

Opinion Poll

ONLINE Fieldwork : 31st July-1st 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	2027	989	1038	192	309	335	386	340	465	564	596	352	515	549	522	506	291	159	250	776	407	543	126	287	575	378	384	
Weighted base	2027	994	1033	243	325	385	345	304	425	547	588	426	466	515	535	509	292	176	294	842	419	582	172	173	554	387	425	
Absolutely certain to vote	(10) 1128	613	515	110	120	188	214	190	307	320	302	260	246	284	308	263	162	112	146	452	290	414	96	122	392	286	262	
		56%	62%	50%	45%	37%	49%	62%	62%	72%	59%	51%	61%	53%	55%	57%	52%	55%	64%	50%	54%	69%	71%	55%	71%	71%	74%	61%
	(9) 218	114	105	12	37	38	33	38	61	76	51	48	44	59	51	61	36	12	37	79	61	65	29	27	63	49	57	
		11%	11%	10%	5%	11%	10%	9%	12%	14%	14%	9%	11%	10%	12%	12%	12%	7%	13%	9%	15%	11%	17%	16%	11%	13%	13%	
	(8) 141	64	77	21	28	39	20	14	19	40	56	21	24	45	26	32	25	12	21	73	36	44	19	8	33	18	38	
		7%	6%	7%	9%	9%	10%	6%	5%	4%	7%	9%	5%	5%	9%	5%	6%	9%	7%	7%	9%	9%	8%	11%	4%	6%	5%	9%
	(7) 85	35	50	16	24	20	9	8	8	18	35	11	21	20	22	21	12	10	18	29	12	22	12	5	15	9	17	
		4%	4%	5%	7%	7%	5%	3%	3%	2%	3%	6%	3%	5%	4%	4%	4%	6%	6%	3%	3%	4%	7%	3%	3%	2%	4%	
	(6) 55	18	37	19	17	7	2	5	4	16	17	12	11	18	13	10	9	5	5	30	9	19	2	1	2	10	9	
		3%	2%	4%	8%	5%	2%	1%	2%	1%	3%	3%	3%	2%	4%	2%	3%	3%	2%	4%	2%	3%	1%	1%	*	3%	2%	
	(5) 69	19	50	11	28	14	7	6	3	19	18	13	20	17	17	28	6	2	18	33	9	11	11	2	3	4	14	
		3%	2%	5%	4%	9%	4%	2%	2%	1%	3%	3%	3%	4%	3%	6%	2%	1%	6%	4%	2%	2%	6%	1%	1%	1%	3%	
	(4) 25	13	12	1	5	9	1	8	1	9	8	4	4	7	12	5	1	-	3	17	2	3	4	6	3	2	1	
		1%	1%	1%	*	1%	2%	*	3%	*	2%	1%	1%	1%	2%	1%	*	-	1%	2%	*	1%	2%	3%	1%	*	*	
	(3) 25	6	19	7	5	5	5	2	1	9	7	2	7	3	10	8	1	3	4	6	-	3	1	2	1	*	7	
		1%	1%	2%	3%	2%	1%	1%	1%	*	2%	1%	1%	1%	*	2%	2%	*	2%	1%	1%	-	*	1%	1%	*	*	2%
	(2) 31	13	19	3	8	4	10	4	2	5	9	6	11	5	9	7	7	3	4	16	*	2	-	*	4	2	4	
		2%	1%	2%	1%	3%	1%	3%	1%	1%	2%	1%	2%	1%	2%	1%	3%	1%	1%	2%	*	*	-	*	1%	1%	1%	
Definitely would not vote	(1) 153	72	81	23	27	37	34	18	13	24	46	34	49	31	35	51	23	12	28	62	-	-	-	-	19	4	7	
		8%	7%	8%	9%	8%	10%	10%	6%	3%	4%	8%	8%	11%	6%	7%	10%	8%	7%	9%	7%	-	-	-	-	3%	1%	2%
Don't know	96	26	70	19	25	25	10	11	6	12	38	15	30	26	32	22	10	6	12	45	-	-	-	-	18	1	11	
		5%	3%	7%	8%	8%	6%	3%	4%	1%	2%	7%	4%	6%	5%	6%	4%	3%	3%	4%	5%	-	-	-	-	3%	*	3%
Mean	8.30	8.57	8.04	7.67	7.49	7.98	8.29	8.65	9.27	8.63	8.15	8.48	7.94	8.48	8.32	8.00	8.34	8.54	8.00	8.21	9.37	9.31	8.88	9.29	9.19	9.37	8.95	
Standard deviation	2.80	2.67	2.90	3.03	2.96	2.98	3.06	2.58	1.85	2.41	2.84	2.78	3.15	2.56	2.81	3.03	2.79	2.70	2.95	2.82	1.20	1.38	1.68	1.54	1.97	1.51	1.95	
Standard error	0.06	0.09	0.09	0.23	0.17	0.17	0.16	0.14	0.09	0.10	0.12	0.15	0.14	0.11	0.13	0.14	0.17	0.22	0.19	0.10	0.06	0.06	0.15	0.09	0.08	0.08	0.10	

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	2027	989	1038	192	309	335	386	340	465	564	596	352	515	549	522	506	291	159	250	776	407	543	126	287	575	378	384
Weighted base	2027	994	1033	243	325	385	345	304	425	547	588	426	466	515	535	509	292	176	294	842	419	582	172	173	554	387	425
Conservative	419 21%	226 23%	192 19%	36 15%	37 12%	54 14%	63 18%	80 26%	148 35%	139 25%	112 19%	89 21%	79 17%	138 27%	125 23%	76 15%	58 20%	21 12%	33 11%	179 21%	419 100%	-	-	-	322 58%	14 4%	30 7%
Labour	582 29%	294 30%	288 28%	86 35%	103 32%	138 36%	92 27%	78 26%	85 20%	155 28%	153 26%	140 33%	134 29%	141 27%	138 26%	172 34%	73 25%	58 33%	93 32%	252 30%	-	582 100%	-	-	30 5%	314 81%	114 27%
Liberal Democrat	172 9%	96 10%	76 7%	13 5%	39 12%	40 10%	25 7%	18 6%	37 9%	58 11%	55 9%	34 8%	26 6%	58 11%	43 8%	36 7%	26 9%	9 5%	33 11%	71 8%	-	-	172 100%	-	8 2%	9 2%	132 31%
SNP	34 2%	19 2%	15 1%	-	6 2%	7 2%	9 3%	7 2%	6 1%	11 2%	8 1%	5 1%	10 2%	-	-	-	-	34 19%	8 3%	13 1%	-	-	-	-	1 *	4 1%	2 1%
Plaid Cymru	2 *	2 *	-	-	1 *	-	-	1 *	1 *	* *	1 *	1 *	-	-	-	-	2 1%	-	-	1 *	-	-	-	-	-	-	-
The UK Independence Party	173 9%	111 11%	62 6%	13 5%	9 3%	11 3%	42 12%	38 12%	60 14%	46 8%	39 7%	51 12%	37 8%	29 6%	42 8%	60 12%	35 12%	7 4%	14 5%	68 8%	-	-	-	173 100%	79 14%	13 3%	31 7%
The Green Party	42 2%	20 2%	23 2%	6 2%	4 1%	1 *	14 4%	9 3%	8 2%	8 1%	21 3%	5 1%	8 2%	17 3%	11 2%	3 1%	8 3%	3 2%	6 2%	19 2%	-	-	-	-	2 *	3 1%	14 3%
The British National Party	22 1%	15 1%	7 1%	4 2%	5 1%	5 1%	2 1%	5 1%	1 *	2 *	8 1%	6 1%	5 1%	5 1%	5 1%	7 1%	2 1%	3 2%	1 *	13 2%	-	-	-	-	6 1%	2 1%	2 *
Some other party	9 *	5 *	4 *	1 *	3 1%	1 *	1 *	-	3 1%	4 1%	4 1%	1 *	* *	1 *	3 1%	2 *	-	3 2%	2 1%	2 *	-	-	-	-	1 *	1 *	3 1%
Would not vote	175 9%	82 8%	93 9%	28 11%	33 10%	44 11%	36 11%	21 7%	13 3%	30 6%	51 9%	36 9%	57 12%	33 6%	45 8%	56 11%	24 8%	17 10%	30 10%	73 9%	-	-	-	-	20 4%	6 2%	7 2%
Rather not say	34 2%	14 1%	20 2%	7 3%	7 2%	8 2%	6 2%	3 1%	3 1%	10 2%	6 1%	5 1%	12 3%	13 3%	7 1%	7 1%	7 2%	1 *	5 2%	15 2%	-	-	-	-	2 *	* *	1 *
Don't know	362 18%	109 11%	253 24%	49 20%	77 24%	76 20%	56 16%	45 15%	59 14%	82 15%	129 22%	53 12%	99 21%	81 16%	115 21%	88 17%	57 20%	21 12%	68 23%	136 16%	-	-	-	-	83 15%	20 5%	90 21%

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ONLINE Fieldwork : 31st July-1st August 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	1188	652	536	85	142	182	235	218	326	360	333	220	275	321	309	294	161	103	136	442	331	430	93	231	413	290	237
Weighted base	1161	645	516	120	146	202	206	191	296	341	311	271	238	302	302	284	161	113	149	484	341	467	128	140	383	302	266
Conservative	341	187	153	28	25	43	53	67	125	113	87	75	65	109	106	62	46	18	26	144	341	-	-	-	274	12	24
	29%	29%	30%	23%	17%	21%	26%	35%	42%	33%	28%	28%	27%	36%	35%	22%	29%	16%	17%	30%	100%	-	-	-	71%	4%	9%
Labour	467	242	226	63	75	112	77	65	75	127	118	114	109	110	114	138	60	46	76	199	-	467	-	-	26	263	94
	40%	38%	44%	53%	51%	55%	37%	34%	25%	37%	38%	42%	46%	36%	38%	49%	37%	41%	51%	41%	-	100%	-	-	7%	87%	35%
Liberal Democrat	128	75	53	9	25	27	20	15	32	42	43	28	15	42	32	28	17	8	23	51	-	-	128	-	7	7	105
	11%	12%	10%	7%	17%	13%	10%	8%	11%	12%	14%	10%	6%	14%	11%	10%	11%	7%	16%	11%	-	-	100%	-	2%	2%	39%
SNP	28	16	11	-	5	5	7	6	5	10	6	4	8	-	-	-	-	28	6	10	-	-	-	-	1	3	2
	2%	3%	2%	-	3%	2%	3%	3%	2%	3%	2%	1%	3%	-	-	-	-	25%	4%	2%	-	-	-	-	*	1%	1%
Plaid Cymru	2	2	-	-	1	-	-	1	1	*	*	*	-	-	-	-	2	-	-	1	-	-	-	-	-	-	-
	*	*	-	-	*	-	-	*	*	*	*	*	-	-	-	-	1%	-	-	*	-	-	-	-	-	-	-
The UK Independence Party	140	90	49	11	6	9	35	28	51	38	33	39	29	23	36	46	29	6	10	54	-	-	-	140	67	12	26
	12%	14%	10%	9%	4%	5%	17%	14%	17%	11%	11%	14%	12%	8%	12%	16%	18%	5%	7%	11%	-	-	-	100%	18%	4%	10%
The Green Party	31	16	15	5	3	1	11	5	5	6	14	5	7	14	7	3	6	2	5	12	-	-	-	-	2	3	12
	3%	2%	3%	4%	2%	*	5%	3%	2%	2%	4%	2%	3%	5%	2%	1%	3%	2%	3%	3%	-	-	-	-	*	1%	4%
The British National Party	18	13	5	3	4	5	2	4	1	2	7	6	4	4	4	6	2	2	1	11	-	-	-	-	5	2	2
	2%	2%	1%	3%	3%	2%	1%	2%	*	1%	2%	2%	2%	1%	1%	2%	1%	2%	*	2%	-	-	-	-	1%	1%	1%
Some other party	6	3	3	1	3	1	1	-	1	3	3	*	*	1	2	1	-	3	2	1	-	-	-	-	1	*	2
	1%	*	1%	*	2%	*	*	-	*	1%	1%	*	*	*	1%	*	-	2%	1%	*	-	-	-	-	*	*	1%

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Table 4
Gender
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2027	2027
Weighted base	2027	2027
Male	989 49%	994 49%
Female	1038 51%	1033 51%

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Absolutes/col percents

Table 5
Age
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2027	2027
Weighted base	2027	2027
18-24	192 9%	243 12%
25-34	309 15%	325 16%
35-44	335 17%	385 19%
45-54	386 19%	345 17%
55-64	340 17%	304 15%
65+	465 23%	425 21%
Average age	48.66	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	2027	2027
Weighted base	2027	2027
AB	564 28%	547 27%
C1	596 29%	588 29%
C2	352 17%	426 21%
DE	515 25%	466 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	2027	2027
Weighted base	2027	2027
Scotland	159 8%	176 9%
North East	89 4%	92 5%
North West	245 12%	238 12%
Yorkshire & Humberside	172 8%	179 9%
West Midlands	198 10%	187 9%
East Midlands	155 8%	158 8%
Wales	87 4%	107 5%
Eastern	169 8%	190 9%
London	251 12%	255 13%
South East	298 15%	260 13%
South West	204 10%	185 9%

Opinion Poll
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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	2027	2027
Weighted base	2027	2027
NET: Working	1026 51%	1135 56%
Working full time - working 30 hours per week or more	657 32%	892 44%
Working part time - working between 8 and 29 hours per week	369 18%	243 12%
NET: Not working	1001 49%	892 44%
Not working but seeking work or temporarily unemployed or sick	161 8%	140 7%
Not working and not seeking work	126 6%	116 6%
Retired on a state pension only	127 6%	107 5%
Retired with a private pension	400 20%	355 18%
House person, housewife, househusband, etc.	187 9%	173 9%

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Absolutes/col percents

Table 9
Tenure
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2027	2027
Weighted base	2027	2027
NET: Homeowners	1223 60%	1378 68%
Owned outright - without mortgage	669 33%	669 33%
Owned with a mortgage or loan	554 27%	710 35%
NET: Renters	770 38%	623 31%
Rented from the council	182 9%	264 13%
Rented from a housing association	205 10%	117 6%
Rented from someone else	383 19%	242 12%
Rent free	34 2%	26 1%

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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	2027	2027
Weighted base	2027	2027
Yes	1061 52%	1257 62%
No	966 48%	770 38%

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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	2027	2027
Weighted base	2027	2027
No cars in the household	470 23%	410 20%
NET: Any	1557 77%	1617 80%
1	1104 54%	839 41%
2	381 19%	594 29%
3+	72 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	2027	2027
Weighted base	2027	2027
Conservative	546 27%	568 28%
Labour	617 30%	628 31%
Liberal Democrat	186 9%	264 13%
SNP	39 2%	31 2%
Plaid Cymru	7 *	4 *
Green	60 3%	36 2%
UKIP	187 9%	20 1%
BNP	24 1%	18 1%
Another party	21 1%	12 1%
None	340 17%	446 22%