

Opinion Poll

ONLINE Fieldwork : 19th-20th 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	2122	1055	1067	159	291	388	419	339	526	663	623	321	515	516	574	528	331	173	248	845	505	593	153	257	608	430	427
Weighted base	2122	1040	1082	252	357	357	378	315	462	567	588	462	504	573	552	509	297	191	256	932	501	574	137	178	579	406	389
Absolutely certain to vote	(10) 1160	639	521	79	160	163	221	204	333	352	312	252	244	307	304	265	155	128	140	477	334	406	90	125	418	297	260
	55%	61%	48%	31%	45%	46%	58%	65%	72%	62%	53%	54%	48%	54%	55%	52%	52%	67%	55%	51%	67%	71%	65%	70%	72%	73%	67%
	(9) 246	146	100	15	36	36	53	42	65	91	52	52	52	79	68	51	33	15	29	103	86	60	22	27	84	49	51
	12%	14%	9%	6%	10%	10%	14%	13%	14%	16%	9%	11%	10%	14%	12%	10%	11%	8%	11%	11%	17%	11%	16%	15%	14%	12%	13%
	(8) 126	58	68	17	23	31	22	16	16	36	29	33	28	36	29	35	18	8	19	68	31	37	11	10	31	26	24
	6%	6%	6%	7%	6%	9%	6%	5%	4%	6%	5%	7%	5%	6%	5%	7%	6%	4%	7%	7%	6%	7%	8%	6%	5%	6%	6%
	(7) 111	43	68	34	22	21	18	7	8	19	31	37	24	31	26	28	16	10	14	62	28	32	5	5	18	12	16
	5%	4%	6%	14%	6%	6%	5%	2%	2%	3%	5%	8%	5%	5%	5%	5%	5%	5%	5%	7%	6%	6%	4%	3%	3%	3%	4%
	(6) 41	14	27	8	6	7	4	12	4	5	15	6	15	12	12	10	7	*	2	17	6	9	2	3	2	4	6
	2%	1%	2%	3%	2%	2%	1%	4%	1%	1%	3%	1%	3%	2%	2%	2%	2%	*	1%	2%	1%	2%	1%	2%	*	1%	2%
	(5) 81	31	50	17	25	10	14	9	6	15	16	27	23	20	22	20	14	4	9	43	7	18	4	3	6	3	9
	4%	3%	5%	7%	7%	3%	4%	3%	1%	3%	3%	6%	5%	3%	4%	4%	5%	2%	3%	5%	1%	3%	3%	1%	1%	1%	2%
	(4) 15	5	9	5	3	5	1	-	2	4	8	-	3	6	4	3	2	1	4	7	1	1	1	1	2	1	3
	1%	1%	1%	2%	1%	1%	*	-	*	1%	1%	-	1%	1%	1%	*	1%	1%	2%	1%	*	*	1%	*	*	*	1%
	(3) 24	11	13	6	5	5	4	3	1	7	6	4	7	2	7	10	4	1	7	7	1	5	1	2	1	1	4
	1%	1%	1%	3%	2%	1%	1%	1%	*	1%	1%	1%	1%	*	1%	2%	1%	1%	3%	1%	*	1%	1%	1%	*	*	1%
	(2) 41	16	25	14	5	8	8	6	1	9	13	2	17	14	13	8	5	2	3	25	9	4	1	2	3	2	1
	2%	2%	2%	5%	1%	2%	2%	2%	*	2%	2%	*	3%	2%	2%	2%	2%	1%	1%	3%	2%	1%	1%	1%	*	1%	*
Definitely would not vote	(1) 165	45	119	28	52	35	20	11	19	18	58	31	57	40	37	48	24	16	15	82	-	-	-	-	4	5	5
	8%	4%	11%	11%	15%	10%	5%	3%	4%	3%	10%	7%	11%	7%	7%	9%	8%	8%	6%	9%	-	-	-	-	1%	1%	1%
Don't know	113	31	82	28	21	36	14	6	8	12	47	20	34	26	30	32	19	5	15	43	-	-	-	-	11	6	11
	5%	3%	8%	11%	6%	10%	4%	2%	2%	2%	8%	4%	7%	5%	5%	6%	6%	3%	6%	5%	-	-	-	-	2%	1%	3%
Mean	8.27	8.76	7.78	6.85	7.45	7.87	8.59	8.87	9.22	8.88	8.03	8.41	7.71	8.34	8.33	8.07	8.16	8.62	8.37	8.06	9.26	9.25	9.21	9.30	9.45	9.38	9.18
Standard deviation	2.83	2.37	3.16	3.26	3.35	3.08	2.54	2.25	1.98	2.20	3.09	2.59	3.24	2.73	2.78	2.99	2.89	2.75	2.69	2.94	1.47	1.51	1.49	1.50	1.31	1.50	1.71
Standard error	0.06	0.07	0.10	0.27	0.20	0.16	0.13	0.12	0.09	0.09	0.13	0.15	0.15	0.12	0.12	0.13	0.16	0.21	0.18	0.10	0.07	0.06	0.12	0.09	0.05	0.07	0.08

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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	2122	1055	1067	159	291	388	419	339	526	663	623	321	515	516	574	528	331	173	248	845	505	593	153	257	608	430	427
Weighted base	2122	1040	1082	252	357	357	378	315	462	567	588	462	504	573	552	509	297	191	256	932	501	574	137	178	579	406	389
Conservative	501 24%	277 27%	224 21%	42 17%	64 18%	63 18%	95 25%	73 23%	164 36%	187 33%	132 22%	112 24%	70 14%	162 28%	152 28%	93 18%	73 24%	21 11%	44 17%	230 25%	501 100%	-	-	-	376 65%	18 4%	35 9%
Labour	574 27%	294 28%	280 26%	73 29%	99 28%	107 30%	113 30%	86 27%	95 21%	137 24%	154 26%	142 31%	141 28%	148 26%	132 24%	172 34%	65 22%	56 29%	86 34%	261 28%	-	574 100%	-	-	34 6%	308 76%	125 32%
Liberal Democrat	137 6%	72 7%	66 6%	13 5%	22 6%	19 5%	23 6%	20 6%	41 9%	51 9%	36 6%	15 3%	35 7%	39 7%	39 7%	23 4%	26 9%	11 6%	9 4%	58 6%	-	-	137 100%	-	10 2%	3 1%	98 25%
SNP	49 2%	34 3%	15 1%	4 1%	7 2%	6 2%	9 2%	13 4%	10 2%	10 2%	11 2%	14 3%	14 3%	-	-	-	-	49 26%	6 2%	11 1%	-	-	-	-	3 *	1 *	4 1%
Plaid Cymru	9 *	4 *	5 *	1 *	2 1%	2 *	2 1%	2 1%	* *	1 *	2 *	3 1%	3 1%	-	-	-	9 3%	-	2 1%	2 *	-	-	-	-	-	1 *	-
The UK Independence Party	178 8%	114 11%	64 6%	9 4%	16 4%	18 5%	39 10%	40 13%	55 12%	43 8%	48 8%	47 10%	41 8%	45 8%	52 9%	48 9%	27 9%	6 3%	15 6%	79 9%	-	-	-	178 100%	72 12%	15 4%	25 6%
The Green Party	39 2%	19 2%	20 2%	7 3%	11 3%	2 1%	8 2%	7 2%	4 1%	15 3%	13 2%	1 *	9 2%	12 2%	8 1%	10 2%	6 2%	3 2%	9 3%	17 2%	-	-	-	-	3 1%	-	12 3%
The British National Party	8 *	5 *	4 *	- -	* *	2 *	4 1%	2 1%	- *	1 *	* *	2 *	4 1%	1 *	4 1%	3 1%	1 *	- -	* *	4 *	-	-	-	-	3 1%	1 *	2 1%
Some other party	8 *	5 *	3 *	- -	1 *	* *	3 1%	2 *	2 *	1 *	2 *	3 1%	2 *	3 *	4 1%	1 *	* *	- -	2 1%	2 *	-	-	-	-	1 *	-	4 1%
Would not vote	194 9%	55 5%	139 13%	36 14%	57 16%	42 12%	25 7%	15 5%	19 4%	25 4%	70 12%	31 7%	69 14%	47 8%	48 9%	55 11%	27 9%	17 9%	21 8%	94 10%	-	-	-	-	5 1%	7 2%	5 1%
Rather not say	31 1%	19 2%	12 1%	7 3%	1 *	6 2%	6 2%	4 1%	7 1%	15 3%	3 1%	8 2%	5 1%	13 2%	6 1%	3 1%	4 1%	4 2%	2 1%	19 2%	-	-	-	-	-	1 *	3 1%
Don't know	394 19%	143 14%	251 23%	61 24%	75 21%	90 25%	50 13%	52 16%	65 14%	82 14%	117 20%	84 18%	111 22%	103 18%	107 19%	102 20%	58 20%	23 12%	60 23%	156 17%	-	-	-	-	71 12%	51 13%	78 20%

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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	1320	722	598	71	154	206	276	235	378	455	373	199	294	326	353	317	208	116	145	513	411	475	121	208	461	322	281
Weighted base	1199	670	529	95	170	169	239	207	319	369	315	267	248	329	308	277	163	121	138	519	402	456	109	144	428	293	252
Conservative	402	223	179	27	49	49	75	61	142	154	106	87	55	128	126	73	59	17	35	178	402	-	-	-	321	15	28
	34%	33%	34%	28%	29%	29%	31%	29%	45%	42%	34%	33%	22%	39%	41%	27%	36%	14%	25%	34%	100%	-	-	-	75%	5%	11%
Labour	456	239	216	48	74	85	92	74	83	115	121	113	106	121	99	139	49	47	67	211	-	456	-	-	28	260	105
	38%	36%	41%	51%	43%	50%	38%	36%	26%	31%	39%	42%	43%	37%	32%	50%	30%	39%	48%	41%	-	100%	-	-	7%	89%	41%
Liberal Democrat	109	58	51	8	18	14	18	17	33	42	27	11	29	32	30	17	21	10	8	44	-	-	109	-	8	2	83
	9%	9%	10%	9%	11%	8%	8%	8%	10%	11%	9%	4%	12%	10%	10%	6%	13%	8%	6%	9%	-	-	100%	-	2%	1%	33%
SNP	42	30	12	3	7	5	7	11	9	9	10	12	12	-	-	-	-	42	6	9	-	-	-	-	3	1	3
	3%	4%	2%	4%	4%	3%	3%	5%	3%	2%	3%	4%	5%	-	-	-	-	34%	4%	2%	-	-	-	-	1%	*	1%
Plaid Cymru	6	3	4	*	1	1	1	2	*	1	2	2	2	-	-	-	6	-	1	2	-	-	-	-	-	1	-
	1%	*	1%	*	1%	1%	1%	1%	*	*	1%	1%	1%	-	-	-	4%	-	1%	*	-	-	-	-	-	*	-
The UK Independence Party	144	94	50	5	11	13	33	34	47	35	37	37	34	36	41	39	23	4	12	60	-	-	-	144	62	13	20
	12%	14%	9%	5%	7%	8%	14%	16%	15%	9%	12%	14%	14%	11%	13%	14%	14%	3%	9%	12%	-	-	-	100%	14%	4%	8%
The Green Party	28	16	12	3	8	1	7	6	3	11	9	1	6	10	5	6	4	2	7	10	-	-	-	-	3	-	10
	2%	2%	2%	3%	5%	1%	3%	3%	1%	3%	3%	*	3%	3%	2%	2%	2%	2%	5%	2%	-	-	-	-	1%	-	4%
The British National Party	6	4	2	-	*	1	4	1	-	1	*	2	3	1	3	2	1	-	*	3	-	-	-	-	3	1	1
	*	1%	*	-	*	*	1%	1%	-	*	*	1%	1%	*	1%	1%	1%	-	*	1%	-	-	-	-	1%	*	*
Some other party	7	4	3	-	1	*	3	1	2	1	2	2	2	2	3	1	*	-	2	1	-	-	-	-	*	-	3
	1%	1%	1%	-	*	*	1%	1%	*	*	1%	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	2122	2122
Weighted base	2122	2122
Male	1055 50%	1040 49%
Female	1067 50%	1082 51%

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Absolutes/col percents

Table 5
Age
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2122	2122
Weighted base	2122	2122
18-24	159 7%	252 12%
25-34	291 14%	357 17%
35-44	388 18%	357 17%
45-54	419 20%	378 18%
55-64	339 16%	315 15%
65+	526 25%	462 22%
Average age	49.68	47.22

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Absolutes/col percents

Table 6
Social Grade
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2122	2122
Weighted base	2122	2122
AB	663 31%	567 27%
C1	623 29%	588 28%
C2	321 15%	462 22%
DE	515 24%	504 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	2122	2122
Weighted base	2122	2122
Scotland	173 8%	191 9%
North East	91 4%	85 4%
North West	252 12%	233 11%
Yorkshire & Humberside	185 9%	191 9%
West Midlands	209 10%	191 9%
East Midlands	161 8%	149 7%
Wales	119 6%	106 5%
Eastern	204 10%	212 10%
London	183 9%	276 13%
South East	333 16%	297 14%
South West	212 10%	191 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	2122	2122
Weighted base	2122	2122
NET: Working	1093 52%	1188 56%
Working full time - working 30 hours per week or more	765 36%	934 44%
Working part time - working between 8 and 29 hours per week	328 15%	255 12%
NET: Not working	1029 48%	934 44%
Not working but seeking work or temporarily unemployed or sick	99 5%	93 4%
Not working and not seeking work	136 6%	151 7%
Retired on a state pension only	132 6%	134 6%
Retired with a private pension	476 22%	380 18%
House person, housewife, househusband, etc.	186 9%	175 8%

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Absolutes/col percents

Table 9
Tenure
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2122	2122
Weighted base	2122	2122
NET: Homeowners	1401 66%	1379 65%
Owned outright - without mortgage	814 38%	700 33%
Owned with a mortgage or loan	587 28%	679 32%
NET: Renters	690 33%	716 34%
Rented from the council	161 8%	297 14%
Rented from a housing association	173 8%	130 6%
Rented from someone else	356 17%	289 14%
Rent free	31 1%	27 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	2122	2122
Weighted base	2122	2122
Yes	1276 60%	1294 61%
No	846 40%	828 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	2122	2122
Weighted base	2122	2122
No cars in the household	390 18%	446 21%
NET: Any	1732 82%	1676 79%
1	1054 50%	891 42%
2	561 26%	594 28%
3+	117 6%	191 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	2122	2122
Weighted base	2122	2122
Conservative	613 29%	594 28%
Labour	655 31%	615 29%
Liberal Democrat	232 11%	212 10%
SNP	45 2%	44 2%
Plaid Cymru	16 1%	8 *
Green	54 3%	36 2%
UKIP	185 9%	85 4%
BNP	12 1%	8 *
Another party	11 1%	9 *
None	299 14%	509 24%