

Opinion Poll

ONLINE Fieldwork : 22nd-24th 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	2075	1070	1005	222	318	353	389	334	459	595	619	358	503	578	515	515	300	167	265	810	473	592	148	239	591	415	397
Weighted base	2075	1017	1058	249	332	394	353	311	436	560	602	436	477	527	548	521	299	180	290	872	493	585	190	99	568	405	430
Absolutely certain to vote	(10) 1063	602	461	68	115	194	187	206	292	344	286	219	215	261	278	279	149	97	143	413	327	372	108	70	386	271	241
	51%	59%	44%	27%	35%	49%	53%	66%	67%	61%	47%	50%	45%	50%	51%	54%	50%	54%	49%	47%	66%	64%	57%	70%	68%	67%	56%
	(9) 255	123	133	14	39	51	48	38	65	80	71	43	62	61	65	60	39	30	33	110	70	83	24	13	75	56	66
	12%	12%	13%	6%	12%	13%	14%	12%	15%	14%	12%	10%	13%	12%	12%	11%	13%	17%	11%	13%	14%	14%	13%	13%	13%	14%	15%
	(8) 193	93	100	45	52	36	28	14	18	43	69	45	36	47	61	42	27	17	47	94	50	65	26	7	46	38	41
	9%	9%	9%	18%	16%	9%	8%	5%	4%	8%	12%	10%	7%	9%	11%	8%	9%	9%	16%	11%	10%	11%	14%	7%	8%	9%	10%
	(7) 109	37	72	31	21	16	19	10	12	24	35	27	24	46	30	24	8	1	9	59	20	27	17	7	23	9	31
	5%	4%	7%	13%	6%	4%	5%	3%	3%	4%	6%	6%	5%	9%	5%	5%	3%	1%	3%	7%	4%	5%	9%	7%	4%	2%	7%
	(6) 37	19	18	8	8	10	6	1	4	8	12	7	9	12	9	9	6	1	4	17	12	11	2	*	4	8	4
	2%	2%	2%	3%	2%	3%	2%	*	1%	1%	2%	2%	2%	2%	2%	2%	2%	1%	1%	2%	2%	2%	1%	*	1%	2%	1%
	(5) 66	23	43	23	13	14	7	1	8	9	17	26	14	23	18	14	9	2	9	27	7	19	6	2	8	5	6
	3%	2%	4%	9%	4%	4%	2%	*	2%	2%	3%	6%	3%	4%	3%	3%	3%	1%	3%	3%	2%	3%	3%	2%	1%	1%	2%
	(4) 16	6	10	7	3	2	-	2	3	5	6	3	3	*	2	6	7	1	1	3	1	2	1	-	-	2	4
	1%	1%	1%	3%	1%	*	-	1%	1%	1%	1%	1%	1%	*	*	1%	2%	*	*	*	*	*	1%	-	-	*	1%
	(3) 21	4	17	4	1	7	6	3	1	6	8	3	5	3	8	10	1	*	6	10	3	2	4	-	3	-	5
	1%	*	2%	2%	*	2%	2%	1%	*	1%	1%	1%	1%	1%	1%	2%	*	*	2%	1%	1%	*	2%	-	1%	-	1%
	(2) 30	12	18	4	8	8	5	2	2	11	6	6	7	7	9	3	10	1	2	15	2	5	1	*	3	2	3
	1%	1%	2%	2%	3%	2%	1%	1%	1%	2%	1%	1%	1%	1%	2%	1%	3%	1%	1%	2%	*	1%	*	*	*	*	1%
Definitely would not vote	(1) 175	77	98	29	34	35	31	25	21	18	52	39	66	47	41	43	27	17	19	85	-	-	-	-	15	4	12
	8%	8%	9%	12%	10%	9%	9%	8%	5%	3%	9%	9%	14%	9%	7%	8%	9%	9%	7%	10%	-	-	-	-	3%	1%	3%
Don't know	108	21	87	16	37	22	16	9	9	14	40	18	37	19	28	31	17	13	17	38	-	-	-	-	6	11	16
	5%	2%	8%	6%	11%	6%	5%	3%	2%	2%	7%	4%	8%	4%	5%	6%	6%	7%	6%	4%	-	-	-	-	1%	3%	4%
Mean	8.21	8.53	7.89	6.96	7.61	8.07	8.28	8.76	9.00	8.85	8.12	8.05	7.70	8.10	8.26	8.28	8.04	8.50	8.36	8.01	9.27	9.15	8.89	9.40	9.16	9.30	8.83
Standard deviation	2.83	2.65	2.97	2.99	3.02	2.94	2.85	2.64	2.22	2.21	2.84	2.89	3.28	2.83	2.74	2.83	3.01	2.78	2.60	2.93	1.34	1.48	1.68	1.15	1.84	1.46	2.06
Standard error	0.06	0.08	0.10	0.21	0.18	0.16	0.15	0.15	0.10	0.09	0.12	0.16	0.15	0.12	0.12	0.13	0.18	0.22	0.16	0.10	0.06	0.06	0.14	0.07	0.08	0.07	0.10

Opinion Poll

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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	2075	1070	1005	222	318	353	389	334	459	595	619	358	503	578	515	515	300	167	265	810	473	592	148	239	591	415	397
Weighted base	2075	1017	1058	249	332	394	353	311	436	560	602	436	477	527	548	521	299	180	290	872	493	585	190	99	568	405	430
Conservative	493 24%	293 29%	200 19%	59 24%	56 17%	63 16%	70 20%	84 27%	159 37%	194 35%	134 22%	87 20%	79 16%	165 31%	121 22%	123 24%	64 21%	20 11%	49 17%	207 24%	493 100%	-	-	-	381 67%	10 3%	31 7%
Labour	585 28%	306 30%	278 26%	72 29%	109 33%	139 35%	100 28%	78 25%	88 20%	144 26%	177 29%	117 27%	147 31%	138 26%	153 28%	175 34%	77 26%	42 23%	114 39%	250 29%	-	585 100%	-	-	32 6%	339 84%	101 23%
Liberal Democrat	190 9%	89 9%	101 10%	14 6%	46 14%	38 10%	33 9%	26 8%	33 8%	68 12%	54 9%	32 7%	36 7%	59 11%	56 10%	42 8%	24 8%	9 5%	25 9%	86 10%	-	-	190 100%	-	10 2%	5 1%	127 30%
SNP	33 2%	18 2%	15 1%	1 *	2 1%	12 3%	7 2%	7 2%	4 1%	5 1%	6 1%	12 3%	10 2%	-	-	-	-	33 19%	8 3%	11 1%	-	-	-	-	2 *	6 1%	4 1%
Plaid Cymru	9 *	6 1%	3 *	1 1%	2 1%	1 *	3 1%	1 *	1 *	2 *	5 1%	2 *	1 *	-	-	-	9 3%	-	4 1%	3 *	-	-	-	-	1 *	* *	1 *
The UK Independence Party	99 5%	66 7%	33 3%	5 2%	3 1%	6 2%	24 7%	17 6%	43 10%	32 6%	23 4%	23 5%	21 4%	25 5%	35 6%	22 4%	16 5%	1 1%	6 2%	36 4%	-	-	-	99 100%	52 9%	5 1%	11 2%
The Green Party	50 2%	27 3%	23 2%	7 3%	5 2%	7 2%	7 2%	17 5%	7 2%	11 2%	18 3%	13 3%	8 2%	9 2%	13 2%	14 3%	8 3%	7 4%	10 3%	16 2%	-	-	-	-	2 *	5 1%	20 5%
The British National Party	12 1%	7 1%	5 *	1 *	1 *	-	5 1%	4 1%	* *	1 *	3 1%	4 1%	3 1%	1 *	3 1%	6 1%	2 1%	1 *	* *	7 1%	-	-	-	-	5 1%	2 *	1 *
Some other party	5 *	3 *	2 *	-	* *	1 *	2 *	1 *	1 *	3 1%	1 *	1 *	* *	1 *	1 *	2 *	1 *	-	-	2 *	-	-	-	-	-	-	5 1%
Would not vote	193 9%	81 8%	112 11%	30 12%	38 12%	42 11%	34 10%	27 9%	22 5%	26 5%	54 9%	45 10%	69 14%	53 10%	49 9%	44 9%	31 10%	17 9%	19 7%	95 11%	-	-	-	-	17 3%	4 1%	14 3%
Rather not say	31 1%	17 2%	14 1%	3 1%	5 1%	11 3%	2 *	7 2%	3 1%	2 *	12 2%	10 2%	7 1%	7 1%	6 1%	10 2%	3 1%	4 2%	* *	21 2%	-	-	-	-	2 *	1 *	3 1%
Don't know	374 18%	103 10%	271 26%	55 22%	64 19%	75 19%	66 19%	42 13%	73 17%	73 13%	114 19%	90 21%	97 20%	71 13%	110 20%	83 16%	64 21%	46 25%	53 18%	137 16%	-	-	-	-	63 11%	28 7%	112 26%

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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	1251	721	530	102	167	205	228	225	324	409	357	210	275	340	303	324	183	102	165	476	371	464	109	195	423	312	243
Weighted base	1162	653	508	102	164	212	197	201	285	376	324	224	238	301	304	303	158	96	164	478	394	458	142	81	405	304	242
Conservative	394	232	162	40	42	50	57	70	135	158	103	72	61	126	100	101	51	16	38	162	394	-	-	-	316	9	26
	34%	36%	32%	39%	26%	24%	29%	35%	47%	42%	32%	32%	26%	42%	33%	33%	33%	16%	23%	34%	100%	-	-	-	78%	3%	11%
Labour	458	245	213	44	81	113	76	68	75	119	137	89	114	105	123	135	59	36	89	191	-	458	-	-	28	275	83
	39%	37%	42%	44%	49%	53%	39%	34%	26%	32%	42%	40%	48%	35%	40%	45%	37%	37%	54%	40%	-	100%	-	-	7%	91%	34%
Liberal Democrat	142	73	68	9	30	29	23	22	28	55	39	21	26	42	40	34	17	8	14	66	-	-	142	-	9	4	99
	12%	11%	13%	9%	19%	14%	12%	11%	10%	15%	12%	10%	11%	14%	13%	11%	11%	8%	9%	14%	-	-	100%	-	2%	1%	41%
SNP	29	16	13	*	2	10	6	7	4	5	5	11	8	-	-	-	-	29	7	10	-	-	-	-	2	5	4
	2%	2%	3%	*	1%	5%	3%	3%	1%	1%	2%	5%	4%	-	-	-	-	30%	5%	2%	-	-	-	-	*	2%	2%
Plaid Cymru	7	5	2	*	2	1	3	*	1	2	4	1	1	-	-	-	7	-	3	3	-	-	-	-	1	*	1
	1%	1%	*	*	1%	*	2%	*	*	1%	1%	*	*	-	-	-	4%	-	2%	1%	-	-	-	-	*	*	*
The UK Independence Party	81	55	26	3	2	5	21	15	36	26	19	17	19	20	28	17	14	1	5	28	-	-	-	81	44	4	9
	7%	8%	5%	3%	1%	2%	10%	7%	13%	7%	6%	8%	8%	7%	9%	6%	9%	1%	3%	6%	-	-	-	100%	11%	1%	4%
The Green Party	38	20	18	5	4	3	6	14	6	9	14	9	6	7	10	9	6	6	7	11	-	-	-	-	2	4	16
	3%	3%	4%	5%	2%	1%	3%	7%	2%	2%	4%	4%	3%	2%	3%	3%	4%	6%	4%	2%	-	-	-	-	*	1%	7%
The British National Party	10	6	4	1	1	-	4	4	*	1	3	4	3	*	3	4	2	1	*	6	-	-	-	-	5	2	1
	1%	1%	1%	1%	1%	-	2%	2%	*	*	1%	2%	1%	*	1%	1%	1%	1%	*	1%	-	-	-	-	1%	1%	1%
Some other party	3	2	2	-	*	*	1	1	*	1	1	*	*	1	*	1	1	-	-	2	-	-	-	-	-	-	3
	*	*	*	-	*	*	1%	1%	*	*	*	*	*	*	*	*	1%	-	-	*	-	-	-	-	-	-	1%

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Table 4
Gender
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2075	2075
Weighted base	2075	2075
Male	1070 52%	1017 49%
Female	1005 48%	1058 51%

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Absolutes/col percents

Table 5
Age
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2075	2075
Weighted base	2075	2075
18-24	222 11%	249 12%
25-34	318 15%	332 16%
35-44	353 17%	394 19%
45-54	389 19%	353 17%
55-64	334 16%	311 15%
65+	459 22%	436 21%
Average age	48.07	46.93

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Absolutes/col percents

Table 6
Social Grade
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2075	2075
Weighted base	2075	2075
AB	595 29%	560 27%
C1	619 30%	602 29%
C2	358 17%	436 21%
DE	503 24%	477 23%

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Absolutes/col percents

Table 7
GO Region
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2075	2075
Weighted base	2075	2075
Scotland	167 8%	180 9%
North East	94 5%	94 5%
North West	248 12%	244 12%
Yorkshire & Humberside	173 8%	183 9%
West Midlands	187 9%	192 9%
East Midlands	139 7%	161 8%
Wales	101 5%	110 5%
Eastern	189 9%	194 9%
London	262 13%	261 13%
South East	316 15%	266 13%
South West	199 10%	189 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	2075	2075
Weighted base	2075	2075
NET: Working	1075 52%	1162 56%
Working full time - working 30 hours per week or more	712 34%	913 44%
Working part time - working between 8 and 29 hours per week	363 17%	249 12%
NET: Not working	1000 48%	913 44%
Not working but seeking work or temporarily unemployed or sick	150 7%	129 6%
Not working and not seeking work	131 6%	121 6%
Retired on a state pension only	98 5%	94 5%
Retired with a private pension	449 22%	393 19%
House person, housewife, househusband, etc.	172 8%	175 8%

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Absolutes/col percents

Table 9
Tenure
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2075	2075
Weighted base	2075	2075
NET: Homeowners	1299 63%	1411 68%
Owned outright - without mortgage	726 35%	685 33%
Owned with a mortgage or loan	573 28%	726 35%
NET: Renters	754 36%	647 31%
Rented from the council	162 8%	270 13%
Rented from a housing association	194 9%	105 5%
Rented from someone else	398 19%	272 13%
Rent free	22 1%	17 1%

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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	2075	2075
Weighted base	2075	2075
Yes	1153 56%	1286 62%
No	922 44%	789 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	2075	2075
Weighted base	2075	2075
No cars in the household	446 21%	419 20%
NET: Any	1629 79%	1656 80%
1	1140 55%	859 41%
2	408 20%	608 29%
3+	81 4%	189 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	2075	2075
Weighted base	2075	2075
Conservative	566 27%	581 28%
Labour	675 33%	643 31%
Liberal Democrat	200 10%	270 13%
SNP	44 2%	32 2%
Plaid Cymru	15 1%	11 1%
Green	65 3%	37 2%
UKIP	195 9%	21 1%
BNP	23 1%	15 1%
Another party	13 1%	8 *
None	279 13%	456 22%