

Opinion Poll

ONLINE Fieldwork : 18th-19th 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	2055	1024	1031	240	333	336	372	310	464	591	615	357	492	547	526	498	299	185	247	858	436	603	154	266	572	441	374	
Weighted base	2055	1007	1048	247	329	391	349	308	431	555	596	432	473	522	542	516	296	178	279	872	462	582	186	111	557	427	377	
Absolutely certain to vote	(10) 1111	605	506	89	130	198	185	201	308	333	312	208	257	295	298	271	145	103	145	452	324	405	118	86	388	307	255	
		54%	60%	48%	36%	40%	51%	53%	65%	72%	60%	52%	48%	54%	56%	55%	53%	49%	57%	52%	52%	70%	70%	63%	77%	70%	68%	
	(9)	218	112	106	21	36	43	38	29	51	69	68	34	47	65	49	55	29	21	27	90	60	70	27	16	67	51	56
		11%	11%	10%	8%	11%	11%	11%	9%	12%	12%	11%	8%	10%	12%	9%	11%	10%	12%	10%	10%	13%	12%	15%	14%	12%	15%	
	(8)	150	69	81	27	28	28	35	11	21	42	50	35	24	32	46	40	23	9	29	77	42	50	9	2	45	25	22
		7%	7%	8%	11%	9%	7%	10%	3%	5%	8%	8%	8%	5%	6%	9%	8%	8%	5%	10%	9%	9%	9%	5%	2%	8%	6%	6%
	(7)	109	40	68	12	26	31	15	10	15	23	23	37	25	32	22	18	22	13	12	52	20	26	16	3	23	19	23
		5%	4%	7%	5%	8%	8%	4%	3%	3%	4%	4%	9%	5%	6%	4%	4%	8%	8%	4%	6%	4%	4%	9%	3%	4%	5%	6%
	(6)	44	26	17	6	11	7	10	4	7	7	9	14	13	8	13	16	5	2	2	22	7	11	3	1	3	8	3
		2%	3%	2%	2%	3%	2%	3%	1%	2%	1%	2%	3%	3%	1%	2%	3%	2%	1%	1%	2%	2%	2%	2%	2%	1%	2%	1%
	(5)	62	25	37	17	12	14	9	9	1	14	15	25	9	17	15	19	10	1	8	34	4	10	6	1	3	3	6
		3%	2%	4%	7%	4%	4%	3%	3%	*	2%	2%	6%	2%	3%	3%	4%	3%	1%	3%	4%	1%	2%	3%	1%	1%	1%	2%
	(4)	20	8	12	5	5	2	-	8	-	2	8	3	7	4	11	2	4	-	1	7	1	4	5	*	1	-	-
		1%	1%	1%	2%	2%	1%	-	3%	-	*	1%	1%	1%	1%	2%	*	1%	-	*	1%	*	1%	3%	*	*	-	-
	(3)	27	13	14	4	9	4	6	-	3	9	12	4	2	3	11	8	4	1	3	15	3	3	1	3	3	1	1
		1%	1%	1%	2%	3%	1%	2%	-	1%	2%	2%	1%	*	1%	2%	2%	1%	1%	1%	2%	1%	1%	*	3%	*	*	*
	(2)	32	18	14	4	12	7	3	6	-	5	12	8	7	5	14	3	6	3	4	17	1	3	-	-	2	2	1
		2%	2%	1%	2%	4%	2%	1%	2%	-	1%	2%	2%	2%	1%	3%	1%	2%	2%	1%	2%	*	1%	-	-	*	1%	*
Definitely would not vote	(1)	158	58	100	28	30	32	35	19	13	36	42	36	45	36	30	50	29	14	28	62	-	-	-	-	15	10	2
		8%	6%	10%	12%	9%	8%	10%	6%	3%	6%	7%	8%	9%	7%	6%	10%	10%	8%	10%	7%	-	-	-	-	3%	2%	1%
Don't know		125	32	92	34	30	24	13	12	12	16	45	28	36	26	34	33	20	11	20	44	-	-	-	-	8	2	7
		6%	3%	9%	14%	9%	6%	4%	4%	3%	3%	8%	6%	8%	5%	6%	6%	7%	6%	7%	5%	-	-	-	-	1%	*	2%
Mean		8.29	8.56	8.00	7.33	7.55	8.15	8.17	8.61	9.27	8.61	8.28	7.95	8.21	8.49	8.32	8.15	7.95	8.52	8.15	8.19	9.38	9.29	9.06	9.48	9.22	9.26	9.33
Standard deviation		2.81	2.59	2.99	3.23	3.10	2.86	2.92	2.68	1.80	2.57	2.82	2.90	2.96	2.62	2.74	2.95	3.02	2.70	2.98	2.79	1.21	1.40	1.60	1.37	1.78	1.72	1.34
Standard error		0.06	0.08	0.10	0.22	0.18	0.16	0.15	0.15	0.08	0.11	0.12	0.16	0.14	0.11	0.12	0.14	0.18	0.20	0.20	0.10	0.06	0.06	0.13	0.08	0.07	0.08	0.07

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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	2055	1024	1031	240	333	336	372	310	464	591	615	357	492	547	526	498	299	185	247	858	436	603	154	266	572	441	374
Weighted base	2055	1007	1048	247	329	391	349	308	431	555	596	432	473	522	542	516	296	178	279	872	462	582	186	111	557	427	377
Conservative	462 22%	269 27%	192 18%	38 16%	50 15%	79 20%	72 21%	78 25%	144 33%	161 29%	130 22%	97 23%	73 15%	146 28%	138 25%	93 18%	65 22%	20 11%	52 19%	208 24%	462 100%	-	-	-	373 67%	11 3%	36 10%
Labour	582 28%	310 31%	273 26%	71 29%	93 28%	119 30%	117 34%	84 27%	98 23%	135 24%	153 26%	122 28%	173 37%	129 25%	142 26%	183 36%	79 27%	49 28%	93 33%	251 29%	-	582 100%	-	-	26 5%	345 81%	99 26%
Liberal Democrat	186 9%	94 9%	92 9%	11 5%	33 10%	44 11%	21 6%	31 10%	46 11%	80 14%	49 8%	22 5%	34 7%	55 11%	67 12%	30 6%	26 9%	8 4%	24 9%	81 9%	-	-	186 100%	-	13 2%	5 1%	139 37%
SNP	42 2%	24 2%	18 2%	3 1%	3 1%	3 1%	8 2%	11 4%	14 3%	9 2%	15 2%	9 2%	9 2%	-	-	-	-	42 23%	3 1%	15 2%	-	-	-	-	1 *	5 1%	4 1%
Plaid Cymru	9 *	8 1%	2 *	-	2 *	3 1%	2 1%	1 *	2 *	4 1%	1 *	4 1%	* *	-	-	-	9 3%	-	4 1%	3 *	-	-	-	-	-	-	1 *
The UK Independence Party	111 5%	57 6%	54 5%	4 1%	7 2%	10 3%	18 5%	27 9%	45 11%	29 5%	26 4%	26 6%	30 6%	32 6%	29 5%	33 6%	16 5%	2 1%	9 3%	37 4%	-	-	-	111 100%	60 11%	5 1%	18 5%
The Green Party	45 2%	24 2%	21 2%	12 5%	9 3%	5 1%	7 2%	6 2%	6 1%	12 2%	12 2%	15 3%	6 1%	14 3%	18 3%	6 1%	2 1%	3 2%	5 2%	17 2%	-	-	-	-	5 1%	3 1%	11 3%
The British National Party	13 1%	7 1%	5 *	2 1%	3 1%	1 *	5 1%	* *	1 *	1 *	4 1%	3 1%	5 1%	1 *	2 *	7 1%	2 1%	1 *	1 *	5 1%	-	-	-	-	4 1%	1 *	1 *
Some other party	9 *	3 *	6 1%	3 1%	-	1 *	2 1%	1 *	2 *	2 *	3 *	1 *	3 1%	* *	5 1%	1 *	2 1%	* *	1 *	3 *	-	-	-	-	2 *	1 *	1 *
Would not vote	183 9%	71 7%	112 11%	36 14%	41 12%	40 10%	35 10%	19 6%	13 3%	39 7%	55 9%	42 10%	46 10%	43 8%	43 8%	54 10%	30 10%	14 8%	34 12%	72 8%	-	-	-	-	15 3%	10 2%	2 1%
Rather not say	13 1%	5 1%	7 1%	1 1%	4 1%	2 *	4 1%	3 1%	-	1 *	4 1%	4 1%	5 1%	6 1%	5 1%	-	1 *	1 1%	-	6 1%	-	-	-	-	1 *	-	-
Don't know	401 20%	135 13%	266 25%	66 27%	86 26%	85 22%	57 16%	47 15%	61 14%	81 15%	144 24%	86 20%	90 19%	95 18%	95 17%	108 21%	65 22%	38 21%	54 19%	176 20%	-	-	-	-	59 11%	43 10%	65 17%

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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	1282	704	578	125	175	198	235	209	339	399	373	216	293	343	331	310	179	119	148	527	356	480	118	215	423	334	257
Weighted base	1171	647	523	105	148	211	204	198	304	356	319	225	270	309	316	289	156	101	156	484	377	467	142	93	406	315	259
Conservative	377	219	158	30	39	61	60	66	120	132	107	77	60	123	110	75	53	15	44	167	377	-	-	-	312	9	31
	32%	34%	30%	28%	27%	29%	29%	33%	39%	37%	34%	34%	22%	40%	35%	26%	34%	15%	28%	34%	100%	-	-	-	77%	3%	12%
Labour	467	252	215	53	72	95	93	68	85	110	123	92	141	103	114	148	63	39	75	196	-	467	-	-	22	289	84
	40%	39%	41%	50%	49%	45%	46%	35%	28%	31%	39%	41%	52%	33%	36%	51%	41%	38%	48%	40%	-	100%	-	-	5%	92%	33%
Liberal Democrat	142	74	68	7	21	36	17	24	38	67	38	12	25	44	49	25	17	7	18	63	-	-	142	-	11	4	113
	12%	11%	13%	6%	14%	17%	8%	12%	13%	19%	12%	5%	9%	14%	16%	9%	11%	7%	12%	13%	-	-	100%	-	3%	1%	44%
SNP	35	20	15	2	3	3	6	10	12	8	12	8	7	-	-	-	-	35	2	12	-	-	-	-	1	5	4
	3%	3%	3%	2%	2%	1%	3%	5%	4%	2%	4%	3%	3%	-	-	-	-	35%	2%	3%	-	-	-	-	*	1%	1%
Plaid Cymru	7	6	1	-	1	2	2	1	2	3	1	3	*	-	-	-	7	-	3	2	-	-	-	-	-	-	1
	1%	1%	*	-	1%	1%	1%	*	1%	1%	*	2%	*	-	-	-	5%	-	2%	*	-	-	-	-	-	-	*
The UK Independence Party	93	49	44	3	3	8	15	24	40	26	23	19	26	27	22	30	13	1	8	28	-	-	-	93	53	4	16
	8%	7%	8%	3%	2%	4%	7%	12%	13%	7%	7%	8%	10%	9%	7%	10%	8%	1%	5%	6%	-	-	-	100%	13%	1%	6%
The Green Party	34	18	15	9	6	4	5	5	4	9	9	12	4	11	15	4	2	2	4	11	-	-	-	-	4	2	8
	3%	3%	3%	9%	4%	2%	2%	2%	1%	2%	3%	5%	1%	3%	5%	2%	1%	2%	3%	2%	-	-	-	-	1%	1%	3%
The British National Party	10	7	4	1	3	1	4	*	1	1	3	3	4	1	1	6	1	1	1	4	-	-	-	-	4	1	1
	1%	1%	1%	1%	2%	*	2%	*	*	*	1%	1%	1%	*	*	2%	1%	1%	1%	1%	-	-	-	-	1%	*	*
Some other party	6	3	3	1	-	1	2	1	2	1	2	*	3	*	4	1	*	*	1	1	-	-	-	-	1	1	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	2055	2055
Weighted base	2055	2055
Male	1024 50%	1007 49%
Female	1031 50%	1048 51%

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Absolutes/col percents

Table 5
Age
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2055	2055
Weighted base	2055	2055
18-24	240 12%	247 12%
25-34	333 16%	329 16%
35-44	336 16%	391 19%
45-54	372 18%	349 17%
55-64	310 15%	308 15%
65+	464 23%	431 21%
Average age	47.60	46.88

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Absolutes/col percents

Table 6
Social Grade
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2055	2055
Weighted base	2055	2055
AB	591 29%	555 27%
C1	615 30%	596 29%
C2	357 17%	432 21%
DE	492 24%	473 23%

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Absolutes/col percents

Table 7
GO Region
Base: All respondents

	Unweighted Total	Weighted Total
Unweighted base	2055	2055
Weighted base	2055	2055
Scotland	185 9%	178 9%
North East	78 4%	93 5%
North West	237 12%	241 12%
Yorkshire & Humberside	183 9%	181 9%
West Midlands	180 9%	190 9%
East Midlands	161 8%	160 8%
Wales	108 5%	109 5%
Eastern	185 9%	193 9%
London	250 12%	259 13%
South East	297 14%	264 13%
South West	191 9%	187 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	2055	2055
Weighted base	2055	2055
NET: Working	1105 54%	1151 56%
Working full time - working 30 hours per week or more	766 37%	904 44%
Working part time - working between 8 and 29 hours per week	339 16%	247 12%
NET: Not working	950 46%	904 44%
Not working but seeking work or temporarily unemployed or sick	114 6%	102 5%
Not working and not seeking work	141 7%	148 7%
Retired on a state pension only	140 7%	134 7%
Retired with a private pension	389 19%	365 18%
House person, housewife, househusband, etc.	166 8%	155 8%

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Absolutes/col percents

Table 9
Tenure
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2055	2055
Weighted base	2055	2055
NET: Homeowners	1268 62%	1397 68%
Owned outright - without mortgage	699 34%	678 33%
Owned with a mortgage or loan	569 28%	719 35%
NET: Renters	749 36%	624 30%
Rented from the council	184 9%	267 13%
Rented from a housing association	178 9%	113 6%
Rented from someone else	387 19%	243 12%
Rent free	38 2%	34 2%

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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	2055	2055
Weighted base	2055	2055
Yes	1155 56%	1274 62%
No	900 44%	781 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	2055	2055
Weighted base	2055	2055
No cars in the household	450 22%	415 20%
NET: Any	1605 78%	1640 80%
1	1115 54%	851 41%
2	416 20%	602 29%
3+	74 4%	187 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	2055	2055
Weighted base	2055	2055
Conservative	545 27%	575 28%
Labour	682 33%	637 31%
Liberal Democrat	216 11%	267 13%
SNP	56 3%	44 2%
Plaid Cymru	7 *	6 *
Green	46 2%	28 1%
UKIP	208 10%	21 1%
BNP	13 1%	9 *
Another party	20 1%	16 1%
None	262 13%	452 22%