

Opinion Poll

ONLINE Fieldwork : 11th-12th 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	2051	1030	1021	264	291	301	392	330	473	538	619	383	511	533	519	501	304	194	272	891	437	555	97	337	569	426	364	
Weighted base	2051	1005	1046	244	345	345	365	305	447	548	569	447	487	554	533	492	287	185	267	881	462	523	129	209	558	397	389	
Absolutely certain to vote	(10)	1152	634	518	79	137	182	211	210	332	339	303	237	272	316	281	285	165	105	161	446	337	346	81	168	414	280	255
		56%	63%	50%	33%	40%	53%	58%	69%	74%	62%	53%	53%	56%	57%	53%	58%	57%	60%	51%	73%	66%	63%	80%	74%	71%	66%	
	(9)	228	115	113	24	34	40	42	32	56	74	66	37	50	59	77	42	30	19	23	110	65	67	21	18	66	45	58
		11%	11%	11%	10%	10%	12%	11%	11%	13%	12%	8%	10%	11%	14%	9%	10%	10%	9%	12%	14%	13%	17%	9%	12%	11%	15%	
	(8)	148	70	78	22	32	24	28	20	21	34	48	34	32	44	36	36	19	14	14	80	28	54	14	12	35	25	35
		7%	7%	7%	9%	9%	7%	8%	7%	5%	6%	9%	8%	7%	8%	7%	7%	7%	8%	5%	9%	6%	10%	11%	6%	6%	6%	9%
	(7)	78	35	43	17	25	9	11	11	6	14	29	20	15	28	18	13	8	12	9	34	11	19	1	4	9	10	12
		4%	3%	4%	7%	7%	3%	3%	3%	1%	2%	5%	4%	3%	5%	3%	3%	3%	6%	3%	4%	2%	4%	1%	2%	2%	2%	3%
	(6)	39	15	24	5	10	12	8	3	1	7	13	10	9	5	15	14	3	2	1	26	4	14	-	3	5	13	1
		2%	2%	2%	2%	3%	3%	2%	1%	*	1%	2%	2%	2%	1%	3%	3%	1%	1%	1%	3%	1%	3%	-	2%	1%	3%	*
	(5)	75	34	41	11	25	12	14	6	8	18	20	19	19	24	27	18	5	2	10	38	13	14	8	3	8	5	15
		4%	3%	4%	5%	7%	3%	4%	2%	2%	3%	4%	4%	4%	4%	5%	4%	2%	1%	4%	4%	3%	3%	6%	2%	2%	1%	4%
	(4)	18	7	11	5	7	2	1	1	1	7	5	1	4	4	6	3	1	3	2	11	1	2	2	1	-	-	2
		1%	1%	1%	2%	2%	1%	*	*	*	1%	1%	*	1%	1%	1%	1%	*	2%	1%	1%	*	*	1%	*	-	-	1%
	(3)	25	9	16	6	8	8	2	1	-	9	4	10	2	7	3	7	6	1	-	16	2	5	1	*	5	-	2
		1%	1%	1%	2%	2%	2%	1%	*	-	2%	1%	2%	*	1%	1%	1%	2%	1%	-	2%	*	1%	1%	*	1%	-	*
	(2)	32	6	26	7	3	5	8	5	3	6	15	6	4	5	9	9	8	1	6	13	-	1	-	-	2	4	3
		2%	1%	3%	3%	1%	1%	2%	2%	1%	1%	3%	1%	1%	1%	2%	2%	3%	1%	2%	1%	-	*	-	-	*	1%	1%
Definitely would not vote	(1)	150	50	100	37	37	30	29	8	9	22	32	50	46	31	39	39	29	12	26	68	-	-	-	-	5	8	1
		7%	5%	10%	15%	11%	9%	8%	3%	2%	4%	6%	11%	10%	6%	7%	8%	10%	7%	10%	8%	-	-	-	-	1%	2%	*
Don't know		106	29	77	31	28	21	11	6	9	19	31	24	32	30	23	27	15	13	14	39	-	-	-	-	8	6	5
		5%	3%	7%	13%	8%	6%	3%	2%	2%	3%	6%	5%	7%	5%	4%	5%	5%	7%	5%	4%	-	-	-	-	1%	1%	1%
Mean		8.37	8.78	7.95	6.93	7.51	8.15	8.35	9.07	9.38	8.77	8.37	7.95	8.28	8.53	8.28	8.31	8.18	8.56	8.31	8.15	9.44	9.20	9.11	9.57	9.42	9.20	9.23
Standard deviation		2.77	2.37	3.07	3.45	3.09	2.95	2.82	2.04	1.66	2.36	2.66	3.13	2.93	2.55	2.76	2.87	3.10	2.59	2.99	2.83	1.21	1.46	1.60	1.07	1.45	1.81	1.51
Standard error		0.06	0.07	0.10	0.22	0.19	0.17	0.14	0.11	0.08	0.10	0.11	0.16	0.13	0.11	0.12	0.13	0.18	0.19	0.19	0.10	0.06	0.06	0.16	0.06	0.06	0.09	0.08

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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	2051	1030	1021	264	291	301	392	330	473	538	619	383	511	533	519	501	304	194	272	891	437	555	97	337	569	426	364
Weighted base	2051	1005	1046	244	345	345	365	305	447	548	569	447	487	554	533	492	287	185	267	881	462	523	129	209	558	397	389
Conservative	462	251	211	33	55	55	83	94	142	160	138	77	88	137	145	98	67	16	38	203	462	-	-	-	350	17	33
	23%	25%	20%	14%	16%	16%	23%	31%	32%	29%	24%	17%	18%	25%	27%	20%	23%	8%	14%	23%	100%	-	-	-	63%	4%	9%
Labour	523	280	242	57	106	103	88	79	89	134	127	120	141	137	116	152	74	44	89	227	-	523	-	-	29	296	99
	25%	28%	23%	23%	31%	30%	24%	26%	20%	24%	22%	27%	29%	25%	22%	31%	26%	24%	33%	26%	-	100%	-	-	5%	75%	26%
Liberal Democrat	129	63	65	15	28	19	17	11	39	56	34	14	24	52	26	23	11	16	16	49	-	-	129	-	3	1	103
	6%	6%	6%	6%	8%	5%	5%	4%	9%	10%	6%	3%	5%	9%	5%	5%	4%	9%	6%	6%	-	-	100%	-	*	*	26%
SNP	39	26	13	3	3	4	10	13	6	6	9	14	10	-	-	-	-	39	11	12	-	-	-	-	2	1	5
	2%	3%	1%	1%	1%	1%	3%	4%	1%	1%	2%	3%	2%	-	-	-	-	21%	4%	1%	-	-	-	-	*	*	1%
Plaid Cymru	10	7	2	1	1	-	4	2	1	2	4	2	2	-	-	-	10	-	2	6	-	-	-	-	2	1	-
	*	1%	*	*	*	-	1%	1%	*	*	1%	1%	*	-	-	-	3%	-	1%	1%	-	-	-	-	*	*	-
The UK Independence Party	209	117	92	4	13	23	47	46	76	51	48	60	50	48	66	64	22	9	19	81	-	-	-	209	88	28	37
	10%	12%	9%	2%	4%	7%	13%	15%	17%	9%	8%	13%	10%	9%	12%	13%	8%	5%	7%	9%	-	-	-	100%	16%	7%	10%
The Green Party	75	38	37	18	11	18	11	11	7	17	25	22	11	19	20	22	12	4	11	29	-	-	-	-	6	4	27
	4%	4%	4%	7%	3%	5%	3%	4%	2%	3%	4%	5%	2%	3%	4%	4%	4%	2%	4%	3%	-	-	-	-	1%	1%	7%
The British National Party	5	3	2	1	-	1	1	-	2	-	-	2	4	1	2	1	1	-	-	3	-	-	-	-	*	-	1
	*	*	*	*	-	*	*	-	1%	-	-	*	1%	*	*	*	*	-	-	*	-	-	-	-	*	-	*
Some other party	5	2	3	*	1	1	1	1	1	1	1	*	3	2	2	*	-	1	*	2	-	-	-	-	1	1	1
	*	*	*	*	*	*	*	*	*	*	*	*	1%	*	*	*	-	1%	*	*	-	-	-	-	*	*	*
Would not vote	187	68	119	46	46	41	32	11	11	30	44	60	52	38	49	51	33	15	27	91	-	-	-	-	7	13	1
	9%	7%	11%	19%	13%	12%	9%	4%	2%	6%	8%	13%	11%	7%	9%	10%	12%	8%	10%	10%	-	-	-	-	1%	3%	*
Rather not say	28	14	15	9	5	5	4	2	3	13	6	3	6	12	5	8	*	3	3	14	-	-	-	-	1	1	1
	1%	1%	1%	4%	1%	2%	1%	1%	1%	2%	1%	1%	1%	2%	1%	2%	*	2%	1%	2%	-	-	-	-	*	*	*
Don't know	380	136	244	58	77	74	67	34	68	78	133	72	98	108	104	73	57	39	50	164	-	-	-	-	68	33	81
	19%	14%	23%	24%	22%	22%	18%	11%	15%	14%	23%	16%	20%	20%	19%	15%	20%	21%	19%	19%	-	-	-	-	12%	8%	21%

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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	1282	714	569	126	152	175	250	240	340	357	376	240	309	337	318	312	190	126	169	538	359	436	76	282	430	315	241
Weighted base	1180	653	527	101	155	182	214	214	314	352	309	248	271	316	302	290	166	106	154	483	380	412	100	175	410	289	251
Conservative	380	206	174	27	43	44	67	76	123	134	113	61	72	111	118	81	57	13	31	164	380	-	-	-	301	15	28
	32%	32%	33%	27%	28%	24%	31%	36%	39%	38%	36%	24%	27%	35%	39%	28%	34%	12%	20%	34%	100%	-	-	-	74%	5%	11%
Labour	412	225	187	41	74	82	72	67	76	108	98	93	114	109	90	115	62	36	74	174	-	412	-	-	22	244	81
	35%	35%	35%	41%	48%	45%	33%	31%	24%	31%	32%	37%	42%	35%	30%	40%	38%	34%	48%	36%	-	100%	-	-	5%	85%	32%
Liberal Democrat	100	55	45	12	17	16	14	9	32	46	26	11	17	40	20	19	9	12	14	36	-	-	100	-	2	1	82
	8%	8%	9%	12%	11%	9%	6%	4%	10%	13%	8%	5%	6%	13%	7%	7%	6%	11%	9%	8%	-	-	100%	-	1%	*	33%
SNP	34	22	11	2	3	4	9	11	5	5	8	12	8	-	-	-	-	34	9	11	-	-	-	-	2	1	4
	3%	3%	2%	2%	2%	2%	4%	5%	2%	1%	3%	5%	3%	-	-	-	-	32%	6%	2%	-	-	-	-	*	*	2%
Plaid Cymru	8	7	2	1	1	-	3	2	1	1	4	1	2	-	-	-	8	-	2	5	-	-	-	-	2	1	-
	1%	1%	*	1%	1%	-	2%	1%	*	*	1%	1%	1%	-	-	-	5%	-	1%	1%	-	-	-	-	1%	*	-
The UK Independence Party	175	101	75	4	9	20	38	39	66	44	40	48	43	39	55	55	19	8	16	65	-	-	-	175	75	23	32
	15%	15%	14%	3%	6%	11%	18%	18%	21%	13%	13%	20%	16%	12%	18%	19%	11%	8%	10%	13%	-	-	-	100%	18%	8%	13%
The Green Party	61	32	29	14	8	15	9	8	6	12	21	19	9	15	16	18	10	2	8	23	-	-	-	-	4	3	23
	5%	5%	6%	14%	5%	8%	4%	4%	2%	4%	7%	8%	3%	5%	5%	6%	6%	2%	5%	5%	-	-	-	-	1%	1%	9%
The British National Party	5	3	2	1	-	1	1	-	2	-	-	1	3	1	2	1	1	-	-	2	-	-	-	-	*	-	1
	*	*	*	1%	-	*	1%	-	1%	-	-	1%	1%	*	1%	*	1%	-	-	*	-	-	-	-	*	-	*
Some other party	5	2	3	*	*	1	1	1	1	1	1	*	2	2	2	*	-	1	*	2	-	-	-	-	1	1	*
	*	*	1%	*	*	*	*	*	*	*	*	*	1%	1%	1%	*	-	1%	*	*	-	-	-	-	*	*	*

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Absolutes/col percents

Table 4
Gender
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2051	2051
Weighted base	2051	2051
Male	1030 50%	1005 49%
Female	1021 50%	1046 51%

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Absolutes/col percents

Table 5
Age
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2051	2051
Weighted base	2051	2051
18-24	264 13%	244 12%
25-34	291 14%	345 17%
35-44	301 15%	345 17%
45-54	392 19%	365 18%
55-64	330 16%	305 15%
65+	473 23%	447 22%
Average age	48.02	47.15

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Table 6
Social Grade
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2051	2051
Weighted base	2051	2051
AB	538 26%	548 27%
C1	619 30%	569 28%
C2	383 19%	447 22%
DE	511 25%	487 24%

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Table 7
GO Region
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2051	2051
Weighted base	2051	2051
Scotland	194 9%	185 9%
North East	87 4%	82 4%
North West	216 11%	226 11%
Yorkshire & Humberside	198 10%	185 9%
West Midlands	200 10%	185 9%
East Midlands	155 8%	144 7%
Wales	113 6%	103 5%
Eastern	164 8%	205 10%
London	240 12%	267 13%
South East	293 14%	287 14%
South West	191 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	2051	2051
Weighted base	2051	2051
NET: Working	1163 57%	1149 56%
Working full time - working 30 hours per week or more	886 43%	902 44%
Working part time - working between 8 and 29 hours per week	277 14%	246 12%
NET: Not working	888 43%	902 44%
Not working but seeking work or temporarily unemployed or sick	90 4%	92 4%
Not working and not seeking work/ Student	150 7%	147 7%
Retired on a state pension only	145 7%	154 8%
Retired with a private pension	346 17%	324 16%
House person, housewife, househusband, etc.	157 8%	186 9%

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Absolutes/col percents

Table 9
Tenure
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2051	2051
Weighted base	2051	2051
NET: Homeowners	1394 68%	1333 65%
Owned outright - without mortgage	682 33%	677 33%
Owned with a mortgage or loan	712 35%	656 32%
NET: Renters	632 31%	693 34%
Rented from the council	139 7%	287 14%
Rented from a housing association	154 8%	112 5%
Rented from someone else	339 17%	294 14%
Rent free	25 1%	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	2051	2051
Weighted base	2051	2051
Yes	1093 53%	1251 61%
No	958 47%	800 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	2051	2051
Weighted base	2051	2051
No cars in the household	410 20%	431 21%
NET: Any	1641 80%	1620 79%
1	1173 57%	861 42%
2	397 19%	574 28%
3+	71 3%	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	2051	2051
Weighted base	2051	2051
Conservative	543 26%	574 28%
Labour	646 31%	595 29%
Liberal Democrat	151 7%	205 10%
SNP	57 3%	40 2%
Plaid Cymru	7 *	5 *
Green	63 3%	43 2%
UKIP	250 12%	82 4%
BNP	9 *	7 *
Another party	15 1%	8 *
None	310 15%	492 24%