

Opinion Poll

ONLINE Fieldwork : 9th-10th 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	2051	1034	1017	257	309	331	354	338	462	594	617	332	508	552	505	508	310	176	244	788	437	581	133	281	564	410	349	
Weighted base	2051	1005	1046	244	345	345	366	304	446	548	569	447	487	554	533	492	287	185	266	883	476	518	166	171	592	383	348	
Absolutely certain to vote	(10)	1075	632	443	70	125	167	206	190	317	326	279	236	234	292	260	248	162	112	128	441	326	333	106	132	410	254	214
		52%	63%	42%	29%	36%	48%	56%	62%	71%	59%	49%	53%	48%	53%	49%	50%	56%	61%	48%	50%	69%	64%	63%	77%	69%	66%	62%
	(9)	243	125	118	17	35	45	38	40	67	82	72	31	58	75	64	56	25	23	36	95	74	63	11	19	78	60	53
		12%	12%	11%	7%	10%	13%	10%	13%	15%	15%	13%	7%	12%	14%	12%	11%	9%	13%	11%	16%	12%	6%	11%	13%	16%	15%	
	(8)	145	65	80	18	25	23	45	18	16	37	49	34	25	38	54	27	21	5	38	62	36	48	20	6	45	29	21
		7%	6%	8%	7%	7%	7%	12%	6%	4%	7%	9%	8%	5%	7%	10%	6%	7%	3%	14%	7%	8%	9%	12%	4%	8%	8%	6%
	(7)	126	52	74	36	31	22	16	12	9	26	36	37	28	40	26	36	14	10	15	61	28	43	12	7	29	19	27
		6%	5%	7%	15%	9%	6%	4%	4%	2%	5%	6%	8%	6%	7%	5%	7%	5%	6%	6%	7%	6%	8%	7%	4%	5%	5%	8%
	(6)	52	20	32	12	16	8	12	1	2	14	11	11	16	12	15	18	4	3	7	29	4	12	6	3	7	3	13
		3%	2%	3%	5%	5%	2%	3%	*	1%	3%	2%	2%	3%	2%	3%	4%	2%	2%	3%	3%	1%	2%	4%	2%	1%	1%	4%
	(5)	66	17	49	11	22	14	8	9	3	22	18	13	12	12	23	12	10	9	16	35	3	11	2	2	4	2	4
		3%	2%	5%	4%	6%	4%	2%	3%	1%	4%	3%	3%	3%	2%	4%	2%	3%	5%	6%	4%	1%	2%	1%	1%	1%	1%	1%
	(4)	25	13	12	10	5	4	5	2	-	5	10	8	2	6	10	5	1	3	5	13	3	6	3	*	1	1	1
		1%	1%	1%	4%	1%	1%	1%	1%	-	1%	2%	2%	*	1%	2%	1%	*	2%	2%	1%	1%	1%	2%	*	*	*	*
	(3)	16	3	14	2	8	1	3	2	*	3	4	5	4	4	2	8	1	1	2	8	1	1	4	1	-	-	1
		1%	*	1%	1%	2%	*	1%	1%	*	1%	1%	1%	1%	1%	*	2%	*	1%	1%	1%	*	*	2%	*	-	-	*
	(2)	38	9	29	13	11	2	6	6	1	5	11	9	13	5	7	14	10	*	4	17	1	2	3	*	3	-	-
		2%	1%	3%	5%	3%	*	2%	2%	*	1%	2%	2%	3%	1%	1%	3%	4%	*	1%	2%	*	*	2%	*	1%	-	-
Definitely would not vote	(1)	155	48	107	27	40	42	20	7	20	24	41	37	53	42	43	41	20	9	10	71	-	-	-	-	7	5	4
		8%	5%	10%	11%	12%	12%	5%	2%	4%	4%	7%	8%	11%	8%	8%	8%	7%	5%	4%	8%	-	-	-	-	1%	1%	1%
Don't know		110	22	87	29	28	18	7	18	11	6	38	25	41	28	28	27	19	7	5	51	-	-	-	-	10	9	9
		5%	2%	8%	12%	8%	5%	2%	6%	2%	1%	7%	6%	8%	5%	5%	6%	7%	4%	2%	6%	-	-	-	-	2%	2%	3%
Mean		8.24	8.81	7.66	6.85	7.23	7.92	8.49	8.96	9.23	8.71	8.20	8.07	7.89	8.36	8.13	8.02	8.33	8.67	8.36	8.07	9.38	9.14	8.87	9.52	9.33	9.33	9.12
Standard deviation		2.79	2.31	3.11	3.18	3.21	3.08	2.50	2.11	1.99	2.30	2.77	2.92	3.14	2.69	2.81	2.97	2.83	2.44	2.36	2.87	1.17	1.45	1.91	1.14	1.47	1.40	1.60
Standard error		0.06	0.07	0.10	0.21	0.19	0.17	0.13	0.12	0.09	0.10	0.11	0.16	0.14	0.12	0.13	0.13	0.16	0.19	0.15	0.10	0.06	0.06	0.17	0.07	0.06	0.07	0.09

Opinion Poll

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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	2051	1034	1017	257	309	331	354	338	462	594	617	332	508	552	505	508	310	176	244	788	437	581	133	281	564	410	349
Weighted base	2051	1005	1046	244	345	345	366	304	446	548	569	447	487	554	533	492	287	185	266	883	476	518	166	171	592	383	348
Conservative	476 23%	272 27%	204 20%	39 16%	53 15%	62 18%	87 24%	81 27%	154 34%	156 28%	116 20%	128 29%	76 16%	139 25%	136 25%	113 23%	70 24%	19 10%	54 20%	201 23%	476 100%	-	-	-	379 64%	4 1%	38 11%
Labour	518 25%	282 28%	237 23%	73 30%	82 24%	105 30%	98 27%	68 22%	92 21%	138 25%	126 22%	116 26%	139 29%	144 26%	104 20%	155 31%	72 25%	43 23%	73 28%	214 24%	-	518 100%	-	-	29 5%	291 76%	69 20%
Liberal Democrat	166 8%	83 8%	83 8%	11 4%	41 12%	23 7%	24 6%	33 11%	36 8%	62 11%	44 8%	32 7%	29 6%	59 11%	44 8%	30 6%	22 8%	12 6%	19 7%	82 9%	-	-	166 100%	-	5 1%	7 2%	127 36%
SNP	50 2%	29 3%	21 2%	2 1%	4 1%	11 3%	11 3%	11 3%	11 2%	8 1%	16 3%	15 3%	11 2%	-	-	-	-	50 27%	9 4%	19 2%	-	-	-	-	2 *	7 2%	6 2%
Plaid Cymru	7 *	3 *	4 *	* *	1 *	-	1 *	2 1%	3 1%	2 *	2 *	1 *	1 *	-	-	-	7 2%	-	1 *	2 *	-	-	-	-	-	1 *	1 *
The UK Independence Party	171 8%	113 11%	59 6%	6 3%	7 2%	19 6%	44 12%	37 12%	57 13%	51 9%	42 7%	32 7%	46 9%	48 9%	63 12%	34 7%	26 9%	1 1%	13 5%	70 8%	-	-	-	171 100%	83 14%	18 5%	18 5%
The Green Party	34 2%	12 1%	22 2%	5 2%	9 3%	6 2%	6 2%	2 1%	6 1%	10 2%	11 2%	4 1%	9 2%	13 2%	9 2%	7 1%	3 1%	2 1%	2 1%	17 2%	-	-	-	-	3 *	5 1%	10 3%
The British National Party	13 1%	10 1%	3 *	* *	3 1%	* *	2 *	4 1%	4 1%	2 *	5 1%	6 1%	1 *	* *	6 1%	5 1%	1 *	1 1%	-	9 1%	-	-	-	-	7 1%	1 *	1 *
Some other party	10 *	5 *	6 1%	1 1%	1 *	3 1%	3 1%	-	1 *	5 1%	5 1%	-	-	2 *	2 *	2 *	4 1%	-	3 1%	4 *	-	-	-	-	3 1%	1 *	2 1%
Would not vote	189 9%	64 6%	125 12%	36 15%	52 15%	44 13%	24 7%	11 4%	20 5%	29 5%	50 9%	43 10%	67 14%	46 8%	48 9%	60 12%	25 9%	11 6%	12 5%	98 11%	-	-	-	-	7 1%	5 1%	4 1%
Rather not say	20 1%	12 1%	8 1%	4 2%	5 1%	8 2%	2 1%	-	-	5 1%	11 2%	2 *	2 *	5 1%	4 1%	4 1%	* *	7 4%	5 2%	13 1%	-	-	-	-	-	-	-
Don't know	395 19%	121 12%	275 26%	64 26%	88 25%	63 18%	63 17%	55 18%	62 14%	81 15%	140 25%	68 15%	106 22%	98 18%	119 22%	84 17%	57 20%	38 21%	74 28%	155 18%	-	-	-	-	73 12%	44 12%	72 21%

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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	1268	721	547	121	150	198	224	235	340	391	367	210	299	341	309	315	187	115	142	475	356	453	99	229	421	308	231
Weighted base	1150	665	485	94	143	180	222	199	313	352	287	262	250	321	288	271	164	106	133	489	389	403	124	143	430	276	220
Conservative	389	227	162	28	42	51	67	67	133	130	94	102	62	111	108	94	60	16	42	164	389	-	-	-	318	3	31
	34%	34%	33%	30%	30%	29%	30%	34%	43%	37%	33%	39%	25%	35%	37%	35%	37%	15%	32%	34%	100%	-	-	-	74%	1%	14%
Labour	403	225	178	47	57	82	81	57	79	109	96	90	108	111	82	117	59	34	54	169	-	403	-	-	24	239	57
	35%	34%	37%	51%	40%	46%	36%	29%	25%	31%	34%	34%	43%	35%	29%	43%	36%	32%	41%	35%	-	100%	-	-	6%	87%	26%
Liberal Democrat	124	67	57	7	24	16	21	26	31	50	29	22	23	46	33	21	14	9	13	58	-	-	124	-	4	6	103
	11%	10%	12%	8%	16%	9%	9%	13%	10%	14%	10%	8%	9%	14%	11%	8%	9%	9%	10%	12%	-	-	100%	-	1%	2%	47%
SNP	43	26	18	2	3	10	10	9	10	6	14	13	10	-	-	-	-	43	7	16	-	-	-	-	2	6	5
	4%	4%	4%	2%	2%	5%	4%	5%	3%	2%	5%	5%	4%	-	-	-	-	41%	6%	3%	-	-	-	-	*	2%	2%
Plaid Cymru	6	3	3	*	1	-	1	2	3	2	2	1	1	-	-	-	6	-	1	2	-	-	-	-	-	*	1
	1%	*	1%	*	1%	-	*	1%	1%	1%	1%	*	*	-	-	-	4%	-	1%	*	-	-	-	-	-	*	*
The UK Independence Party	143	98	45	4	5	16	36	32	49	44	35	26	38	40	52	28	21	1	10	59	-	-	-	143	73	15	14
	12%	15%	9%	4%	4%	9%	16%	16%	16%	12%	12%	10%	15%	12%	18%	10%	13%	1%	7%	12%	-	-	-	100%	17%	6%	6%
The Green Party	26	10	16	4	7	4	5	2	5	7	9	3	8	11	8	5	2	1	2	12	-	-	-	-	2	4	8
	2%	1%	3%	4%	5%	2%	2%	1%	1%	2%	3%	1%	3%	3%	3%	2%	1%	1%	1%	3%	-	-	-	-	1%	1%	4%
The British National Party	10	8	3	*	3	*	1	3	2	1	4	4	1	*	4	4	1	1	-	7	-	-	-	-	5	*	1
	1%	1%	1%	*	2%	*	1%	2%	1%	*	1%	2%	*	*	2%	2%	*	1%	-	1%	-	-	-	-	1%	*	*
Some other party	6	3	3	1	1	1	2	-	1	2	4	-	-	2	1	2	1	-	3	1	-	-	-	-	*	1	1
	1%	*	1%	1%	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	2051	2051
Weighted base	2051	2051
Male	1034 50%	1005 49%
Female	1017 50%	1046 51%

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Table 5
Age
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2051	2051
Weighted base	2051	2051
18-24	257 13%	244 12%
25-34	309 15%	345 17%
35-44	331 16%	345 17%
45-54	354 17%	366 18%
55-64	338 16%	304 15%
65+	462 23%	446 22%
Average age	47.72	47.24

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Table 6
Social Grade
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2051	2051
Weighted base	2051	2051
AB	594 29%	548 27%
C1	617 30%	569 28%
C2	332 16%	447 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	2051	2051
Weighted base	2051	2051
Scotland	176 9%	185 9%
North East	88 4%	82 4%
North West	243 12%	226 11%
Yorkshire & Humberside	177 9%	185 9%
West Midlands	198 10%	185 9%
East Midlands	154 8%	144 7%
Wales	110 5%	103 5%
Eastern	153 7%	205 10%
London	239 12%	267 13%
South East	313 15%	287 14%
South West	200 10%	185 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	2051	2051
Weighted base	2051	2051
NET: Working	1032 50%	1149 56%
Working full time - working 30 hours per week or more	678 33%	902 44%
Working part time - working between 8 and 29 hours per week	354 17%	246 12%
NET: Not working	1019 50%	902 44%
Not working but seeking work or temporarily unemployed or sick	134 7%	107 5%
Not working and not seeking work/ Student	170 8%	137 7%
Retired on a state pension only	116 6%	115 6%
Retired with a private pension	417 20%	374 18%
House person, housewife, househusband, etc.	182 9%	169 8%

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Absolutes/col percents

Table 9
Tenure
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2051	2051
Weighted base	2051	2051
NET: Homeowners	1191 58%	1333 65%
Owned outright - without mortgage	641 31%	677 33%
Owned with a mortgage or loan	550 27%	656 32%
NET: Renters	833 41%	694 34%
Rented from the council	190 9%	287 14%
Rented from a housing association	230 11%	133 6%
Rented from someone else	413 20%	273 13%
Rent free	27 1%	24 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	2051	2051
Weighted base	2051	2051
Yes	1123 55%	1251 61%
No	928 45%	800 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	2051	2051
Weighted base	2051	2051
No cars in the household	482 24%	431 21%
NET: Any	1569 76%	1620 79%
1	1102 54%	861 42%
2	412 20%	574 28%
3+	55 3%	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	2051	2051
Weighted base	2051	2051
Conservative	519 25%	574 28%
Labour	660 32%	595 29%
Liberal Democrat	179 9%	205 10%
SNP	64 3%	44 2%
Plaid Cymru	13 1%	6 *
Green	59 3%	28 1%
UKIP	228 11%	82 4%
BNP	23 1%	13 1%
Another party	19 1%	11 1%
None	287 14%	492 24%