

## Opinion Poll

### ONLINE Fieldwork : 29th November - 1st 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	2012	1002	1010	231	300	348	364	310	459	581	606	325	500	553	531	479	276	173	274	774	438	575	123	261	567	405	390	
Weighted base	2012	986	1026	241	322	382	342	302	422	543	584	423	463	511	531	505	290	175	303	824	460	568	155	137	578	392	400	
Absolutely certain to vote	(10)	1083	593	491	73	128	177	205	203	297	317	309	211	246	276	295	279	134	99	168	399	327	384	96	91	382	281	259
		54%	60%	48%	30%	40%	46%	60%	67%	70%	58%	53%	50%	53%	54%	56%	55%	46%	57%	55%	48%	71%	68%	62%	66%	66%	72%	65%
	(9)	229	118	111	13	26	54	42	35	59	75	64	52	38	77	60	47	30	16	33	95	74	66	17	16	86	34	53
		11%	12%	11%	5%	8%	14%	12%	12%	14%	11%	12%	8%	15%	11%	9%	10%	9%	11%	11%	16%	12%	11%	12%	15%	9%	13%	
	(8)	146	74	72	28	32	42	23	12	10	45	36	28	37	46	33	26	26	17	23	81	25	53	19	6	34	19	39
		7%	7%	7%	11%	10%	11%	7%	4%	2%	8%	6%	7%	8%	9%	6%	5%	9%	9%	8%	10%	5%	9%	12%	5%	6%	5%	10%
	(7)	122	62	60	27	38	24	10	10	13	31	24	37	29	31	32	33	12	14	17	54	15	47	7	19	19	30	14
		6%	6%	6%	11%	12%	6%	3%	3%	3%	6%	4%	9%	6%	6%	6%	4%	8%	6%	7%	3%	8%	4%	14%	3%	8%	3%	3%
	(6)	41	21	20	7	8	11	3	1	10	10	4	16	10	8	13	8	8	4	2	20	9	6	8	2	9	5	5
		2%	2%	2%	3%	2%	3%	1%	*	2%	2%	1%	4%	2%	2%	3%	2%	3%	2%	1%	2%	2%	1%	5%	1%	2%	1%	1%
	(5)	44	18	26	12	14	3	8	4	2	9	21	6	8	18	12	5	8	1	7	21	6	6	4	3	4	5	3
		2%	2%	3%	5%	4%	1%	2%	1%	1%	2%	4%	2%	2%	4%	2%	1%	3%	1%	2%	3%	1%	1%	2%	2%	1%	1%	1%
	(4)	26	9	17	5	4	12	2	2	1	6	13	4	3	5	5	6	10	-	8	14	1	3	1	-	7	-	4
		1%	1%	2%	2%	1%	3%	1%	1%	*	1%	2%	1%	1%	1%	1%	1%	3%	-	3%	2%	*	1%	1%	-	1%	-	1%
	(3)	14	5	9	5	1	4	2	1	1	2	8	1	3	3	1	5	4	1	3	5	1	3	1	-	4	-	-
		1%	1%	1%	2%	*	1%	1%	*	*	*	1%	*	1%	*	*	1%	1%	1%	1%	1%	*	*	*	-	1%	-	-
	(2)	45	19	26	18	5	12	3	5	3	16	12	8	8	1	12	20	4	7	1	31	3	-	3	-	6	3	3
		2%	2%	3%	7%	1%	3%	1%	2%	1%	3%	2%	2%	2%	*	2%	4%	2%	4%	*	4%	1%	-	2%	-	1%	1%	1%
Definitely would not vote	(1)	149	43	106	20	39	30	27	14	18	21	43	40	45	30	33	41	37	7	22	61	-	-	-	-	14	8	7
		7%	4%	10%	8%	12%	8%	8%	5%	4%	4%	7%	9%	10%	6%	6%	8%	13%	4%	7%	7%	-	-	-	-	2%	2%	2%
Don't know		113	24	89	35	27	12	16	14	8	11	49	19	34	17	35	34	18	9	17	44	-	-	-	-	13	6	14
		6%	2%	9%	14%	8%	3%	5%	5%	2%	2%	8%	4%	7%	3%	7%	7%	6%	5%	6%	5%	-	-	-	-	2%	2%	3%
Mean		8.30	8.69	7.90	7.01	7.54	7.99	8.55	8.95	9.13	8.67	8.23	8.09	8.14	8.56	8.45	8.17	7.64	8.53	8.39	8.06	9.41	9.28	8.98	9.21	9.09	9.21	9.19
Standard deviation		2.79	2.37	3.11	3.17	3.12	2.89	2.72	2.35	2.08	2.38	2.89	2.89	2.98	2.42	2.66	3.01	3.25	2.53	2.72	2.88	1.24	1.27	1.73	1.30	1.96	1.76	1.70
Standard error		0.06	0.08	0.10	0.22	0.19	0.16	0.15	0.14	0.10	0.10	0.12	0.16	0.14	0.10	0.12	0.14	0.20	0.20	0.17	0.11	0.06	0.05	0.16	0.08	0.08	0.09	0.09

## Opinion Poll

### ONLINE Fieldwork : 29th November - 1st December 2013

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	2012	1002	1010	231	300	348	364	310	459	581	606	325	500	553	531	479	276	173	274	774	438	575	123	261	567	405	390	
Weighted base	2012	986	1026	241	322	382	342	302	422	543	584	423	463	511	531	505	290	175	303	824	460	568	155	137	578	392	400	
Conservative	460 23%	258 26%	202 20%	24 10%	37 11%	84 22%	78 23%	80 26%	157 37%	165 30%	124 21%	99 23%	72 16%	140 27%	148 28%	93 18%	60 21%	20 12%	48 16%	204 25%	460 100%	-	-	-	370 64%	11 3%	30 7%	
Labour	568 28%	307 31%	261 25%	79 33%	108 33%	124 32%	107 31%	69 23%	82 19%	129 24%	170 29%	121 29%	148 32%	155 30%	129 24%	170 34%	65 22%	49 28%	119 39%	222 27%	-	568 100%	-	-	27 5%	308 78%	121 30%	
Liberal Democrat	155 8%	79 8%	76 7%	19 8%	26 8%	28 7%	23 7%	25 8%	35 8%	56 10%	32 5%	29 7%	38 8%	40 8%	49 9%	32 6%	26 9%	7 4%	15 5%	69 8%	-	-	155 100%	-	6 1%	4 1%	114 28%	
SNP	45 2%	23 2%	22 2%	2 1%	9 3%	8 2%	9 3%	8 3%	9 2%	13 2%	13 2%	8 2%	10 2%	-	-	-	-	45 26%	9 3%	14 2%	-	-	-	-	2 *	7 2%	4 1%	
Plaid Cymru	10 1%	8 1%	3 *	1 *	1 *	* *	1 *	5 2%	2 *	5 1%	4 1%	2 *	-	-	-	-	10 4%	-	2 1%	5 1%	-	-	-	-	1 *	1 *	1 *	
The UK Independence Party	137 7%	79 8%	58 6%	8 3%	7 2%	14 4%	26 8%	38 13%	43 10%	42 8%	24 4%	42 10%	29 6%	41 8%	43 8%	38 7%	11 4%	5 3%	20 7%	47 6%	-	-	-	137 100%	59 10%	6 2%	24 6%	
The Green Party	43 2%	19 2%	24 2%	7 3%	5 1%	7 2%	10 3%	8 3%	5 1%	6 1%	13 2%	11 3%	12 3%	14 3%	14 3%	7 1%	5 2%	3 2%	6 2%	12 1%	-	-	-	-	3 *	4 1%	9 2%	
The British National Party	10 1%	7 1%	3 *	- -	1 *	3 1%	2 1%	4 1%	-	2 *	1 *	2 *	6 1%	2 *	3 1%	3 1%	2 1%	-	1 *	4 1%	-	-	-	-	3 1%	* *	2 *	
Some other party	3 *	3 *	* *	* *	- -	* *	- -	- -	3 1%	3 1%	1 *	-	-	-	3 1%	-	-	* *	* *	-	-	-	-	-	* *	-	-	2 1%
Would not vote	189 9%	62 6%	127 12%	35 14%	48 15%	43 11%	28 8%	16 5%	18 4%	29 5%	59 10%	42 10%	59 13%	31 6%	40 8%	63 13%	42 14%	12 7%	24 8%	87 11%	-	-	-	-	20 4%	11 3%	8 2%	
Rather not say	17 1%	9 1%	8 1%	5 2%	5 2%	4 1%	1 *	2 1%	1 *	8 2%	1 *	2 *	6 1%	6 1%	3 1%	5 1%	3 1%	-	1 *	7 1%	-	-	-	-	-	1 *	2 1%	
Don't know	374 19%	131 13%	243 24%	60 25%	75 23%	66 17%	57 17%	47 16%	69 16%	84 15%	143 24%	66 16%	82 18%	83 16%	97 18%	93 18%	67 23%	34 19%	58 19%	153 19%	-	-	-	-	87 15%	39 10%	83 21%	

## Opinion Poll

### ONLINE Fieldwork : 29th November - 1st December 2013

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	1241	684	557	107	158	208	235	216	318	390	350	204	297	350	335	285	156	115	172	467	359	457	93	213	408	298	254
Weighted base	1145	635	510	96	146	211	210	199	283	341	310	240	254	308	316	279	138	105	175	453	378	454	117	107	397	283	254
Conservative	378	212	166	17	29	68	62	68	134	135	103	78	61	113	125	76	48	17	39	164	378	-	-	-	315	9	25
	33%	33%	33%	18%	20%	32%	29%	34%	48%	40%	33%	33%	24%	37%	39%	27%	35%	16%	22%	36%	100%	-	-	-	79%	3%	10%
Labour	454	250	204	55	83	98	88	60	70	104	137	95	118	119	106	139	51	39	97	172	-	454	-	-	22	255	101
	40%	39%	40%	57%	57%	47%	42%	30%	25%	30%	44%	40%	47%	39%	34%	50%	37%	37%	56%	38%	-	100%	-	-	6%	90%	40%
Liberal Democrat	117	62	55	9	18	21	21	19	29	45	25	21	27	32	39	24	17	5	12	51	-	-	117	-	4	3	95
	10%	10%	11%	10%	12%	10%	10%	10%	10%	13%	8%	9%	11%	10%	12%	9%	13%	5%	7%	11%	-	-	100%	-	1%	1%	38%
SNP	37	20	17	2	8	7	7	7	7	11	10	6	9	-	-	-	-	37	6	12	-	-	-	-	2	6	3
	3%	3%	3%	2%	5%	3%	3%	3%	2%	3%	3%	3%	4%	-	-	-	-	35%	4%	3%	-	-	-	-	*	2%	1%
Plaid Cymru	9	7	2	1	1	*	1	4	1	4	4	2	-	-	-	9	-	2	4	-	-	-	-	-	1	1	1
	1%	1%	*	1%	1%	*	1%	2%	1%	1%	1%	1%	-	-	-	7%	-	1%	1%	-	-	-	-	-	*	*	*
The UK Independence Party	107	63	44	5	4	10	23	30	36	35	21	28	24	32	31	32	9	4	13	37	-	-	-	107	48	6	20
	9%	10%	9%	5%	3%	5%	11%	15%	13%	10%	7%	12%	10%	10%	10%	11%	6%	4%	8%	8%	-	-	-	100%	12%	2%	8%
The Green Party	33	15	18	6	3	5	8	7	5	5	9	9	9	11	11	6	3	2	5	9	-	-	-	-	2	3	7
	3%	2%	3%	6%	2%	2%	4%	3%	2%	1%	3%	4%	4%	3%	4%	2%	2%	2%	3%	2%	-	-	-	-	1%	1%	3%
The British National Party	8	5	3	-	1	3	2	4	-	2	1	1	5	2	3	2	1	-	*	4	-	-	-	-	2	*	2
	1%	1%	1%	-	*	1%	1%	2%	-	1%	*	1%	2%	1%	1%	1%	1%	-	*	1%	-	-	-	-	1%	*	1%
Some other party	1	1	*	*	-	*	-	-	*	*	1	-	-	-	1	-	-	*	*	-	-	-	-	-	*	-	*
	*	*	*	*	-	*	-	-	*	*	*	-	-	-	*	-	-	*	*	-	-	-	-	-	*	-	*

**Opinion Poll**  
**ONLINE Fieldwork : 29th November - 1st December 2013**

Absolutes/col percents

Table 4  
**Gender**  
**Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2012	2012
Weighted base	2012	2012
Male	1002 50%	986 49%
Female	1010 50%	1026 51%

**Opinion Poll**  
**ONLINE Fieldwork : 29th November - 1st December 2013**

Absolutes/col percents

Table 5  
**Age**  
**Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2012	2012
Weighted base	2012	2012
18-24	231 11%	241 12%
25-34	300 15%	322 16%
35-44	348 17%	382 19%
45-54	364 18%	342 17%
55-64	310 15%	302 15%
65+	459 23%	422 21%
Average age	48.08	47.02

**Opinion Poll**  
**ONLINE Fieldwork : 29th November - 1st December 2013**

Absolutes/col percents

Table 6  
**Social Grade**  
**Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2012	2012
Weighted base	2012	2012
AB	581 29%	543 27%
C1	606 30%	584 29%
C2	325 16%	423 21%
DE	500 25%	463 23%

**Opinion Poll**  
**ONLINE Fieldwork : 29th November - 1st December 2013**

Absolutes/col percents

Table 7  
**GO Region**  
**Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2012	2012
Weighted base	2012	2012
Scotland	173 9%	175 9%
North East	83 4%	91 5%
North West	219 11%	236 12%
Yorkshire & Humberside	177 9%	177 9%
West Midlands	196 10%	186 9%
East Midlands	138 7%	156 8%
Wales	110 5%	107 5%
Eastern	197 10%	189 9%
London	262 13%	253 13%
South East	291 14%	258 13%
South West	166 8%	184 9%

**Opinion Poll**  
**ONLINE Fieldwork : 29th November - 1st December 2013**

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	2012	2012
Weighted base	2012	2012
NET: Working	1048 52%	1127 56%
Working full time - working 30 hours per week or more	724 36%	885 44%
Working part time - working between 8 and 29 hours per week	324 16%	241 12%
NET: Not working	964 48%	885 44%
Not working but seeking work or temporarily unemployed or sick	116 6%	108 5%
Not working and not seeking work	168 8%	150 7%
Retired on a state pension only	104 5%	100 5%
Retired with a private pension	434 22%	390 19%
House person, housewife, househusband, etc.	142 7%	136 7%



**Opinion Poll**  
**ONLINE Fieldwork : 29th November - 1st December 2013**

Absolutes/col percents

Table 9  
**Tenure**  
**Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2012	2012
Weighted base	2012	2012
NET: Homeowners	1242 62%	1368 68%
Owned outright - without mortgage	691 34%	663 33%
Owned with a mortgage or loan	551 27%	705 35%
NET: Renters	742 37%	623 31%
Rented from the council	175 9%	262 13%
Rented from a housing association	196 10%	112 6%
Rented from someone else	371 18%	250 12%
Rent free	28 1%	21 1%

**Opinion Poll**  
**ONLINE Fieldwork : 29th November - 1st December 2013**

Absolutes/col percents

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	2012	2012
Weighted base	2012	2012
Yes	1138 57%	1247 62%
No	874 43%	765 38%

**Opinion Poll**  
**ONLINE Fieldwork : 29th November - 1st December 2013**

Absolutes/col percents

Table 11  
**How many cars are there in your household?**  
**Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2012	2012
Weighted base	2012	2012
No cars in the household	451 22%	407 20%
NET: Any	1561 78%	1605 80%
1	1117 56%	833 41%
2	366 18%	589 29%
3+	78 4%	183 9%

**Opinion Poll**  
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Absolutes/col percents

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	2012	2012
Weighted base	2012	2012
Conservative	549 27%	563 28%
Labour	649 32%	624 31%
Liberal Democrat	197 10%	262 13%
SNP	52 3%	39 2%
Plaid Cymru	12 1%	8 *
Green	61 3%	34 2%
UKIP	182 9%	20 1%
BNP	17 1%	13 1%
Another party	13 1%	7 *
None	280 14%	443 22%