

Table 1

Region

			Total	Region					Gender		Age			Social Grade	
			(A)	London (A)	Rest of South (B)	Midlands and Wales (C)	North (D)	Scotland (E)	Male (A)	Female (B)	18-34 (A)	35-54 (B)	55+ (C)	ABC1 (A)	C2DE (B)
All Respondents	BASE		2,010	255	649	432	496	179	974	1,036	566	725	719	1,026	984
	UNWT		2,010	255	617	471	498	169	964	1,046	575	699	736	995	1,015
London	COL %		13%	100%	0%	0%	0%	0%	13%	12%	17%	13%	9%	13%	13%
	SIG										C				
	COUNT		255	255	0	0	0	0	127	129	94	94	66	131	124
Rest of South	COL %		32%	0%	100%	0%	0%	0%	32%	32%	30%	32%	34%	32%	32%
	SIG														
	COUNT		649	0	649	0	0	0	315	333	169	233	247	331	317
Midlands and Wales	COL %		21%	0%	0%	100%	0%	0%	21%	22%	21%	21%	22%	22%	21%
	SIG														
	COUNT		432	0	0	432	0	0	209	223	116	155	161	221	211
North	COL %		25%	0%	0%	0%	100%	0%	25%	25%	24%	24%	25%	25%	25%
	SIG														
	COUNT		496	0	0	0	496	0	239	257	139	177	181	253	243
Scotland	COL %		9%	0%	0%	0%	0%	100%	9%	9%	9%	9%	9%	9%	9%
	SIG														
	COUNT		179	0	0	0	0	179	84	94	48	66	64	90	88

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Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

Table 2

Age

			Total	Region					Gender		Age			Social Grade	
			(A)	London (A)	Rest of South (B)	Midlands and Wales (C)	North (D)	Scotland (E)	Male (A)	Female (B)	18-34 (A)	35-54 (B)	55+ (C)	ABC1 (A)	C2DE (B)
AGE	All Respondents	BASE	2,010	255	649	432	496	179	974	1,036	566	725	719	1,026	984
		UNWT	2,010	255	617	471	498	169	964	1,046	575	699	736	995	1,015
	18-34	COL %	28%	37%	26%	27%	28%	27%	29%	27%	100%	0%	0%	28%	28%
		SIG			B										
		COUNT	566	94	169	116	139	48	287	279	566	0	0	289	277
	35-54	COL %	36%	37%	36%	36%	36%	37%	37%	35%	0%	100%	0%	36%	36%
		SIG													
		COUNT	725	94	233	155	177	66	357	367	0	725	0	369	355
	55+	COL %	36%	26%	38%	37%	36%	36%	34%	38%	0%	0%	100%	36%	36%
		SIG			A	A	A								
		COUNT	719	66	247	161	181	64	329	390	0	0	719	367	351
	MEAN			46.2	42.8	47.1	46.8	46.3	46.4	46.1	46.3	27.0	45.2	62.4	46.5
SIG					A	A	A					A	A B		
STDDEV			15.1	15.3	15.1	15.1	15.1	14.4	15.6	14.6	5.0	5.6	5.7	15.0	15.2
MEDIAN			48.0	44.0	49.0	49.0	48.0	47.0	47.0	48.0	28.0	46.0	61.0	48.0	47.0

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Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

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Results are based on two-sided tests assuming equal variances with significance level 0.05. For each significant pair, the key of the smaller category appears under the category with larger mean.

Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

Cell counts in some subtables are not integers. They were rounded to the nearest integers before performing pairwise comparisons.

[Table 3](#)

Gender

			Total	Region					Gender		Age			Social Grade	
			(A)	London (A)	Rest of South (B)	Midlands and Wales (C)	North (D)	Scotland (E)	Male (A)	Female (B)	18-34 (A)	35-54 (B)	55+ (C)	ABC1 (A)	C2DE (B)
	All Respondents	BASE	2,010	255	649	432	496	179	974	1,036	566	725	719	1,026	984
		UNWT	2,010	255	617	471	498	169	964	1,046	575	699	736	995	1,015
	Male	COL %	48%	50%	49%	48%	48%	47%	100%	0%	51%	49%	46%	48%	49%
		SIG													
		COUNT	974	127	315	209	239	84	974	0	287	357	329	496	478
	Female	COL %	52%	50%	51%	52%	52%	53%	0%	100%	49%	51%	54%	52%	51%
		SIG													
		COUNT	1,036	129	333	223	257	94	0	1,036	279	367	390	530	506

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Table 4

Age\_Gender

			Total	Region					Gender		Age			Social Grade	
			(A)	London (A)	Rest of South (B)	Midlands and Wales (C)	North (D)	Scotland (E)	Male (A)	Female (B)	18-34 (A)	35-54 (B)	55+ (C)	ABC1 (A)	C2DE (B)
Age_Gender	All Respondents	BASE	2,010	255	649	432	496	179	974	1,036	566	725	719	1,026	984
		UNWT	2,010	255	617	471	498	169	964	1,046	575	699	736	995	1,015
	Male 18-34	COL %	14%	19%	13%	13%	14%	13%	29%	0%	51%	0%	0%	14%	14%
		SIG													
		COUNT	287	48	86	58	70	24	287	0	287	0	0	147	141
	Male 35-54	COL %	18%	19%	18%	18%	17%	18%	37%	0%	0%	49%	0%	18%	18%
		SIG													
		COUNT	357	48	114	76	86	32	357	0	0	357	0	181	177
	Male 55+	COL %	16%	12%	18%	17%	17%	16%	34%	0%	0%	0%	46%	16%	16%
		SIG													
		COUNT	329	30	114	74	82	28	329	0	0	0	329	169	161
	Female 18-34	COL %	14%	18%	13%	13%	14%	13%	0%	27%	49%	0%	0%	14%	14%
		SIG													
		COUNT	279	46	82	58	68	24	0	279	279	0	0	143	137
	Female 35-54	COL %	18%	18%	18%	18%	18%	19%	0%	35%	0%	51%	0%	18%	18%
		SIG													
		COUNT	367	46	118	78	90	34	0	367	0	367	0	189	179
	Female 55+	COL %	19%	14%	20%	20%	20%	20%	0%	38%	0%	0%	54%	19%	19%
		SIG													
		COUNT	390	36	133	86	98	36	0	390	0	0	390	199	191

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[Table 5](#)

Social Grade

			Total	Region					Gender		Age			Social Grade	
			(A)	London (A)	Rest of South (B)	Midlands and Wales (C)	North (D)	Scotland (E)	Male (A)	Female (B)	18-34 (A)	35-54 (B)	55+ (C)	ABC1 (A)	C2DE (B)
	All Respondents	BASE	2,010	255	649	432	496	179	974	1,036	566	725	719	1,026	984
		UNWT	2,010	255	617	471	498	169	964	1,046	575	699	736	995	1,015
	ABC1	COL %	51%	51%	51%	51%	51%	51%	51%	51%	51%	51%	51%	100%	0%
		SIG													
		COUNT	1,026	131	331	221	253	90	496	530	289	369	367	1,026	0
	C2DE	COL %	49%	49%	49%	49%	49%	49%	49%	49%	49%	49%	49%	0%	100%
		SIG													
		COUNT	984	124	317	211	243	88	478	506	277	355	351	0	984

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Table 6

Newspaper Readership

			Total	Region					Gender		Age			Social Grade	
			(A)	London (A)	Rest of South (B)	Midlands and Wales (C)	North (D)	Scotland (E)	Male (A)	Female (B)	18-34 (A)	35-54 (B)	55+ (C)	ABC1 (A)	C2DE (B)
All Respondents	BASE		2,010	255	649	432	496	179	974	1,036	566	725	719	1,026	984
	UNWT		2,010	255	617	471	498	169	964	1,046	575	699	736	995	1,015
Express/Mail	COL %		17%	15%	19%	18%	14%	17%	16%	18%	10%	17%	23%	20%	14%
	SIG											A	A B	B	
	COUNT		341	39	124	78	69	31	157	185	56	124	162	202	140
Sun/Star	COL %		22%	18%	24%	21%	23%	16%	23%	20%	31%	22%	14%	15%	28%
	SIG										B C	C			A
	COUNT		433	46	155	90	113	29	227	207	176	158	100	159	275
Mirror/Record	COL %		14%	13%	10%	12%	18%	20%	14%	13%	12%	15%	14%	11%	16%
	SIG					B C	B								A
	COUNT		274	32	66	50	90	36	137	137	66	110	99	114	161
Guardian/indy	COL %		4%	9%	3%	3%	4%	2%	5%	4%	7%	4%	3%	6%	2%
	SIG			B C E							B C			B	
	COUNT		84	24	22	13	22	3	47	37	38	26	20	60	24
FT/Times/tele	COL %		11%	13%	14%	10%	8%	5%	13%	9%	11%	10%	11%	17%	5%
	SIG				D E				B					B	
	COUNT		217	32	92	44	41	9	124	93	64	73	80	172	45
Other	COL %		12%	15%	9%	9%	14%	22%	11%	13%	13%	10%	14%	13%	11%
	SIG							B C						B	
	COUNT		246	39	58	41	69	40	110	136	73	71	103	137	109
None	COL %		21%	17%	20%	27%	19%	17%	18%	23%	17%	22%	22%	18%	23%
	SIG					A D			A		A				A
	COUNT		414	42	132	116	92	31	171	243	96	163	155	183	231

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Table 8

2/2a. If a General Election were held tomorrow, which one of the following parties would you be most likely to support in your constituency?

			Total	Region					Gender		Age			Social Grade	
			(A)	London (A)	Rest of South (B)	Midlands and Wales (C)	North (D)	Scotland (E)	Male (A)	Female (B)	18-34 (A)	35-54 (B)	55+ (C)	ABC1 (A)	C2DE (B)
All Respondents	BASE	2,010	255	649	432	496	179	974	1,036	566	725	719	1,026	984	
	UNWT	2,010	255	617	471	498	169	964	1,046	575	699	736	995	1,015	
Labour	COL %	18%	21%	13%	14%	23%	29%	23%	14%	17%	19%	18%	17%	19%	
	SIG					B C	B C	B							
	COUNT	366	52	86	59	116	52	221	145	95	141	129	175	191	
Conservative	COL %	31%	31%	37%	34%	26%	14%	31%	31%	25%	28%	38%	38%	24%	
	SIG		E	D E	E	E						A B	B		
	COUNT	621	78	239	149	130	25	298	323	141	205	275	385	237	
Liberal Democrats	COL %	15%	12%	16%	13%	19%	11%	16%	14%	15%	15%	14%	17%	13%	
	SIG												B		
	COUNT	300	31	103	54	93	19	156	144	87	111	102	171	129	
Scottish National Party (SNP)	COL %	2%	0%	0%	0%	0%	20%	2%	2%	1%	2%	2%	1%	2%	
	SIG														
	COUNT	36	0	0	0	0	36	17	19	7	12	17	15	21	
Plaid Cymru	COL %	0%	0%	0%	2%	0%	0%	0%	0%	1%	0%	0%	1%	0%	
	SIG														
	COUNT	9	0	0	9	0	0	4	5	3	2	3	5	3	
Other (Net)	COL %	10%	11%	10%	11%	10%	5%	10%	10%	8%	11%	10%	7%	12%	
	SIG													A	
	COUNT	196	27	62	48	51	8	96	100	47	77	71	75	121	
-United Kingdom Independence Party (UKIP)	COL %	4%	2%	5%	5%	5%	0%	4%	4%	2%	4%	7%	3%	6%	
	SIG			E	E	E							A	A	
	COUNT	89	4	33	23	27	1	43	46	11	30	48	28	61	
-Green Party	COL %	2%	4%	3%	1%	1%	3%	2%	2%	3%	3%	1%	2%	3%	
	SIG														
	COUNT	45	10	18	6	6	5	19	26	16	20	9	19	26	
-British National Party (BNP)	COL %	3%	3%	2%	4%	3%	1%	3%	2%	3%	3%	1%	2%	3%	
	SIG										C				
	COUNT	53	8	10	17	16	1	31	22	18	25	10	22	31	
-Other party [Please Specify]	COL %	0%	2%	0%	0%	0%	1%	0%	1%	0%	0%	1%	1%	0%	
	SIG			B											
	COUNT	10	5	1	2	1	2	4	6	2	3	5	7	4	
Would not vote	COL %	9%	10%	10%	9%	8%	9%	8%	11%	14%	9%	5%	7%	12%	
	SIG								A	B C	C			A	
	COUNT	184	25	64	38	41	16	73	111	81	66	37	71	113	
Not Sure	COL %	15%	16%	15%	17%	13%	12%	11%	18%	18%	15%	12%	13%	17%	
	SIG								A	C				A	
	COUNT	299	41	95	75	66	22	110	189	104	110	85	129	170	

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Table 9

3/3a. We've noticed you did not select a party. Is there a party you are currently leaning towards?

		Total	Region					Gender		Age			Social Grade	
		(A)	London (A)	Rest of South (B)	Midlands and Wales (C)	North (D)	Scotland (E)	Male (A)	Female (B)	18-34 (A)	35-54 (B)	55+ (C)	ABC1 (A)	C2DE (B)
Would not Vote/ Not sure	BASE	483	67	158	113	107	39	183	300	185	176	121	200	283
	UNWT	488	71	147	129	108	33	180	308	192	170	126	189	299
Labour	COL %	8%	6%	8%	8%	9%	7%	11%	6%	7%	8%	8%	9%	7%
	SIG							B						
	COUNT	37	4	12	9	10	3	20	17	13	14	10	18	19
Conservative	COL %	7%	7%	4%	12%	7%	2%	5%	8%	6%	6%	9%	7%	7%
	SIG													
	COUNT	33	5	6	14	8	1	9	24	11	11	11	15	18
Liberal Democrats	COL %	7%	5%	6%	5%	9%	8%	4%	8%	3%	3%	16%	9%	5%
	SIG											A B	B	
	COUNT	32	3	10	6	9	3	7	24	6	6	20	18	13
Scottish National Party (SNP)	COL %	1%	0%	0%	0%	0%	9%	1%	1%	0%	2%	0%	0%	1%
	SIG													
	COUNT	4	0	0	0	0	4	2	2	0	4	0	0	4
Plaid Cymru	COL %	0%	0%	0%	1%	0%	0%	0%	0%	1%	0%	0%	0%	0%
	SIG													
	COUNT	1	0	0	1	0	0	0	1	1	0	0	0	1
Other (Net)	COL %	3%	3%	4%	3%	2%	3%	4%	2%	2%	3%	5%	3%	3%
	SIG													
	COUNT	14	2	6	4	2	1	8	6	3	5	6	5	9
-United Kingdom Independence Party (UKIP)	COL %	2%	2%	2%	2%	1%	3%	3%	2%	2%	0%	5%	2%	2%
	SIG											B		
	COUNT	10	1	4	3	1	1	5	5	3	1	6	3	7
-Green Party	COL %	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	SIG													
	COUNT	0	0	0	0	0	0	0	0	0	0	0	0	0
-British National Party (BNP)	COL %	1%	0%	1%	1%	1%	0%	1%	0%	0%	2%	0%	1%	1%
	SIG													
	COUNT	4	0	2	1	1	0	3	1	0	4	0	2	2
Would not vote	COL %	33%	37%	34%	29%	34%	35%	36%	32%	38%	33%	27%	31%	35%
	SIG													
	COUNT	161	25	54	33	36	13	66	95	70	59	32	61	100
Not Sure	COL %	42%	42%	44%	42%	39%	36%	39%	43%	44%	45%	35%	41%	42%
	SIG													
	COUNT	202	28	70	47	42	14	71	130	81	79	42	82	119

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Table 10

2/3. (Including Leaners) If a General Election were held tomorrow, which one of the following parties would you be most likely to support in your constituency?

			Total	Region					Gender		Age			Social Grade	
			(A)	London (A)	Rest of South (B)	Midlands and Wales (C)	North (D)	Scotland (E)	Male (A)	Female (B)	18-34 (A)	35-54 (B)	55+ (C)	ABC1 (A)	C2DE (B)
All Respondents	BASE		2,010	255	649	432	496	179	974	1,036	566	725	719	1,026	984
	UNWT		2,010	255	617	471	498	169	964	1,046	575	699	736	995	1,015
Labour	COL %		20%	22%	15%	16%	25%	31%	25%	16%	19%	21%	19%	19%	21%
	SIG					B C	B C	B							
	COUNT		403	56	98	68	126	55	240	162	108	155	140	193	210
Conservative	COL %		33%	32%	38%	38%	28%	15%	32%	34%	27%	30%	40%	39%	26%
	SIG			E	D E	D E	E						A B	B	
	COUNT		655	83	246	162	137	26	307	347	152	216	287	400	255
Liberal Democrats	COL %		16%	13%	17%	14%	21%	12%	17%	16%	16%	16%	17%	18%	14%
	SIG													B	
	COUNT		331	34	113	60	102	22	163	168	93	117	121	190	142
Scottish National Party (SNP)	COL %		2%	0%	0%	0%	0%	22%	2%	2%	1%	2%	2%	1%	2%
	SIG														
	COUNT		39	0	0	0	0	39	18	21	7	15	17	15	24
Plaid Cymru	COL %		0%	0%	0%	2%	0%	0%	0%	1%	1%	0%	0%	1%	0%
	SIG														
	COUNT		10	0	0	10	0	0	4	6	4	2	3	5	4
Other (Net)	COL %		10%	11%	10%	12%	11%	5%	11%	10%	9%	11%	11%	8%	13%
	SIG														A
	COUNT		210	29	68	52	52	9	104	106	50	82	77	80	130
-United Kingdom Independence Party (UKIP)	COL %		5%	2%	6%	6%	6%	1%	5%	5%	3%	4%	7%	3%	7%
	SIG												A B		A
	COUNT		98	6	37	26	28	2	48	51	14	30	54	31	68
-Green Party	COL %		2%	4%	3%	1%	1%	3%	2%	3%	3%	3%	1%	2%	3%
	SIG														
	COUNT		45	10	18	6	6	5	19	26	16	20	9	19	26
-British National Party (BNP)	COL %		3%	3%	2%	4%	3%	1%	3%	2%	3%	4%	1%	2%	3%
	SIG											C			
	COUNT		56	8	12	18	17	1	34	23	18	29	10	23	33
-Other party [Please Specify]	COL %		0%	2%	0%	0%	0%	1%	0%	1%	0%	0%	1%	1%	0%
	SIG			B											
	COUNT		10	5	1	2	1	2	4	6	2	3	5	7	4
Would not vote	COL %		8%	10%	8%	8%	7%	8%	7%	9%	12%	8%	5%	6%	10%
	SIG									A	B C	C			A
	COUNT		161	25	54	33	36	13	66	95	70	59	32	61	100
Not Sure	COL %		10%	11%	11%	11%	9%	8%	7%	13%	14%	11%	6%	8%	12%
	SIG									A	C	C			A
	COUNT		202	28	70	47	42	14	71	130	81	79	42	82	119

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Table 11

2/3. (Including Leaners) If a General Election were held tomorrow, which one of the following parties would you be most likely to support in your constituency?

			Total	Region					Gender		Age			Social Grade	
			(A)	London (A)	Rest of South (B)	Midlands and Wales (C)	North (D)	Scotland (E)	Male (A)	Female (B)	18-34 (A)	35-54 (B)	55+ (C)	ABC1 (A)	C2DE (B)
Decided Voters	BASE		1,603	193	514	346	402	148	818	784	393	571	638	864	739
	UNWT		1,599	192	491	372	402	142	810	789	396	552	651	840	759
Labour	COL %		24%	27%	18%	20%	31%	37%	28%	20%	26%	26%	21%	22%	27%
	SIG					B C	B C	B							A
	COUNT		390	52	93	68	123	55	232	158	103	151	137	188	202
Conservative	COL %		40%	43%	48%	47%	33%	18%	37%	44%	37%	38%	45%	46%	34%
	SIG			E	D E	D E	E		A				A B	B	
	COUNT		648	83	244	161	134	26	306	342	146	215	287	398	250
Liberal Democrats	COL %		20%	18%	21%	17%	23%	15%	19%	20%	22%	20%	19%	21%	18%
	SIG														
	COUNT		318	34	109	59	94	22	159	159	85	112	121	182	136
Scottish National Party (SNP)	COL %		2%	0%	0%	0%	0%	25%	2%	2%	2%	2%	2%	2%	3%
	SIG														A
	COUNT		37	0	0	0	0	37	18	19	7	14	16	14	23
Plaid Cymru	COL %		1%	0%	0%	3%	0%	0%	0%	1%	1%	0%	0%	1%	0%
	SIG														
	COUNT		9	0	0	9	0	0	3	6	4	2	3	5	4
Other (Net)	COL %		12%	12%	13%	14%	13%	6%	12%	13%	12%	13%	12%	9%	17%
	SIG														A
	COUNT		200	24	67	49	52	8	100	100	49	77	75	77	123
-United Kingdom Independence Party (UKIP)	COL %		6%	2%	7%	8%	7%	1%	6%	6%	4%	5%	8%	4%	9%
	SIG					E								A	A
	COUNT		97	5	37	26	28	2	47	51	14	30	54	31	67
-Green Party	COL %		3%	4%	3%	2%	2%	3%	2%	3%	4%	3%	1%	2%	3%
	SIG									C	C				
	COUNT		41	7	17	6	6	4	18	23	15	19	6	18	22
-British National Party (BNP)	COL %		3%	3%	2%	5%	4%	1%	4%	3%	4%	4%	2%	2%	4%
	SIG									C	C				
	COUNT		52	7	12	16	16	1	32	20	17	25	10	22	30
-Other party [Please Specify]	COL %		1%	3%	0%	0%	0%	1%	0%	1%	1%	0%	1%	1%	0%
	SIG			B											
	COUNT		10	5	1	2	1	2	4	6	2	3	5	7	4

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Table 12

PP1. And, how certain are you that you will for this party?

			Total	Region					Gender		Age			Social Grade	
			(A)	London (A)	Rest of South (B)	Midlands and Wales (C)	North (D)	Scotland (E)	Male (A)	Female (B)	18-34 (A)	35-54 (B)	55+ (C)	ABC1 (A)	C2DE (B)
Decided Voters	BASE		1,647	202	525	351	418	151	837	810	415	588	645	882	765
	UNWT		1,639	199	500	378	417	145	829	810	417	567	655	857	782
I will definitely vote for this party	COL %		62%	66%	64%	54%	62%	64%	63%	61%	52%	65%	65%	63%	60%
	SIG				C							A	A		
	COUNT		1,021	134	338	191	261	97	525	495	214	384	422	559	462
I could change my mind before the election takes place	COL %		38%	34%	36%	46%	38%	36%	37%	39%	48%	35%	35%	37%	40%
	SIG				B						B C				
	COUNT		626	68	186	161	157	55	311	315	200	203	223	323	303

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Table 13

PP2. How likely are you to vote in the next General Election?

			Total	Region					Gender		Age			Social Grade	
			(A)	London (A)	Rest of South (B)	Midlands and Wales (C)	North (D)	Scotland (E)	Male (A)	Female (B)	18-34 (A)	35-54 (B)	55+ (C)	ABC1 (A)	C2DE (B)
Likely to vote	Decided Voters	BASE	1,647	202	525	351	418	151	837	810	415	588	645	882	765
		UNWT	1,639	199	500	378	417	145	829	810	417	567	655	857	782
	Absolutely certain to vote	COL %	69%	68%	68%	72%	70%	66%	72%	67%	54%	71%	77%	72%	66%
		SIG										A	A	B	
		COUNT	1,139	137	359	253	291	100	599	541	226	419	495	634	506
	Very likely to vote	COL %	26%	25%	27%	24%	25%	30%	25%	27%	37%	24%	21%	25%	28%
		SIG									B C				
		COUNT	428	50	143	85	104	46	208	219	154	141	133	216	211
	Very likely not to vote	COL %	2%	4%	1%	2%	4%	2%	2%	3%	4%	3%	1%	2%	3%
		SIG									C				
		COUNT	40	7	8	6	16	3	17	23	18	16	6	16	24
	Absolutely certain not to vote	COL %	0%	1%	1%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%
		SIG													
		COUNT	5	2	3	0	0	0	1	3	3	1	0	2	2
	Not sure	COL %	2%	3%	2%	2%	2%	2%	1%	3%	3%	2%	2%	2%	3%
		SIG									A				
		COUNT	36	6	12	8	7	3	12	24	14	11	11	14	22
	Likely (Net)	COL %	95%	93%	96%	96%	94%	96%	96%	94%	92%	95%	97%	96%	94%
		SIG											A	B	
		COUNT	1,567	187	502	337	395	146	807	760	380	560	627	850	717
	Not Likely (Net)	COL %	3%	4%	2%	2%	4%	2%	2%	3%	5%	3%	1%	2%	3%
		SIG									C	C			
		COUNT	44	9	11	6	16	3	18	26	21	17	6	18	26

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Table 14

PP3. You mentioned that you would be most likely to support [%Q2a%]. If that party was not standing in your constituency, which of the following parties would you be most likely to support?

			Total	Region					Gender		Age			Social Grade	
			(A)	London (A)	Rest of South (B)	Midlands and Wales (C)	North (D)	Scotland (E)	Male (A)	Female (B)	18-34 (A)	35-54 (B)	55+ (C)	ABC1 (A)	C2DE (B)
Select BNP/Green/UKIP at q2a	BASE		186	22	61	46	49	6	92	93	45	74	66	68	117
	UNWT		201	22	66	51	55	7	104	97	49	78	74	73	128
Labour	COL %		4%	3%	6%	5%	2%	0%	5%	3%	4%	2%	7%	3%	5%
	SIG														
	COUNT		8	1	4	2	1	0	5	3	2	2	5	2	6
Conservative	COL %		15%	13%	23%	11%	12%	0%	19%	12%	20%	13%	14%	19%	13%
	SIG														
	COUNT		28	3	14	5	6	0	17	11	9	10	9	13	15
Liberal Democrats	COL %		14%	9%	13%	11%	23%	0%	8%	20%	9%	8%	24%	20%	11%
	SIG									A				B	
	COUNT		26	2	8	5	12	0	7	19	4	6	16	14	12
Scottish National Party (SNP)	COL %		2%	0%	0%	0%	0%	50%	1%	3%	2%	2%	1%	0%	3%
	SIG														
	COUNT		3	0	0	0	0	3	1	2	1	2	1	0	3
Plaid Cymru	COL %		1%	0%	0%	4%	0%	0%	1%	1%	0%	3%	0%	0%	2%
	SIG														
	COUNT		2	0	0	2	0	0	1	1	0	2	0	0	2
Other party	COL %		34%	32%	29%	45%	29%	31%	36%	32%	26%	37%	35%	36%	32%
	SIG														
	COUNT		62	7	18	21	15	2	33	30	12	28	23	25	38
Would not vote	COL %		10%	33%	8%	6%	7%	0%	10%	10%	11%	14%	4%	5%	13%
	SIG			B C D											
	COUNT		18	7	5	3	3	0	9	9	5	11	3	3	15
Not sure	COL %		20%	10%	21%	17%	27%	19%	21%	20%	28%	19%	16%	17%	22%
	SIG														
	COUNT		37	2	13	8	13	1	19	18	13	14	10	12	25

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Table 15

PP4. You mentioned that you would be most likely to support [%Q3a%]. If that party was not standing in your constituency, which of the following parties would you be most likely to support?

			Total	Region					Gender		Age			Social Grade	
			(A)	London (A)	Rest of South (B)	Midlands and Wales (C)	North (D)	Scotland (E)	Male (A)	Female (B)	18-34 (A)	35-54 (B)	55+ (C)	ABC1 (A)	C2DE (B)
Select BNP/Green/UKIP at q3a	BASE		14	2	6	4	2	1	8	6	3	5	6	5	9
	UNWT		15	2	6	4	2	1	8	7	3	5	7	6	9
Labour	COL %		36%	79%	50%	0%	52%	0%	28%	47%	43%	18%	47%	42%	33%
	SIG														
	COUNT		5	1	3	0	1	0	2	3	1	1	3	2	3
Conservative	COL %		7%	0%	0%	27%	0%	0%	13%	0%	0%	0%	16%	0%	11%
	SIG														
	COUNT		1	0	0	1	0	0	1	0	0	0	1	0	1
Liberal Democrats	COL %		2%	21%	0%	0%	0%	0%	0%	6%	0%	0%	6%	7%	0%
	SIG														
	COUNT		0	0	0	0	0	0	0	0	0	0	0	0	0
Would not vote	COL %		6%	0%	0%	23%	0%	0%	11%	0%	27%	0%	0%	0%	10%
	SIG														
	COUNT		1	0	0	1	0	0	1	0	1	0	0	0	1
Not sure	COL %		48%	0%	50%	50%	48%	100%	48%	48%	30%	82%	31%	51%	46%
	SIG														
	COUNT		7	0	3	2	1	1	4	3	1	4	2	3	4

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Table 19

16/16a. Finally, which party did you vote for in the May 2005 UK General Election?

			Total	Region					Gender		Age			Social Grade	
			(A)	London (A)	Rest of South (B)	Midlands and Wales (C)	North (D)	Scotland (E)	Male (A)	Female (B)	18-34 (A)	35-54 (B)	55+ (C)	ABC1 (A)	C2DE (B)
All Respondents	BASE		2,010	255	649	432	496	179	974	1,036	566	725	719	1,026	984
	UNWT		2,010	255	617	471	498	169	964	1,046	575	699	736	995	1,015
Labour	COL %		27%	27%	22%	23%	33%	32%	31%	22%	20%	31%	27%	25%	28%
	SIG						B C		B			A	A		
	COUNT		534	68	143	101	166	56	303	230	113	224	196	257	277
Conservative	COL %		25%	25%	31%	30%	18%	14%	25%	25%	15%	22%	36%	31%	19%
	SIG				D E	D E						A	A B	B	
	COUNT		505	64	199	128	89	25	245	260	86	163	256	315	190
Liberal Democrats	COL %		16%	13%	17%	13%	19%	16%	17%	16%	14%	15%	19%	19%	14%
	SIG												A	B	
	COUNT		326	32	113	57	96	29	161	165	78	112	136	193	134
Scottish National Party (SNP)	COL %		1%	0%	0%	0%	0%	17%	1%	2%	1%	2%	2%	1%	2%
	SIG														
	COUNT		30	0	0	0	0	30	14	16	4	11	15	12	18
Plaid Cymru	COL %		0%	0%	0%	2%	0%	0%	1%	0%	0%	1%	0%	0%	0%
	SIG														
	COUNT		9	0	0	9	0	0	5	4	3	4	3	5	5
Other (Net)	COL %		4%	5%	4%	5%	4%	3%	4%	5%	3%	5%	5%	3%	5%
	SIG														
	COUNT		85	13	26	21	18	6	35	50	19	34	32	35	50
-United Kingdom Independence Party (UKIP)	COL %		1%	2%	1%	2%	1%	0%	1%	2%	0%	1%	2%	1%	2%
	SIG												A	A	
	COUNT		29	5	8	9	6	0	11	18	2	9	18	9	20
-Green Party	COL %		1%	1%	2%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%
	SIG									A					
	COUNT		23	4	10	3	3	2	6	17	6	10	7	13	9
-British National Party (BNP)	COL %		1%	1%	1%	2%	2%	1%	1%	1%	2%	1%	0%	1%	1%
	SIG														
	COUNT		22	2	4	7	8	1	13	8	9	9	3	7	14
-Other party [Please Specify]	COL %		1%	1%	1%	0%	0%	1%	1%	1%	0%	1%	1%	1%	1%
	SIG														
	COUNT		12	2	5	2	1	3	5	7	2	6	4	5	7
Did not vote	COL %		26%	31%	26%	27%	26%	18%	22%	30%	47%	24%	11%	21%	32%
	SIG			E						A	B C	C			A
	COUNT		521	78	168	116	127	32	210	311	264	177	81	211	310

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Table 20

16/16a. Finally, which party did you vote for in the May 2005 UK General Election?

			Total	Region					Gender		Age			Social Grade	
			(A)	London (A)	Rest of South (B)	Midlands and Wales (C)	North (D)	Scotland (E)	Male (A)	Female (B)	18-34 (A)	35-54 (B)	55+ (C)	ABC1 (A)	C2DE (B)
Voters	BASE		1,489	177	481	316	369	146	764	725	303	548	638	815	674
	UNWT		1,474	173	455	339	366	141	753	721	295	532	647	787	687
Labour	COL %		36%	38%	30%	32%	45%	38%	40%	32%	37%	41%	31%	32%	41%
	SIG						B C		B			C			A
	COUNT		534	68	143	101	166	56	303	230	113	224	196	257	277
Conservative	COL %		34%	36%	41%	40%	24%	17%	32%	36%	29%	30%	40%	39%	28%
	SIG			D E	D E	D E							A B	B	
	COUNT		505	64	199	128	89	25	245	260	86	163	256	315	190
Liberal Democrats	COL %		22%	18%	23%	18%	26%	20%	21%	23%	26%	20%	21%	24%	20%
	SIG														
	COUNT		326	32	113	57	96	29	161	165	78	112	136	193	134
Scottish National Party (SNP)	COL %		2%	0%	0%	0%	0%	20%	2%	2%	1%	2%	2%	1%	3%
	SIG														
Plaid Cymru	COUNT		30	0	0	0	0	30	14	16	4	11	15	12	18
	COL %		1%	0%	0%	3%	0%	0%	1%	1%	1%	1%	0%	1%	1%
	SIG														
Other (Net)	COUNT		9	0	0	9	0	0	5	4	3	4	3	5	5
	COL %		6%	7%	5%	7%	5%	4%	5%	7%	6%	6%	5%	4%	7%
	SIG														A
-United Kingdom Independence Party (UKIP)	COUNT		85	13	26	21	18	6	35	50	19	34	32	35	50
	COL %		2%	3%	2%	3%	2%	0%	1%	2%	1%	2%	3%	1%	3%
	SIG														A
-Green Party	COUNT		29	5	8	9	6	0	11	18	2	9	18	9	20
	COL %		2%	2%	2%	1%	1%	2%	1%	2%	2%	2%	1%	2%	1%
	SIG									A					
-British National Party (BNP)	COUNT		23	4	10	3	3	2	6	17	6	10	7	13	9
	COL %		1%	1%	1%	2%	2%	1%	2%	1%	3%	2%	1%	1%	2%
	SIG										C				
-Other party [Please Specify]	COUNT		22	2	4	7	8	1	13	8	9	9	3	7	14
	COL %		1%	1%	1%	1%	0%	2%	1%	1%	1%	1%	1%	1%	1%
	SIG														
	COUNT		12	2	5	2	1	3	5	7	2	6	4	5	7

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Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

e. Comparisons are not performed for some pairs where compared categories of a multiple response set contain identical sets of observations.