

Opinion Poll

ONLINE Fieldwork : 8th-10th 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	2053	970	1083	189	302	370	396	332	464	597	611	334	511	576	525	486	284	182	291	776	395	585	128	269	524	415	420	
Weighted base	2053	1006	1047	246	329	390	349	308	431	554	595	431	472	522	542	515	296	178	314	835	427	560	161	143	518	382	457	
Absolutely certain to vote	(10) 1062	580	483	68	118	179	193	196	308	322	318	189	234	261	281	261	162	98	159	400	302	367	103	100	384	262	271	
		52%	58%	46%	28%	36%	46%	55%	64%	71%	58%	53%	44%	50%	50%	52%	51%	55%	55%	51%	48%	71%	66%	64%	70%	74%	69%	59%
	(9) 233	122	111	17	35	45	43	30	63	78	60	48	48	65	55	52	36	25	30	92	54	75	23	21	54	49	74	
		11%	12%	11%	7%	11%	12%	10%	15%	14%	10%	11%	10%	13%	10%	10%	12%	14%	10%	11%	13%	13%	14%	15%	10%	13%	16%	
	(8) 139	73	67	27	35	24	24	20	10	42	39	33	25	44	35	29	19	13	26	67	32	49	14	9	28	29	22	
		7%	7%	6%	11%	11%	6%	7%	6%	2%	8%	7%	8%	5%	8%	7%	6%	6%	7%	8%	8%	7%	9%	9%	6%	5%	8%	5%
	(7) 112	39	73	27	17	34	6	13	14	28	28	23	33	24	32	32	10	14	17	42	25	27	11	5	16	13	27	
		5%	4%	7%	11%	5%	9%	2%	4%	3%	5%	5%	7%	5%	6%	6%	3%	8%	5%	5%	6%	5%	7%	4%	3%	3%	6%	
	(6) 48	20	28	6	18	7	10	3	4	12	11	17	8	18	11	12	6	2	4	29	5	16	3	2	5	7	7	
		2%	2%	3%	3%	6%	2%	3%	1%	2%	2%	4%	2%	3%	2%	2%	2%	1%	1%	3%	1%	3%	2%	1%	1%	2%	1%	
	(5) 61	30	31	6	26	11	11	4	4	9	22	12	18	16	16	16	8	5	10	26	8	6	2	6	12	4	10	
		3%	3%	3%	2%	8%	3%	3%	1%	1%	2%	4%	3%	4%	3%	3%	3%	3%	3%	3%	2%	1%	1%	4%	2%	1%	2%	
	(4) 21	13	8	8	2	3	4	3	2	4	9	5	3	8	5	7	*	1	5	6	1	5	2	*	1	1	5	
		1%	1%	1%	3%	*	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	*	1%	2%	1%	*	1%	1%	*	*	*	1%	
	(3) 25	7	18	7	2	8	3	4	2	8	5	4	7	8	6	7	1	3	4	10	1	7	4	*	-	3	2	
		1%	1%	2%	3%	*	2%	1%	1%	*	2%	1%	1%	2%	1%	1%	*	2%	1%	1%	*	1%	2%	*	-	1%	*	
	(2) 36	22	13	8	13	1	9	3	2	5	8	18	5	23	7	2	2	1	6	22	*	8	-	-	-	2	2	
		2%	2%	1%	3%	4%	*	3%	1%	1%	1%	4%	1%	4%	1%	*	1%	1%	2%	3%	*	1%	-	-	-	1%	*	
Definitely would not vote	(1) 174	75	98	31	37	47	32	16	10	32	37	52	53	27	52	68	22	5	32	73	-	-	-	-	6	5	9	
		8%	7%	9%	12%	11%	12%	9%	5%	2%	6%	6%	12%	11%	5%	10%	13%	7%	3%	10%	9%	-	-	-	1%	1%	2%	
Don't know	142	25	117	42	25	33	14	15	14	15	59	30	38	28	42	31	29	12	22	68	-	-	-	-	12	8	29	
		7%	3%	11%	17%	8%	8%	4%	5%	3%	3%	10%	7%	8%	5%	8%	6%	10%	7%	7%	8%	-	-	-	2%	2%	6%	
Mean	8.17	8.37	7.96	6.85	7.30	7.83	8.18	8.77	9.32	8.62	8.40	7.55	7.91	8.16	8.12	7.84	8.52	8.77	7.99	8.00	9.38	9.12	9.13	9.34	9.41	9.25	9.03	
Standard deviation	2.90	2.78	3.00	3.30	3.17	3.13	2.99	2.46	1.73	2.48	2.69	3.28	3.13	2.78	2.98	3.21	2.68	2.14	3.07	2.98	1.20	1.65	1.56	1.31	1.44	1.63	1.87	
Standard error	0.07	0.09	0.10	0.25	0.19	0.17	0.15	0.14	0.08	0.10	0.11	0.19	0.14	0.12	0.14	0.15	0.17	0.16	0.19	0.11	0.06	0.07	0.14	0.08	0.06	0.08	0.09	

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	2053	970	1083	189	302	370	396	332	464	597	611	334	511	576	525	486	284	182	291	776	395	585	128	269	524	415	420
Weighted base	2053	1006	1047	246	329	390	349	308	431	554	595	431	472	522	542	515	296	178	314	835	427	560	161	143	518	382	457
Conservative	427 21%	234 23%	193 18%	27 11%	56 17%	66 17%	72 21%	69 22%	138 32%	153 28%	108 18%	89 21%	77 16%	129 25%	137 25%	81 16%	58 20%	23 13%	43 14%	180 22%	427 100%	-	-	-	337 65%	14 4%	26 6%
Labour	560 27%	297 30%	263 25%	76 31%	104 32%	122 31%	102 29%	76 25%	81 19%	149 27%	155 26%	117 27%	139 29%	144 28%	125 23%	181 35%	75 25%	35 19%	109 35%	224 27%	-	560 100%	-	-	16 3%	311 81%	125 27%
Liberal Democrat	161 8%	84 8%	77 7%	18 7%	24 7%	33 9%	25 7%	25 8%	37 9%	62 11%	49 8%	20 5%	30 6%	40 8%	55 10%	27 5%	26 9%	13 7%	37 12%	49 6%	-	-	161 100%	-	7 1%	4 1%	122 27%
SNP	40 2%	20 2%	21 2%	3 1%	3 1%	3 1%	10 3%	14 4%	7 2%	7 1%	13 2%	5 1%	16 3%	-	-	-	-	40 23%	7 2%	16 2%	-	-	-	-	2 *	5 1%	6 1%
Plaid Cymru	5 *	3 *	3 *	1 *	-	-	* *	1 *	3 1%	2 *	1 *	-	2 *	-	-	-	5 2%	-	* *	2 *	-	-	-	-	1 *	-	-
The UK Independence Party	143 7%	99 10%	44 4%	4 2%	6 2%	15 4%	29 8%	32 10%	57 13%	41 7%	31 5%	35 8%	36 8%	27 5%	42 8%	48 9%	23 8%	4 2%	14 5%	53 6%	-	-	-	143 100%	70 14%	4 1%	29 6%
The Green Party	48 2%	25 2%	23 2%	2 1%	8 2%	13 3%	4 1%	11 4%	9 2%	12 2%	17 3%	7 2%	11 2%	19 4%	9 2%	9 2%	7 2%	3 2%	5 2%	16 2%	-	-	-	-	5 1%	2 1%	20 4%
The British National Party	13 1%	8 1%	5 *	-	5 1%	1 *	2 1%	4 1%	1 *	1 *	4 1%	4 1%	3 1%	3 1%	4 1%	4 1%	2 1%	-	1 *	9 1%	-	-	-	-	5 1%	2 *	-
Some other party	4 *	4 *	-	-	* *	1 *	-	2 1%	-	-	1 *	-	3 1%	1 *	2 *	-	-	-	-	1 *	-	-	-	-	-	-	-
Would not vote	202 10%	95 9%	108 10%	36 15%	48 15%	51 13%	34 10%	19 6%	13 3%	36 7%	43 7%	61 14%	62 13%	43 8%	57 11%	73 14%	24 8%	5 3%	36 11%	88 11%	-	-	-	-	6 1%	6 2%	11 2%
Rather not say	23 1%	12 1%	12 1%	2 1%	3 1%	4 1%	3 1%	2 1%	8 2%	6 1%	3 1%	8 2%	6 1%	7 1%	5 1%	4 1%	3 1%	4 2%	3 1%	8 1%	-	-	-	-	1 *	3 1%	2 *
Don't know	427 21%	128 13%	299 29%	77 31%	72 22%	81 21%	68 19%	52 17%	78 18%	84 15%	170 29%	84 19%	88 19%	109 21%	104 19%	90 17%	73 25%	51 29%	59 19%	190 23%	-	-	-	-	69 13%	32 8%	117 26%

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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	1216	649	566	83	152	203	235	224	318	392	340	184	299	342	303	289	166	116	166	446	320	463	99	217	385	305	258
Weighted base	1110	624	486	87	147	203	192	194	286	346	304	211	249	276	300	276	163	95	172	427	348	438	126	115	378	280	272
Conservative	348 31%	189 30%	158 33%	19 22%	42 28%	54 27%	57 30%	57 30%	118 41%	123 35%	91 30%	69 33%	65 26%	105 38%	110 37%	63 23%	50 31%	20 21%	35 20%	146 34%	348 100%	-	-	-	287 76%	11 4%	22 8%
Labour	438 39%	236 38%	201 41%	49 57%	77 52%	99 49%	79 41%	63 33%	70 24%	123 36%	119 39%	89 42%	107 43%	106 38%	99 33%	145 53%	62 38%	25 27%	89 52%	172 40%	-	438 100%	-	-	14 4%	254 91%	105 38%
Liberal Democrat	126 11%	71 11%	55 11%	12 14%	16 11%	26 13%	19 10%	20 11%	33 11%	47 14%	42 14%	15 7%	22 9%	32 11%	43 14%	20 7%	21 13%	11 11%	29 17%	37 9%	-	-	126 100%	-	5 1%	3 1%	104 38%
SNP	32 3%	17 3%	15 3%	2 2%	3 2%	3 1%	9 4%	10 5%	6 2%	6 2%	11 4%	3 2%	12 5%	-	-	-	-	32 34%	6 3%	11 3%	-	-	-	-	2 1%	4 2%	5 2%
Plaid Cymru	5 *	2 *	2 *	1 1%	-	-	*	1 *	3 1%	2 *	1 *	-	2 1%	-	-	-	5 3%	-	*	2 *	-	-	-	-	1 *	-	-
The UK Independence Party	115 10%	81 13%	35 7%	3 3%	3 2%	10 5%	23 12%	27 14%	49 17%	35 10%	25 8%	28 13%	28 11%	21 8%	34 11%	39 14%	18 11%	4 4%	10 6%	42 10%	-	-	-	115 100%	61 16%	3 1%	23 8%
The Green Party	33 3%	17 3%	16 3%	2 2%	4 3%	9 4%	3 2%	9 5%	7 2%	9 3%	11 4%	4 2%	8 3%	11 4%	7 2%	6 2%	6 4%	2 3%	3 2%	10 2%	-	-	-	-	3 1%	1 1%	14 5%
The British National Party	10 1%	7 1%	3 1%	-	3 2%	1 *	2 1%	4 2%	1 *	1 *	4 1%	3 1%	2 1%	1 *	4 1%	3 1%	1 1%	-	*	6 1%	-	-	-	-	4 1%	2 1%	-
Some other party	3 *	3 *	-	-	*	1 *	-	2 1%	-	-	1 *	-	2 1%	1 *	2 1%	-	-	-	-	1 *	-	-	-	-	-	-	-

Opinion Poll
ONLINE Fieldwork : 8th-10th November 2013

Absolutes/col percents

Table 4
Gender
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2053	2053
Weighted base	2053	2053
Male	970 47%	1006 49%
Female	1083 53%	1047 51%

Opinion Poll
ONLINE Fieldwork : 8th-10th November 2013

Absolutes/col percents

Table 5
Age
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2053	2053
Weighted base	2053	2053
18-24	189 9%	246 12%
25-34	302 15%	329 16%
35-44	370 18%	390 19%
45-54	396 19%	349 17%
55-64	332 16%	308 15%
65+	464 23%	431 21%
Average age	48.65	46.96

Opinion Poll
ONLINE Fieldwork : 8th-10th November 2013

Absolutes/col percents

Table 6
Social Grade
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2053	2053
Weighted base	2053	2053
AB	597 29%	554 27%
C1	611 30%	595 29%
C2	334 16%	431 21%
DE	511 25%	472 23%

Opinion Poll
ONLINE Fieldwork : 8th-10th November 2013

Absolutes/col percents

Table 7
GO Region
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2053	2053
Weighted base	2053	2053
Scotland	182 9%	178 9%
North East	89 4%	93 5%
North West	215 10%	241 12%
Yorkshire & Humberside	182 9%	181 9%
West Midlands	175 9%	190 9%
East Midlands	155 8%	160 8%
Wales	100 5%	109 5%
Eastern	195 9%	192 9%
London	273 13%	258 13%
South East	303 15%	263 13%
South West	184 9%	187 9%

Opinion Poll
ONLINE Fieldwork : 8th-10th 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	2053	2053
Weighted base	2053	2053
NET: Working	1067 52%	1150 56%
Working full time - working 30 hours per week or more	699 34%	903 44%
Working part time - working between 8 and 29 hours per week	368 18%	246 12%
NET: Not working	986 48%	903 44%
Not working but seeking work or temporarily unemployed or sick	113 6%	95 5%
Not working and not seeking work	150 7%	178 9%
Retired on a state pension only	115 6%	97 5%
Retired with a private pension	428 21%	388 19%
House person, housewife, househusband, etc.	180 9%	145 7%

Opinion Poll
ONLINE Fieldwork : 8th-10th November 2013

Absolutes/col percents

Table 9
Tenure
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2053	2053
Weighted base	2053	2053
NET: Homeowners	1264 62%	1396 68%
Owned outright - without mortgage	703 34%	677 33%
Owned with a mortgage or loan	561 27%	719 35%
NET: Renters	763 37%	634 31%
Rented from the council	177 9%	267 13%
Rented from a housing association	190 9%	108 5%
Rented from someone else	396 19%	259 13%
Rent free	26 1%	23 1%

Opinion Poll
ONLINE Fieldwork : 8th-10th 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	2053	2053
Weighted base	2053	2053
Yes	1130 55%	1273 62%
No	923 45%	780 38%

Opinion Poll
ONLINE Fieldwork : 8th-10th 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	2053	2053
Weighted base	2053	2053
No cars in the household	462 23%	415 20%
NET: Any	1591 77%	1638 80%
1	1150 56%	850 41%
2	388 19%	601 29%
3+	53 3%	187 9%

Opinion Poll
ONLINE Fieldwork : 8th-10th 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	2053	2053
Weighted base	2053	2053
Conservative	520 25%	575 28%
Labour	679 33%	636 31%
Liberal Democrat	210 10%	267 13%
SNP	45 2%	33 2%
Plaid Cymru	14 1%	10 *
Green	66 3%	39 2%
UKIP	197 10%	21 1%
BNP	17 1%	10 *
Another party	15 1%	10 1%
None	290 14%	452 22%