

Opinion Poll

ONLINE Fieldwork : 23rd-24th 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	2070	1070	1000	205	325	329	383	342	486	578	649	343	500	575	531	490	318	156	313	971	464	559	131	276	566	424	368	
Weighted base	2070	1014	1056	246	348	348	369	307	451	553	574	451	492	559	538	497	290	186	275	884	487	543	146	133	546	403	361	
Absolutely certain to vote	(10) 1129	624	504	80	116	177	218	197	342	332	320	236	240	301	297	265	151	114	167	400	355	358	85	99	401	283	241	
		55%	62%	48%	32%	33%	51%	59%	64%	76%	60%	56%	52%	49%	54%	55%	53%	52%	61%	61%	45%	73%	66%	58%	74%	73%	70%	67%
	(9) 209	110	99	24	41	35	31	28	51	69	48	46	46	70	55	44	26	14	28	97	63	64	18	17	65	42	49	
		10%	11%	9%	10%	12%	10%	8%	9%	11%	12%	8%	10%	9%	12%	10%	9%	9%	10%	11%	13%	12%	12%	13%	12%	10%	13%	
	(8) 165	71	94	25	43	32	29	22	13	46	48	28	42	49	40	32	25	18	16	84	42	47	14	6	39	27	23	
		8%	7%	9%	10%	12%	9%	8%	7%	3%	8%	8%	6%	9%	9%	7%	6%	9%	10%	6%	10%	9%	10%	4%	7%	7%	6%	
	(7) 93	40	53	17	23	23	15	8	6	24	31	21	17	24	24	24	15	5	18	52	14	30	13	5	17	22	13	
		4%	4%	5%	7%	7%	4%	3%	1%	4%	5%	5%	3%	4%	4%	5%	5%	3%	7%	6%	3%	6%	9%	3%	3%	5%	4%	
	(6) 39	15	24	10	16	5	6	1	1	7	16	9	7	15	9	8	5	2	4	26	4	12	9	1	5	11	2	
		2%	1%	2%	4%	5%	1%	*	*	1%	3%	2%	1%	3%	2%	2%	2%	1%	1%	3%	1%	2%	6%	1%	1%	3%	1%	
	(5) 77	25	52	12	33	10	11	4	7	14	16	20	26	25	12	25	13	3	8	44	6	20	2	1	6	2	6	
		4%	2%	5%	5%	9%	3%	3%	1%	1%	3%	3%	5%	5%	4%	2%	5%	5%	1%	3%	5%	1%	4%	1%	1%	1%	2%	
	(4) 12	6	7	8	1	1	2	-	-	5	3	3	1	6	1	3	*	2	1	6	1	5	-	1	-	2	3	
		1%	1%	1%	3%	*	*	1%	-	1%	1%	1%	*	1%	*	1%	*	1%	*	1%	*	1%	-	1%	-	*	1%	
	(3) 39	9	29	18	5	4	4	5	3	2	14	6	17	7	11	12	5	4	2	19	*	6	3	1	1	-	2	
		2%	1%	3%	7%	1%	1%	2%	1%	*	2%	1%	3%	1%	2%	2%	2%	2%	1%	2%	*	1%	2%	1%	*	-	1%	
	(2) 47	14	33	6	9	14	5	8	6	9	6	21	12	15	18	8	5	2	4	26	3	1	2	2	2	3	3	
		2%	1%	3%	2%	3%	4%	2%	1%	2%	1%	5%	2%	3%	3%	2%	2%	1%	1%	3%	1%	*	2%	1%	*	1%	1%	
Definitely would not vote	(1) 165	72	93	28	44	24	30	24	16	25	40	40	60	24	42	52	27	21	21	68	-	-	-	-	-	7	4	5
		8%	7%	9%	11%	13%	7%	8%	8%	4%	5%	7%	12%	4%	8%	10%	9%	11%	8%	8%	-	-	-	-	-	1%	1%	1%
Don't know	95	28	68	19	17	23	17	11	7	19	31	22	24	24	29	24	16	1	6	64	-	-	-	-	4	7	15	
		5%	3%	6%	8%	5%	7%	5%	4%	2%	3%	5%	5%	4%	5%	5%	6%	1%	2%	7%	-	-	-	-	1%	2%	4%	
Mean	8.19	8.56	7.83	6.95	7.18	8.16	8.39	8.53	9.22	8.73	8.33	7.93	7.66	8.43	8.23	7.95	8.07	8.24	8.46	7.89	9.46	9.12	8.85	9.39	9.39	9.27	9.23	
Standard deviation	2.89	2.67	3.06	3.25	3.15	2.86	2.80	2.82	2.07	2.37	2.74	3.10	3.28	2.54	2.93	3.11	2.98	3.04	2.73	2.94	1.15	1.58	1.79	1.45	1.46	1.57	1.69	
Standard error	0.06	0.08	0.10	0.24	0.18	0.16	0.15	0.16	0.09	0.10	0.11	0.17	0.15	0.11	0.13	0.14	0.17	0.24	0.16	0.10	0.05	0.07	0.16	0.09	0.06	0.08	0.09	

Opinion Poll

ONLINE Fieldwork : 23rd-24th July 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	2070	1070	1000	205	325	329	383	342	486	578	649	343	500	575	531	490	318	156	313	971	464	559	131	276	566	424	368
Weighted base	2070	1014	1056	246	348	348	369	307	451	553	574	451	492	559	538	497	290	186	275	884	487	543	146	133	546	403	361
Conservative	487 24%	274 27%	212 20%	36 15%	61 18%	70 20%	75 20%	72 23%	172 38%	159 29%	144 25%	114 25%	71 14%	144 26%	155 29%	96 19%	63 22%	28 15%	46 17%	208 23%	487 100%	-	-	-	367 67%	20 5%	40 11%
Labour	543 26%	288 28%	255 24%	75 31%	88 25%	108 31%	111 30%	79 26%	83 18%	151 27%	138 24%	106 23%	148 30%	152 27%	108 20%	174 35%	64 22%	46 25%	108 39%	215 24%	-	543 100%	-	-	26 5%	309 77%	88 24%
Liberal Democrat	146 7%	76 8%	70 7%	17 7%	31 9%	25 7%	20 5%	22 7%	31 7%	55 10%	42 7%	26 6%	23 5%	55 10%	33 6%	30 6%	17 6%	11 6%	19 7%	71 8%	-	-	146 100%	-	8 1%	3 1%	104 29%
SNP	47 2%	27 3%	20 2%	* *	5 1%	4 1%	12 3%	15 5%	11 2%	11 2%	9 2%	16 2%	3 3%	-	-	-	-	47 25%	8 3%	19 2%	-	-	-	-	3 1%	5 1%	6 2%
Plaid Cymru	10 *	4 *	6 1%	4 2%	* *	-	2 *	3 1%	1 *	2 *	5 1%	* *	3 1%	-	-	-	10 3%	-	1 *	6 1%	-	-	-	-	2 *	3 1%	-
The UK Independence Party	133 6%	79 8%	54 5%	9 4%	10 3%	17 5%	26 7%	25 8%	45 10%	26 5%	31 5%	41 9%	35 7%	31 5%	43 8%	35 7%	21 7%	4 2%	11 4%	54 6%	-	-	-	133 100%	51 9%	12 3%	20 6%
The Green Party	59 3%	37 4%	22 2%	15 6%	7 2%	9 3%	14 4%	5 2%	9 2%	16 3%	21 4%	8 2%	14 3%	15 3%	20 4%	7 1%	15 5%	2 1%	8 3%	21 2%	-	-	-	-	4 1%	6 1%	18 5%
The British National Party	9 *	6 1%	4 *	- -	3 1%	2 1%	2 *	2 1%	1 *	1 *	2 *	2 *	4 1%	1 *	3 1%	3 1%	2 1%	-	-	4 *	-	-	-	-	2 *	1 *	-
Some other party	5 *	2 *	3 *	- -	1 *	1 *	-	2 1%	1 *	* *	2 *	-	3 1%	1 *	1 *	1 *	-	2 1%	1 *	1 *	-	-	-	-	-	-	-
Would not vote	221 11%	91 9%	130 12%	44 18%	52 15%	35 10%	37 10%	32 10%	21 5%	33 6%	54 9%	59 13%	75 15%	42 8%	57 11%	66 13%	30 10%	25 14%	23 8%	104 12%	-	-	-	-	10 2%	7 2%	5 1%
Rather not say	35 2%	8 1%	27 3%	5 2%	18 5%	2 1%	7 2%	* *	2 *	6 1%	10 2%	14 3%	5 1%	25 5%	3 1%	4 1%	* *	2 1%	4 2%	16 2%	-	-	-	-	* *	-	-
Don't know	375 18%	123 12%	252 24%	40 16%	71 21%	75 22%	64 17%	51 16%	74 16%	94 17%	114 20%	72 16%	95 19%	93 17%	114 21%	82 16%	67 23%	19 10%	47 17%	164 19%	-	-	-	-	73 13%	37 9%	81 23%

Opinion Poll

ONLINE Fieldwork : 23rd-24th July 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	1277	731	546	101	162	196	253	223	343	375	393	213	295	350	333	299	189	106	201	573	384	434	96	226	421	320	247
Weighted base	1150	647	503	106	146	188	212	192	307	343	317	243	247	313	293	275	153	116	163	457	404	421	108	109	394	294	228
Conservative	404 35%	225 35%	178 35%	29 27%	48 33%	55 30%	61 29%	60 31%	150 49%	134 39%	120 38%	92 38%	57 23%	113 36%	132 45%	80 29%	54 36%	24 21%	38 23%	171 37%	404 100%	-	-	-	315 80%	15 5%	33 15%
Labour	421 37%	232 36%	189 38%	47 44%	61 42%	86 46%	89 42%	67 35%	71 23%	121 35%	107 34%	80 33%	113 46%	119 38%	81 28%	134 49%	50 33%	37 31%	86 52%	157 34%	-	421 100%	-	-	20 5%	254 86%	73 32%
Liberal Democrat	108 9%	59 9%	49 10%	9 9%	18 12%	20 11%	14 7%	19 10%	28 9%	41 12%	31 10%	20 8%	17 7%	42 13%	24 8%	23 8%	11 7%	8 7%	15 9%	47 10%	-	-	108 100%	-	5 1%	2 1%	84 37%
SNP	41 4%	24 4%	17 3%	* *	4 3%	3 2%	11 5%	13 7%	10 3%	10 3%	10 3%	8 3%	14 6%	-	-	-	-	41 35%	7 4%	16 3%	-	-	-	-	3 1%	5 2%	5 2%
Plaid Cymru	7 1%	3 1%	3 1%	2 2%	* *	- -	2 1%	2 1%	1 *	2 *	4 1%	* *	1 *	-	-	-	7 4%	-	1 1%	3 1%	-	-	-	-	2 *	2 1%	-
The UK Independence Party	109 9%	65 10%	44 9%	6 6%	6 4%	13 7%	22 10%	22 11%	40 13%	22 6%	25 8%	34 14%	28 11%	25 8%	36 12%	29 10%	17 11%	3 3%	9 6%	44 10%	-	-	-	109 100%	44 11%	10 4%	18 8%
The Green Party	49 4%	32 5%	17 3%	13 12%	6 4%	7 4%	11 5%	4 2%	7 2%	14 4%	17 5%	6 3%	11 5%	12 4%	17 6%	5 2%	12 8%	2 1%	7 4%	16 4%	-	-	-	-	4 1%	5 2%	15 7%
The British National Party	8 1%	4 1%	3 1%	- -	2 1%	2 1%	1 1%	1 1%	1 *	1 *	2 1%	1 1%	4 1%	* *	3 1%	3 1%	1 1%	- -	- -	3 1%	-	-	-	-	1 *	1 *	-
Some other party	4 *	1 *	3 1%	- -	1 1%	1 1%	- -	2 1%	1 *	* *	2 1%	- -	2 1%	1 *	1 *	1 *	- -	2 2%	1 *	1 *	-	-	-	-	-	-	-

Opinion Poll
ONLINE Fieldwork : 23rd-24th July 2014

Absolutes/col percents

Table 4
Gender
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2070	2070
Weighted base	2070	2070
Male	1070 52%	1014 49%
Female	1000 48%	1056 51%

Opinion Poll
ONLINE Fieldwork : 23rd-24th July 2014

Absolutes/col percents

Table 5
Age
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2070	2070
Weighted base	2070	2070
18-24	205 10%	246 12%
25-34	325 16%	348 17%
35-44	329 16%	348 17%
45-54	383 19%	369 18%
55-64	342 17%	307 15%
65+	486 23%	451 22%
Average age	48.56	47.19

Opinion Poll
ONLINE Fieldwork : 23rd-24th July 2014

Absolutes/col percents

Table 6
Social Grade
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2070	2070
Weighted base	2070	2070
AB	578 28%	553 27%
C1	649 31%	574 28%
C2	343 17%	451 22%
DE	500 24%	492 24%

Opinion Poll
ONLINE Fieldwork : 23rd-24th July 2014

Absolutes/col percents

Table 7
GO Region
Base: All respondents

	Unweighted Total	Weighted Total
Unweighted base	2070	2070
Weighted base	2070	2070
Scotland	156 8%	186 9%
North East	86 4%	83 4%
North West	235 11%	228 11%
Yorkshire & Humberside	169 8%	186 9%
West Midlands	198 10%	186 9%
East Midlands	156 8%	145 7%
Wales	115 6%	104 5%
Eastern	177 9%	207 10%
London	236 11%	269 13%
South East	339 16%	290 14%
South West	203 10%	186 9%

Opinion Poll
ONLINE Fieldwork : 23rd-24th July 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	2070	2070
Weighted base	2070	2070
NET: Working	1284 62%	1159 56%
Working full time - working 30 hours per week or more	1023 49%	911 44%
Working part time - working between 8 and 29 hours per week	261 13%	248 12%
NET: Not working	786 38%	911 44%
Not working but seeking work or temporarily unemployed or sick	89 4%	124 6%
Not working and not seeking work	110 5%	150 7%
Retired on a state pension only	119 6%	123 6%
Retired with a private pension	367 18%	368 18%
House person, housewife, househusband, etc.	101 5%	145 7%

Opinion Poll
ONLINE Fieldwork : 23rd-24th July 2014

Absolutes/col percents

Table 9
Tenure
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2070	2070
Weighted base	2070	2070
NET: Homeowners	1260 61%	1345 65%
Owned outright - without mortgage	684 33%	683 33%
Owned with a mortgage or loan	576 28%	662 32%
NET: Renters	781 38%	698 34%
Rented from the council	173 8%	290 14%
Rented from a housing association	176 9%	109 5%
Rented from someone else	432 21%	299 14%
Rent free	29 1%	27 1%

Opinion Poll
ONLINE Fieldwork : 23rd-24th July 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	2070	2070
Weighted base	2070	2070
Yes	1139 55%	1263 61%
No	931 45%	807 39%

Opinion Poll
ONLINE Fieldwork : 23rd-24th July 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	2070	2070
Weighted base	2070	2070
No cars in the household	481 23%	435 21%
NET: Any	1589 77%	1635 79%
1	1111 54%	869 42%
2	397 19%	580 28%
3+	81 4%	186 9%

Opinion Poll

ONLINE Fieldwork : 23rd-24th July 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	2070	2070
Weighted base	2070	2070
Conservative	557 27%	580 28%
Labour	618 30%	600 29%
Liberal Democrat	185 9%	207 10%
SNP	49 2%	40 2%
Plaid Cymru	12 1%	7 *
Green	73 4%	38 2%
UKIP	244 12%	83 4%
BNP	13 1%	10 *
Another party	17 1%	8 *
None	302 15%	497 24%