

Profile of voters February 2013

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

General Election vote 2010

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

Ideology

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

Newspaper readership

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

Do you regard yourself as belonging to any particular religion?

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

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