

Opinion Poll

ONLINE Fieldwork : 22nd-25th August 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	1035	1027	192	349	355	387	320	459	609	591	345	517	538	540	500	286	198	239	821	426	588	107	345	540	435	342	
Weighted base	2062	1011	1051	245	347	347	368	306	449	551	572	449	490	557	536	495	289	186	268	887	466	566	126	210	558	397	336	
Absolutely certain to vote	(10)	1122	617	505	95	131	168	204	205	319	319	306	233	263	322	293	256	148	102	150	438	317	401	81	158	387	282	223
		54%	61%	48%	39%	38%	48%	55%	67%	71%	58%	54%	52%	54%	58%	55%	52%	51%	55%	56%	49%	68%	71%	64%	76%	69%	71%	66%
	(9)	239	139	100	15	38	40	44	33	69	87	74	34	45	57	62	60	44	17	21	109	63	69	20	26	73	63	48
		12%	14%	10%	6%	11%	12%	12%	11%	15%	16%	13%	7%	9%	10%	12%	12%	15%	9%	8%	12%	14%	12%	16%	13%	13%	16%	14%
	(8)	128	65	63	17	27	34	22	16	12	30	30	46	21	31	38	34	12	13	22	58	42	37	10	13	37	19	14
		6%	6%	6%	7%	8%	10%	6%	5%	3%	6%	5%	10%	4%	6%	7%	7%	4%	7%	8%	7%	9%	6%	8%	6%	7%	5%	4%
	(7)	111	47	64	26	28	21	16	8	11	22	28	35	26	29	27	24	11	20	7	60	25	24	12	2	20	12	22
		5%	5%	6%	11%	8%	6%	4%	3%	2%	4%	5%	5%	5%	5%	5%	4%	11%	3%	7%	5%	4%	10%	1%	4%	3%	7%	
	(6)	34	7	28	5	6	8	5	8	3	9	12	2	11	4	17	8	3	2	4	15	4	4	1	7	9	2	3
		2%	1%	3%	2%	2%	2%	1%	2%	1%	2%	2%	*	2%	1%	3%	2%	1%	1%	1%	2%	1%	1%	3%	2%	1%	1%	
	(5)	80	23	57	19	31	8	7	8	7	23	25	14	18	22	17	18	16	7	6	53	12	18	2	2	1	11	12
		4%	2%	5%	8%	9%	2%	2%	3%	2%	4%	4%	3%	4%	4%	3%	4%	5%	4%	2%	6%	2%	3%	1%	1%	*	3%	4%
	(4)	34	9	25	24	3	5	1	*	-	5	8	12	9	21	1	10	1	1	1	22	1	7	1	*	-	5	3
		2%	1%	2%	10%	1%	2%	*	*	-	1%	1%	3%	2%	4%	*	2%	1%	*	1%	2%	*	1%	*	*	-	1%	1%
	(3)	23	4	19	7	6	7	3	1	-	4	7	7	5	5	4	12	-	2	3	9	1	5	-	-	-	-	-
		1%	*	2%	3%	2%	2%	1%	*	-	1%	1%	2%	1%	1%	1%	2%	-	1%	1%	1%	*	1%	-	-	-	-	-
	(2)	30	11	19	2	6	11	2	3	5	11	4	5	10	6	5	10	7	1	7	11	1	1	-	*	-	1	1
		1%	1%	2%	1%	2%	3%	1%	1%	2%	1%	1%	1%	2%	1%	1%	2%	3%	1%	3%	1%	*	*	-	*	-	*	*
Definitely would not vote	(1)	138	63	74	21	34	25	29	15	15	22	41	26	49	28	37	48	23	2	21	57	-	-	-	-	12	3	4
		7%	6%	7%	8%	10%	7%	8%	5%	3%	4%	7%	6%	10%	5%	7%	10%	8%	1%	8%	6%	-	-	-	-	2%	1%	1%
Don't know		123	26	97	14	36	22	34	9	8	18	36	35	34	32	34	16	24	17	25	55	-	-	-	-	18	1	5
		6%	3%	9%	6%	10%	6%	9%	3%	2%	3%	6%	8%	7%	6%	6%	3%	8%	9%	9%	6%	-	-	-	-	3%	*	2%
Mean		8.34	8.69	7.99	7.22	7.52	8.07	8.51	8.91	9.20	8.66	8.33	8.31	8.03	8.50	8.44	7.97	8.25	8.83	8.31	8.16	9.32	9.28	9.27	9.51	9.34	9.34	9.14
Standard deviation		2.73	2.50	2.90	3.04	3.06	2.87	2.72	2.30	1.98	2.40	2.74	2.65	3.09	2.58	2.65	3.05	2.88	1.92	2.93	2.74	1.26	1.47	1.20	1.11	1.55	1.46	1.70
Standard error		0.06	0.08	0.09	0.22	0.17	0.16	0.14	0.13	0.09	0.10	0.11	0.15	0.14	0.11	0.12	0.14	0.18	0.14	0.19	0.10	0.06	0.06	0.12	0.06	0.07	0.07	0.09

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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	1035	1027	192	349	355	387	320	459	609	591	345	517	538	540	500	286	198	239	821	426	588	107	345	540	435	342
Weighted base	2062	1011	1051	245	347	347	368	306	449	551	572	449	490	557	536	495	289	186	268	887	466	566	126	210	558	397	336
Conservative	466 23%	274 27%	192 18%	51 21%	39 11%	70 20%	73 20%	78 25%	156 35%	157 29%	119 21%	99 22%	91 19%	119 21%	145 27%	113 23%	67 23%	22 12%	39 14%	194 22%	466 100%	-	-	-	344 62%	13 3%	31 9%
Labour	566 27%	286 28%	280 27%	75 31%	116 33%	103 30%	98 27%	75 25%	98 22%	146 27%	148 26%	139 31%	132 27%	169 30%	122 23%	157 32%	68 24%	49 27%	86 32%	255 29%	-	566 100%	-	-	30 5%	323 81%	95 28%
Liberal Democrat	126 6%	62 6%	64 6%	13 5%	20 6%	29 8%	14 4%	21 7%	30 7%	51 9%	44 8%	13 3%	18 4%	39 7%	29 5%	29 6%	14 5%	15 8%	15 6%	57 6%	-	-	126 100%	-	6 1%	5 1%	95 28%
SNP	35 2%	17 2%	18 2%	1 1%	5 1%	8 2%	6 2%	7 2%	9 2%	8 1%	11 2%	9 2%	7 1%	-	-	-	-	35 19%	6 2%	14 2%	-	-	-	-	-	4 1%	5 2%
Plaid Cymru	8 *	5 1%	2 *	-	1 *	2 *	1 *	* *	3 1%	2 *	1 *	3 1%	1 *	-	-	-	8 3%	-	-	4 *	-	-	-	-	-	* *	-
The UK Independence Party	210 10%	138 14%	71 7%	4 2%	14 4%	20 6%	60 16%	44 14%	68 15%	50 9%	52 9%	43 10%	65 13%	54 10%	73 14%	47 10%	27 9%	8 4%	22 8%	82 9%	-	-	-	210 100%	101 18%	18 5%	24 7%
The Green Party	60 3%	26 3%	34 3%	14 6%	12 3%	7 2%	8 2%	9 3%	10 2%	16 3%	20 3%	18 4%	7 1%	13 2%	20 4%	15 3%	7 2%	5 3%	7 3%	27 3%	-	-	-	-	6 1%	4 1%	19 5%
The British National Party	10 *	5 *	5 *	* *	1 *	* *	6 2%	2 1%	-	2 *	1 *	1 *	5 1%	* *	2 *	3 1%	5 2%	-	3 1%	1 *	-	-	-	-	-	4 1%	1 *
Some other party	5 *	4 *	* *	-	-	3 1%	-	-	2 *	2 *	-	-	-	2 *	1 *	* *	1 *	-	1 *	2 *	-	-	-	-	-	* *	1 *
Would not vote	166 8%	71 7%	95 9%	27 11%	41 12%	36 10%	29 8%	15 5%	18 4%	32 6%	47 8%	35 8%	52 11%	34 6%	40 7%	61 12%	28 10%	3 1%	27 10%	70 8%	-	-	-	-	12 2%	3 1%	5 1%
Rather not say	36 2%	20 2%	16 1%	3 1%	8 2%	14 4%	2 1%	3 1%	6 1%	4 1%	11 2%	13 3%	9 2%	13 2%	10 2%	4 1%	3 1%	7 4%	2 1%	17 2%	-	-	-	-	-	1 *	1 *
Don't know	375 18%	101 10%	274 26%	56 23%	92 26%	55 16%	71 19%	53 17%	49 11%	81 15%	115 20%	76 17%	102 21%	114 20%	94 17%	65 13%	60 21%	42 22%	61 23%	162 18%	-	-	-	-	58 10%	21 5%	61 18%

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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	1320	731	589	95	182	222	259	225	337	410	371	222	317	334	351	322	178	136	145	517	347	473	85	287	416	343	236
Weighted base	1191	668	522	109	153	190	220	198	321	351	321	255	264	316	319	286	162	107	144	496	375	453	101	175	412	308	224
Conservative	375 32%	221 33%	154 29%	38 34%	27 18%	54 28%	58 27%	64 32%	135 42%	127 36%	95 29%	79 31%	75 29%	98 31%	118 37%	93 32%	50 31%	16 15%	29 20%	150 30%	375 100%	-	-	-	290 70%	11 4%	25 11%
Labour	453 38%	232 35%	221 42%	54 49%	87 57%	81 43%	81 37%	65 33%	85 26%	118 34%	121 38%	107 42%	107 40%	134 42%	101 32%	121 42%	59 37%	38 35%	69 48%	199 40%	-	453 100%	-	-	26 6%	266 87%	81 36%
Liberal Democrat	101 8%	51 8%	49 9%	7 6%	15 10%	24 12%	12 6%	17 9%	26 8%	41 12%	37 11%	10 4%	13 5%	30 9%	25 8%	21 7%	13 8%	12 11%	13 9%	45 9%	-	-	101 100%	-	5 1%	4 1%	80 36%
SNP	30 3%	15 2%	16 3%	1 1%	4 3%	7 4%	5 2%	6 3%	7 2%	7 2%	9 3%	8 3%	6 2%	-	-	-	-	30 28%	5 4%	12 2%	-	-	-	-	-	4 1%	5 2%
Plaid Cymru	6 *	5 1%	1 *	-	1 *	1 1%	1 1%	*	2 1%	1 *	1 *	3 1%	*	-	-	-	6 3%	-	-	3 1%	-	-	-	-	-	*	-
The UK Independence Party	175 15%	118 18%	56 11%	3 2%	10 6%	16 9%	49 22%	38 19%	58 18%	42 12%	43 14%	36 14%	53 20%	44 14%	60 19%	40 14%	24 15%	7 7%	19 13%	68 14%	-	-	-	175 100%	87 21%	16 5%	20 9%
The Green Party	41 3%	20 3%	21 4%	8 7%	8 5%	5 3%	7 3%	7 3%	7 2%	11 3%	14 4%	12 5%	4 2%	9 3%	13 4%	10 4%	5 3%	4 3%	5 3%	18 4%	-	-	-	-	4 1%	3 1%	12 5%
The British National Party	8 1%	4 1%	4 1%	*	1 1%	*	5 2%	1 *	-	2 1%	1 *	*	5 2%	*	1 *	2 1%	4 3%	-	3 2%	1 *	-	-	-	-	-	3 1%	1 *
Some other party	2 *	2 *	* *	-	-	2 1%	-	-	* *	1 *	1 *	-	-	1 *	* *	* *	1 1%	-	1 *	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	1035 50%	1011 49%
Female	1027 50%	1051 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	192 9%	245 12%
25-34	349 17%	347 17%
35-44	355 17%	347 17%
45-54	387 19%	368 18%
55-64	320 16%	306 15%
65+	459 22%	449 22%
Average age	48.15	47.20

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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	609 30%	551 27%
C1	591 29%	572 28%
C2	345 17%	449 22%
DE	517 25%	490 24%

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Table 7
GO Region
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2062	2062
Weighted base	2062	2062
Scotland	198 10%	186 9%
North East	87 4%	82 4%
North West	240 12%	227 11%
Yorkshire & Humberside	173 8%	186 9%
West Midlands	198 10%	186 9%
East Midlands	155 8%	144 7%
Wales	100 5%	103 5%
Eastern	187 9%	206 10%
London	228 11%	268 13%
South East	310 15%	289 14%
South West	186 9%	186 9%

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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	1060 51%	1155 56%
Working full time - working 30 hours per week or more	691 34%	907 44%
Working part time - working between 8 and 29 hours per week	369 18%	247 12%
NET: Not working	1002 49%	907 44%
Not working but seeking work or temporarily unemployed or sick	117 6%	105 5%
Not working and not seeking work	147 7%	135 7%
Retired on a state pension only	121 6%	126 6%
Retired with a private pension	436 21%	393 19%
House person, housewife, househusband, etc.	181 9%	149 7%

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Table 9
Tenure
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2062	2062
Weighted base	2062	2062
NET: Homeowners	1225 59%	1340 65%
Owned outright - without mortgage	668 32%	680 33%
Owned with a mortgage or loan	557 27%	660 32%
NET: Renters	804 39%	696 34%
Rented from the council	190 9%	289 14%
Rented from a housing association	242 12%	147 7%
Rented from someone else	372 18%	260 13%
Rent free	33 2%	26 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	2062	2062
Weighted base	2062	2062
Yes	1102 53%	1258 61%
No	960 47%	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	475 23%	433 21%
NET: Any	1587 77%	1629 79%
1	1119 54%	866 42%
2	401 19%	577 28%
3+	67 3%	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	529 26%	577 28%
Labour	652 32%	598 29%
Liberal Democrat	162 8%	206 10%
SNP	54 3%	31 2%
Plaid Cymru	10 *	8 *
Green	85 4%	45 2%
UKIP	262 13%	82 4%
BNP	18 1%	12 1%
Another party	14 1%	7 *
None	276 13%	495 24%