

## Opinion Poll

### ONLINE Fieldwork : 20th-22nd 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	2013	1011	1002	205	306	325	396	324	457	592	613	307	501	602	494	455	288	174	289	809	493	491	126	258	625	346	383	
Weighted base	2013	987	1026	242	322	383	342	302	422	543	584	423	463	512	531	505	290	175	298	829	480	530	173	115	567	356	405	
Absolutely certain to vote	(10)	1066	559	507	86	119	174	206	195	286	319	305	224	218	264	284	256	166	97	136	409	320	361	103	88	384	266	242
		53%	57%	49%	36%	37%	46%	60%	64%	68%	59%	52%	53%	47%	52%	54%	51%	57%	55%	46%	49%	67%	68%	60%	76%	68%	75%	60%
	(9)	230	127	103	24	30	44	37	33	62	85	73	38	35	67	62	51	32	18	35	89	75	64	21	13	77	41	59
		11%	13%	10%	10%	9%	12%	11%	11%	15%	16%	12%	9%	8%	13%	12%	10%	11%	10%	12%	11%	16%	12%	12%	11%	14%	12%	14%
	(8)	147	75	72	41	29	24	20	19	33	55	19	40	42	36	26	19	23	48	51	49	40	24	6	42	19	44	
		7%	8%	7%	17%	9%	6%	6%	6%	3%	6%	9%	4%	9%	8%	7%	5%	7%	13%	16%	6%	10%	8%	14%	5%	7%	5%	11%
	(7)	104	52	52	16	31	20	14	10	13	25	27	24	29	33	30	29	8	4	12	53	19	31	13	6	19	15	16
		5%	5%	5%	7%	10%	5%	4%	3%	3%	5%	5%	6%	6%	7%	6%	6%	3%	2%	4%	6%	4%	6%	8%	5%	3%	4%	4%
	(6)	48	25	23	15	15	8	5	2	3	10	12	17	8	13	11	12	12	-	7	30	6	12	4	*	7	5	6
		2%	3%	2%	6%	5%	2%	1%	1%	1%	2%	2%	4%	2%	3%	2%	2%	4%	-	2%	4%	1%	2%	2%	*	1%	1%	1%
	(5)	71	24	47	13	21	10	12	5	11	15	18	17	21	22	25	13	9	2	12	33	7	9	7	1	9	2	11
		4%	2%	5%	5%	6%	3%	3%	2%	3%	3%	4%	5%	4%	5%	3%	3%	1%	4%	4%	1%	2%	4%	1%	2%	1%	3%	
	(4)	25	13	12	4	8	5	3	4	1	6	6	4	9	3	8	11	2	1	5	10	2	5	1	2	1	1	3
		1%	1%	1%	2%	2%	1%	1%	1%	*	1%	1%	1%	2%	1%	1%	2%	1%	1%	2%	1%	*	1%	1%	2%	*	*	1%
	(3)	24	9	14	4	2	8	3	4	3	6	10	2	6	9	4	6	2	3	4	12	1	5	-	*	*	-	4
		1%	1%	1%	2%	1%	2%	1%	1%	1%	1%	2%	*	1%	2%	1%	1%	1%	2%	1%	1%	*	1%	-	*	*	-	1%
	(2)	40	21	18	4	11	9	8	6	1	8	13	11	9	10	6	12	12	-	4	27	1	3	-	*	4	3	3
		2%	2%	2%	1%	3%	2%	2%	2%	*	1%	2%	3%	2%	2%	1%	2%	4%	-	1%	3%	*	1%	-	*	1%	1%	1%
Definitely would not vote	(1)	147	57	89	20	27	45	21	19	15	21	38	44	43	31	37	49	17	12	13	84	-	-	-	-	19	3	1
		7%	6%	9%	8%	8%	12%	6%	6%	3%	4%	7%	10%	9%	6%	7%	10%	6%	7%	4%	10%	-	-	-	-	3%	1%	*
Don't know		112	23	89	16	28	33	14	5	16	17	28	23	44	17	29	41	11	14	23	30	-	-	-	-	4	2	18
		6%	2%	9%	7%	9%	9%	4%	2%	4%	3%	5%	5%	10%	3%	6%	8%	4%	8%	8%	4%	-	-	-	-	1%	1%	5%
Mean		8.25	8.46	8.03	7.65	7.47	7.69	8.51	8.63	9.12	8.74	8.29	7.94	7.86	8.27	8.33	7.96	8.33	8.60	8.32	7.80	9.35	9.20	9.04	9.48	9.11	9.43	9.12
Standard deviation		2.80	2.61	2.97	2.81	2.99	3.25	2.68	2.66	2.02	2.30	2.74	3.11	3.05	2.68	2.70	3.09	2.79	2.58	2.47	3.12	1.18	1.52	1.45	1.21	1.94	1.39	1.56
Standard error		0.06	0.08	0.10	0.20	0.18	0.19	0.14	0.15	0.10	0.11	0.18	0.14	0.11	0.12	0.15	0.17	0.20	0.15	0.11	0.05	0.07	0.13	0.08	0.08	0.08	0.08	0.08

## Opinion Poll

### ONLINE Fieldwork : 20th-22nd December 2013

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	2013	1011	1002	205	306	325	396	324	457	592	613	307	501	602	494	455	288	174	289	809	493	491	126	258	625	346	383
Weighted base	2013	987	1026	242	322	383	342	302	422	543	584	423	463	512	531	505	290	175	298	829	480	530	173	115	567	356	405
Conservative	480 24%	280 28%	200 19%	75 31%	45 14%	60 16%	80 23%	80 27%	140 33%	173 32%	157 27%	84 20%	66 14%	159 31%	133 25%	94 19%	62 21%	33 19%	78 26%	194 23%	480 100%	-	-	-	392 69%	8 2%	34 8%
Labour	530 26%	250 25%	280 27%	59 25%	102 32%	116 30%	99 29%	71 23%	83 20%	150 28%	132 23%	116 27%	132 29%	123 24%	121 23%	167 33%	79 27%	40 23%	91 30%	221 27%	-	530 100%	-	-	21 4%	285 80%	94 23%
Liberal Democrat	173 9%	88 9%	84 8%	24 10%	37 12%	28 7%	29 8%	26 9%	28 7%	47 9%	58 10%	29 7%	38 8%	55 11%	57 11%	25 5%	32 11%	3 2%	13 4%	92 11%	-	-	173 100%	-	6 1%	10 3%	121 30%
SNP	33 2%	20 2%	13 1%	1 *	4 1%	9 2%	6 2%	6 2%	7 2%	6 1%	10 2%	7 2%	10 2%	-	-	-	-	33 19%	6 2%	11 1%	-	-	-	-	1 *	4 1%	1 *
Plaid Cymru	9 *	5 *	4 *	2 1%	1 *	2 *	1 *	1 *	1 *	2 *	2 *	2 *	3 1%	-	-	-	9 3%	-	3 1%	3 *	-	-	-	-	-	1 *	2 *
The UK Independence Party	115 6%	76 8%	39 4%	2 1%	2 1%	10 3%	27 8%	26 9%	48 11%	31 6%	31 5%	23 6%	30 7%	19 4%	45 8%	33 7%	14 5%	5 3%	10 3%	29 3%	-	-	-	115 100%	67 12%	8 2%	20 5%
The Green Party	50 2%	24 2%	26 3%	4 1%	8 3%	8 2%	9 3%	10 3%	10 2%	17 3%	13 2%	6 2%	14 3%	11 2%	17 3%	9 2%	9 3%	4 2%	11 4%	13 2%	-	-	-	-	6 1%	4 1%	22 5%
The British National Party	14 1%	11 1%	3 *	- -	1 *	* *	4 1%	5 2%	3 1%	1 *	4 1%	4 1%	5 1%	1 *	7 1%	4 1%	1 *	1 *	1 *	6 1%	-	-	-	-	1 *	1 *	2 1%
Some other party	5 *	2 *	3 *	1 *	* *	- -	1 *	1 *	2 *	2 *	* *	1 *	1 *	3 1%	2 *	* *	- -	- -	1 *	2 *	-	-	-	-	* *	- -	1 *
Would not vote	196 10%	87 9%	109 11%	29 12%	39 12%	61 16%	24 7%	25 8%	17 4%	31 6%	56 10%	57 13%	52 11%	45 9%	44 8%	60 12%	30 11%	16 9%	22 8%	115 14%	-	-	-	-	22 4%	5 2%	5 1%
Rather not say	32 2%	18 2%	15 1%	4 2%	10 3%	6 2%	3 1%	3 1%	6 1%	9 2%	10 2%	5 1%	8 2%	12 2%	9 2%	3 1%	3 1%	6 3%	4 1%	12 1%	-	-	-	-	-	-	2 1%
Don't know	378 19%	128 13%	249 24%	41 17%	72 22%	82 21%	60 17%	46 15%	76 18%	75 14%	109 19%	89 21%	104 23%	83 16%	96 18%	111 22%	52 18%	35 20%	58 19%	133 16%	-	-	-	-	50 9%	31 9%	101 25%

## Opinion Poll

### ONLINE Fieldwork : 20th-22nd 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	1206	648	558	107	152	172	247	210	318	395	364	173	274	360	301	263	176	106	175	463	400	387	97	209	461	261	241
Weighted base	1121	602	519	118	143	185	210	188	277	350	327	215	228	288	303	265	167	99	168	439	390	418	131	95	413	268	246
Conservative	390	224	166	55	34	49	64	66	121	145	124	67	54	124	111	75	53	27	57	158	390	-	-	-	327	7	27
	35%	37%	32%	47%	24%	26%	31%	35%	44%	42%	38%	31%	23%	43%	37%	28%	32%	27%	34%	36%	100%	-	-	-	79%	3%	11%
Labour	418	194	225	41	73	92	81	60	71	121	106	93	98	91	95	135	64	33	74	168	-	418	-	-	18	237	80
	37%	32%	43%	35%	51%	50%	39%	32%	26%	35%	32%	43%	43%	32%	31%	51%	38%	33%	44%	38%	-	100%	-	-	4%	89%	33%
Liberal Democrat	131	70	61	16	23	22	24	22	24	37	49	21	25	43	42	19	24	3	10	65	-	-	131	-	5	9	98
	12%	12%	12%	14%	16%	12%	11%	12%	9%	11%	15%	10%	11%	15%	14%	7%	14%	3%	6%	15%	-	-	100%	-	1%	3%	40%
SNP	28	17	11	*	3	7	5	6	6	5	8	6	9	-	-	-	-	28	5	9	-	-	-	-	1	4	1
	3%	3%	2%	*	2%	4%	3%	3%	2%	2%	3%	3%	4%	-	-	-	-	28%	3%	2%	-	-	-	-	*	1%	*
Plaid Cymru	7	4	3	1	1	2	1	1	1	1	2	2	2	-	-	-	7	-	2	2	-	-	-	-	-	*	1
	1%	1%	1%	1%	1%	1%	*	1%	*	*	1%	1%	1%	-	-	-	4%	-	1%	*	-	-	-	-	-	*	1%
The UK Independence Party	95	65	30	1	1	7	24	20	42	27	25	18	26	16	35	29	12	4	9	23	-	-	-	95	56	7	18
	9%	11%	6%	1%	1%	4%	11%	11%	15%	8%	8%	8%	11%	6%	11%	11%	7%	4%	5%	5%	-	-	-	100%	14%	3%	7%
The Green Party	39	20	19	2	6	6	7	9	8	12	10	6	11	9	14	5	7	4	9	8	-	-	-	-	4	3	18
	3%	3%	4%	2%	4%	3%	3%	5%	3%	3%	3%	3%	5%	3%	5%	2%	4%	4%	5%	2%	-	-	-	-	1%	1%	7%
The British National Party	9	7	2	-	1	*	3	4	2	*	2	3	4	1	6	2	*	1	1	3	-	-	-	-	1	1	2
	1%	1%	*	-	1%	*	1%	2%	1%	*	1%	1%	2%	*	2%	1%	*	1%	*	1%	-	-	-	-	*	*	1%
Some other party	3	1	2	*	*	-	1	1	1	2	*	1	1	2	1	*	-	-	1	2	-	-	-	-	*	-	1
	*	*	*	*	*	-	*	*	1%	*	*	*	*	1%	*	*	-	-	*	*	-	-	-	-	*	-	*

**Opinion Poll**  
**ONLINE Fieldwork : 20th-22nd December 2013**

Absolutes/col percents

Table 4  
**Gender**  
**Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2013	2013
Weighted base	2013	2013
Male	1011 50%	987 49%
Female	1002 50%	1026 51%

**Opinion Poll**  
**ONLINE Fieldwork : 20th-22nd December 2013**

Absolutes/col percents

Table 5  
**Age**  
**Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2013	2013
Weighted base	2013	2013
18-24	205 10%	242 12%
25-34	306 15%	322 16%
35-44	325 16%	383 19%
45-54	396 20%	342 17%
55-64	324 16%	302 15%
65+	457 23%	422 21%
Average age	48.42	46.94

**Opinion Poll**  
**ONLINE Fieldwork : 20th-22nd December 2013**

Absolutes/col percents

Table 6  
**Social Grade**  
**Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2013	2013
Weighted base	2013	2013
AB	592 29%	543 27%
C1	613 30%	584 29%
C2	307 15%	423 21%
DE	501 25%	463 23%

**Opinion Poll**  
**ONLINE Fieldwork : 20th-22nd December 2013**

Absolutes/col percents

Table 7  
**GO Region**  
**Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2013	2013
Weighted base	2013	2013
Scotland	174 9%	175 9%
North East	77 4%	91 5%
North West	220 11%	237 12%
Yorkshire & Humberside	158 8%	178 9%
West Midlands	165 8%	186 9%
East Midlands	131 7%	156 8%
Wales	94 5%	107 5%
Eastern	198 10%	189 9%
London	294 15%	253 13%
South East	308 15%	258 13%
South West	194 10%	184 9%

**Opinion Poll**  
**ONLINE Fieldwork : 20th-22nd 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	2013	2013
Weighted base	2013	2013
NET: Working	1098 55%	1127 56%
Working full time - working 30 hours per week or more	753 37%	886 44%
Working part time - working between 8 and 29 hours per week	345 17%	242 12%
NET: Not working	915 45%	886 44%
Not working but seeking work or temporarily unemployed or sick	101 5%	96 5%
Not working and not seeking work	131 7%	127 6%
Retired on a state pension only	111 6%	105 5%
Retired with a private pension	415 21%	386 19%
House person, housewife, househusband, etc.	157 8%	171 9%



**Opinion Poll**  
**ONLINE Fieldwork : 20th-22nd December 2013**

Absolutes/col percents

Table 9  
**Tenure**  
**Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2013	2013
Weighted base	2013	2013
NET: Homeowners	1300 65%	1369 68%
Owned outright - without mortgage	729 36%	664 33%
Owned with a mortgage or loan	571 28%	705 35%
NET: Renters	675 34%	617 31%
Rented from the council	173 9%	262 13%
Rented from a housing association	183 9%	119 6%
Rented from someone else	319 16%	236 12%
Rent free	38 2%	28 1%

**Opinion Poll**  
**ONLINE Fieldwork : 20th-22nd 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	2013	2013
Weighted base	2013	2013
Yes	1157 57%	1248 62%
No	856 43%	765 38%

**Opinion Poll**  
**ONLINE Fieldwork : 20th-22nd 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	2013	2013
Weighted base	2013	2013
No cars in the household	412 20%	407 20%
NET: Any	1601 80%	1606 80%
1	1025 51%	834 41%
2	481 24%	590 29%
3+	95 5%	183 9%

**Opinion Poll**  
**ONLINE Fieldwork : 20th-22nd 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	2013	2013
Weighted base	2013	2013
Conservative	597 30%	564 28%
Labour	590 29%	624 31%
Liberal Democrat	182 9%	262 13%
SNP	47 2%	35 2%
Plaid Cymru	11 1%	8 *
Green	54 3%	32 2%
UKIP	187 9%	20 1%
BNP	17 1%	12 1%
Another party	17 1%	13 1%
None	311 15%	443 22%