

Opinion Poll

CATI Fieldwork : 9th-11th August 2013

Absolutes/col percents

Table 1

Q.A Some people have said they would not vote in a new General Election, while others have said they would vote. I would like to know how certain it is that you would actually vote in a general election?

Base: All respondents

	Gender			Age				Social Class				Voting Intention					Vote In 2010 General Election					Region					NET: Eng- land
	Total	Male	Fe- male	18-24	25-34	35-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	UKIP	Other	Con	Lab	Lib Dem	Scot- land	Wales	North	Mid- lands	South			
Unweighted base	1001	465	536	98	115	548	240	360	189	135	317	179	224	63	53	51	223	203	116	87	51	334	311	356	863		
Weighted base	1001	490	511	116	160	514	210	277	289	207	228	182	218	71	60	53	219	182	136	87	53	332	320	349	860		
Certain to vote	(10)	467 47%	238 48%	230 45%	31 27%	53 33%	249 48%	134 64%	134 48%	144 50%	81 39%	107 47%	106 58%	122 56%	35 49%	41 69%	29 55%	142 65%	114 62%	70 51%	39 45%	28 52%	144 43%	152 48%	171 49%	401 47%	
	(9)	89 9%	41 8%	49 10%	6 5%	11 7%	55 11%	17 8%	33 12%	22 8%	19 9%	15 7%	24 13%	23 11%	10 14%	2 4%	6 12%	24 11%	16 9%	19 14%	11 12%	4 7%	34 10%	30 9%	26 7%	75 9%	
	(8)	92 9%	48 10%	45 9%	10 8%	23 14%	46 9%	14 7%	27 10%	22 9%	17 10%	15 8%	18 8%	10 14%	9 14%	9 17%	14 6%	18 10%	15 11%	15 17%	2 4%	27 8%	28 9%	38 11%	75 9%		
	(7)	64 6%	37 8%	27 5%	17 14%	17 11%	25 5%	5 3%	22 7%	20 7%	14 7%	8 4%	17 9%	14 6%	1 2%	- 7%	4 5%	10 6%	11 7%	9 7%	8 9%	- 6%	19 6%	21 6%	24 7%	56 7%	
	(6)	35 3%	18 4%	16 3%	5 5%	7 4%	18 4%	4 2%	8 3%	14 5%	6 3%	7 3%	6 4%	8 4%	1 1%	3 5%	- -	7 3%	5 3%	7 5%	2 3%	6 11%	8 2%	18 5%	10 3%	26 3%	
	(5)	85 9%	27 6%	58 11%	16 14%	14 9%	41 8%	15 7%	14 5%	22 8%	21 10%	28 12%	12 7%	20 9%	9 12%	4 6%	2 4%	13 6%	8 4%	6 4%	5 6%	7 14%	36 11%	26 8%	23 7%	72 8%	
	(4)	15 1%	7 1%	8 2%	7 6%	3 2%	6 1%	- -	6 2%	3 1%	- -	6 3%	- -	4 7%	5 -	- 2%	1 -	- *	5 3%	1 3%	1 1%	2 2%	6 2%	2 1%	7 2%	13 1%	
	(3)	18 2%	9 2%	9 2%	2 2%	4 3%	11 2%	1 1%	5 2%	4 1%	6 3%	3 1%	1 *	8 4%	1 2%	- -	1 *	3 2%	- -	2 2%	2 4%	7 2%	7 2%	4 1%	14 2%		
	(2)	13 1%	7 1%	6 1%	2 2%	5 3%	4 1%	1 1%	2 1%	4 2%	2 1%	4 2%	1 *	1 *	- -	1 2%	2 3%	- -	- -	1 2%	1 1%	8 2%	2 1%	3 1%	11 1%		
Certain not to vote	(1)	109 11%	52 11%	56 11%	19 16%	21 13%	55 11%	14 7%	23 8%	26 9%	34 16%	26 11%	- -	- -	- -	- -	8 3%	7 4%	7 5%	3 3%	1 2%	41 12%	33 10%	35 10%	105 12%		
Refused		5 *	2 *	3 1%	- -	- -	3 1%	2 1%	2 1%	- -	- -	3 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 *	1 *	3 1%	5 1%		
Don't know		9 1%	4 1%	5 1%	1 1%	3 2%	2 *	3 1%	2 1%	3 1%	1 1%	3 1%	- -	- -	- -	- -	1 *	* *	- -	- -	2 3%	1 *	2 1%	6 2%	8 1%		
Mean		7.64	7.75	7.54	6.35	6.97	7.77	8.57	8.02	7.85	7.06	7.45	8.89	8.54	8.34	9.05	8.75	8.86	8.74	8.40	8.22	7.97	7.34	7.74	7.84	7.56	
Standard deviation		3.07	3.04	3.09	3.21	3.17	3.04	2.61	2.80	2.93	3.35	3.20	1.66	2.10	2.17	1.75	1.95	2.11	2.22	2.37	2.34	2.62	3.23	2.98	2.97	3.15	
Standard error		0.10	0.14	0.13	0.33	0.30	0.13	0.17	0.15	0.21	0.29	0.18	0.12	0.14	0.27	0.24	0.27	0.14	0.16	0.22	0.25	0.37	0.18	0.17	0.16	0.11	

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Absolutes/col percents

Table 2

Q.B The Conservatives, Labour, the Liberal Democrats and other parties would fight a new election in your area. If there were a general election tomorrow which party do you think you would vote for?

Base: All respondents

	Gender		Age				Social Class				Voting Intention					Vote In 2010 General Election					Region					NET: Eng- land
	Total	Male	Fe- male	18-24	25-34	35-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	UKIP	Other	Con	Lab	Lib Dem	Scot- land	Wales	North	Mid- lands	South		
Unweighted base	1001	465	536	98	115	548	240	360	189	135	317	179	224	63	53	51	223	203	116	87	51	334	311	356	863	
Weighted base	1001	490	511	116	160	514	210	277	289	207	228	182	218	71	60	53	219	182	136	87	53	332	320	349	860	
Conservative	182 18%	92 19%	90 18%	17 15%	22 14%	87 17%	56 27%	61 22%	47 16%	48 23%	27 12%	182 100%	-	-	-	-	143 65%	1 1%	9 7%	4 4%	5 9%	36 11%	83 26%	63 18%	173 20%	
Labour	218 22%	111 23%	107 21%	26 23%	32 20%	123 24%	37 18%	52 19%	76 26%	38 19%	52 23%	-	218 100%	-	-	-	4 2%	131 72%	26 19%	19 22%	16 30%	84 25%	57 18%	77 22%	183 21%	
Liberal Democrat/ Liberal	71 7%	30 6%	42 8%	11 10%	17 11%	33 6%	10 5%	26 10%	19 7%	9 4%	17 8%	-	-	71 100%	-	-	4 2%	5 3%	40 30%	8 9%	4 7%	25 7%	17 5%	30 9%	60 7%	
Scottish National Party/ SNP	19 2%	10 2%	9 2%	- -	4 2%	14 3%	2 1%	2 1%	8 3%	3 1%	7 3%	-	-	-	-	19 36%	-	1 *	1 *	18 21%	-	18 5%	-	1 *	1 *	
Plaid Cymru	5 1%	4 1%	2 *	- -	- -	3 1%	3 1%	2 1%	2 1%	- -	1 *	-	-	-	-	5 10%	1 1%	1 *	1 1%	-	5 10%	-	5 2%	-	-	
Green Party	17 2%	10 2%	7 1%	5 4%	1 *	12 2%	* *	9 3%	1 *	5 3%	1 1%	-	-	-	-	17 33%	1 *	* *	2 2%	1 1%	1 2%	5 1%	4 1%	9 3%	15 2%	
UK Independence Party (UKIP)	60 6%	49 10%	11 2%	4 3%	4 3%	33 7%	18 9%	12 4%	13 4%	21 10%	13 6%	-	-	-	60 100%	-	21 10%	6 3%	2 2%	1 1%	-	12 4%	19 6%	29 8%	59 7%	
British National Party (BNP)	2 *	1 *	1 *	1 1%	- -	- -	1 *	- -	- -	- -	2 1%	-	-	-	-	2 3%	-	1 *	- -	- -	- -	2 *	- -	- -	2 *	
Other	9 1%	5 1%	4 1%	- -	4 2%	4 1%	1 *	- -	4 1%	3 1%	2 1%	-	-	-	-	9 17%	-	2 1%	1 *	2 2%	3 5%	3 1%	3 1%	4 1%	4 1%	
Will not vote	109 11%	52 11%	56 11%	19 16%	21 13%	55 11%	14 7%	23 8%	26 9%	34 16%	26 11%	-	-	-	-	-	8 3%	7 4%	7 5%	3 3%	1 2%	41 12%	33 10%	35 10%	105 12%	
Don't know	212 21%	89 18%	124 24%	29 25%	50 31%	98 19%	36 17%	65 23%	63 22%	34 16%	51 22%	-	-	-	-	-	31 14%	25 14%	44 32%	24 27%	13 24%	76 23%	66 21%	71 20%	176 20%	
Refused	96 10%	37 8%	59 11%	4 4%	7 4%	52 10%	33 16%	25 9%	31 11%	12 6%	28 12%	-	-	-	-	-	8 4%	3 2%	3 2%	8 10%	5 10%	32 10%	33 10%	31 9%	82 10%	

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Absolutes/col percents

Table 3

Data derived from:-

Q.A Some people have said they would not vote in a new General Election, while others have said they would vote. I would like to know how certain it is that you would actually vote in a general election?

Q.B The Conservatives, Labour, the Liberal Democrats and other parties would fight a new election in your area. If there were a general election tomorrow which party do you think you would vote for?

Data excludes those who definitely will not vote (11%), don't know who they would vote for (21%) or refuse to answer (10%)

THIS TABLE DOES NOT INCLUDE ADJUSTMENT FOR DON'T KNOW/REFUSERS

	Gender			Age				Social Class				Voting Intention					Vote In 2010 General Election					Region					NET: Eng-land
	Total	Male	Fe-male	18-24	25-34	35-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	UKIP	Other	Con	Lab	Lib Dem	Scot-land	Wales	North	Mid-lands	South			
Unweighted base	459	235	224	30	36	269	123	177	88	60	133	150	175	48	44	41	158	147	63	44	24	146	138	174	390		
Weighted base	469	254	215	40	60	257	112	138	136	97	97	152	171	55	50	41	157	134	73	42	25	144	151	174	402		
Conservative	152	77	75	10	17	74	51	51	39	40	23	152	-	-	-	-	129	1	8	3	4	27	68	57	145		
	32%	30%	35%	26%	29%	29%	45%	37%	28%	41%	24%	100%	-	-	-	-	82%	1%	10%	6%	17%	19%	45%	33%	36%		
Labour	171	87	84	17	19	103	32	42	62	29	39	-	171	-	-	-	3	119	25	15	10	67	43	62	146		
	37%	34%	39%	42%	32%	40%	29%	30%	45%	30%	40%	-	100%	-	-	-	2%	89%	33%	37%	40%	46%	28%	36%	36%		
Liberal Democrat/ Liberal	55	25	30	7	14	26	8	23	15	5	12	-	-	55	-	-	4	4	35	7	2	19	13	23	47		
	12%	10%	14%	17%	23%	10%	7%	17%	11%	5%	12%	-	-	100%	-	-	2%	3%	48%	16%	7%	13%	8%	13%	12%		
Scottish National Party/ SNP	15	8	7	-	1	13	1	1	5	2	6	-	-	-	-	15	-	1	1	14	-	14	-	1	1		
	3%	3%	3%	-	2%	5%	1%	1%	4%	3%	6%	-	-	-	-	38%	-	1%	1%	34%	-	10%	-	1%	*		
Plaid Cymru	5	3	2	-	-	2	3	2	2	-	1	-	-	-	-	5	1	1	1	-	5	-	5	-	-		
	1%	1%	1%	-	-	1%	3%	2%	1%	-	1%	-	-	-	-	13%	1%	*	2%	-	21%	-	3%	-	-		
Green Party	12	6	5	2	1	8	*	8	*	3	1	-	-	-	-	12	1	*	2	1	1	4	2	6	10		
	3%	3%	3%	6%	1%	3%	*	6%	*	3%	1%	-	-	-	-	29%	*	*	2%	2%	4%	3%	1%	3%	3%		
UK Independence Party (UKIP)	50	42	8	3	4	27	16	12	10	15	12	-	-	-	50	-	20	5	2	*	-	10	18	22	49		
	11%	16%	4%	7%	6%	10%	14%	8%	8%	16%	13%	-	-	-	100%	-	12%	4%	3%	1%	-	7%	12%	13%	12%		
British National Party (BNP)	2	1	1	1	-	-	1	-	-	-	2	-	-	-	-	2	-	1	-	-	-	2	-	-	2		
	*	*	*	2%	-	-	1%	-	-	-	2%	-	-	-	-	4%	-	1%	-	-	-	1%	-	-	*		
Other	7	5	2	-	4	3	-	-	3	3	1	-	-	-	-	7	-	2	1	2	3	2	3	2	2		
	1%	2%	1%	-	7%	1%	-	-	2%	3%	1%	-	-	-	-	17%	-	1%	1%	5%	11%	1%	2%	1%	1%		

Opinion Poll
CATI Fieldwork : 9th-11th August 2013

Col percents

Table 4
Published Vote Intention Figures
Percentages derived from the responses of 680 respondents

	<u>Total</u>
Conservative	32%
Labour	35%
Liberal Democrat	14%
UKIP	10%
Other	9%

Opinion Poll

CATI Fieldwork : 9th-11th August 2013

Absolutes/col percents

Table 7

Q2. Would you say your personal financial circumstances have improved, stayed the same or got worse over the last 12 months?

Base: All respondents

	Gender		Age				Social Class				Voting Intention					Vote In 2010 General Election			Region					NET: Eng- land	
	Total	Male	Fe- male	18-24	25-34	35-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	UKIP	Other	Con	Lab	Lib Dem	Scot- land	Wales	North	Mid- lands		South
Unweighted base	1001	465	536	98	115	548	240	360	189	135	317	179	224	63	53	51	223	203	116	87	51	334	311	356	863
Weighted base	1001	490	511	116	160	514	210	277	289	207	228	182	218	71	60	53	219	182	136	87	53	332	320	349	860
Improved	168 17%	97 20%	71 14%	33 29%	51 32%	65 13%	20 9%	59 21%	48 17%	48 23%	14 6%	36 20%	32 14%	19 26%	11 18%	9 17%	36 16%	20 11%	27 20%	19 22%	7 14%	47 14%	55 17%	66 19%	142 16%
Stayed the same	390 39%	188 38%	202 40%	43 37%	63 40%	193 37%	91 43%	118 43%	108 37%	66 32%	98 43%	89 49%	71 33%	25 35%	18 30%	19 36%	104 47%	68 37%	46 34%	37 42%	14 27%	140 42%	121 38%	128 37%	339 39%
Got worse	429 43%	198 40%	231 45%	38 32%	45 28%	251 49%	95 45%	100 36%	130 45%	89 43%	110 48%	54 30%	113 52%	28 39%	31 52%	25 47%	76 35%	91 50%	63 46%	31 36%	32 59%	140 42%	137 43%	152 43%	366 43%
Don't know	14 1%	7 1%	7 1%	3 2%	1 1%	6 1%	5 2%	1 *	3 1%	4 2%	6 2%	4 2%	3 1%	- -	- -	- -	4 2%	3 2%	- -	- -	- -	4 1%	6 2%	4 1%	14 2%

Opinion Poll

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Absolutes/col percents

Table 8

Q3. And do you think your personal financial circumstances will improve, stay the same or get worse over the next 12 months?

Base: All respondents

	Gender			Age				Social Class				Voting Intention					Vote In 2010 General Election			Region					NET: Eng- land
	Total	Male	Fe- male	18-24	25-34	35-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	UKIP	Other	Con	Lab	Lib Dem	Scot- land	Wales	North	Mid- lands	South	
Unweighted base	1001	465	536	98	115	548	240	360	189	135	317	179	224	63	53	51	223	203	116	87	51	334	311	356	863
Weighted base	1001	490	511	116	160	514	210	277	289	207	228	182	218	71	60	53	219	182	136	87	53	332	320	349	860
Improve	244 24%	139 28%	105 21%	51 43%	61 38%	109 21%	24 12%	87 31%	69 24%	50 24%	38 17%	58 32%	46 21%	13 19%	15 25%	15 29%	58 27%	40 22%	36 26%	19 22%	6 11%	60 18%	77 24%	107 31%	219 25%
Stay the same	411 41%	185 38%	226 44%	32 28%	63 39%	224 44%	92 44%	116 42%	123 43%	86 42%	86 38%	96 53%	73 34%	38 53%	24 40%	20 39%	109 50%	63 35%	53 39%	44 50%	29 54%	143 43%	138 43%	130 37%	338 39%
Get worse	291 29%	146 30%	145 28%	28 24%	30 19%	156 30%	77 37%	66 24%	85 29%	57 27%	84 37%	23 13%	92 42%	16 22%	21 35%	15 28%	45 20%	74 40%	44 32%	22 25%	17 32%	111 34%	88 28%	92 26%	252 29%
Don't know	55 5%	20 4%	35 7%	6 5%	7 4%	26 5%	16 8%	9 3%	13 4%	13 7%	20 9%	6 3%	7 3%	5 6%	- -	2 4%	7 3%	6 3%	3 2%	2 3%	2 3%	18 5%	17 5%	20 6%	51 6%

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Absolutes/col percents

Table 9

Q4. Irrespective of which party you yourself support, which team do you think is better able to manage the economy properly, David Cameron and George Osborne or Ed Miliband and Ed Balls?

Base: All respondents

	Gender		Age				Social Class				Voting Intention					Vote In 2010 General Election			Region					NET: Eng- land	
	Total	Male	Fe- male	18-24	25-34	35-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	UKIP	Other	Con	Lab	Lib Dem	Scot- land	Wales	North	Mid- lands		South
Unweighted base	1001	465	536	98	115	548	240	360	189	135	317	179	224	63	53	51	223	203	116	87	51	334	311	356	863
Weighted base	1001	490	511	116	160	514	210	277	289	207	228	182	218	71	60	53	219	182	136	87	53	332	320	349	860
David Cameron and George Osborne	400 40%	199 41%	202 39%	41 35%	60 38%	205 40%	94 45%	123 44%	121 42%	83 40%	74 32%	171 94%	26 12%	35 48%	28 46%	14 27%	181 82%	25 14%	47 35%	28 32%	15 28%	107 32%	146 45%	148 42%	357 42%
Ed Miliband and Ed Balls	243 24%	126 26%	117 23%	35 30%	34 21%	134 26%	39 19%	62 22%	71 25%	46 22%	63 27%	3 1%	148 68%	16 23%	4 6%	14 26%	12 5%	109 60%	37 27%	22 26%	26 49%	93 28%	70 22%	80 23%	194 23%
Neither	196 20%	109 22%	87 17%	11 10%	31 19%	108 21%	45 22%	52 19%	57 20%	37 18%	50 22%	5 3%	20 9%	11 16%	25 42%	17 32%	22 10%	23 13%	27 20%	22 25%	9 17%	73 22%	54 17%	69 20%	165 19%
Don't know	162 16%	57 12%	105 21%	29 25%	35 22%	67 13%	31 15%	41 15%	40 14%	40 19%	41 18%	3 2%	24 11%	9 13%	3 5%	8 15%	5 2%	25 14%	24 18%	15 17%	4 7%	59 18%	50 16%	53 15%	144 17%

Opinion Poll
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Absolutes/col percents

Table 10
Q.C/D Voting in May 6th 2010 General Election
Base: All respondents

	Unweighted Total	Weighted Total
Unweighted base	1001	1001
Weighted base	1001	1001
Conservative	223 22%	219 22%
Labour	203 20%	182 18%
Liberal Democrat/ Liberal	116 12%	136 14%
Scottish National Party/SNP	15 1%	15 1%
Plaid Cymru	4 *	6 1%
Green Party	10 1%	11 1%
UK Independence Party (UKIP)	14 1%	18 2%
British National Party (BNP)	2 *	3 *
Others	2 *	4 *
Did not vote	283 28%	283 28%
Refused	101 10%	97 10%
Don't know	28 3%	27 3%

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Absolutes/col percents

Table 11
Classification
Base: All respondents

		Unweighted Total	Weighted Total
Unweighted base		1001	1001
Weighted base		1001	1001
<u>Gender</u>			
Male		465 46%	490 49%
Female		536 54%	511 51%
<u>Age</u>			
18-24	(21)	98 10%	116 12%
25-34	(29.5)	115 11%	160 16%
35-44	(39.5)	178 18%	187 19%
45-54	(49.5)	183 18%	172 17%
55-64	(59.5)	187 19%	155 15%
65+	(70)	240 24%	210 21%
Average age		49.42	46.97

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Table 11
Classification
Base: All respondents

	Unweighted Total	Weighted Total
Weighted base	1001	1001
<u>Social Grade</u>		
AB	360 36%	277 28%
C1	189 19%	289 29%
C2	135 13%	207 21%
DE	317 32%	228 23%
<u>Region</u>		
North	334 33%	332 33%
Midlands	311 31%	320 32%
South	356 36%	349 35%

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Table 11
Classification
Base: All respondents

	Unweighted Total	Weighted Total
Weighted base	1001	1001
<u>Working status</u>		
Full-time	396 40%	445 44%
Part-time	152 15%	121 12%
Not working but seeking work or temporarily unemployed/sick	67 7%	69 7%
Not working/not seeking work	56 6%	58 6%
Retired	277 28%	249 25%
Student	21 2%	35 4%
Refused	32 3%	24 2%

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Table 11
Classification
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Weighted base	1001	1001
<u>Tenure</u>		
Own outright	353 35%	332 33%
Own with a mortgage	317 32%	357 36%
Council	84 8%	124 12%
Housing Assoc.	65 6%	45 4%
Rented from someone else	122 12%	102 10%
Rent free	10 1%	6 1%
Refused	50 5%	36 4%