

## Opinion Poll

### Fieldwork : December 15th-17th 2006

Absolutes/col percents

Table 1

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

**Base: All respondents**

	Total	Sex		Age				Social Class				Voting Intention				Vote In 2005 General Election			Region			
		Male	Fe- male	18-24	25-34	35-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	Other	Con	Lab	Lib Dem	North	Mid- lands	South	
Unweighted base	1006	450	556	97	199	537	173	279	230	188	309	219	249	108	61	153	291	94	335	313	358	
Weighted base	1006	484	522	112	171	522	201	254	297	205	249	250	212	117	63	194	234	132	328	309	369	
Certain to vote	(10)	489	227	262	34	59	274	121	157	134	83	114	155	106	70	37	134	146	84	162	142	185
		49%	47%	50%	31%	34%	53%	60%	62%	45%	41%	46%	62%	50%	60%	59%	69%	63%	63%	49%	46%	50%
	(9)	48	21	27	6	12	14	15	5	16	10	16	12	13	3	5	11	14	11	18	18	12
		5%	4%	5%	6%	7%	3%	7%	2%	5%	5%	7%	5%	6%	3%	7%	6%	6%	8%	6%	6%	3%
	(8)	92	43	50	11	16	48	16	20	30	24	18	27	26	11	7	8	29	15	31	27	34
		9%	9%	9%	10%	10%	9%	8%	8%	10%	11%	7%	11%	12%	9%	11%	4%	12%	12%	10%	9%	9%
	(7)	47	22	25	2	10	31	3	9	13	14	10	17	18	4	2	8	11	6	7	12	27
		5%	5%	5%	2%	6%	6%	2%	4%	4%	7%	4%	7%	8%	3%	3%	4%	5%	5%	2%	4%	7%
	(6)	34	19	15	8	9	12	5	8	11	6	9	10	9	3	*	4	10	6	11	13	11
		3%	4%	3%	7%	5%	2%	2%	3%	4%	3%	4%	4%	4%	3%	*	2%	4%	4%	3%	4%	3%
	(5)	91	40	51	21	13	49	8	16	31	19	25	19	23	17	8	13	8	2	27	27	37
		9%	8%	10%	18%	8%	9%	4%	6%	11%	9%	10%	8%	11%	15%	12%	7%	3%	2%	8%	9%	10%
	(4)	17	7	10	3	5	9	-	5	8	3	1	1	7	4	1	1	1	1	5	5	6
		2%	1%	2%	2%	3%	2%	-	2%	3%	2%	*	1%	4%	3%	1%	*	1%	1%	2%	2%	2%
	(3)	23	12	11	3	7	11	1	9	6	6	2	4	6	2	2	1	3	2	7	7	8
		2%	2%	2%	3%	4%	2%	*	3%	2%	3%	1%	1%	3%	2%	3%	*	1%	1%	2%	2%	2%
	(2)	16	10	6	3	7	1	4	1	6	3	6	4	3	3	2	1	1	1	4	7	5
		2%	2%	1%	3%	4%	*	2%	*	2%	1%	2%	2%	1%	2%	4%	1%	1%	1%	1%	2%	1%
Certain not to vote	(1)	139	80	59	17	29	68	25	24	39	33	43	-	-	-	-	13	6	4	53	48	38
		14%	16%	11%	15%	17%	13%	12%	9%	13%	16%	17%	-	-	-	-	7%	3%	3%	16%	16%	10%
Refused		3	3	1	-	-	3	1	1	-	-	3	-	-	-	-	-	-	-	1	2	*
		*	1%	*	-	-	1%	*	*	-	-	1%	-	-	-	-	-	-	-	*	1%	*
Don't know		8	2	6	2	3	*	3	1	1	3	3	-	-	-	-	-	3	-	2	2	5
		1%	*	1%	2%	2%	*	2%	*	*	2%	1%	-	-	-	-	-	1%	-	*	1%	1%
Mean		7.39	7.15	7.61	6.44	6.59	7.58	8.10	8.06	7.25	7.00	7.18	8.72	8.21	8.33	8.42	8.62	8.77	8.81	7.34	7.18	7.61
Standard deviation		3.30	3.45	3.15	3.28	3.46	3.22	3.17	3.02	3.27	3.38	3.47	1.99	2.25	2.38	2.41	2.61	2.13	2.14	3.42	3.41	3.09
Standard error		0.10	0.16	0.13	0.34	0.25	0.14	0.24	0.18	0.22	0.25	0.20	0.13	0.14	0.23	0.31	0.21	0.13	0.22	0.19	0.19	0.17

## Opinion Poll

### Fieldwork : December 15th-17th 2006

Absolutes/col percents

Table 2

Data derived from:-

**Q.A** Some people have said they would not vote in a new General Election, while others would go and vote at their polling station.

I would like to know how certain it is that you would actually go and vote in a general election?

**Q.B** The Conservatives, Labour, the Liberal Democrats and other parties would fight a new election in your area.

If there were a general election tomorrow which party do you think you would vote for?

Data excludes those who definitely will not vote (14%), don't know who they would vote for (15%) or refuse to answer (7%)

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

	Sex			Age				Social Class				Voting Intention				Vote In 2005 General Election			Region		
	Total	Male	Fe- male	18-24	25-34	35-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	Other	Con	Lab	Lib Dem	North	Mid- lands	South
Unweighted base	499	224	275	36	84	287	92	155	116	88	140	178	193	81	47	113	208	67	163	158	178
Weighted base	513	240	273	42	74	287	110	143	159	96	115	212	163	88	50	145	168	93	161	155	197
Conservative	212	103	108	14	35	120	43	65	62	45	40	212	-	-	-	134	21	17	58	60	94
	41%	43%	40%	33%	47%	42%	39%	45%	39%	47%	35%	100%	-	-	-	92%	12%	19%	36%	38%	48%
Labour	163	79	84	11	18	92	41	40	48	29	47	-	163	-	-	1	126	10	58	56	48
	32%	33%	31%	27%	25%	32%	37%	28%	30%	30%	41%	-	100%	-	-	1%	75%	11%	36%	36%	25%
Liberal Democrat/ Liberal	88	32	56	6	13	53	16	26	31	13	18	-	-	88	-	3	13	59	25	25	38
	17%	13%	21%	14%	17%	19%	14%	19%	19%	13%	15%	-	-	100%	-	2%	7%	63%	15%	16%	19%
Scottish National Party/ SNP	12	6	7	-	4	8	-	2	3	3	5	-	-	-	12	-	1	-	11	-	1
	2%	2%	2%	-	5%	3%	-	1%	2%	3%	4%	-	-	-	25%	-	1%	-	7%	-	1%
Plaid Cymru	5	2	3	-	-	4	1	4	-	1	*	-	-	-	5	1	1	-	-	5	-
	1%	1%	1%	-	-	1%	1%	3%	-	1%	*	-	-	-	10%	1%	1%	-	-	3%	-
Green Party	16	7	9	9	2	2	2	3	7	3	2	-	-	-	16	-	5	5	3	6	7
	3%	3%	3%	22%	3%	1%	2%	2%	4%	4%	2%	-	-	-	32%	-	3%	6%	2%	4%	4%
UK Independence Party (UKIP)	4	3	1	-	-	1	3	3	-	1	1	-	-	-	4	2	*	1	*	-	4
	1%	1%	*	-	-	*	3%	2%	-	1%	1%	-	-	-	9%	1%	*	1%	*	-	2%
Other	12	7	5	1	2	5	3	1	8	1	2	-	-	-	12	4	1	1	5	2	4
	2%	3%	2%	3%	2%	2%	3%	*	5%	1%	2%	-	-	-	24%	3%	*	1%	3%	2%	2%

# Opinion Poll

## Fieldwork : December 15th-17th 2006

Col percents

Table 3  
**Published Vote Intention Figures**  
Percentages derived from the responses of 649 respondents

	<u>Total</u>
Conservative	40%
Labour	32%
Liberal Democrat	18%
Other	10%

## Opinion Poll

### Fieldwork : December 15th-17th 2006

Absolutes/col percents

Table 4

**Q.1 Which of these parties might you consider switching your vote to at the next election, please choose as many or as few as you like?**

**Base: All respondents**

	Sex			Age				Social Class				Voting Intention				Vote In 2005 General Election			Region		
	Total	Male	Fe-male	18-24	25-34	35-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	Other	Con	Lab	Lib Dem	North	Mid-lands	South
Unweighted base	1006	450	556	97	199	537	173	279	230	188	309	219	249	108	61	153	291	94	335	313	358
Weighted base	1006	484	522	112	171	522	201	254	297	205	249	250	212	117	63	194	234	132	328	309	369
Conservatives	167 17%	85 18%	83 16%	27 24%	27 16%	77 15%	36 18%	45 18%	50 17%	24 12%	48 19%	- -	39 18%	21 18%	12 19%	33 17%	39 17%	20 15%	44 13%	50 16%	74 20%
Labour	159 16%	70 15%	88 17%	30 27%	34 20%	70 13%	24 12%	41 16%	49 17%	26 13%	42 17%	26 10%	- -	37 32%	11 17%	14 7%	37 16%	32 24%	47 14%	45 15%	67 18%
Liberal Democrats	258 26%	117 24%	141 27%	36 32%	56 33%	122 23%	44 22%	68 27%	80 27%	57 28%	53 21%	80 32%	64 30%	- -	24 38%	49 25%	76 32%	40 30%	83 25%	92 30%	82 22%
SNP	28 3%	10 2%	18 3%	3 2%	4 3%	17 3%	5 2%	4 2%	7 2%	11 6%	6 2%	3 1%	9 4%	4 3%	3 5%	- -	14 6%	3 2%	28 9%	- -	- -
Plaid Cymru	2 *	2 *	* *	- -	* *	2 *	- -	* *	2 1%	- -	* *	- -	2 1%	- -	- -	- -	2 1%	- -	2 1%	- -	- -
UK Independence Party (UKIP)	105 10%	58 12%	48 9%	12 10%	23 14%	52 10%	18 9%	25 10%	31 10%	25 12%	26 10%	34 14%	19 9%	9 8%	11 17%	24 13%	16 7%	11 8%	26 8%	26 9%	53 14%
Green Party	193 19%	89 18%	104 20%	36 32%	30 17%	102 20%	25 12%	51 20%	71 24%	28 14%	43 17%	47 19%	34 16%	35 30%	28 44%	26 13%	41 18%	39 30%	58 18%	53 17%	81 22%
British National Party (BNP)	70 7%	41 8%	29 6%	10 9%	19 11%	24 5%	17 9%	19 8%	22 8%	8 4%	20 8%	19 8%	10 5%	4 3%	9 14%	17 9%	4 2%	5 4%	21 7%	19 6%	30 8%
Another Party	132 13%	71 15%	62 12%	17 15%	26 15%	64 12%	26 13%	34 13%	41 14%	25 12%	32 13%	38 15%	26 12%	32 27%	10 17%	17 9%	35 15%	18 14%	46 14%	25 8%	61 17%
Would not switch vote	211 21%	104 22%	106 20%	5 4%	33 19%	121 23%	51 25%	57 22%	57 19%	46 22%	51 20%	83 33%	75 36%	28 24%	6 10%	66 34%	75 32%	20 15%	74 23%	67 22%	69 19%
Will not vote	77 8%	43 9%	34 7%	9 8%	12 7%	43 8%	13 7%	12 5%	23 8%	16 8%	26 10%	1 1%	2 1%	- -	1 1%	4 2%	6 2%	3 2%	32 10%	23 8%	22 6%
Refused	38 4%	15 3%	23 4%	- -	3 2%	27 5%	8 4%	11 4%	6 2%	13 6%	9 4%	- -	1 1%	- -	- -	- -	3 1%	2 1%	12 4%	12 4%	14 4%
Don't know	51 5%	17 4%	34 7%	9 8%	8 5%	22 4%	12 6%	13 5%	21 7%	9 4%	8 3%	7 3%	4 2%	5 4%	2 4%	8 4%	4 2%	8 6%	16 5%	19 6%	16 4%

## Opinion Poll

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Absolutes/col percents

Table 5  
**Q.2 When do you think the Conservatives will be returned to power?**  
**Base: All respondents**

	Sex			Age				Social Class				Voting Intention				Vote In 2005 General Election			Region		
	Total	Male	Fe- male	18-24	25-34	35-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	Other	Con	Lab	Lib Dem	North	Mid- lands	South
Unweighted base	1006	450	556	97	199	537	173	279	230	188	309	219	249	108	61	153	291	94	335	313	358
Weighted base	1006	484	522	112	171	522	201	254	297	205	249	250	212	117	63	194	234	132	328	309	369
At the next election	369 37%	179 37%	190 36%	26 24%	65 38%	199 38%	78 39%	85 33%	111 37%	80 39%	93 37%	168 67%	49 23%	29 25%	22 35%	129 66%	67 29%	35 26%	118 36%	107 35%	143 39%
Not until two elections time	302 30%	157 32%	145 28%	32 28%	56 33%	172 33%	43 21%	93 37%	100 34%	50 25%	58 23%	66 26%	83 39%	57 48%	19 31%	45 23%	82 35%	58 44%	89 27%	101 33%	113 31%
Not until three elections time or later	67 7%	31 6%	35 7%	15 14%	14 8%	27 5%	10 5%	18 7%	20 7%	13 6%	16 6%	6 3%	18 9%	6 5%	3 5%	5 2%	15 6%	5 4%	28 8%	20 6%	19 5%
Will never return to power	118 12%	61 13%	57 11%	20 18%	14 8%	55 11%	30 15%	25 10%	26 9%	30 15%	37 15%	3 1%	45 21%	14 12%	11 17%	4 2%	47 20%	16 12%	44 13%	37 12%	37 10%
Don't know	150 15%	56 12%	94 18%	19 17%	22 13%	68 13%	41 20%	33 13%	40 14%	32 16%	45 18%	7 3%	17 8%	11 9%	8 12%	11 6%	22 9%	18 14%	49 15%	44 14%	57 15%

**Opinion Poll**  
**Fieldwork : December 15th-17th 2006**

Absolutes/col percents

Table 6  
**Classification**  
**Base: All respondents**

		Unweighted Total	Weighted Total
Unweighted base		1006	1006
Weighted base		1006	1006
<b><u>Sex</u></b>			
Male		450 45%	484 48%
Female		556 55%	522 52%
<b><u>Age</u></b>			
18-24	(21)	97 10%	112 11%
25-34	(29.5)	199 20%	171 17%
35-44	(39.5)	238 24%	203 20%
45-54	(49.5)	160 16%	166 16%
55-64	(59.5)	139 14%	153 15%
65+	(70)	173 17%	201 20%
Average age		45.34	46.53

**Opinion Poll**  
**Fieldwork : December 15th-17th 2006**

Absolutes/col percents

Table 6  
**Classification**  
**Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Weighted base	1006	1006
<b><u>Social Class</u></b>		
AB	279 28%	254 25%
C1	230 23%	297 30%
C2	188 19%	205 20%
DE	309 31%	249 25%
<b><u>Region</u></b>		
North	335 33%	328 33%
Midlands	313 31%	309 31%
South	358 36%	369 37%

**Opinion Poll**  
**Fieldwork : December 15th-17th 2006**

Absolutes/col percents

Table 6  
**Classification**  
**Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Weighted base	1006	1006
<b><u>Working status</u></b>		
Full-time	445 44%	446 44%
Part-time	129 13%	113 11%
Not working but seeking work or temporarily unemployed/sick	64 6%	50 5%
Not working/not seeking work	104 10%	84 8%
Retired	218 22%	253 25%
Student	45 4%	58 6%
Refused	1 *	1 *

**Opinion Poll**  
**Fieldwork : December 15th-17th 2006**

Absolutes/col percents

Table 6  
**Classification**  
**Base: All respondents**

	Unweighted Total	Weighted Total
Weighted base	1006	1006
<b>Tenure</b>		
Own outright	233 23%	326 32%
Own with a mortgage	354 35%	417 41%
Council	159 16%	126 13%
Housing Assoc.	77 8%	38 4%
Rented from someone else	122 12%	63 6%
Rent free	12 1%	6 1%
Refused	49 5%	29 3%

**Opinion Poll**  
**Fieldwork : December 15th-17th 2006**

Absolutes/col percents

Table 6  
**Classification**  
**Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Weighted base	1006	1006
<b><u>Foreign Holiday in last 3 years</u></b>		
Yes	594 59%	621 62%
No	412 41%	385 38%
<b><u>Number of cars</u></b>		
None	290 29%	198 20%
1	410 41%	436 43%
2	238 24%	291 29%
3+	68 7%	82 8%

**Opinion Poll**  
**Fieldwork : December 15th-17th 2006**

Absolutes/col percents

Table 6  
**Classification**  
**Base: All respondents**

	Unweighted Total	Weighted Total
Weighted base	1006	1006
<b><u>Internet Access</u></b>		
At all	712 71%	716 71%
At home (net)	621 62%	631 63%
At work (net)	317 32%	309 31%
At home	355 35%	375 37%
At work	51 5%	54 5%
Both at home and at work	266 26%	256 25%
Somewhere else	40 4%	32 3%
Not at all	293 29%	288 29%
Refused	1 *	2 *

**Opinion Poll**  
**Fieldwork : December 15th-17th 2006**

Absolutes/col percents

Table 6  
**Classification**  
**Base: All respondents**

	Unweighted Total	Weighted Total
Weighted base	1006	1006
<b><u>What is the highest educational level that you have achieved to date?</u></b>		
Secondary/ high school/ NVQ 1-3	581 58%	617 61%
University degree or equivalent professional qualification/ NVQ4	232 23%	212 21%
Higher university degree/ Doctorate/ MBA/ NVQ 5 or equivalent	79 8%	72 7%
None of these	80 8%	83 8%
Refused	34 3%	23 2%

**Opinion Poll**  
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Table 6  
**Classification**  
**Base: All respondents**

	Unweighted Total	Weighted Total
Weighted base	1006	1006
<b><u>Marital Status</u></b>		
Single	239 24%	227 23%
Married/ co-habiting	510 51%	537 53%
Widowed/ separated/ divorced	225 22%	218 22%
Refused	32 3%	23 2%
<b><u>Children</u></b>		
None aged 18 or under	632 63%	675 67%
NET: Yes	333 33%	304 30%
NET: Yes any aged 15 or under	302 30%	271 27%
- Aged under 5	127 13%	112 11%
- Aged 5-10	155 15%	136 13%
- Aged 11-15	134 13%	132 13%
- Aged 16-18	72 7%	65 6%
Refused	41 4%	28 3%

**Opinion Poll**  
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Table 6  
**Classification**  
**Base: All respondents**

	Unweighted Total	Weighted Total
Weighted base	1006	1006
<b>Grocery shopping status</b>		
I am the main grocery shopper in the household	688 68%	658 65%
I regularly do the main grocery shop	710 71%	697 69%
I regularly do top up grocery shopping (buy items or a basket of items as they are needed)	725 72%	726 72%
I do not do grocery shopping	111 11%	132 13%
Refused	24 2%	15 2%

**Opinion Poll**  
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Absolutes/col percents

Table 7  
**Q.C/D Voting in May 5th 2005 General Election**  
**Base: All respondents**

	Unweighted Total	Weighted Total
Unweighted base	1006	1006
Weighted base	1006	1006
Conservative	153 15%	194 19%
Labour	291 29%	234 23%
Liberal Democrat/ Liberal	94 9%	132 13%
Scottish National Party/SNP	14 1%	17 2%
Plaid Cymru	2 *	2 *
Green Party	6 1%	5 1%
UK Independence Party (UKIP)	3 *	3 *
Other	13 1%	17 2%
Did not vote	359 36%	314 31%
Don't know	8 1%	10 1%
Refused	63 6%	77 8%