

Opinion Poll

ONLINE Fieldwork : 3rd-4th 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	2026	1021	1005	245	337	311	367	307	459	582	613	340	491	531	538	473	292	192	260	924	417	563	101	321	558	422	343	
Weighted base	2026	993	1033	241	341	341	361	301	441	542	562	441	482	547	527	486	284	182	250	884	444	539	125	185	549	415	340	
Absolutely certain to vote	(10)	1097	593	504	72	120	166	215	184	341	320	291	214	272	285	302	243	149	119	140	425	310	363	61	147	410	290	199
		54%	60%	49%	30%	35%	49%	59%	61%	77%	59%	52%	49%	56%	52%	57%	50%	52%	65%	56%	48%	70%	67%	49%	79%	75%	70%	59%
	(9)	251	130	121	27	43	40	49	39	53	82	57	46	67	77	64	50	41	19	32	99	69	71	25	22	71	51	72
		12%	13%	12%	11%	13%	12%	14%	13%	12%	15%	10%	10%	14%	14%	12%	10%	14%	11%	13%	11%	15%	13%	20%	12%	13%	12%	21%
	(8)	113	58	56	26	22	25	17	15	9	33	31	31	18	24	34	32	13	10	7	64	22	34	19	7	28	17	24
		6%	6%	5%	11%	6%	7%	5%	5%	2%	6%	6%	7%	4%	4%	6%	7%	5%	6%	3%	7%	5%	6%	15%	4%	5%	4%	7%
	(7)	103	50	54	29	27	16	15	14	2	24	32	28	19	35	16	29	15	8	19	59	19	21	10	5	8	19	17
		5%	5%	5%	12%	8%	5%	4%	5%	*	5%	6%	6%	4%	6%	3%	6%	5%	4%	7%	7%	4%	4%	8%	3%	1%	4%	5%
	(6)	51	14	37	16	10	14	7	3	1	16	18	13	5	12	23	10	5	1	10	27	3	17	5	2	5	8	6
		3%	1%	4%	7%	3%	4%	2%	1%	*	3%	3%	3%	1%	2%	4%	2%	2%	*	4%	3%	1%	3%	4%	1%	1%	2%	2%
	(5)	79	31	48	16	25	12	13	9	5	7	27	28	17	27	19	12	14	8	11	39	17	20	1	1	11	10	4
		4%	3%	5%	6%	7%	4%	4%	3%	1%	1%	5%	6%	3%	5%	4%	3%	5%	4%	4%	4%	4%	4%	1%	1%	2%	2%	1%
	(4)	14	8	6	3	5	2	2	2	-	2	6	2	4	3	3	5	3	-	*	9	2	5	1	-	1	1	1
		1%	1%	1%	1%	1%	*	1%	1%	-	*	1%	1%	1%	1%	1%	1%	1%	-	*	1%	*	1%	1%	-	*	*	*
	(3)	28	12	16	4	7	5	3	6	2	9	9	6	4	10	7	3	5	3	2	23	3	5	1	1	*	1	1
		1%	1%	2%	2%	2%	1%	1%	2%	1%	2%	2%	1%	1%	2%	1%	1%	2%	1%	1%	3%	1%	1%	1%	*	*	*	*
	(2)	25	7	18	5	3	9	*	3	6	6	8	7	4	8	8	6	3	-	2	10	-	4	1	*	1	1	2
		1%	1%	2%	2%	1%	3%	*	1%	1%	1%	1%	2%	1%	2%	2%	1%	1%	-	1%	1%	-	1%	1%	*	*	*	1%
Definitely would not vote	(1)	149	61	88	22	39	30	30	17	12	37	47	22	43	41	30	54	19	5	13	74	-	-	-	-	5	8	9
		7%	6%	9%	9%	11%	9%	8%	6%	3%	7%	8%	5%	9%	7%	6%	11%	7%	3%	5%	8%	-	-	-	-	1%	2%	3%
Don't know		113	29	84	21	41	23	10	8	11	5	36	43	29	26	19	41	18	10	16	56	-	-	-	-	10	9	4
		6%	3%	8%	9%	12%	7%	3%	3%	3%	1%	6%	10%	6%	5%	4%	8%	6%	6%	6%	6%	-	-	-	-	2%	2%	1%
Mean		8.32	8.60	8.03	7.32	7.39	7.99	8.50	8.61	9.36	8.55	8.09	8.24	8.37	8.21	8.47	8.00	8.32	9.01	8.56	7.99	9.34	9.14	8.88	9.61	9.49	9.23	9.03
Standard deviation		2.77	2.54	2.95	2.89	3.15	2.98	2.70	2.56	1.88	2.61	2.92	2.63	2.86	2.81	2.61	3.08	2.73	2.05	2.45	2.91	1.34	1.62	1.54	0.98	1.31	1.72	1.85
Standard error		0.06	0.08	0.10	0.19	0.18	0.17	0.14	0.15	0.09	0.11	0.12	0.15	0.13	0.12	0.11	0.15	0.16	0.15	0.15	0.10	0.07	0.07	0.15	0.05	0.06	0.08	0.10

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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	2026	1021	1005	245	337	311	367	307	459	582	613	340	491	531	538	473	292	192	260	924	417	563	101	321	558	422	343
Weighted base	2026	993	1033	241	341	341	361	301	441	542	562	441	482	547	527	486	284	182	250	884	444	539	125	185	549	415	340
Conservative	444 22%	232 23%	211 20%	42 17%	49 14%	48 14%	77 21%	76 25%	151 34%	136 25%	143 25%	86 19%	80 17%	142 26%	131 25%	87 18%	66 23%	18 10%	45 18%	171 19%	444 100%	-	-	-	335 61%	8 2%	34 10%
Labour	539 27%	281 28%	257 25%	70 29%	99 29%	117 34%	99 27%	65 22%	89 20%	146 27%	133 24%	114 26%	146 30%	151 28%	134 25%	140 29%	63 22%	51 28%	79 31%	239 27%	-	539 100%	-	-	28 5%	324 78%	82 24%
Liberal Democrat	125 6%	62 6%	63 6%	16 7%	23 7%	17 5%	25 7%	20 7%	22 5%	54 10%	28 5%	14 3%	28 6%	40 7%	25 5%	27 6%	22 8%	11 6%	18 7%	62 7%	-	-	125 100%	-	2 *	2 1%	89 26%
SNP	39 2%	23 2%	16 2%	3 1%	4 1%	5 1%	6 2%	13 4%	8 2%	8 2%	13 2%	7 2%	11 2%	-	-	-	-	39 21%	3 1%	17 2%	-	-	-	-	1 *	1 *	3 1%
Plaid Cymru	8 *	4 *	4 *	1 *	1 *	1 *	2 *	1 *	2 1%	2 *	3 *	3 1%	1 *	-	-	-	8 3%	-	1 1%	6 1%	-	-	-	-	1 *	1 *	1 *
The UK Independence Party	185 9%	121 12%	64 6%	6 2%	8 2%	20 6%	43 12%	35 12%	74 17%	46 9%	43 8%	46 10%	51 11%	39 7%	60 11%	47 10%	32 11%	7 4%	16 6%	74 8%	-	-	-	185 100%	92 17%	18 4%	21 6%
The Green Party	53 3%	26 3%	26 3%	5 2%	11 3%	8 2%	16 5%	5 2%	8 2%	17 3%	15 3%	9 2%	12 3%	17 3%	15 3%	11 2%	5 2%	5 3%	9 4%	17 2%	-	-	-	-	4 1%	4 1%	20 6%
The British National Party	4 *	3 *	1 *	1 *	1 *	-	1 *	-	1 *	-	*	1 *	2 *	1 *	1 *	1 *	*	-	1 *	1 *	-	-	-	-	1 *	1 *	-
Some other party	8 *	5 1%	2 *	1 *	-	5 1%	1 *	*	1 *	1 *	1 *	4 1%	2 *	4 1%	3 1%	-	1 *	-	1 *	5 1%	-	-	-	-	1 *	1 *	1 *
Would not vote	178 9%	65 7%	113 11%	27 11%	47 14%	37 11%	31 8%	19 6%	18 4%	47 9%	56 10%	31 7%	44 9%	43 8%	48 9%	56 12%	25 9%	5 3%	18 7%	87 10%	-	-	-	-	5 1%	8 2%	9 3%
Rather not say	38 2%	17 2%	21 2%	5 2%	10 3%	9 3%	10 3%	1 *	2 *	9 2%	8 1%	12 3%	9 2%	12 2%	10 2%	8 2%	3 1%	5 3%	7 3%	18 2%	-	-	-	-	-	2 *	-
Don't know	406 20%	154 16%	252 24%	63 26%	88 26%	75 22%	51 14%	65 22%	65 15%	75 14%	120 21%	115 26%	96 20%	98 18%	99 19%	108 22%	59 21%	41 23%	52 21%	187 21%	-	-	-	-	80 15%	46 11%	80 24%

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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	1258	692	566	118	169	183	247	204	337	387	367	201	303	327	344	273	185	130	165	551	340	438	76	264	421	315	223
Weighted base	1121	615	506	99	140	175	217	179	311	336	292	220	273	309	299	248	156	109	140	454	359	420	93	157	397	297	206
Conservative	359	191	168	32	36	38	60	63	131	113	114	67	64	117	108	69	50	15	38	133	359	-	-	-	286	7	28
	32%	31%	33%	32%	25%	22%	28%	35%	42%	34%	39%	31%	24%	38%	36%	28%	32%	14%	27%	29%	100%	-	-	-	72%	2%	14%
Labour	420	225	196	45	70	93	79	55	78	117	95	86	122	116	107	107	49	41	62	176	-	420	-	-	23	266	68
	38%	37%	39%	45%	50%	53%	37%	31%	25%	35%	33%	39%	45%	37%	36%	43%	32%	37%	44%	39%	-	100%	-	-	6%	90%	33%
Liberal Democrat	93	46	47	11	16	12	20	15	19	44	20	9	20	29	17	21	17	9	13	44	-	-	93	-	2	1	71
	8%	7%	9%	11%	12%	7%	9%	9%	6%	13%	7%	4%	7%	9%	6%	8%	11%	8%	9%	10%	-	-	100%	-	*	*	35%
SNP	34	20	14	3	3	4	6	11	7	7	11	6	10	-	-	-	-	34	3	15	-	-	-	-	1	1	2
	3%	3%	3%	3%	2%	2%	3%	6%	2%	2%	4%	3%	4%	-	-	-	-	31%	2%	3%	-	-	-	-	*	*	1%
Plaid Cymru	7	4	4	1	1	1	1	1	2	2	2	3	1	-	-	-	7	-	1	5	-	-	-	-	*	*	1
	1%	1%	1%	1%	1%	1%	1%	*	1%	1%	1%	1%	*	-	-	-	5%	-	1%	1%	-	-	-	-	*	*	*
The UK Independence Party	157	104	53	4	5	16	36	31	65	39	36	38	44	32	50	41	27	6	13	63	-	-	-	157	80	16	18
	14%	17%	10%	4%	4%	9%	16%	17%	21%	12%	12%	17%	16%	10%	17%	17%	18%	6%	9%	14%	-	-	-	100%	20%	5%	9%
The Green Party	42	20	22	4	8	6	14	4	6	13	13	7	8	11	13	9	5	5	8	13	-	-	-	-	4	4	17
	4%	3%	4%	4%	6%	4%	6%	2%	2%	4%	4%	3%	3%	4%	4%	3%	3%	4%	6%	3%	-	-	-	-	1%	1%	8%
The British National Party	3	2	1	*	1	-	1	-	1	-	*	1	2	*	1	1	*	-	1	1	-	-	-	-	*	1	-
	*	*	*	*	1%	-	*	-	*	-	*	*	1%	*	*	*	*	-	*	*	-	-	-	-	*	*	-
Some other party	6	3	2	*	-	4	1	*	1	1	1	2	2	3	2	-	*	-	1	4	-	-	-	-	1	*	1
	*	1%	*	*	-	2%	*	*	*	*	*	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	2026	2026
Weighted base	2026	2026
Male	1021 50%	993 49%
Female	1005 50%	1033 51%

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Table 5
Age
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2026	2026
Weighted base	2026	2026
18-24	245 12%	241 12%
25-34	337 17%	341 17%
35-44	311 15%	341 17%
45-54	367 18%	361 18%
55-64	307 15%	301 15%
65+	459 23%	441 22%
Average age	47.59	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	2026	2026
Weighted base	2026	2026
AB	582 29%	542 27%
C1	613 30%	562 28%
C2	340 17%	441 22%
DE	491 24%	482 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	2026	2026
Weighted base	2026	2026
Scotland	192 9%	182 9%
North East	71 4%	81 4%
North West	227 11%	223 11%
Yorkshire & Humberside	175 9%	182 9%
West Midlands	198 10%	182 9%
East Midlands	147 7%	142 7%
Wales	110 5%	101 5%
Eastern	193 10%	203 10%
London	260 13%	263 13%
South East	271 13%	284 14%
South West	182 9%	182 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	2026	2026
Weighted base	2026	2026
NET: Working	1184 58%	1135 56%
Working full time - working 30 hours per week or more	925 46%	891 44%
Working part time - working between 8 and 29 hours per week	259 13%	243 12%
NET: Not working	842 42%	891 44%
Not working but seeking work or temporarily unemployed or sick	97 5%	106 5%
Not working and not seeking work	145 7%	166 8%
Retired on a state pension only	132 7%	147 7%
Retired with a private pension	334 16%	314 15%
House person, housewife, househusband, etc.	134 7%	159 8%

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Absolutes/col percents

Table 9
Tenure
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2026	2026
Weighted base	2026	2026
NET: Homeowners	1402 69%	1317 65%
Owned outright - without mortgage	713 35%	669 33%
Owned with a mortgage or loan	689 34%	648 32%
NET: Renters	595 29%	679 34%
Rented from the council	131 6%	284 14%
Rented from a housing association	144 7%	109 5%
Rented from someone else	320 16%	286 14%
Rent free	29 1%	30 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	2026	2026
Weighted base	2026	2026
Yes	1163 57%	1236 61%
No	863 43%	790 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	2026	2026
Weighted base	2026	2026
No cars in the household	410 20%	425 21%
NET: Any	1616 80%	1601 79%
1	1132 56%	851 42%
2	403 20%	567 28%
3+	81 4%	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	2026	2026
Weighted base	2026	2026
Conservative	538 27%	567 28%
Labour	612 30%	588 29%
Liberal Democrat	159 8%	203 10%
SNP	56 3%	34 2%
Plaid Cymru	13 1%	6 *
Green	81 4%	42 2%
UKIP	252 12%	81 4%
BNP	18 1%	9 *
Another party	16 1%	10 1%
None	281 14%	486 24%