

Opinion Poll

ONLINE Fieldwork : 10th-11th September 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	2010	1016	994	198	283	354	389	324	462	607	599	344	460	554	508	482	279	187	282	885	427	520	109	301	527	390	357	
Weighted base	2010	985	1025	239	338	338	358	298	438	537	557	438	478	543	523	482	281	181	267	858	450	530	136	170	502	384	377	
Absolutely certain to vote	(10)	1064	574	490	79	116	166	204	188	311	320	287	217	241	310	264	237	148	106	139	433	308	356	74	127	356	273	228
		53%	58%	48%	33%	34%	49%	57%	63%	71%	60%	51%	49%	50%	57%	50%	49%	53%	58%	52%	50%	69%	67%	54%	75%	71%	71%	61%
	(9)	250	140	110	26	43	48	33	39	61	68	77	49	55	77	80	47	33	13	26	116	76	61	24	22	74	52	69
		12%	14%	11%	11%	13%	14%	9%	13%	14%	13%	14%	11%	12%	14%	15%	10%	12%	7%	10%	14%	17%	11%	18%	13%	15%	13%	18%
	(8)	117	63	53	15	37	26	16	15	8	35	27	27	28	18	45	26	13	15	10	69	25	37	18	9	21	22	21
		6%	6%	5%	6%	11%	8%	4%	5%	2%	7%	5%	6%	6%	3%	9%	5%	5%	8%	4%	8%	6%	7%	13%	5%	4%	6%	6%
	(7)	107	51	56	21	25	22	20	14	5	28	24	36	19	35	22	30	11	10	22	40	25	26	12	6	15	10	19
		5%	5%	5%	9%	7%	6%	6%	5%	1%	5%	4%	8%	4%	6%	4%	6%	4%	6%	8%	5%	6%	5%	9%	4%	3%	2%	5%
	(6)	45	14	30	9	16	7	6	2	5	11	13	10	10	16	16	6	5	2	8	16	4	18	1	1	5	8	4
		2%	1%	3%	4%	5%	2%	2%	1%	1%	2%	2%	2%	2%	3%	3%	1%	2%	1%	3%	2%	1%	3%	1%	1%	1%	2%	1%
	(5)	61	14	47	18	24	4	7	2	6	5	20	15	20	15	13	21	11	2	8	26	9	19	4	2	9	2	8
		3%	1%	5%	8%	7%	1%	2%	1%	1%	1%	4%	3%	4%	3%	2%	4%	4%	1%	3%	3%	2%	4%	3%	1%	2%	1%	2%
	(4)	28	6	23	11	5	6	2	2	2	6	11	5	6	9	5	11	4	-	2	10	1	9	1	1	-	4	4
		1%	1%	2%	5%	1%	2%	1%	1%	*	1%	2%	1%	1%	2%	1%	2%	1%	-	1%	1%	*	2%	1%	*	-	1%	1%
	(3)	19	5	14	1	4	2	5	1	6	3	5	3	8	1	12	4	2	1	1	6	-	*	-	1	*	-	-
		1%	1%	1%	1%	1%	1%	1%	*	1%	1%	1%	1%	2%	*	2%	1%	1%	1%	*	1%	-	*	-	1%	*	-	-
	(2)	24	13	11	4	5	7	4	3	1	7	8	3	6	6	5	7	5	1	5	10	2	3	2	*	1	-	2
		1%	1%	1%	2%	2%	2%	1%	1%	*	1%	1%	1%	1%	1%	1%	1%	2%	1%	2%	1%	1%	*	1%	*	*	-	1%
Definitely would not vote	(1)	174	72	103	22	40	23	47	20	22	39	39	50	46	25	33	63	39	14	33	80	-	-	-	-	15	6	11
		9%	7%	10%	9%	12%	7%	13%	7%	5%	7%	7%	11%	10%	5%	6%	13%	14%	8%	12%	9%	-	-	-	-	3%	1%	3%
Don't know		121	32	88	33	22	28	13	13	11	15	46	21	38	32	29	32	11	17	13	52	-	-	-	-	5	7	10
		6%	3%	9%	14%	7%	8%	4%	4%	2%	3%	8%	5%	8%	6%	6%	7%	4%	9%	5%	6%	-	-	-	-	1%	2%	3%
Mean		8.22	8.56	7.88	7.31	7.35	8.31	8.00	8.79	9.06	8.56	8.29	7.93	8.03	8.65	8.35	7.72	7.81	8.59	7.87	8.18	9.37	9.13	8.95	9.48	9.26	9.35	9.00
Standard deviation		2.87	2.63	3.06	3.04	3.09	2.71	3.23	2.50	2.28	2.63	2.78	3.05	3.04	2.40	2.65	3.27	3.30	2.66	3.19	2.89	1.23	1.59	1.57	1.18	1.78	1.52	1.97
Standard error		0.07	0.08	0.10	0.23	0.19	0.15	0.17	0.14	0.11	0.11	0.12	0.17	0.15	0.10	0.12	0.15	0.20	0.20	0.19	0.10	0.06	0.07	0.15	0.07	0.08	0.08	0.11

Opinion Poll

ONLINE Fieldwork : 10th-11th September 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	2010	1016	994	198	283	354	389	324	462	607	599	344	460	554	508	482	279	187	282	885	427	520	109	301	527	390	357
Weighted base	2010	985	1025	239	338	338	358	298	438	537	557	438	478	543	523	482	281	181	267	858	450	530	136	170	502	384	377
Conservative	450 22%	250 25%	200 20%	48 20%	49 15%	65 19%	74 21%	78 26%	136 31%	153 29%	132 24%	83 19%	81 17%	160 29%	119 23%	92 19%	61 22%	17 9%	48 18%	209 24%	450 100%	-	-	-	323 64%	11 3%	43 11%
Labour	530 26%	272 28%	258 25%	63 26%	99 29%	109 32%	96 27%	69 23%	93 21%	130 24%	124 22%	122 28%	154 32%	146 27%	118 23%	153 32%	63 22%	50 28%	79 30%	218 25%	-	530 100%	-	-	21 4%	302 79%	76 20%
Liberal Democrat	136 7%	75 8%	61 6%	11 4%	29 8%	27 8%	23 7%	20 7%	25 6%	42 8%	42 8%	28 7%	23 5%	51 9%	38 7%	20 4%	19 7%	8 4%	21 8%	68 8%	-	-	136 100%	-	7 1%	5 1%	101 27%
SNP	40 2%	25 2%	15 1%	1 *	7 2%	5 1%	8 2%	11 4%	9 2%	12 2%	14 2%	6 1%	8 2%	-	-	-	-	40 22%	4 1%	18 2%	-	-	-	-	1 *	4 1%	4 1%
Plaid Cymru	7 *	2 *	6 1%	* *	1 *	1 *	4 1%	* *	- *	1 *	3 *	4 1%	* *	-	-	-	7 3%	-	1 1%	3 *	-	-	-	-	1 *	-	* *
The UK Independence Party	170 8%	103 10%	67 7%	6 3%	8 3%	18 5%	34 10%	37 12%	66 15%	41 8%	37 7%	42 10%	51 11%	42 8%	61 12%	34 7%	26 9%	7 4%	12 5%	69 8%	-	-	-	170 100%	63 13%	23 6%	23 6%
The Green Party	40 2%	18 2%	22 2%	8 3%	9 3%	5 2%	9 3%	5 2%	3 1%	12 2%	10 2%	8 2%	10 2%	13 2%	12 2%	9 2%	3 1%	3 2%	9 3%	12 1%	-	-	-	-	1 *	3 1%	15 4%
The British National Party	10 *	5 1%	4 *	1 *	1 *	2 1%	4 1%	1 *	1 *	2 *	1 *	4 1%	3 1%	2 *	3 1%	3 1%	1 *	1 *	1 *	6 1%	-	-	-	-	1 *	* *	2 *
Some other party	7 *	5 *	3 *	- -	1 *	2 *	1 *	2 1%	1 *	3 *	3 1%	-	1 *	1 *	3 1%	3 1%	* -	-	4 1%	2 *	-	-	-	-	1 *	3 1%	* *
Would not vote	191 9%	81 8%	110 11%	23 10%	43 13%	27 8%	53 15%	21 7%	24 5%	46 9%	43 8%	52 12%	50 11%	27 5%	38 7%	69 14%	42 15%	15 8%	38 14%	86 10%	-	-	-	-	15 3%	6 1%	13 3%
Rather not say	33 2%	10 1%	24 2%	1 *	9 3%	8 2%	2 1%	4 1%	9 2%	11 2%	11 2%	12 3%	-	12 2%	13 3%	4 1%	2 1%	3 2%	7 3%	12 1%	-	-	-	-	4 1%	1 *	4 1%
Don't know	396 20%	141 14%	256 25%	77 32%	80 24%	70 21%	49 14%	50 17%	70 16%	86 16%	138 25%	77 18%	95 20%	90 17%	117 22%	95 20%	57 20%	38 21%	43 16%	155 18%	-	-	-	-	64 13%	27 7%	96 26%

Opinion Poll

ONLINE Fieldwork : 10th-11th September 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	1218	680	537	91	140	210	241	213	322	392	346	201	278	353	297	278	162	127	165	533	349	407	82	246	388	296	220
Weighted base	1100	616	484	94	143	184	204	185	289	323	288	226	263	327	280	247	143	104	138	473	366	411	103	141	355	290	215
Conservative	366 33%	203 33%	164 34%	35 37%	38 26%	53 29%	61 30%	65 35%	116 40%	128 40%	105 37%	65 29%	68 26%	126 39%	101 36%	76 31%	49 34%	15 14%	39 28%	167 35%	366 100%	-	-	-	274 77%	9 3%	36 17%
Labour	411 37%	225 36%	186 38%	41 44%	66 46%	86 47%	78 38%	58 31%	82 28%	106 33%	95 33%	90 40%	120 45%	118 36%	87 31%	114 46%	51 36%	41 39%	61 44%	165 35%	-	411 100%	-	-	17 5%	251 86%	62 29%
Liberal Democrat	103 9%	59 10%	44 9%	9 9%	19 13%	19 10%	18 9%	16 9%	22 8%	33 10%	32 11%	21 9%	17 6%	39 12%	30 11%	15 6%	12 8%	6 6%	16 11%	49 10%	-	-	103 100%	-	6 2%	4 1%	80 37%
SNP	34 3%	21 3%	13 3%	1 1%	6 4%	4 2%	6 3%	9 5%	8 3%	10 3%	11 4%	6 3%	7 3%	-	-	-	-	34 33%	3 2%	15 3%	-	-	-	-	*	3 1%	3 1%
Plaid Cymru	5 *	1 *	4 1%	* *	1 1%	1 1%	2 1%	* *	- *	* *	2 1%	2 1%	* *	-	-	-	5 4%	-	1 1%	3 1%	-	-	-	-	1 *	-	* *
The UK Independence Party	141 13%	86 14%	55 11%	4 4%	6 4%	15 8%	28 13%	32 17%	57 20%	34 11%	30 11%	36 16%	41 15%	34 10%	50 18%	29 12%	22 16%	5 5%	8 6%	57 12%	-	-	-	141 100%	54 15%	20 7%	20 9%
The Green Party	27 2%	14 2%	14 3%	5 5%	6 4%	4 2%	7 3%	3 2%	3 1%	9 3%	8 3%	3 2%	7 3%	8 3%	7 3%	7 3%	2 2%	3 3%	5 4%	10 2%	-	-	-	-	1 *	2 1%	11 5%
The British National Party	8 1%	4 1%	3 1%	* *	1 1%	1 1%	3 2%	1 1%	1 *	2 *	1 *	3 1%	3 1%	1 *	2 1%	3 1%	1 1%	1 *	1 1%	5 1%	-	-	-	-	1 *	* *	1 1%
Some other party	5 *	3 *	2 *	- -	1 1%	1 1%	1 1%	1 1%	1 *	1 *	3 1%	- -	1 *	1 *	2 1%	3 1%	* -	- -	3 2%	1 *	-	-	-	-	1 *	2 1%	* *

Opinion Poll
ONLINE Fieldwork : 10th-11th September 2014

Absolutes/col percents

Table 4
Gender
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2010	2010
Weighted base	2010	2010
Male	1016 51%	985 49%
Female	994 49%	1025 51%

Opinion Poll
ONLINE Fieldwork : 10th-11th September 2014

Absolutes/col percents

Table 5
Age
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2010	2010
Weighted base	2010	2010
18-24	198 10%	239 12%
25-34	283 14%	338 17%
35-44	354 18%	338 17%
45-54	389 19%	358 18%
55-64	324 16%	298 15%
65+	462 23%	438 22%
Average age	48.59	47.19

Opinion Poll
ONLINE Fieldwork : 10th-11th September 2014

Absolutes/col percents

Table 6
Social Grade
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2010	2010
Weighted base	2010	2010
AB	607 30%	537 27%
C1	599 30%	557 28%
C2	344 17%	438 22%
DE	460 23%	478 24%

Opinion Poll
ONLINE Fieldwork : 10th-11th September 2014

Absolutes/col percents

Table 7
GO Region
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2010	2010
Weighted base	2010	2010
Scotland	187 9%	181 9%
North East	81 4%	80 4%
North West	230 11%	221 11%
Yorkshire & Humberside	171 9%	181 9%
West Midlands	187 9%	181 9%
East Midlands	150 7%	141 7%
Wales	97 5%	101 5%
Eastern	171 9%	201 10%
London	244 12%	261 13%
South East	310 15%	281 14%
South West	182 9%	181 9%

Opinion Poll
ONLINE Fieldwork : 10th-11th September 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	2010	2010
Weighted base	2010	2010
NET: Working	1167 58%	1126 56%
Working full time - working 30 hours per week or more	891 44%	884 44%
Working part time - working between 8 and 29 hours per week	276 14%	241 12%
NET: Not working	843 42%	884 44%
Not working but seeking work or temporarily unemployed or sick	99 5%	115 6%
Not working and not seeking work	124 6%	143 7%
Retired on a state pension only	143 7%	150 7%
Retired with a private pension	316 16%	296 15%
House person, housewife, househusband, etc.	161 8%	180 9%

Opinion Poll
ONLINE Fieldwork : 10th-11th September 2014

Absolutes/col percents

Table 9
Tenure
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2010	2010
Weighted base	2010	2010
NET: Homeowners	1352 67%	1306 65%
Owned outright - without mortgage	659 33%	663 33%
Owned with a mortgage or loan	693 34%	643 32%
NET: Renters	631 31%	665 33%
Rented from the council	150 7%	281 14%
Rented from a housing association	174 9%	128 6%
Rented from someone else	307 15%	255 13%
Rent free	27 1%	39 2%

Opinion Poll
ONLINE Fieldwork : 10th-11th September 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	2010	2010
Weighted base	2010	2010
Yes	1171 58%	1226 61%
No	839 42%	784 39%

Opinion Poll
ONLINE Fieldwork : 10th-11th September 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	2010	2010
Weighted base	2010	2010
No cars in the household	425 21%	422 21%
NET: Any	1585 79%	1588 79%
1	1063 53%	844 42%
2	430 21%	563 28%
3+	92 5%	181 9%

Opinion Poll
ONLINE Fieldwork : 10th-11th September 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	2010	2010
Weighted base	2010	2010
Conservative	531 26%	563 28%
Labour	576 29%	583 29%
Liberal Democrat	157 8%	201 10%
SNP	59 3%	37 2%
Plaid Cymru	10 *	5 *
Green	83 4%	38 2%
UKIP	252 13%	80 4%
BNP	20 1%	10 1%
Another party	24 1%	10 1%
None	298 15%	482 24%