

Opinion Poll

ONLINE Fieldwork : 25th-26th June 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	2021	998	1023	196	292	345	393	329	466	605	621	346	449	530	517	520	284	170	279	848	451	501	111	304	579	393	357	
Weighted base	2021	991	1030	240	340	340	360	300	440	540	560	440	480	546	525	485	283	182	273	859	459	505	132	175	545	392	354	
Absolutely certain to vote	(10)	1037	575	462	56	121	158	176	193	334	306	307	207	217	259	270	232	164	113	140	402	321	320	68	129	384	264	210
		51%	58%	45%	23%	36%	46%	49%	64%	76%	57%	55%	47%	45%	47%	51%	48%	58%	62%	51%	47%	70%	63%	51%	74%	70%	67%	59%
	(9)	233	115	118	24	38	31	51	31	59	77	51	40	65	68	67	57	28	13	21	104	56	67	22	23	67	53	66
		12%	12%	11%	10%	11%	9%	14%	10%	13%	14%	9%	9%	14%	12%	13%	12%	10%	7%	8%	12%	12%	13%	17%	13%	12%	13%	19%
	(8)	160	78	83	32	34	34	21	25	15	40	43	42	36	57	39	36	14	14	24	87	46	50	13	9	51	31	25
		8%	8%	8%	13%	10%	10%	6%	8%	3%	7%	8%	10%	7%	10%	7%	7%	5%	8%	9%	10%	10%	10%	10%	5%	9%	8%	7%
	(7)	94	34	61	20	23	16	20	6	8	25	27	23	19	32	20	23	13	6	18	43	12	21	8	7	15	12	17
		5%	3%	6%	8%	7%	5%	6%	2%	2%	5%	5%	5%	4%	6%	4%	5%	5%	4%	6%	5%	3%	4%	6%	4%	3%	3%	5%
	(6)	53	20	33	5	13	10	18	3	3	8	15	17	13	12	14	18	5	3	9	23	6	17	4	2	7	9	5
		3%	2%	3%	2%	4%	3%	5%	1%	1%	1%	3%	4%	3%	2%	3%	4%	2%	2%	3%	3%	1%	3%	3%	1%	1%	2%	1%
	(5)	75	36	40	18	20	18	9	8	3	17	21	15	22	20	23	22	5	5	5	46	12	17	7	1	6	7	6
		4%	4%	4%	7%	6%	5%	2%	3%	1%	3%	4%	3%	5%	4%	4%	5%	2%	3%	2%	5%	3%	3%	5%	1%	1%	2%	2%
	(4)	23	5	19	8	7	4	3	*	2	6	9	6	3	14	2	4	3	-	5	11	2	7	5	1	1	1	2
		1%	*	2%	3%	2%	1%	1%	*	*	1%	2%	1%	1%	2%	*	1%	1%	-	2%	1%	*	1%	3%	1%	*	*	1%
	(3)	26	12	14	7	5	9	5	-	-	4	7	8	7	6	12	6	1	1	10	11	2	2	5	*	1	1	2
		1%	1%	1%	3%	1%	3%	1%	-	-	1%	1%	2%	1%	1%	2%	1%	*	*	4%	1%	1%	*	4%	*	*	*	1%
	(2)	54	16	38	13	7	15	12	3	4	4	16	15	19	19	14	13	7	-	11	16	2	3	1	1	4	3	13
		3%	2%	4%	6%	2%	4%	3%	1%	1%	1%	3%	3%	4%	4%	3%	3%	3%	-	4%	2%	*	1%	1%	*	1%	1%	4%
Definitely would not vote	(1)	155	72	83	31	42	26	30	18	8	38	39	36	42	39	34	45	30	7	27	62	-	-	-	-	6	7	5
		8%	7%	8%	13%	12%	8%	8%	6%	2%	7%	7%	8%	9%	7%	7%	9%	11%	4%	10%	7%	-	-	-	-	1%	2%	2%
Don't know		109	28	81	26	29	20	17	12	5	16	26	31	36	20	30	29	11	19	4	54	-	-	-	-	4	5	2
		5%	3%	8%	11%	8%	6%	5%	4%	1%	3%	5%	7%	8%	4%	6%	6%	4%	11%	2%	6%	-	-	-	-	1%	1%	1%
Mean		8.13	8.42	7.84	6.56	7.28	7.75	8.01	8.81	9.42	8.50	8.20	7.85	7.85	7.98	8.19	7.91	8.15	8.99	7.73	8.07	9.31	9.08	8.54	9.47	9.32	9.17	8.87
Standard deviation		2.89	2.73	3.01	3.28	3.20	3.05	2.95	2.45	1.59	2.61	2.85	3.02	3.07	2.88	2.83	3.02	3.09	2.10	3.18	2.80	1.37	1.59	2.09	1.16	1.50	1.75	2.11
Standard error		0.07	0.09	0.10	0.25	0.19	0.17	0.15	0.14	0.07	0.11	0.12	0.17	0.15	0.13	0.13	0.13	0.19	0.17	0.19	0.10	0.06	0.07	0.20	0.07	0.06	0.09	0.11

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	2021	998	1023	196	292	345	393	329	466	605	621	346	449	530	517	520	284	170	279	848	451	501	111	304	579	393	357
Weighted base	2021	991	1030	240	340	340	360	300	440	540	560	440	480	546	525	485	283	182	273	859	459	505	132	175	545	392	354
Conservative	459 23%	256 26%	203 20%	23 10%	53 16%	49 14%	79 22%	87 29%	167 38%	143 27%	138 25%	96 22%	83 17%	145 27%	125 24%	96 20%	71 25%	22 12%	42 15%	197 23%	459 100%	-	-	-	367 67%	8 2%	32 9%
Labour	505 25%	264 27%	240 23%	69 29%	88 26%	96 28%	103 29%	77 26%	73 17%	134 25%	133 24%	105 24%	132 27%	125 23%	117 22%	147 30%	68 24%	47 26%	91 33%	229 27%	-	505 100%	-	-	24 4%	300 77%	74 21%
Liberal Democrat	132 7%	49 5%	83 8%	8 3%	38 11%	22 6%	16 5%	20 7%	29 7%	51 9%	32 6%	28 6%	21 4%	52 10%	29 6%	25 5%	16 6%	9 5%	22 8%	59 7%	-	-	132 100%	-	5 1%	1 *	105 30%
SNP	44 2%	22 2%	22 2%	2 1%	6 2%	4 1%	8 2%	11 4%	13 3%	8 1%	15 3%	7 2%	14 3%	-	-	-	-	44 24%	6 2%	19 2%	-	-	-	-	4 1%	5 1%	4 1%
Plaid Cymru	5 *	3 *	2 *	1 *	-	-	1 *	2 1%	1 *	2 *	* *	1 *	2 *	-	-	-	5 2%	-	1 *	1 *	-	-	-	-	1 *	1 *	1 *
The UK Independence Party	175 9%	113 11%	62 6%	4 2%	10 3%	21 6%	40 11%	24 8%	76 17%	54 10%	42 8%	37 8%	42 9%	45 8%	62 12%	40 8%	23 8%	6 3%	11 4%	68 8%	-	-	-	175 100%	79 15%	17 4%	27 8%
The Green Party	74 4%	37 4%	37 4%	16 7%	9 3%	14 4%	11 3%	8 3%	15 3%	14 3%	26 5%	17 4%	17 3%	23 4%	25 5%	12 2%	7 2%	7 4%	8 3%	31 4%	-	-	-	-	5 1%	8 2%	26 7%
The British National Party	8 *	5 1%	2 *	-	2 1%	1 *	1 *	2 1%	2 *	1 *	1 *	3 1%	3 1%	3 1%	3 1%	1 *	* *	-	-	3 *	-	-	-	-	1 *	1 *	-
Some other party	6 *	3 *	3 *	-	2 1%	-	* *	1 *	2 *	1 *	2 *	1 *	3 1%	* *	1 *	2 1%	1 *	1 1%	1 *	2 *	-	-	-	-	-	-	2 *
Would not vote	194 10%	92 9%	102 10%	44 18%	48 14%	35 10%	37 10%	21 7%	10 2%	39 7%	53 9%	45 10%	58 12%	54 10%	44 8%	57 12%	31 11%	7 4%	32 12%	83 10%	-	-	-	-	7 1%	10 3%	5 2%
Rather not say	45 2%	27 3%	18 2%	7 3%	13 4%	11 3%	5 2%	2 1%	6 1%	10 2%	8 1%	16 4%	11 2%	17 3%	10 2%	10 2%	5 2%	4 2%	5 2%	21 2%	-	-	-	-	1 *	3 1%	-
Don't know	374 18%	120 12%	254 25%	66 28%	71 21%	88 26%	58 16%	45 15%	47 11%	84 16%	109 20%	85 19%	95 20%	79 15%	109 21%	95 20%	57 20%	34 19%	55 20%	147 17%	-	-	-	-	51 9%	37 9%	79 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	1226	664	562	81	139	188	242	226	350	388	382	200	257	312	325	303	169	118	162	502	365	391	80	248	437	291	233
Weighted base	1105	606	499	84	143	160	200	194	324	325	309	223	248	297	290	249	155	113	139	461	371	389	92	145	406	282	217
Conservative	371	208	163	16	37	39	62	73	144	118	112	74	67	112	100	78	60	20	35	152	371	-	-	-	309	7	26
	34%	34%	33%	19%	26%	24%	31%	37%	45%	36%	36%	33%	27%	38%	35%	32%	39%	17%	25%	33%	100%	-	-	-	76%	2%	12%
Labour	389	206	182	47	64	73	78	64	62	103	104	79	103	91	94	109	56	38	70	169	-	389	-	-	17	248	58
	35%	34%	37%	56%	45%	46%	39%	33%	19%	32%	34%	35%	42%	31%	32%	44%	36%	33%	51%	37%	-	100%	-	-	4%	88%	27%
Liberal Democrat	92	39	54	5	22	15	10	15	25	40	22	16	15	36	21	18	12	7	12	39	-	-	92	-	3	1	81
	8%	6%	11%	6%	15%	9%	5%	8%	8%	12%	7%	7%	6%	12%	7%	7%	7%	6%	8%	8%	-	-	100%	-	1%	*	38%
SNP	37	19	18	1	5	4	6	10	11	6	12	6	13	-	-	-	-	37	4	16	-	-	-	-	3	3	4
	3%	3%	4%	2%	3%	2%	3%	5%	4%	2%	4%	3%	5%	-	-	-	-	33%	3%	3%	-	-	-	-	1%	1%	2%
Plaid Cymru	3	3	1	*	-	-	1	2	1	2	*	1	1	-	-	-	3	-	1	1	-	-	-	-	1	1	1
	*	*	*	*	-	-	1%	1%	*	*	*	*	*	-	-	-	2%	-	1%	*	-	-	-	-	*	*	*
The UK Independence Party	145	97	48	3	6	17	32	21	66	45	36	31	33	39	51	32	18	5	9	57	-	-	-	145	68	14	23
	13%	16%	10%	3%	4%	11%	16%	11%	20%	14%	12%	14%	13%	13%	18%	13%	12%	4%	7%	12%	-	-	-	100%	17%	5%	11%
The Green Party	58	29	29	12	7	11	9	7	12	11	21	14	13	18	21	9	5	5	7	24	-	-	-	-	4	6	23
	5%	5%	6%	14%	5%	7%	5%	4%	4%	3%	7%	6%	5%	6%	7%	4%	3%	5%	5%	5%	-	-	-	-	1%	2%	10%
The British National Party	4	2	2	-	*	*	1	1	1	1	*	2	2	1	2	1	*	-	-	1	-	-	-	-	1	1	-
	*	*	*	-	*	*	*	1%	*	*	*	1%	1%	*	1%	*	*	-	-	*	-	-	-	-	*	*	-
Some other party	4	2	2	-	2	-	*	1	1	*	2	*	1	*	1	1	*	1	*	2	-	-	-	-	-	-	2
	*	*	*	-	2%	-	*	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	2021	2021
Weighted base	2021	2021
Male	998 49%	991 49%
Female	1023 51%	1030 51%

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Table 5
Age
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2021	2021
Weighted base	2021	2021
18-24	196 10%	240 12%
25-34	292 14%	340 17%
35-44	345 17%	340 17%
45-54	393 19%	360 18%
55-64	329 16%	300 15%
65+	466 23%	440 22%
Average age	48.57	47.12

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Absolutes/col percents

Table 6
Social Grade
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2021	2021
Weighted base	2021	2021
AB	605 30%	540 27%
C1	621 31%	560 28%
C2	346 17%	440 22%
DE	449 22%	480 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	2021	2021
Weighted base	2021	2021
Scotland	170 8%	182 9%
North East	85 4%	81 4%
North West	243 12%	222 11%
Yorkshire & Humberside	192 10%	182 9%
West Midlands	198 10%	182 9%
East Midlands	135 7%	141 7%
Wales	104 5%	101 5%
Eastern	184 9%	202 10%
London	242 12%	263 13%
South East	288 14%	283 14%
South West	180 9%	182 9%

Opinion Poll
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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	2021	2021
Weighted base	2021	2021
NET: Working	1127 56%	1132 56%
Working full time - working 30 hours per week or more	866 43%	889 44%
Working part time - working between 8 and 29 hours per week	261 13%	243 12%
NET: Not working	894 44%	889 44%
Not working but seeking work or temporarily unemployed or sick	106 5%	119 6%
Not working and not seeking work	116 6%	119 6%
Retired on a state pension only	117 6%	112 6%
Retired with a private pension	378 19%	344 17%
House person, housewife, househusband, etc.	177 9%	195 10%

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Absolutes/col percents

Table 9
Tenure
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2021	2021
Weighted base	2021	2021
NET: Homeowners	1408 70%	1314 65%
Owned outright - without mortgage	683 34%	667 33%
Owned with a mortgage or loan	725 36%	647 32%
NET: Renters	592 29%	687 34%
Rented from the council	119 6%	283 14%
Rented from a housing association	148 7%	122 6%
Rented from someone else	325 16%	283 14%
Rent free	21 1%	20 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	2021	2021
Weighted base	2021	2021
Yes	1191 59%	1233 61%
No	830 41%	788 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	2021	2021
Weighted base	2021	2021
No cars in the household	375 19%	424 21%
NET: Any	1646 81%	1597 79%
1	1084 54%	849 42%
2	463 23%	566 28%
3+	99 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	2021	2021
Weighted base	2021	2021
Conservative	555 27%	566 28%
Labour	583 29%	586 29%
Liberal Democrat	173 9%	202 10%
SNP	54 3%	36 2%
Plaid Cymru	7 *	4 *
Green	88 4%	45 2%
UKIP	234 12%	81 4%
BNP	10 *	6 *
Another party	17 1%	8 *
None	300 15%	485 24%