

## Opinion Poll

### ONLINE Fieldwork : 20th-21st 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	2065	1095	970	167	318	402	441	363	374	635	598	311	521	553	536	504	305	167	307	1011	470	570	99	291	580	417	346
Weighted base	2065	1012	1053	245	348	348	368	307	450	552	572	450	491	558	537	496	289	186	278	879	484	575	126	157	563	393	374
Absolutely certain to vote	(10) 1118	626	492	78	135	163	220	176	346	311	303	259	245	315	282	244	160	118	155	464	337	399	87	119	400	284	241
	54%	62%	47%	32%	39%	47%	60%	58%	77%	56%	53%	58%	50%	57%	53%	49%	55%	63%	56%	53%	70%	69%	69%	75%	71%	72%	64%
	(9) 233	123	110	23	41	48	38	36	47	83	71	41	38	63	64	60	30	16	31	114	70	72	21	15	81	48	54
	11%	12%	10%	9%	12%	14%	10%	12%	10%	15%	12%	9%	8%	11%	12%	12%	11%	8%	11%	13%	14%	13%	17%	10%	14%	12%	14%
	(8) 138	65	74	24	28	27	25	18	16	36	44	25	32	33	39	28	23	16	25	69	35	51	7	12	29	22	31
	7%	6%	7%	10%	8%	8%	7%	6%	4%	7%	8%	6%	7%	6%	7%	6%	8%	8%	9%	8%	7%	9%	5%	8%	5%	6%	8%
	(7) 117	48	69	24	19	24	17	22	10	38	27	31	21	33	24	29	23	8	22	38	24	23	6	6	24	16	17
	6%	5%	7%	10%	6%	7%	5%	7%	2%	7%	5%	7%	4%	6%	5%	6%	8%	4%	8%	4%	5%	4%	5%	4%	4%	4%	5%
	(6) 28	14	14	4	7	8	4	2	3	5	9	4	10	12	8	3	3	1	1	15	5	9	-	*	7	-	*
	1%	1%	1%	1%	2%	2%	1%	1%	1%	1%	1%	1%	2%	2%	2%	1%	1%	1%	*	2%	1%	1%	-	*	1%	-	*
	(5) 75	25	49	21	21	14	9	5	4	19	20	18	17	21	17	26	8	3	8	40	9	14	2	3	4	4	7
	4%	3%	5%	9%	6%	4%	2%	2%	1%	3%	3%	4%	4%	4%	3%	5%	3%	1%	3%	5%	2%	2%	1%	2%	1%	1%	2%
	(4) 24	10	13	9	8	-	2	2	3	7	8	6	3	11	6	4	2	1	-	7	1	3	-	-	-	5	3
	1%	1%	1%	4%	2%	-	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	-	1%	*	1%	-	-	-	1%	1%
	(3) 38	10	28	8	14	5	7	3	-	5	14	6	12	5	10	18	3	3	2	20	2	2	3	1	-	-	*
	2%	1%	3%	3%	4%	2%	2%	1%	-	1%	2%	1%	3%	1%	2%	4%	1%	1%	1%	2%	*	*	3%	1%	-	-	*
	(2) 30	9	21	7	5	8	4	3	3	8	6	6	11	9	6	10	5	-	4	11	1	2	-	*	-	1	4
	1%	1%	2%	3%	2%	2%	1%	1%	1%	1%	1%	1%	2%	2%	1%	2%	2%	-	1%	1%	*	*	-	*	-	*	1%
Definitely would not vote	(1) 145	57	87	19	36	30	25	20	15	26	42	30	46	30	40	40	24	11	18	54	-	-	-	-	10	7	6
	7%	6%	8%	8%	10%	9%	7%	6%	3%	5%	7%	7%	9%	5%	7%	8%	8%	6%	7%	6%	-	-	-	-	2%	2%	2%
Don't know	120	25	96	28	33	20	17	19	4	13	30	23	54	26	41	34	9	9	11	47	-	-	-	-	7	7	10
	6%	2%	9%	11%	9%	6%	5%	6%	1%	2%	5%	5%	11%	5%	8%	7%	3%	5%	4%	5%	-	-	-	-	1%	2%	3%
Mean	8.31	8.69	7.92	7.23	7.46	8.01	8.53	8.59	9.30	8.59	8.26	8.39	7.94	8.46	8.30	7.98	8.29	8.76	8.50	8.34	9.37	9.31	9.33	9.46	9.37	9.34	9.15
Standard deviation	2.77	2.47	3.00	3.02	3.17	2.93	2.66	2.57	1.90	2.43	2.80	2.72	3.12	2.59	2.80	2.99	2.80	2.47	2.58	2.69	1.25	1.36	1.41	1.22	1.49	1.59	1.75
Standard error	0.06	0.08	0.10	0.24	0.18	0.15	0.13	0.14	0.10	0.10	0.12	0.16	0.14	0.11	0.12	0.14	0.16	0.19	0.15	0.09	0.06	0.06	0.14	0.07	0.06	0.08	0.09

## Opinion Poll

### ONLINE Fieldwork : 20th-21st August 2014

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	2065	1095	970	167	318	402	441	363	374	635	598	311	521	553	536	504	305	167	307	1011	470	570	99	291	580	417	346
Weighted base	2065	1012	1053	245	348	348	368	307	450	552	572	450	491	558	537	496	289	186	278	879	484	575	126	157	563	393	374
Conservative	484	285	199	45	39	76	83	82	160	163	153	98	69	163	129	105	60	26	60	247	484	-	-	-	375	13	36
	23%	28%	19%	18%	11%	22%	23%	27%	36%	30%	27%	22%	14%	29%	24%	21%	21%	14%	22%	28%	100%	-	-	-	67%	3%	10%
Labour	575	292	283	78	108	104	122	72	91	119	156	146	155	147	137	157	79	55	92	238	-	575	-	-	33	304	110
	28%	29%	27%	32%	31%	30%	33%	23%	20%	22%	27%	32%	32%	26%	26%	32%	27%	29%	33%	27%	-	100%	-	-	6%	77%	29%
Liberal Democrat	126	70	56	6	29	18	21	23	29	52	27	23	24	47	33	21	18	8	21	57	-	-	126	-	4	4	106
	6%	7%	5%	3%	8%	5%	6%	8%	6%	9%	5%	5%	5%	8%	6%	4%	6%	4%	7%	6%	-	-	100%	-	1%	1%	28%
SNP	45	24	20	*	7	8	12	6	12	7	17	9	12	-	-	-	-	45	9	17	-	-	-	-	1	3	5
	2%	2%	2%	*	2%	2%	3%	2%	3%	1%	3%	2%	2%	-	-	-	-	24%	3%	2%	-	-	-	-	*	1%	1%
Plaid Cymru	7	5	1	*	*	2	3	*	1	1	2	1	2	-	-	-	7	-	3	3	-	-	-	-	2	1	1
	*	1%	*	*	*	1%	1%	*	*	*	*	*	*	-	-	-	2%	-	1%	*	-	-	-	-	*	*	*
The UK Independence Party	157	104	53	5	11	16	34	26	65	41	38	35	44	45	48	32	30	2	11	60	-	-	-	157	64	15	24
	8%	10%	5%	2%	3%	5%	9%	9%	14%	7%	7%	8%	9%	8%	9%	7%	10%	1%	4%	7%	-	-	-	100%	11%	4%	6%
The Green Party	48	26	22	5	10	9	5	5	13	15	9	11	13	11	15	10	8	4	6	18	-	-	-	-	4	5	15
	2%	3%	2%	2%	3%	3%	1%	2%	3%	3%	2%	3%	3%	2%	3%	2%	3%	2%	2%	2%	-	-	-	-	1%	1%	4%
The British National Party	6	2	4	-	1	1	3	1	-	-	1	3	2	-	2	2	1	-	1	4	-	-	-	-	*	2	-
	*	*	*	-	*	*	1%	*	-	-	*	1%	*	-	*	*	*	-	*	*	-	-	-	-	*	*	-
Some other party	6	4	2	-	*	1	2	2	*	2	2	2	*	1	3	*	*	1	2	2	-	-	-	-	*	1	1
	*	*	*	-	*	*	1%	1%	*	*	*	*	*	*	1%	*	*	1%	1%	1%	*	-	-	-	*	*	*
Would not vote	184	73	111	32	45	40	29	21	17	35	53	38	58	39	44	56	29	15	23	69	-	-	-	-	10	7	6
	9%	7%	11%	13%	13%	11%	8%	7%	4%	6%	9%	8%	12%	7%	8%	11%	10%	8%	8%	8%	-	-	-	-	2%	2%	2%
Rather not say	28	11	17	8	8	9	1	1	*	12	5	9	2	12	6	4	2	3	4	12	-	-	-	-	*	-	1
	1%	1%	2%	3%	2%	3%	*	*	*	2%	1%	2%	*	2%	1%	1%	1%	2%	2%	1%	-	-	-	-	*	-	*
Don't know	401	116	285	65	89	63	53	69	62	105	111	75	110	92	118	107	56	28	47	153	-	-	-	-	68	39	70
	19%	11%	27%	26%	26%	18%	14%	22%	14%	19%	19%	17%	22%	16%	22%	22%	19%	15%	17%	17%	-	-	-	-	12%	10%	19%

## Opinion Poll

### ONLINE Fieldwork : 20th-21st August 2014

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	1299	766	533	81	166	239	296	238	278	410	377	197	315	354	334	304	189	118	197	642	382	460	80	238	436	313	240
Weighted base	1177	666	511	100	155	186	231	181	324	331	323	266	257	334	299	261	163	121	165	511	393	462	103	130	411	291	249
Conservative	393	236	157	31	29	60	66	67	140	136	121	79	57	134	107	83	47	22	50	198	393	-	-	-	316	10	32
	33%	35%	31%	31%	19%	32%	29%	37%	43%	41%	37%	30%	22%	40%	36%	32%	29%	18%	31%	39%	100%	-	-	-	77%	3%	13%
Labour	462	235	227	58	83	80	101	61	79	99	124	117	122	113	110	127	65	47	74	186	-	462	-	-	29	256	91
	39%	35%	44%	58%	54%	43%	44%	34%	24%	30%	38%	44%	47%	34%	37%	49%	40%	39%	45%	36%	-	100%	-	-	7%	88%	36%
Liberal Democrat	103	57	45	5	21	15	17	19	26	44	20	20	19	40	26	15	14	7	15	45	-	-	103	-	4	3	89
	9%	9%	9%	5%	14%	8%	7%	11%	8%	13%	6%	7%	7%	12%	9%	6%	9%	6%	9%	9%	-	-	100%	-	1%	1%	36%
SNP	39	21	17	*	6	7	10	4	11	6	14	8	10	-	-	-	-	39	8	14	-	-	-	-	1	2	5
	3%	3%	3%	*	4%	4%	5%	2%	3%	2%	4%	3%	4%	-	-	-	-	32%	5%	3%	-	-	-	-	*	1%	2%
Plaid Cymru	5	4	1	*	*	2	2	*	*	1	2	1	2	-	-	-	5	-	3	2	-	-	-	-	2	1	1
	*	1%	*	*	*	1%	1%	*	*	*	1%	*	1%	-	-	-	3%	-	2%	*	-	-	-	-	*	*	*
The UK Independence Party	130	87	43	4	7	13	27	22	57	34	32	29	35	37	41	26	25	1	9	49	-	-	-	130	55	13	19
	11%	13%	8%	4%	5%	7%	11%	12%	18%	10%	10%	11%	14%	11%	14%	10%	15%	1%	6%	10%	-	-	-	100%	14%	4%	8%
The Green Party	37	21	16	3	8	7	4	4	11	11	7	8	11	9	11	8	6	3	4	13	-	-	-	-	3	4	13
	3%	3%	3%	3%	5%	4%	2%	2%	3%	3%	2%	3%	4%	3%	4%	3%	4%	2%	3%	3%	-	-	-	-	1%	1%	5%
The British National Party	4	2	3	-	1	*	2	1	-	-	*	2	2	-	2	2	1	-	*	3	-	-	-	-	*	1	-
	*	*	1%	-	*	*	1%	*	-	-	*	1%	1%	-	1%	1%	*	-	*	1%	-	-	-	-	*	*	-
Some other party	4	2	2	-	*	1	2	1	*	1	2	1	*	1	2	*	*	1	2	1	-	-	-	-	*	*	1
	*	*	*	-	*	*	1%	1%	*	*	*	1%	*	*	1%	*	*	1%	1%	*	-	-	-	-	*	*	*

**Opinion Poll**  
**ONLINE Fieldwork : 20th-21st August 2014**

Absolutes/col percents

Table 4  
**Gender**  
**Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2065	2065
Weighted base	2065	2065
Male	1095 53%	1012 49%
Female	970 47%	1053 51%

**Opinion Poll**  
**ONLINE Fieldwork : 20th-21st August 2014**

Absolutes/col percents

Table 5  
**Age**  
**Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2065	2065
Weighted base	2065	2065
18-24	167 8%	245 12%
25-34	318 15%	348 17%
35-44	402 19%	348 17%
45-54	441 21%	368 18%
55-64	363 18%	307 15%
65+	374 18%	450 22%
Average age	47.45	46.85

**Opinion Poll**  
**ONLINE Fieldwork : 20th-21st August 2014**

Absolutes/col percents

Table 6  
**Social Grade**  
**Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2065	2065
Weighted base	2065	2065
AB	635 31%	552 27%
C1	598 29%	572 28%
C2	311 15%	450 22%
DE	521 25%	491 24%

**Opinion Poll**  
**ONLINE Fieldwork : 20th-21st August 2014**

Absolutes/col percents

Table 7  
**GO Region**  
**Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2065	2065
Weighted base	2065	2065
Scotland	167 8%	186 9%
North East	93 5%	83 4%
North West	238 12%	227 11%
Yorkshire & Humberside	173 8%	186 9%
West Midlands	217 11%	186 9%
East Midlands	149 7%	145 7%
Wales	110 5%	103 5%
Eastern	170 8%	207 10%
London	245 12%	268 13%
South East	308 15%	289 14%
South West	195 9%	186 9%

**Opinion Poll**  
**ONLINE Fieldwork : 20th-21st August 2014**

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	2065	2065
Weighted base	2065	2065
NET: Working	1318 64%	1156 56%
Working full time - working 30 hours per week or more	1009 49%	909 44%
Working part time - working between 8 and 29 hours per week	309 15%	248 12%
NET: Not working	747 36%	909 44%
Not working but seeking work or temporarily unemployed or sick	198 10%	226 11%
Not working and not seeking work	91 4%	109 5%
Retired on a state pension only	71 3%	95 5%
Retired with a private pension	228 11%	281 14%
House person, housewife, househusband, etc.	159 8%	198 10%



**Opinion Poll**  
**ONLINE Fieldwork : 20th-21st August 2014**

Absolutes/col percents

Table 9  
**Tenure**  
**Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2065	2065
Weighted base	2065	2065
NET: Homeowners	1245 60%	1342 65%
Owned outright - without mortgage	618 30%	681 33%
Owned with a mortgage or loan	627 30%	661 32%
NET: Renters	791 38%	693 34%
Rented from the council	181 9%	289 14%
Rented from a housing association	183 9%	115 6%
Rented from someone else	427 21%	289 14%
Rent free	29 1%	30 1%

**Opinion Poll**  
**ONLINE Fieldwork : 20th-21st August 2014**

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	2065	2065
Weighted base	2065	2065
Yes	1171 57%	1260 61%
No	894 43%	805 39%

**Opinion Poll**  
**ONLINE Fieldwork : 20th-21st August 2014**

Absolutes/col percents

Table 11  
**How many cars are there in your household?**  
**Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2065	2065
Weighted base	2065	2065
No cars in the household	478 23%	434 21%
NET: Any	1587 77%	1631 79%
1	1047 51%	867 42%
2	443 21%	578 28%
3+	97 5%	186 9%

**Opinion Poll**  
**ONLINE Fieldwork : 20th-21st August 2014**

Absolutes/col percents

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	2065	2065
Weighted base	2065	2065
Conservative	553 27%	578 28%
Labour	622 30%	599 29%
Liberal Democrat	151 7%	207 10%
SNP	66 3%	43 2%
Plaid Cymru	7 *	3 *
Green	90 4%	39 2%
UKIP	241 12%	83 4%
BNP	14 1%	7 *
Another party	22 1%	11 1%
None	299 14%	496 24%