

Opinion Poll

ONLINE Fieldwork : 12th-14th July 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	2044	976	1068	223	356	360	385	323	397	601	572	363	508	594	510	481	295	164	268	824	449	550	149	256	614	370	367	
Weighted base	2044	1002	1042	245	327	388	348	307	429	552	593	429	470	519	539	513	295	177	284	860	442	552	185	143	583	382	377	
Absolutely certain to vote	(10) 1097	609	488	73	127	206	185	202	303	341	328	227	202	288	261	282	160	107	161	453	309	384	105	95	391	287	235	
		54%	61%	47%	30%	39%	53%	53%	66%	71%	62%	55%	53%	43%	55%	48%	55%	54%	60%	57%	53%	70%	70%	57%	67%	67%	75%	62%
	(9) 228	106	122	27	38	40	34	37	51	62	72	39	55	50	73	63	31	11	26	98	65	51	33	28	77	41	60	
		11%	11%	12%	11%	12%	10%	10%	12%	11%	12%	9%	12%	10%	13%	12%	11%	6%	9%	11%	15%	9%	18%	20%	13%	11%	16%	
	(8) 161	69	92	22	38	34	31	20	17	37	44	36	44	32	51	39	28	11	24	76	23	48	26	9	32	24	31	
		8%	7%	9%	9%	12%	9%	9%	6%	4%	7%	7%	8%	9%	6%	9%	8%	10%	6%	9%	9%	5%	9%	14%	6%	6%	6%	8%
	(7) 107	43	64	31	29	14	19	3	11	30	26	23	28	26	28	23	15	15	17	46	26	29	8	2	26	12	12	
		5%	4%	6%	13%	9%	4%	5%	1%	3%	5%	4%	5%	6%	5%	5%	4%	5%	8%	6%	5%	6%	5%	4%	2%	5%	3%	3%
	(6) 33	14	19	8	7	7	4	5	2	8	9	6	10	7	11	5	8	1	7	15	6	11	5	1	5	4	8	
		2%	1%	2%	3%	2%	2%	1%	2%	*	2%	1%	1%	2%	1%	2%	1%	3%	1%	2%	2%	1%	2%	3%	1%	1%	1%	2%
	(5) 69	31	38	24	10	8	9	8	11	15	13	24	17	22	21	15	7	5	6	30	10	15	5	3	6	4	5	
		3%	3%	4%	10%	3%	2%	2%	2%	3%	3%	2%	6%	4%	4%	3%	2%	3%	2%	3%	2%	3%	3%	2%	1%	1%	1%	
	(4) 29	15	13	10	9	4	3	1	1	7	10	6	6	6	5	6	10	1	6	11	4	9	-	2	3	5	5	
		1%	2%	1%	4%	3%	1%	1%	*	1%	2%	1%	1%	1%	1%	1%	3%	1%	2%	1%	1%	2%	-	2%	*	1%	1%	
	(3) 26	10	17	9	6	4	5	3	-	6	8	2	10	4	9	7	4	3	4	11	1	3	2	1	4	-	2	
		1%	1%	2%	4%	2%	1%	1%	-	1%	1%	*	2%	1%	2%	1%	1%	2%	2%	1%	*	*	1%	*	1%	-	1%	
	(2) 28	11	17	2	7	6	9	4	-	3	13	5	6	4	12	5	4	3	5	17	-	2	1	1	4	1	*	
		1%	1%	2%	1%	2%	3%	1%	-	1%	2%	1%	1%	1%	2%	1%	1%	2%	2%	2%	-	*	*	1%	1%	1%	*	
Definitely would not vote	(1) 157	59	98	15	23	45	37	11	26	29	36	41	52	47	34	44	19	13	17	64	-	-	-	-	19	1	14	
		8%	6%	9%	6%	7%	12%	11%	4%	6%	5%	6%	9%	11%	9%	6%	8%	7%	8%	6%	7%	-	-	-	-	3%	*	4%
Don't know	109	35	74	23	32	20	13	14	7	14	35	19	41	33	35	25	9	7	10	40	-	-	-	-	17	5	5	
		5%	4%	7%	10%	10%	5%	4%	2%	2%	6%	5%	9%	6%	6%	5%	3%	4%	4%	5%	-	-	-	-	3%	1%	1%	
Mean	8.27	8.59	7.96	7.33	7.81	8.04	8.02	8.98	9.00	8.69	8.42	8.09	7.74	8.26	8.21	8.32	8.29	8.36	8.38	8.23	9.35	9.20	9.05	9.29	9.10	9.47	8.95	
Standard deviation	2.80	2.56	2.98	2.76	2.84	3.12	3.08	2.21	2.31	2.42	2.70	2.94	3.11	2.89	2.73	2.83	2.71	2.81	2.67	2.81	1.27	1.52	1.47	1.46	2.00	1.25	2.08	
Standard error	0.06	0.08	0.09	0.19	0.16	0.17	0.16	0.13	0.12	0.10	0.12	0.16	0.14	0.12	0.12	0.13	0.16	0.22	0.17	0.10	0.06	0.06	0.12	0.09	0.08	0.07	0.11	

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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	2044	976	1068	223	356	360	385	323	397	601	572	363	508	594	510	481	295	164	268	824	449	550	149	256	614	370	367
Weighted base	2044	1002	1042	245	327	388	348	307	429	552	593	429	470	519	539	513	295	177	284	860	442	552	185	143	583	382	377
Conservative	442	243	199	35	45	71	77	75	139	156	146	64	77	141	116	106	60	19	42	203	442	-	-	-	367	10	19
	22%	24%	19%	14%	14%	18%	22%	25%	32%	28%	25%	15%	16%	27%	22%	21%	20%	11%	15%	24%	100%	-	-	-	63%	3%	5%
Labour	552	288	263	68	100	120	89	81	94	140	145	128	139	112	119	168	105	48	107	227	-	552	-	-	24	320	100
	27%	29%	25%	28%	31%	31%	26%	27%	22%	25%	25%	30%	30%	21%	22%	33%	36%	27%	38%	26%	-	100%	-	-	4%	84%	27%
Liberal Democrat	185	95	90	36	32	40	21	20	36	64	54	35	32	59	52	39	30	5	32	83	-	-	185	-	12	6	130
	9%	9%	9%	15%	10%	10%	6%	7%	8%	12%	9%	8%	7%	11%	10%	8%	10%	3%	11%	10%	-	-	100%	-	2%	2%	34%
SNP	40	29	12	-	4	6	10	8	12	11	3	16	10	-	-	-	-	40	7	14	-	-	-	-	*	6	2
	2%	3%	1%	-	1%	2%	3%	2%	3%	2%	*	4%	2%	-	-	-	-	23%	2%	2%	-	-	-	-	*	1%	*
Plaid Cymru	5	3	2	*	1	1	1	-	1	-	-	3	1	-	-	-	5	-	-	1	-	-	-	-	-	-	*
	*	*	*	*	*	*	*	-	*	-	-	1%	*	-	-	-	2%	-	-	*	-	-	-	-	-	-	*
The UK Independence Party	143	80	62	5	5	17	21	35	60	39	36	35	32	28	51	38	22	4	8	45	-	-	-	143	69	11	30
	7%	8%	6%	2%	1%	4%	6%	11%	14%	7%	6%	8%	7%	5%	9%	7%	7%	2%	3%	5%	-	-	-	100%	12%	3%	8%
The Green Party	54	29	25	8	5	12	8	14	7	14	22	11	8	16	20	9	6	4	9	22	-	-	-	-	6	1	19
	3%	3%	2%	3%	2%	3%	2%	5%	2%	2%	4%	3%	2%	3%	4%	2%	2%	2%	3%	3%	-	-	-	-	1%	*	5%
The British National Party	11	8	3	1	5	*	3	2	1	3	2	3	4	2	4	5	-	-	1	3	-	-	-	-	4	1	3
	1%	1%	*	*	1%	*	1%	1%	*	*	*	1%	1%	*	1%	1%	-	-	*	*	-	-	-	-	1%	*	1%
Some other party	6	2	4	-	2	4	-	-	*	2	2	1	1	3	1	1	-	-	1	2	-	-	-	-	-	-	2
	*	*	*	-	1%	1%	-	-	*	*	*	*	*	1%	*	*	-	-	*	*	-	-	-	-	-	-	1%
Would not vote	185	69	115	20	26	50	48	15	26	34	49	47	55	49	46	50	22	17	22	77	-	-	-	-	22	1	14
	9%	7%	11%	8%	8%	13%	14%	5%	6%	6%	8%	11%	12%	9%	9%	10%	8%	10%	8%	9%	-	-	-	-	4%	*	4%
Rather not say	64	31	34	8	17	15	8	8	8	5	24	19	15	24	16	17	4	3	9	35	-	-	-	-	1	1	-
	3%	3%	3%	3%	5%	4%	2%	2%	2%	1%	4%	4%	3%	5%	3%	3%	1%	2%	3%	4%	-	-	-	-	*	*	-
Don't know	357	124	233	65	85	52	61	49	45	86	110	67	95	86	114	79	40	38	46	148	-	-	-	-	78	24	58
	17%	12%	22%	26%	26%	13%	18%	16%	10%	16%	19%	16%	20%	17%	21%	15%	14%	22%	16%	17%	-	-	-	-	13%	6%	16%

Opinion Poll

ONLINE Fieldwork : 12th-14th July 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	1200	628	572	107	171	206	225	209	282	388	334	212	266	338	291	292	181	98	161	480	360	429	113	205	431	286	240
Weighted base	1140	618	522	101	144	214	185	194	301	345	329	231	234	286	284	295	175	100	164	469	358	434	143	115	403	297	247
Conservative	358 31%	199 32%	159 30%	25 25%	31 21%	57 27%	63 34%	61 32%	120 40%	128 37%	118 36%	50 22%	62 26%	115 40%	92 32%	87 30%	47 27%	16 16%	34 21%	163 35%	358 100%	-	-	-	305 76%	9 3%	16 6%
Labour	434 38%	223 36%	211 40%	42 42%	75 52%	97 46%	71 38%	69 35%	80 27%	110 32%	117 36%	99 43%	107 46%	88 31%	92 33%	132 45%	83 47%	39 40%	86 53%	173 37%	-	434 100%	-	-	19 5%	266 90%	80 33%
Liberal Democrat	143 13%	73 12%	69 13%	24 24%	24 17%	29 14%	17 9%	17 9%	31 10%	49 14%	45 14%	27 12%	21 9%	47 16%	39 14%	32 11%	20 12%	4 4%	23 14%	63 13%	-	-	143 100%	-	11 3%	6 2%	106 43%
SNP	34 3%	24 4%	10 2%	-	3 2%	6 3%	8 4%	7 4%	11 4%	10 3%	2 1%	14 6%	8 3%	-	-	-	-	34 34%	6 3%	12 3%	-	-	-	-	*	5 2%	1 1%
Plaid Cymru	2 *	2 *	1 *	*	1 *	*	1 *	-	1 *	-	-	2 1%	*	-	-	-	2 1%	-	-	1 *	-	-	-	-	-	-	*
The UK Independence Party	115 10%	65 11%	50 10%	4 4%	2 1%	13 6%	18 10%	27 14%	51 17%	33 9%	30 9%	27 12%	26 11%	21 7%	43 15%	30 10%	18 10%	3 3%	5 3%	37 8%	-	-	-	115 100%	59 15%	9 3%	23 9%
The Green Party	40 4%	22 4%	18 3%	5 5%	3 2%	9 4%	6 3%	12 6%	5 2%	11 3%	15 4%	9 4%	5 2%	12 4%	13 5%	7 3%	4 2%	3 3%	8 5%	16 3%	-	-	-	-	4 1%	1 *	16 6%
The British National Party	10 1%	7 1%	2 *	*	4 3%	*	2 1%	2 1%	1 *	2 1%	1 *	2 1%	4 2%	2 1%	3 1%	5 2%	-	-	1 1%	3 1%	-	-	-	-	3 1%	1 *	2 1%
Some other party	4 *	2 *	2 *	-	1 1%	3 1%	-	-	*	1 *	1 *	1 1%	*	2 1%	1 *	1 *	-	-	1 *	2 *	-	-	-	-	-	-	2 1%

Opinion Poll
ONLINE Fieldwork : 12th-14th July 2013

Absolutes/col percents

Table 4
Gender
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2044	2044
Weighted base	2044	2044
Male	976 48%	1002 49%
Female	1068 52%	1042 51%

Opinion Poll
ONLINE Fieldwork : 12th-14th July 2013

Absolutes/col percents

Table 5
Age
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2044	2044
Weighted base	2044	2044
18-24	223 11%	245 12%
25-34	356 17%	327 16%
35-44	360 18%	388 19%
45-54	385 19%	348 17%
55-64	323 16%	307 15%
65+	397 19%	429 21%
Average age	46.77	46.76

Opinion Poll
ONLINE Fieldwork : 12th-14th July 2013

Absolutes/col percents

Table 6
Social Grade
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2044	2044
Weighted base	2044	2044
AB	601 29%	552 27%
C1	572 28%	593 29%
C2	363 18%	429 21%
DE	508 25%	470 23%

Opinion Poll
ONLINE Fieldwork : 12th-14th July 2013

Absolutes/col percents

Table 7
GO Region
Base: All respondents

	Unweighted Total	Weighted Total
Unweighted base	2044	2044
Weighted base	2044	2044
Scotland	164 8%	177 9%
North East	72 4%	92 5%
North West	242 12%	240 12%
Yorkshire & Humberside	167 8%	180 9%
West Midlands	191 9%	189 9%
East Midlands	140 7%	159 8%
Wales	97 5%	108 5%
Eastern	179 9%	192 9%
London	286 14%	257 13%
South East	308 15%	262 13%
South West	198 10%	186 9%

Opinion Poll
ONLINE Fieldwork : 12th-14th July 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	2044	2044
Weighted base	2044	2044
NET: Working	1092 53%	1145 56%
Working full time - working 30 hours per week or more	732 36%	899 44%
Working part time - working between 8 and 29 hours per week	360 18%	245 12%
NET: Not working	952 47%	899 44%
Not working but seeking work or temporarily unemployed or sick	175 9%	160 8%
Not working and not seeking work	127 6%	112 6%
Retired on a state pension only	109 5%	112 5%
Retired with a private pension	340 17%	340 17%
House person, housewife, househusband, etc.	201 10%	174 9%

Opinion Poll
ONLINE Fieldwork : 12th-14th July 2013

Absolutes/col percents

Table 9
Tenure
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2044	2044
Weighted base	2044	2044
NET: Homeowners	1237 61%	1390 68%
Owned outright - without mortgage	632 31%	674 33%
Owned with a mortgage or loan	605 30%	715 35%
NET: Renters	764 37%	620 30%
Rented from the council	193 9%	266 13%
Rented from a housing association	180 9%	108 5%
Rented from someone else	391 19%	246 12%
Rent free	43 2%	35 2%

Opinion Poll
ONLINE Fieldwork : 12th-14th July 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	2044	2044
Weighted base	2044	2044
Yes	1145 56%	1267 62%
No	899 44%	777 38%

Opinion Poll
ONLINE Fieldwork : 12th-14th July 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	2044	2044
Weighted base	2044	2044
No cars in the household	475 23%	413 20%
NET: Any	1569 77%	1631 80%
1	1033 51%	846 41%
2	449 22%	599 29%
3+	87 4%	186 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	2044	2044
Weighted base	2044	2044
Conservative	576 28%	572 28%
Labour	643 31%	634 31%
Liberal Democrat	224 11%	266 13%
SNP	37 2%	35 2%
Plaid Cymru	6 *	6 *
Green	49 2%	37 2%
UKIP	169 8%	20 1%
BNP	17 1%	13 1%
Another party	15 1%	11 1%
None	308 15%	450 22%