

## Opinion Poll

### ONLINE Fieldwork : 6th-8th 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	2027	1004	1023	254	336	292	366	321	458	576	619	345	487	552	504	515	274	182	293	784	492	582	152	221	586	420	373	
Weighted base	2027	993	1034	243	325	385	345	304	425	547	588	426	466	515	535	509	292	176	316	820	495	607	171	101	575	431	401	
Absolutely certain to vote	(10)	1074	560	513	62	138	201	184	202	287	328	285	218	243	253	283	288	143	106	160	422	316	398	96	75	389	289	248
		53%	56%	50%	25%	42%	52%	53%	67%	68%	60%	48%	51%	52%	49%	53%	57%	49%	60%	51%	51%	64%	65%	56%	74%	68%	67%	62%
	(9)	261	141	121	26	38	50	37	43	68	77	82	52	50	65	75	59	45	17	42	95	76	92	33	16	84	58	62
		13%	14%	12%	11%	12%	13%	11%	14%	16%	14%	12%	11%	13%	14%	12%	15%	10%	13%	12%	15%	15%	19%	15%	15%	13%	16%	
	(8)	162	82	80	49	30	31	22	16	14	42	75	21	23	63	35	31	21	11	48	69	64	46	13	5	54	30	31
		8%	8%	8%	20%	9%	8%	6%	5%	3%	8%	13%	5%	5%	12%	7%	6%	7%	6%	15%	8%	13%	8%	7%	5%	9%	7%	8%
	(7)	101	43	57	25	29	12	19	4	11	23	33	22	24	24	25	24	18	10	11	51	13	35	12	2	16	21	25
		5%	4%	6%	10%	9%	3%	5%	1%	3%	4%	6%	5%	5%	5%	5%	5%	6%	6%	4%	6%	3%	6%	7%	2%	3%	5%	6%
	(6)	45	14	31	11	7	15	5	3	3	11	9	18	8	15	11	13	6	1	8	18	4	19	2	1	1	8	2
		2%	1%	3%	5%	2%	4%	2%	1%	1%	2%	1%	4%	2%	3%	2%	3%	2%	*	2%	2%	1%	3%	1%	1%	*	2%	1%
	(5)	67	28	38	17	23	9	8	3	7	11	20	25	11	19	15	21	8	4	8	33	14	9	7	1	8	2	12
		3%	3%	4%	7%	7%	2%	2%	1%	2%	2%	3%	6%	2%	4%	3%	4%	3%	2%	2%	4%	3%	1%	4%	1%	1%	1%	3%
	(4)	17	7	10	2	5	6	3	2	-	3	7	1	6	4	5	2	3	3	2	12	2	1	4	*	-	2	3
		1%	1%	1%	1%	1%	1%	1%	1%	-	1%	1%	*	1%	1%	1%	*	1%	1%	1%	1%	*	*	2%	*	-	*	1%
	(3)	29	14	15	7	4	5	12	1	1	7	5	9	8	6	12	7	*	4	10	9	3	5	4	*	-	-	*
		1%	1%	1%	3%	1%	1%	4%	*	*	1%	1%	2%	2%	1%	2%	1%	*	2%	3%	1%	1%	1%	2%	*	-	-	*
	(2)	29	12	16	10	10	1	4	2	1	8	2	7	11	8	4	12	4	*	2	16	3	4	1	1	1	3	2
		1%	1%	2%	4%	3%	*	1%	1%	*	1%	*	2%	2%	2%	1%	2%	1%	*	1%	2%	1%	1%	1%	1%	1%	1%	1%
Definitely would not vote	(1)	141	62	79	10	23	30	38	16	23	38	31	49	28	36	29	36	12	11	60	-	-	-	-	18	9	7	
		7%	6%	8%	4%	7%	8%	11%	5%	5%	4%	6%	7%	10%	5%	7%	6%	12%	7%	4%	7%	-	-	-	-	3%	2%	2%
Don't know		102	29	73	23	18	25	13	13	10	15	33	21	34	29	34	22	9	8	13	35	-	-	-	4	10	8	
		5%	3%	7%	9%	6%	6%	4%	4%	2%	3%	6%	5%	7%	6%	6%	4%	3%	5%	4%	4%	-	-	-	1%	2%	2%	
Mean		8.34	8.52	8.16	7.44	7.80	8.31	7.96	9.03	9.04	8.75	8.38	8.10	7.99	8.35	8.39	8.42	7.96	8.54	8.53	8.19	9.22	9.21	8.86	9.45	9.20	9.21	9.07
Standard deviation		2.71	2.58	2.82	2.61	2.87	2.76	3.13	2.25	2.22	2.33	2.53	2.85	3.14	2.55	2.69	2.67	3.09	2.65	2.32	2.79	1.41	1.44	1.84	1.32	1.80	1.70	1.77
Standard error		0.06	0.08	0.09	0.17	0.16	0.17	0.17	0.13	0.10	0.10	0.10	0.16	0.15	0.11	0.12	0.12	0.19	0.20	0.14	0.10	0.06	0.06	0.15	0.09	0.07	0.08	0.09

## Opinion Poll

### ONLINE Fieldwork : 6th-8th 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	2027	1004	1023	254	336	292	366	321	458	576	619	345	487	552	504	515	274	182	293	784	492	582	152	221	586	420	373
Weighted base	2027	993	1034	243	325	385	345	304	425	547	588	426	466	515	535	509	292	176	316	820	495	607	171	101	575	431	401
Conservative	495 24%	288 29%	206 20%	73 30%	57 18%	78 20%	68 20%	75 25%	144 34%	165 30%	165 28%	99 23%	66 14%	177 34%	121 23%	121 24%	56 19%	20 11%	79 25%	211 26%	495 100%	-	-	-	394 69%	9 2%	32 8%
Labour	607 30%	301 30%	306 30%	72 29%	106 33%	141 37%	101 29%	91 30%	96 23%	157 29%	157 27%	137 32%	157 34%	125 24%	144 27%	197 39%	99 34%	42 24%	113 36%	251 31%	-	607 100%	-	-	30 5%	346 80%	118 29%
Liberal Democrat	171 8%	82 8%	89 9%	20 8%	34 11%	35 9%	18 5%	29 10%	35 8%	69 13%	37 6%	33 8%	31 7%	53 10%	64 12%	26 5%	20 7%	9 5%	29 9%	65 8%	-	-	171 100%	-	7 1%	10 2%	121 30%
SNP	38 2%	24 2%	14 1%	1 1%	6 2%	5 1%	8 2%	10 3%	8 2%	10 2%	12 2%	8 2%	8 2%	-	-	-	-	38 21%	6 2%	11 1%	-	-	-	-	-	6 1%	4 1%
Plaid Cymru	6 *	3 *	3 *	1 *	-	1 *	2 1%	1 *	2 *	2 *	1 *	1 *	1 *	-	-	-	6 2%	-	1 *	1 *	-	-	-	-	-	-	1 *
The UK Independence Party	101 5%	61 6%	40 4%	3 1%	3 1%	9 2%	22 6%	19 6%	46 11%	22 4%	27 5%	22 5%	30 7%	21 4%	37 7%	28 5%	10 3%	6 4%	7 2%	31 4%	-	-	-	101 100%	57 10%	6 1%	14 4%
The Green Party	53 3%	27 3%	26 2%	6 2%	6 2%	6 1%	9 2%	18 6%	9 2%	11 2%	23 4%	5 1%	12 3%	13 3%	16 3%	7 1%	12 4%	4 3%	13 4%	22 3%	-	-	-	-	6 1%	2 1%	22 6%
The British National Party	17 1%	9 1%	8 1%	* *	3 1%	2 1%	7 2%	3 1%	1 *	1 *	3 1%	6 1%	6 1%	1 *	8 1%	6 1%	1 *	1 *	1 *	6 1%	-	-	-	-	3 *	-	4 1%
Some other party	5 *	2 *	3 *	1 *	1 *	1 *	1 *	1 *	1 *	4 1%	* *	-	1 *	1 *	2 *	-	1 *	2 1%	-	3 *	-	-	-	-	2 *	-	1 *
Would not vote	173 9%	74 7%	99 10%	22 9%	28 9%	35 9%	47 14%	17 6%	24 6%	35 6%	44 8%	37 9%	56 12%	37 7%	43 8%	37 7%	41 14%	15 8%	15 5%	78 10%	-	-	-	-	19 3%	9 2%	7 2%
Rather not say	17 1%	4 *	12 1%	-	10 3%	3 1%	3 1%	-	-	6 1%	2 *	5 1%	4 1%	3 1%	3 *	5 1%	1 *	6 3%	1 *	6 1%	-	-	-	-	-	3 1%	-
Don't know	345 17%	118 12%	227 22%	45 19%	71 22%	70 18%	58 17%	42 14%	60 14%	66 12%	116 20%	71 17%	93 20%	84 16%	98 18%	82 16%	47 16%	34 19%	49 16%	134 16%	-	-	-	-	57 10%	40 9%	77 19%

## Opinion Poll

### ONLINE Fieldwork : 6th-8th 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	1262	679	583	133	180	174	218	228	330	396	377	208	281	342	315	323	165	118	187	478	392	457	114	180	442	306	247
Weighted base	1182	642	540	114	159	220	189	209	290	362	336	235	249	301	312	305	162	102	191	468	394	481	127	84	419	312	258
Conservative	394	231	163	51	41	64	53	63	122	133	131	75	55	136	99	98	45	16	59	162	394	-	-	-	329	8	24
	33%	36%	30%	44%	26%	29%	28%	30%	42%	37%	39%	32%	22%	45%	32%	32%	28%	16%	31%	35%	100%	-	-	-	78%	3%	9%
Labour	481	244	237	46	82	111	80	78	84	129	125	105	121	92	115	157	81	34	89	197	-	481	-	-	26	285	99
	41%	38%	44%	40%	51%	50%	42%	37%	29%	36%	37%	45%	49%	31%	37%	51%	50%	34%	47%	42%	-	100%	-	-	6%	91%	38%
Liberal Democrat	127	61	66	12	21	28	14	25	28	57	26	19	24	43	46	18	12	8	19	48	-	-	127	-	6	8	97
	11%	10%	12%	10%	13%	13%	8%	12%	10%	16%	8%	8%	10%	14%	15%	6%	7%	8%	10%	10%	-	-	100%	-	1%	3%	37%
SNP	33	20	12	1	5	5	7	9	7	8	11	7	7	-	-	-	-	33	5	10	-	-	-	-	-	5	4
	3%	3%	2%	1%	3%	2%	3%	4%	2%	2%	3%	3%	3%	-	-	-	-	32%	3%	2%	-	-	-	-	-	2%	1%
Plaid Cymru	4	2	2	*	-	1	1	1	2	2	1	1	1	-	-	-	4	-	1	1	-	-	-	-	-	-	1
	*	*	*	*	-	*	1%	*	1%	*	*	*	*	-	-	-	2%	-	*	*	-	-	-	-	-	-	*
The UK Independence Party	84	51	33	1	2	7	19	16	40	19	21	18	26	18	31	22	8	6	5	25	-	-	-	84	49	4	12
	7%	8%	6%	1%	1%	3%	10%	8%	14%	5%	6%	8%	10%	6%	10%	7%	5%	6%	3%	5%	-	-	-	100%	12%	1%	5%
The Green Party	41	23	19	3	6	4	7	15	7	9	18	4	9	10	13	5	10	3	10	17	-	-	-	-	5	2	18
	3%	4%	3%	3%	3%	2%	3%	7%	2%	3%	5%	2%	4%	3%	4%	2%	6%	3%	5%	4%	-	-	-	-	1%	1%	7%
The British National Party	14	8	6	*	2	2	7	2	1	1	2	5	6	1	6	5	1	1	1	5	-	-	-	-	2	-	3
	1%	1%	1%	*	2%	1%	4%	1%	*	*	1%	2%	2%	*	2%	2%	1%	1%	1%	1%	-	-	-	-	1%	-	1%
Some other party	4	2	3	*	1	1	1	1	1	3	*	-	1	1	2	-	*	2	-	3	-	-	-	-	2	-	1
	*	*	*	*	*	*	1%	*	*	1%	*	-	*	*	1%	-	*	2%	-	1%	-	-	-	-	*	-	*

**Opinion Poll**  
**ONLINE Fieldwork : 6th-8th December 2013**

Absolutes/col percents

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

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2027	2027
Weighted base	2027	2027
Male	1004 50%	993 49%
Female	1023 50%	1034 51%

**Opinion Poll**  
**ONLINE Fieldwork : 6th-8th December 2013**

Absolutes/col percents

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

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2027	2027
Weighted base	2027	2027
18-24	254 13%	243 12%
25-34	336 17%	325 16%
35-44	292 14%	385 19%
45-54	366 18%	345 17%
55-64	321 16%	304 15%
65+	458 23%	425 21%
Average age	47.51	46.81

**Opinion Poll**  
**ONLINE Fieldwork : 6th-8th December 2013**

Absolutes/col percents

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

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2027	2027
Weighted base	2027	2027
AB	576 28%	547 27%
C1	619 31%	588 29%
C2	345 17%	426 21%
DE	487 24%	466 23%

**Opinion Poll**  
**ONLINE Fieldwork : 6th-8th December 2013**

Absolutes/col percents

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

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2027	2027
Weighted base	2027	2027
Scotland	182 9%	176 9%
North East	88 4%	92 5%
North West	225 11%	238 12%
Yorkshire & Humberside	202 10%	179 9%
West Midlands	173 9%	188 9%
East Midlands	145 7%	158 8%
Wales	105 5%	107 5%
Eastern	186 9%	190 9%
London	276 14%	255 13%
South East	276 14%	260 13%
South West	169 8%	185 9%

**Opinion Poll**  
**ONLINE Fieldwork : 6th-8th 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	2027	2027
Weighted base	2027	2027
NET: Working	1077 53%	1135 56%
Working full time - working 30 hours per week or more	747 37%	892 44%
Working part time - working between 8 and 29 hours per week	330 16%	243 12%
NET: Not working	950 47%	892 44%
Not working but seeking work or temporarily unemployed or sick	126 6%	120 6%
Not working and not seeking work	133 7%	129 6%
Retired on a state pension only	130 6%	126 6%
Retired with a private pension	392 19%	358 18%
House person, housewife, househusband, etc.	169 8%	158 8%



**Opinion Poll**  
**ONLINE Fieldwork : 6th-8th December 2013**

Absolutes/col percents

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

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2027	2027
Weighted base	2027	2027
NET: Homeowners	1257 62%	1378 68%
Owned outright - without mortgage	693 34%	669 33%
Owned with a mortgage or loan	564 28%	710 35%
NET: Renters	742 37%	626 31%
Rented from the council	194 10%	263 13%
Rented from a housing association	178 9%	106 5%
Rented from someone else	370 18%	257 13%
Rent free	28 1%	22 1%

**Opinion Poll**  
**ONLINE Fieldwork : 6th-8th 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	2027	2027
Weighted base	2027	2027
Yes	1150 57%	1257 62%
No	877 43%	770 38%

**Opinion Poll**  
**ONLINE Fieldwork : 6th-8th 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	2027	2027
Weighted base	2027	2027
No cars in the household	434 21%	410 20%
NET: Any	1593 79%	1617 80%
1	1055 52%	839 41%
2	443 22%	594 29%
3+	95 5%	184 9%

**Opinion Poll**  
**ONLINE Fieldwork : 6th-8th 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	2027	2027
Weighted base	2027	2027
Conservative	586 29%	568 28%
Labour	627 31%	628 31%
Liberal Democrat	226 11%	264 13%
SNP	45 2%	34 2%
Plaid Cymru	5 *	3 *
Green	51 3%	36 2%
UKIP	155 8%	20 1%
BNP	27 1%	21 1%
Another party	11 1%	7 *
None	294 15%	446 22%