

Opinion Poll

ONLINE Fieldwork : 30th August - 1st 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	2020	922	1098	245	286	338	382	319	450	578	602	337	503	586	509	494	259	172	249	811	458	542	147	251	595	410	359	
Weighted base	2020	990	1030	242	323	384	343	303	424	545	586	424	465	513	533	507	291	175	276	856	490	559	183	113	588	413	373	
Absolutely certain to vote	(10)	1089	599	490	94	115	203	186	198	293	342	292	222	232	277	274	278	152	108	150	443	345	383	108	77	407	293	231
		54%	60%	48%	39%	36%	53%	54%	65%	69%	63%	50%	52%	50%	54%	51%	55%	52%	62%	55%	52%	70%	69%	59%	68%	69%	71%	62%
	(9)	243	133	109	34	41	44	34	34	56	73	91	30	48	73	74	53	32	10	23	109	76	65	29	19	93	44	58
		12%	13%	11%	14%	13%	11%	10%	11%	13%	16%	7%	10%	14%	14%	11%	11%	6%	8%	13%	16%	12%	16%	17%	16%	11%	15%	
	(8)	132	51	81	14	34	33	19	19	13	34	36	33	29	35	34	35	20	7	25	61	20	42	23	7	28	28	23
		7%	5%	8%	6%	11%	8%	6%	6%	3%	6%	6%	8%	6%	7%	6%	7%	7%	4%	9%	7%	4%	8%	13%	6%	5%	7%	6%
	(7)	107	42	65	23	27	18	18	7	14	20	36	24	28	28	26	22	14	17	18	38	16	33	11	3	17	16	19
		5%	4%	6%	9%	8%	5%	5%	2%	3%	4%	6%	6%	6%	6%	5%	4%	5%	10%	7%	4%	3%	6%	6%	3%	3%	4%	5%
	(6)	47	19	28	12	5	9	13	3	6	5	16	12	14	15	10	14	5	3	5	21	9	16	5	2	4	11	5
		2%	2%	3%	5%	1%	2%	4%	1%	1%	1%	3%	3%	3%	3%	2%	3%	2%	2%	2%	2%	3%	3%	3%	2%	1%	3%	1%
	(5)	67	24	43	17	24	10	7	4	4	14	23	17	12	20	17	13	15	2	6	35	14	10	5	2	10	3	10
		3%	2%	4%	7%	7%	3%	2%	1%	1%	3%	4%	4%	3%	4%	3%	2%	5%	1%	2%	4%	3%	2%	3%	2%	2%	1%	3%
	(4)	18	7	11	4	6	1	4	2	1	8	3	2	5	2	9	1	4	1	2	10	3	*	1	-	1	1	2
		1%	1%	1%	2%	2%	*	1%	1%	*	1%	*	*	1%	*	2%	*	1%	1%	1%	1%	1%	*	1%	-	*	*	*
	(3)	22	9	13	5	12	1	2	-	2	2	7	6	7	4	9	2	2	5	2	8	6	3	1	1	1	-	2
		1%	1%	1%	2%	4%	*	1%	-	1%	*	1%	1%	2%	1%	2%	*	1%	3%	1%	1%	1%	1%	*	1%	*	-	1%
	(2)	22	15	7	-	8	5	2	3	4	4	8	5	5	8	3	3	9	-	5	8	1	6	*	1	2	3	2
		1%	2%	1%	-	3%	1%	1%	1%	1%	1%	1%	1%	1%	1%	*	1%	3%	-	2%	1%	*	1%	*	1%	*	1%	*
Definitely would not vote	(1)	156	63	93	21	22	38	42	18	14	25	35	47	50	27	46	50	18	14	18	83	-	-	-	-	13	8	10
		8%	6%	9%	9%	7%	10%	12%	6%	3%	4%	6%	11%	11%	5%	9%	10%	6%	8%	7%	10%	-	-	-	-	2%	2%	3%
Don't know		119	28	91	20	29	23	17	15	17	19	39	27	35	23	31	35	22	8	20	39	-	-	-	-	12	6	12
		6%	3%	9%	8%	9%	6%	5%	5%	4%	3%	7%	6%	7%	5%	6%	7%	7%	4%	7%	5%	-	-	-	-	2%	2%	3%
Mean		8.33	8.60	8.05	7.73	7.57	8.22	8.03	8.86	9.15	8.85	8.36	7.95	7.97	8.50	8.21	8.29	8.24	8.43	8.39	8.13	9.32	9.23	9.10	9.32	9.29	9.23	9.00
Standard deviation		2.77	2.60	2.90	2.87	2.92	2.90	3.11	2.45	2.02	2.28	2.61	3.09	3.07	2.51	2.86	2.90	2.78	2.77	2.70	2.94	1.43	1.48	1.40	1.40	1.67	1.73	1.95
Standard error		0.06	0.09	0.09	0.19	0.18	0.16	0.16	0.14	0.10	0.10	0.11	0.17	0.14	0.11	0.13	0.13	0.18	0.22	0.18	0.11	0.07	0.06	0.12	0.09	0.07	0.09	0.10

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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	2020	922	1098	245	286	338	382	319	450	578	602	337	503	586	509	494	259	172	249	811	458	542	147	251	595	410	359
Weighted base	2020	990	1030	242	323	384	343	303	424	545	586	424	465	513	533	507	291	175	276	856	490	559	183	113	588	413	373
Conservative	490 24%	259 26%	231 22%	69 29%	58 18%	89 23%	73 21%	76 25%	124 29%	157 29%	164 28%	89 21%	79 17%	181 35%	115 22%	99 20%	66 23%	29 16%	50 18%	237 28%	490 100%	-	-	-	394 67%	14 3%	22 6%
Labour	559 28%	309 31%	249 24%	69 28%	105 33%	125 33%	94 27%	83 27%	82 19%	126 23%	165 28%	135 32%	131 28%	120 23%	143 27%	182 36%	77 26%	37 21%	97 35%	235 27%	-	559 100%	-	-	28 5%	337 82%	88 24%
Liberal Democrat	183 9%	100 10%	83 8%	15 6%	43 13%	28 7%	27 8%	30 10%	39 9%	77 14%	33 6%	31 7%	41 9%	62 12%	40 7%	36 7%	29 10%	16 9%	23 8%	84 10%	-	-	183 100%	-	16 3%	8 2%	131 35%
SNP	49 2%	31 3%	18 2%	1 *	5 2%	11 3%	9 3%	8 3%	15 3%	11 2%	15 3%	13 3%	9 2%	-	-	-	-	49 28%	13 5%	15 2%	-	-	-	-	-	4 1%	4 1%
Plaid Cymru	5 *	2 *	2 *	-	1 *	1 *	-	1 *	2 *	1 *	* *	1 *	3 1%	-	-	-	5 2%	-	-	2 *	-	-	-	-	-	-	-
The UK Independence Party	113 6%	66 7%	47 5%	2 1%	2 1%	9 2%	24 7%	23 7%	53 12%	31 6%	22 4%	24 6%	34 7%	22 4%	40 8%	29 6%	19 6%	3 2%	6 2%	28 3%	-	-	-	113 100%	51 9%	9 2%	18 5%
The Green Party	37 2%	14 1%	23 2%	3 1%	6 2%	8 2%	7 2%	6 2%	8 2%	9 2%	10 2%	9 2%	9 2%	15 3%	8 2%	9 2%	5 2%	1 *	6 2%	16 2%	-	-	-	-	5 1%	2 *	16 4%
The British National Party	9 *	5 1%	4 *	1 *	2 1%	-	3 1%	1 *	2 1%	-	2 *	3 1%	4 1%	2 *	1 *	5 1%	* *	1 1%	1 *	4 *	-	-	-	-	3 1%	1 *	2 *
Some other party	6 *	4 *	2 *	-	2 1%	1 *	1 *	-	1 *	4 1%	2 *	-	1 *	2 *	2 *	1 *	1 *	-	2 1%	* *	-	-	-	-	* *	-	1 *
Would not vote	185 9%	79 8%	106 10%	26 11%	31 10%	44 11%	46 13%	21 7%	17 4%	33 6%	43 7%	52 12%	57 12%	32 6%	56 10%	53 11%	27 9%	17 10%	21 7%	97 11%	-	-	-	-	15 2%	8 2%	12 3%
Rather not say	24 1%	6 1%	18 2%	3 1%	6 2%	6 2%	1 *	6 2%	2 1%	9 2%	2 *	7 2%	6 1%	5 1%	11 2%	2 *	4 2%	1 1%	4 2%	8 1%	-	-	-	-	2 *	1 *	1 *
Don't know	362 18%	114 12%	248 24%	54 22%	62 19%	62 16%	58 17%	48 16%	78 18%	88 16%	127 22%	59 14%	90 19%	74 14%	117 22%	92 18%	58 20%	22 12%	51 19%	130 15%	-	-	-	-	75 13%	28 7%	79 21%

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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	1211	626	585	133	138	200	226	205	309	381	346	198	286	359	289	294	155	113	147	488	368	428	113	201	433	301	225
Weighted base	1154	640	515	117	155	220	193	193	276	348	323	236	247	314	281	288	163	108	158	493	395	442	141	91	420	308	231
Conservative	395 34%	214 33%	181 35%	55 47%	35 23%	72 33%	62 32%	64 33%	106 38%	133 38%	128 40%	68 29%	66 27%	143 46%	94 33%	79 27%	57 35%	21 20%	40 26%	189 38%	395 100%	-	-	-	334 79%	12 4%	18 8%
Labour	442 38%	246 39%	196 38%	48 41%	75 48%	102 46%	74 38%	72 37%	72 26%	106 31%	130 40%	102 43%	104 42%	90 29%	116 41%	146 51%	62 38%	29 27%	77 49%	187 38%	-	442 100%	-	-	22 5%	277 90%	74 32%
Liberal Democrat	141 12%	80 13%	61 12%	10 9%	30 19%	24 11%	22 11%	24 13%	31 11%	63 18%	25 8%	24 10%	29 12%	50 16%	29 10%	29 10%	20 12%	14 13%	18 11%	66 13%	-	-	141 100%	-	13 3%	6 2%	106 46%
SNP	40 3%	25 4%	15 3%	* *	4 3%	8 4%	8 4%	7 4%	12 5%	10 3%	13 4%	10 4%	8 3%	-	-	-	-	40 37%	10 6%	13 3%	-	-	-	-	-	3 1%	3 1%
Plaid Cymru	4 *	2 *	2 *	- -	1 1%	* *	- -	1 1%	1 1%	* *	* *	1 *	2 1%	-	-	-	4 2%	-	-	1 *	-	-	-	-	-	* *	- -
The UK Independence Party	91 8%	54 8%	37 7%	1 1%	1 1%	6 3%	19 10%	18 9%	45 16%	25 7%	17 5%	20 9%	28 12%	17 6%	34 12%	23 8%	14 9%	3 2%	5 3%	21 4%	-	-	-	91 100%	44 10%	7 2%	14 6%
The Green Party	29 3%	11 2%	18 3%	2 2%	6 4%	6 3%	5 3%	5 2%	6 2%	7 2%	8 2%	8 3%	6 3%	12 4%	6 2%	7 3%	4 2%	1 1%	5 3%	13 3%	-	-	-	-	4 1%	2 1%	14 6%
The British National Party	7 1%	5 1%	3 1%	* *	2 1%	-	3 2%	1 *	2 1%	-	1 *	3 1%	4 2%	2 *	1 *	4 1%	* *	1 1%	1 1%	3 1%	-	-	-	-	3 1%	1 *	2 1%
Some other party	4 *	2 *	1 *	- -	1 1%	1 *	1 1%	-	1 *	2 1%	1 *	-	1 *	1 *	1 *	* *	1 1%	-	2 1%	* *	-	-	-	-	* *	-	* *

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Table 4
Gender
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2020	2020
Weighted base	2020	2020
Male	922 46%	990 49%
Female	1098 54%	1030 51%

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Table 5
Age
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2020	2020
Weighted base	2020	2020
18-24	245 12%	242 12%
25-34	286 14%	323 16%
35-44	338 17%	384 19%
45-54	382 19%	343 17%
55-64	319 16%	303 15%
65+	450 22%	424 21%
Average age	47.83	46.89

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Table 6
Social Grade
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2020	2020
Weighted base	2020	2020
AB	578 29%	545 27%
C1	602 30%	586 29%
C2	337 17%	424 21%
DE	503 25%	465 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	2020	2020
Weighted base	2020	2020
Scotland	172 9%	175 9%
North East	88 4%	91 5%
North West	242 12%	237 12%
Yorkshire & Humberside	164 8%	178 9%
West Midlands	189 9%	187 9%
East Midlands	145 7%	157 8%
Wales	91 5%	107 5%
Eastern	175 9%	189 9%
London	287 14%	254 13%
South East	299 15%	259 13%
South West	168 8%	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	2020	2020
Weighted base	2020	2020
NET: Working	1060 52%	1131 56%
Working full time - working 30 hours per week or more	721 36%	889 44%
Working part time - working between 8 and 29 hours per week	339 17%	242 12%
NET: Not working	960 48%	889 44%
Not working but seeking work or temporarily unemployed or sick	129 6%	119 6%
Not working and not seeking work	119 6%	109 5%
Retired on a state pension only	136 7%	122 6%
Retired with a private pension	364 18%	348 17%
House person, housewife, househusband, etc.	212 10%	191 9%

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Absolutes/col percents

Table 9
Tenure
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2020	2020
Weighted base	2020	2020
NET: Homeowners	1230 61%	1373 68%
Owned outright - without mortgage	651 32%	666 33%
Owned with a mortgage or loan	579 29%	707 35%
NET: Renters	724 36%	602 30%
Rented from the council	198 10%	263 13%
Rented from a housing association	177 9%	104 5%
Rented from someone else	349 17%	234 12%
Rent free	66 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	2020	2020
Weighted base	2020	2020
Yes	1081 54%	1252 62%
No	939 46%	768 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	2020	2020
Weighted base	2020	2020
No cars in the household	460 23%	408 20%
NET: Any	1560 77%	1612 80%
1	1103 55%	837 41%
2	384 19%	592 29%
3+	73 4%	184 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	2020	2020
Weighted base	2020	2020
Conservative	536 27%	566 28%
Labour	623 31%	626 31%
Liberal Democrat	200 10%	263 13%
SNP	54 3%	47 2%
Plaid Cymru	6 *	5 *
Green	48 2%	27 1%
UKIP	189 9%	20 1%
BNP	14 1%	10 1%
Another party	14 1%	11 1%
None	336 17%	444 22%