

Opinion Poll

ONLINE Fieldwork : 11th-13th 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	2011	963	1048	215	319	327	376	322	452	625	627	292	467	509	524	514	303	161	262	832	480	506	141	267	593	353	348	
Weighted base	2011	985	1026	239	339	339	358	299	438	537	557	438	478	543	523	483	282	181	250	876	449	504	155	174	546	337	350	
Absolutely certain to vote	(10)	1048	597	451	59	130	164	198	194	303	323	310	215	200	306	261	241	134	105	135	438	327	321	89	127	395	236	219
		52%	61%	44%	25%	38%	48%	55%	65%	69%	60%	56%	49%	42%	56%	50%	50%	48%	58%	54%	50%	73%	64%	58%	73%	72%	70%	63%
	(9)	219	116	103	17	33	30	37	33	69	79	64	38	38	52	72	48	30	17	34	84	57	66	31	19	73	47	46
		11%	12%	10%	7%	10%	9%	10%	11%	16%	15%	11%	9%	8%	10%	14%	10%	11%	9%	14%	10%	13%	13%	20%	11%	13%	14%	13%
	(8)	138	62	77	23	37	29	25	10	14	38	40	34	26	43	44	26	17	8	22	80	28	45	17	13	28	27	31
		7%	6%	7%	10%	11%	9%	7%	3%	3%	7%	7%	8%	5%	8%	8%	5%	6%	5%	9%	9%	6%	9%	11%	8%	5%	8%	9%
	(7)	104	43	62	33	23	16	16	9	8	27	26	22	28	35	22	18	18	11	14	52	19	27	7	3	17	10	16
		5%	4%	6%	14%	7%	5%	5%	3%	2%	5%	5%	5%	6%	6%	4%	4%	6%	6%	6%	6%	4%	5%	5%	2%	3%	3%	4%
	(6)	52	23	29	13	12	12	5	3	7	8	18	16	11	18	12	7	14	2	2	25	6	10	4	3	7	3	8
		3%	2%	3%	6%	4%	3%	1%	1%	2%	1%	3%	4%	2%	3%	2%	1%	5%	1%	1%	3%	1%	2%	3%	2%	1%	1%	2%
	(5)	81	33	47	15	30	14	13	5	4	12	23	14	32	14	23	26	10	8	15	28	6	18	2	4	5	4	6
		4%	3%	5%	6%	9%	4%	4%	2%	1%	2%	4%	3%	7%	3%	4%	5%	4%	4%	6%	3%	1%	4%	1%	3%	1%	1%	2%
	(4)	24	5	19	9	4	4	2	2	3	2	6	7	9	4	10	8	1	-	-	10	2	3	2	-	2	-	2
		1%	*	2%	4%	1%	1%	1%	1%	1%	*	1%	2%	2%	1%	2%	2%	*	-	-	1%	*	1%	1%	-	*	-	1%
	(3)	26	8	18	9	3	2	8	3	1	2	8	10	6	3	8	12	3	1	1	15	2	3	-	1	1	1	3
		1%	1%	2%	4%	1%	1%	2%	1%	*	*	1%	2%	1%	*	1%	2%	1%	*	*	2%	*	1%	-	*	*	*	1%
	(2)	39	15	24	6	11	7	8	4	2	5	3	11	20	9	11	10	8	2	2	13	2	12	2	3	2	2	4
		2%	2%	2%	3%	3%	2%	2%	1%	1%	1%	3%	4%	2%	2%	2%	3%	1%	1%	2%	*	2%	1%	2%	2%	*	1%	1%
Definitely would not vote	(1)	185	69	115	31	39	44	23	24	23	26	38	49	71	35	39	66	27	19	18	95	-	-	-	-	9	3	8
		9%	7%	11%	13%	12%	13%	6%	8%	5%	5%	7%	11%	15%	6%	7%	14%	9%	11%	7%	11%	-	-	-	-	2%	1%	2%
Don't know		95	15	80	24	16	15	22	13	4	16	21	22	36	25	19	22	21	9	8	38	-	-	-	-	8	4	7
		5%	2%	8%	10%	5%	4%	6%	4%	1%	3%	4%	5%	8%	5%	4%	5%	7%	5%	3%	4%	-	-	-	-	1%	1%	2%
Mean		8.06	8.50	7.60	6.59	7.33	7.68	8.32	8.61	9.03	8.80	8.38	7.73	7.11	8.44	8.11	7.59	7.90	8.25	8.42	7.90	9.41	9.01	9.10	9.31	9.35	9.36	8.96
Standard deviation		2.97	2.67	3.19	3.16	3.16	3.24	2.79	2.78	2.25	2.30	2.67	3.19	3.49	2.62	2.84	3.36	3.04	2.98	2.61	3.07	1.26	1.79	1.47	1.56	1.57	1.43	2.01
Standard error		0.07	0.09	0.10	0.23	0.18	0.18	0.15	0.16	0.11	0.09	0.11	0.19	0.17	0.12	0.13	0.15	0.18	0.24	0.16	0.11	0.06	0.08	0.12	0.10	0.07	0.08	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	2011	963	1048	215	319	327	376	322	452	625	627	292	467	509	524	514	303	161	262	832	480	506	141	267	593	353	348
Weighted base	2011	985	1026	239	339	339	358	299	438	537	557	438	478	543	523	483	282	181	250	876	449	504	155	174	546	337	350
Conservative	449 22%	248 25%	201 20%	23 10%	61 18%	50 15%	74 21%	82 27%	160 36%	182 34%	134 24%	68 16%	65 14%	150 28%	127 24%	74 15%	70 25%	29 16%	45 18%	195 22%	449 100%	-	-	-	361 66%	13 4%	24 7%
Labour	504 25%	277 28%	227 22%	52 22%	95 28%	108 32%	105 29%	66 22%	79 18%	116 22%	135 24%	124 28%	129 27%	114 21%	144 28%	158 33%	57 20%	30 17%	72 29%	222 25%	-	504 100%	-	-	29 5%	265 79%	87 25%
Liberal Democrat	155 8%	83 8%	72 7%	14 6%	28 8%	28 8%	21 6%	21 7%	42 10%	64 12%	45 8%	18 4%	28 6%	49 9%	42 8%	33 7%	20 7%	10 6%	16 6%	73 8%	-	-	155 100%	-	4 1%	8 2%	122 35%
SNP	42 2%	20 2%	22 2%	7 3%	8 2%	4 1%	11 3%	5 2%	6 1%	7 1%	11 2%	16 4%	9 2%	-	-	-	-	42 23%	10 4%	18 2%	-	-	-	-	2 *	5 1%	3 1%
Plaid Cymru	10 *	8 1%	2 *	1 *	3 1%	* *	3 1%	2 1%	1 *	1 *	3 1%	5 1%	1 *	-	-	-	10 4%	-	2 1%	7 1%	-	-	-	-	-	3 1%	-
The UK Independence Party	174 9%	100 10%	74 7%	10 4%	11 3%	19 6%	28 8%	43 14%	64 15%	46 9%	46 8%	41 9%	42 9%	55 10%	51 10%	45 9%	21 8%	2 1%	22 9%	66 8%	-	-	-	174 100%	72 13%	16 5%	33 10%
The Green Party	35 2%	19 2%	15 1%	8 3%	2 1%	7 2%	7 2%	7 2%	4 1%	8 2%	15 3%	7 2%	5 1%	7 1%	7 1%	10 2%	5 2%	6 3%	10 4%	12 1%	-	-	-	-	4 1%	2 1%	7 2%
The British National Party	6 *	6 1%	* *	* *	2 1%	1 *	2 *	- *	1 *	* *	2 *	1 *	3 1%	1 *	3 1%	1 *	1 *	-	* *	3 *	-	-	-	-	* *	-	-
Some other party	9 *	4 *	5 *	* *	1 *	2 1%	2 *	4 1%	- *	1 *	5 1%	- *	3 1%	6 1%	2 *	1 *	* *	-	2 1%	4 *	-	-	-	-	3 *	1 *	-
Would not vote	214 11%	82 8%	132 13%	34 14%	50 15%	49 14%	28 8%	29 10%	24 6%	28 5%	44 8%	58 13%	84 17%	38 7%	48 9%	77 16%	32 11%	19 11%	19 7%	108 12%	-	-	-	-	10 2%	4 1%	9 3%
Rather not say	53 3%	30 3%	23 2%	6 3%	9 3%	16 5%	9 2%	6 2%	7 2%	4 1%	20 4%	13 3%	16 3%	22 4%	11 2%	10 2%	8 3%	4 2%	6 3%	23 3%	-	-	-	-	1 *	-	3 1%
Don't know	359 18%	108 11%	251 24%	84 35%	69 20%	53 16%	71 20%	33 11%	49 11%	79 15%	98 18%	88 20%	95 20%	101 19%	88 17%	75 15%	57 20%	38 21%	47 19%	147 17%	-	-	-	-	58 11%	20 6%	61 18%

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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	1206	648	557	87	164	182	223	219	330	423	387	162	234	310	322	307	172	95	159	498	393	388	109	217	442	269	231
Weighted base	1098	621	477	74	156	172	197	193	307	350	319	220	209	305	293	254	147	100	143	472	368	386	121	141	403	261	227
Conservative	368 33%	201 32%	167 35%	14 19%	49 31%	38 22%	62 31%	68 36%	137 45%	151 43%	109 34%	54 24%	55 26%	124 41%	103 35%	60 24%	56 38%	24 24%	37 26%	158 33%	368 100%	-	-	-	308 77%	11 4%	19 8%
Labour	386 35%	223 36%	163 34%	33 45%	69 45%	85 50%	76 39%	53 28%	69 22%	95 27%	107 34%	94 43%	90 43%	89 29%	109 37%	121 48%	44 30%	24 24%	56 39%	170 36%	-	386 100%	-	-	23 6%	221 85%	72 32%
Liberal Democrat	121 11%	67 11%	54 11%	10 13%	18 11%	21 12%	17 8%	19 10%	37 12%	53 15%	36 11%	14 6%	18 9%	36 12%	32 11%	28 11%	16 11%	9 9%	12 8%	55 12%	-	-	121 100%	-	3 1%	7 3%	99 43%
SNP	37 3%	17 3%	19 4%	6 8%	7 4%	4 2%	10 5%	5 3%	6 2%	6 2%	9 3%	13 6%	8 4%	-	-	-	-	37 37%	9 6%	15 3%	-	-	-	-	2 *	4 2%	2 1%
Plaid Cymru	9 1%	7 1%	2 *	1 1%	3 2%	* *	3 1%	2 1%	1 *	1 *	3 1%	5 2%	1 *	-	-	-	9 6%	-	1 1%	6 1%	-	-	-	-	-	3 1%	-
The UK Independence Party	141 13%	84 14%	57 12%	7 9%	7 4%	14 8%	23 12%	35 18%	55 18%	40 11%	38 12%	34 15%	30 14%	45 15%	41 14%	37 14%	18 12%	1 1%	18 12%	54 11%	-	-	-	141 100%	60 15%	12 5%	29 13%
The Green Party	26 2%	15 2%	11 2%	4 5%	2 1%	5 3%	5 3%	7 3%	3 1%	5 1%	11 4%	5 2%	5 2%	5 2%	4 2%	7 3%	4 3%	5 5%	8 5%	9 2%	-	-	-	-	4 1%	2 1%	6 3%
The British National Party	4 *	4 1%	* *	* *	2 1%	1 1%	* *	- *	1 *	* *	1 *	1 1%	1 1%	1 *	3 1%	1 *	* *	- *	* *	2 *	-	-	-	-	* *	-	-
Some other party	8 1%	3 *	5 1%	* *	1 *	2 1%	2 1%	3 2%	-	1 *	4 1%	-	3 1%	5 2%	1 *	1 *	* *	-	2 1%	3 1%	-	-	-	-	2 1%	1 *	-

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Table 4
Gender
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2011	2011
Weighted base	2011	2011
Male	963 48%	985 49%
Female	1048 52%	1026 51%

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Table 5
Age
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2011	2011
Weighted base	2011	2011
18-24	215 11%	239 12%
25-34	319 16%	339 17%
35-44	327 16%	339 17%
45-54	376 19%	358 18%
55-64	322 16%	299 15%
65+	452 22%	438 22%
Average age	47.94	47.09

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Table 6
Social Grade
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2011	2011
Weighted base	2011	2011
AB	625 31%	537 27%
C1	627 31%	557 28%
C2	292 15%	438 22%
DE	467 23%	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	2011	2011
Weighted base	2011	2011
Scotland	161 8%	181 9%
North East	88 4%	80 4%
North West	244 12%	221 11%
Yorkshire & Humberside	182 9%	181 9%
West Midlands	194 10%	181 9%
East Midlands	154 8%	141 7%
Wales	105 5%	101 5%
Eastern	176 9%	201 10%
London	201 10%	261 13%
South East	308 15%	282 14%
South West	198 10%	181 9%

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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	2011	2011
Weighted base	2011	2011
NET: Working	1094 54%	1126 56%
Working full time - working 30 hours per week or more	762 38%	885 44%
Working part time - working between 8 and 29 hours per week	332 17%	241 12%
NET: Not working	917 46%	885 44%
Not working but seeking work or temporarily unemployed or sick	116 6%	121 6%
Not working and not seeking work/ Student	146 7%	139 7%
Retired on a state pension only	99 5%	105 5%
Retired with a private pension	388 19%	358 18%
House person, housewife, househusband, etc.	168 8%	161 8%

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Absolutes/col percents

Table 9
Tenure
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2011	2011
Weighted base	2011	2011
NET: Homeowners	1270 63%	1307 65%
Owned outright - without mortgage	667 33%	664 33%
Owned with a mortgage or loan	603 30%	644 32%
NET: Renters	709 35%	677 34%
Rented from the council	161 8%	281 14%
Rented from a housing association	179 9%	122 6%
Rented from someone else	369 18%	274 14%
Rent free	32 2%	27 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	2011	2011
Weighted base	2011	2011
Yes	1239 62%	1227 61%
No	772 38%	784 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	2011	2011
Weighted base	2011	2011
No cars in the household	400 20%	422 21%
NET: Any	1611 80%	1589 79%
1	950 47%	845 42%
2	527 26%	563 28%
3+	134 7%	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

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2011	2011
Weighted base	2011	2011
Conservative	599 30%	563 28%
Labour	584 29%	583 29%
Liberal Democrat	189 9%	201 10%
SNP	46 2%	42 2%
Plaid Cymru	13 1%	10 *
Green	50 2%	32 2%
UKIP	202 10%	80 4%
BNP	10 *	8 *
Another party	13 1%	9 *
None	305 15%	483 24%