

Opinion Poll

ONLINE Fieldwork : 11th-12th December 2013

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	2024	994	1030	252	280	320	377	333	462	597	577	337	513	551	527	495	287	164	249	809	447	588	157	245	551	421	393	
Weighted base	2024	992	1032	243	324	385	344	304	425	546	587	425	465	514	534	508	292	176	280	853	466	559	200	127	535	396	432	
Absolutely certain to vote	(10)	1081	606	475	76	121	192	188	198	306	310	303	231	238	293	279	273	141	96	143	416	338	372	120	87	385	269	262
		53%	61%	46%	31%	37%	50%	55%	65%	72%	57%	52%	54%	51%	57%	52%	54%	48%	54%	51%	49%	73%	67%	60%	68%	72%	68%	61%
	(9)	207	101	105	15	30	37	41	27	56	79	58	29	41	56	54	50	31	16	24	85	54	71	20	21	58	45	58
		10%	10%	10%	6%	9%	10%	12%	9%	13%	15%	10%	7%	9%	11%	10%	10%	11%	9%	9%	10%	11%	13%	10%	17%	11%	11%	13%
	(8)	164	71	93	23	39	39	24	19	20	52	42	41	29	35	46	35	30	17	30	78	37	48	29	6	42	31	44
		8%	7%	9%	9%	12%	10%	7%	6%	5%	9%	7%	10%	6%	7%	9%	7%	10%	10%	11%	9%	8%	9%	14%	5%	8%	8%	10%
	(7)	119	41	78	25	38	17	16	14	9	13	36	32	38	29	37	23	17	14	12	60	16	34	14	8	21	23	27
		6%	4%	8%	10%	12%	5%	5%	5%	2%	2%	6%	8%	8%	6%	7%	4%	6%	8%	4%	7%	3%	6%	7%	6%	4%	6%	6%
	(6)	31	13	19	5	5	11	3	2	6	7	6	11	8	7	9	8	5	3	2	18	5	8	3	*	1	1	3
		2%	1%	2%	2%	1%	3%	1%	1%	1%	1%	1%	3%	2%	1%	2%	2%	2%	1%	2%	1%	1%	1%	1%	*	*	*	1%
	(5)	74	35	39	16	16	16	13	6	7	17	27	10	20	18	17	17	19	2	11	40	9	17	9	1	9	5	9
		4%	4%	4%	7%	5%	4%	4%	2%	2%	3%	5%	2%	4%	4%	3%	3%	7%	1%	4%	5%	2%	3%	4%	1%	2%	1%	2%
	(4)	26	9	17	7	8	5	3	3	-	4	9	9	4	6	2	12	2	4	4	16	1	1	3	*	-	-	5
		1%	1%	2%	3%	3%	1%	1%	1%	-	1%	2%	2%	1%	1%	*	2%	1%	2%	1%	2%	*	*	2%	*	-	-	1%
	(3)	30	13	17	2	4	8	10	3	2	8	12	4	6	5	4	15	3	3	8	10	4	1	2	*	1	2	3
		1%	1%	2%	1%	1%	2%	3%	1%	1%	1%	2%	1%	1%	1%	1%	3%	1%	2%	3%	1%	1%	*	1%	*	*	1%	1%
	(2)	34	19	15	8	4	11	3	5	2	12	6	6	10	12	8	9	4	-	7	14	2	6	-	3	3	6	2
		2%	2%	1%	3%	1%	3%	1%	2%	*	2%	1%	1%	2%	2%	2%	2%	1%	-	3%	2%	*	1%	-	2%	1%	1%	*
Definitely would not vote	(1)	137	42	94	20	27	34	30	16	9	27	42	25	43	28	35	40	21	13	13	71	-	-	-	-	12	10	9
		7%	4%	9%	8%	8%	9%	9%	5%	2%	5%	7%	6%	9%	5%	7%	8%	7%	7%	5%	8%	-	-	-	-	2%	3%	2%
Don't know		122	40	82	44	33	15	13	10	7	17	47	28	30	27	43	27	18	8	26	46	-	-	-	-	5	4	11
		6%	4%	8%	18%	10%	4%	4%	3%	2%	3%	8%	7%	6%	5%	8%	5%	6%	5%	9%	5%	-	-	-	-	1%	1%	3%
Mean		8.29	8.66	7.92	7.25	7.69	7.92	8.20	8.73	9.29	8.57	8.20	8.36	7.99	8.47	8.37	8.10	8.12	8.36	8.26	8.01	9.37	9.20	8.95	9.29	9.27	9.08	8.99
Standard deviation		2.75	2.46	2.96	3.08	2.87	3.01	2.91	2.52	1.74	2.53	2.81	2.63	3.00	2.62	2.66	2.96	2.77	2.67	2.73	2.89	1.34	1.48	1.64	1.53	1.71	1.96	1.86
Standard error		0.06	0.08	0.10	0.20	0.18	0.17	0.15	0.14	0.08	0.10	0.12	0.15	0.14	0.11	0.12	0.14	0.17	0.21	0.18	0.10	0.06	0.06	0.13	0.10	0.07	0.10	0.09

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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	2024	994	1030	252	280	320	377	333	462	597	577	337	513	551	527	495	287	164	249	809	447	588	157	245	551	421	393
Weighted base	2024	992	1032	243	324	385	344	304	425	546	587	425	465	514	534	508	292	176	280	853	466	559	200	127	535	396	432
Conservative	466	249	217	41	51	72	90	73	140	164	132	100	70	148	132	102	60	23	57	194	466	-	-	-	360	13	36
	23%	25%	21%	17%	16%	19%	26%	24%	33%	30%	22%	24%	15%	29%	25%	20%	21%	13%	20%	23%	100%	-	-	-	67%	3%	8%
Labour	559	295	264	64	102	144	82	88	78	130	150	128	151	117	149	164	88	41	88	240	-	559	-	-	24	320	106
	28%	30%	26%	26%	31%	37%	24%	29%	18%	24%	26%	30%	32%	23%	28%	32%	30%	23%	31%	28%	-	100%	-	-	4%	81%	25%
Liberal Democrat	200	108	91	12	38	36	20	37	56	77	53	23	47	66	52	41	29	12	31	83	-	-	200	-	11	7	151
	10%	11%	9%	5%	12%	9%	6%	12%	13%	14%	9%	5%	10%	13%	10%	8%	10%	7%	11%	10%	-	-	100%	-	2%	2%	35%
SNP	32	17	14	1	2	5	8	6	10	5	12	5	10	-	-	-	-	32	5	7	-	-	-	-	2	3	1
	2%	2%	1%	*	1%	1%	2%	2%	2%	1%	2%	1%	2%	-	-	-	-	18%	2%	1%	-	-	-	-	*	1%	*
Plaid Cymru	4	3	1	*	-	-	3	1	1	3	2	-	*	-	-	-	4	-	3	1	-	-	-	-	-	-	2
	*	*	*	*	-	-	1%	*	*	*	*	-	*	-	-	-	2%	-	1%	*	-	-	-	-	-	-	*
The UK Independence Party	127	86	40	3	3	16	29	26	50	39	22	39	26	29	34	41	18	5	8	50	-	-	-	127	65	13	20
	6%	9%	4%	1%	1%	4%	8%	8%	12%	7%	4%	9%	6%	6%	6%	8%	6%	3%	3%	6%	-	-	-	100%	12%	3%	5%
The Green Party	44	17	27	8	11	1	7	8	9	11	15	7	12	13	16	3	9	3	5	11	-	-	-	-	4	1	17
	2%	2%	3%	3%	3%	*	2%	3%	2%	2%	2%	2%	3%	3%	3%	1%	3%	2%	2%	1%	-	-	-	-	1%	*	4%
The British National Party	14	11	3	-	3	1	7	1	3	2	1	5	6	3	2	7	1	1	2	6	-	-	-	-	3	*	3
	1%	1%	*	-	1%	*	2%	*	1%	*	*	1%	1%	1%	*	1%	*	*	1%	1%	-	-	-	-	1%	*	1%
Some other party	2	-	2	1	-	-	*	1	-	1	*	1	1	1	1	*	1	-	-	1	-	-	-	-	-	-	*
	*	-	*	1%	-	-	*	*	-	*	*	*	*	*	*	*	*	-	-	*	-	-	-	-	-	-	*
Would not vote	172	62	110	26	34	45	36	20	11	34	56	29	53	34	44	52	25	18	19	87	-	-	-	-	12	13	12
	9%	6%	11%	11%	10%	12%	11%	7%	3%	6%	10%	7%	11%	7%	8%	10%	9%	10%	7%	10%	-	-	-	-	2%	3%	3%
Rather not say	26	15	10	8	7	5	2	1	3	6	7	6	7	7	8	1	2	7	3	15	-	-	-	-	-	*	1
	1%	2%	1%	3%	2%	1%	*	*	1%	1%	1%	1%	2%	1%	1%	*	1%	4%	1%	2%	-	-	-	-	-	*	*
Don't know	378	126	252	77	74	60	61	42	63	75	139	82	82	96	98	96	54	34	60	159	-	-	-	-	54	27	85
	19%	13%	24%	32%	23%	16%	18%	14%	15%	14%	24%	19%	18%	19%	18%	19%	18%	19%	21%	19%	-	-	-	-	10%	7%	20%

Opinion Poll

ONLINE Fieldwork : 11th-12th December 2013

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	1235	674	561	116	146	183	232	224	334	399	332	206	297	334	324	299	175	101	146	469	362	462	120	200	406	311	257
Weighted base	1151	640	511	91	154	213	197	198	297	350	306	241	254	299	306	289	160	97	155	456	380	441	150	103	396	291	274
Conservative	380 33%	209 33%	171 34%	29 32%	41 26%	58 27%	73 37%	59 30%	121 41%	133 38%	107 35%	80 33%	60 24%	122 41%	108 35%	83 29%	48 30%	19 19%	43 28%	158 35%	380 100%	-	-	-	306 77%	11 4%	30 11%
Labour	441 38%	237 37%	204 40%	44 48%	77 50%	113 53%	64 33%	74 38%	68 23%	105 30%	120 39%	100 42%	116 46%	87 29%	119 39%	132 46%	69 43%	34 35%	70 45%	182 40%	-	441 100%	-	-	19 5%	263 90%	89 32%
Liberal Democrat	150 13%	82 13%	68 13%	8 9%	22 14%	26 12%	16 8%	31 16%	48 16%	62 18%	37 12%	15 6%	36 14%	52 17%	38 12%	32 11%	17 10%	11 11%	24 15%	58 13%	-	-	150 100%	-	6 2%	6 2%	123 45%
SNP	26 2%	14 2%	12 2%	1 1%	2 1%	3 2%	6 3%	5 3%	9 3%	4 1%	10 3%	4 2%	8 3%	-	-	-	-	26 27%	4 3%	6 1%	-	-	-	-	2 *	3 1%	1 *
Plaid Cymru	4 *	3 *	1 *	* *	- -	- -	2 1%	* *	1 *	2 1%	1 *	- -	* *	- -	- -	- -	4 2%	-	2 1%	1 *	-	-	-	-	-	-	2 1%
The UK Independence Party	103 9%	71 11%	32 6%	2 2%	3 2%	11 5%	24 12%	20 10%	42 14%	34 10%	18 6%	31 13%	20 8%	24 8%	26 9%	33 11%	15 9%	4 5%	6 4%	38 8%	-	-	-	103 100%	57 14%	9 3%	16 6%
The Green Party	34 3%	15 2%	20 4%	7 8%	9 6%	1 *	4 2%	7 3%	7 2%	7 2%	12 4%	6 2%	9 4%	10 3%	13 4%	3 1%	7 4%	2 2%	4 3%	8 2%	-	-	-	-	3 1%	1 *	12 4%
The British National Party	12 1%	9 1%	3 1%	- -	2 2%	1 1%	6 3%	1 *	2 1%	1 *	1 *	5 2%	6 2%	3 1%	2 1%	6 2%	1 1%	1 1%	1 1%	5 1%	-	-	-	-	3 1%	* *	2 1%
Some other party	1 *	- -	1 *	* *	- -	- -	* *	* *	- -	* *	* *	* *	* *	* *	* *	* *	* *	- -	- -	1 *	-	-	-	-	-	-	* *

Opinion Poll
ONLINE Fieldwork : 11th-12th December 2013

Absolutes/col percents

Table 4
Gender
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2024	2024
Weighted base	2024	2024
Male	994 49%	992 49%
Female	1030 51%	1032 51%

Opinion Poll
ONLINE Fieldwork : 11th-12th December 2013

Absolutes/col percents

Table 5
Age
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2024	2024
Weighted base	2024	2024
18-24	252 12%	243 12%
25-34	280 14%	324 16%
35-44	320 16%	385 19%
45-54	377 19%	344 17%
55-64	333 16%	304 15%
65+	462 23%	425 21%
Average age	48.11	46.82

Opinion Poll
ONLINE Fieldwork : 11th-12th December 2013

Absolutes/col percents

Table 6
Social Grade
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2024	2024
Weighted base	2024	2024
AB	597 29%	546 27%
C1	577 29%	587 29%
C2	337 17%	425 21%
DE	513 25%	465 23%

Opinion Poll
ONLINE Fieldwork : 11th-12th December 2013

Absolutes/col percents

Table 7
GO Region
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2024	2024
Weighted base	2024	2024
Scotland	164 8%	176 9%
North East	89 4%	91 5%
North West	222 11%	238 12%
Yorkshire & Humberside	184 9%	179 9%
West Midlands	180 9%	187 9%
East Midlands	154 8%	157 8%
Wales	94 5%	107 5%
Eastern	193 10%	190 9%
London	267 13%	255 13%
South East	284 14%	260 13%
South West	193 10%	185 9%

Opinion Poll
ONLINE Fieldwork : 11th-12th December 2013

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	2024	2024
Weighted base	2024	2024
NET: Working	1058 52%	1133 56%
Working full time - working 30 hours per week or more	704 35%	891 44%
Working part time - working between 8 and 29 hours per week	354 17%	243 12%
NET: Not working	966 48%	891 44%
Not working but seeking work or temporarily unemployed or sick	136 7%	136 7%
Not working and not seeking work	136 7%	129 6%
Retired on a state pension only	117 6%	96 5%
Retired with a private pension	406 20%	366 18%
House person, housewife, househusband, etc.	171 8%	164 8%

Opinion Poll
ONLINE Fieldwork : 11th-12th December 2013

Absolutes/col percents

Table 9
Tenure
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2024	2024
Weighted base	2024	2024
NET: Homeowners	1239 61%	1376 68%
Owned outright - without mortgage	699 35%	668 33%
Owned with a mortgage or loan	540 27%	709 35%
NET: Renters	755 37%	623 31%
Rented from the council	189 9%	263 13%
Rented from a housing association	184 9%	109 5%
Rented from someone else	382 19%	251 12%
Rent free	30 1%	25 1%

Opinion Poll
ONLINE Fieldwork : 11th-12th December 2013

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	2024	2024
Weighted base	2024	2024
Yes	1143 56%	1255 62%
No	881 44%	769 38%

Opinion Poll
ONLINE Fieldwork : 11th-12th December 2013

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	2024	2024
Weighted base	2024	2024
No cars in the household	401 20%	409 20%
NET: Any	1623 80%	1615 80%
1	1137 56%	838 41%
2	423 21%	593 29%
3+	63 3%	184 9%

Opinion Poll
ONLINE Fieldwork : 11th-12th December 2013

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	2024	2024
Weighted base	2024	2024
Conservative	556 27%	567 28%
Labour	673 33%	627 31%
Liberal Democrat	205 10%	263 13%
SNP	43 2%	37 2%
Plaid Cymru	4 *	2 *
Green	56 3%	39 2%
UKIP	170 8%	20 1%
BNP	17 1%	14 1%
Another party	13 1%	9 *
None	287 14%	445 22%