

Opinion Poll

ONLINE Fieldwork : 13th-14th 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	2051	1031	1020	243	286	349	390	312	471	608	623	362	458	591	519	466	280	195	277	850	445	590	134	263	592	400	379	
Weighted base	2051	1005	1046	246	328	390	349	308	430	554	595	431	472	521	541	515	296	178	278	871	450	595	166	144	547	390	406	
Absolutely certain to vote	(10)	1084	588	496	82	110	197	190	183	322	318	315	209	242	279	265	261	170	108	157	407	305	391	96	110	378	283	255
		53%	58%	47%	33%	34%	51%	55%	60%	75%	57%	53%	48%	51%	54%	49%	51%	58%	61%	57%	47%	68%	66%	58%	77%	69%	73%	63%
	(9)	266	147	119	20	47	49	47	42	60	99	67	56	44	70	69	73	30	24	29	111	83	93	30	16	85	49	67
		13%	15%	11%	8%	14%	13%	14%	14%	18%	11%	13%	9%	13%	13%	14%	10%	14%	10%	13%	18%	16%	18%	11%	16%	12%	17%	
	(8)	143	66	78	17	33	43	22	16	12	31	36	37	39	48	31	32	22	10	20	77	30	43	15	7	38	21	40
		7%	7%	7%	7%	10%	11%	6%	5%	3%	6%	6%	9%	8%	9%	6%	6%	7%	6%	7%	9%	7%	7%	9%	5%	7%	5%	10%
	(7)	86	43	43	20	20	18	13	8	6	19	21	18	28	21	24	23	10	7	8	42	11	35	9	4	8	15	13
		4%	4%	4%	8%	6%	5%	4%	3%	1%	3%	4%	4%	6%	4%	4%	5%	3%	4%	3%	5%	2%	6%	5%	3%	1%	4%	3%
	(6)	37	18	20	3	11	10	7	2	5	10	11	6	7	11	15	1	3	1	26	3	12	4	1	1	7	4	
		2%	2%	2%	1%	3%	2%	2%	1%	1%	2%	2%	3%	1%	1%	2%	3%	*	2%	*	3%	1%	2%	2%	*	*	2%	1%
	(5)	62	24	39	11	20	14	6	6	5	12	19	11	21	14	19	17	10	3	9	26	11	11	3	5	7	5	7
		3%	2%	4%	5%	6%	4%	2%	2%	1%	2%	3%	3%	4%	3%	3%	3%	3%	2%	3%	3%	2%	2%	2%	3%	1%	1%	2%
	(4)	29	19	10	5	12	5	1	5	1	2	14	9	4	4	13	3	9	-	2	20	5	5	9	1	4	-	3
		1%	2%	1%	2%	4%	1%	*	2%	*	*	2%	2%	1%	1%	2%	1%	3%	-	1%	2%	1%	1%	5%	*	1%	-	1%
	(3)	10	4	5	2	3	2	2	-	-	1	5	2	2	2	4	4	-	-	*	7	1	5	-	-	-	-	-
		*	*	1%	1%	1%	1%	1%	-	-	*	1%	*	*	*	1%	1%	-	-	*	1%	*	1%	-	-	-	-	-
	(2)	32	7	25	11	3	4	3	8	3	4	12	9	8	8	9	12	3	-	7	12	2	2	-	-	4	1	1
		2%	1%	2%	4%	1%	1%	1%	3%	1%	1%	2%	2%	2%	2%	2%	2%	1%	-	2%	1%	*	*	-	-	1%	*	*
Definitely would not vote	(1)	196	59	137	34	43	34	42	27	16	37	54	54	50	42	66	43	27	17	35	87	-	-	-	-	11	5	9
		10%	6%	13%	14%	13%	9%	12%	9%	4%	7%	9%	13%	11%	8%	12%	8%	9%	10%	13%	10%	-	-	-	-	2%	1%	2%
Don't know		105	32	74	40	25	15	14	10	*	20	42	15	28	27	29	31	13	5	11	56	-	-	-	-	11	3	6
		5%	3%	7%	16%	8%	4%	4%	3%	*	4%	7%	3%	6%	5%	5%	6%	4%	3%	4%	6%	-	-	-	-	2%	1%	1%
Mean		8.18	8.64	7.73	6.96	7.28	8.20	8.15	8.43	9.25	8.68	8.13	7.82	8.00	8.38	7.82	8.17	8.29	8.57	8.05	7.94	9.36	9.22	8.98	9.48	9.30	9.37	9.13
Standard deviation		2.94	2.48	3.27	3.47	3.19	2.80	3.08	2.88	1.95	2.50	3.00	3.18	3.05	2.75	3.20	2.89	2.91	2.73	3.20	3.00	1.29	1.43	1.65	1.19	1.67	1.47	1.72
Standard error		0.07	0.08	0.11	0.23	0.20	0.15	0.16	0.16	0.09	0.10	0.12	0.17	0.15	0.12	0.14	0.14	0.18	0.20	0.20	0.11	0.06	0.06	0.14	0.07	0.07	0.07	0.09

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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	2051	1031	1020	243	286	349	390	312	471	608	623	362	458	591	519	466	280	195	277	850	445	590	134	263	592	400	379
Weighted base	2051	1005	1046	246	328	390	349	308	430	554	595	431	472	521	541	515	296	178	278	871	450	595	166	144	547	390	406
Conservative	450 22%	257 26%	194 19%	30 12%	56 17%	82 21%	65 19%	77 25%	141 33%	141 25%	139 23%	92 21%	79 17%	143 27%	125 23%	99 19%	64 22%	19 11%	41 15%	196 23%	450 100%	-	-	-	353 64%	15 4%	34 8%
Labour	595 29%	307 30%	289 28%	86 35%	104 32%	133 34%	117 34%	69 22%	87 20%	148 27%	156 26%	124 29%	168 36%	142 27%	146 27%	181 35%	80 27%	46 26%	108 39%	249 29%	-	595 100%	-	-	28 5%	315 81%	111 27%
Liberal Democrat	166 8%	88 9%	78 7%	9 4%	30 9%	26 7%	22 6%	35 11%	44 10%	74 13%	44 7%	24 6%	25 5%	49 9%	47 9%	28 5%	25 8%	17 9%	17 6%	66 8%	-	-	166 100%	-	3 1%	3 1%	120 30%
SNP	46 2%	29 3%	18 2%	2 1%	3 1%	9 2%	9 3%	7 2%	16 4%	12 2%	14 2%	8 2%	12 3%	-	-	-	-	46 26%	7 3%	13 3%	-	-	-	-	-	4 1%	8 2%
Plaid Cymru	9 *	8 1%	2 *	* *	2 1%	1 *	2 1%	2 1%	2 *	2 *	4 1%	3 1%	* *	-	-	-	9 3%	-	3 1%	4 *	-	-	-	-	1 *	2 1%	* *
The UK Independence Party	144 7%	98 10%	46 4%	6 3%	6 2%	18 5%	16 5%	24 8%	73 17%	40 7%	31 5%	38 9%	34 7%	34 7%	42 8%	53 10%	13 4%	1 1%	9 3%	50 6%	-	-	-	144 100%	85 15%	7 2%	17 4%
The Green Party	42 2%	25 2%	17 2%	7 3%	3 1%	8 2%	10 3%	9 3%	5 1%	9 2%	13 2%	11 3%	9 2%	13 3%	15 3%	10 2%	2 1%	3 2%	10 4%	14 2%	-	-	-	-	4 1%	2 1%	13 3%
The British National Party	13 1%	4 *	8 1%	1 *	1 *	3 1%	3 1%	4 1%	1 *	3 1%	2 *	5 1%	3 1%	5 1%	-	5 1%	2 1%	* *	* *	6 1%	-	-	-	-	4 1%	* *	-
Some other party	3 *	2 *	1 *	1 1%	-	* *	-	1 *	* *	1 *	2 *	-	* *	-	1 *	-	3 1%	* *	1 *	1 *	-	-	-	-	* *	-	1 *
Would not vote	220 11%	68 7%	153 15%	44 18%	46 14%	37 10%	44 13%	31 10%	18 4%	40 7%	63 11%	60 14%	57 12%	49 9%	71 13%	53 10%	29 10%	17 10%	38 14%	98 11%	-	-	-	-	15 3%	5 1%	10 2%
Rather not say	12 1%	4 *	8 1%	2 1%	3 1%	2 *	2 *	3 1%	1 *	2 *	5 1%	3 1%	3 1%	4 1%	3 1%	2 *	3 1%	1 *	-	4 *	-	-	-	-	-	-	3 1%
Don't know	349 17%	116 12%	233 22%	57 23%	75 23%	70 18%	58 17%	45 15%	43 10%	81 15%	123 21%	64 15%	81 17%	81 16%	93 17%	83 16%	65 22%	26 15%	44 16%	170 20%	-	-	-	-	56 10%	34 9%	87 21%

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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	1277	721	556	115	147	207	245	208	354	413	374	223	266	378	308	293	166	132	178	503	365	468	105	216	441	305	249
Weighted base	1177	663	514	103	145	223	201	189	316	355	326	236	259	310	291	303	161	112	161	464	367	472	126	119	404	296	255
Conservative	367	211	156	21	40	65	51	67	122	118	115	73	62	115	100	83	55	15	33	160	367	-	-	-	299	13	28
	31%	32%	30%	21%	28%	29%	26%	35%	39%	33%	35%	31%	24%	37%	34%	27%	34%	13%	21%	35%	100%	-	-	-	74%	4%	11%
Labour	472	241	231	62	75	105	96	59	74	122	121	99	130	111	114	143	66	38	90	188	-	472	-	-	23	265	94
	40%	36%	45%	60%	52%	47%	48%	31%	23%	34%	37%	42%	50%	36%	39%	47%	41%	34%	56%	41%	-	100%	-	-	6%	90%	37%
Liberal Democrat	126	71	55	7	18	21	18	25	36	61	35	13	16	40	30	23	18	15	14	45	-	-	126	-	2	3	100
	11%	11%	11%	7%	13%	10%	9%	13%	12%	17%	11%	6%	6%	13%	10%	8%	11%	13%	9%	10%	-	-	100%	-	1%	1%	39%
SNP	40	25	16	1	3	8	8	6	14	10	13	6	11	-	-	-	-	40	6	11	-	-	-	-	-	4	7
	3%	4%	3%	1%	2%	3%	4%	3%	4%	3%	4%	3%	4%	-	-	-	-	36%	4%	2%	-	-	-	-	-	1%	3%
Plaid Cymru	8	7	1	*	2	1	2	2	1	2	4	2	*	-	-	-	8	-	2	3	-	-	-	-	*	2	*
	1%	1%	*	*	1%	1%	1%	1%	*	1%	1%	1%	*	-	-	-	5%	-	2%	1%	-	-	-	-	*	1%	*
The UK Independence Party	119	84	35	5	4	13	14	20	63	33	26	31	30	28	34	45	11	1	6	42	-	-	-	119	72	6	14
	10%	13%	7%	5%	3%	6%	7%	11%	20%	9%	8%	13%	12%	9%	12%	15%	7%	1%	4%	9%	-	-	-	100%	18%	2%	6%
The Green Party	33	20	13	6	2	6	9	7	3	7	11	8	7	11	12	7	1	2	9	10	-	-	-	-	3	2	11
	3%	3%	3%	6%	1%	3%	4%	4%	1%	2%	3%	3%	3%	4%	4%	2%	1%	2%	5%	2%	-	-	-	-	1%	1%	4%
The British National Party	10	4	7	*	1	2	3	3	1	3	1	4	3	5	-	3	2	*	*	4	-	-	-	-	4	*	-
	1%	1%	1%	*	*	1%	2%	1%	*	1%	*	2%	1%	1%	-	1%	1%	*	*	1%	-	-	-	-	1%	*	-
Some other party	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	2051	2051
Weighted base	2051	2051
Male	1031 50%	1005 49%
Female	1020 50%	1046 51%

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Absolutes/col percents

Table 5
Age
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2051	2051
Weighted base	2051	2051
18-24	243 12%	246 12%
25-34	286 14%	328 16%
35-44	349 17%	390 19%
45-54	390 19%	349 17%
55-64	312 15%	308 15%
65+	471 23%	430 21%
Average age	48.12	46.99

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Absolutes/col percents

Table 6
Social Grade
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2051	2051
Weighted base	2051	2051
AB	608 30%	554 27%
C1	623 30%	595 29%
C2	362 18%	431 21%
DE	458 22%	472 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	2051	2051
Weighted base	2051	2051
Scotland	195 10%	178 9%
North East	88 4%	93 5%
North West	215 10%	241 12%
Yorkshire & Humberside	163 8%	181 9%
West Midlands	183 9%	190 9%
East Midlands	140 7%	159 8%
Wales	103 5%	109 5%
Eastern	196 10%	192 9%
London	288 14%	258 13%
South East	303 15%	263 13%
South West	177 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	2051	2051
Weighted base	2051	2051
NET: Working	1127 55%	1149 56%
Working full time - working 30 hours per week or more	766 37%	902 44%
Working part time - working between 8 and 29 hours per week	361 18%	246 12%
NET: Not working	924 45%	902 44%
Not working but seeking work or temporarily unemployed or sick	95 5%	99 5%
Not working and not seeking work	129 6%	126 6%
Retired on a state pension only	78 4%	75 4%
Retired with a private pension	453 22%	409 20%
House person, housewife, househusband, etc.	169 8%	193 9%

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Absolutes/col percents

Table 9
Tenure
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2051	2051
Weighted base	2051	2051
NET: Homeowners	1299 63%	1395 68%
Owned outright - without mortgage	739 36%	677 33%
Owned with a mortgage or loan	560 27%	718 35%
NET: Renters	728 35%	641 31%
Rented from the council	167 8%	267 13%
Rented from a housing association	163 8%	98 5%
Rented from someone else	398 19%	276 13%
Rent free	24 1%	16 1%

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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	2051	2051
Weighted base	2051	2051
Yes	1234 60%	1272 62%
No	817 40%	779 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	2051	2051
Weighted base	2051	2051
No cars in the household	392 19%	414 20%
NET: Any	1659 81%	1637 80%
1	1126 55%	849 41%
2	452 22%	601 29%
3+	81 4%	186 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	2051	2051
Weighted base	2051	2051
Conservative	587 29%	574 28%
Labour	656 32%	636 31%
Liberal Democrat	204 10%	267 13%
SNP	65 3%	44 2%
Plaid Cymru	13 1%	9 *
Green	51 2%	29 1%
UKIP	178 9%	21 1%
BNP	17 1%	13 1%
Another party	13 1%	8 *
None	267 13%	451 22%