

Opinion Poll

ONLINE Fieldwork : 28th-29th August 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	2041	1004	1037	239	301	341	386	309	465	612	604	330	495	568	532	481	292	168	268	827	488	500	121	259	621	374	387		
Weighted base	2041	1000	1041	245	327	388	347	306	429	551	592	429	469	519	539	512	294	177	301	841	456	548	181	121	540	394	447		
Absolutely certain to vote	(10)	1060	579	481	69	125	164	193	202	307	335	293	191	240	245	284	269	167	94	157	393	305	370	95	94	366	282	255	
		52%	58%	46%	28%	38%	42%	56%	66%	72%	61%	50%	45%	51%	47%	53%	52%	57%	53%	52%	47%	67%	67%	52%	77%	68%	72%	57%	
	(9)	281	152	129	39	43	50	46	34	68	98	87	57	38	91	59	65	34	31	42	132	82	80	41	11	86	55	76	
		14%	15%	12%	16%	13%	13%	13%	11%	16%	18%	15%	13%	8%	17%	11%	13%	12%	18%	14%	16%	18%	15%	23%	9%	16%	14%	17%	
	(8)	154	67	87	16	44	38	20	21	15	36	47	45	26	47	34	40	17	16	30	79	32	34	26	9	23	18	41	
		8%	7%	8%	7%	13%	10%	6%	7%	4%	7%	8%	10%	6%	9%	6%	8%	6%	9%	10%	9%	7%	6%	15%	7%	4%	5%	9%	
	(7)	98	34	64	25	25	23	14	6	5	16	36	20	26	26	33	17	14	8	12	42	18	28	8	4	26	9	21	
		5%	3%	6%	10%	8%	6%	4%	2%	1%	3%	6%	5%	6%	5%	6%	3%	5%	4%	5%	4%	5%	5%	5%	3%	5%	2%	5%	
	(6)	44	14	30	10	17	1	10	5	2	6	15	10	13	15	13	11	3	2	6	18	5	12	3	*	2	4	7	
		2%	1%	3%	4%	5%	*	3%	2%	*	1%	3%	2%	3%	3%	2%	2%	1%	1%	2%	2%	1%	2%	1%	*	*	1%	2%	
	(5)	66	24	41	18	9	20	10	8	*	11	21	14	20	20	18	19	6	3	11	28	7	15	4	*	6	4	3	
		3%	2%	4%	7%	3%	5%	3%	3%	*	2%	4%	3%	4%	4%	3%	4%	2%	1%	4%	3%	1%	3%	2%	*	1%	1%	1%	
	(4)	23	9	15	5	9	8	2	*	*	2	8	2	11	7	4	11	1	-	3	12	2	3	4	1	*	1	6	
		1%	1%	1%	2%	3%	2%	*	*	*	1%	1%	1%	2%	1%	1%	2%	*	-	1%	1%	1%	1%	*	2%	1%	*	1%	
	(3)	23	8	15	6	4	3	3	3	3	8	5	5	5	7	7	3	4	1	2	8	1	3	-	1	1	-	6	
		1%	1%	1%	3%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	*	1%	-	1%	*	-	1%
	(2)	25	10	15	7	9	1	3	2	3	5	11	5	3	5	9	1	7	3	7	9	3	4	-	1	4	2	-	
		1%	1%	1%	3%	3%	*	1%	1%	1%	1%	2%	1%	1%	1%	2%	*	2%	1%	2%	1%	1%	1%	-	1%	1%	1%	-	
Definitely would not vote	(1)	166	74	91	25	28	52	30	13	17	24	42	48	52	36	43	45	29	12	20	78	-	-	-	-	17	11	15	
		8%	7%	9%	10%	9%	13%	9%	4%	4%	4%	4%	7%	11%	11%	7%	8%	9%	10%	7%	7%	9%	-	-	-	3%	3%	3%	
Don't know		102	30	71	23	15	28	17	11	7	9	26	32	35	19	34	29	11	7	11	42	-	-	-	-	10	7	16	
		5%	3%	7%	9%	4%	7%	5%	4%	2%	2%	4%	7%	7%	4%	6%	6%	4%	4%	4%	5%	-	-	-	-	2%	2%	4%	
Mean		8.26	8.54	7.97	7.13	7.68	7.66	8.35	8.94	9.23	8.84	8.23	7.89	7.90	8.23	8.22	8.25	8.21	8.56	8.32	8.08	9.34	9.22	9.06	9.46	9.17	9.27	8.88	
Standard deviation		2.80	2.65	2.92	3.08	2.91	3.19	2.82	2.24	2.02	2.28	2.73	3.06	3.12	2.67	2.85	2.84	3.03	2.55	2.70	2.88	1.30	1.49	1.35	1.36	1.91	1.82	2.06	
Standard error		0.06	0.08	0.09	0.21	0.17	0.18	0.15	0.13	0.09	0.09	0.11	0.17	0.15	0.11	0.13	0.13	0.18	0.20	0.17	0.10	0.06	0.07	0.12	0.08	0.08	0.10	0.11	

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	2041	1004	1037	239	301	341	386	309	465	612	604	330	495	568	532	481	292	168	268	827	488	500	121	259	621	374	387
Weighted base	2041	1000	1041	245	327	388	347	306	429	551	592	429	469	519	539	512	294	177	301	841	456	548	181	121	540	394	447
Conservative	456 22%	271 27%	185 18%	46 19%	44 13%	63 16%	64 19%	85 28%	154 36%	152 28%	148 25%	92 21%	64 14%	148 29%	121 22%	111 22%	51 17%	25 14%	51 17%	202 24%	456 100%	-	-	-	360 67%	11 3%	34 8%
Labour	548 27%	290 29%	259 25%	56 23%	95 29%	119 31%	108 31%	86 28%	85 20%	143 26%	149 25%	108 25%	148 32%	105 20%	146 27%	166 32%	83 28%	49 28%	96 32%	219 26%	-	548 100%	-	-	22 4%	303 77%	103 23%
Liberal Democrat	181 9%	75 8%	106 10%	22 9%	31 9%	33 8%	24 7%	31 10%	40 9%	59 11%	51 9%	40 9%	30 6%	62 12%	50 9%	27 5%	32 11%	10 6%	30 10%	76 9%	-	-	181 100%	-	4 1%	6 2%	126 28%
SNP	42 2%	23 2%	19 2%	1 1%	6 2%	9 2%	12 3%	5 2%	8 2%	14 3%	12 2%	6 1%	9 2%	-	-	-	-	42 24%	5 2%	18 2%	-	-	-	-	-	3 1%	6 1%
Plaid Cymru	5 *	3 *	2 *	* *	1 *	-	1 *	1 *	2 *	-	3 1%	2 *	1 *	-	-	-	5 2%	-	1 *	1 *	-	-	-	-	-	-	1 *
The UK Independence Party	121 6%	72 7%	50 5%	2 1%	5 1%	16 4%	24 7%	27 9%	47 11%	37 7%	29 5%	24 6%	31 7%	23 4%	38 7%	35 7%	24 8%	2 1%	17 6%	41 5%	-	-	-	121 100%	66 12%	6 1%	22 5%
The Green Party	36 2%	23 2%	13 1%	9 4%	3 1%	6 2%	8 2%	5 2%	5 1%	12 2%	9 2%	8 2%	7 1%	12 2%	12 2%	7 1%	4 1%	2 1%	9 3%	13 1%	-	-	-	-	2 *	7 2%	10 2%
The British National Party	10 *	3 *	6 1%	2 1%	1 *	5 1%	-	1 *	* *	1 *	2 *	-	7 1%	2 *	2 *	4 1%	1 *	1 *	-	3 *	-	-	-	-	-	1 *	* *
Some other party	7 *	4 *	4 *	-	1 *	* *	3 1%	1 *	2 1%	1 *	3 1%	-	3 1%	1 *	3 1%	* *	2 1%	-	2 1%	2 *	-	-	-	-	1 *	2 1%	3 1%
Would not vote	192 9%	87 9%	105 10%	29 12%	40 12%	55 14%	32 9%	15 5%	20 5%	28 5%	57 10%	55 13%	53 11%	43 8%	49 9%	53 10%	33 11%	14 8%	24 8%	90 11%	-	-	-	-	18 3%	11 3%	20 4%
Rather not say	22 1%	8 1%	13 1%	6 3%	6 2%	1 *	4 1%	2 1%	2 *	8 1%	3 1%	4 1%	7 1%	10 2%	6 1%	3 1%	2 1%	1 1%	2 1%	9 1%	-	-	-	-	2 *	1 *	* *
Don't know	422 21%	141 14%	281 27%	70 29%	93 28%	81 21%	66 19%	48 16%	64 15%	97 18%	125 21%	90 21%	110 24%	114 22%	112 21%	107 21%	57 19%	32 18%	65 22%	166 20%	-	-	-	-	66 12%	43 11%	121 27%

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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	1191	651	540	106	136	179	230	208	331	396	340	184	271	330	312	280	164	105	152	467	399	396	93	209	451	275	229
Weighted base	1121	627	494	97	140	190	198	200	296	347	315	221	237	275	295	281	165	106	167	452	370	435	140	100	383	286	251
Conservative	370	223	147	36	33	49	50	69	134	127	119	69	54	120	96	91	42	21	42	159	370	-	-	-	305	9	28
	33%	36%	30%	37%	23%	26%	25%	34%	45%	37%	38%	31%	23%	44%	32%	32%	26%	20%	25%	35%	100%	-	-	-	80%	3%	11%
Labour	435	239	196	33	72	92	90	73	75	119	112	88	116	82	119	132	63	39	76	173	-	435	-	-	16	256	86
	39%	38%	40%	34%	52%	49%	45%	36%	25%	34%	35%	40%	49%	30%	40%	47%	38%	37%	46%	38%	-	100%	-	-	4%	90%	34%
Liberal Democrat	140	60	79	17	22	21	20	27	33	46	37	33	24	45	38	20	28	8	23	57	-	-	140	-	3	5	103
	12%	10%	16%	17%	15%	11%	10%	13%	11%	13%	12%	15%	10%	16%	13%	7%	17%	8%	14%	13%	-	-	100%	-	1%	2%	41%
SNP	34	20	15	1	5	7	10	4	7	12	10	5	7	-	-	-	-	34	4	15	-	-	-	-	-	3	5
	3%	3%	3%	1%	4%	3%	5%	2%	2%	4%	3%	2%	3%	-	-	-	-	33%	2%	3%	-	-	-	-	-	1%	2%
Plaid Cymru	4	3	2	*	1	-	*	1	2	-	3	1	1	-	-	-	4	-	1	1	-	-	-	-	-	-	1
	*	*	*	*	1%	-	*	*	1%	-	1%	*	*	-	-	-	3%	-	*	*	-	-	-	-	-	-	*
The UK Independence Party	100	61	40	2	4	14	19	22	40	31	24	20	25	18	30	30	21	1	15	35	-	-	-	100	57	5	18
	9%	10%	8%	2%	3%	7%	10%	11%	13%	9%	8%	9%	10%	6%	10%	11%	13%	1%	9%	8%	-	-	-	100%	15%	2%	7%
The Green Party	25	17	8	6	2	4	6	4	4	9	6	6	4	8	8	5	4	1	5	9	-	-	-	-	1	5	7
	2%	3%	2%	6%	2%	2%	3%	2%	1%	3%	2%	3%	2%	3%	3%	2%	2%	1%	3%	2%	-	-	-	-	*	2%	3%
The British National Party	6	2	5	2	1	3	-	*	*	1	1	-	5	1	2	3	1	*	-	2	-	-	-	-	-	1	*
	1%	*	1%	2%	*	2%	-	*	*	*	*	-	2%	*	1%	1%	1%	*	-	*	-	-	-	-	-	*	*
Some other party	6	3	3	-	1	*	3	*	2	1	3	-	2	1	3	*	2	-	1	2	-	-	-	-	*	2	2
	1%	1%	1%	-	*	*	1%	*	1%	*	1%	-	1%	*	1%	*	1%	-	1%	*	-	-	-	-	*	1%	1%

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Absolutes/col percents

Table 4
Gender
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2041	2041
Weighted base	2041	2041
Male	1004 49%	1000 49%
Female	1037 51%	1041 51%

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Absolutes/col percents

Table 5
Age
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2041	2041
Weighted base	2041	2041
18-24	239 12%	245 12%
25-34	301 15%	327 16%
35-44	341 17%	388 19%
45-54	386 19%	347 17%
55-64	309 15%	306 15%
65+	465 23%	429 21%
Average age	47.88	46.94

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Absolutes/col percents

Table 6
Social Grade
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2041	2041
Weighted base	2041	2041
AB	612 30%	551 27%
C1	604 30%	592 29%
C2	330 16%	429 21%
DE	495 24%	469 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	2041	2041
Weighted base	2041	2041
Scotland	168 8%	177 9%
North East	74 4%	92 5%
North West	243 12%	240 12%
Yorkshire & Humberside	164 8%	180 9%
West Midlands	193 9%	189 9%
East Midlands	152 7%	159 8%
Wales	93 5%	108 5%
Eastern	187 9%	191 9%
London	255 12%	257 13%
South East	313 15%	262 13%
South West	199 10%	186 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	2041	2041
Weighted base	2041	2041
NET: Working	1095 54%	1143 56%
Working full time - working 30 hours per week or more	769 38%	898 44%
Working part time - working between 8 and 29 hours per week	326 16%	245 12%
NET: Not working	946 46%	898 44%
Not working but seeking work or temporarily unemployed or sick	145 7%	146 7%
Not working and not seeking work	137 7%	128 6%
Retired on a state pension only	106 5%	99 5%
Retired with a private pension	378 19%	352 17%
House person, housewife, househusband, etc.	180 9%	174 9%

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Absolutes/col percents

Table 9
Tenure
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2041	2041
Weighted base	2041	2041
NET: Homeowners	1271 62%	1388 68%
Owned outright - without mortgage	679 33%	673 33%
Owned with a mortgage or loan	592 29%	714 35%
NET: Renters	724 35%	624 31%
Rented from the council	161 8%	265 13%
Rented from a housing association	185 9%	110 5%
Rented from someone else	378 19%	249 12%
Rent free	46 2%	30 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	2041	2041
Weighted base	2041	2041
Yes	1128 55%	1265 62%
No	913 45%	776 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	2041	2041
Weighted base	2041	2041
No cars in the household	429 21%	412 20%
NET: Any	1612 79%	1629 80%
1	998 49%	845 41%
2	509 25%	598 29%
3+	105 5%	186 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	2041	2041
Weighted base	2041	2041
Conservative	603 30%	571 28%
Labour	586 29%	633 31%
Liberal Democrat	173 8%	265 13%
SNP	46 2%	37 2%
Plaid Cymru	5 *	3 *
Green	57 3%	37 2%
UKIP	191 9%	20 1%
BNP	17 1%	13 1%
Another party	20 1%	12 1%
None	343 17%	449 22%