

Opinion Poll

ONLINE Fieldwork : 21st-22nd 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	2045	1036	1009	200	328	375	398	326	418	615	584	333	513	527	514	513	302	189	271	805	449	544	122	310	558	407	365	
Weighted base	2045	1002	1043	243	344	344	365	304	445	547	567	446	486	552	532	491	286	184	287	858	479	512	148	197	562	374	374	
Absolutely certain to vote	(10)	1125	626	499	81	124	159	226	203	331	304	305	261	256	312	266	263	155	129	154	411	339	353	80	146	416	261	240
		55%	63%	48%	33%	36%	46%	62%	67%	74%	56%	54%	59%	53%	57%	50%	54%	54%	70%	54%	48%	71%	69%	54%	74%	74%	70%	64%
	(9)	211	119	92	26	30	34	36	28	56	71	49	42	49	53	58	56	31	12	26	97	65	62	28	20	67	48	51
		10%	12%	9%	11%	9%	10%	10%	9%	13%	13%	9%	9%	10%	10%	11%	11%	11%	7%	9%	11%	14%	12%	19%	10%	12%	13%	14%
	(8)	134	55	79	24	29	32	23	12	13	50	35	22	26	38	42	32	13	9	19	73	38	39	11	9	31	23	32
		7%	5%	8%	10%	9%	9%	6%	4%	3%	9%	6%	5%	5%	7%	8%	6%	5%	5%	7%	8%	8%	8%	7%	5%	5%	6%	9%
	(7)	89	42	46	13	29	20	6	15	6	24	30	19	16	30	22	13	19	6	16	40	13	29	12	5	13	15	14
		4%	4%	4%	5%	8%	6%	2%	5%	1%	4%	5%	4%	3%	5%	4%	3%	7%	3%	5%	5%	3%	6%	8%	2%	2%	4%	4%
	(6)	62	21	41	8	15	14	14	6	6	12	24	12	14	10	23	21	5	4	8	34	9	6	6	6	3	9	10
		3%	2%	4%	3%	4%	4%	4%	2%	1%	2%	4%	3%	3%	2%	4%	4%	2%	2%	3%	4%	2%	1%	4%	3%	1%	2%	3%
	(5)	82	29	53	25	19	14	11	8	5	15	19	20	28	26	22	18	11	5	16	37	4	16	6	8	3	8	10
		4%	3%	5%	10%	6%	4%	3%	3%	1%	3%	3%	5%	6%	5%	4%	4%	4%	3%	6%	4%	1%	3%	4%	4%	*	2%	3%
	(4)	27	7	20	5	9	6	4	*	2	9	11	4	3	10	6	7	3	-	3	19	5	3	5	*	3	2	*
		1%	1%	2%	2%	3%	2%	1%	*	1%	2%	2%	1%	1%	2%	1%	1%	1%	-	1%	2%	1%	1%	3%	*	*	1%	*
	(3)	29	9	20	1	5	7	4	5	6	4	5	6	14	3	14	8	3	1	5	11	3	1	-	2	3	-	2
		1%	1%	2%	*	2%	2%	1%	2%	1%	1%	1%	1%	3%	1%	3%	2%	1%	*	2%	1%	1%	*	-	1%	1%	-	1%
	(2)	37	10	28	6	12	6	7	3	3	4	14	10	9	11	10	10	7	-	4	24	3	2	1	*	3	*	1
		2%	1%	3%	3%	3%	2%	1%	1%	1%	1%	2%	2%	2%	2%	2%	2%	2%	-	1%	3%	1%	*	1%	*	1%	*	*
Definitely would not vote	(1)	147	50	97	25	42	35	17	14	15	26	46	28	47	34	30	39	30	13	25	54	-	-	-	-	13	4	6
		7%	5%	9%	10%	12%	10%	5%	5%	3%	5%	8%	6%	10%	6%	6%	8%	10%	7%	9%	6%	-	-	-	-	2%	1%	2%
Don't know		103	35	68	29	30	18	15	9	2	27	30	21	24	25	39	23	10	6	12	58	-	-	-	-	8	4	6
		5%	3%	6%	12%	9%	5%	4%	3%	*	5%	5%	5%	5%	4%	7%	5%	4%	3%	4%	7%	-	-	-	-	1%	1%	2%
Mean		8.26	8.75	7.77	7.29	7.16	7.77	8.64	8.82	9.19	8.62	8.10	8.37	7.92	8.36	8.18	8.14	8.01	8.82	8.09	8.06	9.35	9.27	8.83	9.32	9.33	9.28	9.10
Standard deviation		2.81	2.41	3.09	3.12	3.25	3.06	2.52	2.39	2.04	2.39	2.93	2.76	3.11	2.70	2.75	2.91	3.08	2.54	2.92	2.81	1.36	1.41	1.73	1.47	1.73	1.51	1.75
Standard error		0.06	0.08	0.10	0.23	0.18	0.16	0.13	0.13	0.10	0.10	0.12	0.15	0.14	0.12	0.12	0.13	0.18	0.19	0.18	0.10	0.06	0.06	0.16	0.08	0.07	0.08	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	2045	1036	1009	200	328	375	398	326	418	615	584	333	513	527	514	513	302	189	271	805	449	544	122	310	558	407	365
Weighted base	2045	1002	1043	243	344	344	365	304	445	547	567	446	486	552	532	491	286	184	287	858	479	512	148	197	562	374	374
Conservative	479 23%	279 28%	199 19%	44 18%	51 15%	61 18%	87 24%	79 26%	157 35%	148 27%	132 23%	113 25%	87 18%	160 29%	110 21%	111 23%	68 24%	29 16%	55 19%	191 22%	479 100%	-	-	-	373 66%	11 3%	43 12%
Labour	512 25%	269 27%	243 23%	64 26%	96 28%	92 27%	99 27%	67 22%	94 21%	122 22%	140 25%	122 27%	128 26%	133 24%	112 21%	149 30%	68 24%	51 27%	94 33%	207 24%	-	512 100%	-	-	24 4%	281 75%	95 26%
Liberal Democrat	148 7%	74 7%	74 7%	14 6%	26 7%	30 9%	10 3%	27 9%	40 9%	76 14%	29 5%	19 4%	24 5%	57 10%	41 8%	26 5%	13 4%	11 6%	14 5%	51 6%	-	-	148 100%	-	7 1%	9 2%	101 27%
SNP	39 2%	20 2%	19 2%	4 1%	6 2%	4 1%	7 2%	8 3%	11 2%	9 2%	11 2%	7 1%	12 3%	-	-	-	-	39 21%	7 2%	13 1%	-	-	-	-	-	2 1%	3 1%
Plaid Cymru	8 *	4 *	3 *	* *	* *	2 1%	2 1%	3 1%	-	1 *	2 *	3 1%	2 *	-	-	-	8 3%	-	2 1%	4 1%	-	-	-	-	* *	* *	1 *
The UK Independence Party	197 10%	125 12%	72 7%	9 4%	12 3%	17 5%	53 14%	39 13%	67 15%	34 6%	51 9%	53 12%	59 12%	46 8%	76 14%	41 8%	28 10%	6 3%	22 8%	76 9%	-	-	-	197 100%	86 15%	20 5%	22 6%
The Green Party	43 2%	19 2%	23 2%	4 2%	11 3%	6 2%	9 2%	7 2%	5 1%	12 2%	13 2%	7 2%	10 2%	14 2%	14 3%	9 2%	4 1%	3 2%	7 2%	18 2%	-	-	-	-	9 2%	3 1%	9 2%
The British National Party	8 *	3 *	5 *	2 1%	* *	* *	3 1%	1 *	1 *	3 *	1 *	2 *	3 1%	2 *	2 *	1 *	3 1%	* *	* *	6 1%	-	-	-	-	3 *	-	* *
Some other party	11 1%	6 1%	5 *	-	2 1%	1 *	* *	5 2%	2 *	6 1%	3 *	-	3 1%	4 1%	5 1%	-	2 1%	-	2 1%	3 *	-	-	-	-	1 *	2 1%	3 1%
Would not vote	173 8%	55 5%	118 11%	36 15%	47 14%	41 12%	20 5%	15 5%	15 3%	32 6%	56 10%	32 7%	54 11%	43 8%	36 7%	48 10%	32 11%	13 7%	26 9%	75 9%	-	-	-	-	13 2%	4 1%	8 2%
Rather not say	37 2%	12 1%	25 2%	3 1%	8 2%	5 2%	7 2%	9 3%	6 1%	12 2%	4 1%	9 2%	12 3%	9 2%	7 1%	9 2%	6 2%	6 3%	3 1%	14 2%	-	-	-	-	3 1%	3 1%	-
Don't know	391 19%	134 13%	257 25%	62 26%	86 25%	83 24%	68 19%	44 14%	48 11%	93 17%	126 22%	79 18%	92 19%	85 15%	128 24%	96 20%	55 19%	26 14%	54 19%	201 23%	-	-	-	-	42 8%	39 10%	88 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	1265	717	548	97	165	207	258	223	314	404	345	210	306	333	312	312	173	134	163	468	364	432	91	252	431	298	235
Weighted base	1150	652	497	102	144	167	220	193	323	329	303	256	261	328	279	270	155	118	161	440	390	408	108	158	426	272	228
Conservative	390	232	158	33	38	47	72	65	135	121	106	93	70	127	90	89	57	26	45	151	390	-	-	-	315	9	37
	34%	35%	32%	32%	27%	28%	33%	34%	42%	37%	35%	36%	27%	39%	32%	33%	37%	22%	28%	34%	100%	-	-	-	74%	3%	16%
Labour	408	217	191	49	67	72	83	55	82	98	111	95	104	106	86	119	55	42	75	159	-	408	-	-	20	233	81
	36%	33%	38%	48%	47%	43%	38%	28%	26%	30%	37%	37%	40%	32%	31%	44%	35%	35%	46%	36%	-	100%	-	-	5%	85%	35%
Liberal Democrat	108	60	49	7	15	23	7	22	34	58	20	13	18	41	31	19	8	10	11	36	-	-	108	-	5	8	80
	9%	9%	10%	7%	10%	14%	3%	12%	10%	18%	7%	5%	7%	12%	11%	7%	5%	8%	7%	8%	-	-	100%	-	1%	3%	35%
SNP	33	18	16	3	5	4	5	7	10	8	9	5	11	-	-	-	-	33	6	11	-	-	-	-	-	2	3
	3%	3%	3%	3%	3%	2%	2%	4%	3%	2%	3%	2%	4%	-	-	-	-	28%	4%	2%	-	-	-	-	-	1%	1%
Plaid Cymru	6	3	3	*	*	1	1	3	-	*	2	2	2	-	-	-	6	-	1	4	-	-	-	-	*	*	1
	1%	1%	1%	*	*	1%	1%	2%	-	*	1%	1%	1%	-	-	-	4%	-	1%	1%	-	-	-	-	*	*	1%
The UK Independence Party	158	102	56	6	8	14	41	31	58	29	42	42	46	38	58	35	22	5	17	59	-	-	-	158	74	17	18
	14%	16%	11%	6%	6%	9%	19%	16%	18%	9%	14%	16%	18%	12%	21%	13%	14%	4%	10%	13%	-	-	-	100%	17%	6%	8%
The Green Party	32	14	18	3	9	4	8	5	4	9	11	5	7	11	11	7	2	2	6	14	-	-	-	-	8	2	8
	3%	2%	4%	3%	6%	3%	3%	3%	1%	3%	3%	2%	3%	3%	4%	2%	2%	2%	3%	3%	-	-	-	-	2%	1%	3%
The British National Party	7	3	4	1	*	*	3	1	1	2	1	1	2	1	2	1	2	*	*	5	-	-	-	-	2	-	*
	1%	*	1%	1%	*	*	1%	*	*	1%	*	1%	1%	*	1%	*	1%	*	*	1%	-	-	-	-	1%	-	*
Some other party	7	4	4	-	2	1	*	3	1	3	2	-	2	4	2	-	2	-	1	2	-	-	-	-	1	1	1
	1%	1%	1%	-	1%	1%	*	2%	*	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	2045	2045
Weighted base	2045	2045
Male	1036 51%	1002 49%
Female	1009 49%	1043 51%

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Absolutes/col percents

Table 5
Age
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2045	2045
Weighted base	2045	2045
18-24	200 10%	243 12%
25-34	328 16%	344 17%
35-44	375 18%	344 17%
45-54	398 19%	365 18%
55-64	326 16%	304 15%
65+	418 20%	445 22%
Average age	47.86	47.37

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Absolutes/col percents

Table 6
Social Grade
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2045	2045
Weighted base	2045	2045
AB	615 30%	547 27%
C1	584 29%	567 28%
C2	333 16%	446 22%
DE	513 25%	486 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	2045	2045
Weighted base	2045	2045
Scotland	189 9%	184 9%
North East	90 4%	82 4%
North West	237 12%	225 11%
Yorkshire & Humberside	186 9%	184 9%
West Midlands	182 9%	184 9%
East Midlands	154 8%	143 7%
Wales	110 5%	102 5%
Eastern	178 9%	204 10%
London	232 11%	266 13%
South East	295 14%	286 14%
South West	192 9%	184 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	2045	2045
Weighted base	2045	2045
NET: Working	1076 53%	1145 56%
Working full time - working 30 hours per week or more	800 39%	900 44%
Working part time - working between 8 and 29 hours per week	276 13%	245 12%
NET: Not working	969 47%	900 44%
Not working but seeking work or temporarily unemployed or sick	82 4%	84 4%
Not working and not seeking work/ Student	134 7%	113 6%
Retired on a state pension only	166 8%	172 8%
Retired with a private pension	444 22%	415 20%
House person, housewife, househusband, etc.	143 7%	116 6%

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Absolutes/col percents

Table 9
Tenure
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2045	2045
Weighted base	2045	2045
NET: Homeowners	1340 66%	1329 65%
Owned outright - without mortgage	611 30%	675 33%
Owned with a mortgage or loan	729 36%	655 32%
NET: Renters	667 33%	674 33%
Rented from the council	159 8%	286 14%
Rented from a housing association	182 9%	124 6%
Rented from someone else	326 16%	263 13%
Rent free	38 2%	42 2%

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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	2045	2045
Weighted base	2045	2045
Yes	1158 57%	1247 61%
No	887 43%	798 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	2045	2045
Weighted base	2045	2045
No cars in the household	380 19%	429 21%
NET: Any	1665 81%	1616 79%
1	1077 53%	859 42%
2	478 23%	573 28%
3+	110 5%	184 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	2045	2045
Weighted base	2045	2045
Conservative	543 27%	573 28%
Labour	638 31%	593 29%
Liberal Democrat	170 8%	204 10%
SNP	60 3%	39 2%
Plaid Cymru	12 1%	6 *
Green	68 3%	39 2%
UKIP	223 11%	82 4%
BNP	14 1%	8 *
Another party	21 1%	11 1%
None	296 14%	491 24%