

Opinion Poll

ONLINE Fieldwork : 16th-17th 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	2007	1057	950	195	256	358	387	338	473	601	592	309	505	525	489	532	300	161	232	826	469	515	117	307	576	389	353	
Weighted base	2007	984	1023	239	338	338	358	298	437	537	556	437	477	542	522	482	281	181	234	890	474	500	125	188	551	377	353	
Absolutely certain to vote	(10)	1064	600	464	71	126	164	202	181	321	302	276	243	243	259	276	273	143	113	118	416	341	323	69	142	398	266	199
		53%	61%	45%	30%	37%	48%	56%	61%	74%	56%	50%	56%	51%	48%	53%	57%	51%	62%	50%	47%	72%	64%	55%	76%	72%	71%	57%
	(9)	237	135	103	17	37	40	38	49	56	76	65	38	59	67	64	47	39	21	30	99	67	79	17	24	74	48	68
		12%	14%	10%	7%	11%	12%	11%	16%	13%	14%	12%	9%	12%	12%	12%	10%	14%	11%	13%	11%	14%	16%	14%	13%	13%	13%	19%
	(8)	131	49	82	23	34	23	20	15	16	39	29	35	28	42	37	32	14	7	19	68	24	35	19	4	27	16	34
		7%	5%	8%	10%	10%	7%	6%	5%	4%	7%	5%	8%	6%	8%	7%	7%	5%	4%	8%	8%	5%	7%	15%	2%	5%	4%	10%
	(7)	93	35	57	22	22	21	12	8	7	27	29	24	13	32	28	11	19	3	11	54	25	25	9	7	20	10	13
		5%	4%	6%	9%	7%	6%	3%	3%	2%	5%	5%	5%	3%	6%	5%	2%	7%	2%	5%	6%	5%	5%	7%	4%	4%	3%	4%
	(6)	40	5	35	7	11	8	9	5	1	13	15	8	4	11	13	9	4	4	9	19	4	12	3	3	4	3	8
		2%	1%	3%	3%	3%	2%	2%	2%	*	2%	3%	2%	1%	2%	3%	2%	2%	2%	4%	2%	1%	2%	2%	1%	1%	1%	2%
	(5)	76	30	46	22	22	14	11	2	5	14	24	18	20	32	10	20	9	5	8	40	11	13	4	4	8	10	8
		4%	3%	5%	9%	6%	4%	3%	1%	1%	3%	4%	4%	4%	6%	2%	4%	3%	3%	3%	5%	2%	3%	3%	2%	2%	3%	2%
	(4)	27	10	17	9	8	5	3	2	1	7	8	7	5	6	10	8	1	3	6	16	-	10	-	3	1	5	1
		1%	1%	2%	4%	2%	1%	1%	1%	*	1%	2%	2%	1%	1%	2%	2%	1%	1%	2%	2%	-	2%	-	1%	*	1%	*
	(3)	33	20	13	12	6	3	6	1	5	5	12	6	10	10	12	8	3	-	3	20	3	2	3	-	1	2	-
		2%	2%	1%	5%	2%	1%	2%	*	1%	1%	2%	1%	2%	2%	2%	2%	1%	-	1%	2%	1%	*	2%	-	*	*	-
	(2)	33	11	22	10	3	7	9	3	2	7	12	7	8	9	7	10	3	5	4	22	-	3	1	1	1	4	2
		2%	1%	2%	4%	1%	2%	2%	1%	1%	1%	2%	2%	2%	2%	1%	2%	1%	3%	2%	2%	-	1%	1%	1%	*	1%	*
Definitely would not vote	(1)	173	61	112	28	37	39	35	18	15	31	54	41	46	57	33	44	28	11	17	90	-	-	-	-	10	10	9
		9%	6%	11%	12%	11%	12%	10%	6%	3%	6%	10%	9%	10%	11%	6%	9%	10%	6%	7%	10%	-	-	-	-	2%	3%	2%
Don't know		99	27	72	18	33	15	13	13	7	16	31	11	41	20	33	19	17	11	9	45	-	-	-	-	6	5	11
		5%	3%	7%	8%	10%	4%	4%	4%	2%	3%	6%	2%	9%	4%	6%	4%	6%	6%	4%	5%	-	-	-	-	1%	1%	3%
Mean		8.15	8.59	7.70	6.66	7.48	7.81	8.13	8.79	9.22	8.53	7.89	8.10	8.05	7.83	8.33	8.13	8.14	8.64	8.13	7.75	9.41	9.14	8.87	9.41	9.33	9.12	8.99
Standard deviation		2.92	2.62	3.14	3.26	3.09	3.14	3.05	2.46	2.00	2.53	3.09	2.96	3.08	3.06	2.72	3.03	2.95	2.66	2.80	3.11	1.21	1.56	1.70	1.40	1.62	1.99	1.84
Standard error		0.07	0.08	0.10	0.24	0.20	0.17	0.16	0.14	0.09	0.10	0.13	0.17	0.14	0.13	0.13	0.17	0.21	0.19	0.11	0.06	0.07	0.16	0.08	0.07	0.10	0.10	

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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	2007	1057	950	195	256	358	387	338	473	601	592	309	505	525	489	532	300	161	232	826	469	515	117	307	576	389	353
Weighted base	2007	984	1023	239	338	338	358	298	437	537	556	437	477	542	522	482	281	181	234	890	474	500	125	188	551	377	353
Conservative	474 24%	267 27%	208 20%	34 14%	59 17%	57 17%	93 26%	74 25%	157 36%	162 30%	149 27%	90 21%	73 15%	135 25%	143 27%	109 23%	71 25%	17 9%	49 21%	209 23%	474 100%	-	-	-	355 64%	13 3%	43 12%
Labour	500 25%	259 26%	241 24%	61 25%	95 28%	98 29%	90 25%	63 21%	93 21%	123 23%	119 21%	132 30%	126 26%	141 26%	119 23%	142 30%	51 18%	47 26%	83 35%	203 23%	-	500 100%	-	-	31 6%	272 72%	82 23%
Liberal Democrat	125 6%	62 6%	63 6%	13 6%	25 7%	24 7%	19 5%	17 6%	27 6%	53 10%	22 4%	18 4%	32 7%	36 7%	38 7%	24 5%	15 5%	11 6%	21 9%	57 6%	-	-	125 100%	-	2 *	6 2%	87 25%
SNP	46 2%	26 3%	20 2%	4 2%	8 2%	5 1%	13 4%	8 3%	8 2%	8 1%	12 2%	17 4%	9 2%	-	-	-	-	46 25%	2 1%	22 2%	-	-	-	-	1 *	4 1%	9 3%
Plaid Cymru	6 *	4 *	2 *	* *	1 *	1 *	2 1%	1 *	1 *	3 1%	2 *	* *	1 *	-	-	-	6 2%	-	* *	4 *	-	-	-	-	1 *	1 *	-
The UK Independence Party	188 9%	128 13%	60 6%	10 4%	8 2%	26 8%	40 11%	43 14%	62 14%	44 8%	43 8%	60 14%	41 9%	49 9%	50 10%	56 12%	29 10%	4 2%	14 6%	80 9%	-	-	-	188 100%	70 13%	31 8%	31 9%
The Green Party	50 3%	26 3%	24 2%	11 5%	7 2%	6 2%	7 2%	15 5%	4 1%	18 3%	17 3%	8 2%	8 2%	12 2%	11 2%	10 2%	14 5%	4 2%	4 2%	23 3%	-	-	-	-	11 2%	2 1%	14 4%
The British National Party	9 *	7 1%	2 *	* *	2 1%	1 *	3 1%	3 1%	-	1 *	1 *	3 1%	4 1%	1 *	3 1%	3 1%	1 *	1 *	1 *	6 1%	-	-	-	-	2 *	1 *	-
Some other party	11 1%	3 *	8 1%	1 1%	2 1%	2 1%	1 *	1 *	2 *	1 *	5 1%	1 *	4 1%	5 1%	3 1%	2 *	1 1%	-	4 2%	2 *	-	-	-	-	1 *	1 *	-
Would not vote	198 10%	75 8%	123 12%	40 17%	42 12%	43 13%	36 10%	21 7%	17 4%	35 7%	65 12%	45 10%	54 11%	69 13%	37 7%	49 10%	30 11%	14 8%	22 9%	105 12%	-	-	-	-	12 2%	12 3%	9 2%
Rather not say	23 1%	14 1%	9 1%	4 2%	4 1%	8 2%	4 1%	3 1%	-	9 2%	8 1%	3 1%	3 1%	11 2%	5 1%	5 1%	-	2 1%	4 2%	17 2%	-	-	-	-	1 *	2 1%	2 1%
Don't know	376 19%	112 11%	264 26%	60 25%	84 25%	67 20%	49 14%	49 16%	67 15%	82 15%	114 20%	59 13%	122 26%	83 15%	114 22%	82 17%	63 22%	35 19%	31 13%	164 18%	-	-	-	-	64 12%	32 9%	77 22%

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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	1252	740	512	85	128	205	254	235	344	392	357	201	302	311	306	346	182	107	145	487	387	405	88	255	433	289	231
Weighted base	1118	641	477	90	148	173	214	188	305	326	293	256	243	291	290	280	150	106	134	463	388	391	93	154	402	273	215
Conservative	388	221	167	23	46	47	75	61	136	133	124	71	60	107	118	90	58	15	36	170	388	-	-	-	302	11	36
	35%	35%	35%	26%	31%	27%	35%	33%	45%	41%	42%	28%	25%	37%	41%	32%	38%	14%	27%	37%	100%	-	-	-	75%	4%	17%
Labour	391	212	179	42	67	77	72	54	79	95	90	102	104	106	93	112	41	40	61	153	-	391	-	-	26	222	66
	35%	33%	38%	47%	45%	44%	34%	28%	26%	29%	31%	40%	43%	36%	32%	40%	27%	37%	46%	33%	-	100%	-	-	7%	81%	31%
Liberal Democrat	93	49	44	8	17	17	13	14	24	41	16	13	22	27	29	18	10	9	16	39	-	-	93	-	2	5	69
	8%	8%	9%	9%	11%	10%	6%	8%	8%	13%	5%	5%	9%	9%	10%	6%	7%	8%	12%	8%	-	-	100%	-	*	2%	32%
SNP	35	23	12	*	4	4	12	7	7	7	8	12	8	-	-	-	-	35	2	16	-	-	-	-	1	4	6
	3%	4%	3%	1%	3%	3%	5%	4%	2%	2%	3%	5%	3%	-	-	-	-	33%	1%	4%	-	-	-	-	*	1%	3%
Plaid Cymru	3	2	1	*	*	1	1	1	1	1	1	*	1	-	-	-	3	-	*	2	-	-	-	-	*	*	-
	*	*	*	*	*	*	*	1%	*	*	*	*	*	-	-	-	2%	-	*	*	-	-	-	-	*	*	-
The UK Independence Party	154	105	49	7	6	22	32	35	53	37	35	47	35	39	38	49	25	3	11	62	-	-	-	154	59	27	26
	14%	16%	10%	7%	4%	13%	15%	19%	17%	11%	12%	18%	14%	13%	13%	17%	17%	3%	8%	13%	-	-	-	100%	15%	10%	12%
The Green Party	38	21	17	8	6	4	5	12	4	11	14	7	6	8	7	8	11	3	4	15	-	-	-	-	9	2	11
	3%	3%	3%	9%	4%	2%	2%	6%	1%	3%	5%	3%	2%	3%	3%	3%	7%	3%	3%	3%	-	-	-	-	2%	1%	5%
The British National Party	7	5	2	*	1	1	3	2	-	1	1	2	4	*	2	2	1	1	1	4	-	-	-	-	2	1	-
	1%	1%	*	*	1%	*	1%	1%	-	*	*	1%	2%	*	1%	1%	1%	1%	*	1%	-	-	-	-	*	*	-
Some other party	8	2	6	1	2	2	1	1	2	1	4	1	3	4	3	1	1	-	3	1	-	-	-	-	1	1	-
	1%	*	1%	1%	1%	1%	1%	1%	1%	*	1%	*	1%	1%	1%	*	1%	-	3%	*	-	-	-	-	*	*	-

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Table 4
Gender
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2007	2007
Weighted base	2007	2007
Male	1057 53%	984 49%
Female	950 47%	1023 51%

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Absolutes/col percents

Table 5
Age
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2007	2007
Weighted base	2007	2007
18-24	195 10%	239 12%
25-34	256 13%	338 17%
35-44	358 18%	338 17%
45-54	387 19%	358 18%
55-64	338 17%	298 15%
65+	473 24%	437 22%
Average age	49.09	47.17

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Absolutes/col percents

Table 6
Social Grade
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2007	2007
Weighted base	2007	2007
AB	601 30%	537 27%
C1	592 29%	556 28%
C2	309 15%	437 22%
DE	505 25%	477 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	2007	2007
Weighted base	2007	2007
Scotland	161 8%	181 9%
North East	92 5%	80 4%
North West	243 12%	221 11%
Yorkshire & Humberside	197 10%	181 9%
West Midlands	175 9%	181 9%
East Midlands	153 8%	140 7%
Wales	116 6%	100 5%
Eastern	161 8%	201 10%
London	215 11%	261 13%
South East	310 15%	281 14%
South West	184 9%	181 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	2007	2007
Weighted base	2007	2007
NET: Working	1058 53%	1124 56%
Working full time - working 30 hours per week or more	785 39%	883 44%
Working part time - working between 8 and 29 hours per week	273 14%	241 12%
NET: Not working	949 47%	883 44%
Not working but seeking work or temporarily unemployed or sick	106 5%	102 5%
Not working and not seeking work	130 6%	126 6%
Retired on a state pension only	123 6%	115 6%
Retired with a private pension	420 21%	369 18%
House person, housewife, househusband, etc.	170 8%	172 9%

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Absolutes/col percents

Table 9
Tenure
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2007	2007
Weighted base	2007	2007
NET: Homeowners	1257 63%	1305 65%
Owned outright - without mortgage	640 32%	662 33%
Owned with a mortgage or loan	617 31%	643 32%
NET: Renters	726 36%	675 34%
Rented from the council	176 9%	281 14%
Rented from a housing association	195 10%	131 7%
Rented from someone else	355 18%	263 13%
Rent free	24 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	2007	2007
Weighted base	2007	2007
Yes	1134 57%	1224 61%
No	873 43%	783 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	2007	2007
Weighted base	2007	2007
No cars in the household	402 20%	421 21%
NET: Any	1605 80%	1586 79%
1	1099 55%	843 42%
2	420 21%	562 28%
3+	86 4%	181 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

	Unweighted Total	Weighted Total
Unweighted base	2007	2007
Weighted base	2007	2007
Conservative	570 28%	562 28%
Labour	594 30%	582 29%
Liberal Democrat	178 9%	201 10%
SNP	47 2%	39 2%
Plaid Cymru	9 *	4 *
Green	62 3%	36 2%
UKIP	232 12%	80 4%
BNP	18 1%	12 1%
Another party	17 1%	9 *
None	280 14%	482 24%