

Opinion Poll

ONLINE Fieldwork : 13th-14th 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	2018	926	1092	259	218	338	401	334	468	599	601	306	512	524	518	516	293	167	261	815	445	554	116	309	557	412	380	
Weighted base	2018	989	1029	240	340	340	360	300	439	539	559	440	480	545	525	484	283	182	275	856	458	508	137	191	557	373	384	
Absolutely certain to vote	(10)	1089	623	466	70	112	171	207	202	327	320	283	235	251	276	278	255	161	118	146	422	324	359	73	150	402	274	220
		54%	63%	45%	29%	33%	50%	58%	68%	74%	59%	51%	53%	52%	51%	53%	57%	65%	53%	49%	71%	71%	53%	79%	72%	73%	57%	
	(9)	225	108	117	26	46	25	36	33	60	80	71	32	43	72	62	38	35	18	37	91	64	59	22	20	67	39	57
		11%	11%	11%	11%	13%	7%	10%	11%	14%	15%	13%	7%	9%	13%	12%	8%	13%	10%	14%	11%	14%	12%	16%	10%	12%	10%	15%
	(8)	135	60	75	25	36	32	22	11	10	42	39	29	26	38	30	36	17	14	19	70	31	36	23	10	29	15	34
		7%	6%	7%	10%	11%	9%	6%	4%	2%	8%	7%	7%	5%	7%	6%	7%	6%	8%	7%	8%	7%	7%	17%	5%	5%	4%	9%
	(7)	103	41	62	23	22	19	13	17	9	24	32	26	21	31	23	21	16	11	20	47	20	28	5	7	18	13	28
		5%	4%	6%	9%	6%	6%	4%	6%	2%	4%	6%	6%	4%	6%	4%	4%	6%	6%	7%	5%	4%	5%	4%	4%	3%	3%	7%
	(6)	41	17	24	11	8	6	8	2	5	9	9	9	13	11	11	16	2	1	5	19	5	10	7	-	5	6	8
		2%	2%	2%	5%	2%	2%	2%	1%	1%	2%	2%	2%	3%	2%	2%	3%	1%	1%	2%	2%	1%	2%	5%	-	1%	2%	2%
	(5)	69	24	45	11	27	12	9	9	2	14	22	18	15	14	20	27	7	1	6	41	8	11	4	2	4	10	12
		3%	2%	4%	5%	8%	4%	2%	3%	*	3%	4%	4%	3%	3%	4%	6%	2%	1%	2%	5%	2%	2%	3%	1%	1%	3%	3%
	(4)	11	4	7	6	-	2	2	1	-	4	4	1	2	1	2	8	1	-	-	7	1	2	-	-	1	-	1
		1%	*	1%	3%	-	1%	1%	*	-	1%	1%	*	*	*	*	2%	*	-	-	1%	*	*	-	-	*	-	*
	(3)	37	8	29	9	13	4	7	3	2	7	8	13	9	14	8	13	2	-	3	19	3	1	2	2	3	*	11
		2%	1%	3%	4%	4%	1%	2%	1%	*	1%	1%	3%	2%	3%	2%	3%	1%	-	1%	2%	1%	*	1%	1%	*	*	3%
	(2)	57	23	34	11	21	10	6	3	6	9	14	21	13	18	21	15	2	-	5	33	2	2	1	*	5	1	1
		3%	2%	3%	5%	6%	3%	2%	1%	1%	2%	3%	5%	3%	3%	4%	3%	1%	-	2%	4%	*	*	*	*	1%	*	*
Definitely would not vote	(1)	144	51	93	23	41	20	35	13	11	21	45	33	46	39	45	39	16	5	17	67	-	-	-	-	15	5	4
		7%	5%	9%	10%	12%	6%	10%	4%	3%	4%	8%	7%	10%	7%	9%	8%	6%	3%	6%	8%	-	-	-	-	3%	1%	1%
Don't know		107	30	77	25	15	40	14	6	8	10	33	24	40	30	25	16	23	13	17	40	-	-	-	-	8	11	9
		5%	3%	7%	10%	4%	12%	4%	2%	2%	2%	6%	5%	8%	5%	5%	3%	8%	7%	6%	5%	-	-	-	-	1%	3%	2%
Mean		8.23	8.69	7.77	7.03	7.00	8.25	8.19	8.90	9.31	8.73	8.13	7.95	8.00	8.14	8.06	7.90	8.69	9.19	8.46	7.92	9.37	9.32	8.91	9.54	9.24	9.36	8.86
Standard deviation		2.85	2.51	3.09	3.15	3.31	2.76	3.02	2.29	1.86	2.32	2.90	3.06	3.10	2.89	3.03	3.03	2.46	1.79	2.61	3.00	1.31	1.35	1.57	1.15	1.86	1.55	1.89
Standard error		0.06	0.08	0.10	0.20	0.23	0.16	0.15	0.13	0.09	0.10	0.12	0.18	0.14	0.13	0.14	0.14	0.15	0.14	0.16	0.11	0.06	0.06	0.15	0.07	0.08	0.08	0.10

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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	2018	926	1092	259	218	338	401	334	468	599	601	306	512	524	518	516	293	167	261	815	445	554	116	309	557	412	380
Weighted base	2018	989	1029	240	340	340	360	300	439	539	559	440	480	545	525	484	283	182	275	856	458	508	137	191	557	373	384
Conservative	458	255	203	26	53	57	71	85	165	147	140	93	77	133	130	97	67	31	47	196	458	-	-	-	352	15	47
	23%	26%	20%	11%	16%	17%	20%	28%	38%	27%	25%	21%	16%	24%	25%	20%	24%	17%	17%	23%	100%	-	-	-	63%	4%	12%
Labour	508	282	226	62	107	93	104	70	71	154	128	96	131	135	114	145	67	47	103	206	-	508	-	-	36	282	95
	25%	29%	22%	26%	31%	27%	29%	23%	16%	28%	23%	22%	27%	25%	22%	30%	24%	26%	37%	24%	-	100%	-	-	6%	75%	25%
Liberal Democrat	137	52	85	18	31	18	27	15	28	47	44	25	21	46	33	27	20	11	12	59	-	-	137	-	7	3	91
	7%	5%	8%	7%	9%	5%	8%	5%	6%	9%	8%	6%	4%	8%	6%	6%	7%	6%	4%	7%	-	-	100%	-	1%	1%	24%
SNP	46	24	23	3	4	10	9	10	9	13	14	11	9	-	-	-	-	46	6	18	-	-	-	-	1	5	4
	2%	2%	2%	1%	1%	3%	3%	3%	2%	2%	2%	2%	2%	-	-	-	-	26%	2%	2%	-	-	-	-	*	1%	1%
Plaid Cymru	7	4	3	-	1	1	1	1	3	2	4	*	1	-	-	-	7	-	1	4	-	-	-	-	-	-	-
	*	*	*	-	*	*	*	*	1%	*	1%	*	*	-	-	-	3%	-	1%	*	-	-	-	-	-	-	-
The UK Independence Party	191	136	55	5	10	21	33	40	82	41	44	50	57	45	60	52	32	3	16	76	-	-	-	191	84	19	27
	9%	14%	5%	2%	3%	6%	9%	13%	19%	8%	8%	11%	12%	8%	11%	11%	11%	2%	6%	9%	-	-	-	100%	15%	5%	7%
The Green Party	70	31	39	19	8	8	13	16	6	20	20	13	17	22	22	12	11	3	7	24	-	-	-	-	2	5	23
	3%	3%	4%	8%	2%	2%	4%	5%	1%	4%	4%	3%	4%	4%	4%	2%	4%	2%	3%	3%	-	-	-	-	*	1%	6%
The British National Party	7	5	2	*	*	*	4	1	1	2	1	2	3	*	2	3	1	-	-	5	-	-	-	-	2	-	-
	*	*	*	*	*	*	1%	*	*	*	*	*	1%	*	*	1%	1%	-	-	1%	-	-	-	-	*	-	-
Some other party	3	1	2	-	-	1	1	-	1	1	-	1	1	1	2	-	-	-	1	1	-	-	-	-	1	-	*
	*	*	*	-	-	*	*	-	*	*	-	*	*	*	*	-	-	-	*	*	-	-	-	-	*	-	*
Would not vote	204	72	132	38	62	34	39	14	17	29	60	57	59	58	62	61	17	5	25	101	-	-	-	-	19	5	5
	10%	7%	13%	16%	18%	10%	11%	5%	4%	5%	11%	13%	12%	11%	12%	13%	6%	3%	9%	12%	-	-	-	-	3%	1%	1%
Rather not say	35	14	21	7	4	10	5	6	3	11	9	9	6	7	10	9	3	6	5	18	-	-	-	-	2	4	*
	2%	1%	2%	3%	1%	3%	1%	2%	1%	2%	2%	2%	1%	1%	2%	2%	1%	3%	2%	2%	-	-	-	-	*	1%	*
Don't know	351	112	239	61	59	86	52	41	53	73	97	83	99	97	90	78	56	29	52	147	-	-	-	-	51	36	91
	17%	11%	23%	25%	17%	25%	14%	14%	12%	14%	17%	19%	21%	18%	17%	16%	20%	16%	19%	17%	-	-	-	-	9%	10%	24%

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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	1291	664	627	123	114	199	263	239	353	409	385	191	307	326	332	325	188	120	163	512	361	448	88	256	419	317	255
Weighted base	1150	651	499	95	154	171	214	199	317	350	317	230	253	305	293	264	169	120	158	465	373	408	103	161	408	276	232
Conservative	373 32%	210 32%	163 33%	17 18%	40 26%	48 28%	55 26%	72 36%	142 45%	121 35%	113 36%	73 32%	65 26%	106 35%	105 36%	81 31%	56 33%	26 22%	36 23%	158 34%	373 100%	-	-	-	293 72%	13 5%	38 16%
Labour	408 35%	231 35%	177 36%	45 47%	79 51%	75 44%	88 41%	59 30%	62 20%	125 36%	104 33%	74 32%	104 41%	107 35%	92 31%	115 43%	55 32%	40 34%	85 54%	161 35%	-	408 100%	-	-	30 7%	236 86%	80 34%
Liberal Democrat	103 9%	41 6%	62 12%	12 13%	21 14%	14 8%	18 9%	13 7%	24 8%	37 11%	32 10%	20 9%	14 6%	36 12%	26 9%	16 6%	16 9%	9 7%	10 6%	41 9%	-	-	103 100%	-	6 2%	2 1%	73 32%
SNP	39 3%	20 3%	20 4%	2 2%	3 2%	9 5%	8 4%	9 5%	8 3%	12 3%	11 3%	10 4%	7 3%	-	-	-	-	39 33%	5 3%	15 3%	-	-	-	-	1 *	4 1%	3 1%
Plaid Cymru	5 *	4 1%	2 *	-	*	1 *	1 1%	1 *	3 1%	2 *	3 1%	*	*	-	-	-	5 3%	-	1 1%	3 1%	-	-	-	-	-	-	-
The UK Independence Party	161 14%	115 18%	45 9%	3 3%	7 4%	18 10%	29 13%	33 17%	71 23%	36 10%	37 12%	42 18%	46 18%	38 13%	50 17%	43 16%	27 16%	2 2%	13 8%	64 14%	-	-	-	161 100%	73 18%	17 6%	22 10%
The Green Party	53 5%	26 4%	27 5%	16 17%	4 3%	7 4%	11 5%	11 6%	5 2%	14 4%	17 5%	9 4%	13 5%	16 5%	18 6%	7 3%	9 5%	3 2%	6 4%	17 4%	-	-	-	-	2 1%	5 2%	15 7%
The British National Party	5 *	3 1%	2 *	*	*	*	2 1%	1 *	1 *	1 *	*	1 1%	2 1%	*	1 *	2 1%	1 1%	-	-	4 1%	-	-	-	-	2 *	-	-
Some other party	3 *	1 *	1 *	-	-	1 1%	1 *	-	1 *	1 *	-	1 *	1 *	1 *	2 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	2018	2018
Weighted base	2018	2018
Male	926 46%	989 49%
Female	1092 54%	1029 51%

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Absolutes/col percents

Table 5
Age
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2018	2018
Weighted base	2018	2018
18-24	259 13%	240 12%
25-34	218 11%	340 17%
35-44	338 17%	340 17%
45-54	401 20%	360 18%
55-64	334 17%	300 15%
65+	468 23%	439 22%
Average age	48.53	47.14

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Table 6
Social Grade
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2018	2018
Weighted base	2018	2018
AB	599 30%	539 27%
C1	601 30%	559 28%
C2	306 15%	440 22%
DE	512 25%	480 24%

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Table 7
GO Region
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2018	2018
Weighted base	2018	2018
Scotland	167 8%	182 9%
North East	86 4%	81 4%
North West	242 12%	222 11%
Yorkshire & Humberside	188 9%	182 9%
West Midlands	198 10%	182 9%
East Midlands	151 7%	141 7%
Wales	106 5%	101 5%
Eastern	169 8%	202 10%
London	227 11%	262 13%
South East	297 15%	283 14%
South West	187 9%	182 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	2018	2018
Weighted base	2018	2018
NET: Working	1076 53%	1130 56%
Working full time - working 30 hours per week or more	804 40%	888 44%
Working part time - working between 8 and 29 hours per week	272 13%	242 12%
NET: Not working	942 47%	888 44%
Not working but seeking work or temporarily unemployed or sick	122 6%	114 6%
Not working and not seeking work	164 8%	164 8%
Retired on a state pension only	115 6%	104 5%
Retired with a private pension	384 19%	351 17%
House person, housewife, househusband, etc.	157 8%	154 8%

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Table 9
Tenure
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2018	2018
Weighted base	2018	2018
NET: Homeowners	1243 62%	1312 65%
Owned outright - without mortgage	689 34%	666 33%
Owned with a mortgage or loan	554 27%	646 32%
NET: Renters	740 37%	676 34%
Rented from the council	180 9%	283 14%
Rented from a housing association	214 11%	134 7%
Rented from someone else	346 17%	259 13%
Rent free	35 2%	30 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	2018	2018
Weighted base	2018	2018
Yes	1105 55%	1231 61%
No	913 45%	787 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	2018	2018
Weighted base	2018	2018
No cars in the household	444 22%	424 21%
NET: Any	1574 78%	1594 79%
1	1072 53%	848 42%
2	414 21%	565 28%
3+	88 4%	182 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	2018	2018
Weighted base	2018	2018
Conservative	553 27%	565 28%
Labour	651 32%	585 29%
Liberal Democrat	165 8%	202 10%
SNP	51 3%	42 2%
Plaid Cymru	6 *	3 *
Green	82 4%	41 2%
UKIP	230 11%	81 4%
BNP	10 *	6 *
Another party	14 1%	9 *
None	256 13%	484 24%