

Opinion Poll

ONLINE Fieldwork : 23rd-24th October 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	2011	991	1020	175	292	345	403	332	464	566	611	323	511	524	560	494	265	168	279	768	435	591	118	264	583	408	374	
Weighted base	2011	986	1025	241	322	382	342	302	422	543	583	422	462	511	531	505	290	175	298	828	460	555	159	133	549	391	397	
Absolutely certain to vote	(10)	1073	584	489	57	114	209	201	180	313	348	280	219	226	272	283	262	160	95	161	387	327	370	91	96	383	271	257
		53%	59%	48%	24%	35%	55%	59%	60%	74%	64%	48%	52%	49%	53%	53%	52%	55%	54%	54%	47%	71%	67%	57%	72%	70%	69%	65%
	(9)	232	125	107	21	60	40	36	29	46	70	85	33	43	68	61	49	34	19	34	103	65	62	34	9	66	48	54
		12%	13%	10%	9%	19%	11%	10%	9%	11%	13%	15%	8%	9%	13%	12%	10%	12%	11%	11%	12%	14%	11%	21%	7%	12%	12%	14%
	(8)	154	81	73	30	27	22	27	25	22	31	52	41	31	54	39	31	13	17	27	79	35	51	10	17	33	22	31
		8%	8%	7%	12%	8%	6%	8%	8%	5%	6%	9%	10%	7%	10%	7%	6%	5%	10%	9%	10%	8%	9%	6%	13%	6%	6%	8%
	(7)	91	33	58	19	30	14	14	6	9	19	24	26	22	24	27	27	7	6	10	47	13	27	12	7	18	16	18
		5%	3%	6%	8%	9%	4%	4%	2%	2%	4%	4%	6%	5%	5%	5%	5%	2%	3%	3%	6%	3%	5%	8%	5%	3%	4%	5%
	(6)	42	20	22	5	11	9	8	2	6	11	15	7	9	13	12	10	5	2	4	23	4	12	9	1	5	4	9
		2%	2%	2%	2%	4%	2%	2%	1%	1%	2%	3%	2%	2%	3%	2%	2%	2%	1%	1%	3%	1%	2%	6%	1%	1%	1%	2%
	(5)	69	32	38	16	13	15	13	9	4	10	20	17	22	22	25	9	11	2	15	26	11	24	1	1	11	7	3
		3%	3%	4%	6%	4%	4%	4%	3%	1%	2%	3%	4%	5%	4%	5%	2%	4%	1%	5%	3%	2%	4%	1%	1%	2%	2%	1%
	(4)	23	7	15	5	9	4	2	1	1	5	7	4	7	5	3	7	1	8	5	13	3	5	2	*	1	1	3
		1%	1%	2%	2%	3%	1%	1%	*	*	1%	1%	1%	1%	1%	1%	1%	*	4%	2%	2%	1%	1%	1%	*	*	*	1%
	(3)	14	7	7	1	7	4	1	1	-	2	6	2	3	5	6	3	-	-	4	7	-	3	-	-	1	2	-
		1%	1%	1%	*	2%	1%	*	*	-	*	1%	*	1%	1%	1%	1%	-	-	1%	1%	-	1%	-	-	*	1%	-
	(2)	51	9	42	23	7	8	4	7	1	18	12	6	15	6	9	21	10	4	3	25	3	2	-	1	7	5	3
		3%	1%	4%	9%	2%	2%	1%	2%	*	3%	2%	1%	3%	1%	2%	4%	4%	2%	1%	3%	1%	*	-	1%	1%	1%	1%
Definitely would not vote	(1)	179	73	107	52	23	33	27	30	14	20	47	52	60	27	45	59	31	17	23	83	-	-	-	-	16	7	2
		9%	7%	10%	21%	7%	9%	8%	10%	3%	4%	8%	12%	13%	5%	9%	12%	11%	10%	8%	10%	-	-	-	-	3%	2%	*
Don't know		83	14	69	14	20	22	10	12	6	9	35	15	25	14	20	26	18	6	11	36	-	-	-	-	8	8	16
		4%	1%	7%	6%	6%	6%	3%	4%	1%	2%	6%	4%	5%	3%	4%	5%	6%	3%	4%	4%	-	-	-	-	2%	2%	4%
Mean		8.14	8.51	7.77	5.97	7.74	8.17	8.42	8.31	9.26	8.79	8.13	7.88	7.62	8.45	8.17	7.83	8.08	8.14	8.24	7.86	9.38	9.14	9.09	9.36	9.13	9.17	9.26
Standard deviation		2.94	2.64	3.18	3.60	2.81	2.96	2.74	2.99	1.88	2.38	2.86	3.14	3.32	2.49	2.88	3.26	3.16	2.99	2.81	3.05	1.29	1.54	1.37	1.29	1.97	1.85	1.46
Standard error		0.07	0.08	0.10	0.28	0.17	0.16	0.14	0.17	0.09	0.10	0.12	0.18	0.15	0.11	0.12	0.15	0.20	0.24	0.17	0.11	0.06	0.06	0.13	0.08	0.08	0.09	0.08

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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	2011	991	1020	175	292	345	403	332	464	566	611	323	511	524	560	494	265	168	279	768	435	591	118	264	583	408	374
Weighted base	2011	986	1025	241	322	382	342	302	422	543	583	422	462	511	531	505	290	175	298	828	460	555	159	133	549	391	397
Conservative	460 23%	262 27%	198 19%	31 13%	54 17%	66 17%	76 22%	79 26%	154 37%	173 32%	141 24%	80 19%	66 14%	137 27%	130 24%	103 20%	70 24%	20 11%	59 20%	174 21%	460 100%	-	-	-	349 64%	16 4%	38 10%
Labour	555 28%	268 27%	287 28%	74 31%	94 29%	131 34%	97 28%	65 22%	92 22%	150 28%	138 24%	133 31%	134 29%	145 28%	133 25%	164 33%	70 24%	43 25%	102 34%	225 27%	-	555 100%	-	-	33 6%	295 75%	102 26%
Liberal Democrat	159 8%	96 10%	63 6%	12 5%	34 11%	36 9%	24 7%	20 7%	33 8%	48 9%	44 8%	36 9%	31 7%	53 10%	63 12%	19 4%	19 7%	5 3%	23 8%	74 9%	-	-	159 100%	-	3 1%	7 2%	117 29%
SNP	36 2%	20 2%	16 2%	1 *	9 3%	9 2%	5 2%	5 2%	7 2%	9 2%	10 2%	8 2%	9 2%	-	-	-	-	36 21%	8 3%	19 2%	-	-	-	-	1 *	6 1%	2 *
Plaid Cymru	8 *	7 1%	2 *	2 1%	4 1%	-	* *	2 1%	1 *	2 *	1 *	3 1%	2 *	-	-	-	8 3%	-	1 *	3 *	-	-	-	-	2 *	3 1%	-
The UK Independence Party	133 7%	93 9%	40 4%	2 1%	4 1%	12 3%	24 7%	34 11%	58 14%	33 6%	33 6%	35 8%	33 7%	34 7%	36 7%	36 7%	21 7%	5 3%	16 5%	37 5%	-	-	-	133 100%	70 13%	5 1%	22 6%
The Green Party	36 2%	21 2%	16 2%	6 2%	7 2%	7 2%	9 3%	5 2%	2 1%	10 2%	11 2%	3 1%	12 3%	7 1%	10 2%	9 2%	9 3%	2 1%	8 3%	12 1%	-	-	-	-	3 1%	2 *	14 4%
The British National Party	17 1%	11 1%	7 1%	1 1%	2 1%	2 1%	5 1%	4 1%	3 1%	3 1%	5 1%	5 1%	4 1%	2 *	6 1%	7 1%	1 1%	-	1 *	8 1%	-	-	-	-	7 1%	* *	-
Some other party	8 *	6 1%	2 *	* *	1 *	1 *	2 1%	1 *	2 *	3 *	4 1%	-	2 *	3 1%	1 *	1 *	-	2 1%	3 1%	1 *	-	-	-	-	1 *	-	1 *
Would not vote	218 11%	84 9%	134 13%	65 27%	31 10%	41 11%	30 9%	37 12%	14 3%	27 5%	63 11%	55 13%	73 16%	30 6%	55 10%	74 15%	38 13%	21 12%	28 9%	99 12%	-	-	-	-	23 4%	12 3%	2 *
Rather not say	30 2%	7 1%	23 2%	1 1%	5 1%	11 3%	8 2%	2 1%	4 1%	13 2%	7 1%	2 1%	8 2%	7 1%	7 1%	6 1%	2 1%	8 4%	3 1%	20 2%	-	-	-	-	1 *	1 *	4 1%
Don't know	349 17%	110 11%	239 23%	46 19%	77 24%	65 17%	62 18%	48 16%	52 12%	71 13%	128 22%	61 14%	90 19%	92 18%	89 17%	85 17%	51 18%	32 19%	47 16%	154 19%	-	-	-	-	58 10%	44 11%	94 24%

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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	1229	679	550	79	149	202	249	210	338	385	356	200	288	319	344	297	163	105	168	445	357	465	92	218	424	299	245
Weighted base	1120	630	490	86	152	212	196	177	298	355	302	235	228	294	299	273	160	95	172	428	376	432	123	108	392	277	244
Conservative	376	212	164	22	41	53	63	67	131	142	116	64	54	112	107	82	58	17	48	139	376	-	-	-	297	13	32
	34%	34%	34%	26%	27%	25%	32%	38%	44%	40%	38%	27%	24%	38%	36%	30%	36%	18%	28%	32%	100%	-	-	-	76%	5%	13%
Labour	432	210	221	48	67	105	77	53	81	123	104	103	102	110	99	133	54	36	79	172	-	432	-	-	24	244	85
	39%	33%	45%	56%	44%	50%	39%	30%	27%	35%	34%	44%	45%	37%	33%	49%	34%	37%	46%	40%	-	100%	-	-	6%	88%	35%
Liberal Democrat	123	80	43	8	23	29	18	18	28	41	35	25	22	38	50	16	15	4	16	55	-	-	123	-	2	6	94
	11%	13%	9%	9%	15%	14%	9%	10%	9%	11%	11%	11%	10%	13%	17%	6%	9%	5%	9%	13%	-	-	100%	-	1%	2%	39%
SNP	30	18	13	*	7	8	5	4	6	8	8	7	7	-	-	-	-	30	7	15	-	-	-	-	1	5	1
	3%	3%	3%	*	5%	4%	2%	2%	2%	2%	3%	3%	3%	-	-	-	-	32%	4%	4%	-	-	-	-	*	2%	1%
Plaid Cymru	6	6	1	1	4	-	*	1	1	2	1	3	1	-	-	-	6	-	1	3	-	-	-	-	1	3	-
	1%	1%	*	1%	2%	-	*	1%	*	1%	*	1%	*	-	-	-	4%	-	1%	1%	-	-	-	-	*	1%	-
The UK Independence Party	108	77	31	1	3	9	20	26	49	27	26	27	28	26	29	31	18	5	13	29	-	-	-	108	59	5	19
	10%	12%	6%	2%	2%	4%	10%	15%	16%	8%	9%	11%	12%	9%	10%	11%	11%	5%	7%	7%	-	-	-	100%	15%	2%	8%
The Green Party	28	18	11	4	6	6	8	3	1	8	9	3	9	6	8	6	7	2	7	9	-	-	-	-	2	1	12
	3%	3%	2%	5%	4%	3%	4%	2%	*	2%	3%	1%	4%	2%	3%	2%	4%	2%	4%	2%	-	-	-	-	1%	1%	5%
The British National Party	12	8	5	1	1	2	4	4	2	3	2	4	4	1	5	5	1	-	1	6	-	-	-	-	6	*	-
	1%	1%	1%	1%	1%	1%	2%	2%	1%	1%	1%	2%	2%	*	2%	2%	1%	-	*	1%	-	-	-	-	1%	*	-
Some other party	4	3	2	*	1	1	1	1	1	1	2	-	2	1	1	*	-	2	1	1	-	-	-	-	1	-	1
	*	*	*	*	1%	*	*	1%	*	*	1%	-	1%	*	*	*	-	2%	*	*	-	-	-	-	*	-	*

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Table 4
Gender
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2011	2011
Weighted base	2011	2011
Male	991 49%	986 49%
Female	1020 51%	1025 51%

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Absolutes/col percents

Table 5
Age
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2011	2011
Weighted base	2011	2011
18-24	175 9%	241 12%
25-34	292 15%	322 16%
35-44	345 17%	382 19%
45-54	403 20%	342 17%
55-64	332 17%	302 15%
65+	464 23%	422 21%
Average age	49.04	47.03

Opinion Poll
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Absolutes/col percents

Table 6
Social Grade
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2011	2011
Weighted base	2011	2011
AB	566 28%	543 27%
C1	611 30%	583 29%
C2	323 16%	422 21%
DE	511 25%	462 23%

Opinion Poll
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Absolutes/col percents

Table 7
GO Region
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2011	2011
Weighted base	2011	2011
Scotland	168 8%	175 9%
North East	86 4%	91 5%
North West	245 12%	236 12%
Yorkshire & Humberside	163 8%	177 9%
West Midlands	200 10%	186 9%
East Midlands	158 8%	156 8%
Wales	64 3%	107 5%
Eastern	202 10%	188 9%
London	212 11%	253 13%
South East	312 16%	258 13%
South West	201 10%	183 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	2011	2011
Weighted base	2011	2011
NET: Working	1047 52%	1126 56%
Working full time - working 30 hours per week or more	717 36%	885 44%
Working part time - working between 8 and 29 hours per week	330 16%	241 12%
NET: Not working	964 48%	885 44%
Not working but seeking work or temporarily unemployed or sick	105 5%	99 5%
Not working and not seeking work	132 7%	136 7%
Retired on a state pension only	130 6%	118 6%
Retired with a private pension	434 22%	380 19%
House person, housewife, househusband, etc.	163 8%	151 7%

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Absolutes/col percents

Table 9
Tenure
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2011	2011
Weighted base	2011	2011
NET: Homeowners	1239 62%	1367 68%
Owned outright - without mortgage	700 35%	663 33%
Owned with a mortgage or loan	539 27%	704 35%
NET: Renters	751 37%	627 31%
Rented from the council	162 8%	261 13%
Rented from a housing association	217 11%	118 6%
Rented from someone else	372 18%	248 12%
Rent free	21 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	2011	2011
Weighted base	2011	2011
Yes	1124 56%	1247 62%
No	887 44%	764 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	2011	2011
Weighted base	2011	2011
No cars in the household	449 22%	406 20%
NET: Any	1562 78%	1605 80%
1	1092 54%	833 41%
2	407 20%	589 29%
3+	63 3%	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	2011	2011
Weighted base	2011	2011
Conservative	539 27%	563 28%
Labour	664 33%	623 31%
Liberal Democrat	195 10%	261 13%
SNP	47 2%	36 2%
Plaid Cymru	5 *	8 *
Green	51 3%	33 2%
UKIP	185 9%	20 1%
BNP	15 1%	11 1%
Another party	21 1%	12 1%
None	289 14%	442 22%