

Opinion Poll

ONLINE Fieldwork : 13th-15th December 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	2058	959	1099	219	347	319	386	318	469	605	605	307	541	564	513	498	302	181	283	811	451	641	131	235	549	448	365	
Weighted base	2058	1008	1050	247	329	391	350	309	432	556	597	432	473	523	543	516	297	179	327	825	484	620	201	114	543	418	418	
Absolutely certain to vote	(10)	1140	624	516	95	141	194	200	198	312	337	321	237	244	275	331	275	167	92	182	439	346	415	117	86	379	291	267
		55%	62%	49%	39%	43%	50%	57%	64%	72%	61%	54%	55%	52%	53%	61%	53%	56%	51%	56%	53%	72%	67%	58%	75%	70%	70%	64%
	(9)	231	120	110	13	35	61	31	38	53	82	75	29	44	62	63	58	28	20	30	93	64	79	27	16	70	55	51
		11%	12%	11%	5%	11%	16%	9%	12%	12%	15%	13%	7%	9%	12%	12%	11%	10%	11%	9%	11%	13%	13%	14%	14%	13%	13%	12%
	(8)	155	79	76	31	32	31	30	18	13	35	52	43	25	40	38	41	24	12	27	82	41	48	32	2	39	32	43
		8%	8%	7%	13%	10%	8%	8%	6%	3%	6%	9%	10%	5%	8%	7%	8%	8%	6%	8%	10%	8%	8%	16%	2%	7%	8%	10%
	(7)	104	45	59	27	27	17	12	8	11	20	27	23	33	31	20	27	13	13	17	38	22	29	10	5	19	18	20
		5%	4%	6%	11%	8%	4%	4%	3%	3%	4%	5%	5%	7%	6%	4%	5%	4%	7%	5%	5%	5%	5%	5%	5%	3%	4%	5%
	(6)	56	19	37	9	13	8	10	5	10	12	22	11	15	20	6	9	6	7	23	5	22	6	*	7	5	7	
		3%	2%	4%	4%	4%	2%	3%	1%	2%	2%	5%	2%	3%	4%	1%	3%	3%	2%	3%	1%	4%	3%	*	1%	1%	2%	
	(5)	54	18	36	13	12	13	7	4	6	14	14	7	19	11	8	24	2	9	8	20	3	8	5	2	5	5	8
		3%	2%	3%	5%	4%	3%	2%	1%	1%	2%	2%	2%	4%	2%	2%	5%	1%	5%	3%	2%	1%	1%	3%	2%	1%	1%	2%
	(4)	25	11	15	5	5	6	4	1	4	5	5	9	6	12	2	6	2	4	3	12	1	9	1	1	3	-	5
		1%	1%	1%	2%	2%	2%	1%	*	1%	1%	1%	2%	1%	2%	*	1%	1%	2%	1%	1%	*	1%	*	1%	-	1%	
	(3)	20	8	12	1	4	8	5	1	1	2	6	7	5	5	3	7	2	2	2	11	1	4	1	1	2	2	-
		1%	1%	1%	*	1%	2%	2%	*	*	*	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	*	1%	1%	1%	*	*	-
	(2)	30	13	17	13	6	6	4	1	-	4	9	7	9	9	7	7	7	-	5	11	1	6	-	*	5	2	-
		1%	1%	2%	5%	2%	1%	1%	*	-	1%	2%	2%	2%	2%	1%	1%	2%	-	1%	1%	*	1%	-	*	1%	1%	-
Definitely would not vote	(1)	149	57	92	25	32	32	29	15	15	25	39	36	49	41	30	40	26	12	23	59	-	-	-	-	10	4	8
		7%	6%	9%	10%	10%	8%	8%	5%	4%	4%	7%	8%	10%	8%	6%	8%	9%	7%	7%	7%	-	-	-	-	2%	1%	2%
Don't know		95	15	80	15	22	16	18	13	12	23	35	12	26	21	20	26	17	12	23	38	-	-	-	-	5	3	10
		5%	1%	8%	6%	7%	4%	5%	4%	3%	4%	6%	3%	5%	4%	4%	5%	6%	6%	7%	5%	-	-	-	-	1%	1%	2%
Mean		8.36	8.68	8.04	7.32	7.75	8.15	8.33	8.91	9.21	8.84	8.43	8.12	7.94	8.20	8.70	8.24	8.31	8.28	8.42	8.32	9.44	9.16	9.06	9.46	9.23	9.32	9.11
Standard deviation		2.73	2.47	2.94	3.13	3.00	2.85	2.83	2.26	1.95	2.26	2.66	2.88	3.07	2.83	2.45	2.81	2.90	2.65	2.70	2.72	1.13	1.59	1.42	1.29	1.74	1.47	1.71
Standard error		0.06	0.08	0.09	0.22	0.17	0.16	0.15	0.13	0.09	0.09	0.11	0.17	0.13	0.12	0.11	0.13	0.17	0.20	0.17	0.10	0.05	0.06	0.12	0.08	0.07	0.07	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	2058	959	1099	219	347	319	386	318	469	605	605	307	541	564	513	498	302	181	283	811	451	641	131	235	549	448	365
Weighted base	2058	1008	1050	247	329	391	350	309	432	556	597	432	473	523	543	516	297	179	327	825	484	620	201	114	543	418	418
Conservative	484	246	238	54	55	81	76	77	141	182	130	92	80	142	149	111	61	21	57	216	484	-	-	-	383	11	39
	24%	24%	23%	22%	17%	21%	22%	25%	33%	33%	22%	21%	17%	27%	28%	21%	21%	12%	17%	26%	100%	-	-	-	71%	3%	9%
Labour	620	344	277	76	113	138	106	92	96	151	160	149	161	147	159	179	97	38	119	264	-	620	-	-	27	350	111
	30%	34%	26%	31%	34%	35%	30%	30%	22%	27%	27%	35%	34%	28%	29%	35%	33%	22%	36%	32%	-	100%	-	-	5%	84%	27%
Liberal Democrat	201	114	87	11	43	42	26	29	49	70	67	30	34	65	61	39	27	9	38	71	-	-	201	-	9	8	152
	10%	11%	8%	5%	13%	11%	8%	9%	11%	13%	11%	7%	7%	12%	11%	8%	9%	5%	12%	9%	-	-	100%	-	2%	2%	36%
SNP	42	22	20	2	9	4	9	7	11	7	15	15	5	-	-	-	-	42	11	10	-	-	-	-	1	3	5
	2%	2%	2%	1%	3%	1%	3%	2%	3%	1%	2%	4%	1%	-	-	-	-	23%	3%	1%	-	-	-	-	*	1%	1%
Plaid Cymru	7	5	2	-	1	1	2	1	2	2	2	2	1	-	-	-	7	-	3	2	-	-	-	-	-	-	1
	*	1%	*	-	*	*	1%	*	1%	*	*	1%	*	-	-	-	2%	-	1%	*	-	-	-	-	-	-	*
The UK Independence Party	114	77	36	5	4	12	25	23	45	24	30	24	36	32	39	27	12	3	10	35	-	-	-	114	41	9	14
	6%	8%	3%	2%	1%	3%	7%	7%	10%	4%	5%	6%	8%	6%	7%	5%	4%	1%	3%	4%	-	-	-	100%	8%	2%	3%
The Green Party	35	15	20	3	7	4	5	10	5	8	13	5	9	5	10	8	8	4	7	10	-	-	-	-	2	3	14
	2%	1%	2%	1%	2%	1%	1%	3%	1%	1%	2%	1%	2%	1%	2%	2%	3%	2%	2%	1%	-	-	-	-	*	1%	3%
The British National Party	14	10	3	*	2	*	5	4	2	1	1	4	7	3	4	5	2	1	1	6	-	-	-	-	2	-	4
	1%	1%	*	*	1%	*	1%	1%	*	*	*	1%	1%	*	1%	1%	1%	*	*	1%	-	-	-	-	*	-	1%
Some other party	5	2	3	*	-	2	1	-	2	*	2	1	2	2	2	2	-	-	*	2	-	-	-	-	1	-	1
	*	*	*	*	-	1%	*	-	*	*	*	*	*	*	*	*	-	-	*	*	-	-	-	-	*	-	*
Would not vote	179	67	112	37	35	42	33	16	16	28	45	48	59	44	39	49	31	16	25	71	-	-	-	-	10	4	9
	9%	7%	11%	15%	11%	11%	10%	5%	4%	5%	7%	11%	12%	8%	7%	10%	10%	9%	8%	9%	-	-	-	-	2%	1%	2%
Rather not say	31	16	15	2	5	13	6	5	1	7	15	5	3	17	9	3	1	2	6	20	-	-	-	-	1	1	1
	2%	2%	1%	1%	1%	3%	2%	2%	*	1%	2%	1%	1%	3%	2%	1%	*	1%	2%	2%	-	-	-	-	*	*	*
Don't know	327	90	236	57	55	51	56	45	62	75	119	56	77	67	71	94	52	43	51	117	-	-	-	-	67	29	66
	16%	9%	23%	23%	17%	13%	16%	15%	14%	13%	20%	13%	16%	13%	13%	18%	17%	24%	16%	14%	-	-	-	-	12%	7%	16%

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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	1275	662	613	106	189	186	241	215	339	410	360	192	314	340	335	300	188	111	174	502	370	504	100	187	409	341	246	
Weighted base	1215	678	537	108	176	224	208	199	300	363	342	248	262	300	346	297	177	94	197	485	399	486	154	94	392	319	279	
Conservative	399 33%	204 30%	195 36%	41 38%	45 25%	65 29%	62 30%	64 32%	122 41%	149 41%	107 31%	75 30%	68 26%	114 38%	126 36%	90 30%	53 30%	17 18%	45 23%	173 36%	399 100%	-	-	-	324 82%	9 3%	31 11%	
Labour	486 40%	272 40%	214 40%	53 49%	85 48%	105 47%	86 41%	76 38%	82 27%	124 34%	129 38%	109 44%	124 47%	103 34%	126 37%	146 49%	80 45%	30 32%	95 48%	205 42%	-	486 100%	-	-	22 6%	290 91%	94 34%	
Liberal Democrat	154 13%	92 14%	62 12%	7 6%	29 17%	34 15%	22 11%	22 11%	39 13%	56 15%	56 16%	19 8%	23 9%	48 16%	48 14%	30 10%	21 12%	8 8%	30 15%	53 11%	-	-	154 100%	-	7 2%	7 2%	122 44%	
SNP	34 3%	19 3%	16 3%	1 1%	6 3%	4 2%	8 4%	6 3%	9 3%	6 2%	11 3%	13 5%	4 2%	-	-	-	-	34 36%	10 5%	7 1%	-	-	-	-	*	3 1%	3 1%	
Plaid Cymru	6 *	5 1%	2 *	-	1 *	1 *	2 1%	1 1%	2 1%	2 1%	1 *	2 1%	1 *	-	-	-	6 3%	-	2 1%	2 *	-	-	-	-	-	-	-	1 *
The UK Independence Party	94 8%	64 10%	29 5%	3 2%	3 2%	10 5%	20 10%	19 10%	39 13%	19 5%	25 7%	21 8%	28 11%	27 9%	33 9%	22 7%	10 6%	2 2%	7 4%	29 6%	-	-	-	94 100%	35 9%	7 2%	12 4%	
The Green Party	25 2%	12 2%	13 2%	3 2%	5 3%	3 1%	3 1%	7 4%	4 1%	6 2%	10 3%	5 2%	5 2%	4 1%	8 2%	5 2%	6 4%	2 2%	6 3%	8 2%	-	-	-	-	1 *	2 1%	12 4%	
The British National Party	12 1%	9 1%	3 1%	*	2 1%	*	5 2%	3 2%	2 1%	1 *	1 *	4 1%	6 2%	2 1%	3 1%	4 1%	2 1%	1 1%	1 *	5 1%	-	-	-	-	2 *	-	3 1%	
Some other party	4 *	1 *	3 1%	*	-	2 1%	1 *	-	2 1%	*	1 *	1 *	2 1%	2 1%	2 *	1 *	-	-	*	2 *	-	-	-	-	1 *	-	1 *	

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Table 4
Gender
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2058	2058
Weighted base	2058	2058
Male	959 47%	1008 49%
Female	1099 53%	1050 51%

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Absolutes/col percents

Table 5
Age
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2058	2058
Weighted base	2058	2058
18-24	219 11%	247 12%
25-34	347 17%	329 16%
35-44	319 16%	391 19%
45-54	386 19%	350 17%
55-64	318 15%	309 15%
65+	469 23%	432 21%
Average age	47.91	46.90

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Absolutes/col percents

Table 6
Social Grade
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2058	2058
Weighted base	2058	2058
AB	605 29%	556 27%
C1	605 29%	597 29%
C2	307 15%	432 21%
DE	541 26%	473 23%

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Absolutes/col percents

Table 7
GO Region
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2058	2058
Weighted base	2058	2058
Scotland	181 9%	179 9%
North East	90 4%	93 5%
North West	233 11%	242 12%
Yorkshire & Humberside	175 9%	182 9%
West Midlands	166 8%	190 9%
East Midlands	154 7%	160 8%
Wales	109 5%	109 5%
Eastern	193 9%	193 9%
London	257 12%	259 13%
South East	307 15%	264 13%
South West	193 9%	188 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	2058	2058
Weighted base	2058	2058
NET: Working	1094 53%	1153 56%
Working full time - working 30 hours per week or more	732 36%	906 44%
Working part time - working between 8 and 29 hours per week	362 18%	247 12%
NET: Not working	964 47%	905 44%
Not working but seeking work or temporarily unemployed or sick	123 6%	117 6%
Not working and not seeking work	136 7%	137 7%
Retired on a state pension only	128 6%	116 6%
Retired with a private pension	396 19%	367 18%
House person, housewife, househusband, etc.	181 9%	168 8%

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Table 9
Tenure
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2058	2058
Weighted base	2058	2058
NET: Homeowners	1282 62%	1399 68%
Owned outright - without mortgage	701 34%	679 33%
Owned with a mortgage or loan	581 28%	721 35%
NET: Renters	751 36%	641 31%
Rented from the council	182 9%	268 13%
Rented from a housing association	200 10%	123 6%
Rented from someone else	369 18%	250 12%
Rent free	25 1%	18 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	2058	2058
Weighted base	2058	2058
Yes	1161 56%	1276 62%
No	897 44%	782 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	2058	2058
Weighted base	2058	2058
No cars in the household	449 22%	416 20%
NET: Any	1609 78%	1642 80%
1	1083 53%	852 41%
2	450 22%	603 29%
3+	76 4%	187 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	2058	2058
Weighted base	2058	2058
Conservative	538 26%	576 28%
Labour	697 34%	638 31%
Liberal Democrat	168 8%	268 13%
SNP	49 2%	37 2%
Plaid Cymru	11 1%	7 *
Green	63 3%	34 2%
UKIP	166 8%	21 1%
BNP	21 1%	13 1%
Another party	16 1%	13 1%
None	329 16%	453 22%