

Opinion Poll

ONLINE Fieldwork : 4th-5th 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	2038	1030	1008	259	254	311	380	353	481	613	589	306	530	573	517	489	299	160	266	789	506	584	145	228	606	407	371	
Weighted base	2038	999	1039	245	326	387	347	306	427	550	591	428	469	518	538	511	294	177	306	835	494	574	197	97	569	390	406	
Absolutely certain to vote	(10) 1062	601	461	65	121	183	189	192	312	329	280	222	232	280	271	280	133	98	129	427	327	363	115	69	400	245	245	
		52%	60%	44%	27%	37%	47%	55%	63%	73%	60%	47%	52%	49%	54%	50%	55%	45%	55%	42%	51%	66%	63%	58%	71%	70%	63%	60%
	(9) 253	135	119	26	39	60	41	36	51	67	86	39	61	73	67	54	33	26	48	95	84	83	35	14	84	58	56	
		12%	13%	11%	11%	12%	15%	12%	12%	12%	15%	9%	13%	14%	12%	11%	11%	15%	16%	11%	17%	14%	18%	14%	15%	15%	14%	
	(8) 156	66	90	34	33	30	26	20	13	34	60	34	27	43	41	32	25	16	42	71	42	53	20	2	33	38	42	
		8%	7%	9%	14%	10%	8%	7%	6%	3%	6%	10%	8%	6%	8%	8%	6%	9%	9%	14%	9%	8%	9%	10%	2%	6%	10%	10%
	(7) 102	42	60	18	28	21	16	8	10	27	30	20	24	31	29	21	18	3	17	48	18	33	16	8	16	20	26	
		5%	4%	6%	7%	9%	6%	5%	3%	2%	5%	5%	5%	6%	5%	4%	6%	1%	5%	6%	4%	6%	8%	8%	3%	5%	6%	
	(6) 34	13	21	7	7	4	6	5	5	12	6	8	8	7	7	14	4	2	2	15	8	13	-	1	3	4	4	
		2%	1%	2%	3%	2%	1%	2%	2%	2%	1%	2%	2%	1%	1%	3%	1%	1%	1%	2%	2%	2%	-	1%	*	1%	1%	
	(5) 85	27	57	18	24	16	12	8	7	20	14	35	16	17	29	19	13	7	7	38	8	24	7	3	10	11	7	
		4%	3%	5%	7%	7%	4%	3%	3%	2%	4%	2%	8%	3%	3%	5%	4%	4%	2%	5%	2%	4%	3%	3%	2%	3%	2%	
	(4) 26	8	19	10	6	6	3	1	1	5	9	6	7	7	3	5	6	6	5	11	5	2	3	*	1	3	6	
		1%	1%	2%	4%	2%	2%	1%	*	1%	2%	1%	2%	1%	1%	1%	2%	3%	2%	1%	1%	*	2%	*	*	1%	1%	
	(3) 32	14	18	9	7	8	2	2	4	4	7	10	12	8	15	5	1	3	9	14	2	1	1	-	*	-	*	
		2%	1%	2%	4%	2%	2%	1%	1%	1%	1%	2%	2%	2%	3%	1%	*	1%	3%	2%	*	*	*	-	*	-	*	
	(2) 30	11	19	4	9	8	5	4	*	6	7	6	10	3	6	15	5	2	1	20	-	2	1	*	2	*	1	
		1%	1%	2%	2%	3%	2%	1%	1%	1%	1%	1%	2%	*	1%	3%	2%	1%	*	2%	-	*	*	*	*	*	*	
Definitely would not vote	(1) 139	56	83	34	29	24	32	11	10	27	43	28	41	24	39	30	37	10	22	61	-	-	-	-	10	7	5	
		7%	6%	8%	14%	9%	6%	9%	4%	2%	5%	7%	9%	5%	7%	6%	13%	5%	7%	7%	-	-	-	-	2%	2%	1%	
Don't know	117	25	93	21	23	27	16	19	12	19	48	19	31	27	32	37	17	5	25	35	-	-	-	-	11	4	15	
		6%	2%	9%	8%	7%	7%	5%	6%	3%	4%	8%	4%	7%	5%	6%	7%	6%	3%	8%	4%	-	-	-	2%	1%	4%	
Mean	8.28	8.64	7.90	6.79	7.51	8.19	8.26	8.91	9.29	8.65	8.26	8.09	8.01	8.58	8.17	8.36	7.67	8.47	8.14	8.12	9.32	9.14	9.06	9.35	9.35	9.11	9.11	
Standard deviation	2.75	2.51	2.93	3.23	3.01	2.74	2.88	2.23	1.80	2.44	2.73	2.81	3.01	2.39	2.81	2.74	3.21	2.59	2.72	2.85	1.26	1.46	1.51	1.28	1.55	1.68	1.61	
Standard error	0.06	0.08	0.10	0.21	0.19	0.16	0.15	0.12	0.08	0.10	0.12	0.16	0.13	0.10	0.13	0.13	0.19	0.21	0.17	0.10	0.06	0.06	0.13	0.08	0.06	0.08	0.09	

Opinion Poll

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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	2038	1030	1008	259	254	311	380	353	481	613	589	306	530	573	517	489	299	160	266	789	506	584	145	228	606	407	371
Weighted base	2038	999	1039	245	326	387	347	306	427	550	591	428	469	518	538	511	294	177	306	835	494	574	197	97	569	390	406
Conservative	494 24%	278 28%	216 21%	51 21%	44 13%	88 23%	81 23%	82 27%	149 35%	171 31%	143 24%	97 23%	84 18%	180 35%	137 25%	92 18%	60 20%	25 14%	73 24%	213 26%	494 100%	-	-	-	393 69%	15 4%	29 7%
Labour	574 28%	327 33%	246 24%	56 23%	115 35%	133 34%	103 30%	81 26%	86 20%	136 25%	153 26%	135 32%	149 32%	131 25%	141 26%	174 34%	85 29%	42 24%	93 31%	259 31%	-	574 100%	-	-	32 6%	319 82%	105 26%
Liberal Democrat	197 10%	101 10%	96 9%	15 6%	34 11%	41 11%	30 9%	36 12%	40 9%	66 12%	59 10%	33 8%	40 8%	56 11%	56 10%	41 8%	28 9%	17 10%	19 6%	92 11%	-	-	197 100%	-	10 2%	4 1%	145 36%
SNP	37 2%	19 2%	18 2%	2 1%	5 2%	7 2%	5 1%	9 3%	10 2%	14 3%	11 2%	7 2%	5 1%	-	-	-	-	37 21%	12 4%	9 1%	-	-	-	-	-	3 1%	2 *
Plaid Cymru	8 *	4 *	5 *	3 1%	1 *	1 *	2 *	2 1%	-	1 *	2 *	3 1%	2 1%	-	-	-	8 3%	-	5 2%	2 *	-	-	-	-	-	-	1 *
The UK Independence Party	97 5%	55 6%	42 4%	4 2%	1 *	12 3%	16 5%	18 6%	46 11%	22 4%	24 4%	22 5%	30 6%	16 3%	33 6%	37 7%	9 3%	2 1%	4 1%	25 3%	-	-	-	97 100%	51 9%	5 1%	14 3%
The Green Party	43 2%	21 2%	22 2%	8 3%	8 3%	6 2%	8 2%	8 3%	4 1%	12 2%	13 2%	9 2%	9 2%	13 2%	16 3%	7 1%	5 2%	2 1%	8 2%	12 1%	-	-	-	-	4 1%	4 1%	12 3%
The British National Party	17 1%	11 1%	6 1%	1 *	3 1%	3 1%	6 2%	3 1%	2 1%	5 1%	3 *	6 1%	4 1%	3 1%	5 1%	6 1%	3 1%	1 *	1 *	10 1%	-	-	-	-	6 1%	1 *	3 1%
Some other party	11 1%	4 *	7 1%	1 1%	3 1%	2 1%	2 1%	1 *	1 *	4 1%	3 *	-	4 1%	1 *	4 1%	2 *	3 1%	1 1%	3 1%	4 1%	-	-	-	-	-	2 *	2 *
Would not vote	175 9%	76 8%	99 10%	46 19%	37 11%	29 7%	37 11%	13 4%	13 3%	32 6%	55 9%	42 10%	47 10%	29 6%	50 9%	41 8%	43 15%	13 7%	30 10%	74 9%	-	-	-	-	10 2%	7 2%	5 1%
Rather not say	23 1%	6 1%	17 2%	2 1%	5 2%	5 1%	8 2%	1 *	1 *	14 2%	3 1%	3 1%	3 1%	5 1%	5 1%	11 2%	1 *	2 1%	9 3%	4 1%	-	-	-	-	2 *	4 1%	1 *
Don't know	361 18%	96 10%	265 25%	54 22%	69 21%	60 16%	50 15%	51 17%	76 18%	74 14%	123 21%	71 17%	92 20%	83 16%	92 17%	102 20%	50 17%	34 19%	50 16%	130 16%	-	-	-	-	62 11%	25 6%	89 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	1278	717	561	126	138	193	238	241	342	413	354	187	324	361	322	301	188	105	156	492	406	459	111	188	453	301	248
Weighted base	1169	667	502	97	156	226	200	200	290	348	324	238	259	315	309	287	154	104	165	488	399	446	152	79	418	283	257
Conservative	399	231	168	36	33	68	66	68	127	138	113	79	69	142	111	75	50	21	53	173	399	-	-	-	331	12	24
	34%	35%	34%	38%	21%	30%	33%	34%	44%	40%	35%	33%	27%	45%	36%	26%	32%	20%	32%	35%	100%	-	-	-	79%	4%	9%
Labour	446	260	187	38	84	102	81	66	75	109	117	101	120	101	111	136	63	35	72	195	-	446	-	-	29	255	88
	38%	39%	37%	39%	54%	45%	41%	33%	26%	31%	36%	42%	46%	32%	36%	47%	41%	33%	43%	40%	-	100%	-	-	7%	90%	34%
Liberal Democrat	152	82	70	8	22	34	23	31	34	54	47	24	26	45	44	33	19	11	15	71	-	-	152	-	8	4	118
	13%	12%	14%	9%	14%	15%	11%	16%	12%	15%	15%	10%	10%	14%	14%	11%	12%	11%	9%	15%	-	-	100%	-	2%	1%	46%
SNP	33	17	16	1	5	6	4	8	9	12	10	6	5	-	-	-	-	33	10	8	-	-	-	-	-	3	2
	3%	2%	3%	1%	3%	3%	2%	4%	3%	3%	3%	3%	2%	-	-	-	-	32%	6%	2%	-	-	-	-	-	1%	1%
Plaid Cymru	5	3	2	1	1	1	1	2	-	1	2	2	1	-	-	-	5	-	3	1	-	-	-	-	-	-	1
	*	*	*	1%	1%	*	1%	1%	-	*	1%	1%	*	-	-	-	3%	-	2%	*	-	-	-	-	-	-	*
The UK Independence Party	79	46	33	4	1	7	13	15	39	18	20	16	24	13	24	31	8	2	3	19	-	-	-	79	42	4	11
	7%	7%	7%	4%	1%	3%	6%	7%	13%	5%	6%	7%	9%	4%	8%	11%	5%	2%	2%	4%	-	-	-	100%	10%	1%	4%
The Green Party	33	16	17	7	5	5	6	7	3	9	10	7	7	10	12	5	5	1	5	9	-	-	-	-	3	3	9
	3%	2%	3%	7%	3%	2%	3%	4%	1%	2%	3%	3%	3%	3%	4%	2%	3%	1%	3%	2%	-	-	-	-	1%	1%	4%
The British National Party	14	10	4	1	2	2	4	2	2	4	3	4	3	2	4	5	2	1	1	9	-	-	-	-	5	1	2
	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	2%	1%	1%	1%	2%	1%	1%	*	2%	-	-	-	-	1%	*	1%
Some other party	9	4	5	*	3	2	2	1	1	3	3	-	3	1	3	2	2	1	3	3	-	-	-	-	-	2	2
	1%	1%	1%	*	2%	1%	1%	1%	*	1%	1%	-	1%	*	1%	1%	1%	1%	2%	1%	-	-	-	-	-	1%	1%

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Absolutes/col percents

Table 4
Gender
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2038	2038
Weighted base	2038	2038
Male	1030 51%	999 49%
Female	1008 49%	1039 51%

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Absolutes/col percents

Table 5
Age
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2038	2038
Weighted base	2038	2038
18-24	259 13%	245 12%
25-34	254 12%	326 16%
35-44	311 15%	387 19%
45-54	380 19%	347 17%
55-64	353 17%	306 15%
65+	481 24%	427 21%
Average age	48.63	46.95

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Absolutes/col percents

Table 6
Social Grade
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2038	2038
Weighted base	2038	2038
AB	613 30%	550 27%
C1	589 29%	591 29%
C2	306 15%	428 21%
DE	530 26%	469 23%

Opinion Poll
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Absolutes/col percents

Table 7
GO Region
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2038	2038
Weighted base	2038	2038
Scotland	160 8%	177 9%
North East	85 4%	92 5%
North West	249 12%	239 12%
Yorkshire & Humberside	155 8%	180 9%
West Midlands	183 9%	189 9%
East Midlands	144 7%	158 8%
Wales	84 4%	108 5%
Eastern	190 9%	191 9%
London	245 12%	256 13%
South East	328 16%	261 13%
South West	215 11%	186 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	2038	2038
Weighted base	2038	2038
NET: Working	1055 52%	1141 56%
Working full time - working 30 hours per week or more	711 35%	897 44%
Working part time - working between 8 and 29 hours per week	344 17%	245 12%
NET: Not working	983 48%	897 44%
Not working but seeking work or temporarily unemployed or sick	129 6%	131 6%
Not working and not seeking work	136 7%	122 6%
Retired on a state pension only	133 7%	116 6%
Retired with a private pension	430 21%	367 18%
House person, housewife, househusband, etc.	155 8%	161 8%

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Absolutes/col percents

Table 9
Tenure
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2038	2038
Weighted base	2038	2038
NET: Homeowners	1257 62%	1386 68%
Owned outright - without mortgage	716 35%	672 33%
Owned with a mortgage or loan	541 27%	714 35%
NET: Renters	755 37%	630 31%
Rented from the council	189 9%	265 13%
Rented from a housing association	197 10%	122 6%
Rented from someone else	369 18%	244 12%
Rent free	26 1%	22 1%

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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	2038	2038
Weighted base	2038	2038
Yes	1146 56%	1264 62%
No	892 44%	774 38%

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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	2038	2038
Weighted base	2038	2038
No cars in the household	449 22%	412 20%
NET: Any	1589 78%	1626 80%
1	1105 54%	844 41%
2	406 20%	597 29%
3+	78 4%	185 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	2038	2038
Weighted base	2038	2038
Conservative	607 30%	571 28%
Labour	666 33%	632 31%
Liberal Democrat	202 10%	265 13%
SNP	45 2%	41 2%
Plaid Cymru	7 *	5 *
Green	54 3%	31 2%
UKIP	171 8%	20 1%
BNP	19 1%	13 1%
Another party	18 1%	12 1%
None	249 12%	448 22%