

Opinion Poll

ONLINE Fieldwork : 15th-17th November 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	2010	1043	967	187	286	334	386	351	466	596	560	347	507	462	563	494	292	199	253	828	446	596	112	278	572	452	350	
Weighted base	2010	985	1025	241	322	382	342	301	422	543	583	422	462	511	530	504	290	175	254	871	449	580	152	130	550	432	357	
Absolutely certain to vote	(10)	1132	622	510	88	134	198	215	187	310	330	330	242	230	277	313	278	153	111	144	456	315	420	97	93	394	313	242
		56%	63%	50%	36%	42%	52%	63%	62%	74%	61%	57%	50%	54%	59%	55%	53%	64%	57%	52%	70%	72%	64%	72%	72%	72%	68%	
	(9)	247	135	112	19	45	42	35	48	57	81	65	53	48	77	58	52	38	22	33	106	67	73	17	17	76	46	51
		12%	14%	11%	8%	14%	11%	10%	16%	14%	15%	11%	13%	10%	15%	11%	10%	13%	13%	13%	12%	15%	13%	11%	13%	14%	11%	14%
	(8)	137	59	78	22	30	32	23	16	15	25	41	35	36	47	38	26	18	9	19	65	38	35	20	8	30	25	29
		7%	6%	8%	9%	9%	8%	7%	5%	4%	5%	7%	8%	8%	9%	7%	5%	6%	5%	7%	7%	9%	6%	14%	6%	6%	6%	8%
	(7)	87	29	59	20	22	19	14	5	7	20	27	21	20	19	21	30	11	7	9	45	15	34	9	7	16	19	15
		4%	3%	6%	8%	7%	5%	4%	2%	2%	4%	5%	5%	4%	4%	4%	6%	4%	4%	3%	5%	3%	6%	6%	5%	3%	4%	4%
	(6)	44	14	30	7	14	14	7	2	1	7	10	11	15	8	13	14	5	4	2	26	8	5	2	1	12	4	2
		2%	1%	3%	3%	4%	4%	2%	1%	*	1%	2%	3%	3%	1%	2%	3%	2%	2%	1%	3%	2%	1%	1%	1%	2%	1%	*
	(5)	39	14	25	10	14	5	6	2	2	9	8	13	10	9	7	12	8	2	7	18	3	7	4	4	-	7	1
		2%	1%	2%	4%	4%	1%	2%	1%	1%	2%	1%	3%	2%	2%	1%	2%	3%	1%	3%	2%	1%	1%	2%	3%	-	2%	*
	(4)	14	3	11	4	3	-	*	4	2	7	3	-	5	4	1	2	7	-	1	3	1	1	1	*	2	-	3
		1%	*	1%	2%	1%	-	*	1%	*	1%	-	1%	1%	*	*	2%	-	*	*	*	*	1%	*	*	-	-	1%
	(3)	43	16	28	15	5	13	2	6	3	13	16	11	3	1	17	17	9	-	2	26	-	4	1	-	3	2	-
		2%	2%	3%	6%	1%	3%	1%	2%	1%	2%	3%	3%	1%	*	3%	3%	3%	-	1%	3%	-	1%	1%	-	1%	*	-
	(2)	26	10	16	4	6	6	4	4	3	6	9	4	7	3	8	11	4	-	*	17	2	2	-	*	2	2	1
		1%	1%	2%	2%	2%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	2%	1%	-	*	2%	*	*	-	*	*	*	*
Definitely would not vote	(1)	138	62	76	24	28	26	24	20	15	26	39	22	51	36	24	39	23	15	21	74	-	-	-	-	6	4	7
		7%	6%	7%	10%	9%	7%	7%	7%	4%	5%	7%	5%	11%	7%	5%	8%	8%	9%	8%	9%	-	-	-	-	1%	1%	2%
Don't know		103	23	80	27	20	28	13	8	7	19	36	10	38	29	31	23	15	5	16	36	-	-	-	-	7	10	6
		5%	2%	8%	11%	6%	7%	4%	3%	2%	3%	6%	2%	8%	6%	6%	5%	5%	3%	6%	4%	-	-	-	-	1%	2%	2%
Mean		8.43	8.72	8.13	7.28	7.83	8.27	8.66	8.67	9.25	8.71	8.42	8.54	7.99	8.57	8.63	8.17	8.14	8.69	8.53	8.13	9.43	9.41	9.18	9.41	9.37	9.37	9.26
Standard deviation		2.71	2.53	2.86	3.19	2.92	2.78	2.60	2.63	1.98	2.46	2.74	2.51	3.09	2.56	2.51	2.92	2.94	2.63	2.70	2.93	1.13	1.23	1.39	1.17	1.49	1.48	1.64
Standard error		0.06	0.08	0.09	0.24	0.18	0.16	0.13	0.14	0.09	0.10	0.12	0.14	0.14	0.12	0.11	0.13	0.18	0.19	0.17	0.10	0.05	0.05	0.13	0.07	0.06	0.07	0.09

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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	2010	1043	967	187	286	334	386	351	466	596	560	347	507	462	563	494	292	199	253	828	446	596	112	278	572	452	350
Weighted base	2010	985	1025	241	322	382	342	301	422	543	583	422	462	511	530	504	290	175	254	871	449	580	152	130	550	432	357
Conservative	449 22%	246 25%	203 20%	19 8%	59 18%	74 19%	68 20%	85 28%	144 34%	136 25%	139 24%	104 25%	70 15%	134 26%	136 26%	104 21%	56 19%	20 11%	43 17%	194 22%	449 100%	-	-	-	362 66%	19 4%	25 7%
Labour	580 29%	296 30%	284 28%	81 34%	99 31%	124 32%	110 32%	77 25%	89 21%	158 29%	154 26%	116 28%	151 33%	148 29%	150 28%	168 33%	69 24%	45 26%	95 37%	247 28%	-	580 100%	-	-	24 4%	335 78%	95 26%
Liberal Democrat	152 8%	80 8%	72 7%	20 8%	27 8%	27 7%	29 8%	20 7%	28 7%	62 11%	42 7%	29 7%	19 4%	49 10%	39 7%	21 4%	32 11%	11 6%	17 7%	67 8%	-	-	152 100%	-	10 2%	3 1%	108 30%
SNP	42 2%	22 2%	20 2%	1 *	8 3%	5 1%	8 2%	10 3%	10 2%	14 3%	7 1%	8 2%	13 3%	-	-	-	-	42 24%	5 2%	14 2%	-	-	-	-	1 *	5 1%	4 1%
Plaid Cymru	11 1%	9 1%	2 *	1 *	5 2%	2 *	-	1 *	2 *	1 *	3 *	7 2%	-	-	-	-	11 4%	-	1 *	7 1%	-	-	-	-	1 *	2 *	1 *
The UK Independence Party	130 6%	76 8%	54 5%	8 3%	6 2%	16 4%	23 7%	23 7%	54 13%	32 6%	36 6%	23 6%	39 8%	37 7%	39 7%	38 8%	12 4%	4 2%	11 4%	42 5%	-	-	-	130 100%	71 13%	6 1%	13 4%
The Green Party	48 2%	28 3%	20 2%	10 4%	3 1%	4 1%	9 3%	14 5%	7 2%	12 2%	14 2%	15 4%	8 2%	9 2%	17 3%	16 3%	3 1%	3 2%	6 3%	17 2%	-	-	-	-	4 1%	6 1%	12 3%
The British National Party	10 1%	8 1%	3 *	- -	* *	3 1%	4 1%	-	2 1%	1 *	3 1%	2 *	4 1%	1 *	3 *	5 1%	1 *	1 1%	1 *	4 *	-	-	-	-	1 *	1 *	2 *
Some other party	3 *	2 *	1 *	- -	* *	1 *	1 *	1 *	1 *	2 *	1 *	1 *	-	-	3 1%	-	* *	-	1 *	1 *	-	-	-	-	-	-	2 *
Would not vote	192 10%	81 8%	111 11%	37 15%	42 13%	38 10%	25 7%	33 11%	16 4%	46 8%	60 10%	29 7%	57 12%	41 8%	43 8%	61 12%	30 10%	16 9%	22 9%	113 13%	-	-	-	-	8 2%	8 2%	8 2%
Rather not say	18 1%	5 *	13 1%	5 2%	1 *	7 2%	2 *	1 *	2 *	5 1%	9 2%	2 *	2 *	4 1%	4 1%	3 1%	2 1%	4 3%	1 1%	10 1%	-	-	-	-	3 1%	-	1 *
Don't know	375 19%	132 13%	243 24%	58 24%	70 22%	81 21%	62 18%	36 12%	67 16%	74 14%	115 20%	86 20%	100 22%	87 17%	97 18%	89 18%	73 25%	29 16%	51 20%	155 18%	-	-	-	-	63 12%	46 11%	86 24%

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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	1276	728	548	93	158	196	248	248	332	403	352	218	303	291	372	307	171	134	158	502	368	488	88	225	429	346	227
Weighted base	1162	642	519	102	164	203	210	192	290	347	327	245	243	304	316	283	152	105	147	480	370	475	119	106	403	319	219
Conservative	370	206	163	13	47	60	56	70	124	114	113	86	57	110	113	83	47	16	35	159	370	-	-	-	305	16	21
	32%	32%	31%	13%	29%	29%	27%	36%	43%	33%	34%	35%	24%	36%	36%	29%	31%	15%	23%	33%	100%	-	-	-	76%	5%	10%
Labour	475	249	226	61	78	99	92	66	78	132	128	94	121	120	123	138	58	37	79	201	-	475	-	-	22	284	81
	41%	39%	44%	60%	47%	49%	44%	34%	27%	38%	39%	38%	50%	40%	39%	49%	38%	35%	54%	42%	-	100%	-	-	5%	89%	37%
Liberal Democrat	119	66	53	12	21	20	24	18	24	52	33	22	12	36	31	17	25	10	14	51	-	-	119	-	9	3	89
	10%	10%	10%	12%	13%	10%	12%	9%	8%	15%	10%	9%	5%	12%	10%	6%	16%	9%	9%	11%	-	-	100%	-	2%	1%	41%
SNP	36	19	17	1	7	4	6	9	8	12	6	7	11	-	-	-	-	36	5	13	-	-	-	-	1	5	4
	3%	3%	3%	1%	4%	2%	3%	5%	3%	3%	2%	3%	5%	-	-	-	-	34%	3%	3%	-	-	-	-	*	1%	2%
Plaid Cymru	10	8	2	1	4	1	-	1	2	1	3	6	-	-	-	-	10	-	1	6	-	-	-	-	1	2	1
	1%	1%	*	1%	3%	1%	-	1%	1%	*	1%	2%	-	-	-	-	6%	-	*	1%	-	-	-	-	*	1%	*
The UK Independence Party	106	66	40	5	4	12	20	19	46	25	31	19	32	29	32	32	10	3	9	34	-	-	-	106	62	5	10
	9%	10%	8%	5%	2%	6%	10%	10%	16%	7%	9%	8%	13%	10%	10%	11%	7%	3%	6%	7%	-	-	-	100%	15%	2%	5%
The Green Party	36	21	15	9	3	3	7	9	5	9	12	10	5	7	14	10	2	2	5	11	-	-	-	-	3	5	11
	3%	3%	3%	9%	2%	2%	3%	5%	2%	3%	4%	4%	2%	2%	4%	4%	1%	2%	3%	2%	-	-	-	-	1%	1%	5%
The British National Party	8	6	2	-	*	3	4	-	2	1	2	2	4	1	2	4	1	1	1	3	-	-	-	-	1	*	1
	1%	1%	*	-	*	1%	2%	-	1%	*	1%	1%	2%	*	1%	1%	*	1%	*	1%	-	-	-	-	*	*	1%
Some other party	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	2010	2010
Weighted base	2010	2010
Male	1043 52%	985 49%
Female	967 48%	1025 51%

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Table 5
Age
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2010	2010
Weighted base	2010	2010
18-24	187 9%	241 12%
25-34	286 14%	322 16%
35-44	334 17%	382 19%
45-54	386 19%	342 17%
55-64	351 17%	301 15%
65+	466 23%	422 21%
Average age	49.06	46.97

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Table 6
Social Grade
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2010	2010
Weighted base	2010	2010
AB	596 30%	543 27%
C1	560 28%	583 29%
C2	347 17%	422 21%
DE	507 25%	462 23%

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Table 7
GO Region
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2010	2010
Weighted base	2010	2010
Scotland	199 10%	175 9%
North East	87 4%	91 5%
North West	242 12%	236 12%
Yorkshire & Humberside	165 8%	177 9%
West Midlands	198 10%	186 9%
East Midlands	157 8%	156 8%
Wales	104 5%	107 5%
Eastern	208 10%	188 9%
London	191 10%	253 13%
South East	271 13%	258 13%
South West	188 9%	183 9%

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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	2010	2010
Weighted base	2010	2010
NET: Working	1081 54%	1126 56%
Working full time - working 30 hours per week or more	755 38%	884 44%
Working part time - working between 8 and 29 hours per week	326 16%	241 12%
NET: Not working	929 46%	884 44%
Not working but seeking work or temporarily unemployed or sick	82 4%	90 4%
Not working and not seeking work	123 6%	130 6%
Retired on a state pension only	115 6%	103 5%
Retired with a private pension	455 23%	400 20%
House person, housewife, househusband, etc.	154 8%	162 8%

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Absolutes/col percents

Table 9
Tenure
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2010	2010
Weighted base	2010	2010
NET: Homeowners	1315 65%	1367 68%
Owned outright - without mortgage	740 37%	663 33%
Owned with a mortgage or loan	575 29%	704 35%
NET: Renters	670 33%	626 31%
Rented from the council	161 8%	261 13%
Rented from a housing association	174 9%	115 6%
Rented from someone else	335 17%	249 12%
Rent free	25 1%	17 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	2010	2010
Weighted base	2010	2010
Yes	1144 57%	1246 62%
No	866 43%	764 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	2010	2010
Weighted base	2010	2010
No cars in the household	368 18%	406 20%
NET: Any	1642 82%	1604 80%
1	1128 56%	832 41%
2	432 21%	589 29%
3+	82 4%	183 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	2010	2010
Weighted base	2010	2010
Conservative	568 28%	563 28%
Labour	675 34%	623 31%
Liberal Democrat	180 9%	261 13%
SNP	54 3%	38 2%
Plaid Cymru	14 1%	13 1%
Green	37 2%	30 1%
UKIP	191 10%	20 1%
BNP	17 1%	16 1%
Another party	7 *	3 *
None	267 13%	442 22%