

## Opinion Poll

### ONLINE Fieldwork : 21st-23rd March 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	2039	975	1064	209	288	364	384	334	460	628	574	291	546	518	513	513	308	187	251	789	442	560	147	260	548	425	346	
Weighted base	2039	999	1040	242	343	343	363	303	444	545	565	444	484	551	530	489	285	184	264	878	473	494	155	169	555	383	356	
Absolutely certain to vote	(10) 1065	580	486	69	114	167	199	203	313	338	296	208	223	297	260	240	160	109	143	432	326	332	87	123	396	261	208	
		52%	58%	47%	29%	33%	49%	55%	67%	70%	62%	52%	47%	46%	54%	49%	49%	56%	59%	54%	49%	69%	67%	56%	73%	71%	68%	58%
	(9) 248	133	115	21	45	50	42	27	62	67	77	53	50	74	49	61	39	25	30	116	76	69	18	31	75	57	59	
		12%	13%	11%	9%	13%	14%	12%	9%	14%	12%	10%	14%	9%	12%	14%	14%	11%	13%	16%	14%	11%	18%	14%	15%	17%		
	(8) 129	59	70	8	28	24	32	18	19	40	37	23	28	39	44	22	17	7	15	64	34	34	22	6	28	25	29	
		6%	6%	7%	3%	8%	7%	9%	6%	4%	7%	7%	5%	6%	7%	8%	5%	6%	4%	6%	7%	7%	14%	4%	5%	6%	8%	
	(7) 110	48	62	28	33	12	18	11	7	21	26	42	21	30	24	29	16	10	23	53	16	29	16	7	16	12	32	
		5%	5%	6%	12%	10%	3%	5%	4%	2%	4%	5%	9%	4%	5%	5%	6%	5%	9%	6%	3%	6%	11%	4%	3%	3%	9%	
	(6) 49	17	32	8	13	6	10	3	9	11	10	10	19	10	13	17	5	4	2	22	9	9	3	1	7	6	7	
		2%	2%	3%	3%	4%	2%	3%	1%	2%	2%	2%	4%	2%	2%	3%	2%	2%	1%	3%	2%	2%	2%	*	1%	2%	2%	
	(5) 64	21	44	13	24	12	8	4	4	7	20	13	24	14	25	18	5	4	4	28	6	13	3	1	4	6	6	
		3%	2%	4%	5%	7%	3%	2%	1%	1%	4%	3%	5%	3%	5%	4%	2%	2%	1%	3%	1%	3%	2%	1%	1%	2%	2%	
	(4) 28	15	13	13	8	5	-	2	-	2	13	10	2	6	11	8	-	3	9	8	2	5	5	-	2	2	1	
		1%	1%	1%	5%	2%	1%	-	1%	-	*	2%	2%	*	1%	2%	2%	-	1%	4%	1%	*	1%	3%	-	*	*	
	(3) 33	14	19	11	5	5	4	5	3	5	12	4	11	5	14	9	4	*	3	13	3	1	1	1	3	-	-	
		2%	1%	2%	4%	1%	1%	1%	2%	1%	2%	1%	2%	1%	3%	2%	2%	*	1%	2%	1%	*	1%	1%	1%	-	-	
	(2) 38	17	22	10	10	9	5	4	-	6	14	6	13	8	6	13	10	1	2	29	2	2	1	-	-	1	3	
		2%	2%	2%	4%	3%	3%	1%	1%	-	1%	2%	1%	3%	2%	1%	3%	3%	*	1%	3%	*	*	1%	-	-	*	
Definitely would not vote	(1) 171	72	99	46	39	28	28	12	18	39	39	44	49	49	47	46	16	12	22	71	-	-	-	-	9	6	6	
		8%	7%	10%	19%	11%	8%	8%	4%	4%	7%	7%	10%	10%	9%	9%	6%	6%	8%	8%	-	-	-	-	2%	1%	2%	
Don't know	104	26	78	15	24	26	16	14	8	9	21	30	44	17	37	26	14	10	10	42	-	-	-	-	13	7	6	
		5%	3%	8%	6%	7%	8%	4%	5%	2%	4%	7%	9%	3%	7%	5%	5%	6%	4%	5%	-	-	-	-	2%	2%	2%	
Mean	8.14	8.43	7.85	6.19	7.22	8.10	8.38	8.91	9.17	8.63	8.18	7.91	7.72	8.25	7.92	7.88	8.46	8.66	8.22	8.03	9.37	9.24	8.85	9.54	9.35	9.28	9.01	
Standard deviation	2.91	2.74	3.05	3.54	3.14	2.95	2.73	2.32	2.00	2.60	2.84	3.00	3.17	2.86	3.01	3.07	2.68	2.53	2.85	2.94	1.26	1.41	1.70	1.00	1.56	1.58	1.72	
Standard error	0.07	0.09	0.10	0.25	0.19	0.16	0.14	0.13	0.09	0.10	0.12	0.18	0.14	0.13	0.14	0.14	0.16	0.19	0.18	0.11	0.06	0.06	0.14	0.06	0.07	0.08	0.09	

## Opinion Poll

### ONLINE Fieldwork : 21st-23rd March 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	2039	975	1064	209	288	364	384	334	460	628	574	291	546	518	513	513	308	187	251	789	442	560	147	260	548	425	346
Weighted base	2039	999	1040	242	343	343	363	303	444	545	565	444	484	551	530	489	285	184	264	878	473	494	155	169	555	383	356
Conservative	473 23%	255 26%	218 21%	38 16%	44 13%	70 20%	85 23%	81 27%	156 35%	179 33%	121 21%	105 24%	68 14%	161 29%	129 24%	91 19%	71 25%	21 11%	58 22%	209 24%	473 100%	-	-	-	364 66%	15 4%	34 9%
Labour	494 24%	266 27%	228 22%	45 19%	114 33%	106 31%	85 24%	68 22%	75 17%	117 21%	139 25%	105 24%	134 28%	112 20%	127 24%	141 29%	68 24%	46 25%	81 31%	222 25%	-	494 100%	-	-	22 4%	288 75%	77 21%
Liberal Democrat	155 8%	81 8%	74 7%	11 5%	20 6%	28 8%	30 8%	31 10%	35 8%	54 10%	54 10%	18 4%	30 6%	58 11%	33 6%	26 5%	31 11%	7 4%	19 7%	66 8%	-	-	155 100%	-	7 1%	6 2%	114 32%
SNP	52 3%	31 3%	21 2%	12 5%	3 1%	8 2%	10 3%	9 3%	10 2%	5 1%	19 3%	16 4%	13 3%	-	-	-	-	52 28%	6 2%	22 2%	-	-	-	-	2 *	2 1%	5 1%
Plaid Cymru	6 *	4 *	2 *	2 1%	-	-	2 1%	2 1%	1 *	1 *	1 *	1 *	3 1%	-	-	-	6 2%	-	1 *	2 *	-	-	-	-	1 *	-	1 *
The UK Independence Party	169 8%	108 11%	61 6%	7 3%	7 2%	18 5%	42 11%	35 12%	60 14%	37 7%	44 8%	45 10%	42 9%	52 9%	43 8%	43 9%	29 10%	2 1%	12 5%	68 8%	-	-	-	169 100%	83 15%	22 6%	20 6%
The Green Party	39 2%	23 2%	15 1%	7 3%	8 2%	7 2%	8 2%	5 2%	4 1%	15 3%	8 1%	7 2%	9 2%	8 1%	10 2%	12 3%	6 2%	2 1%	6 2%	16 2%	-	-	-	-	3 1%	4 1%	14 4%
The British National Party	13 1%	9 1%	4 *	-	2 1%	2 *	8 2%	-	1 *	2 *	3 1%	2 *	6 1%	4 1%	3 1%	6 1%	1 *	-	2 1%	9 1%	-	-	-	-	3 *	-	1 *
Some other party	10 *	6 1%	4 *	2 1%	1 *	3 1%	-	1 *	2 *	2 *	4 1%	1 *	3 1%	1 *	2 *	4 1%	1 *	1 1%	2 1%	3 *	-	-	-	-	1 *	-	1 *
Would not vote	207 10%	88 9%	118 11%	61 25%	43 13%	36 10%	32 9%	16 5%	18 4%	43 8%	56 10%	48 11%	60 12%	52 9%	59 11%	58 12%	24 8%	14 8%	24 9%	91 10%	-	-	-	-	10 2%	6 1%	7 2%
Rather not say	35 2%	10 1%	25 2%	4 1%	10 3%	4 1%	2 1%	12 4%	3 1%	10 2%	14 3%	6 1%	5 1%	8 1%	4 1%	12 3%	6 2%	5 3%	4 2%	18 2%	-	-	-	-	2 *	-	5 1%
Don't know	386 19%	117 12%	269 26%	54 22%	91 26%	62 18%	59 16%	42 14%	79 18%	81 15%	101 18%	92 21%	113 23%	94 17%	120 23%	97 20%	42 15%	33 18%	49 18%	151 17%	-	-	-	-	57 10%	41 11%	79 22%

## Opinion Poll

### ONLINE Fieldwork : 21st-23rd March 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	1245	668	577	90	144	219	242	231	320	413	346	174	312	325	311	298	189	122	152	482	360	443	109	216	414	315	227
Weighted base	1126	634	492	81	144	193	217	195	295	335	314	233	244	318	274	255	172	108	147	485	386	392	115	142	413	280	216
Conservative	386	210	176	26	34	56	67	69	133	149	99	84	54	132	102	75	59	18	48	168	386	-	-	-	309	11	28
	34%	33%	36%	31%	24%	29%	31%	35%	45%	44%	32%	36%	22%	41%	37%	29%	35%	16%	33%	35%	100%	-	-	-	75%	4%	13%
Labour	392	213	179	31	83	88	68	56	65	96	110	80	106	91	101	110	54	37	65	175	-	392	-	-	17	241	65
	35%	34%	36%	38%	58%	46%	31%	29%	22%	29%	35%	34%	44%	28%	37%	43%	31%	34%	44%	36%	-	100%	-	-	4%	86%	30%
Liberal Democrat	115	63	52	6	11	20	24	26	28	41	39	12	22	43	24	19	23	6	13	47	-	-	115	-	7	4	90
	10%	10%	11%	7%	7%	10%	11%	13%	10%	12%	12%	5%	9%	13%	9%	8%	13%	6%	9%	10%	-	-	100%	-	2%	1%	42%
SNP	44	26	17	9	3	6	9	7	9	4	16	13	10	-	-	-	-	44	5	18	-	-	-	-	2	2	4
	4%	4%	4%	11%	2%	3%	4%	4%	3%	1%	5%	6%	4%	-	-	-	-	40%	4%	4%	-	-	-	-	*	1%	2%
Plaid Cymru	5	3	1	1	-	-	1	2	1	1	1	1	2	-	-	-	5	-	1	1	-	-	-	-	1	-	1
	*	1%	*	1%	-	-	1%	1%	*	*	*	*	1%	-	-	-	3%	-	*	*	-	-	-	-	*	-	*
The UK Independence Party	142	92	50	6	6	14	34	30	52	31	38	38	35	43	35	37	25	2	10	57	-	-	-	142	71	19	17
	13%	14%	10%	7%	4%	7%	16%	16%	18%	9%	12%	16%	14%	14%	13%	14%	14%	2%	6%	12%	-	-	-	100%	17%	7%	8%
The Green Party	27	16	10	3	4	6	6	4	3	11	5	3	8	6	8	7	5	1	3	11	-	-	-	-	3	4	10
	2%	3%	2%	3%	3%	3%	3%	2%	1%	3%	2%	1%	3%	2%	3%	3%	3%	1%	2%	2%	-	-	-	-	1%	1%	4%
The British National Party	10	7	3	-	2	*	7	-	1	2	2	1	5	3	2	4	1	-	1	7	-	-	-	-	2	-	1
	1%	1%	1%	-	1%	*	3%	-	*	1%	1%	*	2%	1%	1%	2%	*	-	1%	1%	-	-	-	-	1%	-	*
Some other party	8	5	3	1	1	2	-	1	2	2	4	*	2	1	1	4	*	1	2	2	-	-	-	-	*	-	1
	1%	1%	1%	2%	1%	1%	-	*	1%	*	1%	*	1%	*	1%	1%	*	1%	1%	1%	-	-	-	-	*	-	*

**Opinion Poll**  
**ONLINE Fieldwork : 21st-23rd March 2014**

Absolutes/col percents

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

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2039	2039
Weighted base	2039	2039
Male	975 48%	999 49%
Female	1064 52%	1040 51%

**Opinion Poll**  
**ONLINE Fieldwork : 21st-23rd March 2014**

Absolutes/col percents

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

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2039	2039
Weighted base	2039	2039
18-24	209 10%	242 12%
25-34	288 14%	343 17%
35-44	364 18%	343 17%
45-54	384 19%	363 18%
55-64	334 16%	303 15%
65+	460 23%	444 22%
Average age	48.40	47.14

**Opinion Poll**  
**ONLINE Fieldwork : 21st-23rd March 2014**

Absolutes/col percents

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

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2039	2039
Weighted base	2039	2039
AB	628 31%	545 27%
C1	574 28%	565 28%
C2	291 14%	444 22%
DE	546 27%	484 24%

**Opinion Poll**  
**ONLINE Fieldwork : 21st-23rd March 2014**

Absolutes/col percents

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

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2039	2039
Weighted base	2039	2039
Scotland	187 9%	184 9%
North East	88 4%	82 4%
North West	243 12%	224 11%
Yorkshire & Humberside	182 9%	184 9%
West Midlands	181 9%	184 9%
East Midlands	155 8%	143 7%
Wales	110 5%	102 5%
Eastern	177 9%	204 10%
London	208 10%	265 13%
South East	310 15%	285 14%
South West	198 10%	183 9%

**Opinion Poll**  
**ONLINE Fieldwork : 21st-23rd March 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	2039	2039
Weighted base	2039	2039
NET: Working	1040 51%	1142 56%
Working full time - working 30 hours per week or more	709 35%	897 44%
Working part time - working between 8 and 29 hours per week	331 16%	245 12%
NET: Not working	999 49%	897 44%
Not working but seeking work or temporarily unemployed or sick	132 6%	124 6%
Not working and not seeking work	166 8%	148 7%
Retired on a state pension only	127 6%	117 6%
Retired with a private pension	407 20%	366 18%
House person, housewife, househusband, etc.	167 8%	142 7%



**Opinion Poll**  
**ONLINE Fieldwork : 21st-23rd March 2014**

Absolutes/col percents

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

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2039	2039
Weighted base	2039	2039
NET: Homeowners	1250 61%	1325 65%
Owned outright - without mortgage	706 35%	673 33%
Owned with a mortgage or loan	544 27%	653 32%
NET: Renters	766 38%	693 34%
Rented from the council	192 9%	285 14%
Rented from a housing association	225 11%	146 7%
Rented from someone else	349 17%	261 13%
Rent free	23 1%	21 1%

**Opinion Poll**  
**ONLINE Fieldwork : 21st-23rd March 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	2039	2039
Weighted base	2039	2039
Yes	1149 56%	1244 61%
No	890 44%	795 39%

**Opinion Poll**  
**ONLINE Fieldwork : 21st-23rd March 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	2039	2039
Weighted base	2039	2039
No cars in the household	455 22%	428 21%
NET: Any	1584 78%	1611 79%
1	1022 50%	856 42%
2	460 23%	571 28%
3+	102 5%	184 9%

**Opinion Poll**  
**ONLINE Fieldwork : 21st-23rd March 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	2039	2039
Weighted base	2039	2039
Conservative	539 26%	571 28%
Labour	674 33%	591 29%
Liberal Democrat	192 9%	204 10%
SNP	59 3%	43 2%
Plaid Cymru	10 *	7 *
Green	46 2%	30 1%
UKIP	191 9%	82 4%
BNP	13 1%	11 1%
Another party	19 1%	11 1%
None	296 15%	489 24%