

Opinion Poll

ONLINE Fieldwork : 9th-10th 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	2052	1007	1045	196	285	363	392	336	480	535	634	360	523	555	539	482	292	184	254	824	456	537	98	325	542	409	375	
Weighted base	2052	1006	1046	244	345	345	366	305	447	548	569	447	488	554	534	492	287	185	269	880	490	513	125	177	535	382	372	
Absolutely certain to vote	(10)	1121	625	496	84	127	165	211	198	335	325	288	237	270	297	279	256	164	126	132	434	331	357	71	128	402	282	245
		55%	62%	47%	35%	37%	48%	58%	65%	75%	59%	51%	53%	55%	54%	52%	52%	57%	68%	49%	49%	67%	70%	57%	73%	75%	74%	66%
	(9)	231	123	108	24	50	33	40	31	53	64	67	43	57	67	76	43	32	12	32	102	76	65	20	24	72	44	59
		11%	12%	10%	10%	15%	9%	11%	10%	12%	12%	10%	12%	12%	14%	9%	11%	7%	12%	12%	15%	13%	16%	14%	13%	12%	16%	
	(8)	127	62	65	25	27	22	20	17	16	37	39	24	26	36	30	28	14	18	17	60	30	40	22	6	29	20	22
		6%	6%	6%	10%	8%	6%	6%	6%	4%	7%	7%	5%	5%	7%	6%	6%	5%	10%	6%	7%	6%	8%	18%	4%	5%	5%	6%
	(7)	93	35	58	15	33	17	10	8	10	29	24	28	11	23	22	28	13	7	16	52	24	21	5	7	14	11	15
		5%	3%	6%	6%	9%	5%	3%	3%	2%	5%	4%	6%	2%	4%	4%	6%	5%	4%	6%	6%	5%	4%	4%	4%	3%	3%	4%
	(6)	45	21	24	10	6	10	8	8	3	8	16	9	11	11	19	10	3	2	4	28	8	10	5	2	7	4	4
		2%	2%	2%	4%	2%	3%	2%	3%	1%	2%	3%	2%	2%	2%	4%	2%	1%	1%	1%	3%	2%	2%	4%	1%	1%	1%	1%
	(5)	72	18	54	19	16	14	9	10	3	19	21	17	15	26	17	18	8	3	13	39	12	10	-	6	4	5	4
		3%	2%	5%	8%	5%	4%	3%	3%	1%	3%	4%	4%	3%	5%	3%	4%	3%	1%	5%	4%	2%	2%	-	4%	1%	1%	1%
	(4)	14	6	9	4	3	5	1	*	-	4	8	-	2	8	2	2	2	-	1	11	4	4	1	-	-	-	3
		1%	1%	1%	2%	1%	2%	*	*	-	1%	1%	-	*	1%	*	*	1%	-	*	1%	1%	1%	1%	-	-	-	1%
	(3)	25	8	17	2	5	5	9	1	2	4	12	1	7	2	11	5	6	1	3	11	3	4	1	1	*	2	1
		1%	1%	2%	1%	1%	2%	2%	*	1%	1%	2%	*	1%	*	2%	1%	2%	1%	1%	1%	1%	1%	1%	1%	*	*	*
	(2)	39	9	31	5	11	9	5	3	6	10	15	9	5	9	5	17	6	2	3	26	4	3	-	2	2	-	4
		2%	1%	3%	2%	3%	3%	1%	1%	1%	2%	3%	2%	1%	2%	1%	3%	2%	1%	1%	3%	1%	1%	-	1%	*	-	1%
Definitely would not vote	(1)	179	76	103	28	35	41	40	23	12	33	35	57	53	46	48	49	29	6	34	66	-	-	-	-	3	11	5
		9%	8%	10%	11%	10%	12%	11%	7%	3%	6%	6%	13%	11%	8%	9%	10%	10%	3%	12%	7%	-	-	-	-	1%	3%	1%
Don't know		107	24	83	28	31	25	12	5	6	14	41	21	30	29	24	36	10	8	15	51	-	-	-	-	2	5	10
		5%	2%	8%	12%	9%	7%	3%	2%	1%	3%	7%	5%	6%	5%	5%	7%	3%	4%	6%	6%	-	-	-	-	*	1%	3%
Mean		8.21	8.61	7.80	7.30	7.56	7.67	8.13	8.62	9.28	8.54	8.17	7.90	8.15	8.22	8.18	7.94	8.14	9.06	7.86	8.04	9.24	9.27	9.11	9.33	9.50	9.30	9.21
Standard deviation		2.92	2.65	3.13	3.15	3.09	3.25	3.10	2.66	1.90	2.59	2.82	3.21	3.08	2.86	2.90	3.14	3.07	2.06	3.16	2.90	1.48	1.45	1.32	1.49	1.23	1.78	1.70
Standard error		0.07	0.08	0.10	0.23	0.19	0.18	0.16	0.15	0.09	0.11	0.11	0.17	0.14	0.12	0.13	0.15	0.18	0.15	0.20	0.10	0.07	0.06	0.13	0.08	0.05	0.09	0.09

Opinion Poll

ONLINE Fieldwork : 9th-10th 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	2052	1007	1045	196	285	363	392	336	480	535	634	360	523	555	539	482	292	184	254	824	456	537	98	325	542	409	375
Weighted base	2052	1006	1046	244	345	345	366	305	447	548	569	447	488	554	534	492	287	185	269	880	490	513	125	177	535	382	372
Conservative	490 24%	248 25%	242 23%	32 13%	79 23%	59 17%	71 19%	73 24%	176 39%	164 30%	144 25%	94 21%	88 18%	170 31%	138 26%	88 18%	73 25%	20 11%	39 15%	214 24%	490 100%	-	-	-	341 64%	21 6%	51 14%
Labour	513 25%	287 29%	227 22%	55 23%	97 28%	97 28%	106 29%	76 25%	82 18%	137 25%	128 22%	95 21%	153 31%	123 22%	115 21%	155 32%	70 24%	51 28%	82 30%	218 25%	-	513 100%	-	-	29 5%	281 73%	91 25%
Liberal Democrat	125 6%	68 7%	57 5%	22 9%	23 7%	19 5%	23 6%	20 7%	17 4%	44 8%	36 6%	24 5%	20 4%	37 7%	33 6%	23 5%	16 6%	16 9%	19 7%	57 6%	-	-	125 100%	-	5 1%	6 1%	81 22%
SNP	49 2%	29 3%	20 2%	4 2%	5 2%	4 1%	10 3%	16 5%	10 2%	9 2%	18 3%	9 2%	14 3%	-	-	-	-	49 26%	8 3%	20 2%	-	-	-	-	-	6 2%	5 1%
Plaid Cymru	14 1%	12 1%	3 *	1 1%	* *	* *	4 1%	5 2%	3 1%	1 *	4 1%	1 *	8 2%	-	-	-	14 5%	-	1 *	6 1%	-	-	-	-	1 *	1 *	-
The UK Independence Party	177 9%	121 12%	56 5%	5 2%	16 5%	21 6%	35 10%	41 13%	58 13%	41 8%	47 8%	38 8%	50 10%	49 9%	57 11%	42 8%	23 8%	6 3%	12 4%	76 9%	-	-	-	177 100%	80 15%	12 3%	29 8%
The Green Party	66 3%	23 2%	43 4%	21 8%	5 2%	10 3%	14 4%	7 2%	9 2%	15 3%	17 3%	21 5%	13 3%	23 4%	17 3%	15 3%	8 3%	3 1%	8 3%	21 2%	-	-	-	-	4 1%	9 2%	21 6%
The British National Party	6 *	2 *	4 *	1 *	* *	1 *	1 *	1 *	2 *	* *	2 *	* *	3 1%	1 *	2 *	2 *	1 *	-	1 1%	2 *	-	-	-	-	1 *	* *	2 1%
Some other party	4 *	2 *	2 *	- -	1 *	1 *	1 *	1 *	* *	1 *	1 *	* *	2 *	* *	1 *	1 *	-	1 1%	1 *	1 *	-	-	-	-	-	-	1 *
Would not vote	223 11%	87 9%	136 13%	39 16%	44 13%	52 15%	45 12%	24 8%	19 4%	43 8%	50 9%	70 16%	59 12%	52 9%	60 11%	66 13%	39 14%	6 3%	34 12%	99 11%	-	-	-	-	4 1%	11 3%	6 2%
Rather not say	27 1%	9 1%	18 2%	6 3%	4 1%	5 1%	1 *	5 2%	6 1%	9 2%	3 *	8 2%	7 1%	4 1%	8 2%	12 3%	-	2 1%	7 3%	7 1%	-	-	-	-	-	5 1%	-
Don't know	359 17%	119 12%	240 23%	57 23%	71 20%	76 22%	54 15%	36 12%	65 15%	82 15%	119 21%	86 19%	71 15%	94 17%	103 19%	88 18%	44 15%	31 17%	57 21%	160 18%	-	-	-	-	71 13%	30 8%	84 23%

Opinion Poll

ONLINE Fieldwork : 9th-10th 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	1285	698	587	97	163	201	243	235	346	346	390	223	326	346	335	294	184	126	146	506	367	432	77	262	418	312	247
Weighted base	1154	646	508	101	166	167	212	200	309	333	308	231	283	320	285	260	167	123	134	478	391	411	97	143	390	285	237
Conservative	391	203	188	21	57	45	54	61	152	135	110	74	71	134	108	73	59	17	30	168	391	-	-	-	289	18	43
	34%	31%	37%	21%	34%	27%	26%	31%	49%	41%	36%	32%	25%	42%	38%	28%	35%	14%	22%	35%	100%	-	-	-	74%	6%	18%
Labour	411	234	177	39	73	77	86	65	71	110	99	77	125	98	90	121	58	43	67	167	-	411	-	-	24	238	78
	36%	36%	35%	39%	44%	46%	41%	32%	23%	33%	32%	33%	44%	31%	32%	47%	35%	35%	50%	35%	-	100%	-	-	6%	83%	33%
Liberal Democrat	97	55	42	16	15	15	19	17	15	35	27	20	15	28	24	18	14	13	14	44	-	-	97	-	4	5	67
	8%	8%	8%	16%	9%	9%	9%	9%	5%	11%	9%	9%	5%	9%	8%	7%	8%	11%	10%	9%	-	-	100%	-	1%	2%	28%
SNP	40	25	15	3	4	3	8	13	8	7	15	8	10	-	-	-	-	40	6	16	-	-	-	-	-	5	5
	4%	4%	3%	3%	3%	2%	4%	7%	3%	2%	5%	3%	4%	-	-	-	-	33%	4%	3%	-	-	-	-	-	2%	2%
Plaid Cymru	12	10	2	1	*	*	4	5	2	1	4	1	7	-	-	-	12	-	1	5	-	-	-	-	1	1	-
	1%	2%	*	1%	*	*	2%	2%	1%	*	1%	*	2%	-	-	-	7%	-	1%	1%	-	-	-	-	*	*	-
The UK Independence Party	143	97	46	4	12	18	28	31	50	33	38	32	39	39	47	35	18	5	9	60	-	-	-	143	68	10	24
	12%	15%	9%	4%	7%	11%	13%	15%	16%	10%	12%	14%	14%	12%	16%	13%	11%	4%	7%	13%	-	-	-	100%	17%	4%	10%
The Green Party	52	18	34	16	4	7	12	6	7	10	13	18	11	19	14	11	6	2	7	16	-	-	-	-	4	7	18
	5%	3%	7%	16%	3%	4%	6%	3%	2%	3%	4%	8%	4%	6%	5%	4%	4%	2%	5%	3%	-	-	-	-	1%	3%	8%
The British National Party	4	2	3	*	*	1	*	1	2	*	1	*	3	1	2	2	*	-	1	1	-	-	-	-	1	*	2
	*	*	1%	*	*	*	*	1%	1%	*	*	*	1%	*	1%	1%	*	-	1%	*	-	-	-	-	*	*	1%
Some other party	3	2	1	-	1	1	*	1	*	1	*	*	1	*	1	1	-	1	*	1	-	-	-	-	-	-	1
	*	*	*	-	*	*	*	1%	*	*	*	*	1%	*	*	*	-	1%	*	*	-	-	-	-	-	-	*

Opinion Poll
ONLINE Fieldwork : 9th-10th July 2014

Absolutes/col percents

Table 4
Gender
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2052	2052
Weighted base	2052	2052
Male	1007 49%	1006 49%
Female	1045 51%	1046 51%

Opinion Poll
ONLINE Fieldwork : 9th-10th July 2014

Absolutes/col percents

Table 5
Age
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2052	2052
Weighted base	2052	2052
18-24	196 10%	244 12%
25-34	285 14%	345 17%
35-44	363 18%	345 17%
45-54	392 19%	366 18%
55-64	336 16%	305 15%
65+	480 23%	447 22%
Average age	49.04	47.37

Opinion Poll
ONLINE Fieldwork : 9th-10th July 2014

Absolutes/col percents

Table 6
Social Grade
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2052	2052
Weighted base	2052	2052
AB	535 26%	548 27%
C1	634 31%	569 28%
C2	360 18%	447 22%
DE	523 25%	488 24%

Opinion Poll
ONLINE Fieldwork : 9th-10th July 2014

Absolutes/col percents

Table 7
GO Region
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2052	2052
Weighted base	2052	2052
Scotland	184 9%	185 9%
North East	83 4%	82 4%
North West	234 11%	226 11%
Yorkshire & Humberside	165 8%	185 9%
West Midlands	207 10%	185 9%
East Midlands	157 8%	144 7%
Wales	103 5%	103 5%
Eastern	175 9%	205 10%
London	232 11%	267 13%
South East	323 16%	287 14%
South West	189 9%	185 9%

Opinion Poll
ONLINE Fieldwork : 9th-10th 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	2052	2052
Weighted base	2052	2052
NET: Working	1078 53%	1149 56%
Working full time - working 30 hours per week or more	832 41%	903 44%
Working part time - working between 8 and 29 hours per week	246 12%	246 12%
NET: Not working	974 47%	903 44%
Not working but seeking work or temporarily unemployed or sick	130 6%	122 6%
Not working and not seeking work	134 7%	135 7%
Retired on a state pension only	132 6%	123 6%
Retired with a private pension	417 20%	364 18%
House person, housewife, househusband, etc.	161 8%	159 8%

Opinion Poll
ONLINE Fieldwork : 9th-10th July 2014

Absolutes/col percents

Table 9
Tenure
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2052	2052
Weighted base	2052	2052
NET: Homeowners	1254 61%	1334 65%
Owned outright - without mortgage	675 33%	677 33%
Owned with a mortgage or loan	579 28%	657 32%
NET: Renters	771 38%	695 34%
Rented from the council	172 8%	287 14%
Rented from a housing association	231 11%	139 7%
Rented from someone else	368 18%	269 13%
Rent free	27 1%	23 1%

Opinion Poll
ONLINE Fieldwork : 9th-10th 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	2052	2052
Weighted base	2052	2052
Yes	1109 54%	1252 61%
No	943 46%	800 39%

Opinion Poll
ONLINE Fieldwork : 9th-10th 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	2052	2052
Weighted base	2052	2052
No cars in the household	456 22%	431 21%
NET: Any	1596 78%	1621 79%
1	1165 57%	862 42%
2	373 18%	575 28%
3+	58 3%	185 9%

Opinion Poll
ONLINE Fieldwork : 9th-10th 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	2052	2052
Weighted base	2052	2052
Conservative	548 27%	575 28%
Labour	632 31%	595 29%
Liberal Democrat	163 8%	205 10%
SNP	58 3%	37 2%
Plaid Cymru	14 1%	8 *
Green	75 4%	42 2%
UKIP	249 12%	82 4%
BNP	11 1%	5 *
Another party	19 1%	10 *
None	283 14%	492 24%