

Opinion Poll

ONLINE Fieldwork : 4th-6th July 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	2053	1050	1003	252	299	298	398	334	472	586	605	355	507	548	546	496	288	175	255	795	413	565	125	333	530	395	398	
Weighted base	2053	1006	1047	244	346	346	366	305	447	549	569	447	488	554	534	493	287	185	289	861	441	555	135	188	523	380	383	
Absolutely certain to vote	(10) 1101	603	498	80	129	148	206	206	332	349	309	208	236	301	278	250	148	124	151	401	299	380	86	145	388	279	235	
		54%	60%	48%	33%	37%	43%	56%	68%	74%	64%	54%	46%	48%	54%	52%	51%	67%	52%	47%	68%	69%	63%	77%	74%	73%	61%	
	(9) 228	121	106	31	33	37	42	40	45	62	70	34	61	65	68	51	31	12	27	102	67	73	18	23	68	45	61	
		11%	12%	10%	13%	9%	11%	12%	13%	10%	11%	12%	8%	13%	12%	13%	10%	11%	6%	9%	12%	15%	13%	14%	12%	13%	12%	16%
	(8) 126	60	66	23	23	33	22	12	14	38	33	27	29	32	24	34	22	14	22	55	38	37	16	8	25	19	30	
		6%	6%	6%	9%	7%	9%	6%	4%	3%	7%	6%	6%	6%	4%	7%	8%	8%	7%	6%	9%	7%	12%	4%	5%	5%	8%	
	(7) 110	42	68	17	35	17	20	15	6	18	30	40	21	34	26	29	9	12	19	60	18	31	9	7	14	19	14	
		5%	4%	6%	7%	10%	5%	5%	1%	3%	5%	9%	4%	6%	5%	6%	3%	7%	7%	7%	4%	6%	7%	4%	3%	5%	4%	
	(6) 41	14	27	6	7	16	5	3	5	13	9	11	8	11	13	9	6	2	3	24	3	11	-	1	7	2	4	
		2%	1%	3%	2%	2%	5%	1%	1%	2%	2%	3%	2%	2%	2%	2%	2%	1%	1%	3%	1%	2%	-	1%	1%	1%	1%	
	(5) 86	30	56	22	23	16	8	3	14	19	20	29	18	31	19	25	8	2	13	47	10	17	2	2	5	9	8	
		4%	3%	5%	9%	7%	5%	2%	1%	3%	3%	6%	4%	6%	4%	5%	3%	1%	4%	6%	2%	3%	2%	1%	1%	2%	2%	
	(4) 16	6	11	5	3	2	3	1	2	6	3	4	4	5	3	4	4	-	1	8	-	3	3	2	*	-	5	
		1%	1%	1%	2%	1%	1%	*	*	1%	*	1%	1%	1%	1%	1%	1%	-	*	1%	-	1%	2%	1%	*	-	1%	
	(3) 12	3	10	2	4	3	3	-	1	4	2	1	4	4	4	1	1	2	1	5	2	*	1	*	1	*	-	
		1%	*	1%	1%	1%	1%	-	*	1%	*	*	1%	1%	1%	*	*	1%	*	1%	1%	*	1%	*	*	*	-	
	(2) 44	16	28	5	10	14	5	6	4	6	14	12	12	7	18	13	6	-	3	29	5	2	-	*	3	-	-	
		2%	2%	3%	2%	3%	4%	1%	2%	1%	2%	3%	3%	1%	3%	3%	2%	-	1%	3%	1%	*	-	*	1%	-	-	
Definitely would not vote	(1) 167	70	97	22	50	27	41	12	15	22	40	51	54	34	38	49	38	9	33	74	-	-	-	-	6	5	15	
		8%	7%	9%	9%	14%	8%	11%	4%	3%	4%	7%	11%	11%	6%	7%	10%	13%	5%	11%	9%	-	-	-	1%	1%	4%	
Don't know	122	41	81	31	29	33	11	8	9	11	39	30	41	30	42	28	14	7	17	55	-	-	-	-	5	2	13	
		6%	4%	8%	13%	8%	10%	3%	3%	2%	2%	7%	7%	8%	5%	8%	6%	5%	4%	6%	6%	-	-	-	1%	1%	3%	
Mean	8.22	8.57	7.87	7.43	7.16	7.81	8.16	9.01	9.17	8.78	8.37	7.64	7.90	8.37	8.22	7.98	7.85	8.93	8.04	7.88	9.30	9.27	9.18	9.53	9.41	9.36	8.98	
Standard deviation	2.87	2.64	3.05	3.01	3.34	2.99	3.05	2.19	2.06	2.32	2.76	3.17	3.16	2.64	2.88	3.03	3.25	2.23	3.05	2.99	1.40	1.39	1.41	1.12	1.47	1.49	2.05	
Standard error	0.06	0.08	0.10	0.20	0.20	0.18	0.15	0.12	0.10	0.10	0.11	0.17	0.15	0.12	0.13	0.14	0.19	0.17	0.20	0.11	0.07	0.06	0.13	0.06	0.06	0.08	0.10	

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	2053	1050	1003	252	299	298	398	334	472	586	605	355	507	548	546	496	288	175	255	795	413	565	125	333	530	395	398
Weighted base	2053	1006	1047	244	346	346	366	305	447	549	569	447	488	554	534	493	287	185	289	861	441	555	135	188	523	380	383
Conservative	441 21%	216 21%	225 22%	30 12%	48 14%	54 16%	74 20%	83 27%	153 34%	137 25%	136 24%	83 19%	85 17%	136 25%	127 24%	90 18%	57 20%	31 17%	40 14%	170 20%	441 100%	-	-	-	325 62%	13 3%	38 10%
Labour	555 27%	309 31%	246 24%	75 31%	107 31%	99 29%	98 27%	86 28%	90 20%	159 29%	143 25%	112 25%	141 29%	145 26%	125 23%	171 35%	68 24%	45 25%	106 37%	234 27%	-	555 100%	-	-	23 4%	305 80%	111 29%
Liberal Democrat	135 7%	71 7%	65 6%	23 9%	19 6%	28 8%	19 5%	13 4%	34 8%	62 11%	34 6%	22 5%	17 3%	47 8%	37 7%	20 4%	15 5%	16 9%	15 5%	53 6%	-	-	135 100%	-	11 2%	2 *	86 23%
SNP	44 2%	24 2%	20 2%	4 1%	7 2%	3 1%	11 3%	9 3%	11 2%	9 2%	17 3%	8 2%	10 2%	-	-	-	-	44 24%	4 1%	18 2%	-	-	-	-	1 *	4 1%	9 2%
Plaid Cymru	4 *	3 *	1 *	-	1 *	1 *	1 *	2 1%	-	1 *	1 *	1 *	1 *	-	-	-	4 1%	-	2 1%	1 *	-	-	-	-	-	1 *	1 *
The UK Independence Party	188 9%	111 11%	77 7%	8 3%	6 2%	20 6%	41 11%	38 12%	77 17%	45 8%	47 8%	47 10%	50 10%	40 7%	58 11%	58 12%	27 9%	6 3%	12 4%	71 8%	-	-	-	188 100%	86 16%	13 3%	28 7%
The Green Party	60 3%	27 3%	33 3%	9 4%	11 3%	9 3%	14 4%	12 4%	6 1%	21 4%	19 3%	6 1%	13 3%	18 3%	12 2%	14 3%	12 4%	3 2%	12 4%	21 2%	-	-	-	-	2 *	3 1%	28 7%
The British National Party	8 *	4 *	4 *	1 *	2 *	1 *	2 1%	2 1%	1 *	1 *	-	1 *	6 1%	-	2 *	4 1%	1 *	* *	1 *	3 *	-	-	-	-	1 *	2 *	-
Some other party	7 *	6 1%	1 *	1 *	2 *	2 1%	1 *	1 *	* *	2 *	3 1%	2 *	* *	2 *	3 1%	1 *	1 *	-	2 1%	4 *	-	-	-	-	1 *	-	1 *
Would not vote	208 10%	86 9%	123 12%	29 12%	57 17%	44 13%	43 12%	17 6%	18 4%	31 6%	53 9%	59 13%	65 13%	41 7%	54 10%	58 12%	45 16%	11 6%	36 13%	99 12%	-	-	-	-	8 2%	5 1%	15 4%
Rather not say	37 2%	23 2%	14 1%	9 4%	3 1%	8 2%	7 2%	6 2%	3 1%	13 2%	3 1%	11 2%	9 2%	18 3%	8 2%	3 1%	5 2%	2 1%	3 1%	22 3%	-	-	-	-	3 1%	-	-
Don't know	366 18%	128 13%	238 23%	57 23%	83 24%	79 23%	56 15%	37 12%	54 12%	67 12%	112 20%	96 21%	91 19%	107 19%	108 20%	74 15%	52 18%	25 14%	56 19%	164 19%	-	-	-	-	62 12%	33 9%	67 17%

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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	1300	726	573	131	156	169	257	236	352	401	380	211	307	346	340	318	169	127	159	478	338	454	99	273	398	303	277	
Weighted base	1157	633	525	106	150	165	213	205	318	359	328	218	253	311	296	278	149	123	158	447	356	442	106	158	386	284	252	
Conservative	356 31%	178 28%	178 34%	22 20%	33 22%	42 25%	59 27%	70 34%	131 41%	111 31%	115 35%	63 29%	67 26%	111 36%	103 35%	68 25%	47 32%	26 21%	31 20%	132 30%	356 100%	-	-	-	278 72%	12 4%	29 12%	
Labour	442 38%	251 40%	191 36%	54 52%	81 54%	75 45%	81 38%	72 35%	78 25%	134 37%	114 35%	85 39%	109 43%	114 37%	103 35%	131 47%	55 37%	38 31%	87 55%	180 40%	-	442 100%	-	-	20 5%	253 89%	95 38%	
Liberal Democrat	106 9%	57 9%	50 9%	16 15%	15 10%	19 12%	15 7%	12 6%	30 9%	51 14%	28 8%	16 7%	12 5%	36 12%	29 10%	16 6%	11 7%	14 11%	12 8%	39 9%	-	-	106 100%	-	9 2%	1 1%	73 29%	
SNP	37 3%	21 3%	16 3%	3 2%	6 4%	2 1%	10 5%	8 4%	9 3%	8 2%	14 4%	6 3%	9 3%	-	-	-	-	37 30%	4 2%	15 3%	-	-	-	-	1 *	3 1%	7 3%	
Plaid Cymru	3 *	3 *	* *	- -	1 1%	* *	* *	1 1%	-	1 *	1 *	1 *	1 *	-	-	-	3 2%	-	2 1%	1 *	-	-	-	-	-	-	* *	1 *
The UK Independence Party	158 14%	94 15%	63 12%	6 5%	4 3%	16 10%	35 16%	31 15%	66 21%	39 11%	38 12%	41 19%	41 16%	34 11%	48 16%	49 18%	22 15%	5 4%	10 7%	60 13%	-	-	-	158 100%	75 19%	11 4%	24 10%	
The Green Party	44 4%	21 3%	23 4%	5 5%	8 5%	7 4%	11 5%	10 5%	4 1%	14 4%	16 5%	4 2%	10 4%	14 5%	9 3%	10 3%	10 7%	2 2%	9 6%	14 3%	-	-	-	-	2 *	2 1%	22 9%	
The British National Party	6 1%	3 1%	3 1%	* *	1 1%	1 *	2 1%	1 1%	1 *	1 *	-	1 *	5 2%	-	1 *	4 1%	1 1%	* *	* *	3 1%	-	-	-	-	* *	1 *	-	
Some other party	5 *	4 1%	1 *	* *	1 1%	2 1%	1 *	* *	* *	1 *	3 1%	1 *	* *	2 1%	2 1%	1 *	* *	-	2 1%	3 1%	-	-	-	-	1 *	-	1 *	

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Table 4
Gender
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2053	2053
Weighted base	2053	2053
Male	1050 51%	1006 49%
Female	1003 49%	1047 51%

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Table 5
Age
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2053	2053
Weighted base	2053	2053
18-24	252 12%	244 12%
25-34	299 15%	346 17%
35-44	298 15%	346 17%
45-54	398 19%	366 18%
55-64	334 16%	305 15%
65+	472 23%	447 22%
Average age	48.34	47.36

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Table 6
Social Grade
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2053	2053
Weighted base	2053	2053
AB	586 29%	549 27%
C1	605 29%	569 28%
C2	355 17%	447 22%
DE	507 25%	488 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	2053	2053
Weighted base	2053	2053
Scotland	175 9%	185 9%
North East	82 4%	82 4%
North West	230 11%	226 11%
Yorkshire & Humberside	184 9%	185 9%
West Midlands	191 9%	185 9%
East Midlands	154 8%	144 7%
Wales	106 5%	103 5%
Eastern	201 10%	205 10%
London	258 13%	267 13%
South East	290 14%	287 14%
South West	182 9%	185 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	2053	2053
Weighted base	2053	2053
NET: Working	1050 51%	1150 56%
Working full time - working 30 hours per week or more	725 35%	903 44%
Working part time - working between 8 and 29 hours per week	325 16%	246 12%
NET: Not working	1003 49%	903 44%
Not working but seeking work or temporarily unemployed or sick	93 5%	80 4%
Not working and not seeking work	161 8%	134 7%
Retired on a state pension only	134 7%	142 7%
Retired with a private pension	448 22%	389 19%
House person, housewife, househusband, etc.	167 8%	158 8%

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Absolutes/col percents

Table 9
Tenure
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2053	2053
Weighted base	2053	2053
NET: Homeowners	1225 60%	1334 65%
Owned outright - without mortgage	707 34%	677 33%
Owned with a mortgage or loan	518 25%	657 32%
NET: Renters	806 39%	699 34%
Rented from the council	192 9%	287 14%
Rented from a housing association	223 11%	132 6%
Rented from someone else	391 19%	280 14%
Rent free	22 1%	20 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	2053	2053
Weighted base	2053	2053
Yes	1137 55%	1252 61%
No	916 45%	801 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	2053	2053
Weighted base	2053	2053
No cars in the household	483 24%	431 21%
NET: Any	1570 76%	1622 79%
1	1109 54%	862 42%
2	388 19%	575 28%
3+	73 4%	185 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	2053	2053
Weighted base	2053	2053
Conservative	544 26%	575 28%
Labour	622 30%	595 29%
Liberal Democrat	198 10%	205 10%
SNP	45 2%	35 2%
Plaid Cymru	8 *	3 *
Green	85 4%	44 2%
UKIP	247 12%	82 4%
BNP	17 1%	9 *
Another party	22 1%	11 1%
None	265 13%	493 24%