

Opinion Poll

ONLINE Fieldwork : 16th-18th 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	2026	1033	993	175	327	334	379	341	470	580	605	350	491	525	539	475	299	188	268	793	446	514	125	300	515	395	381	
Weighted base	2026	993	1033	241	341	341	361	301	441	542	562	441	481	547	527	486	284	182	280	855	480	486	127	187	535	370	345	
Absolutely certain to vote	(10)	1068	612	455	65	129	158	205	201	309	336	278	213	241	257	286	260	150	113	141	414	353	318	80	139	374	271	221
		53%	62%	44%	27%	38%	46%	57%	67%	70%	62%	49%	48%	50%	47%	54%	54%	53%	62%	50%	48%	73%	65%	63%	74%	70%	73%	64%
	(9)	230	131	99	28	37	38	31	31	66	83	58	37	53	78	68	37	35	14	32	97	68	64	13	22	74	42	43
		11%	13%	10%	12%	11%	11%	9%	10%	15%	15%	10%	8%	11%	14%	13%	8%	12%	8%	11%	11%	14%	13%	10%	12%	14%	11%	13%
	(8)	118	57	61	17	23	22	28	17	10	27	39	25	27	33	27	27	15	16	13	74	23	38	10	11	34	14	27
		6%	6%	6%	7%	7%	7%	8%	6%	2%	5%	7%	6%	6%	6%	5%	6%	5%	9%	5%	9%	5%	8%	8%	6%	6%	4%	8%
	(7)	98	48	50	13	35	24	13	8	4	24	25	31	17	31	30	23	7	7	21	57	19	21	10	8	14	13	21
		5%	5%	5%	6%	10%	7%	4%	3%	1%	4%	5%	7%	3%	6%	6%	5%	2%	4%	8%	7%	4%	4%	8%	4%	3%	3%	6%
	(6)	65	19	47	15	7	12	6	8	17	12	21	11	21	23	7	22	8	5	7	23	5	18	6	3	8	14	5
		3%	2%	5%	6%	2%	3%	2%	3%	4%	2%	4%	3%	4%	4%	1%	4%	3%	3%	2%	3%	1%	4%	5%	2%	2%	4%	1%
	(5)	81	21	60	22	20	12	14	9	2	16	21	24	20	22	18	33	5	3	16	31	9	19	5	2	4	4	7
		4%	2%	6%	9%	6%	4%	4%	3%	1%	3%	4%	5%	4%	4%	3%	7%	2%	1%	6%	4%	2%	4%	4%	1%	1%	1%	2%
	(4)	12	2	10	5	4	1	1	*	1	1	4	4	3	3	1	2	2	3	-	6	-	3	1	1	-	1	-
		1%	*	1%	2%	1%	*	*	*	*	*	1%	1%	1%	1%	*	*	1%	2%	-	1%	-	1%	1%	*	-	*	-
	(3)	31	8	23	7	15	2	7	-	-	5	11	5	10	5	12	5	6	2	7	15	2	4	1	1	-	-	1
		2%	1%	2%	3%	4%	1%	2%	-	-	1%	2%	1%	2%	1%	2%	1%	2%	1%	2%	2%	*	1%	*	*	-	-	*
	(2)	42	12	30	12	2	16	4	6	1	6	26	5	5	18	13	5	5	-	6	24	1	1	2	1	11	-	3
		2%	1%	3%	5%	1%	5%	1%	2%	*	1%	5%	1%	1%	3%	3%	1%	2%	-	2%	3%	*	*	2%	1%	2%	-	1%
Definitely would not vote	(1)	162	56	106	23	50	28	31	11	18	21	41	54	45	53	36	30	27	16	27	64	-	-	-	-	10	4	7
		8%	6%	10%	10%	15%	8%	9%	4%	4%	4%	7%	12%	9%	10%	7%	6%	9%	9%	10%	7%	-	-	-	-	2%	1%	2%
Don't know		119	28	92	34	17	27	21	10	11	11	38	32	39	22	27	43	23	4	10	50	-	-	-	-	5	7	10
		6%	3%	9%	14%	5%	8%	6%	3%	3%	2%	7%	7%	8%	4%	5%	9%	8%	2%	4%	6%	-	-	-	-	1%	2%	3%
Mean		8.16	8.73	7.58	6.83	7.16	7.89	8.27	8.92	9.15	8.83	7.95	7.73	8.01	7.86	8.29	8.27	8.13	8.46	7.90	8.04	9.46	9.12	8.91	9.43	9.21	9.38	9.08
Standard deviation		2.89	2.44	3.19	3.20	3.32	3.02	2.90	2.24	2.05	2.25	3.01	3.19	3.01	3.05	2.82	2.71	3.06	2.77	3.05	2.88	1.17	1.55	1.82	1.25	1.83	1.42	1.81
Standard error		0.07	0.08	0.10	0.25	0.19	0.17	0.15	0.12	0.10	0.09	0.13	0.18	0.14	0.14	0.12	0.13	0.18	0.20	0.19	0.10	0.06	0.07	0.16	0.07	0.08	0.07	0.09

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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	1033	993	175	327	334	379	341	470	580	605	350	491	525	539	475	299	188	268	793	446	514	125	300	515	395	381
Weighted base	2026	993	1033	241	341	341	361	301	441	542	562	441	481	547	527	486	284	182	280	855	480	486	127	187	535	370	345
Conservative	480 24%	280 28%	200 19%	26 11%	60 18%	64 19%	79 22%	82 27%	169 38%	152 28%	137 24%	100 23%	91 19%	141 26%	136 26%	108 22%	73 26%	23 13%	44 16%	185 22%	480 100%	-	-	-	352 66%	18 5%	49 14%
Labour	486 24%	261 26%	225 22%	64 27%	79 23%	101 30%	86 24%	72 24%	83 19%	131 24%	123 22%	91 21%	141 29%	135 25%	126 24%	128 26%	51 18%	45 25%	96 34%	201 23%	-	486 100%	-	-	18 3%	282 76%	76 22%
Liberal Democrat	127 6%	65 7%	62 6%	13 5%	37 11%	18 5%	19 5%	16 5%	24 6%	43 8%	34 6%	20 5%	30 6%	40 7%	37 7%	27 6%	11 4%	13 7%	26 9%	55 6%	-	-	127 100%	-	7 1%	1 *	91 26%
SNP	45 2%	23 2%	22 2%	2 1%	5 1%	7 2%	12 3%	11 4%	9 2%	11 2%	15 3%	7 2%	13 3%	-	-	-	-	45 25%	8 3%	15 2%	-	-	-	-	-	2 *	7 2%
Plaid Cymru	8 *	7 1%	1 *	-	1 *	-	3 1%	2 1%	2 *	2 *	2 *	1 *	3 1%	-	-	-	8 3%	-	1 *	5 1%	-	-	-	-	1 *	-	1 *
The UK Independence Party	187 9%	116 12%	72 7%	8 3%	8 2%	18 5%	53 15%	40 13%	60 14%	58 11%	42 7%	51 12%	36 7%	43 8%	58 11%	48 10%	27 9%	11 6%	16 6%	77 9%	-	-	-	187 100%	74 14%	20 6%	32 9%
The Green Party	47 2%	23 2%	24 2%	9 4%	10 3%	8 2%	6 2%	8 3%	6 1%	15 3%	14 3%	9 2%	9 2%	14 3%	18 3%	8 2%	4 1%	2 1%	7 2%	20 2%	-	-	-	-	4 1%	* *	19 5%
The British National Party	10 *	4 *	6 1%	-	1 *	2 1%	4 1%	2 1%	* *	1 *	2 *	3 1%	4 1%	2 *	4 1%	3 1%	1 *	-	1 *	6 1%	-	-	-	-	3 1%	-	1 *
Some other party	14 1%	8 1%	6 1%	6 2%	* *	1 *	1 *	6 2%	* *	-	2 *	2 1%	9 2%	1 *	5 1%	4 1%	4 1%	-	1 *	6 1%	-	-	-	-	-	3 1%	4 1%
Would not vote	213 11%	73 7%	140 14%	37 16%	65 19%	38 11%	38 10%	15 5%	20 5%	26 5%	68 12%	59 13%	59 12%	66 12%	50 10%	43 9%	34 12%	19 10%	36 13%	90 11%	-	-	-	-	19 4%	4 1%	8 2%
Rather not say	48 2%	22 2%	26 2%	4 2%	15 4%	12 3%	7 2%	6 2%	4 1%	22 4%	12 2%	7 2%	7 1%	24 4%	9 2%	9 2%	4 1%	3 2%	3 1%	32 4%	-	-	-	-	2 *	1 *	* *
Don't know	361 18%	110 11%	251 24%	72 30%	61 18%	72 21%	53 15%	39 13%	63 14%	81 15%	109 19%	92 21%	79 16%	82 15%	83 16%	108 22%	67 24%	21 12%	41 15%	164 19%	-	-	-	-	56 10%	37 10%	57 17%

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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	1254	724	530	71	165	191	246	239	342	386	365	203	299	311	346	289	177	131	163	469	371	405	95	245	389	300	264
Weighted base	1122	644	478	85	148	174	211	201	303	344	296	222	261	290	311	258	147	116	154	448	397	377	95	154	392	273	231
Conservative	397	229	168	19	47	52	62	71	146	129	114	77	77	113	113	90	62	20	36	147	397	-	-	-	301	16	40
	35%	36%	35%	22%	32%	30%	29%	35%	48%	38%	38%	35%	30%	39%	36%	35%	42%	17%	24%	33%	100%	-	-	-	77%	6%	17%
Labour	377	210	167	40	59	80	69	61	68	107	95	70	104	101	100	99	40	36	72	157	-	377	-	-	15	234	64
	34%	33%	35%	47%	40%	46%	33%	30%	22%	31%	32%	32%	40%	35%	32%	38%	27%	31%	47%	35%	-	100%	-	-	4%	86%	28%
Liberal Democrat	95	52	43	9	23	14	14	13	21	36	25	14	20	30	26	19	9	10	18	42	-	-	95	-	6	1	75
	8%	8%	9%	11%	16%	8%	7%	7%	7%	10%	8%	6%	8%	10%	8%	7%	6%	9%	11%	9%	-	-	100%	-	1%	*	33%
SNP	38	20	18	2	4	6	10	9	8	10	12	6	11	-	-	-	-	38	8	13	-	-	-	-	-	2	6
	3%	3%	4%	2%	3%	4%	5%	5%	3%	3%	4%	3%	4%	-	-	-	-	33%	5%	3%	-	-	-	-	-	1%	2%
Plaid Cymru	7	6	1	-	*	-	3	2	2	2	2	*	2	-	-	-	7	-	1	4	-	-	-	-	1	-	1
	1%	1%	*	-	*	-	1%	1%	1%	1%	1%	*	1%	-	-	-	5%	-	1%	1%	-	-	-	-	*	-	*
The UK Independence Party	154	97	57	6	6	14	44	33	52	49	35	42	29	34	50	40	22	10	14	62	-	-	-	154	63	18	26
	14%	15%	12%	7%	4%	8%	21%	16%	17%	14%	12%	19%	11%	12%	16%	15%	15%	8%	9%	14%	-	-	-	100%	16%	7%	11%
The Green Party	36	19	18	7	8	5	5	6	5	10	11	8	7	10	15	6	4	2	5	14	-	-	-	-	3	*	15
	3%	3%	4%	9%	5%	3%	2%	3%	2%	3%	4%	4%	3%	3%	5%	2%	2%	2%	3%	3%	-	-	-	-	1%	*	7%
The British National Party	9	3	5	-	1	2	4	2	*	1	2	2	4	2	4	3	1	-	*	5	-	-	-	-	3	-	1
	1%	1%	1%	-	1%	1%	2%	1%	*	*	1%	1%	1%	1%	1%	1%	*	-	*	1%	-	-	-	-	1%	-	*
Some other party	9	7	2	3	*	*	1	5	*	-	1	2	6	*	4	2	3	-	1	5	-	-	-	-	-	1	4
	1%	1%	1%	3%	*	*	*	3%	*	-	*	1%	2%	*	1%	1%	2%	-	*	1%	-	-	-	-	-	*	2%

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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	1033 51%	993 49%
Female	993 49%	1033 51%

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Absolutes/col percents

Table 5
Age
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2026	2026
Weighted base	2026	2026
18-24	175 9%	241 12%
25-34	327 16%	341 17%
35-44	334 16%	341 17%
45-54	379 19%	361 18%
55-64	341 17%	301 15%
65+	470 23%	441 22%
Average age	48.85	47.27

Opinion Poll
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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	580 29%	542 27%
C1	605 30%	562 28%
C2	350 17%	441 22%
DE	491 24%	481 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	2026	2026
Weighted base	2026	2026
Scotland	188 9%	182 9%
North East	83 4%	81 4%
North West	243 12%	223 11%
Yorkshire & Humberside	149 7%	182 9%
West Midlands	199 10%	182 9%
East Midlands	152 8%	142 7%
Wales	100 5%	101 5%
Eastern	188 9%	203 10%
London	217 11%	263 13%
South East	308 15%	284 14%
South West	199 10%	182 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	2026	2026
Weighted base	2026	2026
NET: Working	1061 52%	1135 56%
Working full time - working 30 hours per week or more	725 36%	891 44%
Working part time - working between 8 and 29 hours per week	336 17%	243 12%
NET: Not working	965 48%	891 44%
Not working but seeking work or temporarily unemployed or sick	102 5%	105 5%
Not working and not seeking work/ Student	136 7%	132 7%
Retired on a state pension only	122 6%	118 6%
Retired with a private pension	436 22%	388 19%
House person, housewife, househusband, etc.	169 8%	148 7%

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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	1259 62%	1317 65%
Owned outright - without mortgage	717 35%	668 33%
Owned with a mortgage or loan	542 27%	649 32%
NET: Renters	750 37%	694 34%
Rented from the council	179 9%	284 14%
Rented from a housing association	200 10%	133 7%
Rented from someone else	371 18%	277 14%
Rent free	17 1%	15 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	1122 55%	1236 61%
No	904 45%	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	440 22%	426 21%
NET: Any	1586 78%	1600 79%
1	1110 55%	851 42%
2	405 20%	567 28%
3+	71 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	527 26%	567 28%
Labour	624 31%	588 29%
Liberal Democrat	190 9%	203 10%
SNP	66 3%	44 2%
Plaid Cymru	13 1%	6 *
Green	60 3%	31 2%
UKIP	227 11%	81 4%
BNP	15 1%	7 *
Another party	20 1%	13 1%
None	284 14%	486 24%