

Opinion Poll

ONLINE Fieldwork : 18th-19th 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	2018	949	1069	162	307	341	399	339	470	629	571	303	515	514	528	503	289	184	307	733	424	538	156	237	571	386	378	
Weighted base	2018	989	1029	242	323	384	343	303	423	545	585	424	464	513	533	506	291	175	333	798	458	552	194	103	556	369	390	
Absolutely certain to vote	(10)	1055	576	479	56	137	175	173	205	310	319	317	197	223	251	290	265	144	105	177	386	337	321	119	77	402	240	236
		52%	58%	47%	23%	42%	46%	50%	68%	73%	59%	54%	46%	48%	49%	54%	52%	50%	60%	53%	48%	74%	58%	62%	75%	72%	65%	60%
	(9)	234	123	111	22	37	44	49	30	52	81	72	42	40	58	57	56	45	18	41	94	54	74	46	16	60	55	75
		12%	12%	11%	9%	11%	12%	14%	10%	12%	15%	12%	10%	9%	11%	11%	11%	15%	10%	12%	12%	12%	13%	24%	15%	11%	15%	19%
	(8)	157	68	88	38	35	25	23	16	18	38	56	34	28	48	43	37	15	12	32	64	25	59	11	5	32	23	25
		8%	7%	9%	16%	11%	7%	7%	5%	4%	7%	10%	8%	6%	9%	8%	7%	5%	7%	10%	8%	6%	11%	6%	5%	6%	6%	6%
	(7)	102	52	50	15	25	31	15	9	7	23	24	35	19	24	31	25	12	10	21	47	23	44	7	2	17	19	16
		5%	5%	5%	6%	8%	8%	4%	3%	2%	4%	4%	8%	4%	5%	6%	5%	4%	5%	6%	6%	5%	8%	3%	2%	3%	5%	4%
	(6)	29	12	17	3	3	13	4	5	-	9	5	5	10	7	15	4	1	2	2	15	4	10	2	*	1	4	2
		1%	1%	2%	1%	1%	3%	1%	2%	-	2%	1%	1%	2%	1%	3%	1%	*	1%	1%	2%	1%	2%	1%	*	*	1%	*
	(5)	76	29	47	20	17	18	12	3	6	10	20	12	34	23	9	23	17	4	11	39	8	23	4	1	2	9	8
		4%	3%	5%	8%	5%	5%	4%	1%	1%	2%	3%	3%	7%	4%	2%	5%	6%	3%	3%	5%	2%	4%	2%	1%	*	2%	2%
	(4)	33	17	16	15	7	3	3	2	2	6	7	14	5	12	6	9	3	3	6	17	3	13	3	-	3	6	1
		2%	2%	2%	6%	2%	1%	1%	1%	1%	1%	1%	3%	1%	2%	1%	2%	1%	2%	2%	2%	1%	2%	2%	-	*	2%	*
	(3)	24	7	17	8	4	7	4	-	1	4	5	7	9	7	5	8	3	1	4	9	1	5	-	1	2	1	4
		1%	1%	2%	3%	1%	2%	1%	-	*	1%	1%	2%	2%	1%	1%	2%	1%	1%	1%	1%	*	1%	-	1%	*	*	1%
	(2)	48	15	33	19	6	7	10	3	4	8	15	17	8	9	19	2	14	4	6	18	2	3	2	1	9	2	7
		2%	2%	3%	8%	2%	2%	3%	1%	1%	1%	3%	4%	2%	2%	4%	*	5%	2%	2%	2%	1%	1%	1%	1%	2%	*	2%
Definitely would not vote	(1)	158	61	97	32	24	42	28	17	15	30	38	38	53	44	33	48	21	11	21	71	-	-	-	-	15	9	3
		8%	6%	9%	13%	8%	11%	8%	6%	4%	5%	6%	9%	11%	9%	6%	10%	7%	7%	6%	9%	-	-	-	-	3%	2%	1%
Don't know		102	29	73	13	29	18	21	12	9	17	26	22	36	30	24	28	16	4	11	36	-	-	-	-	13	3	14
		5%	3%	7%	6%	9%	5%	6%	4%	2%	3%	4%	5%	8%	6%	5%	6%	5%	2%	3%	5%	-	-	-	-	2%	1%	4%
Mean		8.16	8.51	7.80	6.32	7.92	7.72	8.13	8.92	9.22	8.66	8.36	7.72	7.68	8.01	8.30	8.12	8.04	8.46	8.34	7.94	9.39	8.88	9.25	9.51	9.22	9.04	9.10
Standard deviation		2.88	2.61	3.10	3.30	2.85	3.09	2.94	2.38	2.02	2.46	2.72	3.11	3.22	2.95	2.77	2.95	2.98	2.69	2.67	2.97	1.32	1.74	1.39	1.23	1.93	1.92	1.78
Standard error		0.07	0.09	0.10	0.27	0.17	0.17	0.15	0.13	0.09	0.10	0.12	0.18	0.15	0.13	0.12	0.13	0.18	0.20	0.16	0.11	0.06	0.07	0.11	0.08	0.08	0.10	0.09

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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	2018	949	1069	162	307	341	399	339	470	629	571	303	515	514	528	503	289	184	307	733	424	538	156	237	571	386	378
Weighted base	2018	989	1029	242	323	384	343	303	423	545	585	424	464	513	533	506	291	175	333	798	458	552	194	103	556	369	390
Conservative	458	228	230	38	46	65	72	78	158	155	145	80	78	134	144	82	64	34	57	185	458	-	-	-	369	12	25
	23%	23%	22%	16%	14%	17%	21%	26%	37%	28%	25%	19%	17%	26%	27%	16%	22%	19%	17%	23%	100%	-	-	-	66%	3%	6%
Labour	552	296	257	79	105	135	88	67	79	135	149	155	114	116	141	174	85	37	118	222	-	552	-	-	24	291	89
	27%	30%	25%	33%	32%	35%	26%	22%	19%	25%	25%	37%	25%	23%	26%	34%	29%	21%	36%	28%	-	100%	-	-	4%	79%	23%
Liberal Democrat	194	113	81	10	38	32	30	29	55	78	55	26	36	62	54	39	29	9	31	73	-	-	194	-	9	6	152
	10%	11%	8%	4%	12%	8%	9%	9%	13%	14%	9%	6%	8%	12%	10%	8%	10%	5%	9%	9%	-	-	100%	-	2%	2%	39%
SNP	36	22	14	3	5	9	8	7	5	6	9	9	12	-	-	-	-	36	11	13	-	-	-	-	-	6	2
	2%	2%	1%	1%	2%	2%	2%	2%	1%	1%	2%	2%	3%	-	-	-	-	21%	3%	2%	-	-	-	-	-	2%	*
Plaid Cymru	11	7	4	-	2	3	1	4	2	-	2	5	4	-	-	-	11	-	2	5	-	-	-	-	-	1	-
	1%	1%	*	-	1%	1%	*	1%	1%	-	*	1%	1%	-	-	-	4%	-	1%	1%	-	-	-	-	-	*	-
The UK Independence Party	103	58	45	2	2	9	18	31	42	34	23	13	33	19	38	33	12	2	15	27	-	-	-	103	57	5	23
	5%	6%	4%	1%	1%	2%	5%	10%	10%	6%	4%	3%	7%	4%	7%	7%	4%	1%	4%	3%	-	-	-	100%	10%	1%	6%
The Green Party	47	21	26	5	8	13	10	8	3	15	16	8	8	8	19	10	5	4	10	17	-	-	-	-	4	2	16
	2%	2%	2%	2%	2%	3%	3%	3%	1%	3%	3%	2%	2%	2%	3%	2%	2%	3%	3%	2%	-	-	-	-	1%	1%	4%
The British National Party	19	13	6	-	4	7	7	-	2	6	4	5	4	9	2	5	3	-	3	11	-	-	-	-	4	2	2
	1%	1%	1%	-	1%	2%	2%	-	*	1%	1%	1%	1%	2%	*	1%	1%	-	1%	1%	-	-	-	-	1%	1%	*
Some other party	3	3	1	2	1	1	-	-	*	-	2	-	1	1	1	2	-	-	-	1	-	-	-	-	-	-	2
	*	*	*	1%	*	*	-	-	*	-	*	-	*	*	*	*	-	-	-	*	-	-	-	-	-	-	*
Would not vote	191	78	113	43	26	51	34	20	18	39	46	48	58	50	43	55	31	13	23	87	-	-	-	-	23	11	5
	9%	8%	11%	18%	8%	13%	10%	7%	4%	7%	8%	11%	12%	10%	8%	11%	11%	8%	7%	11%	-	-	-	-	4%	3%	1%
Rather not say	38	20	18	4	10	11	6	5	3	7	11	13	7	17	6	8	4	2	4	22	-	-	-	-	*	*	3
	2%	2%	2%	1%	3%	3%	2%	2%	1%	1%	2%	3%	2%	3%	1%	2%	1%	1%	1%	3%	-	-	-	-	*	*	1%
Don't know	365	131	234	58	78	50	70	54	56	69	124	62	110	97	85	98	47	38	58	136	-	-	-	-	64	33	72
	18%	13%	23%	24%	24%	13%	21%	18%	13%	13%	21%	15%	24%	19%	16%	19%	16%	22%	18%	17%	-	-	-	-	12%	9%	18%

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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	1188	610	578	65	147	187	230	223	336	418	325	171	274	295	319	288	174	112	180	413	347	413	125	190	412	280	248
Weighted base	1111	604	507	82	155	199	189	189	296	349	319	221	223	264	314	272	164	97	195	418	374	410	156	86	398	262	254
Conservative	374	189	184	26	37	50	58	66	136	130	117	62	64	110	117	68	52	27	46	145	374	-	-	-	312	10	21
	34%	31%	36%	32%	24%	25%	31%	35%	46%	37%	37%	28%	29%	41%	37%	25%	32%	28%	23%	35%	100%	-	-	-	79%	4%	8%
Labour	410	226	185	44	73	98	72	56	67	107	111	108	85	76	108	132	66	29	90	158	-	410	-	-	20	234	71
	37%	37%	36%	54%	47%	49%	38%	30%	23%	31%	35%	49%	38%	29%	34%	49%	40%	30%	46%	38%	-	100%	-	-	5%	89%	28%
Liberal Democrat	156	93	62	4	30	25	25	24	48	64	43	21	27	51	43	30	25	7	25	59	-	-	156	-	8	5	126
	14%	15%	12%	5%	19%	12%	13%	13%	16%	18%	14%	10%	12%	19%	14%	11%	15%	7%	13%	14%	-	-	100%	-	2%	2%	50%
SNP	30	18	11	2	5	6	6	6	4	5	8	8	9	-	-	-	-	30	9	11	-	-	-	-	-	6	2
	3%	3%	2%	3%	3%	3%	3%	3%	1%	1%	2%	3%	4%	-	-	-	-	31%	5%	3%	-	-	-	-	-	2%	1%
Plaid Cymru	6	3	3	-	*	*	*	*	3	2	-	2	1	-	-	-	6	-	2	1	-	-	-	-	-	1	-
	1%	*	1%	-	*	*	*	*	2%	1%	-	1%	1%	-	-	-	3%	-	1%	*	-	-	-	-	-	*	-
The UK Independence Party	86	48	39	1	1	7	15	26	36	28	20	11	28	16	32	28	10	1	12	23	-	-	-	86	50	4	19
	8%	8%	8%	1%	1%	3%	8%	14%	12%	8%	6%	5%	12%	6%	10%	10%	6%	1%	6%	6%	-	-	-	100%	12%	1%	8%
The Green Party	35	17	18	4	6	9	7	8	2	13	13	5	5	7	12	8	4	3	9	13	-	-	-	-	4	2	14
	3%	3%	4%	4%	4%	4%	4%	4%	1%	4%	4%	2%	2%	3%	4%	3%	3%	3%	4%	3%	-	-	-	-	1%	1%	6%
The British National Party	13	8	4	-	2	4	5	-	1	2	3	4	3	4	2	4	2	-	2	7	-	-	-	-	3	2	1
	1%	1%	1%	-	2%	2%	3%	-	*	1%	1%	2%	1%	2%	1%	2%	1%	-	1%	2%	-	-	-	-	1%	1%	*
Some other party	2	1	1	1	1	*	-	-	*	-	2	-	*	1	1	*	-	-	-	1	-	-	-	-	-	-	1
	*	*	*	1%	*	*	-	-	*	-	*	-	*	*	*	*	-	-	-	*	-	-	-	-	-	-	*

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Table 4
Gender
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2018	2018
Weighted base	2018	2018
Male	949 47%	989 49%
Female	1069 53%	1029 51%

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Table 5
Age
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2018	2018
Weighted base	2018	2018
18-24	162 8%	242 12%
25-34	307 15%	323 16%
35-44	341 17%	384 19%
45-54	399 20%	343 17%
55-64	339 17%	303 15%
65+	470 23%	423 21%
Average age	49.16	46.98

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Table 6
Social Grade
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2018	2018
Weighted base	2018	2018
AB	629 31%	545 27%
C1	571 28%	585 29%
C2	303 15%	424 21%
DE	515 26%	464 23%

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Table 7
GO Region
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2018	2018
Weighted base	2018	2018
Scotland	184 9%	175 9%
North East	89 4%	91 5%
North West	230 11%	237 12%
Yorkshire & Humberside	184 9%	178 9%
West Midlands	184 9%	187 9%
East Midlands	154 8%	157 8%
Wales	85 4%	107 5%
Eastern	190 9%	189 9%
London	202 10%	254 13%
South East	312 15%	259 13%
South West	204 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	2018	2018
Weighted base	2018	2018
NET: Working	1040 52%	1130 56%
Working full time - working 30 hours per week or more	677 34%	888 44%
Working part time - working between 8 and 29 hours per week	363 18%	242 12%
NET: Not working	978 48%	888 44%
Not working but seeking work or temporarily unemployed or sick	143 7%	115 6%
Not working and not seeking work	123 6%	133 7%
Retired on a state pension only	138 7%	129 6%
Retired with a private pension	386 19%	333 17%
House person, housewife, househusband, etc.	188 9%	178 9%

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Table 9
Tenure
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2018	2018
Weighted base	2018	2018
NET: Homeowners	1292 64%	1372 68%
Owned outright - without mortgage	716 35%	666 33%
Owned with a mortgage or loan	576 29%	707 35%
NET: Renters	699 35%	622 31%
Rented from the council	160 8%	262 13%
Rented from a housing association	182 9%	114 6%
Rented from someone else	357 18%	246 12%
Rent free	27 1%	24 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	2018	2018
Weighted base	2018	2018
Yes	1135 56%	1251 62%
No	883 44%	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	2018	2018
Weighted base	2018	2018
No cars in the household	458 23%	408 20%
NET: Any	1560 77%	1610 80%
1	1001 50%	836 41%
2	459 23%	591 29%
3+	100 5%	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	2018	2018
Weighted base	2018	2018
Conservative	527 26%	565 28%
Labour	614 30%	626 31%
Liberal Democrat	208 10%	262 13%
SNP	59 3%	36 2%
Plaid Cymru	12 1%	12 1%
Green	53 3%	29 1%
UKIP	185 9%	20 1%
BNP	23 1%	15 1%
Another party	18 1%	9 *
None	319 16%	444 22%