

Opinion Poll

ONLINE Fieldwork : 20th-21st 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	2028	973	1055	248	312	340	328	338	462	528	605	374	521	549	521	501	290	167	236	768	417	562	123	280	549	399	345	
Weighted base	2028	994	1034	243	325	386	345	304	425	547	588	426	466	515	535	509	292	176	274	862	469	546	170	143	569	371	407	
Absolutely certain to vote	(10)	1060	584	476	67	118	183	196	189	307	295	296	224	245	276	266	278	141	99	142	430	325	368	104	100	396	270	239
		52%	59%	46%	28%	36%	47%	57%	62%	72%	54%	50%	53%	53%	54%	50%	55%	48%	56%	52%	50%	69%	67%	61%	70%	70%	73%	59%
	(9)	211	109	102	19	30	41	38	29	53	69	69	40	32	59	55	42	40	15	23	79	55	57	26	28	63	46	56
		10%	11%	10%	8%	9%	11%	11%	10%	12%	13%	12%	9%	7%	11%	10%	8%	14%	9%	8%	9%	12%	10%	15%	19%	11%	12%	14%
	(8)	132	62	70	22	34	26	12	21	17	34	41	27	30	40	28	37	7	19	15	63	27	45	9	7	34	18	23
		7%	6%	7%	9%	10%	7%	3%	7%	4%	6%	7%	6%	6%	8%	5%	7%	3%	11%	6%	7%	6%	8%	5%	5%	6%	5%	6%
	(7)	112	50	62	25	26	23	15	9	14	26	24	28	34	35	23	29	15	10	20	47	24	27	15	3	18	14	23
		6%	5%	6%	10%	8%	6%	4%	3%	3%	5%	4%	7%	7%	7%	4%	6%	5%	6%	7%	5%	5%	9%	2%	3%	4%	6%	
	(6)	53	17	35	10	14	15	7	4	2	7	20	12	13	14	18	8	10	2	7	27	13	11	7	*	12	4	4
		3%	2%	3%	4%	4%	4%	2%	1%	*	1%	3%	3%	3%	3%	3%	2%	4%	1%	2%	3%	3%	2%	4%	*	2%	1%	1%
	(5)	81	30	51	19	26	15	10	9	2	23	26	12	20	24	32	14	9	1	8	50	17	19	2	4	5	8	17
		4%	3%	5%	8%	8%	4%	3%	3%	1%	4%	4%	3%	4%	5%	6%	3%	3%	1%	3%	6%	4%	4%	1%	3%	1%	2%	4%
	(4)	22	12	10	9	6	3	2	2	1	7	4	6	5	8	4	6	4	1	3	10	2	6	1	1	1	1	1
		1%	1%	1%	4%	2%	1%	*	1%	*	1%	1%	1%	1%	1%	1%	1%	1%	*	1%	1%	*	1%	1%	1%	*	*	*
	(3)	33	17	16	7	9	5	-	7	5	6	11	10	7	3	13	4	10	3	4	14	4	6	3	*	5	*	1
		2%	2%	2%	3%	3%	1%	-	2%	1%	1%	2%	2%	1%	1%	2%	1%	3%	2%	2%	2%	1%	1%	2%	*	1%	*	*
	(2)	35	12	23	10	3	8	11	4	-	15	4	6	10	4	12	14	5	-	3	20	2	8	3	-	3	2	5
		2%	1%	2%	4%	1%	2%	3%	1%	-	3%	1%	2%	2%	1%	2%	3%	2%	-	1%	2%	*	1%	2%	-	1%	*	1%
Definitely would not vote	(1)	152	67	85	17	33	43	26	15	17	36	43	30	42	25	53	33	25	15	18	70	-	-	-	-	14	5	17
		7%	7%	8%	7%	10%	11%	8%	5%	4%	7%	7%	7%	9%	5%	10%	6%	9%	9%	7%	8%	-	-	-	-	2%	1%	4%
Don't know		138	35	104	38	25	24	29	14	7	30	49	29	30	28	31	43	28	9	30	52	-	-	-	-	19	6	20
		7%	3%	10%	16%	8%	6%	8%	5%	2%	5%	8%	7%	6%	5%	6%	8%	9%	5%	11%	6%	-	-	-	-	3%	2%	5%
Mean		8.18	8.45	7.91	7.04	7.39	7.80	8.37	8.64	9.19	8.28	8.23	8.19	8.00	8.47	7.81	8.33	7.97	8.40	8.28	7.96	9.21	9.07	8.94	9.45	9.20	9.34	8.77
Standard deviation		2.85	2.69	2.98	3.01	3.04	3.12	2.88	2.56	2.01	2.80	2.78	2.83	3.00	2.46	3.13	2.78	3.04	2.75	2.77	2.96	1.53	1.76	1.81	1.14	1.85	1.56	2.28
Standard error		0.06	0.09	0.10	0.20	0.18	0.17	0.16	0.14	0.09	0.12	0.12	0.15	0.14	0.11	0.14	0.13	0.18	0.22	0.19	0.11	0.07	0.07	0.16	0.07	0.08	0.08	0.13

Opinion Poll

ONLINE Fieldwork : 20th-21st November 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	2028	973	1055	248	312	340	328	338	462	528	605	374	521	549	521	501	290	167	236	768	417	562	123	280	549	399	345
Weighted base	2028	994	1034	243	325	386	345	304	425	547	588	426	466	515	535	509	292	176	274	862	469	546	170	143	569	371	407
Conservative	469 23%	255 26%	214 21%	37 15%	61 19%	89 23%	64 18%	70 23%	148 35%	152 28%	149 25%	95 22%	73 16%	162 31%	122 23%	87 17%	70 24%	28 16%	46 17%	222 26%	469 100%	-	-	-	375 66%	7 2%	25 6%
Labour	546 27%	268 27%	278 27%	79 33%	89 27%	116 30%	97 28%	79 26%	87 20%	146 27%	131 22%	121 28%	148 32%	136 26%	131 24%	180 35%	59 20%	41 23%	91 33%	218 25%	-	546 100%	-	-	26 5%	288 77%	102 25%
Liberal Democrat	170 8%	100 10%	70 7%	16 7%	32 10%	28 7%	25 7%	26 9%	43 10%	60 11%	46 8%	30 7%	35 8%	38 7%	57 11%	31 6%	37 13%	7 4%	22 8%	70 8%	-	-	170 100%	-	6 1%	4 1%	131 32%
SNP	44 2%	19 2%	26 2%	1 1%	8 2%	10 3%	9 3%	9 3%	8 2%	5 1%	14 2%	10 2%	15 3%	-	-	-	-	44 25%	6 2%	16 2%	-	-	-	-	-	4 1%	6 1%
Plaid Cymru	8 *	5 *	3 *	1 *	* *	* *	3 1%	3 1%	1 *	1 *	3 *	3 1%	1 *	-	-	-	8 3%	-	2 1%	3 *	-	-	-	-	-	-	1 *
The UK Independence Party	143 7%	104 10%	39 4%	5 2%	4 1%	12 3%	33 10%	23 8%	66 15%	31 6%	28 5%	43 10%	42 9%	29 6%	45 8%	42 8%	23 8%	4 2%	17 6%	43 5%	-	-	-	143 100%	69 12%	18 5%	21 5%
The Green Party	39 2%	26 3%	13 1%	5 2%	11 3%	3 1%	6 2%	10 3%	5 1%	6 1%	19 3%	6 1%	8 2%	14 3%	5 1%	11 2%	6 2%	3 2%	9 3%	16 2%	-	-	-	-	3 1%	2 1%	8 2%
The British National Party	11 1%	6 1%	5 1%	* *	3 1%	2 *	5 1%	1 *	1 *	1 *	3 *	1 *	6 1%	* *	5 1%	3 1%	-	3 2%	1 *	5 1%	-	-	-	-	-	2 1%	* *
Some other party	3 *	1 *	2 *	2 1%	-	-	1 *	-	-	2 *	1 *	-	1 *	-	1 *	-	2 1%	1 *	-	2 *	-	-	-	-	-	1 *	-
Would not vote	181 9%	79 8%	102 10%	26 11%	37 11%	49 13%	34 10%	17 6%	19 4%	43 8%	48 8%	40 9%	50 11%	27 5%	62 12%	48 9%	28 10%	16 9%	19 7%	85 10%	-	-	-	-	16 3%	5 1%	23 6%
Rather not say	18 1%	7 1%	11 1%	3 1%	2 1%	4 1%	5 2%	3 1%	1 *	3 1%	2 *	6 1%	7 1%	2 *	7 1%	5 1%	* *	4 2%	2 1%	10 1%	-	-	-	-	-	1 *	-
Don't know	394 19%	124 13%	270 26%	68 28%	77 24%	73 19%	64 18%	65 21%	47 11%	98 18%	144 24%	71 17%	81 17%	107 21%	101 19%	102 20%	58 20%	26 15%	59 22%	172 20%	-	-	-	-	72 13%	39 11%	90 22%

Opinion Poll

ONLINE Fieldwork : 20th-21st November 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	1185	641	545	108	153	181	194	214	335	328	338	218	301	325	287	298	169	106	129	431	333	440	93	224	400	291	217	
Weighted base	1116	627	489	92	145	201	195	180	304	317	307	240	252	292	283	281	155	106	150	447	369	421	128	119	401	270	243	
Conservative	369 33%	203 32%	166 34%	26 28%	44 30%	68 34%	50 26%	57 32%	124 41%	119 38%	117 38%	77 32%	55 22%	122 42%	97 34%	69 25%	57 37%	23 22%	36 24%	172 38%	369 100%	-	-	-	311 78%	6 2%	21 9%	
Labour	421 38%	210 34%	211 43%	47 51%	64 44%	89 45%	79 40%	67 37%	76 25%	113 36%	101 33%	92 38%	115 46%	106 36%	97 34%	144 51%	43 28%	32 30%	72 48%	162 36%	-	421 100%	-	-	23 6%	238 88%	86 35%	
Liberal Democrat	128 11%	81 13%	47 10%	11 12%	19 13%	22 11%	20 10%	20 11%	37 12%	49 15%	35 11%	20 8%	24 10%	28 10%	46 16%	23 8%	24 16%	6 6%	15 10%	50 11%	-	-	128 100%	-	5 1%	4 1%	107 44%	
SNP	36 3%	16 3%	20 4%	1 1%	7 5%	8 4%	7 4%	7 4%	7 2%	4 1%	12 4%	8 4%	11 5%	-	-	-	-	36 34%	5 3%	13 3%	-	-	-	-	-	3 1%	5 2%	
Plaid Cymru	6 1%	4 1%	2 *	* *	* *	* *	2 1%	2 1%	1 *	1 *	2 1%	2 1%	1 *	-	-	-	6 4%	-	2 1%	2 *	-	-	-	-	-	-	-	1 *
The UK Independence Party	119 11%	88 14%	31 6%	4 4%	3 2%	9 5%	28 14%	19 11%	55 18%	26 8%	23 8%	35 15%	34 13%	24 8%	36 13%	36 13%	19 12%	3 3%	13 9%	36 8%	-	-	-	119 100%	60 15%	15 6%	16 7%	
The Green Party	27 2%	20 3%	7 1%	3 3%	7 5%	2 1%	4 2%	7 4%	4 1%	4 1%	12 4%	4 2%	7 3%	11 4%	3 1%	6 2%	4 2%	2 2%	7 4%	9 2%	-	-	-	-	2 *	2 1%	7 3%	
The British National Party	8 1%	4 1%	4 1%	* *	2 1%	1 1%	4 2%	1 *	* *	1 *	2 1%	1 *	4 2%	* *	3 1%	2 1%	-	2 2%	1 *	4 1%	-	-	-	-	-	2 1%	* *	
Some other party	2 *	1 *	1 *	1 1%	-	-	1 *	-	-	* *	1 *	-	1 *	-	* *	-	1 *	1 1%	-	1 *	-	-	-	-	-	* *	-	

Opinion Poll
ONLINE Fieldwork : 20th-21st November 2013

Absolutes/col percents

Table 4
Gender
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2028	2028
Weighted base	2028	2028
Male	973 48%	994 49%
Female	1055 52%	1034 51%

Opinion Poll
ONLINE Fieldwork : 20th-21st November 2013

Absolutes/col percents

Table 5
Age
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2028	2028
Weighted base	2028	2028
18-24	248 12%	243 12%
25-34	312 15%	325 16%
35-44	340 17%	386 19%
45-54	328 16%	345 17%
55-64	338 17%	304 15%
65+	462 23%	425 21%
Average age	47.82	46.90

Opinion Poll
ONLINE Fieldwork : 20th-21st November 2013

Absolutes/col percents

Table 6
Social Grade
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2028	2028
Weighted base	2028	2028
AB	528 26%	547 27%
C1	605 30%	588 29%
C2	374 18%	426 21%
DE	521 26%	466 23%

Opinion Poll
ONLINE Fieldwork : 20th-21st November 2013

Absolutes/col percents

Table 7
GO Region
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2028	2028
Weighted base	2028	2028
Scotland	167 8%	176 9%
North East	89 4%	92 5%
North West	237 12%	238 12%
Yorkshire & Humberside	175 9%	179 9%
West Midlands	183 9%	188 9%
East Midlands	139 7%	158 8%
Wales	113 6%	107 5%
Eastern	199 10%	190 9%
London	252 12%	255 13%
South East	297 15%	260 13%
South West	177 9%	185 9%

Opinion Poll
ONLINE Fieldwork : 20th-21st November 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	2028	2028
Weighted base	2028	2028
NET: Working	1004 50%	1136 56%
Working full time - working 30 hours per week or more	672 33%	892 44%
Working part time - working between 8 and 29 hours per week	332 16%	243 12%
NET: Not working	1024 50%	892 44%
Not working but seeking work or temporarily unemployed or sick	133 7%	119 6%
Not working and not seeking work	149 7%	126 6%
Retired on a state pension only	145 7%	117 6%
Retired with a private pension	413 20%	374 18%
House person, housewife, househusband, etc.	184 9%	157 8%

Opinion Poll
ONLINE Fieldwork : 20th-21st November 2013

Absolutes/col percents

Table 9
Tenure
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2028	2028
Weighted base	2028	2028
NET: Homeowners	1163 57%	1379 68%
Owned outright - without mortgage	654 32%	669 33%
Owned with a mortgage or loan	509 25%	710 35%
NET: Renters	834 41%	629 31%
Rented from the council	193 10%	264 13%
Rented from a housing association	247 12%	124 6%
Rented from someone else	394 19%	241 12%
Rent free	31 2%	20 1%

Opinion Poll
ONLINE Fieldwork : 20th-21st November 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	2028	2028
Weighted base	2028	2028
Yes	1102 54%	1257 62%
No	926 46%	771 38%

Opinion Poll
ONLINE Fieldwork : 20th-21st November 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	2028	2028
Weighted base	2028	2028
No cars in the household	458 23%	410 20%
NET: Any	1570 77%	1618 80%
1	1102 54%	840 41%
2	390 19%	594 29%
3+	78 4%	184 9%

Opinion Poll
ONLINE Fieldwork : 20th-21st November 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	2028	2028
Weighted base	2028	2028
Conservative	518 26%	568 28%
Labour	653 32%	629 31%
Liberal Democrat	179 9%	264 13%
SNP	51 3%	43 2%
Plaid Cymru	8 *	7 *
Green	48 2%	28 1%
UKIP	207 10%	20 1%
BNP	19 1%	12 1%
Another party	15 1%	12 1%
None	330 16%	446 22%