

Opinion Poll

ONLINE Fieldwork : 26th-27th February 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	972	1039	258	330	309	339	314	461	505	608	387	511	519	524	501	288	179	202	838	447	583	108	286	568	437	334	
Weighted base	2011	985	1026	239	339	339	358	299	438	538	557	438	478	543	523	483	282	181	218	908	457	532	129	188	567	416	337	
Absolutely certain to vote	(10)	1085	602	483	79	145	159	203	179	319	302	278	249	256	280	270	285	138	111	116	453	314	381	85	130	377	306	219
		54%	61%	47%	33%	43%	47%	57%	60%	73%	56%	50%	57%	54%	52%	52%	59%	49%	61%	53%	50%	69%	72%	66%	69%	66%	73%	65%
	(9)	222	107	115	31	39	32	37	31	52	69	68	43	41	68	61	39	35	19	24	99	71	65	14	26	82	46	36
		11%	11%	11%	13%	12%	10%	10%	11%	12%	13%	12%	10%	9%	13%	12%	8%	13%	10%	11%	11%	16%	12%	11%	14%	14%	11%	11%
	(8)	128	63	65	10	26	29	30	15	17	33	32	29	34	35	39	32	13	10	19	66	29	28	10	15	38	15	32
		6%	6%	6%	4%	8%	9%	8%	5%	4%	6%	6%	7%	7%	6%	7%	7%	4%	6%	9%	7%	6%	5%	8%	8%	7%	4%	9%
	(7)	108	43	65	21	29	27	12	11	7	31	25	30	21	33	34	17	19	5	10	57	22	23	8	11	24	16	12
		5%	4%	6%	9%	9%	8%	3%	4%	2%	6%	5%	7%	4%	6%	7%	4%	7%	3%	5%	6%	5%	4%	6%	6%	4%	4%	4%
	(6)	59	22	37	15	14	6	17	7	2	7	21	15	16	12	17	15	13	2	6	34	6	14	6	3	13	4	8
		3%	2%	4%	6%	4%	2%	5%	2%	*	1%	4%	3%	3%	2%	3%	3%	5%	1%	3%	4%	1%	3%	4%	1%	2%	1%	2%
	(5)	72	27	45	12	23	15	15	4	3	19	21	18	13	19	19	14	12	8	11	40	10	14	4	3	10	8	8
		4%	3%	4%	5%	7%	5%	4%	1%	1%	4%	4%	4%	3%	3%	4%	3%	4%	4%	5%	4%	2%	3%	3%	2%	2%	2%	2%
	(4)	20	6	15	3	7	7	4	-	-	9	6	2	3	3	3	7	5	3	7	13	4	1	2	*	1	2	2
		1%	1%	1%	1%	2%	2%	1%	-	-	2%	1%	1%	1%	1%	1%	1%	2%	1%	3%	1%	1%	*	1%	*	*	1%	*
	(3)	23	9	14	6	4	3	5	5	-	5	13	3	3	4	7	4	7	1	4	15	-	4	-	-	2	4	*
		1%	1%	1%	3%	1%	1%	2%	2%	-	1%	2%	1%	1%	1%	1%	1%	2%	1%	2%	2%	-	1%	-	-	*	1%	*
	(2)	47	19	28	9	10	14	5	6	2	13	14	8	13	18	15	9	5	1	1	30	-	1	1	1	8	2	-
		2%	2%	3%	4%	3%	4%	1%	2%	*	2%	2%	2%	3%	3%	3%	2%	2%	*	1%	3%	-	*	*	*	1%	*	-
Definitely would not vote	(1)	137	66	71	30	20	23	13	32	18	34	48	22	34	38	32	34	23	9	8	65	-	-	-	-	6	6	10
		7%	7%	7%	12%	6%	7%	4%	11%	4%	6%	9%	5%	7%	7%	6%	7%	8%	5%	4%	7%	-	-	-	-	1%	1%	3%
Don't know		110	21	89	22	21	23	18	9	17	16	32	19	43	34	27	25	12	12	12	36	-	-	-	-	6	9	10
		5%	2%	9%	9%	6%	7%	5%	3%	4%	3%	6%	4%	9%	6%	5%	5%	4%	7%	5%	4%	-	-	-	-	1%	2%	3%
Mean		8.27	8.52	8.01	7.05	7.85	7.93	8.56	8.23	9.26	8.38	7.98	8.49	8.28	8.22	8.24	8.38	7.94	8.72	8.45	7.99	9.35	9.32	9.11	9.35	9.16	9.30	9.04
Standard deviation		2.78	2.67	2.87	3.30	2.80	2.91	2.40	3.07	2.00	2.71	3.00	2.51	2.83	2.82	2.73	2.79	2.95	2.46	2.43	2.90	1.25	1.40	1.56	1.23	1.72	1.69	1.92
Standard error		0.06	0.09	0.09	0.21	0.16	0.17	0.13	0.18	0.09	0.12	0.12	0.13	0.13	0.13	0.12	0.13	0.18	0.19	0.17	0.10	0.06	0.06	0.15	0.07	0.07	0.08	0.11

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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	972	1039	258	330	309	339	314	461	505	608	387	511	519	524	501	288	179	202	838	447	583	108	286	568	437	334	
Weighted base	2011	985	1026	239	339	339	358	299	438	538	557	438	478	543	523	483	282	181	218	908	457	532	129	188	567	416	337	
Conservative	457 23%	238 24%	219 21%	30 12%	66 19%	66 19%	77 21%	75 25%	144 33%	147 27%	138 25%	95 22%	78 16%	134 25%	122 23%	106 22%	75 27%	20 11%	42 19%	203 22%	457 100%	-	-	-	352 62%	13 3%	35 10%	
Labour	532 26%	292 30%	240 23%	63 26%	103 30%	108 32%	106 29%	70 23%	83 19%	126 23%	129 23%	134 31%	143 30%	122 22%	126 24%	157 33%	71 25%	56 31%	74 34%	259 28%	-	532 100%	-	-	27 5%	318 77%	82 24%	
Liberal Democrat	129 6%	70 7%	59 6%	20 8%	23 7%	17 5%	17 5%	20 7%	32 7%	53 10%	26 5%	26 6%	24 5%	33 6%	35 7%	32 7%	18 7%	11 6%	7 3%	58 6%	-	-	129 100%	-	4 1%	9 2%	93 28%	
SNP	39 2%	20 2%	18 2%	4 2%	4 1%	6 2%	9 3%	6 2%	10 2%	9 2%	7 1%	11 3%	12 2%	-	-	-	-	39 21%	6 3%	10 1%	-	-	-	-	-	4 1%	2 1%	
Plaid Cymru	2 *	2 *	* *	* *	1 *	-	1 *	1 *	-	-	1 *	1 *	1 *	-	-	-	2 1%	-	1 *	1 *	-	-	-	-	-	-	-	-
The UK Independence Party	188 9%	113 12%	75 7%	7 3%	10 3%	23 7%	48 13%	32 11%	68 15%	46 8%	45 8%	48 11%	50 11%	56 10%	59 11%	44 9%	25 9%	5 3%	12 6%	77 9%	-	-	-	188 100%	91 16%	16 4%	30 9%	
The Green Party	41 2%	28 3%	13 1%	4 2%	12 4%	3 1%	11 3%	4 1%	7 2%	14 3%	14 3%	6 1%	6 1%	15 3%	15 3%	3 1%	5 2%	3 1%	11 5%	16 2%	-	-	-	-	7 1%	4 1%	13 4%	
The British National Party	11 1%	5 *	6 1%	-	2 1%	1 *	4 1%	4 1%	1 *	-	* *	1 *	10 2%	2 *	4 1%	5 1%	-	-	1 *	4 *	-	-	-	-	4 1%	1 *	* *	
Some other party	8 *	6 1%	2 *	1 1%	1 *	1 *	1 *	2 1%	1 *	3 1%	* *	1 *	4 1%	3 *	1 *	2 *	1 *	2 1%	2 1%	3 *	-	-	-	-	1 *	-	3 1%	
Would not vote	187 9%	85 9%	102 10%	37 15%	36 11%	39 11%	18 5%	38 13%	20 5%	45 8%	66 12%	34 8%	42 9%	55 10%	47 9%	40 8%	34 12%	12 7%	10 5%	97 11%	-	-	-	-	14 2%	10 2%	10 3%	
Rather not say	17 1%	7 1%	10 1%	6 2%	2 1%	6 2%	1 *	-	2 *	10 2%	3 1%	-	3 1%	8 1%	3 1%	4 1%	1 *	2 1%	-	13 1%	-	-	-	-	1 *	2 *	-	
Don't know	400 20%	119 12%	280 27%	68 28%	80 24%	69 20%	66 18%	47 16%	71 16%	85 16%	128 23%	81 19%	105 22%	117 22%	111 21%	89 18%	50 18%	33 18%	53 24%	167 18%	-	-	-	-	68 12%	40 10%	70 21%	

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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	1235	669	566	119	174	184	219	207	332	330	347	252	306	312	320	319	167	117	124	504	361	468	84	232	422	329	220
Weighted base	1131	638	494	94	161	177	217	181	301	321	287	257	266	291	292	287	153	110	121	496	370	428	99	153	406	307	213
Conservative	370	195	175	23	48	51	60	62	126	122	111	74	62	108	100	86	61	16	32	160	370	-	-	-	299	11	28
	33%	31%	35%	24%	30%	29%	28%	34%	42%	38%	39%	29%	23%	37%	34%	30%	40%	14%	26%	32%	100%	-	-	-	74%	4%	13%
Labour	428	239	189	44	77	88	85	61	73	100	102	107	119	98	101	128	54	46	59	205	-	428	-	-	22	267	69
	38%	37%	38%	46%	48%	50%	39%	34%	24%	31%	35%	42%	45%	34%	35%	45%	35%	42%	49%	41%	-	100%	-	-	5%	87%	32%
Liberal Democrat	99	57	43	16	14	13	13	16	27	43	21	19	17	24	26	25	14	9	5	42	-	-	99	-	3	8	76
	9%	9%	9%	17%	9%	8%	6%	9%	9%	13%	7%	7%	6%	8%	9%	9%	9%	8%	4%	9%	-	-	100%	-	1%	2%	36%
SNP	31	17	14	3	3	4	6	5	9	7	5	10	9	-	-	-	-	31	4	8	-	-	-	-	-	3	2
	3%	3%	3%	3%	2%	2%	3%	3%	3%	2%	2%	4%	3%	-	-	-	-	28%	3%	2%	-	-	-	-	-	1%	1%
Plaid Cymru	2	2	*	*	1	-	1	*	-	-	1	1	*	-	-	-	2	-	1	1	-	-	-	-	-	-	-
	*	*	*	*	*	-	*	*	-	-	*	*	*	-	-	-	1%	-	1%	*	-	-	-	-	-	-	-
The UK Independence Party	153	96	57	6	6	17	38	27	58	37	35	40	41	45	48	38	19	4	9	62	-	-	-	153	73	13	26
	13%	15%	11%	6%	4%	10%	18%	15%	19%	11%	12%	15%	16%	15%	16%	13%	12%	3%	8%	12%	-	-	-	100%	18%	4%	12%
The Green Party	32	23	9	2	9	2	10	3	6	10	12	5	5	11	13	3	3	2	10	11	-	-	-	-	6	3	11
	3%	4%	2%	2%	6%	1%	5%	2%	2%	3%	4%	2%	2%	4%	4%	1%	2%	2%	8%	2%	-	-	-	-	1%	1%	5%
The British National Party	10	4	6	-	2	1	3	4	*	-	*	1	8	2	3	5	-	-	1	3	-	-	-	-	3	1	*
	1%	1%	1%	-	1%	*	1%	2%	*	-	*	*	3%	1%	1%	2%	-	-	1%	1%	-	-	-	-	1%	*	*
Some other party	7	5	1	1	1	1	1	2	1	2	*	1	3	2	1	2	*	2	1	2	-	-	-	-	*	-	2
	1%	1%	*	1%	1%	1%	*	1%	*	1%	*	*	1%	1%	*	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	972 48%	985 49%
Female	1039 52%	1026 51%

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Absolutes/col percents

Table 5
Age
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2011	2011
Weighted base	2011	2011
18-24	258 13%	239 12%
25-34	330 16%	339 17%
35-44	309 15%	339 17%
45-54	339 17%	358 18%
55-64	314 16%	299 15%
65+	461 23%	438 22%
Average age	47.57	47.32

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Absolutes/col percents

Table 6
Social Grade
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2011	2011
Weighted base	2011	2011
AB	505 25%	538 27%
C1	608 30%	557 28%
C2	387 19%	438 22%
DE	511 25%	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	179 9%	181 9%
North East	89 4%	80 4%
North West	213 11%	221 11%
Yorkshire & Humberside	199 10%	181 9%
West Midlands	184 9%	181 9%
East Midlands	133 7%	141 7%
Wales	106 5%	101 5%
Eastern	207 10%	201 10%
London	220 11%	261 13%
South East	299 15%	282 14%
South West	182 9%	181 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	2011	2011
Weighted base	2011	2011
NET: Working	1040 52%	1126 56%
Working full time - working 30 hours per week or more	737 37%	885 44%
Working part time - working between 8 and 29 hours per week	303 15%	241 12%
NET: Not working	971 48%	885 44%
Not working but seeking work or temporarily unemployed or sick	109 5%	95 5%
Not working and not seeking work	176 9%	150 7%
Retired on a state pension only	146 7%	139 7%
Retired with a private pension	375 19%	348 17%
House person, housewife, househusband, etc.	165 8%	153 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	1187 59%	1307 65%
Owned outright - without mortgage	624 31%	663 33%
Owned with a mortgage or loan	563 28%	644 32%
NET: Renters	796 40%	680 34%
Rented from the council	217 11%	282 14%
Rented from a housing association	236 12%	152 8%
Rented from someone else	343 17%	246 12%
Rent free	28 1%	24 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	1124 56%	1227 61%
No	887 44%	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	427 21%	422 21%
NET: Any	1584 79%	1589 79%
1	1073 53%	845 42%
2	429 21%	563 28%
3+	82 4%	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	560 28%	563 28%
Labour	651 32%	583 29%
Liberal Democrat	165 8%	201 10%
SNP	47 2%	39 2%
Plaid Cymru	6 *	4 *
Green	36 2%	29 1%
UKIP	203 10%	80 4%
BNP	17 1%	13 1%
Another party	20 1%	16 1%
None	306 15%	483 24%