

Opinion Poll

ONLINE Fieldwork : 19th-20th 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	2066	979	1087	248	336	340	349	324	469	583	627	346	510	571	527	477	308	183	241	813	452	593	127	253	570	399	392		
Weighted base	2066	1012	1054	245	348	348	368	307	450	552	573	450	491	558	537	496	289	186	263	894	454	556	143	180	554	393	379		
Absolutely certain to vote	(10)	1129	618	512	82	141	151	219	216	321	336	300	231	262	303	296	243	162	125	145	441	323	377	96	139	410	287	231	
		55%	61%	49%	34%	40%	43%	59%	70%	71%	61%	52%	51%	53%	54%	55%	49%	56%	67%	55%	49%	71%	68%	67%	77%	74%	73%	61%	
	(9)	234	116	118	20	30	47	37	34	65	75	71	47	41	60	65	53	37	18	24	105	73	69	11	22	70	46	50	
		11%	11%	11%	8%	9%	14%	10%	11%	14%	12%	10%	8%	11%	12%	11%	13%	10%	9%	12%	16%	12%	8%	12%	13%	12%	13%		
	(8)	121	53	67	24	27	24	24	7	15	31	29	30	30	35	33	31	13	8	8	66	22	44	14	9	25	13	33	
		6%	5%	6%	10%	8%	7%	6%	2%	3%	6%	5%	7%	6%	6%	6%	5%	4%	3%	7%	5%	8%	10%	5%	5%	3%	9%		
	(7)	114	54	60	27	35	20	12	7	12	34	25	38	18	30	22	38	13	11	19	58	17	26	15	4	21	16	25	
		6%	5%	6%	11%	10%	6%	3%	2%	3%	6%	4%	8%	4%	5%	4%	8%	5%	6%	7%	6%	4%	5%	11%	2%	4%	4%	7%	
	(6)	35	16	19	9	12	6	4	3	-	3	17	5	10	10	6	12	6	1	3	18	7	13	2	2	7	4	3	
		2%	2%	2%	4%	3%	2%	1%	1%	-	1%	3%	1%	2%	2%	1%	2%	2%	1%	1%	2%	2%	2%	2%	1%	1%	1%	1%	
	(5)	72	31	41	10	17	14	19	4	7	12	28	18	14	21	18	20	11	2	14	31	8	14	1	4	5	6	10	
		3%	3%	4%	4%	5%	4%	5%	1%	2%	2%	5%	4%	3%	4%	3%	4%	4%	1%	5%	3%	2%	2%	*	2%	1%	2%	3%	
	(4)	31	9	21	7	12	3	5	3	-	9	8	8	5	14	4	4	5	4	5	18	2	10	2	-	2	2	4	
		1%	1%	2%	3%	4%	1%	1%	1%	-	2%	1%	2%	1%	2%	1%	1%	2%	2%	2%	2%	2%	*	2%	1%	-	*	1%	1%
	(3)	18	6	12	3	4	5	2	4	1	2	7	5	4	3	8	5	2	-	1	8	-	2	3	*	1	-	-	
		1%	1%	1%	1%	1%	1%	1%	1%	*	*	1%	1%	1%	1%	1%	1%	1%	-	*	1%	-	*	2%	*	*	-	-	
	(2)	30	11	19	8	10	5	1	5	2	5	10	2	13	6	9	12	2	1	5	15	2	2	1	-	1	4	-	
		1%	1%	2%	3%	3%	1%	*	2%	*	1%	2%	*	3%	1%	2%	2%	1%	*	2%	2%	1%	*	*	-	*	1%	-	
Definitely would not vote	(1)	160	70	91	24	36	47	26	9	18	30	47	31	52	39	41	52	23	6	19	80	-	-	-	-	6	7	8	
		8%	7%	9%	10%	10%	13%	7%	3%	4%	5%	8%	7%	11%	7%	8%	10%	8%	3%	7%	9%	-	-	-	-	1%	2%	2%	
Don't know		122	28	94	31	23	26	19	14	10	15	30	36	41	36	36	26	14	9	18	56	-	-	-	-	6	6	15	
		6%	3%	9%	12%	7%	7%	5%	5%	2%	3%	5%	8%	8%	6%	7%	5%	5%	5%	7%	6%	-	-	-	-	1%	2%	4%	
Mean		8.30	8.56	8.02	7.31	7.44	7.64	8.51	9.07	9.21	8.72	8.13	8.30	7.99	8.33	8.35	7.88	8.35	9.06	8.22	8.05	9.41	9.20	9.08	9.55	9.42	9.29	9.05	
Standard deviation		2.81	2.62	2.97	3.09	3.12	3.26	2.66	2.19	2.00	2.42	2.91	2.69	3.17	2.74	2.82	3.07	2.79	2.04	2.85	2.93	1.24	1.51	1.63	1.06	1.40	1.73	1.77	
Standard error		0.06	0.08	0.09	0.20	0.18	0.18	0.15	0.12	0.09	0.10	0.12	0.15	0.14	0.12	0.13	0.14	0.16	0.15	0.19	0.11	0.06	0.06	0.14	0.07	0.06	0.09	0.09	

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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	2066	979	1087	248	336	340	349	324	469	583	627	346	510	571	527	477	308	183	241	813	452	593	127	253	570	399	392
Weighted base	2066	1012	1054	245	348	348	368	307	450	552	573	450	491	558	537	496	289	186	263	894	454	556	143	180	554	393	379
Conservative	454 22%	240 24%	214 20%	30 12%	51 15%	59 17%	76 21%	85 28%	154 34%	146 26%	142 25%	94 21%	72 15%	135 24%	127 24%	96 19%	76 26%	21 11%	39 15%	193 22%	454 100%	-	-	-	360 65%	9 2%	32 8%
Labour	556 27%	292 29%	265 25%	72 29%	120 34%	112 32%	98 27%	69 22%	86 19%	140 25%	133 23%	128 28%	156 32%	160 29%	122 23%	156 31%	68 23%	51 27%	88 33%	251 28%	-	556 100%	-	-	24 4%	301 77%	102 27%
Liberal Democrat	143 7%	69 7%	74 7%	16 7%	23 7%	19 5%	24 7%	23 8%	38 8%	67 12%	28 5%	19 4%	30 6%	51 9%	31 6%	28 6%	16 6%	18 9%	12 4%	61 7%	-	-	143 100%	-	8 1%	4 1%	100 26%
SNP	45 2%	27 3%	18 2%	5 2%	6 2%	4 1%	4 1%	13 4%	12 3%	12 2%	10 2%	11 2%	11 2%	-	-	-	-	45 24%	8 3%	9 1%	-	-	-	-	1 *	4 1%	4 1%
Plaid Cymru	10 *	6 1%	4 *	* *	2 1%	1 *	2 1%	3 1%	1 *	2 *	6 1%	1 *	1 *	-	-	-	10 3%	-	2 1%	7 1%	-	-	-	-	-	-	1 *
The UK Independence Party	180 9%	110 11%	69 7%	14 6%	7 2%	22 6%	43 12%	34 11%	60 13%	51 9%	41 7%	40 9%	47 10%	40 7%	66 12%	48 10%	21 7%	4 2%	18 7%	73 8%	-	-	-	180 100%	81 15%	20 5%	27 7%
The Green Party	49 2%	28 3%	21 2%	8 3%	8 2%	7 2%	10 3%	9 3%	8 2%	16 3%	14 3%	9 2%	9 2%	17 3%	17 3%	4 1%	9 3%	3 1%	5 2%	19 2%	-	-	-	-	2 *	2 *	18 5%
The British National Party	9 *	7 1%	2 *	- -	* *	* *	5 1%	-	3 1%	-	1 *	1 *	6 1%	-	4 1%	5 1%	-	-	-	4 *	-	-	-	-	3 1%	-	1 *
Some other party	6 *	3 *	3 *	1 1%	2 1%	1 *	* *	-	1 *	1 *	3 *	1 *	1 *	1 *	* *	1 *	2 1%	* *	5 1%	-	-	-	-	-	-	* *	1 *
Would not vote	198 10%	88 9%	110 10%	37 15%	42 12%	60 17%	27 7%	14 5%	19 4%	34 6%	58 10%	40 9%	66 13%	46 8%	55 10%	63 13%	26 9%	8 4%	22 8%	101 11%	-	-	-	-	6 1%	11 3%	8 2%
Rather not say	31 1%	13 1%	18 2%	2 1%	8 2%	4 1%	9 3%	7 2%	-	5 1%	15 3%	7 2%	4 1%	11 2%	4 1%	4 1%	6 2%	6 3%	6 2%	12 1%	-	-	-	-	3 *	1 *	2 *
Don't know	385 19%	130 13%	256 24%	59 24%	79 23%	58 17%	70 19%	51 17%	68 15%	78 14%	122 21%	97 22%	88 18%	97 17%	111 21%	91 18%	55 19%	31 17%	62 24%	160 18%	-	-	-	-	66 12%	40 10%	82 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	1265	667	599	119	170	194	223	220	340	397	370	197	302	343	320	296	186	121	149	476	369	470	98	209	431	299	249	
Weighted base	1166	637	528	105	157	178	214	200	312	354	304	240	268	315	298	271	164	117	140	488	372	438	111	151	407	287	236	
Conservative	372	197	175	22	38	43	64	73	133	120	119	75	58	113	104	75	62	19	33	151	372	-	-	-	306	8	26	
	32%	31%	33%	21%	24%	24%	30%	36%	43%	34%	39%	31%	22%	36%	35%	28%	37%	16%	23%	31%	100%	-	-	-	75%	3%	11%	
Labour	438	234	205	51	86	92	76	58	75	113	102	100	123	118	99	124	55	41	69	196	-	438	-	-	20	253	84	
	38%	37%	39%	48%	55%	52%	35%	29%	24%	32%	34%	42%	46%	38%	33%	46%	34%	35%	49%	40%	-	100%	-	-	5%	88%	36%	
Liberal Democrat	111	54	56	11	12	15	21	20	32	54	21	13	23	39	23	22	13	14	8	45	-	-	111	-	6	3	84	
	9%	8%	11%	11%	8%	8%	10%	10%	10%	15%	7%	5%	9%	12%	8%	8%	8%	12%	6%	9%	-	-	100%	-	1%	1%	36%	
SNP	38	23	15	4	5	3	4	11	11	10	9	9	10	-	-	-	-	38	7	8	-	-	-	-	1	3	4	
	3%	4%	3%	3%	3%	2%	2%	5%	4%	3%	3%	4%	4%	-	-	-	-	32%	5%	2%	-	-	-	-	*	1%	2%	
Plaid Cymru	8	5	3	*	2	1	1	2	1	2	5	1	1	-	-	-	8	-	1	5	-	-	-	-	-	-	1	
	1%	1%	1%	*	1%	1%	1%	1%	*	*	2%	*	*	-	-	-	5%	-	1%	1%	-	-	-	-	-	-	*	
The UK Independence Party	151	95	56	11	6	18	37	28	51	42	35	34	40	32	56	41	18	3	16	61	-	-	-	151	71	17	22	
	13%	15%	11%	10%	4%	10%	17%	14%	16%	12%	12%	14%	15%	10%	19%	15%	11%	3%	11%	13%	-	-	-	100%	17%	6%	9%	
The Green Party	36	22	14	6	5	5	7	7	6	12	10	7	7	12	13	3	6	2	5	13	-	-	-	-	2	2	14	
	3%	3%	3%	5%	3%	3%	3%	4%	2%	3%	3%	3%	3%	4%	4%	1%	4%	1%	3%	3%	-	-	-	-	*	1%	6%	
The British National Party	7	5	2	-	*	*	4	-	2	-	1	1	5	-	3	4	-	-	-	4	-	-	-	-	2	-	1	
	1%	1%	*	-	*	*	2%	-	1%	-	*	*	2%	-	1%	2%	-	-	-	1%	-	-	-	-	*	-	*	
Some other party	5	3	2	1	2	1	*	-	1	1	2	1	1	1	*	1	2	*	*	4	-	-	-	-	-	*	1	
	*	*	*	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	2066	2066
Weighted base	2066	2066
Male	979 47%	1012 49%
Female	1087 53%	1054 51%

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Absolutes/col percents

Table 5
Age
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2066	2066
Weighted base	2066	2066
18-24	248 12%	245 12%
25-34	336 16%	348 17%
35-44	340 16%	348 17%
45-54	349 17%	368 18%
55-64	324 16%	307 15%
65+	469 23%	450 22%
Average age	47.66	47.21

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Absolutes/col percents

Table 6
Social Grade
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2066	2066
Weighted base	2066	2066
AB	583 28%	552 27%
C1	627 30%	573 28%
C2	346 17%	450 22%
DE	510 25%	491 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	2066	2066
Weighted base	2066	2066
Scotland	183 9%	186 9%
North East	90 4%	83 4%
North West	214 10%	227 11%
Yorkshire & Humberside	173 8%	186 9%
West Midlands	158 8%	186 9%
East Midlands	147 7%	145 7%
Wales	110 5%	103 5%
Eastern	222 11%	207 10%
London	268 13%	269 13%
South East	303 15%	289 14%
South West	198 10%	186 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	2066	2066
Weighted base	2066	2066
NET: Working	1054 51%	1157 56%
Working full time - working 30 hours per week or more	716 35%	909 44%
Working part time - working between 8 and 29 hours per week	338 16%	248 12%
NET: Not working	1012 49%	909 44%
Not working but seeking work or temporarily unemployed or sick	102 5%	81 4%
Not working and not seeking work	186 9%	168 8%
Retired on a state pension only	116 6%	112 5%
Retired with a private pension	442 21%	404 20%
House person, housewife, househusband, etc.	166 8%	144 7%

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Absolutes/col percents

Table 9
Tenure
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2066	2066
Weighted base	2066	2066
NET: Homeowners	1249 60%	1343 65%
Owned outright - without mortgage	686 33%	681 33%
Owned with a mortgage or loan	563 27%	661 32%
NET: Renters	787 38%	698 34%
Rented from the council	177 9%	289 14%
Rented from a housing association	213 10%	131 6%
Rented from someone else	397 19%	278 13%
Rent free	30 1%	26 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	2066	2066
Weighted base	2066	2066
Yes	1159 56%	1260 61%
No	907 44%	806 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	2066	2066
Weighted base	2066	2066
No cars in the household	482 23%	434 21%
NET: Any	1584 77%	1632 79%
1	1121 54%	868 42%
2	388 19%	578 28%
3+	75 4%	186 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	2066	2066
Weighted base	2066	2066
Conservative	571 28%	578 28%
Labour	650 31%	599 29%
Liberal Democrat	191 9%	207 10%
SNP	47 2%	38 2%
Plaid Cymru	12 1%	7 *
Green	58 3%	33 2%
UKIP	187 9%	83 4%
BNP	12 1%	10 *
Another party	23 1%	16 1%
None	315 15%	496 24%