

Opinion Poll

ONLINE Fieldwork : 12th-13th 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	2053	1061	992	220	339	303	357	350	484	609	607	308	529	552	486	308	178	223	804	466	569	154	277	589	422	368		
Weighted base	2053	1006	1047	244	346	346	366	305	447	549	569	447	488	554	534	493	287	185	252	898	476	516	157	183	588	383	358	
Absolutely certain to vote	(10) 1085	628	457	71	111	171	214	195	323	339	276	229	240	293	279	256	162	94	142	430	353	332	95	133	422	268	222	
		53%	62%	44%	29%	32%	49%	59%	64%	72%	62%	49%	51%	49%	53%	52%	52%	56%	51%	56%	48%	74%	64%	60%	73%	72%	70%	62%
	(9)	235	125	110	17	36	50	39	37	56	71	78	40	45	69	59	51	35	20	23	110	63	71	17	27	76	57	52
		11%	12%	10%	7%	11%	14%	11%	12%	12%	13%	14%	9%	9%	12%	11%	10%	12%	11%	9%	12%	13%	14%	11%	15%	13%	15%	15%
	(8)	117	54	63	15	23	26	21	17	15	31	35	21	30	33	29	32	11	12	15	54	29	39	20	3	30	20	34
		6%	5%	6%	6%	7%	7%	6%	6%	3%	6%	6%	5%	6%	6%	6%	7%	4%	6%	6%	6%	6%	8%	12%	2%	5%	5%	10%
	(7)	122	52	70	30	41	12	12	13	13	26	40	20	36	31	29	33	13	17	16	60	17	34	12	13	10	19	17
		6%	5%	7%	12%	12%	3%	3%	4%	3%	5%	7%	5%	7%	6%	5%	7%	5%	9%	6%	7%	4%	7%	8%	7%	2%	5%	5%
	(6)	30	12	18	4	9	8	3	*	5	8	8	9	5	9	6	7	5	2	1	14	4	8	2	1	3	2	3
		1%	1%	2%	2%	2%	2%	1%	*	1%	1%	2%	1%	1%	2%	1%	1%	2%	1%	*	2%	1%	1%	1%	*	*	1%	1%
	(5)	95	24	71	26	31	14	16	5	5	17	17	35	26	33	24	18	11	10	12	54	5	23	2	5	12	4	8
		5%	2%	7%	10%	9%	4%	4%	2%	1%	3%	3%	8%	5%	6%	4%	4%	4%	5%	5%	6%	1%	5%	1%	3%	2%	1%	2%
	(4)	20	8	13	4	8	3	1	1	3	12	2	3	3	5	7	5	1	2	2	9	3	4	4	-	2	1	2
		1%	1%	1%	2%	2%	1%	*	*	1%	2%	*	1%	1%	1%	1%	1%	*	1%	1%	1%	1%	1%	3%	-	*	*	1%
	(3)	40	16	24	10	9	11	8	2	-	7	19	9	6	8	12	11	5	4	5	34	1	2	5	1	5	*	*
		2%	2%	2%	4%	3%	3%	2%	1%	-	1%	3%	2%	1%	2%	2%	2%	2%	2%	2%	4%	*	*	3%	*	1%	*	*
	(2)	35	10	25	17	4	5	6	1	2	2	18	6	8	11	8	8	7	1	1	17	2	3	2	*	-	3	7
		2%	1%	2%	7%	1%	2%	2%	*	*	3%	1%	2%	2%	2%	1%	2%	3%	1%	1%	2%	*	1%	1%	*	-	1%	2%
Definitely would not vote	(1)	151	54	97	36	33	31	17	15	20	23	40	42	46	39	36	41	27	8	17	61	-	-	-	-	15	6	6
		7%	5%	9%	15%	10%	9%	5%	5%	4%	4%	7%	9%	9%	7%	7%	8%	9%	4%	7%	7%	-	-	-	-	3%	2%	2%
Don't know		123	25	99	15	42	15	27	19	5	12	36	34	41	23	44	31	10	16	16	55	-	-	-	-	13	3	6
		6%	2%	9%	6%	12%	4%	7%	6%	1%	2%	6%	8%	8%	4%	8%	6%	3%	9%	6%	6%	-	-	-	-	2%	1%	2%
Mean		8.20	8.70	7.68	6.35	7.27	8.02	8.59	8.99	9.13	8.74	8.07	7.94	7.96	8.20	8.24	8.11	8.16	8.41	8.38	7.98	9.47	9.11	8.84	9.40	9.27	9.29	9.01
Standard deviation		2.84	2.47	3.10	3.41	3.02	2.98	2.57	2.21	2.10	2.34	2.91	3.05	3.03	2.81	2.82	2.92	3.02	2.48	2.72	2.89	1.17	1.56	1.93	1.26	1.81	1.62	1.90
Standard error		0.06	0.08	0.10	0.23	0.17	0.17	0.14	0.12	0.10	0.10	0.12	0.18	0.14	0.12	0.12	0.14	0.17	0.19	0.19	0.10	0.05	0.07	0.16	0.08	0.07	0.08	0.10

Opinion Poll

ONLINE Fieldwork : 12th-13th 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	2053	1061	992	220	339	303	357	350	484	609	607	308	529	529	552	486	308	178	223	804	466	569	154	277	589	422	368
Weighted base	2053	1006	1047	244	346	346	366	305	447	549	569	447	488	554	534	493	287	185	252	898	476	516	157	183	588	383	358
Conservative	476 23%	280 28%	196 19%	29 12%	44 13%	75 22%	90 25%	81 27%	157 35%	188 34%	118 21%	80 18%	90 19%	153 28%	129 24%	114 23%	63 22%	17 9%	51 20%	201 22%	476 100%	-	-	-	380 65%	12 3%	37 10%
Labour	516 25%	269 27%	247 24%	69 28%	103 30%	112 32%	90 25%	67 22%	77 17%	131 24%	141 25%	117 26%	127 26%	127 23%	136 25%	133 27%	77 27%	43 23%	95 38%	222 25%	-	516 100%	-	-	17 3%	307 80%	78 22%
Liberal Democrat	157 8%	83 8%	74 7%	14 6%	29 8%	39 11%	21 6%	26 8%	29 6%	55 10%	42 7%	36 8%	24 5%	54 10%	40 7%	32 7%	16 6%	15 8%	11 4%	85 9%	-	-	157 100%	-	11 2%	3 1%	113 32%
SNP	45 2%	27 3%	19 2%	9 4%	3 1%	4 1%	8 2%	9 3%	13 3%	12 2%	14 3%	13 3%	6 1%	-	-	-	-	45 25%	7 3%	19 2%	-	-	-	-	2 *	4 1%	5 1%
Plaid Cymru	9 *	8 1%	1 *	1 *	1 *	1 *	2 1%	4 1%	* *	2 *	4 1%	1 *	3 1%	-	-	-	9 3%	-	3 1%	4 *	-	-	-	-	1 *	-	-
The UK Independence Party	183 9%	112 11%	71 7%	11 4%	7 2%	15 4%	37 10%	37 12%	76 17%	42 8%	42 7%	47 10%	52 11%	45 8%	58 11%	50 10%	27 9%	3 1%	15 6%	71 8%	-	-	-	183 100%	84 14%	15 4%	28 8%
The Green Party	37 2%	19 2%	18 2%	6 2%	5 2%	3 1%	6 2%	13 4%	3 1%	9 2%	9 2%	8 2%	10 2%	14 2%	6 1%	8 2%	7 3%	2 1%	3 1%	16 2%	-	-	-	-	3 1%	5 1%	12 3%
The British National Party	9 *	7 1%	2 *	- -	3 1%	1 *	4 1%	2 1%	- *	* *	1 *	3 1%	5 1%	* *	5 1%	3 1%	* *	1 1%	-	6 1%	-	-	-	-	3 *	* *	* *
Some other party	7 *	4 *	3 *	1 *	2 *	2 1%	1 *	1 *	* *	2 *	3 1%	-	2 *	2 *	1 *	2 1%	1 *	1 *	2 1%	2 *	-	-	-	-	1 *	* *	1 *
Would not vote	186 9%	67 7%	119 11%	45 18%	41 12%	39 11%	24 7%	16 5%	22 5%	27 5%	61 11%	45 10%	52 11%	44 8%	47 9%	52 10%	31 11%	11 6%	23 9%	84 9%	-	-	-	-	15 3%	10 3%	10 3%
Rather not say	18 1%	6 1%	13 1%	3 1%	6 2%	7 2%	2 *	1 *	1 *	7 1%	6 1%	3 1%	2 *	6 1%	1 *	2 *	7 2%	3 1%	-	10 1%	-	-	-	-	-	-	2 1%
Don't know	409 20%	125 12%	284 27%	58 24%	102 30%	49 14%	80 22%	50 16%	69 15%	73 13%	128 22%	93 21%	115 24%	109 20%	111 21%	97 20%	48 17%	44 24%	41 16%	179 20%	-	-	-	-	70 12%	27 7%	70 20%

Opinion Poll

ONLINE Fieldwork : 12th-13th 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	1283	743	541	101	172	183	232	245	350	416	363	187	318	328	347	302	195	112	143	479	385	441	115	227	446	326	239	
Weighted base	1148	663	485	90	140	196	217	200	306	358	299	237	255	310	295	278	165	100	148	481	395	399	117	149	426	289	227	
Conservative	395	234	160	23	32	63	75	66	135	159	97	64	75	126	105	94	54	15	43	163	395	-	-	-	325	10	31	
	34%	35%	33%	25%	23%	32%	35%	33%	44%	44%	33%	27%	29%	41%	36%	34%	33%	15%	29%	34%	100%	-	-	-	76%	3%	14%	
Labour	399	214	185	43	72	87	74	57	67	102	109	90	98	96	105	107	61	31	74	164	-	399	-	-	12	257	65	
	35%	32%	38%	48%	52%	44%	34%	29%	22%	28%	37%	38%	38%	31%	36%	38%	37%	31%	50%	34%	-	100%	-	-	3%	89%	28%	
Liberal Democrat	117	65	52	8	19	24	19	22	24	41	33	25	18	38	31	24	12	12	8	59	-	-	117	-	7	3	91	
	10%	10%	11%	9%	14%	12%	9%	11%	8%	12%	11%	10%	7%	12%	10%	9%	7%	12%	5%	12%	-	-	100%	-	2%	1%	40%	
SNP	38	22	15	6	2	3	7	8	11	11	13	10	4	-	-	-	-	38	6	16	-	-	-	-	2	3	4	
	3%	3%	3%	7%	2%	1%	3%	4%	4%	3%	4%	4%	2%	-	-	-	-	38%	4%	3%	-	-	-	-	1%	1%	2%	
Plaid Cymru	8	7	1	*	1	*	2	4	*	1	3	1	3	-	-	-	8	-	2	3	-	-	-	-	*	-	-	
	1%	1%	*	*	1%	*	1%	2%	*	*	1%	*	1%	-	-	-	5%	-	1%	1%	-	-	-	-	*	-	-	
The UK Independence Party	149	97	53	5	5	13	31	29	65	36	33	38	42	38	46	41	23	2	9	59	-	-	-	149	73	13	24	
	13%	15%	11%	6%	4%	7%	14%	15%	21%	10%	11%	16%	17%	12%	15%	15%	14%	2%	6%	12%	-	-	-	100%	17%	4%	11%	
The Green Party	29	15	14	3	4	3	5	11	3	6	7	7	8	11	4	7	5	1	3	11	-	-	-	-	3	4	11	
	2%	2%	3%	3%	3%	1%	2%	6%	1%	2%	2%	3%	3%	4%	1%	2%	3%	1%	2%	2%	-	-	-	-	1%	1%	5%	
The British National Party	8	6	2	-	2	1	3	2	-	*	1	3	4	*	4	3	*	1	-	5	-	-	-	-	2	*	*	
	1%	1%	*	-	2%	*	2%	1%	-	*	*	1%	2%	*	1%	1%	*	1%	-	1%	-	-	-	-	*	*	*	
Some other party	6	3	3	1	1	1	1	1	*	1	3	-	2	1	1	2	1	1	2	2	-	-	-	-	1	*	1	
	*	*	1%	1%	1%	1%	*	*	*	*	1%	-	1%	*	*	1%	1%	1%	1%	1%	*	-	-	-	-	*	*	*

Opinion Poll
ONLINE Fieldwork : 12th-13th March 2014

Absolutes/col percents

Table 4
Gender
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2053	2053
Weighted base	2053	2053
Male	1061 52%	1006 49%
Female	992 48%	1047 51%

Opinion Poll
ONLINE Fieldwork : 12th-13th March 2014

Absolutes/col percents

Table 5
Age
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2053	2053
Weighted base	2053	2053
18-24	220 11%	244 12%
25-34	339 17%	346 17%
35-44	303 15%	346 17%
45-54	357 17%	366 18%
55-64	350 17%	305 15%
65+	484 24%	447 22%
Average age	48.44	47.20

Opinion Poll
ONLINE Fieldwork : 12th-13th March 2014

Absolutes/col percents

Table 6
Social Grade
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2053	2053
Weighted base	2053	2053
AB	609 30%	549 27%
C1	607 30%	569 28%
C2	308 15%	447 22%
DE	529 26%	488 24%

Opinion Poll
ONLINE Fieldwork : 12th-13th March 2014

Absolutes/col percents

Table 7
GO Region
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2053	2053
Weighted base	2053	2053
Scotland	178 9%	185 9%
North East	84 4%	82 4%
North West	250 12%	226 11%
Yorkshire & Humberside	152 7%	185 9%
West Midlands	206 10%	185 9%
East Midlands	159 8%	144 7%
Wales	107 5%	103 5%
Eastern	187 9%	205 10%
London	209 10%	267 13%
South East	320 16%	287 14%
South West	201 10%	185 9%

Opinion Poll
ONLINE Fieldwork : 12th-13th 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	2053	2053
Weighted base	2053	2053
NET: Working	1027 50%	1150 56%
Working full time - working 30 hours per week or more	679 33%	903 44%
Working part time - working between 8 and 29 hours per week	348 17%	246 12%
NET: Not working	1026 50%	903 44%
Not working but seeking work or temporarily unemployed or sick	111 5%	99 5%
Not working and not seeking work	167 8%	140 7%
Retired on a state pension only	138 7%	131 6%
Retired with a private pension	437 21%	369 18%
House person, housewife, househusband, etc.	173 8%	165 8%

Opinion Poll
ONLINE Fieldwork : 12th-13th March 2014

Absolutes/col percents

Table 9
Tenure
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2053	2053
Weighted base	2053	2053
NET: Homeowners	1256 61%	1334 65%
Owned outright - without mortgage	705 34%	677 33%
Owned with a mortgage or loan	551 27%	657 32%
NET: Renters	773 38%	692 34%
Rented from the council	179 9%	287 14%
Rented from a housing association	213 10%	127 6%
Rented from someone else	381 19%	278 14%
Rent free	24 1%	26 1%

Opinion Poll
ONLINE Fieldwork : 12th-13th 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	2053	2053
Weighted base	2053	2053
Yes	1127 55%	1252 61%
No	926 45%	801 39%

Opinion Poll
ONLINE Fieldwork : 12th-13th 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	2053	2053
Weighted base	2053	2053
No cars in the household	447 22%	431 21%
NET: Any	1606 78%	1622 79%
1	1126 55%	862 42%
2	404 20%	575 28%
3+	76 4%	185 9%

Opinion Poll
ONLINE Fieldwork : 12th-13th 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	2053	2053
Weighted base	2053	2053
Conservative	570 28%	575 28%
Labour	660 32%	595 29%
Liberal Democrat	208 10%	205 10%
SNP	51 2%	42 2%
Plaid Cymru	13 1%	8 *
Green	56 3%	35 2%
UKIP	203 10%	82 4%
BNP	14 1%	9 *
Another party	14 1%	8 *
None	264 13%	493 24%