

Opinion Poll

ONLINE Fieldwork : 5th-7th 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	2058	1045	1013	199	303	350	395	350	461	634	570	319	535	529	536	506	287	200	252	785	472	565	105	310	556	385	369	
Weighted base	2058	1009	1049	245	347	347	367	306	448	550	571	448	489	556	535	494	288	185	281	872	501	555	132	177	558	358	382	
Absolutely certain to vote	(10)	1122	595	527	67	133	184	222	201	315	324	302	235	260	261	291	273	169	127	149	445	363	349	80	139	406	250	232
		55%	59%	50%	28%	38%	53%	60%	66%	70%	59%	53%	52%	53%	47%	54%	55%	59%	69%	53%	51%	72%	63%	61%	79%	73%	70%	61%
	(9)	243	136	107	23	43	45	32	46	54	86	69	53	35	72	55	73	30	14	54	90	65	83	19	16	70	54	62
		12%	14%	10%	9%	12%	13%	9%	15%	12%	16%	12%	12%	7%	13%	10%	15%	10%	7%	19%	10%	13%	15%	14%	9%	13%	15%	16%
	(8)	113	59	54	16	36	19	21	10	10	31	38	18	26	37	33	24	13	6	21	59	25	40	17	6	18	16	26
		5%	6%	5%	6%	10%	6%	6%	3%	2%	6%	7%	4%	5%	7%	6%	5%	4%	3%	7%	7%	5%	7%	13%	3%	3%	4%	7%
	(7)	122	50	72	34	23	17	14	12	23	25	48	31	19	53	32	22	13	3	14	56	24	41	9	5	30	19	20
		6%	5%	7%	14%	7%	5%	4%	4%	5%	5%	8%	7%	4%	10%	6%	4%	5%	2%	5%	6%	5%	7%	7%	3%	5%	5%	5%
	(6)	41	20	21	13	10	9	5	2	2	10	9	7	15	16	14	7	2	2	4	20	5	12	2	2	4	1	2
		2%	2%	2%	5%	3%	2%	1%	1%	1%	2%	2%	2%	3%	3%	3%	1%	1%	1%	1%	2%	1%	2%	2%	1%	1%	*	*
	(5)	72	24	48	18	21	2	16	5	11	10	20	21	22	17	23	18	9	5	5	38	7	14	3	9	3	4	7
		4%	2%	5%	7%	6%	1%	4%	2%	3%	2%	3%	5%	5%	3%	4%	4%	3%	3%	2%	4%	1%	3%	2%	5%	1%	1%	2%
	(4)	15	7	8	7	5	3	-	1	-	2	7	2	4	4	7	4	1	-	2	10	4	6	-	*	1	-	1
		1%	1%	1%	3%	1%	1%	-	*	-	*	1%	1%	1%	1%	1%	1%	*	-	1%	1%	1%	1%	-	*	*	-	*
	(3)	35	13	22	13	7	8	3	-	4	5	5	12	13	16	11	4	3	1	1	17	6	9	1	-	5	4	-
		2%	1%	2%	5%	2%	2%	1%	-	1%	1%	1%	3%	3%	3%	2%	1%	1%	1%	*	2%	1%	2%	1%	-	1%	1%	-
	(2)	26	16	11	3	5	9	4	4	2	6	7	6	7	6	8	5	6	1	1	14	2	*	-	-	4	-	1
		1%	2%	1%	1%	1%	3%	1%	1%	*	1%	1%	1%	1%	1%	2%	1%	2%	1%	1%	2%	*	*	-	-	1%	-	*
Definitely would not vote	(1)	137	59	77	19	31	30	29	14	14	24	25	36	51	44	29	30	22	11	12	60	-	-	-	-	8	3	14
		7%	6%	7%	8%	9%	9%	8%	5%	3%	4%	4%	8%	10%	8%	5%	6%	8%	6%	4%	7%	-	-	-	-	2%	1%	4%
Don't know		131	29	101	33	33	21	20	12	12	27	42	26	36	28	33	35	20	15	18	63	-	-	-	-	8	7	15
		6%	3%	10%	13%	9%	6%	5%	4%	3%	5%	7%	6%	7%	5%	6%	7%	7%	8%	6%	7%	-	-	-	-	1%	2%	4%
Mean		8.37	8.57	8.16	7.07	7.68	8.19	8.46	9.00	9.14	8.80	8.53	8.13	7.92	8.02	8.36	8.55	8.43	8.90	8.81	8.17	9.35	9.08	9.13	9.46	9.31	9.36	9.01
Standard deviation		2.71	2.57	2.84	2.94	2.97	2.78	2.23	1.99	2.31	2.42	2.91	3.15	2.84	2.65	2.59	2.83	2.52	2.17	2.81	1.43	1.58	1.39	1.29	1.67	1.42	2.00	
Standard error		0.06	0.08	0.09	0.22	0.18	0.16	0.14	0.12	0.09	0.09	0.10	0.17	0.14	0.13	0.12	0.12	0.17	0.18	0.14	0.10	0.07	0.07	0.14	0.07	0.07	0.07	0.11

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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	2058	1045	1013	199	303	350	395	350	461	634	570	319	535	529	536	506	287	200	252	785	472	565	105	310	556	385	369
Weighted base	2058	1009	1049	245	347	347	367	306	448	550	571	448	489	556	535	494	288	185	281	872	501	555	132	177	558	358	382
Conservative	501 24%	283 28%	218 21%	41 17%	39 11%	85 25%	89 24%	87 29%	160 36%	183 33%	123 22%	95 21%	100 21%	145 26%	139 26%	123 25%	68 23%	27 15%	50 18%	220 25%	501 100%	-	-	-	360 65%	15 4%	41 11%
Labour	555 27%	288 29%	267 25%	69 28%	119 34%	100 29%	104 28%	75 25%	88 20%	119 22%	165 29%	120 27%	151 31%	142 25%	117 22%	168 34%	85 30%	43 23%	97 35%	230 26%	-	555 100%	-	-	28 5%	275 77%	94 25%
Liberal Democrat	132 6%	65 6%	67 6%	10 4%	36 10%	19 6%	15 4%	22 7%	30 7%	49 9%	31 5%	27 6%	26 5%	40 7%	34 6%	25 5%	16 6%	18 10%	16 6%	54 6%	-	-	132 100%	-	5 1%	8 2%	97 25%
SNP	44 2%	25 2%	19 2%	2 1%	8 2%	9 3%	12 3%	8 3%	6 1%	13 2%	16 3%	5 1%	9 2%	-	-	-	-	44 24%	9 3%	24 3%	-	-	-	-	1 *	5 1%	8 2%
Plaid Cymru	8 *	5 *	3 *	1 *	1 *	* *	2 1%	1 *	2 *	1 *	3 *	2 *	2 *	-	-	-	8 3%	-	1 *	5 1%	-	-	-	-	-	1 *	2 1%
The UK Independence Party	177 9%	109 11%	67 6%	4 2%	13 4%	21 6%	41 11%	35 11%	62 14%	46 8%	40 7%	47 11%	44 9%	53 9%	61 11%	37 7%	20 7%	6 3%	14 5%	74 8%	-	-	-	177 100%	73 13%	13 4%	30 8%
The Green Party	69 3%	34 3%	35 3%	17 7%	15 4%	9 3%	10 3%	10 3%	8 2%	13 2%	22 4%	19 4%	15 3%	16 3%	29 5%	8 2%	9 3%	6 3%	11 4%	22 3%	-	-	-	-	6 1%	4 1%	22 6%
The British National Party	10 *	4 *	5 1%	1 *	1 *	* *	5 1%	1 *	1 *	1 *	1 *	4 1%	3 1%	-	6 1%	3 1%	-	1 1%	* *	5 1%	-	-	-	-	1 *	* *	1 *
Some other party	10 *	9 1%	2 *	-	3 1%	1 *	1 *	5 2%	-	3 1%	1 *	3 1%	3 1%	* *	4 1%	3 1%	* *	2 1%	3 1%	3 *	-	-	-	-	3 1%	2 *	1 *
Would not vote	164 8%	72 7%	92 9%	31 13%	31 9%	38 11%	33 9%	16 5%	15 3%	30 5%	32 6%	47 11%	55 11%	51 9%	35 7%	36 7%	29 10%	13 7%	12 4%	74 8%	-	-	-	-	11 2%	3 1%	15 4%
Rather not say	44 2%	14 1%	30 3%	4 2%	6 2%	11 3%	4 1%	14 4%	7 1%	8 1%	12 2%	15 3%	10 2%	26 5%	9 2%	4 1%	4 2%	1 *	14 5%	20 2%	-	-	-	-	11 2%	2 *	-
Don't know	345 17%	101 10%	244 23%	65 26%	74 21%	54 15%	51 14%	32 10%	70 16%	85 15%	124 22%	64 14%	72 15%	83 15%	101 19%	87 18%	48 17%	25 13%	54 19%	141 16%	-	-	-	-	58 10%	31 9%	71 19%

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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	1309	717	592	95	161	213	255	252	333	430	359	195	325	316	343	318	188	144	161	488	382	439	83	257	426	291	254
Weighted base	1189	656	533	93	169	196	221	205	304	350	319	249	271	294	306	297	169	123	160	488	407	428	103	145	407	267	245
Conservative	407	231	176	27	28	69	72	73	138	150	97	76	84	112	115	100	55	24	42	174	407	-	-	-	308	12	34
	34%	35%	33%	29%	16%	35%	33%	36%	45%	43%	30%	31%	31%	38%	38%	34%	33%	20%	26%	36%	100%	-	-	-	76%	5%	14%
Labour	428	223	205	42	87	78	81	64	76	97	130	87	113	101	88	135	69	36	76	172	-	428	-	-	24	227	80
	36%	34%	38%	45%	51%	40%	37%	31%	25%	28%	41%	35%	42%	34%	29%	45%	41%	29%	47%	35%	-	100%	-	-	6%	85%	33%
Liberal Democrat	103	50	53	7	24	15	13	18	26	41	23	22	17	30	25	21	13	14	13	39	-	-	103	-	4	7	80
	9%	8%	10%	7%	14%	7%	6%	9%	9%	12%	7%	9%	6%	10%	8%	7%	7%	11%	8%	8%	-	-	100%	-	1%	3%	33%
SNP	38	22	16	2	6	8	10	7	5	11	14	5	8	-	-	-	-	38	8	20	-	-	-	-	1	4	7
	3%	3%	3%	2%	4%	4%	5%	3%	2%	3%	4%	2%	3%	-	-	-	-	31%	5%	4%	-	-	-	-	*	2%	3%
Plaid Cymru	7	4	2	1	1	*	2	1	1	1	2	2	2	-	-	-	7	-	1	5	-	-	-	-	-	1	2
	1%	1%	*	1%	1%	*	1%	*	*	*	1%	1%	1%	-	-	-	4%	-	*	1%	-	-	-	-	-	*	1%
The UK Independence Party	145	93	52	3	10	18	31	29	54	40	33	40	31	44	48	31	17	5	12	58	-	-	-	145	64	11	24
	12%	14%	10%	3%	6%	9%	14%	14%	18%	11%	10%	16%	12%	15%	16%	10%	10%	4%	7%	12%	-	-	-	100%	16%	4%	10%
The Green Party	47	22	25	10	10	7	7	9	4	9	18	11	9	7	23	5	8	4	8	15	-	-	-	-	4	3	18
	4%	3%	5%	11%	6%	4%	3%	4%	1%	2%	6%	5%	3%	3%	7%	2%	5%	3%	5%	3%	-	-	-	-	1%	1%	7%
The British National Party	8	3	4	1	1	*	4	1	1	1	1	3	3	-	5	2	-	1	*	4	-	-	-	-	1	*	1
	1%	1%	1%	1%	*	*	2%	1%	*	*	*	1%	1%	-	1%	1%	-	1%	*	1%	-	-	-	-	*	*	*
Some other party	8	6	1	-	3	1	*	4	-	1	1	3	3	*	2	3	*	2	2	3	-	-	-	-	3	1	*
	1%	1%	*	-	2%	*	*	2%	-	*	*	1%	1%	*	1%	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	2058	2058
Weighted base	2058	2058
Male	1045 51%	1009 49%
Female	1013 49%	1049 51%

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Absolutes/col percents

Table 5
Age
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2058	2058
Weighted base	2058	2058
18-24	199 10%	245 12%
25-34	303 15%	347 17%
35-44	350 17%	347 17%
45-54	395 19%	367 18%
55-64	350 17%	306 15%
65+	461 22%	448 22%
Average age	48.70	47.30

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Absolutes/col percents

Table 6
Social Grade
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2058	2058
Weighted base	2058	2058
AB	634 31%	550 27%
C1	570 28%	571 28%
C2	319 16%	448 22%
DE	535 26%	489 24%

Opinion Poll
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Absolutes/col percents

Table 7
GO Region
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2058	2058
Weighted base	2058	2058
Scotland	200 10%	185 9%
North East	85 4%	82 4%
North West	244 12%	226 11%
Yorkshire & Humberside	177 9%	185 9%
West Midlands	194 9%	185 9%
East Midlands	155 8%	144 7%
Wales	102 5%	103 5%
Eastern	187 9%	206 10%
London	217 11%	268 13%
South East	312 15%	288 14%
South West	185 9%	185 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	2058	2058
Weighted base	2058	2058
NET: Working	1037 50%	1153 56%
Working full time - working 30 hours per week or more	695 34%	906 44%
Working part time - working between 8 and 29 hours per week	342 17%	247 12%
NET: Not working	1021 50%	905 44%
Not working but seeking work or temporarily unemployed or sick	122 6%	109 5%
Not working and not seeking work	164 8%	144 7%
Retired on a state pension only	123 6%	122 6%
Retired with a private pension	414 20%	360 17%
House person, housewife, househusband, etc.	198 10%	170 8%

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Absolutes/col percents

Table 9
Tenure
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2058	2058
Weighted base	2058	2058
NET: Homeowners	1234 60%	1338 65%
Owned outright - without mortgage	714 35%	679 33%
Owned with a mortgage or loan	520 25%	659 32%
NET: Renters	785 38%	689 33%
Rented from the council	201 10%	288 14%
Rented from a housing association	210 10%	126 6%
Rented from someone else	374 18%	275 13%
Rent free	39 2%	31 2%

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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	2058	2058
Weighted base	2058	2058
Yes	1106 54%	1255 61%
No	952 46%	803 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	2058	2058
Weighted base	2058	2058
No cars in the household	476 23%	432 21%
NET: Any	1582 77%	1626 79%
1	1083 53%	864 42%
2	418 20%	576 28%
3+	81 4%	185 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	2058	2058
Weighted base	2058	2058
Conservative	548 27%	576 28%
Labour	643 31%	597 29%
Liberal Democrat	162 8%	206 10%
SNP	63 3%	42 2%
Plaid Cymru	7 *	4 *
Green	85 4%	43 2%
UKIP	250 12%	82 4%
BNP	17 1%	8 *
Another party	12 1%	6 *
None	271 13%	494 24%