

Opinion Poll

ONLINE Fieldwork : 10th-11th January 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	2079	972	1107	168	283	356	398	378	496	646	575	332	526	532	549	516	298	184	281	761	436	565	136	272	614	412	373	
Weighted base	2079	1019	1060	249	333	395	354	312	436	561	603	437	478	528	549	522	300	181	303	861	457	550	183	119	570	397	383	
Absolutely certain to vote	(10) 1074	601	473	80	123	185	191	196	300	338	299	204	233	294	286	246	146	102	154	407	323	361	103	94	407	278	235	
		52%	59%	45%	32%	37%	47%	54%	63%	69%	60%	50%	47%	49%	56%	52%	47%	49%	51%	47%	71%	66%	56%	79%	71%	70%	61%	
	(9)	266	138	127	27	38	45	40	46	69	86	71	59	49	58	66	76	41	24	32	117	70	73	31	11	73	58	63
		13%	14%	12%	11%	11%	11%	15%	16%	15%	12%	14%	10%	11%	12%	15%	14%	14%	10%	14%	15%	13%	17%	9%	13%	15%	17%	
	(8)	132	64	67	24	28	28	24	12	16	34	43	24	30	38	37	23	17	17	23	67	21	41	15	9	25	18	29
		6%	6%	6%	10%	8%	7%	7%	4%	4%	6%	7%	6%	6%	7%	7%	4%	6%	10%	8%	8%	5%	7%	8%	7%	4%	4%	8%
	(7)	116	52	64	26	36	14	24	5	11	22	39	30	25	27	36	26	24	3	11	68	19	28	17	5	25	12	13
		6%	5%	6%	10%	11%	3%	7%	2%	3%	4%	6%	7%	5%	5%	7%	5%	8%	2%	4%	8%	4%	5%	10%	4%	4%	3%	3%
	(6)	56	24	32	9	14	19	9	4	2	10	16	20	9	14	6	28	8	1	15	31	11	15	12	1	10	15	7
		3%	2%	3%	4%	4%	5%	2%	1%	*	2%	3%	5%	2%	3%	1%	5%	3%	*	5%	4%	2%	3%	7%	*	2%	4%	2%
	(5)	71	20	51	13	23	15	9	7	5	12	29	19	12	18	17	19	15	3	6	35	5	20	3	*	4	3	10
		3%	2%	5%	5%	7%	4%	2%	2%	1%	2%	5%	4%	3%	3%	3%	4%	5%	2%	2%	4%	1%	4%	2%	*	1%	1%	3%
	(4)	16	6	10	4	8	1	2	-	1	6	4	4	2	-	2	12	1	1	1	4	2	3	-	-	2	1	1
		1%	1%	1%	2%	3%	*	1%	-	*	1%	1%	1%	*	-	*	2%	*	*	*	*	*	1%	-	-	*	*	*
	(3)	36	16	20	12	1	11	3	8	2	2	20	6	8	12	8	8	7	1	3	17	2	9	-	*	1	2	2
		2%	2%	2%	5%	*	3%	1%	2%	*	*	3%	1%	2%	2%	2%	2%	2%	1%	1%	2%	*	2%	-	*	*	1%	*
	(2)	20	7	13	3	7	5	*	4	-	5	6	5	4	5	9	3	2	1	4	10	3	-	-	*	1	-	1
		1%	1%	1%	1%	2%	1%	*	1%	-	1%	1%	1%	1%	1%	2%	1%	1%	*	1%	1%	1%	-	-	*	*	-	*
Definitely would not vote	(1)	165	62	103	20	27	42	38	19	18	31	45	25	64	31	39	59	26	11	29	62	-	-	-	-	17	7	10
		8%	6%	10%	8%	8%	11%	11%	6%	4%	6%	7%	6%	13%	6%	7%	11%	9%	6%	10%	7%	-	-	-	-	3%	2%	3%
Don't know		127	27	100	33	27	30	14	11	12	13	31	40	43	32	43	23	14	16	26	43	-	-	-	-	6	3	13
		6%	3%	9%	13%	8%	8%	4%	4%	3%	2%	5%	9%	9%	6%	8%	4%	5%	9%	9%	5%	-	-	-	-	1%	1%	3%
Mean		8.23	8.60	7.85	7.40	7.60	7.81	8.20	8.69	9.17	8.73	8.08	8.22	7.81	8.47	8.32	7.82	8.06	8.79	8.13	8.12	9.36	9.13	9.01	9.59	9.22	9.26	9.05
Standard deviation		2.81	2.53	3.03	2.96	2.89	3.12	2.92	2.62	2.01	2.41	2.84	2.64	3.27	2.61	2.76	3.09	2.87	2.40	2.96	2.74	1.35	1.58	1.40	0.94	1.83	1.65	1.88
Standard error		0.06	0.08	0.09	0.24	0.18	0.17	0.15	0.14	0.09	0.10	0.12	0.15	0.15	0.12	0.12	0.14	0.17	0.18	0.18	0.10	0.06	0.07	0.12	0.06	0.07	0.08	0.10

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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	2079	972	1107	168	283	356	398	378	496	646	575	332	526	532	549	516	298	184	281	761	436	565	136	272	614	412	373
Weighted base	2079	1019	1060	249	333	395	354	312	436	561	603	437	478	528	549	522	300	181	303	861	457	550	183	119	570	397	383
Conservative	457 22%	267 26%	190 18%	28 11%	51 15%	86 22%	58 16%	69 22%	164 38%	155 28%	146 24%	88 20%	68 14%	132 25%	145 26%	97 19%	54 18%	28 16%	50 16%	186 22%	457 100%	-	-	-	349 61%	23 6%	27 7%
Labour	550 26%	291 29%	258 24%	76 31%	92 28%	115 29%	101 29%	83 27%	83 19%	143 25%	152 25%	129 30%	125 26%	152 29%	133 24%	161 31%	69 23%	33 18%	93 31%	239 28%	-	550 100%	-	-	38 7%	307 77%	90 23%
Liberal Democrat	183 9%	93 9%	90 9%	20 8%	42 13%	22 5%	37 10%	29 9%	34 8%	63 11%	48 8%	29 7%	43 9%	57 11%	54 10%	33 6%	34 11%	5 3%	32 11%	80 9%	-	-	183 100%	-	13 2%	10 2%	129 34%
SNP	44 2%	23 2%	21 2%	2 1%	4 1%	10 2%	7 2%	12 4%	9 2%	6 1%	14 2%	10 2%	14 3%	-	-	-	-	44 24%	11 4%	13 2%	-	-	-	-	1 *	4 1%	2 1%
Plaid Cymru	7 *	4 *	3 *	1 *	1 *	-	2 1%	4 1%	* *	2 *	1 *	2 *	2 *	-	-	-	7 2%	-	2 1%	2 *	-	-	-	-	1 *	* *	1 *
The UK Independence Party	119 6%	77 8%	43 4%	1 1%	6 2%	16 4%	31 9%	19 6%	47 11%	33 6%	25 4%	32 7%	30 6%	35 7%	30 5%	35 7%	14 5%	5 3%	12 4%	43 5%	-	-	-	119 100%	73 13%	6 1%	21 5%
The Green Party	43 2%	30 3%	13 1%	11 4%	4 1%	6 2%	7 2%	8 3%	6 1%	11 2%	11 2%	11 2%	10 2%	13 3%	14 2%	11 2%	4 1%	2 1%	3 1%	25 3%	-	-	-	-	3 1%	5 1%	7 2%
The British National Party	4 *	4 *	1 *	-	1 *	1 *	2 1%	* *	-	-	1 *	1 *	3 1%	* *	* *	* *	* *	2 1%	* *	2 *	-	-	-	-	-	* *	-
Some other party	6 *	4 *	2 *	1 *	-	3 1%	* *	2 1%	-	* *	3 *	1 *	2 *	3 *	1 *	* *	1 *	1 1%	1 *	3 *	-	-	-	-	* *	-	1 *
Would not vote	206 10%	76 8%	129 12%	29 12%	38 12%	53 13%	41 12%	25 8%	19 4%	35 6%	67 11%	33 8%	71 15%	36 7%	52 9%	74 14%	33 11%	11 6%	31 10%	85 10%	-	-	-	-	18 3%	9 2%	11 3%
Rather not say	45 2%	12 1%	33 3%	5 2%	10 3%	12 3%	9 2%	6 2%	4 1%	14 3%	9 2%	12 3%	10 2%	5 1%	16 3%	9 2%	7 2%	8 4%	1 *	25 3%	-	-	-	-	-	4 1%	-
Don't know	415 20%	138 14%	277 26%	75 30%	85 26%	73 19%	59 17%	54 17%	69 16%	98 17%	126 21%	89 20%	101 21%	95 18%	104 19%	100 19%	76 25%	40 22%	66 22%	159 18%	-	-	-	-	75 13%	29 7%	93 24%

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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	1234	658	576	73	134	194	238	245	351	426	326	189	293	321	327	300	172	115	160	442	357	443	105	224	444	310	227
Weighted base	1121	645	477	98	142	201	196	189	296	344	307	231	239	311	297	265	148	101	159	459	371	427	139	101	402	294	230
Conservative	371	223	149	20	39	65	45	59	143	134	117	65	56	107	118	76	46	25	38	149	371	-	-	-	295	16	24
	33%	35%	31%	21%	27%	32%	23%	31%	48%	39%	38%	28%	24%	34%	40%	29%	31%	25%	24%	32%	100%	-	-	-	73%	5%	10%
Labour	427	233	194	52	64	92	81	67	70	114	113	100	100	119	102	124	57	25	72	187	-	427	-	-	31	258	73
	38%	36%	41%	54%	45%	46%	41%	36%	24%	33%	37%	43%	42%	38%	34%	47%	39%	25%	45%	41%	-	100%	-	-	8%	88%	32%
Liberal Democrat	139	72	67	12	26	18	29	25	29	52	34	20	32	43	42	25	24	5	24	55	-	-	139	-	9	7	106
	12%	11%	14%	12%	19%	9%	15%	13%	10%	15%	11%	8%	14%	14%	14%	9%	16%	5%	15%	12%	-	-	100%	-	2%	2%	46%
SNP	37	20	17	2	3	8	6	10	8	6	12	9	11	-	-	-	-	37	9	11	-	-	-	-	1	4	2
	3%	3%	4%	2%	2%	4%	3%	5%	3%	2%	4%	4%	5%	-	-	-	-	37%	6%	2%	-	-	-	-	*	1%	1%
Plaid Cymru	6	3	2	*	*	-	2	3	*	2	1	1	1	-	-	-	6	-	1	1	-	-	-	-	1	*	1
	1%	1%	*	*	*	-	1%	2%	*	1%	*	1%	1%	-	-	-	4%	-	1%	*	-	-	-	-	*	*	*
The UK Independence Party	101	65	36	1	4	13	25	16	42	27	21	27	26	29	25	31	12	4	10	34	-	-	-	101	62	5	18
	9%	10%	8%	1%	3%	6%	13%	8%	14%	8%	7%	12%	11%	9%	8%	12%	8%	4%	6%	7%	-	-	-	100%	15%	2%	8%
The Green Party	33	24	9	9	4	3	6	7	5	9	7	9	8	11	9	8	3	2	3	19	-	-	-	-	3	4	5
	3%	4%	2%	9%	3%	1%	3%	4%	2%	3%	2%	4%	3%	3%	3%	3%	2%	2%	2%	4%	-	-	-	-	1%	1%	2%
The British National Party	3	2	1	-	1	*	2	*	-	-	*	1	2	*	*	*	*	2	*	1	-	-	-	-	-	*	-
	*	*	*	-	1%	*	1%	*	-	-	*	*	1%	*	*	*	*	2%	*	*	-	-	-	-	-	*	-
Some other party	5	3	2	1	-	3	*	1	-	*	2	1	1	2	1	*	1	1	1	2	-	-	-	-	*	-	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	2079	2079
Weighted base	2079	2079
Male	972 47%	1019 49%
Female	1107 53%	1060 51%

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Absolutes/col percents

Table 5
Age
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2079	2079
Weighted base	2079	2079
18-24	168 8%	249 12%
25-34	283 14%	333 16%
35-44	356 17%	395 19%
45-54	398 19%	354 17%
55-64	378 18%	312 15%
65+	496 24%	436 21%
Average age	49.59	46.86

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Table 6
Social Grade
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2079	2079
Weighted base	2079	2079
AB	646 31%	561 27%
C1	575 28%	603 29%
C2	332 16%	437 21%
DE	526 25%	478 23%

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Absolutes/col percents

Table 7
GO Region
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2079	2079
Weighted base	2079	2079
Scotland	184 9%	181 9%
North East	83 4%	94 5%
North West	256 12%	244 12%
Yorkshire & Humberside	177 9%	183 9%
West Midlands	194 9%	192 9%
East Midlands	162 8%	162 8%
Wales	105 5%	110 5%
Eastern	193 9%	195 9%
London	214 10%	262 13%
South East	318 15%	267 13%
South West	193 9%	190 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	2079	2079
Weighted base	2079	2079
NET: Working	1042 50%	1164 56%
Working full time - working 30 hours per week or more	692 33%	915 44%
Working part time - working between 8 and 29 hours per week	350 17%	250 12%
NET: Not working	1037 50%	915 44%
Not working but seeking work or temporarily unemployed or sick	126 6%	127 6%
Not working and not seeking work	130 6%	137 7%
Retired on a state pension only	129 6%	102 5%
Retired with a private pension	466 22%	390 19%
House person, housewife, househusband, etc.	186 9%	158 8%

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Table 9
Tenure
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2079	2079
Weighted base	2079	2079
NET: Homeowners	1360 65%	1414 68%
Owned outright - without mortgage	748 36%	685 33%
Owned with a mortgage or loan	612 29%	728 35%
NET: Renters	703 34%	652 31%
Rented from the council	202 10%	270 13%
Rented from a housing association	178 9%	121 6%
Rented from someone else	323 16%	260 13%
Rent free	16 1%	14 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	2079	2079
Weighted base	2079	2079
Yes	1189 57%	1289 62%
No	890 43%	790 38%

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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	2079	2079
Weighted base	2079	2079
No cars in the household	427 21%	420 20%
NET: Any	1652 79%	1659 80%
1	1121 54%	861 41%
2	441 21%	609 29%
3+	90 4%	189 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	2079	2079
Weighted base	2079	2079
Conservative	563 27%	582 28%
Labour	679 33%	644 31%
Liberal Democrat	202 10%	270 13%
SNP	48 2%	36 2%
Plaid Cymru	10 *	6 *
Green	63 3%	41 2%
UKIP	207 10%	21 1%
BNP	13 1%	9 *
Another party	16 1%	12 1%
None	278 13%	457 22%