

Opinion Poll

ONLINE Fieldwork : 25th-27th 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	2024	983	1041	186	326	355	388	317	452	596	609	364	455	541	522	488	285	188	311	827	459	575	108	273	543	412	369	
Weighted base	2024	992	1032	240	341	341	361	301	441	541	561	441	481	546	526	486	283	182	299	834	464	552	133	177	516	373	367	
Absolutely certain to vote	(10)	1085	610	475	82	119	156	204	199	325	328	317	227	292	285	260	144	103	159	416	346	356	75	124	382	254	232	
		54%	61%	46%	34%	35%	46%	56%	66%	74%	61%	56%	48%	47%	54%	54%	54%	51%	57%	53%	50%	75%	65%	56%	70%	74%	68%	63%
	(9)	220	120	100	29	37	35	35	39	45	84	50	49	37	64	60	50	33	30	93	51	67	32	22	64	43	58	
		11%	12%	10%	12%	11%	10%	10%	13%	10%	15%	9%	11%	8%	12%	11%	10%	12%	7%	10%	11%	11%	12%	24%	13%	12%	12%	16%
	(8)	138	62	76	18	33	26	34	10	18	33	40	33	32	40	35	36	18	9	24	70	29	52	12	10	32	24	19
		7%	6%	7%	7%	10%	8%	9%	3%	4%	6%	7%	7%	7%	7%	7%	7%	6%	5%	8%	8%	6%	9%	9%	5%	6%	7%	5%
	(7)	105	41	65	11	29	21	19	12	13	19	31	22	33	35	29	21	14	7	16	47	15	35	8	9	17	16	26
		5%	4%	6%	5%	9%	6%	5%	4%	3%	4%	6%	5%	7%	6%	5%	4%	5%	4%	5%	6%	3%	6%	6%	5%	3%	4%	7%
	(6)	46	13	33	8	8	13	11	3	3	8	14	15	8	10	14	11	5	7	12	22	7	9	2	4	3	7	6
		2%	1%	3%	3%	2%	4%	3%	1%	1%	2%	3%	3%	2%	2%	3%	2%	2%	4%	4%	3%	1%	2%	1%	2%	1%	2%	2%
	(5)	80	32	48	18	22	12	13	7	8	9	29	20	22	18	16	20	15	11	8	37	9	17	1	5	3	12	7
		4%	3%	5%	8%	7%	4%	4%	2%	2%	2%	5%	4%	5%	3%	3%	4%	5%	6%	3%	4%	2%	3%	1%	3%	1%	3%	2%
	(4)	25	10	16	6	10	5	*	1	3	4	9	5	8	8	9	4	1	4	5	9	3	9	-	*	3	1	3
		1%	1%	2%	3%	3%	1%	*	*	1%	1%	2%	1%	2%	1%	2%	1%	*	2%	2%	1%	1%	2%	-	*	1%	*	1%
	(3)	26	13	14	10	6	5	1	4	1	4	4	15	4	3	8	11	3	2	3	15	1	6	-	1	1	1	1
		1%	1%	1%	4%	2%	1%	*	1%	*	1%	1%	3%	1%	*	2%	2%	1%	1%	1%	2%	*	1%	-	1%	*	*	*
	(2)	23	7	16	4	9	2	2	5	1	4	8	2	8	6	5	5	6	1	-	8	2	2	3	1	-	-	1
		1%	1%	2%	2%	3%	1%	1%	2%	*	1%	1%	*	2%	1%	1%	1%	2%	1%	-	1%	*	*	3%	1%	-	-	*
Definitely would not vote	(1)	165	67	99	36	31	37	23	19	18	27	36	35	66	32	41	45	33	14	16	72	-	-	-	-	9	8	2
		8%	7%	10%	15%	9%	11%	6%	6%	4%	5%	7%	8%	14%	6%	8%	9%	12%	8%	5%	9%	-	-	-	-	2%	2%	1%
Don't know		111	19	91	19	37	29	19	2	5	21	22	32	36	40	23	23	14	11	25	44	-	-	-	-	3	6	12
		5%	2%	9%	8%	11%	8%	5%	1%	1%	4%	4%	7%	7%	7%	4%	5%	5%	6%	8%	5%	-	-	-	-	1%	1%	3%
Mean		8.22	8.59	7.85	6.93	7.41	7.83	8.54	8.72	9.14	8.82	8.33	8.03	7.57	8.47	8.26	8.11	7.89	8.23	8.48	8.07	9.41	9.09	9.10	9.28	9.40	9.14	9.20
Standard deviation		2.84	2.60	3.03	3.40	3.06	3.07	2.52	2.59	2.08	2.32	2.70	2.89	3.32	2.57	2.80	2.96	3.15	2.84	2.49	2.89	1.31	1.59	1.55	1.47	1.50	1.79	1.51
Standard error		0.06	0.08	0.10	0.26	0.18	0.17	0.13	0.15	0.10	0.10	0.11	0.16	0.16	0.11	0.12	0.14	0.19	0.21	0.15	0.10	0.06	0.07	0.15	0.09	0.06	0.09	0.08

Opinion Poll

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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	2024	983	1041	186	326	355	388	317	452	596	609	364	455	541	522	488	285	188	311	827	459	575	108	273	543	412	369
Weighted base	2024	992	1032	240	341	341	361	301	441	541	561	441	481	546	526	486	283	182	299	834	464	552	133	177	516	373	367
Conservative	464 23%	261 26%	203 20%	45 19%	47 14%	57 17%	72 20%	82 27%	161 37%	173 32%	125 22%	99 23%	67 14%	145 27%	129 24%	95 20%	66 23%	29 16%	53 18%	167 20%	464 100%	-	-	-	353 68%	9 2%	32 9%
Labour	552 27%	302 30%	249 24%	66 27%	117 34%	104 31%	104 29%	73 24%	87 20%	136 25%	162 29%	125 28%	128 27%	157 29%	120 23%	166 34%	66 23%	43 23%	106 35%	255 31%	-	552 100%	-	-	19 4%	302 81%	99 27%
Liberal Democrat	133 7%	69 7%	63 6%	15 6%	28 8%	17 5%	13 4%	26 9%	35 8%	49 9%	37 7%	22 5%	24 5%	42 8%	37 7%	27 6%	12 4%	14 8%	21 7%	56 7%	-	-	133 100%	-	5 1%	5 1%	102 28%
SNP	29 1%	20 2%	10 1%	* *	1 *	2 1%	11 3%	9 3%	6 1%	7 1%	8 1%	5 1%	9 2%	-	-	-	-	29 16%	5 2%	12 1%	-	-	-	-	2 *	1 *	3 1%
Plaid Cymru	4 *	3 *	1 *	1 *	1 *	1 *	1 *	1 *	-	-	2 *	1 *	1 *	-	-	-	4 2%	-	-	4 1%	-	-	-	-	1 *	* *	-
The UK Independence Party	177 9%	110 11%	67 6%	6 3%	9 3%	20 6%	43 12%	37 12%	61 14%	41 8%	41 7%	46 10%	49 10%	39 7%	58 11%	44 9%	35 12%	2 1%	23 8%	62 7%	-	-	-	177 100%	78 15%	9 2%	23 6%
The Green Party	67 3%	29 3%	38 4%	10 4%	19 5%	12 4%	8 2%	7 2%	12 3%	18 3%	23 4%	9 2%	18 4%	19 4%	26 5%	7 1%	10 3%	6 3%	12 4%	24 3%	-	-	-	-	6 1%	2 1%	29 8%
The British National Party	6 *	4 *	2 *	2 1%	* *	3 1%	2 *	-	-	-	1 *	1 *	5 1%	2 *	2 *	2 *	* *	1 *	* *	2 *	-	-	-	-	1 *	-	* *
Some other party	7 *	6 1%	2 *	-	2 *	4 1%	2 *	-	-	2 *	1 *	2 *	2 *	3 1%	-	1 *	2 1%	1 *	1 *	5 1%	-	-	-	-	1 *	-	3 1%
Would not vote	195 10%	74 7%	121 12%	52 22%	36 11%	41 12%	27 8%	21 7%	18 4%	29 5%	44 8%	43 10%	79 16%	35 6%	49 9%	58 12%	36 13%	17 9%	16 5%	82 10%	-	-	-	-	10 2%	8 2%	3 1%
Rather not say	39 2%	17 2%	22 2%	7 3%	8 2%	5 1%	11 3%	5 2%	2 1%	10 2%	9 2%	12 3%	8 2%	13 2%	8 2%	4 1%	5 2%	8 4%	8 3%	11 1%	-	-	-	-	-	1 *	2 1%
Don't know	350 17%	97 10%	254 25%	37 15%	74 22%	76 22%	66 18%	39 13%	59 13%	74 14%	109 19%	76 17%	91 19%	91 17%	97 18%	82 17%	47 17%	34 19%	55 18%	154 18%	-	-	-	-	41 8%	34 9%	70 19%

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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	1253	687	566	95	168	195	240	224	331	403	380	222	248	334	321	305	170	123	192	494	376	451	84	215	417	305	250
Weighted base	1141	652	489	105	153	171	204	199	310	350	317	238	237	314	300	271	154	103	172	454	380	426	104	141	395	269	239
Conservative	380 33%	220 34%	160 33%	36 35%	31 20%	45 27%	59 29%	68 34%	140 45%	144 41%	96 30%	84 35%	56 24%	117 37%	107 36%	76 28%	55 36%	25 24%	41 24%	134 30%	380 100%	-	-	-	302 76%	8 3%	26 11%
Labour	426 37%	238 37%	188 38%	43 41%	79 52%	82 48%	83 40%	64 32%	75 24%	109 31%	131 41%	89 38%	97 41%	115 37%	96 32%	132 49%	50 32%	34 33%	81 47%	193 43%	-	426 100%	-	-	17 4%	247 92%	82 34%
Liberal Democrat	104 9%	55 8%	50 10%	11 11%	18 12%	12 7%	11 5%	22 11%	30 10%	41 12%	28 9%	17 7%	19 8%	34 11%	29 10%	21 8%	9 6%	11 11%	16 9%	41 9%	-	-	104 100%	-	4 1%	4 1%	82 34%
SNP	25 2%	17 3%	9 2%	* *	1 1%	2 1%	10 5%	7 4%	5 2%	6 2%	7 2%	4 2%	8 3%	-	-	-	-	25 25%	4 2%	10 2%	-	-	-	-	2 *	1 *	3 1%
Plaid Cymru	3 *	3 *	* *	* *	1 *	* *	1 *	1 1%	-	-	2 1%	1 *	* *	-	-	-	3 2%	-	-	3 1%	-	-	-	-	* *	* *	-
The UK Independence Party	141 12%	90 14%	51 11%	5 5%	7 5%	16 9%	32 16%	30 15%	51 16%	34 10%	34 11%	35 15%	38 16%	30 10%	46 15%	36 13%	27 18%	2 1%	19 11%	50 11%	-	-	-	141 100%	66 17%	7 3%	20 8%
The Green Party	53 5%	23 4%	30 6%	8 8%	15 10%	9 5%	6 3%	6 3%	9 3%	14 4%	18 6%	6 2%	15 6%	15 5%	20 7%	5 2%	8 5%	5 5%	10 6%	18 4%	-	-	-	-	4 1%	2 1%	23 10%
The British National Party	4 *	3 *	1 *	* *	* *	2 1%	1 *	-	-	-	* *	1 *	3 1%	* *	2 1%	1 *	* *	* *	* *	1 *	-	-	-	-	* *	-	* *
Some other party	5 *	4 1%	1 *	-	1 1%	2 1%	1 1%	-	-	2 *	1 *	1 *	1 1%	2 1%	-	1 *	1 1%	* *	1 1%	3 1%	-	-	-	-	* *	-	3 1%

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Table 4
Gender
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2024	2024
Weighted base	2024	2024
Male	983 49%	992 49%
Female	1041 51%	1032 51%

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Table 5
Age
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2024	2024
Weighted base	2024	2024
18-24	186 9%	240 12%
25-34	326 16%	341 17%
35-44	355 18%	341 17%
45-54	388 19%	361 18%
55-64	317 16%	301 15%
65+	452 22%	441 22%
Average age	48.33	47.26

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Table 6
Social Grade
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2024	2024
Weighted base	2024	2024
AB	596 29%	541 27%
C1	609 30%	561 28%
C2	364 18%	441 22%
DE	455 22%	481 24%

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Absolutes/col percents

Table 7
GO Region
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2024	2024
Weighted base	2024	2024
Scotland	188 9%	182 9%
North East	90 4%	81 4%
North West	205 10%	223 11%
Yorkshire & Humberside	193 10%	182 9%
West Midlands	183 9%	182 9%
East Midlands	137 7%	142 7%
Wales	109 5%	101 5%
Eastern	202 10%	202 10%
London	250 12%	263 13%
South East	291 14%	283 14%
South West	176 9%	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	2024	2024
Weighted base	2024	2024
NET: Working	1138 56%	1133 56%
Working full time - working 30 hours per week or more	771 38%	891 44%
Working part time - working between 8 and 29 hours per week	367 18%	243 12%
NET: Not working	886 44%	891 44%
Not working but seeking work or temporarily unemployed or sick	102 5%	115 6%
Not working and not seeking work	101 5%	116 6%
Retired on a state pension only	80 4%	88 4%
Retired with a private pension	446 22%	417 21%
House person, housewife, househusband, etc.	157 8%	156 8%

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Absolutes/col percents

Table 9
Tenure
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2024	2024
Weighted base	2024	2024
NET: Homeowners	1334 66%	1315 65%
Owned outright - without mortgage	729 36%	668 33%
Owned with a mortgage or loan	605 30%	648 32%
NET: Renters	665 33%	682 34%
Rented from the council	171 8%	283 14%
Rented from a housing association	155 8%	120 6%
Rented from someone else	339 17%	279 14%
Rent free	25 1%	27 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	2024	2024
Weighted base	2024	2024
Yes	1183 58%	1235 61%
No	841 42%	789 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	2024	2024
Weighted base	2024	2024
No cars in the household	383 19%	425 21%
NET: Any	1641 81%	1599 79%
1	1061 52%	850 42%
2	470 23%	567 28%
3+	110 5%	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	2024	2024
Weighted base	2024	2024
Conservative	564 28%	567 28%
Labour	631 31%	587 29%
Liberal Democrat	161 8%	202 10%
SNP	50 2%	31 2%
Plaid Cymru	10 *	6 *
Green	88 4%	45 2%
UKIP	205 10%	81 4%
BNP	13 1%	9 *
Another party	18 1%	11 1%
None	284 14%	486 24%