

## Opinion Poll

### ONLINE Fieldwork : 2nd-3rd 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	2067	1037	1030	251	376	327	350	297	466	609	614	325	519	566	552	489	272	188	231	822	430	625	140	275	529	438	355	
Weighted base	2067	1013	1054	246	348	348	368	307	450	553	573	450	491	558	537	496	289	186	266	892	479	547	154	192	555	392	347	
Absolutely certain to vote	(10)	1085	618	467	78	136	163	204	188	316	314	286	223	262	289	276	259	155	106	131	442	335	361	85	120	390	274	217
		52%	61%	44%	32%	39%	47%	55%	61%	70%	57%	50%	49%	53%	52%	51%	52%	53%	57%	49%	50%	70%	66%	55%	63%	70%	70%	63%
	(9)	256	141	115	16	41	42	50	45	61	81	74	51	49	87	69	42	35	23	35	114	77	75	23	33	86	50	56
		12%	14%	11%	7%	12%	12%	13%	15%	14%	15%	13%	11%	10%	16%	13%	8%	12%	13%	13%	13%	16%	14%	15%	17%	15%	13%	16%
	(8)	135	69	67	20	28	31	19	22	16	47	31	36	22	29	46	26	26	9	18	69	29	32	18	26	36	22	26
		7%	7%	6%	8%	8%	9%	5%	7%	4%	8%	5%	8%	5%	5%	9%	5%	9%	5%	7%	8%	6%	6%	12%	13%	6%	6%	7%
	(7)	122	46	76	25	29	21	18	16	14	29	41	25	27	32	32	35	17	7	21	48	23	49	10	5	15	24	22
		6%	5%	7%	10%	8%	6%	5%	5%	3%	5%	7%	6%	5%	6%	6%	7%	6%	4%	8%	5%	5%	9%	7%	3%	3%	6%	6%
	(6)	45	10	35	11	10	9	8	5	2	14	12	9	10	8	21	8	4	4	6	20	2	13	6	3	4	7	2
		2%	1%	3%	4%	3%	3%	2%	2%	*	3%	2%	2%	2%	1%	4%	2%	1%	2%	2%	2%	*	2%	4%	1%	1%	2%	1%
	(5)	83	27	56	23	17	21	12	4	7	13	34	17	20	22	23	21	9	7	19	34	9	12	9	5	2	5	11
		4%	3%	5%	9%	5%	6%	3%	1%	2%	2%	6%	4%	4%	4%	4%	4%	3%	4%	7%	4%	2%	2%	6%	2%	*	1%	3%
	(4)	18	1	18	6	5	2	4	1	-	2	10	5	1	7	7	1	2	2	4	10	1	2	1	-	5	-	-
		1%	*	2%	2%	2%	1%	1%	*	-	*	2%	1%	*	1%	1%	*	1%	1%	1%	1%	*	*	1%	-	1%	-	-
	(3)	25	14	11	6	12	4	1	-	2	8	7	5	5	*	13	3	4	5	3	14	2	2	1	*	2	*	-
		1%	1%	1%	2%	3%	1%	*	-	1%	1%	1%	1%	1%	*	2%	1%	1%	2%	1%	2%	*	*	1%	*	*	*	-
	(2)	49	10	40	19	8	*	15	4	3	12	10	10	18	10	11	21	5	3	5	27	1	2	1	1	-	*	-
		2%	1%	4%	8%	2%	*	4%	1%	1%	2%	2%	2%	4%	2%	2%	4%	2%	2%	2%	3%	*	*	*	1%	-	*	-
Definitely would not vote	(1)	174	64	110	23	42	41	33	18	18	26	45	53	49	54	25	54	24	16	16	86	-	-	-	-	13	4	7
		8%	6%	10%	9%	12%	12%	9%	6%	4%	5%	8%	12%	10%	10%	5%	11%	8%	9%	6%	10%	-	-	-	-	2%	1%	2%
Don't know		75	14	61	20	19	14	6	4	11	6	24	17	28	19	14	27	10	5	7	28	-	-	-	-	2	5	5
		4%	1%	6%	8%	6%	4%	2%	1%	2%	1%	4%	4%	6%	3%	3%	5%	4%	2%	3%	3%	-	-	-	-	*	1%	1%
Mean		8.13	8.65	7.60	6.80	7.36	7.87	8.14	8.75	9.14	8.56	8.05	7.83	7.98	8.15	8.27	7.84	8.25	8.22	8.13	7.92	9.40	9.20	8.84	9.25	9.30	9.32	9.11
Standard deviation		2.91	2.53	3.16	3.21	3.22	3.03	2.99	2.41	2.07	2.47	2.87	3.15	3.13	2.94	2.60	3.20	2.83	2.95	2.70	3.05	1.21	1.40	1.71	1.30	1.66	1.43	1.71
Standard error		0.06	0.08	0.10	0.21	0.17	0.17	0.16	0.14	0.10	0.10	0.12	0.18	0.14	0.13	0.11	0.15	0.17	0.22	0.18	0.11	0.06	0.06	0.14	0.08	0.07	0.07	0.09

## Opinion Poll

### ONLINE Fieldwork : 2nd-3rd April 2014

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	2067	1037	1030	251	376	327	350	297	466	609	614	325	519	566	552	489	272	188	231	822	430	625	140	275	529	438	355
Weighted base	2067	1013	1054	246	348	348	368	307	450	553	573	450	491	558	537	496	289	186	266	892	479	547	154	192	555	392	347
Conservative	479 23%	276 27%	203 19%	38 15%	47 13%	71 21%	87 24%	88 29%	148 33%	160 29%	139 24%	103 23%	78 16%	147 26%	132 25%	108 22%	78 27%	14 7%	56 21%	208 23%	479 100%	-	-	-	364 65%	14 4%	28 8%
Labour	547 26%	288 28%	259 25%	62 25%	116 33%	103 30%	93 25%	70 23%	103 23%	142 26%	142 25%	118 26%	145 30%	131 23%	128 24%	154 31%	86 30%	48 26%	75 28%	228 26%	-	547 100%	-	-	28 5%	306 78%	86 25%
Liberal Democrat	154 7%	73 7%	81 8%	16 6%	29 8%	31 9%	17 5%	30 10%	32 7%	64 12%	40 7%	25 6%	26 5%	61 11%	36 7%	30 6%	16 5%	12 7%	21 8%	65 7%	-	-	154 100%	-	6 1%	8 2%	115 33%
SNP	43 2%	26 3%	16 2%	4 2%	6 2%	4 1%	8 2%	13 4%	8 2%	11 2%	11 2%	10 2%	11 2%	-	-	-	-	43 23%	7 3%	15 2%	-	-	-	-	1 *	5 1%	5 1%
Plaid Cymru	6 *	4 *	2 *	* *	3 1%	-	-	2 1%	1 *	1 *	2 *	2 *	1 *	-	-	-	6 2%	-	1 *	2 *	-	-	-	-	1 *	2 *	-
The UK Independence Party	192 9%	129 13%	63 6%	13 5%	8 2%	23 7%	41 11%	44 14%	63 14%	43 8%	51 9%	44 10%	54 11%	55 10%	73 14%	37 8%	22 8%	5 3%	15 6%	88 10%	-	-	-	192 100%	80 14%	17 4%	27 8%
The Green Party	40 2%	22 2%	18 2%	5 2%	8 2%	7 2%	8 2%	8 3%	3 1%	11 2%	12 2%	8 2%	8 2%	14 3%	10 2%	5 1%	5 2%	6 3%	8 3%	21 2%	-	-	-	-	2 *	2 1%	11 3%
The British National Party	15 1%	11 1%	5 *	- -	5 1%	1 *	4 1%	4 1%	2 *	2 *	3 *	5 1%	5 1%	1 *	9 2%	2 *	1 *	2 1%	-	12 1%	-	-	-	-	5 1%	-	1 *
Some other party	7 *	4 *	3 *	* *	2 1%	1 *	3 1%	* *	-	2 *	5 1%	-	1 *	3 1%	2 *	1 *	1 *	* *	3 1%	1 *	-	-	-	-	1 *	1 *	1 *
Would not vote	217 10%	78 8%	138 13%	42 17%	54 15%	42 12%	37 10%	23 8%	19 4%	41 7%	56 10%	60 13%	60 12%	59 11%	39 7%	68 14%	32 11%	19 10%	23 9%	111 12%	-	-	-	-	14 3%	5 1%	7 2%
Rather not say	21 1%	5 *	16 2%	2 1%	2 *	3 1%	10 3%	-	4 1%	3 1%	9 2%	3 1%	6 1%	3 1%	10 2%	6 1%	1 *	1 *	6 2%	6 1%	-	-	-	-	1 *	-	1 *
Don't know	346 17%	96 10%	250 24%	64 26%	71 20%	62 18%	59 16%	25 8%	67 15%	72 13%	105 18%	72 16%	98 20%	85 15%	98 18%	83 17%	43 15%	37 20%	53 20%	135 15%	-	-	-	-	53 10%	32 8%	63 18%

## Opinion Poll

### ONLINE Fieldwork : 2nd-3rd April 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	1275	725	550	120	203	186	222	212	332	400	366	199	310	344	344	296	172	120	139	503	351	489	101	218	401	331	238
Weighted base	1176	681	494	94	168	184	213	214	303	350	310	249	267	324	305	270	174	103	143	506	392	430	113	154	413	290	224
Conservative	392	231	161	28	37	57	73	73	125	132	113	82	65	118	107	91	66	10	44	171	392	-	-	-	311	12	24
	33%	34%	33%	30%	22%	31%	34%	34%	41%	38%	36%	33%	25%	36%	35%	34%	38%	10%	31%	34%	100%	-	-	-	75%	4%	11%
Labour	430	234	196	42	87	82	74	58	89	115	107	92	117	101	99	123	70	37	59	179	-	430	-	-	24	251	71
	37%	34%	40%	44%	52%	44%	35%	27%	29%	33%	34%	37%	44%	31%	32%	46%	40%	36%	41%	35%	-	100%	-	-	6%	86%	32%
Liberal Democrat	113	57	56	9	20	20	14	24	27	48	26	19	20	49	24	19	11	9	13	46	-	-	113	-	5	5	92
	10%	8%	11%	9%	12%	11%	6%	11%	9%	14%	9%	8%	7%	15%	8%	7%	6%	9%	9%	9%	-	-	100%	-	1%	2%	41%
SNP	35	23	13	3	5	3	7	11	7	9	9	8	9	-	-	-	-	35	6	13	-	-	-	-	*	4	5
	3%	3%	3%	3%	3%	2%	3%	5%	2%	3%	3%	3%	3%	-	-	-	-	34%	4%	2%	-	-	-	-	*	1%	2%
Plaid Cymru	5	3	1	*	2	-	-	1	1	1	1	1	1	-	-	-	5	-	1	2	-	-	-	-	1	1	-
	*	*	*	*	1%	-	-	1%	*	*	*	1%	*	-	-	-	3%	-	*	*	-	-	-	-	*	*	-
The UK Independence Party	154	105	49	9	5	17	34	36	51	35	39	36	44	43	59	30	17	4	12	69	-	-	-	154	66	14	24
	13%	15%	10%	10%	3%	9%	16%	17%	17%	10%	13%	14%	16%	13%	19%	11%	10%	4%	8%	14%	-	-	-	100%	16%	5%	11%
The Green Party	29	17	12	3	7	4	7	6	2	7	9	7	6	9	8	4	3	5	7	15	-	-	-	-	2	1	8
	2%	2%	2%	4%	4%	2%	3%	3%	1%	2%	3%	3%	2%	3%	3%	1%	2%	4%	5%	3%	-	-	-	-	*	1%	3%
The British National Party	12	8	4	-	4	1	3	3	1	1	2	4	4	1	7	2	1	2	-	9	-	-	-	-	5	-	1
	1%	1%	1%	-	2%	*	2%	1%	*	*	1%	2%	2%	*	2%	1%	1%	2%	-	2%	-	-	-	-	1%	-	*
Some other party	5	2	3	*	2	1	2	*	-	1	4	-	1	2	1	1	1	*	2	1	-	-	-	-	*	1	1
	*	*	1%	*	1%	1%	1%	*	-	*	1%	-	*	1%	*	*	*	*	2%	*	-	-	-	-	*	*	*

**Opinion Poll**  
**ONLINE Fieldwork : 2nd-3rd April 2014**

Absolutes/col percents

Table 4  
**Gender**  
**Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2067	2067
Weighted base	2067	2067
Male	1037 50%	1013 49%
Female	1030 50%	1054 51%

**Opinion Poll**  
**ONLINE Fieldwork : 2nd-3rd April 2014**

Absolutes/col percents

Table 5  
**Age**  
**Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2067	2067
Weighted base	2067	2067
18-24	251 12%	246 12%
25-34	376 18%	348 17%
35-44	327 16%	348 17%
45-54	350 17%	368 18%
55-64	297 14%	307 15%
65+	466 23%	450 22%
Average age	47.04	47.17

**Opinion Poll**  
**ONLINE Fieldwork : 2nd-3rd April 2014**

Absolutes/col percents

Table 6  
**Social Grade**  
**Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2067	2067
Weighted base	2067	2067
AB	609 29%	553 27%
C1	614 30%	573 28%
C2	325 16%	450 22%
DE	519 25%	491 24%

**Opinion Poll**  
**ONLINE Fieldwork : 2nd-3rd April 2014**

Absolutes/col percents

Table 7  
**GO Region**  
**Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2067	2067
Weighted base	2067	2067
Scotland	188 9%	186 9%
North East	79 4%	83 4%
North West	224 11%	227 11%
Yorkshire & Humberside	186 9%	186 9%
West Midlands	202 10%	186 9%
East Midlands	152 7%	145 7%
Wales	99 5%	103 5%
Eastern	198 10%	207 10%
London	273 13%	269 13%
South East	293 14%	289 14%
South West	173 8%	186 9%

**Opinion Poll**  
**ONLINE Fieldwork : 2nd-3rd April 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	2067	2067
Weighted base	2067	2067
NET: Working	1053 51%	1158 56%
Working full time - working 30 hours per week or more	709 34%	909 44%
Working part time - working between 8 and 29 hours per week	344 17%	248 12%
NET: Not working	1014 49%	909 44%
Not working but seeking work or temporarily unemployed or sick	137 7%	113 5%
Not working and not seeking work/ Student	166 8%	133 6%
Retired on a state pension only	112 5%	116 6%
Retired with a private pension	398 19%	365 18%
House person, housewife, househusband, etc.	201 10%	183 9%



**Opinion Poll**  
**ONLINE Fieldwork : 2nd-3rd April 2014**

Absolutes/col percents

Table 9  
**Tenure**  
**Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2067	2067
Weighted base	2067	2067
NET: Homeowners	1191 58%	1343 65%
Owned outright - without mortgage	647 31%	682 33%
Owned with a mortgage or loan	544 26%	662 32%
NET: Renters	847 41%	703 34%
Rented from the council	195 9%	289 14%
Rented from a housing association	221 11%	132 6%
Rented from someone else	431 21%	281 14%
Rent free	29 1%	20 1%

**Opinion Poll**  
**ONLINE Fieldwork : 2nd-3rd April 2014**

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	2067	2067
Weighted base	2067	2067
Yes	1163 56%	1261 61%
No	904 44%	806 39%

**Opinion Poll**  
**ONLINE Fieldwork : 2nd-3rd April 2014**

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	2067	2067
Weighted base	2067	2067
No cars in the household	468 23%	434 21%
NET: Any	1599 77%	1633 79%
1	1084 52%	868 42%
2	434 21%	579 28%
3+	81 4%	186 9%

**Opinion Poll**  
**ONLINE Fieldwork : 2nd-3rd April 2014**

Absolutes/col percents

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	2067	2067
Weighted base	2067	2067
Conservative	526 25%	579 28%
Labour	699 34%	599 29%
Liberal Democrat	196 9%	207 10%
SNP	61 3%	47 2%
Plaid Cymru	10 *	6 *
Green	50 2%	29 1%
UKIP	203 10%	83 4%
BNP	19 1%	12 1%
Another party	19 1%	9 *
None	284 14%	496 24%