

Opinion Poll

ONLINE Fieldwork : 28th February - 2nd 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	2055	991	1064	224	336	332	388	316	459	602	590	363	500	533	549	496	284	193	290	782	416	582	147	275	552	414	356
Weighted base	2055	1007	1048	244	346	346	366	305	447	549	570	448	488	555	534	493	288	185	308	843	484	555	151	168	582	395	343
Absolutely certain to vote	(10) 1044	610	434	67	126	153	198	196	304	316	287	207	235	287	259	265	132	101	155	393	327	336	98	117	401	270	203
	51%	61%	41%	28%	36%	44%	54%	64%	68%	57%	50%	46%	48%	52%	49%	54%	46%	55%	50%	47%	67%	60%	65%	70%	69%	68%	59%
	(9) 252	132	119	29	39	50	38	27	69	92	76	43	39	69	67	61	31	23	40	98	69	79	24	23	81	55	65
	12%	13%	11%	12%	11%	14%	10%	9%	15%	17%	13%	10%	8%	12%	13%	12%	11%	13%	13%	12%	14%	14%	16%	14%	14%	14%	19%
	(8) 134	55	79	20	24	34	24	15	16	37	34	23	39	43	35	20	21	15	29	61	36	49	12	9	29	21	20
	7%	5%	8%	8%	7%	10%	7%	5%	4%	7%	6%	5%	8%	8%	7%	4%	7%	8%	10%	7%	7%	9%	8%	5%	5%	5%	6%
	(7) 114	45	69	21	29	29	16	13	6	27	33	31	23	36	25	27	17	9	18	51	19	38	11	9	25	19	18
	6%	5%	7%	9%	8%	8%	4%	4%	1%	5%	6%	7%	5%	6%	5%	5%	6%	5%	6%	6%	4%	7%	8%	6%	4%	5%	5%
	(6) 61	22	39	7	22	8	15	7	3	13	21	13	13	17	11	20	9	3	4	38	11	17	2	2	8	9	12
	3%	2%	4%	3%	6%	2%	4%	2%	1%	2%	4%	3%	3%	3%	2%	4%	3%	1%	1%	5%	2%	3%	1%	1%	1%	2%	3%
	(5) 80	26	55	13	26	14	12	7	10	16	23	18	23	20	22	20	16	2	17	33	13	19	2	2	8	4	7
	4%	3%	5%	5%	7%	4%	3%	2%	2%	3%	4%	4%	5%	4%	4%	4%	6%	1%	6%	4%	3%	3%	1%	1%	1%	1%	2%
	(4) 25	8	17	6	10	1	5	1	2	4	7	7	7	2	11	4	4	3	2	12	3	7	1	3	2	2	1
	1%	1%	2%	3%	3%	*	1%	*	*	1%	1%	2%	2%	*	2%	1%	2%	2%	1%	1%	1%	1%	1%	2%	*	1%	*
	(3) 47	10	36	17	9	9	5	3	4	3	12	12	19	13	19	8	4	3	2	28	4	8	1	1	2	5	-
	2%	1%	3%	7%	3%	3%	1%	1%	1%	1%	2%	3%	4%	2%	4%	2%	1%	2%	1%	3%	1%	1%	1%	1%	*	1%	-
	(2) 43	15	29	12	9	8	4	10	-	7	12	11	13	8	15	15	5	-	9	21	2	2	1	1	8	1	-
	2%	1%	3%	5%	3%	2%	1%	3%	-	1%	2%	3%	3%	1%	3%	3%	2%	-	3%	3%	*	*	*	1%	1%	1%	*
Definitely would not vote	(1) 135	41	94	20	23	22	35	15	20	17	32	45	41	29	30	41	26	8	18	58	-	-	-	-	7	7	6
	7%	4%	9%	8%	7%	6%	10%	5%	4%	3%	6%	10%	8%	5%	6%	8%	9%	4%	6%	7%	-	-	-	-	1%	2%	2%
Don't know	120	42	78	32	30	18	15	12	13	16	32	37	35	29	39	14	21	17	13	48	-	-	-	-	11	1	11
	6%	4%	7%	13%	9%	5%	4%	4%	3%	3%	6%	8%	7%	5%	7%	3%	7%	9%	4%	6%	-	-	-	-	2%	*	3%
Mean	8.17	8.75	7.59	6.93	7.50	8.04	8.12	8.63	9.08	8.80	8.23	7.70	7.78	8.35	8.06	8.07	7.85	8.72	8.24	7.92	9.23	8.97	9.23	9.26	9.23	9.17	9.09
Standard deviation	2.80	2.35	3.08	3.18	2.90	2.75	2.96	2.62	2.15	2.16	2.70	3.16	3.09	2.60	2.86	2.97	3.00	2.32	2.69	2.90	1.47	1.69	1.38	1.50	1.71	1.75	1.68
Standard error	0.06	0.08	0.10	0.22	0.16	0.15	0.15	0.15	0.10	0.09	0.11	0.17	0.14	0.11	0.13	0.13	0.18	0.17	0.16	0.11	0.07	0.07	0.11	0.09	0.07	0.09	0.09

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	2055	991	1064	224	336	332	388	316	459	602	590	363	500	533	549	496	284	193	290	782	416	582	147	275	552	414	356
Weighted base	2055	1007	1048	244	346	346	366	305	447	549	570	448	488	555	534	493	288	185	308	843	484	555	151	168	582	395	343
Conservative	484 24%	278 28%	206 20%	42 17%	59 17%	78 23%	86 23%	76 25%	145 32%	163 30%	128 22%	113 25%	80 16%	152 27%	141 26%	110 22%	56 19%	26 14%	56 18%	226 27%	484 100%	-	-	-	369 63%	18 5%	25 7%
Labour	555 27%	293 29%	262 25%	68 28%	115 33%	108 31%	100 27%	80 26%	84 19%	139 25%	159 28%	104 23%	153 31%	142 26%	127 24%	167 34%	68 24%	51 27%	116 38%	214 25%	-	555 100%	-	-	33 6%	311 79%	79 23%
Liberal Democrat	151 7%	82 8%	69 7%	14 6%	26 8%	18 5%	20 5%	29 10%	43 10%	63 11%	48 8%	24 5%	16 3%	57 10%	31 6%	25 5%	27 9%	10 6%	21 7%	62 7%	-	-	151 100%	-	4 1%	13 3%	114 33%
SNP	44 2%	22 2%	21 2%	2 1%	3 1%	5 1%	7 2%	14 4%	13 3%	10 2%	8 1%	8 2%	17 4%	-	-	-	-	44 24%	7 2%	12 1%	-	-	-	-	2 *	4 1%	1 *
Plaid Cymru	7 *	5 1%	1 *	1 *	1 *	2 *	3 1%	1 *	-	2 *	2 *	3 1%	* *	-	-	-	7 2%	-	1 *	4 1%	-	-	-	-	* *	1 *	1 *
The UK Independence Party	168 8%	111 11%	57 5%	5 2%	7 2%	28 8%	30 8%	31 10%	68 15%	49 9%	38 7%	38 8%	44 9%	49 9%	48 9%	47 9%	18 6%	6 3%	11 3%	57 7%	-	-	-	168 100%	88 15%	11 3%	28 8%
The Green Party	45 2%	26 3%	19 2%	9 4%	5 1%	8 2%	9 2%	8 3%	5 1%	11 2%	14 2%	8 2%	12 2%	10 2%	19 3%	6 1%	4 1%	6 3%	8 3%	14 2%	-	-	-	-	5 1%	2 1%	13 4%
The British National Party	10 *	5 1%	5 *	1 *	* *	1 *	3 1%	3 1%	2 *	* *	-	6 1%	3 1%	3 1%	3 1%	2 *	2 1%	-	1 *	3 *	-	-	-	-	1 *	-	1 *
Some other party	8 *	4 *	3 *	2 1%	1 *	1 *	1 *	1 *	2 *	2 *	3 1%	1 *	1 *	4 1%	1 *	2 *	1 *	-	2 1%	4 *	-	-	-	-	1 *	-	-
Would not vote	171 8%	51 5%	120 11%	32 13%	34 10%	27 8%	36 10%	22 7%	20 4%	24 4%	45 8%	53 12%	49 10%	34 6%	43 8%	53 11%	33 11%	9 5%	21 7%	83 10%	-	-	-	-	10 2%	7 2%	6 2%
Rather not say	33 2%	13 1%	20 2%	4 2%	17 5%	2 1%	7 2%	-	3 1%	6 1%	14 2%	4 1%	9 2%	14 2%	8 1%	5 1%	3 1%	3 2%	8 3%	17 2%	-	-	-	-	-	-	-
Don't know	380 18%	115 11%	264 25%	64 26%	78 23%	69 20%	65 18%	40 13%	63 14%	82 15%	110 19%	85 19%	103 21%	90 16%	113 21%	77 16%	70 24%	30 16%	56 18%	146 17%	-	-	-	-	69 12%	27 7%	74 22%

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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	1226	689	537	101	163	191	228	212	330	392	345	206	283	325	320	300	152	129	172	445	330	439	116	219	405	315	231
Weighted base	1146	668	478	95	150	191	203	200	307	351	313	232	251	322	287	281	143	115	174	451	385	419	120	134	423	296	216
Conservative	385 34%	228 34%	157 33%	31 33%	43 28%	59 31%	67 33%	60 30%	125 41%	135 38%	102 33%	87 38%	61 24%	124 39%	109 38%	85 30%	44 31%	22 19%	45 26%	173 38%	385 100%	-	-	-	312 74%	15 5%	20 9%
Labour	419 37%	233 35%	186 39%	43 46%	75 50%	84 44%	79 39%	68 34%	69 23%	108 31%	121 39%	74 32%	116 46%	102 32%	96 33%	128 46%	54 38%	39 34%	88 51%	158 35%	-	419 100%	-	-	26 6%	255 86%	64 29%
Liberal Democrat	120 10%	66 10%	54 11%	8 8%	19 13%	15 8%	17 8%	24 12%	38 12%	50 14%	37 12%	19 8%	14 6%	45 14%	24 9%	21 8%	21 15%	8 7%	16 9%	47 10%	-	-	120 100%	-	3 1%	11 4%	95 44%
SNP	36 3%	19 3%	17 4%	1 1%	3 2%	4 2%	6 3%	11 6%	11 4%	9 3%	7 2%	6 3%	14 5%	-	-	-	-	36 31%	6 3%	10 2%	-	-	-	-	2 1%	3 1%	1 1%
Plaid Cymru	5 *	4 1%	1 *	* *	1 *	1 1%	2 1%	1 *	-	1 *	2 *	2 1%	* *	-	-	-	5 4%	-	1 1%	3 1%	-	-	-	-	* *	1 *	1 *
The UK Independence Party	134 12%	90 14%	44 9%	3 4%	6 4%	21 11%	22 11%	25 13%	57 19%	39 11%	30 10%	31 13%	34 14%	38 12%	38 13%	38 14%	15 10%	5 4%	9 5%	45 10%	-	-	-	134 100%	74 17%	9 3%	23 11%
The Green Party	36 3%	21 3%	14 3%	7 7%	4 2%	6 3%	8 4%	7 3%	4 1%	8 2%	11 4%	7 3%	9 4%	8 2%	16 5%	5 2%	3 2%	5 4%	7 4%	11 2%	-	-	-	-	4 1%	2 1%	11 5%
The British National Party	7 1%	4 1%	4 1%	* *	* *	1 *	2 1%	3 2%	1 *	* *	-	5 2%	2 1%	3 1%	2 1%	1 *	1 1%	-	1 1%	2 *	-	-	-	-	1 *	-	1 1%
Some other party	5 *	3 *	2 *	1 1%	1 *	1 *	* *	1 *	2 1%	1 *	2 1%	1 *	1 *	2 1%	1 *	1 *	* *	-	1 1%	2 *	-	-	-	-	1 *	-	-

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Table 4
Gender
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2055	2055
Weighted base	2055	2055
Male	991 48%	1007 49%
Female	1064 52%	1048 51%

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Table 5
Age
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2055	2055
Weighted base	2055	2055
18-24	224 11%	244 12%
25-34	336 16%	346 17%
35-44	332 16%	346 17%
45-54	388 19%	366 18%
55-64	316 15%	305 15%
65+	459 22%	447 22%
Average age	47.82	47.18

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Table 6
Social Grade
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2055	2055
Weighted base	2055	2055
AB	602 29%	549 27%
C1	590 29%	570 28%
C2	363 18%	448 22%
DE	500 24%	488 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	2055	2055
Weighted base	2055	2055
Scotland	193 9%	185 9%
North East	88 4%	82 4%
North West	228 11%	226 11%
Yorkshire & Humberside	180 9%	185 9%
West Midlands	190 9%	185 9%
East Midlands	157 8%	144 7%
Wales	99 5%	103 5%
Eastern	202 10%	205 10%
London	235 11%	267 13%
South East	298 15%	288 14%
South West	185 9%	185 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	2055	2055
Weighted base	2055	2055
NET: Working	1072 52%	1151 56%
Working full time - working 30 hours per week or more	717 35%	904 44%
Working part time - working between 8 and 29 hours per week	355 17%	247 12%
NET: Not working	983 48%	904 44%
Not working but seeking work or temporarily unemployed or sick	128 6%	127 6%
Not working and not seeking work	147 7%	124 6%
Retired on a state pension only	111 5%	114 6%
Retired with a private pension	418 20%	375 18%
House person, housewife, househusband, etc.	179 9%	164 8%

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Absolutes/col percents

Table 9
Tenure
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2055	2055
Weighted base	2055	2055
NET: Homeowners	1251 61%	1336 65%
Owned outright - without mortgage	684 33%	678 33%
Owned with a mortgage or loan	567 28%	658 32%
NET: Renters	775 38%	696 34%
Rented from the council	203 10%	288 14%
Rented from a housing association	200 10%	128 6%
Rented from someone else	372 18%	280 14%
Rent free	29 1%	23 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	2055	2055
Weighted base	2055	2055
Yes	1149 56%	1254 61%
No	906 44%	801 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	2055	2055
Weighted base	2055	2055
No cars in the household	436 21%	432 21%
NET: Any	1619 79%	1623 79%
1	1070 52%	863 42%
2	446 22%	575 28%
3+	103 5%	185 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	2055	2055
Weighted base	2055	2055
Conservative	501 24%	575 28%
Labour	640 31%	596 29%
Liberal Democrat	202 10%	206 10%
SNP	67 3%	43 2%
Plaid Cymru	9 *	6 *
Green	61 3%	33 2%
UKIP	224 11%	82 4%
BNP	16 1%	8 *
Another party	24 1%	13 1%
None	311 15%	493 24%