

Opinion Poll

ONLINE Fieldwork : 11th-13th 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	2042	967	1075	214	321	356	383	315	453	589	602	356	495	534	527	510	295	176	277	794	450	592	139	236	572	428	353
Weighted base	2042	1001	1041	245	327	388	347	306	428	551	592	429	470	519	539	512	294	177	295	849	484	572	178	116	575	412	357
Absolutely certain to vote	(10) 1082	601	480	73	130	202	184	206	287	336	296	226	223	253	274	285	146	123	165	441	326	386	98	77	392	279	212
	53%	60%	46%	30%	40%	52%	53%	67%	67%	61%	50%	53%	48%	49%	51%	56%	50%	69%	56%	52%	67%	67%	55%	66%	68%	68%	59%
	(9) 238	125	113	18	41	44	40	33	62	82	73	39	44	72	59	57	38	12	36	95	79	69	26	18	90	46	57
	12%	13%	11%	7%	13%	11%	12%	11%	14%	15%	12%	9%	9%	14%	11%	11%	13%	7%	12%	11%	16%	12%	15%	16%	16%	11%	16%
	(8) 161	81	81	28	39	41	21	10	22	44	56	27	35	55	47	29	24	6	28	83	39	47	26	10	34	29	31
	8%	8%	8%	11%	12%	11%	6%	3%	5%	8%	9%	6%	7%	11%	9%	6%	8%	3%	10%	10%	8%	8%	14%	9%	6%	7%	9%
	(7) 123	51	73	28	28	22	25	8	13	29	35	23	37	29	34	27	23	11	14	57	24	36	19	3	24	20	27
	6%	5%	7%	11%	9%	6%	7%	3%	3%	5%	6%	5%	8%	6%	6%	5%	8%	6%	5%	7%	5%	6%	11%	3%	4%	5%	7%
	(6) 34	9	26	7	6	12	3	4	3	6	13	6	10	10	14	6	3	1	3	13	7	10	3	1	2	8	8
	2%	1%	2%	3%	2%	3%	1%	1%	1%	1%	2%	1%	2%	2%	3%	1%	1%	1%	1%	1%	1%	2%	1%	1%	*	2%	2%
	(5) 53	18	35	11	23	3	8	1	7	9	15	13	17	14	17	13	7	3	7	20	4	13	3	4	5	5	4
	3%	2%	3%	5%	7%	1%	2%	*	2%	2%	3%	3%	4%	3%	3%	2%	2%	2%	2%	2%	1%	2%	2%	4%	1%	1%	1%
	(4) 28	11	16	11	4	4	3	6	-	2	19	1	5	5	8	7	6	2	1	17	2	6	2	-	2	2	*
	1%	1%	2%	4%	1%	1%	1%	2%	-	*	3%	*	1%	1%	2%	1%	2%	1%	*	2%	*	1%	1%	-	*	*	*
	(3) 31	6	25	7	3	5	12	2	3	3	11	15	2	11	7	9	4	*	1	14	2	*	-	1	1	1	1
	2%	1%	2%	3%	1%	1%	3%	1%	1%	*	2%	3%	*	2%	1%	2%	1%	*	*	2%	*	*	-	1%	*	*	*
	(2) 36	16	20	10	7	9	6	3	2	5	7	10	13	11	10	8	6	1	1	16	1	4	-	1	3	-	5
	2%	2%	2%	4%	2%	2%	2%	1%	*	1%	1%	2%	3%	2%	2%	2%	2%	*	1%	2%	*	1%	-	*	1%	-	2%
Definitely would not vote	(1) 168	57	111	37	28	26	33	21	23	29	41	51	47	39	42	49	27	11	25	61	-	-	-	-	18	14	8
	8%	6%	11%	15%	9%	7%	10%	7%	5%	5%	7%	12%	10%	8%	8%	9%	9%	6%	9%	7%	-	-	-	-	3%	3%	2%
Don't know	87	26	61	15	18	22	14	11	6	7	25	19	36	20	26	23	10	8	13	33	-	-	-	-	3	7	4
	4%	3%	6%	6%	6%	6%	4%	4%	1%	1%	4%	4%	8%	4%	5%	4%	3%	5%	4%	4%	-	-	-	-	1%	2%	1%
Mean	8.20	8.65	7.75	6.66	7.75	8.33	8.06	8.76	8.97	8.80	8.16	7.80	7.87	8.15	8.13	8.18	8.04	8.88	8.47	8.22	9.35	9.22	9.00	9.24	9.19	9.10	8.93
Standard deviation	2.86	2.49	3.12	3.35	2.88	2.71	3.02	2.62	2.27	2.31	2.77	3.26	3.07	2.81	2.84	2.98	2.95	2.43	2.70	2.78	1.22	1.46	1.39	1.46	1.85	1.93	1.95
Standard error	0.06	0.08	0.10	0.24	0.16	0.15	0.16	0.15	0.11	0.10	0.12	0.18	0.14	0.12	0.13	0.13	0.17	0.19	0.17	0.10	0.06	0.06	0.12	0.10	0.08	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	2042	967	1075	214	321	356	383	315	453	589	602	356	495	534	527	510	295	176	277	794	450	592	139	236	572	428	353
Weighted base	2042	1001	1041	245	327	388	347	306	428	551	592	429	470	519	539	512	294	177	295	849	484	572	178	116	575	412	357
Conservative	484	264	220	28	61	87	59	87	162	177	135	99	73	160	138	110	59	17	64	211	484	-	-	-	378	14	35
	24%	26%	21%	11%	19%	22%	17%	29%	38%	32%	23%	23%	16%	31%	26%	21%	20%	9%	22%	25%	100%	-	-	-	66%	3%	10%
Labour	572	315	258	73	112	129	99	78	81	138	153	123	159	130	137	175	86	45	100	252	-	572	-	-	21	334	86
	28%	31%	25%	30%	34%	33%	28%	25%	19%	25%	26%	29%	34%	25%	25%	34%	29%	25%	34%	30%	-	100%	-	-	4%	81%	24%
Liberal Democrat	178	99	79	17	34	35	29	29	34	68	52	25	33	49	52	38	27	12	21	81	-	-	178	-	11	3	123
	9%	10%	8%	7%	10%	9%	8%	9%	8%	12%	9%	6%	7%	10%	10%	7%	9%	7%	7%	10%	-	-	100%	-	2%	1%	35%
SNP	42	30	12	3	3	3	9	11	12	10	13	8	12	-	-	-	-	42	7	13	-	-	-	-	1	2	2
	2%	3%	1%	1%	1%	1%	2%	4%	3%	2%	2%	2%	2%	-	-	-	-	24%	2%	2%	-	-	-	-	*	1%	1%
Plaid Cymru	7	4	3	-	-	-	3	2	3	3	2	3	-	-	-	-	7	-	3	1	-	-	-	-	-	-	3
	*	*	*	-	-	-	1%	1%	1%	*	*	1%	-	-	-	-	3%	-	1%	*	-	-	-	-	-	-	1%
The UK Independence Party	116	67	49	7	5	15	21	21	47	39	25	25	27	28	32	32	18	6	10	36	-	-	-	116	51	7	18
	6%	7%	5%	3%	2%	4%	6%	7%	11%	7%	4%	6%	6%	5%	6%	6%	6%	3%	3%	4%	-	-	-	100%	9%	2%	5%
The Green Party	43	13	30	8	4	8	6	10	7	12	15	8	7	10	13	8	5	6	7	12	-	-	-	-	7	6	14
	2%	1%	3%	3%	1%	2%	2%	3%	2%	2%	3%	2%	2%	2%	2%	2%	2%	4%	2%	1%	-	-	-	-	1%	2%	4%
The British National Party	11	7	4	-	3	2	4	1	1	-	1	5	5	3	2	4	*	1	1	7	-	-	-	-	5	1	2
	1%	1%	*	-	1%	1%	1%	*	*	-	*	1%	1%	1%	*	1%	*	*	*	1%	-	-	-	-	1%	*	1%
Some other party	2	1	2	-	1	*	*	*	-	-	2	-	1	*	-	2	-	*	1	*	-	-	-	-	-	-	*
	*	*	*	-	*	*	*	*	-	-	*	-	*	*	-	*	-	*	*	*	-	-	-	-	-	-	*
Would not vote	216	70	146	55	35	36	39	26	26	36	59	68	54	52	55	61	37	12	28	84	-	-	-	-	20	15	14
	11%	7%	14%	23%	11%	9%	11%	8%	6%	7%	10%	16%	11%	10%	10%	12%	13%	7%	9%	10%	-	-	-	-	3%	4%	4%
Rather not say	34	14	20	5	10	8	6	1	4	6	16	3	10	15	8	1	4	7	6	15	-	-	-	-	1	1	-
	2%	1%	2%	2%	3%	2%	2%	*	1%	1%	3%	1%	2%	3%	1%	*	1%	4%	2%	2%	-	-	-	-	*	*	-
Don't know	336	118	218	49	58	65	73	41	51	63	120	63	90	71	102	82	50	30	47	137	-	-	-	-	79	29	61
	16%	12%	21%	20%	18%	17%	21%	13%	12%	11%	20%	15%	19%	14%	19%	16%	17%	17%	16%	16%	-	-	-	-	14%	7%	17%

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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	1233	647	586	98	168	219	216	216	317	397	347	210	279	324	310	311	172	117	174	481	365	468	105	190	408	315	232
Weighted base	1160	649	511	96	161	221	184	204	295	368	314	235	243	295	295	299	161	110	175	483	393	452	135	93	403	301	229
Conservative	393	217	176	22	44	68	48	76	135	149	109	79	56	127	114	91	48	14	54	169	393	-	-	-	321	12	27
	34%	33%	34%	23%	27%	31%	26%	37%	46%	40%	35%	34%	23%	43%	39%	30%	30%	13%	31%	35%	100%	-	-	-	80%	4%	12%
Labour	452	256	196	48	83	105	79	67	70	114	120	99	119	97	108	140	68	39	81	197	-	452	-	-	19	274	71
	39%	39%	38%	50%	51%	47%	43%	33%	24%	31%	38%	42%	49%	33%	37%	47%	42%	35%	46%	41%	-	100%	-	-	5%	91%	31%
Liberal Democrat	135	75	60	12	23	24	23	23	30	54	39	17	25	37	38	31	20	9	15	62	-	-	135	-	8	2	99
	12%	12%	12%	13%	14%	11%	12%	11%	10%	15%	12%	7%	10%	12%	13%	10%	12%	8%	8%	13%	-	-	100%	-	2%	1%	43%
SNP	37	26	11	2	3	3	8	10	11	9	11	7	10	-	-	-	-	37	6	12	-	-	-	-	1	2	2
	3%	4%	2%	3%	2%	1%	4%	5%	4%	2%	4%	3%	4%	-	-	-	-	33%	4%	2%	-	-	-	-	*	1%	1%
Plaid Cymru	6	3	3	-	-	-	2	1	3	2	2	2	-	-	-	-	6	-	2	*	-	-	-	-	-	-	2
	1%	1%	1%	-	-	-	1%	1%	1%	1%	1%	1%	-	-	-	-	4%	-	1%	*	-	-	-	-	-	-	1%
The UK Independence Party	93	55	38	5	2	12	17	17	40	33	19	19	23	23	23	26	16	5	9	28	-	-	-	93	44	5	15
	8%	8%	7%	6%	1%	5%	9%	8%	13%	9%	6%	8%	9%	8%	8%	9%	10%	5%	5%	6%	-	-	-	100%	11%	2%	7%
The Green Party	33	10	23	6	3	7	4	8	5	8	12	8	6	8	11	6	4	5	6	10	-	-	-	-	5	5	11
	3%	2%	5%	7%	2%	3%	2%	4%	2%	2%	4%	3%	2%	3%	4%	2%	2%	5%	4%	2%	-	-	-	-	1%	2%	5%
The British National Party	9	6	4	-	2	2	3	1	1	-	1	4	4	3	2	3	*	1	1	6	-	-	-	-	4	1	2
	1%	1%	1%	-	1%	1%	2%	*	*	-	*	2%	2%	1%	1%	1%	*	1%	1%	1%	-	-	-	-	1%	*	1%
Some other party	2	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	2042	2042
Weighted base	2042	2042
Male	967 47%	1001 49%
Female	1075 53%	1041 51%

Opinion Poll
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Absolutes/col percents

Table 5
Age
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2042	2042
Weighted base	2042	2042
18-24	214 10%	245 12%
25-34	321 16%	327 16%
35-44	356 17%	388 19%
45-54	383 19%	347 17%
55-64	315 15%	306 15%
65+	453 22%	428 21%
Average age	47.82	46.86

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Table 6
Social Grade
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2042	2042
Weighted base	2042	2042
AB	589 29%	551 27%
C1	602 29%	592 29%
C2	356 17%	429 21%
DE	495 24%	470 23%

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Table 7
GO Region
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2042	2042
Weighted base	2042	2042
Scotland	176 9%	177 9%
North East	88 4%	92 5%
North West	238 12%	240 12%
Yorkshire & Humberside	184 9%	180 9%
West Midlands	188 9%	189 9%
East Midlands	154 8%	159 8%
Wales	108 5%	108 5%
Eastern	185 9%	191 9%
London	220 11%	257 13%
South East	314 15%	262 13%
South West	187 9%	186 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	2042	2042
Weighted base	2042	2042
NET: Working	1071 52%	1144 56%
Working full time - working 30 hours per week or more	721 35%	898 44%
Working part time - working between 8 and 29 hours per week	350 17%	245 12%
NET: Not working	971 48%	898 44%
Not working but seeking work or temporarily unemployed or sick	148 7%	132 6%
Not working and not seeking work	139 7%	143 7%
Retired on a state pension only	114 6%	102 5%
Retired with a private pension	389 19%	363 18%
House person, housewife, househusband, etc.	181 9%	158 8%

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Absolutes/col percents

Table 9
Tenure
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2042	2042
Weighted base	2042	2042
NET: Homeowners	1288 63%	1389 68%
Owned outright - without mortgage	685 34%	674 33%
Owned with a mortgage or loan	603 30%	715 35%
NET: Renters	725 36%	628 31%
Rented from the council	162 8%	265 13%
Rented from a housing association	188 9%	109 5%
Rented from someone else	375 18%	253 12%
Rent free	29 1%	25 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	2042	2042
Weighted base	2042	2042
Yes	1157 57%	1266 62%
No	885 43%	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	2042	2042
Weighted base	2042	2042
No cars in the household	420 21%	413 20%
NET: Any	1622 79%	1629 80%
1	1099 54%	846 41%
2	442 22%	598 29%
3+	81 4%	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	2042	2042
Weighted base	2042	2042
Conservative	541 26%	572 28%
Labour	676 33%	633 31%
Liberal Democrat	197 10%	265 13%
SNP	54 3%	43 2%
Plaid Cymru	8 *	4 *
Green	51 2%	31 2%
UKIP	185 9%	20 1%
BNP	24 1%	19 1%
Another party	9 *	5 *
None	297 15%	449 22%