

Opinion Poll

ONLINE Fieldwork : 27th-28th 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	2025	982	1043	268	329	301	323	333	471	580	620	318	507	587	513	481	270	174	296	792	497	533	117	257	602	406	346	
Weighted base	2025	992	1033	243	324	385	344	304	425	546	587	425	466	515	534	508	292	176	302	832	487	541	166	103	566	397	379	
Absolutely certain to vote	(10)	1037	535	502	63	127	172	203	192	280	317	269	221	230	259	263	266	152	98	156	411	325	364	104	68	371	281	237
		51%	54%	49%	26%	39%	45%	59%	63%	66%	58%	46%	52%	49%	50%	49%	52%	52%	56%	52%	49%	67%	67%	63%	67%	66%	71%	63%
	(9)	261	151	110	36	53	48	21	31	72	86	88	42	45	79	78	46	45	13	45	94	84	72	32	21	91	47	67
		13%	15%	11%	15%	16%	13%	6%	10%	17%	16%	15%	10%	10%	15%	15%	9%	15%	7%	15%	11%	17%	13%	19%	21%	16%	12%	18%
	(8)	123	64	59	35	16	28	14	14	15	29	48	18	27	37	28	25	9	25	16	68	25	40	5	5	28	27	18
		6%	6%	6%	15%	5%	7%	4%	5%	4%	5%	8%	4%	6%	7%	5%	5%	3%	14%	5%	8%	5%	7%	3%	5%	5%	7%	5%
	(7)	129	57	71	20	40	29	23	8	9	20	37	42	30	33	34	29	19	14	15	62	27	30	13	4	35	12	24
		6%	6%	7%	8%	12%	7%	7%	2%	2%	4%	6%	10%	7%	6%	6%	6%	6%	8%	5%	7%	6%	6%	8%	4%	6%	3%	6%
	(6)	56	20	35	12	8	13	10	5	8	9	15	10	21	10	21	16	4	5	3	19	4	12	4	1	12	7	7
		3%	2%	3%	5%	2%	3%	3%	2%	2%	2%	3%	2%	5%	2%	4%	3%	1%	3%	1%	2%	1%	2%	2%	1%	2%	2%	2%
	(5)	59	26	33	12	9	20	7	9	2	7	11	25	16	19	8	15	12	4	9	28	9	11	1	1	2	3	6
		3%	3%	3%	5%	3%	5%	2%	3%	*	1%	2%	6%	3%	4%	2%	3%	4%	3%	3%	3%	2%	2%	1%	1%	*	1%	2%
	(4)	13	6	8	1	5	3	2	1	-	2	4	5	3	2	5	3	2	*	-	10	2	*	5	-	-	-	-
		1%	1%	1%	*	2%	1%	1%	*	-	*	1%	1%	1%	*	1%	1%	1%	*	-	1%	*	*	3%	-	-	-	-
	(3)	26	19	7	3	6	8	3	*	5	9	10	4	4	5	12	9	-	1	4	12	5	2	2	1	4	-	*
		1%	2%	1%	1%	2%	2%	1%	*	1%	2%	2%	1%	1%	1%	2%	2%	-	*	1%	1%	1%	*	1%	1%	1%	-	*
	(2)	51	28	23	18	13	8	2	9	2	22	12	7	10	18	15	12	3	3	19	23	5	8	2	1	10	9	*
		3%	3%	2%	7%	4%	2%	*	3%	*	4%	2%	2%	2%	4%	3%	2%	1%	2%	6%	3%	1%	2%	1%	1%	2%	2%	*
Definitely would not vote	(1)	153	56	97	16	31	28	37	21	21	20	58	25	51	29	38	51	30	6	20	55	-	-	-	-	8	7	5
		8%	6%	9%	7%	10%	7%	11%	7%	5%	4%	10%	6%	11%	6%	7%	10%	10%	3%	7%	7%	-	-	-	-	1%	2%	1%
Don't know		117	30	87	26	17	28	22	14	11	25	37	28	28	24	33	36	16	8	16	49	-	-	-	-	5	3	14
		6%	3%	8%	11%	5%	7%	6%	4%	3%	5%	6%	7%	6%	5%	6%	7%	6%	5%	5%	6%	-	-	-	-	1%	1%	4%
Mean		8.19	8.38	7.99	7.27	7.61	7.95	8.22	8.58	9.01	8.65	7.97	8.25	7.86	8.29	8.14	7.97	8.17	8.67	8.12	8.13	9.24	9.20	9.08	9.33	9.12	9.19	9.23
Standard deviation		2.84	2.67	3.00	2.94	3.07	2.86	3.01	2.73	2.24	2.51	3.00	2.66	3.10	2.69	2.85	3.10	2.96	2.19	2.98	2.80	1.51	1.54	1.69	1.39	1.81	1.87	1.51
Standard error		0.06	0.09	0.10	0.19	0.17	0.17	0.15	0.10	0.11	0.12	0.15	0.14	0.11	0.13	0.15	0.18	0.17	0.18	0.10	0.07	0.07	0.16	0.09	0.07	0.09	0.08	

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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	2025	982	1043	268	329	301	323	333	471	580	620	318	507	587	513	481	270	174	296	792	497	533	117	257	602	406	346
Weighted base	2025	992	1033	243	324	385	344	304	425	546	587	425	466	515	534	508	292	176	302	832	487	541	166	103	566	397	379
Conservative	487 24%	281 28%	205 20%	64 26%	63 19%	75 19%	77 22%	77 25%	131 31%	167 31%	155 26%	107 25%	57 12%	182 35%	127 24%	100 20%	60 20%	18 11%	65 22%	226 27%	487 100%	-	-	-	390 69%	8 2%	34 9%
Labour	541 27%	273 28%	268 26%	70 29%	94 29%	121 31%	94 27%	73 24%	88 21%	148 27%	126 21%	119 28%	149 32%	118 23%	128 24%	171 34%	75 26%	49 28%	106 35%	192 23%	-	541 100%	-	-	26 5%	316 80%	88 23%
Liberal Democrat	166 8%	96 10%	70 7%	11 5%	38 12%	18 5%	27 8%	24 8%	47 11%	59 11%	37 6%	39 9%	32 7%	61 12%	54 10%	19 4%	16 5%	16 9%	17 6%	80 10%	-	-	166 100%	-	9 2%	4 1%	133 35%
SNP	38 2%	19 2%	18 2%	1 *	5 1%	4 1%	8 2%	13 4%	7 2%	9 2%	13 2%	9 2%	7 1%	-	-	-	-	38 21%	12 4%	14 2%	-	-	-	-	4 1%	2 *	3 1%
Plaid Cymru	13 1%	8 1%	5 1%	* *	3 1%	* *	3 1%	5 2%	2 *	1 *	6 1%	6 1%	* *	-	-	-	13 5%	-	1 *	7 1%	-	-	-	-	1 *	3 1%	1 *
The UK Independence Party	103 5%	64 6%	39 4%	2 1%	4 1%	8 2%	21 6%	24 8%	44 10%	26 5%	19 3%	21 5%	37 8%	18 4%	34 6%	31 6%	19 7%	* *	16 5%	33 4%	-	-	-	103 100%	54 9%	7 2%	14 4%
The Green Party	43 2%	18 2%	25 2%	3 1%	3 1%	9 2%	11 3%	8 3%	10 2%	16 3%	14 2%	5 1%	8 2%	15 3%	12 2%	6 1%	5 2%	6 3%	5 2%	13 2%	-	-	-	-	2 *	7 2%	16 4%
The British National Party	13 1%	7 1%	6 1%	- -	4 1%	2 *	3 1%	2 1%	2 1%	1 *	* *	3 1%	9 2%	6 1%	3 *	5 1%	-	-	1 *	6 1%	-	-	-	-	-	1 *	1 *
Some other party	5 *	4 *	1 *	* *	- -	3 1%	* *	- -	2 *	2 *	1 *	- -	2 *	1 *	1 *	2 *	1 *	* *	* *	2 *	-	-	-	-	* *	- -	* *
Would not vote	189 9%	77 8%	113 11%	25 10%	39 12%	40 10%	39 11%	25 8%	22 5%	28 5%	73 12%	26 6%	62 13%	36 7%	48 9%	69 13%	31 11%	6 3%	27 9%	78 9%	-	-	-	-	14 2%	7 2%	5 1%
Rather not say	28 1%	7 1%	21 2%	7 3%	12 4%	4 1%	2 *	2 1%	2 *	6 1%	10 2%	3 1%	9 2%	7 1%	9 2%	6 1%	2 1%	4 2%	4 1%	16 2%	-	-	-	-	1 *	3 1%	* *
Don't know	398 20%	138 14%	260 25%	58 24%	60 18%	102 27%	59 17%	51 17%	68 16%	84 15%	133 23%	87 21%	94 20%	72 14%	118 22%	99 19%	71 24%	38 22%	48 16%	166 20%	-	-	-	-	66 12%	41 10%	84 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	1217	650	568	126	172	160	198	228	333	374	364	189	291	357	306	292	157	105	171	474	391	417	92	208	441	291	227
Weighted base	1118	610	508	104	158	186	198	191	281	345	298	239	236	305	287	272	153	100	173	454	389	428	129	84	399	283	242
Conservative	389 35%	222 36%	167 33%	44 42%	47 30%	61 33%	61 31%	65 34%	111 39%	138 40%	124 42%	82 35%	45 19%	143 47%	102 35%	83 31%	47 31%	14 14%	47 27%	183 40%	389 100%	-	-	-	321 80%	6 2%	30 12%
Labour	428 38%	217 35%	211 42%	46 44%	70 45%	94 50%	78 39%	63 33%	77 27%	117 34%	100 34%	95 40%	116 49%	86 28%	103 36%	138 51%	64 42%	37 37%	83 48%	155 34%	-	428 100%	-	-	20 5%	260 92%	73 30%
Liberal Democrat	129 12%	73 12%	56 11%	10 9%	27 17%	11 6%	22 11%	20 10%	40 14%	47 14%	28 10%	28 12%	25 11%	47 15%	42 15%	15 5%	12 8%	13 13%	13 8%	57 13%	-	-	129 100%	-	7 2%	3 1%	109 45%
SNP	31 3%	17 3%	14 3%	1 1%	3 2%	3 2%	7 4%	10 5%	6 2%	7 2%	11 4%	7 3%	5 2%	-	-	-	-	31 31%	11 6%	11 2%	-	-	-	-	3 1%	1 1%	3 1%
Plaid Cymru	11 1%	7 1%	4 1%	* *	3 2%	* *	1 1%	4 2%	2 1%	1 *	5 2%	4 2%	* *	-	-	-	11 7%	-	1 *	6 1%	-	-	-	-	1 *	2 1%	1 *
The UK Independence Party	84 7%	51 8%	33 6%	1 1%	3 2%	6 3%	17 9%	20 10%	36 13%	21 6%	15 5%	16 7%	31 13%	14 5%	28 10%	26 9%	15 10%	* *	13 8%	27 6%	-	-	-	84 100%	45 11%	6 2%	11 5%
The Green Party	33 3%	15 2%	18 3%	2 2%	2 1%	7 4%	8 4%	7 3%	7 2%	12 3%	12 4%	4 2%	5 2%	11 3%	9 3%	5 2%	3 2%	5 5%	4 2%	10 2%	-	-	-	-	1 *	4 1%	14 6%
The British National Party	10 1%	6 1%	4 1%	-	2 1%	1 1%	3 1%	2 1%	2 1%	1 *	* *	2 1%	7 3%	3 1%	2 1%	4 2%	-	-	1 1%	4 1%	-	-	-	-	-	1 *	1 *
Some other party	4 *	3 *	1 *	* *	-	2 1%	* *	-	1 *	2 *	1 *	-	1 *	* *	1 *	1 *	1 1%	* *	* *	2 *	-	-	-	-	* *	-	* *

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Table 4
Gender
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2025	2025
Weighted base	2025	2025
Male	982 48%	992 49%
Female	1043 52%	1033 51%

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Table 5
Age
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2025	2025
Weighted base	2025	2025
18-24	268 13%	243 12%
25-34	329 16%	324 16%
35-44	301 15%	385 19%
45-54	323 16%	344 17%
55-64	333 16%	304 15%
65+	471 23%	425 21%
Average age	47.58	46.87

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Table 6
Social Grade
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2025	2025
Weighted base	2025	2025
AB	580 29%	546 27%
C1	620 31%	587 29%
C2	318 16%	425 21%
DE	507 25%	466 23%

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Table 7
GO Region
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2025	2025
Weighted base	2025	2025
Scotland	174 9%	176 9%
North East	86 4%	92 5%
North West	223 11%	238 12%
Yorkshire & Humberside	172 8%	179 9%
West Midlands	176 9%	187 9%
East Midlands	156 8%	157 8%
Wales	97 5%	107 5%
Eastern	181 9%	190 9%
London	287 14%	255 13%
South East	300 15%	260 13%
South West	173 9%	185 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	2025	2025
Weighted base	2025	2025
NET: Working	1088 54%	1134 56%
Working full time - working 30 hours per week or more	735 36%	891 44%
Working part time - working between 8 and 29 hours per week	353 17%	243 12%
NET: Not working	937 46%	891 44%
Not working but seeking work or temporarily unemployed or sick	129 6%	135 7%
Not working and not seeking work	120 6%	112 6%
Retired on a state pension only	116 6%	103 5%
Retired with a private pension	408 20%	366 18%
House person, housewife, househusband, etc.	164 8%	175 9%

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Absolutes/col percents

Table 9
Tenure
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2025	2025
Weighted base	2025	2025
NET: Homeowners	1254 62%	1377 68%
Owned outright - without mortgage	719 36%	668 33%
Owned with a mortgage or loan	535 26%	709 35%
NET: Renters	731 36%	612 30%
Rented from the council	168 8%	263 13%
Rented from a housing association	188 9%	110 5%
Rented from someone else	375 19%	238 12%
Rent free	40 2%	36 2%

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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	2025	2025
Weighted base	2025	2025
Yes	1132 56%	1255 62%
No	893 44%	770 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	2025	2025
Weighted base	2025	2025
No cars in the household	440 22%	409 20%
NET: Any	1585 78%	1616 80%
1	1129 56%	839 41%
2	389 19%	593 29%
3+	67 3%	184 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	2025	2025
Weighted base	2025	2025
Conservative	581 29%	567 28%
Labour	618 31%	628 31%
Liberal Democrat	183 9%	263 13%
SNP	47 2%	34 2%
Plaid Cymru	13 1%	12 1%
Green	53 3%	31 2%
UKIP	212 10%	20 1%
BNP	18 1%	13 1%
Another party	17 1%	11 1%
None	283 14%	446 22%