

Opinion Poll

ONLINE Fieldwork : 23rd-24th April 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	2055	999	1056	185	335	315	388	347	485	673	557	314	511	535	528	516	285	191	266	756	458	539	117	324	611	409	384	
Weighted base	2055	1007	1048	244	346	346	366	305	447	549	570	448	488	555	534	493	288	185	278	873	489	513	130	181	598	379	384	
Absolutely certain to vote	(10)	1093	617	476	70	127	180	193	197	326	325	293	234	242	279	296	250	143	125	152	423	354	333	76	130	433	272	236
		53%	61%	45%	29%	37%	52%	53%	65%	73%	59%	51%	52%	50%	50%	55%	51%	50%	67%	55%	48%	72%	65%	58%	72%	72%	61%	
	(9)	241	133	109	24	38	35	43	38	63	71	76	48	47	71	63	54	31	24	31	106	67	71	26	20	73	51	52
		12%	13%	10%	10%	11%	10%	12%	13%	14%	13%	13%	11%	10%	13%	12%	11%	13%	11%	12%	14%	14%	20%	11%	12%	13%	14%	
	(8)	119	45	74	20	34	23	21	12	9	39	40	20	21	32	30	28	21	8	25	66	25	35	4	10	37	16	29
		6%	4%	7%	8%	10%	7%	6%	4%	2%	7%	7%	4%	4%	6%	6%	6%	7%	4%	9%	8%	5%	7%	3%	6%	6%	4%	7%
	(7)	125	53	72	20	33	27	24	10	10	24	27	37	37	41	21	34	22	7	16	56	13	32	17	13	12	24	29
		6%	5%	7%	8%	10%	8%	7%	3%	2%	4%	5%	8%	8%	7%	4%	7%	8%	4%	6%	6%	3%	6%	13%	7%	2%	6%	8%
	(6)	57	20	37	8	16	13	12	6	2	11	28	8	11	19	12	19	5	2	10	31	7	14	5	4	6	5	4
		3%	2%	3%	3%	5%	4%	3%	2%	*	2%	5%	2%	2%	3%	2%	4%	2%	1%	4%	4%	1%	3%	3%	2%	1%	1%	1%
	(5)	80	26	54	21	22	15	8	7	6	17	15	26	21	32	17	17	8	6	8	42	11	16	2	2	9	3	5
		4%	3%	5%	9%	6%	4%	2%	2%	1%	3%	3%	6%	4%	6%	3%	3%	3%	3%	3%	5%	2%	3%	2%	1%	2%	1%	1%
	(4)	19	1	18	3	7	3	4	2	1	6	8	1	3	4	5	4	6	-	1	5	3	1	-	*	1	1	4
		1%	*	2%	1%	2%	1%	1%	1%	*	1%	1%	*	1%	1%	1%	1%	2%	-	*	1%	1%	*	-	*	*	*	1%
	(3)	42	16	26	16	10	2	8	4	3	5	12	14	12	4	16	5	10	7	3	25	3	7	-	1	3	1	3
		2%	2%	2%	6%	3%	1%	2%	1%	1%	1%	2%	3%	2%	1%	3%	1%	4%	4%	1%	3%	1%	1%	-	1%	1%	*	1%
	(2)	32	10	22	7	8	10	3	2	2	8	13	4	7	8	11	6	4	1	6	15	5	4	1	-	3	2	4
		2%	1%	2%	3%	2%	3%	1%	1%	*	1%	2%	1%	1%	2%	2%	1%	2%	*	2%	2%	1%	1%	1%	-	*	*	1%
Definitely would not vote	(1)	156	54	101	33	39	16	34	21	12	30	32	43	50	41	31	54	25	4	20	65	-	-	-	-	14	3	6
		8%	5%	10%	13%	11%	5%	9%	7%	3%	5%	6%	10%	10%	7%	6%	11%	9%	2%	7%	7%	-	-	-	-	2%	1%	1%
Don't know		92	32	60	23	11	22	17	6	13	13	27	13	38	22	32	23	13	1	5	39	-	-	-	-	5	2	13
		4%	3%	6%	9%	3%	6%	5%	2%	3%	2%	5%	3%	8%	4%	6%	5%	5%	1%	2%	4%	-	-	-	-	1%	*	3%
Mean		8.20	8.69	7.71	6.67	7.28	8.32	8.13	8.69	9.31	8.59	8.25	7.97	7.88	8.15	8.34	7.95	7.95	8.94	8.29	8.02	9.34	9.10	9.07	9.35	9.26	9.35	9.02
Standard deviation		2.83	2.47	3.07	3.33	3.12	2.60	2.93	2.59	1.83	2.51	2.70	3.00	3.10	2.77	2.77	3.05	2.99	2.16	2.74	2.86	1.46	1.62	1.43	1.29	1.79	1.45	1.84
Standard error		0.06	0.08	0.10	0.26	0.17	0.15	0.15	0.14	0.08	0.10	0.12	0.17	0.14	0.12	0.12	0.14	0.18	0.16	0.17	0.11	0.07	0.07	0.13	0.07	0.07	0.07	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	2055	999	1056	185	335	315	388	347	485	673	557	314	511	535	528	516	285	191	266	756	458	539	117	324	611	409	384
Weighted base	2055	1007	1048	244	346	346	366	305	447	549	570	448	488	555	534	493	288	185	278	873	489	513	130	181	598	379	384
Conservative	489 24%	253 25%	236 23%	35 14%	60 17%	68 20%	73 20%	88 29%	164 37%	179 33%	132 23%	101 23%	77 16%	147 27%	158 30%	97 20%	53 18%	33 18%	61 22%	208 24%	489 100%	-	-	-	382 64%	13 4%	35 9%
Labour	513 25%	278 28%	234 22%	54 22%	97 28%	108 31%	96 26%	71 23%	88 20%	127 23%	127 22%	123 27%	136 28%	143 26%	109 20%	145 29%	65 23%	51 28%	101 36%	222 25%	-	513 100%	-	-	24 4%	294 78%	84 22%
Liberal Democrat	130 6%	60 6%	70 7%	22 9%	17 5%	24 7%	24 6%	14 5%	30 7%	35 6%	37 7%	23 5%	35 7%	34 6%	35 6%	26 5%	23 8%	13 7%	12 4%	53 6%	-	-	130 100%	-	7 1%	4 1%	94 24%
SNP	40 2%	22 2%	18 2%	5 2%	9 2%	5 1%	8 2%	8 3%	5 1%	11 2%	10 2%	9 2%	10 2%	-	-	-	-	40 21%	7 3%	17 2%	-	-	-	-	1 *	5 1%	8 2%
Plaid Cymru	8 *	6 1%	3 *	2 1%	-	-	3 1%	2 1%	2 *	1 *	3 *	3 1%	2 *	-	-	-	8 3%	-	-	6 1%	-	-	-	-	1 *	2 1%	-
The UK Independence Party	181 9%	116 12%	64 6%	12 5%	11 3%	20 6%	37 10%	38 12%	64 14%	39 7%	46 8%	42 9%	54 11%	43 8%	53 10%	52 10%	26 9%	7 4%	14 5%	56 6%	-	-	-	181 100%	80 13%	15 4%	25 6%
The Green Party	54 3%	38 4%	15 1%	4 2%	17 5%	3 1%	14 4%	7 2%	7 2%	15 3%	15 3%	18 4%	6 1%	12 2%	16 3%	9 2%	12 4%	4 2%	9 3%	25 3%	-	-	-	-	5 1%	6 2%	21 5%
The British National Party	7 *	1 *	6 1%	-	* *	2 1%	2 *	3 1%	1 *	1 *	-	1 *	5 1%	2 *	1 *	4 1%	-	-	1 *	1 *	-	-	-	-	-	-	1 *
Some other party	4 *	3 *	1 *	-	1 *	1 *	1 *	1 *	-	* *	1 *	1 *	1 *	* *	1 *	2 *	1 *	-	1 *	2 *	-	-	-	-	1 *	-	-
Would not vote	186 9%	69 7%	117 11%	38 16%	50 14%	21 6%	40 11%	23 7%	15 3%	35 6%	42 7%	52 12%	58 12%	46 8%	47 9%	59 12%	27 10%	7 4%	20 7%	86 10%	-	-	-	-	14 2%	4 1%	7 2%
Rather not say	41 2%	26 3%	14 1%	10 4%	12 4%	9 3%	6 2%	1 *	2 *	8 1%	24 4%	1 *	7 1%	20 4%	9 2%	5 1%	6 2%	2 1%	3 1%	28 3%	-	-	-	-	7 1%	2 1%	1 *
Don't know	403 20%	134 13%	269 26%	62 25%	72 21%	85 25%	63 17%	50 17%	70 16%	99 18%	132 23%	75 17%	97 20%	108 19%	106 20%	94 19%	68 23%	27 15%	48 17%	169 19%	-	-	-	-	75 13%	33 9%	110 29%

Opinion Poll

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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	1244	681	563	83	168	175	240	230	347	439	322	185	298	316	327	306	159	136	168	436	371	424	91	264	448	306	243
Weighted base	1125	634	491	94	151	173	205	190	312	331	293	246	254	297	300	266	142	121	165	450	397	397	100	146	423	283	221
Conservative	397	210	187	25	45	54	58	73	143	148	103	83	63	119	129	78	41	29	49	165	397	-	-	-	324	11	29
	35%	33%	38%	26%	30%	31%	28%	38%	46%	45%	35%	34%	25%	40%	43%	29%	29%	24%	30%	37%	100%	-	-	-	77%	4%	13%
Labour	397	226	171	37	68	80	77	59	77	101	97	94	104	108	85	114	51	40	81	164	-	397	-	-	18	245	72
	35%	36%	35%	39%	45%	46%	38%	31%	25%	31%	33%	38%	41%	36%	28%	43%	36%	33%	49%	36%	-	100%	-	-	4%	87%	32%
Liberal Democrat	100	47	52	16	11	17	18	12	25	29	31	14	27	26	28	19	16	11	9	38	-	-	100	-	6	4	75
	9%	7%	11%	17%	7%	10%	9%	6%	8%	9%	10%	6%	11%	9%	9%	7%	12%	9%	5%	8%	-	-	100%	-	1%	1%	34%
SNP	32	18	14	5	6	3	7	7	5	9	8	7	8	-	-	-	-	32	6	13	-	-	-	-	1	4	7
	3%	3%	3%	5%	4%	2%	3%	4%	2%	3%	3%	3%	3%	-	-	-	-	26%	4%	3%	-	-	-	-	*	1%	3%
Plaid Cymru	6	5	1	*	-	-	3	1	2	*	3	2	1	-	-	-	6	-	-	5	-	-	-	-	1	2	-
	1%	1%	*	*	-	-	1%	1%	1%	*	1%	1%	*	-	-	-	4%	-	-	1%	-	-	-	-	*	1%	-
The UK Independence Party	146	97	49	8	8	15	30	31	54	33	38	33	42	34	45	42	20	6	11	47	-	-	-	146	68	14	21
	13%	15%	10%	9%	5%	8%	15%	16%	17%	10%	13%	14%	16%	11%	15%	16%	14%	5%	6%	10%	-	-	-	100%	16%	5%	10%
The Green Party	39	29	10	4	12	1	10	5	6	10	12	12	5	9	12	7	7	4	6	17	-	-	-	-	5	4	16
	3%	5%	2%	4%	8%	1%	5%	2%	2%	3%	4%	5%	2%	3%	4%	3%	5%	3%	4%	4%	-	-	-	-	1%	1%	7%
The British National Party	6	1	4	-	*	2	1	2	*	1	-	1	4	1	1	4	-	-	1	1	-	-	-	-	-	-	*
	*	*	1%	-	*	1%	1%	1%	*	*	-	*	2%	*	*	1%	-	-	1%	*	-	-	-	-	-	-	*
Some other party	2	1	1	-	1	*	1	*	-	*	1	*	1	*	*	1	1	-	1	*	-	-	-	-	1	-	-
	*	*	*	-	1%	*	*	*	-	*	*	*	*	*	*	*	*	-	1%	*	-	-	-	-	*	-	-

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Table 4
Gender
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2055	2055
Weighted base	2055	2055
Male	999 49%	1007 49%
Female	1056 51%	1048 51%

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Absolutes/col percents

Table 5
Age
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2055	2055
Weighted base	2055	2055
18-24	185 9%	244 12%
25-34	335 16%	346 17%
35-44	315 15%	346 17%
45-54	388 19%	366 18%
55-64	347 17%	305 15%
65+	485 24%	447 22%
Average age	48.92	47.19

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Absolutes/col percents

Table 6
Social Grade
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2055	2055
Weighted base	2055	2055
AB	673 33%	549 27%
C1	557 27%	570 28%
C2	314 15%	448 22%
DE	511 25%	488 24%

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Absolutes/col percents

Table 7
GO Region
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2055	2055
Weighted base	2055	2055
Scotland	191 9%	185 9%
North East	88 4%	82 4%
North West	223 11%	226 11%
Yorkshire & Humberside	205 10%	185 9%
West Midlands	176 9%	185 9%
East Midlands	155 8%	144 7%
Wales	103 5%	103 5%
Eastern	197 10%	205 10%
London	219 11%	267 13%
South East	316 15%	288 14%
South West	182 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	2055	2055
Weighted base	2055	2055
NET: Working	1022 50%	1151 56%
Working full time - working 30 hours per week or more	717 35%	904 44%
Working part time - working between 8 and 29 hours per week	305 15%	247 12%
NET: Not working	1033 50%	904 44%
Not working but seeking work or temporarily unemployed or sick	134 7%	115 6%
Not working and not seeking work/ Student	147 7%	146 7%
Retired on a state pension only	123 6%	122 6%
Retired with a private pension	458 22%	375 18%
House person, housewife, househusband, etc.	171 8%	146 7%

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Absolutes/col percents

Table 9
Tenure
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2055	2055
Weighted base	2055	2055
NET: Homeowners	1292 63%	1336 65%
Owned outright - without mortgage	706 34%	678 33%
Owned with a mortgage or loan	586 29%	658 32%
NET: Renters	738 36%	700 34%
Rented from the council	164 8%	288 14%
Rented from a housing association	194 9%	118 6%
Rented from someone else	380 18%	294 14%
Rent free	25 1%	19 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	2055	2055
Weighted base	2055	2055
Yes	1183 58%	1254 61%
No	872 42%	801 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	2055	2055
Weighted base	2055	2055
No cars in the household	410 20%	432 21%
NET: Any	1645 80%	1623 79%
1	1046 51%	863 42%
2	482 23%	575 28%
3+	117 6%	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	2055	2055
Weighted base	2055	2055
Conservative	544 26%	575 28%
Labour	645 31%	596 29%
Liberal Democrat	185 9%	206 10%
SNP	45 2%	38 2%
Plaid Cymru	7 *	7 *
Green	61 3%	42 2%
UKIP	266 13%	82 4%
BNP	10 *	8 *
Another party	12 1%	8 *
None	280 14%	493 24%