

Opinion Poll

ONLINE Fieldwork : 30th April-1st 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	996	1064	229	381	323	388	302	437	612	614	311	523	571	547	473	299	170	253	870	481	518	139	266	544	376	396	
Weighted base	2060	1009	1051	245	347	347	367	306	449	551	571	449	490	556	536	494	288	185	268	885	488	518	138	199	546	374	372	
Absolutely certain to vote	(10)	1061	614	447	61	126	148	210	188	327	319	280	212	250	307	262	245	136	111	129	400	335	326	75	141	374	255	222
		51%	61%	43%	25%	36%	43%	57%	61%	73%	58%	49%	47%	51%	55%	49%	50%	47%	60%	48%	45%	69%	63%	55%	71%	69%	68%	60%
	(9)	246	138	107	31	35	43	35	42	60	81	70	61	34	59	68	66	36	17	37	117	80	71	25	26	85	46	60
		12%	14%	10%	13%	10%	12%	9%	14%	13%	15%	12%	14%	7%	11%	13%	13%	12%	9%	14%	13%	16%	14%	18%	13%	16%	12%	16%
	(8)	154	76	78	29	37	29	17	15	27	33	49	47	25	41	42	36	24	12	20	81	33	45	17	10	41	25	39
		7%	8%	7%	12%	11%	8%	5%	5%	6%	6%	9%	10%	5%	7%	8%	7%	8%	6%	7%	9%	7%	9%	12%	5%	8%	7%	11%
	(7)	106	39	66	26	33	20	14	8	6	31	35	17	23	29	27	21	21	8	13	55	18	39	10	6	6	21	20
		5%	4%	6%	10%	10%	6%	4%	3%	1%	6%	6%	4%	5%	5%	5%	4%	7%	4%	5%	6%	4%	7%	7%	3%	1%	6%	6%
	(6)	61	27	35	4	12	23	13	3	6	15	13	20	13	11	25	13	11	2	13	32	12	9	2	4	15	3	4
		3%	3%	3%	2%	4%	7%	4%	1%	1%	3%	2%	4%	3%	2%	5%	3%	4%	1%	5%	4%	2%	2%	1%	2%	3%	1%	1%
	(5)	90	29	62	18	25	18	16	9	5	14	15	32	29	18	32	22	14	5	13	47	5	20	9	10	1	6	11
		4%	3%	6%	7%	7%	5%	4%	3%	1%	3%	3%	7%	6%	3%	6%	4%	5%	3%	5%	5%	1%	4%	6%	5%	*	2%	3%
	(4)	22	5	17	5	6	4	4	3	-	2	7	5	9	9	4	5	2	2	3	9	2	6	-	1	1	-	2
		1%	1%	2%	2%	2%	1%	1%	1%	-	*	1%	1%	2%	2%	1%	1%	1%	1%	1%	1%	*	1%	-	1%	*	-	1%
	(3)	24	6	18	2	4	10	5	3	-	5	13	2	4	7	9	2	5	1	1	18	1	1	-	*	3	2	-
		1%	1%	2%	1%	1%	3%	1%	1%	-	1%	2%	*	1%	1%	2%	*	2%	*	1%	2%	*	*	-	*	*	1%	-
	(2)	32	15	18	6	14	6	4	3	1	15	6	2	9	9	8	9	7	-	7	17	2	1	-	1	1	1	1
		2%	1%	2%	2%	4%	2%	1%	1%	*	3%	1%	*	2%	2%	2%	2%	2%	-	3%	2%	*	*	-	*	*	*	*
Definitely would not vote	(1)	160	46	114	42	32	21	28	23	14	23	51	29	58	43	31	46	23	18	15	66	-	-	-	-	13	8	5
		8%	5%	11%	17%	9%	6%	8%	8%	3%	4%	9%	6%	12%	8%	6%	9%	8%	10%	6%	7%	-	-	-	-	2%	2%	1%
Don't know		102	15	88	23	22	24	22	9	3	12	32	23	36	25	27	30	10	9	15	44	-	-	-	-	6	6	7
		5%	1%	8%	9%	6%	7%	6%	3%	1%	2%	6%	5%	7%	4%	5%	6%	4%	5%	6%	5%	-	-	-	-	1%	2%	2%
Mean		8.17	8.73	7.60	6.70	7.39	7.90	8.33	8.57	9.29	8.61	8.07	8.21	7.74	8.27	8.18	8.10	7.96	8.40	8.19	7.96	9.37	9.10	8.98	9.27	9.27	9.18	9.07
Standard deviation		2.82	2.35	3.14	3.35	3.05	2.78	2.81	2.70	1.80	2.44	2.91	2.60	3.24	2.81	2.67	2.93	2.89	2.88	2.69	2.84	1.23	1.51	1.45	1.49	1.68	1.76	1.65
Standard error		0.06	0.07	0.10	0.23	0.16	0.16	0.15	0.16	0.09	0.10	0.12	0.15	0.15	0.12	0.12	0.14	0.17	0.22	0.17	0.10	0.06	0.07	0.12	0.09	0.07	0.09	0.08

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	996	1064	229	381	323	388	302	437	612	614	311	523	571	547	473	299	170	253	870	481	518	139	266	544	376	396
Weighted base	2060	1009	1051	245	347	347	367	306	449	551	571	449	490	556	536	494	288	185	268	885	488	518	138	199	546	374	372
Conservative	488 24%	286 28%	202 19%	29 12%	58 17%	56 16%	91 25%	83 27%	171 38%	179 33%	143 25%	88 20%	78 16%	146 26%	145 27%	95 19%	80 28%	22 12%	53 20%	200 23%	488 100%	-	-	-	376 69%	18 5%	32 9%
Labour	518 25%	269 27%	249 24%	59 24%	94 27%	111 32%	100 27%	66 21%	88 20%	120 22%	132 23%	143 32%	123 25%	142 25%	132 25%	146 30%	56 20%	42 23%	92 34%	222 25%	-	518 100%	-	-	21 4%	285 76%	101 27%
Liberal Democrat	138 7%	75 7%	62 6%	19 8%	36 10%	16 5%	18 5%	17 5%	32 7%	58 10%	34 6%	24 5%	22 5%	47 8%	33 6%	32 6%	16 5%	11 6%	17 6%	68 8%	-	-	138 100%	-	4 1%	6 1%	102 27%
SNP	47 2%	26 3%	21 2%	1 *	5 1%	7 2%	9 2%	15 5%	9 2%	14 3%	13 2%	9 2%	11 2%	-	-	-	-	47 25%	8 3%	18 2%	-	-	-	-	*	1 *	6 2%
Plaid Cymru	9 *	4 *	5 *	2 1%	* *	2 *	1 *	3 1%	1 *	2 *	3 1%	2 1%	2 *	-	-	-	9 3%	-	2 1%	3 *	-	-	-	-	-	1 *	1 *
The UK Independence Party	199 10%	114 11%	86 8%	10 4%	17 5%	19 5%	35 9%	46 15%	73 16%	44 8%	43 8%	55 12%	57 12%	47 8%	62 12%	46 9%	36 12%	8 5%	11 4%	75 8%	-	-	-	199 100%	72 13%	16 4%	36 10%
The Green Party	49 2%	19 2%	30 3%	6 3%	11 3%	8 2%	12 3%	5 2%	6 1%	18 3%	18 3%	6 1%	7 1%	16 3%	9 2%	12 3%	9 3%	4 2%	10 4%	21 2%	-	-	-	-	3 1%	4 1%	16 4%
The British National Party	5 *	3 *	2 *	1 *	* *	- -	2 1%	- -	1 *	1 *	* *	2 *	2 *	2 *	1 *	* *	1 *	1 1%	* *	2 *	-	-	-	-	1 *	1 *	-
Some other party	12 1%	7 1%	5 *	* *	2 *	2 *	3 1%	2 1%	3 1%	3 *	5 1%	1 *	3 1%	6 1%	2 *	3 1%	-	-	2 1%	2 *	-	-	-	-	1 *	2 1%	1 *
Would not vote	200 10%	63 6%	137 13%	50 20%	45 13%	31 9%	34 9%	26 8%	15 3%	34 6%	66 12%	35 8%	64 13%	54 10%	41 8%	56 11%	29 10%	20 11%	19 7%	92 10%	-	-	-	-	15 3%	9 2%	6 2%
Rather not say	42 2%	23 2%	18 2%	3 1%	6 2%	19 6%	6 2%	3 1%	4 1%	4 1%	16 3%	10 2%	12 3%	11 2%	13 2%	9 2%	4 1%	6 3%	11 4%	15 2%	-	-	-	-	1 *	1 *	2 1%
Don't know	353 17%	119 12%	234 22%	65 26%	73 21%	76 22%	55 15%	39 13%	46 10%	74 13%	98 17%	73 16%	109 22%	86 15%	99 18%	94 19%	51 18%	24 13%	44 16%	167 19%	-	-	-	-	52 10%	32 9%	68 18%

Opinion Poll

ONLINE Fieldwork : 30th April-1st 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	1230	680	550	95	187	170	248	202	328	396	366	185	282	345	330	268	176	111	152	492	390	401	106	212	411	278	267
Weighted base	1154	657	498	85	158	168	218	195	330	350	312	250	242	321	298	267	158	112	152	462	398	400	104	159	404	275	241
Conservative	398	238	160	20	41	42	77	70	147	145	116	73	64	120	117	80	61	19	40	159	398	-	-	-	320	15	27
	34%	36%	32%	24%	26%	25%	35%	36%	45%	41%	37%	29%	26%	37%	39%	30%	39%	17%	26%	34%	100%	-	-	-	79%	5%	11%
Labour	400	215	185	39	66	86	81	53	75	95	101	105	98	107	101	116	42	34	72	165	-	400	-	-	17	234	83
	35%	33%	37%	46%	42%	51%	37%	27%	23%	27%	32%	42%	41%	33%	34%	43%	27%	30%	48%	36%	-	100%	-	-	4%	85%	35%
Liberal Democrat	104	62	42	12	25	11	15	13	27	46	26	17	16	38	24	22	11	9	14	48	-	-	104	-	3	5	81
	9%	9%	8%	14%	16%	7%	7%	7%	8%	13%	8%	7%	6%	12%	8%	8%	7%	8%	9%	10%	-	-	100%	-	1%	2%	34%
SNP	38	22	16	1	4	6	5	13	8	12	11	6	9	-	-	-	-	38	7	14	-	-	-	-	*	1	6
	3%	3%	3%	1%	3%	4%	2%	7%	3%	3%	4%	2%	4%	-	-	-	-	34%	5%	3%	-	-	-	-	*	*	2%
Plaid Cymru	7	3	4	1	*	1	1	3	1	1	3	2	1	-	-	-	7	-	2	3	-	-	-	-	-	*	1
	1%	1%	1%	1%	*	1%	1%	1%	*	*	1%	1%	*	-	-	-	4%	-	1%	1%	-	-	-	-	-	*	*
The UK Independence Party	159	93	66	7	12	16	26	35	64	35	36	42	46	38	47	37	30	7	9	56	-	-	-	159	60	14	31
	14%	14%	13%	8%	7%	10%	12%	18%	19%	10%	12%	17%	19%	12%	16%	14%	19%	6%	6%	12%	-	-	-	100%	15%	5%	13%
The Green Party	35	15	21	5	7	5	9	5	5	13	13	4	5	11	6	9	6	3	6	15	-	-	-	-	3	4	11
	3%	2%	4%	6%	5%	3%	4%	2%	1%	4%	4%	1%	2%	4%	2%	3%	4%	3%	4%	3%	-	-	-	-	1%	1%	5%
The British National Party	3	2	1	*	*	-	1	-	1	1	*	1	1	1	*	*	*	1	*	2	-	-	-	-	1	*	-
	*	*	*	1%	*	-	1%	-	*	*	*	*	*	*	*	*	*	1%	*	*	-	-	-	-	*	*	-
Some other party	10	6	5	*	2	1	3	2	2	2	5	1	2	5	2	3	-	-	2	2	-	-	-	-	1	2	1
	1%	1%	1%	*	1%	1%	1%	1%	1%	1%	2%	*	1%	2%	1%	1%	-	-	1%	*	-	-	-	-	*	1%	*

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Table 4
Gender
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2060	2060
Weighted base	2060	2060
Male	996 48%	1009 49%
Female	1064 52%	1051 51%

Opinion Poll
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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	229 11%	245 12%
25-34	381 18%	347 17%
35-44	323 16%	347 17%
45-54	388 19%	367 18%
55-64	302 15%	306 15%
65+	437 21%	449 22%
Average age	47.07	47.22

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	2060	2060
Weighted base	2060	2060
AB	612 30%	551 27%
C1	614 30%	571 28%
C2	311 15%	449 22%
DE	523 25%	490 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	170 8%	185 9%
North East	80 4%	82 4%
North West	220 11%	227 11%
Yorkshire & Humberside	173 8%	185 9%
West Midlands	183 9%	185 9%
East Midlands	152 7%	144 7%
Wales	111 5%	103 5%
Eastern	212 10%	206 10%
London	259 13%	268 13%
South East	312 15%	288 14%
South West	188 9%	185 9%

Opinion Poll
ONLINE Fieldwork : 30th April-1st 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	2060	2060
Weighted base	2060	2060
NET: Working	1123 55%	1154 56%
Working full time - working 30 hours per week or more	778 38%	906 44%
Working part time - working between 8 and 29 hours per week	345 17%	247 12%
NET: Not working	937 45%	906 44%
Not working but seeking work or temporarily unemployed or sick	134 7%	124 6%
Not working and not seeking work/ Student	141 7%	120 6%
Retired on a state pension only	124 6%	130 6%
Retired with a private pension	379 18%	381 18%
House person, housewife, househusband, etc.	159 8%	152 7%

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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	1245 60%	1339 65%
Owned outright - without mortgage	634 31%	680 33%
Owned with a mortgage or loan	611 30%	659 32%
NET: Renters	780 38%	694 34%
Rented from the council	187 9%	288 14%
Rented from a housing association	192 9%	123 6%
Rented from someone else	401 19%	283 14%
Rent free	35 2%	26 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	1179 57%	1257 61%
No	881 43%	803 39%

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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	2060	2060
Weighted base	2060	2060
No cars in the household	469 23%	433 21%
NET: Any	1591 77%	1627 79%
1	1020 50%	865 42%
2	476 23%	577 28%
3+	95 5%	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	574 28%	577 28%
Labour	605 29%	597 29%
Liberal Democrat	208 10%	206 10%
SNP	48 2%	41 2%
Plaid Cymru	8 *	7 *
Green	62 3%	37 2%
UKIP	183 9%	82 4%
BNP	11 1%	6 *
Another party	18 1%	12 1%
None	343 17%	494 24%