

Opinion Poll

ONLINE Fieldwork : 14th-15th May 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	2043	1016	1027	225	331	345	370	320	452	558	616	368	501	542	531	478	298	194	248	787	403	525	139	319	517	391	371	
Weighted base	2043	1001	1042	243	344	344	364	303	444	546	566	445	485	552	531	490	286	184	289	855	446	509	150	184	529	387	360	
Absolutely certain to vote	(10)	1091	597	494	68	127	162	206	195	333	310	298	229	254	294	271	258	142	126	144	407	311	342	82	134	377	273	226
		53%	60%	47%	28%	37%	47%	57%	64%	75%	57%	53%	51%	52%	53%	51%	53%	50%	68%	50%	48%	70%	67%	55%	73%	71%	71%	63%
	(9)	200	108	93	13	16	38	40	36	57	64	59	27	50	51	62	44	31	32	66	68	53	19	24	69	40	41	
		10%	11%	9%	5%	5%	11%	11%	12%	13%	12%	10%	6%	10%	9%	12%	9%	11%	7%	11%	8%	15%	10%	13%	13%	13%	10%	11%
	(8)	145	60	85	28	27	32	36	8	13	42	46	24	33	40	30	34	29	11	28	81	31	40	22	11	34	21	29
		7%	6%	8%	12%	8%	9%	10%	3%	3%	8%	8%	5%	7%	7%	6%	7%	10%	6%	10%	10%	7%	8%	15%	6%	6%	6%	8%
	(7)	92	39	53	19	29	10	19	8	7	21	31	21	19	30	32	18	5	6	11	50	13	36	9	8	18	15	17
		5%	4%	5%	8%	9%	3%	5%	3%	2%	4%	6%	5%	4%	5%	6%	4%	2%	4%	4%	6%	3%	7%	6%	4%	3%	4%	5%
	(6)	58	22	36	17	20	6	6	3	5	13	14	15	16	18	10	21	9	-	4	32	7	15	6	4	6	9	8
		3%	2%	3%	7%	6%	2%	2%	1%	1%	2%	2%	3%	3%	3%	2%	4%	3%	-	2%	4%	2%	3%	4%	2%	1%	2%	2%
	(5)	69	32	37	19	20	6	16	6	2	11	14	24	21	15	11	24	11	7	8	38	8	15	3	1	3	9	9
		3%	3%	4%	8%	6%	2%	4%	2%	*	2%	2%	5%	4%	3%	2%	5%	4%	4%	3%	4%	2%	3%	2%	1%	1%	2%	3%
	(4)	32	14	18	14	5	8	-	*	5	13	11	6	2	12	8	7	5	1	2	16	4	2	3	1	1	*	7
		2%	1%	2%	6%	1%	2%	-	*	1%	2%	2%	1%	*	2%	2%	1%	2%	*	1%	2%	1%	*	2%	1%	*	*	2%
	(3)	31	12	19	6	9	6	8	2	-	6	15	2	8	9	9	7	5	*	4	16	2	3	3	1	1	3	1
		2%	1%	2%	2%	3%	2%	2%	1%	-	1%	3%	*	2%	2%	2%	1%	2%	*	1%	2%	1%	1%	2%	1%	*	1%	*
	(2)	55	25	30	13	18	9	4	9	2	15	18	15	7	24	16	8	7	-	8	34	2	2	2	1	5	2	3
		3%	3%	3%	5%	5%	3%	1%	3%	1%	3%	3%	3%	1%	4%	3%	2%	3%	-	3%	4%	*	*	1%	*	1%	1%	1%
Definitely would not vote	(1)	174	79	96	21	51	41	19	30	12	38	33	58	46	40	56	40	29	9	39	64	-	-	-	-	9	7	10
		9%	8%	9%	9%	15%	12%	5%	10%	3%	7%	6%	13%	9%	7%	11%	8%	10%	5%	14%	7%	-	-	-	-	2%	2%	3%
Don't know		95	14	81	24	22	25	11	6	7	15	28	25	28	19	25	28	12	10	10	51	-	-	-	-	6	6	8
		5%	1%	8%	10%	6%	7%	3%	2%	2%	3%	5%	6%	6%	4%	5%	6%	4%	6%	3%	6%	-	-	-	-	1%	2%	2%
Mean		8.07	8.31	7.82	6.77	6.79	7.74	8.51	8.38	9.33	8.32	8.18	7.61	8.06	8.03	7.90	8.07	7.88	8.96	7.75	7.82	9.35	9.16	8.75	9.39	9.30	9.19	8.90
Standard deviation		2.98	2.86	3.08	3.08	3.44	3.25	2.51	3.03	1.80	2.80	2.81	3.34	2.99	2.97	3.15	2.92	3.10	2.27	3.29	2.99	1.34	1.51	1.88	1.31	1.65	1.78	2.08
Standard error		0.07	0.09	0.10	0.21	0.20	0.18	0.13	0.17	0.08	0.12	0.12	0.18	0.14	0.13	0.14	0.14	0.18	0.17	0.21	0.11	0.07	0.07	0.16	0.07	0.07	0.09	0.11

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	2043	1016	1027	225	331	345	370	320	452	558	616	368	501	542	531	478	298	194	248	787	403	525	139	319	517	391	371
Weighted base	2043	1001	1042	243	344	344	364	303	444	546	566	445	485	552	531	490	286	184	289	855	446	509	150	184	529	387	360
Conservative	446 22%	246 25%	200 19%	27 11%	52 15%	57 17%	86 24%	60 20%	164 37%	130 24%	146 26%	86 19%	84 17%	139 25%	110 21%	99 20%	78 27%	21 12%	33 11%	183 21%	446 100%	-	-	-	347 65%	11 3%	35 10%
Labour	509 25%	265 27%	243 23%	65 27%	100 29%	88 26%	94 26%	70 23%	91 21%	139 25%	130 23%	99 22%	141 29%	139 25%	131 25%	149 30%	50 17%	41 22%	96 33%	200 23%	-	509 100%	-	-	19 4%	294 76%	83 23%
Liberal Democrat	150 7%	71 7%	79 8%	22 9%	20 6%	26 8%	21 6%	24 8%	37 8%	67 12%	41 7%	23 5%	19 4%	50 9%	38 7%	28 6%	15 5%	19 10%	34 12%	55 6%	-	-	150 100%	-	4 1%	4 1%	109 30%
SNP	49 2%	28 3%	21 2%	1 1%	5 1%	5 1%	12 3%	18 6%	8 2%	11 2%	10 2%	10 2%	18 4%	-	-	-	-	49 27%	9 3%	14 2%	-	-	-	-	1 *	4 1%	4 1%
Plaid Cymru	7 *	6 1%	1 *	-	*	-	3 1%	2 1%	2 *	*	3 1%	3 1%	-	-	-	-	7 2%	-	-	6 1%	-	-	-	-	1 *	2 *	-
The UK Independence Party	184 9%	104 10%	80 8%	6 2%	14 4%	22 6%	40 11%	45 15%	58 13%	52 9%	41 7%	47 11%	44 9%	46 8%	54 10%	47 10%	31 11%	6 3%	13 4%	67 8%	-	-	-	184 100%	66 12%	22 6%	25 7%
The Green Party	48 2%	21 2%	27 3%	6 3%	10 3%	7 2%	9 2%	10 3%	6 1%	16 3%	12 2%	4 1%	16 3%	18 3%	11 2%	11 2%	5 2%	3 1%	5 2%	18 2%	-	-	-	-	4 1%	2 1%	13 4%
The British National Party	12 1%	6 1%	6 1%	-	1 *	2 1%	1 *	5 2%	2 *	-	4 1%	2 1%	6 1%	4 1%	4 1%	3 1%	*	-	-	5 1%	-	-	-	-	5 1%	-	1 *
Some other party	10 *	8 1%	1 *	1 *	1 *	2 1%	4 1%	1 *	1 *	2 *	1 *	5 1%	2 *	1 *	1 *	2 *	-	6 3%	1 *	6 1%	-	-	-	-	1 *	-	1 *
Would not vote	236 12%	110 11%	126 12%	39 16%	71 21%	50 15%	27 8%	35 11%	13 3%	52 9%	59 10%	71 16%	54 11%	63 11%	79 15%	48 10%	36 13%	9 5%	48 16%	102 12%	-	-	-	-	14 3%	9 2%	14 4%
Rather not say	27 1%	8 1%	19 2%	6 3%	5 2%	9 3%	6 2%	-	-	4 1%	6 1%	4 1%	12 3%	9 2%	2 *	11 2%	1 *	4 2%	3 1%	12 1%	-	-	-	-	-	1 *	* *
Don't know	365 18%	127 13%	238 23%	69 29%	64 19%	76 22%	61 17%	33 11%	62 14%	74 14%	112 20%	89 20%	89 18%	82 15%	101 19%	93 19%	63 22%	27 15%	47 16%	187 22%	-	-	-	-	69 13%	38 10%	73 20%

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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	1221	673	548	98	154	190	229	216	334	357	368	203	293	318	316	278	176	134	137	441	328	405	101	255	382	289	235
Weighted base	1116	608	508	85	139	167	213	196	316	333	305	221	256	309	280	259	148	120	150	423	363	396	109	151	379	277	218
Conservative	363 32%	202 33%	161 32%	17 20%	41 29%	46 28%	66 31%	51 26%	142 45%	111 33%	118 39%	68 31%	66 26%	112 36%	89 32%	80 31%	63 43%	19 16%	25 17%	147 35%	363 100%	-	-	-	295 78%	8 3%	29 13%
Labour	396 36%	212 35%	184 36%	46 54%	68 48%	71 42%	75 35%	59 30%	78 25%	111 33%	98 32%	78 35%	108 42%	104 34%	104 37%	112 43%	41 27%	35 29%	79 52%	148 35%	-	396 100%	-	-	15 4%	242 87%	66 30%
Liberal Democrat	109 10%	54 9%	55 11%	13 16%	10 7%	19 11%	16 8%	19 10%	32 10%	50 15%	30 10%	16 7%	13 5%	38 12%	29 10%	18 7%	9 6%	15 13%	24 16%	38 9%	-	-	109 100%	-	3 1%	3 1%	86 40%
SNP	40 4%	22 4%	18 3%	1 1%	4 3%	4 2%	10 5%	15 8%	7 2%	9 3%	9 3%	7 3%	15 6%	-	-	-	-	40 33%	8 5%	11 3%	-	-	-	-	1 *	4 1%	3 1%
Plaid Cymru	6 1%	5 1%	1 *	-	*	-	2 1%	1 1%	2 1%	*	3 1%	3 1%	-	-	-	-	6 4%	-	-	5 1%	-	-	-	-	1 *	1 1%	-
The UK Independence Party	151 13%	87 14%	63 12%	3 4%	9 7%	18 11%	33 15%	38 19%	49 16%	41 12%	35 11%	39 18%	35 14%	38 12%	45 16%	38 15%	25 17%	5 4%	10 7%	53 13%	-	-	-	151 100%	56 15%	18 6%	21 10%
The Green Party	35 3%	16 3%	19 4%	4 5%	6 4%	5 3%	6 3%	8 4%	5 2%	11 3%	9 3%	3 2%	12 5%	12 4%	9 3%	8 3%	4 3%	2 1%	4 2%	12 3%	-	-	-	-	4 1%	2 1%	10 5%
The British National Party	10 1%	5 1%	5 1%	-	1 1%	2 1%	1 *	4 2%	2 1%	-	3 1%	2 1%	4 2%	4 1%	4 1%	2 1%	*	-	-	4 1%	-	-	-	-	4 1%	-	1 1%
Some other party	7 1%	6 1%	1 *	1 1%	1 *	2 1%	4 2%	1 *	* *	1 *	1 *	5 2%	1 *	1 *	* *	1 *	-	5 4%	1 *	5 1%	-	-	-	-	* *	-	1 *

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Table 4
Gender
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2043	2043
Weighted base	2043	2043
Male	1016 50%	1001 49%
Female	1027 50%	1042 51%

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Table 5
Age
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2043	2043
Weighted base	2043	2043
18-24	225 11%	243 12%
25-34	331 16%	344 17%
35-44	345 17%	344 17%
45-54	370 18%	364 18%
55-64	320 16%	303 15%
65+	452 22%	444 22%
Average age	48.00	47.42

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Table 6
Social Grade
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2043	2043
Weighted base	2043	2043
AB	558 27%	546 27%
C1	616 30%	566 28%
C2	368 18%	445 22%
DE	501 25%	485 24%

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Table 7
GO Region
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2043	2043
Weighted base	2043	2043
Scotland	194 9%	184 9%
North East	80 4%	82 4%
North West	222 11%	225 11%
Yorkshire & Humberside	176 9%	184 9%
West Midlands	200 10%	184 9%
East Midlands	155 8%	143 7%
Wales	107 5%	102 5%
Eastern	176 9%	204 10%
London	242 12%	266 13%
South East	300 15%	286 14%
South West	191 9%	184 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	2043	2043
Weighted base	2043	2043
NET: Working	1035 51%	1144 56%
Working full time - working 30 hours per week or more	690 34%	899 44%
Working part time - working between 8 and 29 hours per week	345 17%	245 12%
NET: Not working	1008 49%	899 44%
Not working but seeking work or temporarily unemployed or sick	120 6%	96 5%
Not working and not seeking work/ Student	151 7%	116 6%
Retired on a state pension only	137 7%	147 7%
Retired with a private pension	423 21%	378 18%
House person, housewife, househusband, etc.	177 9%	163 8%

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Absolutes/col percents

Table 9
Tenure
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2043	2043
Weighted base	2043	2043
NET: Homeowners	1161 57%	1328 65%
Owned outright - without mortgage	645 32%	674 33%
Owned with a mortgage or loan	516 25%	654 32%
NET: Renters	847 41%	689 34%
Rented from the council	176 9%	286 14%
Rented from a housing association	231 11%	124 6%
Rented from someone else	440 22%	279 14%
Rent free	35 2%	26 1%

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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	2043	2043
Weighted base	2043	2043
Yes	1100 54%	1246 61%
No	943 46%	797 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	2043	2043
Weighted base	2043	2043
No cars in the household	483 24%	429 21%
NET: Any	1560 76%	1614 79%
1	1133 55%	858 42%
2	355 17%	572 28%
3+	72 4%	184 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	2043	2043
Weighted base	2043	2043
Conservative	525 26%	572 28%
Labour	613 30%	592 29%
Liberal Democrat	189 9%	204 10%
SNP	65 3%	44 2%
Plaid Cymru	6 *	3 *
Green	74 4%	43 2%
UKIP	248 12%	82 4%
BNP	10 *	6 *
Another party	13 1%	7 *
None	300 15%	490 24%