

David & Boris Survey

ONLINE Fieldwork : 12th-14th June 2013

Absolutes/col percents

Table 1

Q.1 Which of the following do you think would make the best Prime Minister?**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 | 2054 | 992 | 1062 | 235 | 322 | 335 | 377 | 321 | 464 | 615 | 600 | 330 | 509 | 536 | 540 | 514 | 283 | 181 | 280 | 813 | 431 | 527 | 117 | 287 | 595 | 395 | 385 |
| Weighted base | 2054 | 1007 | 1047 | 247 | 329 | 390 | 349 | 308 | 431 | 555 | 596 | 431 | 472 | 522 | 542 | 515 | 296 | 178 | 299 | 852 | 416 | 580 | 104 | 277 | 561 | 455 | 364 |
| David Cameron | 670 | 354 | 317 | 64 | 103 | 116 | 101 | 101 | 185 | 219 | 208 | 117 | 127 | 197 | 187 | 145 | 82 | 59 | 66 | 302 | 336 | 41 | 26 | 58 | 362 | 50 | 77 |
| | 33% | 35% | 30% | 26% | 31% | 30% | 29% | 33% | 43% | 40% | 35% | 27% | 27% | 38% | 34% | 28% | 28% | 33% | 22% | 36% | 81% | 7% | 25% | 21% | 65% | 11% | 21% |
| Ed Miliband | 632 | 285 | 347 | 74 | 119 | 121 | 118 | 88 | 112 | 153 | 184 | 129 | 166 | 144 | 141 | 185 | 91 | 70 | 123 | 223 | 3 | 443 | 11 | 32 | 22 | 309 | 111 |
| | 31% | 28% | 33% | 30% | 36% | 31% | 34% | 28% | 26% | 28% | 31% | 30% | 35% | 28% | 26% | 36% | 31% | 39% | 41% | 26% | 1% | 76% | 11% | 11% | 4% | 68% | 30% |
| Boris Johnson | 600 | 289 | 310 | 82 | 81 | 122 | 100 | 99 | 115 | 148 | 156 | 161 | 135 | 152 | 177 | 134 | 101 | 35 | 81 | 261 | 75 | 77 | 18 | 177 | 171 | 85 | 108 |
| | 29% | 29% | 30% | 33% | 25% | 31% | 29% | 32% | 27% | 27% | 26% | 37% | 29% | 29% | 33% | 26% | 34% | 20% | 27% | 31% | 18% | 13% | 17% | 64% | 30% | 19% | 30% |
| Nick Clegg | 152 | 79 | 73 | 26 | 26 | 30 | 31 | 20 | 19 | 35 | 48 | 25 | 44 | 29 | 37 | 51 | 22 | 13 | 29 | 65 | 3 | 18 | 49 | 11 | 6 | 11 | 68 |
| | 7% | 8% | 7% | 11% | 8% | 8% | 9% | 6% | 4% | 6% | 8% | 6% | 9% | 6% | 7% | 10% | 7% | 8% | 10% | 8% | 1% | 3% | 47% | 4% | 1% | 3% | 19% |

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Table 2

Q.2 Thinking about David Cameron as Prime Minister, and Ed Miliband or Boris Johnson were they to become Prime Minister, who do you think would do a better job when it came to...?

Summary**Base: All respondents**

| | Aspects | | | | | |
|-----------------|-------------------------------------------------------------|------------------------------------------------------------------|----------------------------------|-----------------------------------------------------------|------------------------------|--------------------------------------------------|
| | Representing Britain in international negotiations | Making the right decisions even when they are unpopular | Understanding ordinary people | Having a clear idea of what they want to achieve | Being able to lead a team | Doing the job of Prime Minister overall |
| Unweighted base | 2054 | 2054 | 2054 | 2054 | 2054 | 2054 |
| Weighted base | 2054 | 2054 | 2054 | 2054 | 2054 | 2054 |
| David Cameron | 905 44% | 818 40% | 366 18% | 708 34% | 752 37% | 755 37% |
| Ed Miliband | 636 31% | 663 32% | 907 44% | 726 35% | 684 33% | 696 34% |
| Boris Johnson | 513 25% | 573 28% | 780 38% | 620 30% | 618 30% | 603 29% |

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Table 3

Q.2 Thinking about David Cameron as Prime Minister, and Ed Miliband or Boris Johnson were they 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 | 2054 | 992 | 1062 | 235 | 322 | 335 | 377 | 321 | 464 | 615 | 600 | 330 | 509 | 536 | 540 | 514 | 283 | 181 | 280 | 813 | 431 | 527 | 117 | 287 | 595 | 395 | 385 |
| Weighted base | 2054 | 1007 | 1047 | 247 | 329 | 390 | 349 | 308 | 431 | 555 | 596 | 431 | 472 | 522 | 542 | 515 | 296 | 178 | 299 | 852 | 416 | 580 | 104 | 277 | 561 | 455 | 364 |
| David Cameron | 905 | 468 | 436 | 89 | 132 | 173 | 140 | 138 | 234 | 299 | 278 | 162 | 166 | 256 | 239 | 201 | 130 | 78 | 98 | 413 | 353 | 99 | 61 | 89 | 406 | 90 | 148 |
| | 44% | 47% | 42% | 36% | 40% | 44% | 40% | 45% | 54% | 54% | 47% | 38% | 35% | 49% | 44% | 39% | 44% | 44% | 33% | 49% | 85% | 17% | 58% | 32% | 72% | 20% | 41% |
| Ed Miliband | 636 | 287 | 350 | 86 | 127 | 120 | 116 | 88 | 100 | 143 | 192 | 125 | 176 | 137 | 147 | 189 | 89 | 73 | 124 | 230 | 6 | 405 | 17 | 35 | 24 | 288 | 121 |
| | 31% | 28% | 33% | 35% | 39% | 31% | 33% | 29% | 23% | 26% | 32% | 29% | 37% | 26% | 27% | 37% | 30% | 41% | 42% | 27% | 1% | 70% | 16% | 13% | 4% | 63% | 33% |
| Boris Johnson | 513 | 252 | 262 | 72 | 70 | 98 | 93 | 82 | 98 | 113 | 126 | 145 | 130 | 129 | 156 | 125 | 77 | 27 | 76 | 209 | 57 | 76 | 27 | 152 | 131 | 77 | 96 |
| | 25% | 25% | 25% | 29% | 21% | 25% | 27% | 27% | 23% | 20% | 21% | 34% | 28% | 25% | 29% | 24% | 26% | 15% | 25% | 25% | 14% | 13% | 25% | 55% | 23% | 17% | 26% |

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Table 4

Q.2 Thinking about David Cameron as Prime Minister, and Ed Miliband or Boris Johnson were they 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 | Private | Con | Lab | LibDem | UKIP | Con | Lab | LibDem |
| Unweighted base | 2054 | 992 | 1062 | 235 | 322 | 335 | 377 | 321 | 464 | 615 | 600 | 330 | 509 | 536 | 540 | 514 | 283 | 181 | 280 | 813 | 431 | 527 | 117 | 287 | 595 | 395 | 385 |
| Weighted base | 2054 | 1007 | 1047 | 247 | 329 | 390 | 349 | 308 | 431 | 555 | 596 | 431 | 472 | 522 | 542 | 515 | 296 | 178 | 299 | 852 | 416 | 580 | 104 | 277 | 561 | 455 | 364 |
| David Cameron | 818 | 413 | 405 | 89 | 137 | 155 | 128 | 123 | 186 | 251 | 252 | 157 | 158 | 220 | 229 | 187 | 117 | 66 | 100 | 374 | 333 | 87 | 48 | 82 | 374 | 80 | 121 |
| | 40% | 41% | 39% | 36% | 42% | 40% | 37% | 40% | 43% | 45% | 42% | 36% | 33% | 42% | 42% | 36% | 39% | 37% | 34% | 44% | 80% | 15% | 46% | 30% | 67% | 18% | 33% |
| Ed Miliband | 663 | 305 | 357 | 86 | 124 | 129 | 117 | 86 | 121 | 157 | 192 | 142 | 173 | 142 | 154 | 193 | 95 | 79 | 122 | 240 | 6 | 411 | 23 | 39 | 25 | 293 | 131 |
| | 32% | 30% | 34% | 35% | 38% | 33% | 33% | 28% | 28% | 28% | 32% | 33% | 37% | 27% | 28% | 37% | 32% | 44% | 41% | 28% | 1% | 71% | 22% | 14% | 5% | 64% | 36% |
| Boris Johnson | 573 | 289 | 285 | 71 | 68 | 106 | 105 | 99 | 124 | 147 | 152 | 133 | 142 | 160 | 159 | 136 | 85 | 33 | 76 | 238 | 77 | 82 | 33 | 156 | 162 | 82 | 111 |
| | 28% | 29% | 27% | 29% | 21% | 27% | 30% | 32% | 29% | 26% | 25% | 31% | 30% | 31% | 29% | 26% | 29% | 19% | 25% | 28% | 18% | 14% | 32% | 56% | 29% | 18% | 31% |

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Table 5

Q.2 Thinking about David Cameron as Prime Minister, and Ed Miliband or Boris Johnson were they 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 | 2054 | 992 | 1062 | 235 | 322 | 335 | 377 | 321 | 464 | 615 | 600 | 330 | 509 | 536 | 540 | 514 | 283 | 181 | 280 | 813 | 431 | 527 | 117 | 287 | 595 | 395 | 385 |
| Weighted base | 2054 | 1007 | 1047 | 247 | 329 | 390 | 349 | 308 | 431 | 555 | 596 | 431 | 472 | 522 | 542 | 515 | 296 | 178 | 299 | 852 | 416 | 580 | 104 | 277 | 561 | 455 | 364 |
| Ed Miliband | 907 | 440 | 467 | 116 | 159 | 174 | 160 | 132 | 166 | 236 | 271 | 181 | 219 | 209 | 209 | 268 | 126 | 95 | 164 | 336 | 38 | 486 | 51 | 64 | 80 | 360 | 198 |
| | 44% | 44% | 45% | 47% | 48% | 45% | 46% | 43% | 39% | 43% | 45% | 42% | 46% | 40% | 39% | 52% | 43% | 53% | 55% | 39% | 9% | 84% | 48% | 23% | 14% | 79% | 54% |
| Boris Johnson | 780 | 385 | 396 | 102 | 105 | 143 | 130 | 125 | 176 | 209 | 208 | 182 | 182 | 211 | 233 | 156 | 125 | 56 | 100 | 337 | 195 | 69 | 35 | 188 | 297 | 70 | 119 |
| | 38% | 38% | 38% | 41% | 32% | 37% | 37% | 40% | 41% | 38% | 35% | 42% | 39% | 40% | 43% | 30% | 42% | 31% | 33% | 40% | 47% | 12% | 34% | 68% | 53% | 15% | 33% |
| David Cameron | 366 | 182 | 185 | 29 | 64 | 74 | 59 | 52 | 89 | 109 | 117 | 69 | 71 | 102 | 101 | 92 | 45 | 27 | 35 | 179 | 182 | 25 | 19 | 25 | 184 | 25 | 47 |
| | 18% | 18% | 18% | 12% | 20% | 19% | 17% | 17% | 21% | 20% | 20% | 16% | 15% | 19% | 19% | 18% | 15% | 15% | 12% | 21% | 44% | 4% | 18% | 9% | 33% | 6% | 13% |

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Table 6

Q.2 Thinking about David Cameron as Prime Minister, and Ed Miliband or Boris Johnson were they 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 | 2054 | 992 | 1062 | 235 | 322 | 335 | 377 | 321 | 464 | 615 | 600 | 330 | 509 | 536 | 540 | 514 | 283 | 181 | 280 | 813 | 431 | 527 | 117 | 287 | 595 | 395 | 385 |
| Weighted base | 2054 | 1007 | 1047 | 247 | 329 | 390 | 349 | 308 | 431 | 555 | 596 | 431 | 472 | 522 | 542 | 515 | 296 | 178 | 299 | 852 | 416 | 580 | 104 | 277 | 561 | 455 | 364 |
| Ed Miliband | 726 | 342 | 383 | 95 | 136 | 148 | 124 | 103 | 119 | 161 | 205 | 168 | 192 | 175 | 171 | 201 | 103 | 76 | 125 | 275 | 11 | 449 | 24 | 47 | 40 | 323 | 125 |
| | 35% | 34% | 37% | 39% | 41% | 38% | 35% | 33% | 28% | 29% | 34% | 39% | 41% | 34% | 31% | 39% | 35% | 43% | 42% | 32% | 3% | 78% | 23% | 17% | 7% | 71% | 34% |
| David Cameron | 708 | 349 | 359 | 73 | 123 | 134 | 107 | 103 | 167 | 225 | 224 | 127 | 132 | 186 | 191 | 166 | 101 | 64 | 87 | 317 | 313 | 49 | 44 | 60 | 336 | 51 | 103 |
| | 34% | 35% | 34% | 30% | 37% | 34% | 31% | 33% | 39% | 41% | 38% | 29% | 28% | 36% | 35% | 32% | 34% | 36% | 29% | 37% | 75% | 8% | 42% | 22% | 60% | 11% | 28% |
| Boris Johnson | 620 | 315 | 306 | 78 | 70 | 108 | 118 | 102 | 144 | 168 | 167 | 137 | 149 | 161 | 181 | 148 | 93 | 38 | 86 | 260 | 91 | 82 | 36 | 169 | 185 | 81 | 137 |
| | 30% | 31% | 29% | 32% | 21% | 28% | 34% | 33% | 34% | 30% | 28% | 32% | 32% | 31% | 33% | 29% | 31% | 21% | 29% | 31% | 22% | 14% | 35% | 61% | 33% | 18% | 38% |

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Table 7

Q.2 Thinking about David Cameron as Prime Minister, and Ed Miliband or Boris Johnson were they 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 | 2054 | 992 | 1062 | 235 | 322 | 335 | 377 | 321 | 464 | 615 | 600 | 330 | 509 | 536 | 540 | 514 | 283 | 181 | 280 | 813 | 431 | 527 | 117 | 287 | 595 | 395 | 385 |
| Weighted base | 2054 | 1007 | 1047 | 247 | 329 | 390 | 349 | 308 | 431 | 555 | 596 | 431 | 472 | 522 | 542 | 515 | 296 | 178 | 299 | 852 | 416 | 580 | 104 | 277 | 561 | 455 | 364 |
| David Cameron | 752 | 381 | 371 | 83 | 132 | 142 | 119 | 100 | 175 | 238 | 241 | 132 | 141 | 202 | 214 | 177 | 99 | 60 | 107 | 338 | 319 | 70 | 47 | 76 | 354 | 59 | 114 |
| | 37% | 38% | 35% | 34% | 40% | 36% | 34% | 33% | 41% | 43% | 41% | 30% | 30% | 39% | 39% | 34% | 33% | 34% | 36% | 40% | 77% | 12% | 45% | 28% | 63% | 13% | 31% |
| Ed Miliband | 684 | 305 | 379 | 91 | 126 | 130 | 120 | 100 | 117 | 166 | 183 | 151 | 185 | 164 | 158 | 192 | 95 | 76 | 120 | 250 | 9 | 413 | 22 | 44 | 31 | 300 | 131 |
| | 33% | 30% | 36% | 37% | 38% | 33% | 34% | 32% | 27% | 30% | 31% | 35% | 39% | 31% | 29% | 37% | 32% | 43% | 40% | 29% | 2% | 71% | 21% | 16% | 5% | 66% | 36% |
| Boris Johnson | 618 | 320 | 298 | 72 | 70 | 118 | 111 | 108 | 139 | 151 | 172 | 149 | 146 | 156 | 171 | 147 | 103 | 43 | 72 | 264 | 88 | 96 | 35 | 156 | 177 | 96 | 118 |
| | 30% | 32% | 28% | 29% | 21% | 30% | 32% | 35% | 32% | 27% | 29% | 35% | 31% | 30% | 31% | 28% | 35% | 24% | 24% | 31% | 21% | 17% | 34% | 56% | 32% | 21% | 32% |

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Table 8

Q.2 Thinking about David Cameron as Prime Minister, and Ed Miliband or Boris Johnson were they 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 | Private | Con | Lab | LibDem | UKIP | Con | Lab | LibDem |
| Unweighted base | 2054 | 992 | 1062 | 235 | 322 | 335 | 377 | 321 | 464 | 615 | 600 | 330 | 509 | 536 | 540 | 514 | 283 | 181 | 280 | 813 | 431 | 527 | 117 | 287 | 595 | 395 | 385 |
| Weighted base | 2054 | 1007 | 1047 | 247 | 329 | 390 | 349 | 308 | 431 | 555 | 596 | 431 | 472 | 522 | 542 | 515 | 296 | 178 | 299 | 852 | 416 | 580 | 104 | 277 | 561 | 455 | 364 |
| David Cameron | 755 | 387 | 368 | 73 | 121 | 129 | 118 | 113 | 201 | 246 | 237 | 138 | 134 | 214 | 218 | 164 | 98 | 61 | 86 | 337 | 335 | 52 | 52 | 66 | 366 | 55 | 117 |
| | 37% | 38% | 35% | 30% | 37% | 33% | 34% | 37% | 47% | 44% | 40% | 32% | 28% | 41% | 40% | 32% | 33% | 34% | 29% | 40% | 81% | 9% | 50% | 24% | 65% | 12% | 32% |
| Ed Miliband | 696 | 319 | 377 | 96 | 132 | 135 | 127 | 91 | 116 | 162 | 200 | 142 | 192 | 155 | 148 | 206 | 102 | 84 | 132 | 248 | 10 | 441 | 24 | 39 | 30 | 308 | 133 |
| | 34% | 32% | 36% | 39% | 40% | 35% | 36% | 29% | 27% | 29% | 34% | 33% | 41% | 30% | 27% | 40% | 35% | 47% | 44% | 29% | 2% | 76% | 23% | 14% | 5% | 68% | 37% |
| Boris Johnson | 603 | 301 | 302 | 77 | 76 | 126 | 105 | 105 | 114 | 146 | 159 | 152 | 146 | 153 | 176 | 145 | 95 | 33 | 80 | 267 | 71 | 87 | 28 | 172 | 165 | 92 | 114 |
| | 29% | 30% | 29% | 31% | 23% | 32% | 30% | 34% | 27% | 26% | 27% | 35% | 31% | 29% | 32% | 28% | 32% | 19% | 27% | 31% | 17% | 15% | 27% | 62% | 29% | 20% | 31% |

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Table 9

Q.3 If Boris Johnson were leader of the Conservative Party, do you think the Conservative Party would be more likely to win a general election, or less likely, or would it make no difference?

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 | 2054 | 992 | 1062 | 235 | 322 | 335 | 377 | 321 | 464 | 615 | 600 | 330 | 509 | 536 | 540 | 514 | 283 | 181 | 280 | 813 | 431 | 527 | 117 | 287 | 595 | 395 | 385 | |
| Weighted base | 2054 | 1007 | 1047 | 247 | 329 | 390 | 349 | 308 | 431 | 555 | 596 | 431 | 472 | 522 | 542 | 515 | 296 | 178 | 299 | 852 | 416 | 580 | 104 | 277 | 561 | 455 | 364 | |
| More likely | 800 | 434 | 366 | 132 | 129 | 138 | 135 | 127 | 140 | 220 | 234 | 161 | 184 | 216 | 235 | 179 | 125 | 46 | 126 | 344 | 152 | 225 | 38 | 159 | 226 | 176 | 148 | |
| | 39% | 43% | 35% | 53% | 39% | 35% | 39% | 41% | 32% | 40% | 39% | 37% | 39% | 41% | 43% | 35% | 42% | 26% | 42% | 40% | 37% | 39% | 37% | 57% | 40% | 39% | 41% | |
| Make no difference | 749 | 338 | 412 | 72 | 120 | 145 | 144 | 96 | 172 | 175 | 213 | 169 | 192 | 186 | 186 | 198 | 101 | 78 | 110 | 288 | 134 | 207 | 40 | 82 | 182 | 160 | 119 | |
| | 36% | 34% | 39% | 29% | 36% | 37% | 41% | 31% | 40% | 32% | 36% | 39% | 41% | 36% | 34% | 38% | 34% | 44% | 37% | 34% | 32% | 36% | 38% | 30% | 32% | 35% | 33% | |
| Less likely | 505 | 235 | 270 | 43 | 80 | 107 | 71 | 85 | 119 | 159 | 148 | 101 | 96 | 120 | 122 | 139 | 70 | 55 | 63 | 220 | 129 | 148 | 26 | 36 | 153 | 119 | 97 | |
| | 25% | 23% | 26% | 17% | 24% | 28% | 20% | 28% | 28% | 29% | 25% | 23% | 20% | 23% | 22% | 27% | 24% | 31% | 21% | 26% | 31% | 26% | 25% | 13% | 27% | 26% | 27% | |

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Table 10
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 | 2054 | 992 | 1062 | 235 | 322 | 335 | 377 | 321 | 464 | 615 | 600 | 330 | 509 | 536 | 540 | 514 | 283 | 181 | 280 | 813 | 431 | 527 | 117 | 287 | 595 | 395 | 385 |
| Weighted base | 2054 | 1007 | 1047 | 247 | 329 | 390 | 349 | 308 | 431 | 555 | 596 | 431 | 472 | 522 | 542 | 515 | 296 | 178 | 299 | 852 | 416 | 580 | 104 | 277 | 561 | 455 | 364 |
| Male | 1007 | 1007 | - | 113 | 152 | 191 | 182 | 154 | 214 | 313 | 284 | 221 | 188 | 244 | 273 | 257 | 139 | 93 | 156 | 478 | 222 | 295 | 59 | 154 | 307 | 230 | 181 |
| | 49% | 100% | - | 46% | 46% | 49% | 52% | 50% | 50% | 56% | 48% | 51% | 40% | 47% | 50% | 50% | 47% | 52% | 52% | 56% | 54% | 51% | 57% | 56% | 55% | 51% | 50% |
| Female | 1047 | - | 1047 | 133 | 177 | 200 | 167 | 154 | 217 | 241 | 312 | 210 | 284 | 278 | 269 | 259 | 157 | 85 | 143 | 373 | 193 | 285 | 45 | 123 | 254 | 225 | 183 |
| | 51% | - | 100% | 54% | 54% | 51% | 48% | 50% | 50% | 44% | 52% | 49% | 60% | 53% | 50% | 50% | 53% | 48% | 48% | 44% | 46% | 49% | 43% | 44% | 45% | 49% | 50% |

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Table 11
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 | 2054 | 992 | 1062 | 235 | 322 | 335 | 377 | 321 | 464 | 615 | 600 | 330 | 509 | 536 | 540 | 514 | 283 | 181 | 280 | 813 | 431 | 527 | 117 | 287 | 595 | 395 | 385 |
| Weighted base | 2054 | 1007 | 1047 | 247 | 329 | 390 | 349 | 308 | 431 | 555 | 596 | 431 | 472 | 522 | 542 | 515 | 296 | 178 | 299 | 852 | 416 | 580 | 104 | 277 | 561 | 455 | 364 |
| 18-24 | 247 | 113 | 133 | 247 | - | - | - | - | - | 44 | 84 | 57 | 61 | 66 | 64 | 70 | 29 | 17 | 20 | 105 | 25 | 90 | 14 | 26 | 17 | 44 | 30 |
| | 12% | 11% | 13% | 100% | - | - | - | - | - | 8% | 14% | 13% | 13% | 13% | 12% | 14% | 10% | 10% | 7% | 12% | 6% | 16% | 13% | 9% | 3% | 10% | 8% |
| 25-34 | 329 | 152 | 177 | - | 329 | - | - | - | - | 71 | 118 | 73 | 66 | 83 | 99 | 72 | 44 | 31 | 68 | 195 | 56 | 104 | 21 | 26 | 63 | 70 | 53 |
| | 16% | 15% | 17% | - | 100% | - | - | - | - | 13% | 20% | 17% | 14% | 16% | 18% | 14% | 15% | 18% | 23% | 23% | 14% | 18% | 20% | 9% | 11% | 15% | 15% |
| 35-44 | 390 | 191 | 200 | - | - | 390 | - | - | - | 110 | 100 | 82 | 99 | 104 | 101 | 95 | 62 | 29 | 74 | 226 | 66 | 111 | 8 | 46 | 94 | 85 | 56 |
| | 19% | 19% | 19% | - | - | 100% | - | - | - | 20% | 17% | 19% | 21% | 20% | 19% | 18% | 21% | 16% | 25% | 27% | 16% | 19% | 7% | 17% | 17% | 19% | 15% |
| 45-54 | 349 | 182 | 167 | - | - | - | 349 | - | - | 81 | 94 | 96 | 78 | 88 | 87 | 100 | 45 | 29 | 86 | 178 | 67 | 89 | 20 | 54 | 98 | 80 | 76 |
| | 17% | 18% | 16% | - | - | - | 100% | - | - | 15% | 16% | 22% | 16% | 17% | 16% | 19% | 15% | 16% | 29% | 21% | 16% | 15% | 19% | 20% | 17% | 18% | 21% |
| 55-64 | 308 | 154 | 154 | - | - | - | - | 308 | - | 94 | 90 | 47 | 77 | 76 | 76 | 78 | 48 | 30 | 39 | 104 | 74 | 85 | 15 | 41 | 101 | 78 | 61 |
| | 15% | 15% | 15% | - | - | - | - | 100% | - | 17% | 15% | 11% | 16% | 15% | 14% | 15% | 16% | 17% | 13% | 12% | 18% | 15% | 14% | 15% | 18% | 17% | 17% |
| 65+ | 431 | 214 | 217 | - | - | - | - | - | 431 | 154 | 109 | 76 | 92 | 105 | 115 | 101 | 69 | 41 | 12 | 44 | 128 | 100 | 27 | 84 | 188 | 98 | 89 |
| | 21% | 21% | 21% | - | - | - | - | - | 100% | 28% | 18% | 18% | 19% | 20% | 21% | 20% | 23% | 23% | 4% | 5% | 31% | 17% | 26% | 30% | 33% | 22% | 24% |
| Average age | 46.76 | 47.30 | 46.24 | 21.39 | 29.63 | 39.83 | 49.50 | 59.48 | 69.28 | 50.01 | 45.14 | 44.94 | 46.63 | 46.04 | 46.44 | 46.65 | 48.08 | 47.94 | 42.99 | 41.00 | 51.65 | 44.47 | 47.19 | 51.49 | 53.51 | 47.81 | 49.61 |

David & Boris Survey
ONLINE Fieldwork : 12th-14th June 2013

Absolutes/col percents

Table 12
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 | Private | Con | Lab | LibDem | UKIP | Con | Lab | LibDem |
| Unweighted base | 2054 | 992 | 1062 | 235 | 322 | 335 | 377 | 321 | 464 | 615 | 600 | 330 | 509 | 536 | 540 | 514 | 283 | 181 | 280 | 813 | 431 | 527 | 117 | 287 | 595 | 395 | 385 |
| Weighted base | 2054 | 1007 | 1047 | 247 | 329 | 390 | 349 | 308 | 431 | 555 | 596 | 431 | 472 | 522 | 542 | 515 | 296 | 178 | 299 | 852 | 416 | 580 | 104 | 277 | 561 | 455 | 364 |
| AB | 555 | 313 | 241 | 44 | 71 | 110 | 81 | 94 | 154 | 555 | - | - | - | 157 | 144 | 124 | 81 | 48 | 98 | 223 | 156 | 150 | 37 | 74 | 205 | 99 | 116 |
| | 27% | 31% | 23% | 18% | 22% | 28% | 23% | 31% | 36% | 100% | - | - | - | 30% | 27% | 24% | 27% | 27% | 33% | 26% | 38% | 26% | 35% | 27% | 37% | 22% | 32% |
| C1 | 596 | 284 | 312 | 84 | 118 | 100 | 94 | 90 | 109 | - | 596 | - | - | 175 | 136 | 138 | 94 | 54 | 119 | 272 | 130 | 169 | 35 | 47 | 162 | 130 | 116 |
| | 29% | 28% | 30% | 34% | 36% | 26% | 27% | 29% | 25% | - | 100% | - | - | 33% | 25% | 27% | 32% | 30% | 40% | 32% | 31% | 29% | 34% | 17% | 29% | 29% | 32% |
| C2 | 431 | 221 | 210 | 57 | 73 | 82 | 96 | 47 | 76 | - | - | 431 | - | 86 | 129 | 117 | 58 | 42 | 46 | 240 | 67 | 113 | 13 | 82 | 93 | 113 | 70 |
| | 21% | 22% | 20% | 23% | 22% | 21% | 28% | 15% | 18% | - | - | 100% | - | 16% | 24% | 23% | 20% | 23% | 16% | 28% | 16% | 20% | 13% | 30% | 17% | 25% | 19% |
| DE | 472 | 188 | 284 | 61 | 66 | 99 | 78 | 77 | 92 | - | - | - | 472 | 104 | 133 | 137 | 63 | 35 | 35 | 117 | 62 | 147 | 19 | 74 | 101 | 113 | 62 |
| | 23% | 19% | 27% | 25% | 20% | 25% | 22% | 25% | 21% | - | - | - | 100% | 20% | 24% | 27% | 21% | 19% | 12% | 14% | 15% | 25% | 18% | 27% | 18% | 25% | 17% |

David & Boris Survey

ONLINE Fieldwork : 12th-14th June 2013

Absolutes/col percents

Table 13
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 | 2054 | 992 | 1062 | 235 | 322 | 335 | 377 | 321 | 464 | 615 | 600 | 330 | 509 | 536 | 540 | 514 | 283 | 181 | 280 | 813 | 431 | 527 | 117 | 287 | 595 | 395 | 385 |
| Weighted base | 2054 | 1007 | 1047 | 247 | 329 | 390 | 349 | 308 | 431 | 555 | 596 | 431 | 472 | 522 | 542 | 515 | 296 | 178 | 299 | 852 | 416 | 580 | 104 | 277 | 561 | 455 | 364 |
| Scotland | 178 | 93 | 85 | 17 | 31 | 29 | 29 | 30 | 41 | 48 | 54 | 42 | 35 | - | - | - | - | 178 | 34 | 69 | 24 | 44 | 9 | 5 | 29 | 47 | 22 |
| | 9% | 9% | 8% | 7% | 10% | 7% | 8% | 10% | 10% | 9% | 9% | 10% | 7% | - | - | - | - | 100% | 12% | 8% | 6% | 8% | 9% | 2% | 5% | 10% | 6% |
| North East | 93 | 46 | 47 | 12 | 9 | 22 | 18 | 10 | 22 | 26 | 33 | 16 | 19 | - | - | 93 | - | - | 20 | 30 | 12 | 41 | 2 | 13 | 16 | 30 | 22 |
| | 5% | 5% | 4% | 5% | 3% | 6% | 5% | 3% | 5% | 5% | 5% | 4% | 4% | - | - | 18% | - | - | 7% | 3% | 3% | 7% | 2% | 5% | 3% | 7% | 6% |
| North West | 241 | 123 | 119 | 28 | 39 | 48 | 36 | 43 | 47 | 56 | 51 | 60 | 75 | - | - | 241 | - | - | 28 | 108 | 48 | 79 | 10 | 40 | 56 | 59 | 36 |
| | 12% | 12% | 11% | 11% | 12% | 12% | 10% | 14% | 11% | 10% | 9% | 14% | 16% | - | - | 47% | - | - | 9% | 13% | 12% | 14% | 9% | 14% | 10% | 13% | 10% |
| Yorkshire & Humberside | 181 | 88 | 93 | 30 | 23 | 25 | 45 | 26 | 32 | 42 | 54 | 41 | 43 | - | - | 181 | - | - | 27 | 85 | 30 | 56 | 9 | 31 | 41 | 52 | 30 |
| | 9% | 9% | 9% | 12% | 7% | 6% | 13% | 8% | 7% | 8% | 9% | 10% | 9% | - | - | 35% | - | - | 9% | 10% | 7% | 10% | 9% | 11% | 7% | 11% | 8% |
| West Midlands | 190 | 103 | 87 | 27 | 39 | 37 | 32 | 22 | 33 | 54 | 42 | 48 | 46 | - | 190 | - | - | - | 26 | 82 | 41 | 51 | 8 | 29 | 62 | 37 | 30 |
| | 9% | 10% | 8% | 11% | 12% | 10% | 9% | 7% | 8% | 10% | 7% | 11% | 10% | - | 35% | - | - | - | 9% | 10% | 10% | 9% | 8% | 10% | 11% | 8% | 8% |
| East Midlands | 160 | 72 | 88 | 21 | 20 | 28 | 29 | 19 | 43 | 44 | 34 | 39 | 42 | - | 160 | - | - | - | 16 | 53 | 36 | 40 | 6 | 30 | 58 | 37 | 21 |
| | 8% | 7% | 8% | 8% | 6% | 7% | 8% | 6% | 10% | 8% | 6% | 9% | 9% | - | 29% | - | - | - | 5% | 6% | 9% | 7% | 6% | 11% | 10% | 8% | 6% |
| Wales | 109 | 46 | 63 | 13 | 21 | 21 | 22 | 17 | 14 | 19 | 40 | 31 | 19 | - | - | - | 109 | - | 25 | 44 | 17 | 32 | 3 | 9 | 20 | 24 | 17 |
| | 5% | 5% | 6% | 5% | 7% | 5% | 6% | 6% | 3% | 3% | 7% | 7% | 4% | - | - | - | 37% | - | 8% | 5% | 4% | 6% | 3% | 3% | 4% | 5% | 5% |
| Eastern | 192 | 99 | 93 | 17 | 40 | 36 | 26 | 35 | 40 | 46 | 60 | 42 | 44 | - | 192 | - | - | - | 23 | 85 | 49 | 48 | 10 | 30 | 64 | 31 | 33 |
| | 9% | 10% | 9% | 7% | 12% | 9% | 7% | 11% | 9% | 8% | 10% | 10% | 9% | - | 36% | - | - | - | 8% | 10% | 12% | 8% | 10% | 11% | 11% | 7% | 9% |
| London | 258 | 129 | 129 | 42 | 49 | 53 | 42 | 31 | 42 | 66 | 105 | 32 | 56 | 258 | - | - | - | - | 42 | 121 | 47 | 98 | 15 | 20 | 64 | 68 | 47 |
| | 13% | 13% | 12% | 17% | 15% | 13% | 12% | 10% | 10% | 12% | 18% | 7% | 12% | 50% | - | - | - | - | 14% | 14% | 11% | 17% | 14% | 7% | 11% | 15% | 13% |
| South East | 264 | 115 | 149 | 24 | 34 | 51 | 46 | 46 | 63 | 92 | 70 | 54 | 48 | 264 | - | - | - | - | 30 | 102 | 63 | 49 | 14 | 40 | 95 | 36 | 51 |
| | 13% | 11% | 14% | 10% | 10% | 13% | 13% | 15% | 15% | 17% | 12% | 13% | 10% | 50% | - | - | - | - | 10% | 12% | 15% | 8% | 14% | 14% | 17% | 8% | 14% |
| South West | 187 | 93 | 94 | 16 | 22 | 41 | 24 | 30 | 54 | 63 | 53 | 27 | 44 | - | - | - | 187 | - | 28 | 72 | 48 | 41 | 17 | 30 | 56 | 33 | 56 |
| | 9% | 9% | 9% | 6% | 7% | 10% | 7% | 10% | 13% | 11% | 9% | 6% | 9% | - | - | - | 63% | - | 9% | 8% | 12% | 7% | 16% | 11% | 10% | 7% | 15% |

David & Boris Survey
ONLINE Fieldwork : 12th-14th June 2013

Absolutes/col percents

Table 14
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 | Private | Con | Lab | LibDem | UKIP | Con | Lab | LibDem |
| Unweighted base | 2054 | 992 | 1062 | 235 | 322 | 335 | 377 | 321 | 464 | 615 | 600 | 330 | 509 | 536 | 540 | 514 | 283 | 181 | 280 | 813 | 431 | 527 | 117 | 287 | 595 | 395 | 385 |
| Weighted base | 2054 | 1007 | 1047 | 247 | 329 | 390 | 349 | 308 | 431 | 555 | 596 | 431 | 472 | 522 | 542 | 515 | 296 | 178 | 299 | 852 | 416 | 580 | 104 | 277 | 561 | 455 | 364 |
| Yes | 1273 | 636 | 638 | 169 | 209 | 210 | 199 | 192 | 294 | 435 | 405 | 250 | 183 | 356 | 307 | 319 | 176 | 114 | 211 | 544 | 301 | 367 | 61 | 155 | 382 | 292 | 219 |
| | 62% | 63% | 61% | 69% | 64% | 54% | 57% | 62% | 68% | 79% | 68% | 58% | 39% | 68% | 57% | 62% | 59% | 64% | 71% | 64% | 72% | 63% | 59% | 56% | 68% | 64% | 60% |
| No | 781 | 371 | 410 | 78 | 120 | 180 | 151 | 116 | 137 | 119 | 191 | 181 | 289 | 166 | 235 | 196 | 120 | 64 | 87 | 307 | 115 | 213 | 43 | 122 | 179 | 163 | 145 |
| | 38% | 37% | 39% | 31% | 36% | 46% | 43% | 38% | 32% | 21% | 32% | 42% | 61% | 32% | 43% | 38% | 41% | 36% | 29% | 36% | 28% | 37% | 41% | 44% | 32% | 36% | 40% |

David & Boris Survey
ONLINE Fieldwork : 12th-14th June 2013

Absolutes/col percents

Table 15
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 | 2054 | 992 | 1062 | 235 | 322 | 335 | 377 | 321 | 464 | 615 | 600 | 330 | 509 | 536 | 540 | 514 | 283 | 181 | 280 | 813 | 431 | 527 | 117 | 287 | 595 | 395 | 385 |
| Weighted base | 2054 | 1007 | 1047 | 247 | 329 | 390 | 349 | 308 | 431 | 555 | 596 | 431 | 472 | 522 | 542 | 515 | 296 | 178 | 299 | 852 | 416 | 580 | 104 | 277 | 561 | 455 | 364 |
| NET: Homeowners | 1397 | 722 | 675 | 107 | 174 | 252 | 246 | 252 | 366 | 485 | 427 | 279 | 206 | 332 | 374 | 353 | 218 | 121 | 218 | 580 | 348 | 349 | 75 | 194 | 460 | 297 | 276 |
| | 68% | 72% | 64% | 44% | 53% | 64% | 70% | 82% | 85% | 87% | 72% | 65% | 44% | 64% | 69% | 68% | 74% | 68% | 73% | 68% | 84% | 60% | 72% | 70% | 82% | 65% | 76% |
| Owned outright - without mortgage | 678 | 352 | 326 | 50 | 42 | 58 | 66 | 151 | 310 | 239 | 202 | 130 | 108 | 155 | 173 | 171 | 121 | 58 | 62 | 181 | 192 | 150 | 42 | 104 | 264 | 136 | 137 |
| | 33% | 35% | 31% | 20% | 13% | 15% | 19% | 49% | 72% | 43% | 34% | 30% | 23% | 30% | 32% | 33% | 41% | 32% | 21% | 21% | 46% | 26% | 40% | 38% | 47% | 30% | 38% |
| Owned with a mortgage or loan | 719 | 370 | 349 | 58 | 132 | 193 | 179 | 100 | 56 | 247 | 225 | 149 | 99 | 177 | 201 | 182 | 97 | 63 | 157 | 399 | 156 | 199 | 33 | 90 | 196 | 161 | 139 |
| | 35% | 37% | 33% | 23% | 40% | 50% | 51% | 33% | 13% | 44% | 38% | 34% | 21% | 34% | 37% | 35% | 33% | 35% | 53% | 47% | 37% | 34% | 31% | 32% | 35% | 35% | 38% |
| NET: Renters | 634 | 275 | 359 | 127 | 150 | 135 | 103 | 55 | 64 | 63 | 163 | 149 | 258 | 183 | 160 | 158 | 77 | 56 | 76 | 266 | 66 | 222 | 28 | 80 | 97 | 152 | 87 |
| | 31% | 27% | 34% | 51% | 46% | 35% | 30% | 18% | 15% | 11% | 27% | 35% | 55% | 35% | 29% | 31% | 26% | 26% | 31% | 16% | 38% | 27% | 29% | 17% | 33% | 24% | |
| Rented from the council | 267 | 113 | 154 | 51 | 42 | 62 | 51 | 29 | 32 | 10 | 46 | 71 | 140 | 72 | 65 | 77 | 25 | 28 | 30 | 97 | 13 | 111 | 7 | 33 | 30 | 76 | 30 |
| | 13% | 11% | 15% | 21% | 13% | 16% | 15% | 9% | 7% | 2% | 8% | 16% | 30% | 14% | 12% | 15% | 8% | 16% | 10% | 11% | 3% | 19% | 7% | 12% | 5% | 17% | 8% |
| Rented from a housing association | 120 | 52 | 68 | 19 | 26 | 26 | 24 | 12 | 14 | 12 | 29 | 24 | 55 | 33 | 30 | 28 | 18 | 12 | 11 | 38 | 12 | 44 | 3 | 15 | 21 | 33 | 15 |
| | 6% | 5% | 7% | 8% | 8% | 7% | 7% | 4% | 3% | 2% | 5% | 6% | 12% | 6% | 5% | 5% | 6% | 7% | 4% | 5% | 3% | 8% | 3% | 5% | 4% | 7% | 4% |
| Rented from someone else | 247 | 110 | 136 | 56 | 83 | 47 | 28 | 14 | 19 | 42 | 88 | 54 | 63 | 78 | 65 | 53 | 34 | 17 | 35 | 130 | 41 | 67 | 18 | 32 | 47 | 43 | 42 |
| | 12% | 11% | 13% | 23% | 25% | 12% | 8% | 4% | 4% | 7% | 15% | 13% | 13% | 15% | 12% | 10% | 11% | 9% | 12% | 15% | 10% | 12% | 17% | 11% | 8% | 9% | 12% |
| Rent free | 23 | 9 | 14 | 13 | 5 | 4 | * | 1 | 1 | 6 | 6 | 4 | 8 | 7 | 9 | 5 | 2 | 1 | 4 | 6 | 1 | 8 | 1 | 3 | 4 | 6 | 2 |
| | 1% | 1% | 1% | 5% | 1% | 1% | * | * | * | 1% | 1% | 1% | 2% | 1% | 2% | 1% | 1% | 1% | 1% | 1% | * | 1% | 1% | 1% | 1% | 1% | * |

David & Boris Survey

ONLINE Fieldwork : 12th-14th June 2013

Absolutes/col percents

Table 16
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 | 2054 | 992 | 1062 | 235 | 322 | 335 | 377 | 321 | 464 | 615 | 600 | 330 | 509 | 536 | 540 | 514 | 283 | 181 | 280 | 813 | 431 | 527 | 117 | 287 | 595 | 395 | 385 |
| Weighted base | 2054 | 1007 | 1047 | 247 | 329 | 390 | 349 | 308 | 431 | 555 | 596 | 431 | 472 | 522 | 542 | 515 | 296 | 178 | 299 | 852 | 416 | 580 | 104 | 277 | 561 | 455 | 364 |
| Under 16 | 672 | 336 | 335 | 33 | 58 | 97 | 142 | 142 | 199 | 91 | 162 | 190 | 229 | 129 | 208 | 198 | 93 | 44 | 64 | 241 | 137 | 195 | 16 | 128 | 180 | 189 | 84 |
| | | 33% | 32% | 14% | 18% | 25% | 41% | 46% | 46% | 16% | 27% | 44% | 49% | 25% | 38% | 38% | 31% | 24% | 22% | 28% | 33% | 34% | 15% | 46% | 32% | 42% | 23% |
| 17-18 | 453 | 200 | 253 | 56 | 65 | 98 | 83 | 63 | 87 | 122 | 135 | 90 | 106 | 111 | 118 | 120 | 74 | 30 | 63 | 218 | 112 | 108 | 21 | 70 | 158 | 78 | 76 |
| | | 22% | 20% | 24% | 23% | 20% | 25% | 24% | 21% | 22% | 23% | 21% | 23% | 21% | 22% | 23% | 25% | 17% | 21% | 26% | 27% | 19% | 21% | 25% | 28% | 17% | 21% |
| 19-24 | 618 | 318 | 299 | 65 | 148 | 125 | 89 | 78 | 113 | 260 | 198 | 91 | 69 | 195 | 139 | 133 | 82 | 68 | 121 | 286 | 131 | 182 | 52 | 54 | 175 | 129 | 162 |
| | | 30% | 32% | 29% | 27% | 45% | 32% | 25% | 25% | 26% | 47% | 33% | 21% | 15% | 37% | 26% | 26% | 28% | 41% | 34% | 31% | 31% | 49% | 20% | 31% | 28% | 44% |
| 25-34 | 100 | 62 | 38 | - | 23 | 40 | 13 | 10 | 15 | 38 | 25 | 18 | 18 | 33 | 20 | 16 | 17 | 12 | 30 | 43 | 12 | 34 | 4 | 10 | 26 | 24 | 18 |
| | | 5% | 6% | 4% | - | 7% | 10% | 4% | 3% | 7% | 4% | 4% | 4% | 6% | 4% | 3% | 6% | 7% | 10% | 5% | 3% | 6% | 4% | 4% | 5% | 5% | 5% |
| 35+ | 26 | 6 | 20 | - | - | 4 | 6 | 7 | 8 | 9 | 4 | 1 | 11 | 7 | 5 | 4 | 5 | 6 | 5 | 3 | 2 | 6 | * | 4 | 4 | 7 | 4 |
| | | 1% | 1% | 2% | - | - | 1% | 2% | 2% | 2% | 1% | * | 2% | 1% | 1% | 1% | 2% | 4% | 2% | * | * | 1% | * | 1% | 1% | 2% | 1% |
| Still in full time education | 97 | 48 | 49 | 85 | 8 | 2 | 2 | - | - | 20 | 48 | 16 | 13 | 31 | 25 | 23 | 11 | 6 | 4 | 16 | 13 | 29 | 9 | 7 | 10 | 9 | 10 |
| | | 5% | 5% | 5% | 35% | 3% | * | 1% | - | 4% | 8% | 4% | 3% | 6% | 5% | 5% | 4% | 3% | 1% | 2% | 3% | 5% | 9% | 2% | 2% | 2% | 3% |
| Never had any full time education | 13 | 9 | 3 | - | 5 | 3 | - | 2 | 2 | - | 3 | 6 | 4 | - | 5 | 5 | - | 3 | 5 | 5 | - | 9 | - | - | - | 7 | - |
| | | 1% | 1% | * | - | 2% | 1% | - | 1% | - | 1% | 1% | 1% | - | 1% | 1% | - | 2% | 2% | 1% | - | 2% | - | - | - | 2% | - |
| Don't know | 28 | 8 | 20 | 2 | 8 | 9 | 7 | 1 | 1 | 4 | 8 | 7 | 10 | 6 | 7 | 7 | 5 | 3 | 4 | 16 | 3 | 6 | - | 2 | 4 | 3 | 2 |
| | | 1% | 1% | 2% | 1% | 2% | 2% | * | * | 1% | 1% | 2% | 2% | 1% | 1% | 1% | 2% | 2% | 2% | 2% | 1% | 1% | - | 1% | 1% | 1% | 1% |
| Prefer not to answer | 49 | 19 | 29 | 4 | 13 | 14 | 7 | 5 | 5 | 11 | 14 | 12 | 11 | 10 | 15 | 8 | 9 | 6 | 1 | 23 | 7 | 11 | 1 | 1 | 6 | 8 | 8 |
| | | 2% | 2% | 3% | 2% | 4% | 4% | 2% | 2% | 1% | 2% | 3% | 2% | 2% | 3% | 2% | 3% | 4% | * | 3% | 2% | 2% | 1% | 1% | 1% | 2% | 2% |

David & Boris Survey

ONLINE Fieldwork : 12th-14th June 2013

Absolutes/col percents

Table 17

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 | 2054 | 992 | 1062 | 235 | 322 | 335 | 377 | 321 | 464 | 615 | 600 | 330 | 509 | 536 | 540 | 514 | 283 | 181 | 280 | 813 | 431 | 527 | 117 | 287 | 595 | 395 | 385 |
| Weighted base | 2054 | 1007 | 1047 | 247 | 329 | 390 | 349 | 308 | 431 | 555 | 596 | 431 | 472 | 522 | 542 | 515 | 296 | 178 | 299 | 852 | 416 | 580 | 104 | 277 | 561 | 455 | 364 |
| No formal education | 22 1% | 12 1% | 10 1% | 1 * | 2 * | 9 2% | 1 * | 6 2% | 3 1% | 1 * | 2 * | 7 2% | 12 3% | 2 * | 3 1% | 11 2% | 1 * | 4 2% | 5 2% | 7 1% | 2 1% | 5 1% | - - | 4 1% | 1 * | 4 1% | 1 * |
| Primary | 5 * | 3 * | 3 * | - - | * * | - - | 1 * | 2 1% | 2 1% | 1 * | - - | 1 * | 3 1% | - - | 2 * | 2 * | 1 * | 1 * | * * | 2 * | * * | - - | 1 1% | - - | - - | - - | 3 1% |
| Secondary school, high school, NVQ levels 1 to 3, etc. | 1022 50% | 457 45% | 565 54% | 117 47% | 134 41% | 196 50% | 199 57% | 157 51% | 219 51% | 152 27% | 276 46% | 268 62% | 326 69% | 233 45% | 300 55% | 281 54% | 141 48% | 68 38% | 120 40% | 423 50% | 199 48% | 301 52% | 41 40% | 163 59% | 265 47% | 255 56% | 149 41% |
| University degree or equivalent professional qualification, NVQ level 4, etc. | 672 33% | 350 35% | 322 31% | 55 22% | 121 37% | 123 32% | 111 32% | 101 33% | 161 37% | 264 48% | 218 37% | 101 23% | 90 19% | 176 34% | 167 31% | 145 28% | 110 37% | 75 42% | 111 37% | 294 35% | 147 35% | 181 31% | 41 39% | 84 31% | 211 38% | 133 29% | 147 40% |
| Higher university degree, doctorate, MBA, NVQ level 5, etc. | 234 11% | 139 14% | 95 9% | 15 6% | 58 18% | 51 13% | 34 10% | 34 11% | 42 10% | 118 21% | 66 11% | 27 6% | 23 5% | 79 15% | 42 8% | 53 10% | 37 12% | 24 13% | 55 18% | 103 12% | 55 13% | 69 12% | 18 17% | 18 6% | 72 13% | 51 11% | 58 16% |
| Still in full time education | 57 3% | 26 3% | 31 3% | 54 22% | 2 1% | * * | 1 * | - - | - - | 11 2% | 26 4% | 10 2% | 10 2% | 17 3% | 17 3% | 15 3% | 5 2% | 3 1% | 2 1% | 4 * | 6 2% | 18 3% | 3 3% | 3 1% | 4 1% | 6 1% | 2 1% |
| Don't know | 11 1% | 6 1% | 5 * | 1 1% | 2 1% | 1 * | 1 * | 4 1% | - - | * * | - - | 6 1% | 4 1% | 4 1% | 4 1% | 1 * | * * | 1 * | 2 1% | 4 * | 2 1% | 2 * | - - | * * | 2 * | 2 * | - - |
| Prefer not to answer | 30 1% | 14 1% | 16 2% | 3 1% | 9 3% | 9 2% | 2 1% | 4 1% | 3 1% | 8 1% | 7 1% | 11 3% | 4 1% | 11 2% | 6 1% | 7 1% | 2 1% | 4 3% | 2 1% | 16 2% | 4 1% | 5 1% | 1 1% | 3 1% | 5 1% | 3 1% | 4 1% |

David & Boris Survey
ONLINE Fieldwork : 12th-14th June 2013

Absolutes/col percents

Table 18
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 | Private | Con | Lab | LibDem | UKIP | Con | Lab | LibDem |
| Unweighted base | 2054 | 992 | 1062 | 235 | 322 | 335 | 377 | 321 | 464 | 615 | 600 | 330 | 509 | 536 | 540 | 514 | 283 | 181 | 280 | 813 | 431 | 527 | 117 | 287 | 595 | 395 | 385 |
| Weighted base | 2054 | 1007 | 1047 | 247 | 329 | 390 | 349 | 308 | 431 | 555 | 596 | 431 | 472 | 522 | 542 | 515 | 296 | 178 | 299 | 852 | 416 | 580 | 104 | 277 | 561 | 455 | 364 |
| No cars in the household | 415 20% | 197 20% | 218 21% | 77 31% | 88 27% | 95 24% | 62 18% | 43 14% | 50 12% | 40 7% | 125 21% | 75 17% | 175 37% | 137 26% | 96 18% | 97 19% | 38 13% | 47 26% | 45 15% | 153 18% | 53 13% | 138 24% | 19 18% | 42 15% | 60 11% | 100 22% | 64 18% |
| NET: Any | 1639 80% | 809 80% | 830 79% | 170 69% | 240 73% | 295 76% | 287 82% | 265 86% | 381 88% | 515 93% | 471 79% | 356 83% | 297 63% | 385 74% | 446 82% | 419 81% | 258 87% | 131 74% | 253 85% | 699 82% | 362 87% | 442 76% | 85 82% | 234 85% | 501 89% | 355 78% | 300 82% |
| 1 | 851 41% | 391 39% | 460 44% | 66 27% | 121 37% | 166 43% | 136 39% | 127 41% | 234 54% | 208 37% | 248 42% | 193 45% | 202 43% | 203 39% | 216 40% | 236 46% | 124 42% | 71 40% | 115 38% | 332 39% | 154 37% | 263 45% | 44 42% | 114 41% | 219 39% | 221 48% | 166 45% |
| 2 | 602 29% | 320 32% | 282 27% | 65 26% | 94 28% | 101 26% | 111 32% | 107 35% | 124 29% | 221 40% | 178 30% | 132 31% | 71 15% | 136 26% | 170 31% | 146 28% | 103 35% | 47 26% | 90 30% | 288 34% | 164 39% | 129 22% | 31 30% | 89 32% | 217 39% | 106 23% | 109 30% |
| 3+ | 187 9% | 99 10% | 88 8% | 40 16% | 25 8% | 28 7% | 40 11% | 31 10% | 23 5% | 85 15% | 45 8% | 31 7% | 25 5% | 46 9% | 60 11% | 37 7% | 31 10% | 13 8% | 48 16% | 79 9% | 44 11% | 50 9% | 11 10% | 31 11% | 65 12% | 29 6% | 25 7% |

David & Boris Survey

ONLINE Fieldwork : 12th-14th June 2013

Absolutes/col percents

Table 19
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 | 2054 | 992 | 1062 | 235 | 322 | 335 | 377 | 321 | 464 | 615 | 600 | 330 | 509 | 536 | 540 | 514 | 283 | 181 | 280 | 813 | 431 | 527 | 117 | 287 | 595 | 395 | 385 |
| Weighted base | 2054 | 1007 | 1047 | 247 | 329 | 390 | 349 | 308 | 431 | 555 | 596 | 431 | 472 | 522 | 542 | 515 | 296 | 178 | 299 | 852 | 416 | 580 | 104 | 277 | 561 | 455 | 364 |
| White | 1895 | 916 | 979 | 207 | 272 | 352 | 335 | 301 | 428 | 502 | 542 | 412 | 438 | 445 | 512 | 482 | 286 | 170 | 261 | 777 | 401 | 493 | 100 | 274 | 544 | 401 | 344 |
| | 92% | 91% | 93% | 84% | 83% | 90% | 96% | 98% | 99% | 91% | 91% | 96% | 93% | 85% | 94% | 93% | 96% | 95% | 87% | 91% | 97% | 85% | 96% | 99% | 97% | 88% | 94% |
| NET: Non-white | 133 | 72 | 61 | 36 | 51 | 31 | 10 | 4 | 1 | 43 | 43 | 14 | 32 | 65 | 25 | 30 | 10 | 2 | 31 | 61 | 9 | 79 | 4 | 1 | 11 | 50 | 13 |
| | 6% | 7% | 6% | 15% | 16% | 8% | 3% | 1% | * | 8% | 7% | 3% | 7% | 12% | 5% | 6% | 3% | 1% | 11% | 7% | 2% | 14% | 4% | * | 2% | 11% | 4% |
| Mixed | 28 | 15 | 13 | 7 | 10 | 9 | 2 | - | 1 | 5 | 8 | 7 | 8 | 12 | 6 | 9 | 1 | - | 6 | 15 | 3 | 14 | 1 | - | 3 | 5 | 7 |
| | 1% | 1% | 1% | 3% | 3% | 2% | 1% | - | * | 1% | 1% | 2% | 2% | 2% | 1% | 2% | * | - | 2% | 2% | 1% | 2% | 1% | - | 1% | 1% | 2% |
| Asian | 64 | 34 | 30 | 20 | 24 | 13 | 3 | 4 | - | 24 | 21 | 5 | 14 | 26 | 16 | 16 | 4 | 1 | 13 | 30 | 4 | 39 | 4 | 1 | 7 | 27 | 5 |
| | 3% | 3% | 3% | 8% | 7% | 3% | 1% | 1% | - | 4% | 3% | 1% | 3% | 5% | 3% | 3% | 1% | 1% | 4% | 3% | 1% | 7% | 3% | * | 1% | 6% | 1% |
| Black | 26 | 18 | 8 | 6 | 8 | 8 | 4 | - | - | 6 | 9 | 2 | 9 | 19 | * | 4 | 3 | - | 10 | 9 | - | 21 | - | - | - | 17 | 1 |
| | 1% | 2% | 1% | 2% | 3% | 2% | 1% | - | - | 1% | 1% | 1% | 2% | 4% | * | 1% | 1% | - | 4% | 1% | - | 4% | - | - | - | 4% | * |
| Chinese | 9 | 5 | 4 | 2 | 5 | 1 | - | * | - | 5 | 4 | - | - | 5 | 1 | - | 2 | 1 | 1 | 4 | 2 | 3 | - | - | 1 | 1 | - |
| | * | 1% | * | 1% | 2% | * | - | * | - | 1% | 1% | - | - | 1% | * | - | 1% | 1% | * | 1% | 1% | 1% | - | - | * | * | - |
| Other ethnic group | 6 | - | 6 | 1 | 4 | - | - | - | - | 3 | 1 | - | 1 | 4 | - | 2 | - | - | 1 | 3 | - | 3 | - | - | - | - | 1 |
| | * | - | 1% | * | 1% | - | - | - | - | 1% | * | - | * | 1% | - | * | - | - | * | * | - | * | - | - | - | - | * |
| Prefer not to answer | 27 | 19 | 8 | 4 | 5 | 8 | 4 | 3 | 3 | 9 | 10 | 5 | 2 | 11 | 6 | 3 | 1 | 6 | 6 | 14 | 5 | 8 | - | 2 | 6 | 5 | 7 |
| | 1% | 2% | 1% | 2% | 1% | 2% | 1% | 1% | 1% | 2% | 2% | 1% | 1% | 2% | 1% | 1% | * | 3% | 2% | 2% | 1% | 1% | - | 1% | 1% | 1% | 2% |

David & Boris Survey

ONLINE Fieldwork : 12th-14th June 2013

Absolutes/col percents

Table 20
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 | 2054 | 992 | 1062 | 235 | 322 | 335 | 377 | 321 | 464 | 615 | 600 | 330 | 509 | 536 | 540 | 514 | 283 | 181 | 280 | 813 | 431 | 527 | 117 | 287 | 595 | 395 | 385 | |
| Weighted base | 2054 | 1007 | 1047 | 247 | 329 | 390 | 349 | 308 | 431 | 555 | 596 | 431 | 472 | 522 | 542 | 515 | 296 | 178 | 299 | 852 | 416 | 580 | 104 | 277 | 561 | 455 | 364 | |
| Christian | 1112 | 516 | 596 | 73 | 119 | 183 | 222 | 197 | 317 | 286 | 314 | 242 | 270 | 266 | 303 | 282 | 160 | 100 | 158 | 429 | 262 | 292 | 58 | 181 | 365 | 243 | 206 | |
| | 54% | 51% | 57% | 30% | 36% | 47% | 64% | 64% | 74% | 52% | 53% | 56% | 57% | 51% | 56% | 55% | 54% | 56% | 53% | 50% | 63% | 50% | 56% | 65% | 65% | 53% | 57% | |
| NET: Other | 120 | 56 | 64 | 32 | 31 | 28 | 8 | 11 | 11 | 33 | 32 | 22 | 33 | 44 | 29 | 29 | 14 | 5 | 20 | 48 | 9 | 55 | 8 | 5 | 14 | 43 | 14 | |
| | 6% | 6% | 6% | 13% | 9% | 7% | 2% | 4% | 3% | 6% | 5% | 5% | 7% | 8% | 5% | 6% | 5% | 3% | 7% | 6% | 2% | 10% | 8% | 2% | 2% | 9% | 4% | |
| Muslim | 45 | 24 | 22 | 16 | 14 | 13 | 1 | 1 | - | 11 | 11 | 11 | 13 | 17 | 11 | 15 | 1 | 1 | 14 | 16 | 1 | 29 | - | - | 2 | 19 | 3 | |
| | 2% | 2% | 2% | 7% | 4% | 3% | * | * | - | 2% | 2% | 2% | 3% | 3% | 2% | 3% | * | 1% | 5% | 2% | * | 5% | - | - | * | 4% | 1% | |
| Hindu | 19 | 12 | 7 | 5 | 6 | 2 | 1 | 4 | - | 9 | 8 | - | 2 | 11 | 4 | 3 | 1 | - | - | 12 | 2 | 11 | 2 | - | 4 | 9 | 1 | |
| | 1% | 1% | 1% | 2% | 2% | 1% | * | 1% | - | 2% | 1% | - | * | 2% | 1% | 1% | * | - | - | 1% | * | 2% | 2% | - | 1% | 2% | * | |
| Jewish | 11 | 3 | 8 | 1 | - | - | 3 | 1 | 7 | 3 | 4 | 1 | 3 | 6 | - | 5 | 1 | - | 1 | 5 | 3 | 3 | * | 1 | 5 | 4 | * | |
| | 1% | * | 1% | * | - | - | 1% | * | 2% | * | 1% | * | 1% | 1% | - | 1% | * | - | * | 1% | 1% | 1% | * | * | 1% | 1% | * | |
| Sikh | 2 | 1 | 2 | 1 | 2 | - | - | - | - | 2 | - | - | - | 2 | 1 | - | - | - | - | 2 | - | 1 | - | - | - | - | 1 | * |
| | * | * | * | * | * | - | - | - | - | * | - | - | - | * | * | - | - | - | - | * | - | * | - | - | - | - | * | |
| Buddhist | 6 | 4 | 2 | 1 | 2 | 1 | 1 | 2 | 1 | 2 | 2 | 2 | 1 | 1 | 3 | 2 | 1 | - | 1 | 2 | - | 5 | - | 1 | - | 2 | 2 | |
| | * | * | * | * | 1% | * | * | 1% | * | * | * | * | * | * | 1% | * | * | - | * | * | - | 1% | - | * | - | * | * | 1% |
| Other | 36 | 13 | 23 | 8 | 7 | 12 | 2 | 4 | 3 | 7 | 7 | 9 | 14 | 7 | 10 | 5 | 9 | 4 | 4 | 11 | 2 | 7 | 6 | 3 | 4 | 10 | 6 | |
| | 2% | 1% | 2% | 3% | 2% | 3% | 1% | 1% | 1% | 1% | 1% | 2% | 3% | 1% | 2% | 1% | 3% | 2% | 1% | 1% | 1% | 1% | 6% | 1% | 1% | 2% | 2% | |
| None | 775 | 410 | 365 | 135 | 170 | 167 | 112 | 90 | 100 | 222 | 235 | 158 | 160 | 195 | 200 | 192 | 118 | 70 | 110 | 354 | 135 | 224 | 34 | 90 | 170 | 164 | 137 | |
| | 38% | 41% | 35% | 55% | 52% | 43% | 32% | 29% | 23% | 40% | 39% | 37% | 34% | 37% | 37% | 37% | 40% | 39% | 37% | 42% | 33% | 39% | 33% | 33% | 30% | 36% | 38% | |
| Prefer not to say | 47 | 24 | 23 | 6 | 9 | 13 | 7 | 10 | 2 | 13 | 15 | 10 | 9 | 17 | 11 | 12 | 4 | 3 | 10 | 21 | 10 | 9 | 3 | 1 | 12 | 5 | 7 | |
| | 2% | 2% | 2% | 2% | 3% | 3% | 2% | 3% | 1% | 2% | 2% | 2% | 2% | 3% | 2% | 2% | 1% | 2% | 3% | 2% | 2% | 2% | 3% | * | 2% | 1% | 2% | |

David & Boris Survey
ONLINE Fieldwork : 12th-14th June 2013

Absolutes/col percents

Table 21
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 | 2054 | 992 | 1062 | 235 | 322 | 335 | 377 | 321 | 464 | 615 | 600 | 330 | 509 | 536 | 540 | 514 | 283 | 181 | 280 | 813 | 431 | 527 | 117 | 287 | 595 | 395 | 385 |
| Weighted base | 2054 | 1007 | 1047 | 247 | 329 | 390 | 349 | 308 | 431 | 555 | 596 | 431 | 472 | 522 | 542 | 515 | 296 | 178 | 299 | 852 | 416 | 580 | 104 | 277 | 561 | 455 | 364 |
| NET: Urban | 1589 | 778 | 811 | 217 | 274 | 305 | 271 | 222 | 300 | 400 | 473 | 338 | 379 | 453 | 394 | 427 | 193 | 122 | 224 | 679 | 293 | 472 | 86 | 208 | 401 | 370 | 291 |
| | 77% | 77% | 77% | 88% | 83% | 78% | 78% | 72% | 70% | 72% | 79% | 78% | 80% | 87% | 73% | 83% | 65% | 69% | 75% | 80% | 70% | 81% | 82% | 75% | 71% | 81% | 80% |
| Urban - Population over 10,000 | 810 | 457 | 353 | 125 | 153 | 159 | 124 | 112 | 137 | 215 | 264 | 149 | 183 | 297 | 182 | 190 | 74 | 67 | 136 | 338 | 138 | 284 | 39 | 93 | 186 | 221 | 149 |
| | 39% | 45% | 34% | 51% | 47% | 41% | 36% | 36% | 32% | 39% | 44% | 34% | 39% | 57% | 34% | 37% | 25% | 37% | 45% | 40% | 33% | 49% | 37% | 34% | 33% | 49% | 41% |
| Town and Fringe | 779 | 321 | 458 | 92 | 121 | 146 | 147 | 110 | 163 | 186 | 209 | 189 | 196 | 156 | 212 | 237 | 119 | 56 | 88 | 341 | 155 | 188 | 47 | 115 | 215 | 149 | 142 |
| | 38% | 32% | 44% | 37% | 37% | 38% | 42% | 36% | 38% | 33% | 35% | 44% | 41% | 30% | 39% | 46% | 40% | 31% | 30% | 40% | 37% | 32% | 45% | 42% | 38% | 33% | 39% |
| NET: Rural | 465 | 229 | 236 | 30 | 55 | 85 | 78 | 86 | 131 | 154 | 123 | 94 | 94 | 69 | 148 | 88 | 103 | 56 | 74 | 173 | 123 | 107 | 18 | 69 | 160 | 85 | 73 |
| | 23% | 23% | 23% | 12% | 17% | 22% | 22% | 28% | 30% | 28% | 21% | 22% | 20% | 13% | 27% | 17% | 35% | 31% | 25% | 20% | 30% | 19% | 18% | 25% | 29% | 19% | 20% |
| Village | 393 | 196 | 197 | 27 | 44 | 69 | 68 | 70 | 115 | 123 | 99 | 81 | 90 | 65 | 137 | 78 | 72 | 41 | 72 | 134 | 100 | 100 | 15 | 59 | 134 | 78 | 63 |
| | 19% | 19% | 19% | 11% | 13% | 18% | 19% | 23% | 27% | 22% | 17% | 19% | 19% | 12% | 25% | 15% | 24% | 23% | 24% | 16% | 24% | 17% | 15% | 21% | 24% | 17% | 17% |
| Hamlet & Isolated Dwelling | 72 | 33 | 39 | 3 | 11 | 16 | 10 | 16 | 16 | 31 | 24 | 13 | 4 | 4 | 11 | 10 | 31 | 15 | 2 | 40 | 23 | 7 | 3 | 10 | 26 | 7 | 9 |
| | 3% | 3% | 4% | 1% | 3% | 4% | 3% | 5% | 4% | 6% | 4% | 3% | 1% | 1% | 2% | 2% | 11% | 8% | 1% | 5% | 6% | 1% | 3% | 4% | 5% | 2% | 3% |

David & Boris Survey

ONLINE Fieldwork : 12th-14th June 2013

Absolutes/col percents

Table 22
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 | 2054 | 992 | 1062 | 235 | 322 | 335 | 377 | 321 | 464 | 615 | 600 | 330 | 509 | 536 | 540 | 514 | 283 | 181 | 280 | 813 | 431 | 527 | 117 | 287 | 595 | 395 | 385 |
| Weighted base | 2054 | 1007 | 1047 | 247 | 329 | 390 | 349 | 308 | 431 | 555 | 596 | 431 | 472 | 522 | 542 | 515 | 296 | 178 | 299 | 852 | 416 | 580 | 104 | 277 | 561 | 455 | 364 |
| NET: Working | 1150 | 634 | 516 | 125 | 263 | 300 | 264 | 143 | 56 | 321 | 391 | 286 | 152 | 296 | 285 | 298 | 169 | 104 | 299 | 852 | 234 | 340 | 58 | 138 | 295 | 272 | 202 |
| | 56% | 63% | 49% | 51% | 80% | 77% | 76% | 46% | 13% | 58% | 66% | 66% | 32% | 57% | 53% | 58% | 57% | 58% | 100% | 100% | 56% | 59% | 55% | 50% | 52% | 60% | 55% |
| Working full time - working 30 hours per week or more | 904 | 557 | 347 | 91 | 228 | 249 | 216 | 97 | 24 | 266 | 308 | 217 | 113 | 233 | 223 | 242 | 122 | 84 | 232 | 672 | 189 | 274 | 43 | 109 | 227 | 209 | 165 |
| | 44% | 55% | 33% | 37% | 69% | 64% | 62% | 31% | 5% | 48% | 52% | 50% | 24% | 45% | 41% | 47% | 41% | 47% | 78% | 79% | 45% | 47% | 41% | 39% | 40% | 46% | 45% |
| Working part time - working between 8 and 29 hours per week | 246 | 78 | 169 | 34 | 35 | 50 | 48 | 46 | 32 | 55 | 84 | 69 | 39 | 62 | 62 | 55 | 47 | 20 | 66 | 180 | 46 | 66 | 15 | 29 | 68 | 63 | 37 |
| | 12% | 8% | 16% | 14% | 11% | 13% | 14% | 15% | 7% | 10% | 14% | 16% | 8% | 12% | 11% | 11% | 16% | 11% | 22% | 21% | 11% | 11% | 14% | 10% | 12% | 14% | 10% |
| NET: Not working | 904 | 372 | 531 | 122 | 66 | 91 | 86 | 165 | 375 | 234 | 204 | 146 | 320 | 226 | 257 | 218 | 128 | 75 | - | - | 181 | 239 | 46 | 138 | 267 | 183 | 162 |
| | 44% | 37% | 51% | 49% | 20% | 23% | 24% | 54% | 87% | 42% | 34% | 34% | 68% | 43% | 47% | 42% | 43% | 42% | - | - | 44% | 41% | 45% | 50% | 48% | 40% | 45% |
| Not working but seeking work or temporarily unemployed or sick | 134 | 68 | 66 | 27 | 18 | 36 | 28 | 23 | 2 | 7 | 15 | 13 | 99 | 41 | 28 | 37 | 19 | 9 | - | - | 13 | 36 | 3 | 16 | 27 | 24 | 19 |
| | 7% | 7% | 6% | 11% | 5% | 9% | 8% | 7% | * | 1% | 3% | 3% | 21% | 8% | 5% | 7% | 6% | 5% | - | - | 3% | 6% | 3% | 6% | 5% | 5% | 5% |
| Not working and not seeking work | 125 | 52 | 72 | 81 | 14 | 5 | 9 | 15 | 1 | 15 | 50 | 15 | 45 | 35 | 40 | 29 | 10 | 11 | - | - | 13 | 38 | 9 | 10 | 16 | 13 | 17 |
| | 6% | 5% | 7% | 33% | 4% | 1% | 3% | 5% | * | 3% | 8% | 4% | 9% | 7% | 7% | 6% | 3% | 6% | - | - | 3% | 7% | 8% | 4% | 3% | 3% | 5% |
| Retired on a state pension only | 118 | 34 | 84 | - | - | - | 2 | 17 | 100 | 12 | 9 | 13 | 83 | 27 | 40 | 26 | 16 | 8 | - | - | 30 | 28 | 5 | 31 | 46 | 29 | 22 |
| | 6% | 3% | 8% | - | - | - | * | 5% | 23% | 2% | 2% | 3% | 18% | 5% | 7% | 5% | 5% | 5% | - | - | 7% | 5% | 5% | 11% | 8% | 6% | 6% |
| Retired with a private pension | 364 | 207 | 157 | - | - | - | 8 | 87 | 269 | 180 | 112 | 56 | 17 | 86 | 101 | 84 | 60 | 33 | - | - | 110 | 87 | 24 | 63 | 155 | 84 | 80 |
| | 18% | 21% | 15% | - | - | - | 2% | 28% | 62% | 32% | 19% | 13% | 4% | 17% | 19% | 16% | 20% | 19% | - | - | 27% | 15% | 23% | 23% | 28% | 18% | 22% |
| House person, housewife, househusband, etc. | 163 | 11 | 152 | 14 | 34 | 49 | 38 | 24 | 4 | 20 | 19 | 49 | 76 | 37 | 47 | 42 | 23 | 13 | - | - | 15 | 49 | 5 | 20 | 23 | 33 | 25 |
| | 8% | 1% | 15% | 6% | 10% | 13% | 11% | 8% | 1% | 4% | 3% | 11% | 16% | 7% | 9% | 8% | 8% | 7% | - | - | 4% | 8% | 5% | 7% | 4% | 7% | 7% |

David & Boris Survey

ONLINE Fieldwork : 12th-14th June 2013

Absolutes/col percents

Table 23

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 | 1093 | 579 | 514 | 118 | 245 | 254 | 275 | 137 | 64 | 339 | 380 | 213 | 161 | 290 | 271 | 283 | 152 | 97 | 280 | 813 | 232 | 291 | 66 | 133 | 300 | 225 | 200 |
| Weighted base | 1150 | 634 | 516 | 125 | 263 | 300 | 264 | 143 | 56 | 321 | 391 | 286 | 152 | 296 | 285 | 298 | 169 | 104 | 299 | 852 | 234 | 340 | 58 | 138 | 295 | 272 | 202 |
| NET: Public Sector | 299 | 156 | 143 | 20 | 68 | 74 | 86 | 39 | 12 | 98 | 119 | 46 | 35 | 72 | 65 | 75 | 52 | 34 | 299 | - | 37 | 115 | 15 | 29 | 57 | 100 | 60 |
| | 26% | 25% | 28% | 16% | 26% | 25% | 33% | 28% | 22% | 30% | 31% | 16% | 23% | 24% | 23% | 25% | 31% | 33% | 100% | - | 16% | 34% | 27% | 21% | 19% | 37% | 30% |
| Central government including all administrative departments and central government agencies such as the Bank of England | 26 | 10 | 16 | 1 | 9 | 7 | 6 | 3 | - | 14 | 10 | 1 | 1 | 8 | 8 | 2 | 5 | 3 | 26 | - | 3 | 14 | 3 | 1 | 4 | 8 | 8 |
| | 2% | 2% | 3% | 1% | 4% | 2% | 2% | 2% | - | 4% | 3% | * | 1% | 3% | 3% | 1% | 3% | 3% | 9% | - | 1% | 4% | 5% | 1% | 1% | 3% | 4% |
| HM Forces | 4 | 4 | - | - | 2 | - | 2 | - | - | 1 | 3 | - | - | - | 2 | 1 | - | 1 | 4 | - | 2 | - | - | 1 | 2 | - | 1 |
| | * | 1% | - | - | 1% | - | 1% | - | - | * | 1% | - | - | - | 1% | * | - | 1% | 1% | - | 1% | - | - | 1% | 1% | - | * |
| National Health Service | 54 | 28 | 26 | 4 | 11 | 17 | 14 | 8 | 1 | 18 | 23 | 4 | 10 | 8 | 14 | 18 | 12 | 2 | 54 | - | 6 | 18 | 3 | 9 | 13 | 17 | 12 |
| | 5% | 4% | 5% | 3% | 4% | 6% | 5% | 5% | 3% | 6% | 6% | 1% | 6% | 3% | 5% | 6% | 7% | 2% | 18% | - | 3% | 5% | 6% | 7% | 4% | 6% | 6% |
| Universities and Academies funded by government | 32 | 16 | 16 | 1 | 9 | 6 | 13 | 4 | - | 21 | 8 | 3 | * | 9 | 7 | 4 | 8 | 4 | 32 | - | 4 | 12 | 1 | 2 | 9 | 9 | 10 |
| | 3% | 2% | 3% | 1% | 3% | 2% | 5% | 2% | - | 7% | 2% | 1% | * | 3% | 2% | 1% | 4% | 4% | 11% | - | 2% | 4% | 2% | 2% | 3% | 3% | 5% |
| Courts service | 4 | 3 | 1 | - | - | 2 | - | 2 | 1 | 2 | 2 | 1 | - | 1 | 1 | 1 | 1 | 1 | 4 | - | 1 | 2 | 1 | - | 1 | 2 | - |
| | * | 1% | * | - | - | 1% | - | 1% | 2% | * | * | * | - | * | * | * | 1% | 1% | 1% | - | * | 1% | 1% | - | * | 1% | - |
| Local government administration | 41 | 24 | 17 | 1 | 12 | 9 | 11 | 6 | 2 | 8 | 27 | 4 | 2 | 7 | 7 | 13 | 9 | 5 | 41 | - | 2 | 23 | 2 | 5 | 6 | 24 | 6 |
| | 4% | 4% | 3% | 1% | 5% | 3% | 4% | 4% | 4% | 2% | 7% | 1% | 1% | 2% | 3% | 4% | 5% | 4% | 14% | - | 1% | 7% | 4% | 3% | 2% | 9% | 3% |
| Police service | 11 | 8 | 3 | - | 4 | 1 | 4 | 2 | - | 2 | 9 | - | - | 2 | 1 | 4 | 2 | 2 | 11 | - | 2 | 4 | - | - | 2 | 3 | 2 |
| | 1% | 1% | * | - | 1% | * | 2% | 1% | - | 1% | 2% | - | - | 1% | * | 1% | 1% | 2% | 4% | - | 1% | 1% | - | - | 1% | 1% | 1% |
| Public sector housing | 9 | 6 | 3 | 2 | - | 2 | 2 | 3 | - | 2 | 3 | 3 | 2 | 3 | 1 | 3 | 1 | 1 | 9 | - | 2 | 5 | 1 | - | 2 | 4 | 3 |
| | 1% | 1% | 1% | 2% | - | 1% | 1% | 2% | - | 1% | 1% | 1% | 1% | 1% | * | 1% | 1% | 1% | 3% | - | 1% | 1% | 1% | - | 1% | 1% | 2% |
| Teaching employed by local education authority including voluntary aided schools and foundation schools | 35 | 13 | 22 | 2 | 11 | 10 | 7 | 2 | 3 | 21 | 8 | 4 | 2 | 14 | 7 | 11 | 2 | 1 | 35 | - | 3 | 17 | 3 | 3 | 6 | 12 | 8 |
| | 3% | 2% | 4% | 2% | 4% | 3% | 3% | 1% | 5% | 6% | 2% | 2% | 1% | 5% | 2% | 4% | 1% | 1% | 12% | - | 1% | 5% | 6% | 2% | 2% | 4% | 4% |

David & Boris Survey
ONLINE Fieldwork : 12th-14th June 2013

Absolutes/col percents

Table 23
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 | 1150 | 634 | 516 | 125 | 263 | 300 | 264 | 143 | 56 | 321 | 391 | 286 | 152 | 296 | 285 | 298 | 169 | 104 | 299 | 852 | 234 | 340 | 58 | 138 | 295 | 272 | 202 |
| Public corporations such as the Royal Mail or British Nuclear fuels or Driving Standards agency | 13 | 12 | 1 | 2 | 1 | 5 | 5 | 1 | - | 2 | 3 | 5 | 4 | 5 | 3 | 5 | - | - | 13 | - | 1 | 5 | - | 3 | 3 | 7 | - |
| | 1% | 2% | * | 1% | * | 2% | 2% | 1% | - | 1% | 1% | 2% | 2% | 2% | 1% | 2% | - | - | 4% | - | * | 2% | - | 2% | 1% | 2% | - |
| Bradford and Bingley or Northern Rock Building societies | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Other public sector occupation (please specify as much detail as possible) | 69 | 31 | 37 | 6 | 9 | 16 | 23 | 10 | 5 | 9 | 25 | 21 | 14 | 14 | 12 | 14 | 13 | 16 | 69 | - | 11 | 15 | 2 | 4 | 10 | 15 | 10 |
| | 6% | 5% | 7% | 5% | 3% | 5% | 9% | 7% | 9% | 3% | 6% | 7% | 9% | 5% | 4% | 5% | 7% | 16% | 23% | - | 5% | 4% | 3% | 3% | 3% | 5% | 5% |
| None of the above (Private Sector) | 852 | 478 | 373 | 105 | 195 | 226 | 178 | 104 | 44 | 223 | 272 | 240 | 117 | 224 | 219 | 223 | 116 | 69 | - | 852 | 197 | 226 | 42 | 110 | 238 | 172 | 142 |
| | 74% | 75% | 72% | 84% | 74% | 75% | 67% | 72% | 78% | 70% | 69% | 84% | 77% | 76% | 77% | 75% | 69% | 67% | - | 100% | 84% | 66% | 73% | 79% | 81% | 63% | 70% |

David & Boris Survey

ONLINE Fieldwork : 12th-14th June 2013

Absolutes/col percents

Table 24
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 | 2054 | 992 | 1062 | 235 | 322 | 335 | 377 | 321 | 464 | 615 | 600 | 330 | 509 | 536 | 540 | 514 | 283 | 181 | 280 | 813 | 431 | 527 | 117 | 287 | 595 | 395 | 385 | |
| Weighted base | 2054 | 1007 | 1047 | 247 | 329 | 390 | 349 | 308 | 431 | 555 | 596 | 431 | 472 | 522 | 542 | 515 | 296 | 178 | 299 | 852 | 416 | 580 | 104 | 277 | 561 | 455 | 364 | |
| No children aged 18 or under | 1424 | 705 | 719 | 202 | 188 | 145 | 190 | 273 | 427 | 386 | 454 | 250 | 335 | 362 | 381 | 351 | 197 | 132 | 188 | 499 | 313 | 375 | 73 | 211 | 412 | 296 | 264 | |
| | 69% | 70% | 69% | 82% | 57% | 37% | 54% | 88% | 99% | 70% | 76% | 58% | 71% | 69% | 70% | 68% | 67% | 74% | 63% | 59% | 75% | 65% | 70% | 76% | 73% | 65% | 73% | |
| NET: Yes | 622 | 297 | 325 | 43 | 141 | 243 | 159 | 32 | 4 | 167 | 138 | 180 | 138 | 157 | 158 | 164 | 99 | 44 | 111 | 350 | 101 | 203 | 31 | 66 | 146 | 158 | 99 | |
| | 30% | 30% | 31% | 17% | 43% | 62% | 46% | 10% | 1% | 30% | 23% | 42% | 29% | 30% | 29% | 32% | 33% | 25% | 37% | 41% | 24% | 35% | 30% | 24% | 26% | 35% | 27% | |
| NET: Under 16 | 557 | 267 | 291 | 42 | 140 | 223 | 127 | 23 | 3 | 150 | 124 | 159 | 125 | 145 | 140 | 142 | 92 | 39 | 97 | 313 | 88 | 181 | 28 | 60 | 126 | 146 | 83 | |
| | 27% | 27% | 28% | 17% | 43% | 57% | 36% | 8% | 1% | 27% | 21% | 37% | 27% | 28% | 26% | 28% | 31% | 22% | 33% | 37% | 21% | 31% | 27% | 22% | 22% | 32% | 23% | |
| NET: Any 5-18 | 498 | 248 | 250 | 11 | 72 | 223 | 155 | 32 | 4 | 134 | 108 | 138 | 117 | 122 | 135 | 129 | 81 | 33 | 96 | 276 | 83 | 158 | 24 | 54 | 117 | 129 | 82 | |
| | 24% | 25% | 24% | 5% | 22% | 57% | 44% | 10% | 1% | 24% | 18% | 32% | 25% | 23% | 25% | 25% | 27% | 18% | 32% | 32% | 20% | 27% | 23% | 19% | 21% | 28% | 22% | |
| Yes - children aged under 5 years old | 227 | 95 | 132 | 38 | 99 | 76 | 13 | 1 | 1 | 52 | 53 | 67 | 55 | 70 | 48 | 57 | 34 | 18 | 37 | 113 | 31 | 80 | 12 | 24 | 48 | 60 | 30 | |
| | 11% | 9% | 13% | 15% | 30% | 19% | 4% | * | * | 9% | 9% | 15% | 12% | 13% | 9% | 11% | 11% | 10% | 13% | 13% | 7% | 14% | 12% | 9% | 8% | 13% | 8% | |
| Yes - children aged 5 to 10 years old | 248 | 128 | 120 | 10 | 54 | 132 | 45 | 7 | - | 70 | 54 | 67 | 57 | 63 | 72 | 62 | 34 | 17 | 52 | 141 | 38 | 79 | 8 | 27 | 50 | 69 | 28 | |
| | 12% | 13% | 11% | 4% | 16% | 34% | 13% | 2% | - | 13% | 9% | 16% | 12% | 12% | 13% | 12% | 11% | 10% | 17% | 17% | 9% | 14% | 7% | 10% | 9% | 15% | 8% | |
| Yes - children aged 11 to 15 years old | 262 | 124 | 138 | - | 30 | 118 | 95 | 19 | 1 | 71 | 58 | 68 | 64 | 61 | 70 | 67 | 50 | 14 | 49 | 140 | 40 | 76 | 15 | 37 | 62 | 70 | 42 | |
| | 13% | 12% | 13% | - | 9% | 30% | 27% | 6% | * | 13% | 10% | 16% | 14% | 12% | 13% | 13% | 17% | 8% | 16% | 16% | 10% | 13% | 14% | 13% | 11% | 15% | 12% | |
| Yes - children aged 16 to 18 years old | 137 | 63 | 74 | 1 | 2 | 52 | 64 | 15 | 3 | 40 | 26 | 42 | 29 | 34 | 37 | 40 | 18 | 9 | 23 | 77 | 27 | 41 | 4 | 16 | 39 | 35 | 25 | |
| | 7% | 6% | 7% | 1% | 1% | 13% | 18% | 5% | 1% | 7% | 4% | 10% | 6% | 6% | 7% | 8% | 6% | 5% | 8% | 9% | 6% | 7% | 4% | 6% | 7% | 8% | 7% | |
| Refused | 8 | 4 | 4 | 2 | - | 3 | - | 4 | - | 2 | 4 | 2 | - | 3 | 3 | - | - | 2 | - | 3 | 2 | 2 | - | - | 3 | 1 | 1 | |
| | * | * | * | 1% | - | 1% | - | 1% | - | * | 1% | * | - | 1% | 1% | - | - | 1% | - | * | * | * | - | - | 1% | * | * | |

David & Boris Survey

ONLINE Fieldwork : 12th-14th June 2013

Absolutes/col percents

Table 25
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 | 2054 | 992 | 1062 | 235 | 322 | 335 | 377 | 321 | 464 | 615 | 600 | 330 | 509 | 536 | 540 | 514 | 283 | 181 | 280 | 813 | 431 | 527 | 117 | 287 | 595 | 395 | 385 |
| Weighted base | 2054 | 1007 | 1047 | 247 | 329 | 390 | 349 | 308 | 431 | 555 | 596 | 431 | 472 | 522 | 542 | 515 | 296 | 178 | 299 | 852 | 416 | 580 | 104 | 277 | 561 | 455 | 364 |
| Anglia | 224 | 110 | 114 | 22 | 44 | 40 | 34 | 35 | 48 | 54 | 65 | 51 | 53 | 15 | 209 | * | - | - | 23 | 95 | 54 | 54 | 12 | 36 | 73 | 41 | 34 |
| | 11% | 11% | 11% | 9% | 13% | 10% | 10% | 12% | 11% | 10% | 11% | 12% | 11% | 3% | 39% | * | - | - | 8% | 11% | 13% | 9% | 12% | 13% | 13% | 9% | 9% |
| Central | 13 | 6 | 7 | - | - | 3 | 6 | * | 3 | 5 | 2 | 5 | 2 | - | - | 8 | - | 5 | 2 | 4 | 1 | 4 | 4 | - | 1 | 3 | 4 |
| | 1% | 1% | 1% | - | - | 1% | 2% | * | 1% | 1% | * | 1% | * | - | - | 1% | - | 3% | 1% | 1% | * | 1% | 3% | - | * | 1% | 1% |
| Grampian | 301 | 155 | 146 | 39 | 57 | 52 | 53 | 38 | 63 | 89 | 65 | 74 | 74 | 10 | 284 | - | 7 | 1 | 36 | 124 | 68 | 85 | 15 | 44 | 102 | 62 | 49 |
| | 15% | 15% | 14% | 16% | 17% | 13% | 15% | 12% | 15% | 16% | 11% | 17% | 16% | 2% | 52% | - | 2% | * | 12% | 15% | 16% | 15% | 15% | 16% | 18% | 14% | 13% |
| Granada | 241 | 123 | 118 | 29 | 39 | 47 | 34 | 46 | 47 | 57 | 50 | 58 | 76 | 2 | 1 | 231 | 5 | 1 | 26 | 105 | 49 | 79 | 8 | 40 | 56 | 59 | 34 |
| | 12% | 12% | 11% | 12% | 12% | 12% | 10% | 15% | 11% | 10% | 8% | 14% | 16% | * | * | 45% | 2% | 1% | 9% | 12% | 12% | 14% | 7% | 14% | 10% | 13% | 9% |
| London | 346 | 170 | 177 | 46 | 60 | 75 | 55 | 41 | 70 | 105 | 131 | 43 | 68 | 327 | 18 | - | 2 | - | 58 | 155 | 70 | 117 | 22 | 36 | 99 | 81 | 65 |
| | 17% | 17% | 17% | 19% | 18% | 19% | 16% | 13% | 16% | 19% | 22% | 10% | 14% | 63% | 3% | - | 1% | - | 19% | 18% | 17% | 20% | 21% | 13% | 18% | 18% | 18% |
| Meridian | 192 | 89 | 103 | 21 | 27 | 35 | 35 | 33 | 41 | 62 | 54 | 39 | 37 | 168 | 2 | - | 23 | - | 20 | 76 | 48 | 30 | 9 | 27 | 65 | 25 | 38 |
| | 9% | 9% | 10% | 8% | 8% | 9% | 10% | 11% | 10% | 11% | 9% | 9% | 8% | 32% | * | - | 8% | - | 7% | 9% | 12% | 5% | 9% | 10% | 12% | 6% | 10% |
| Scottish | 169 | 89 | 80 | 17 | 31 | 27 | 26 | 29 | 38 | 43 | 52 | 40 | 33 | - | - | 1 | - | 168 | 33 | 67 | 23 | 43 | 8 | 5 | 27 | 45 | 20 |
| | 8% | 9% | 8% | 7% | 10% | 7% | 8% | 9% | 9% | 8% | 9% | 9% | 7% | - | - | * | - | 94% | 11% | 8% | 5% | 7% | 7% | 2% | 5% | 10% | 6% |
| Tyne Tees | 97 | 49 | 48 | 11 | 9 | 23 | 18 | 11 | 24 | 28 | 34 | 16 | 18 | - | - | 94 | - | 3 | 22 | 29 | 14 | 41 | 2 | 14 | 20 | 31 | 22 |
| | 5% | 5% | 5% | 5% | 3% | 6% | 5% | 3% | 6% | 5% | 6% | 4% | 4% | - | - | 18% | - | 2% | 7% | 3% | 3% | 7% | 2% | 5% | 3% | 7% | 6% |
| Wales & West | 104 | 42 | 62 | 13 | 21 | 19 | 21 | 17 | 12 | 17 | 39 | 31 | 17 | - | - | - | 104 | - | 25 | 43 | 15 | 30 | 3 | 8 | 18 | 22 | 17 |
| | 5% | 4% | 6% | 5% | 7% | 5% | 6% | 6% | 3% | 3% | 7% | 7% | 4% | - | - | - | 35% | - | 8% | 5% | 3% | 5% | 3% | 3% | 3% | 5% | 5% |
| Westcountry | 39 | 18 | 21 | 4 | 8 | 16 | 2 | 6 | 4 | 7 | 10 | 12 | 10 | - | 2 | 1 | 36 | - | 2 | 19 | 7 | 13 | 3 | 4 | 9 | 10 | 9 |
| | 2% | 2% | 2% | 2% | 2% | 4% | * | 2% | 1% | 1% | 2% | 3% | 2% | - | * | * | 12% | - | 1% | 2% | 2% | 2% | 3% | 1% | 2% | 2% | 2% |
| Yorkshire | 121 | 58 | 63 | 13 | 9 | 18 | 18 | 24 | 39 | 42 | 35 | 15 | 29 | - | 1 | - | 120 | - | 22 | 41 | 28 | 26 | 10 | 24 | 38 | 21 | 39 |
| | 6% | 6% | 6% | 5% | 3% | 5% | 5% | 8% | 9% | 8% | 6% | 4% | 6% | - | * | - | 41% | - | 7% | 5% | 7% | 5% | 9% | 9% | 7% | 5% | 11% |
| Refused | 207 | 98 | 108 | 32 | 23 | 33 | 48 | 28 | 42 | 45 | 60 | 48 | 54 | - | 26 | 181 | - | - | 31 | 93 | 38 | 58 | 9 | 40 | 52 | 56 | 34 |
| | 10% | 10% | 10% | 13% | 7% | 8% | 14% | 9% | 10% | 8% | 10% | 11% | 11% | - | 5% | 35% | - | - | 10% | 11% | 9% | 10% | 9% | 14% | 9% | 12% | 9% |

David & Boris Survey
ONLINE Fieldwork : 12th-14th June 2013

Absolutes/col percents

Table 26
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 | 2054 | 992 | 1062 | 235 | 322 | 335 | 377 | 321 | 464 | 615 | 600 | 330 | 509 | 536 | 540 | 514 | 283 | 181 | 280 | 813 | 431 | 527 | 117 | 287 | 595 | 395 | 385 |
| Weighted base | 2054 | 1007 | 1047 | 247 | 329 | 390 | 349 | 308 | 431 | 555 | 596 | 431 | 472 | 522 | 542 | 515 | 296 | 178 | 299 | 852 | 416 | 580 | 104 | 277 | 561 | 455 | 364 |
| Single | 507 25% | 266 26% | 241 23% | 184 75% | 128 39% | 91 23% | 64 18% | 21 7% | 19 4% | 100 18% | 177 30% | 99 23% | 131 28% | 150 29% | 131 24% | 118 23% | 57 19% | 51 29% | 73 25% | 238 28% | 71 17% | 166 29% | 27 26% | 49 18% | 85 15% | 104 23% | 82 23% |
| NET: Married/ Civil partnership/ co habiting | 1295 63% | 654 65% | 641 61% | 54 22% | 197 60% | 268 69% | 241 69% | 220 71% | 315 73% | 406 73% | 331 56% | 303 70% | 255 54% | 304 58% | 348 64% | 339 66% | 198 67% | 106 59% | 194 65% | 538 63% | 290 70% | 347 60% | 62 59% | 197 71% | 405 72% | 299 66% | 226 62% |
| Married | 983 48% | 519 52% | 464 44% | 16 6% | 107 32% | 181 46% | 198 57% | 184 60% | 297 69% | 339 61% | 236 40% | 231 54% | 177 37% | 248 47% | 250 46% | 255 49% | 147 50% | 83 46% | 150 50% | 366 43% | 228 55% | 258 44% | 47 45% | 153 55% | 337 60% | 226 50% | 182 50% |
| Civil Partnership | 22 1% | 11 1% | 11 1% | 2 1% | 2 1% | 11 3% | 3 1% | 2 * | 4 1% | 4 1% | 8 1% | 6 1% | 4 1% | 6 1% | 5 1% | 3 1% | 5 2% | 2 1% | 2 1% | 11 1% | 5 1% | 9 2% | 1 1% | - - | 6 1% | 7 1% | 1 * |
| Co Habiting | 290 14% | 125 12% | 166 16% | 36 15% | 88 27% | 76 19% | 41 12% | 34 11% | 14 3% | 62 11% | 87 15% | 66 15% | 75 16% | 51 10% | 92 17% | 81 16% | 45 15% | 21 12% | 42 14% | 161 19% | 56 14% | 79 14% | 14 14% | 44 16% | 62 11% | 66 15% | 44 12% |
| NET: Widowed/ separated/ divorced | 236 11% | 80 8% | 155 15% | 2 1% | 2 * | 27 7% | 42 12% | 66 21% | 97 22% | 46 8% | 78 13% | 29 7% | 82 17% | 66 13% | 56 10% | 57 11% | 39 13% | 17 10% | 31 10% | 65 8% | 52 13% | 62 11% | 15 15% | 28 10% | 68 12% | 50 11% | 55 15% |
| Widowed | 49 2% | 12 1% | 38 4% | - - | - - | 1 * | 1 * | 12 4% | 35 8% | 7 1% | 24 4% | 2 * | 17 4% | 14 3% | 11 2% | 10 2% | 7 2% | 8 4% | 5 2% | 7 1% | 15 3% | 8 1% | 5 5% | 5 2% | 19 3% | 7 2% | 12 3% |
| Separated | 42 2% | 15 2% | 27 3% | 2 1% | 2 * | 14 3% | 6 2% | 12 4% | 6 1% | 9 2% | 12 2% | 4 1% | 18 4% | 10 2% | 11 2% | 11 2% | 7 2% | 4 2% | 5 2% | 19 2% | 6 2% | 18 3% | 3 3% | 2 1% | 8 1% | 14 3% | 7 2% |
| Divorced | 144 7% | 53 5% | 91 9% | - - | - - | 12 3% | 35 10% | 42 14% | 55 13% | 30 5% | 43 7% | 23 5% | 48 10% | 43 8% | 34 6% | 36 7% | 25 8% | 6 4% | 21 7% | 39 5% | 31 8% | 36 6% | 7 6% | 21 8% | 42 7% | 30 6% | 36 10% |
| Prefer not to answer | 16 1% | 6 1% | 10 1% | 7 3% | 3 1% | 4 1% | 2 * | 1 * | - - | 3 * | 9 2% | 1 * | 4 1% | 2 * | 8 1% | 1 * | 2 1% | 4 2% | * * | 10 1% | 3 1% | 4 1% | - - | 3 1% | 3 1% | 2 * | 1 * |

David & Boris Survey

ONLINE Fieldwork : 12th-14th June 2013

Absolutes/col percents

Table 27
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 | Scotland | Public | Private | Con | Lab | LibDem | UKIP | Con | Lab | LibDem |
| Unweighted base | 2054 | 992 | 1062 | 235 | 322 | 335 | 377 | 321 | 464 | 615 | 600 | 330 | 509 | 536 | 540 | 514 | 283 | 181 | 280 | 813 | 431 | 527 | 117 | 287 | 595 | 395 | 385 |
| Weighted base | 2054 | 1007 | 1047 | 247 | 329 | 390 | 349 | 308 | 431 | 555 | 596 | 431 | 472 | 522 | 542 | 515 | 296 | 178 | 299 | 852 | 416 | 580 | 104 | 277 | 561 | 455 | 364 |
| Glasgow | 75 4% | 37 4% | 38 4% | 8 3% | 12 4% | 12 3% | 10 3% | 12 4% | 20 5% | 16 3% | 24 4% | 20 5% | 16 3% | - | - | - | 1 * | 74 41% | 14 5% | 27 3% | 9 2% | 20 3% | 6 6% | 1 * | 7 1% | 26 6% | 9 2% |
| Edinburgh | 73 4% | 38 4% | 35 3% | 9 4% | 15 4% | 13 3% | 14 4% | 10 3% | 12 3% | 22 4% | 22 4% | 13 3% | 15 3% | - | - | - | - | 73 41% | 14 5% | 32 4% | 10 2% | 20 4% | 3 3% | 4 1% | 14 3% | 17 4% | 9 3% |
| Newcastle | 91 4% | 44 4% | 47 4% | 11 4% | 10 3% | 20 5% | 21 6% | 10 3% | 19 4% | 23 4% | 33 5% | 19 4% | 15 3% | - | - | 91 18% | - | - | 20 7% | 30 4% | 11 3% | 40 7% | 4 4% | 12 4% | 16 3% | 29 6% | 24 7% |
| Leeds | 94 5% | 45 4% | 49 5% | 24 10% | 11 3% | 16 4% | 16 5% | 12 4% | 15 3% | 21 4% | 30 5% | 22 5% | 21 4% | - | - | 94 18% | - | - | 11 4% | 48 6% | 16 4% | 29 5% | 5 5% | 13 5% | 20 4% | 27 6% | 12 3% |
| Hull | 35 2% | 14 1% | 21 2% | 2 1% | 5 1% | 1 * | 10 3% | 8 2% | 9 2% | 7 1% | 13 2% | 7 2% | 9 2% | - | 3 1% | 31 6% | - | - | 4 1% | 16 2% | 7 2% | 7 1% | - | 8 3% | 9 2% | 7 2% | 6 2% |
| Sheffield | 58 3% | 30 3% | 28 3% | 5 2% | 8 2% | 13 3% | 17 5% | 3 1% | 12 3% | 17 3% | 11 2% | 13 3% | 17 4% | - | 11 2% | 47 9% | - | - | 11 4% | 23 3% | 10 2% | 16 3% | 4 4% | 11 4% | 13 2% | 15 3% | 14 4% |
| Manchester | 178 9% | 95 9% | 83 8% | 23 9% | 24 7% | 39 10% | 23 7% | 33 11% | 37 8% | 41 7% | 37 6% | 47 11% | 53 11% | - | 8 2% | 166 32% | 4 1% | - | 20 7% | 83 10% | 42 10% | 62 11% | 4 4% | 32 11% | 45 8% | 45 10% | 26 7% |
| Liverpool | 73 4% | 38 4% | 36 3% | 9 3% | 15 5% | 12 3% | 12 3% | 18 6% | 8 2% | 18 3% | 14 2% | 18 4% | 23 5% | - | 2 * | 63 12% | 8 3% | - | 11 4% | 28 3% | 8 2% | 24 4% | 3 3% | 8 3% | 10 2% | 22 5% | 9 2% |
| Nottingham | 87 4% | 36 4% | 51 5% | 13 5% | 13 4% | 15 4% | 11 3% | 14 5% | 21 5% | 27 5% | 17 3% | 21 5% | 22 5% | - | 87 16% | - | - | - | 10 3% | 32 4% | 18 4% | 23 4% | 4 4% | 17 6% | 32 6% | 18 4% | 11 3% |
| Birmingham | 166 8% | 93 9% | 73 7% | 25 10% | 35 11% | 34 9% | 30 9% | 15 5% | 28 7% | 42 8% | 36 6% | 45 10% | 43 9% | - | 162 30% | - | 4 2% | - | 20 7% | 73 9% | 37 9% | 44 8% | 5 5% | 25 9% | 58 10% | 31 7% | 22 6% |
| Norwich | 86 4% | 41 4% | 45 4% | 9 4% | 16 5% | 12 3% | 11 3% | 19 6% | 20 5% | 16 3% | 26 4% | 20 5% | 24 5% | - | 86 16% | - | - | - | 9 3% | 38 4% | 21 5% | 17 3% | 3 2% | 19 7% | 27 5% | 14 3% | 16 4% |
| Milton Keynes | 74 4% | 32 3% | 42 4% | 7 3% | 15 5% | 16 4% | 10 3% | 10 3% | 15 3% | 21 4% | 26 4% | 15 4% | 12 2% | 13 3% | 61 11% | - | - | - | 8 3% | 28 3% | 18 4% | 17 3% | 8 8% | 6 2% | 24 4% | 16 3% | 14 4% |
| Brighton | 48 2% | 24 2% | 23 2% | 9 4% | 3 1% | 10 3% | 8 2% | 8 3% | 9 2% | 16 3% | 10 2% | 13 3% | 8 2% | 48 9% | - | - | - | - | 4 1% | 20 2% | 9 2% | 12 2% | 1 1% | 10 4% | 16 3% | 8 2% | 9 2% |
| Oxford | 22 1% | 9 1% | 13 1% | 1 * | 2 1% | 2 1% | 4 1% | 4 1% | 9 2% | 10 2% | 9 2% | 1 * | 2 * | 16 3% | 4 1% | * 1% | 2 1% | - | 4 1% | 7 1% | 6 1% | 8 1% | 3 3% | 1 1% | 8 1% | 6 1% | 4 1% |

David & Boris Survey
ONLINE Fieldwork : 12th-14th June 2013

Absolutes/col percents

Table 27
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 | 2054 | 1007 | 1047 | 247 | 329 | 390 | 349 | 308 | 431 | 555 | 596 | 431 | 472 | 522 | 542 | 515 | 296 | 178 | 299 | 852 | 416 | 580 | 104 | 277 | 561 | 455 | 364 | |
| London | 424 | 213 | 211 | 54 | 76 | 90 | 69 | 55 | 81 | 125 | 151 | 62 | 86 | 376 | 46 | - | 2 | - | 64 | 193 | 91 | 138 | 24 | 44 | 126 | 95 | 74 | |
| | 21% | 21% | 20% | 22% | 23% | 23% | 20% | 18% | 19% | 23% | 25% | 14% | 18% | 72% | 8% | - | 1% | - | 21% | 23% | 22% | 24% | 23% | 16% | 22% | 21% | 20% | |
| Southampton | 77 | 37 | 40 | 6 | 12 | 14 | 12 | 12 | 22 | 33 | 18 | 14 | 13 | 51 | - | - | 27 | - | 11 | 29 | 21 | 9 | 5 | 12 | 24 | 9 | 16 | |
| | 4% | 4% | 4% | 2% | 4% | 4% | 3% | 4% | 5% | 6% | 3% | 3% | 3% | 10% | - | - | 9% | - | 4% | 3% | 5% | 2% | 4% | 4% | 4% | 2% | 4% | |
| Bristol | 71 | 42 | 28 | 8 | 10 | 16 | 7 | 10 | 19 | 24 | 18 | 11 | 17 | - | 2 | - | 68 | - | 9 | 35 | 13 | 21 | 10 | 7 | 18 | 16 | 23 | |
| | 3% | 4% | 3% | 3% | 3% | 4% | 2% | 3% | 4% | 4% | 3% | 3% | 4% | - | * | - | 23% | - | 3% | 4% | 3% | 4% | 9% | 2% | 3% | 3% | 6% | |
| Plymouth | 78 | 33 | 45 | 7 | 5 | 15 | 12 | 16 | 24 | 23 | 24 | 13 | 18 | - | - | - | 78 | - | 15 | 25 | 19 | 16 | 5 | 16 | 25 | 14 | 23 | |
| | 4% | 3% | 4% | 3% | 2% | 4% | 3% | 5% | 5% | 4% | 4% | 3% | 4% | - | - | - | 26% | - | 5% | 3% | 5% | 3% | 4% | 6% | 4% | 3% | 6% | |
| Cardiff | 82 | 31 | 51 | 9 | 19 | 15 | 19 | 10 | 10 | 12 | 35 | 24 | 10 | - | 1 | - | 80 | - | 19 | 37 | 12 | 21 | 2 | 9 | 16 | 15 | 17 | |
| | 4% | 3% | 5% | 4% | 6% | 4% | 5% | 3% | 2% | 2% | 6% | 6% | 2% | - | * | - | 27% | - | 7% | 4% | 3% | 4% | 2% | 3% | 3% | 3% | 5% | |
| None of these | 161 | 75 | 87 | 8 | 24 | 25 | 33 | 29 | 42 | 39 | 43 | 31 | 49 | 18 | 68 | 23 | 21 | 31 | 22 | 50 | 38 | 35 | 5 | 19 | 51 | 25 | 24 | |
| | 8% | 7% | 8% | 3% | 7% | 6% | 10% | 9% | 10% | 7% | 7% | 7% | 10% | 4% | 12% | 4% | 7% | 18% | 7% | 6% | 9% | 6% | 5% | 7% | 9% | 5% | 7% | |

David & Boris Survey

ONLINE Fieldwork : 12th-14th June 2013

Absolutes/col percents

Table 28

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 | 2054 | 992 | 1062 | 235 | 322 | 335 | 377 | 321 | 464 | 615 | 600 | 330 | 509 | 536 | 540 | 514 | 283 | 181 | 280 | 813 | 431 | 527 | 117 | 287 | 595 | 395 | 385 | | |
| Weighted base | 2054 | 1007 | 1047 | 247 | 329 | 390 | 349 | 308 | 431 | 555 | 596 | 431 | 472 | 522 | 542 | 515 | 296 | 178 | 299 | 852 | 416 | 580 | 104 | 277 | 561 | 455 | 364 | | |
| Up to £7,000 | (3.5) | 90 | 33 | 57 | 32 | 12 | 13 | 12 | 12 | 9 | 2 | 19 | 6 | 63 | 21 | 19 | 29 | 13 | 8 | 3 | 11 | 6 | 27 | 5 | 12 | 12 | 16 | 8 | |
| | | 4% | 3% | 5% | 13% | 4% | 3% | 4% | 4% | 2% | * | 3% | 1% | 13% | 4% | 4% | 6% | 4% | 5% | 1% | 1% | 2% | 5% | 5% | 4% | 2% | 4% | 2% | |
| £7,001 to £14,000 | (10.5) | 276 | 111 | 165 | 35 | 44 | 46 | 42 | 41 | 68 | 13 | 64 | 41 | 159 | 58 | 93 | 64 | 44 | 16 | 13 | 80 | 45 | 84 | 11 | 46 | 64 | 65 | 49 | |
| | | 13% | 11% | 16% | 14% | 13% | 12% | 12% | 13% | 16% | 2% | 11% | 9% | 34% | 11% | 17% | 12% | 15% | 9% | 4% | 9% | 11% | 15% | 11% | 17% | 11% | 14% | 14% | |
| £14,001 to £21,000 | (17.5) | 268 | 129 | 139 | 34 | 32 | 42 | 37 | 51 | 72 | 37 | 86 | 65 | 79 | 54 | 70 | 76 | 45 | 23 | 29 | 93 | 40 | 87 | 16 | 31 | 70 | 58 | 49 | |
| | | 13% | 13% | 13% | 14% | 10% | 11% | 11% | 16% | 17% | 7% | 15% | 15% | 17% | 10% | 13% | 15% | 15% | 13% | 10% | 11% | 15% | 15% | 11% | 13% | 13% | 14% | | |
| £21,001 to £28,000 | (24.5) | 283 | 134 | 149 | 26 | 51 | 54 | 37 | 43 | 73 | 52 | 101 | 82 | 49 | 66 | 87 | 66 | 40 | 24 | 42 | 113 | 56 | 78 | 17 | 35 | 68 | 69 | 51 | |
| | | 14% | 13% | 14% | 11% | 15% | 14% | 10% | 14% | 17% | 9% | 17% | 19% | 10% | 13% | 16% | 13% | 14% | 13% | 14% | 13% | 14% | 13% | 16% | 13% | 12% | 15% | 14% | |
| £28,001 to £34,000 | (31) | 226 | 123 | 103 | 15 | 41 | 46 | 45 | 34 | 44 | 58 | 61 | 70 | 36 | 55 | 60 | 52 | 37 | 21 | 37 | 109 | 52 | 66 | 9 | 36 | 56 | 68 | 48 | |
| | | 11% | 12% | 10% | 6% | 12% | 12% | 13% | 11% | 10% | 10% | 10% | 16% | 8% | 11% | 11% | 10% | 13% | 12% | 12% | 13% | 12% | 11% | 9% | 13% | 10% | 15% | 13% | |
| £34,001 to £41,000 | (37.5) | 191 | 103 | 88 | 26 | 26 | 45 | 40 | 25 | 29 | 67 | 62 | 47 | 15 | 41 | 47 | 59 | 24 | 20 | 35 | 103 | 41 | 54 | 7 | 24 | 54 | 41 | 32 | |
| | | 9% | 10% | 8% | 11% | 8% | 12% | 11% | 8% | 7% | 12% | 10% | 11% | 3% | 8% | 9% | 11% | 8% | 11% | 12% | 12% | 10% | 9% | 7% | 9% | 10% | 9% | 9% | |
| £41,001 to £48,000 | (44.5) | 123 | 70 | 54 | 7 | 30 | 20 | 25 | 20 | 22 | 46 | 40 | 27 | 10 | 34 | 27 | 34 | 14 | 15 | 32 | 61 | 27 | 36 | 10 | 13 | 33 | 27 | 24 | |
| | | 6% | 7% | 5% | 3% | 9% | 5% | 7% | 7% | 5% | 8% | 7% | 6% | 2% | 6% | 5% | 7% | 5% | 8% | 11% | 7% | 6% | 6% | 9% | 5% | 6% | 6% | 6% | |
| £48,001 to £55,000 | (51.5) | 111 | 71 | 41 | 14 | 26 | 22 | 27 | 13 | 8 | 47 | 36 | 20 | 8 | 41 | 21 | 29 | 16 | 4 | 26 | 64 | 30 | 18 | 10 | 14 | 35 | 18 | 21 | |
| | | 5% | 7% | 4% | 6% | 8% | 6% | 8% | 4% | 2% | 8% | 6% | 5% | 2% | 8% | 4% | 6% | 5% | 2% | 9% | 8% | 7% | 3% | 9% | 5% | 6% | 4% | 6% | |
| £55,001 to £62,000 | (58.5) | 51 | 32 | 19 | 7 | 6 | 11 | 8 | 11 | 7 | 29 | 14 | 6 | 1 | 12 | 13 | 9 | 7 | 10 | 10 | 27 | 10 | 16 | 2 | 8 | 16 | 9 | 10 | |
| | | 2% | 3% | 2% | 3% | 2% | 3% | 2% | 3% | 2% | 5% | 2% | 1% | * | 2% | 2% | 2% | 2% | 6% | 3% | 3% | 2% | 3% | 2% | 3% | 3% | 2% | 3% | |
| £62,001 to £69,000 | (65.5) | 51 | 30 | 20 | 5 | 12 | 20 | 4 | 2 | 9 | 34 | 7 | 8 | 2 | 24 | 12 | 3 | 5 | 7 | 10 | 31 | 16 | 10 | 1 | 5 | 19 | 14 | 7 | |
| | | 2% | 3% | 2% | 2% | 4% | 5% | 1% | * | 2% | 6% | 1% | 2% | * | 5% | 2% | 1% | 2% | 4% | 4% | 4% | 4% | 2% | 1% | 2% | 3% | 3% | 2% | |
| £69,001 to £76,000 | (72.5) | 37 | 22 | 15 | 6 | 6 | 6 | 10 | 4 | 5 | 20 | 9 | 6 | 2 | 11 | 8 | 12 | 2 | 5 | 10 | 21 | 12 | 15 | 4 | 4 | 16 | 11 | 4 | |
| | | 2% | 2% | 1% | 2% | 2% | 2% | 3% | 1% | 1% | 4% | 1% | 1% | * | 2% | 1% | 2% | 1% | 3% | 3% | 3% | 3% | 3% | 3% | 3% | 1% | 3% | 2% | 1% |
| £76,001 to £83,000 | (79.5) | 25 | 9 | 15 | 1 | 7 | 9 | 3 | 5 | 1 | 21 | 2 | 2 | - | 11 | 3 | 5 | 4 | 2 | 6 | 18 | 7 | 2 | 3 | 6 | 7 | - | 10 | |
| | | 1% | 1% | 1% | * | 2% | 2% | 1% | 2% | * | 4% | * | * | - | 2% | * | 1% | 1% | 1% | 2% | 2% | 2% | * | 3% | 2% | 1% | - | 3% | |
| £83,001 or more | (86) | 64 | 38 | 26 | 6 | 7 | 15 | 20 | 9 | 8 | 48 | 15 | - | 1 | 27 | 16 | 9 | 8 | 4 | 21 | 32 | 18 | 23 | 4 | 9 | 26 | 14 | 14 | |
| | | 3% | 4% | 2% | 2% | 2% | 4% | 6% | 3% | 2% | 9% | 2% | - | * | 5% | 3% | 2% | 3% | 2% | 7% | 4% | 4% | 4% | 3% | 3% | 5% | 3% | 4% | |
| Prefer not to answer | 258 | 102 | 156 | 32 | 29 | 41 | 39 | 40 | 78 | 81 | 79 | 53 | 46 | 68 | 66 | 68 | 36 | 20 | 25 | 90 | 55 | 63 | 6 | 33 | 85 | 45 | 39 | | |
| | | 13% | 10% | 15% | 13% | 9% | 11% | 11% | 13% | 18% | 15% | 13% | 12% | 10% | 13% | 12% | 13% | 12% | 11% | 8% | 11% | 13% | 11% | 6% | 12% | 15% | 10% | 11% | |

David & Boris Survey
ONLINE Fieldwork : 12th-14th June 2013

Absolutes/col percents

Table 28

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 | 2054 | 1007 | 1047 | 247 | 329 | 390 | 349 | 308 | 431 | 555 | 596 | 431 | 472 | 522 | 542 | 515 | 296 | 178 | 299 | 852 | 416 | 580 | 104 | 277 | 561 | 455 | 364 |
| Average income (£000's) | 31.57 | 33.92 | 29.18 | 27.71 | 33.26 | 34.67 | 35.05 | 30.30 | 27.32 | 46.53 | 30.88 | 29.51 | 17.60 | 35.93 | 29.39 | 29.85 | 29.60 | 33.70 | 40.73 | 36.44 | 36.22 | 30.61 | 33.89 | 31.04 | 35.20 | 30.93 | 32.99 |