

Opinion Poll

ONLINE Fieldwork : 31st 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	2027	993	1034	227	233	329	417	336	485	598	616	317	496	513	532	471	311	200	224	786	476	550	115	271	565	422	383	
Weighted base	2027	993	1034	241	341	341	361	301	441	542	562	442	482	547	527	486	284	182	249	886	492	528	127	180	553	401	366	
Absolutely certain to vote	(10)	1092	572	520	77	126	165	207	194	323	348	285	212	248	293	277	243	154	124	117	435	354	352	77	126	406	288	221
		54%	58%	50%	32%	37%	48%	57%	65%	73%	64%	51%	48%	51%	54%	53%	50%	54%	68%	47%	49%	72%	67%	60%	70%	73%	72%	61%
	(9)	227	117	110	33	20	33	44	35	62	64	58	43	63	61	63	50	36	18	28	93	68	72	18	27	65	51	57
		11%	12%	11%	13%	6%	10%	12%	11%	14%	12%	10%	10%	13%	11%	12%	10%	13%	10%	11%	11%	14%	14%	14%	15%	12%	13%	15%
	(8)	158	87	71	26	38	32	21	21	20	43	49	35	31	47	48	36	15	12	30	70	40	43	15	16	36	22	34
		8%	9%	7%	11%	11%	9%	6%	7%	4%	8%	9%	8%	6%	9%	9%	7%	5%	6%	12%	8%	8%	8%	12%	9%	6%	6%	9%
	(7)	86	37	49	22	24	17	10	6	7	10	37	27	12	32	11	26	11	7	8	42	18	27	7	6	12	15	14
		4%	4%	5%	9%	7%	5%	3%	2%	2%	2%	7%	6%	3%	6%	2%	5%	4%	4%	3%	5%	4%	5%	5%	3%	2%	4%	4%
	(6)	30	7	23	7	6	10	7	1	-	9	8	8	6	6	14	8	2	1	5	16	5	12	2	2	6	8	3
		1%	1%	2%	3%	2%	3%	2%	*	-	2%	1%	2%	1%	1%	3%	2%	1%	1%	2%	2%	1%	2%	1%	1%	1%	2%	1%
	(5)	57	30	28	5	23	10	5	10	4	10	15	21	12	24	9	8	14	2	11	31	6	11	-	1	8	1	13
		3%	3%	3%	2%	7%	3%	2%	3%	1%	2%	3%	5%	2%	4%	2%	2%	5%	1%	4%	4%	1%	2%	-	1%	1%	*	4%
	(4)	17	8	9	4	5	5	2	1	-	2	3	6	5	3	7	5	1	-	4	9	-	5	1	*	-	-	1
		1%	1%	1%	2%	2%	2%	*	*	-	*	1%	1%	1%	1%	1%	1%	*	-	1%	1%	-	1%	1%	*	-	-	*
	(3)	32	13	19	5	12	4	9	*	2	7	18	4	4	7	3	12	5	5	1	18	1	3	7	1	1	*	-
		2%	1%	2%	2%	3%	1%	2%	*	1%	1%	3%	1%	1%	1%	1%	2%	2%	3%	1%	2%	*	1%	5%	1%	*	*	-
	(2)	47	12	35	15	10	9	6	5	1	15	14	14	4	12	20	8	7	-	5	34	1	2	-	*	-	3	9
		2%	1%	3%	6%	3%	3%	2%	2%	*	3%	2%	3%	1%	2%	4%	2%	3%	-	2%	4%	*	*	-	*	-	1%	2%
Definitely would not vote	(1)	154	70	84	17	45	22	36	21	13	26	39	39	51	30	51	44	25	4	26	72	-	-	-	-	13	6	2
		8%	7%	8%	7%	13%	7%	10%	7%	3%	5%	7%	9%	11%	6%	10%	9%	9%	2%	10%	8%	-	-	-	-	2%	1%	1%
Don't know		126	41	85	32	32	34	14	6	8	9	38	33	46	33	24	47	14	9	15	65	-	-	-	-	6	6	12
		6%	4%	8%	13%	9%	10%	4%	2%	2%	2%	7%	8%	10%	6%	5%	10%	5%	5%	6%	7%	-	-	-	-	1%	2%	3%
Mean		8.27	8.48	8.05	7.47	7.08	8.16	8.23	8.67	9.33	8.73	8.14	7.91	8.17	8.39	8.06	8.08	8.16	9.14	7.91	7.96	9.46	9.22	8.96	9.44	9.33	9.35	9.04
Standard deviation		2.86	2.68	3.01	3.04	3.34	2.82	3.02	2.63	1.80	2.49	2.86	3.03	3.04	2.64	3.07	3.01	2.99	1.93	3.04	3.03	1.11	1.45	1.81	1.12	1.67	1.54	1.80
Standard error		0.06	0.09	0.10	0.21	0.23	0.16	0.15	0.14	0.08	0.10	0.12	0.17	0.14	0.12	0.14	0.14	0.17	0.14	0.21	0.11	0.05	0.06	0.17	0.07	0.07	0.08	0.09

Opinion Poll

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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	2027	993	1034	227	233	329	417	336	485	598	616	317	496	513	532	471	311	200	224	786	476	550	115	271	565	422	383
Weighted base	2027	993	1034	241	341	341	361	301	441	542	562	442	482	547	527	486	284	182	249	886	492	528	127	180	553	401	366
Conservative	492 24%	253 25%	240 23%	39 16%	48 14%	59 17%	81 22%	84 28%	181 41%	186 34%	140 25%	100 23%	68 14%	156 29%	137 26%	104 21%	65 23%	30 16%	46 18%	203 23%	492 100%	-	-	-	386 70%	17 4%	40 11%
Labour	528 26%	290 29%	238 23%	65 27%	94 28%	104 30%	97 27%	81 27%	86 19%	108 20%	159 28%	116 26%	144 30%	142 26%	122 23%	152 31%	66 23%	44 24%	82 33%	220 25%	-	528 100%	-	-	24 4%	297 74%	97 26%
Liberal Democrat	127 6%	57 6%	70 7%	15 6%	24 7%	24 7%	19 5%	15 5%	29 7%	53 10%	32 6%	15 3%	26 5%	34 6%	32 6%	24 5%	21 8%	16 9%	13 5%	52 6%	-	-	127 100%	-	1 *	4 1%	92 25%
SNP	43 2%	22 2%	21 2%	3 1%	6 2%	7 2%	7 2%	11 4%	8 2%	9 2%	10 2%	12 3%	11 2%	-	-	-	-	43 24%	5 2%	18 2%	-	-	-	-	2 *	5 1%	3 1%
Plaid Cymru	8 *	6 1%	3 *	* *	2 1%	1 *	4 1%	1 *	* *	1 *	1 *	4 1%	2 *	-	-	-	8 3%	-	1 *	5 1%	-	-	-	-	-	1 *	* *
The UK Independence Party	180 9%	113 11%	66 6%	6 3%	9 3%	24 7%	43 12%	35 12%	62 14%	39 7%	38 7%	52 12%	50 10%	50 9%	54 10%	44 9%	26 9%	6 3%	11 5%	79 9%	-	-	-	180 100%	69 12%	22 5%	30 8%
The Green Party	64 3%	28 3%	36 4%	13 5%	9 3%	11 3%	20 5%	7 2%	4 1%	22 4%	13 2%	12 3%	17 4%	25 4%	18 3%	9 2%	8 3%	5 3%	8 3%	22 2%	-	-	-	-	3 *	7 2%	23 6%
The British National Party	7 *	4 *	2 *	* *	2 1%	2 *	1 *	2 1%	-	-	* *	1 *	6 1%	1 *	4 1%	1 *	1 *	-	1 *	3 *	-	-	-	-	-	2 1%	-
Some other party	5 *	1 *	4 *	-	1 *	1 *	1 *	1 *	* *	-	2 *	1 *	3 1%	2 *	1 *	1 *	* *	2 1%	1 *	1 *	-	-	-	-	* *	-	1 *
Would not vote	209 10%	87 9%	122 12%	31 13%	65 19%	32 9%	39 11%	27 9%	15 4%	38 7%	62 11%	52 12%	56 12%	41 7%	71 13%	56 11%	31 11%	11 6%	29 12%	114 13%	-	-	-	-	13 2%	7 2%	10 3%
Rather not say	21 1%	9 1%	13 1%	9 4%	2 *	4 1%	2 1%	3 1%	2 1%	5 1%	6 1%	6 1%	5 1%	6 1%	6 1%	7 2%	1 1%	-	2 1%	9 1%	-	-	-	-	-	3 1%	-
Don't know	344 17%	124 12%	220 21%	58 24%	80 23%	72 21%	47 13%	34 11%	53 12%	81 15%	98 17%	71 16%	93 19%	90 16%	83 16%	89 18%	55 19%	26 14%	50 20%	159 18%	-	-	-	-	55 10%	35 9%	71 19%

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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	1305	692	613	111	125	192	273	242	362	404	381	204	316	322	344	298	195	147	141	480	395	441	89	226	436	322	264
Weighted base	1170	627	542	105	144	183	218	200	319	349	312	243	266	322	296	267	160	124	133	476	407	418	97	148	412	300	238
Conservative	407	209	198	30	38	48	64	71	156	156	114	81	56	126	113	85	57	26	37	166	407	-	-	-	329	15	32
	35%	33%	37%	29%	26%	26%	29%	36%	49%	45%	36%	33%	21%	39%	38%	32%	35%	21%	28%	35%	100%	-	-	-	80%	5%	14%
Labour	418	232	186	48	69	79	79	70	74	90	125	86	117	108	98	121	53	37	64	169	-	418	-	-	20	250	83
	36%	37%	34%	45%	48%	43%	36%	35%	23%	26%	40%	35%	44%	34%	33%	45%	33%	30%	48%	35%	-	100%	-	-	5%	84%	35%
Liberal Democrat	97	44	53	11	15	18	14	12	26	45	20	11	21	26	23	17	17	13	10	36	-	-	97	-	1	4	76
	8%	7%	10%	10%	11%	10%	6%	6%	8%	13%	6%	4%	8%	8%	8%	7%	11%	11%	8%	8%	-	-	100%	-	*	1%	32%
SNP	36	20	17	2	5	6	6	10	7	8	9	10	10	-	-	-	-	36	4	16	-	-	-	-	2	5	2
	3%	3%	3%	1%	4%	4%	3%	5%	2%	2%	3%	4%	4%	-	-	-	-	29%	3%	3%	-	-	-	-	*	2%	1%
Plaid Cymru	6	5	1	*	2	*	3	1	*	1	1	3	2	-	-	-	6	-	1	4	-	-	-	-	-	1	*
	1%	1%	*	*	1%	*	1%	*	*	*	*	1%	1%	-	-	-	4%	-	1%	1%	-	-	-	-	-	*	*
The UK Independence Party	148	94	55	5	8	18	36	28	52	33	32	43	41	42	44	35	21	5	9	66	-	-	-	148	58	19	24
	13%	15%	10%	5%	5%	10%	17%	14%	16%	9%	10%	18%	15%	13%	15%	13%	13%	4%	7%	14%	-	-	-	100%	14%	6%	10%
The Green Party	48	20	27	9	5	10	14	5	3	16	10	9	13	18	14	6	6	4	7	16	-	-	-	-	2	5	18
	4%	3%	5%	9%	4%	6%	7%	3%	1%	4%	3%	4%	5%	6%	5%	2%	4%	3%	5%	3%	-	-	-	-	1%	2%	7%
The British National Party	5	3	2	*	1	1	1	1	-	-	*	1	5	1	3	1	*	-	1	2	-	-	-	-	-	2	-
	*	*	*	*	1%	1%	*	1%	-	-	*	*	2%	*	1%	*	*	-	*	*	-	-	-	-	-	1%	-
Some other party	4	1	3	-	1	1	*	1	*	-	1	*	2	2	1	*	*	2	1	1	-	-	-	-	*	-	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	2027	2027
Weighted base	2027	2027
Male	993 49%	993 49%
Female	1034 51%	1034 51%

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Table 5
Age
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2027	2027
Weighted base	2027	2027
18-24	227 11%	241 12%
25-34	233 11%	341 17%
35-44	329 16%	341 17%
45-54	417 21%	361 18%
55-64	336 17%	301 15%
65+	485 24%	441 22%
Average age	49.19	47.27

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Table 6
Social Grade
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2027	2027
Weighted base	2027	2027
AB	598 30%	542 27%
C1	616 30%	562 28%
C2	317 16%	442 22%
DE	496 24%	482 24%

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Table 7
GO Region
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2027	2027
Weighted base	2027	2027
Scotland	200 10%	182 9%
North East	77 4%	81 4%
North West	242 12%	223 11%
Yorkshire & Humberside	152 7%	182 9%
West Midlands	202 10%	182 9%
East Midlands	154 8%	142 7%
Wales	110 5%	101 5%
Eastern	176 9%	203 10%
London	201 10%	264 13%
South East	312 15%	284 14%
South West	201 10%	182 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	2027	2027
Weighted base	2027	2027
NET: Working	1010 50%	1135 56%
Working full time - working 30 hours per week or more	677 33%	892 44%
Working part time - working between 8 and 29 hours per week	333 16%	243 12%
NET: Not working	1017 50%	892 44%
Not working but seeking work or temporarily unemployed or sick	129 6%	126 6%
Not working and not seeking work	162 8%	136 7%
Retired on a state pension only	126 6%	127 6%
Retired with a private pension	434 21%	357 18%
House person, housewife, househusband, etc.	166 8%	145 7%

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Absolutes/col percents

Table 9
Tenure
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2027	2027
Weighted base	2027	2027
NET: Homeowners	1257 62%	1318 65%
Owned outright - without mortgage	737 36%	669 33%
Owned with a mortgage or loan	520 26%	649 32%
NET: Renters	736 36%	669 33%
Rented from the council	162 8%	284 14%
Rented from a housing association	210 10%	132 7%
Rented from someone else	364 18%	252 12%
Rent free	34 2%	41 2%

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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	2027	2027
Weighted base	2027	2027
Yes	1130 56%	1236 61%
No	897 44%	791 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	2027	2027
Weighted base	2027	2027
No cars in the household	434 21%	426 21%
NET: Any	1593 79%	1601 79%
1	1062 52%	851 42%
2	444 22%	567 28%
3+	87 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	2027	2027
Weighted base	2027	2027
Conservative	561 28%	568 28%
Labour	631 31%	588 29%
Liberal Democrat	185 9%	203 10%
SNP	59 3%	35 2%
Plaid Cymru	13 1%	6 *
Green	88 4%	43 2%
UKIP	201 10%	81 4%
BNP	16 1%	8 *
Another party	19 1%	10 *
None	254 13%	486 24%