

Opinion Poll

ONLINE Fieldwork : 6th-7th 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	2019	1019	1000	231	309	328	367	309	475	514	598	374	533	520	541	482	292	184	223	825	435	589	126	271	575	410	349	
Weighted base	2019	989	1030	242	323	384	343	303	424	545	585	424	465	513	533	507	291	175	248	883	440	562	179	128	540	399	395	
Absolutely certain to vote	(10)	1097	608	489	71	107	180	221	202	317	291	323	231	252	272	276	280	166	103	140	432	313	370	118	92	381	294	263
		54%	61%	47%	29%	33%	47%	64%	67%	75%	53%	55%	55%	54%	53%	52%	55%	57%	59%	57%	49%	71%	66%	66%	72%	71%	74%	67%
	(9)	235	127	108	15	48	53	37	33	48	91	67	36	40	65	73	53	20	25	34	109	71	72	18	17	75	44	45
		12%	13%	10%	6%	15%	14%	11%	11%	11%	17%	11%	9%	9%	13%	14%	11%	7%	14%	14%	12%	16%	13%	10%	13%	14%	11%	11%
	(8)	138	65	73	23	35	33	15	15	17	39	40	22	37	34	30	40	17	17	12	76	24	51	17	5	31	29	41
		7%	7%	7%	9%	11%	9%	4%	5%	4%	7%	7%	5%	8%	7%	6%	8%	6%	10%	5%	9%	5%	9%	10%	4%	6%	7%	10%
	(7)	105	32	73	20	24	33	9	11	9	21	29	27	30	36	21	36	10	2	11	51	8	38	13	7	13	13	26
		5%	3%	7%	8%	8%	9%	3%	4%	2%	4%	5%	6%	6%	7%	4%	7%	4%	1%	5%	6%	2%	7%	7%	6%	2%	3%	7%
	(6)	47	21	26	6	13	11	11	2	3	10	11	13	13	14	11	7	15	-	6	31	6	13	5	1	3	7	2
		2%	2%	3%	3%	4%	3%	3%	1%	1%	2%	2%	3%	3%	3%	2%	1%	5%	-	2%	4%	1%	2%	3%	1%	1%	2%	1%
	(5)	45	15	30	6	17	8	5	7	1	11	13	12	9	10	15	12	7	2	4	24	8	12	4	3	4	2	2
		2%	2%	3%	3%	5%	2%	2%	2%	*	2%	2%	3%	2%	2%	3%	2%	2%	1%	2%	3%	2%	2%	2%	2%	1%	*	*
	(4)	22	14	9	3	5	6	3	1	4	9	4	6	3	9	7	2	4	-	7	8	7	4	1	*	4	-	4
		1%	1%	1%	1%	1%	2%	1%	*	1%	2%	1%	1%	1%	2%	1%	*	1%	-	3%	1%	1%	1%	*	*	1%	-	1%
	(3)	22	5	17	6	11	1	2	3	-	5	11	3	3	6	2	8	4	1	4	13	2	2	1	1	2	-	1
		1%	1%	2%	3%	3%	*	*	1%	-	1%	2%	1%	1%	1%	*	2%	2%	*	2%	1%	*	*	*	1%	*	-	*
	(2)	37	18	19	10	9	5	8	3	2	17	6	5	9	6	13	4	13	1	4	20	2	2	3	*	8	*	-
		2%	2%	2%	4%	3%	1%	2%	1%	1%	3%	1%	1%	2%	1%	2%	1%	4%	1%	2%	2%	*	*	2%	*	1%	*	-
Definitely would not vote	(1)	152	53	99	38	30	34	18	19	13	23	39	49	40	34	42	42	21	13	12	69	-	-	-	-	9	6	6
		8%	5%	10%	16%	9%	9%	5%	6%	3%	4%	7%	12%	9%	7%	8%	8%	7%	7%	5%	8%	-	-	-	-	2%	1%	1%
Don't know		118	31	87	44	24	19	14	8	9	29	44	19	27	28	43	22	13	12	13	51	-	-	-	-	11	4	5
		6%	3%	8%	18%	7%	5%	4%	3%	2%	5%	7%	4%	6%	5%	8%	4%	4%	7%	5%	6%	-	-	-	-	2%	1%	1%
Mean		8.32	8.70	7.94	6.67	7.40	8.10	8.72	8.80	9.30	8.54	8.45	7.98	8.22	8.35	8.26	8.33	8.11	8.75	8.54	8.10	9.38	9.21	9.10	9.36	9.27	9.41	9.22
Standard deviation		2.79	2.49	3.03	3.54	3.04	2.82	2.53	2.50	1.86	2.52	2.69	3.12	2.88	2.67	2.87	2.79	2.98	2.54	2.56	2.86	1.35	1.40	1.63	1.34	1.76	1.43	1.53
Standard error		0.06	0.08	0.10	0.25	0.18	0.16	0.14	0.14	0.09	0.11	0.11	0.16	0.13	0.12	0.13	0.13	0.18	0.19	0.18	0.10	0.06	0.06	0.14	0.08	0.07	0.07	0.08

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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	2019	1019	1000	231	309	328	367	309	475	514	598	374	533	520	541	482	292	184	223	825	435	589	126	271	575	410	349
Weighted base	2019	989	1030	242	323	384	343	303	424	545	585	424	465	513	533	507	291	175	248	883	440	562	179	128	540	399	395
Conservative	440 22%	257 26%	183 18%	24 10%	44 14%	80 21%	73 21%	75 25%	145 34%	132 24%	136 23%	99 23%	72 16%	142 28%	112 21%	101 20%	64 22%	21 12%	36 14%	203 23%	440 100%	-	-	-	347 64%	16 4%	31 8%
Labour	562 28%	301 30%	261 25%	66 27%	89 28%	127 33%	104 30%	82 27%	94 22%	151 28%	155 26%	105 25%	151 33%	125 24%	153 29%	181 36%	59 20%	44 25%	92 37%	236 27%	-	562 100%	-	-	31 6%	301 75%	105 27%
Liberal Democrat	179 9%	91 9%	88 9%	14 6%	30 9%	32 8%	27 8%	35 12%	41 10%	75 14%	44 7%	20 5%	41 9%	43 8%	45 8%	41 8%	41 14%	10 5%	24 10%	88 10%	-	-	179 100%	-	3 1%	13 3%	129 33%
SNP	44 2%	21 2%	22 2%	1 1%	4 1%	11 3%	6 2%	7 2%	14 3%	7 1%	13 2%	12 3%	12 3%	-	-	-	-	44 25%	8 3%	11 1%	-	-	-	-	1 *	6 2%	4 1%
Plaid Cymru	12 1%	5 *	7 1%	1 *	7 2%	-	2 *	2 1%	1 *	-	5 1%	7 2%	-	-	-	-	12 4%	-	-	9 1%	-	-	-	-	2 *	2 *	-
The UK Independence Party	128 6%	80 8%	48 5%	7 3%	5 2%	13 4%	21 6%	32 10%	50 12%	28 5%	43 7%	22 5%	35 7%	30 6%	39 7%	33 6%	22 8%	4 2%	9 4%	50 6%	-	-	-	128 100%	60 11%	9 2%	28 7%
The Green Party	47 2%	30 3%	17 2%	8 4%	7 2%	6 2%	8 2%	13 4%	5 1%	9 2%	13 2%	18 4%	7 1%	20 4%	16 3%	5 1%	5 2%	2 1%	11 4%	16 2%	-	-	-	-	2 *	4 1%	14 4%
The British National Party	7 *	5 *	3 *	* *	1 *	2 *	4 1%	* *	- -	1 *	2 *	1 *	4 1%	2 *	* *	4 1%	* *	1 1%	-	4 *	-	-	-	-	1 *	1 *	-
Some other party	3 *	* *	3 *	- -	- -	1 *	2 1%	- -	- -	3 1%	-	-	* *	2 *	* *	-	1 *	* *	1 1%	2 *	-	-	-	-	2 *	-	1 *
Would not vote	180 9%	66 7%	114 11%	45 19%	39 12%	37 10%	25 7%	20 7%	14 3%	35 7%	47 8%	55 13%	42 9%	39 8%	53 10%	47 9%	28 10%	14 8%	13 5%	87 10%	-	-	-	-	12 2%	6 1%	6 1%
Rather not say	29 1%	7 1%	22 2%	3 1%	8 3%	9 2%	7 2%	-	2 1%	9 2%	12 2%	2 1%	7 1%	8 1%	8 1%	3 1%	4 1%	7 4%	5 2%	11 1%	-	-	-	-	-	4 1%	1 *
Don't know	387 19%	126 13%	261 25%	72 30%	88 27%	67 17%	65 19%	37 12%	58 14%	94 17%	116 20%	83 20%	94 20%	103 20%	107 20%	93 18%	54 19%	30 17%	49 20%	164 19%	-	-	-	-	80 15%	37 9%	75 19%

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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	1228	693	536	97	146	183	239	212	350	327	359	227	316	309	326	293	180	120	135	484	355	464	98	216	412	313	236
Weighted base	1133	648	485	84	134	207	206	202	300	323	328	225	256	279	296	292	162	105	144	477	360	443	139	104	379	296	260
Conservative	360	211	149	18	33	60	63	61	125	104	113	82	61	112	93	84	55	16	25	166	360	-	-	-	292	14	27
	32%	33%	31%	22%	25%	29%	31%	30%	41%	32%	35%	36%	24%	40%	31%	29%	34%	15%	17%	35%	100%	-	-	-	77%	5%	10%
Labour	443	242	201	44	61	101	85	70	82	122	120	82	120	93	122	145	47	37	77	176	-	443	-	-	26	253	86
	39%	37%	41%	53%	46%	49%	41%	35%	27%	38%	37%	36%	47%	33%	41%	50%	29%	35%	53%	37%	-	100%	-	-	7%	85%	33%
Liberal Democrat	139	75	63	8	24	20	22	29	35	61	36	13	29	33	38	29	31	8	20	65	-	-	139	-	3	11	107
	12%	12%	13%	10%	18%	10%	11%	14%	12%	19%	11%	6%	11%	12%	13%	10%	19%	7%	14%	14%	-	-	100%	-	1%	4%	41%
SNP	38	19	19	1	4	9	6	6	12	6	11	10	11	-	-	-	-	38	7	10	-	-	-	-	1	6	4
	3%	3%	4%	2%	3%	5%	3%	3%	4%	2%	3%	4%	4%	-	-	-	-	36%	5%	2%	-	-	-	-	*	2%	2%
Plaid Cymru	7	4	3	*	3	-	1	1	1	-	1	6	-	-	-	-	7	-	-	5	-	-	-	-	1	2	-
	1%	1%	1%	*	2%	-	1%	1%	*	-	*	3%	-	-	-	-	4%	-	-	1%	-	-	-	-	*	1%	-
The UK Independence Party	104	68	36	4	3	10	18	25	43	22	36	18	28	23	31	28	18	4	6	39	-	-	-	104	51	8	23
	9%	11%	7%	5%	2%	5%	9%	12%	14%	7%	11%	8%	11%	8%	10%	10%	11%	4%	4%	8%	-	-	-	100%	14%	3%	9%
The Green Party	36	25	11	7	6	4	6	10	3	6	10	15	4	16	12	3	4	1	8	12	-	-	-	-	2	3	13
	3%	4%	2%	9%	4%	2%	3%	5%	1%	2%	3%	7%	2%	6%	4%	1%	2%	1%	6%	3%	-	-	-	-	*	1%	5%
The British National Party	4	3	1	*	*	1	3	*	-	*	1	1	2	1	*	2	*	1	-	2	-	-	-	-	1	1	-
	*	*	*	*	*	*	2%	*	-	*	*	*	1%	*	*	1%	*	1%	-	1%	-	-	-	-	*	*	-
Some other party	2	*	2	-	-	1	2	-	-	2	-	-	*	2	*	-	*	*	1	2	-	-	-	-	2	-	*
	*	*	*	-	-	*	1%	-	-	1%	-	-	*	1%	*	-	*	*	*	*	-	-	-	-	*	-	*

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Table 4
Gender
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2019	2019
Weighted base	2019	2019
Male	1019 50%	989 49%
Female	1000 50%	1030 51%

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Table 5
Age
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2019	2019
Weighted base	2019	2019
18-24	231 11%	242 12%
25-34	309 15%	323 16%
35-44	328 16%	384 19%
45-54	367 18%	343 17%
55-64	309 15%	303 15%
65+	475 24%	424 21%
Average age	48.11	46.96

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Table 6
Social Grade
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2019	2019
Weighted base	2019	2019
AB	514 25%	545 27%
C1	598 30%	585 29%
C2	374 19%	424 21%
DE	533 26%	465 23%

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Table 7
GO Region
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2019	2019
Weighted base	2019	2019
Scotland	184 9%	175 9%
North East	81 4%	91 5%
North West	221 11%	237 12%
Yorkshire & Humberside	180 9%	178 9%
West Midlands	185 9%	187 9%
East Midlands	152 8%	157 8%
Wales	90 4%	107 5%
Eastern	204 10%	189 9%
London	232 11%	254 13%
South East	288 14%	259 13%
South West	202 10%	184 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	2019	2019
Weighted base	2019	2019
NET: Working	1048 52%	1131 56%
Working full time - working 30 hours per week or more	738 37%	888 44%
Working part time - working between 8 and 29 hours per week	310 15%	242 12%
NET: Not working	971 48%	888 44%
Not working but seeking work or temporarily unemployed or sick	115 6%	112 6%
Not working and not seeking work	142 7%	127 6%
Retired on a state pension only	155 8%	140 7%
Retired with a private pension	394 20%	360 18%
House person, housewife, househusband, etc.	165 8%	149 7%

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Table 9
Tenure
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2019	2019
Weighted base	2019	2019
NET: Homeowners	1204 60%	1373 68%
Owned outright - without mortgage	658 33%	666 33%
Owned with a mortgage or loan	546 27%	707 35%
NET: Renters	788 39%	625 31%
Rented from the council	205 10%	262 13%
Rented from a housing association	222 11%	133 7%
Rented from someone else	361 18%	230 11%
Rent free	27 1%	20 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	2019	2019
Weighted base	2019	2019
Yes	1148 57%	1252 62%
No	871 43%	767 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	2019	2019
Weighted base	2019	2019
No cars in the household	428 21%	408 20%
NET: Any	1591 79%	1611 80%
1	1127 56%	836 41%
2	394 20%	591 29%
3+	70 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	2019	2019
Weighted base	2019	2019
Conservative	559 28%	565 28%
Labour	674 33%	626 31%
Liberal Democrat	173 9%	262 13%
SNP	55 3%	42 2%
Plaid Cymru	9 *	13 1%
Green	36 2%	30 1%
UKIP	219 11%	20 1%
BNP	16 1%	10 *
Another party	12 1%	7 *
None	266 13%	444 22%