someone else	342 17%	284 14%
Rent free	37 2%	35 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	2032	2032
Weighted base	2032	2032
Yes	1183 58%	1239 61%
No	849 42%	793 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	2032	2032
Weighted base	2032	2032
No cars in the household	397 20%	427 21%
NET: Any	1635 80%	1605 79%
1	1053 52%	853 42%
2	481 24%	569 28%
3+	101 5%	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	2032	2032
Weighted base	2032	2032
Conservative	570 28%	569 28%
Labour	561 28%	589 29%
Liberal Democrat	188 9%	203 10%
SNP	52 3%	40 2%
Plaid Cymru	15 1%	8 *
Green	67 3%	33 2%
UKIP	245 12%	81 4%
BNP	13 1%	10 *
Another party	18 1%	11 1%
None	303 15%	488 24%