

Opinion Poll

ONLINE Fieldwork : 7th-9th February 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	2013	1002	1011	162	298	305	369	346	533	595	580	315	523	511	514	502	306	180	237	734	450	555	148	250	527	381	421	
Weighted base	2013	986	1027	239	339	339	359	299	438	538	558	439	478	543	523	483	282	181	301	826	456	509	152	166	517	362	382	
Absolutely certain to vote	(10)	1061	600	461	74	133	154	211	170	318	316	289	222	234	293	266	238	152	112	164	406	319	328	102	117	366	255	246
		53%	61%	45%	31%	39%	45%	59%	57%	72%	59%	52%	51%	49%	54%	51%	49%	54%	62%	55%	49%	70%	64%	67%	71%	71%	70%	64%
	(9)	225	116	109	19	26	30	46	44	59	73	58	47	47	66	50	52	34	23	30	94	70	68	19	23	76	43	51
		11%	12%	11%	8%	8%	9%	13%	15%	14%	14%	10%	11%	10%	12%	10%	11%	12%	13%	10%	11%	15%	13%	12%	14%	15%	12%	13%
	(8)	138	58	80	20	26	28	26	21	18	31	47	29	30	35	41	38	12	12	28	64	33	46	15	13	28	25	27
		7%	6%	8%	8%	8%	8%	7%	7%	4%	6%	8%	7%	6%	6%	8%	8%	4%	6%	9%	8%	7%	9%	10%	8%	6%	7%	7%
	(7)	104	44	59	24	31	18	15	10	6	22	33	26	24	26	23	29	18	7	16	42	15	30	9	6	13	15	17
		5%	5%	6%	10%	9%	5%	4%	3%	1%	4%	6%	6%	5%	5%	4%	6%	6%	4%	5%	5%	3%	6%	6%	3%	2%	4%	5%
	(6)	50	20	30	6	16	11	5	7	4	15	12	5	18	13	14	13	5	5	4	28	8	13	2	1	8	4	4
		2%	2%	3%	2%	5%	3%	2%	2%	1%	3%	2%	1%	4%	2%	3%	3%	2%	3%	1%	3%	2%	3%	2%	1%	1%	1%	1%
	(5)	73	23	50	14	24	10	10	9	5	15	27	22	10	18	31	15	8	2	6	38	7	16	4	2	2	3	15
		4%	2%	5%	6%	7%	3%	3%	3%	1%	3%	5%	5%	2%	3%	6%	3%	3%	1%	2%	5%	2%	3%	3%	1%	*	1%	4%
	(4)	23	6	17	6	1	6	3	2	4	7	3	5	8	5	5	6	6	1	6	9	4	3	1	1	-	2	2
		1%	1%	2%	3%	*	2%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	2%	1%	2%	1%	1%	1%	*	*	-	1%	1%
	(3)	21	3	17	8	4	5	2	1	1	9	5	2	4	3	4	13	-	*	5	3	1	3	1	1	1	-	
		1%	*	2%	3%	1%	1%	*	*	*	2%	1%	*	1%	1%	1%	3%	-	*	2%	*	*	*	*	1%	*	*	-
	(2)	36	9	27	6	18	5	2	3	1	3	14	10	9	11	9	8	5	2	6	14	-	1	1	1	3	2	1
		2%	1%	3%	2%	5%	2%	1%	1%	*	1%	2%	2%	2%	2%	2%	2%	2%	1%	2%	2%	-	*	*	1%	1%	1%	*
Definitely would not vote	(1)	179	74	104	39	38	39	27	19	16	28	46	42	64	38	50	49	28	14	22	79	-	-	-	-	10	13	11
		9%	8%	10%	16%	11%	12%	8%	6%	4%	5%	8%	9%	13%	7%	10%	10%	10%	8%	7%	10%	-	-	-	-	2%	4%	3%
Don't know		104	32	72	22	21	32	12	11	6	19	26	29	30	34	32	21	13	3	12	47	-	-	-	-	10	1	7
		5%	3%	7%	9%	6%	10%	3%	4%	1%	4%	5%	7%	6%	6%	6%	4%	5%	2%	4%	6%	-	-	-	-	2%	*	2%
Mean		8.14	8.57	7.70	6.68	7.24	7.72	8.54	8.57	9.21	8.62	8.11	8.02	7.71	8.34	7.99	7.88	8.14	8.62	8.24	8.01	9.39	9.15	9.23	9.36	9.34	9.12	9.02
Standard deviation		2.93	2.65	3.12	3.43	3.24	3.19	2.65	2.56	1.97	2.47	2.89	3.01	3.28	2.76	3.00	3.07	2.99	2.63	2.83	2.96	1.20	1.46	1.40	1.36	1.62	2.00	1.94
Standard error		0.07	0.08	0.10	0.28	0.19	0.19	0.14	0.14	0.09	0.10	0.12	0.17	0.15	0.12	0.14	0.14	0.17	0.20	0.19	0.11	0.06	0.06	0.11	0.09	0.07	0.10	0.10

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	2013	1002	1011	162	298	305	369	346	533	595	580	315	523	511	514	502	306	180	237	734	450	555	148	250	527	381	421
Weighted base	2013	986	1027	239	339	339	359	299	438	538	558	439	478	543	523	483	282	181	301	826	456	509	152	166	517	362	382
Conservative	456 23%	271 27%	185 18%	30 12%	51 15%	53 16%	101 28%	72 24%	150 34%	168 31%	132 24%	85 19%	71 15%	137 25%	125 24%	104 21%	65 23%	26 14%	66 22%	190 23%	456 100%	-	-	-	345 67%	22 6%	33 9%
Labour	509 25%	263 27%	246 24%	70 29%	97 29%	95 28%	103 29%	58 19%	86 20%	126 23%	140 25%	105 24%	138 29%	129 24%	121 23%	140 29%	67 24%	52 29%	91 30%	206 25%	-	509 100%	-	-	24 5%	277 76%	98 26%
Liberal Democrat	152 8%	77 8%	76 7%	22 9%	22 7%	29 9%	21 6%	27 9%	31 7%	59 11%	40 7%	26 6%	27 6%	51 9%	37 7%	29 6%	21 7%	15 8%	23 8%	72 9%	-	-	152 100%	-	10 2%	5 1%	118 31%
SNP	41 2%	22 2%	19 2%	-	3 1%	11 3%	7 2%	11 4%	9 2%	12 2%	13 2%	8 2%	8 2%	-	-	-	-	41 23%	6 2%	16 2%	-	-	-	-	-	3 1%	6 1%
Plaid Cymru	4 *	2 *	1 *	-	* *	-	1 *	2 1%	1 *	1 *	1 *	-	1 *	-	-	-	4 1%	-	1 *	1 *	-	-	-	-	-	-	1 *
The UK Independence Party	166 8%	102 10%	63 6%	5 2%	7 2%	20 6%	21 6%	47 16%	66 15%	37 7%	32 6%	42 10%	55 11%	48 9%	49 9%	35 7%	27 10%	6 3%	21 7%	54 7%	-	-	-	166 100%	67 13%	13 4%	24 6%
The Green Party	37 2%	17 2%	19 2%	2 1%	2 1%	4 1%	8 2%	13 4%	8 2%	8 2%	12 2%	6 1%	10 2%	16 3%	8 2%	5 1%	5 2%	3 1%	1 *	19 2%	-	-	-	-	1 *	6 2%	8 2%
The British National Party	9 *	2 *	7 1%	1 *	2 1%	3 1%	1 *	1 *	2 *	2 *	2 *	3 1%	2 *	2 *	4 1%	3 1%	1 *	-	1 *	5 1%	-	-	-	-	4 1%	-	1 *
Some other party	13 1%	11 1%	2 *	2 1%	-	3 1%	5 1%	1 *	3 1%	1 *	3 *	5 1%	4 1%	3 *	4 1%	3 1%	4 1%	-	3 1%	8 1%	-	-	-	-	-	-	1 *
Would not vote	200 10%	82 8%	118 12%	43 18%	43 13%	47 14%	30 8%	21 7%	16 4%	31 6%	54 10%	48 11%	67 14%	46 9%	54 10%	55 11%	30 11%	14 8%	24 8%	94 11%	-	-	-	-	14 3%	15 4%	12 3%
Rather not say	37 2%	24 2%	13 1%	8 3%	16 5%	3 1%	9 2%	1 *	* *	6 1%	15 3%	10 2%	6 1%	9 2%	10 2%	13 3%	1 *	3 2%	3 1%	25 3%	-	-	-	-	* *	-	1 *
Don't know	389 19%	113 11%	276 27%	57 24%	95 28%	73 22%	53 15%	44 15%	66 15%	86 16%	114 20%	101 23%	88 18%	102 19%	111 21%	96 20%	57 20%	22 12%	62 21%	137 17%	-	-	-	-	53 10%	22 6%	79 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	1223	691	532	72	140	166	228	231	386	395	339	181	308	310	308	298	187	120	142	438	368	429	117	203	397	286	272
Weighted base	1108	629	479	92	137	167	219	189	305	339	294	225	250	306	276	254	157	116	170	449	373	397	121	135	382	270	239
Conservative	373	225	148	22	40	39	82	59	131	142	106	70	55	115	99	84	52	22	52	155	373	-	-	-	294	19	28
	34%	36%	31%	24%	29%	24%	37%	31%	43%	42%	36%	31%	22%	38%	36%	33%	33%	19%	31%	35%	100%	-	-	-	77%	7%	12%
Labour	397	213	184	49	71	72	84	47	74	98	107	85	107	99	95	109	53	40	75	158	-	397	-	-	20	228	81
	36%	34%	38%	53%	52%	43%	38%	25%	24%	29%	36%	38%	43%	32%	35%	43%	34%	35%	44%	35%	-	100%	-	-	5%	85%	34%
Liberal Democrat	121	65	56	15	15	25	18	23	26	49	30	20	22	39	29	23	18	11	17	56	-	-	121	-	8	4	97
	11%	10%	12%	16%	11%	15%	8%	12%	8%	14%	10%	9%	9%	13%	10%	9%	12%	10%	10%	12%	-	-	100%	-	2%	2%	41%
SNP	35	19	16	-	2	9	6	10	8	10	11	7	7	-	-	-	-	35	5	13	-	-	-	-	-	3	5
	3%	3%	3%	-	2%	5%	3%	5%	3%	3%	4%	3%	3%	-	-	-	-	30%	3%	3%	-	-	-	-	-	1%	2%
Plaid Cymru	2	1	1	-	*	-	1	1	1	1	*	-	1	-	-	-	2	-	1	*	-	-	-	-	-	-	1
	*	*	*	-	*	-	*	1%	*	*	*	-	*	-	-	-	2%	-	*	*	-	-	-	-	-	-	*
The UK Independence Party	135	83	52	4	5	16	17	37	55	30	25	34	46	36	41	30	23	5	16	43	-	-	-	135	57	11	19
	12%	13%	11%	5%	4%	10%	8%	20%	18%	9%	9%	15%	19%	12%	15%	12%	15%	4%	10%	10%	-	-	-	100%	15%	4%	8%
The Green Party	28	14	15	1	2	2	7	10	7	6	10	5	7	13	6	4	4	2	1	14	-	-	-	-	1	4	7
	3%	2%	3%	1%	1%	1%	3%	5%	2%	2%	3%	2%	3%	4%	2%	1%	2%	2%	1%	3%	-	-	-	-	*	2%	3%
The British National Party	7	2	5	1	1	2	1	1	1	1	2	2	2	1	3	3	1	-	1	4	-	-	-	-	3	-	1
	1%	*	1%	1%	1%	1%	*	1%	*	*	1%	1%	1%	*	1%	1%	1%	-	*	1%	-	-	-	-	1%	-	*
Some other party	9	7	2	*	-	3	4	1	2	1	2	3	4	2	3	*	4	-	2	6	-	-	-	-	-	-	1
	1%	1%	*	*	-	2%	2%	*	1%	*	1%	1%	1%	1%	1%	*	2%	-	1%	1%	-	-	-	-	-	-	1%

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Table 4
Gender
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2013	2013
Weighted base	2013	2013
Male	1002 50%	986 49%
Female	1011 50%	1027 51%

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Absolutes/col percents

Table 5
Age
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2013	2013
Weighted base	2013	2013
18-24	162 8%	239 12%
25-34	298 15%	339 17%
35-44	305 15%	339 17%
45-54	369 18%	359 18%
55-64	346 17%	299 15%
65+	533 26%	438 22%
Average age	50.14	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	2013	2013
Weighted base	2013	2013
AB	595 30%	538 27%
C1	580 29%	558 28%
C2	315 16%	439 22%
DE	523 26%	478 24%

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Absolutes/col percents

Table 7
GO Region
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2013	2013
Weighted base	2013	2013
Scotland	180 9%	181 9%
North East	80 4%	81 4%
North West	243 12%	221 11%
Yorkshire & Humberside	179 9%	181 9%
West Midlands	184 9%	181 9%
East Midlands	156 8%	141 7%
Wales	110 5%	101 5%
Eastern	174 9%	201 10%
London	185 9%	262 13%
South East	326 16%	282 14%
South West	196 10%	181 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	2013	2013
Weighted base	2013	2013
NET: Working	971 48%	1127 56%
Working full time - working 30 hours per week or more	620 31%	886 44%
Working part time - working between 8 and 29 hours per week	351 17%	242 12%
NET: Not working	1042 52%	886 44%
Not working but seeking work or temporarily unemployed or sick	131 7%	117 6%
Not working and not seeking work	139 7%	132 7%
Retired on a state pension only	141 7%	116 6%
Retired with a private pension	467 23%	371 18%
House person, housewife, househusband, etc.	164 8%	150 7%

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Absolutes/col percents

Table 9
Tenure
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2013	2013
Weighted base	2013	2013
NET: Homeowners	1234 61%	1308 65%
Owned outright - without mortgage	737 37%	664 33%
Owned with a mortgage or loan	497 25%	644 32%
NET: Renters	761 38%	689 34%
Rented from the council	185 9%	282 14%
Rented from a housing association	206 10%	135 7%
Rented from someone else	370 18%	273 14%
Rent free	18 1%	15 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	2013	2013
Weighted base	2013	2013
Yes	1103 55%	1228 61%
No	910 45%	785 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	2013	2013
Weighted base	2013	2013
No cars in the household	439 22%	423 21%
NET: Any	1574 78%	1590 79%
1	1092 54%	845 42%
2	420 21%	564 28%
3+	62 3%	181 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

	Unweighted Total	Weighted Total
Unweighted base	2013	2013
Weighted base	2013	2013
Conservative	567 28%	564 28%
Labour	632 31%	584 29%
Liberal Democrat	196 10%	201 10%
SNP	53 3%	38 2%
Plaid Cymru	6 *	3 *
Green	62 3%	33 2%
UKIP	181 9%	81 4%
BNP	21 1%	15 1%
Another party	19 1%	12 1%
None	276 14%	483 24%