

Opinion Poll

ONLINE Fieldwork : 15th-16th 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	2069	1070	999	240	271	329	403	348	478	625	561	348	535	559	539	508	295	168	239	773	465	573	144	293	572	407	382	
Weighted base	2069	1014	1055	246	348	348	369	307	450	553	574	451	491	559	538	497	290	186	262	897	491	541	143	195	574	389	365	
Absolutely certain to vote	(10) 1066	612	454	80	122	147	210	175	332	317	301	216	231	291	270	248	145	113	127	419	332	346	82	137	395	264	216	
		52%	60%	43%	33%	35%	42%	57%	57%	74%	57%	52%	48%	47%	52%	50%	50%	61%	49%	47%	68%	64%	57%	70%	69%	68%	59%	
	(9) 244	135	109	16	45	56	45	33	51	75	73	39	57	72	71	38	39	23	32	123	79	64	13	31	84	42	61	
		12%	13%	10%	6%	13%	16%	12%	11%	14%	13%	9%	12%	13%	13%	8%	14%	12%	12%	14%	16%	12%	9%	16%	15%	11%	17%	
	(8) 147	67	80	24	26	30	18	25	24	39	37	39	32	41	47	35	13	11	26	64	34	47	21	9	35	38	27	
		7%	7%	8%	10%	8%	8%	5%	8%	5%	7%	7%	9%	6%	7%	9%	7%	4%	6%	10%	7%	7%	9%	14%	4%	6%	10%	7%
	(7) 116	51	65	27	19	30	17	12	12	33	28	33	22	34	31	23	16	12	15	63	25	29	18	10	23	9	27	
		6%	5%	6%	11%	6%	9%	5%	4%	3%	6%	5%	7%	5%	6%	5%	6%	6%	6%	7%	5%	5%	13%	5%	4%	2%	7%	
	(6) 47	19	28	9	11	9	13	2	3	12	9	15	11	13	12	11	9	2	12	22	5	23	3	1	5	9	4	
		2%	2%	3%	4%	3%	4%	1%	1%	2%	2%	3%	2%	2%	2%	2%	3%	1%	5%	3%	1%	4%	2%	1%	1%	2%	1%	
	(5) 82	23	60	17	27	10	16	5	6	14	26	14	28	19	25	27	9	3	4	44	7	21	3	3	8	13	11	
		4%	2%	6%	7%	8%	3%	4%	2%	1%	2%	5%	6%	3%	5%	5%	3%	1%	2%	5%	1%	4%	2%	2%	1%	3%	3%	
	(4) 20	9	11	4	7	3	2	4	-	7	9	1	3	4	6	5	5	-	3	10	2	2	2	*	2	-	3	
		1%	1%	1%	2%	2%	1%	1%	-	1%	2%	*	1%	1%	1%	1%	2%	-	1%	1%	*	*	1%	*	*	-	1%	
	(3) 38	11	26	3	2	11	9	6	6	8	9	14	7	8	12	13	5	*	5	14	7	6	-	1	9	1	1	
		2%	1%	3%	1%	1%	3%	3%	2%	1%	1%	2%	3%	1%	1%	2%	3%	2%	*	2%	2%	1%	1%	-	1%	2%	*	
	(2) 37	12	25	7	8	12	3	6	3	10	15	3	9	14	5	14	4	-	6	20	1	1	2	2	3	4	-	
		2%	1%	2%	3%	2%	3%	1%	2%	1%	2%	3%	1%	2%	3%	1%	3%	1%	-	2%	2%	*	*	1%	1%	1%	-	
Definitely would not vote	(1) 150	47	103	35	35	26	22	23	8	19	37	42	51	33	22	67	23	5	16	70	-	-	-	-	4	6	7	
		7%	5%	10%	14%	10%	8%	6%	8%	2%	4%	7%	9%	10%	6%	4%	13%	8%	6%	8%	-	-	-	-	1%	1%	2%	
Don't know	122	28	93	23	45	16	14	17	7	18	29	34	40	30	37	15	21	18	16	48	-	-	-	-	5	4	8	
		6%	3%	9%	9%	13%	5%	4%	5%	2%	3%	5%	8%	8%	5%	7%	3%	7%	10%	6%	5%	-	-	-	1%	1%	2%	
Mean	8.19	8.72	7.65	6.92	7.45	7.86	8.42	8.38	9.30	8.65	8.22	7.94	7.86	8.31	8.43	7.52	8.15	9.12	8.21	8.00	9.30	9.06	8.87	9.34	9.26	9.14	9.01	
Standard deviation	2.81	2.37	3.12	3.29	3.11	2.91	2.65	2.83	1.74	2.36	2.81	2.97	3.09	2.69	2.45	3.36	2.88	1.85	2.70	2.88	1.38	1.60	1.63	1.43	1.61	1.76	1.76	
Standard error	0.06	0.07	0.10	0.22	0.20	0.16	0.13	0.15	0.08	0.09	0.12	0.16	0.14	0.12	0.11	0.15	0.17	0.15	0.18	0.11	0.06	0.07	0.14	0.08	0.07	0.09	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	2069	1070	999	240	271	329	403	348	478	625	561	348	535	559	539	508	295	168	239	773	465	573	144	293	572	407	382
Weighted base	2069	1014	1055	246	348	348	369	307	450	553	574	451	491	559	538	497	290	186	262	897	491	541	143	195	574	389	365
Conservative	491	277	214	50	46	73	78	83	162	159	143	106	83	139	152	99	78	24	50	213	491	-	-	-	381	17	38
	24%	27%	20%	20%	13%	21%	21%	27%	36%	29%	25%	24%	17%	25%	28%	20%	27%	13%	19%	24%	100%	-	-	-	66%	4%	10%
Labour	541	280	261	69	114	100	115	56	86	141	137	121	142	138	132	141	79	50	99	224	-	541	-	-	24	294	88
	26%	28%	25%	28%	33%	29%	31%	18%	19%	25%	24%	27%	29%	25%	25%	28%	27%	27%	38%	25%	-	100%	-	-	4%	75%	24%
Liberal Democrat	143	84	60	9	29	38	19	24	25	55	36	25	27	64	33	22	16	9	17	72	-	-	143	-	10	9	97
	7%	8%	6%	4%	8%	11%	5%	8%	6%	10%	6%	6%	6%	11%	6%	4%	5%	5%	7%	8%	-	-	100%	-	2%	2%	27%
SNP	55	32	24	5	4	9	14	10	14	10	19	11	15	-	-	-	-	55	7	18	-	-	-	-	-	3	8
	3%	3%	2%	2%	1%	3%	4%	3%	3%	2%	3%	2%	3%	-	-	-	-	30%	3%	2%	-	-	-	-	-	1%	2%
Plaid Cymru	8	6	2	1	1	-	3	1	2	*	3	1	3	-	-	-	8	-	2	1	-	-	-	-	-	-	*
	*	1%	*	*	*	-	1%	*	1%	*	1%	*	1%	-	-	-	3%	-	1%	*	-	-	-	-	-	-	*
The UK Independence Party	195	127	69	5	7	22	39	43	78	53	48	44	50	65	51	50	24	5	14	80	-	-	-	195	80	24	37
	9%	12%	7%	2%	2%	6%	11%	14%	17%	10%	8%	10%	10%	12%	10%	10%	8%	3%	5%	9%	-	-	-	100%	14%	6%	10%
The Green Party	46	19	27	5	7	6	9	10	10	14	18	8	6	21	11	8	4	3	6	18	-	-	-	-	7	9	12
	2%	2%	3%	2%	2%	2%	2%	3%	2%	2%	3%	2%	1%	4%	2%	2%	1%	2%	2%	2%	-	-	-	-	1%	2%	3%
The British National Party	11	7	3	-	-	1	4	4	1	1	3	2	3	*	5	3	2	1	1	7	-	-	-	-	4	-	*
	1%	1%	*	-	-	*	1%	1%	*	*	1%	1%	1%	*	1%	1%	1%	*	*	1%	-	-	-	-	1%	-	*
Some other party	5	5	*	1	1	2	2	-	-	1	3	-	1	1	3	1	-	-	1	2	-	-	-	-	-	-	2
	*	*	*	*	*	*	1%	-	-	*	*	-	*	*	1%	*	-	-	*	*	-	-	-	-	-	-	1%
Would not vote	186	59	127	44	44	34	25	31	8	26	50	50	59	47	29	79	26	5	18	90	-	-	-	-	7	9	7
	9%	6%	12%	18%	13%	10%	7%	10%	2%	5%	9%	11%	12%	8%	5%	16%	9%	3%	7%	10%	-	-	-	-	1%	2%	2%
Rather not say	34	18	17	2	5	9	9	-	9	12	7	9	6	9	9	12	1	3	5	15	-	-	-	-	-	2	4
	2%	2%	2%	1%	1%	3%	2%	-	2%	2%	1%	2%	1%	2%	2%	2%	1%	2%	2%	2%	-	-	-	-	-	1%	1%
Don't know	353	102	251	56	90	54	53	45	55	79	106	73	94	75	114	82	51	31	41	158	-	-	-	-	61	24	71
	17%	10%	24%	23%	26%	16%	14%	15%	12%	14%	18%	16%	19%	13%	21%	17%	18%	17%	16%	18%	-	-	-	-	11%	6%	19%

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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	1295	755	541	110	139	191	259	237	359	426	341	210	318	357	334	302	186	116	149	457	380	444	109	239	431	308	258
Weighted base	1173	676	497	101	153	190	219	189	320	349	323	241	260	335	299	253	167	120	147	488	396	413	106	159	421	286	233
Conservative	396	227	168	35	36	60	58	68	139	130	119	79	68	112	118	83	63	21	39	167	396	-	-	-	318	15	32
	34%	34%	34%	34%	24%	31%	27%	36%	43%	37%	37%	33%	26%	33%	39%	33%	38%	18%	27%	34%	100%	-	-	-	75%	5%	14%
Labour	413	226	188	49	83	73	87	47	74	113	100	93	107	106	104	104	61	39	71	171	-	413	-	-	20	237	71
	35%	33%	38%	48%	54%	39%	40%	25%	23%	32%	31%	39%	41%	31%	35%	41%	37%	33%	48%	35%	-	100%	-	-	5%	83%	31%
Liberal Democrat	106	65	41	6	19	26	16	19	21	43	26	17	20	47	24	18	11	6	12	50	-	-	106	-	6	7	80
	9%	10%	8%	6%	12%	13%	7%	10%	7%	12%	8%	7%	8%	14%	8%	7%	7%	5%	8%	10%	-	-	100%	-	2%	2%	34%
SNP	46	27	20	3	4	7	12	9	12	8	16	9	13	-	-	-	-	46	6	15	-	-	-	-	-	2	7
	4%	4%	4%	3%	2%	4%	5%	5%	4%	2%	5%	4%	5%	-	-	-	-	39%	4%	3%	-	-	-	-	-	1%	3%
Plaid Cymru	6	5	2	*	1	-	3	1	2	*	3	1	3	-	-	-	6	-	2	*	-	-	-	-	-	-	*
	1%	1%	*	*	*	-	1%	*	1%	*	1%	*	1%	-	-	-	4%	-	1%	*	-	-	-	-	-	-	*
The UK Independence Party	159	101	57	4	5	19	32	34	65	43	40	34	42	54	40	39	21	4	11	63	-	-	-	159	69	19	30
	14%	15%	12%	4%	3%	10%	15%	18%	20%	12%	12%	14%	16%	16%	13%	16%	12%	4%	7%	13%	-	-	-	100%	16%	7%	13%
The Green Party	34	16	18	4	5	4	7	8	7	10	13	6	5	15	7	6	3	2	5	13	-	-	-	-	5	6	10
	3%	2%	4%	4%	3%	2%	3%	4%	2%	3%	4%	3%	2%	5%	2%	2%	2%	2%	3%	3%	-	-	-	-	1%	2%	4%
The British National Party	9	6	3	-	-	1	3	3	1	1	3	2	3	*	4	2	2	1	1	6	-	-	-	-	4	-	*
	1%	1%	1%	-	-	*	2%	2%	*	*	1%	1%	1%	*	1%	1%	1%	1%	*	1%	-	-	-	-	1%	-	*
Some other party	4	3	*	1	1	1	1	-	-	1	2	-	1	1	2	1	-	-	1	2	-	-	-	-	-	-	2
	*	1%	*	1%	*	1%	1%	-	-	*	1%	-	*	*	1%	*	-	-	1%	*	-	-	-	-	-	-	1%

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Absolutes/col percents

Table 4
Gender
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2069	2069
Weighted base	2069	2069
Male	1070 52%	1014 49%
Female	999 48%	1055 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	2069	2069
Weighted base	2069	2069
18-24	240 12%	246 12%
25-34	271 13%	348 17%
35-44	329 16%	348 17%
45-54	403 19%	369 18%
55-64	348 17%	307 15%
65+	478 23%	450 22%
Average age	48.64	47.18

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Absolutes/col percents

Table 6
Social Grade
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2069	2069
Weighted base	2069	2069
AB	625 30%	553 27%
C1	561 27%	574 28%
C2	348 17%	451 22%
DE	535 26%	491 24%

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Table 7
GO Region
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2069	2069
Weighted base	2069	2069
Scotland	168 8%	186 9%
North East	88 4%	83 4%
North West	252 12%	228 11%
Yorkshire & Humberside	168 8%	186 9%
West Midlands	204 10%	186 9%
East Midlands	157 8%	145 7%
Wales	97 5%	103 5%
Eastern	178 9%	207 10%
London	233 11%	269 13%
South East	326 16%	290 14%
South West	198 10%	186 9%

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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	2069	2069
Weighted base	2069	2069
NET: Working	1012 49%	1159 56%
Working full time - working 30 hours per week or more	681 33%	910 44%
Working part time - working between 8 and 29 hours per week	331 16%	248 12%
NET: Not working	1057 51%	910 44%
Not working but seeking work or temporarily unemployed or sick	142 7%	114 6%
Not working and not seeking work/ Student	187 9%	149 7%
Retired on a state pension only	117 6%	113 5%
Retired with a private pension	462 22%	393 19%
House person, housewife, househusband, etc.	149 7%	140 7%

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Absolutes/col percents

Table 9
Tenure
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2069	2069
Weighted base	2069	2069
NET: Homeowners	1209 58%	1345 65%
Owned outright - without mortgage	700 34%	682 33%
Owned with a mortgage or loan	509 25%	662 32%
NET: Renters	832 40%	692 33%
Rented from the council	215 10%	290 14%
Rented from a housing association	226 11%	134 6%
Rented from someone else	391 19%	269 13%
Rent free	28 1%	32 2%

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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	2069	2069
Weighted base	2069	2069
Yes	1099 53%	1262 61%
No	970 47%	807 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	2069	2069
Weighted base	2069	2069
No cars in the household	511 25%	435 21%
NET: Any	1558 75%	1634 79%
1	1131 55%	869 42%
2	373 18%	579 28%
3+	54 3%	186 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	2069	2069
Weighted base	2069	2069
Conservative	562 27%	579 28%
Labour	657 32%	600 29%
Liberal Democrat	199 10%	207 10%
SNP	53 3%	43 2%
Plaid Cymru	13 1%	9 *
Green	59 3%	35 2%
UKIP	213 10%	83 4%
BNP	16 1%	10 *
Another party	14 1%	6 *
None	283 14%	497 24%