

## Opinion Poll

### ONLINE Fieldwork : 14th-16th 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	2031	1046	985	214	296	364	383	317	457	549	617	320	545	527	531	496	303	174	228	790	441	619	145	249	549	443	389	
Weighted base	2031	995	1036	241	342	342	362	302	442	543	563	442	483	548	528	487	284	183	251	886	480	560	148	178	551	409	381	
Absolutely certain to vote	(10) 1102	624	478	83	127	165	221	192	314	323	294	241	244	313	289	256	142	103	156	435	329	377	92	133	398	292	240	
		54%	63%	46%	34%	37%	48%	61%	64%	71%	59%	52%	55%	51%	57%	55%	52%	50%	56%	62%	49%	68%	67%	63%	75%	72%	71%	63%
	(9) 264	111	152	21	53	33	44	53	60	81	84	50	49	73	70	52	49	19	26	122	76	73	20	33	78	58	65	
		13%	11%	15%	9%	16%	10%	12%	17%	13%	15%	11%	10%	13%	13%	11%	17%	10%	11%	14%	16%	13%	14%	19%	14%	14%	17%	
	(8) 128	46	82	21	26	23	21	19	18	33	34	26	35	26	42	25	17	18	15	64	33	52	11	3	24	32	22	
		6%	5%	8%	9%	8%	7%	6%	6%	4%	6%	6%	7%	5%	8%	5%	6%	10%	6%	7%	7%	9%	7%	2%	4%	8%	6%	
	(7) 102	52	50	23	35	17	11	9	8	20	21	24	36	24	24	30	13	11	2	55	17	27	13	5	19	13	13	
		5%	5%	5%	9%	10%	5%	3%	3%	2%	4%	4%	6%	8%	4%	5%	6%	5%	1%	6%	3%	5%	9%	3%	3%	3%	4%	
	(6) 33	15	18	7	7	3	4	5	8	10	15	*	8	9	4	11	7	1	1	16	6	9	5	1	3	2	8	
		2%	1%	2%	3%	2%	1%	1%	2%	2%	3%	*	2%	2%	1%	2%	2%	1%	1%	2%	1%	2%	4%	*	1%	1%	2%	
	(5) 61	32	28	15	19	16	4	2	5	12	17	16	15	16	18	14	12	1	3	36	12	13	2	1	4	1	7	
		3%	3%	3%	6%	5%	5%	1%	1%	1%	2%	3%	4%	3%	3%	3%	4%	*	1%	4%	2%	2%	1%	1%	1%	*	2%	
	(4) 17	10	7	2	8	5	-	1	1	4	5	7	2	4	-	6	2	5	2	13	6	2	-	-	-	*	1	
		1%	1%	1%	1%	2%	-	*	*	1%	1%	2%	*	1%	-	1%	1%	3%	1%	1%	1%	*	-	-	-	*	*	
	(3) 30	4	26	14	3	3	7	3	1	3	16	-	11	13	5	8	2	1	5	8	-	1	2	3	3	1	2	
		1%	*	2%	6%	1%	1%	2%	1%	*	3%	-	2%	2%	1%	2%	1%	1%	2%	1%	-	*	1%	2%	1%	*	*	
	(2) 32	10	22	9	5	8	5	3	2	6	9	2	14	10	13	5	3	1	5	18	2	4	3	-	1	2	2	
		2%	1%	2%	4%	1%	1%	1%	*	1%	2%	1%	3%	2%	2%	1%	1%	*	2%	2%	*	1%	2%	-	*	*	*	
Definitely would not vote	(1) 145	55	90	24	31	33	32	7	18	29	37	44	34	30	26	52	21	15	20	63	-	-	-	-	7	1	8	
		7%	5%	9%	10%	9%	10%	9%	2%	4%	5%	7%	10%	7%	5%	11%	7%	8%	8%	7%	-	-	-	-	1%	*	2%	
Don't know	118	35	83	23	29	36	14	8	7	21	31	31	34	30	37	27	16	8	16	56	-	-	-	-	13	6	13	
		6%	3%	8%	10%	8%	11%	4%	3%	2%	4%	6%	7%	7%	5%	7%	6%	6%	4%	6%	6%	-	-	-	2%	2%	3%	
Mean	8.36	8.70	8.02	7.12	7.72	7.93	8.49	9.11	9.15	8.73	8.29	8.27	8.12	8.49	8.55	8.02	8.33	8.41	8.53	8.19	9.32	9.25	9.03	9.55	9.43	9.48	9.13	
Standard deviation	2.75	2.47	2.97	3.21	2.91	3.09	2.85	1.89	2.05	2.42	2.78	2.92	2.88	2.65	2.54	3.07	2.71	2.73	2.85	2.78	1.34	1.41	1.68	1.12	1.43	1.14	1.80	
Standard error	0.06	0.08	0.10	0.23	0.18	0.17	0.15	0.11	0.10	0.10	0.11	0.17	0.13	0.12	0.11	0.14	0.16	0.21	0.19	0.10	0.06	0.06	0.14	0.07	0.06	0.05	0.09	

## Opinion Poll

### ONLINE Fieldwork : 14th-16th February 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	2031	1046	985	214	296	364	383	317	457	549	617	320	545	527	531	496	303	174	228	790	441	619	145	249	549	443	389
Weighted base	2031	995	1036	241	342	342	362	302	442	543	563	442	483	548	528	487	284	183	251	886	480	560	148	178	551	409	381
Conservative	480 24%	236 24%	244 24%	48 20%	54 16%	57 17%	86 24%	80 27%	154 35%	154 28%	134 24%	104 23%	88 18%	142 26%	136 26%	104 21%	67 24%	31 17%	47 19%	203 23%	480 100%	-	-	-	353 64%	15 4%	46 12%
Labour	560 28%	320 32%	240 23%	67 28%	120 35%	100 29%	99 27%	77 26%	96 22%	152 28%	157 28%	112 25%	140 29%	140 25%	147 28%	146 30%	72 25%	56 30%	93 37%	239 27%	-	560 100%	-	-	26 5%	327 80%	94 25%
Liberal Democrat	148 7%	78 8%	70 7%	15 6%	22 6%	32 9%	24 7%	27 9%	27 6%	50 9%	38 7%	24 5%	35 7%	57 10%	39 7%	23 5%	21 7%	8 4%	24 9%	63 7%	-	-	148 100%	-	7 1%	7 2%	109 29%
SNP	36 2%	20 2%	15 1%	4 2%	3 1%	4 1%	5 1%	9 3%	10 2%	11 2%	8 1%	7 2%	10 2%	-	-	-	-	36 20%	2 1%	13 1%	-	-	-	-	-	1 *	8 2%
Plaid Cymru	8 *	2 *	6 1%	-	4 1%	* *	1 *	* *	2 *	-	5 1%	2 *	2 *	-	-	-	8 3%	-	-	7 1%	-	-	-	-	1 *	1 *	-
The UK Independence Party	178 9%	108 11%	70 7%	8 3%	6 2%	14 4%	40 11%	46 15%	65 15%	44 8%	38 7%	56 13%	41 8%	47 9%	60 11%	41 9%	25 9%	5 3%	17 7%	76 9%	-	-	-	178 100%	82 15%	13 3%	29 8%
The Green Party	48 2%	25 3%	23 2%	3 1%	5 1%	9 3%	12 3%	10 3%	8 2%	11 2%	18 3%	7 1%	13 3%	20 4%	10 2%	8 2%	8 3%	3 1%	10 4%	17 2%	-	-	-	-	10 2%	8 2%	10 3%
The British National Party	6 *	5 1%	1 *	-	1 *	1 *	2 *	* *	2 1%	2 *	1 *	-	3 1%	1 *	2 *	3 1%	* *	-	1 *	* *	-	-	-	-	* *	1 *	* *
Some other party	5 *	4 *	1 *	1 *	1 *	3 1%	-	* *	1 *	2 *	2 *	-	1 *	1 *	1 *	3 1%	-	* *	2 1%	2 *	-	-	-	-	1 *	-	1 *
Would not vote	193 10%	77 8%	116 11%	40 17%	38 11%	43 13%	36 10%	15 5%	20 4%	36 7%	53 9%	52 12%	52 11%	46 8%	45 9%	61 12%	25 9%	16 9%	27 11%	90 10%	-	-	-	-	8 1%	3 1%	9 2%
Rather not say	16 1%	5 1%	11 1%	3 1%	1 *	4 1%	5 1%	* 1%	4 1%	7 1%	3 1%	1 *	5 1%	5 1%	4 1%	3 1%	2 1%	2 1%	-	6 1%	-	-	-	-	-	2 1%	1 *
Don't know	353 17%	115 12%	238 23%	52 22%	88 26%	74 22%	50 14%	36 12%	53 12%	73 13%	108 19%	78 18%	94 19%	90 16%	86 16%	95 19%	56 20%	26 14%	28 11%	169 19%	-	-	-	-	64 12%	31 8%	74 19%

## Opinion Poll

### ONLINE Fieldwork : 14th-16th February 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	1275	723	552	102	152	209	253	222	337	370	389	199	317	334	343	296	184	117	154	472	357	493	111	208	412	343	264
Weighted base	1178	647	531	100	156	176	224	207	315	349	319	250	261	331	317	262	157	111	159	488	387	446	113	151	409	312	247
Conservative	387	188	199	36	39	45	69	66	132	125	109	85	68	117	110	86	54	21	38	160	387	-	-	-	302	12	37
	33%	29%	38%	36%	25%	25%	31%	32%	42%	36%	34%	34%	26%	35%	35%	33%	34%	19%	24%	33%	100%	-	-	-	74%	4%	15%
Labour	446	260	187	44	88	82	83	66	84	126	123	85	111	112	116	115	56	47	77	184	-	446	-	-	22	275	77
	38%	40%	35%	43%	56%	46%	37%	32%	27%	36%	39%	34%	43%	34%	36%	44%	36%	42%	49%	38%	-	100%	-	-	5%	88%	31%
Liberal Democrat	113	61	52	10	14	25	21	20	23	40	29	18	26	46	31	18	12	6	18	47	-	-	113	-	5	6	90
	10%	9%	10%	10%	9%	14%	10%	10%	7%	11%	9%	7%	10%	14%	10%	7%	8%	6%	12%	10%	-	-	100%	-	1%	2%	37%
SNP	30	17	13	3	3	4	5	7	9	10	7	6	8	-	-	-	-	30	2	10	-	-	-	-	-	1	7
	3%	3%	2%	3%	2%	2%	2%	3%	3%	3%	2%	2%	3%	-	-	-	-	27%	1%	2%	-	-	-	-	-	*	3%
Plaid Cymru	7	1	5	-	4	*	1	*	2	-	4	1	1	-	-	-	7	-	-	6	-	-	-	-	1	1	-
	1%	*	1%	-	2%	*	*	*	1%	-	1%	1%	1%	-	-	-	4%	-	-	1%	-	-	-	-	*	*	-
The UK Independence Party	151	93	58	6	5	11	33	38	57	36	33	49	33	39	51	35	21	4	15	65	-	-	-	151	70	11	25
	13%	14%	11%	6%	3%	6%	15%	19%	18%	10%	10%	19%	13%	12%	16%	13%	14%	4%	9%	13%	-	-	-	100%	17%	3%	10%
The Green Party	36	21	15	1	3	8	11	8	5	9	12	5	9	15	8	4	7	2	6	14	-	-	-	-	8	6	9
	3%	3%	3%	1%	2%	4%	5%	4%	2%	3%	4%	2%	4%	5%	2%	2%	5%	2%	4%	3%	-	-	-	-	2%	2%	4%
The British National Party	5	4	1	-	*	1	1	*	2	2	1	-	2	1	1	2	*	-	1	*	-	-	-	-	*	*	*
	*	1%	*	-	*	*	1%	*	1%	1%	*	-	1%	*	*	1%	*	-	1%	*	-	-	-	-	*	*	*
Some other party	3	3	1	1	1	1	-	*	1	1	2	-	1	1	1	1	-	*	1	1	-	-	-	-	1	-	1
	*	*	*	1%	*	1%	-	*	*	*	1%	-	*	*	*	1%	-	*	1%	*	-	-	-	-	*	-	*

**Opinion Poll**  
**ONLINE Fieldwork : 14th-16th February 2014**

Absolutes/col percents

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

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2031	2031
Weighted base	2031	2031
Male	1046 52%	995 49%
Female	985 48%	1036 51%

**Opinion Poll**  
**ONLINE Fieldwork : 14th-16th February 2014**

Absolutes/col percents

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

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2031	2031
Weighted base	2031	2031
18-24	214 11%	241 12%
25-34	296 15%	342 17%
35-44	364 18%	342 17%
45-54	383 19%	362 18%
55-64	317 16%	302 15%
65+	457 23%	442 22%
Average age	48.26	47.19

**Opinion Poll**  
**ONLINE Fieldwork : 14th-16th February 2014**

Absolutes/col percents

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

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2031	2031
Weighted base	2031	2031
AB	549 27%	543 27%
C1	617 30%	563 28%
C2	320 16%	442 22%
DE	545 27%	483 24%

**Opinion Poll**  
**ONLINE Fieldwork : 14th-16th February 2014**

Absolutes/col percents

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

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2031	2031
Weighted base	2031	2031
Scotland	174 9%	183 9%
North East	80 4%	81 4%
North West	239 12%	223 11%
Yorkshire & Humberside	177 9%	183 9%
West Midlands	187 9%	183 9%
East Midlands	155 8%	142 7%
Wales	106 5%	102 5%
Eastern	189 9%	203 10%
London	217 11%	264 13%
South East	310 15%	284 14%
South West	197 10%	183 9%

**Opinion Poll**  
**ONLINE Fieldwork : 14th-16th February 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	2031	2031
Weighted base	2031	2031
NET: Working	1018 50%	1137 56%
Working full time - working 30 hours per week or more	703 35%	894 44%
Working part time - working between 8 and 29 hours per week	315 16%	244 12%
NET: Not working	1013 50%	894 44%
Not working but seeking work or temporarily unemployed or sick	129 6%	103 5%
Not working and not seeking work	185 9%	157 8%
Retired on a state pension only	127 6%	118 6%
Retired with a private pension	426 21%	386 19%
House person, housewife, househusband, etc.	146 7%	130 6%



**Opinion Poll**  
**ONLINE Fieldwork : 14th-16th February 2014**

Absolutes/col percents

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

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2031	2031
Weighted base	2031	2031
NET: Homeowners	1228 60%	1320 65%
Owned outright - without mortgage	673 33%	670 33%
Owned with a mortgage or loan	555 27%	650 32%
NET: Renters	781 38%	692 34%
Rented from the council	185 9%	284 14%
Rented from a housing association	228 11%	141 7%
Rented from someone else	368 18%	266 13%
Rent free	22 1%	19 1%

**Opinion Poll**  
**ONLINE Fieldwork : 14th-16th February 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	2031	2031
Weighted base	2031	2031
Yes	1085 53%	1239 61%
No	946 47%	792 39%

**Opinion Poll**  
**ONLINE Fieldwork : 14th-16th February 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	2031	2031
Weighted base	2031	2031
No cars in the household	479 24%	427 21%
NET: Any	1552 76%	1604 79%
1	1116 55%	853 42%
2	372 18%	569 28%
3+	64 3%	183 9%

**Opinion Poll**  
**ONLINE Fieldwork : 14th-16th February 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	2031	2031
Weighted base	2031	2031
Conservative	527 26%	569 28%
Labour	653 32%	589 29%
Liberal Democrat	207 10%	203 10%
SNP	42 2%	29 1%
Plaid Cymru	8 *	7 *
Green	55 3%	36 2%
UKIP	182 9%	81 4%
BNP	16 1%	9 *
Another party	26 1%	20 1%
None	315 16%	487 24%