

## Profile of voters February 2013

	Voting intention			
	Total	Con	Lab	UKIP
All GB Adults	<b>28944</b>	7114	9610	2023
Unweighted Sample	<b>28944</b>	6973	9119	2788
	%	%	%	%

### General Election vote 2010

Conservative Party	<b>31</b>	88	5	60
Labour Party	<b>25</b>	3	70	7
Liberal Democrats	<b>22</b>	8	23	15
United Kingdom Independence Party (UKIP)	<b>3</b>	0	0	12
Some other party	<b>6</b>	0	2	6

### Ideology

Very left-wing	<b>2</b>	0	5	1
Fairly left-wing	<b>12</b>	2	26	4
Slightly left-of-centre	<b>17</b>	5	27	8
<b>Total left</b>	<b>31</b>	<b>7</b>	<b>58</b>	<b>13</b>
<b>Centre</b>	<b>20</b>	<b>18</b>	<b>18</b>	<b>23</b>
Slightly right-of-centre	<b>15</b>	31	3	20
Fairly right-wing	<b>11</b>	25	2	20
Very right-wing	<b>2</b>	4	0	6
<b>Total right</b>	<b>28</b>	<b>60</b>	<b>5</b>	<b>46</b>
Don't know	<b>21</b>	15	19	17

### Newspaper readership

The Mirror / Daily Record	<b>10</b>	2	21	4
The Daily Star / The Daily Star of Scotland	<b>2</b>	1	2	1
The Sun	<b>22</b>	24	20	26
<b>Total red-top tabloid</b>	<b>34</b>	<b>27</b>	<b>43</b>	<b>31</b>
The Express	<b>2</b>	3	1	6
The Daily Mail / The Scottish Daily Mail	<b>14</b>	22	8	26
<b>Total mid-market</b>	<b>16</b>	<b>25</b>	<b>9</b>	<b>32</b>
The Daily Telegraph	<b>5</b>	10	1	8
The Financial Times	<b>1</b>	1	0	0
The Guardian	<b>3</b>	1	6	0
The Independent	<b>1</b>	0	1	0
The Times	<b>4</b>	7	3	3
<b>Total upmarket</b>	<b>14</b>	<b>19</b>	<b>11</b>	<b>11</b>
Other Newspaper	<b>12</b>	8	11	5
None	<b>25</b>	20	23	20

### Do you regard yourself as belonging to any particular religion?

Yes	<b>50</b>	56	50	59
No	<b>46</b>	40	46	39
Not sure/refused	<b>4</b>	4	4	2

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<b>All GB Adults</b>		<b>28944</b>	7114	9610	2023
Unweighted Sample		28944	6973	9119	2788
		%	%	%	%
<b>Gender</b>					
	Male	49	52	50	57
	Female	51	48	50	43
<b>Age</b>					
	18-29	20	15	20	8
	30-39	18	16	19	7
	<b>Total under 40</b>	<b>38</b>	<b>31</b>	<b>39</b>	<b>15</b>
	40-49	16	16	17	14
	50-59	18	18	19	23
	60+	28	35	25	48
	<b>Total 50+</b>	<b>46</b>	<b>53</b>	<b>44</b>	<b>71</b>
<b>Social grade</b>					
	AB	28	35	25	24
	C1	29	29	28	26
	C2	21	19	22	25
	DE	22	17	25	25
	<b>Total ABC1</b>	<b>57</b>	<b>64</b>	<b>53</b>	<b>50</b>
	<b>Total C2DE</b>	<b>43</b>	<b>36</b>	<b>47</b>	<b>50</b>
<b>At what age did you finish full-time education?</b>					
	15 or under	12	10	13	22
	16	25	23	26	31
	<b>Total 15-16</b>	<b>37</b>	<b>33</b>	<b>39</b>	<b>53</b>
	17-18	22	26	20	24
	19	5	6	4	4
	20+	30	30	30	17
	Still at school/Full time student	6	5	7	2
	Can't remember	0	0	0	0
<b>Highest Educational Level</b>					
	GCSE or Lower	38	36	41	51
	A Level	17	17	16	14
	University	25	25	25	13
	Other	19	21	16	20
<b>Household income</b>					
	Less than £20,000 a year	31	23	34	36
	20,000 - 39,999	39	39	38	41
	<b>Total less than £40k</b>	<b>70</b>	<b>62</b>	<b>72</b>	<b>77</b>
	40,000 - 69,999	23	26	22	18
	70,000+	8	12	6	5
	<b>Total £40k-plus</b>	<b>31</b>	<b>38</b>	<b>28</b>	<b>23</b>
<b>Housing tenure</b>					
	Own Outright	34	41	29	45
	Mortgage	38	41	38	33
	<b>Total own their home</b>	<b>72</b>	<b>82</b>	<b>67</b>	<b>78</b>
	Social Housing	11	5	16	11
	Private Rented	14	11	14	9
	Don't Know	4	3	3	2
<b>Work Sector</b>					
	Private Sector	65	72	58	67
	Public Sector	35	28	42	33
	Trade Union Member	17	11	25	16
	Non Trade Union Member	83	89	75	84
	TU Private	7	5	8	8
	TU Public	11	6	17	8
	Non-TU Private	56	66	46	62
	Non-TU Public	26	23	28	22