

Opinion Poll

ONLINE Fieldwork : 28th-30th 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	2008	1000	1008	175	304	323	378	341	487	603	585	336	484	555	507	492	270	184	233	791	487	519	135	247	605	361	354	
Weighted base	2008	984	1024	239	338	338	358	298	437	537	557	437	477	542	522	482	281	181	246	878	470	531	139	161	573	358	334	
Absolutely certain to vote	(10)	1075	581	493	91	120	166	200	189	309	308	277	250	240	284	281	250	150	110	140	441	328	353	84	107	410	252	203
		54%	59%	48%	38%	35%	49%	56%	63%	71%	57%	50%	57%	50%	52%	54%	52%	53%	61%	57%	50%	70%	67%	61%	66%	72%	70%	61%
	(9)	233	138	95	28	25	48	42	31	60	88	71	39	36	82	56	52	27	16	29	113	68	59	27	21	74	39	51
		12%	14%	9%	12%	7%	14%	12%	10%	14%	16%	13%	9%	7%	15%	11%	11%	9%	9%	12%	13%	14%	11%	19%	13%	13%	11%	15%
	(8)	142	67	75	19	35	18	27	19	24	38	52	21	31	36	44	29	20	14	19	68	40	46	8	15	42	26	20
		7%	7%	7%	8%	10%	5%	8%	6%	5%	7%	9%	5%	7%	7%	8%	6%	7%	8%	8%	8%	8%	9%	6%	9%	7%	7%	6%
	(7)	110	42	69	22	35	22	19	13	1	24	34	22	30	31	19	30	14	17	16	63	14	38	9	7	9	18	20
		5%	4%	7%	9%	10%	6%	5%	4%	*	5%	6%	5%	6%	6%	4%	6%	5%	9%	6%	7%	3%	7%	6%	5%	2%	5%	6%
	(6)	48	26	22	6	18	6	9	4	5	10	11	13	14	13	7	15	13	-	8	24	8	6	1	2	6	-	8
		2%	3%	2%	2%	5%	2%	2%	1%	1%	2%	1%	3%	3%	2%	1%	3%	4%	-	3%	3%	2%	1%	1%	1%	-	-	2%
	(5)	83	30	53	25	27	11	8	6	5	18	23	27	14	15	28	24	12	3	3	46	9	14	4	7	6	2	9
		4%	3%	5%	10%	8%	3%	2%	2%	1%	3%	4%	6%	3%	3%	5%	5%	4%	2%	1%	5%	2%	3%	3%	4%	1%	1%	3%
	(4)	24	7	17	1	13	5	5	*	-	5	8	5	6	5	5	9	-	5	4	12	-	9	2	*	2	5	5
		1%	1%	2%	*	4%	1%	1%	*	-	1%	1%	1%	1%	1%	1%	2%	-	3%	2%	1%	-	2%	1%	*	*	1%	2%
	(3)	23	10	13	5	6	1	2	5	4	5	7	5	5	7	11	4	1	-	1	10	3	3	1	2	1	2	1
		1%	1%	1%	2%	2%	*	1%	2%	1%	1%	1%	1%	1%	1%	2%	1%	*	-	1%	1%	1%	1%	1%	1%	*	1%	*
	(2)	32	10	22	6	10	6	5	3	2	1	13	7	11	8	5	10	8	1	3	13	-	2	2	-	3	2	3
		2%	1%	2%	2%	3%	2%	1%	1%	*	*	2%	2%	2%	2%	1%	2%	3%	*	1%	2%	-	*	1%	-	*	*	1%
Definitely would not vote	(1)	142	53	88	23	26	32	26	20	15	30	37	31	43	34	37	42	22	6	11	55	-	-	-	-	14	9	7
		7%	5%	9%	10%	8%	9%	7%	7%	3%	6%	7%	7%	9%	6%	7%	9%	8%	4%	4%	6%	-	-	-	-	3%	2%	2%
Don't know		96	20	76	13	23	24	16	8	12	9	23	16	47	27	27	16	16	9	13	33	-	-	-	-	6	4	7
		5%	2%	7%	6%	7%	7%	5%	3%	3%	2%	4%	4%	10%	5%	5%	3%	6%	5%	5%	4%	-	-	-	-	1%	1%	2%
Mean		8.28	8.63	7.92	7.46	7.30	8.10	8.41	8.63	9.21	8.65	8.18	8.23	7.99	8.39	8.27	8.02	8.18	8.81	8.65	8.22	9.38	9.15	9.06	9.20	9.28	9.17	8.91
Standard deviation		2.76	2.46	2.98	3.04	2.94	2.95	2.71	2.62	1.97	2.41	2.75	2.82	3.04	2.65	2.78	2.94	2.86	2.18	2.36	2.67	1.22	1.53	1.69	1.47	1.75	1.86	1.99
Standard error		0.06	0.08	0.10	0.24	0.17	0.17	0.14	0.14	0.09	0.10	0.12	0.16	0.14	0.11	0.13	0.13	0.18	0.16	0.16	0.10	0.06	0.07	0.15	0.09	0.07	0.10	0.11

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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	2008	1000	1008	175	304	323	378	341	487	603	585	336	484	555	507	492	270	184	233	791	487	519	135	247	605	361	354
Weighted base	2008	984	1024	239	338	338	358	298	437	537	557	437	477	542	522	482	281	181	246	878	470	531	139	161	573	358	334
Conservative	470 23%	255 26%	215 21%	34 14%	55 16%	64 19%	81 23%	82 28%	154 35%	160 30%	137 25%	104 24%	70 15%	141 26%	137 26%	97 20%	72 26%	23 13%	47 19%	208 24%	470 100%	-	-	-	372 65%	11 3%	26 8%
Labour	531 26%	273 28%	258 25%	72 30%	100 30%	106 31%	87 24%	81 27%	85 19%	135 25%	148 27%	114 26%	134 28%	147 27%	121 23%	154 32%	56 20%	52 29%	89 36%	238 27%	-	531 100%	-	-	30 5%	283 79%	93 28%
Liberal Democrat	139 7%	78 8%	60 6%	25 10%	29 9%	25 7%	21 6%	14 5%	25 6%	48 9%	39 7%	29 7%	22 5%	40 7%	34 6%	25 5%	31 11%	9 5%	9 4%	77 9%	-	-	139 100%	-	7 1%	5 1%	89 27%
SNP	39 2%	24 2%	15 1%	2 1%	4 1%	5 1%	7 2%	10 4%	11 2%	13 2%	9 2%	8 2%	10 2%	-	-	-	-	39 22%	9 4%	13 1%	-	-	-	-	3 *	2 1%	4 1%
Plaid Cymru	7 *	3 *	3 *	-	3 1%	-	2 1%	2 1%	-	1 *	2 *	2 *	2 1%	-	-	-	7 2%	-	1 1%	3 *	-	-	-	-	-	-	1 *
The UK Independence Party	161 8%	102 10%	59 6%	7 3%	8 2%	17 5%	35 10%	31 10%	63 14%	44 8%	30 5%	43 10%	44 9%	35 6%	58 11%	40 8%	25 9%	3 2%	12 5%	61 7%	-	-	-	161 100%	68 12%	8 2%	24 7%
The Green Party	46 2%	16 2%	30 3%	9 4%	7 2%	4 1%	9 2%	9 3%	8 2%	15 3%	12 2%	9 2%	10 2%	12 2%	14 3%	5 1%	9 3%	5 3%	7 3%	17 2%	-	-	-	-	4 1%	6 2%	14 4%
The British National Party	8 *	5 1%	3 *	-	1 *	2 *	3 1%	2 1%	1 *	1 *	* *	3 1%	3 1%	1 *	2 *	3 1%	* *	1 *	1 *	2 *	-	-	-	-	1 *	-	* *
Some other party	9 *	4 *	4 *	1 *	-	2 *	4 1%	1 *	2 *	2 *	2 *	-	5 1%	5 1%	1 *	1 *	-	2 1%	3 1%	1 *	-	-	-	-	2 *	1 *	2 1%
Would not vote	179 9%	71 7%	108 11%	25 11%	41 12%	40 12%	31 9%	25 8%	16 4%	37 7%	46 8%	43 10%	53 11%	45 8%	50 10%	46 10%	28 10%	8 4%	12 5%	76 9%	-	-	-	-	17 3%	10 3%	8 2%
Rather not say	46 2%	30 3%	16 2%	7 3%	5 1%	13 4%	11 3%	4 1%	6 1%	7 1%	23 4%	5 1%	10 2%	21 4%	4 1%	15 3%	6 2%	1 *	3 1%	27 3%	-	-	-	-	-	-	1 *
Don't know	375 19%	121 12%	254 25%	58 24%	84 25%	62 18%	67 19%	38 13%	67 15%	75 14%	108 19%	78 18%	114 24%	95 18%	100 19%	95 20%	47 17%	38 21%	53 21%	155 18%	-	-	-	-	69 12%	30 8%	72 21%

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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	1227	675	552	85	147	186	230	231	348	401	345	204	277	337	314	285	164	127	143	469	398	406	106	196	448	272	231
Weighted base	1118	620	499	107	141	179	202	192	298	338	293	248	240	299	294	255	158	111	141	478	384	414	107	127	413	263	208
Conservative	384	209	174	25	40	51	67	68	132	132	113	84	55	114	113	77	59	20	39	165	384	-	-	-	318	8	22
	34%	34%	35%	23%	29%	28%	33%	36%	44%	39%	39%	34%	23%	38%	38%	30%	37%	18%	27%	35%	100%	-	-	-	77%	3%	11%
Labour	414	220	194	53	67	83	70	69	73	107	108	94	105	117	94	120	42	41	68	181	-	414	-	-	24	236	75
	37%	36%	39%	49%	48%	46%	35%	36%	25%	32%	37%	38%	44%	39%	32%	47%	27%	37%	48%	38%	-	100%	-	-	6%	90%	36%
Liberal Democrat	107	62	45	17	18	21	19	12	20	40	29	20	18	28	27	20	25	8	8	58	-	-	107	-	6	3	73
	10%	10%	9%	16%	13%	12%	9%	6%	7%	12%	10%	8%	8%	10%	9%	8%	16%	7%	6%	12%	-	-	100%	-	2%	1%	35%
SNP	33	21	13	1	4	4	6	9	9	10	8	6	9	-	-	-	-	33	8	10	-	-	-	-	2	2	3
	3%	3%	3%	1%	3%	2%	3%	5%	3%	3%	3%	2%	4%	-	-	-	-	30%	6%	2%	-	-	-	-	1%	1%	2%
Plaid Cymru	5	3	3	-	2	-	2	2	-	1	1	2	2	-	-	-	5	-	1	3	-	-	-	-	-	*	1
	*	*	1%	-	1%	-	1%	1%	-	*	*	1%	1%	-	-	-	3%	-	1%	1%	-	-	-	-	-	*	*
The UK Independence Party	127	84	43	3	4	15	27	24	54	35	23	32	37	27	47	31	20	3	9	46	-	-	-	127	57	7	19
	11%	14%	9%	3%	3%	8%	13%	13%	18%	10%	8%	13%	15%	9%	16%	12%	12%	2%	7%	10%	-	-	-	100%	14%	3%	9%
The Green Party	34	12	21	7	5	3	7	5	6	11	9	6	7	8	11	3	8	4	5	12	-	-	-	-	3	5	12
	3%	2%	4%	7%	4%	2%	4%	3%	2%	3%	3%	3%	3%	3%	4%	1%	5%	4%	3%	2%	-	-	-	-	1%	2%	6%
The British National Party	6	4	2	-	*	1	2	2	1	1	*	3	2	1	2	3	*	1	1	1	-	-	-	-	1	-	*
	1%	1%	*	-	*	1%	1%	1%	*	*	*	1%	1%	*	1%	1%	*	1%	*	*	-	-	-	-	*	-	*
Some other party	7	4	4	1	-	1	3	1	1	1	2	-	4	4	1	1	-	2	2	*	-	-	-	-	2	1	2
	1%	1%	1%	1%	-	1%	1%	*	1%	*	1%	-	2%	1%	*	*	-	1%	2%	*	-	-	-	-	*	*	1%

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Table 4
Gender
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2008	2008
Weighted base	2008	2008
Male	1000 50%	984 49%
Female	1008 50%	1024 51%

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Absolutes/col percents

Table 5
Age
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2008	2008
Weighted base	2008	2008
18-24	175 9%	239 12%
25-34	304 15%	338 17%
35-44	323 16%	338 17%
45-54	378 19%	358 18%
55-64	341 17%	298 15%
65+	487 24%	437 22%
Average age	49.28	47.16

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Absolutes/col percents

Table 6
Social Grade
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2008	2008
Weighted base	2008	2008
AB	603 30%	537 27%
C1	585 29%	557 28%
C2	336 17%	437 22%
DE	484 24%	477 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	2008	2008
Weighted base	2008	2008
Scotland	184 9%	181 9%
North East	81 4%	80 4%
North West	236 12%	221 11%
Yorkshire & Humberside	175 9%	181 9%
West Midlands	168 8%	181 9%
East Midlands	144 7%	141 7%
Wales	107 5%	100 5%
Eastern	195 10%	201 10%
London	244 12%	261 13%
South East	311 15%	281 14%
South West	163 8%	181 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	2008	2008
Weighted base	2008	2008
NET: Working	1024 51%	1125 56%
Working full time - working 30 hours per week or more	709 35%	884 44%
Working part time - working between 8 and 29 hours per week	315 16%	241 12%
NET: Not working	984 49%	883 44%
Not working but seeking work or temporarily unemployed or sick	115 6%	103 5%
Not working and not seeking work/ Student	139 7%	147 7%
Retired on a state pension only	124 6%	114 6%
Retired with a private pension	428 21%	355 18%
House person, housewife, househusband, etc.	178 9%	165 8%

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Absolutes/col percents

Table 9
Tenure
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2008	2008
Weighted base	2008	2008
NET: Homeowners	1263 63%	1305 65%
Owned outright - without mortgage	735 37%	662 33%
Owned with a mortgage or loan	528 26%	643 32%
NET: Renters	712 35%	674 34%
Rented from the council	196 10%	281 14%
Rented from a housing association	183 9%	124 6%
Rented from someone else	333 17%	269 13%
Rent free	33 2%	29 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	2008	2008
Weighted base	2008	2008
Yes	1171 58%	1225 61%
No	837 42%	783 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	2008	2008
Weighted base	2008	2008
No cars in the household	412 21%	422 21%
NET: Any	1596 79%	1586 79%
1	1021 51%	843 42%
2	474 24%	562 28%
3+	101 5%	181 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	2008	2008
Weighted base	2008	2008
Conservative	572 28%	562 28%
Labour	575 29%	582 29%
Liberal Democrat	201 10%	201 10%
SNP	55 3%	36 2%
Plaid Cymru	17 1%	9 *
Green	60 3%	40 2%
UKIP	191 10%	80 4%
BNP	15 1%	10 *
Another party	9 *	6 *
None	313 16%	482 24%