

Opinion Poll

ONLINE Fieldwork : 25th-26th 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	2015	915	1100	236	282	333	383	321	460	580	603	329	503	548	514	500	285	168	270	839	464	545	153	244	624	390	349	
Weighted base	2015	987	1028	242	322	383	343	302	423	544	584	423	464	512	532	506	291	175	268	860	472	544	181	128	604	377	387	
Absolutely certain to vote	(10)	1129	619	509	100	135	203	180	191	320	335	326	243	226	286	299	259	181	104	137	475	350	375	107	94	440	272	251
		56%	63%	50%	41%	42%	53%	53%	63%	76%	62%	56%	57%	49%	56%	56%	51%	62%	59%	51%	55%	74%	69%	59%	73%	73%	72%	65%
	(9)	218	114	104	19	42	37	37	38	45	83	67	24	43	54	62	53	32	17	30	93	70	54	26	22	73	39	56
		11%	12%	10%	8%	13%	10%	11%	12%	11%	15%	12%	6%	9%	11%	12%	10%	11%	10%	11%	11%	15%	10%	14%	18%	12%	10%	15%
	(8)	127	53	74	20	34	24	22	10	15	30	29	33	35	36	30	34	18	9	22	61	22	40	18	5	22	27	29
		6%	5%	7%	8%	11%	6%	7%	3%	4%	6%	5%	8%	8%	7%	6%	7%	6%	5%	8%	7%	5%	7%	10%	4%	4%	7%	7%
	(7)	99	39	61	11	25	28	17	10	7	15	29	31	23	27	26	22	14	11	12	43	11	33	13	2	14	14	21
		5%	4%	6%	5%	8%	7%	5%	3%	2%	3%	5%	7%	5%	5%	5%	4%	5%	6%	5%	5%	2%	6%	7%	2%	2%	4%	5%
	(6)	48	21	28	17	6	9	9	1	5	14	13	16	4	21	8	6	10	2	6	22	10	9	7	*	5	1	8
		2%	2%	3%	7%	2%	2%	3%	*	1%	3%	2%	4%	1%	4%	2%	1%	4%	1%	2%	3%	2%	2%	4%	*	1%	*	2%
	(5)	54	25	29	14	13	8	5	10	5	10	16	14	14	15	10	20	7	2	7	21	4	16	6	3	5	3	3
		3%	2%	3%	6%	4%	2%	2%	3%	1%	2%	3%	3%	3%	3%	2%	4%	2%	1%	3%	2%	1%	3%	3%	3%	1%	1%	1%
	(4)	29	17	12	12	3	9	2	2	1	2	10	3	14	6	10	9	4	-	1	18	4	8	5	-	4	2	1
		1%	2%	1%	5%	1%	2%	1%	1%	*	*	2%	1%	3%	1%	2%	2%	1%	-	*	2%	1%	1%	3%	-	1%	*	*
	(3)	24	6	18	9	5	3	1	1	4	4	8	2	10	7	7	8	1	1	2	8	1	5	-	*	*	-	3
		1%	1%	2%	4%	2%	1%	*	*	1%	1%	1%	1%	2%	1%	1%	2%	*	1%	1%	1%	*	1%	-	*	*	-	1%
	(2)	44	19	25	11	7	10	10	7	-	12	16	9	6	5	19	18	1	1	5	23	-	4	-	*	9	-	1
		2%	2%	2%	4%	2%	3%	3%	2%	-	2%	3%	2%	1%	1%	4%	4%	*	*	2%	3%	-	1%	-	*	1%	-	*
Definitely would not vote	(1)	150	54	96	20	26	33	38	22	11	29	28	33	60	31	31	47	17	24	22	65	-	-	-	-	15	9	7
		7%	5%	9%	8%	8%	9%	11%	7%	3%	5%	5%	8%	13%	6%	6%	9%	6%	13%	8%	8%	-	-	-	-	3%	2%	2%
Don't know		93	22	71	9	25	19	20	10	10	41	15	27	24	31	30	5	4	24	30	-	-	-	-	17	12	6	
		5%	2%	7%	4%	8%	5%	6%	3%	2%	7%	3%	6%	5%	6%	6%	2%	2%	9%	4%	-	-	-	-	3%	3%	2%	
Mean		8.30	8.63	7.96	7.31	7.91	8.08	8.02	8.57	9.34	8.71	8.44	8.23	7.68	8.43	8.38	7.92	8.65	8.17	8.24	8.22	9.49	9.15	8.98	9.53	9.25	9.34	9.14
Standard deviation		2.82	2.55	3.04	3.13	2.88	2.96	3.12	2.75	1.77	2.48	2.65	2.83	3.28	2.61	2.77	3.13	2.47	3.13	2.87	2.86	1.14	1.63	1.59	1.06	1.92	1.63	1.73
Standard error		0.06	0.09	0.09	0.21	0.18	0.17	0.16	0.15	0.08	0.10	0.11	0.16	0.15	0.11	0.13	0.14	0.15	0.24	0.18	0.10	0.05	0.07	0.13	0.07	0.08	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	2015	915	1100	236	282	333	383	321	460	580	603	329	503	548	514	500	285	168	270	839	464	545	153	244	624	390	349
Weighted base	2015	987	1028	242	322	383	343	302	423	544	584	423	464	512	532	506	291	175	268	860	472	544	181	128	604	377	387
Conservative	472 23%	292 30%	181 18%	60 25%	53 16%	81 21%	55 16%	95 31%	129 30%	161 30%	147 25%	87 21%	77 17%	169 33%	115 22%	94 19%	78 27%	16 9%	52 19%	223 26%	472 100%	-	-	-	395 65%	8 2%	27 7%
Labour	544 27%	259 26%	286 28%	72 30%	99 31%	114 30%	103 30%	64 21%	93 22%	127 23%	154 26%	124 29%	139 30%	123 24%	148 28%	157 31%	72 25%	45 26%	87 32%	235 27%	-	544 100%	-	-	21 3%	300 80%	95 25%
Liberal Democrat	181 9%	101 10%	80 8%	15 6%	45 14%	34 9%	26 8%	24 8%	38 9%	66 12%	53 9%	32 8%	30 7%	60 12%	52 10%	24 5%	33 11%	13 8%	20 7%	91 11%	-	-	181 100%	-	9 1%	10 3%	130 34%
SNP	38 2%	24 2%	15 1%	2 1%	3 1%	7 2%	7 2%	9 3%	10 2%	15 3%	11 2%	5 1%	8 2%	-	-	-	-	38 22%	2 1%	19 2%	-	-	-	-	-	4 1%	2 *
Plaid Cymru	13 1%	9 1%	4 *	-	4 1%	2 1%	3 1%	2 1%	2 *	5 1%	4 1%	3 1%	2 *	-	-	-	13 5%	-	5 2%	2 *	-	-	-	-	-	-	3 1%
The UK Independence Party	128 6%	73 7%	55 5%	2 1%	6 2%	13 3%	20 6%	25 8%	62 15%	38 7%	34 6%	22 5%	34 7%	32 6%	33 6%	38 8%	23 8%	2 1%	13 5%	30 4%	-	-	-	128 100%	69 11%	6 1%	24 6%
The Green Party	37 2%	14 1%	23 2%	10 4%	7 2%	5 1%	8 2%	5 2%	4 1%	9 2%	12 2%	14 3%	3 1%	9 2%	14 3%	7 1%	6 2%	2 1%	5 2%	16 2%	-	-	-	-	2 *	2 *	10 3%
The British National Party	11 1%	7 1%	4 *	2 1%	4 1%	1 *	4 1%	-	1 *	* *	1 *	4 1%	5 1%	2 *	3 *	5 1%	-	1 1%	2 1%	5 1%	-	-	-	-	2 *	1 *	3 1%
Some other party	4 *	3 *	1 *	-	-	2 1%	1 *	* *	* *	1 *	3 *	* *	* *	1 *	1 *	1 *	1 *	-	-	3 *	-	-	-	-	* *	1 *	1 *
Would not vote	193 10%	70 7%	123 12%	33 14%	32 10%	42 11%	45 13%	30 10%	12 3%	40 7%	46 8%	37 9%	70 15%	38 8%	45 9%	67 13%	18 6%	25 14%	26 10%	78 9%	-	-	-	-	26 4%	9 2%	9 2%
Rather not say	38 2%	14 1%	24 2%	2 1%	5 1%	19 5%	6 2%	2 1%	4 1%	7 1%	11 2%	12 3%	8 2%	8 2%	16 3%	2 *	6 2%	7 4%	7 2%	17 2%	-	-	-	-	2 *	1 *	1 *
Don't know	353 18%	121 12%	231 23%	44 18%	66 20%	64 17%	64 19%	46 15%	69 16%	76 14%	110 19%	81 19%	86 19%	70 14%	106 20%	111 22%	40 14%	26 15%	49 18%	142 16%	-	-	-	-	78 13%	36 10%	82 21%

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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	1222	616	607	127	147	186	221	208	332	387	368	189	279	344	296	285	188	111	160	507	382	420	118	199	452	288	227
Weighted base	1145	629	516	114	163	200	186	190	291	346	331	231	237	306	296	262	183	97	149	492	393	425	137	107	428	279	244
Conservative	393 34%	243 39%	150 29%	49 43%	43 26%	65 32%	46 25%	80 42%	109 38%	136 39%	123 37%	70 30%	63 27%	141 46%	96 32%	77 29%	66 36%	13 13%	42 28%	186 38%	393 100%	-	-	-	339 79%	7 3%	23 9%
Labour	425 37%	202 32%	223 43%	45 40%	73 45%	87 43%	83 45%	55 29%	81 28%	102 29%	116 35%	99 43%	108 45%	88 29%	120 41%	125 48%	56 31%	35 36%	69 46%	182 37%	-	425 100%	-	-	18 4%	252 90%	80 33%
Liberal Democrat	137 12%	77 12%	60 12%	8 7%	30 19%	24 12%	22 12%	20 11%	32 11%	55 16%	40 12%	21 9%	21 9%	41 14%	38 13%	19 7%	26 14%	12 12%	15 10%	65 13%	-	-	137 100%	-	7 2%	9 3%	105 43%
SNP	34 3%	21 3%	13 2%	2 2%	3 2%	6 3%	6 3%	8 4%	9 3%	13 4%	9 3%	4 2%	7 3%	-	-	-	-	34 34%	2 1%	16 3%	-	-	-	-	-	4 1%	2 1%
Plaid Cymru	11 1%	8 1%	3 1%	-	3 2%	2 1%	2 1%	2 1%	2 1%	4 1%	4 1%	2 1%	1 1%	-	-	-	11 6%	-	5 3%	2 *	-	-	-	-	-	-	3 1%
The UK Independence Party	107 9%	62 10%	45 9%	2 2%	4 2%	11 5%	16 9%	20 11%	54 19%	31 9%	29 9%	20 8%	28 12%	26 9%	27 9%	32 12%	20 11%	1 1%	10 7%	25 5%	-	-	-	107 100%	60 14%	5 2%	20 8%
The Green Party	28 2%	10 2%	18 3%	8 7%	4 3%	3 2%	5 3%	4 2%	3 1%	4 1%	9 3%	12 5%	3 1%	6 2%	12 4%	5 2%	4 2%	2 2%	4 2%	10 2%	-	-	-	-	2 *	1 *	9 3%
The British National Party	8 1%	5 1%	4 1%	* *	3 2%	1 *	4 2%	-	1 *	* *	* *	3 1%	5 2%	2 1%	1 *	4 2%	-	1 1%	1 1%	3 1%	-	-	-	-	2 *	1 *	3 1%
Some other party	3 *	2 *	1 *	-	-	2 1%	1 1%	* *	* *	1 *	2 *	* *	* *	* *	1 *	1 *	1 1%	-	-	2 *	-	-	-	-	* *	1 *	1 *

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Table 4
Gender
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2015	2015
Weighted base	2015	2015
Male	915 45%	987 49%
Female	1100 55%	1028 51%

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Table 5
Age
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2015	2015
Weighted base	2015	2015
18-24	236 12%	242 12%
25-34	282 14%	322 16%
35-44	333 17%	383 19%
45-54	383 19%	343 17%
55-64	321 16%	302 15%
65+	460 23%	423 21%
Average age	48.13	46.83

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Table 6
Social Grade
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2015	2015
Weighted base	2015	2015
AB	580 29%	544 27%
C1	603 30%	584 29%
C2	329 16%	423 21%
DE	503 25%	464 23%

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Table 7
GO Region
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2015	2015
Weighted base	2015	2015
Scotland	168 8%	175 9%
North East	88 4%	91 5%
North West	244 12%	237 12%
Yorkshire & Humberside	168 8%	178 9%
West Midlands	185 9%	186 9%
East Midlands	154 8%	157 8%
Wales	86 4%	107 5%
Eastern	175 9%	189 9%
London	235 12%	254 13%
South East	313 16%	259 13%
South West	199 10%	184 9%

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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	2015	2015
Weighted base	2015	2015
NET: Working	1109 55%	1128 56%
Working full time - working 30 hours per week or more	725 36%	887 44%
Working part time - working between 8 and 29 hours per week	384 19%	242 12%
NET: Not working	906 45%	887 44%
Not working but seeking work or temporarily unemployed or sick	121 6%	130 6%
Not working and not seeking work	96 5%	106 5%
Retired on a state pension only	139 7%	125 6%
Retired with a private pension	374 19%	353 18%
House person, housewife, househusband, etc.	176 9%	172 9%

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Absolutes/col percents

Table 9
Tenure
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2015	2015
Weighted base	2015	2015
NET: Homeowners	1246 62%	1370 68%
Owned outright - without mortgage	646 32%	665 33%
Owned with a mortgage or loan	600 30%	705 35%
NET: Renters	713 35%	600 30%
Rented from the council	171 8%	262 13%
Rented from a housing association	181 9%	100 5%
Rented from someone else	361 18%	237 12%
Rent free	56 3%	45 2%

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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	2015	2015
Weighted base	2015	2015
Yes	1140 57%	1249 62%
No	875 43%	766 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	2015	2015
Weighted base	2015	2015
No cars in the household	460 23%	407 20%
NET: Any	1555 77%	1608 80%
1	1029 51%	834 41%
2	455 23%	590 29%
3+	71 4%	183 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	2015	2015
Weighted base	2015	2015
Conservative	573 28%	564 28%
Labour	656 33%	625 31%
Liberal Democrat	196 10%	262 13%
SNP	51 3%	38 2%
Plaid Cymru	9 *	8 *
Green	51 3%	30 2%
UKIP	171 8%	20 1%
BNP	18 1%	15 1%
Another party	16 1%	10 *
None	274 14%	443 22%