

## Opinion Poll

### ONLINE Fieldwork : 20th-22nd September 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	2036	978	1058	198	247	379	401	332	479	575	616	336	509	594	534	477	275	156	280	836	480	569	169	288	615	421	377
Weighted base	2036	998	1038	244	326	387	346	305	427	550	591	428	468	517	537	511	294	177	306	834	477	574	209	129	568	418	405
Absolutely certain to vote	(10) 1069	592	476	63	132	210	179	190	295	330	291	218	230	237	296	273	163	101	169	433	313	398	112	91	380	289	230
		52%	59%	46%	26%	40%	54%	52%	62%	60%	49%	51%	49%	46%	55%	53%	56%	57%	55%	52%	66%	69%	54%	71%	67%	69%	57%
	(9)	281	150	131	56	48	41	42	35	59	79	99	51	52	91	70	64	39	133	92	75	49	20	100	61	73	
		14%	15%	13%	23%	15%	11%	12%	11%	14%	17%	12%	11%	18%	13%	13%	13%	10%	13%	16%	19%	13%	23%	16%	18%	15%	18%
	(8)	153	72	80	19	42	34	26	14	18	47	44	31	30	47	43	33	22	77	33	39	29	9	22	27	44	
		7%	7%	8%	8%	13%	9%	8%	5%	4%	9%	7%	7%	6%	9%	8%	6%	7%	9%	9%	7%	7%	14%	7%	4%	6%	11%
	(7)	88	38	51	21	15	12	21	9	11	15	27	19	27	22	28	20	8	42	24	21	9	2	19	10	19	
		4%	4%	5%	9%	5%	3%	6%	3%	2%	3%	5%	5%	6%	4%	5%	4%	3%	4%	5%	5%	4%	4%	2%	3%	2%	5%
	(6)	51	21	30	13	9	11	3	11	4	10	11	18	12	16	8	13	11	8	25	6	19	2	1	9	7	5
		3%	2%	3%	5%	3%	3%	1%	4%	1%	2%	2%	4%	2%	3%	1%	3%	4%	3%	3%	1%	3%	1%	1%	2%	2%	1%
	(5)	61	29	32	22	14	11	7	4	4	11	25	13	12	18	14	19	10	6	28	3	10	7	1	8	6	12
		3%	3%	3%	9%	4%	3%	2%	1%	1%	2%	4%	3%	3%	3%	3%	4%	3%	-	2%	3%	1%	2%	3%	1%	1%	3%
	(4)	20	13	7	10	-	2	5	2	1	4	9	3	4	11	3	3	1	2	8	5	7	2	-	1	2	4
		1%	1%	1%	4%	-	*	1%	1%	*	1%	2%	1%	1%	2%	1%	1%	*	1%	1%	1%	1%	1%	-	*	1%	1%
	(3)	28	7	21	14	1	4	2	6	1	4	6	3	15	6	10	5	1	1	5	*	2	-	*	1	-	1
		1%	1%	2%	6%	*	1%	1%	2%	*	1%	1%	1%	3%	1%	2%	1%	*	4%	*	1%	*	-	*	*	-	*
	(2)	22	8	14	2	4	7	3	1	3	4	*	8	9	*	10	-	6	1	2	1	2	-	4	2	1	-
		1%	1%	1%	1%	1%	2%	1%	*	1%	*	2%	2%	*	2%	-	2%	3%	*	*	*	*	-	3%	*	*	-
Definitely would not vote	(1) 159	55	105	15	32	30	47	14	21	25	36	48	51	45	35	47	24	9	15	52	-	-	-	-	20	7	6
		8%	5%	10%	6%	10%	8%	14%	5%	5%	4%	6%	11%	11%	9%	6%	9%	8%	5%	6%	-	-	-	-	3%	2%	1%
Don't know	105	14	91	9	27	26	12	21	10	19	43	15	27	24	22	34	10	16	28	30	-	-	-	-	6	8	13
		5%	1%	9%	4%	8%	7%	4%	7%	2%	4%	7%	4%	6%	5%	4%	7%	3%	9%	9%	4%	-	-	-	1%	2%	3%
Mean	8.30	8.67	7.92	7.30	7.92	8.33	7.93	8.82	9.06	8.83	8.44	7.95	7.83	8.13	8.41	8.29	8.34	8.44	8.78	8.49	9.35	9.27	9.12	9.31	9.14	9.31	9.04
Standard deviation	2.77	2.43	3.04	2.79	2.92	2.80	3.19	2.37	2.21	2.26	2.53	3.08	3.16	2.78	2.68	2.84	2.79	2.76	2.28	2.48	1.20	1.43	1.27	1.59	1.93	1.56	1.67
Standard error	0.06	0.08	0.10	0.20	0.19	0.15	0.16	0.13	0.10	0.10	0.10	0.17	0.14	0.12	0.12	0.13	0.17	0.23	0.14	0.09	0.05	0.06	0.10	0.09	0.08	0.08	0.09

## Opinion Poll

### ONLINE Fieldwork : 20th-22nd September 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	2036	978	1058	198	247	379	401	332	479	575	616	336	509	594	534	477	275	156	280	836	480	569	169	288	615	421	377
Weighted base	2036	998	1038	244	326	387	346	305	427	550	591	428	468	517	537	511	294	177	306	834	477	574	209	129	568	418	405
Conservative	477 23%	270 27%	206 20%	77 32%	40 12%	70 18%	68 20%	76 25%	146 34%	167 30%	166 28%	72 17%	72 15%	161 31%	122 23%	101 20%	71 24%	21 12%	61 20%	210 25%	477 100%	-	-	-	391 69%	7 2%	35 9%
Labour	574 28%	297 30%	277 27%	57 23%	119 37%	132 34%	92 26%	83 27%	91 21%	149 27%	135 23%	138 32%	152 33%	108 21%	161 30%	181 35%	74 25%	50 28%	89 29%	256 31%	-	574 100%	-	-	28 5%	341 82%	87 21%
Liberal Democrat	209 10%	128 13%	81 8%	29 12%	52 16%	34 9%	21 6%	25 8%	47 11%	84 15%	52 9%	47 11%	26 6%	72 14%	52 10%	48 9%	31 10%	7 4%	41 14%	85 10%	-	-	209 100%	-	6 1%	14 3%	161 40%
SNP	28 1%	10 1%	18 2%	2 1%	4 1%	6 1%	9 3%	3 1%	5 1%	4 1%	14 2%	5 1%	5 1%	-	-	-	-	28 16%	6 2%	10 1%	-	-	-	-	1 *	2 1%	-
Plaid Cymru	9 *	3 *	6 1%	-	-	2 1%	1 *	4 1%	3 1%	1 *	1 *	5 1%	2 *	-	-	-	9 3%	-	1 *	6 1%	-	-	-	-	-	1 *	2 *
The UK Independence Party	129 6%	85 9%	44 4%	1 *	1 *	16 4%	32 9%	26 8%	52 12%	32 6%	33 6%	24 6%	40 9%	30 6%	38 7%	35 7%	22 8%	3 1%	13 4%	46 6%	-	-	-	129 100%	67 12%	9 2%	15 4%
The Green Party	33 2%	13 1%	20 2%	11 4%	4 1%	5 1%	6 2%	6 2%	2 *	11 2%	9 1%	4 1%	10 2%	8 2%	10 2%	6 1%	8 3%	2 1%	5 2%	14 2%	-	-	-	-	2 *	3 1%	15 4%
The British National Party	12 1%	10 1%	2 *	-	6 2%	3 1%	1 *	1 *	1 *	1 *	4 1%	6 1%	1 *	1 *	4 1%	6 1%	-	1 *	1 *	9 1%	-	-	-	-	5 1%	* *	1 *
Some other party	8 *	4 *	4 *	-	3 1%	3 1%	2 *	-	1 *	2 *	6 1%	1 *	-	3 1%	1 *	3 1%	1 *	-	4 1%	2 *	-	-	-	-	2 *	-	* *
Would not vote	186 9%	64 6%	122 12%	26 11%	33 10%	36 9%	51 15%	19 6%	21 5%	27 5%	40 7%	61 14%	58 12%	46 9%	43 8%	54 11%	27 9%	16 9%	15 5%	55 7%	-	-	-	-	20 4%	7 2%	6 1%
Rather not say	25 1%	13 1%	12 1%	4 2%	3 1%	8 2%	1 *	8 3%	2 *	7 1%	7 1%	3 1%	8 2%	6 1%	9 2%	6 1%	2 1%	2 1%	7 2%	14 2%	-	-	-	-	-	-	1 *
Don't know	347 17%	101 10%	246 24%	37 15%	61 19%	73 19%	63 18%	55 18%	58 14%	66 12%	125 21%	62 15%	93 20%	82 16%	98 18%	69 14%	49 17%	48 27%	62 20%	127 15%	-	-	-	-	46 8%	34 8%	81 20%

## Opinion Poll

### ONLINE Fieldwork : 20th-22nd September 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	1287	685	602	116	142	223	246	218	344	399	384	209	296	364	342	309	176	96	184	526	390	456	132	236	465	319	249
Weighted base	1185	663	522	118	178	217	188	187	296	369	333	237	246	294	319	307	171	93	184	505	388	458	163	105	422	312	257
Conservative	388 33%	222 34%	165 32%	58 49%	32 18%	57 26%	54 29%	62 33%	125 42%	139 38%	130 39%	59 25%	60 24%	129 44%	101 32%	82 27%	57 33%	19 20%	52 28%	167 33%	388 100%	-	-	-	327 77%	5 1%	29 11%
Labour	458 39%	239 36%	219 42%	32 27%	93 52%	106 49%	76 40%	70 37%	80 27%	123 33%	110 33%	106 45%	120 49%	77 26%	134 42%	146 47%	60 35%	41 44%	74 41%	202 40%	-	458 100%	-	-	24 6%	286 91%	72 28%
Liberal Democrat	163 14%	100 15%	63 12%	20 17%	39 22%	27 12%	16 9%	21 11%	40 14%	68 19%	39 12%	35 15%	21 8%	54 18%	43 13%	36 12%	24 14%	6 7%	32 17%	65 13%	-	-	163 100%	-	5 1%	10 3%	131 51%
SNP	23 2%	9 1%	14 3%	1 1%	3 2%	5 2%	7 4%	3 1%	4 1%	3 1%	11 3%	4 2%	4 2%	-	-	-	-	23 25%	4 2%	9 2%	-	-	-	-	1 *	2 1%	-
Plaid Cymru	8 1%	3 *	5 1%	-	-	2 1%	1 *	3 2%	2 1%	1 *	1 *	5 2%	2 1%	-	-	-	8 5%	-	1 *	5 1%	-	-	-	-	-	* *	1 1%
The UK Independence Party	105 9%	68 10%	37 7%	1 1%	1 1%	12 6%	27 14%	22 12%	41 14%	25 7%	28 8%	20 8%	33 13%	25 8%	31 10%	30 10%	16 10%	2 2%	11 6%	39 8%	-	-	-	105 100%	58 14%	7 2%	14 5%
The Green Party	23 2%	10 2%	13 2%	5 4%	2 1%	4 2%	5 3%	5 3%	1 *	7 2%	7 2%	4 1%	6 2%	6 2%	7 2%	5 2%	4 3%	1 1%	4 2%	10 2%	-	-	-	-	1 *	2 1%	10 4%
The British National Party	9 1%	8 1%	1 *	-	5 3%	2 1%	1 1%	1 *	* *	1 *	2 1%	5 2%	1 *	1 *	2 1%	6 2%	-	* *	1 1%	7 1%	-	-	-	-	4 1%	* *	* *
Some other party	7 1%	3 *	4 1%	-	3 2%	2 1%	1 1%	-	1 *	1 *	5 2%	* *	-	3 1%	1 *	3 1%	1 1%	-	4 2%	1 *	-	-	-	-	2 *	-	* *

**Opinion Poll**  
**ONLINE Fieldwork : 20th-22nd September 2013**

Absolutes/col percents

Table 4  
**Gender**  
**Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2036	2036
Weighted base	2036	2036
Male	978 48%	998 49%
Female	1058 52%	1038 51%

**Opinion Poll**  
**ONLINE Fieldwork : 20th-22nd September 2013**

Absolutes/col percents

Table 5  
**Age**  
**Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2036	2036
Weighted base	2036	2036
18-24	198 10%	244 12%
25-34	247 12%	326 16%
35-44	379 19%	387 19%
45-54	401 20%	346 17%
55-64	332 16%	305 15%
65+	479 24%	427 21%
Average age	49.08	46.88

**Opinion Poll**  
**ONLINE Fieldwork : 20th-22nd September 2013**

Absolutes/col percents

Table 6  
**Social Grade**  
**Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2036	2036
Weighted base	2036	2036
AB	575 28%	550 27%
C1	616 30%	591 29%
C2	336 17%	428 21%
DE	509 25%	468 23%

**Opinion Poll**  
**ONLINE Fieldwork : 20th-22nd September 2013**

Absolutes/col percents

Table 7  
**GO Region**  
**Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2036	2036
Weighted base	2036	2036
Scotland	156 8%	177 9%
North East	79 4%	92 5%
North West	223 11%	239 12%
Yorkshire & Humberside	175 9%	180 9%
West Midlands	182 9%	188 9%
East Midlands	154 8%	158 8%
Wales	99 5%	108 5%
Eastern	198 10%	191 9%
London	287 14%	256 13%
South East	307 15%	261 13%
South West	176 9%	186 9%

**Opinion Poll**  
**ONLINE Fieldwork : 20th-22nd September 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	2036	2036
Weighted base	2036	2036
NET: Working	1116 55%	1140 56%
Working full time - working 30 hours per week or more	776 38%	896 44%
Working part time - working between 8 and 29 hours per week	340 17%	244 12%
NET: Not working	920 45%	896 44%
Not working but seeking work or temporarily unemployed or sick	126 6%	130 6%
Not working and not seeking work	94 5%	100 5%
Retired on a state pension only	128 6%	119 6%
Retired with a private pension	397 19%	366 18%
House person, housewife, househusband, etc.	175 9%	181 9%



**Opinion Poll**  
**ONLINE Fieldwork : 20th-22nd September 2013**

Absolutes/col percents

Table 9  
**Tenure**  
**Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2036	2036
Weighted base	2036	2036
NET: Homeowners	1266 62%	1384 68%
Owned outright - without mortgage	681 33%	672 33%
Owned with a mortgage or loan	585 29%	713 35%
NET: Renters	717 35%	606 30%
Rented from the council	166 8%	265 13%
Rented from a housing association	184 9%	103 5%
Rented from someone else	367 18%	238 12%
Rent free	53 3%	46 2%

**Opinion Poll**  
**ONLINE Fieldwork : 20th-22nd September 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	2036	2036
Weighted base	2036	2036
Yes	1099 54%	1262 62%
No	937 46%	774 38%

**Opinion Poll**  
**ONLINE Fieldwork : 20th-22nd September 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	2036	2036
Weighted base	2036	2036
No cars in the household	444 22%	411 20%
NET: Any	1592 78%	1625 80%
1	1096 54%	843 41%
2	402 20%	596 29%
3+	94 5%	185 9%

**Opinion Poll**  
**ONLINE Fieldwork : 20th-22nd September 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	2036	2036
Weighted base	2036	2036
Conservative	585 29%	570 28%
Labour	648 32%	631 31%
Liberal Democrat	220 11%	265 13%
SNP	27 1%	30 1%
Plaid Cymru	5 *	8 *
Green	42 2%	33 2%
UKIP	219 11%	20 1%
BNP	18 1%	18 1%
Another party	17 1%	13 1%
None	255 13%	448 22%