

## Opinion Poll

### ONLINE Fieldwork : 7th-9th 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            | 2058      | 992  | 1066   | 163   | 379   | 368   | 396   | 328          | 424  | 601  | 598  | 331    | 528  | 550        | 535       | 493            | 288                | 192       | 279            | 867      | 432  | 583  | 132       | 262  | 515  | 414  | 404    |     |
| Weighted base              | 2058      | 1009 | 1049   | 245   | 347   | 346   | 367   | 306          | 448  | 550  | 571  | 448    | 489  | 556        | 535       | 494            | 288                | 185       | 279            | 874      | 482  | 554  | 131       | 160  | 535  | 385  | 370    |     |
| Absolutely certain to vote | (10) 1097 | 617  | 480    | 61    | 125   | 155   | 227   | 194          | 336  | 335  | 285  | 225    | 251  | 290        | 289       | 271            | 136                | 110       | 144            | 421      | 329  | 371  | 84        | 115  | 376  | 293  | 237    |     |
|                            |           | 53%  | 61%    | 46%   | 25%   | 36%   | 45%   | 62%          | 63%  | 75%  | 61%  | 50%    | 50%  | 51%        | 52%       | 54%            | 55%                | 47%       | 59%            | 52%      | 48%  | 68%  | 67%       | 65%  | 72%  | 70%  | 76%    | 64% |
|                            | (9) 231   | 139  | 92     | 25    | 37    | 44    | 35    | 39           | 53   | 73   | 72   | 35     | 51   | 72         | 60        | 45             | 36                 | 19        | 29             | 105      | 73   | 68   | 17        | 24   | 78   | 43   | 51     |     |
|                            |           | 11%  | 14%    | 9%    | 10%   | 11%   | 13%   | 9%           | 13%  | 13%  | 8%   | 10%    | 13%  | 11%        | 9%        | 13%            | 10%                | 10%       | 12%            | 15%      | 12%  | 13%  | 15%       | 15%  | 15%  | 11%  | 14%    |     |
|                            | (8) 130   | 55   | 75     | 26    | 28    | 36    | 22    | 6            | 11   | 32   | 33   | 29     | 35   | 38         | 39        | 30             | 18                 | 5         | 22             | 65       | 33   | 36   | 9         | 10   | 27   | 18   | 22     |     |
|                            |           | 6%   | 5%     | 7%    | 11%   | 8%    | 10%   | 6%           | 2%   | 6%   | 6%   | 6%     | 7%   | 7%         | 7%        | 6%             | 6%                 | 3%        | 8%             | 7%       | 7%   | 6%   | 7%        | 6%   | 5%   | 5%   | 6%     |     |
|                            | (7) 108   | 43   | 65     | 18    | 40    | 16    | 12    | 13           | 9    | 32   | 30   | 22     | 24   | 34         | 30        | 18             | 17                 | 9         | 14             | 59       | 22   | 35   | 5         | 7    | 16   | 14   | 17     |     |
|                            |           | 5%   | 4%     | 6%    | 7%    | 11%   | 5%    | 3%           | 4%   | 2%   | 6%   | 5%     | 5%   | 6%         | 6%        | 4%             | 6%                 | 5%        | 5%             | 7%       | 5%   | 6%   | 4%        | 4%   | 3%   | 4%   | 4%     |     |
|                            | (6) 47    | 19   | 28     | 11    | 17    | 2     | 5     | 3            | 7    | 11   | 11   | 14     | 11   | 8          | 16        | 8              | 12                 | 2         | 8              | 22       | 5    | 15   | 5         | 2    | 5    | 2    | 13     |     |
|                            |           | 2%   | 2%     | 3%    | 5%    | 5%    | 1%    | 1%           | 2%   | 2%   | 2%   | 3%     | 2%   | 1%         | 3%        | 2%             | 4%                 | 1%        | 3%             | 3%       | 1%   | 3%   | 4%        | 1%   | 1%   | 1%   | 4%     |     |
|                            | (5) 67    | 15   | 51     | 15    | 11    | 15    | 6     | 12           | 8    | 12   | 24   | 19     | 12   | 16         | 11        | 26             | 9                  | 5         | 10             | 22       | 10   | 18   | 3         | 1    | 8    | 6    | 9      |     |
|                            |           | 3%   | 2%     | 5%    | 6%    | 3%    | 4%    | 2%           | 4%   | 2%   | 4%   | 4%     | 2%   | 3%         | 2%        | 5%             | 3%                 | 3%        | 4%             | 3%       | 2%   | 3%   | 2%        | *    | 1%   | 2%   | 2%     |     |
|                            | (4) 24    | 7    | 17     | 5     | 6     | 9     | 3     | 2            | -    | 6    | 7    | 5      | 5    | 5          | 7         | 6              | 5                  | 2         | 6              | 10       | 6    | 1    | 3         | 1    | 1    | -    | 1      |     |
|                            |           | 1%   | 1%     | 2%    | 2%    | 2%    | 3%    | 1%           | *    | 1%   | 1%   | 1%     | 1%   | 1%         | 1%        | 1%             | 2%                 | 1%        | 2%             | 1%       | 1%   | *    | 2%        | *    | *    | -    | *      |     |
|                            | (3) 41    | 14   | 27     | 12    | 9     | 7     | 5     | 3            | 6    | 5    | 13   | 14     | 10   | 6          | 15        | 14             | 2                  | 5         | 4              | 18       | 3    | 4    | 4         | 1    | -    | -    | 1      |     |
|                            |           | 2%   | 1%     | 3%    | 5%    | 2%    | 2%    | 1%           | 1%   | 1%   | 2%   | 3%     | 2%   | 1%         | 3%        | 3%             | 1%                 | 2%        | 1%             | 2%       | 1%   | 1%   | 3%        | 1%   | -    | -    | *      |     |
|                            | (2) 41    | 7    | 34     | 8     | 8     | 11    | 4     | 9            | 1    | 7    | 14   | 10     | 10   | 7          | 12        | 8              | 12                 | 3         | 6              | 24       | 1    | 5    | -         | *    | *    | 1    | 1      |     |
|                            |           | 2%   | 1%     | 3%    | 3%    | 2%    | 3%    | 1%           | 3%   | 1%   | 2%   | 2%     | 2%   | 1%         | 2%        | 2%             | 4%                 | 2%        | 2%             | 3%       | *    | 1%   | -         | *    | *    | *    | *      |     |
| Definitely would not vote  | (1) 143   | 60   | 83     | 26    | 27    | 31    | 34    | 16           | 9    | 19   | 41   | 45     | 39   | 37         | 33        | 35             | 25                 | 13        | 21             | 65       | -    | -    | -         | -    | 10   | 5    | 4      |     |
|                            |           | 7%   | 6%     | 8%    | 11%   | 8%    | 9%    | 9%           | 5%   | 2%   | 3%   | 7%     | 8%   | 7%         | 6%        | 7%             | 9%                 | 7%        | 7%             | 7%       | -    | -    | -         | -    | 2%   | 1%   | 1%     |     |
| Don't know                 | 129       | 32   | 97     | 38    | 40    | 20    | 15    | 8            | 8    | 17   | 40   | 31     | 41   | 43         | 23        | 34             | 16                 | 14        | 15             | 63       | -    | -    | -         | -    | 14   | 3    | 14     |     |
|                            |           | 6%   | 3%     | 9%    | 16%   | 12%   | 6%    | 4%           | 3%   | 2%   | 3%   | 7%     | 8%   | 8%         | 4%        | 7%             | 5%                 | 7%        | 5%             | 7%       | -    | -    | -         | -    | 3%   | 1%   | 4%     |     |
| Mean                       | 8.25      | 8.70 | 7.78   | 6.80  | 7.59  | 7.80  | 8.43  | 8.61         | 9.32 | 8.81 | 8.11 | 7.79   | 8.17 | 8.40       | 8.27      | 8.20           | 7.87               | 8.42      | 8.13           | 8.06     | 9.30 | 9.15 | 8.98      | 9.45 | 9.35 | 9.45 | 9.14   |     |
| Standard deviation         | 2.82      | 2.49 | 3.05   | 3.20  | 2.93  | 3.06  | 2.89  | 2.63         | 1.75 | 2.23 | 2.89 | 3.17   | 2.91 | 2.67       | 2.76      | 2.88           | 3.03               | 2.84      | 2.86           | 2.89     | 1.37 | 1.57 | 1.84      | 1.17 | 1.55 | 1.40 | 1.67   |     |
| Standard error             | 0.06      | 0.08 | 0.10   | 0.27  | 0.16  | 0.16  | 0.15  | 0.15         | 0.09 | 0.09 | 0.12 | 0.18   | 0.13 | 0.12       | 0.12      | 0.13           | 0.18               | 0.21      | 0.18           | 0.10     | 0.07 | 0.07 | 0.16      | 0.07 | 0.07 | 0.07 | 0.08   |     |

## Opinion Poll

### ONLINE Fieldwork : 7th-9th March 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            | 2058       | 992        | 1066       | 163       | 379       | 368        | 396        | 328          | 424        | 601        | 598        | 331        | 528        | 550        | 535        | 493            | 288                | 192       | 279            | 867        | 432         | 583         | 132         | 262         | 515        | 414        | 404        |
| Weighted base              | 2058       | 1009       | 1049       | 245       | 347       | 346        | 367        | 306          | 448        | 550        | 571        | 448        | 489        | 556        | 535        | 494            | 288                | 185       | 279            | 874        | 482         | 554         | 131         | 160         | 535        | 385        | 370        |
| Conservative               | 482<br>23% | 287<br>28% | 195<br>19% | 37<br>15% | 73<br>21% | 54<br>16%  | 77<br>21%  | 83<br>27%    | 158<br>35% | 171<br>31% | 138<br>24% | 102<br>23% | 71<br>15%  | 154<br>28% | 135<br>25% | 94<br>19%      | 70<br>24%          | 29<br>16% | 54<br>20%      | 206<br>24% | 482<br>100% | -           | -           | -           | 359<br>67% | 20<br>5%   | 37<br>10%  |
| Labour                     | 554<br>27% | 277<br>27% | 276<br>26% | 64<br>26% | 94<br>27% | 112<br>32% | 104<br>28% | 72<br>23%    | 108<br>24% | 137<br>25% | 141<br>25% | 113<br>25% | 163<br>33% | 140<br>25% | 147<br>27% | 163<br>33%     | 68<br>23%          | 37<br>20% | 78<br>28%      | 227<br>26% | -           | 554<br>100% | -           | -           | 28<br>5%   | 303<br>79% | 103<br>28% |
| Liberal Democrat           | 131<br>6%  | 68<br>7%   | 62<br>6%   | 17<br>7%  | 21<br>6%  | 21<br>6%   | 16<br>4%   | 22<br>7%     | 32<br>7%   | 50<br>9%   | 34<br>6%   | 29<br>6%   | 18<br>4%   | 47<br>9%   | 28<br>5%   | 27<br>5%       | 19<br>6%           | 10<br>5%  | 18<br>7%       | 58<br>7%   | -           | -           | 131<br>100% | -           | 3<br>1%    | 8<br>2%    | 91<br>25%  |
| SNP                        | 38<br>2%   | 21<br>2%   | 17<br>2%   | -         | 3<br>1%   | 6<br>2%    | 9<br>2%    | 12<br>4%     | 8<br>2%    | 4<br>1%    | 9<br>2%    | 17<br>4%   | 7<br>1%    | -          | -          | -              | -                  | 38<br>20% | 9<br>3%        | 13<br>2%   | -           | -           | -           | -           | *          | 6<br>2%    | 1<br>*     |
| Plaid Cymru                | 6<br>*     | 4<br>*     | 2<br>*     | -         | 1<br>*    | 2<br>1%    | 1<br>*     | 1<br>*       | 1<br>*     | 3<br>1%    | 1<br>*     | 1<br>*     | -          | -          | -          | -              | 6<br>2%            | -         | 2<br>1%        | 1<br>*     | -           | -           | -           | -           | -          | 1<br>*     | 2<br>*     |
| The UK Independence Party  | 160<br>8%  | 103<br>10% | 57<br>5%   | 5<br>2%   | 7<br>2%   | 28<br>8%   | 35<br>10%  | 30<br>10%    | 54<br>12%  | 38<br>7%   | 37<br>7%   | 37<br>8%   | 48<br>10%  | 37<br>7%   | 45<br>8%   | 49<br>10%      | 22<br>8%           | 7<br>4%   | 14<br>5%       | 63<br>7%   | -           | -           | -           | 160<br>100% | 66<br>12%  | 10<br>3%   | 27<br>7%   |
| The Green Party            | 44<br>2%   | 29<br>3%   | 15<br>1%   | 3<br>1%   | 9<br>3%   | 7<br>2%    | 10<br>3%   | 9<br>3%      | 6<br>1%    | 16<br>3%   | 16<br>3%   | 4<br>1%    | 9<br>2%    | 15<br>3%   | 12<br>2%   | 9<br>2%        | 3<br>1%            | 5<br>3%   | 12<br>4%       | 14<br>2%   | -           | -           | -           | -           | 4<br>1%    | 6<br>2%    | 14<br>4%   |
| The British National Party | 8<br>*     | 4<br>*     | 4<br>*     | -         | *<br>*    | 3<br>1%    | 3<br>1%    | *<br>*       | 2<br>1%    | *<br>*     | 2<br>*     | 2<br>1%    | 3<br>1%    | 1<br>*     | 2<br>*     | 2<br>*         | 2<br>1%            | 1<br>*    | -              | 3<br>*     | -           | -           | -           | -           | 2<br>*     | 1<br>*     | 1<br>*     |
| Some other party           | 8<br>*     | 4<br>*     | 5<br>*     | -         | 3<br>1%   | 1<br>*     | *<br>*     | 2<br>1%      | 2<br>1%    | 2<br>*     | 2<br>*     | 2<br>*     | 1<br>*     | 3<br>1%    | 3<br>1%    | 2<br>*         | 1<br>*             | -         | 1<br>*         | 4<br>*     | -           | -           | -           | -           | 1<br>*     | *<br>*     | 1<br>*     |
| Would not vote             | 195<br>9%  | 71<br>7%   | 124<br>12% | 40<br>16% | 37<br>11% | 47<br>14%  | 38<br>10%  | 23<br>8%     | 9<br>2%    | 28<br>5%   | 55<br>10%  | 64<br>14%  | 48<br>10%  | 44<br>8%   | 55<br>10%  | 50<br>10%      | 32<br>11%          | 14<br>7%  | 26<br>9%       | 96<br>11%  | -           | -           | -           | -           | 10<br>2%   | 5<br>1%    | 6<br>2%    |
| Rather not say             | 41<br>2%   | 17<br>2%   | 24<br>2%   | 2<br>1%   | 8<br>2%   | 15<br>4%   | 9<br>2%    | 3<br>1%      | 4<br>1%    | 8<br>1%    | 18<br>3%   | 2<br>*     | 13<br>3%   | 13<br>2%   | 15<br>3%   | 3<br>1%        | 5<br>2%            | 6<br>3%   | 6<br>2%        | 22<br>3%   | -           | -           | -           | -           | 2<br>*     | 2<br>1%    | 2<br>*     |
| Don't know                 | 391<br>19% | 123<br>12% | 268<br>25% | 76<br>31% | 91<br>26% | 52<br>15%  | 64<br>18%  | 46<br>15%    | 63<br>14%  | 94<br>17%  | 115<br>20% | 75<br>17%  | 106<br>22% | 102<br>18% | 94<br>17%  | 95<br>19%      | 62<br>21%          | 39<br>21% | 58<br>21%      | 167<br>19% | -           | -           | -           | -           | 60<br>11%  | 23<br>6%   | 87<br>24%  |

## Opinion Poll

### ONLINE Fieldwork : 7th-9th March 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            | 1235   | 685  | 550    | 69    | 186   | 207   | 245   | 217   | 311 | 388          | 354 | 191 | 300 | 335        | 322       | 295            | 165                | 116       | 151               | 513      | 348            | 457  | 102    | 214  | 380       | 323 | 256    |
| Weighted base              | 1136   | 654  | 482    | 81    | 154   | 178   | 210   | 193   | 320 | 342          | 302 | 234 | 258 | 315        | 297       | 272            | 148                | 103       | 145               | 463      | 388            | 432  | 99     | 132  | 391       | 301 | 224    |
| Conservative               | 388    | 236  | 152    | 24    | 55    | 42    | 63    | 68    | 137 | 141          | 108 | 79  | 60  | 125        | 109       | 75             | 55                 | 24        | 39                | 164      | 388            | -    | -      | -    | 304       | 17  | 30     |
|                            | 34%    | 36%  | 32%    | 29%   | 36%   | 24%   | 30%   | 35%   | 43% | 41%          | 36% | 34% | 23% | 40%        | 37%       | 27%            | 37%                | 23%       | 27%               | 35%      | 100%           | -    | -      | -    | 78%       | 6%  | 13%    |
| Labour                     | 432    | 225  | 207    | 41    | 67    | 85    | 86    | 59    | 94  | 109          | 111 | 83  | 129 | 108        | 114       | 127            | 55                 | 28        | 60                | 175      | -              | 432  | -      | -    | 24        | 255 | 80     |
|                            | 38%    | 34%  | 43%    | 51%   | 43%   | 47%   | 41%   | 31%   | 29% | 32%          | 37% | 36% | 50% | 34%        | 39%       | 47%            | 37%                | 27%       | 41%               | 38%      | -              | 100% | -      | -    | 6%        | 85% | 36%    |
| Liberal Democrat           | 99     | 55   | 44     | 9     | 15    | 17    | 12    | 19    | 28  | 41           | 26  | 19  | 13  | 38         | 21        | 19             | 13                 | 9         | 15                | 43       | -              | -    | 99     | -    | 2         | 7   | 77     |
|                            | 9%     | 8%   | 9%     | 11%   | 10%   | 9%    | 6%    | 10%   | 9%  | 12%          | 9%  | 8%  | 5%  | 12%        | 7%        | 7%             | 8%                 | 8%        | 10%               | 9%       | -              | -    | 100%   | -    | *         | 2%  | 34%    |
| SNP                        | 32     | 18   | 14     | -     | 2     | 4     | 8     | 11    | 7   | 4            | 8   | 14  | 6   | -          | -         | -              | -                  | 32        | 8                 | 11       | -              | -    | -      | -    | *         | 5   | 1      |
|                            | 3%     | 3%   | 3%     | -     | 1%    | 2%    | 4%    | 6%    | 2%  | 1%           | 3%  | 6%  | 2%  | -          | -         | -              | -                  | 31%       | 5%                | 2%       | -              | -    | -      | -    | *         | 2%  | 1%     |
| Plaid Cymru                | 5      | 3    | 2      | -     | 1     | 2     | 1     | 1     | 1   | 3            | 1   | 1   | -   | -          | -         | -              | 5                  | -         | 2                 | 1        | -              | -    | -      | -    | -         | 1   | 1      |
|                            | *      | *    | *      | -     | 1%    | 1%    | *     | *     | *   | 1%           | *   | 1%  | -   | -          | -         | -              | 3%                 | -         | 1%                | *        | -              | -    | -      | -    | -         | *   | 1%     |
| The UK Independence Party  | 132    | 86   | 46     | 4     | 6     | 22    | 30    | 25    | 46  | 30           | 32  | 31  | 39  | 30         | 37        | 42             | 17                 | 5         | 11                | 53       | -              | -    | -      | 132  | 56        | 9   | 22     |
|                            | 12%    | 13%  | 10%    | 5%    | 4%    | 12%   | 14%   | 13%   | 14% | 9%           | 11% | 13% | 15% | 10%        | 13%       | 15%            | 12%                | 5%        | 8%                | 11%      | -              | -    | -      | 100% | 14%       | 3%  | 10%    |
| The Green Party            | 35     | 24   | 11     | 3     | 7     | 5     | 8     | 7     | 5   | 12           | 13  | 3   | 7   | 12         | 11        | 7              | 2                  | 4         | 9                 | 12       | -              | -    | -      | -    | 3         | 5   | 11     |
|                            | 3%     | 4%   | 2%     | 4%    | 5%    | 3%    | 4%    | 4%    | 1%  | 3%           | 4%  | 1%  | 3%  | 4%         | 4%        | 3%             | 1%                 | 4%        | 6%                | 3%       | -              | -    | -      | -    | 1%        | 2%  | 5%     |
| The British National Party | 6      | 3    | 3      | -     | *     | 1     | 2     | *     | 2   | *            | 2   | 1   | 3   | 1          | 2         | 2              | 1                  | 1         | -                 | 2        | -              | -    | -      | -    | 1         | 1   | 1      |
|                            | 1%     | 1%   | 1%     | -     | *     | 1%    | 1%    | *     | 1%  | *            | 1%  | *   | 1%  | *          | 1%        | 1%             | 1%                 | 1%        | -                 | *        | -              | -    | -      | -    | *         | *   | *      |
| Some other party           | 6      | 3    | 3      | -     | 1     | *     | *     | 2     | 2   | 2            | 1   | 2   | 1   | 2          | 3         | 1              | 1                  | -         | 1                 | 2        | -              | -    | -      | -    | 1         | *   | *      |
|                            | 1%     | *    | 1%     | -     | 1%    | *     | *     | 1%    | 1%  | 1%           | *   | 1%  | *   | 1%         | 1%        | *              | *                  | -         | *                 | *        | -              | -    | -      | -    | *         | *   | *      |

**Opinion Poll**  
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Absolutes/col percents

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

|                 | <u>Unweighted<br/>Total</u> | <u>Weighted Total</u> |
|-----------------|-----------------------------|-----------------------|
| Unweighted base | 2058                        | 2058                  |
| Weighted base   | 2058                        | 2058                  |
| Male            | 992<br>48%                  | 1009<br>49%           |
| Female          | 1066<br>52%                 | 1049<br>51%           |

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

|                 | <u>Unweighted<br/>Total</u> | <u>Weighted Total</u> |
|-----------------|-----------------------------|-----------------------|
| Unweighted base | 2058                        | 2058                  |
| Weighted base   | 2058                        | 2058                  |
| 18-24           | 163<br>8%                   | 245<br>12%            |
| 25-34           | 379<br>18%                  | 347<br>17%            |
| 35-44           | 368<br>18%                  | 346<br>17%            |
| 45-54           | 396<br>19%                  | 367<br>18%            |
| 55-64           | 328<br>16%                  | 306<br>15%            |
| 65+             | 424<br>21%                  | 448<br>22%            |
| Average age     | 47.78                       | 47.09                 |

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

|                 | <u>Unweighted<br/>Total</u> | <u>Weighted Total</u> |
|-----------------|-----------------------------|-----------------------|
| Unweighted base | 2058                        | 2058                  |
| Weighted base   | 2058                        | 2058                  |
| AB              | 601<br>29%                  | 550<br>27%            |
| C1              | 598<br>29%                  | 571<br>28%            |
| C2              | 331<br>16%                  | 448<br>22%            |
| DE              | 528<br>26%                  | 489<br>24%            |

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

|                        | <u>Unweighted<br/>Total</u> | <u>Weighted Total</u> |
|------------------------|-----------------------------|-----------------------|
| Unweighted base        | 2058                        | 2058                  |
| Weighted base          | 2058                        | 2058                  |
| Scotland               | 192<br>9%                   | 185<br>9%             |
| North East             | 86<br>4%                    | 82<br>4%              |
| North West             | 223<br>11%                  | 226<br>11%            |
| Yorkshire & Humberside | 184<br>9%                   | 185<br>9%             |
| West Midlands          | 201<br>10%                  | 185<br>9%             |
| East Midlands          | 146<br>7%                   | 144<br>7%             |
| Wales                  | 90<br>4%                    | 103<br>5%             |
| Eastern                | 188<br>9%                   | 206<br>10%            |
| London                 | 246<br>12%                  | 268<br>13%            |
| South East             | 304<br>15%                  | 288<br>14%            |
| South West             | 198<br>10%                  | 185<br>9%             |

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Table 8

**Which of the following best describes your current working status?**

**Base: All respondents**

|  | <u>Unweighted<br/>Total</u> | <u>Weighted Total</u> |
|--|-----------------------------|-----------------------|
| Unweighted base  | 2058                        | 2058                  |
| Weighted base  | 2058                        | 2058                  |
| NET: Working   | 1146<br>56%                 | 1153<br>56%           |
| Working full time -<br>working 30 hours per<br>week or more          | 784<br>38%                  | 906<br>44%            |
| Working part time -<br>working between 8 and<br>29 hours per week    | 362<br>18%                  | 247<br>12%            |
| NET: Not working   | 912<br>44%                  | 905<br>44%            |
| Not working but seeking<br>work or temporarily<br>unemployed or sick | 102<br>5%                   | 89<br>4%              |
| Not working and not<br>seeking work                                  | 139<br>7%                   | 153<br>7%             |
| Retired on a state<br>pension only                                   | 102<br>5%                   | 106<br>5%             |
| Retired with a private<br>pension                                    | 385<br>19%                  | 382<br>19%            |
| House person,<br>housewife,<br>househusband, etc.                    | 184<br>9%                   | 176<br>9%             |



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

|                                      | <u>Unweighted<br/>Total</u> | <u>Weighted Total</u> |
|--------------------------------------|-----------------------------|-----------------------|
| Unweighted base                      | 2058                        | 2058                  |
| Weighted base                        | 2058                        | 2058                  |
| NET: Homeowners                      | 1248<br>61%                 | 1338<br>65%           |
| Owned outright -<br>without mortgage | 669<br>33%                  | 679<br>33%            |
| Owned with a mortgage<br>or loan     | 579<br>28%                  | 659<br>32%            |
| NET: Renters                         | 769<br>37%                  | 688<br>33%            |
| Rented from the council              | 168<br>8%                   | 288<br>14%            |
| Rented from a housing<br>association | 209<br>10%                  | 125<br>6%             |
| Rented from someone<br>else          | 392<br>19%                  | 275<br>13%            |
| Rent free                            | 41<br>2%                    | 32<br>2%              |

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Table 10  
**Have you taken a foreign holiday in the last 3 years?**  
**Base: All respondents**

|                 | <u>Unweighted<br/>Total</u> | <u>Weighted Total</u> |
|-----------------|-----------------------------|-----------------------|
| Unweighted base | 2058                        | 2058                  |
| Weighted base   | 2058                        | 2058                  |
| Yes             | 1120<br>54%                 | 1255<br>61%           |
| No              | 938<br>46%                  | 803<br>39%            |

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Table 11  
**How many cars are there in your household?**  
**Base: All respondents**

|                          | <u>Unweighted<br/>Total</u> | <u>Weighted Total</u> |
|--------------------------|-----------------------------|-----------------------|
| Unweighted base          | 2058                        | 2058                  |
| Weighted base            | 2058                        | 2058                  |
| No cars in the household | 432<br>21%                  | 432<br>21%            |
| NET: Any                 | 1626<br>79%                 | 1626<br>79%           |
| 1                        | 1124<br>55%                 | 864<br>42%            |
| 2                        | 400<br>19%                  | 576<br>28%            |
| 3+                       | 102<br>5%                   | 185<br>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<br/>Total</u> | <u>Weighted Total</u> |
|------------------|-----------------------------|-----------------------|
| Unweighted base  | 2058                        | 2058                  |
| Weighted base    | 2058                        | 2058                  |
| Conservative     | 525<br>26%                  | 576<br>28%            |
| Labour           | 641<br>31%                  | 597<br>29%            |
| Liberal Democrat | 214<br>10%                  | 206<br>10%            |
| SNP              | 47<br>2%                    | 38<br>2%              |
| Plaid Cymru      | 7<br>*                      | 4<br>*                |
| Green            | 63<br>3%                    | 39<br>2%              |
| UKIP             | 199<br>10%                  | 82<br>4%              |
| BNP              | 12<br>1%                    | 8<br>*                |
| Another party    | 23<br>1%                    | 13<br>1%              |
| None             | 327<br>16%                  | 494<br>24%            |