

Opinion Poll

ONLINE Fieldwork : 20th-22nd 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	1050	1012	259	276	286	393	354	494	541	622	362	537	543	543	517	296	163	252	787	393	621	107	346	526	449	370	
Weighted base	2062	1010	1052	245	347	347	368	306	449	551	572	449	490	557	536	495	289	186	290	865	466	559	143	183	555	395	374	
Absolutely certain to vote	(10) 1118	589	529	69	131	169	212	208	330	326	326	224	242	303	291	269	149	105	171	433	336	371	89	132	400	273	249	
		54%	58%	50%	28%	38%	49%	58%	68%	73%	59%	57%	50%	49%	54%	54%	54%	52%	57%	59%	50%	72%	66%	63%	72%	72%	69%	67%
	(9) 254	137	118	33	37	40	46	32	67	79	72	47	57	66	72	55	41	21	31	112	56	92	27	32	71	61	59	
		12%	14%	11%	13%	11%	12%	12%	10%	15%	14%	13%	10%	12%	12%	13%	11%	14%	11%	11%	13%	12%	17%	19%	18%	13%	16%	16%
	(8) 119	62	57	17	28	28	20	13	14	42	24	29	23	30	28	27	21	13	17	60	34	37	9	7	35	23	15	
		6%	6%	5%	7%	8%	8%	5%	4%	3%	8%	4%	7%	5%	5%	6%	7%	7%	6%	7%	7%	7%	6%	4%	6%	6%	4%	
	(7) 97	37	60	25	32	8	17	8	6	24	32	21	20	44	20	15	10	7	22	41	23	26	11	4	15	12	17	
		5%	4%	6%	10%	9%	2%	5%	3%	1%	4%	6%	5%	4%	8%	4%	3%	4%	7%	5%	5%	5%	7%	2%	3%	3%	5%	
	(6) 40	12	28	6	12	5	7	5	5	9	8	11	12	11	8	12	7	1	5	19	4	15	3	1	3	10	1	
		2%	1%	3%	3%	3%	2%	2%	2%	1%	2%	1%	3%	2%	2%	2%	3%	1%	2%	2%	1%	3%	2%	1%	1%	3%	*	
	(5) 60	34	26	17	19	7	8	7	2	14	13	17	16	15	16	12	6	11	7	32	6	13	2	1	3	9	13	
		3%	3%	3%	7%	5%	2%	2%	2%	1%	3%	2%	4%	3%	3%	3%	2%	2%	6%	3%	4%	1%	2%	2%	*	1%	2%	4%
	(4) 13	3	10	6	3	2	1	*	1	1	8	1	4	3	5	3	*	2	4	4	-	4	1	3	-	*	-	
		1%	*	1%	2%	1%	1%	*	*	*	1%	*	1%	1%	1%	1%	*	1%	1%	*	-	1%	1%	2%	-	*	-	
	(3) 23	6	17	6	6	7	3	*	1	3	9	9	2	6	5	3	7	2	3	14	1	-	1	1	1	-	-	
		1%	1%	2%	3%	2%	2%	1%	*	*	1%	2%	*	1%	1%	1%	2%	1%	1%	2%	*	-	1%	1%	1%	*	-	
	(2) 37	18	18	11	6	11	1	6	1	12	8	5	11	6	10	12	3	6	1	23	5	1	-	1	6	-	1	
		2%	2%	2%	5%	2%	3%	*	2%	2%	1%	1%	2%	1%	2%	2%	1%	3%	*	3%	1%	*	-	1%	1%	-	*	
Definitely would not vote	(1) 174	77	97	21	29	46	40	24	14	26	30	54	64	44	42	54	29	5	18	73	-	-	-	-	11	2	8	
		8%	8%	9%	9%	8%	13%	11%	8%	3%	5%	5%	12%	13%	8%	8%	11%	10%	3%	6%	8%	-	-	-	2%	1%	2%	
Don't know	127	35	92	34	46	23	12	4	8	15	42	31	39	30	39	32	15	11	12	55	-	-	-	-	8	3	10	
		6%	3%	9%	14%	13%	7%	3%	1%	2%	3%	7%	7%	8%	5%	7%	6%	5%	6%	4%	6%	-	-	-	2%	1%	3%	
Mean	8.27	8.48	8.07	7.12	7.69	7.70	8.30	8.68	9.35	8.70	8.57	7.87	7.80	8.34	8.34	8.09	8.15	8.58	8.59	8.08	9.37	9.28	9.23	9.44	9.32	9.36	9.20	
Standard deviation	2.87	2.73	3.00	3.11	2.94	3.37	2.95	2.69	1.77	2.40	2.57	3.18	3.29	2.76	2.84	3.12	2.98	2.43	2.51	2.95	1.34	1.31	1.33	1.32	1.69	1.33	1.74	
Standard error	0.06	0.09	0.10	0.20	0.18	0.20	0.15	0.14	0.08	0.10	0.11	0.17	0.15	0.12	0.13	0.14	0.18	0.19	0.16	0.11	0.07	0.05	0.13	0.07	0.07	0.06	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	2062	1050	1012	259	276	286	393	354	494	541	622	362	537	543	543	517	296	163	252	787	393	621	107	346	526	449	370
Weighted base	2062	1010	1052	245	347	347	368	306	449	551	572	449	490	557	536	495	289	186	290	865	466	559	143	183	555	395	374
Conservative	466 23%	247 24%	219 21%	38 16%	43 12%	68 19%	81 22%	85 28%	152 34%	144 26%	129 23%	89 20%	105 21%	143 26%	127 24%	113 23%	62 22%	21 11%	61 21%	179 21%	466 100%	-	-	-	359 65%	15 4%	28 8%
Labour	559 27%	295 29%	264 25%	67 27%	112 32%	101 29%	112 30%	73 24%	94 21%	155 28%	158 28%	113 25%	133 27%	143 26%	139 26%	150 30%	79 27%	48 26%	109 38%	241 28%	-	559 100%	-	-	28 5%	322 82%	109 29%
Liberal Democrat	143 7%	76 8%	66 6%	14 6%	25 7%	28 8%	20 5%	14 5%	42 9%	59 11%	45 8%	20 4%	18 4%	65 12%	33 6%	19 4%	17 6%	8 4%	26 9%	51 6%	-	-	143 100%	-	2 *	1 *	114 30%
SNP	45 2%	27 3%	19 2%	3 1%	8 2%	2 *	6 2%	18 6%	9 2%	6 1%	15 3%	11 2%	14 3%	-	-	-	-	45 25%	6 2%	20 2%	-	-	-	-	1 *	2 *	4 1%
Plaid Cymru	8 *	5 1%	3 *	1 *	-	*	2 1%	2 1%	2 *	2 *	3 1%	-	2 1%	-	-	-	8 3%	-	1 *	3 *	-	-	-	-	1 *	1 *	1 *
The UK Independence Party	183 9%	111 11%	71 7%	7 3%	10 3%	23 7%	39 10%	40 13%	64 14%	44 8%	49 9%	44 10%	45 9%	49 9%	55 10%	45 9%	26 9%	7 4%	14 5%	81 9%	-	-	-	183 100%	76 14%	12 3%	22 6%
The Green Party	58 3%	25 2%	33 3%	9 4%	11 3%	11 3%	12 3%	7 2%	8 2%	20 4%	18 3%	7 1%	14 3%	16 3%	17 3%	11 2%	7 2%	7 4%	7 2%	26 3%	-	-	-	-	5 1%	7 2%	16 4%
The British National Party	10 *	6 1%	3 *	* *	1 *	1 *	2 1%	3 1%	3 1%	1 *	3 *	2 1%	4 1%	1 *	4 1%	3 1%	1 *	1 *	* *	6 1%	-	-	-	-	3 1%	1 *	-
Some other party	10 *	5 1%	5 *	-	3 1%	2 1%	2 1%	* 1%	2 1%	2 *	6 1%	1 *	* *	4 1%	2 *	4 1%	* *	-	3 1%	4 *	-	-	-	-	1 *	1 *	2 1%
Would not vote	215 10%	92 9%	123 12%	36 15%	40 11%	54 16%	43 12%	28 9%	14 3%	34 6%	42 7%	64 14%	75 15%	48 9%	52 10%	68 14%	37 13%	10 5%	20 7%	101 12%	-	-	-	-	14 3%	3 1%	8 2%
Rather not say	21 1%	7 1%	14 1%	9 4%	1 *	3 1%	1 *	3 1%	3 1%	5 1%	4 1%	7 2%	5 1%	8 1%	7 1%	4 1%	2 1%	-	2 1%	6 1%	-	-	-	-	-	-	1 *
Don't know	345 17%	113 11%	232 22%	60 25%	93 27%	54 16%	48 13%	34 11%	55 12%	79 14%	99 17%	92 20%	75 15%	79 14%	100 19%	78 16%	50 17%	38 21%	41 14%	146 17%	-	-	-	-	65 12%	31 8%	69 19%

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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	1336	731	605	130	152	175	262	252	365	373	403	226	334	353	350	337	185	112	167	503	320	501	83	288	398	348	259
Weighted base	1192	647	546	98	159	185	225	203	322	351	348	229	264	330	306	282	163	111	181	482	381	447	113	151	403	299	247
Conservative	381 32%	199 31%	182 33%	27 27%	30 19%	54 29%	67 30%	71 35%	132 41%	116 33%	108 31%	70 31%	87 33%	111 34%	107 35%	92 33%	51 32%	19 17%	48 26%	142 29%	381 100%	-	-	-	302 75%	13 4%	24 10%
Labour	447 37%	240 37%	207 38%	47 48%	87 55%	82 44%	89 40%	62 31%	80 25%	129 37%	128 37%	87 38%	103 39%	111 33%	109 36%	123 44%	65 40%	40 36%	87 48%	190 39%	-	447 100%	-	-	24 6%	265 89%	93 37%
Liberal Democrat	113 9%	61 9%	52 10%	10 10%	16 10%	23 12%	16 7%	12 6%	36 11%	49 14%	36 10%	15 7%	13 5%	52 16%	27 9%	16 6%	12 8%	6 6%	20 11%	40 8%	-	-	113 100%	-	2 *	1 *	95 38%
SNP	38 3%	23 4%	15 3%	2 2%	7 4%	1 1%	5 2%	15 7%	8 3%	5 1%	13 4%	9 4%	11 4%	-	-	-	-	38 35%	5 3%	17 4%	-	-	-	-	1 *	1 1%	3 1%
Plaid Cymru	7 1%	5 1%	2 *	1 1%	-	* *	2 1%	2 1%	2 1%	2 1%	3 1%	-	2 1%	-	-	-	7 4%	-	1 1%	3 1%	-	-	-	-	1 *	1 *	1 *
The UK Independence Party	151 13%	93 14%	58 11%	5 5%	8 5%	17 9%	32 14%	34 17%	55 17%	38 11%	38 11%	39 17%	36 14%	41 12%	45 15%	39 14%	21 13%	6 5%	12 6%	68 14%	-	-	-	151 100%	67 17%	10 3%	19 8%
The Green Party	39 3%	16 2%	23 4%	6 6%	8 5%	4 2%	10 4%	5 3%	5 2%	10 3%	14 4%	5 2%	9 3%	12 4%	13 4%	7 2%	5 3%	1 1%	5 3%	15 3%	-	-	-	-	4 1%	6 2%	10 4%
The British National Party	8 1%	5 1%	3 *	* *	1 *	1 *	2 1%	2 1%	3 1%	* *	2 1%	2 1%	3 1%	1 *	3 1%	3 1%	1 *	1 1%	* *	5 1%	-	-	-	-	3 1%	1 *	-
Some other party	9 1%	4 1%	4 1%	-	3 2%	2 1%	2 1%	* *	2 1%	2 1%	5 2%	1 *	* *	3 1%	2 1%	3 1%	* *	-	3 2%	3 1%	-	-	-	-	1 *	1 *	2 1%

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Table 4
Gender
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2062	2062
Weighted base	2062	2062
Male	1050 51%	1010 49%
Female	1012 49%	1052 51%

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Table 5
Age
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2062	2062
Weighted base	2062	2062
18-24	259 13%	245 12%
25-34	276 13%	347 17%
35-44	286 14%	347 17%
45-54	393 19%	368 18%
55-64	354 17%	306 15%
65+	494 24%	449 22%
Average age	48.71	47.30

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Table 6
Social Grade
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2062	2062
Weighted base	2062	2062
AB	541 26%	551 27%
C1	622 30%	572 28%
C2	362 18%	449 22%
DE	537 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	163 8%	186 9%
North East	82 4%	82 4%
North West	244 12%	227 11%
Yorkshire & Humberside	191 9%	186 9%
West Midlands	200 10%	186 9%
East Midlands	156 8%	144 7%
Wales	102 5%	103 5%
Eastern	187 9%	206 10%
London	252 12%	268 13%
South East	291 14%	289 14%
South West	194 9%	186 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	2062	2062
Weighted base	2062	2062
NET: Working	1039 50%	1155 56%
Working full time - working 30 hours per week or more	713 35%	907 44%
Working part time - working between 8 and 29 hours per week	326 16%	247 12%
NET: Not working	1023 50%	907 44%
Not working but seeking work or temporarily unemployed or sick	123 6%	104 5%
Not working and not seeking work	174 8%	142 7%
Retired on a state pension only	164 8%	143 7%
Retired with a private pension	398 19%	353 17%
House person, housewife, househusband, etc.	164 8%	164 8%

Opinion Poll
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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	1222 59%	1340 65%
Owned outright - without mortgage	718 35%	680 33%
Owned with a mortgage or loan	504 24%	660 32%
NET: Renters	807 39%	697 34%
Rented from the council	206 10%	289 14%
Rented from a housing association	207 10%	114 6%
Rented from someone else	394 19%	293 14%
Rent free	33 2%	25 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	1076 52%	1258 61%
No	986 48%	804 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	2062	2062
Weighted base	2062	2062
No cars in the household	520 25%	433 21%
NET: Any	1542 75%	1629 79%
1	1102 53%	866 42%
2	365 18%	577 28%
3+	75 4%	186 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	2062	2062
Weighted base	2062	2062
Conservative	480 23%	577 28%
Labour	681 33%	598 29%
Liberal Democrat	152 7%	206 10%
SNP	51 2%	39 2%
Plaid Cymru	9 *	5 *
Green	82 4%	41 2%
UKIP	286 14%	82 4%
BNP	19 1%	9 *
Another party	21 1%	9 *
None	281 14%	495 24%