

## Opinion Poll

### ONLINE Fieldwork : 9th-11th 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	2056	994	1062	244	287	326	396	336	467	598	610	325	523	546	527	510	301	172	253	816	485	560	124	298	579	417	354	
Weighted base	2056	1008	1048	244	346	346	367	305	447	550	570	448	488	555	535	493	288	185	259	893	496	532	138	184	570	402	365	
Absolutely certain to vote	(10) 1110	607	503	75	129	169	211	190	337	321	321	210	259	291	283	266	151	120	127	445	355	351	78	138	408	282	221	
		54%	60%	48%	31%	37%	49%	58%	62%	75%	58%	56%	47%	53%	52%	53%	54%	52%	65%	49%	50%	72%	66%	57%	75%	72%	70%	61%
	(9) 240	124	116	21	32	54	38	39	56	69	62	47	62	66	68	57	36	14	37	104	73	94	14	22	75	67	52	
		12%	12%	11%	9%	9%	16%	10%	13%	13%	11%	11%	13%	12%	13%	12%	13%	7%	14%	12%	15%	18%	10%	12%	13%	17%	14%	
	(8) 134	63	71	26	35	22	19	15	17	39	37	37	22	41	38	26	17	12	18	68	29	39	19	13	29	18	32	
		7%	6%	7%	11%	10%	6%	5%	5%	4%	7%	6%	8%	5%	7%	7%	5%	6%	7%	7%	8%	6%	7%	14%	7%	5%	5%	9%
	(7) 96	41	55	20	27	12	18	9	10	27	25	18	25	26	20	20	19	11	22	39	21	22	10	6	14	14	21	
		5%	4%	5%	8%	8%	3%	5%	3%	2%	5%	4%	5%	5%	4%	4%	7%	6%	8%	4%	4%	4%	7%	3%	3%	3%	6%	
	(6) 38	14	24	10	7	11	4	3	2	9	6	9	13	14	9	7	7	2	4	19	8	8	5	*	7	4	3	
		2%	1%	2%	4%	2%	3%	1%	1%	*	2%	1%	2%	3%	2%	2%	1%	2%	2%	2%	2%	1%	3%	*	1%	1%	1%	
	(5) 68	21	47	21	16	10	7	9	5	14	18	23	13	17	22	20	6	4	11	33	6	9	8	1	2	3	5	
		3%	2%	4%	9%	5%	3%	2%	3%	1%	3%	3%	5%	3%	3%	4%	4%	2%	2%	4%	4%	1%	2%	6%	*	*	1%	1%
	(4) 9	*	9	2	5	-	2	-	1	1	5	3	1	1	2	4	2	1	2	3	-	1	2	*	-	-	4	
		*	*	1%	1%	1%	-	*	-	*	1%	1%	*	*	*	1%	1%	*	1%	*	-	*	1%	*	-	-	1%	
	(3) 35	11	24	8	9	6	10	1	1	3	4	17	11	11	9	12	2	1	1	21	3	4	1	4	1	2	4	
		2%	1%	2%	3%	3%	2%	3%	*	*	1%	1%	4%	2%	2%	2%	2%	1%	*	*	2%	1%	1%	2%	*	*	1%	
	(2) 38	12	26	2	10	11	10	4	2	9	16	9	4	8	7	15	5	2	3	28	1	4	1	*	7	-	5	
		2%	1%	2%	1%	3%	3%	1%	*	2%	3%	2%	1%	1%	1%	3%	2%	1%	1%	3%	*	1%	1%	*	1%	-	1%	
Definitely would not vote	(1) 178	82	96	32	43	33	36	22	11	43	42	47	46	44	51	44	27	12	28	85	-	-	-	-	16	10	8	
		9%	8%	9%	13%	13%	10%	7%	3%	8%	7%	10%	9%	8%	10%	9%	9%	6%	11%	10%	-	-	-	-	3%	2%	2%	
Don't know	109	31	78	27	33	18	13	14	6	15	33	29	32	36	27	24	15	7	5	47	-	-	-	-	11	3	11	
		5%	3%	7%	11%	9%	5%	3%	4%	1%	3%	6%	6%	7%	7%	5%	5%	4%	2%	5%	-	-	-	-	2%	1%	3%	
Mean	8.20	8.51	7.89	7.01	7.28	7.99	8.13	8.67	9.37	8.47	8.33	7.73	8.19	8.24	8.15	8.05	8.17	8.69	7.98	7.92	9.42	9.29	8.79	9.46	9.25	9.32	8.94	
Standard deviation	2.92	2.74	3.06	3.20	3.28	3.06	3.09	2.62	1.72	2.72	2.85	3.16	2.95	2.84	2.97	3.06	2.93	2.56	2.98	3.09	1.20	1.37	1.77	1.28	1.86	1.64	2.01	
Standard error	0.07	0.09	0.10	0.21	0.20	0.17	0.16	0.15	0.08	0.11	0.12	0.18	0.13	0.12	0.13	0.14	0.17	0.20	0.19	0.11	0.05	0.06	0.16	0.07	0.08	0.08	0.11	

## Opinion Poll

### ONLINE Fieldwork : 9th-11th May 2014

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	2056	994	1062	244	287	326	396	336	467	598	610	325	523	546	527	510	301	172	253	816	485	560	124	298	579	417	354
Weighted base	2056	1008	1048	244	346	346	367	305	447	550	570	448	488	555	535	493	288	185	259	893	496	532	138	184	570	402	365
Conservative	496 24%	260 26%	236 23%	26 11%	57 16%	64 18%	88 24%	88 29%	175 39%	170 31%	131 23%	97 22%	99 20%	163 29%	135 25%	108 22%	58 20%	34 18%	58 23%	198 22%	496 100%	-	-	-	385 68%	19 5%	32 9%
Labour	532 26%	286 28%	246 23%	70 29%	86 25%	109 32%	107 29%	68 22%	91 20%	132 24%	144 25%	114 25%	142 29%	130 23%	126 24%	150 30%	85 30%	40 21%	79 30%	230 26%	-	532 100%	-	-	38 7%	291 72%	90 25%
Liberal Democrat	138 7%	71 7%	67 6%	15 6%	28 8%	28 8%	17 5%	22 7%	29 6%	57 10%	29 5%	27 6%	25 5%	49 9%	37 7%	21 4%	21 7%	10 6%	20 8%	62 7%	-	-	138 100%	-	5 1%	9 2%	97 27%
SNP	46 2%	25 2%	22 2%	4 2%	8 2%	9 3%	8 2%	5 2%	12 3%	6 1%	22 4%	10 2%	8 2%	-	-	-	-	46 25%	5 2%	21 2%	-	-	-	-	1 *	5 1%	4 1%
Plaid Cymru	9 *	7 1%	1 *	* *	2 1%	2 *	-	1 *	4 1%	1 *	3 1%	4 1%	* *	-	-	-	9 3%	-	* *	7 1%	-	-	-	-	-	1 *	1 *
The UK Independence Party	184 9%	107 11%	77 7%	14 6%	11 3%	16 5%	31 9%	42 14%	69 16%	41 8%	51 9%	42 9%	50 10%	47 8%	55 10%	55 11%	23 8%	4 2%	10 4%	66 7%	-	-	-	184 100%	70 12%	28 7%	41 11%
The Green Party	40 2%	19 2%	21 2%	4 2%	9 2%	10 3%	7 2%	7 2%	4 1%	11 2%	13 2%	7 2%	9 2%	10 2%	8 2%	13 3%	6 2%	3 1%	7 3%	20 2%	-	-	-	-	4 1%	1 *	16 4%
The British National Party	11 1%	7 1%	4 *	1 1%	1 *	3 1%	4 1%	1 *	2 *	2 *	4 1%	1 *	4 1%	-	6 1%	3 1%	1 *	1 *	2 1%	5 1%	-	-	-	-	4 1%	-	* *
Some other party	8 *	4 *	3 *	-	2 1%	-	2 1%	2 1%	1 *	3 1%	3 1%	1 *	-	2 *	4 1%	2 *	-	-	5 2%	1 *	-	-	-	-	-	5 1%	1 *
Would not vote	212 10%	91 9%	121 12%	36 15%	53 15%	43 12%	45 12%	23 8%	12 3%	51 9%	53 9%	59 13%	49 10%	50 9%	60 11%	57 12%	31 11%	14 8%	30 12%	110 12%	-	-	-	-	19 3%	10 2%	12 3%
Rather not say	37 2%	14 1%	23 2%	8 3%	7 2%	13 4%	6 2%	-	2 *	8 2%	15 3%	6 1%	7 1%	15 3%	12 2%	6 1%	4 1%	1 *	5 2%	20 2%	-	-	-	-	-	1 *	-
Don't know	343 17%	116 11%	228 22%	65 27%	82 24%	49 14%	51 14%	47 15%	48 11%	68 12%	102 18%	80 18%	94 19%	90 16%	92 17%	78 16%	51 18%	33 18%	37 14%	154 17%	-	-	-	-	45 8%	32 8%	71 19%

## Opinion Poll

### ONLINE Fieldwork : 9th-11th May 2014

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	1292	682	611	113	143	193	251	236	356	399	372	201	321	335	332	320	185	121	155	490	397	448	90	245	442	322	240
Weighted base	1180	641	538	92	152	189	216	198	332	343	324	237	275	315	302	283	164	116	144	483	408	428	100	152	429	302	230
Conservative	408	215	192	18	44	50	69	74	153	143	105	76	84	131	112	88	48	29	44	163	408	-	-	-	327	16	26
	35%	34%	36%	19%	29%	27%	32%	37%	46%	42%	33%	32%	30%	42%	37%	31%	29%	25%	31%	34%	100%	-	-	-	76%	5%	11%
Labour	428	234	194	51	65	86	89	59	77	108	117	89	115	101	103	120	71	33	64	182	-	428	-	-	30	246	77
	36%	37%	36%	56%	43%	46%	41%	30%	23%	32%	36%	37%	42%	32%	34%	43%	43%	28%	44%	38%	-	100%	-	-	7%	81%	34%
Liberal Democrat	100	52	48	8	18	20	14	17	23	40	22	20	18	35	28	16	12	9	13	44	-	-	100	-	4	8	75
	8%	8%	9%	8%	12%	10%	7%	9%	7%	12%	7%	8%	6%	11%	9%	6%	8%	7%	9%	9%	-	-	100%	-	1%	3%	33%
SNP	40	21	19	4	7	8	7	5	10	5	19	9	7	-	-	-	-	40	4	17	-	-	-	-	1	4	4
	3%	3%	3%	4%	4%	4%	3%	2%	3%	2%	6%	4%	2%	-	-	-	-	34%	3%	4%	-	-	-	-	*	1%	2%
Plaid Cymru	7	6	1	*	2	1	-	1	3	1	3	3	*	-	-	-	7	-	*	6	-	-	-	-	-	1	1
	1%	1%	*	*	1%	1%	-	1%	1%	*	1%	1%	*	-	-	-	5%	-	*	1%	-	-	-	-	-	*	*
The UK Independence Party	152	89	63	8	9	14	26	36	59	35	43	33	41	39	47	43	20	3	8	52	-	-	-	152	61	24	33
	13%	14%	12%	9%	6%	7%	12%	18%	18%	10%	13%	14%	15%	13%	16%	15%	12%	3%	6%	11%	-	-	-	100%	14%	8%	14%
The Green Party	31	16	16	3	6	8	6	5	3	8	10	5	8	7	6	11	5	2	6	15	-	-	-	-	3	1	13
	3%	2%	3%	4%	4%	4%	3%	3%	1%	2%	3%	2%	3%	2%	2%	4%	3%	2%	4%	3%	-	-	-	-	1%	*	6%
The British National Party	7	5	2	*	*	2	2	*	2	1	2	1	3	-	4	2	1	1	2	3	-	-	-	-	3	-	*
	1%	1%	*	*	*	1%	1%	*	1%	*	1%	1%	1%	-	1%	1%	*	1%	1%	1%	-	-	-	-	1%	-	*
Some other party	5	2	3	-	2	-	1	1	1	1	3	1	-	1	2	2	-	-	3	1	-	-	-	-	-	3	*
	*	*	1%	-	1%	-	1%	1%	*	*	1%	*	-	*	1%	1%	-	-	2%	*	-	-	-	-	-	1%	*

**Opinion Poll**  
**ONLINE Fieldwork : 9th-11th May 2014**

Absolutes/col percents

Table 4  
**Gender**  
**Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2056	2056
Weighted base	2056	2056
Male	994 48%	1008 49%
Female	1062 52%	1048 51%

**Opinion Poll**  
**ONLINE Fieldwork : 9th-11th May 2014**

Absolutes/col percents

Table 5  
**Age**  
**Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2056	2056
Weighted base	2056	2056
18-24	244 12%	244 12%
25-34	287 14%	346 17%
35-44	326 16%	346 17%
45-54	396 19%	367 18%
55-64	336 16%	305 15%
65+	467 23%	447 22%
Average age	48.17	47.18

**Opinion Poll**  
**ONLINE Fieldwork : 9th-11th May 2014**

Absolutes/col percents

Table 6  
**Social Grade**  
**Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2056	2056
Weighted base	2056	2056
AB	598 29%	550 27%
C1	610 30%	570 28%
C2	325 16%	448 22%
DE	523 25%	488 24%

**Opinion Poll**  
**ONLINE Fieldwork : 9th-11th May 2014**

Absolutes/col percents

Table 7  
**GO Region**  
**Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2056	2056
Weighted base	2056	2056
Scotland	172 8%	185 9%
North East	89 4%	82 4%
North West	242 12%	226 11%
Yorkshire & Humberside	179 9%	185 9%
West Midlands	193 9%	185 9%
East Midlands	144 7%	144 7%
Wales	112 5%	103 5%
Eastern	190 9%	206 10%
London	234 11%	267 13%
South East	312 15%	288 14%
South West	189 9%	185 9%

**Opinion Poll**  
**ONLINE Fieldwork : 9th-11th May 2014**

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	2056	2056
Weighted base	2056	2056
NET: Working	1069 52%	1151 56%
Working full time - working 30 hours per week or more	728 35%	905 44%
Working part time - working between 8 and 29 hours per week	341 17%	247 12%
NET: Not working	987 48%	905 44%
Not working but seeking work or temporarily unemployed or sick	128 6%	110 5%
Not working and not seeking work/ Student	151 7%	136 7%
Retired on a state pension only	132 6%	130 6%
Retired with a private pension	400 19%	361 18%
House person, housewife, househusband, etc.	176 9%	168 8%



**Opinion Poll**  
**ONLINE Fieldwork : 9th-11th May 2014**

Absolutes/col percents

Table 9  
**Tenure**  
**Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2056	2056
Weighted base	2056	2056
NET: Homeowners	1220 59%	1336 65%
Owned outright - without mortgage	701 34%	678 33%
Owned with a mortgage or loan	519 25%	658 32%
NET: Renters	805 39%	690 34%
Rented from the council	203 10%	288 14%
Rented from a housing association	196 10%	119 6%
Rented from someone else	406 20%	284 14%
Rent free	31 2%	30 1%

**Opinion Poll**  
**ONLINE Fieldwork : 9th-11th May 2014**

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	2056	2056
Weighted base	2056	2056
Yes	1104 54%	1254 61%
No	952 46%	802 39%

**Opinion Poll**  
**ONLINE Fieldwork : 9th-11th May 2014**

Absolutes/col percents

Table 11  
**How many cars are there in your household?**  
**Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2056	2056
Weighted base	2056	2056
No cars in the household	483 23%	432 21%
NET: Any	1573 77%	1624 79%
1	1067 52%	863 42%
2	442 21%	576 28%
3+	64 3%	185 9%

**Opinion Poll**  
**ONLINE Fieldwork : 9th-11th May 2014**

Absolutes/col percents

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	2056	2056
Weighted base	2056	2056
Conservative	578 28%	576 28%
Labour	637 31%	596 29%
Liberal Democrat	173 8%	206 10%
SNP	54 3%	45 2%
Plaid Cymru	9 *	6 *
Green	61 3%	35 2%
UKIP	217 11%	82 4%
BNP	17 1%	11 1%
Another party	9 *	6 *
None	301 15%	493 24%