

## Opinion Poll

### ONLINE Fieldwork : 7th-8th 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	2006	1039	967	264	276	293	396	312	465	515	618	361	512	552	528	473	282	171	245	759	396	537	114	341	532	380	373	
Weighted base	2006	983	1023	238	338	338	358	298	436	536	556	437	476	542	522	481	281	181	273	850	430	516	123	220	549	359	358	
Absolutely certain to vote	(10)	1012	544	468	66	119	158	193	171	304	295	192	221	307	253	222	133	97	151	383	290	334	67	155	373	251	214	
		50%	55%	46%	28%	35%	47%	54%	57%	70%	57%	53%	44%	46%	57%	48%	46%	47%	54%	55%	45%	68%	65%	55%	70%	68%	70%	60%
	(9)	251	135	116	14	50	39	34	41	72	76	66	65	44	71	65	58	39	18	25	105	77	58	25	31	74	38	61
		12%	14%	11%	6%	15%	12%	9%	14%	17%	14%	12%	15%	9%	13%	12%	12%	14%	10%	9%	12%	18%	11%	21%	14%	13%	11%	17%
	(8)	149	73	75	24	33	26	35	13	17	38	40	30	41	22	51	39	21	15	20	90	28	48	12	10	38	22	37
		7%	7%	7%	10%	10%	8%	10%	4%	4%	7%	7%	7%	9%	4%	10%	8%	7%	9%	7%	11%	7%	9%	10%	5%	7%	6%	10%
	(7)	116	47	68	28	26	20	26	9	6	28	26	28	34	38	19	25	16	19	23	45	14	34	10	7	23	14	16
		6%	5%	7%	12%	8%	6%	7%	3%	1%	5%	5%	6%	7%	7%	4%	5%	6%	11%	8%	5%	3%	7%	8%	3%	4%	4%	5%
	(6)	46	15	31	12	14	8	6	1	3	11	14	13	8	11	13	12	8	2	8	26	3	11	5	2	5	5	9
		2%	2%	3%	5%	4%	3%	2%	*	1%	2%	2%	3%	2%	2%	2%	2%	3%	1%	3%	3%	1%	2%	4%	1%	1%	1%	3%
	(5)	83	35	48	15	22	26	12	3	6	16	20	25	22	22	22	20	15	4	13	50	6	21	2	6	8	12	4
		4%	4%	5%	6%	6%	8%	3%	1%	1%	3%	4%	6%	5%	4%	4%	4%	5%	2%	5%	6%	1%	4%	1%	3%	1%	3%	1%
	(4)	20	6	14	9	5	3	1	2	-	2	5	7	6	3	4	9	4	1	2	10	4	1	1	4	*	-	6
		1%	1%	1%	4%	2%	1%	*	1%	-	*	1%	2%	1%	1%	1%	2%	1%	*	1%	1%	1%	*	1%	2%	*	-	2%
	(3)	27	10	16	9	1	2	5	7	4	3	7	7	9	4	16	3	4	-	*	9	4	4	1	3	4	-	*
		1%	1%	2%	4%	*	1%	1%	2%	1%	1%	1%	2%	2%	1%	3%	1%	2%	-	*	1%	1%	1%	1%	2%	1%	-	*
	(2)	40	23	17	5	9	12	7	3	5	8	12	8	12	11	11	14	3	1	4	23	2	5	*	1	6	5	2
		2%	2%	2%	2%	3%	3%	2%	1%	1%	1%	2%	2%	3%	2%	2%	3%	1%	1%	2%	3%	1%	1%	*	1%	1%	1%	1%
Definitely would not vote	(1)	155	64	91	30	33	28	23	32	8	31	40	34	49	40	36	54	19	7	15	75	-	-	-	-	6	6	7
		8%	7%	9%	12%	10%	8%	6%	11%	2%	6%	7%	8%	10%	7%	7%	11%	7%	4%	5%	9%	-	-	-	-	1%	2%	2%
Don't know		109	30	79	26	25	15	16	16	10	19	32	28	29	12	33	27	20	16	11	35	-	-	-	-	13	6	1
		5%	3%	8%	11%	7%	5%	5%	5%	2%	3%	6%	7%	6%	2%	6%	6%	7%	9%	4%	4%	-	-	-	-	2%	2%	*
Mean		8.15	8.40	7.90	6.74	7.53	7.86	8.35	8.27	9.28	8.57	8.26	7.92	7.74	8.34	8.10	7.75	8.17	8.73	8.42	7.85	9.33	9.07	9.03	9.22	9.25	9.16	9.00
Standard deviation		2.84	2.69	2.96	3.18	3.00	2.97	2.65	3.07	1.77	2.51	2.81	2.89	3.11	2.76	2.84	3.15	2.72	2.16	2.54	2.96	1.38	1.63	1.46	1.64	1.63	1.82	1.80
Standard error		0.06	0.08	0.10	0.20	0.18	0.14	0.18	0.08	0.11	0.12	0.15	0.14	0.12	0.13	0.15	0.17	0.17	0.17	0.11	0.07	0.07	0.14	0.09	0.07	0.09	0.09	0.09

## Opinion Poll

### ONLINE Fieldwork : 7th-8th May 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	2006	1039	967	264	276	293	396	312	465	515	618	361	512	552	528	473	282	171	245	759	396	537	114	341	532	380	373
Weighted base	2006	983	1023	238	338	338	358	298	436	536	556	437	476	542	522	481	281	181	273	850	430	516	123	220	549	359	358
Conservative	430 21%	241 25%	188 18%	19 8%	49 15%	49 14%	83 23%	65 22%	165 38%	147 27%	141 25%	77 18%	65 14%	126 23%	125 24%	79 16%	75 27%	24 13%	52 19%	174 20%	430 100%	-	-	-	333 61%	14 4%	43 12%
Labour	516 26%	276 28%	240 23%	72 30%	92 27%	115 34%	99 28%	72 24%	65 15%	121 23%	139 25%	117 27%	139 29%	139 26%	129 25%	154 32%	53 19%	40 22%	103 38%	213 25%	-	516 100%	-	-	24 4%	269 75%	92 26%
Liberal Democrat	123 6%	59 6%	64 6%	14 6%	18 5%	22 6%	22 6%	17 6%	29 7%	44 8%	33 6%	17 4%	29 6%	45 8%	25 5%	21 4%	18 6%	13 7%	26 9%	37 4%	-	-	123 100%	-	7 1%	2 1%	87 24%
SNP	40 2%	24 2%	15 2%	3 1%	9 3%	7 2%	7 2%	3 1%	11 3%	11 2%	12 2%	8 2%	9 2%	-	-	-	-	40 22%	8 3%	12 1%	-	-	-	-	1 *	2 *	5 1%
Plaid Cymru	7 *	2 *	5 *	2 1%	2 *	2 1%	-	*	1 *	1 *	4 1%	2 *	-	-	-	-	7 2%	-	1 *	5 1%	-	-	-	-	-	2 1%	1 *
The UK Independence Party	220 11%	127 13%	93 9%	13 6%	14 4%	29 9%	39 11%	44 15%	81 18%	59 11%	53 9%	57 13%	52 11%	60 11%	71 14%	55 11%	30 11%	3 2%	15 6%	93 11%	-	-	-	220 100%	96 18%	17 5%	36 10%
The Green Party	57 3%	27 3%	30 3%	6 2%	13 4%	11 3%	13 4%	4 1%	9 2%	14 3%	20 4%	10 2%	13 3%	24 4%	10 2%	11 2%	9 3%	3 2%	10 4%	26 3%	-	-	-	-	7 1%	6 2%	18 5%
The British National Party	7 *	5 *	2 *	1 *	1 *	3 1%	2 1%	-	-	2 *	1 *	* *	3 1%	2 *	1 *	3 1%	* *	-	* *	4 *	-	-	-	-	1 *	-	-
Some other party	9 *	6 1%	3 *	3 1%	-	2 1%	1 *	2 1%	1 *	2 *	1 *	2 *	4 1%	1 *	4 1%	1 *	1 *	2 1%	1 *	2 *	-	-	-	-	-	-	2 *
Would not vote	197 10%	81 8%	116 11%	36 15%	49 15%	37 11%	24 7%	40 14%	10 2%	36 7%	57 10%	47 11%	57 12%	55 10%	44 9%	67 14%	25 9%	7 4%	16 6%	104 12%	-	-	-	-	10 2%	6 2%	8 2%
Rather not say	18 1%	6 1%	12 1%	2 1%	5 1%	5 2%	3 1%	2 1%	1 *	3 1%	5 1%	7 1%	3 1%	6 1%	4 1%	5 1%	2 1%	1 *	4 1%	7 1%	-	-	-	-	1 *	2 *	1 *
Don't know	384 19%	128 13%	256 25%	68 29%	86 25%	56 17%	63 18%	47 16%	63 14%	96 18%	91 16%	94 21%	103 22%	83 15%	108 21%	84 17%	61 22%	48 27%	38 14%	174 20%	-	-	-	-	70 13%	40 11%	66 18%

## Opinion Poll

### ONLINE Fieldwork : 7th-8th May 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	1223	697	526	118	144	175	244	205	336	339	378	209	296	353	317	278	157	118	151	439	321	417	86	272	394	278	252	
Weighted base	1105	608	497	84	147	183	208	177	306	330	317	221	237	322	283	247	148	105	165	434	349	396	94	175	392	256	231	
Conservative	349	197	152	12	36	40	66	54	140	120	115	64	49	102	103	65	59	20	40	138	349	-	-	-	279	12	36	
	32%	32%	31%	14%	25%	22%	32%	31%	46%	36%	36%	29%	21%	32%	36%	26%	40%	20%	24%	32%	100%	-	-	-	71%	5%	15%	
Labour	396	212	184	47	69	83	77	64	56	99	105	88	105	111	97	114	40	33	79	160	-	396	-	-	19	221	77	
	36%	35%	37%	56%	47%	45%	37%	36%	18%	30%	33%	40%	44%	35%	34%	46%	27%	32%	48%	37%	-	100%	-	-	5%	86%	33%	
Liberal Democrat	94	49	45	8	13	17	17	14	24	38	25	12	19	37	19	15	12	11	19	29	-	-	94	-	5	1	70	
	8%	8%	9%	10%	9%	10%	8%	8%	8%	11%	8%	5%	8%	12%	7%	6%	8%	10%	12%	7%	-	-	100%	-	1%	1%	30%	
SNP	33	22	12	2	7	6	6	2	9	10	10	6	8	-	-	-	-	33	7	10	-	-	-	-	1	1	5	
	3%	4%	2%	2%	5%	3%	3%	1%	3%	3%	3%	3%	3%	-	-	-	-	32%	4%	2%	-	-	-	-	*	1%	2%	
Plaid Cymru	5	2	3	1	1	1	-	*	1	*	3	2	-	-	-	-	5	-	1	3	-	-	-	-	-	1	1	
	*	*	1%	2%	1%	1%	-	*	*	*	1%	1%	-	-	-	-	4%	-	*	1%	-	-	-	-	-	-	1%	*
The UK Independence Party	175	102	73	5	10	24	29	37	69	49	44	41	41	51	55	43	23	3	12	72	-	-	-	175	82	15	28	
	16%	17%	15%	6%	7%	13%	14%	21%	22%	15%	14%	19%	17%	16%	19%	17%	16%	3%	7%	17%	-	-	-	100%	21%	6%	12%	
The Green Party	43	20	23	5	9	8	11	3	7	11	15	7	10	18	6	9	8	2	8	19	-	-	-	-	6	4	15	
	4%	3%	5%	6%	6%	4%	5%	2%	2%	3%	5%	3%	4%	6%	2%	3%	5%	2%	5%	4%	-	-	-	-	1%	2%	6%	
The British National Party	3	3	1	*	1	2	*	-	-	2	*	*	1	1	1	1	*	-	*	3	-	-	-	-	1	-	-	
	*	*	*	*	1%	1%	*	-	-	1%	*	*	1%	*	*	*	*	-	*	1%	-	-	-	-	*	-	-	
Some other party	6	4	2	2	-	2	*	2	*	1	*	1	3	1	2	1	1	1	*	1	-	-	-	-	-	-	1	
	1%	1%	*	3%	-	1%	*	1%	*	*	*	*	1%	*	1%	1%	1%	1%	*	*	-	-	-	-	-	-	*	

**Opinion Poll**  
**ONLINE Fieldwork : 7th-8th May 2014**

Absolutes/col percents

Table 4  
**Gender**  
**Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2006	2006
Weighted base	2006	2006
Male	1039 52%	983 49%
Female	967 48%	1023 51%

**Opinion Poll**  
**ONLINE Fieldwork : 7th-8th May 2014**

Absolutes/col percents

Table 5  
**Age**  
**Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2006	2006
Weighted base	2006	2006
18-24	264 13%	238 12%
25-34	276 14%	338 17%
35-44	293 15%	338 17%
45-54	396 20%	358 18%
55-64	312 16%	298 15%
65+	465 23%	436 22%
Average age	48.12	47.24

**Opinion Poll**  
**ONLINE Fieldwork : 7th-8th May 2014**

Absolutes/col percents

Table 6  
**Social Grade**  
**Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2006	2006
Weighted base	2006	2006
AB	515 26%	536 27%
C1	618 31%	556 28%
C2	361 18%	437 22%
DE	512 26%	476 24%

**Opinion Poll**  
**ONLINE Fieldwork : 7th-8th May 2014**

Absolutes/col percents

Table 7  
**GO Region**  
**Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2006	2006
Weighted base	2006	2006
Scotland	171 9%	181 9%
North East	77 4%	80 4%
North West	230 11%	221 11%
Yorkshire & Humberside	166 8%	181 9%
West Midlands	188 9%	181 9%
East Midlands	144 7%	140 7%
Wales	88 4%	100 5%
Eastern	196 10%	201 10%
London	242 12%	261 13%
South East	310 15%	281 14%
South West	194 10%	181 9%

**Opinion Poll**  
**ONLINE Fieldwork : 7th-8th May 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	2006	2006
Weighted base	2006	2006
NET: Working	1004 50%	1123 56%
Working full time - working 30 hours per week or more	672 33%	883 44%
Working part time - working between 8 and 29 hours per week	332 17%	241 12%
NET: Not working	1002 50%	883 44%
Not working but seeking work or temporarily unemployed or sick	136 7%	124 6%
Not working and not seeking work/ Student	167 8%	122 6%
Retired on a state pension only	112 6%	104 5%
Retired with a private pension	417 21%	367 18%
House person, housewife, househusband, etc.	170 8%	166 8%



**Opinion Poll**  
**ONLINE Fieldwork : 7th-8th May 2014**

Absolutes/col percents

Table 9  
**Tenure**  
**Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2006	2006
Weighted base	2006	2006
NET: Homeowners	1128 56%	1304 65%
Owned outright - without mortgage	642 32%	662 33%
Owned with a mortgage or loan	486 24%	642 32%
NET: Renters	852 42%	682 34%
Rented from the council	204 10%	281 14%
Rented from a housing association	239 12%	135 7%
Rented from someone else	409 20%	267 13%
Rent free	26 1%	20 1%

**Opinion Poll**  
**ONLINE Fieldwork : 7th-8th May 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	2006	2006
Weighted base	2006	2006
Yes	1039 52%	1224 61%
No	967 48%	782 39%

**Opinion Poll**  
**ONLINE Fieldwork : 7th-8th May 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	2006	2006
Weighted base	2006	2006
No cars in the household	502 25%	421 21%
NET: Any	1504 75%	1585 79%
1	1079 54%	843 42%
2	370 18%	562 28%
3+	55 3%	181 9%

**Opinion Poll**  
**ONLINE Fieldwork : 7th-8th May 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	2006	2006
Weighted base	2006	2006
Conservative	533 27%	562 28%
Labour	629 31%	582 29%
Liberal Democrat	175 9%	201 10%
SNP	46 2%	32 2%
Plaid Cymru	9 *	7 *
Green	73 4%	45 2%
UKIP	221 11%	80 4%
BNP	14 1%	10 1%
Another party	12 1%	6 *
None	294 15%	481 24%