

Opinion Poll

ONLINE Fieldwork : 25th-27th 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	2052	1003	1049	223	306	361	386	320	456	566	611	363	512	525	524	506	311	186	249	804	448	553	132	291	548	400	369
Weighted base	2052	1006	1046	244	346	346	366	305	447	549	569	447	488	554	534	493	287	185	271	878	463	526	145	213	553	389	389
Absolutely certain to vote	(10) 1049	572	476	59	131	176	185	194	304	295	302	228	224	292	275	244	135	104	144	408	316	335	89	150	383	266	221
	51%	57%	46%	24%	38%	51%	51%	64%	68%	54%	53%	51%	46%	53%	51%	49%	47%	56%	53%	47%	68%	64%	61%	70%	69%	68%	57%
	(9) 257	141	117	25	41	40	39	42	69	88	65	52	52	73	69	53	38	25	19	115	67	70	27	27	70	53	63
	13%	14%	11%	10%	12%	12%	11%	14%	15%	16%	11%	12%	11%	13%	13%	11%	13%	13%	7%	13%	14%	13%	19%	13%	13%	14%	16%
	(8) 155	80	75	17	40	26	27	19	25	45	43	37	29	35	39	39	24	17	32	78	32	50	6	20	41	27	45
	8%	8%	7%	7%	12%	8%	7%	6%	6%	8%	8%	8%	6%	6%	7%	8%	8%	9%	12%	9%	7%	10%	4%	9%	7%	7%	12%
	(7) 131	56	75	26	33	27	19	13	13	33	32	30	36	46	28	33	15	9	17	69	26	34	14	7	22	17	25
	6%	6%	7%	11%	9%	8%	5%	4%	3%	6%	6%	7%	7%	8%	5%	7%	5%	5%	6%	8%	6%	6%	10%	3%	4%	4%	6%
	(6) 47	19	29	9	18	8	7	2	2	11	11	10	15	12	7	19	7	3	6	19	5	10	5	2	5	4	7
	2%	2%	3%	4%	5%	2%	2%	1%	1%	2%	2%	2%	3%	2%	1%	4%	2%	1%	2%	2%	1%	2%	4%	1%	1%	1%	2%
	(5) 73	23	51	20	16	12	11	4	10	16	26	13	18	20	19	17	14	3	8	36	10	17	2	3	7	7	8
	4%	2%	5%	8%	5%	3%	3%	1%	2%	3%	5%	3%	4%	4%	3%	3%	5%	2%	3%	4%	2%	3%	1%	2%	1%	2%	2%
	(4) 27	6	21	15	2	5	2	2	1	5	10	7	5	4	9	6	5	2	6	11	1	6	2	2	1	1	5
	1%	1%	2%	6%	1%	1%	*	1%	*	1%	2%	2%	1%	1%	2%	1%	2%	1%	2%	1%	*	1%	1%	1%	*	*	1%
	(3) 18	2	16	4	5	2	5	1	1	2	4	7	5	4	6	8	-	1	-	9	3	2	-	1	2	-	-
	1%	*	1%	2%	1%	1%	1%	*	*	*	1%	2%	1%	1%	1%	2%	-	*	-	1%	1%	*	-	1%	*	-	-
	(2) 42	23	19	13	8	8	6	6	2	13	12	9	8	8	17	10	6	1	1	26	3	2	-	1	2	4	1
	2%	2%	2%	5%	2%	2%	2%	2%	*	2%	2%	2%	2%	1%	3%	2%	2%	1%	*	3%	1%	*	-	*	*	1%	*
Definitely would not vote	(1) 142	60	82	32	25	28	30	19	8	29	30	33	50	36	31	38	28	9	24	64	-	-	-	-	15	5	3
	7%	6%	8%	13%	7%	8%	8%	6%	2%	5%	5%	7%	10%	7%	6%	8%	10%	5%	9%	7%	-	-	-	-	3%	1%	1%
Don't know	111	24	87	23	26	14	35	3	11	11	35	21	45	24	33	27	15	11	14	45	-	-	-	-	6	5	11
	5%	2%	8%	9%	8%	4%	9%	1%	2%	2%	6%	5%	9%	4%	6%	5%	5%	6%	5%	5%	-	-	-	-	1%	1%	3%
Mean	8.24	8.54	7.93	6.44	7.79	8.13	8.20	8.73	9.26	8.48	8.38	8.17	7.85	8.36	8.26	8.07	7.95	8.74	8.21	8.04	9.29	9.12	9.17	9.36	9.20	9.25	9.04
Standard deviation	2.75	2.55	2.91	3.27	2.77	2.85	2.88	2.52	1.68	2.52	2.61	2.81	3.07	2.64	2.76	2.85	2.98	2.31	2.80	2.83	1.39	1.52	1.34	1.29	1.80	1.61	1.56
Standard error	0.06	0.08	0.09	0.23	0.17	0.15	0.15	0.14	0.08	0.11	0.11	0.15	0.14	0.12	0.12	0.13	0.17	0.17	0.18	0.10	0.07	0.06	0.12	0.08	0.08	0.08	0.08

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	2052	1003	1049	223	306	361	386	320	456	566	611	363	512	525	524	506	311	186	249	804	448	553	132	291	548	400	369
Weighted base	2052	1006	1046	244	346	346	366	305	447	549	569	447	488	554	534	493	287	185	271	878	463	526	145	213	553	389	389
Conservative	463 23%	243 24%	220 21%	28 12%	55 16%	66 19%	78 21%	79 26%	156 35%	179 33%	131 23%	86 19%	66 14%	150 27%	129 24%	94 19%	61 21%	28 15%	41 15%	201 23%	463 100%	-	-	-	355 64%	13 3%	40 10%
Labour	526 26%	286 28%	240 23%	65 27%	100 29%	113 33%	97 27%	65 21%	86 19%	123 22%	141 25%	130 29%	133 27%	137 25%	118 22%	153 31%	82 28%	37 20%	89 33%	229 26%	-	526 100%	-	-	28 5%	300 77%	83 21%
Liberal Democrat	145 7%	75 7%	70 7%	14 6%	34 10%	24 7%	18 5%	23 8%	32 7%	57 10%	37 7%	25 6%	26 5%	48 9%	34 6%	26 5%	26 9%	12 6%	20 7%	67 8%	-	-	145 100%	-	9 2%	2 *	115 29%
SNP	50 2%	26 3%	24 2%	5 2%	6 2%	6 2%	7 2%	14 4%	12 3%	9 2%	18 3%	11 2%	11 2%	-	-	-	-	50 27%	6 2%	17 2%	-	-	-	-	2 *	5 1%	4 1%
Plaid Cymru	7 *	5 1%	2 *	1 *	2 1%	1 *	1 *	1 *	1 *	1 *	2 *	2 *	1 *	-	-	-	7 3%	-	2 1%	3 *	-	-	-	-	* *	2 *	1 *
The UK Independence Party	213 10%	122 12%	91 9%	8 3%	12 4%	30 9%	38 10%	49 16%	77 17%	47 9%	46 8%	57 13%	64 13%	57 10%	78 15%	54 11%	21 7%	4 2%	18 7%	81 9%	-	-	-	213 100%	87 16%	22 6%	35 9%
The Green Party	46 2%	26 3%	21 2%	3 1%	6 2%	7 2%	6 2%	15 5%	9 2%	12 2%	14 2%	12 3%	8 2%	20 4%	12 2%	5 1%	3 1%	8 4%	10 4%	15 2%	-	-	-	-	6 1%	1 *	15 4%
The British National Party	4 *	4 *	-	-	-	* *	2 1%	2 *	-	-	1 *	2 *	2 *	1 *	* *	3 1%	-	-	1 *	2 *	-	-	-	-	2 *	-	1 *
Some other party	8 *	6 1%	2 *	1 *	1 *	* *	1 *	3 1%	* *	4 1%	2 *	-	1 *	1 *	5 1%	1 *	* *	-	1 *	3 *	-	-	-	-	* *	3 1%	2 *
Would not vote	185 9%	75 7%	110 10%	52 21%	34 10%	34 10%	34 9%	22 7%	9 2%	42 8%	40 7%	38 8%	66 13%	48 9%	44 8%	48 10%	34 12%	11 6%	25 9%	92 10%	-	-	-	-	17 3%	7 2%	4 1%
Rather not say	40 2%	23 2%	17 2%	2 1%	14 4%	10 3%	6 2%	5 2%	1 *	5 1%	21 4%	7 1%	7 1%	21 4%	9 2%	4 1%	4 2%	1 1%	4 1%	26 3%	-	-	-	-	1 *	-	1 *
Don't know	365 18%	115 11%	249 24%	65 26%	79 23%	54 16%	77 21%	27 9%	63 14%	69 13%	115 20%	79 18%	102 21%	71 13%	105 20%	104 21%	50 17%	34 19%	54 20%	143 16%	-	-	-	-	46 8%	34 9%	90 23%

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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	1245	681	565	91	154	210	228	227	336	369	368	218	291	323	323	299	177	123	151	464	360	424	101	237	417	297	243
Weighted base	1155	639	516	83	157	192	201	207	315	342	313	253	247	325	294	268	154	115	152	473	372	408	113	174	409	286	243
Conservative	372	198	173	19	40	53	61	66	132	146	104	67	55	120	105	77	46	23	32	159	372	-	-	-	300	11	31
	32%	31%	34%	23%	26%	28%	31%	32%	42%	43%	33%	26%	22%	37%	36%	29%	30%	20%	21%	34%	100%	-	-	-	73%	4%	13%
Labour	408	230	178	41	72	87	80	55	73	95	112	100	102	103	94	117	64	31	71	174	-	408	-	-	22	248	70
	35%	36%	34%	50%	46%	45%	40%	26%	23%	28%	36%	40%	41%	32%	32%	44%	41%	27%	47%	37%	-	100%	-	-	5%	87%	29%
Liberal Democrat	113	58	56	12	24	17	15	19	27	45	29	20	19	39	24	21	19	10	16	49	-	-	113	-	7	2	94
	10%	9%	11%	14%	15%	9%	8%	9%	9%	13%	9%	8%	8%	12%	8%	8%	12%	9%	11%	10%	-	-	100%	-	2%	1%	39%
SNP	40	21	19	4	5	4	6	11	10	8	15	9	9	-	-	-	-	40	5	13	-	-	-	-	2	4	3
	3%	3%	4%	4%	3%	2%	3%	5%	3%	2%	5%	3%	4%	-	-	-	-	35%	3%	3%	-	-	-	-	*	1%	1%
Plaid Cymru	6	5	1	*	2	1	1	1	1	1	2	2	1	-	-	-	6	-	2	3	-	-	-	-	*	1	1
	1%	1%	*	*	1%	1%	*	*	*	*	1%	1%	*	-	-	-	4%	-	1%	1%	-	-	-	-	*	*	*
The UK Independence Party	174	101	73	4	9	24	30	42	64	38	38	45	52	47	60	46	17	3	15	64	-	-	-	174	72	18	29
	15%	16%	14%	5%	6%	12%	15%	20%	20%	11%	12%	18%	21%	15%	20%	17%	11%	3%	10%	14%	-	-	-	100%	18%	6%	12%
The Green Party	35	20	15	2	3	6	5	11	7	8	11	9	6	14	8	4	2	7	8	9	-	-	-	-	5	1	13
	3%	3%	3%	2%	2%	3%	3%	5%	2%	2%	4%	3%	3%	4%	3%	2%	1%	6%	6%	2%	-	-	-	-	1%	*	5%
The British National Party	3	3	-	-	-	*	1	1	-	-	*	1	2	1	*	2	-	-	1	1	-	-	-	-	1	-	1
	*	*	-	-	-	*	1%	1%	-	-	*	1%	1%	*	*	1%	-	-	1%	*	-	-	-	-	*	-	*
Some other party	5	3	1	1	1	*	*	2	*	2	2	-	1	1	3	1	*	-	1	1	-	-	-	-	*	1	1
	*	1%	*	1%	1%	*	*	1%	*	*	1%	-	*	*	1%	*	*	-	1%	*	-	-	-	-	*	*	*

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Table 4
Gender
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2052	2052
Weighted base	2052	2052
Male	1003 49%	1006 49%
Female	1049 51%	1046 51%

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Absolutes/col percents

Table 5
Age
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2052	2052
Weighted base	2052	2052
18-24	223 11%	244 12%
25-34	306 15%	346 17%
35-44	361 18%	346 17%
45-54	386 19%	366 18%
55-64	320 16%	305 15%
65+	456 22%	447 22%
Average age	48.04	47.27

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Absolutes/col percents

Table 6
Social Grade
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2052	2052
Weighted base	2052	2052
AB	566 28%	549 27%
C1	611 30%	569 28%
C2	363 18%	447 22%
DE	512 25%	488 24%

Opinion Poll
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Absolutes/col percents

Table 7
GO Region
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2052	2052
Weighted base	2052	2052
Scotland	186 9%	185 9%
North East	88 4%	82 4%
North West	243 12%	226 11%
Yorkshire & Humberside	175 9%	185 9%
West Midlands	192 9%	185 9%
East Midlands	156 8%	144 7%
Wales	112 5%	103 5%
Eastern	176 9%	205 10%
London	215 10%	267 13%
South East	310 15%	287 14%
South West	199 10%	185 9%

Opinion Poll
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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	2052	2052
Weighted base	2052	2052
NET: Working	1053 51%	1149 56%
Working full time - working 30 hours per week or more	703 34%	903 44%
Working part time - working between 8 and 29 hours per week	350 17%	246 12%
NET: Not working	999 49%	903 44%
Not working but seeking work or temporarily unemployed or sick	131 6%	106 5%
Not working and not seeking work/ Student	150 7%	138 7%
Retired on a state pension only	131 6%	129 6%
Retired with a private pension	413 20%	380 19%
House person, housewife, househusband, etc.	174 8%	149 7%

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Absolutes/col percents

Table 9
Tenure
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2052	2052
Weighted base	2052	2052
NET: Homeowners	1192 58%	1334 65%
Owned outright - without mortgage	646 31%	677 33%
Owned with a mortgage or loan	546 27%	657 32%
NET: Renters	844 41%	702 34%
Rented from the council	214 10%	287 14%
Rented from a housing association	240 12%	147 7%
Rented from someone else	390 19%	269 13%
Rent free	16 1%	16 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	2052	2052
Weighted base	2052	2052
Yes	1081 53%	1252 61%
No	971 47%	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	2052	2052
Weighted base	2052	2052
No cars in the household	497 24%	431 21%
NET: Any	1555 76%	1621 79%
1	1076 52%	862 42%
2	402 20%	575 28%
3+	77 4%	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	2052	2052
Weighted base	2052	2052
Conservative	546 27%	575 28%
Labour	638 31%	595 29%
Liberal Democrat	188 9%	205 10%
SNP	68 3%	48 2%
Plaid Cymru	13 1%	8 *
Green	53 3%	30 1%
UKIP	187 9%	82 4%
BNP	12 1%	10 *
Another party	18 1%	7 *
None	329 16%	492 24%