

Opinion Poll

ONLINE Fieldwork : 4th-6th 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	2006	992	1014	159	326	362	376	325	458	600	613	302	491	518	489	528	310	161	268	798	426	514	108	318	537	397	376	
Weighted base	2006	983	1023	238	338	338	358	298	437	536	556	437	476	542	522	481	281	181	262	862	459	505	125	180	529	376	359	
Absolutely certain to vote	(10)	1091	602	489	79	140	165	191	183	334	331	299	223	238	290	268	255	160	119	129	418	334	333	78	147	398	273	225
		54%	61%	48%	33%	41%	49%	53%	61%	77%	62%	54%	51%	50%	54%	51%	53%	57%	66%	49%	48%	73%	66%	62%	82%	75%	72%	63%
	(9)	209	115	94	19	33	33	35	29	61	73	61	30	45	59	49	53	29	19	24	99	59	53	21	18	51	36	65
		10%	12%	9%	8%	10%	10%	10%	10%	14%	14%	11%	7%	10%	11%	9%	11%	10%	11%	9%	11%	13%	10%	17%	10%	10%	10%	18%
	(8)	124	51	72	22	28	27	24	16	8	33	37	23	31	39	36	28	9	12	18	67	33	44	12	7	29	24	15
		6%	5%	7%	9%	8%	8%	7%	5%	2%	6%	7%	5%	7%	7%	7%	6%	3%	7%	7%	8%	7%	9%	10%	4%	5%	6%	4%
	(7)	106	45	60	31	23	14	15	17	6	20	28	32	25	30	26	27	12	11	22	49	19	28	6	6	14	11	16
		5%	5%	6%	13%	7%	4%	4%	6%	1%	4%	5%	7%	5%	6%	5%	6%	4%	6%	9%	6%	4%	6%	4%	3%	3%	3%	4%
	(6)	41	15	25	7	8	16	5	1	4	9	13	14	4	16	13	9	3	*	*	23	5	18	3	-	5	7	6
		2%	2%	2%	3%	2%	5%	1%	*	1%	2%	2%	3%	1%	3%	2%	2%	1%	*	*	3%	1%	4%	2%	-	1%	2%	2%
	(5)	72	29	43	13	25	16	14	2	1	9	17	26	20	15	29	12	13	3	7	49	8	17	*	1	8	4	6
		4%	3%	4%	5%	7%	5%	4%	1%	*	2%	3%	6%	4%	3%	6%	2%	5%	2%	3%	6%	2%	3%	*	*	2%	1%	2%
	(4)	40	15	24	14	8	11	6	*	1	8	13	6	12	4	16	12	8	-	11	16	1	2	4	*	2	*	2
		2%	2%	2%	6%	2%	3%	2%	*	*	2%	2%	1%	3%	1%	3%	2%	3%	-	4%	2%	*	*	3%	*	*	*	*
	(3)	31	11	19	3	5	9	6	4	5	6	9	8	8	6	12	10	*	2	4	20	-	7	-	-	-	2	2
		2%	1%	2%	1%	1%	3%	2%	1%	1%	1%	2%	2%	2%	1%	2%	2%	*	1%	1%	2%	-	1%	-	-	-	1%	1%
	(2)	31	14	16	2	14	2	5	7	1	9	9	7	6	9	10	5	6	-	4	16	1	2	1	1	-	1	3
		2%	1%	2%	1%	4%	1%	1%	2%	*	2%	2%	2%	1%	2%	2%	1%	2%	-	2%	2%	*	*	1%	*	-	*	1%
Definitely would not vote	(1)	146	58	89	33	23	30	27	22	11	24	40	40	42	44	38	38	19	7	21	63	-	-	-	-	17	11	9
		7%	6%	9%	14%	7%	9%	8%	7%	2%	5%	7%	9%	9%	8%	7%	8%	7%	4%	8%	7%	-	-	-	-	3%	3%	3%
Don't know		115	26	90	16	31	16	31	17	5	14	31	28	43	29	24	33	22	7	22	42	-	-	-	-	5	7	11
		6%	3%	9%	7%	9%	5%	9%	6%	1%	3%	6%	6%	9%	5%	5%	7%	8%	4%	8%	5%	-	-	-	-	1%	2%	3%
Mean		8.25	8.57	7.91	7.00	7.66	7.87	8.24	8.54	9.40	8.74	8.24	7.88	8.01	8.23	7.99	8.19	8.33	9.02	8.03	7.99	9.45	9.08	9.15	9.65	9.28	9.21	9.06
Standard deviation		2.82	2.60	3.00	3.21	2.99	2.97	2.87	2.78	1.73	2.41	2.81	3.03	3.01	2.85	2.92	2.88	2.84	2.09	2.93	2.88	1.12	1.64	1.52	0.97	1.83	1.88	1.94
Standard error		0.06	0.08	0.10	0.26	0.17	0.16	0.15	0.16	0.08	0.10	0.12	0.18	0.14	0.13	0.13	0.13	0.17	0.17	0.18	0.10	0.05	0.07	0.15	0.05	0.08	0.10	0.10

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	2006	992	1014	159	326	362	376	325	458	600	613	302	491	518	489	528	310	161	268	798	426	514	108	318	537	397	376
Weighted base	2006	983	1023	238	338	338	358	298	437	536	556	437	476	542	522	481	281	181	262	862	459	505	125	180	529	376	359
Conservative	459 23%	256 26%	204 20%	62 26%	56 17%	63 19%	65 18%	71 24%	141 32%	162 30%	136 24%	89 20%	72 15%	135 25%	125 24%	97 20%	71 25%	31 17%	40 15%	190 22%	459 100%	-	-	-	347 66%	7 2%	30 8%
Labour	505 25%	283 29%	222 22%	60 25%	99 29%	91 27%	88 25%	79 26%	87 20%	120 22%	127 23%	123 28%	134 28%	141 26%	109 21%	152 32%	55 20%	48 26%	75 29%	231 27%	-	505 100%	-	-	31 6%	294 78%	70 20%
Liberal Democrat	125 6%	58 6%	67 7%	4 2%	33 10%	21 6%	13 4%	14 5%	41 9%	56 10%	40 7%	7 2%	22 5%	51 9%	39 7%	12 3%	10 4%	12 7%	24 9%	46 5%	-	-	125 100%	-	4 1%	2 1%	99 27%
SNP	35 2%	21 2%	14 1%	-	6 2%	4 1%	7 2%	8 3%	9 2%	9 2%	12 2%	5 1%	9 2%	-	-	-	-	35 19%	8 3%	11 1%	-	-	-	-	* *	3 1%	8 2%
Plaid Cymru	10 *	6 1%	4 *	1 1%	1 *	1 *	5 1%	1 *	2 *	2 *	3 1%	-	4 1%	-	-	-	10 4%	-	3 1%	4 *	-	-	-	-	-	* *	1 *
The UK Independence Party	180 9%	119 12%	61 6%	7 3%	9 3%	22 7%	38 11%	34 11%	70 16%	49 9%	43 8%	45 10%	44 9%	49 9%	48 9%	55 11%	24 9%	5 3%	15 6%	70 8%	-	-	-	180 100%	71 14%	16 4%	25 7%
The Green Party	70 4%	28 3%	42 4%	8 3%	19 6%	11 3%	11 3%	12 4%	9 2%	15 3%	21 4%	11 3%	23 5%	28 5%	14 3%	16 3%	10 4%	3 2%	11 4%	25 3%	-	-	-	-	5 1%	9 2%	29 8%
The British National Party	2 *	1 *	1 *	-	1 *	1 *	* *	-	-	1 *	1 *	-	1 *	1 *	* *	1 *	* *	-	* *	2 *	-	-	-	-	* *	-	-
Some other party	11 1%	5 1%	6 1%	* *	-	2 1%	2 *	2 1%	5 1%	3 *	2 *	2 *	5 1%	3 1%	4 1%	2 *	2 1%	* *	1 1%	2 *	-	-	-	-	-	* *	3 1%
Would not vote	189 9%	76 8%	113 11%	45 19%	35 10%	37 11%	34 9%	26 9%	12 3%	30 6%	51 9%	59 13%	49 10%	54 10%	50 10%	52 11%	25 9%	7 4%	26 10%	91 11%	-	-	-	-	17 3%	12 3%	10 3%
Rather not say	26 1%	14 1%	12 1%	2 1%	2 1%	5 1%	8 2%	3 1%	7 2%	6 1%	3 *	9 2%	8 2%	4 1%	4 1%	2 *	11 4%	5 3%	1 1%	14 2%	-	-	-	-	2 *	1 *	-
Don't know	393 20%	116 12%	277 27%	49 21%	75 22%	79 23%	87 24%	49 16%	54 12%	82 15%	118 21%	88 20%	105 22%	76 14%	128 25%	92 19%	62 22%	34 19%	56 21%	176 20%	-	-	-	-	51 10%	33 9%	84 23%

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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	683	568	75	177	205	226	224	346	401	378	174	299	331	300	331	185	105	160	472	353	402	85	270	410	298	239
Weighted base	1119	629	490	103	162	168	187	182	318	340	310	220	250	318	267	270	151	113	138	448	378	388	98	154	392	276	219
Conservative	378	211	167	50	44	51	53	59	122	138	112	70	58	107	103	81	60	27	33	152	378	-	-	-	297	6	26
	34%	34%	34%	48%	27%	30%	28%	32%	38%	41%	36%	32%	23%	33%	39%	30%	40%	24%	24%	34%	100%	-	-	-	76%	2%	12%
Labour	388	221	168	39	68	68	71	65	77	94	99	92	103	105	81	118	44	40	54	174	-	388	-	-	26	245	55
	35%	35%	34%	38%	42%	40%	38%	36%	24%	28%	32%	42%	41%	33%	30%	44%	29%	35%	39%	39%	-	100%	-	-	7%	89%	25%
Liberal Democrat	98	45	54	3	24	15	11	11	35	44	31	6	18	44	28	10	8	10	20	31	-	-	98	-	3	2	83
	9%	7%	11%	3%	15%	9%	6%	6%	11%	13%	10%	3%	7%	14%	10%	4%	5%	9%	15%	7%	-	-	100%	-	1%	1%	38%
SNP	29	18	11	-	6	4	5	7	8	8	9	4	8	-	-	-	-	29	6	9	-	-	-	-	*	2	6
	3%	3%	2%	-	3%	2%	3%	4%	3%	2%	3%	2%	3%	-	-	-	-	26%	5%	2%	-	-	-	-	*	1%	3%
Plaid Cymru	8	6	3	1	1	1	4	1	1	1	3	-	4	-	-	-	8	-	3	3	-	-	-	-	-	*	1
	1%	1%	1%	1%	*	*	2%	1%	*	*	1%	-	1%	-	-	-	5%	-	2%	1%	-	-	-	-	-	*	*
The UK Independence Party	154	103	51	6	7	18	33	28	62	42	37	38	37	40	42	47	21	4	12	58	-	-	-	154	62	14	22
	14%	16%	10%	5%	5%	11%	18%	15%	19%	12%	12%	17%	15%	12%	16%	18%	14%	4%	9%	13%	-	-	-	100%	16%	5%	10%
The Green Party	52	21	31	5	12	9	9	10	8	10	16	9	16	20	11	11	8	2	8	17	-	-	-	-	3	8	22
	5%	3%	6%	5%	7%	5%	5%	5%	2%	3%	5%	4%	7%	6%	4%	4%	5%	2%	6%	4%	-	-	-	-	1%	3%	10%
The British National Party	1	1	1	-	1	1	*	-	-	1	1	-	*	*	*	1	*	-	*	1	-	-	-	-	*	-	-
	*	*	*	-	*	*	*	-	-	*	*	-	*	*	*	*	*	-	*	*	-	-	-	-	*	-	-
Some other party	9	4	5	*	-	2	1	2	4	2	2	1	4	2	3	1	2	*	1	2	-	-	-	-	-	*	2
	1%	1%	1%	*	-	1%	*	1%	1%	1%	*	1%	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	2006	2006
Weighted base	2006	2006
Male	992 49%	983 49%
Female	1014 51%	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	2006	2006
Weighted base	2006	2006
18-24	159 8%	238 12%
25-34	326 16%	338 17%
35-44	362 18%	338 17%
45-54	376 19%	358 18%
55-64	325 16%	298 15%
65+	458 23%	437 22%
Average age	48.75	47.09

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Absolutes/col percents

Table 6
Social Grade
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2006	2006
Weighted base	2006	2006
AB	600 30%	536 27%
C1	613 31%	556 28%
C2	302 15%	437 22%
DE	491 24%	476 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	2006	2006
Weighted base	2006	2006
Scotland	161 8%	181 9%
North East	89 4%	80 4%
North West	245 12%	221 11%
Yorkshire & Humberside	194 10%	181 9%
West Midlands	164 8%	181 9%
East Midlands	158 8%	140 7%
Wales	108 5%	100 5%
Eastern	167 8%	201 10%
London	207 10%	261 13%
South East	311 16%	281 14%
South West	202 10%	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	2006	2006
Weighted base	2006	2006
NET: Working	1066 53%	1123 56%
Working full time - working 30 hours per week or more	778 39%	883 44%
Working part time - working between 8 and 29 hours per week	288 14%	241 12%
NET: Not working	940 47%	883 44%
Not working but seeking work or temporarily unemployed or sick	108 5%	112 6%
Not working and not seeking work/ Student	131 7%	144 7%
Retired on a state pension only	114 6%	104 5%
Retired with a private pension	427 21%	381 19%
House person, housewife, househusband, etc.	160 8%	142 7%

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Absolutes/col percents

Table 9
Tenure
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2006	2006
Weighted base	2006	2006
NET: Homeowners	1375 69%	1304 65%
Owned outright - without mortgage	723 36%	662 33%
Owned with a mortgage or loan	652 33%	642 32%
NET: Renters	607 30%	679 34%
Rented from the council	127 6%	281 14%
Rented from a housing association	138 7%	106 5%
Rented from someone else	342 17%	292 15%
Rent free	24 1%	23 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	2006	2006
Weighted base	2006	2006
Yes	1095 55%	1224 61%
No	911 45%	782 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	2006	2006
Weighted base	2006	2006
No cars in the household	422 21%	421 21%
NET: Any	1584 79%	1585 79%
1	1088 54%	843 42%
2	421 21%	562 28%
3+	75 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

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2006	2006
Weighted base	2006	2006
Conservative	523 26%	562 28%
Labour	605 30%	582 29%
Liberal Democrat	176 9%	201 10%
SNP	38 2%	27 1%
Plaid Cymru	12 1%	7 *
Green	100 5%	51 3%
UKIP	250 12%	80 4%
BNP	9 *	7 *
Another party	19 1%	10 *
None	274 14%	481 24%