

Opinion Poll

ONLINE Fieldwork : 23rd-26th May 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	2060	980	1080	239	327	323	372	334	465	580	611	363	506	562	526	525	274	173	255	817	442	534	105	334	556	377	354	
Weighted base	2060	1010	1050	245	347	347	367	306	448	551	571	449	489	556	536	494	288	185	280	874	480	553	142	198	556	378	355	
Absolutely certain to vote	(10)	1139	621	518	71	141	173	217	196	342	329	324	231	255	298	299	264	164	114	150	449	355	352	87	133	427	254	241
		55%	61%	49%	29%	41%	50%	59%	64%	76%	60%	57%	52%	52%	54%	56%	53%	57%	61%	54%	51%	74%	64%	61%	67%	77%	67%	68%
	(9)	208	117	92	19	32	42	25	39	52	63	61	43	41	46	69	42	25	26	32	79	60	69	15	29	62	48	44
		10%	12%	9%	8%	9%	12%	7%	13%	12%	11%	11%	10%	8%	8%	13%	8%	9%	14%	12%	9%	13%	12%	11%	14%	11%	13%	12%
	(8)	139	60	78	23	39	23	35	10	9	39	42	32	26	46	37	31	14	11	23	78	26	55	16	17	27	23	26
		7%	6%	7%	9%	11%	7%	9%	3%	2%	7%	7%	7%	5%	8%	7%	6%	5%	6%	8%	9%	5%	10%	11%	8%	5%	6%	7%
	(7)	102	49	53	29	25	23	11	9	6	29	25	26	22	37	17	25	14	9	8	55	12	23	11	12	7	15	21
		5%	5%	5%	12%	7%	7%	3%	3%	1%	5%	4%	6%	4%	7%	3%	5%	5%	3%	6%	3%	4%	3%	8%	6%	1%	4%	6%
	(6)	49	14	34	11	13	9	9	4	3	13	8	15	12	18	13	12	1	5	8	24	13	10	4	2	7	5	5
		2%	1%	3%	5%	4%	3%	2%	1%	1%	2%	1%	3%	2%	3%	2%	2%	*	3%	3%	3%	3%	2%	3%	1%	1%	1%	1%
	(5)	81	21	60	17	24	13	13	10	3	16	24	20	20	30	20	24	5	2	10	44	8	20	3	5	8	8	7
		4%	2%	6%	7%	7%	4%	4%	3%	1%	3%	4%	4%	4%	5%	4%	5%	2%	1%	4%	5%	2%	4%	2%	2%	1%	2%	2%
	(4)	28	13	14	13	6	7	1	-	1	8	6	9	4	13	2	11	-	2	6	20	3	15	2	*	-	9	3
		1%	1%	1%	5%	2%	2%	*	-	*	2%	1%	2%	1%	2%	*	2%	-	1%	2%	2%	1%	3%	1%	*	-	2%	1%
	(3)	37	18	19	11	6	8	5	3	3	13	8	11	5	6	3	19	5	5	5	22	2	5	3	*	1	2	-
		2%	2%	2%	5%	2%	2%	1%	1%	1%	2%	1%	3%	1%	1%	*	4%	2%	3%	2%	2%	*	1%	2%	*	*	1%	-
	(2)	29	9	20	8	7	8	*	7	-	5	9	8	7	5	12	9	2	1	7	13	1	4	1	1	3	1	-
		1%	1%	2%	3%	2%	2%	*	2%	-	1%	2%	2%	2%	1%	2%	2%	1%	*	2%	1%	*	1%	1%	1%	*	*	-
Definitely would not vote	(1)	156	60	97	16	39	22	39	19	22	27	35	34	60	37	37	45	31	7	22	67	-	-	-	-	11	11	6
		8%	6%	9%	6%	11%	6%	10%	6%	5%	5%	6%	7%	12%	7%	7%	9%	11%	4%	8%	8%	-	-	-	-	2%	3%	2%
Don't know		92	26	65	28	15	19	14	9	7	9	28	18	37	21	27	13	27	3	8	22	-	-	-	-	3	*	2
		4%	3%	6%	11%	4%	6%	4%	3%	2%	2%	5%	4%	8%	4%	5%	3%	9%	1%	3%	3%	-	-	-	-	*	*	1%
Mean		8.24	8.61	7.88	7.06	7.47	8.11	8.25	8.64	9.23	8.55	8.42	8.02	7.86	8.22	8.42	7.87	8.25	8.77	8.13	8.01	9.42	9.02	8.93	9.29	9.39	8.98	9.19
Standard deviation		2.83	2.57	3.03	2.94	3.11	2.81	2.96	2.66	2.11	2.51	2.68	2.90	3.23	2.70	2.72	3.09	3.08	2.28	2.91	2.87	1.28	1.73	1.73	1.32	1.64	2.06	1.65
Standard error		0.06	0.08	0.09	0.20	0.18	0.16	0.16	0.15	0.10	0.10	0.11	0.16	0.15	0.12	0.12	0.14	0.19	0.18	0.18	0.10	0.06	0.07	0.17	0.07	0.07	0.11	0.09

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	2060	980	1080	239	327	323	372	334	465	580	611	363	506	562	526	525	274	173	255	817	442	534	105	334	556	377	354
Weighted base	2060	1010	1050	245	347	347	367	306	448	551	571	449	489	556	536	494	288	185	280	874	480	553	142	198	556	378	355
Conservative	480 23%	288 28%	193 18%	33 14%	49 14%	62 18%	68 18%	98 32%	170 38%	166 30%	137 24%	92 20%	86 18%	136 24%	157 29%	95 19%	78 27%	14 8%	52 18%	186 21%	480 100%	-	-	-	366 66%	18 5%	25 7%
Labour	553 27%	248 25%	305 29%	74 30%	104 30%	115 33%	104 28%	69 23%	86 19%	138 25%	148 26%	146 32%	121 25%	159 29%	109 20%	162 33%	48 17%	74 40%	103 37%	241 28%	-	553 100%	-	-	28 5%	286 76%	113 32%
Liberal Democrat	142 7%	78 8%	64 6%	15 6%	37 11%	23 7%	18 5%	13 4%	36 8%	48 9%	44 8%	25 6%	25 5%	48 9%	33 6%	21 4%	27 9%	13 7%	18 6%	63 7%	-	-	142 100%	-	7 1%	4 1%	83 23%
SNP	40 2%	26 3%	14 1%	4 1%	11 3%	6 2%	8 2%	5 2%	8 2%	9 2%	13 2%	6 1%	12 2%	-	-	-	-	40 22%	5 2%	19 2%	-	-	-	-	2 *	7 2%	4 1%
Plaid Cymru	4 *	4 *	-	-	-	-	3 1%	-	1 *	1 *	1 *	-	2 *	-	-	-	4 1%	-	1 *	2 *	-	-	-	-	-	-	1 *
The UK Independence Party	198 10%	117 12%	82 8%	6 2%	12 3%	19 6%	52 14%	40 13%	69 15%	54 10%	45 8%	32 7%	67 14%	52 9%	62 12%	45 9%	33 11%	7 4%	13 5%	82 9%	-	-	-	198 100%	81 15%	14 4%	31 9%
The Green Party	52 3%	28 3%	24 2%	13 5%	11 3%	12 3%	7 2%	6 2%	4 1%	12 2%	20 3%	9 2%	12 2%	15 3%	16 3%	14 3%	4 1%	4 2%	5 2%	26 3%	-	-	-	-	2 *	6 2%	19 5%
The British National Party	9 *	4 *	5 1%	-	1 *	6 2%	2 *	-	-	-	4 1%	* *	5 1%	3 1%	3 1%	3 1%	-	-	-	5 1%	-	-	-	-	2 *	-	1 *
Some other party	10 *	4 *	6 1%	2 1%	-	2 *	2 *	4 1%	* *	2 *	4 1%	3 1%	* *	1 *	4 1%	2 *	1 1%	-	1 *	7 1%	-	-	-	-	2 *	-	* *
Would not vote	191 9%	71 7%	120 11%	25 10%	48 14%	30 9%	41 11%	24 8%	23 5%	34 6%	46 8%	46 10%	65 13%	45 8%	48 9%	55 11%	34 12%	8 5%	27 10%	86 10%	-	-	-	-	13 2%	12 3%	6 2%
Rather not say	41 2%	19 2%	22 2%	4 2%	7 2%	10 3%	7 2%	7 2%	6 1%	8 1%	15 3%	9 2%	10 2%	16 3%	11 2%	10 2%	1 *	4 2%	5 2%	22 2%	-	-	-	-	2 *	6 2%	1 *
Don't know	339 16%	123 12%	216 21%	69 28%	68 20%	61 18%	55 15%	39 13%	46 10%	78 14%	95 17%	81 18%	85 17%	82 15%	91 17%	87 18%	58 20%	21 12%	50 18%	134 15%	-	-	-	-	51 9%	25 7%	71 20%

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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	1256	660	595	108	167	181	237	220	342	374	383	207	292	329	324	320	166	117	156	480	362	413	80	268	420	275	242
Weighted base	1168	638	529	91	162	183	215	194	323	339	331	239	259	308	311	264	162	122	150	480	393	422	107	159	419	270	228
Conservative	393	238	156	23	35	48	57	82	148	136	114	72	72	106	130	79	67	11	38	150	393	-	-	-	315	14	21
	34%	37%	29%	25%	22%	26%	27%	42%	46%	40%	34%	30%	28%	34%	42%	30%	41%	9%	26%	31%	100%	-	-	-	75%	5%	9%
Labour	422	195	228	44	74	87	86	58	73	103	117	110	93	112	88	122	39	61	77	184	-	422	-	-	23	232	94
	36%	30%	43%	49%	46%	47%	40%	30%	23%	30%	35%	46%	36%	36%	28%	46%	24%	50%	51%	38%	-	100%	-	-	6%	86%	41%
Liberal Democrat	107	59	47	9	26	15	14	11	32	37	31	18	20	35	27	12	22	11	14	43	-	-	107	-	6	3	68
	9%	9%	9%	10%	16%	8%	6%	6%	10%	11%	9%	8%	8%	11%	9%	4%	14%	9%	9%	9%	-	-	100%	-	1%	1%	30%
SNP	31	20	11	1	9	3	7	4	7	7	12	4	8	-	-	-	-	31	4	14	-	-	-	-	2	4	4
	3%	3%	2%	1%	5%	2%	3%	2%	2%	2%	4%	2%	3%	-	-	-	-	25%	3%	3%	-	-	-	-	*	2%	2%
Plaid Cymru	4	4	-	-	-	-	3	-	1	1	1	-	2	-	-	-	4	-	1	2	-	-	-	-	-	-	1
	*	1%	-	-	-	-	1%	-	*	*	*	-	1%	-	-	-	2%	-	1%	*	-	-	-	-	-	-	*
The UK Independence Party	159	95	64	3	8	15	41	32	59	44	37	25	52	41	49	36	27	6	11	61	-	-	-	159	69	12	25
	14%	15%	12%	3%	5%	8%	19%	17%	18%	13%	11%	11%	20%	13%	16%	14%	17%	5%	8%	13%	-	-	-	100%	16%	4%	11%
The Green Party	39	22	17	9	8	9	5	5	3	9	15	6	9	10	12	10	3	3	5	18	-	-	-	-	1	5	15
	3%	3%	3%	10%	5%	5%	2%	3%	1%	3%	4%	3%	4%	3%	4%	4%	2%	2%	3%	4%	-	-	-	-	*	2%	7%
The British National Party	8	3	5	-	1	5	2	-	-	-	3	*	4	3	3	3	-	-	-	4	-	-	-	-	2	-	1
	1%	*	1%	-	1%	3%	1%	-	-	-	1%	*	2%	1%	1%	1%	-	-	-	1%	-	-	-	-	*	-	*
Some other party	6	3	2	1	-	2	2	1	*	2	2	2	*	1	2	2	1	-	1	4	-	-	-	-	1	-	*
	*	1%	*	1%	-	1%	1%	1%	*	1%	*	1%	*	*	1%	1%	1%	-	*	1%	-	-	-	-	*	-	*

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Absolutes/col percents

Table 4
Gender
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2060	2060
Weighted base	2060	2060
Male	980 48%	1010 49%
Female	1080 52%	1050 51%

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Absolutes/col percents

Table 5
Age
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2060	2060
Weighted base	2060	2060
18-24	239 12%	245 12%
25-34	327 16%	347 17%
35-44	323 16%	347 17%
45-54	372 18%	367 18%
55-64	334 16%	306 15%
65+	465 23%	448 22%
Average age	47.89	47.16

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Absolutes/col percents

Table 6
Social Grade
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2060	2060
Weighted base	2060	2060
AB	580 28%	551 27%
C1	611 30%	571 28%
C2	363 18%	449 22%
DE	506 25%	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	2060	2060
Weighted base	2060	2060
Scotland	173 8%	185 9%
North East	85 4%	82 4%
North West	244 12%	227 11%
Yorkshire & Humberside	196 10%	185 9%
West Midlands	176 9%	185 9%
East Midlands	154 7%	144 7%
Wales	96 5%	103 5%
Eastern	196 10%	206 10%
London	265 13%	268 13%
South East	297 14%	288 14%
South West	178 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	2060	2060
Weighted base	2060	2060
NET: Working	1072 52%	1154 56%
Working full time - working 30 hours per week or more	717 35%	906 44%
Working part time - working between 8 and 29 hours per week	355 17%	247 12%
NET: Not working	988 48%	906 44%
Not working but seeking work or temporarily unemployed or sick	124 6%	120 6%
Not working and not seeking work/ Student	163 8%	135 7%
Retired on a state pension only	131 6%	123 6%
Retired with a private pension	380 18%	350 17%
House person, housewife, househusband, etc.	190 9%	178 9%

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Absolutes/col percents

Table 9
Tenure
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2060	2060
Weighted base	2060	2060
NET: Homeowners	1223 59%	1339 65%
Owned outright - without mortgage	702 34%	680 33%
Owned with a mortgage or loan	521 25%	659 32%
NET: Renters	804 39%	694 34%
Rented from the council	192 9%	288 14%
Rented from a housing association	200 10%	116 6%
Rented from someone else	412 20%	290 14%
Rent free	33 2%	27 1%

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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	2060	2060
Weighted base	2060	2060
Yes	1165 57%	1257 61%
No	895 43%	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	2060	2060
Weighted base	2060	2060
No cars in the household	472 23%	433 21%
NET: Any	1588 77%	1627 79%
1	1053 51%	865 42%
2	448 22%	577 28%
3+	87 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	2060	2060
Weighted base	2060	2060
Conservative	539 26%	577 28%
Labour	604 29%	597 29%
Liberal Democrat	147 7%	206 10%
SNP	57 3%	37 2%
Plaid Cymru	8 *	4 *
Green	92 4%	45 2%
UKIP	259 13%	82 4%
BNP	13 1%	8 *
Another party	19 1%	10 *
None	322 16%	494 24%