

Opinion Poll

ONLINE Fieldwork : 25th-27th January 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	Private	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	
Unweighted base	2036	970	1066	241	268	362	350	317	498	579	599	351	507	540	512	522	295	167	270	760	464	586	151	196	590	428	350	
Weighted base	2036	998	1038	244	326	387	346	305	427	550	591	428	468	517	537	511	294	177	330	810	459	609	167	194	564	457	366	
Absolutely certain to vote	(10) 1135	610	525	84	146	198	198	199	309	335	328	224	248	276	314	274	163	108	168	435	324	398	103	146	393	303	247	
		56%	61%	51%	34%	45%	51%	57%	65%	72%	61%	56%	52%	53%	53%	58%	54%	55%	61%	51%	54%	71%	65%	62%	75%	70%	66%	68%
	(9)	216	103	113	14	35	47	31	28	60	72	53	48	42	47	58	57	37	16	49	75	52	87	17	25	65	71	35
		11%	10%	11%	6%	11%	12%	9%	9%	14%	13%	9%	11%	9%	9%	11%	11%	13%	9%	15%	9%	11%	14%	10%	13%	11%	16%	10%
	(8)	161	76	85	24	49	32	22	23	12	36	72	26	26	47	36	35	24	19	30	86	45	47	20	6	33	37	25
		8%	8%	8%	10%	15%	8%	6%	8%	3%	7%	12%	6%	6%	9%	7%	7%	8%	11%	9%	10%	8%	12%	3%	6%	8%	7%	
	(7)	116	47	69	34	22	25	18	8	9	24	34	33	25	45	32	26	7	6	22	50	19	31	13	12	26	12	23
		6%	5%	7%	14%	7%	6%	5%	3%	2%	4%	6%	8%	5%	9%	6%	5%	2%	3%	7%	6%	4%	5%	8%	6%	5%	3%	6%
	(6)	39	14	25	2	7	13	7	5	5	7	7	9	15	17	7	7	5	3	1	20	5	12	3	1	4	8	4
		2%	1%	2%	1%	2%	3%	2%	2%	1%	1%	1%	2%	3%	3%	1%	1%	2%	2%	*	3%	1%	2%	2%	*	1%	2%	1%
	(5)	80	31	48	25	13	14	14	6	7	13	21	18	27	15	17	32	12	4	10	30	11	17	6	*	8	4	10
		4%	3%	5%	10%	4%	4%	4%	2%	2%	2%	4%	4%	6%	3%	3%	6%	4%	2%	3%	4%	2%	3%	4%	*	1%	1%	3%
	(4)	12	3	9	6	1	2	*	1	2	3	3	3	3	4	2	2	2	2	3	3	-	2	*	1	-	1	-
		1%	*	1%	2%	*	1%	*	*	*	1%	1%	1%	1%	1%	*	*	1%	1%	1%	*	-	*	*	*	-	*	-
	(3)	35	18	17	14	9	2	6	3	1	13	10	9	4	7	13	11	3	-	9	16	2	8	2	1	2	3	5
		2%	2%	2%	6%	3%	1%	2%	1%	*	2%	2%	2%	1%	1%	2%	2%	1%	-	3%	2%	*	1%	1%	1%	*	1%	1%
	(2)	27	13	14	3	4	4	8	4	3	6	6	7	7	8	5	5	6	3	4	11	*	7	1	1	5	2	*
		1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	2%	2%	2%	1%	1%	2%	1%	1%	1%	*	1%	1%	1%	1%	*	*
Definitely would not vote	(1)	131	61	71	14	25	30	32	17	13	25	33	27	46	31	29	38	23	10	19	54	-	-	-	-	16	8	7
		6%	6%	7%	6%	8%	8%	9%	6%	3%	5%	6%	6%	10%	6%	5%	7%	8%	6%	6%	7%	-	-	-	-	3%	2%	2%
Don't know		85	22	63	24	14	19	11	11	6	16	22	22	25	19	25	23	13	5	15	29	-	-	-	-	13	8	8
		4%	2%	6%	10%	4%	5%	3%	4%	1%	3%	4%	5%	5%	4%	5%	5%	4%	3%	5%	4%	-	-	-	-	2%	2%	2%
Mean		8.39	8.56	8.21	7.34	8.01	8.26	8.15	8.78	9.23	8.71	8.46	8.25	8.02	8.31	8.56	8.23	8.32	8.64	8.38	8.28	9.37	9.13	8.99	9.48	9.16	9.24	9.09
Standard deviation		2.67	2.59	2.74	2.85	2.77	2.72	2.99	2.48	1.93	2.41	2.54	2.73	3.01	2.62	2.55	2.80	2.83	2.52	2.59	2.70	1.23	1.63	1.67	1.24	1.91	1.65	1.84
Standard error		0.06	0.08	0.09	0.20	0.17	0.15	0.16	0.14	0.09	0.10	0.11	0.15	0.14	0.12	0.12	0.13	0.17	0.20	0.16	0.10	0.06	0.07	0.14	0.09	0.08	0.08	0.10

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Table 2

Q.2 If there were to be a general election tomorrow, which party do you think you would vote for?

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	2036	970	1066	241	268	362	350	317	498	579	599	351	507	540	512	522	295	167	270	760	464	586	151	196	590	428	350
Weighted base	2036	998	1038	244	326	387	346	305	427	550	591	428	468	517	537	511	294	177	330	810	459	609	167	194	564	457	366
Conservative	459 23%	220 22%	239 23%	49 20%	56 17%	70 18%	71 21%	74 24%	138 32%	158 29%	137 23%	99 23%	65 14%	162 31%	135 25%	76 15%	62 21%	24 13%	60 18%	189 23%	459 100%	-	-	-	339 60%	15 3%	30 8%
Labour	609 30%	308 31%	301 29%	79 32%	121 37%	146 38%	106 31%	75 25%	83 19%	146 27%	177 30%	138 32%	148 32%	120 23%	141 26%	211 41%	87 30%	50 29%	133 40%	261 32%	-	609 100%	-	-	30 5%	377 83%	86 23%
Liberal Democrat	167 8%	85 8%	82 8%	16 6%	26 8%	33 9%	27 8%	27 9%	38 9%	57 10%	48 8%	31 7%	31 7%	50 10%	43 8%	26 5%	38 13%	10 6%	16 5%	79 10%	-	-	167 100%	-	5 1%	7 2%	132 36%
SNP	39 2%	20 2%	19 2%	2 1%	7 2%	5 1%	5 1%	7 2%	12 3%	11 2%	13 2%	5 1%	10 2%	-	-	-	-	39 22%	10 3%	9 1%	-	-	-	-	-	6 1%	2 1%
Plaid Cymru	12 1%	6 1%	7 1%	-	3 1%	1 *	3 1%	2 1%	3 1%	2 *	2 *	3 1%	5 1%	-	-	-	12 4%	-	-	4 1%	-	-	-	-	*	-	1 *
The UK Independence Party	194 10%	135 14%	58 6%	4 2%	19 6%	11 3%	46 13%	41 14%	72 17%	50 9%	51 9%	33 8%	60 13%	48 9%	57 11%	56 11%	19 7%	13 7%	13 4%	75 9%	-	-	-	194 100%	79 14%	8 2%	33 9%
The Green Party	26 1%	15 2%	11 1%	4 2%	3 1%	6 2%	4 1%	5 2%	4 1%	6 1%	9 1%	2 1%	9 2%	6 1%	5 1%	7 1%	4 1%	4 2%	2 1%	10 1%	-	-	-	-	2 *	2 1%	3 1%
The British National Party	22 1%	14 1%	9 1%	2 1%	12 4%	4 1%	1 *	1 *	3 1%	3 *	6 1%	11 3%	3 1%	* *	8 1%	7 1%	6 2%	1 1%	8 2%	8 1%	-	-	-	-	5 1%	3 1%	6 2%
Some other party	11 1%	8 1%	2 *	1 *	3 1%	3 1%	1 *	1 *	3 1%	3 *	5 1%	2 *	1 *	4 1%	5 1%	1 *	* *	-	3 1%	2 *	-	-	-	-	2 *	-	3 1%
Would not vote	161 8%	73 7%	88 9%	23 9%	29 9%	34 9%	40 12%	20 6%	15 4%	33 6%	37 6%	41 10%	50 11%	41 8%	38 7%	44 9%	26 9%	12 7%	21 6%	68 8%	-	-	-	-	18 3%	11 2%	7 2%
Rather not say	28 1%	14 1%	13 1%	3 1%	8 3%	8 2%	4 1%	-	4 1%	5 1%	10 2%	4 1%	9 2%	13 2%	7 1%	2 *	2 1%	4 2%	3 1%	16 2%	-	-	-	-	-	3 1%	-
Don't know	309 15%	100 10%	210 20%	61 25%	40 12%	66 17%	39 11%	52 17%	52 12%	77 14%	96 16%	60 14%	77 16%	73 14%	99 18%	80 16%	38 13%	20 11%	62 19%	88 11%	-	-	-	-	82 15%	26 6%	63 17%

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Table 3

Q.2 If there were to be a general election tomorrow, which party do you think you would vote for?

Base: All respondents expressing an intention to vote

	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	1517	791	726	146	198	254	256	249	414	457	448	253	359	404	370	391	221	131	195	580	464	586	151	196	488	391	277	
Weighted base	1538	811	727	157	249	279	263	234	356	435	448	323	332	391	394	385	228	141	243	638	459	609	167	194	463	417	296	
Conservative	459 30%	220 27%	239 33%	49 31%	56 22%	70 25%	71 27%	74 32%	138 39%	158 36%	137 31%	99 31%	65 20%	162 41%	135 34%	76 20%	62 27%	24 17%	60 25%	189 30%	459 100%	-	-	-	339 73%	15 4%	30 10%	
Labour	609 40%	308 38%	301 41%	79 50%	121 48%	146 52%	106 40%	75 32%	83 23%	146 34%	177 40%	138 43%	148 45%	120 31%	141 36%	211 55%	87 38%	50 36%	133 55%	261 41%	-	609 100%	-	-	30 6%	377 90%	86 29%	
Liberal Democrat	167 11%	85 10%	82 11%	16 10%	26 10%	33 12%	27 10%	27 11%	38 11%	57 13%	48 11%	31 10%	31 9%	50 13%	43 11%	26 7%	38 17%	10 7%	16 6%	79 12%	-	-	167 100%	-	5 1%	7 2%	132 45%	
SNP	39 3%	20 2%	19 3%	2 1%	7 3%	5 2%	5 2%	7 3%	12 3%	11 2%	13 3%	5 1%	10 3%	-	-	-	-	39 27%	10 4%	9 1%	-	-	-	-	-	6 1%	2 1%	
Plaid Cymru	12 1%	6 1%	7 1%	-	3 1%	1 *	3 1%	2 1%	3 1%	2 1%	2 *	3 1%	5 2%	-	-	-	12 5%	-	-	4 1%	-	-	-	-	*	-	1 *	
The UK Independence Party	194 13%	135 17%	58 8%	4 3%	19 8%	11 4%	46 17%	41 18%	72 20%	50 12%	51 11%	33 10%	60 18%	48 12%	57 15%	56 15%	19 9%	13 9%	13 5%	75 12%	-	-	-	194 100%	79 17%	8 2%	33 11%	
The Green Party	26 2%	15 2%	11 2%	4 2%	3 1%	6 2%	4 1%	5 2%	4 1%	6 1%	9 2%	2 1%	9 3%	6 2%	5 1%	7 2%	4 2%	4 3%	2 1%	10 1%	-	-	-	-	2 *	2 1%	3 1%	
The British National Party	22 1%	14 2%	9 1%	2 1%	12 5%	4 2%	1 *	1 *	3 1%	3 1%	6 1%	11 3%	3 1%	* *	8 2%	7 2%	6 3%	1 1%	8 3%	8 1%	-	-	-	-	5 1%	3 1%	6 2%	
Some other party	11 1%	8 1%	2 *	1 1%	3 1%	3 1%	1 *	1 *	3 1%	3 1%	5 1%	2 1%	1 *	4 1%	5 1%	1 *	* *	-	3 1%	2 *	-	-	-	-	2 1%	-	3 1%	

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Table 4

Q.2 If there were to be a general election tomorrow, which party do you think you would vote for?

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	1199	636	563	96	144	199	201	206	352	370	354	197	277	310	300	310	173	105	151	449	379	458	114	161	410	325	225
Weighted base	1216	653	563	104	186	219	209	195	303	354	354	254	254	300	323	300	179	114	193	491	372	476	126	161	390	348	240
Conservative	372 31%	184 28%	188 33%	32 31%	42 22%	53 24%	60 29%	64 33%	121 40%	132 37%	109 31%	81 32%	51 20%	125 42%	113 35%	65 22%	51 28%	19 17%	49 25%	147 30%	372 100%	-	-	-	288 74%	13 4%	25 11%
Labour	476 39%	244 37%	232 41%	54 52%	90 49%	114 52%	83 40%	62 32%	72 24%	116 33%	142 40%	106 42%	112 44%	93 31%	114 35%	157 52%	71 39%	41 36%	104 54%	197 40%	-	476 100%	-	-	23 6%	314 90%	70 29%
Liberal Democrat	126 10%	66 10%	60 11%	8 8%	15 8%	28 13%	20 10%	22 11%	32 11%	44 13%	35 10%	23 9%	24 9%	36 12%	35 11%	20 7%	27 15%	8 7%	11 6%	58 12%	-	-	126 100%	-	4 1%	6 2%	106 44%
SNP	29 2%	16 2%	14 2%	1 1%	6 3%	4 2%	4 2%	5 3%	10 3%	9 3%	10 3%	3 1%	8 3%	-	-	-	-	29 26%	8 4%	6 1%	-	-	-	-	-	5 1%	2 1%
Plaid Cymru	7 1%	3 1%	4 1%	-	1 1%	1 *	1 1%	2 1%	3 1%	2 1%	1 *	2 1%	2 1%	-	-	-	7 4%	-	-	3 1%	-	-	-	-	*	-	1 *
The UK Independence Party	161 13%	112 17%	48 9%	4 4%	16 9%	9 4%	36 17%	35 18%	60 20%	42 12%	41 12%	27 11%	51 20%	41 14%	46 14%	46 15%	17 9%	11 9%	11 6%	62 13%	-	-	-	161 100%	67 17%	7 2%	28 11%
The Green Party	17 1%	9 1%	8 1%	2 2%	3 1%	3 1%	3 1%	4 2%	3 1%	4 1%	6 2%	2 1%	5 2%	3 1%	4 1%	5 2%	2 1%	4 3%	1 1%	7 1%	-	-	-	-	1 *	1 *	3 1%
The British National Party	19 2%	12 2%	6 1%	1 1%	10 6%	4 2%	1 *	1 *	2 1%	2 1%	5 2%	9 3%	3 1%	* *	7 2%	6 2%	4 2%	1 1%	7 4%	7 2%	-	-	-	-	5 1%	2 1%	6 2%
Some other party	7 1%	5 1%	2 *	1 1%	2 1%	2 1%	* *	* *	1 *	2 *	4 1%	1 1%	* *	3 1%	3 1%	1 *	* *	-	2 1%	2 *	-	-	-	-	2 *	-	1 1%

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Table 5

Q.2 If there were to be a general election tomorrow, which party do you think you would vote for?

Base: All respondents (Turnout Weighted)

	Q.3 General Election Vote												
	Total	Conservative	Labour	Liberal Democrat	SNP	Plaid Cymru	The UK Independence Party	The Green Party	The British National Party	Some other party	Did not vote	Prefer not to say	Don't know
Unweighted base	1354	460	337	264	27	6	44	17	8	9	147	29	5
Weighted base	1365	439	361	278	25	5	46	14	8	7	146	33	3
Conservative	372 27%	288 66%	13 4%	25 9%	2 7%	- -	3 7%	1 4%	* 2%	- -	38 26%	2 7%	- -
Labour	476 35%	23 5%	314 87%	70 25%	1 3%	- -	1 2%	2 16%	- -	4 52%	54 37%	8 26%	- -
Liberal Democrat	126 9%	4 1%	6 2%	106 38%	- -	- -	- -	* 2%	- -	- -	10 7%	- -	* 3%
SNP	29 2%	- -	5 1%	2 1%	20 83%	- -	- -	- -	- -	- -	2 2%	- -	- -
Plaid Cymru	7 1%	* *	- -	1 *	- -	4 87%	- -	- -	- -	- -	2 1%	- -	- -
The UK Independence Party	161 12%	67 15%	7 2%	28 10%	2 7%	1 13%	39 85%	1 10%	2 29%	1 12%	11 8%	2 5%	1 28%
The Green Party	17 1%	1 *	1 *	3 1%	- -	- -	- -	8 57%	* 6%	- -	3 2%	* 1%	- -
The British National Party	19 1%	5 1%	2 1%	6 2%	- -	- -	1 2%	- -	5 63%	- -	* *	- -	- -
Some other party	7 1%	2 *	- -	1 1%	- -	- -	- -	1 8%	- -	2 26%	1 1%	* *	- -
Would not vote	3 *	* *	* *	- -	- -	- -	* *	- -	- -	- -	2 2%	* *	- -
Rather not say	19 1%	- -	3 1%	- -	- -	- -	* *	- -	- -	- -	2 1%	14 44%	- -
Don't know	128 9%	49 11%	10 3%	38 14%	- -	- -	2 4%	* 2%	- -	1 9%	21 14%	5 17%	2 68%

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Table 6

**Q.3 At the general election in May 2010, many people didn't vote. Can you remember, did you vote in that election, or did you not vote?
Which party did you vote for in the general election in May 2010?**

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	2036	970	1066	241	268	362	350	317	498	579	599	351	507	540	512	522	295	167	270	760	464	586	151	196	590	428	350
Weighted base	2036	998	1038	244	326	387	346	305	427	550	591	428	468	517	537	511	294	177	330	810	459	609	167	194	564	457	366
Conservative	564 28%	302 30%	262 25%	30 12%	63 19%	81 21%	96 28%	103 34%	190 45%	197 36%	147 25%	132 31%	88 19%	187 36%	170 32%	110 21%	70 24%	27 15%	68 21%	218 27%	339 74%	30 5%	5 3%	79 41%	564 100%	-	-
Labour	457 22%	233 23%	224 22%	42 17%	88 27%	119 31%	79 23%	55 18%	74 17%	97 18%	148 25%	93 22%	120 26%	92 18%	106 20%	143 28%	67 23%	49 28%	103 31%	185 23%	15 3%	377 62%	7 4%	8 4%	-	457 100%	-
Liberal Democrat	366 18%	181 18%	184 18%	29 12%	42 13%	68 18%	62 18%	69 23%	96 23%	115 21%	112 19%	75 17%	63 13%	89 17%	97 18%	86 17%	76 26%	18 10%	57 17%	142 18%	30 7%	86 14%	132 79%	33 17%	-	-	366 100%
SNP	30 1%	14 1%	16 2%	1 1%	7 2%	2 1%	4 1%	2 1%	13 3%	9 2%	10 2%	5 1%	7 1%	-	-	-	-	30 17%	7 2%	5 1%	2 *	1 *	-	2 1%	-	-	-
Plaid Cymru	9 *	2 *	6 1%	-	1 *	-	3 1%	2 1%	3 1%	2 *	1 *	2 *	3 1%	-	-	-	9 3%	-	-	2 *	-	-	-	1 *	-	-	-
The UK Independence Party	57 3%	37 4%	19 2%	1 *	7 2%	7 2%	12 4%	12 4%	18 4%	8 1%	15 3%	16 4%	18 4%	10 2%	21 4%	19 4%	6 2%	1 1%	5 2%	23 3%	4 1%	1 *	-	44 23%	-	-	-
The Green Party	22 1%	12 1%	10 1%	1 1%	4 1%	4 1%	7 2%	4 1%	2 *	11 2%	4 1%	4 1%	2 1%	11 2%	3 1%	5 1%	1 *	2 1%	4 1%	11 1%	1 *	3 1%	1 1%	2 1%	-	-	-
The British National Party	12 1%	8 1%	4 *	1 *	2 1%	5 1%	2 1%	2 1%	-	-	2 *	2 *	8 2%	4 1%	5 1%	3 1%	-	-	1 *	8 1%	* *	-	-	3 1%	-	-	-
Some other party	8 *	2 *	5 *	1 *	2 1%	1 *	1 *	1 *	2 1%	1 *	3 *	2 *	2 *	1 *	4 1%	2 *	-	1 1%	2 1%	2 *	-	4 1%	-	1 1%	-	-	-
Did not vote	435 21%	175 18%	260 25%	124 51%	87 27%	84 22%	73 21%	47 15%	20 5%	96 18%	122 21%	84 20%	132 28%	100 19%	105 20%	130 25%	58 20%	41 23%	67 20%	184 23%	65 14%	94 15%	20 12%	18 9%	-	-	-
Prefer not to say	70 3%	29 3%	41 4%	12 5%	23 7%	14 4%	6 2%	8 2%	7 2%	12 2%	26 4%	12 3%	20 4%	22 4%	23 4%	12 2%	5 2%	7 4%	13 4%	29 4%	3 1%	13 2%	-	2 1%	-	-	-
Don't know	7 *	1 *	6 1%	2 1%	1 *	2 1%	1 *	-	1 *	1 *	1 *	1 *	4 1%	2 *	1 *	2 *	1 *	-	1 *	1 *	-	-	1 *	1 1%	-	-	-

Opinion Poll

ONLINE Fieldwork : 25th-27th January 2013

Absolutes/col percents

Table 7

Q.3 At the general election in May 2010, many people didn't vote. Can you remember, did you vote in that election, or did you not vote?

Which party did you vote for in the general election in May 2010?

Base: All respondents giving a past vote

	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	1516	776	740	101	165	260	262	264	464	469	446	256	345	396	392	378	228	122	201	546	405	479	132	173	590	428	350	
Weighted base	1524	793	731	106	214	287	267	250	399	440	441	331	312	393	407	367	229	128	249	595	391	502	146	172	564	457	366	
Conservative	564	302	262	30	63	81	96	103	190	197	147	132	88	187	170	110	70	27	68	218	339	30	5	79	564	-	-	
	37%	38%	36%	28%	30%	28%	36%	41%	48%	45%	33%	40%	28%	48%	42%	30%	31%	21%	28%	37%	87%	6%	4%	46%	100%	-	-	
Labour	457	233	224	42	88	119	79	55	74	97	148	93	120	92	106	143	67	49	103	185	15	377	7	8	-	457	-	
	30%	29%	31%	40%	41%	41%	30%	22%	19%	22%	34%	28%	38%	24%	26%	39%	29%	38%	41%	31%	4%	75%	5%	5%	-	100%	-	
Liberal Democrat	366	181	184	29	42	68	62	69	96	115	112	75	63	89	97	86	76	18	57	142	30	86	132	33	-	-	366	
	24%	23%	25%	27%	19%	24%	23%	28%	24%	26%	25%	23%	20%	23%	24%	23%	33%	14%	23%	24%	8%	17%	91%	19%	-	-	100%	
SNP	30	14	16	1	7	2	4	2	13	9	10	5	7	-	-	-	-	30	7	5	2	1	-	2	-	-	-	
	2%	2%	2%	1%	3%	1%	2%	1%	3%	2%	2%	2%	2%	-	-	-	-	24%	3%	1%	*	*	-	1%	-	-	-	
Plaid Cymru	9	2	6	-	1	-	3	2	3	2	1	2	3	-	-	-	9	-	-	2	-	-	-	1	-	-	-	
	1%	*	1%	-	*	-	1%	1%	1%	1%	*	1%	1%	-	-	-	4%	-	-	*	-	-	-	*	-	-	-	
The UK Independence Party	57	37	19	1	7	7	12	12	18	8	15	16	18	10	21	19	6	1	5	23	4	1	-	44	-	-	-	
	4%	5%	3%	1%	3%	2%	5%	5%	5%	2%	3%	5%	6%	3%	5%	5%	3%	1%	2%	4%	1%	*	-	26%	-	-	-	
The Green Party	22	12	10	1	4	4	7	4	2	11	4	4	2	11	3	5	1	2	4	11	1	3	1	2	-	-	-	
	1%	1%	1%	1%	2%	1%	3%	2%	1%	2%	1%	1%	1%	3%	1%	1%	1%	2%	2%	2%	*	1%	1%	1%	-	-	-	
The British National Party	12	8	4	1	2	5	2	2	-	-	2	2	8	4	5	3	-	-	1	8	*	-	-	3	-	-	-	
	1%	1%	1%	1%	1%	2%	1%	1%	-	-	*	1%	3%	1%	1%	1%	-	-	*	1%	*	-	-	1%	-	-	-	
Some other party	8	2	5	1	2	1	1	1	2	1	3	2	2	1	4	2	-	1	2	2	-	4	-	1	-	-	-	
	1%	*	1%	*	1%	*	*	*	1%	*	1%	1%	1%	*	1%	*	-	1%	1%	*	-	1%	-	1%	-	-	-	

Opinion Poll

ONLINE Fieldwork : 25th-27th January 2013

Absolutes/col percents

Table 8
Q.4 Thinking about Britain's economy, which of the following is closest to your own view?
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	2036	970	1066	241	268	362	350	317	498	579	599	351	507	540	512	522	295	167	270	760	464	586	151	196	590	428	350
Weighted base	2036	998	1038	244	326	387	346	305	427	550	591	428	468	517	537	511	294	177	330	810	459	609	167	194	564	457	366
Although things are difficult now, the right decisions are being made and things will improve significantly in the next two or three years	754 37%	386 39%	369 36%	96 39%	120 37%	126 33%	112 32%	98 32%	202 47%	246 45%	225 38%	158 37%	125 27%	226 44%	212 40%	167 33%	97 33%	52 29%	106 32%	316 39%	355 77%	100 16%	73 44%	54 28%	357 63%	91 20%	116 32%
In two or three years' time the economy will be no better, or even worse, than it is now	1282 63%	612 61%	669 64%	148 61%	206 63%	261 67%	235 68%	208 68%	225 53%	304 55%	365 62%	269 63%	343 73%	291 56%	325 60%	344 67%	196 67%	125 71%	224 68%	495 61%	104 23%	509 84%	94 56%	140 72%	207 37%	367 80%	250 68%

Opinion Poll

ONLINE Fieldwork : 25th-27th January 2013

Absolutes/col percents

Table 9

Q.5 Would you say you are moving towards or away from Labour?

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	2036	970	1066	241	268	362	350	317	498	579	599	351	507	540	512	522	295	167	270	760	464	586	151	196	590	428	350
Weighted base	2036	998	1038	244	326	387	346	305	427	550	591	428	468	517	537	511	294	177	330	810	459	609	167	194	564	457	366
Towards	688 34%	330 33%	359 35%	100 41%	125 38%	171 44%	113 33%	92 30%	87 20%	161 29%	207 35%	138 32%	182 39%	154 30%	169 31%	211 41%	93 32%	62 35%	140 42%	272 34%	15 3%	497 82%	32 19%	11 6%	50 9%	311 68%	133 36%
Away from	754 37%	395 40%	359 35%	64 26%	99 30%	114 30%	127 37%	128 42%	222 52%	244 44%	198 33%	159 37%	153 33%	215 42%	216 40%	162 32%	101 34%	60 34%	89 27%	305 38%	318 69%	19 3%	85 51%	134 69%	369 65%	44 10%	143 39%
Neither	594 29%	273 27%	321 31%	81 33%	102 31%	102 26%	106 31%	85 28%	118 28%	144 26%	186 31%	130 31%	133 28%	148 29%	152 28%	138 27%	100 34%	54 31%	101 30%	233 29%	126 27%	93 15%	50 30%	49 25%	145 26%	103 22%	89 24%

Opinion Poll

ONLINE Fieldwork : 25th-27th January 2013

Absolutes/col percents

Table 10
Q.5 Would you say you are moving towards or away from the Conservatives?
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	2036	970	1066	241	268	362	350	317	498	579	599	351	507	540	512	522	295	167	270	760	464	586	151	196	590	428	350
Weighted base	2036	998	1038	244	326	387	346	305	427	550	591	428	468	517	537	511	294	177	330	810	459	609	167	194	564	457	366
Towards	464 23%	226 23%	238 23%	75 31%	93 29%	68 18%	52 15%	54 18%	122 28%	164 30%	136 23%	91 21%	72 15%	156 30%	120 22%	103 20%	55 19%	30 17%	70 21%	201 25%	317 69%	26 4%	35 21%	9 4%	255 45%	38 8%	71 19%
Away from	994 49%	499 50%	494 48%	98 40%	144 44%	206 53%	182 52%	158 52%	206 48%	231 42%	282 48%	214 50%	267 57%	218 42%	256 48%	272 53%	149 51%	98 56%	155 47%	383 47%	18 4%	462 76%	77 46%	152 79%	147 26%	313 69%	211 58%
Neither	579 28%	272 27%	306 29%	71 29%	89 27%	112 29%	112 32%	94 31%	100 23%	155 28%	173 29%	122 29%	129 28%	144 28%	161 30%	136 27%	89 30%	48 27%	105 32%	226 28%	123 27%	121 20%	55 33%	33 17%	162 29%	106 23%	84 23%

Opinion Poll

ONLINE Fieldwork : 25th-27th January 2013

Absolutes/col percents

Table 11
Q.5 Would you say you are moving towards or away from the Liberal Democrats?
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	2036	970	1066	241	268	362	350	317	498	579	599	351	507	540	512	522	295	167	270	760	464	586	151	196	590	428	350
Weighted base	2036	998	1038	244	326	387	346	305	427	550	591	428	468	517	537	511	294	177	330	810	459	609	167	194	564	457	366
Towards	245 12%	117 12%	128 12%	30 12%	62 19%	46 12%	36 10%	28 9%	43 10%	80 15%	68 11%	51 12%	46 10%	71 14%	62 12%	45 9%	47 16%	19 11%	50 15%	106 13%	49 11%	37 6%	103 62%	- -	57 10%	29 6%	88 24%
Away from	1074 53%	557 56%	517 50%	111 45%	155 48%	197 51%	189 55%	172 56%	249 58%	284 52%	305 52%	227 53%	258 55%	265 51%	271 50%	310 61%	132 45%	96 54%	166 50%	407 50%	207 45%	434 71%	9 6%	155 80%	290 51%	308 67%	180 49%
Neither	718 35%	324 33%	393 38%	103 42%	109 33%	144 37%	120 35%	105 35%	136 32%	186 34%	218 37%	150 35%	164 35%	181 35%	205 38%	155 30%	115 39%	61 35%	114 35%	297 37%	202 44%	139 23%	55 33%	38 20%	217 38%	120 26%	98 27%

Opinion Poll

ONLINE Fieldwork : 25th-27th January 2013

Absolutes/col percents

Table 12
Q.5 Would you say you are moving towards or away from UKIP?
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	2036	970	1066	241	268	362	350	317	498	579	599	351	507	540	512	522	295	167	270	760	464	586	151	196	590	428	350
Weighted base	2036	998	1038	244	326	387	346	305	427	550	591	428	468	517	537	511	294	177	330	810	459	609	167	194	564	457	366
Towards	577 28%	334 33%	243 23%	57 23%	80 25%	79 20%	111 32%	104 34%	146 34%	164 30%	131 22%	146 34%	137 29%	151 29%	148 28%	170 33%	70 24%	39 22%	87 26%	230 28%	113 25%	105 17%	21 13%	186 96%	221 39%	85 19%	95 26%
Away from	624 31%	309 31%	315 30%	74 30%	103 31%	126 32%	94 27%	93 30%	135 32%	177 32%	193 33%	113 26%	141 30%	169 33%	163 30%	135 26%	92 31%	65 37%	105 32%	247 31%	149 32%	251 41%	83 50%	- -	147 26%	193 42%	127 35%
Neither	834 41%	355 36%	480 46%	113 46%	143 44%	182 47%	141 41%	109 36%	147 34%	209 38%	267 45%	168 39%	190 41%	198 38%	226 42%	206 40%	132 45%	73 41%	138 42%	333 41%	197 43%	253 42%	63 38%	7 4%	196 35%	179 39%	144 39%

Opinion Poll

ONLINE Fieldwork : 25th-27th January 2013

Absolutes/col percents

Table 13

Q.6 Thinking about David Cameron as Prime Minister, and Ed Miliband if he were to become Prime Minister, who do you think would do a better job when it came to...?
Representing Britain in international negotiations

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	2036	970	1066	241	268	362	350	317	498	579	599	351	507	540	512	522	295	167	270	760	464	586	151	196	590	428	350	
Weighted base	2036	998	1038	244	326	387	346	305	427	550	591	428	468	517	537	511	294	177	330	810	459	609	167	194	564	457	366	
David Cameron	1347	683	664	157	217	220	226	201	325	405	400	284	259	384	347	313	188	115	215	547	449	203	127	143	530	170	235	
	66%	68%	64%	64%	66%	57%	65%	66%	76%	74%	68%	66%	55%	74%	65%	61%	64%	65%	65%	67%	98%	33%	76%	74%	94%	37%	64%	
Ed Miliband	689	315	375	87	109	167	120	104	102	145	191	144	209	133	190	198	106	62	115	264	9	406	40	51	34	287	130	
	34%	32%	36%	36%	34%	43%	35%	34%	24%	26%	32%	34%	45%	26%	35%	39%	36%	35%	35%	33%	2%	67%	24%	26%	6%	63%	36%	

Opinion Poll

ONLINE Fieldwork : 25th-27th January 2013

Absolutes/col percents

Table 14

**Q.6 Thinking about David Cameron as Prime Minister, and Ed Miliband if he were to become Prime Minister, who do you think would do a better job when it came to...?
Making the right decisions even when they are unpopular**

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	2036	970	1066	241	268	362	350	317	498	579	599	351	507	540	512	522	295	167	270	760	464	586	151	196	590	428	350	
Weighted base	2036	998	1038	244	326	387	346	305	427	550	591	428	468	517	537	511	294	177	330	810	459	609	167	194	564	457	366	
David Cameron	1241	617	624	138	183	215	209	194	302	369	373	255	243	353	339	286	166	95	195	500	445	163	121	134	522	140	207	
	61%	62%	60%	56%	56%	56%	60%	63%	71%	67%	63%	60%	52%	68%	63%	56%	57%	54%	59%	62%	97%	27%	72%	69%	93%	31%	57%	
Ed Miliband	795	381	415	106	143	172	137	112	125	180	218	172	225	164	198	224	127	82	135	310	14	446	46	60	42	317	159	
	39%	38%	40%	44%	44%	44%	40%	37%	29%	33%	37%	40%	48%	32%	37%	44%	43%	46%	41%	38%	3%	73%	28%	31%	7%	69%	43%	

Opinion Poll

ONLINE Fieldwork : 25th-27th January 2013

Absolutes/col percents

Table 15

Q.6 Thinking about David Cameron as Prime Minister, and Ed Miliband if he were to become Prime Minister, who do you think would do a better job when it came to...?
Understanding ordinary people

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	2036	970	1066	241	268	362	350	317	498	579	599	351	507	540	512	522	295	167	270	760	464	586	151	196	590	428	350	
Weighted base	2036	998	1038	244	326	387	346	305	427	550	591	428	468	517	537	511	294	177	330	810	459	609	167	194	564	457	366	
David Cameron	793	402	391	93	127	128	120	114	210	256	222	168	147	240	214	173	109	57	121	320	382	43	66	84	411	51	113	
	39%	40%	38%	38%	39%	33%	35%	37%	49%	47%	38%	39%	31%	46%	40%	34%	37%	32%	37%	39%	83%	7%	39%	43%	73%	11%	31%	
Ed Miliband	1243	596	648	151	199	259	226	192	217	293	369	259	321	278	323	338	185	120	209	490	77	566	101	110	153	407	253	
	61%	60%	62%	62%	61%	67%	65%	63%	51%	53%	62%	61%	69%	54%	60%	66%	63%	68%	63%	61%	17%	93%	61%	57%	27%	89%	69%	

Opinion Poll

ONLINE Fieldwork : 25th-27th January 2013

Absolutes/col percents

Table 16

**Q.6 Thinking about David Cameron as Prime Minister, and Ed Miliband if he were to become Prime Minister, who do you think would do a better job when it came to...?
Having a clear idea of what they want to achieve**

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	2036	970	1066	241	268	362	350	317	498	579	599	351	507	540	512	522	295	167	270	760	464	586	151	196	590	428	350	
Weighted base	2036	998	1038	244	326	387	346	305	427	550	591	428	468	517	537	511	294	177	330	810	459	609	167	194	564	457	366	
David Cameron	1170	586	584	140	175	188	189	180	299	354	346	246	225	339	306	265	170	90	178	465	440	133	106	127	502	115	196	
	57%	59%	56%	57%	54%	48%	55%	59%	70%	64%	59%	57%	48%	66%	57%	52%	58%	51%	54%	57%	96%	22%	64%	66%	89%	25%	54%	
Ed Miliband	866	412	454	105	151	199	157	126	128	196	245	182	244	178	231	245	124	87	152	345	18	476	61	66	61	342	169	
	43%	41%	44%	43%	46%	52%	45%	41%	30%	36%	41%	43%	52%	34%	43%	48%	42%	49%	46%	43%	4%	78%	36%	34%	11%	75%	46%	

Opinion Poll

ONLINE Fieldwork : 25th-27th January 2013

Absolutes/col percents

Table 17

**Q.6 Thinking about David Cameron as Prime Minister, and Ed Miliband if he were to become Prime Minister, who do you think would do a better job when it came to...?
Being able to lead a team**

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	2036	970	1066	241	268	362	350	317	498	579	599	351	507	540	512	522	295	167	270	760	464	586	151	196	590	428	350	
Weighted base	2036	998	1038	244	326	387	346	305	427	550	591	428	468	517	537	511	294	177	330	810	459	609	167	194	564	457	366	
David Cameron	1205	610	595	148	186	201	189	184	297	364	365	249	226	350	312	277	172	92	191	489	443	135	113	133	504	126	203	
	59%	61%	57%	61%	57%	52%	55%	60%	69%	66%	62%	58%	48%	68%	58%	54%	59%	52%	58%	60%	96%	22%	68%	69%	89%	27%	55%	
Ed Miliband	831	388	443	96	140	185	157	122	131	186	225	179	242	167	225	233	121	85	139	321	16	474	54	60	60	332	163	
	41%	39%	43%	39%	43%	48%	45%	40%	31%	34%	38%	42%	52%	32%	42%	46%	41%	48%	42%	40%	4%	78%	32%	31%	11%	73%	45%	

Opinion Poll

ONLINE Fieldwork : 25th-27th January 2013

Absolutes/col percents

Table 18

**Q.6 Thinking about David Cameron as Prime Minister, and Ed Miliband if he were to become Prime Minister, who do you think would do a better job when it came to...?
Doing the job of Prime Minister overall**

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	2036	970	1066	241	268	362	350	317	498	579	599	351	507	540	512	522	295	167	270	760	464	586	151	196	590	428	350	
Weighted base	2036	998	1038	244	326	387	346	305	427	550	591	428	468	517	537	511	294	177	330	810	459	609	167	194	564	457	366	
David Cameron	1189	598	592	147	175	197	187	183	301	369	351	245	225	360	315	263	163	88	183	473	448	113	117	131	518	109	199	
	58%	60%	57%	60%	54%	51%	54%	60%	70%	67%	59%	57%	48%	70%	59%	51%	56%	50%	55%	58%	98%	19%	70%	67%	92%	24%	54%	
Ed Miliband	847	400	446	97	150	190	160	123	126	181	240	183	243	157	222	248	130	89	147	337	10	496	50	63	46	348	166	
	42%	40%	43%	40%	46%	49%	46%	40%	30%	33%	41%	43%	52%	30%	41%	49%	44%	50%	45%	42%	2%	81%	30%	33%	8%	76%	46%	

Opinion Poll

ONLINE Fieldwork : 25th-27th January 2013

Absolutes/col percents

Table 19

Q.7 The next general election is expected to be in May 2015. Though it is still very early to judge, given what you know about the coalition government's performance so far, and what you expect it to do in the future, and what the other parties are saying or doing, which of the following would you most like to see as the outcome of the next 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	2036	970	1066	241	268	362	350	317	498	579	599	351	507	540	512	522	295	167	270	760	464	586	151	196	590	428	350
Weighted base	2036	998	1038	244	326	387	346	305	427	550	591	428	468	517	537	511	294	177	330	810	459	609	167	194	564	457	366
A Conservative government	658 32%	331 33%	327 31%	73 30%	72 22%	91 24%	97 28%	114 37%	209 49%	214 39%	193 33%	133 31%	118 25%	207 40%	175 33%	135 26%	92 31%	48 27%	83 25%	255 32%	369 80%	10 2%	12 7%	95 49%	408 72%	17 4%	50 14%
A coalition between the Conservatives and the Liberal Democrats	258 13%	122 12%	136 13%	32 13%	56 17%	38 10%	52 15%	33 11%	47 11%	86 16%	73 12%	54 13%	45 10%	83 16%	66 12%	57 11%	40 14%	13 7%	46 14%	116 14%	57 12%	21 3%	67 40%	13 7%	62 11%	20 4%	91 25%
A coalition between Labour and the Liberal Democrats	340 17%	156 16%	185 18%	52 21%	48 15%	67 17%	59 17%	56 18%	57 13%	88 16%	104 18%	67 16%	81 17%	70 14%	102 19%	71 14%	63 21%	35 20%	49 15%	128 16%	11 2%	64 10%	76 46%	37 19%	29 5%	41 9%	123 34%
A Labour government	780 38%	389 39%	391 38%	87 35%	150 46%	191 49%	137 40%	102 33%	113 27%	162 30%	220 37%	173 41%	224 48%	157 30%	194 36%	249 49%	98 34%	81 46%	152 46%	310 38%	22 5%	515 85%	11 7%	49 25%	66 12%	379 83%	102 28%

Opinion Poll

ONLINE Fieldwork : 25th-27th January 2013

Absolutes/col percents

Table 20
Q.8 From the following list of words and phrases please select the 3 that most closely describe your view of David Cameron?
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	2036	970	1066	241	268	362	350	317	498	579	599	351	507	540	512	522	295	167	270	760	464	586	151	196	590	428	350
Weighted base	2036	998	1038	244	326	387	346	305	427	550	591	428	468	517	537	511	294	177	330	810	459	609	167	194	564	457	366
Out of touch	623 31%	331 33%	292 28%	58 24%	87 27%	120 31%	108 31%	119 39%	131 31%	150 27%	192 33%	123 29%	158 34%	132 26%	167 31%	179 35%	80 27%	65 37%	105 32%	226 28%	23 5%	285 47%	48 29%	70 36%	90 16%	196 43%	134 37%
Stands up for Britain	597 29%	309 31%	288 28%	62 25%	88 27%	87 22%	105 30%	91 30%	164 38%	181 33%	179 30%	135 31%	103 22%	184 36%	145 27%	149 29%	73 25%	46 26%	88 27%	240 30%	270 59%	85 14%	46 27%	43 22%	291 52%	70 15%	79 22%
Arrogant	514 25%	259 26%	255 25%	51 21%	76 23%	105 27%	97 28%	88 29%	97 23%	131 24%	146 25%	99 23%	138 30%	102 20%	144 27%	136 27%	76 26%	56 32%	86 26%	198 24%	16 4%	247 41%	52 31%	65 34%	52 9%	179 39%	132 36%
Doesn't listen	488 24%	241 24%	247 24%	37 15%	75 23%	108 28%	82 24%	88 29%	97 23%	108 20%	115 19%	118 28%	146 31%	98 19%	127 24%	150 29%	73 25%	39 22%	86 26%	175 22%	9 2%	213 35%	26 16%	82 42%	68 12%	155 34%	89 24%
Determined	466 23%	212 21%	253 24%	55 23%	71 22%	71 18%	83 24%	69 23%	117 27%	136 25%	143 24%	93 22%	94 20%	141 27%	134 25%	95 19%	60 20%	35 20%	57 17%	189 23%	191 42%	67 11%	42 25%	25 13%	182 32%	57 13%	79 22%
Smug	441 22%	225 23%	216 21%	34 14%	54 17%	89 23%	97 28%	80 26%	87 20%	104 19%	128 22%	85 20%	124 26%	71 14%	122 23%	125 24%	77 26%	46 26%	76 23%	171 21%	18 4%	187 31%	37 22%	66 34%	45 8%	138 30%	115 32%
Competent	366 18%	187 19%	179 17%	47 19%	52 16%	53 14%	66 19%	48 16%	101 24%	112 20%	101 17%	92 22%	61 13%	105 20%	106 20%	74 14%	55 19%	27 15%	53 16%	149 18%	160 35%	51 8%	45 27%	24 13%	161 29%	45 10%	68 18%
Up to the job	355 17%	169 17%	186 18%	51 21%	51 16%	50 13%	66 19%	46 15%	92 21%	112 20%	100 17%	68 16%	75 16%	102 20%	97 18%	67 13%	58 20%	32 18%	58 18%	142 17%	168 37%	39 6%	36 22%	33 17%	183 32%	36 8%	54 15%
Out of his depth	322 16%	155 16%	166 16%	41 17%	57 18%	65 17%	43 12%	61 20%	54 13%	78 14%	89 15%	77 18%	78 17%	64 12%	80 15%	99 19%	49 17%	29 17%	54 17%	128 16%	11 2%	156 26%	18 11%	31 16%	43 8%	105 23%	69 19%
Principled	286 14%	125 13%	161 16%	24 10%	35 11%	45 12%	59 17%	48 16%	76 18%	83 15%	83 14%	53 12%	68 14%	89 17%	67 12%	62 12%	45 15%	23 13%	36 11%	125 15%	119 26%	40 7%	28 17%	26 13%	134 24%	31 7%	51 14%
Dishonest	216 11%	117 12%	98 9%	37 15%	39 12%	56 15%	36 10%	20 7%	28 6%	37 7%	59 10%	54 13%	65 14%	41 8%	63 12%	56 11%	33 11%	21 12%	43 13%	78 10%	2 *	110 18%	6 4%	23 12%	18 3%	80 17%	26 7%
Likeable	198 10%	93 9%	104 10%	33 14%	37 11%	31 8%	30 9%	18 6%	49 11%	50 9%	62 11%	44 10%	41 9%	56 11%	46 9%	47 9%	27 9%	22 13%	28 8%	86 11%	69 15%	29 5%	10 6%	23 12%	90 16%	20 4%	18 5%
Ruthless	184 9%	80 8%	104 10%	25 10%	41 12%	46 12%	29 8%	20 7%	22 5%	39 7%	55 9%	40 9%	50 11%	38 7%	30 6%	62 12%	30 10%	23 13%	35 11%	70 9%	3 1%	79 13%	29 17%	12 6%	23 4%	59 13%	38 10%
Indecisive	158 8%	90 9%	68 7%	18 7%	22 7%	26 7%	31 9%	21 7%	40 9%	53 10%	46 8%	25 6%	34 7%	44 8%	53 10%	28 6%	18 6%	15 9%	30 9%	49 6%	22 5%	51 8%	11 7%	21 11%	34 6%	40 9%	29 8%

Opinion Poll

ONLINE Fieldwork : 25th-27th January 2013

Absolutes/col percents

Table 20

Q.8 From the following list of words and phrases please select the 3 that most closely describe your view of David Cameron?

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	
Weighted base	2036	998	1038	244	326	387	346	305	427	550	591	428	468	517	537	511	294	177	330	810	459	609	167	194	564	457	366	
Weak	150 7%	75 8%	75 7%	22 9%	25 8%	32 8%	24 7%	16 5%	31 7%	54 10%	34 6%	26 6%	37 8%	37 7%	38 7%	44 9%	19 7%	12 7%	26 8%	60 7%	9 2%	52 8%	12 7%	11 6%	33 6%	41 9%	18 5%	
Fair	144 7%	65 6%	79 8%	28 12%	31 10%	30 8%	21 6%	15 5%	19 4%	38 7%	54 9%	24 6%	28 6%	57 11%	37 7%	27 5%	15 5%	8 4%	20 6%	72 9%	68 15%	14 2%	10 6%	10 5%	57 10%	17 4%	10 3%	
Shares my values	101 5%	45 4%	56 5%	10 4%	14 4%	21 5%	12 3%	18 6%	26 6%	40 7%	27 5%	23 5%	11 2%	27 5%	41 8%	20 4%	10 3%	3 2%	13 4%	44 5%	82 18%	4 1%	7 4%	1 *	68 12%	2 1%	5 1%	
On my side	71 4%	26 3%	45 4%	17 7%	16 5%	14 4%	7 2%	10 3%	7 2%	28 5%	19 3%	17 4%	7 2%	34 7%	14 3%	12 2%	5 2%	5 3%	12 4%	30 4%	41 9%	10 2%	7 4%	- -	37 7%	10 2%	5 1%	
Down to earth	60 3%	25 3%	35 3%	15 6%	13 4%	17 4%	7 2%	2 1%	7 2%	18 3%	18 3%	13 3%	11 2%	23 4%	16 3%	13 3%	7 2%	1 *	11 3%	22 3%	27 6%	5 1%	6 3%	- -	28 5%	5 1%	9 2%	
Weird	53 3%	30 3%	23 2%	11 5%	14 4%	22 6%	2 1%	1 *	4 1%	18 3%	10 2%	9 2%	16 3%	18 3%	21 4%	9 2%	3 1%	3 2%	18 6%	19 2%	10 2%	20 3%	5 3%	2 1%	7 1%	17 4%	6 2%	

Opinion Poll

ONLINE Fieldwork : 25th-27th January 2013

Absolutes/col percents

Table 21
Q.8 From the following list of words and phrases please select the 3 that most closely describe your view of Ed Miliband?
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	2036	970	1066	241	268	362	350	317	498	579	599	351	507	540	512	522	295	167	270	760	464	586	151	196	590	428	350
Weighted base	2036	998	1038	244	326	387	346	305	427	550	591	428	468	517	537	511	294	177	330	810	459	609	167	194	564	457	366
Out of his depth	637 31%	344 34%	293 28%	54 22%	73 22%	88 23%	117 34%	110 36%	195 46%	231 42%	185 31%	99 23%	122 26%	173 33%	181 34%	137 27%	93 32%	53 30%	88 27%	236 29%	240 52%	42 7%	62 37%	104 54%	302 54%	40 9%	118 32%
Weak	544 27%	300 30%	244 24%	52 21%	64 20%	96 25%	101 29%	87 29%	144 34%	187 34%	131 22%	99 23%	127 27%	165 32%	150 28%	122 24%	71 24%	36 20%	68 21%	225 28%	208 45%	43 7%	44 26%	84 43%	244 43%	45 10%	95 26%
Fair	377 18%	177 18%	200 19%	64 26%	71 22%	74 19%	73 21%	34 11%	60 14%	98 18%	120 20%	68 16%	91 19%	96 19%	82 15%	102 20%	56 19%	40 23%	78 24%	148 18%	39 9%	175 29%	32 19%	17 9%	34 6%	130 28%	83 23%
Stands up for Britain	310 15%	138 14%	171 17%	37 15%	66 20%	69 18%	46 13%	51 17%	42 10%	53 10%	97 16%	73 17%	87 19%	72 14%	83 15%	90 18%	38 13%	27 16%	42 13%	135 17%	24 5%	170 28%	28 17%	12 6%	31 5%	134 29%	39 11%
Weird	309 15%	158 16%	151 15%	43 18%	47 14%	59 15%	44 13%	51 17%	64 15%	97 18%	103 17%	55 13%	54 12%	85 16%	83 15%	70 14%	53 18%	17 10%	56 17%	126 16%	96 21%	30 5%	32 19%	44 23%	132 23%	27 6%	63 17%
Indecisive	309 15%	186 19%	123 12%	31 13%	30 9%	54 14%	47 14%	61 20%	86 20%	107 19%	84 14%	66 15%	53 11%	102 20%	80 15%	66 13%	44 15%	17 10%	54 16%	123 15%	129 28%	29 5%	32 19%	39 20%	143 25%	28 6%	54 15%
Out of touch	290 14%	162 16%	128 12%	19 8%	37 11%	53 14%	51 15%	42 14%	90 21%	87 16%	78 13%	56 13%	70 15%	66 13%	84 16%	74 15%	40 13%	27 15%	38 12%	107 13%	104 23%	27 4%	21 12%	50 26%	126 22%	20 4%	44 12%
Determined	285 14%	119 12%	167 16%	46 19%	47 15%	52 13%	47 14%	40 13%	52 12%	61 11%	74 13%	73 17%	77 16%	67 13%	74 14%	74 14%	34 11%	37 21%	41 13%	116 14%	32 7%	112 18%	28 17%	21 11%	45 8%	67 15%	63 17%
Competent	282 14%	142 14%	139 13%	30 12%	55 17%	61 16%	48 14%	43 14%	44 10%	67 12%	75 13%	56 13%	83 18%	68 13%	75 14%	71 14%	39 13%	28 16%	47 14%	128 16%	18 4%	141 23%	28 16%	11 5%	33 6%	95 21%	55 15%
Down to earth	280 14%	111 11%	170 16%	33 13%	56 17%	51 13%	55 16%	39 13%	47 11%	52 9%	86 15%	69 16%	74 16%	57 11%	68 13%	79 15%	53 18%	24 14%	53 16%	105 13%	25 6%	139 23%	16 10%	14 7%	29 5%	104 23%	52 14%
Shares my values	276 14%	151 15%	125 12%	30 12%	42 13%	56 14%	52 15%	49 16%	47 11%	57 10%	85 14%	63 15%	70 15%	47 9%	80 15%	87 17%	35 12%	27 15%	46 14%	118 15%	2 *	198 33%	17 10%	12 6%	15 3%	141 31%	53 14%
Smug	275 14%	121 12%	154 15%	23 9%	31 10%	46 12%	49 14%	53 17%	72 17%	81 15%	81 14%	62 15%	51 11%	72 14%	81 15%	65 13%	34 12%	23 13%	43 13%	112 14%	110 24%	20 3%	28 17%	30 16%	143 25%	14 3%	45 12%
Principled	256 13%	130 13%	125 12%	28 11%	42 13%	54 14%	44 13%	37 12%	51 12%	86 16%	82 14%	43 10%	45 10%	70 14%	62 12%	59 11%	36 12%	28 16%	52 16%	106 13%	27 6%	143 23%	23 14%	8 4%	24 4%	102 22%	63 17%
Likeable	250 12%	117 12%	134 13%	36 15%	58 18%	58 15%	45 13%	22 7%	32 7%	50 9%	64 11%	67 16%	69 15%	59 11%	55 10%	73 14%	37 12%	27 15%	48 15%	111 14%	26 6%	121 20%	18 10%	14 7%	31 6%	84 18%	47 13%

Opinion Poll

ONLINE Fieldwork : 25th-27th January 2013

Absolutes/col percents

Table 21
Q.8 From the following list of words and phrases please select the 3 that most closely describe your view of Ed Miliband?
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	
Weighted base	2036	998	1038	244	326	387	346	305	427	550	591	428	468	517	537	511	294	177	330	810	459	609	167	194	564	457	366	
Up to the job	238	108	130	34	39	66	41	34	24	44	68	53	73	54	72	66	24	21	37	103	6	144	14	13	22	92	33	
	12%	11%	13%	14%	12%	17%	12%	11%	6%	8%	12%	12%	16%	10%	13%	13%	8%	12%	11%	13%	1%	24%	8%	7%	4%	20%	9%	
Doesn't listen	218	88	129	24	38	40	33	29	52	56	52	59	51	57	53	53	38	16	42	67	73	25	17	27	84	23	34	
	11%	9%	12%	10%	12%	10%	10%	10%	12%	10%	9%	14%	11%	11%	10%	10%	13%	9%	13%	8%	16%	4%	10%	14%	15%	5%	9%	
On my side	186	91	95	29	29	47	30	26	25	42	55	45	44	34	49	61	25	18	31	79	5	134	6	8	7	106	28	
	9%	9%	9%	12%	9%	12%	9%	8%	6%	8%	9%	10%	9%	6%	9%	12%	9%	10%	10%	10%	1%	22%	4%	4%	1%	23%	8%	
Arrogant	185	82	103	21	26	32	25	24	56	56	47	45	37	61	50	40	22	13	16	60	72	10	19	21	87	8	26	
	9%	8%	10%	9%	8%	8%	7%	8%	13%	10%	8%	11%	8%	12%	9%	8%	7%	7%	5%	7%	16%	2%	11%	11%	15%	2%	7%	
Dishonest	101	59	42	20	16	17	16	10	23	23	33	19	26	27	25	28	10	12	17	36	26	6	5	19	43	8	5	
	5%	6%	4%	8%	5%	4%	5%	3%	5%	4%	6%	5%	6%	5%	5%	6%	3%	7%	5%	4%	6%	1%	3%	10%	8%	2%	1%	
Ruthless	41	21	20	13	12	4	6	1	5	9	11	8	13	7	11	15	3	5	9	17	7	12	3	1	9	6	6	
	2%	2%	2%	5%	4%	1%	2%	*	1%	2%	2%	2%	3%	1%	2%	3%	1%	3%	3%	2%	2%	2%	2%	1%	2%	1%	2%	

Opinion Poll

ONLINE Fieldwork : 25th-27th January 2013

Absolutes/col percents

Table 22
Q.8 From the following list of words and phrases please select the 3 that most closely describe your view of Nick Clegg?
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	2036	970	1066	241	268	362	350	317	498	579	599	351	507	540	512	522	295	167	270	760	464	586	151	196	590	428	350
Weighted base	2036	998	1038	244	326	387	346	305	427	550	591	428	468	517	537	511	294	177	330	810	459	609	167	194	564	457	366
Out of his depth	843 41%	428 43%	415 40%	84 34%	95 29%	148 38%	165 48%	140 46%	211 49%	244 44%	245 41%	183 43%	172 37%	203 39%	222 41%	228 45%	112 38%	79 45%	131 40%	308 38%	188 41%	286 47%	20 12%	113 58%	266 47%	206 45%	125 34%
Weak	811 40%	406 41%	405 39%	85 35%	109 33%	185 48%	151 44%	142 46%	140 33%	198 36%	244 41%	184 43%	185 39%	183 35%	229 43%	210 41%	112 38%	78 44%	136 41%	346 43%	140 30%	306 50%	25 15%	82 42%	202 36%	213 46%	141 39%
Indecisive	477 23%	248 25%	229 22%	50 21%	47 15%	81 21%	107 31%	84 27%	108 25%	124 23%	130 22%	85 20%	137 29%	118 23%	131 24%	119 23%	59 20%	49 28%	79 24%	187 23%	104 26%	161 26%	11 7%	60 31%	143 25%	119 26%	77 21%
Out of touch	448 22%	239 24%	210 20%	52 21%	50 15%	91 24%	80 23%	72 24%	103 24%	120 22%	124 21%	101 24%	103 22%	107 21%	113 21%	129 25%	65 22%	35 20%	86 26%	161 20%	77 17%	154 25%	8 5%	65 34%	133 24%	115 25%	43 12%
Likeable	355 17%	181 18%	175 17%	33 13%	59 18%	70 18%	58 17%	45 15%	91 21%	114 21%	106 18%	65 15%	71 15%	119 23%	91 17%	67 13%	55 19%	24 13%	50 15%	150 19%	129 28%	71 12%	46 28%	23 12%	130 23%	57 13%	79 22%
Fair	302 15%	141 14%	161 16%	41 17%	48 15%	56 14%	49 14%	41 13%	68 16%	82 15%	98 17%	58 14%	64 14%	93 18%	80 15%	53 10%	53 18%	23 13%	44 13%	120 15%	91 20%	66 11%	45 27%	14 7%	99 17%	54 12%	62 17%
Smug	295 14%	147 15%	148 14%	27 11%	43 13%	55 14%	41 12%	54 18%	76 18%	61 11%	82 14%	64 15%	87 19%	60 12%	79 15%	95 19%	35 12%	25 14%	50 15%	108 13%	54 12%	98 16%	5 3%	45 23%	86 15%	87 19%	26 7%
Dishonest	261 13%	130 13%	131 13%	44 18%	41 13%	60 16%	35 10%	32 11%	49 12%	63 11%	84 14%	50 12%	64 14%	48 9%	79 15%	71 14%	38 13%	26 15%	52 16%	84 10%	27 6%	116 19%	1 *	31 16%	54 10%	79 17%	41 11%
Principled	257 13%	137 14%	120 12%	22 9%	38 12%	39 10%	45 13%	40 13%	73 17%	95 17%	74 13%	47 11%	41 9%	80 16%	67 12%	52 10%	38 13%	20 11%	31 9%	100 12%	75 16%	45 7%	64 38%	11 6%	74 13%	33 7%	75 20%
Doesn't listen	254 12%	130 13%	124 12%	29 12%	48 15%	44 11%	47 14%	44 14%	42 10%	48 9%	64 11%	64 15%	78 17%	63 12%	55 10%	72 14%	43 15%	20 11%	44 13%	98 12%	40 9%	91 15%	5 3%	30 15%	58 10%	69 15%	40 11%
Arrogant	196 10%	96 10%	100 10%	30 12%	38 12%	31 8%	23 7%	31 10%	42 10%	39 7%	56 9%	51 12%	50 11%	37 7%	42 8%	70 14%	31 11%	17 10%	37 11%	70 9%	37 8%	71 12%	3 2%	26 13%	62 11%	50 11%	9 2%
Competent	193 9%	104 10%	89 9%	28 11%	24 7%	38 10%	24 7%	33 11%	46 11%	64 12%	51 9%	33 8%	46 10%	60 12%	53 10%	48 9%	20 7%	12 7%	16 5%	91 11%	63 14%	33 5%	43 26%	8 4%	61 11%	22 5%	49 13%
Down to earth	180 9%	66 7%	114 11%	22 9%	38 12%	37 9%	35 10%	16 5%	33 8%	44 8%	57 10%	37 9%	41 9%	47 9%	54 10%	35 7%	24 8%	20 12%	22 7%	77 9%	59 13%	40 7%	25 15%	9 5%	51 9%	33 7%	42 11%
Stands up for Britain	152 7%	61 6%	91 9%	18 7%	34 10%	26 7%	17 5%	20 6%	38 9%	40 7%	43 7%	33 8%	35 8%	32 6%	51 9%	29 6%	24 8%	16 9%	19 6%	59 7%	54 12%	20 3%	22 13%	6 3%	45 8%	18 4%	32 9%

Opinion Poll

ONLINE Fieldwork : 25th-27th January 2013

Absolutes/col percents

Table 22
Q.8 From the following list of words and phrases please select the 3 that most closely describe your view of Nick Clegg?
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
Weighted base	2036	998	1038	244	326	387	346	305	427	550	591	428	468	517	537	511	294	177	330	810	459	609	167	194	564	457	366
Determined	151 7%	64 6%	86 8%	24 10%	28 9%	29 7%	22 6%	17 5%	31 7%	41 7%	48 8%	36 8%	26 6%	49 10%	37 7%	29 6%	20 7%	15 8%	19 6%	58 7%	48 11%	22 4%	31 19%	4 2%	41 7%	14 3%	37 10%
Up to the job	128 6%	53 5%	75 7%	16 7%	30 9%	25 7%	23 7%	13 4%	21 5%	45 8%	27 5%	26 6%	29 6%	37 7%	37 7%	32 6%	13 5%	9 5%	28 8%	50 6%	33 7%	27 4%	31 19%	6 3%	28 5%	28 6%	39 11%
Weird	110 5%	48 5%	62 6%	23 9%	36 11%	18 5%	13 4%	9 3%	11 3%	24 4%	27 5%	29 7%	30 6%	35 7%	25 5%	33 6%	11 4%	7 4%	16 5%	51 6%	15 3%	40 7%	1 1%	14 7%	29 5%	28 6%	7 2%
Shares my values	109 5%	39 4%	69 7%	8 3%	23 7%	15 4%	26 8%	12 4%	24 6%	38 7%	27 5%	19 4%	24 5%	32 6%	26 5%	21 4%	24 8%	5 3%	21 6%	45 6%	6 1%	20 3%	57 34%	5 3%	11 2%	15 3%	65 18%
On my side	63 3%	33 3%	29 3%	9 4%	19 6%	13 3%	12 3%	6 2%	5 1%	27 5%	16 3%	12 3%	8 2%	13 3%	17 3%	17 3%	7 2%	9 5%	8 2%	36 4%	7 1%	16 3%	26 16%	2 1%	8 1%	12 3%	22 6%
Ruthless	49 2%	21 2%	28 3%	11 5%	8 2%	11 3%	6 2%	4 1%	8 2%	15 3%	10 2%	6 1%	18 4%	12 2%	13 2%	14 3%	3 1%	6 4%	11 3%	17 2%	8 2%	23 4%	5 3%	1 1%	12 2%	14 3%	3 1%

Opinion Poll

ONLINE Fieldwork : 25th-27th January 2013

Absolutes/col percents

Table 23
Q.8 From the following list of words and phrases please select the 3 that most closely describe your view of Ed Balls?
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	2036	970	1066	241	268	362	350	317	498	579	599	351	507	540	512	522	295	167	270	760	464	586	151	196	590	428	350
Weighted base	2036	998	1038	244	326	387	346	305	427	550	591	428	468	517	537	511	294	177	330	810	459	609	167	194	564	457	366
Arrogant	505 25%	271 27%	235 23%	59 24%	49 15%	94 24%	79 23%	74 24%	150 35%	180 33%	146 25%	95 22%	84 18%	129 25%	146 27%	116 23%	67 23%	47 27%	78 24%	202 25%	177 39%	63 10%	55 33%	64 33%	213 38%	61 13%	88 24%
Smug	423 21%	225 23%	198 19%	56 23%	47 14%	68 17%	67 19%	65 21%	121 28%	136 25%	133 23%	85 20%	69 15%	110 21%	129 24%	79 16%	61 21%	43 25%	68 21%	166 21%	150 33%	54 9%	33 20%	57 30%	191 34%	38 8%	74 20%
Out of his depth	420 21%	242 24%	179 17%	38 15%	64 20%	56 15%	80 23%	64 21%	118 28%	128 23%	120 20%	82 19%	90 19%	109 21%	121 23%	107 21%	54 18%	29 16%	66 20%	164 20%	148 32%	48 8%	35 21%	69 35%	181 32%	37 8%	69 19%
Out of touch	420 21%	211 21%	209 20%	27 11%	76 23%	84 22%	85 25%	53 17%	94 22%	94 17%	120 20%	105 24%	101 22%	108 21%	105 20%	101 20%	68 23%	38 22%	64 19%	172 21%	138 30%	59 10%	31 19%	57 29%	161 29%	50 11%	72 20%
Doesn't listen	356 17%	170 17%	186 18%	37 15%	46 14%	54 14%	58 17%	54 18%	107 25%	109 20%	102 17%	62 15%	83 18%	89 17%	84 16%	90 18%	59 20%	34 19%	54 16%	125 16%	102 6%	47 29%	33 21%	48 9%	128 39%	37 23%	69 19%
Competent	335 16%	178 18%	156 15%	35 14%	52 16%	64 17%	55 16%	57 19%	71 17%	86 16%	93 16%	79 19%	75 16%	77 15%	87 16%	93 18%	43 15%	34 19%	53 16%	132 16%	26 6%	174 29%	35 21%	18 9%	39 7%	134 29%	71 19%
Determined	333 16%	145 15%	188 18%	39 16%	44 14%	72 19%	48 14%	54 18%	76 18%	86 16%	95 16%	66 15%	86 18%	74 14%	101 19%	84 16%	44 15%	30 17%	54 16%	115 14%	35 8%	150 25%	23 14%	24 12%	52 9%	117 26%	64 18%
Weak	269 13%	139 14%	130 13%	31 13%	68 21%	47 12%	59 17%	35 11%	31 7%	71 13%	72 12%	68 16%	59 13%	84 16%	70 13%	62 12%	39 13%	15 8%	62 19%	120 15%	93 20%	42 7%	13 8%	29 15%	105 19%	29 6%	32 9%
Fair	261 13%	118 12%	143 14%	35 14%	61 19%	59 15%	42 12%	29 9%	35 8%	57 10%	72 12%	55 13%	77 16%	70 14%	60 11%	77 15%	34 12%	20 11%	51 16%	107 13%	24 5%	137 23%	22 13%	13 7%	29 5%	93 20%	47 13%
Up to the job	254 12%	126 13%	128 12%	20 8%	40 12%	58 15%	48 14%	41 14%	47 11%	63 11%	80 14%	52 12%	60 13%	56 11%	69 13%	76 15%	31 11%	22 12%	38 12%	109 13%	13 3%	142 23%	22 13%	14 7%	22 4%	109 24%	55 15%
Down to earth	253 12%	110 11%	143 14%	28 11%	39 12%	60 16%	47 13%	42 14%	37 9%	63 11%	70 12%	62 14%	59 13%	56 11%	63 12%	74 15%	34 12%	25 14%	43 13%	99 12%	26 6%	125 21%	27 16%	10 5%	23 4%	85 19%	58 16%
Indecisive	226 11%	109 11%	118 11%	19 8%	49 15%	52 13%	37 11%	34 11%	35 8%	42 8%	63 11%	71 17%	50 11%	63 12%	65 12%	53 10%	34 11%	12 7%	38 11%	108 13%	67 15%	49 8%	15 9%	18 9%	76 14%	32 7%	27 7%
Weird	218 11%	102 10%	115 11%	52 21%	42 13%	32 8%	33 9%	31 10%	27 6%	56 10%	52 9%	51 12%	58 12%	57 11%	64 12%	49 10%	31 11%	16 9%	29 9%	94 12%	54 12%	45 7%	15 9%	23 12%	69 12%	34 7%	29 8%
Stands up for Britain	210 10%	86 9%	124 12%	31 13%	38 12%	38 10%	36 10%	33 11%	33 8%	39 7%	63 11%	34 8%	75 16%	56 11%	55 10%	58 11%	26 9%	15 8%	31 9%	76 9%	17 4%	111 18%	16 10%	16 8%	22 4%	85 19%	33 9%

Opinion Poll

ONLINE Fieldwork : 25th-27th January 2013

Absolutes/col percents

Table 23
Q.8 From the following list of words and phrases please select the 3 that most closely describe your view of Ed Balls?
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
Weighted base	2036	998	1038	244	326	387	346	305	427	550	591	428	468	517	537	511	294	177	330	810	459	609	167	194	564	457	366
Dishonest	205 10%	119 12%	86 8%	35 14%	24 8%	28 7%	29 8%	22 7%	66 15%	87 16%	53 9%	24 6%	41 9%	50 10%	52 10%	45 9%	36 12%	22 13%	21 6%	80 10%	66 14%	17 3%	13 8%	42 22%	95 17%	10 2%	24 6%
Principled	200 10%	95 10%	105 10%	31 13%	32 10%	44 11%	37 11%	31 10%	25 6%	46 8%	66 11%	43 10%	44 9%	51 10%	51 9%	50 10%	27 9%	21 12%	35 10%	81 10%	20 4%	95 16%	22 13%	8 4%	28 5%	86 19%	32 9%
Likeable	182 9%	80 8%	102 10%	19 8%	33 10%	47 12%	39 11%	20 6%	24 6%	41 7%	45 8%	37 9%	59 13%	44 8%	34 6%	54 11%	24 8%	26 15%	35 11%	73 9%	19 4%	88 15%	14 8%	8 4%	27 5%	64 14%	34 9%
Ruthless	177 9%	91 9%	87 8%	21 8%	19 6%	25 7%	24 7%	34 11%	55 13%	67 12%	53 9%	27 6%	30 6%	61 12%	38 7%	36 7%	27 9%	16 9%	34 10%	55 7%	56 12%	37 6%	17 10%	17 9%	70 12%	26 6%	38 10%
Shares my values	141 7%	80 8%	61 6%	6 3%	22 7%	37 10%	20 6%	25 8%	31 7%	37 7%	36 6%	32 7%	36 8%	30 6%	37 7%	40 8%	23 8%	12 7%	27 8%	51 6%	1 *	99 16%	11 6%	3 2%	9 2%	70 15%	32 9%
On my side	133 7%	66 7%	67 6%	12 5%	30 9%	28 7%	19 5%	22 7%	22 5%	28 5%	47 8%	24 6%	34 7%	29 6%	28 5%	43 8%	16 5%	18 10%	23 7%	52 6%	3 1%	85 14%	7 4%	8 4%	10 2%	64 14%	25 7%

Opinion Poll

ONLINE Fieldwork : 25th-27th January 2013

Absolutes/col percents

Table 24
Q.8 From the following list of words and phrases please select the 3 that most closely describe your view of George Osborne?
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	2036	970	1066	241	268	362	350	317	498	579	599	351	507	540	512	522	295	167	270	760	464	586	151	196	590	428	350
Weighted base	2036	998	1038	244	326	387	346	305	427	550	591	428	468	517	537	511	294	177	330	810	459	609	167	194	564	457	366
Arrogant	607	320	287	56	93	132	106	82	139	176	173	122	136	142	160	160	93	52	126	208	66	245	60	69	119	180	142
	30%	32%	28%	23%	28%	34%	31%	27%	32%	32%	29%	28%	29%	27%	30%	31%	32%	30%	38%	26%	14%	40%	36%	36%	21%	39%	39%
Out of touch	600	277	323	54	74	124	118	107	123	147	176	112	165	131	169	155	86	58	98	214	53	227	51	72	110	157	127
	29%	28%	31%	22%	23%	32%	34%	35%	29%	27%	30%	26%	35%	25%	31%	30%	29%	33%	30%	26%	11%	37%	31%	37%	19%	34%	35%
Smug	515	280	235	57	78	112	82	90	97	141	163	98	113	113	151	138	68	44	100	185	65	188	53	53	103	150	118
	25%	28%	23%	24%	24%	29%	24%	29%	23%	26%	28%	23%	24%	22%	28%	27%	23%	25%	30%	23%	14%	31%	32%	27%	18%	33%	32%
Out of his depth	451	236	215	44	48	88	81	92	99	125	126	94	107	108	103	124	66	50	85	167	48	171	43	55	93	115	107
	22%	24%	21%	18%	15%	23%	23%	30%	23%	23%	21%	22%	23%	21%	19%	24%	23%	28%	26%	21%	10%	28%	26%	29%	16%	25%	29%
Doesn't listen	436	218	218	36	71	79	78	82	89	93	112	105	125	101	116	113	62	44	61	174	38	170	26	55	78	132	81
	21%	22%	21%	15%	22%	21%	23%	27%	21%	17%	19%	25%	27%	20%	21%	22%	21%	25%	19%	21%	8%	28%	15%	29%	14%	29%	22%
Determined	399	208	191	47	53	56	65	59	119	121	121	72	85	110	112	85	53	39	46	162	165	56	38	36	171	54	53
	20%	21%	18%	19%	16%	15%	19%	19%	28%	22%	21%	17%	18%	21%	21%	17%	18%	22%	14%	20%	36%	9%	23%	19%	30%	12%	15%
Competent	318	164	153	33	39	34	63	45	103	110	89	63	56	90	79	71	48	30	37	132	148	48	27	23	151	40	51
	16%	16%	15%	14%	12%	9%	18%	15%	24%	20%	15%	15%	12%	17%	15%	14%	16%	17%	11%	16%	32%	8%	16%	12%	27%	9%	14%
Up to the job	268	137	131	24	45	35	50	33	81	91	75	55	47	84	68	56	39	21	31	114	134	28	22	32	145	24	35
	13%	14%	13%	10%	14%	9%	14%	11%	19%	17%	13%	13%	10%	16%	13%	11%	13%	12%	9%	14%	29%	5%	13%	16%	26%	5%	10%
Principled	250	122	127	27	37	47	45	36	57	85	64	59	41	80	78	47	29	17	36	111	107	46	16	25	119	39	31
	12%	12%	12%	11%	11%	12%	13%	12%	13%	16%	11%	14%	9%	15%	14%	9%	10%	10%	11%	14%	23%	8%	10%	13%	21%	9%	8%
Ruthless	238	133	105	33	29	41	48	40	48	45	78	55	60	58	70	56	32	22	43	89	49	80	28	19	58	60	48
	12%	13%	10%	13%	9%	11%	14%	13%	11%	8%	13%	13%	13%	11%	13%	11%	11%	13%	13%	11%	11%	13%	17%	10%	10%	13%	13%
Stands up for Britain	222	104	118	19	28	27	33	34	82	80	57	34	52	60	57	56	30	20	34	71	107	26	17	19	120	25	28
	11%	10%	11%	8%	8%	7%	9%	11%	19%	14%	10%	8%	11%	12%	11%	11%	10%	11%	10%	9%	23%	4%	10%	10%	21%	6%	8%
Dishonest	205	110	94	24	43	67	24	23	23	38	57	56	54	38	42	78	27	19	47	85	9	87	10	12	18	66	41
	10%	11%	9%	10%	13%	17%	7%	8%	5%	7%	10%	13%	11%	7%	8%	15%	9%	11%	14%	10%	2%	14%	6%	6%	3%	14%	11%
Fair	203	84	118	30	44	36	27	23	44	55	59	43	47	69	56	37	26	15	21	99	79	44	14	13	73	33	19
	10%	8%	11%	12%	13%	9%	8%	8%	10%	10%	10%	10%	10%	13%	10%	7%	9%	9%	6%	12%	17%	7%	9%	7%	13%	7%	5%
Weak	197	86	112	30	44	51	28	22	21	43	63	42	49	53	44	54	33	14	28	94	24	74	14	20	43	55	34
	10%	9%	11%	12%	14%	13%	8%	7%	5%	8%	11%	10%	11%	10%	8%	11%	11%	8%	8%	12%	5%	12%	9%	11%	8%	12%	9%

Opinion Poll

ONLINE Fieldwork : 25th-27th January 2013

Absolutes/col percents

Table 24

Q.8 From the following list of words and phrases please select the 3 that most closely describe your view of George Osborne?

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
Weighted base	2036	998	1038	244	326	387	346	305	427	550	591	428	468	517	537	511	294	177	330	810	459	609	167	194	564	457	366
Weird	174 9%	88 9%	86 8%	32 13%	47 14%	42 11%	26 8%	18 6%	9 2%	35 6%	56 10%	43 10%	40 8%	45 9%	43 8%	50 10%	22 8%	14 8%	29 9%	74 9%	15 3%	62 10%	10 6%	16 8%	31 5%	46 10%	26 7%
Indecisive	173 8%	75 8%	97 9%	28 11%	25 8%	39 10%	33 9%	22 7%	26 6%	28 5%	56 9%	42 10%	47 10%	44 8%	48 9%	46 9%	24 8%	11 6%	18 5%	82 10%	23 5%	65 11%	6 4%	15 8%	36 6%	51 11%	19 5%
Likeable	107 5%	47 5%	60 6%	18 7%	22 7%	19 5%	15 4%	13 4%	21 5%	40 7%	21 4%	18 4%	27 6%	34 7%	30 6%	30 6%	9 3%	4 2%	25 7%	38 5%	28 6%	29 5%	8 5%	10 5%	32 6%	18 4%	11 3%
Down to earth	104 5%	41 4%	64 6%	17 7%	23 7%	18 5%	23 7%	10 3%	13 3%	22 4%	27 5%	27 6%	29 6%	22 4%	32 6%	24 5%	11 4%	15 9%	23 7%	43 5%	24 5%	36 6%	5 3%	2 1%	32 6%	25 5%	7 2%
Shares my values	60 3%	32 3%	28 3%	11 5%	8 2%	10 2%	9 3%	5 2%	17 4%	21 4%	19 3%	11 2%	10 2%	21 4%	17 3%	18 4%	4 1%	1 *	7 2%	23 3%	39 9%	8 1%	2 1%	4 2%	28 5%	6 1%	4 1%
On my side	59 3%	25 3%	34 3%	14 6%	18 5%	8 2%	6 2%	7 2%	5 1%	28 5%	11 2%	9 2%	11 2%	24 5%	14 3%	17 3%	1 *	3 2%	14 4%	29 4%	26 6%	9 2%	7 4%	4 2%	19 3%	4 1%	8 2%

Opinion Poll

ONLINE Fieldwork : 25th-27th January 2013

Absolutes/col percents

Table 25
Q.8 From the following list of words and phrases please select the 3 that most closely describe your view of Vince Cable?
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	2036	970	1066	241	268	362	350	317	498	579	599	351	507	540	512	522	295	167	270	760	464	586	151	196	590	428	350
Weighted base	2036	998	1038	244	326	387	346	305	427	550	591	428	468	517	537	511	294	177	330	810	459	609	167	194	564	457	366
Out of touch	456 22%	221 22%	236 23%	43 17%	72 22%	96 25%	96 28%	68 22%	81 19%	113 21%	130 22%	103 24%	111 24%	105 20%	121 22%	128 25%	60 20%	43 25%	86 26%	201 25%	105 23%	124 20%	13 8%	51 26%	148 26%	89 19%	58 16%
Out of his depth	430 21%	243 24%	187 18%	44 18%	59 18%	80 21%	84 24%	64 21%	99 23%	117 21%	102 17%	112 26%	98 21%	100 19%	129 24%	102 20%	62 21%	36 20%	69 21%	183 23%	95 21%	131 22%	15 9%	62 32%	146 26%	88 19%	58 16%
Principled	421 21%	216 22%	205 20%	35 14%	48 15%	72 19%	88 25%	74 24%	104 24%	156 28%	133 22%	77 18%	56 12%	119 23%	107 20%	93 18%	65 22%	36 20%	66 20%	169 21%	116 25%	124 20%	46 28%	36 19%	122 22%	105 23%	89 24%
Competent	410 20%	226 23%	184 18%	33 13%	48 15%	66 17%	69 20%	76 25%	118 28%	134 24%	117 20%	80 19%	79 17%	114 22%	109 20%	85 17%	56 19%	46 26%	57 17%	141 17%	109 24%	124 20%	56 33%	26 14%	120 21%	93 20%	109 30%
Fair	386 19%	172 17%	214 21%	53 22%	70 21%	71 18%	55 16%	57 19%	78 18%	105 19%	116 20%	78 18%	87 19%	121 23%	96 18%	84 17%	56 19%	29 16%	69 21%	146 18%	95 21%	125 21%	36 21%	29 15%	90 16%	89 20%	84 23%
Likeable	329 16%	175 18%	154 15%	30 12%	35 11%	70 18%	53 15%	52 17%	90 21%	86 16%	108 18%	73 17%	62 13%	91 18%	81 15%	85 17%	53 18%	19 11%	48 15%	128 16%	84 18%	93 15%	27 16%	41 21%	110 19%	67 15%	70 19%
Doesn't listen	319 16%	145 15%	174 17%	38 15%	59 18%	57 15%	63 18%	39 13%	63 15%	78 14%	72 12%	78 18%	91 19%	64 12%	99 18%	77 15%	49 17%	30 17%	56 17%	126 16%	51 11%	96 16%	12 7%	41 21%	80 14%	66 14%	38 11%
Determined	298 15%	139 14%	159 15%	34 14%	43 13%	51 13%	50 14%	54 18%	66 15%	76 14%	103 17%	60 14%	59 13%	87 17%	85 16%	70 14%	29 10%	27 15%	41 12%	126 15%	79 17%	76 13%	35 21%	22 11%	86 15%	67 15%	50 14%
Smug	281 14%	122 12%	160 15%	43 17%	46 14%	41 11%	48 14%	41 14%	62 15%	76 14%	76 13%	65 15%	65 14%	68 13%	82 15%	73 14%	41 14%	17 10%	55 17%	95 12%	64 14%	88 14%	11 7%	31 16%	85 15%	66 15%	31 9%
Up to the job	278 14%	146 15%	132 13%	30 12%	32 10%	51 13%	51 15%	45 15%	69 16%	79 14%	86 15%	38 9%	75 16%	74 14%	69 13%	67 13%	39 13%	29 17%	40 12%	110 14%	60 13%	84 14%	42 25%	20 10%	60 11%	71 16%	79 22%
Weak	277 14%	148 15%	130 12%	34 14%	37 11%	66 17%	53 15%	34 11%	54 13%	65 12%	76 13%	63 15%	73 16%	69 13%	64 12%	67 13%	45 15%	33 19%	43 13%	125 15%	49 11%	79 13%	13 8%	37 19%	89 16%	61 13%	34 9%
Down to earth	264 13%	130 13%	134 13%	21 9%	40 12%	44 11%	45 13%	41 13%	73 17%	86 16%	84 14%	44 10%	50 11%	79 15%	59 11%	58 11%	45 15%	23 13%	31 9%	102 13%	59 13%	88 14%	31 19%	28 15%	66 12%	71 15%	73 20%
Arrogant	250 12%	124 12%	126 12%	30 12%	39 12%	52 13%	41 12%	41 14%	46 11%	62 11%	60 10%	56 13%	71 15%	56 11%	78 14%	69 14%	30 10%	17 10%	43 13%	104 13%	62 14%	55 9%	13 8%	30 16%	80 14%	41 9%	26 7%
Indecisive	211 10%	96 10%	116 11%	24 10%	29 9%	39 10%	36 10%	36 12%	48 11%	52 10%	53 9%	49 11%	57 12%	65 13%	42 8%	55 11%	26 9%	24 14%	24 7%	94 12%	42 9%	64 11%	14 9%	27 14%	64 11%	57 12%	25 7%

Opinion Poll

ONLINE Fieldwork : 25th-27th January 2013

Absolutes/col percents

Table 25
Q.8 From the following list of words and phrases please select the 3 that most closely describe your view of Vince Cable?
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
Weighted base	2036	998	1038	244	326	387	346	305	427	550	591	428	468	517	537	511	294	177	330	810	459	609	167	194	564	457	366
Stands up for Britain	191 9%	100 10%	90 9%	21 9%	41 13%	32 8%	26 8%	24 8%	46 11%	58 11%	57 10%	28 7%	47 10%	45 9%	62 12%	48 9%	18 6%	18 10%	23 7%	79 10%	50 11%	55 9%	22 13%	17 9%	54 10%	44 10%	28 8%
Weird	186 9%	87 9%	99 10%	27 11%	35 11%	45 12%	22 6%	28 9%	27 6%	44 8%	50 9%	36 8%	55 12%	33 6%	50 9%	58 11%	28 10%	17 10%	28 9%	64 8%	31 7%	53 9%	13 8%	17 9%	49 9%	36 8%	25 7%
Dishonest	173 8%	83 8%	90 9%	37 15%	40 12%	41 11%	18 5%	20 6%	18 4%	38 7%	47 8%	42 10%	45 10%	36 7%	46 9%	62 12%	13 4%	16 9%	57 17%	46 6%	20 4%	59 10%	9 5%	18 9%	40 7%	46 10%	16 4%
Ruthless	106 5%	46 5%	60 6%	24 10%	25 8%	17 4%	20 6%	11 4%	10 2%	17 3%	40 7%	19 4%	30 6%	21 4%	21 4%	43 8%	17 6%	4 2%	20 6%	45 6%	17 4%	43 7%	9 5%	3 2%	21 4%	23 5%	16 4%
Shares my values	99 5%	61 6%	37 4%	13 5%	14 4%	23 6%	12 3%	11 4%	26 6%	30 5%	32 5%	18 4%	19 4%	28 5%	29 5%	15 3%	19 7%	7 4%	17 5%	46 6%	10 2%	40 7%	33 20%	2 1%	10 2%	27 6%	47 13%
On my side	68 3%	42 4%	26 3%	11 5%	17 5%	16 4%	6 2%	7 2%	11 3%	23 4%	16 3%	16 4%	13 3%	26 5%	13 2%	18 4%	5 2%	5 3%	12 4%	34 4%	14 3%	25 4%	10 6%	5 2%	14 2%	16 4%	13 3%

Opinion Poll

ONLINE Fieldwork : 25th-27th January 2013

Absolutes/col percents

Table 26
Gender
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	2036	970	1066	241	268	362	350	317	498	579	599	351	507	540	512	522	295	167	270	760	464	586	151	196	590	428	350	
Weighted base	2036	998	1038	244	326	387	346	305	427	550	591	428	468	517	537	511	294	177	330	810	459	609	167	194	564	457	366	
Male	998	998	-	90	151	195	168	159	235	266	303	231	198	265	262	251	134	87	129	477	220	308	85	135	302	233	181	
	49%	100%	-	37%	46%	50%	49%	52%	55%	48%	51%	54%	42%	51%	49%	49%	46%	49%	39%	59%	48%	51%	51%	70%	54%	51%	50%	
Female	1038	-	1038	155	174	192	178	146	192	283	288	197	270	253	275	260	160	90	201	333	239	301	82	58	262	224	184	
	51%	-	100%	63%	54%	50%	51%	48%	45%	52%	49%	46%	58%	49%	51%	51%	54%	51%	61%	41%	52%	49%	49%	30%	46%	49%	50%	

Opinion Poll

ONLINE Fieldwork : 25th-27th January 2013

Absolutes/col percents

Table 27
Age
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	2036	970	1066	241	268	362	350	317	498	579	599	351	507	540	512	522	295	167	270	760	464	586	151	196	590	428	350	
Weighted base	2036	998	1038	244	326	387	346	305	427	550	591	428	468	517	537	511	294	177	330	810	459	609	167	194	564	457	366	
18-24	244	90	155	244	-	-	-	-	-	74	74	41	55	72	65	71	18	18	40	89	49	79	16	4	30	42	29	
	12%	9%	15%	100%	-	-	-	-	-	13%	13%	10%	12%	14%	12%	14%	6%	10%	12%	11%	11%	13%	9%	2%	5%	9%	8%	
25-34	326	151	174	-	326	-	-	-	-	70	115	79	62	90	61	94	49	32	90	167	56	121	26	19	63	88	42	
	16%	15%	17%	-	100%	-	-	-	-	13%	19%	18%	13%	17%	11%	18%	17%	18%	27%	21%	12%	20%	15%	10%	11%	19%	11%	
35-44	387	195	192	-	-	387	-	-	-	71	128	106	82	110	119	88	47	24	90	215	70	146	33	11	81	119	68	
	19%	19%	19%	-	-	100%	-	-	-	13%	22%	25%	18%	21%	22%	17%	16%	13%	27%	27%	15%	24%	20%	6%	14%	26%	19%	
45-54	346	168	178	-	-	-	346	-	-	76	98	91	81	75	108	76	51	36	75	183	71	106	27	46	96	79	62	
	17%	17%	17%	-	-	-	100%	-	-	14%	17%	21%	17%	14%	20%	15%	17%	20%	23%	23%	16%	17%	16%	24%	17%	17%	17%	
55-64	305	159	146	-	-	-	-	305	-	69	86	59	92	77	67	91	49	22	25	124	74	75	27	41	103	55	69	
	15%	16%	14%	-	-	-	-	100%	-	13%	14%	14%	20%	15%	12%	18%	17%	12%	7%	15%	16%	12%	16%	21%	18%	12%	19%	
65+	427	235	192	-	-	-	-	-	427	189	90	52	96	95	117	91	79	45	10	32	138	83	38	72	190	74	96	
	21%	24%	19%	-	-	-	-	-	100%	34%	15%	12%	20%	18%	22%	18%	27%	25%	3%	4%	30%	14%	23%	37%	34%	16%	26%	
Average age	46.91	48.56	45.33	21.87	30.38	39.59	49.48	59.22	69.60	50.51	44.29	44.74	47.99	45.34	47.40	45.70	50.05	48.36	39.30	42.04	50.36	43.79	47.92	56.56	53.25	45.34	50.29	

Opinion Poll

ONLINE Fieldwork : 25th-27th January 2013

Absolutes/col percents

Table 28
Social Grade
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	2036	970	1066	241	268	362	350	317	498	579	599	351	507	540	512	522	295	167	270	760	464	586	151	196	590	428	350	
Weighted base	2036	998	1038	244	326	387	346	305	427	550	591	428	468	517	537	511	294	177	330	810	459	609	167	194	564	457	366	
AB	550	266	283	74	70	71	76	69	189	550	-	-	-	170	142	125	68	44	113	178	158	146	57	50	197	97	115	
	27%	27%	27%	30%	22%	18%	22%	23%	44%	100%	-	-	-	33%	26%	25%	23%	25%	34%	22%	34%	24%	34%	26%	35%	21%	32%	
C1	591	303	288	74	115	128	98	86	90	-	591	-	-	159	144	141	87	59	125	276	137	177	48	51	147	148	112	
	29%	30%	28%	30%	35%	33%	28%	28%	21%	-	100%	-	-	31%	27%	28%	30%	34%	38%	34%	30%	29%	29%	26%	26%	32%	31%	
C2	428	231	197	41	79	106	91	59	52	-	-	428	-	102	122	118	60	26	68	226	99	138	31	33	132	93	75	
	21%	23%	19%	17%	24%	27%	26%	19%	12%	-	-	100%	-	20%	23%	23%	20%	15%	21%	28%	21%	23%	18%	17%	23%	20%	20%	
DE	468	198	270	55	62	82	81	92	96	-	-	-	468	85	130	127	79	47	25	130	65	148	31	60	88	120	63	
	23%	20%	26%	23%	19%	21%	23%	30%	22%	-	-	-	100%	16%	24%	25%	27%	27%	8%	16%	14%	24%	18%	31%	16%	26%	17%	

Opinion Poll

ONLINE Fieldwork : 25th-27th January 2013

Absolutes/col percents

Table 29
GO Region
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	2036	970	1066	241	268	362	350	317	498	579	599	351	507	540	512	522	295	167	270	760	464	586	151	196	590	428	350
Weighted base	2036	998	1038	244	326	387	346	305	427	550	591	428	468	517	537	511	294	177	330	810	459	609	167	194	564	457	366
Scotland	177	87	90	18	32	24	36	22	45	44	59	26	47	-	-	-	-	177	40	61	24	50	10	13	27	49	18
	9%	9%	9%	8%	10%	6%	10%	7%	11%	8%	10%	6%	10%	-	-	-	-	100%	12%	7%	5%	8%	6%	6%	5%	11%	5%
North East	92	50	42	20	19	11	10	12	19	19	32	17	24	-	-	92	-	-	9	35	13	42	3	9	18	30	11
	5%	5%	4%	8%	6%	3%	3%	4%	4%	3%	5%	4%	5%	-	-	18%	-	-	3%	4%	3%	7%	2%	5%	3%	7%	3%
North West	239	123	117	29	47	50	31	41	42	67	58	49	66	-	-	239	-	-	46	90	35	104	19	23	52	81	39
	12%	12%	11%	12%	14%	13%	9%	14%	10%	12%	10%	11%	14%	-	-	47%	-	-	14%	11%	8%	17%	11%	12%	9%	18%	11%
Yorkshire & Humberside	180	78	102	22	28	27	36	37	30	40	51	52	37	-	-	180	-	-	40	65	28	66	4	24	39	32	36
	9%	8%	10%	9%	9%	7%	10%	12%	7%	7%	9%	12%	8%	-	-	35%	-	-	12%	8%	6%	11%	3%	12%	7%	7%	10%
West Midlands	188	95	93	22	29	47	35	17	39	46	52	42	49	-	188	-	-	-	27	85	36	68	12	16	48	51	30
	9%	10%	9%	9%	9%	12%	10%	5%	9%	8%	9%	10%	10%	-	35%	-	-	-	8%	10%	8%	11%	7%	8%	8%	11%	8%
East Midlands	158	73	85	19	19	34	29	21	35	42	37	34	46	-	158	-	-	-	18	55	48	39	13	14	51	30	40
	8%	7%	8%	8%	6%	9%	8%	7%	8%	8%	6%	8%	10%	-	29%	-	-	-	6%	7%	11%	6%	8%	7%	9%	7%	11%
Wales	108	49	59	2	26	21	21	18	21	27	26	27	28	-	-	-	108	-	24	38	16	42	13	2	19	33	23
	5%	5%	6%	1%	8%	5%	6%	6%	5%	5%	4%	6%	6%	-	-	-	37%	-	7%	5%	3%	7%	8%	1%	3%	7%	6%
Eastern	191	93	97	23	13	38	44	29	44	55	54	46	36	-	191	-	-	-	24	82	51	33	18	27	71	25	28
	9%	9%	9%	9%	4%	10%	13%	9%	10%	10%	9%	11%	8%	-	36%	-	-	-	7%	10%	11%	5%	11%	14%	13%	6%	8%
London	256	139	118	34	61	69	38	26	28	82	94	47	33	256	-	-	-	-	52	131	62	75	26	18	82	62	37
	13%	14%	11%	14%	19%	18%	11%	9%	7%	15%	16%	11%	7%	50%	-	-	-	-	16%	16%	14%	12%	15%	9%	15%	14%	10%
South East	261	126	135	38	28	41	37	51	67	88	66	55	53	261	-	-	-	-	26	102	100	45	24	30	105	30	51
	13%	13%	13%	15%	9%	11%	11%	17%	16%	16%	11%	13%	11%	50%	-	-	-	-	8%	13%	22%	7%	15%	16%	19%	7%	14%
South West	186	85	101	16	24	26	30	31	59	41	61	33	50	-	-	-	186	-	23	66	46	45	25	18	51	34	54
	9%	9%	10%	7%	7%	7%	9%	10%	14%	7%	10%	8%	11%	-	-	-	63%	-	7%	8%	10%	7%	15%	9%	9%	7%	15%

Opinion Poll

ONLINE Fieldwork : 25th-27th January 2013

Absolutes/col percents

Table 30
Have you taken a foreign holiday in the last 3 years?
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	2036	970	1066	241	268	362	350	317	498	579	599	351	507	540	512	522	295	167	270	760	464	586	151	196	590	428	350	
Weighted base	2036	998	1038	244	326	387	346	305	427	550	591	428	468	517	537	511	294	177	330	810	459	609	167	194	564	457	366	
Yes	1262	606	657	171	191	213	190	187	310	427	382	231	222	357	304	326	156	120	214	483	334	362	120	113	383	271	235	
	62%	61%	63%	70%	59%	55%	55%	61%	72%	78%	65%	54%	47%	69%	56%	64%	53%	68%	65%	60%	73%	59%	72%	58%	68%	59%	64%	
No	774	392	382	73	135	174	157	118	118	122	208	197	246	160	234	185	137	57	116	327	124	247	47	81	181	187	130	
	38%	39%	37%	30%	41%	45%	45%	39%	28%	22%	35%	46%	53%	31%	44%	36%	47%	32%	35%	40%	27%	41%	28%	42%	32%	41%	36%	

Opinion Poll

ONLINE Fieldwork : 25th-27th January 2013

Absolutes/col percents

Table 31
Tenure
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	2036	970	1066	241	268	362	350	317	498	579	599	351	507	540	512	522	295	167	270	760	464	586	151	196	590	428	350
Weighted base	2036	998	1038	244	326	387	346	305	427	550	591	428	468	517	537	511	294	177	330	810	459	609	167	194	564	457	366
NET: Homeowners	1384	678	706	130	171	240	239	235	370	472	410	284	218	330	381	341	211	121	246	539	369	374	125	151	455	295	277
	68%	68%	68%	53%	53%	62%	69%	77%	87%	86%	69%	66%	47%	64%	71%	67%	72%	68%	74%	67%	81%	61%	75%	78%	81%	65%	76%
Owned outright - without mortgage	672	367	304	50	45	50	72	155	299	253	189	109	120	156	173	165	116	62	70	184	207	145	64	91	258	120	148
	33%	37%	29%	20%	14%	13%	21%	51%	70%	46%	32%	26%	26%	30%	32%	32%	39%	35%	21%	23%	45%	24%	38%	47%	46%	26%	40%
Owned with a mortgage or loan	713	311	402	80	126	189	166	80	71	219	220	175	98	175	208	176	95	59	175	355	163	229	61	60	197	175	130
	35%	31%	39%	33%	39%	49%	48%	26%	17%	40%	37%	41%	21%	34%	39%	34%	32%	33%	53%	44%	35%	38%	36%	31%	35%	38%	36%
NET: Renters	630	310	320	103	149	146	105	70	57	70	174	140	246	176	152	167	80	56	84	261	86	231	40	41	106	160	84
	31%	31%	31%	42%	46%	38%	30%	23%	13%	13%	30%	33%	53%	34%	28%	33%	27%	32%	25%	32%	19%	38%	24%	21%	19%	35%	23%
Rented from the council	265	139	125	28	55	65	49	35	32	24	46	53	141	72	61	79	29	23	40	75	21	110	11	25	46	77	27
	13%	14%	12%	11%	17%	17%	14%	11%	7%	4%	8%	13%	30%	14%	11%	15%	10%	13%	12%	9%	5%	18%	6%	13%	8%	17%	7%
Rented from a housing association	109	50	59	18	17	23	21	17	13	8	25	31	45	24	31	32	11	12	12	46	14	43	5	8	18	33	15
	5%	5%	6%	7%	5%	6%	6%	5%	3%	1%	4%	7%	10%	5%	6%	6%	4%	7%	4%	6%	3%	7%	3%	4%	3%	7%	4%
Rented from someone else	256	121	135	57	76	58	35	18	12	37	103	56	60	80	60	56	39	21	32	140	50	77	25	9	41	50	42
	13%	12%	13%	23%	23%	15%	10%	6%	3%	7%	17%	13%	13%	15%	11%	11%	13%	12%	10%	17%	11%	13%	15%	4%	7%	11%	11%
Rent free	22	10	12	12	5	1	2	1	*	8	7	3	4	11	4	3	3	*	*	10	3	5	2	2	4	2	4
	1%	1%	1%	5%	2%	*	1%	*	*	1%	1%	1%	1%	2%	1%	1%	1%	*	*	1%	1%	1%	1%	1%	1%	*	1%

Opinion Poll

ONLINE Fieldwork : 25th-27th January 2013

Absolutes/col percents

Table 32
At what age did you finish your full time education?
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	2036	970	1066	241	268	362	350	317	498	579	599	351	507	540	512	522	295	167	270	760	464	586	151	196	590	428	350	
Weighted base	2036	998	1038	244	326	387	346	305	427	550	591	428	468	517	537	511	294	177	330	810	459	609	167	194	564	457	366	
Under 16	712	378	334	20	52	136	143	150	210	105	159	198	250	144	198	200	111	59	77	254	153	198	31	101	224	161	104	
	35%	38%	32%	8%	16%	35%	41%	49%	49%	19%	27%	46%	53%	28%	37%	39%	38%	33%	23%	31%	33%	33%	18%	52%	40%	35%	28%	
17-18	437	188	249	50	62	92	97	62	73	109	140	104	84	105	134	98	70	29	70	194	132	111	37	35	145	88	73	
	21%	19%	24%	20%	19%	24%	28%	20%	17%	20%	24%	24%	18%	20%	25%	19%	24%	17%	21%	24%	29%	18%	22%	18%	26%	19%	20%	
19-24	572	289	283	74	128	117	73	74	106	247	187	72	67	180	130	126	77	58	117	255	131	183	72	48	146	125	142	
	28%	29%	27%	30%	39%	30%	21%	24%	25%	45%	32%	17%	14%	35%	24%	25%	26%	33%	35%	31%	29%	30%	43%	25%	26%	27%	39%	
25-34	97	56	41	1	47	17	17	5	10	30	25	18	24	33	12	23	13	16	33	42	13	40	8	3	8	32	19	
	5%	6%	4%	*	14%	4%	5%	2%	2%	5%	4%	4%	5%	6%	2%	5%	4%	9%	10%	5%	3%	7%	5%	2%	1%	7%	5%	
35+	24	8	16	-	-	3	3	7	10	12	7	-	5	5	2	8	5	4	5	5	5	7	2	2	7	5	7	
	1%	1%	2%	-	-	1%	1%	2%	2%	2%	1%	-	1%	1%	*	2%	2%	2%	1%	1%	1%	1%	1%	1%	1%	1%	2%	
Still in full time education	94	36	58	78	12	4	1	-	-	29	43	7	15	25	31	28	3	8	8	21	12	33	12	1	8	22	13	
	5%	4%	6%	32%	4%	1%	*	-	-	5%	7%	2%	3%	5%	6%	5%	1%	5%	2%	3%	3%	5%	7%	*	1%	5%	4%	
Never had any full time education	15	6	9	1	5	2	2	1	2	2	2	5	7	*	6	8	1	-	4	5	*	11	-	-	*	10	-	
	1%	1%	1%	1%	2%	1%	1%	*	1%	*	*	1%	1%	*	1%	2%	*	-	1%	1%	*	2%	-	-	*	2%	-	
Don't know	36	14	21	8	9	7	3	*	8	3	15	13	5	10	8	7	9	2	11	14	4	15	2	2	13	12	1	
	2%	1%	2%	3%	3%	2%	1%	*	2%	1%	2%	3%	1%	2%	2%	1%	3%	1%	3%	2%	1%	2%	1%	1%	2%	3%	*	
Prefer not to answer	50	24	26	12	10	9	7	5	7	13	14	12	12	15	15	13	6	*	5	20	8	10	2	3	12	3	8	
	2%	2%	3%	5%	3%	2%	2%	2%	2%	2%	2%	3%	2%	3%	3%	3%	2%	*	2%	2%	2%	2%	1%	1%	2%	1%	2%	

Opinion Poll

ONLINE Fieldwork : 25th-27th January 2013

Absolutes/col percents

Table 33
What is the highest educational level that you have achieved to date?
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	2036	970	1066	241	268	362	350	317	498	579	599	351	507	540	512	522	295	167	270	760	464	586	151	196	590	428	350
Weighted base	2036	998	1038	244	326	387	346	305	427	550	591	428	468	517	537	511	294	177	330	810	459	609	167	194	564	457	366
No formal education	24 1%	10 1%	13 1%	2 1%	3 1%	5 1%	3 1%	6 2%	4 1%	2 *	4 1%	4 1%	14 3%	2 *	4 1%	13 3%	3 1%	2 1%	2 1%	9 1%	6 1%	13 2%	- -	1 *	4 1%	12 3%	2 1%
Primary	8 *	6 1%	2 *	* *	4 1%	1 *	* *	1 *	1 *	- -	1 *	3 1%	4 1%	2 *	- -	3 1%	2 1%	1 *	- -	5 1%	1 *	2 *	1 1%	1 *	2 *	* *	2 1%
Secondary school, high school, NVQ levels 1 to 3, etc.	1047 51%	508 51%	539 52%	94 38%	132 40%	221 57%	214 62%	170 56%	216 51%	157 29%	279 47%	286 67%	325 69%	235 45%	314 58%	278 54%	146 50%	75 42%	123 37%	446 55%	248 54%	297 49%	59 35%	123 64%	314 56%	224 49%	153 42%
University degree or equivalent professional qualification, NVQ level 4, etc.	678 33%	343 34%	335 32%	79 32%	113 35%	114 29%	102 29%	106 35%	165 39%	266 48%	231 39%	94 22%	88 19%	187 36%	163 30%	148 29%	111 38%	69 39%	140 43%	256 32%	158 35%	200 33%	77 46%	57 30%	195 35%	143 31%	157 43%
Higher university degree, doctorate, MBA, NVQ level 5, etc.	186 9%	98 10%	88 8%	18 7%	55 17%	38 10%	20 6%	19 6%	36 8%	104 19%	44 8%	19 4%	18 4%	74 14%	29 5%	40 8%	18 6%	23 13%	50 15%	80 10%	34 7%	64 11%	23 14%	10 5%	43 8%	55 12%	41 11%
Still in full time education	52 3%	16 2%	37 4%	46 19%	4 1%	2 *	1 *	- -	- -	16 3%	25 4%	6 1%	6 1%	11 2%	20 4%	16 3%	1 *	5 3%	4 1%	6 1%	10 2%	15 2%	6 4%	- -	3 1%	10 2%	7 2%
Don't know	15 1%	5 1%	9 1%	2 1%	12 4%	1 *	- -	- -	1 *	- -	6 1%	5 1%	4 1%	- -	4 1%	2 *	7 2%	1 1%	7 2%	1 *	- -	10 2%	- -	- -	1 *	9 2%	1 *
Prefer not to answer	26 1%	12 1%	14 1%	4 2%	3 1%	6 1%	6 2%	2 1%	5 1%	5 1%	1 *	10 2%	10 2%	6 1%	4 1%	9 2%	6 2%	1 *	4 1%	8 1%	1 *	7 1%	- -	1 1%	2 *	4 1%	2 *

Opinion Poll

ONLINE Fieldwork : 25th-27th January 2013

Absolutes/col percents

Table 34

Thinking about your household's food and grocery shopping, are you personally responsible for selecting half or more of the items to be bought from supermarkets and food shops?

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	Scotland	Public	Private	Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Unweighted base	2036	970	1066	241	268	362	350	317	498	579	599	351	507	540	512	522	295	167	270	760	464	586	151	196	590	428	350
Weighted base	2036	998	1038	244	326	387	346	305	427	550	591	428	468	517	537	511	294	177	330	810	459	609	167	194	564	457	366
Yes - responsible for half or more of the items bought	1833 90%	850 85%	982 95%	174 71%	308 94%	367 95%	334 96%	293 96%	357 84%	467 85%	537 91%	389 91%	438 94%	459 89%	486 90%	459 90%	271 92%	157 89%	305 92%	756 93%	405 88%	563 93%	155 93%	173 89%	496 88%	433 95%	340 93%
No - not responsible for most of the items bought	203 10%	147 15%	56 5%	70 29%	18 6%	20 5%	12 4%	13 4%	70 16%	82 15%	53 9%	38 9%	30 6%	58 11%	51 10%	52 10%	23 8%	19 11%	25 8%	55 7%	54 12%	46 7%	11 7%	21 11%	68 12%	25 5%	26 7%

Opinion Poll

ONLINE Fieldwork : 25th-27th January 2013

Absolutes/col percents

Table 35
How many cars are there in your household?
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	2036	970	1066	241	268	362	350	317	498	579	599	351	507	540	512	522	295	167	270	760	464	586	151	196	590	428	350	
Weighted base	2036	998	1038	244	326	387	346	305	427	550	591	428	468	517	537	511	294	177	330	810	459	609	167	194	564	457	366	
No cars in the household	411 20%	191 19%	220 21%	70 29%	92 28%	86 22%	67 19%	51 17%	47 11%	59 11%	118 20%	69 16%	164 35%	127 24%	81 15%	110 22%	49 17%	45 26%	53 16%	147 18%	57 12%	136 22%	26 15%	30 16%	82 15%	100 22%	55 15%	
NET: Any	1625 80%	807 81%	818 79%	175 71%	234 72%	301 78%	279 81%	255 83%	380 89%	490 89%	472 80%	358 84%	304 65%	391 76%	457 85%	401 78%	245 83%	131 74%	277 84%	663 82%	402 88%	473 78%	141 85%	163 84%	482 85%	357 78%	311 85%	
1	843 41%	423 42%	420 40%	58 24%	108 33%	182 47%	145 42%	143 47%	208 49%	201 37%	248 42%	200 47%	194 41%	194 38%	231 43%	221 43%	121 41%	77 43%	123 37%	344 43%	176 38%	275 45%	67 40%	79 41%	228 40%	200 44%	161 44%	
2	596 29%	294 30%	302 29%	48 19%	103 32%	103 27%	103 30%	92 30%	148 35%	211 38%	171 29%	137 32%	78 17%	145 28%	168 31%	143 28%	96 33%	43 25%	112 34%	242 30%	168 37%	149 25%	51 31%	68 35%	203 36%	126 28%	109 30%	
3+	185 9%	89 9%	96 9%	69 28%	23 7%	17 4%	31 9%	20 7%	24 6%	78 14%	53 9%	22 5%	32 7%	51 10%	57 11%	37 7%	28 10%	11 6%	42 13%	77 10%	57 13%	49 8%	23 14%	16 8%	50 9%	30 7%	40 11%	

Opinion Poll

ONLINE Fieldwork : 25th-27th January 2013

Absolutes/col percents

Table 36
To which of the following ethnic groups do you consider you belong?
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	2036	970	1066	241	268	362	350	317	498	579	599	351	507	540	512	522	295	167	270	760	464	586	151	196	590	428	350
Weighted base	2036	998	1038	244	326	387	346	305	427	550	591	428	468	517	537	511	294	177	330	810	459	609	167	194	564	457	366
White	1847	905	942	210	255	337	327	299	420	490	527	393	438	428	495	473	279	171	289	722	429	534	152	189	529	398	342
	91%	91%	91%	86%	78%	87%	94%	98%	98%	89%	89%	92%	93%	83%	92%	93%	95%	97%	88%	89%	93%	88%	91%	97%	94%	87%	94%
NET: Non-white	168	83	86	32	64	45	19	5	3	54	58	27	29	80	36	32	15	5	40	77	26	68	14	5	32	56	22
	8%	8%	8%	13%	20%	12%	5%	2%	1%	10%	10%	6%	6%	16%	7%	6%	5%	3%	12%	9%	6%	11%	8%	3%	6%	12%	6%
Mixed	41	27	14	5	18	9	4	3	2	19	9	8	5	19	4	3	11	4	14	17	10	14	6	2	11	15	12
	2%	3%	1%	2%	6%	2%	1%	1%	*	3%	2%	2%	1%	4%	1%	1%	4%	2%	4%	2%	2%	4%	1%	2%	3%	3%	3%
Asian	80	39	41	18	33	21	7	1	-	25	27	13	15	36	22	19	2	-	17	37	10	38	4	3	12	29	5
	4%	4%	4%	7%	10%	5%	2%	*	-	4%	5%	3%	3%	7%	4%	4%	1%	-	5%	5%	2%	6%	2%	2%	2%	6%	1%
Black	32	12	21	4	10	11	5	1	2	7	13	6	7	18	6	6	2	-	6	17	4	14	3	-	5	8	5
	2%	1%	2%	2%	3%	3%	1%	*	*	1%	2%	1%	1%	4%	1%	1%	1%	-	2%	2%	1%	2%	2%	-	1%	2%	1%
Chinese	7	3	5	5	-	-	3	-	-	1	5	-	1	2	2	1	1	1	2	1	2	*	-	-	2	-	-
	*	*	*	2%	-	-	1%	-	-	*	1%	-	*	*	*	*	1%	1%	*	*	*	*	-	-	*	-	-
Other ethnic group	8	3	5	1	3	4	*	-	-	3	4	*	1	5	1	3	-	-	1	5	1	2	1	-	1	3	1
	*	*	1%	*	1%	1%	*	-	-	1%	1%	*	*	1%	*	1%	-	-	*	1%	*	*	1%	-	*	1%	*
Prefer not to answer	21	10	10	2	7	5	*	2	4	6	6	7	2	9	6	6	-	*	1	12	4	7	*	-	3	4	1
	1%	1%	1%	1%	2%	1%	*	1%	1%	1%	1%	2%	*	2%	1%	1%	-	*	*	1%	1%	1%	*	-	*	1%	*

Opinion Poll

ONLINE Fieldwork : 25th-27th January 2013

Absolutes/col percents

Table 37
To which of the following religious groups do you consider yourself to be a member of?
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	2036	970	1066	241	268	362	350	317	498	579	599	351	507	540	512	522	295	167	270	760	464	586	151	196	590	428	350
Weighted base	2036	998	1038	244	326	387	346	305	427	550	591	428	468	517	537	511	294	177	330	810	459	609	167	194	564	457	366
Christian	1165 57%	574 58%	591 57%	94 39%	153 47%	188 49%	205 59%	211 69%	314 73%	318 58%	333 56%	256 60%	259 55%	281 54%	317 59%	297 58%	167 57%	102 58%	184 56%	445 55%	304 66%	356 58%	84 50%	129 67%	383 68%	286 63%	188 52%
NET: Other	135 7%	61 6%	74 7%	24 10%	41 13%	32 8%	19 5%	9 3%	10 2%	35 6%	47 8%	21 5%	32 7%	56 11%	35 6%	32 6%	10 3%	3 2%	26 8%	58 7%	24 5%	49 8%	16 9%	7 4%	26 5%	45 10%	14 4%
Muslim	46 2%	22 2%	24 2%	12 5%	19 6%	14 4%	1 *	1 *	-	7 1%	22 4%	7 2%	10 2%	15 3%	13 2%	19 4%	-	-	10 3%	22 3%	2 *	23 4%	5 3%	2 1%	3 *	24 5%	4 1%
Hindu	21 1%	13 1%	9 1%	4 2%	9 3%	6 1%	1 *	1 *	-	12 2%	5 1%	4 1%	1 *	17 3%	1 *	2 *	1 *	-	3 1%	11 1%	4 1%	8 1%	3 2%	-	6 1%	6 1%	1 *
Jewish	5 *	2 *	4 *	-	-	-	2 1%	1 *	2 *	1 *	2 *	-	2 *	2 *	* *	1 *	-	1 *	1 *	1 *	2 *	2 *	* *	1 *	3 1%	2 *	* *
Sikh	8 *	3 *	5 *	2 1%	2 1%	1 *	4 1%	-	-	-	1 *	4 1%	3 1%	-	6 1%	2 *	-	-	2 *	5 1%	3 1%	4 1%	-	1 1%	1 *	2 1%	2 *
Buddhist	18 1%	11 1%	7 1%	3 1%	7 2%	2 1%	5 1%	-	1 *	5 1%	7 1%	1 *	5 1%	11 2%	6 1%	1 *	-	1 *	6 2%	4 1%	6 1%	4 1%	-	1 *	5 1%	3 1%	1 *
Other	36 2%	10 1%	26 3%	3 1%	5 2%	9 2%	6 2%	7 2%	7 2%	10 2%	11 2%	4 1%	12 3%	12 2%	8 2%	7 1%	9 3%	1 1%	4 1%	15 2%	7 2%	8 1%	8 5%	3 1%	8 1%	8 2%	6 2%
None	689 34%	340 34%	349 34%	118 48%	118 36%	155 40%	116 34%	81 27%	100 23%	184 33%	196 33%	140 33%	168 36%	167 32%	174 32%	167 33%	113 39%	67 38%	112 34%	286 35%	122 27%	196 32%	65 39%	57 29%	143 25%	120 26%	158 43%
Prefer not to say	47 2%	23 2%	24 2%	8 3%	14 4%	11 3%	7 2%	4 1%	3 1%	13 2%	14 2%	11 3%	10 2%	13 3%	11 2%	14 3%	3 1%	5 3%	9 3%	21 3%	9 2%	8 1%	2 1%	1 *	12 2%	6 1%	5 1%

Opinion Poll

ONLINE Fieldwork : 25th-27th January 2013

Absolutes/col percents

Table 38
Which of the following best describes where you live?
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	2036	970	1066	241	268	362	350	317	498	579	599	351	507	540	512	522	295	167	270	760	464	586	151	196	590	428	350
Weighted base	2036	998	1038	244	326	387	346	305	427	550	591	428	468	517	537	511	294	177	330	810	459	609	167	194	564	457	366
NET: Urban	1615	824	790	196	289	332	279	226	292	417	478	349	371	426	401	434	217	137	272	673	326	513	125	159	419	389	275
	79%	83%	76%	80%	89%	86%	81%	74%	68%	76%	81%	82%	79%	82%	75%	85%	74%	77%	82%	83%	71%	84%	75%	82%	74%	85%	75%
Urban - Population over 10,000	843	465	377	120	169	186	141	87	140	232	289	156	166	274	171	221	88	88	162	367	172	285	67	68	214	220	125
	41%	47%	36%	49%	52%	48%	41%	28%	33%	42%	49%	36%	35%	53%	32%	43%	30%	50%	49%	45%	38%	47%	40%	35%	38%	48%	34%
Town and Fringe	772	359	413	77	120	147	138	139	152	185	189	193	205	152	230	212	129	49	110	307	154	228	58	91	205	169	150
	38%	36%	40%	31%	37%	38%	40%	46%	36%	34%	32%	45%	44%	29%	43%	42%	44%	27%	33%	38%	34%	37%	35%	47%	36%	37%	41%
NET: Rural	421	173	248	48	37	55	67	79	136	133	113	79	97	91	137	77	76	40	58	137	132	96	42	35	145	68	91
	21%	17%	24%	20%	11%	14%	19%	26%	32%	24%	19%	18%	21%	18%	25%	15%	26%	23%	18%	17%	29%	16%	25%	18%	26%	15%	25%
Village	370	147	223	43	34	50	60	72	111	112	94	75	90	83	126	70	61	30	56	115	118	91	34	28	127	60	76
	18%	15%	21%	17%	11%	13%	17%	24%	26%	20%	16%	18%	19%	16%	23%	14%	21%	17%	17%	14%	26%	15%	21%	15%	22%	13%	21%
Hamlet & Isolated Dwelling	51	26	25	5	3	5	7	7	25	21	19	4	7	8	11	7	15	10	2	22	15	5	7	6	19	8	15
	3%	3%	2%	2%	1%	1%	2%	2%	6%	4%	3%	1%	2%	2%	2%	1%	5%	5%	1%	3%	3%	1%	4%	3%	3%	2%	4%

Opinion Poll

ONLINE Fieldwork : 25th-27th January 2013

Absolutes/col percents

Table 39
Which of the following best describes your current working status?
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	2036	970	1066	241	268	362	350	317	498	579	599	351	507	540	512	522	295	167	270	760	464	586	151	196	590	428	350
Weighted base	2036	998	1038	244	326	387	346	305	427	550	591	428	468	517	537	511	294	177	330	810	459	609	167	194	564	457	366
NET: Working	1140	606	534	129	257	305	258	149	42	291	401	294	155	311	292	286	151	101	330	810	249	394	95	88	286	287	200
	56%	61%	51%	53%	79%	79%	75%	49%	10%	53%	68%	69%	33%	60%	54%	56%	52%	57%	100%	100%	54%	65%	57%	45%	51%	63%	55%
Working full time - working 30 hours per week or more	896	525	371	93	217	255	210	104	17	229	323	235	109	238	232	240	116	70	267	629	198	320	76	75	224	238	155
	44%	53%	36%	38%	67%	66%	61%	34%	4%	42%	55%	55%	23%	46%	43%	47%	39%	40%	81%	78%	43%	53%	46%	39%	40%	52%	42%
Working part time - working between 8 and 29 hours per week	244	81	163	36	40	50	49	45	25	62	77	60	46	73	60	45	36	31	63	181	51	75	18	13	62	50	45
	12%	8%	16%	15%	12%	13%	14%	15%	6%	11%	13%	14%	10%	14%	11%	9%	12%	17%	19%	22%	11%	12%	11%	7%	11%	11%	12%
NET: Not working	896	392	504	115	69	82	88	156	386	259	190	133	314	206	246	225	142	76	-	-	210	215	72	106	277	170	166
	44%	39%	49%	47%	21%	21%	25%	51%	90%	47%	32%	31%	67%	40%	46%	44%	48%	43%	-	-	46%	35%	43%	55%	49%	37%	45%
Not working but seeking work or temporarily unemployed or sick	125	57	68	35	24	22	24	21	-	12	7	12	94	34	26	29	22	14	-	-	17	38	5	10	14	28	13
	6%	6%	7%	14%	7%	6%	7%	7%	-	2%	1%	3%	20%	7%	5%	6%	8%	8%	-	-	4%	6%	3%	5%	3%	6%	4%
Not working and not seeking work	118	54	64	68	12	13	15	10	-	20	46	12	40	26	39	36	9	8	-	-	16	30	10	5	16	26	14
	6%	5%	6%	28%	4%	3%	4%	3%	-	4%	8%	3%	8%	5%	7%	7%	3%	5%	-	-	3%	5%	6%	2%	3%	6%	4%
Retired on a state pension only	121	39	82	-	-	-	*	23	97	11	15	12	83	20	43	31	21	7	-	-	28	30	10	23	37	30	25
	6%	4%	8%	-	-	-	*	8%	23%	2%	3%	3%	18%	4%	8%	6%	7%	4%	-	-	6%	5%	6%	12%	7%	7%	7%
Retired with a private pension	372	230	142	-	*	-	9	79	284	191	97	51	33	85	97	88	67	35	-	-	119	72	40	60	166	60	92
	18%	23%	14%	-	*	-	3%	26%	66%	35%	16%	12%	7%	16%	18%	17%	23%	20%	-	-	26%	12%	24%	31%	29%	13%	25%
House person, housewife, househusband, etc.	159	12	148	12	33	47	40	23	4	25	25	45	64	43	40	41	24	12	-	-	31	46	8	8	45	26	21
	8%	1%	14%	5%	10%	12%	11%	8%	1%	4%	4%	11%	14%	8%	7%	8%	8%	7%	-	-	7%	8%	5%	4%	8%	6%	6%

Opinion Poll

ONLINE Fieldwork : 25th-27th January 2013

Absolutes/col percents

Table 40
Do you work in any of the following occupations?
Base: All respondents who work

	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	1030	519	511	117	197	275	244	148	49	270	373	231	156	305	250	254	133	88	270	760	222	347	79	73	267	242	173
Weighted base	1140	606	534	129	257	305	258	149	42	291	401	294	155	311	292	286	151	101	330	810	249	394	95	88	286	287	200
NET: Public Sector	330	129	201	40	90	90	75	25	10	113	125	68	25	78	70	95	47	40	330	-	60	133	16	13	68	103	57
	29%	21%	38%	31%	35%	30%	29%	17%	24%	39%	31%	23%	16%	25%	24%	33%	31%	40%	100%	-	24%	34%	17%	15%	24%	36%	29%
Central government including all administrative departments and central government agencies such as the Bank of England	38	22	16	-	15	11	9	3	-	18	13	6	1	6	6	8	13	5	38	-	9	20	4	1	8	16	10
	3%	4%	3%	-	6%	4%	3%	2%	-	6%	3%	2%	1%	2%	2%	3%	9%	5%	12%	-	4%	5%	5%	1%	3%	5%	5%
HM Forces	12	4	8	1	6	2	2	-	-	3	3	6	1	2	-	7	2	1	12	-	1	7	1	2	3	7	1
	1%	1%	1%	1%	2%	1%	1%	-	-	1%	1%	2%	1%	1%	-	2%	2%	1%	4%	-	*	2%	1%	2%	1%	2%	1%
National Health Service	59	22	38	11	11	16	19	2	*	24	20	13	2	8	15	21	6	10	59	-	6	22	-	1	8	18	4
	5%	4%	7%	9%	4%	5%	7%	1%	1%	8%	5%	5%	1%	3%	5%	7%	4%	10%	18%	-	2%	6%	-	2%	3%	6%	2%
Universities and Academies funded by government	15	2	13	4	7	1	1	*	2	10	3	2	-	6	3	4	2	-	15	-	4	4	-	-	4	2	3
	1%	*	2%	3%	3%	*	*	*	5%	3%	1%	1%	-	2%	1%	1%	1%	-	4%	-	2%	1%	-	-	1%	1%	2%
Courts service	2	2	-	-	-	2	-	-	-	-	2	-	-	1	-	1	-	-	2	-	1	-	-	-	-	-	-
	*	*	-	-	-	1%	-	-	-	-	*	-	-	*	-	*	-	-	*	-	*	-	-	-	-	-	-
Local government administration	38	19	19	-	12	12	9	4	1	10	26	2	-	9	14	4	5	6	38	-	6	13	6	1	5	10	14
	3%	3%	4%	-	5%	4%	3%	2%	3%	3%	6%	1%	-	3%	5%	1%	3%	6%	11%	-	2%	3%	6%	1%	2%	3%	7%
Police service	16	7	10	2	9	2	*	3	-	1	13	-	2	5	4	5	2	1	16	-	4	7	-	-	7	5	-
	1%	1%	2%	2%	4%	1%	*	2%	-	*	3%	-	1%	2%	1%	2%	1%	1%	5%	-	2%	2%	-	-	2%	2%	-
Public sector housing	11	7	4	4	3	2	1	-	-	4	5	3	-	6	-	5	-	1	11	-	1	6	2	-	3	4	2
	1%	1%	1%	3%	1%	1%	1%	-	-	1%	1%	1%	-	2%	-	2%	-	1%	3%	-	*	1%	2%	-	1%	2%	1%
Teaching employed by local education authority including voluntary aided schools and foundation schools	58	14	44	7	10	16	13	9	3	32	11	9	6	15	16	15	10	2	58	-	10	18	3	4	9	18	16
	5%	2%	8%	5%	4%	5%	5%	6%	8%	11%	3%	3%	4%	5%	5%	5%	7%	2%	18%	-	4%	5%	3%	4%	3%	6%	8%

Opinion Poll

ONLINE Fieldwork : 25th-27th January 2013

Absolutes/col percents

Table 40
Do you work in any of the following occupations?
Base: All respondents who work

	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
Weighted base	1140	606	534	129	257	305	258	149	42	291	401	294	155	311	292	286	151	101	330	810	249	394	95	88	286	287	200
Public corporations such as the Royal Mail or British Nuclear fuels or Driving Standards agency	13	11	2	*	1	5	6	*	-	*	5	3	5	2	1	6	1	3	13	-	4	6	*	*	4	6	3
	1%	2%	*	*	*	2%	2%	*	-	*	1%	1%	3%	1%	*	2%	1%	3%	4%	-	1%	1%	1%	*	1%	2%	1%
Bradford and Bingley or Northern Rock Building societies	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other public sector occupation (please specify as much detail as possible)	68	20	48	10	15	20	14	5	3	11	24	24	8	20	11	20	6	11	68	-	15	31	-	4	18	17	5
	6%	3%	9%	8%	6%	7%	6%	3%	8%	4%	6%	8%	5%	6%	4%	7%	4%	11%	21%	-	6%	8%	-	4%	6%	6%	2%
None of the above (Private Sector)	810	477	333	89	167	215	183	124	32	178	276	226	130	233	222	190	104	61	-	810	189	261	79	75	218	185	142
	71%	79%	62%	69%	65%	70%	71%	83%	76%	61%	69%	77%	84%	75%	76%	67%	69%	60%	-	100%	76%	66%	83%	85%	76%	64%	71%

Opinion Poll

ONLINE Fieldwork : 25th-27th January 2013

Absolutes/col percents

Table 41
Do you have any children aged 18 or under? If so, how old are they?
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	2036	970	1066	241	268	362	350	317	498	579	599	351	507	540	512	522	295	167	270	760	464	586	151	196	590	428	350	
Weighted base	2036	998	1038	244	326	387	346	305	427	550	591	428	468	517	537	511	294	177	330	810	459	609	167	194	564	457	366	
No children aged 18 or under	1413	729	684	196	163	161	205	269	419	417	402	259	336	357	363	355	214	124	181	503	346	361	119	157	430	264	275	
	69%	73%	66%	80%	50%	42%	59%	88%	98%	76%	68%	61%	72%	69%	68%	70%	73%	70%	55%	62%	75%	59%	71%	81%	76%	58%	75%	
NET: Yes	611	263	348	45	160	223	141	36	6	130	187	166	129	158	168	155	78	52	147	303	110	244	48	37	131	191	89	
	30%	26%	34%	18%	49%	58%	41%	12%	1%	24%	32%	39%	27%	31%	31%	30%	27%	30%	45%	37%	24%	40%	29%	19%	23%	42%	24%	
NET: Under 16	536	226	310	45	160	207	103	18	3	116	157	148	116	145	149	139	66	39	123	269	98	211	34	33	118	164	68	
	26%	23%	30%	18%	49%	53%	30%	6%	1%	21%	27%	35%	25%	28%	28%	27%	22%	22%	37%	33%	21%	35%	20%	17%	21%	36%	19%	
Yes - children aged under 5 years old	219	85	134	36	104	74	5	1	-	49	69	49	52	63	61	49	23	23	53	103	32	90	18	10	36	69	29	
	11%	9%	13%	15%	32%	19%	1%	*	-	9%	12%	12%	11%	12%	11%	10%	8%	13%	16%	13%	7%	15%	11%	5%	6%	15%	8%	
Yes - children aged 5 to 10 years old	233	102	131	10	85	89	42	5	1	65	54	65	49	65	62	63	30	14	52	120	39	106	18	10	50	86	28	
	11%	10%	13%	4%	26%	23%	12%	2%	*	12%	9%	15%	10%	13%	12%	12%	10%	8%	16%	15%	9%	17%	11%	5%	9%	19%	8%	
Yes - children aged 11 to 15 years old	259	108	151	7	37	116	82	14	2	58	65	76	59	61	62	77	39	20	75	120	50	104	13	19	63	78	34	
	13%	11%	15%	3%	11%	30%	24%	5%	1%	11%	11%	18%	13%	12%	12%	15%	13%	11%	23%	15%	11%	17%	8%	10%	11%	17%	9%	
Yes - children aged 16 to 18 years old	152	67	84	1	9	55	58	25	3	32	48	42	30	27	39	42	19	24	54	62	30	63	14	9	36	51	29	
	7%	7%	8%	*	3%	14%	17%	8%	1%	6%	8%	10%	6%	5%	7%	8%	7%	14%	16%	8%	7%	10%	8%	5%	6%	11%	8%	
Refused	11	6	6	3	2	4	1	-	2	3	2	3	4	2	7	1	1	1	2	4	3	5	-	-	3	1	1	
	1%	1%	1%	1%	1%	1%	*	-	*	1%	*	1%	1%	*	1%	*	*	*	1%	1%	1%	1%	-	-	1%	*	*	

Opinion Poll

ONLINE Fieldwork : 25th-27th January 2013

Absolutes/col percents

Table 42
Which of the following ITV regions do you live in?
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	2036	970	1066	241	268	362	350	317	498	579	599	351	507	540	512	522	295	167	270	760	464	586	151	196	590	428	350	
Weighted base	2036	998	1038	244	326	387	346	305	427	550	591	428	468	517	537	511	294	177	330	810	459	609	167	194	564	457	366	
Anglia	211 10%	102 10%	109 11%	36 15%	19 6%	38 10%	43 12%	29 10%	46 11%	57 10%	55 9%	53 12%	46 10%	17 3%	189 35%	5 1%	- -	- -	27 8%	91 11%	55 12%	42 7%	16 10%	28 15%	67 12%	30 7%	30 8%	
Central	301 15%	145 15%	156 15%	35 14%	41 13%	75 19%	59 17%	32 10%	60 14%	77 14%	76 13%	65 15%	82 18%	6 1%	289 54%	- -	5 2%	1 *	36 11%	127 16%	73 16%	102 17%	17 10%	23 12%	88 16%	75 16%	53 15%	
Grampian	16 1%	8 1%	8 1%	2 1%	2 *	2 1%	3 1%	3 1%	4 1%	1 *	7 1%	2 1%	5 1%	- -	- -	1 *	- -	15 8%	3 1%	4 1%	1 *	3 *	- -	1 *	1 *	4 1%	- -	
Granada	241 12%	122 12%	118 11%	26 11%	47 14%	50 13%	30 9%	45 15%	43 10%	66 12%	58 10%	50 12%	67 14%	4 1%	2 *	234 46%	1 *	- -	48 14%	88 11%	38 8%	102 17%	20 12%	23 12%	52 9%	83 18%	42 12%	
London	334 16%	182 18%	151 15%	39 16%	72 22%	80 21%	50 15%	40 13%	52 12%	121 22%	111 19%	60 14%	41 9%	311 60%	16 3%	1 *	2 1%	4 2%	63 19%	158 20%	95 21%	84 14%	34 20%	31 16%	120 21%	68 15%	52 14%	
Meridian	201 10%	90 9%	110 11%	22 9%	23 7%	31 8%	32 9%	41 13%	53 12%	52 9%	62 10%	47 11%	40 9%	179 35%	2 *	- -	20 7%	- -	17 5%	82 10%	69 15%	39 6%	26 15%	18 9%	81 14%	30 7%	45 12%	
Scottish	156 8%	74 7%	82 8%	16 7%	27 8%	22 6%	31 9%	20 6%	41 9%	39 7%	53 9%	23 5%	41 9%	- -	- -	- -	- -	156 88%	34 10%	55 7%	23 5%	43 7%	10 6%	11 6%	26 5%	41 9%	18 5%	
Tyne Tees	89 4%	49 5%	41 4%	18 7%	15 5%	11 3%	12 3%	12 4%	22 5%	18 3%	33 6%	16 4%	23 5%	- -	- -	87 17%	- -	2 1%	7 2%	31 4%	13 3%	36 6%	3 2%	11 6%	20 3%	29 6%	11 3%	
Wales & West	170 8%	75 7%	96 9%	12 5%	35 11%	28 7%	32 9%	30 10%	33 8%	39 7%	47 8%	36 8%	48 10%	- -	5 1%	1 *	164 56%	- -	36 11%	58 7%	31 7%	53 9%	20 12%	8 4%	33 6%	42 9%	36 10%	
Westcountry	110 5%	54 5%	56 5%	14 6%	16 5%	17 4%	15 4%	12 4%	36 8%	30 6%	32 5%	20 5%	27 6%	- -	5 1%	3 1%	102 35%	- -	14 4%	40 5%	26 6%	32 5%	13 8%	10 5%	29 5%	19 4%	33 9%	
Yorkshire	208 10%	98 10%	111 11%	24 10%	29 9%	33 9%	40 12%	42 14%	40 9%	49 9%	57 10%	56 13%	47 10%	- -	30 6%	179 35%	- -	- -	45 14%	74 9%	35 8%	74 12%	9 5%	29 15%	47 8%	36 8%	44 12%	
UTV	1 *	- -	1 *	- -	1 *	- -	- -	- -	- -	1 *	- -	- -	- -	- -	- -	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

Opinion Poll

ONLINE Fieldwork : 25th-27th January 2013

Absolutes/col percents

Table 43
Marital Status
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	2036	970	1066	241	268	362	350	317	498	579	599	351	507	540	512	522	295	167	270	760	464	586	151	196	590	428	350
Weighted base	2036	998	1038	244	326	387	346	305	427	550	591	428	468	517	537	511	294	177	330	810	459	609	167	194	564	457	366
Single	509 25%	285 29%	225 22%	179 73%	113 35%	103 27%	65 19%	35 11%	13 3%	100 18%	200 34%	91 21%	119 25%	144 28%	132 24%	136 27%	54 18%	45 25%	88 27%	240 30%	91 20%	151 25%	46 27%	38 19%	107 19%	106 23%	81 22%
NET: Married/ Civil partnership/ co habiting	1267 62%	608 61%	659 64%	59 24%	207 64%	247 64%	240 69%	202 66%	312 73%	394 72%	309 52%	305 71%	259 55%	318 62%	337 63%	304 59%	193 66%	115 65%	209 63%	501 62%	319 69%	387 63%	99 59%	125 65%	384 68%	288 63%	232 64%
Married	985 48%	505 51%	481 46%	13 5%	143 44%	177 46%	185 54%	182 60%	284 66%	322 59%	243 41%	233 54%	187 40%	246 48%	258 48%	238 47%	156 53%	87 49%	161 49%	355 44%	247 54%	310 51%	79 47%	104 54%	321 57%	241 53%	188 51%
Civil Partnership	21 1%	13 1%	8 1%	2 1%	3 1%	9 2%	3 1%	- -	5 1%	5 1%	5 1%	4 1%	6 1%	8 2%	9 2%	3 1%	2 1%	- -	2 1%	13 2%	3 1%	3 *	5 3%	1 *	5 1%	2 1%	3 1%
Co Habiting	260 13%	90 9%	170 16%	45 18%	61 19%	61 16%	52 15%	19 6%	23 5%	67 12%	60 10%	67 16%	66 14%	64 12%	71 13%	63 12%	35 12%	28 16%	47 14%	133 16%	68 15%	73 12%	15 9%	20 11%	58 10%	45 10%	41 11%
NET: Widowed/ separated/ divorced	250 12%	102 10%	148 14%	- -	5 2%	33 8%	41 12%	69 23%	102 24%	53 10%	81 14%	31 7%	85 18%	54 10%	64 12%	71 14%	45 15%	17 9%	32 10%	69 8%	48 11%	70 11%	22 13%	31 16%	72 13%	63 14%	52 14%
Widowed	64 3%	23 2%	41 4%	- -	- -	7 2%	1 *	12 4%	44 10%	14 3%	20 3%	3 1%	27 6%	15 3%	12 2%	19 4%	14 5%	4 3%	4 1%	13 2%	12 3%	17 3%	9 5%	9 5%	22 4%	20 4%	13 4%
Separated	39 2%	21 2%	18 2%	- -	2 1%	8 2%	10 3%	5 2%	13 3%	8 1%	14 2%	4 1%	13 3%	9 2%	12 2%	11 2%	3 1%	5 3%	3 1%	13 2%	7 2%	17 3%	2 1%	2 1%	8 1%	15 3%	8 2%
Divorced	147 7%	58 6%	89 9%	- -	3 1%	19 5%	29 8%	51 17%	45 11%	31 6%	47 8%	24 6%	45 10%	30 6%	41 8%	40 8%	28 10%	8 4%	26 8%	43 5%	29 6%	36 6%	12 7%	19 10%	41 7%	28 6%	31 8%
Prefer not to answer	9 *	3 *	6 1%	5 2%	* *	4 1%	- -	- -	- -	3 *	2 *	1 *	5 1%	1 *	5 1%	1 *	2 1%	1 *	1 *	1 *	* *	2 *	- -	- -	1 *	1 *	- -

Opinion Poll

ONLINE Fieldwork : 25th-27th January 2013

Absolutes/col percents

Table 44
Which of the following cities do you live in, or nearest to?
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	2036	970	1066	241	268	362	350	317	498	579	599	351	507	540	512	522	295	167	270	760	464	586	151	196	590	428	350
Weighted base	2036	998	1038	244	326	387	346	305	427	550	591	428	468	517	537	511	294	177	330	810	459	609	167	194	564	457	366
Glasgow	85 4%	40 4%	45 4%	8 3%	22 7%	14 4%	15 4%	7 2%	19 4%	25 4%	28 5%	14 3%	18 4%	-	-	-	-	85 48%	24 7%	24 3%	8 2%	32 5%	2 1%	5 3%	11 2%	29 6%	6 2%
Edinburgh	66 3%	34 3%	33 3%	9 4%	7 2%	6 2%	12 3%	12 4%	20 5%	13 2%	26 4%	10 2%	18 4%	-	-	-	-	66 38%	14 4%	27 3%	14 3%	13 2%	6 3%	8 4%	15 3%	12 3%	9 3%
Newcastle	89 4%	48 5%	41 4%	20 8%	15 5%	11 3%	10 3%	12 4%	21 5%	18 3%	34 6%	15 4%	22 5%	-	*	89 17%	-	-	7 2%	31 4%	14 3%	36 6%	3 2%	9 5%	18 3%	30 7%	11 3%
Leeds	92 5%	39 4%	53 5%	9 4%	10 3%	15 4%	28 8%	20 7%	10 2%	21 4%	27 5%	29 7%	16 3%	-	-	92 18%	-	-	25 8%	44 5%	16 4%	32 5%	2 1%	14 7%	18 3%	14 3%	22 6%
Hull	37 2%	17 2%	20 2%	4 1%	8 3%	3 1%	1 *	8 3%	13 3%	8 1%	13 2%	5 1%	11 2%	-	3 1%	34 7%	-	-	1 *	9 1%	7 2%	14 2%	2 1%	2 1%	8 1%	7 1%	7 2%
Sheffield	56 3%	26 3%	30 3%	10 4%	9 3%	11 3%	7 2%	10 3%	9 2%	14 2%	16 3%	15 4%	12 3%	-	12 2%	44 9%	-	-	16 5%	14 2%	6 1%	26 4%	-	10 5%	14 3%	13 3%	12 3%
Manchester	174 9%	82 8%	92 9%	18 7%	37 11%	37 10%	24 7%	31 10%	26 6%	49 9%	33 6%	38 9%	54 11%	-	9 2%	165 32%	1 *	-	40 12%	68 8%	26 6%	76 12%	19 11%	16 8%	36 6%	62 14%	30 8%
Liverpool	71 3%	41 4%	30 3%	8 3%	16 5%	10 3%	9 2%	15 5%	14 3%	22 4%	19 3%	14 3%	16 3%	-	1 *	55 11%	16 5%	-	8 2%	31 4%	14 3%	27 4%	6 3%	3 1%	20 4%	18 4%	10 3%
Nottingham	94 5%	38 4%	56 5%	12 5%	6 2%	23 6%	17 5%	14 5%	23 5%	27 5%	18 3%	24 6%	26 6%	-	92 17%	2 *	-	-	8 2%	31 4%	30 7%	29 5%	6 3%	7 3%	29 5%	24 5%	22 6%
Birmingham	166 8%	83 8%	83 8%	21 9%	22 7%	47 12%	30 9%	13 4%	33 8%	41 7%	44 7%	36 8%	45 10%	-	163 30%	-	3 1%	-	22 7%	76 9%	31 7%	58 9%	15 9%	15 8%	46 8%	42 9%	26 7%
Norwich	91 4%	46 5%	45 4%	15 6%	3 1%	19 5%	21 6%	10 3%	23 5%	26 5%	20 3%	26 6%	19 4%	-	91 17%	*	-	-	8 2%	41 5%	25 5%	14 2%	8 5%	10 5%	31 6%	11 2%	10 3%
Milton Keynes	61 3%	28 3%	33 3%	12 5%	10 3%	7 2%	14 4%	8 3%	10 2%	25 5%	14 2%	13 3%	9 2%	12 2%	46 9%	3 *	-	-	11 3%	26 3%	16 3%	15 2%	1 1%	8 4%	18 3%	9 2%	10 3%
Brighton	41 2%	19 2%	22 2%	6 2%	5 1%	6 2%	5 2%	6 2%	12 3%	18 3%	9 2%	7 2%	6 1%	41 8%	-	-	-	-	2 1%	20 2%	16 4%	8 1%	6 4%	1 1%	19 3%	7 1%	9 2%
Oxford	42 2%	17 2%	24 2%	14 6%	1 *	4 1%	6 2%	9 3%	7 2%	9 2%	14 2%	9 2%	9 2%	25 5%	4 1%	-	12 4%	-	8 2%	15 2%	13 3%	16 3%	2 1%	6 3%	12 2%	9 2%	8 2%

Opinion Poll

ONLINE Fieldwork : 25th-27th January 2013

Absolutes/col percents

Table 44
Which of the following cities do you live in, or nearest to?
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
Weighted base	2036	998	1038	244	326	387	346	305	427	550	591	428	468	517	537	511	294	177	330	810	459	609	167	194	564	457	366
London	420 21%	217 22%	203 20%	54 22%	85 26%	92 24%	67 19%	58 19%	64 15%	130 24%	141 24%	81 19%	67 14%	375 72%	41 8%	3 1%	2 1%	-	71 21%	200 25%	124 27%	100 16%	44 26%	40 20%	147 26%	79 17%	71 19%
Southampton	56 3%	28 3%	27 3%	1 1%	5 1%	8 2%	9 3%	12 4%	20 5%	13 2%	14 2%	13 3%	16 3%	38 7%	-	-	18 6%	-	2 1%	21 3%	16 3%	12 2%	10 6%	4 2%	22 4%	10 2%	12 3%
Bristol	84 4%	39 4%	44 4%	7 3%	17 5%	13 3%	12 4%	15 5%	20 5%	17 3%	30 5%	17 4%	20 4%	-	4 1%	-	80 27%	-	8 2%	35 4%	24 5%	19 3%	8 5%	5 2%	22 4%	16 3%	18 5%
Plymouth	64 3%	33 3%	31 3%	5 2%	6 2%	11 3%	10 3%	8 3%	25 6%	18 3%	16 3%	11 3%	19 4%	-	-	-	64 22%	-	14 4%	18 2%	15 3%	16 3%	7 4%	8 4%	17 3%	9 2%	22 6%
Cardiff	75 4%	34 3%	41 4%	3 1%	19 6%	14 4%	15 4%	13 4%	12 3%	16 3%	23 4%	19 4%	17 4%	-	1 *	-	74 25%	-	21 6%	26 3%	8 2%	35 6%	8 5%	2 1%	10 2%	29 6%	15 4%
None of these	172 8%	86 9%	85 8%	8 3%	22 7%	37 10%	35 10%	23 7%	47 11%	41 7%	51 9%	30 7%	50 11%	27 5%	70 13%	24 5%	24 8%	26 14%	24 7%	54 7%	34 7%	34 6%	14 8%	22 12%	51 9%	30 6%	36 10%

Opinion Poll

ONLINE Fieldwork : 25th-27th January 2013

Absolutes/col percents

Table 45
What is the combined annual income of your household, prior to tax being deducted?
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		2036	970	1066	241	268	362	350	317	498	579	599	351	507	540	512	522	295	167	270	760	464	586	151	196	590	428	350
Weighted base		2036	998	1038	244	326	387	346	305	427	550	591	428	468	517	537	511	294	177	330	810	459	609	167	194	564	457	366
Up to £7,000	(3.5)	112	47	65	30	21	16	16	23	7	6	18	11	77	28	26	30	15	12	9	14	8	40	5	13	10	26	11
		5%	5%	6%	12%	6%	4%	4%	8%	2%	1%	3%	3%	16%	5%	5%	6%	5%	7%	3%	2%	2%	7%	3%	7%	2%	6%	3%
£7,001 to £14,000	(10.5)	287	125	162	27	37	41	45	55	81	27	73	48	140	51	83	85	43	24	19	77	44	92	19	31	60	78	54
		14%	13%	16%	11%	11%	11%	13%	18%	19%	5%	12%	11%	30%	10%	16%	17%	15%	13%	6%	9%	10%	15%	12%	16%	11%	17%	15%
£14,001 to £21,000	(17.5)	289	134	155	29	33	65	45	48	68	45	90	71	84	58	84	75	48	24	41	117	60	93	18	25	81	61	52
		14%	13%	15%	12%	10%	17%	13%	16%	16%	8%	15%	17%	18%	11%	16%	15%	16%	14%	13%	14%	13%	15%	11%	13%	14%	13%	14%
£21,001 to £28,000	(24.5)	296	156	140	18	41	68	47	52	71	60	100	85	51	77	86	60	46	27	42	148	79	85	27	19	88	70	52
		15%	16%	13%	7%	13%	17%	13%	17%	17%	11%	17%	20%	11%	15%	16%	12%	16%	15%	13%	18%	17%	14%	16%	10%	16%	15%	14%
£28,001 to £34,000	(31)	246	136	111	14	42	45	47	50	48	78	71	62	36	52	59	78	39	18	47	106	58	72	24	35	75	51	46
		12%	14%	11%	6%	13%	12%	13%	16%	11%	14%	12%	15%	8%	10%	11%	15%	13%	10%	14%	13%	13%	12%	15%	18%	13%	11%	13%
£34,001 to £41,000	(37.5)	196	104	92	11	33	33	52	22	45	76	62	35	23	47	54	56	16	22	42	87	57	55	12	19	61	38	35
		10%	10%	9%	4%	10%	9%	15%	7%	11%	14%	11%	8%	5%	9%	10%	11%	6%	13%	13%	11%	12%	9%	7%	10%	11%	8%	9%
£41,001 to £48,000	(44.5)	131	63	69	21	33	29	23	11	15	52	49	23	8	44	33	30	16	8	14	81	32	40	20	9	38	40	30
		6%	6%	7%	9%	10%	7%	7%	4%	4%	9%	8%	5%	2%	8%	6%	6%	6%	5%	4%	10%	7%	7%	12%	4%	7%	9%	8%
£48,001 to £55,000	(51.5)	119	62	57	23	33	28	17	6	13	56	24	36	3	44	27	19	16	13	50	43	40	31	7	11	47	26	21
		6%	6%	5%	9%	10%	7%	5%	2%	3%	10%	4%	8%	1%	9%	5%	4%	6%	7%	15%	5%	9%	5%	4%	6%	8%	6%	6%
£55,001 to £62,000	(58.5)	52	33	19	9	12	12	10	3	7	19	20	12	2	15	14	10	9	5	8	31	8	12	8	7	8	10	11
		3%	3%	2%	4%	4%	3%	3%	1%	2%	3%	3%	3%	*	3%	3%	2%	3%	3%	3%	4%	2%	2%	5%	4%	1%	2%	3%
£62,001 to £69,000	(65.5)	36	24	12	3	7	9	9	7	2	10	18	3	5	16	2	6	11	2	15	16	1	25	5	2	7	17	7
		2%	2%	1%	1%	2%	2%	2%	2%	*	2%	3%	1%	1%	3%	*	1%	4%	1%	5%	2%	*	4%	3%	1%	1%	4%	2%
£69,001 to £76,000	(72.5)	22	10	12	3	4	1	7	2	6	16	1	3	3	10	3	7	2	1	5	8	5	6	4	2	7	4	5
		1%	1%	1%	1%	1%	*	2%	1%	1%	3%	*	1%	1%	2%	1%	1%	1%	*	2%	1%	1%	1%	2%	1%	1%	1%	1%
£76,001 to £83,000	(79.5)	17	8	9	1	3	5	1	4	3	15	2	1	-	8	2	2	5	-	8	6	6	4	4	2	9	3	5
		1%	1%	1%	*	1%	1%	*	1%	1%	3%	*	*	-	2%	*	*	2%	-	2%	1%	1%	1%	2%	1%	2%	1%	1%
£83,001 or more	(86)	46	19	27	21	5	4	11	3	3	37	5	4	1	17	14	10	2	4	9	31	14	19	3	4	11	9	8
		2%	2%	3%	9%	2%	1%	3%	1%	1%	7%	1%	1%	*	3%	3%	2%	1%	2%	3%	4%	3%	3%	2%	2%	2%	2%	2%
Prefer not to answer		185	77	109	34	23	32	19	19	58	54	60	35	37	52	49	44	23	18	19	44	45	36	10	15	62	24	29
		9%	8%	10%	14%	7%	8%	6%	6%	14%	10%	10%	8%	8%	10%	9%	9%	8%	10%	6%	5%	10%	6%	6%	8%	11%	5%	8%

Opinion Poll
ONLINE Fieldwork : 25th-27th January 2013

Absolutes/col percents

Table 45

What is the combined annual income of your household, prior to tax being deducted?

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
Weighted base	2036	998	1038	244	326	387	346	305	427	550	591	428	468	517	537	511	294	177	330	810	459	609	167	194	564	457	366
Average income (£000's)	29.74	30.68	28.81	33.95	32.41	30.02	31.56	25.53	26.51	40.95	29.54	29.13	17.63	33.89	28.32	27.91	28.95	28.65	37.00	33.33	32.74	29.98	33.68	28.97	32.02	29.56	31.03