

Opinion Poll

ONLINE Fieldwork : 2nd - 5th 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	2034	1008	1026	247	297	343	367	323	457	596	612	332	494	537	544	489	291	173	265	767	439	541	124	294	549	400	335	
Weighted base	2034	997	1037	242	343	342	363	302	443	544	564	443	483	549	529	488	285	183	285	854	463	518	126	194	551	377	328	
Absolutely certain to vote	(10)	1095	608	486	81	128	174	207	189	315	322	298	254	221	299	288	251	150	107	172	406	322	358	70	140	404	282	197
		54%	61%	47%	34%	37%	51%	57%	63%	71%	59%	53%	57%	46%	54%	54%	51%	53%	58%	60%	48%	70%	69%	56%	72%	73%	75%	60%
	(9)	216	125	91	30	35	37	34	30	49	66	74	37	39	53	60	47	34	22	27	99	64	66	14	25	68	45	44
		11%	13%	9%	12%	10%	11%	9%	10%	11%	12%	13%	8%	8%	10%	11%	10%	12%	10%	12%	14%	13%	11%	13%	12%	12%	13%	
	(8)	122	55	66	13	26	21	21	21	19	38	33	20	31	40	25	27	15	15	22	60	37	32	9	13	33	20	27
		6%	6%	6%	5%	8%	6%	6%	7%	4%	7%	6%	5%	6%	7%	5%	5%	5%	8%	8%	7%	8%	6%	8%	7%	6%	5%	8%
	(7)	99	39	60	18	31	16	14	9	11	24	30	24	20	40	25	17	9	9	16	46	19	28	13	3	8	18	17
		5%	4%	6%	7%	9%	5%	4%	3%	3%	4%	5%	5%	4%	7%	5%	3%	3%	5%	6%	5%	4%	5%	10%	2%	2%	5%	5%
	(6)	47	14	33	10	11	11	7	6	2	12	10	10	15	14	8	16	5	4	7	22	6	7	5	2	4	2	8
		2%	1%	3%	4%	3%	3%	2%	2%	*	2%	2%	2%	3%	3%	2%	3%	2%	2%	3%	3%	1%	1%	4%	1%	1%	*	2%
	(5)	99	35	64	11	39	16	18	7	8	22	21	27	30	29	21	29	18	3	18	54	8	14	10	4	6	1	13
		5%	4%	6%	4%	11%	5%	5%	2%	2%	4%	4%	6%	6%	5%	4%	6%	6%	1%	6%	6%	2%	3%	8%	2%	1%	*	4%
	(4)	26	8	18	10	1	3	6	4	1	3	8	7	9	4	9	5	5	3	1	9	2	3	2	2	*	-	2
		1%	1%	2%	4%	*	1%	2%	1%	*	*	1%	1%	2%	1%	2%	1%	2%	2%	*	1%	*	1%	1%	1%	*	-	1%
	(3)	35	13	23	10	9	5	6	*	5	7	10	7	12	7	9	11	5	4	2	15	3	6	2	1	3	2	2
		2%	1%	2%	4%	3%	1%	2%	*	1%	1%	2%	1%	2%	1%	2%	2%	2%	2%	1%	2%	1%	1%	2%	1%	*	*	1%
	(2)	46	20	26	7	9	14	8	7	2	7	11	13	16	11	17	10	6	2	*	32	3	3	-	3	3	-	3
		2%	2%	2%	3%	3%	4%	2%	2%	*	1%	2%	3%	3%	2%	3%	2%	2%	1%	*	4%	1%	1%	-	1%	1%	-	1%
Definitely would not vote	(1)	163	63	100	40	31	26	29	20	18	31	46	33	53	39	39	51	26	9	14	70	-	-	-	-	8	4	7
		8%	6%	10%	17%	9%	7%	8%	7%	4%	6%	8%	7%	11%	7%	7%	10%	9%	5%	5%	8%	-	-	-	-	1%	1%	2%
Don't know		87	16	71	12	23	21	12	7	12	13	23	13	38	13	29	25	14	6	7	40	-	-	-	-	13	3	7
		4%	2%	7%	5%	7%	6%	3%	2%	3%	2%	4%	3%	8%	2%	6%	5%	5%	3%	2%	5%	-	-	-	-	2%	1%	2%
Mean		8.11	8.52	7.70	6.74	7.38	8.01	8.17	8.57	9.10	8.56	8.16	8.12	7.51	8.19	8.16	7.83	8.02	8.61	8.64	7.84	9.33	9.22	8.66	9.31	9.40	9.47	8.87
Standard deviation		2.93	2.67	3.12	3.47	3.03	2.98	2.94	2.66	2.15	2.54	2.90	2.94	3.27	2.79	2.94	3.15	3.03	2.47	2.35	3.02	1.35	1.54	1.89	1.54	1.55	1.29	2.01
Standard error		0.07	0.08	0.10	0.23	0.18	0.16	0.16	0.15	0.10	0.11	0.12	0.16	0.15	0.12	0.13	0.15	0.18	0.19	0.15	0.11	0.06	0.07	0.17	0.09	0.07	0.06	0.11

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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	2034	1008	1026	247	297	343	367	323	457	596	612	332	494	537	544	489	291	173	265	767	439	541	124	294	549	400	335
Weighted base	2034	997	1037	242	343	342	363	302	443	544	564	443	483	549	529	488	285	183	285	854	463	518	126	194	551	377	328
Conservative	463	251	213	22	47	69	76	86	163	158	134	98	73	157	137	100	50	19	44	185	463	-	-	-	360	8	43
	23%	25%	20%	9%	14%	20%	21%	28%	37%	29%	24%	22%	15%	29%	26%	20%	18%	11%	16%	22%	100%	-	-	-	65%	2%	13%
Labour	518	282	236	65	110	98	102	71	72	131	135	113	139	133	121	149	65	50	111	204	-	518	-	-	23	311	63
	25%	28%	23%	27%	32%	29%	28%	24%	16%	24%	24%	25%	29%	24%	23%	31%	23%	28%	39%	24%	-	100%	-	-	4%	83%	19%
Liberal Democrat	126	63	63	14	28	27	11	24	23	43	44	18	21	50	25	25	19	6	24	53	-	-	126	-	7	4	75
	6%	6%	6%	6%	8%	8%	3%	8%	5%	8%	8%	4%	4%	9%	5%	5%	7%	3%	8%	6%	-	-	100%	-	1%	1%	23%
SNP	43	25	18	11	7	7	9	3	7	10	16	9	9	-	-	-	-	43	8	20	-	-	-	-	-	2	7
	2%	3%	2%	5%	2%	2%	2%	1%	2%	2%	3%	2%	2%	-	-	-	-	24%	3%	2%	-	-	-	-	-	*	2%
Plaid Cymru	9	6	3	2	*	-	3	1	2	1	4	1	2	-	-	-	9	-	1	4	-	-	-	-	1	1	-
	*	1%	*	1%	*	-	1%	*	1%	*	1%	*	*	-	-	-	3%	-	*	*	-	-	-	-	*	*	-
The UK Independence Party	194	128	65	12	10	19	51	33	69	52	45	55	41	46	61	50	27	9	10	87	-	-	-	194	81	14	29
	10%	13%	6%	5%	3%	6%	14%	11%	16%	10%	8%	12%	9%	8%	12%	10%	9%	5%	3%	10%	-	-	-	100%	15%	4%	9%
The Green Party	57	25	32	20	11	7	5	7	8	19	11	18	10	14	15	9	10	8	15	18	-	-	-	-	2	9	16
	3%	3%	3%	8%	3%	2%	1%	2%	2%	3%	2%	4%	2%	3%	3%	2%	4%	5%	5%	2%	-	-	-	-	*	2%	5%
The British National Party	12	6	5	*	3	2	1	1	3	1	1	4	6	2	5	3	1	-	*	3	-	-	-	-	4	*	-
	1%	1%	1%	*	1%	1%	*	*	1%	*	*	1%	1%	*	1%	1%	*	-	*	*	-	-	-	-	1%	*	-
Some other party	9	6	3	-	-	1	3	3	2	4	3	2	1	3	4	1	1	-	2	4	-	-	-	-	1	3	1
	*	1%	*	-	-	*	1%	1%	*	1%	1%	*	*	1%	1%	*	*	-	1%	*	-	-	-	-	*	1%	*
Would not vote	207	76	130	49	44	40	31	24	19	41	54	42	68	51	54	58	31	13	16	99	-	-	-	-	10	4	9
	10%	8%	13%	20%	13%	12%	9%	8%	4%	8%	10%	10%	14%	9%	10%	12%	11%	7%	6%	12%	-	-	-	-	2%	1%	3%
Rather not say	36	17	19	3	4	13	8	5	3	4	15	8	8	14	7	11	4	-	6	19	-	-	-	-	*	1	5
	2%	2%	2%	1%	1%	4%	2%	2%	1%	1%	3%	2%	2%	2%	1%	2%	1%	-	2%	2%	-	-	-	-	*	*	1%
Don't know	360	111	249	44	79	59	63	44	71	79	101	77	104	80	98	83	67	33	49	158	-	-	-	-	63	20	79
	18%	11%	24%	18%	23%	17%	17%	15%	16%	15%	18%	17%	22%	15%	18%	17%	24%	18%	17%	18%	-	-	-	-	11%	5%	24%

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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	1229	685	545	117	150	198	227	221	316	390	372	203	265	327	336	295	162	110	167	450	353	425	89	232	414	316	207
Weighted base	1133	640	494	104	155	180	207	191	296	337	312	253	232	314	294	265	148	112	170	450	375	411	89	157	406	297	192
Conservative	375 33%	202 32%	173 35%	16 15%	31 20%	55 30%	61 29%	72 38%	140 47%	129 38%	110 35%	79 31%	57 25%	123 39%	113 39%	79 30%	42 29%	17 15%	35 20%	145 32%	375 100%	-	-	-	307 76%	7 3%	33 17%
Labour	411 36%	230 36%	181 37%	45 43%	85 55%	81 45%	80 38%	61 32%	59 20%	106 32%	110 35%	90 36%	104 45%	105 33%	96 33%	116 44%	54 37%	39 35%	90 53%	161 36%	-	411 100%	-	-	20 5%	262 88%	54 28%
Liberal Democrat	89 8%	46 7%	43 9%	9 9%	14 9%	18 10%	7 4%	19 10%	20 7%	30 9%	27 9%	14 5%	18 8%	35 11%	16 6%	19 7%	13 9%	6 5%	17 10%	34 7%	-	-	89 100%	-	5 1%	4 1%	61 32%
SNP	35 3%	21 3%	14 3%	9 9%	5 3%	5 3%	8 4%	2 1%	6 2%	9 3%	13 4%	6 3%	7 3%	-	-	-	-	35 31%	6 4%	16 4%	-	-	-	-	-	1 *	6 3%
Plaid Cymru	7 1%	6 1%	1 *	1 1%	* *	- -	2 1%	1 1%	2 1%	1 *	4 1%	1 *	1 1%	-	-	-	7 5%	-	1 *	4 1%	-	-	-	-	1 *	1 *	-
The UK Independence Party	157 14%	108 17%	49 10%	7 6%	8 5%	14 8%	42 20%	26 14%	59 20%	44 13%	37 12%	44 17%	32 14%	38 12%	50 17%	40 15%	21 14%	8 7%	8 5%	71 16%	-	-	-	157 100%	69 17%	12 4%	23 12%
The Green Party	46 4%	19 3%	27 5%	17 16%	9 5%	5 3%	3 2%	5 3%	7 2%	15 4%	9 3%	15 6%	7 3%	10 3%	12 4%	7 3%	9 6%	7 6%	12 7%	14 3%	-	-	-	-	2 *	7 2%	14 8%
The British National Party	8 1%	4 1%	3 1%	* *	2 2%	1 1%	1 1%	1 1%	2 1%	1 *	* *	2 1%	5 2%	1 *	3 1%	3 1%	* *	-	* *	2 *	-	-	-	-	2 1%	* *	-
Some other party	7 1%	4 1%	3 1%	- -	- -	1 *	3 1%	2 1%	2 1%	2 1%	2 1%	2 1%	1 *	2 1%	2 1%	1 *	1 1%	-	1 1%	3 1%	-	-	-	-	* *	2 1%	* *

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Table 4
Gender
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2034	2034
Weighted base	2034	2034
Male	1008 50%	997 49%
Female	1026 50%	1037 51%

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Table 5
Age
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2034	2034
Weighted base	2034	2034
18-24	247 12%	242 12%
25-34	297 15%	343 17%
35-44	343 17%	342 17%
45-54	367 18%	363 18%
55-64	323 16%	302 15%
65+	457 22%	443 22%
Average age	47.81	47.06

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Absolutes/col percents

Table 6
Social Grade
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2034	2034
Weighted base	2034	2034
AB	596 29%	544 27%
C1	612 30%	564 28%
C2	332 16%	443 22%
DE	494 24%	483 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	2034	2034
Weighted base	2034	2034
Scotland	173 9%	183 9%
North East	88 4%	81 4%
North West	242 12%	224 11%
Yorkshire & Humberside	159 8%	183 9%
West Midlands	199 10%	183 9%
East Midlands	156 8%	142 7%
Wales	92 5%	102 5%
Eastern	189 9%	203 10%
London	227 11%	264 13%
South East	310 15%	285 14%
South West	199 10%	183 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	2034	2034
Weighted base	2034	2034
NET: Working	1032 51%	1139 56%
Working full time - working 30 hours per week or more	700 34%	895 44%
Working part time - working between 8 and 29 hours per week	332 16%	244 12%
NET: Not working	1002 49%	895 44%
Not working but seeking work or temporarily unemployed or sick	121 6%	108 5%
Not working and not seeking work/ Student	170 8%	149 7%
Retired on a state pension only	128 6%	120 6%
Retired with a private pension	406 20%	362 18%
House person, housewife, househusband, etc.	177 9%	156 8%

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Table 9
Tenure
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2034	2034
Weighted base	2034	2034
NET: Homeowners	1244 61%	1322 65%
Owned outright - without mortgage	657 32%	671 33%
Owned with a mortgage or loan	587 29%	651 32%
NET: Renters	760 37%	685 34%
Rented from the council	175 9%	285 14%
Rented from a housing association	207 10%	131 6%
Rented from someone else	378 19%	269 13%
Rent free	30 1%	27 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	2034	2034
Weighted base	2034	2034
Yes	1165 57%	1241 61%
No	869 43%	793 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	2034	2034
Weighted base	2034	2034
No cars in the household	431 21%	427 21%
NET: Any	1603 79%	1607 79%
1	1085 53%	854 42%
2	418 21%	569 28%
3+	100 5%	183 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	2034	2034
Weighted base	2034	2034
Conservative	531 26%	570 28%
Labour	623 31%	590 29%
Liberal Democrat	192 9%	203 10%
SNP	55 3%	37 2%
Plaid Cymru	9 *	6 *
Green	70 3%	38 2%
UKIP	225 11%	81 4%
BNP	20 1%	10 1%
Another party	18 1%	10 *
None	291 14%	488 24%