

Opinion Poll

ONLINE Fieldwork : 17th-21st 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	2049	932	1117	264	301	345	349	328	462	596	616	329	508	565	538	486	283	177	265	780	426	546	136	283	528	391	369	
Weighted base	2049	1004	1045	243	345	345	365	304	446	548	568	446	487	553	533	492	287	184	297	851	459	527	150	179	539	376	379	
Absolutely certain to vote	(10)	1064	583	482	80	117	180	191	180	315	313	289	224	238	274	293	232	149	116	153	419	324	344	85	123	381	264	214
		52%	58%	46%	33%	34%	52%	52%	59%	71%	57%	51%	50%	49%	50%	55%	47%	52%	63%	52%	49%	70%	65%	57%	69%	71%	70%	56%
	(9)	234	128	106	23	28	27	33	54	69	79	59	48	48	85	49	50	35	15	39	75	59	72	23	34	67	60	61
		11%	13%	10%	9%	8%	8%	9%	18%	16%	14%	10%	11%	10%	15%	9%	10%	12%	8%	13%	9%	13%	14%	15%	19%	12%	16%	16%
	(8)	134	64	71	25	31	20	33	14	11	36	36	30	32	37	35	19	12	23	56	31	42	15	7	29	18	20	
		7%	6%	7%	10%	9%	6%	9%	5%	2%	7%	6%	7%	7%	6%	7%	7%	6%	8%	7%	7%	8%	10%	4%	5%	5%	5%	
	(7)	100	42	59	15	33	19	13	9	11	30	22	24	25	27	32	22	12	8	10	59	27	18	14	9	26	8	26
		5%	4%	6%	6%	10%	5%	4%	3%	3%	5%	4%	5%	5%	6%	5%	4%	4%	3%	7%	6%	3%	9%	5%	5%	2%	7%	
	(6)	60	21	39	13	16	13	8	4	6	12	21	10	17	13	20	19	5	3	9	28	9	12	9	2	7	4	13
		3%	2%	4%	5%	5%	4%	2%	1%	1%	2%	4%	2%	4%	2%	4%	4%	2%	2%	3%	3%	2%	2%	6%	1%	1%	1%	4%
	(5)	73	28	45	15	18	11	14	10	4	8	25	30	9	25	18	21	4	5	17	31	6	17	*	1	3	5	9
		4%	3%	4%	6%	5%	3%	4%	3%	1%	1%	4%	7%	2%	4%	3%	4%	1%	3%	6%	4%	1%	3%	*	1%	1%	1%	2%
	(4)	34	14	20	7	17	2	5	1	2	7	8	8	10	9	3	16	5	2	4	16	1	14	1	*	*	3	6
		2%	1%	2%	3%	5%	*	1%	*	*	1%	1%	2%	2%	2%	*	3%	2%	1%	1%	2%	*	3%	1%	*	*	1%	1%
	(3)	35	13	22	10	6	10	8	*	-	12	13	2	8	11	8	12	3	1	1	21	-	4	2	-	1	1	1
		2%	1%	2%	4%	2%	3%	2%	*	-	2%	2%	*	2%	2%	1%	2%	1%	1%	*	2%	-	1%	1%	-	*	*	*
	(2)	34	9	25	10	12	2	6	2	2	4	17	5	7	4	8	11	9	1	3	19	4	3	-	1	3	1	4
		2%	1%	2%	4%	3%	1%	2%	1%	*	1%	3%	1%	1%	1%	2%	2%	3%	*	1%	2%	1%	1%	-	1%	*	*	1%
Definitely would not vote	(1)	170	78	92	26	33	38	34	19	20	28	44	40	58	41	39	44	30	15	23	72	-	-	-	-	11	6	10
		8%	8%	9%	11%	10%	11%	9%	6%	5%	5%	8%	9%	12%	7%	7%	9%	10%	8%	8%	8%	-	-	-	-	2%	2%	3%
Don't know		111	25	86	20	34	22	20	10	5	19	34	25	33	33	26	30	17	6	14	54	-	-	-	-	11	6	15
		5%	2%	8%	8%	10%	6%	6%	3%	1%	3%	6%	6%	7%	6%	5%	6%	6%	3%	5%	6%	-	-	-	-	2%	1%	4%
Mean		8.11	8.41	7.81	6.99	7.18	7.92	8.04	8.73	9.13	8.61	7.98	8.01	7.79	8.19	8.27	7.77	8.00	8.53	8.22	7.89	9.35	9.09	8.97	9.42	9.29	9.32	8.79
Standard deviation		2.91	2.74	3.05	3.24	3.11	3.12	3.00	2.46	2.09	2.46	2.99	2.94	3.20	2.80	2.77	3.08	3.14	2.74	2.78	3.01	1.30	1.68	1.52	1.18	1.66	1.61	2.11
Standard error		0.07	0.09	0.09	0.21	0.19	0.17	0.16	0.14	0.10	0.10	0.12	0.17	0.15	0.12	0.12	0.14	0.19	0.21	0.17	0.11	0.06	0.07	0.13	0.07	0.07	0.08	0.11

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	2049	932	1117	264	301	345	349	328	462	596	616	329	508	565	538	486	283	177	265	780	426	546	136	283	528	391	369
Weighted base	2049	1004	1045	243	345	345	365	304	446	548	568	446	487	553	533	492	287	184	297	851	459	527	150	179	539	376	379
Conservative	459 22%	259 26%	200 19%	37 15%	52 15%	50 14%	80 22%	73 24%	167 38%	148 27%	140 25%	96 21%	76 16%	153 28%	141 26%	84 17%	52 18%	30 16%	53 18%	176 21%	459 100%	-	-	-	367 68%	12 3%	30 8%
Labour	527 26%	294 29%	233 22%	74 30%	91 26%	118 34%	94 26%	80 26%	69 16%	138 25%	149 26%	116 26%	124 26%	143 26%	122 23%	159 32%	61 21%	42 23%	100 34%	230 27%	-	527 100%	-	-	27 5%	287 76%	93 24%
Liberal Democrat	150 7%	79 8%	71 7%	14 6%	28 8%	26 8%	20 5%	22 7%	39 9%	65 12%	32 6%	23 5%	30 6%	42 8%	43 8%	31 6%	25 9%	8 5%	26 9%	64 8%	-	-	150 100%	-	13 2%	3 1%	107 28%
SNP	44 2%	27 3%	18 2%	2 1%	5 2%	5 1%	13 3%	7 2%	12 3%	16 3%	9 2%	11 2%	9 2%	-	-	-	-	44 24%	7 2%	17 2%	-	-	-	-	1 *	4 1%	4 1%
Plaid Cymru	4 *	2 *	2 *	1 *	1 *	1 *	-	-	1 *	1 *	-	2 *	1 *	-	-	-	4 1%	-	-	3 *	-	-	-	-	-	-	-
The UK Independence Party	179 9%	111 11%	67 6%	5 2%	7 2%	23 7%	38 10%	40 13%	65 15%	44 8%	39 7%	45 10%	51 10%	45 8%	62 12%	38 8%	25 9%	10 5%	20 7%	59 7%	-	-	-	179 100%	67 12%	19 5%	27 7%
The Green Party	41 2%	17 2%	25 2%	7 3%	10 3%	5 2%	7 2%	7 2%	4 1%	12 2%	5 1%	10 2%	15 3%	13 2%	13 2%	8 2%	5 2%	2 1%	5 2%	15 2%	-	-	-	-	2 *	2 1%	12 3%
The British National Party	8 *	4 *	4 *	- *	1 *	2 1%	2 1%	2 1%	1 *	* *	1 *	* *	6 1%	1 *	3 1%	1 *	1 *	1 *	1 *	3 *	-	-	-	-	1 *	-	3 1%
Some other party	6 *	5 *	1 *	* *	* *	2 1%	1 *	2 1%	* *	* *	1 *	2 *	2 *	1 *	2 *	1 *	3 1%	* *	1 *	2 *	-	-	-	-	-	1 *	2 1%
Would not vote	215 10%	94 9%	121 12%	37 15%	51 15%	46 13%	39 11%	20 7%	21 5%	36 7%	58 10%	51 11%	69 14%	52 9%	46 9%	64 13%	37 13%	15 8%	25 8%	103 12%	-	-	-	-	11 2%	7 2%	13 3%
Rather not say	49 2%	18 2%	32 3%	10 4%	16 5%	15 4%	2 1%	3 1%	3 1%	5 1%	14 2%	16 3%	15 3%	19 3%	9 2%	9 2%	5 3%	5 3%	29 3%	-	-	-	-	2 *	1 *	2 *	
Don't know	367 18%	94 9%	273 26%	56 23%	81 24%	52 15%	70 19%	46 15%	63 14%	83 15%	120 21%	75 17%	89 18%	85 15%	93 17%	98 20%	64 22%	27 14%	54 18%	150 18%	-	-	-	-	49 9%	40 11%	87 23%

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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	1207	628	579	118	141	195	202	224	327	388	344	192	284	333	326	274	158	117	159	441	343	420	102	233	396	286	235
Weighted base	1123	639	484	100	137	181	201	197	306	343	294	239	248	308	308	251	143	112	165	441	372	408	113	147	400	276	225
Conservative	372	210	162	28	37	40	63	62	143	122	113	76	61	122	117	66	44	24	41	140	372	-	-	-	307	10	23
	33%	33%	33%	28%	27%	22%	32%	31%	47%	36%	39%	32%	25%	39%	38%	26%	31%	21%	25%	32%	100%	-	-	-	77%	4%	10%
Labour	408	230	178	53	63	92	72	69	58	109	112	89	97	107	98	121	50	32	76	177	-	408	-	-	23	241	75
	36%	36%	37%	53%	46%	51%	36%	35%	19%	32%	38%	37%	39%	35%	32%	48%	35%	29%	46%	40%	-	100%	-	-	6%	87%	33%
Liberal Democrat	113	61	52	9	18	20	15	19	33	51	23	17	22	31	31	24	19	7	19	47	-	-	113	-	10	2	86
	10%	10%	11%	9%	13%	11%	7%	10%	11%	15%	8%	7%	9%	10%	10%	10%	13%	6%	12%	11%	-	-	100%	-	2%	1%	38%
SNP	38	23	15	1	5	4	11	7	11	13	8	9	8	-	-	-	-	38	6	15	-	-	-	-	1	3	4
	3%	4%	3%	1%	4%	2%	6%	3%	4%	4%	3%	4%	3%	-	-	-	-	34%	4%	3%	-	-	-	-	*	1%	2%
Plaid Cymru	3	1	1	*	1	1	-	-	*	*	-	2	1	-	-	-	3	-	-	2	-	-	-	-	-	-	-
	*	*	*	*	1%	1%	-	-	*	*	-	1%	*	-	-	-	2%	-	-	*	-	-	-	-	-	-	-
The UK Independence Party	147	93	55	3	5	18	32	33	56	37	33	36	42	37	49	32	21	8	17	46	-	-	-	147	57	16	24
	13%	15%	11%	3%	4%	10%	16%	17%	18%	11%	11%	15%	17%	12%	16%	13%	15%	7%	10%	11%	-	-	-	100%	14%	6%	10%
The Green Party	31	13	18	6	7	3	4	6	4	10	3	8	10	10	10	6	4	2	4	11	-	-	-	-	1	2	10
	3%	2%	4%	6%	5%	2%	2%	3%	1%	3%	1%	3%	4%	3%	3%	2%	3%	1%	3%	3%	-	-	-	-	*	1%	4%
The British National Party	6	3	3	-	1	1	2	1	1	*	1	*	5	1	3	1	*	1	1	2	-	-	-	-	1	-	2
	1%	*	1%	-	*	1%	1%	1%	*	*	*	*	2%	*	1%	*	*	*	1%	*	-	-	-	-	*	-	1%
Some other party	5	4	1	*	*	2	1	2	*	*	1	2	2	1	2	1	2	*	1	2	-	-	-	-	-	1	2
	*	1%	*	*	*	1%	*	1%	*	*	*	1%	1%	*	1%	*	2%	*	*	*	-	-	-	-	-	*	1%

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Table 4
Gender
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2049	2049
Weighted base	2049	2049
Male	932 45%	1004 49%
Female	1117 55%	1045 51%

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Table 5
Age
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2049	2049
Weighted base	2049	2049
18-24	264 13%	243 12%
25-34	301 15%	345 17%
35-44	345 17%	345 17%
45-54	349 17%	365 18%
55-64	328 16%	304 15%
65+	462 23%	446 22%
Average age	47.68	47.28

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Absolutes/col percents

Table 6
Social Grade
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2049	2049
Weighted base	2049	2049
AB	596 29%	548 27%
C1	616 30%	568 28%
C2	329 16%	446 22%
DE	508 25%	487 24%

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Table 7
GO Region
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2049	2049
Weighted base	2049	2049
Scotland	177 9%	184 9%
North East	88 4%	82 4%
North West	231 11%	225 11%
Yorkshire & Humberside	167 8%	184 9%
West Midlands	194 9%	184 9%
East Midlands	155 8%	143 7%
Wales	102 5%	102 5%
Eastern	189 9%	205 10%
London	260 13%	266 13%
South East	305 15%	287 14%
South West	181 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	2049	2049
Weighted base	2049	2049
NET: Working	1045 51%	1147 56%
Working full time - working 30 hours per week or more	717 35%	902 44%
Working part time - working between 8 and 29 hours per week	328 16%	246 12%
NET: Not working	1004 49%	902 44%
Not working but seeking work or temporarily unemployed or sick	134 7%	132 6%
Not working and not seeking work/ Student	187 9%	147 7%
Retired on a state pension only	118 6%	109 5%
Retired with a private pension	394 19%	368 18%
House person, housewife, househusband, etc.	171 8%	145 7%

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Absolutes/col percents

Table 9
Tenure
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2049	2049
Weighted base	2049	2049
NET: Homeowners	1263 62%	1332 65%
Owned outright - without mortgage	669 33%	676 33%
Owned with a mortgage or loan	594 29%	656 32%
NET: Renters	769 38%	703 34%
Rented from the council	175 9%	287 14%
Rented from a housing association	202 10%	130 6%
Rented from someone else	392 19%	286 14%
Rent free	17 1%	14 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	2049	2049
Weighted base	2049	2049
Yes	1183 58%	1250 61%
No	866 42%	799 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	2049	2049
Weighted base	2049	2049
No cars in the household	437 21%	430 21%
NET: Any	1612 79%	1619 79%
1	1031 50%	861 42%
2	480 23%	574 28%
3+	101 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	2049	2049
Weighted base	2049	2049
Conservative	529 26%	574 28%
Labour	643 31%	594 29%
Liberal Democrat	187 9%	205 10%
SNP	57 3%	43 2%
Plaid Cymru	8 *	6 *
Green	53 3%	30 1%
UKIP	222 11%	82 4%
BNP	20 1%	12 1%
Another party	19 1%	11 1%
None	311 15%	492 24%