

Opinion Poll

ONLINE Fieldwork : 14th-16th 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	2053	1011	1042	220	299	345	386	336	467	624	568	324	537	532	510	528	281	202	270	794	469	579	119	271	576	406	372	
Weighted base	2053	1006	1047	244	346	346	366	305	447	549	569	447	488	554	534	493	287	185	290	860	461	545	146	187	547	379	393	
Absolutely certain to vote	(10) 1073	614	459	63	131	164	200	200	316	328	295	223	228	287	270	251	141	124	156	415	325	348	86	134	392	270	233	
		52%	61%	44%	26%	38%	47%	55%	66%	71%	60%	52%	50%	47%	52%	50%	51%	49%	67%	54%	48%	70%	64%	59%	72%	72%	71%	59%
	(9) 229	109	119	14	33	33	50	34	64	70	65	50	43	60	69	47	39	14	22	103	65	67	23	24	64	45	59	
		11%	11%	11%	6%	9%	10%	14%	11%	14%	13%	11%	9%	11%	13%	10%	14%	7%	7%	12%	14%	12%	16%	13%	12%	12%	15%	
	(8) 143	76	67	26	41	30	18	15	13	43	40	32	29	37	41	32	19	13	25	76	28	41	19	11	31	16	43	
		7%	8%	6%	11%	12%	9%	5%	5%	3%	8%	7%	6%	7%	8%	7%	6%	7%	9%	9%	6%	8%	13%	6%	6%	4%	11%	
	(7) 127	51	77	35	23	36	18	5	11	31	40	30	26	39	29	38	15	6	23	60	18	43	3	11	21	20	20	
		6%	5%	7%	14%	7%	10%	5%	2%	2%	6%	7%	5%	7%	5%	8%	5%	3%	8%	7%	4%	8%	2%	6%	4%	5%	5%	
	(6) 45	16	29	9	12	7	14	1	3	8	11	16	10	10	13	12	9	2	8	21	10	8	5	1	1	7	6	
		2%	2%	3%	4%	4%	2%	4%	*	1%	2%	2%	4%	2%	2%	2%	3%	1%	3%	2%	2%	1%	4%	1%	*	2%	2%	
	(5) 80	24	55	13	38	7	11	6	5	15	23	20	21	20	25	17	10	7	8	35	8	23	9	1	6	9	12	
		4%	2%	5%	5%	11%	2%	3%	2%	1%	3%	4%	5%	4%	5%	3%	3%	4%	3%	4%	2%	4%	6%	*	1%	2%	3%	
	(4) 21	2	19	12	1	3	4	-	1	2	7	6	7	2	4	5	11	-	8	8	-	4	-	4	2	-	-	
		1%	*	2%	5%	*	1%	1%	-	*	*	1%	1%	*	1%	1%	4%	-	3%	1%	-	1%	-	2%	*	-	-	
	(3) 26	6	20	8	9	6	1	1	1	5	10	4	7	8	9	5	3	1	-	19	4	6	-	*	5	-	-	
		1%	1%	2%	3%	3%	2%	*	*	1%	2%	1%	1%	1%	2%	1%	1%	*	-	2%	1%	1%	-	*	1%	-	-	
	(2) 44	17	27	14	6	8	7	8	1	7	9	5	23	6	19	17	2	-	6	26	3	5	-	2	3	*	1	
		2%	2%	3%	6%	2%	2%	3%	*	1%	2%	1%	5%	1%	4%	3%	1%	-	2%	3%	1%	1%	-	1%	1%	*	*	
Definitely would not vote	(1) 153	65	88	23	37	26	28	20	19	23	39	39	52	34	23	50	32	15	28	56	-	-	-	-	15	6	7	
		7%	6%	8%	9%	11%	8%	8%	7%	4%	4%	7%	11%	6%	4%	10%	11%	8%	10%	6%	-	-	-	-	3%	2%	2%	
Don't know	110	26	84	27	15	25	16	14	13	16	30	22	42	51	32	18	7	3	7	41	-	-	-	-	7	5	12	
		5%	3%	8%	11%	4%	7%	4%	5%	3%	3%	5%	9%	9%	6%	4%	2%	2%	2%	5%	-	-	-	-	1%	1%	3%	
Mean	8.19	8.60	7.77	6.69	7.36	8.04	8.33	8.73	9.19	8.74	8.22	8.06	7.61	8.38	8.28	7.89	7.88	8.67	8.04	8.06	9.35	9.03	9.04	9.35	9.20	9.27	9.05	
Standard deviation	2.83	2.59	3.01	3.12	3.07	2.85	2.77	2.66	2.04	2.31	2.77	2.87	3.29	2.65	2.65	3.09	3.07	2.64	2.96	2.82	1.35	1.69	1.48	1.40	1.90	1.61	1.70	
Standard error	0.06	0.08	0.10	0.22	0.18	0.16	0.14	0.15	0.09	0.09	0.12	0.16	0.15	0.12	0.12	0.14	0.19	0.19	0.18	0.10	0.06	0.07	0.14	0.09	0.08	0.08	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	2053	1011	1042	220	299	345	386	336	467	624	568	324	537	532	510	528	281	202	270	794	469	579	119	271	576	406	372
Weighted base	2053	1006	1047	244	346	346	366	305	447	549	569	447	488	554	534	493	287	185	290	860	461	545	146	187	547	379	393
Conservative	461 22%	257 26%	204 19%	35 14%	56 16%	54 16%	74 20%	72 24%	169 38%	169 31%	129 23%	92 20%	70 14%	136 25%	149 28%	87 18%	58 20%	31 17%	41 14%	188 22%	461 100%	-	-	-	356 65%	14 4%	32 8%
Labour	545 27%	289 29%	256 24%	71 29%	98 28%	121 35%	106 29%	70 23%	79 18%	144 26%	142 25%	123 28%	137 28%	137 25%	114 21%	169 34%	75 26%	50 27%	97 34%	231 27%	-	545 100%	-	-	22 4%	296 78%	104 27%
Liberal Democrat	146 7%	66 7%	80 8%	13 5%	33 10%	20 6%	26 7%	28 9%	26 6%	58 10%	38 7%	25 6%	25 5%	41 7%	47 9%	29 6%	22 8%	7 4%	22 8%	65 8%	-	-	146 100%	-	7 1%	3 1%	112 28%
SNP	49 2%	30 3%	19 2%	3 1%	13 4%	5 2%	10 3%	6 2%	12 3%	15 3%	18 3%	9 2%	8 2%	-	-	-	-	49 27%	2 1%	31 4%	-	-	-	-	2 *	6 2%	4 1%
Plaid Cymru	8 *	4 *	4 *	1 *	1 *	* *	1 *	1 *	3 1%	-	3 1%	3 1%	2 *	-	-	-	8 3%	-	2 1%	3 *	-	-	-	-	-	-	1 *
The UK Independence Party	187 9%	121 12%	66 6%	11 5%	17 5%	19 6%	31 8%	39 13%	70 16%	47 9%	41 7%	54 12%	46 9%	58 10%	65 12%	34 7%	24 9%	6 3%	18 6%	69 8%	-	-	-	187 100%	77 14%	10 3%	35 9%
The Green Party	52 3%	28 3%	24 2%	6 2%	7 2%	8 2%	11 3%	13 4%	7 2%	15 3%	10 2%	16 4%	12 2%	18 3%	18 3%	7 1%	8 3%	1 *	11 4%	23 3%	-	-	-	-	4 1%	5 1%	14 4%
The British National Party	12 1%	6 1%	6 1%	2 1%	-	2 1%	4 1%	3 1%	2 *	-	5 1%	2 *	5 1%	1 *	2 *	6 1%	2 1%	1 *	1 *	5 1%	-	-	-	-	1 *	1 *	5 1%
Some other party	9 *	6 1%	3 *	-	1 *	1 *	2 *	4 *	1 *	3 1%	3 *	-	3 1%	3 1%	2 *	2 *	2 1%	-	4 1%	2 *	-	-	-	-	-	1 *	2 1%
Would not vote	175 9%	72 7%	102 10%	27 11%	42 12%	31 9%	32 9%	23 7%	19 4%	27 5%	43 8%	42 9%	62 13%	35 6%	36 7%	53 11%	35 12%	16 8%	29 10%	69 8%	-	-	-	-	18 3%	6 2%	7 2%
Rather not say	27 1%	16 2%	11 1%	3 1%	6 2%	8 2%	5 1%	2 1%	3 1%	5 1%	11 2%	1 *	10 2%	13 2%	7 1%	5 1%	2 1%	1 *	1 *	14 2%	-	-	-	-	1 *	3 1%	1 *
Don't know	383 19%	110 11%	273 26%	73 30%	71 21%	74 21%	64 18%	45 15%	56 12%	67 12%	126 22%	82 18%	108 22%	112 20%	95 18%	102 21%	50 18%	24 13%	60 21%	160 19%	-	-	-	-	59 11%	34 9%	75 19%

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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	1261	690	571	89	151	198	243	232	348	430	338	194	299	321	322	312	168	138	158	473	383	448	91	222	435	300	251
Weighted base	1154	651	504	89	156	179	215	200	316	361	304	251	237	306	311	263	155	120	157	471	373	416	111	152	401	277	249
Conservative	373	212	162	24	39	43	61	62	145	138	105	74	56	111	120	71	46	25	31	151	373	-	-	-	304	11	26
	32%	33%	32%	27%	25%	24%	28%	31%	46%	38%	34%	29%	24%	36%	39%	27%	30%	21%	20%	32%	100%	-	-	-	76%	4%	11%
Labour	416	227	189	44	68	92	87	59	68	112	110	92	103	102	83	133	57	41	80	171	-	416	-	-	19	244	83
	36%	35%	38%	49%	43%	51%	40%	29%	21%	31%	36%	36%	43%	33%	27%	51%	37%	34%	51%	36%	-	100%	-	-	5%	88%	33%
Liberal Democrat	111	52	59	8	20	17	21	23	22	47	26	19	19	31	36	22	17	5	17	46	-	-	111	-	5	1	89
	10%	8%	12%	9%	13%	10%	10%	11%	7%	13%	8%	8%	8%	10%	12%	8%	11%	4%	11%	10%	-	-	100%	-	1%	1%	36%
SNP	41	25	16	2	12	4	9	6	9	12	16	7	7	-	-	-	-	41	2	27	-	-	-	-	2	5	3
	4%	4%	3%	2%	7%	2%	4%	3%	3%	3%	5%	3%	3%	-	-	-	-	34%	1%	6%	-	-	-	-	*	2%	1%
Plaid Cymru	7	4	3	1	1	*	1	1	3	-	3	2	2	-	-	-	7	-	2	2	-	-	-	-	-	-	1
	1%	1%	1%	1%	1%	*	*	1%	1%	-	1%	1%	1%	-	-	-	4%	-	1%	*	-	-	-	-	-	-	*
The UK Independence Party	152	102	50	5	13	16	26	33	60	39	34	44	35	46	54	28	18	5	15	53	-	-	-	152	66	9	30
	13%	16%	10%	5%	8%	9%	12%	17%	19%	11%	11%	17%	15%	15%	17%	11%	11%	4%	10%	11%	-	-	-	100%	16%	3%	12%
The Green Party	39	22	18	5	4	4	8	12	6	12	7	12	8	13	15	4	6	1	8	17	-	-	-	-	3	4	11
	3%	3%	3%	6%	3%	2%	4%	6%	2%	3%	2%	5%	3%	4%	5%	2%	4%	1%	5%	4%	-	-	-	-	1%	1%	4%
The British National Party	9	5	4	*	-	2	2	2	2	-	3	2	4	1	2	4	1	1	1	3	-	-	-	-	1	1	4
	1%	1%	1%	*	-	1%	1%	1%	1%	-	1%	1%	2%	*	1%	1%	1%	1%	1%	1%	-	-	-	-	*	*	2%
Some other party	6	3	2	-	*	1	1	3	*	2	1	-	3	2	1	1	2	-	2	2	-	-	-	-	-	1	1
	*	1%	*	-	*	*	*	2%	*	*	*	-	1%	1%	*	*	1%	-	1%	*	-	-	-	-	-	*	1%

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Table 4
Gender
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2053	2053
Weighted base	2053	2053
Male	1011 49%	1006 49%
Female	1042 51%	1047 51%

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Absolutes/col percents

Table 5
Age
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2053	2053
Weighted base	2053	2053
18-24	220 11%	244 12%
25-34	299 15%	346 17%
35-44	345 17%	346 17%
45-54	386 19%	366 18%
55-64	336 16%	305 15%
65+	467 23%	447 22%
Average age	48.38	47.15

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Absolutes/col percents

Table 6
Social Grade
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2053	2053
Weighted base	2053	2053
AB	624 30%	549 27%
C1	568 28%	569 28%
C2	324 16%	447 22%
DE	537 26%	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	2053	2053
Weighted base	2053	2053
Scotland	202 10%	185 9%
North East	92 4%	82 4%
North West	239 12%	226 11%
Yorkshire & Humberside	197 10%	185 9%
West Midlands	172 8%	185 9%
East Midlands	146 7%	144 7%
Wales	94 5%	103 5%
Eastern	192 9%	205 10%
London	216 11%	267 13%
South East	316 15%	287 14%
South West	187 9%	185 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	2053	2053
Weighted base	2053	2053
NET: Working	1064 52%	1150 56%
Working full time - working 30 hours per week or more	727 35%	903 44%
Working part time - working between 8 and 29 hours per week	337 16%	246 12%
NET: Not working	989 48%	903 44%
Not working but seeking work or temporarily unemployed or sick	130 6%	131 6%
Not working and not seeking work	150 7%	135 7%
Retired on a state pension only	112 5%	110 5%
Retired with a private pension	436 21%	390 19%
House person, housewife, househusband, etc.	161 8%	137 7%

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Absolutes/col percents

Table 9
Tenure
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2053	2053
Weighted base	2053	2053
NET: Homeowners	1275 62%	1334 65%
Owned outright - without mortgage	683 33%	677 33%
Owned with a mortgage or loan	592 29%	657 32%
NET: Renters	748 36%	696 34%
Rented from the council	186 9%	287 14%
Rented from a housing association	184 9%	119 6%
Rented from someone else	378 18%	289 14%
Rent free	30 1%	23 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	2053	2053
Weighted base	2053	2053
Yes	1164 57%	1252 61%
No	889 43%	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	2053	2053
Weighted base	2053	2053
No cars in the household	418 20%	431 21%
NET: Any	1635 80%	1622 79%
1	1102 54%	862 42%
2	441 21%	575 28%
3+	92 4%	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	2053	2053
Weighted base	2053	2053
Conservative	590 29%	575 28%
Labour	650 32%	595 29%
Liberal Democrat	162 8%	205 10%
SNP	55 3%	41 2%
Plaid Cymru	9 *	7 *
Green	50 2%	34 2%
UKIP	192 9%	82 4%
BNP	13 1%	10 *
Another party	15 1%	11 1%
None	317 15%	493 24%