

ComRes Published Voting Intention Figures

	The Independent	Independent on Sunday/ Sunday Mirror	The Independent	Independent on Sunday/ Sunday Mirror	The Independent	Independent on Sunday/ Sunday Mirror
	25th March	16 th March	4th March	16th February	28th January	15th December
Conservative	31%	32%	30%	32%	32%	30%
Labour	36%	35%	38%	37%	33%	35%
Liberal Democrat	9%	9%	10%	9%	9%	8%
UKIP	11%	16%	11%	15%	14%	19%
Other	13%	8%	11%	7%	12%	8%

METHODOLOGY NOTE

ComRes interviewed 1,024 British adults by telephone between 21st and 23rd March 2014. Data were weighted to be representative of all GB adults. Data were also weighted by past vote recall. ComRes is a member of the British Polling Council and abides by its rules.

To commission a voting intention poll or a public opinion survey please contact Katharine Peacock: katharine.peacock@comres.co.uk

To register for Pollwatch, a monthly newsletter update on the polls, please email: pollwatch@comres.co.uk

Opinion Poll CATI Fieldwork: 21st - 23rd March 2014

Table 1
Q1. Thinking back to the General Election in 2010 / UK General Election (for Scotland), which party if any did you vote for?
Base: All respondents

		Gen	<u>ider</u>			Ag	je				Cla	SS				Reg	ion		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Eng- land & Wales	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land
Unweighted base	1024	498	526	85	160	174	208	169	228	389	245	154	236	932	280	257	249	146	92
Weighted base	1024	502	522	122	172	171	182	152	224	277	286	221	240	936	278	268	246	144	88
Conservative	212	109	103	8	16	22	33	41	92	68	64	44	37	202	61	69	49	22	10
	21%	22%	20%	6%	9%	13%	18%	27%	41%	25%	22%	20%	15%	22%	22%	26%	20%	16%	12%
Labour	187	86	101	11	23	38	33	37	45	48	50	35	53	167	52	39	54	22	20
	18%	17%	19%	9%	13%	22%	18%	24%	20%	17%	18%	16%	22%	18%	19%	15%	22%	15%	23%
Liberal Democrat	130	57	73	13	27	27	22	21	20	49	41	19	22	127	39	32	34	22	3
	13%	11%	14%	11%	16%	16%	12%	14%	9%	18%	14%	9%	9%	14%	14%	12%	14%	15%	4%
Other	60	34	26	1	13	9	11	8	19	13	10	20	17	39	9	18	6	6	21
	6%	7%	5%	1%	7%	5%	6%	5%	8%	5%	4%	9%	7%	4%	3%	7%	2%	4%	23%
Did not vote	322	173	149	82	78	56	56	25	25	72	93	78	78	301	92	82	76	50	22
	31%	35%	29%	67%	45%	32%	31%	16%	11%	26%	33%	35%	33%	32%	33%	31%	31%	35%	25%
Don't remember	50	12	38	2	13	7	9	10	9	13	7	11	19	43	14	12	10	7	7
	5%	2%	7%	2%	7%	4%	5%	7%	4%	5%	3%	5%	8%	5%	5%	4%	4%	5%	8%
Refused	62	31	32	5	3	13	18	11	13	14	20	14	14	57	11	15	16	14	5
	6%	6%	6%	4%	1%	8%	10%	7%	6%	5%	7%	6%	6%	6%	4%	6%	7%	10%	6%



Opinion Poll CATI Fieldwork: 21st - 23rd March 2014

Table 1

Q1. Thinking back to the General Election in 2010 / UK General Election (for Scotland), which party if any did you vote for? Base: All respondents

				Q.3/4/5 Votir	na Intention (i	ncluding Sque	eze & DK/Ref	use at Q.4)				Vote	ed in 2010 Ger Election	neral
	<u>Total</u>	Conser- vative	Labour	Lib Dem	UKIP	Green	SNP	Plaid Cymru	BNP	Other	DK/Refuse at Q4	Conser- vative	Labour	Liberal Demo- crat
Unweighted base	1024	208	268	63	69	34	18	10	8	26	230	204	218	125
Weighted base	1024	211	250	64	72	33	18	9	7	25	224	212	187	130
Conservative	212 21%	147 70%	5 2%	3 4%	25 35%	3 9%	-	2 18%	-	2 9%	25 11%	212 100%	-	-
Labour	187 18%	10 5%	139 55%	7 11%	4 6%	4 13%	-	1 7%	-	3 12%	15 7%	-	187 100%	-
Liberal Democrat	130 13%	15 7%	34 14%	38 59%	5 8%	13 39%	- -	-	- -	5 19%	22 10%	- -	-	130 100%
Other	60 6%	1 1%	6 2%	-	13 19%	6 19%	16 90%	2 25%	4 53%	3 13%	5 2%	-	-	-
Did not vote	322 31%	32 15%	55 22%	14 22%	18 25%	4 11%	1 5%	4 51%	2 29%	8 34%	79 35%	- -	-	- -
Don't remember	50 5%	4 2%	12 5%	2 3%	6 8%	1 2%	1 5%	- -	1 18%	3 13%	20 9%	- -	- -	- -
Refused	62 6%	2 1%	1	1 1%	-	2 7%	-	-	-	-	58 26%	-	-	-



Opinion Poll CATI Fieldwork: 21st - 23rd March 2014

Table 1
Q1. Thinking back to the General Election in 2010 / UK General Election (for Scotland), which party if any did you vote for?
Base: All respondents

Q5. Generally speaking, do you think of yourself as...? Conser Lib Dem Green Total Labour -vative **UKIP** SNP Plaid Cymru BNP Other Refused Don't know Unweighted base 1024 297 231 68 54 39 19 11 9 34 82 180 Weighted base 1024 277 241 65 60 37 19 12 8 39 77 187 Conservative 212 6 156 11 26 21% 65% 18% 21% 14% 187 147 9 6 6 3 11 Labour 18% 53% 6% 16% 6% Liberal Democrat 130 27 18 38 7 9 8 23 13% 10% 8% 58% 12% 23% 10% 13% Other 60 6 3 9 7 3 5 11 14 1 6% 2% 1% 1% 15% 19% 74% 9% 34% 12% 1% 6% Did not vote 322 80 47 16 21 15 3 8 4 24 20 86 19% 24% 70% 41% 61% 31% 29% 34% 39% 15% 26% 46% Don't remember 50 10 5 1 9 2 3 3 15 1 1 5% 3% 2% 15% 11% 15% 7% 8% 2 Refused 62 1 5 38 14 1% 6% 1% 2% 9% 12% 49% 8%



Opinion Poll CATI Fieldwork: 21st - 23rd March 2014

Table 1
Q1. Thinking back to the General Election in 2010 / UK General Election (for Scotland), which party if any did you vote for?
Base: All respondents

							Region						R	tegion Summa	ry
	Total	Scotland	North East	North West	York- shire & Humber -side	East Midlands	West Midlands	Wales	East Anglia	Greater London	South East	South West	Eng- land	Scotland	Wales
Unweighted base	1024	92	36	115	98	71	89	51	97	138	142	95	881	92	51
Weighted base	1024	88	40	113	92	73	92	50	104	133	145	94	886	88	50
Conservative	212	10	11	26	12	17	20	6	32	20	41	17	197	10	6
	21%	12%	27%	23%	13%	23%	22%	11%	31%	15%	28%	18%	22%	12%	11%
Labour	187	20	11	21	22	7	19	14	14	31	21	8	153	20	14
	18%	23%	28%	18%	24%	9%	20%	28%	13%	23%	14%	9%	17%	23%	28%
Liberal Democrat	130	3	4	12	17	11	9	4	13	21	18	18	123	3	4
	13%	4%	11%	11%	19%	15%	10%	8%	12%	16%	13%	19%	14%	4%	8%
Other	60	21	4	-	2	4	6	2	8	5	5	4	37	21	2
	6%	23%	9%	-	3%	6%	7%	4%	8%	4%	3%	4%	4%	23%	4%
Did not vote	322	22	8	39	30	26	30	20	26	53	39	30	280	22	20
	31%	25%	20%	34%	32%	36%	33%	40%	25%	40%	27%	32%	32%	25%	40%
Don't remember	50	7	2	7	2	2	6	4	3	1	13	4	39	7	4
	5%	8%	4%	6%	2%	3%	7%	7%	3%	1%	9%	4%	4%	8%	7%
Refused	62	5	1	9	7	6	1	1	8	3	9	13	56	5	1
	6%	6%	2%	8%	7%	8%	1%	2%	8%	2%	6%	14%	6%	6%	2%



Opinion Poll CATI Fieldwork: 21st - 23rd March 2014

Table 2

			Ge	nder			Ag	ge				Cla	iss				Reg	jion		
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Eng- land & Wales	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land
Unweighted base		1024	498	526	85	160	174	208	169	228	389	245	154	236	932	280	257	249	146	92
Weighted base		1024	502	522	122	172	171	182	152	224	277	286	221	240	936	278	268	246	144	88
Absolutely certain to vote	(10)	512 50%	243 48%	269 51%	24 20%	61 36%	83 48%	94 52%	91 60%	158 70%	155 56%	149 52%	92 42%	116 48%	455 49%	140 50%	128 48%	112 46%	76 53%	57 65%
	(9)	65 6%	35 7%	30 6%	11 9%	11 6%	8 5%	13 7%	10 6%	13 6%	22 8%	26 9%	11 5%	7 3%	58 6%	16 6%	17 6%	14 6%	12 8%	7 7%
	(8)	79 8%	39 8%	40 8%	12 10%	13 8%	18 10%	14 8%	12 8%	10 4%	25 9%	19 7%	18 8%	17 7%	76 8%	27 10%	20 7%	21 8%	9 6%	3 4%
	(7)	55 5%	27 5%	27 5%	11 9%	15 9%	8 5%	10 5%	6 4%	5 2%	16 6%	18 6%	9 4%	11 5%	52 6%	12 4%	20 7%	11 4%	9 7%	2 3%
	(6)	37 4%	18 4%	19 4%	14 12%	5 3%	8 5%	2 1%	4 3%	3 1%	8 3%	11 4%	8 4%	9 4%	35 4%	10 4%	15 6%	8 3%	2 2%	2 2%
	(5)	64 6%	25 5%	39 7%	12 9%	11 6%	10 6%	15 8%	9 6%	7 3%	9 3%	20 7%	13 6%	23 9%	62 7%	15 6%	17 6%	23 9%	6 4%	2 2%
	(4)	16 2%	11 2%	5 1%	6 5%	5 3%	2 1%	1	2 1%	2 1%	5 2%	2 1%	5 2%	5 2%	16 2%	4 2%	5 2%	6 2%	1 1%	* 1%
	(3)	27 3%	12 2%	15 3%	6 5%	8 4%	4 2%	4 2%	3 2%	3 1%	5 2%	5 2%	10 5%	7 3%	25 3%	8 3%	4 2%	9 4%	4 3%	2 2%
	(2)	12 1%	4 1%	8 2%	4 3%	3 1%	2 1%	2 1%	1 1%	*	2 1%	5 2%	1	5 2%	11 1%	3 1%	3 1%	3 1%	2 1%	1 1%
Certain not to vote	(1)	148 14%	80 16%	68 13%	23 19%	38 22%	29 17%	24 13%	14 9%	20 9%	27 10%	33 11%	54 24%	34 14%	137 15%	40 15%	39 15%	35 14%	22 15%	11 13%
Refused		2	2	*	-	1	*	1 1%	-	-	1	-	-	1	2	-	-	2 1%	-	- -
Don't know		7 1%	5 1%	3 1%	-	2 1%	-	1 1%	-	4 2%	2 1%	-	-	6 2%	7 1%	2 1%	1	2 1%	1 1%	1 1%
Mean		7.47	7.37	7.56	5.94	6.46	7.30	7.64	8.15	8.61	8.10	7.78	6.55	7.22	7.40	7.49	7.40	7.21	7.57	8.16
Standard deviation Standard error		3.33 0.10	3.40 0.15	3.26 0.14	3.23 0.35	3.61 0.29	3.43 0.26	3.27 0.23	2.94 0.23	2.81 0.19	2.94 0.15	3.11 0.20	3.74 0.30	3.40 0.22	3.33 0.11	3.33 0.20	3.28 0.21	3.36 0.22	3.39 0.28	3.22 0.34



Voted in 2010 General

Opinion Poll CATI Fieldwork: 21st - 23rd March 2014

Table 2

					Q.3/4/5 Voti	ng Intention (in	ncluding Sque	eze & DK/Ref	use at Q.4)				Vote	d in 2010 Ger Election	
		<u>Total</u>	Conser- vative	Labour	Lib Dem	UKIP	Green	SNP	Plaid Cymru	BNP	Other	DK/Refuse at Q4	Conser- vative	Labour	Liberal Demo- crat
Unweighted base		1024	208	268	63	69	34	18	10	8	26	230	204	218	125
Weighted base		1024	211	250	64	72	33	18	9	7	25	224	212	187	130
Absolutely certain to vote	(10)	512 50%	134 64%	152 61%	33 52%	51 72%	24 72%	14 79%	7 81%	3 49%	12 49%	103 46%	156 74%	135 72%	72 55%
	(9)	65 6%	21 10%	20 8%	3 5%	4 5%	1 3%	2 11%	-	1 18%	1 4%	13 6%	18 9%	9 5%	14 10%
	(8)	79 8%	29 14%	17 7%	9 14%	6 9%	2 5%	1 5%	- -	1 9%	3 12%	16 7%	18 8%	10 6%	15 11%
	(7)	55 5%	10 5%	22 9%	8 12%	5 7%	1 2%	- -	- -	1 12%	2 9%	6 2%	3 1%	10 5%	9 7%
	(6)	37 4%	6 3%	17 7%	6 9%	3 4%	- -	1 5%	1 7%	1 12%	1 4%	5 2%	2 1%	5 3%	6 4%
	(5)	64 6%	11 5%	22 9%	4 7%	2 2%	6 19%	- -	1 13%	-	5 22%	14 6%	5 2%	8 4%	5 4%
	(4)	16 2%	-	-	-	-	- -	-	- -	-	- -	4 2%	2 1%	1 1%	2 1%
	(3)	27 3%	-	-	-	-	-	-	-	-	-	5 2%	-	4 2%	2 1%
	(2)	12 1%	- -	- -	-	-	- -	- -	-	-	- -	3 1%	1	*	-
Certain not to vote	(1)	148 14%	-	-	-	-	- -	-	- -	-	- -	49 22%	7 3%	5 3%	7 5%
Refused		2	-	-	-	-	-	-	-	-	-	1	-	-	-
Don't know		7 1%	-	-	-	- -	- -	- -	-	- -	- -	7 3%	1 1%		
Mean		7.47	9.12	8.80	8.59	9.25	8.90	9.60	9.10	8.79	8.20	6.89	9.19	8.92	8.44
Standard deviation Standard error		3.33 0.10	1.42 0.10	1.75 0.11	1.72 0.22	1.36 0.16	1.98 0.34	0.99 0.23	1.97 0.62	1.57 0.56	2.08 0.41	3.73 0.25	1.92 0.14	2.17 0.15	2.42 0.22



Opinion Poll CATI Fieldwork: 21st - 23rd March 2014

Table 2

		_				Q5	. Generally spea	king, do you thi	ink of yourself as?	?			
		Total	Labour	Conser -vative	Lib Dem	UKIP	Green	SNP	Plaid Cymru	BNP	Other	Refused	Don't know
Unweighted base		1024	297	231	68	54	39	19	11	9	34	82	180
Weighted base		1024	277	241	65	60	37	19	12	8	39	77	187
Absolutely certain to vote	(10)	512 50%	147 53%	142 59%	33 50%	32 53%	17 46%	12 64%	6 51%	3 41%	14 34%	42 54%	64 34%
	(9)	65 6%	14 5%	18 7%	4 7%	1 1%	2 4%	1 6%	1 8%	1 15%	* 1%	6 8%	17 9%
	(8)	79 8%	15 6%	26 11%	9 14%	6 10%	2 4%	1 5%		1 8%	1 4%	10 13%	8 4%
	(7)	55 5%	21 7%	9 4%	5 8%	3 6%	1 3%	-	-	1 17%	3 9%	1 2%	9 5%
	(6)	37 4%	13 5%	6 3%	5 7%	1 2%	-	1 5%	-	1 10%	-	4 6%	6 3%
	(5)	64 6%	20 7%	6 2%	6 9%	4 6%	3 9%	* 3%	1 9%	-	5 13%	5 7%	13 7%
	(4)	16 2%	4 2%	4 2%	- -	2 3%	2 4%	-	-	-	2 4%	1 1%	2 1%
	(3)	27 3%	8 3%	4 2%	1 1%	3 5%	2 4%	-	- -	-	2 4%	-	8 4%
	(2)	12 1%	2 1%	2 1%	1 2%	1 2%	1 2%	-	1 9%	-	1 2%	* 1%	2 1%
Certain not to vote	(1)	148 14%	31 11%	24 10%	1 2%	7 12%	9 24%	3 14%	3 23%	1 9%	12 30%	6 8%	52 28%
Refused		2	1	- -	-	-	- -	- -	-	- -	- -	1 1%	-
Don't know		7 1%	-	1	-	-	- -	1 4%	-	-	-	-	5 3%
Mean		7.47	7.68	8.20	8.27	7.46	6.53	8.23	6.64	7.92	5.66	8.17	6.14
Standard deviation Standard error		3.33 0.10	3.13 0.18	2.94 0.19	2.30 0.28	3.32 0.45	3.86 0.62	3.27 0.77	4.15 1.25	2.82 0.94	3.81 0.65	2.78 0.31	3.83 0.29



Opinion Poll CATI Fieldwork: 21st - 23rd March 2014

Table 2

								Region						R	egion Summa	У
		_Total	Scotland	North East	North West	York- shire & Humber -side	East Midlands	West Midlands	Wales	East Anglia	Greater London	South East	South West	Eng- land	Scotland	Wales
Unweighted base		1024	92	36	115	98	71	89	51	97	138	142	95	881	92	51
Weighted base		1024	88	40	113	92	73	92	50	104	133	145	94	886	88	50
Absolutely certain to vote	(10)	512 50%	57 65%	18 44%	49 43%	45 49%	29 40%	43 47%	26 51%	55 53%	60 46%	79 54%	50 53%	429 48%	57 65%	26 51%
	(9)	65 6%	7 7%	6 15%	5 5%	3 3%	1 1%	6 6%	2 4%	10 10%	4 3%	12 8%	9 10%	56 6%	7 7%	2 4%
	(8)	79 8%	3 4%	4 10%	14 12%	3 3%	7 9%	5 5%	6 11%	8 8%	19 15%	8 5%	3 3%	70 8%	3 4%	6 11%
	(7)	55 5%	2 3%	1 3%	5 5%	4 4%	4 5%	3 3%	3 7%	13 13%	8 6%	4 3%	6 7%	49 6%	2 3%	3 7%
	(6)	37 4%	2 2%	2 5%	3 3%	3 3%	7 9%	6 6%	1 1%	2 2%	4 3%	7 5%	2 2%	35 4%	2 2%	1 1%
	(5)	64 6%	2 2%	2 6%	14 13%	7 7%	4 5%	10 11%	4 7%	3 3%	6 5%	9 6%	3 3%	58 7%	2 2%	4 7%
	(4)	16 2%	* 1%	- -	5 5%	*	2 3%	2 3%	- -	-	3 3%	1 1%	1 1%	16 2%	* 1%	-
	(3)	27 3%	2 2%	2 4%	4 4%	3 3%	3 5%	-	1 1%	1 1%	6 5%	2 1%	4 4%	25 3%	2 2%	1 1%
	(2)	12 1%	1 1%	1 4%	2 1%	- -	-	3 3%	2 4%	- -	3 2%	*	- -	9 1%	1 1%	2 4%
Certain not to vote	(1)	148 14%	11 13%	2 5%	12 10%	22 24%	17 23%	14 15%	6 12%	9 9%	18 14%	22 15%	16 17%	131 15%	11 13%	6 12%
Refused		2	- -	1 3%	- -	1 1%	-	- -	- -	-	-	-	- -	2	-	- -
Don't know		7 1%	1 1%	1 3%	- -	1 1%	- -	- -	- -	1 1%	- -	2 2%	1 1%	7 1%	1 1%	-
Mean		7.47	8.16	7.97	7.26	6.83	6.48	7.20	7.58	8.24	7.26	7.70	7.56	7.39	8.16	7.58
Standard deviation Standard error		3.33 0.10	3.22 0.34	2.80 0.48	3.13 0.29	3.80 0.39	3.63 0.43	3.39 0.36	3.29 0.46	2.70 0.28	3.32 0.28	3.34 0.28	3.46 0.36	3.34 0.11	3.22 0.34	3.29 0.46



Table 3

Absolutes/col percents

Q3. If there was a General Election / UK General Election (for Scotland) tomorrow, would you vote Conservative, Labour, Liberal Democrat or for some other party? Base: All respondents saying 5-10 likely to vote

		Ge	nder			A	ge				Cla	SS				Reg	ion		
	<u>Total</u>	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	<u>C1</u>	<u>C2</u>	DE	Eng- land & Wales	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land
Unweighted base	828	395	433	58	112	136	173	148	201	332	205	109	182	749	225	209	195	120	79
Weighted base	811	387	424	84	117	135	148	132	196	235	242	152	182	738	220	216	188	114	73
Labour	229 28%	103 27%	126 30%	43 51%	30 25%	46 34%	37 25%	36 28%	38 20%	62 26%	75 31%	34 23%	58 32%	211 29%	59 27%	54 25%	63 34%	35 31%	18 25%
Conservative	191 24%	102 26%	90 21%	14 16%	24 20%	27 20%	32 22%	29 22%	65 33%	67 28%	50 21%	45 29%	29 16%	182 25%	68 31%	52 24%	39 21%	22 20%	9 13%
UKIP	68 8%	35 9%	33 8%	3 4%	7 6%	8 6%	11 7%	20 15%	19 10%	14 6%	26 11%	16 11%	12 7%	68 9%	17 8%	26 12%	17 9%	8 7%	- -
Lib Dem	48 6%	24 6%	24 6%	4 4%	12 10%	10 8%	5 4%	6 5%	10 5%	14 6%	19 8%	5 3%	9 5%	46 6%	19 9%	12 5%	8 4%	8 7%	1 2%
Green	31 4%	18 5%	12 3%	1 1%	11 10%	3 2%	8 6%	5 4%	2 1%	13 5%	5 2%	8 5%	5 3%	28 4%	9 4%	9 4%	8 4%	1 1%	3 4%
SNP	16 2%	9 2%	7 2%	-	1 1%	1 1%	3 2%	3 2%	8 4%	3 1%	3 1%	4 3%	6 3%	-	-	-	-	-	16 21%
BNP	7 1%	4 1%	3 1%	1 1%	4 4%	-	2 1%	-	-	2 1%	-	2 1%	3 2%	6 1%	2 1%	3 1%	2 1%	-	1 1%
Plaid Cymru	7 1%	3 1%	5 1%	2 2%	1 1%	1 1%	2 1%	1 1%	-	1 1%	2 1%	1 1%	2 1%	7 1%	-	-	-	7 6%	-
Other	23 3%	10 3%	13 3%	3 3%	9 7%	3 2%	3 2%	1 1%	6 3%	6 2%	6 2%	5 3%	7 4%	23 3%	8 4%	7 3%	7 3%	1 1%	-
Refused	74 9%	35 9%	39 9%	6 8%	4 3%	11 8%	23 15%	12 9%	18 9%	16 7%	29 12%	14 9%	16 9%	69 9%	16 7%	18 8%	18 10%	17 15%	5 7%
Don't know	117 14%	45 12%	73 17%	8 9%	14 12%	26 19%	22 15%	19 14%	28 15%	38 16%	28 11%	16 11%	35 19%	98 13%	22 10%	34 16%	26 14%	15 13%	20 27%



Opinion Poll CATI Fieldwork: 21st - 23rd March 2014

Table 3

Q3. If there was a General Election / UK General Election (for Scotland) tomorrow, would you vote Conservative, Labour, Liberal Democrat or for some other party? Base: All respondents saying 5-10 likely to vote

				Q.3/4/5 Voti	ng Intention (i	ncluding Sque	eze & DK/Re	fuse at Q.4)			_	Vote	d in 2010 Ger Election	
	_Total	Conser- vative	Labour	Lib Dem	UKIP	Green	SNP	Plaid Cymru	BNP	Other	DK/Refuse at Q4	Conser- vative	Labour	Liberal Demo- crat
Unweighted base	828	208	268	63	69	34	18	10	8	26	161	195	207	118
Weighted base	811	211	250	64	72	33	18	9	7	25	156	202	176	120
Labour	229 28%	-	229 92%	-	-	-	-	-	-	-	-	3 2%	131 74%	31 26%
Conservative	191 24%	191 91%	-	-	-	-	-	-	- -	-	-	136 67%	10 5%	15 12%
UKIP	68 8%	-	- -	-	68 95%	- -	- -	- -	- -	-	-	25 12%	4 2%	5 4%
Lib Dem	48 6%	- -	-	48 74%	- -	-	- -	- -	- -	-	-	3 1%	5 3%	29 24%
Green	31 4%	-	-	-	-	31 94%	-	-	- -	-	-	3 1%	4 2%	13 11%
SNP	16 2%	-	-	-	-	-	16 88%	-	- -	-	-	-	- -	-
BNP	7 1%	-	-	-	- -	- -	- -	-	7 100%	-	-	- -	- -	- -
Plaid Cymru	7 1%	-	-	-	-	-	-	7 82%	- -	-	-	-	1	-
Other	23 3%	-	-	-	-	-	-	-	- -	23 95%	-	2 1%	3 2%	4 4%
Refused	74 9%	4 2%	2 1%	-	-	-	- -	- -	- -	- -	74 47%	12 6%	1 1%	1 1%
Don't know	117 14%	16 8%	19 7%	17 26%	3 5%	2 6%	2 12%	2 18%	-	1 5%	82 53%	19 9%	17 10%	23 19%



Absolutes/col percents
Table 3

Q3. If there was a General Election / UK General Election (for Scotland) tomorrow, would you vote Conservative, Labour, Liberal Democrat or for some other party? Base: All respondents saying 5-10 likely to vote

	_				Q5	. Generally spea	king, do you thi	ink of yourself as	?			
	_Total	Labour	Conser -vative	Lib Dem	UKIP	Green	SNP	Plaid Cymru	BNP	Other	Refused	Don't know
Unweighted base	828	252	201	65	43	28	16	8	8	20	71	116
Weighted base	811	230	206	62	47	25	15	8	8	24	68	118
Labour	229 28%	197 86%	3 2%	4 7%	-	3 10%	-	1 7%	-	1 3%	3 4%	18 16%
Conservative	191 24%	5 2%	166 81%	4 6%	3 7%	-	1 7%	1 12%	-	-	3 4%	8 7%
UKIP	68 8%	5 2%	15 7%	2 3%	33 69%	-	-	-	- -	- -	1 1%	13 11%
Lib Dem	48 6%	1 1%	1	31 50%	4 9%	-	-	-	1 19%	-	2 3%	7 6%
Green	31 4%	3 1%	3 1%	3 4%	1 2%	20 81%	-	-	- -	-	- -	1 1%
SNP	16 2%	1	-	-	-	-	10 68%	-	- -	-	- -	4 3%
BNP	7 1%	- -	-	-	-	-	-	-	6 81%	- -	-	1 1%
Plaid Cymru	7 1%	1	-	-	-	-	-	5 62%	- -	* 1%	- -	1 1%
Other	23 3%	2 1%	1	2 3%	2 4%	1 5%	-	-	- -	11 48%	-	4 4%
Refused	74 9%	2 1%	4 2%	-	-	-	-	-	-	4 19%	53 77%	11 9%
Don't know	117 14%	14 6%	12 6%	18 28%	4 8%	1 4%	4 25%	2 19%	-	7 29%	8 11%	49 42%



Table 3

Q3. If there was a General Election / UK General Election (for Scotland) tomorrow, would you vote Conservative, Labour, Liberal Democrat or for some other party? Base: All respondents saying 5-10 likely to vote

							Region						R	Region Summa	ry
	<u>Total</u>	Scotland	North East	North West	York- shire & Humber -side	East Midlands	West Midlands	Wales	East Anglia	Greater London	South East	South West	Eng- land	Scotland	Wales
Unweighted base	828	79	30	93	72	53	71	42	85	109	116	78	707	79	42
Weighted base	811	73	33	91	65	51	73	41	92	102	118	73	697	73	41
Labour	229 28%	18 25%	14 41%	26 29%	23 36%	13 26%	27 37%	19 45%	13 15%	29 28%	31 26%	16 22%	192 28%	18 25%	19 45%
Conservative	191 24%	9 13%	11 34%	20 22%	8 12%	14 28%	16 22%	4 9%	22 24%	27 26%	41 35%	19 26%	178 26%	9 13%	4 9%
UKIP	68 8%	- -	3 10%	9 10%	5 8%	2 3%	7 10%	3 6%	18 19%	6 5%	11 10%	5 7%	66 9%	-	3 6%
Lib Dem	48 6%	1 2%	1 4%	2 3%	4 7%	3 6%	3 4%	2 4%	6 6%	9 8%	10 9%	6 8%	44 6%	1 2%	2 4%
Green	31 4%	3 4%	1 3%	4 4%	3 5%	1 2%	4 6%	- -	4 4%	5 5%	4 3%	1 2%	28 4%	3 4%	-
SNP	16 2%	16 21%	- -		- -		-	- -		-	-	- -	-	16 21%	-
BNP	7 1%	1 1%	- -	1 1%	1 1%	2 3%	1 2%	- -	- -	1 1%	*	- -	6 1%	1 1%	-
Plaid Cymru	7 1%	-	-	-	- -	-	- -	7 17%	- -	-	-	-	-	- -	7 17%
Other	23 3%	- -	1 3%	1 1%	4 7%	3 5%	1 2%	- -	4 4%	7 7%	1 1%	1 1%	23 3%	-	-
Refused	74 9%	5 7%	1 3%	11 12%	7 11%	5 10%	5 6%	2 6%	8 9%	6 6%	10 9%	14 20%	67 10%	5 7%	2 6%
Don't know	117 14%	20 27%	1 3%	16 18%	9 14%	8 15%	8 11%	5 12%	18 20%	13 12%	9 8%	10 14%	93 13%	20 27%	5 12%



Absolutes/col percents

Table 4
Q4. If it were a legal requirement for you to vote, do you think you would probably vote Conservative, Labour, Liberal Democrat or for some other party?
Base: All respondents saying 1-4 DK Ref for likely to vote or who say DK/Ref at Q3

		Ge	nder			A	ge				Cla	SS				Reg	gion		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	<u>C1</u>	<u>C2</u>	DE	Eng- land & Wales	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land
Unweighted base	394	188	206	38	65	74	85	55	77	135	88	67	104	356	95	98	104	59	38
Weighted base	404	194	211	53	73	74	79	51	75	95	100	100	109	364	96	104	102	62	40
Labour	61 15%	36 19%	24 12%	14 26%	11 16%	9 12%	8 10%	8 15%	11 15%	11 12%	9 9%	19 19%	22 20%	54 15%	10 10%	11 11%	22 22%	10 17%	7 17%
Conservative	41 10%	20 10%	21 10%	8 15%	7 10%	5 7%	7 9%	5 10%	8 10%	12 13%	12 12%	9 9%	8 7%	36 10%	15 15%	9 9%	9 9%	4 6%	5 12%
UKIP	23 6%	13 7%	10 5%	-	3 4%	5 7%	7 9%	2 4%	5 7%	4 4%	4 4%	10 10%	6 5%	23 6%	9 9%	7 7%	6 6%	1 2%	-
Green	15 4%	6 3%	9 4%	4 7%	2 3%	5 7%	2 3%	1 2%	-	3 3%	*	6 6%	5 5%	13 4%	5 5%	5 5%	3 3%	-	2 4%
Lib Dem	11 3%	7 3%	5 2%	5 10%	3 4%	-	-	3 6%	1 1%	2 2%	4 4%	2 2%	2 2%	11 3%	5 5%	4 3%	3 3%	-	- -
BNP	7 2%	6 3%	1 *	1 2%	4 6%	-	1 2%	1 1%	-	1 1%	4 4%	2 2%	-	7 2%	2 2%	1 1%	2 2%	2 3%	-
Plaid Cymru	4 1%	2 1%	2 1%	-	2 3%	-	-	-	2 2%	* 1%	2 2%	-	2 2%	4 1%	-	-	-	4 6%	-
SNP	4 1%	1 1%	2 1%	-	4 5%	-	-	-	-	1 1%	3 3%	-	-	-	-	-	-	-	4 9%
Other	15 4%	4 2%	11 5%	-	5 6%	3 4%	4 6%	1 2%	2 2%	3 4%	1 1%	10 10%	1 1%	14 4%	3 3%	8 8%	1 1%	2 4%	1 2%
Refused	81 20%	40 21%	41 19%	4 8%	4 6%	12 16%	27 34%	14 28%	20 26%	17 18%	28 28%	15 15%	21 19%	75 21%	17 18%	18 18%	22 21%	18 28%	6 15%
Don't know	143 35%	58 30%	85 40%	17 32%	27 37%	35 48%	21 26%	16 32%	27 36%	41 43%	33 33%	27 27%	42 39%	127 35%	32 33%	40 39%	35 34%	21 33%	16 40%



Opinion Poll CATI Fieldwork: 21st - 23rd March 2014

Table 4

Q4. If it were a legal requirement for you to vote, do you think you would probably vote Conservative, Labour, Liberal Democrat or for some other party? Base: All respondents saying 1-4 DK Ref for likely to vote or who say DK/Ref at Q3

				Q.3/4/5 Voti	ng Intention (i	ncluding Sque	eze & DK/Rei	fuse at Q.4)			_	Vote	d in 2010 Ger Election	
	_Total	Conser- vative	Labour	Lib Dem	UKIP	Green	SNP	Plaid Cymru	BNP	Other	DK/Refuse at Q4	Conser- vative	Labour	Liberal Demo- crat
Unweighted base	394	23	26	16	2	2	2	1	-	2	230	37	32	32
Weighted base	404	20	21	17	3	2	2	2	-	1	224	41	29	34
Labour	61 15%	-	10 48%	-	-	-	-	- -	- -	-	-	-	11 38%	8 23%
Conservative	41 10%	11 53%	-	-	- -	- -	- -	- -	-	-	-	10 25%	-	- -
UKIP	23 6%	-	- -	-	3 100%	- -	- -	- -	-	-	- -	4 10%	-	-
Green	15 4%	-	-	-	- -	2 100%	- -	- -	-	-	-	-	3 9%	-
Lib Dem	11 3%	-	- -	4 25%	-	- -	-	- -	-	-	- -	-	-	3 8%
BNP	7 2%	-	- -	-	- -	- -	- -	- -	-	-	- -	-	-	-
Plaid Cymru	4 1%	-	-	-	- -	- -	- -	2 100%	-	-	-	2 4%	-	-
SNP	4 1%	-	-	-	-	- -	2 100%	- -	-	-	-	-	-	- -
Other	15 4%	-	-	-	-	- -	-	- -	-	1 100%	-	-	-	1 4%
Refused	81 20%	4 21%	4 18%	-	-	-	-	-	-	-	81 36%	13 32%	1 4%	1 3%
Don't know	143 35%	5 26%	7 34%	12 75%	-	-	-	-	-	-	143 64%	12 29%	14 50%	21 62%



Table 4

Q4. If it were a legal requirement for you to vote, do you think you would probably vote Conservative, Labour, Liberal Democrat or for some other party? Base: All respondents saying 1-4 DK Ref for likely to vote or who say DK/Ref at Q3

					Q5	. Generally spea	king, do you thi	ink of yourself as'	?			
	_Total	Labour	Conser -vative	Lib Dem	UKIP	Green	SNP	Plaid Cymru	BNP	Other	Refused	Don't know
Unweighted base	394	65	49	20	15	13	7	4	1	23	73	124
Weighted base	404	63	51	21	17	14	7	5	1	27	69	129
Labour	61 15%	46 72%	3 5%	-	1 5%	- -	* 7%	-	- -	-	2 3%	9 7%
Conservative	41 10%	1 2%	28 55%	-	-	- -	2 26%	-	-	3 10%	1 1%	6 5%
UKIP	23 6%	* 1%	2 4%	-	10 56%	2 18%	-	-	1 100%	2 8%	-	6 4%
Green	15 4%	- -	-	-	- -	8 56%	- -	-	- -	2 9%	-	5 4%
Lib Dem	11 3%	- -	2 5%	8 36%	- -	- -	-	-	- -	- -	-	1 1%
BNP	7 2%	1 1%	- -	-	4 24%	1 8%	-	-	-	-	-	1 1%
Plaid Cymru	4 1%	- -	- -	-	-	- -	- -	3 64%	-	-	-	*
SNP	4 1%	- -	- -	-	-	- -	4 52%	-	-	-	-	-
Other	15 4%	1 2%	1 2%	1 4%	-	* 3%	-	-	- -	7 26%	2 3%	3 2%
Refused	81 20%	4 6%	5 10%	-	- -	- -	-	-	- -	4 16%	59 86%	9 7%
Don't know	143 35%	10 16%	10 20%	12 60%	2 15%	2 16%	1 16%	2 36%	- -	9 32%	5 7%	89 69%



Table 4

Q4. If it were a legal requirement for you to vote, do you think you would probably vote Conservative, Labour, Liberal Democrat or for some other party? Base: All respondents saying 1-4 DK Ref for likely to vote or who say DK/Ref at Q3

							Region						R	Region Summa	ry
	<u>Total</u>	Scotland	North East	North West	York- shire & Humber -side	East Midlands	West Midlands	Wales	East Anglia	Greater London	South East	South West	Eng- land	Scotland	Wales
Unweighted base	394	38	9	51	44	32	30	15	36	48	47	44	341	38	15
Weighted base	404	40	9	50	43	35	32	16	38	49	47	46	348	40	16
Labour	61 15%	7 17%	6 64%	10 19%	7 15%	6 18%	4 12%	2 14%	2 4%	8 17%	1 3%	8 18%	51 15%	7 17%	2 14%
Conservative	41 10%	5 12%	- -	5 10%	4 9%	2 6%	2 7%	1 9%	5 12%	7 15%	7 15%	3 6%	35 10%	5 12%	1 9%
UKIP	23 6%	-	- -	3 5%	4 8%	2 6%	2 5%	1 6%	4 9%	1 1%	8 18%	-	22 6%	-	1 6%
Green	15 4%	2 4%	-	1 1%	2 5%	-	2 5%	-	3 9%	4 8%	1 3%	-	13 4%	2 4%	-
Lib Dem	11 3%	-	-	2 3%	1 3%	2 7%	1 4%	-	-	3 7%	1 3%	-	11 3%	-	-
BNP	7 2%	-	- -	-	2 5%	-	1 2%	- -	1 2%	1 2%	1 1%	2 5%	7 2%	-	-
Plaid Cymru	4 1%	- -	- -	-	-	-	-	4 24%	- -	-	-	-	- -	-	4 24%
SNP	4 1%	4 9%	- -		-	-	-	- -		-	-	-	-	4 9%	
Other	15 4%	1 2%	- -	1 2%	* 1%	3 9%	4 13%	- -	1 2%	3 5%	- -	2 5%	14 4%	1 2%	-
Refused	81 20%	6 15%	1 9%	11 22%	10 23%	5 14%	5 17%	3 21%	8 21%	7 14%	11 23%	14 31%	72 21%	6 15%	3 21%
Don't know	143 35%	16 40%	2 27%	18 37%	14 32%	14 41%	11 35%	4 26%	15 40%	15 31%	16 34%	16 36%	123 35%	16 40%	4 26%



Opinion Poll CATI Fieldwork: 21st - 23rd March 2014

Table 5
Q5. Generally speaking, do you think of yourself as...?
Base: All respondents

		Gei	nder	Age							Cla	SS				Reg	ion		
	_Total	Male	<u>Female</u>	18-24	25-34	35-44	45-54	55-64	65+	AB	<u>C1</u>	<u>C2</u>	DE	Eng- land & Wales	South East	Mid- lands	North Eng- land	Wales & South West	Scot-
Unweighted base	1024	498	526	85	160	174	208	169	228	389	245	154	236	932	280	257	249	146	92
Weighted base	1024	502	522	122	172	171	182	152	224	277	286	221	240	936	278	268	246	144	88
Labour	277 27%	138 28%	139 27%	49 40%	33 19%	49 29%	49 27%	45 30%	52 23%	74 27%	80 28%	46 21%	78 32%	256 27%	59 21%	68 25%	82 33%	47 33%	21 24%
Conservative	241 24%	126 25%	116 22%	20 16%	29 17%	28 17%	49 27%	35 23%	80 36%	74 27%	67 23%	57 26%	43 18%	229 24%	83 30%	70 26%	52 21%	25 17%	12 14%
Lib Dem	65 6%	30 6%	35 7%	5 4%	13 7%	14 8%	7 4%	11 7%	16 7%	24 9%	20 7%	6 3%	16 7%	63 7%	26 9%	20 7%	9 4%	8 5%	2 3%
UKIP	60 6%	34 7%	26 5%	3 2%	17 10%	7 4%	7 4%	16 10%	10 5%	9 3%	18 6%	20 9%	13 5%	60 6%	14 5%	22 8%	13 5%	11 8%	-
Green	37 4%	20 4%	18 3%	5 4%	6 4%	7 4%	10 6%	5 3%	3 2%	15 5%	5 2%	12 5%	6 2%	36 4%	18 7%	9 3%	7 3%	1 1%	2 2%
SNP	19 2%	11 2%	7 1%	-	5 3%	2 1%	2 1%	4 2%	6 3%	4 1%	5 2%	7 3%	3 1%	-	-	-	-	-	19 21%
Plaid Cymru	12 1%	4 1%	8 1%	2 1%	3 2%	3 2%	1 1%	-	3 1%	1	4 1%	1	5 2%	12 1%	-	-	-	12 8%	-
BNP	8 1%	6 1%	2	2 2%	3 2%	-	3 1%	-	-	2 1%	-	4 2%	3 1%	8 1%	3 1%	2 1%	2 1%	-	1 1%
Other	39 4%	19 4%	21 4%	4 4%	16 9%	3 2%	11 6%	1 1%	4 2%	8 3%	11 4%	11 5%	10 4%	36 4%	14 5%	11 4%	8 3%	3 2%	3 3%
Refused	77 8%	35 7%	42 8%	8 6%	4 2%	13 7%	21 12%	11 7%	21 9%	21 8%	23 8%	17 8%	16 7%	71 8%	17 6%	16 6%	22 9%	16 11%	6 7%
Don't know	187 18%	78 16%	109 21%	24 20%	43 25%	45 26%	22 12%	25 16%	29 13%	45 16%	55 19%	41 18%	47 19%	165 18%	43 16%	51 19%	50 20%	21 15%	22 25%



Opinion Poll CATI Fieldwork: 21st - 23rd March 2014

Table 5

Q5. Generally speaking, do you think of yourself as...? Base: All respondents

				Q.3/4/5 Votii	ng Intention (i	ncluding Sque	eze & DK/Re	fuse at Q.4)				Vote	ed in 2010 Ger Election	neral
	_Total	Conser- vative	Labour	Lib Dem	UKIP	Green	SNP	Plaid Cymru	BNP	Other	DK/Refuse at Q4	Conser- vative	Labour	Liberal Demo- crat
Unweighted base	1024	208	268	63	69	34	18	10	8	26	230	204	218	125
Weighted base	1024	211	250	64	72	33	18	9	7	25	224	212	187	130
Labour	277 27%	5 2%	213 85%	1 2%	5 7%	3 8%	1 6%	1 7%	-	2 8%	14 6%	6 3%	147 79%	27 21%
Conservative	241 24%	183 87%	3 1%	1 2%	15 22%	3 9%	-	- -	-	1 4%	15 7%	156 74%	9 5%	18 14%
Lib Dem	65 6%	4 2%	4 2%	48 74%	2 2%	3 8%	-	- -	- -	2 10%	12 6%	4 2%	6 3%	38 29%
UKIP	60 6%	3 2%	1	4 7%	34 47%	1 3%	-	- -	-	2 8%	2 1%	11 5%	4 2%	7 5%
Green	37 4%	-	3 1%	-	- -	21 63%	- -	- -	-	2 6%	2 1%	- -	6 3%	9 7%
SNP	19 2%	1	*	-	-	-	13 71%	- -	-	-	1	- -	- -	-
Plaid Cymru	12 1%	1	1	-	-	-	-	6 74%	-	-	2 1%	2 1%	- -	- -
BNP	8 1%	- -	-	1 2%	- -	- -	- -	- -	6 88%	- -	- -	- -	- -	-
Other	39 4%	2 1%	1	-	2 3%	-	-	* 4%	-	11 46%	13 6%	- -	3 2%	- -
Refused	77 8%	4 2%	3 1%	2 3%	1 1%	-	-	-	-	-	64 29%	6 3%	1 1%	8 6%
Don't know	187 18%	10 5%	22 9%	7 11%	13 18%	3 9%	4 23%	1 15%	1 12%	4 17%	98 44%	26 12%	11 6%	23 18%



Opinion Poll CATI Fieldwork: 21st - 23rd March 2014

Table 5

Q5. Generally speaking, do you think of yourself as...? Base: All respondents

					Q5	. Generally spea	king, do you thi	ink of yourself as?	?			
	_Total	Labour	Conser -vative	Lib Dem	UKIP	Green	SNP	Plaid Cymru	BNP	Other	Refused	Don't know
Unweighted base	1024	297	231	68	54	39	19	11	9	34	82	180
Weighted base	1024	277	241	65	60	37	19	12	8	39	77	187
Labour	277 27%	277 100%	-	-	-	-	-	-	-	-	-	-
Conservative	241 24%	-	241 100%	-	-	-	-	-	- -	-	-	-
Lib Dem	65 6%	-	-	65 100%	-	-	-	-	-	-	-	-
UKIP	60 6%	-	-	-	60 100%	- -	-	-	-	-	-	- -
Green	37 4%	-	-	-	-	37 100%	-	-	- -	-	-	-
SNP	19 2%	-	- -	- -	- -	- -	19 100%	-	-	- -	-	- -
Plaid Cymru	12 1%	-	-	- -	-	- -	-	12 100%	-	-	-	- -
BNP	8 1%	-	- -	- -	- -	- -	-	-	8 100%	- -	-	- -
Other	39 4%	-	-	-	-	- -	-	-	-	39 100%	-	- -
Refused	77 8%	- -	-	- -	- -	- -	-	- -	-	-	77 100%	- -
Don't know	187 18%	-	-	- -	-	-	- -	-	-	- -	-	187 100%



Region Summary

Opinion Poll CATI Fieldwork: 21st - 23rd March 2014

Table 5 Q5. Generally speaking, do you think of yourself as...? Base: All respondents

	Total	Scotland	North East	North West	York- shire & Humber -side	East Midlands	West Midlands	Wales	East Anglia	Greater London	South East	South West	Eng- land	Scotland	Wales
Unweighted base	1024	92	36	115	98	71	89	51	97	138	142	95	881	92	51
Weighted base	1024	88	40	113	92	73	92	50	104	133	145	94	886	88	50
Labour	277	21	19	35	28	17	30	26	21	36	23	21	230	21	26
	27%	24%	46%	30%	31%	23%	32%	52%	20%	27%	16%	23%	26%	24%	52%
Conservative	241	12	13	23	15	20	20	3	30	28	55	22	226	12	3
	24%	14%	33%	20%	17%	27%	21%	6%	29%	21%	38%	23%	26%	14%	6%
Lib Dem	65	2	1	2	6	8	7	2	5	13	13	6	61	2	2
	6%	3%	3%	1%	7%	10%	8%	4%	5%	10%	9%	6%	7%	3%	4%
UKIP	60 6%	- -	1 2%	5 4%	8 9%	-	11 12%	5 10%	11 11%	3 2%	11 8%	6 7%	56 6%	-	5 10%
Green	37	2	-	5	3	1	4	-	4	10	8	1	36	2	-
	4%	2%	-	4%	3%	2%	4%	-	4%	8%	5%	1%	4%	2%	-
SNP	19 2%	19 21%	-	-	-	-	-	- -	- -	-	-	- -	-	19 21%	- -
Plaid Cymru	12 1%	- -	- -	-	- -	-	-	12 23%	- -	- -	-	- -	-	-	12 23%
BNP	8 1%	1 1%	- -	1 1%	2 2%	1 1%	1 1%	- -	- -	3 2%	*	- -	8 1%	1 1%	- -
Other	39	3	-	1	7	1	3	*	8	12	3	2	36	3	*
	4%	3%	-	1%	8%	1%	3%	1%	7%	9%	2%	3%	4%	3%	1%
Refused	77	6	3	12	8	2	7	1	7	8	9	16	70	6	1
	8%	7%	7%	10%	9%	3%	8%	2%	6%	6%	6%	17%	8%	7%	2%
Don't know	187	22	4	31	14	23	10	2	18	21	23	19	163	22	2
	18%	25%	9%	28%	16%	32%	10%	4%	18%	16%	16%	20%	18%	25%	4%



Opinion Poll CATI Fieldwork: 21st - 23rd March 2014

Table 6
Q3/4/5. Voting Intention (including Squeeze & DK/Refuse at Q.4) - Weighted to Turnout values (Q2)
Base: All respondents expressing a voting intention and saying 5-10 likely to vote

		Ger	nder			A	ge				Cla	SS				Reg	gion		
	_Total	Male	<u>Female</u>	18-24	25-34	35-44	45-54	55-64	65+	AB	<u>C1</u>	<u>C2</u>	DE	Eng- land & Wales	South East	Mid- lands	North Eng- land	Wales & South West	Scot-
Unweighted base	636	313	323	40	88	99	128	116	165	264	156	80	135	577	181	158	150	88	59
Weighted base	614	305	309	57	91	97	107	102	161	187	181	112	134	561	176	161	140	84	53
Labour	220 36%	99 32%	121 39%	34 60%	27 29%	43 44%	38 35%	39 38%	40 25%	63 34%	68 37%	30 27%	59 44%	199 36%	54 30%	46 29%	63 45%	36 43%	21 39%
Conservative	192 31%	102 34%	90 29%	12 21%	21 24%	24 25%	34 32%	29 28%	72 45%	67 36%	51 28%	42 38%	32 24%	183 33%	68 39%	54 34%	37 26%	24 28%	10 18%
UKIP	66 11%	34 11%	33 11%	3 5%	6 6%	8 8%	12 11%	19 18%	19 12%	14 8%	24 13%	15 13%	13 10%	66 12%	16 9%	27 16%	15 11%	8 9%	- -
Lib Dem	55 9%	29 9%	27 9%	2 4%	11 13%	14 15%	7 7%	7 7%	13 8%	16 9%	22 12%	7 6%	10 7%	54 10%	20 11%	17 10%	11 8%	7 8%	1 3%
Green	29 5%	18 6%	11 4%	2 3%	10 11%	3 3%	8 7%	4 4%	2 1%	13 7%	4 2%	7 6%	4 3%	26 5%	9 5%	9 6%	7 5%	1 2%	3 6%
SNP	17 3%	9 3%	8 3%	-	3 3%	1 1%	3 3%	2 2%	8 5%	3 2%	4 2%	4 4%	6 4%	-	-	-	-	-	17 32%
Plaid Cymru	8 1%	2 1%	6 2%	2 3%	1 1%	1 1%	1 1%	1 1%	2 1%	1 1%	4 2%	1	2 2%	8 1%	-	-	-	8 9%	-
BNP	6 1%	4 1%	2 1%	1 1%	4 4%	-	2 2%	-	-	2 1%	-	2 2%	2 2%	5 1%	2 1%	2 2%	1 1%	-	1 1%
Other	20 3%	9 3%	11 4%	1 2%	7 8%	3 3%	2 2%	1 1%	5 3%	6 3%	4 2%	5 4%	6 4%	20 3%	8 5%	6 3%	5 4%	1 1%	1 1%



Opinion Poll CATI Fieldwork: 21st - 23rd March 2014

Table 6

Q3/4/5. Voting Intention (including Squeeze & DK/Refuse at Q.4) - Weighted to Turnout values (Q2)

Base: All respondents expressing a voting intention and saying 5-10 likely to vote

				Q.3/4/5 Votir	ng Intention (i	ncluding Sque	eze & DK/Ref	use at Q.4)				Vote	d in 2010 Ger Election	neral
	_Total	Conser- vative	Labour	Lib Dem	UKIP	Green	SNP	Plaid Cymru	BNP	Other	DK/Refuse at Q4	Conser- vative	Labour	Liberal Demo- crat
Unweighted base	636	190	241	54	64	31	17	9	7	22	34	174	186	97
Weighted base	614	192	220	55	66	29	17	8	6	20	29	178	156	99
Labour	220 36%	-	220 100%	-	-	- -	-	-	-	-	10 33%	5 3%	129 82%	30 31%
Conservative	192 31%	192 100%	-	-	-	-	-	-	-	-	9 32%	139 78%	9 6%	14 14%
UKIP	66 11%	-	-	-	66 100%	-	-	-	-	-	-	25 14%	4 3%	5 5%
Lib Dem	55 9%	-	-	55 100%	-	-	-	-	-	-	10 35%	3 2%	7 4%	35 35%
Green	29 5%	-	-	-	-	29 100%	-	-	-	-	- -	3 2%	4 3%	11 11%
SNP	17 3%	-	-	-	-	-	17 100%	-	-	-	-	-	-	-
Plaid Cymru	8 1%	-	- -	-	-	- -	- -	8 100%	-	-	-	2 1%	1	- -
BNP	6 1%	-	-	-	-	-	-	-	6 100%	-	- -	-	-	- -
Other	20 3%	-	- -	- -	-	- -	-	- -	- -	20 100%	- -	2 1%	3 2%	4 4%



Opinion Poll CATI Fieldwork: 21st - 23rd March 2014

Table 6
Q3/4/5. Voting Intention (including Squeeze & DK/Refuse at Q.4) - Weighted to Turnout values (Q2)
Base: All respondents expressing a voting intention and saying 5-10 likely to vote

Q5. Generally speaking, do you think of yourself as ...? Conser Lib Dem Green BNP Total Labour -vative **UKIP** SNP Plaid Cymru Other Refused Don't know Unweighted base 636 227 187 56 37 26 14 11 7 56 Weighted base 614 204 191 53 41 22 13 13 6 56 Labour 220 188 3 2 18 36% 92% 2% 10% 25% 33% 192 168 3 3 3 8 Conservative 4 1 31% 2% 88% 6% 8% 11% 45% 15% UKIP 66 5 15 2 31 12 1 11% 2% 8% 3% 75% 11% 7% 22% Lib Dem 55 40 2 6 9% 1% 1% 76% 10% 15% 24% 11% 29 3 3 2 18 2 Green 1% 3% 83% 4% SNP 17 12 3% 1% 90% 7% Plaid Cymru 8 6 1% 81% 3% 2% 6 **BNP** 6 85% 1% 1% Other 20 2 2 2 9 4

3%

7%



6%

74%

3%

1%

1%

4%

Opinion Poll CATI Fieldwork: 21st - 23rd March 2014

Table 6

Q3/4/5. Voting Intention (including Squeeze & DK/Refuse at Q.4) - Weighted to Turnout values (Q2) Base: All respondents expressing a voting intention and saying 5-10 likely to vote

							Region						R	tegion Summa	ry
	<u>Total</u>	Scotland	North East	North West	York- shire & Humber -side	East <u>Midlands</u>	West Midlands	<u>Wales</u>	East Anglia	Greater London	South East	South West	Eng- land	Scotland	Wales
Unweighted base	636	59	26	66	58	38	57	36	63	86	95	52	541	59	36
Weighted base	614	53	29	61	50	36	57	35	68	80	97	49	526	53	35
Labour	220 36%	21 39%	13 45%	26 42%	25 50%	12 34%	22 38%	19 55%	13 18%	27 34%	27 28%	17 34%	180 34%	21 39%	19 55%
Conservative	192 31%	10 18%	10 35%	19 31%	8 16%	13 38%	17 29%	3 10%	24 35%	26 32%	42 44%	20 41%	179 34%	10 18%	3 10%
UKIP	66 11%	- -	3 10%	8 13%	5 9%	2 4%	7 11%	2 7%	18 27%	5 6%	12 12%	5 11%	64 12%	-	2 7%
Lib Dem	55 9%	1 3%	1 4%	4 6%	6 12%	4 12%	7 12%	2 5%	6 9%	9 11%	11 11%	5 10%	52 10%	1 3%	2 5%
Green	29 5%	3 6%	1 4%	3 5%	2 5%	1 2%	4 7%	- -	5 7%	5 6%	4 4%	1 3%	26 5%	3 6%	- -
SNP	17 3%	17 32%	-	-	-	-	- -	-	-	-	-	-	- -	17 32%	-
Plaid Cymru	8 1%	- -	-	-	-	-	- -	8 22%	- -	-	- -	-	-	-	8 22%
BNP	6 1%	1 1%	-	1 1%	1 1%	1 4%	1 2%	-	- -	1 2%	*	-	5 1%	1 1%	- -
Other	20 3%	1 1%	1 3%	1 2%	3 7%	2 6%	1 1%	- -	3 4%	7 9%	1 1%	1 1%	20 4%	1 1%	- -



Opinion Poll CATI Fieldwork: 21st - 23rd March 2014

Table 7
Q.6 After the next election, which of the two main political parties do you think is most likely to...?
Base: All respondents

		Ge	nder	Age						Cla	ss				Reg	ion			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	<u>C1</u>		DE	Eng- land & Wales	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land
Unweighted base	1024	498	526	85	160	174	208	169	228	389	245	154	236	932	280	257	249	146	92
Weighted base	1024	502	522	122	172	171	182	152	224	277	286	221	240	936	278	268	246	144	88
Make your family better off																			
Labour	441	202	239	73	76	82	77	64	70	112	128	88	113	399	116	105	113	65	42
	43%	40%	46%	59%	44%	48%	42%	42%	31%	41%	45%	40%	47%	43%	42%	39%	46%	45%	48%
Conservative	374	199	174	30	63	53	62	57	108	118	102	84	70	352	116	103	90	43	22
	37%	40%	33%	25%	37%	31%	34%	38%	48%	42%	36%	38%	29%	38%	42%	39%	36%	30%	25%
Don't know	209	101	109	19	33	37	43	31	46	47	56	49	57	186	46	60	44	36	24
	20%	20%	21%	16%	19%	22%	24%	20%	21%	17%	19%	22%	24%	20%	17%	22%	18%	25%	27%
Keep the economy growing																			
Labour	368	165	203	56	68	70	59	52	63	89	80	83	115	331	92	91	91	57	36
	36%	33%	39%	46%	39%	41%	32%	34%	28%	32%	28%	38%	48%	35%	33%	34%	37%	40%	41%
Conservative	480	260	220	47	72	66	83	78	133	143	158	103	75	445	149	131	109	56	34
	47%	52%	42%	39%	42%	39%	45%	51%	60%	52%	55%	47%	31%	48%	53%	49%	44%	39%	39%
Don't know	177	77	100	19	32	35	40	22	28	44	48	35	49	159	38	45	45	31	17
	17%	15%	19%	15%	19%	21%	22%	15%	12%	16%	17%	16%	21%	17%	14%	17%	18%	21%	20%
Eliminate the Government's	budget de	eficit																	
Labour	337	139	198	63	60	56	55	46	58	70	89	78	100	304	88	86	78	52	33
	33%	28%	38%	51%	35%	32%	30%	30%	26%	25%	31%	35%	42%	32%	32%	32%	32%	36%	37%
Conservative	502	293	209	38	86	81	87	80	130	158	154	110	80	463	153	134	117	59	39
	49%	58%	40%	31%	50%	47%	48%	53%	58%	57%	54%	50%	33%	49%	55%	50%	48%	41%	44%
Don't know	185	70	116	21	26	35	40	26	36	50	43	33	60	169	37	48	51	34	16
	18%	14%	22%	17%	15%	20%	22%	17%	16%	18%	15%	15%	25%	18%	13%	18%	21%	23%	18%



Opinion Poll CATI Fieldwork: 21st - 23rd March 2014

Table 7

Q.6 After the next election, which of the two main political parties do you think is most likely to...?

Base: All respondents

		Gender			Age						Class				Region					
	Total	Male	<u>Female</u>	18-24	25-34	35-44	45-54	55-64	65+	AB	<u>C1</u>	C2	DE	Eng- land & Wales	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land	
Weighted base	1024	502	522	122	172	171	182	152	224	277	286	221	240	936	278	268	246	144	88	
Ensure pensioners have an a	dequate l	evel of ir	ncome in	retiremer	<u>1t</u>															
Labour	493 48%	229 46%	265 51%	75 61%	95 55%	90 53%	79 43%	74 48%	80 36%	127 46%	133 47%	104 47%	128 54%	446 48%	128 46%	120 45%	126 51%	72 50%	47 54%	
Conservative	345 34%	180 36%	165 32%	26 21%	47 27%	46 27%	68 37%	49 32%	110 49%	105 38%	104 36%	74 33%	62 26%	326 35%	111 40%	96 36%	78 32%	42 29%	19 21%	
Don't know	186 18%	93 18%	93 18%	22 18%	30 17%	35 20%	35 19%	30 20%	34 15%	45 16%	49 17%	43 19%	49 21%	164 17%	39 14%	52 19%	43 17%	30 21%	22 25%	



Opinion Poll CATI Fieldwork: 21st - 23rd March 2014

Table 7

Q.6 After the next election, which of the two main political parties do you think is most likely to...? Base: All respondents

				Q.3/4/5 Voti			Voted in 2010 General Election							
	<u>Total</u>	Conser- vative	Labour	Lib Dem	UKIP	Green	SNP	Plaid Cymru	BNP	Other	DK/Refuse at Q4	Conser- vative	Labour	Liberal Demo- crat
Unweighted base	1024	208	268	63	69	34	18	10	8	26	230	204	218	125
Weighted base	1024	211	250	64	72	33	18	9	7	25	224	212	187	130
Make your family better off														
Labour	441	17	214	28	17	16	8	6	2	16	56	27	147	75
	43%	8%	85%	44%	24%	49%	46%	66%	28%	64%	25%	13%	79%	58%
Conservative	374	188	20	27	34	12	4	1	4	4	57	166	24	39
	37%	89%	8%	42%	48%	38%	20%	7%	50%	16%	25%	78%	13%	30%
Don't know	209	6	17	10	20	5	6	2	2	5	112	19	16	16
	20%	3%	7%	15%	28%	14%	34%	28%	22%	20%	50%	9%	9%	12%
Keep the economy growing	I													
Labour	368	4	195	18	13	12	7	3	3	12	44	10	127	51
	36%	2%	78%	27%	19%	36%	39%	40%	49%	47%	20%	5%	68%	39%
Conservative	480	204	38	39	47	18	6	3	2	8	78	193	43	66
	47%	97%	15%	61%	65%	55%	34%	32%	31%	35%	35%	91%	23%	50%
Don't know	177	4	16	7	11	3	5	2	1	4	102	9	16	14
	17%	2%	7%	12%	16%	10%	27%	28%	20%	18%	46%	4%	9%	11%
Eliminate the Government's	s budget deficit													
Labour	337	5	171	11	11	9	7	4	2	13	42	11	114	41
	33%	3%	68%	17%	16%	26%	40%	47%	28%	51%	19%	5%	61%	31%
Conservative	502	196	60	44	47	20	7	2	4	8	81	186	58	73
	49%	93%	24%	68%	65%	62%	38%	26%	61%	31%	36%	87%	31%	56%
Don't know	185	9	20	9	13	4	4	2	1	4	101	16	15	16
	18%	5%	8%	14%	18%	12%	22%	28%	11%	18%	45%	7%	8%	12%



Opinion Poll CATI Fieldwork: 21st - 23rd March 2014

Table 7

Q.6 After the next election, which of the two main political parties do you think is most likely to...?

Base: All respondents

				Q.3/4/5 Votin		Voted in 2010 General Election								
	<u>Total</u>	Conser- vative	Labour	Lib Dem	UKIP	Green	SNP	Plaid Cymru	BNP	Other	DK/Refuse at Q4	Conser- vative	Labour	Liberal Demo- crat
Weighted base	1024	211	250	64	72	33	18	9	7	25	224	212	187	130
Ensure pensioners have an adequate level of income in retirement														
Labour	493 48%	23 11%	217 87%	33 52%	29 40%	19 59%	10 59%	5 60%	5 69%	16 65%	67 30%	38 18%	145 78%	79 61%
Conservative	345 34%	175 83%	21 9%	22 34%	27 38%	11 33%	2 13%	3 37%	- -	4 17%	52 23%	158 74%	30 16%	36 27%
Don't know	186 18%	13 6%	11 5%	9 14%	16 22%	3 8%	5 28%	* 4%	2 31%	5 19%	105 47%	17 8%	11 6%	15 12%



Table 7
Q.6 After the next election, which of the two main political parties do you think is most likely to...?
Base: All respondents

Q5. Generally speaking, do you think of yourself as...? Conser Lib Dem Total Labour -vative **UKIP** Green SNP Plaid Cymru BNP Other Refused Don't know Unweighted base 1024 297 231 68 54 39 19 11 9 34 82 180 Weighted base 1024 277 241 65 60 37 19 12 8 39 77 187 Make your family better off 34 Labour 441 241 28 13 21 6 5 3 19 16 56 43% 11% 52% 21% 57% 32% 42% 33% 47% 21% 30% 87% Conservative 374 22 203 22 32 10 6 11 20 43 1 4 37% 8% 84% 34% 53% 25% 33% 13% 48% 27% 26% 23% Don't know 209 14 11 9 16 7 7 5 2 10 41 88 20% 5% 5% 14% 26% 18% 36% 45% 18% 26% 53% 47% Keep the economy growing 368 210 22 17 9 5 13 17 46 Labour 11 15 3 36% 76% 4% 33% 25% 45% 48% 28% 57% 34% 22% 25% Conservative 480 53 225 35 34 15 6 3 2 13 26 67 47% 19% 93% 53% 56% 41% 31% 27% 26% 34% 33% 36% 177 9 5 13 Don't know 14 6 11 5 35 74 17% 5% 2% 13% 19% 14% 21% 45% 17% 33% 45% 39% Eliminate the Government's budget deficit 337 186 16 3 17 44 Labour 14 16 13 3 16 33% 67% 24% 22% 43% 46% 28% 33% 44% 21% 23% Conservative 502 73 212 41 35 16 3 5 10 29 71 57% 49% 26% 88% 62% 44% 35% 27% 58% 26% 37% 38% Don't know 185 19 15 9 12 5 5 12 33 72 1 18% 7% 6% 13% 21% 13% 19% 45% 9% 30% 42% 38%



Absolutes/col percents

Opinion Poll CATI Fieldwork: 21st - 23rd March 2014

Table 7

Q.6 After the next election, which of the two main political parties do you think is most likely to...?

Base: All respondents

Q5. Generally speaking, do you think of yourself as...?

	_Total	Labour	Conser -vative	Lib Dem	UKIP	Green	SNP	Plaid Cymru	BNP	Other	Refused	Don't know
Weighted base	1024	277	241	65	60	37	19	12	8	39	77	187
Ensure pensioners have a	n adequate level of	income in retir	<u>ement</u>									
Labour	493 48%	239 86%	35 14%	37 57%	26 42%	22 60%	12 64%	4 33%	6 74%	16 40%	20 26%	77 41%
Conservative	345 34%	24 9%	193 80%	20 31%	22 36%	10 27%	2 13%	4 35%	-	10 26%	21 27%	38 20%
Don't know	186 18%	15 5%	14 6%	8 13%	13 22%	5 13%	4 23%	4 32%	2 26%	13 34%	36 46%	72 38%



Opinion Poll CATI Fieldwork: 21st - 23rd March 2014

Table 7
Q.6 After the next election, which of the two main political parties do you think is most likely to...?
Base: All respondents

							Region						R	tegion Summa	гу
	_Total	Scotland	North East	North West	York- shire & Humber -side	East Midlands	West Midlands	Wales	East Anglia	Greater London	South East	South West	Eng- land	Scotland	Wales
Unweighted base	1024	92	36	115	98	71	89	51	97	138	142	95	881	92	51
Weighted base	1024	88	40	113	92	73	92	50	104	133	145	94	886	88	50
Make your family better of	<u>f</u>														
Labour	441	42	19	46	47	26	42	28	38	68	48	37	370	42	28
	43%	48%	48%	40%	51%	36%	45%	57%	36%	51%	33%	39%	42%	48%	57%
Conservative	374	22	16	43	30	27	36	12	40	48	68	31	339	22	12
	37%	25%	41%	38%	32%	37%	39%	25%	39%	36%	47%	33%	38%	25%	25%
Don't know	209	24	4	24	15	20	14	9	25	16	30	27	176	24	9
	20%	27%	11%	21%	16%	27%	16%	19%	25%	12%	21%	28%	20%	27%	19%
Keep the economy growin	<u>g</u>														
Labour	368	36	17	36	38	22	35	22	34	55	37	35	309	36	22
	36%	41%	42%	32%	42%	30%	38%	44%	33%	41%	25%	37%	35%	41%	44%
Conservative	480	34	19	52	38	37	43	21	52	57	92	35	424	34	21
	47%	39%	47%	46%	42%	50%	47%	41%	50%	43%	63%	38%	48%	39%	41%
Don't know	177	17	4	26	15	14	13	7	17	21	17	24	152	17	7
	17%	20%	11%	23%	17%	20%	15%	15%	17%	16%	11%	25%	17%	20%	15%
Eliminate the Government	's budget deficit														
Labour	337	33	16	26	36	25	28	21	32	47	41	31	283	33	21
	33%	37%	39%	23%	40%	35%	31%	41%	31%	36%	28%	33%	32%	37%	41%
Conservative	502	39	20	55	42	36	52	20	47	67	85	39	443	39	20
	49%	44%	50%	49%	46%	49%	56%	40%	45%	51%	59%	41%	50%	44%	40%
Don't know	185	16	4	32	14	12	12	9	25	18	19	24	160	16	9
	18%	18%	11%	29%	15%	16%	13%	19%	24%	13%	13%	26%	18%	18%	19%



Opinion Poll CATI Fieldwork: 21st - 23rd March 2014

Table 7

Q.6 After the next election, which of the two main political parties do you think is most likely to...?

Base: All respondents

							Region						R	egion Summai	гу
	Total	Scotland	North East	North West	York- shire & Humber -side	East Midlands	West Midlands	Wales	East Anglia	Greater London	South East	South West	Eng- land	Scotland	Wales
Weighted base	1024	88	40	113	92	73	92	50	104	133	145	94	886	88	50
Ensure pensioners have ar	n adequate level	of income in	retirement												
Labour	493 48%	47 54%	22 54%	52 46%	52 56%	34 47%	43 47%	31 61%	43 42%	70 53%	58 40%	41 44%	415 47%	47 54%	31 61%
Conservative	345 34%	19 21%	16 40%	37 33%	24 26%	22 30%	35 38%	13 26%	40 38%	46 34%	66 45%	29 30%	313 35%	19 21%	13 26%
Don't know	186 18%	22 25%	2 6%	24 21%	16 17%	17 24%	14 15%	6 13%	21 20%	17 13%	22 15%	24 26%	157 18%	22 25%	6 13%



Absolutes/col percents

Weighting Table

Table 8

Q1. Thinking back to the General Election in 2010 / UK General Election (for Scotland), which party if any did you vote for? Base: All respondents

	Unweighted <u>Total</u>	Weighted Total
Unweighted base	1024	1024
Weighted base	1024	1024
Conservative	204 20%	212 21%
Labour	218 21%	187 18%
Liberal Democrat	125 12%	130 13%
Other	63 6%	60 6%
Did not vote	300 29%	322 31%
Don't remember	46 4%	50 5%
Refused	68 7%	62 6%

