

ComRes Published Voting Intention Figures

	Independent on Sunday/ Sunday Mirror	The Independent	Independent on Sunday/ Sunday Mirror	The Independent	Independent on Sunday/ Sunday Mirror	The Independent
	20 th October	1 st October	22 nd September	3 rd September	18 th August	30 th July
Conservative	32%	33%	28%	31%	28%	34%
Labour	35%	37%	36%	37%	37%	37%
Liberal Democrat	9%	11%	10%	12%	8%	10%
UKIP	16%	11%	17%	10%	19%	12%
Other	8%	8%	9%	10%	8%	8%

METHODOLOGY NOTE

ComRes interviewed 2,001 British adults online between 16th and 18th October 2013. Data were weighted to be representative of all GB adults. Data were also weighted by past vote recall. ComRes is a member of the British Polling Council and abides by its rules.

To commission a voting intention poll or a public opinion survey please contact Katharine Peacock: katharine.peacock@comres.co.uk

To register for Pollwatch, a monthly newsletter update on the polls, please email: pollwatch@comres.co.uk

Voting Intentions Survey

ONLINE Fieldwork : 16th - 18th October 2013

Absolutes/col percents

Q.1 Thinking back to the general election in 2010, which party if any did you vote for?

Base: All respondents

	Gender			Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Net: Eng- land & Wales	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land
Unweighted base	2001	969	1032	126	327	431	391	328	398	749	519	265	468	1884	554	530	525	275	117
Weighted base	2001	984	1017	239	319	379	339	301	425	544	579	420	457	1831	511	532	501	287	170
Conservative	587 29%	337 34%	250 25%	37 16%	67 21%	100 26%	95 28%	99 33%	189 44%	217 40%	163 28%	122 29%	85 19%	564 31%	170 33%	194 36%	131 26%	69 24%	23 13%
Labour	464 23%	254 26%	210 21%	60 25%	74 23%	97 26%	74 22%	79 26%	79 19%	110 20%	127 22%	110 26%	117 26%	410 22%	95 19%	95 18%	162 32%	57 20%	54 32%
Liberal Democrat	373 19%	158 16%	214 21%	39 16%	60 19%	78 21%	69 20%	55 18%	72 17%	113 21%	118 20%	68 16%	74 16%	348 19%	99 19%	92 17%	81 16%	76 26%	25 15%
Other	155 8%	82 8%	72 7%	3 1%	17 5%	25 7%	37 11%	27 9%	46 11%	31 6%	44 8%	33 8%	46 10%	113 6%	30 6%	31 6%	29 6%	23 8%	42 25%
Did not vote	325 16%	115 12%	210 21%	84 35%	82 26%	62 16%	49 14%	25 8%	24 6%	57 11%	95 16%	67 16%	106 23%	303 17%	85 17%	99 19%	72 14%	48 17%	22 13%
Don't remember	50 3%	14 1%	36 4%	14 6%	6 2%	11 3%	8 2%	3 1%	8 2%	9 2%	12 2%	12 3%	17 4%	48 3%	15 3%	13 2%	12 2%	9 3%	2 1%
Refused	48 2%	24 2%	24 2%	2 1%	12 4%	6 2%	6 2%	13 4%	8 2%	7 1%	21 4%	8 2%	12 3%	45 2%	18 3%	9 2%	14 3%	4 1%	3 2%

Voting Intentions Survey

ONLINE Fieldwork : 16th - 18th October 2013

Absolutes/col percents

Q.1 Thinking back to the general election in 2010, which party if any did you vote for?

Base: All respondents

	Q.3/4/5 Voting Intention (including Squeeze & DK/Refuse at Q.4)										Voted in 2010 General Election			
	Total	Conser- vative	Labour	Lib Dem	UKIP	Green	SNP	Plaid Cymru	BNP	Other	DK/Refuse at Q4	Conser- vative	Labour	Liberal Demo- crat
Unweighted base	2001	497	580	162	247	58	33	5	13	13	313	580	450	416
Weighted base	2001	506	576	152	252	51	44	5	9	13	306	587	464	373
Conservative	587 29%	413 82%	22 4%	10 7%	95 38%	2 3%	-	-	3 33%	4 29%	43 14%	587 100%	-	-
Labour	464 23%	20 4%	368 64%	5 3%	23 9%	3 5%	9 20%	-	1 6%	1 4%	26 9%	-	464 100%	-
Liberal Democrat	373 19%	25 5%	114 20%	122 80%	40 16%	17 33%	* 1%	-	1 11%	2 15%	52 17%	-	-	373 100%
Other	155 8%	4 1%	6 1%	-	65 26%	24 47%	33 75%	3 55%	5 50%	6 46%	4 1%	-	-	-
Did not vote	325 16%	32 6%	52 9%	11 7%	25 10%	4 8%	2 4%	2 45%	-	1 6%	123 40%	-	-	-
Don't remember	50 3%	4 1%	11 2%	4 3%	3 1%	2 3%	-	-	-	-	21 7%	-	-	-
Refused	48 2%	8 1%	3 1%	-	1 *	-	-	-	-	-	37 12%	-	-	-

Voting Intentions Survey
ONLINE Fieldwork : 16th - 18th October 2013

Absolutes/col percents

Q.1 Thinking back to the general election in 2010, which party if any did you vote for?

Base: All respondents

Q.5 Generally speaking, do you think of yourself as...?

	Total	Labour	Conser -vative	Lib Dem	UKIP	SNP	Green	BNP	Plaid Cymru	Other	Refused	Don't know
Unweighted base	2001	589	549	196	82	34	44	18	6	30	53	400
Weighted base	2001	607	564	174	75	44	36	15	7	24	60	396
Conservative	587 29%	26 4%	457 81%	11 6%	12 16%	- -	1 2%	2 13%	- -	2 7%	4 8%	72 18%
Labour	464 23%	393 65%	16 3%	4 3%	5 7%	4 9%	2 5%	- -	- -	1 5%	* 1%	37 9%
Liberal Democrat	373 19%	90 15%	22 4%	135 77%	11 15%	2 6%	2 5%	2 16%	- -	5 21%	1 2%	102 26%
Other	155 8%	14 2%	12 2%	4 2%	36 48%	34 76%	19 53%	5 35%	3 42%	6 27%	1 1%	20 5%
Did not vote	325 16%	67 11%	45 8%	17 10%	10 14%	4 9%	11 30%	3 19%	3 41%	9 40%	22 36%	135 34%
Don't remember	50 3%	11 2%	6 1%	2 1%	- -	- -	1 2%	3 18%	1 16%	- -	1 2%	25 6%
Refused	48 2%	5 1%	7 1%	1 *	- -	- -	1 3%	- -	- -	- -	30 50%	5 1%

Voting Intentions Survey

ONLINE Fieldwork : 16th - 18th October 2013

Absolutes/col percents

Q.1 Thinking back to the general election in 2010, which party if any did you vote for?

Base: All respondents

	Total	Region										
		Scotland (A)	North East (B)	North West (C)	Yorks & Humber (D)	West Mids (E)	Wales (F)	East-ern (G)	London (H)	South East (I)	South West (J)	East Mids (K)
Unweighted base	2001	117	93	253	179	163	93	206	275	279	182	161
Weighted base	2001	170*	89*	236	176	186	105*	189	252	258	182	157
Conservative	587 29%	23 13%	12 14%	70 29%AB	49 28%AB	62 33%ABF	20 19%	75 40%ABD FJ	75 30%AB	95 37%ABF	49 27%AB	57 36%ABF
Labour	464 23%	54 32%GJ K	41 46%CDE GHIJK	67 28%GJJ	55 31%EGI JK	38 20%	33 31%GJJ K	28 15%	59 23%JJ	37 14%	24 13%	30 19%
Liberal Democrat	373 19%	25 15%	21 23%C	27 11%	34 19%	34 18%	20 19%	31 16%	45 18%	54 21%C	56 31%ACD EGHIK	27 17%
Other	155 8%	42 25%BCDE FGHIJK	6 6%	11 5%	13 7%	8 4%	10 9%K	19 10%K	15 6%	15 6%	13 7%	4 2%
Did not vote	325 16%	22 13%	5 6%	47 20%BD	19 11%	39 21%BD	18 17%B	31 16%B	39 16%B	45 18%B	30 16%B	29 19%B
Don't remember	50 3%	2 1%	2 2%	6 3%	3 2%	4 2%	3 3%	2 1%	10 4%	5 2%	6 3%	7 4%
Refused	48 2%	3 2%	2 2%	8 3%	4 2%	1 1%	- -	4 2%	10 4%	8 3%	4 2%	4 2%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F/G/H/I/J/K/L

* small base; ** very small base (under 30) ineligible for sig testing

Voting Intentions Survey

ONLINE Fieldwork : 16th - 18th October 2013

Absolutes/col percents

Q.2 If there were a general election tomorrow, how likely would you be to vote?

Base: All respondents

	Gender			Age						Social Class				Region						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Net: Eng- land & Wales	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land	
Unweighted base	2001	969	1032	126	327	431	391	328	398	749	519	265	468	1884	554	530	525	275	117	
Weighted base	2001	984	1017	239	319	379	339	301	425	544	579	420	457	1831	511	532	501	287	170	
Absolutely certain to vote	(10)	999 50%	554 56%	445 44%	62 26%	114 36%	154 41%	180 53%	198 66%	291 69%	295 54%	283 49%	214 51%	207 45%	909 50%	242 47%	249 47%	268 53%	150 52%	90 53%
	(9)	275 14%	157 16%	118 12%	23 10%	40 13%	69 18%	49 15%	34 11%	59 14%	79 15%	89 15%	47 11%	59 13%	245 13%	85 17%	67 13%	54 11%	40 14%	29 17%
	(8)	193 10%	68 7%	125 12%	45 19%	38 12%	43 11%	25 7%	21 7%	21 5%	56 10%	55 10%	48 11%	34 7%	174 10%	48 9%	58 11%	40 8%	28 10%	19 11%
	(7)	114 6%	42 4%	72 7%	26 11%	25 8%	20 5%	19 6%	14 5%	9 2%	27 5%	26 5%	36 8%	25 5%	112 6%	28 5%	32 6%	30 6%	22 8%	2 1%
	(6)	58 3%	26 3%	31 3%	20 8%	9 3%	15 4%	8 2%	2 1%	4 1%	16 3%	18 3%	9 2%	14 3%	56 3%	21 4%	14 3%	14 3%	7 2%	1 1%
	(5)	63 3%	37 4%	26 3%	20 8%	15 5%	9 2%	13 4%	3 1%	4 1%	16 3%	28 5%	10 2%	9 2%	55 3%	10 2%	26 5%	13 3%	6 2%	9 5%
	(4)	17 1%	8 1%	9 1%	3 1%	4 1%	4 1%	5 2%	- *	1 *	6 1%	4 1%	4 1%	3 1%	16 1%	5 1%	4 1%	7 1%	- -	1 1%
	(3)	28 1%	6 1%	22 2%	2 1%	12 4%	8 2%	3 1%	1 *	1 *	12 2%	4 1%	5 1%	7 2%	27 1%	7 1%	9 2%	6 1%	6 2%	1 *
	(2)	29 1%	11 1%	18 2%	4 2%	10 3%	8 2%	2 1%	3 1%	3 1%	2 *	6 1%	9 2%	11 2%	29 2%	12 2%	5 1%	10 2%	2 1%	- -
Certain not to vote	(1)	98 5%	36 4%	61 6%	12 5%	22 7%	21 5%	17 5%	13 4%	14 3%	12 2%	25 4%	16 4%	45 10%	91 5%	19 4%	28 5%	32 6%	12 4%	7 4%
Refused		20 1%	11 1%	9 1%	7 3%	4 1%	2 *	1 *	4 1%	2 1%	2 *	5 1%	1 *	12 3%	19 1%	10 2%	4 1%	3 1%	2 1%	2 1%
Don't know		107 5%	28 3%	79 8%	14 6%	26 8%	27 7%	16 5%	8 3%	16 4%	20 4%	35 6%	22 5%	31 7%	97 5%	25 5%	37 7%	23 5%	12 4%	10 6%
Mean		8.42	8.72	8.12	7.51	7.63	8.14	8.52	9.00	9.21	8.73	8.48	8.47	7.90	8.39	8.45	8.28	8.32	8.58	8.79
Standard deviation		2.50	2.26	2.68	2.48	2.91	2.62	2.44	2.17	1.92	2.10	2.38	2.39	3.07	2.52	2.40	2.55	2.71	2.33	2.15
Standard error		0.06	0.07	0.09	0.23	0.17	0.13	0.13	0.12	0.10	0.08	0.11	0.15	0.15	0.06	0.11	0.11	0.12	0.14	0.21

Voting Intentions Survey

ONLINE Fieldwork : 16th - 18th October 2013

Absolutes/col percents

Q.2 If there were a general election tomorrow, how likely would you be to vote?

Base: All respondents

	Q.3/4/5 Voting Intention (including Squeeze & DK/Refuse at Q.4)										Voted in 2010 General Election				
	Total	Conser- vative	Labour	Lib Dem	UKIP	Green	SNP	Plaid Cymru	BNP	Other	DK/Refuse at Q4	Conser- vative	Labour	Liberal Democrat	
Unweighted base	2001	497	580	162	247	58	33	5	13	13	313	580	450	416	
Weighted base	2001	506	576	152	252	51	44	5	9	13	306	587	464	373	
Absolutely certain to vote	(10)	999 50%	308 61%	331 58%	73 48%	174 69%	28 56%	33 76%	3 55%	7 77%	8 61%	60 19%	369 63%	261 56%	187 50%
	(9)	275 14%	78 15%	111 19%	22 14%	35 14%	6 12%	9 21%	*	1 11%	1 10%	21 7%	97 17%	85 18%	56 15%
	(8)	193 10%	64 13%	48 8%	34 23%	17 7%	5 9%	-	-	-	2 17%	29 10%	51 9%	32 7%	56 15%
	(7)	114 6%	29 6%	32 5%	14 10%	16 6%	7 15%	-	2 36%	1 12%	1 12%	12 4%	23 4%	26 6%	24 6%
	(6)	58 3%	14 3%	27 5%	4 3%	4 2%	2 5%	-	-	-	-	8 3%	10 2%	12 3%	11 3%
	(5)	63 3%	13 3%	28 5%	4 3%	6 2%	2 4%	1 3%	-	-	-	13 4%	13 2%	18 4%	9 2%
	(4)	17 1%	-	-	-	-	-	-	-	-	-	7 2%	4 1%	1 *	1 *
	(3)	28 1%	-	-	-	-	-	-	-	-	-	8 3%	1 *	1 *	1 *
	(2)	29 1%	-	-	-	-	-	-	-	-	-	18 6%	6 1%	-	5 1%
Certain not to vote	(1)	98 5%	-	-	-	-	-	-	-	-	-	53 17%	2 *	4 1%	4 1%
Refused		20 1%	-	-	-	-	-	-	-	-	-	15 5%	1 *	4 1%	-
Don't know		107 5%	-	-	-	-	-	-	-	-	-	62 20%	11 2%	20 4%	19 5%
Mean		8.42	9.19	9.05	8.87	9.36	8.88	9.63	8.82	9.52	9.21	5.94	9.19	9.05	8.81
Standard deviation		2.50	1.26	1.44	1.33	1.18	1.51	0.96	1.56	1.05	1.14	3.61	1.52	1.62	1.80
Standard error		0.06	0.06	0.06	0.10	0.08	0.20	0.17	0.70	0.29	0.32	0.23	0.06	0.08	0.09

Voting Intentions Survey

ONLINE Fieldwork : 16th - 18th October 2013

Absolutes/col percents

Q.2 If there were a general election tomorrow, how likely would you be to vote?

Base: All respondents

Q.5 Generally speaking, do you think of yourself as...?

	Total	Labour	Conser -vative	Lib Dem	UKIP	SNP	Green	BNP	Plaid Cymru	Other	Refused	Don't know
Unweighted base	2001	589	549	196	82	34	44	18	6	30	53	400
Weighted base	2001	607	564	174	75	44	36	15	7	24	60	396
Absolutely certain to vote	(10) 999 50%	324 53%	352 62%	83 48%	54 72%	34 78%	17 47%	8 54%	3 42%	8 34%	19 32%	96 24%
	(9) 275 14%	110 18%	83 15%	21 12%	8 11%	3 7%	1 3%	1 5%	- -	3 15%	5 9%	39 10%
	(8) 193 10%	39 6%	57 10%	35 20%	4 6%	2 4%	4 12%	- -	- -	2 9%	5 9%	45 11%
	(7) 114 6%	37 6%	23 4%	10 6%	- -	- -	2 5%	1 6%	2 28%	1 5%	3 5%	35 9%
	(6) 58 3%	17 3%	10 2%	5 3%	3 4%	- -	2 6%	- -	- -	- -	1 2%	20 5%
	(5) 63 3%	25 4%	10 2%	2 1%	2 2%	2 5%	2 5%	- -	- -	- -	6 9%	15 4%
	(4) 17 1%	2 *	6 1%	1 *	- -	- -	- -	1 7%	- -	1 4%	1 2%	6 2%
	(3) 28 1%	5 1%	3 1%	2 1%	1 1%	- -	1 4%	* 2%	- -	1 4%	1 2%	14 4%
	(2) 29 1%	7 1%	4 1%	4 2%	- -	- -	1 1%	- -	- -	- -	- -	13 3%
Certain not to vote	(1) 98 5%	15 2%	2 *	4 2%	1 2%	- -	6 16%	4 26%	1 13%	7 28%	7 11%	51 13%
Refused	20 1%	4 1%	1 *	* *	- -	- -	- -	- -	- -	- -	9 15%	7 2%
Don't know	107 5%	23 4%	13 2%	7 4%	2 2%	3 6%	1 2%	- -	1 16%	* 2%	3 4%	55 14%
Mean	8.42	8.75	9.15	8.60	9.25	9.56	7.26	6.91	7.55	6.44	7.26	6.74
Standard deviation	2.50	2.10	1.57	2.10	1.77	1.23	3.45	4.05	3.47	3.92	3.21	3.27
Standard error	0.06	0.09	0.07	0.15	0.20	0.22	0.53	0.95	1.55	0.73	0.50	0.18

Voting Intentions Survey

ONLINE Fieldwork : 16th - 18th October 2013

Absolutes/col percents

Q.2 If there were a general election tomorrow, how likely would you be to vote?

Base: All respondents

	Total	Region											
		Scotland (A)	North East (B)	North West (C)	Yorks & Humber (D)	West Mids (E)	Wales (F)	East-ern (G)	London (H)	South East (I)	South West (J)	East Mids (K)	
Unweighted base	2001	117	93	253	179	163	93	206	275	279	182	161	
Weighted base	2001	170*	89*	236	176	186	105*	189	252	258	182	157	
Absolutely certain to vote	(10)	999 50%	90 53%	55 61%EGH	117 50%	96 55%H	85 46%	57 54%	85 45%	108 43%	133 52%	93 51%	79 50%
	(9)	275 14%	29 17%	10 11%	23 10%	21 12%	23 13%	15 14%	29 16%	40 16%	44 17%CK	25 14%	14 9%
	(8)	193 10%	19 11%	7 7%	18 7%	16 9%	19 10%	3 3%	24 13%FI	33 13%FI	15 6%	25 14%FI	15 9%
	(7)	114 6%	2 1%	1 1%	19 8%AB	11 6%	6 3%	12 11%ABEH	10 5%	10 4%	17 7%AB	10 6%	16 10%ABEH
	(6)	58 3%	1 1%	4 4%	4 2%	6 4%	6 3%	1 1%	6 3%	16 6%ACFI K	6 2%	6 4%	2 1%
	(5)	63 3%	9 5%l	* *	6 3%	6 4%	14 8%BCGI J	2 2%	4 2%	7 3%	3 1%	4 2%	8 5%l
	(4)	17 1%	1 1%	- -	5 2%	2 1%	1 1%	- -	1 1%	1 1%	4 2%	- -	2 1%
	(3)	28 1%	1 *	1 1%	4 2%	1 *	1 *	2 2%	6 3%	5 2%	1 1%	4 2%	2 1%
	(2)	29 1%	- -	4 5%ADEH	5 2%	1 *	- -	1 1%	2 1%	3 1%	9 4%E	2 1%	3 2%
Certain not to vote	(1)	98 5%	7 4%	4 5%	22 9%DHIJ K	6 3%	16 9%IK	5 5%	9 5%	11 4%	8 3%	7 4%	4 2%
Refused		20 1%	2 1%	- -	3 1%	- -	3 2%	1 1%	- -	3 1%	7 3%	1 1%	* *
Don't know		107 5%	10 6%	4 4%	9 4%	10 6%	11 6%	7 7%	13 7%	14 6%	11 4%	5 3%	13 8%
Mean		8.42	8.79CE	8.60	7.93	8.69C	8.06	8.60	8.34	8.31	8.58C	8.57C	8.47
Standard deviation		2.50	2.15	2.67	3.02	2.18	2.80	2.44	2.49	2.41	2.40	2.27	2.30
Standard error		0.06	0.21	0.28	0.20	0.17	0.23	0.26	0.18	0.15	0.15	0.17	0.19

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F/G/H/I/J/K/L

*** small base; ** very small base (under 30) ineligible for sig testing**

Voting Intentions Survey

ONLINE Fieldwork : 16th - 18th October 2013

Absolutes/col percents

Q.3 If there was a general election tomorrow, would you vote Conservative, Labour, Liberal Democrat or some other party?

Base: All respondents saying 5-10 likely to vote

	Gender			Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Net: Eng- land & Wales	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land
Unweighted base	1702	868	834	101	247	356	340	292	366	675	439	223	365	1600	473	452	438	237	102
Weighted base	1701	883	818	197	241	310	294	271	388	490	501	364	347	1551	433	445	420	252	150
Labour	533 31%	266 30%	266 33%	81 41%	82 34%	104 33%	98 33%	79 29%	89 23%	133 27%	151 30%	115 32%	134 39%	495 32%	126 29%	109 24%	178 42%	82 32%	38 25%
Conservative	457 27%	263 30%	195 24%	45 23%	51 21%	81 26%	62 21%	82 30%	136 35%	170 35%	128 25%	97 27%	62 18%	435 28%	140 32%	150 34%	95 23%	50 20%	22 15%
UKIP	233 14%	137 15%	96 12%	13 7%	20 8%	22 7%	50 17%	45 17%	83 21%	57 12%	69 14%	56 15%	51 15%	226 15%	50 12%	75 17%	67 16%	35 14%	6 4%
Lib Dem	131 8%	59 7%	72 9%	18 9%	35 15%	19 6%	22 8%	13 5%	25 6%	37 8%	44 9%	29 8%	21 6%	115 7%	34 8%	37 8%	18 4%	26 10%	16 11%
Green	45 3%	24 3%	20 2%	1 1%	7 3%	18 6%	9 3%	9 3%	1 *	8 2%	15 3%	8 2%	13 4%	43 3%	16 4%	9 2%	10 2%	8 3%	2 1%
SNP	38 2%	27 3%	11 1%	- -	6 3%	6 2%	6 2%	6 2%	13 3%	12 2%	12 2%	2 *	12 3%	- -	- -	- -	- -	- -	38 25%
BNP	8 *	6 1%	2 *	- -	1 *	3 1%	3 1%	- -	2 *	1 *	2 *	1 *	3 1%	8 1%	1 *	1 *	5 1%	1 1%	- -
Plaid Cymru	5 *	3 *	2 *	- -	- -	- -	2 1%	1 *	2 1%	3 1%	- -	2 1%	- -	5 *	- -	- -	- -	5 2%	- -
Other	12 1%	5 1%	7 1%	- -	3 1%	2 1%	4 1%	2 1%	1 *	2 *	4 1%	2 *	5 1%	10 1%	2 *	2 1%	3 1%	2 1%	2 2%
Refused	32 2%	16 2%	16 2%	8 4%	5 2%	7 2%	3 1%	7 3%	2 *	6 1%	15 3%	8 2%	3 1%	31 2%	17 4%	7 2%	3 1%	4 1%	1 1%
Don't know	208 12%	77 9%	131 16%	32 16%	31 13%	49 16%	36 12%	26 10%	34 9%	60 12%	62 12%	42 12%	43 12%	184 12%	47 11%	55 12%	43 10%	39 15%	24 16%

Voting Intentions Survey

ONLINE Fieldwork : 16th - 18th October 2013

Absolutes/col percents

Q.3 If there was a general election tomorrow, would you vote Conservative, Labour, Liberal Democrat or some other party?

Base: All respondents saying 5-10 likely to vote

	Q.3/4/5 Voting Intention (including Squeeze & DK/Refuse at Q.4)										Voted in 2010 General Election			
	Total	Conser- vative	Labour	Lib Dem	UKIP	Green	SNP	Plaid Cymru	BNP	Other	DK/Refuse at Q4	Conser- vative	Labour	Liberal Demo- crat
Unweighted base	1702	497	580	162	247	58	33	5	13	13	152	555	419	383
Weighted base	1701	506	576	152	252	51	44	5	9	13	144	563	433	342
Labour	533 31%	-	533 92%	-	-	-	-	-	-	-	-	20 3%	351 81%	98 29%
Conservative	457 27%	457 90%	-	-	-	-	-	-	-	-	-	385 68%	16 4%	18 5%
UKIP	233 14%	-	-	-	233 92%	-	-	-	-	-	-	87 15%	22 5%	31 9%
Lib Dem	131 8%	-	-	131 86%	-	-	-	-	-	-	-	8 1%	5 1%	106 31%
Green	45 3%	-	-	-	-	45 88%	-	-	-	-	-	2 *	3 1%	12 4%
SNP	38 2%	-	-	-	-	-	38 85%	-	-	-	-	-	7 2%	-
BNP	8 *	-	-	-	-	-	-	-	8 88%	-	-	3 1%	-	1 *
Plaid Cymru	5 *	-	-	-	-	-	-	5 100%	-	-	-	-	-	-
Other	12 1%	-	-	-	-	-	-	-	-	12 92%	-	4 1%	1 *	2 1%
Refused	32 2%	3 1%	1 *	-	-	-	-	-	-	-	32 22%	-	1 *	* *
Don't know	208 12%	46 9%	43 7%	21 14%	19 8%	6 12%	6 15%	-	1 12%	1 8%	112 78%	56 10%	29 7%	73 21%

Voting Intentions Survey

ONLINE Fieldwork : 16th - 18th October 2013

Absolutes/col percents

Q.3 If there was a general election tomorrow, would you vote Conservative, Labour, Liberal Democrat or some other party?

Base: All respondents saying 5-10 likely to vote

Q.5 Generally speaking, do you think of yourself as...?

	Total	Labour	Conser -vative	Lib Dem	UKIP	SNP	Green	BNP	Plaid Cymru	Other	Refused	Don't know
Unweighted base	1702	540	518	178	75	32	34	13	4	19	33	256
Weighted base	1701	551	534	157	71	41	27	10	5	15	39	250
Labour	533 31%	439 80%	11 2%	17 11%	1 2%	2 4%	1 4%	1 13%	-	4 26%	3 7%	53 21%
Conservative	457 27%	11 2%	392 73%	8 5%	2 3%	-	2 6%	-	-	-	-	44 17%
UKIP	233 14%	42 8%	77 14%	12 8%	67 94%	1 3%	-	2 23%	-	1 7%	2 4%	28 11%
Lib Dem	131 8%	9 2%	9 2%	97 62%	-	-	-	-	-	-	1 1%	16 7%
Green	45 3%	7 1%	3 1%	3 2%	-	-	21 77%	-	-	1 4%	* 1%	9 4%
SNP	38 2%	5 1%	-	-	-	33 80%	-	-	-	-	-	-
BNP	8 *	-	1 *	-	-	-	-	6 64%	-	-	-	1 *
Plaid Cymru	5 *	* *	-	-	-	-	-	-	5 100%	-	-	-
Other	12 1%	1 *	1 *	-	-	-	-	-	-	6 44%	-	4 2%
Refused	32 2%	1 *	3 1%	-	-	-	1 3%	-	-	-	26 66%	1 1%
Don't know	208 12%	36 7%	39 7%	20 13%	1 1%	5 13%	3 11%	-	-	3 19%	8 20%	93 37%

Voting Intentions Survey

ONLINE Fieldwork : 16th - 18th October 2013

Absolutes/col percents

Q.3 If there was a general election tomorrow, would you vote Conservative, Labour, Liberal Democrat or some other party?

Base: All respondents saying 5-10 likely to vote

	Region											
	Total	Scotland (A)	North East (B)	North West (C)	Yorks & Humber (D)	West Mids (E)	Wales (F)	East-ern (G)	London (H)	South East (I)	South West (J)	East Mids (K)
Unweighted base	1702	102	80	202	156	137	78	177	230	243	159	138
Weighted base	1701	150*	76*	188	156	154	89*	158	215	218	163	133
Labour	533 31%	38 25%	37 48%AEG HIJK	73 39%AGI JK	68 43%AEG IJK	43 28%	43 48%AEG HIJK	36 22%	70 32%	56 26%	39 24%	31 23%
Conservative	457 27%	22 15%	8 11%	55 29%ABF	31 20%	53 34%ABD FJ	15 16%	52 33%ABD F	63 30%ABF	76 35%ABD FJ	35 22%	45 34%ABDF
UKIP	233 14%	6 4%	12 15%A	26 14%A	29 18%AH	20 13%A	8 9%	32 21%AFH	19 9%	32 14%A	27 16%A	23 17%AH
Lib Dem	131 8%	16 11%C	5 6%	5 3%	8 5%	8 5%	7 8%	16 10%C	17 8%C	17 8%C	19 12%C	13 10%C
Green	45 3%	2 1%	3 4%	5 2%	2 1%	2 1%	1 1%	3 2%	10 5%	6 3%	7 4%	4 3%
SNP	38 2%	38 25%BCDE FGHIJK	-	-	-	-	-	-	-	-	-	-
BNP	8 *	-	3 3%GI	1 1%	1 *	1 *	-	-	1 *	-	1 1%	* *
Plaid Cymru	5 *	-	-	-	-	-	5 6%ACDE GHIJK	-	-	-	-	-
Other	12 1%	2 2%	1 1%	-	3 2%	1 *	1 1%	2 1%	1 *	1 1%	1 1%	-
Refused	32 2%	1 1%	1 2%	1 *	1 1%	3 2%	-	1 *	11 5%CDG	5 2%	4 2%	4 3%
Don't know	208 12%	24 16%	7 9%	21 11%	14 9%	25 16%	9 10%	16 10%	23 11%	25 11%	30 18%D	13 10%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F/G/H/I/J/K/L

*** small base; ** very small base (under 30) ineligible for sig testing**

Voting Intentions Survey

ONLINE Fieldwork : 16th - 18th October 2013

Absolutes/col percents

Q.4 If it were a legal requirement for you to vote, which party do you think you would probably vote for Conservative, Labour, Liberal Democrat or some other party?

Base: All respondents saying 1-4, DK, Ref for likely to vote or who say DK/Ref at Q3

	Gender		Age						Social Class				Region						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Net: Eng-land & Wales	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	546	188	358	47	125	135	102	71	66	170	147	77	152	513	157	141	138	77	33
Weighted base	539	194	346	82	114	125	84	63	72	121	156	107	156	494	142	149	127	77	45
Labour	78 15%	22 11%	57 16%	20 25%	22 20%	15 12%	9 10%	7 10%	5 8%	11 9%	24 15%	14 13%	29 19%	69 14%	16 11%	20 13%	26 21%	7 10%	9 21%
Conservative	45 8%	17 9%	28 8%	4 5%	8 7%	11 9%	8 10%	4 7%	9 13%	15 12%	12 8%	14 13%	4 3%	44 9%	8 6%	19 12%	11 9%	7 9%	1 2%
UKIP	35 6%	9 5%	25 7%	- -	3 3%	11 9%	9 10%	4 7%	7 10%	9 8%	7 5%	12 11%	6 4%	34 7%	8 6%	15 10%	7 5%	4 5%	1 2%
Green	25 5%	10 5%	15 4%	3 4%	5 4%	6 5%	5 6%	3 5%	2 2%	7 6%	6 4%	3 2%	9 6%	21 4%	8 5%	6 4%	4 3%	3 4%	4 9%
Lib Dem	20 4%	6 3%	15 4%	3 4%	6 5%	3 3%	3 3%	1 2%	3 5%	8 6%	6 4%	3 2%	3 2%	20 4%	7 5%	5 4%	5 4%	3 4%	- -
SNP	9 2%	5 3%	4 1%	2 2%	- -	2 2%	4 5%	- -	1 2%	* *	5 3%	3 3%	- -	- -	- -	- -	- -	- -	9 20%
BNP	9 2%	2 1%	7 2%	- -	4 3%	1 1%	1 1%	1 2%	2 2%	- -	1 1%	2 2%	6 4%	9 2%	3 2%	5 3%	- -	1 1%	- -
Plaid Cymru	3 1%	- -	3 1%	- -	2 2%	- -	2 2%	- -	- -	2 2%	- -	- -	2 1%	3 1%	- -	- -	- -	3 4%	- -
Other	9 2%	8 4%	1 *	1 1%	- -	* *	3 3%	2 3%	3 4%	4 3%	2 1%	- -	3 2%	9 2%	2 2%	3 2%	1 1%	3 3%	- -
Refused	50 9%	24 12%	26 8%	7 8%	10 9%	10 8%	5 6%	13 21%	6 8%	10 8%	17 11%	10 9%	14 9%	46 9%	21 15%	11 7%	9 7%	5 7%	4 9%
Don't know	256 47%	91 47%	165 48%	41 50%	54 47%	64 51%	37 44%	27 43%	34 47%	55 46%	75 48%	47 44%	79 50%	240 48%	69 49%	65 44%	65 51%	40 53%	16 37%

Voting Intentions Survey

ONLINE Fieldwork : 16th - 18th October 2013

Absolutes/col percents

Q.4 If it were a legal requirement for you to vote, which party do you think you would probably vote for Conservative, Labour, Liberal Democrat or some other party?

Base: All respondents saying 1-4, DK, Ref for likely to vote or who say DK/Ref at Q3

	Q.3/4/5 Voting Intention (including Squeeze & DK/Refuse at Q.4)										Voted in 2010 General Election			
	Total	Conser- vative	Labour	Lib Dem	UKIP	Green	SNP	Plaid Cymru	BNP	Other	DK/Refuse at Q4	Conser- vative	Labour	Liberal Demo- crat
Unweighted base	546	50	41	28	19	7	5	-	2	1	313	88	60	115
Weighted base	539	49	43	21	19	6	6	-	1	1	306	80	60	104
Labour	78 15%	-	24 55%	-	-	-	-	-	-	-	-	3 4%	21 36%	14 13%
Conservative	45 8%	25 52%	-	-	-	-	-	-	-	-	-	21 26%	4 6%	4 4%
UKIP	35 6%	-	-	-	19 100%	-	-	-	-	-	-	9 12%	3 6%	14 13%
Green	25 5%	-	-	-	-	6 100%	-	-	-	-	-	1 1%	1 1%	4 4%
Lib Dem	20 4%	-	-	12 60%	-	-	-	-	-	-	-	2 3%	1 1%	11 11%
SNP	9 2%	-	-	-	-	-	6 100%	-	-	-	-	-	1 2%	* *
BNP	9 2%	-	-	-	-	-	-	-	1 100%	-	-	-	1 1%	1 1%
Plaid Cymru	3 1%	-	-	-	-	-	-	-	-	-	-	-	1 1%	2 1%
Other	9 2%	-	-	-	-	-	-	-	-	1 100%	-	-	1 1%	1 1%
Refused	50 9%	2 5%	1 2%	1 3%	-	-	-	-	-	-	50 16%	1 2%	1 1%	1 1%
Don't know	256 47%	21 43%	19 43%	8 37%	-	-	-	-	-	-	256 84%	42 52%	26 43%	51 49%

Voting Intentions Survey

ONLINE Fieldwork : 16th - 18th October 2013

Absolutes/col percents

Q.4 If it were a legal requirement for you to vote, which party do you think you would probably vote for Conservative, Labour, Liberal Democrat or some other party?

Base: All respondents saying 1-4, DK, Ref for likely to vote or who say DK/Ref at Q3

Q.5 Generally speaking, do you think of yourself as...?

	Total	Labour	Conser -vative	Lib Dem	Green	SNP	BNP	UKIP	Plaid Cymru	Other	Refused	Don't know
Unweighted base	546	82	77	45	15	6	5	8	2	15	46	245
Weighted base	539	93	71	37	12	8	5	5	2	12	54	240
Labour	78 15%	47 51%	2 3%	11 31%	- -	- -	- -	- -	- -	* 4%	- -	17 7%
Conservative	45 8%	5	26 36%	1 2%	- -	- -	* 6%	1 15%	- -	- -	* 1%	12 5%
UKIP	35 6%	5 5%	5 7%	1 1%	- -	- -	- -	4 85%	- -	- -	2 4%	18 7%
Green	25 5%	1 1%	1 2%	* 1%	10 82%	- -	- -	- -	- -	1 7%	2 3%	10 4%
Lib Dem	20 4%	1 1%	1 1%	11 29%	1 5%	- -	- -	- -	- -	- -	- -	7 3%
SNP	9 2%	2 2%	- -	- -	- -	4 51%	- -	- -	- -	* 4%	- -	2 1%
BNP	9 2%	- -	- -	- -	- -	- -	5 94%	- -	- -	- -	- -	4 2%
Plaid Cymru	3 1%	- -	- -	- -	- -	- -	- -	- -	1 55%	- -	- -	2 1%
Other	9 2%	1 1%	1 1%	- -	- -	- -	- -	- -	- -	5 42%	- -	2 1%
Refused	50 9%	1 1%	2 3%	1 2%	1 8%	- -	- -	- -	- -	- -	39 72%	6 3%
Don't know	256 47%	31 33%	33 46%	13 35%	1 5%	4 49%	- -	- -	1 45%	5 43%	10 19%	159 66%

Voting Intentions Survey

ONLINE Fieldwork : 16th - 18th October 2013

Absolutes/col percents

Q.4 If it were a legal requirement for you to vote, which party do you think you would probably vote for Conservative, Labour, Liberal Democrat or some other party?

Base: All respondents saying 1-4, DK, Ref for likely to vote or who say DK/Ref at Q3

	Region											
	Total	Scot-land (A)	North East (B)	North West (C)	Yorks & Humber (D)	West Mids (E)	Wales (F)	East-ern (G)	London (H)	South East (I)	South West (J)	East Mids (K)
Unweighted base	546	33	21	75	42	50	24	48	85	72	53	43
Weighted base	539	45**	22**	71*	35*	60*	25**	48*	72*	70*	52*	41*
Labour	78 15%	9 21%	6 27%	12 18%	8 23%K	14 23%	3 11%	3 7%	8 11%	8 11%	5 9%	2 6%
Conservative	45 8%	1 2%	-	7 10%	4 11%	6 10%	2 10%	9 18%H	4 5%	5 6%	4 8%	4 10%
UKIP	35 6%	1 2%	-	5 7%	2 5%	7 12%	3 11%	5 11%	4 6%	4 5%	1 2%	3 7%
Green	25 5%	4 9%	1 6%	2 3%	* 1%	1 2%	2 10%	3 7%	3 4%	5 7%	1 2%	2 4%
Lib Dem	20 4%	-	1 6%	2 3%	1 4%	3 4%	-	2 4%	4 5%	3 5%	3 6%	1 3%
SNP	9 2%	9 20%	-	-	-	-	-	-	-	-	-	-
BNP	9 2%	-	-	-	-	4 7%	1 2%	-	3 4%	-	1 1%	1 2%
Plaid Cymru	3 1%	-	-	-	-	-	3 14%	-	-	-	-	-
Other	9 2%	-	-	-	1 3%	1 1%	1 2%	1 2%	2 3%	-	2 4%	1 2%
Refused	50 9%	4 9%	2 9%	5 7%	2 5%	3 4%	-	3 6%	12 17%E	9 13%	5 10%	5 13%
Don't know	256 47%	16 37%	11 52%	37 53%	17 48%	22 36%	10 41%	22 45%	32 45%	37 52%	30 58%	22 53%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F/G/H/I/J/K/L

*** small base; ** very small base (under 30) ineligible for sig testing**

Voting Intentions Survey

ONLINE Fieldwork : 16th - 18th October 2013

Absolutes/col percents

Q.5 Generally speaking, do you think of yourself as...?

Base: All respondents

	Gender			Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Net: Eng- land & Wales	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land
Unweighted base	2001	969	1032	126	327	431	391	328	398	749	519	265	468	1884	554	530	525	275	117
Weighted base	2001	984	1017	239	319	379	339	301	425	544	579	420	457	1831	511	532	501	287	170
Labour	607 30%	309 31%	297 29%	91 38%	90 28%	110 29%	117 35%	89 30%	109 26%	134 25%	168 29%	144 34%	161 35%	559 31%	134 26%	138 26%	202 40%	84 29%	48 28%
Conservative	564 28%	322 33%	242 24%	49 21%	59 19%	88 23%	84 25%	92 30%	192 45%	214 39%	157 27%	110 26%	82 18%	538 29%	165 32%	182 34%	125 25%	67 23%	26 15%
Lib Dem	174 9%	70 7%	104 10%	18 8%	45 14%	24 6%	29 9%	23 8%	34 8%	58 11%	47 8%	34 8%	35 8%	162 9%	40 8%	54 10%	34 7%	33 12%	12 7%
UKIP	75 4%	47 5%	28 3%	- -	8 3%	15 4%	15 4%	16 5%	21 5%	15 3%	21 4%	16 4%	23 5%	71 4%	17 3%	23 4%	17 3%	14 5%	4 2%
SNP	44 2%	27 3%	17 2%	2 1%	8 3%	3 1%	7 2%	7 2%	16 4%	12 2%	17 3%	5 1%	10 2%	- -	- -	- -	- -	- -	44 26%
Green	36 2%	18 2%	18 2%	2 1%	7 2%	10 3%	10 3%	7 2%	- -	9 2%	12 2%	4 1%	11 2%	34 2%	14 3%	6 1%	8 2%	6 2%	1 1%
BNP	15 1%	9 1%	7 1%	- -	7 2%	3 1%	3 1%	1 *	1 *	2 *	5 1%	3 1%	6 1%	15 1%	3 1%	5 1%	6 1%	1 1%	- -
Plaid Cymru	7 *	3 *	4 *	- -	2 1%	- -	2 1%	1 *	2 1%	4 1%	- -	2 *	1 *	7 *	- -	- -	- -	7 2%	- -
Other	24 1%	16 2%	7 1%	1 *	3 1%	5 1%	5 2%	4 1%	4 1%	10 2%	6 1%	3 1%	5 1%	20 1%	4 1%	6 1%	4 1%	5 2%	4 2%
Refused	60 3%	30 3%	29 3%	14 6%	12 4%	14 4%	5 1%	10 3%	4 1%	9 2%	27 5%	10 2%	14 3%	56 3%	20 4%	15 3%	12 2%	9 3%	4 2%
Don't know	396 20%	133 13%	264 26%	62 26%	76 24%	106 28%	61 18%	50 17%	41 10%	77 14%	120 21%	90 21%	109 24%	369 20%	113 22%	102 19%	94 19%	59 21%	27 16%

Voting Intentions Survey

ONLINE Fieldwork : 16th - 18th October 2013

Absolutes/col percents

Q.5 Generally speaking, do you think of yourself as...?

Base: All respondents

	Q.3/4/5 Voting Intention (including Squeeze & DK/Refuse at Q.4)										Voted in 2010 General Election			
	Total	Conser- vative	Labour	Lib Dem	UKIP	Green	SNP	Plaid Cymru	BNP	Other	DK/Refuse at Q4	Conser- vative	Labour	Liberal Demo- crat
Unweighted base	2001	497	580	162	247	58	33	5	13	13	313	580	450	416
Weighted base	2001	506	576	152	252	51	44	5	9	13	306	587	464	373
Labour	607 30%	16 3%	466 81%	10 7%	44 17%	7 13%	7 16%	* 8%	-	1 4%	31 10%	26 4%	393 85%	90 24%
Conservative	564 28%	427 84%	13 2%	9 6%	81 32%	3 7%	-	-	1 7%	1 6%	35 12%	457 78%	16 4%	22 6%
Lib Dem	174 9%	8 2%	22 4%	111 73%	12 5%	4 7%	-	-	-	-	13 4%	11 2%	4 1%	135 36%
UKIP	75 4%	2 *	1 *	-	68 27%	-	-	-	-	-	-	12 2%	5 1%	11 3%
SNP	44 2%	-	2 *	-	1 *	-	34 78%	-	-	-	4 1%	-	4 1%	2 1%
Green	36 2%	2 *	1 *	1 *	-	23 45%	-	-	-	-	2 1%	1 *	2 *	2 1%
BNP	15 1%	-	1 *	-	2 1%	-	-	-	6 70%	-	-	2 *	-	2 1%
Plaid Cymru	7 *	-	-	-	-	-	5 92%	-	-	-	1 *	-	-	-
Other	24 1%	-	4 1%	-	1 *	1 1%	* 1%	-	-	6 50%	5 2%	2 *	1 *	5 1%
Refused	60 3%	* *	3 *	1 *	3 1%	* 1%	-	-	-	-	50 16%	4 1%	* *	1 *
Don't know	396 20%	51 10%	63 11%	20 13%	40 16%	13 26%	2 5%	-	2 23%	5 40%	165 54%	72 12%	37 8%	102 27%

Voting Intentions Survey
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Absolutes/col percents

Q.5 Generally speaking, do you think of yourself as...?
Base: All respondents

Q.5 Generally speaking, do you think of yourself as...?

	Total	Labour	Conser -vative	Lib Dem	UKIP	SNP	Green	BNP	Plaid Cymru	Other	Refused	Don't know
Unweighted base	2001	589	549	196	82	34	44	18	6	30	53	400
Weighted base	2001	607	564	174	75	44	36	15	7	24	60	396
Labour	607 30%	607 100%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Conservative	564 28%	- -	564 100%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Lib Dem	174 9%	- -	- -	174 100%	- -	- -	- -	- -	- -	- -	- -	- -
UKIP	75 4%	- -	- -	- -	75 100%	- -	- -	- -	- -	- -	- -	- -
SNP	44 2%	- -	- -	- -	- -	44 100%	- -	- -	- -	- -	- -	- -
Green	36 2%	- -	- -	- -	- -	- -	36 100%	- -	- -	- -	- -	- -
BNP	15 1%	- -	- -	- -	- -	- -	- -	15 100%	- -	- -	- -	- -
Plaid Cymru	7 *	- -	- -	- -	- -	- -	- -	- -	7 100%	- -	- -	- -
Other	24 1%	- -	- -	- -	- -	- -	- -	- -	- -	24 100%	- -	- -
Refused	60 3%	- -	- -	- -	- -	- -	- -	- -	- -	- -	60 100%	- -
Don't know	396 20%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	396 100%

Voting Intentions Survey

ONLINE Fieldwork : 16th - 18th October 2013

Absolutes/col percents

Q.5 Generally speaking, do you think of yourself as...?

Base: All respondents

	Total	Region										
		Scotland (A)	North East (B)	North West (C)	Yorks & Humber (D)	West Mids (E)	Wales (F)	East-ern (G)	London (H)	South East (I)	South West (J)	East Mids (K)
Unweighted base	2001	117	93	253	179	163	93	206	275	279	182	161
Weighted base	2001	170*	89*	236	176	186	105*	189	252	258	182	157
Labour	607 30%	48 28%	43 48%AEG HIJK	88 37%GJ	71 40%GHI JK	56 30%	49 47%AEG HIJK	40 21%	73 29%J	61 24%	35 19%	43 27%
Conservative	564 28%	26 15%	12 14%	70 29%AB	43 24%	62 34%ABF	20 19%	65 35%ABF	73 29%AB	92 36%ABD F	47 26%B	54 35%ABF
Lib Dem	174 9%	12 7%	6 7%	12 5%	16 9%	12 6%	3 3%	28 15%CEFI	21 8%	19 7%	31 17%ABCE FHI	14 9%
UKIP	75 4%	4 2%	2 3%	9 4%	6 4%	8 4%	2 2%	10 5%	6 3%	11 4%	12 6%	5 3%
SNP	44 2%	44 26%BCDE FGHIJK	-	-	-	-	-	-	-	-	-	-
Green	36 2%	1 1%	1 2%	4 2%	2 1%	3 1%	3 3%	2 1%	10 4%	4 2%	3 2%	2 1%
BNP	15 1%	-	3 3%CGI	* *	3 2%	3 2%	-	-	3 1%	1 *	1 1%	1 1%
Plaid Cymru	7 *	-	-	-	-	-	7 7%ABCD EGHIJK	-	-	-	-	-
Other	24 1%	4 2%	2 2%	1 1%	1 1%	2 1%	1 1%	3 2%	4 1%	1 *	5 3%	* *
Refused	60 3%	4 2%	3 3%	8 4%	1 *	3 2%	2 2%	5 2%	13 5%D	7 3%	8 4%	8 5%D
Don't know	396 20%	27 16%	17 20%	44 19%	32 18%	37 20%	19 18%	35 19%	50 20%	64 25%	41 22%	30 19%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F/G/H/I/J/K/L

* small base; ** very small base (under 30) ineligible for sig testing

Voting Intentions Survey

ONLINE Fieldwork : 16th - 18th October 2013

Absolutes/col percents

Q.3/4/5 Voting Intention (including Squeeze & DK/Refuse at Q.4) - Weighted to Turnout values (Q2)

Base: All respondents expressing a voting intention and saying 5-10 likely to vote

	Gender			Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Net: Eng- land & Wales	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land
Unweighted base	1608	832	776	89	224	334	330	273	358	644	412	207	345	1509	441	428	419	221	99
Weighted base	1470	778	692	145	198	260	264	239	364	432	424	311	303	1335	367	382	372	215	135
Labour	521 35%	255 33%	266 39%	75 51%	80 40%	103 40%	95 36%	78 33%	90 25%	130 30%	146 34%	112 36%	133 44%	480 36%	120 33%	104 27%	172 46%	84 39%	41 31%
Conservative	465 32%	260 33%	205 30%	42 29%	48 24%	81 31%	71 27%	81 34%	143 39%	174 40%	129 30%	101 33%	61 20%	441 33%	139 38%	151 40%	98 26%	52 24%	24 18%
UKIP	236 16%	134 17%	102 15%	10 7%	20 10%	27 11%	49 18%	46 19%	84 23%	59 14%	69 16%	55 18%	53 18%	229 17%	50 14%	76 20%	67 18%	35 16%	7 5%
Lib Dem	135 9%	58 8%	76 11%	17 11%	34 17%	19 7%	24 9%	14 6%	27 7%	42 10%	44 10%	28 9%	21 7%	120 9%	38 10%	38 10%	18 5%	26 12%	14 11%
Green	45 3%	25 3%	20 3%	3 2%	7 3%	16 6%	8 3%	10 4%	1 *	9 2%	16 4%	7 2%	13 4%	42 3%	17 5%	9 2%	9 2%	8 4%	3 2%
SNP	42 3%	30 4%	12 2%	- -	6 3%	8 3%	8 3%	6 3%	13 4%	12 3%	15 4%	4 1%	12 4%	- -	- -	- -	- -	- -	42 31%
BNP	9 1%	7 1%	2 *	- -	1 *	3 1%	4 1%	- -	2 *	1 *	2 *	1 *	4 1%	9 1%	1 *	1 *	5 1%	2 1%	- -
Plaid Cymru	5 *	3 *	1 *	- -	- -	- -	1 1%	1 *	2 1%	3 1%	- -	1 *	- -	5 *	- -	- -	- -	5 2%	- -
Other	12 1%	6 1%	6 1%	- -	2 1%	2 1%	5 2%	2 1%	1 *	2 *	4 1%	1 *	5 2%	10 1%	2 *	2 1%	3 1%	3 1%	2 2%

Voting Intentions Survey

ONLINE Fieldwork : 16th - 18th October 2013

Absolutes/col percents

Q.3/4/5 Voting Intention (including Squeeze & DK/Refuse at Q.4) - Weighted to Turnout values (Q2)

Base: All respondents expressing a voting intention and saying 5-10 likely to vote

	Q.3/4/5 Voting Intention (including Squeeze & DK/Refuse at Q.4)										Voted in 2010 General Election			
	Total	Conser- vative	Labour	Lib Dem	UKIP	Green	SNP	Plaid Cymru	BNP	Other	DK/Refuse at Q4	Conser- vative	Labour	Liberal Demo- crat
Unweighted base	1608	497	580	162	247	58	33	5	13	13	58	537	414	358
Weighted base	1470	465	521	135	236	45	42	5	9	12	45	513	393	291
Labour	521 35%	-	521 100%	-	-	-	-	-	-	-	17 37%	19 4%	339 86%	105 36%
Conservative	465 32%	465 100%	-	-	-	-	-	-	-	-	21 46%	386 75%	17 4%	22 8%
UKIP	236 16%	-	-	-	236 100%	-	-	-	-	-	-	91 18%	21 5%	37 13%
Lib Dem	135 9%	-	-	135 100%	-	-	-	-	-	-	7 16%	10 2%	5 1%	109 37%
Green	45 3%	-	-	-	-	45 100%	-	-	-	-	-	1 *	2 1%	15 5%
SNP	42 3%	-	-	-	-	-	42 100%	-	-	-	-	-	8 2%	* *
BNP	9 1%	-	-	-	-	-	-	-	9 100%	-	-	3 1%	* *	1 *
Plaid Cymru	5 *	-	-	-	-	-	-	5 100%	-	-	-	-	-	-
Other	12 1%	-	-	-	-	-	-	-	-	12 100%	-	3 1%	1 *	2 1%

Voting Intentions Survey

ONLINE Fieldwork : 16th - 18th October 2013

Absolutes/col percents

Q.3/4/5 Voting Intention (including Squeeze & DK/Refuse at Q.4) - Weighted to Turnout values (Q2)

Base: All respondents expressing a voting intention and saying 5-10 likely to vote

Q.5 Generally speaking, do you think of yourself as...?

	Total	Labour	Conser -vative	Lib Dem	UKIP	SNP	Green	BNP	Plaid Cymru	Other	Refused	Don't know
Unweighted base	1608	540	518	178	75	29	32	13	4	17	9	193
Weighted base	1470	502	499	142	67	36	23	10	4	12	6	169
Labour	521 35%	425 85%	11 2%	19 14%	1 2%	2 5%	1 4%	1 13%	-	4 34%	2 35%	54 32%
Conservative	465 32%	14 3%	396 79%	7 5%	2 2%	-	1 5%	-	-	-	* 5%	44 26%
UKIP	236 16%	39 8%	78 16%	12 8%	65 96%	1 3%	-	2 21%	-	1 9%	3 44%	35 21%
Lib Dem	135 9%	9 2%	9 2%	99 70%	-	-	1 3%	-	-	-	* 7%	17 10%
Green	45 3%	6 1%	3 1%	4 3%	-	-	20 87%	-	-	1 5%	* 8%	11 6%
SNP	42 3%	7 1%	-	-	-	33 92%	-	-	-	-	-	2 1%
BNP	9 1%	-	1 *	-	-	-	-	6 66%	-	-	-	2 1%
Plaid Cymru	5 *	* *	-	-	-	-	-	-	4 100%	-	-	-
Other	12 1%	1 *	1 *	-	-	-	-	-	-	6 49%	-	5 3%

Voting Intentions Survey

ONLINE Fieldwork : 16th - 18th October 2013

Absolutes/col percents

Q.3/4/5 Voting Intention (including Squeeze & DK/Refuse at Q.4) - Weighted to Turnout values (Q2)

Base: All respondents expressing a voting intention and saying 5-10 likely to vote

	Region											
	Total	Scotland (A)	North East (B)	North West (C)	Yorks & Humber (D)	West Mids (E)	Wales (F)	East-ern (G)	London (H)	South East (I)	South West (J)	East Mids (K)
Unweighted base	1608	99	76	195	148	130	76	170	211	230	145	128
Weighted base	1470	135*	68*	166	137	131*	81*	139	175	192	133	112*
Labour	521 35%	41 31%	36 53%AEG HIJK	73 44%GIK	64 46%AGI JK	44 34%	42 51%AEG IJK	32 23%	65 37%G	55 29%	43 32%	28 25%
Conservative	465 32%	24 18%	9 14%	56 34%AB	32 23%	51 39%ABD F	16 20%	54 39%ABD F	61 35%ABD F	77 40%ABD FJ	36 27%	47 42%ABDFJ
UKIP	236 16%	7 5%	11 16%A	27 16%A	29 21%AH	23 17%A	10 12%	33 24%AH	18 10%	32 17%A	25 19%A	20 18%A
Lib Dem	135 9%	14 11%C	6 9%	5 3%	7 5%	10 8%	7 8%	15 11%C	20 11%C	19 10%C	19 14%CD	12 11%C
Green	45 3%	3 2%	3 5%	3 2%	2 1%	2 1%	1 2%	3 2%	10 6%	7 4%	6 5%	4 4%
SNP	42 3%	42 31%BCDE FGHIJK	-	-	-	-	-	-	-	-	-	-
BNP	9 1%	-	3 4%GI	1 1%	1 *	1 1%	* *	-	1 1%	-	2 1%	* *
Plaid Cymru	5 *	-	-	-	-	-	5 6%ACDE GHIJK	-	-	-	-	-
Other	12 1%	2 2%	* 1%	-	3 2%	1 *	1 1%	1 1%	1 *	1 1%	2 1%	-

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F/G/H/I/J/K/L

*** small base; ** very small base (under 30) ineligible for sig testing**

Voting Intentions Survey
ONLINE Fieldwork : 16th - 18th October 2013

Absolutes/col percents

Q6a. If they were in government, who would you trust most to ...?
Base: All Sample Split A respondents
Make your family better off

	Gender		Age						Social Class				Region						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Net- Eng- land & Wales	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land
Unweighted base	1010	486	524	65	165	216	197	175	192	371	276	137	226	954	256	278	285	135	56
Weighted base	1010	492	518	124	162	194	171	151	208	272	293	212	234	923	255	266	255	146	87
Conservatives	250 25%	154 31%	96 18%	27 21%	31 19%	39 20%	40 23%	34 22%	80 38%	96 35%	64 22%	55 26%	35 15%	243 26%	73 28%	84 32%	56 22%	29 20%	7 8%
Labour	325 32%	153 31%	173 33%	49 40%	59 37%	67 34%	51 30%	51 34%	49 23%	76 28%	91 31%	65 31%	94 40%	294 32%	90 35%	68 26%	91 36%	45 31%	31 36%
Don't know	435 43%	185 38%	250 48%	48 39%	72 44%	88 45%	81 47%	67 44%	80 38%	100 37%	137 47%	92 43%	105 45%	386 42%	93 36%	113 42%	108 42%	72 49%	49 56%

Voting Intentions Survey
ONLINE Fieldwork : 16th - 18th October 2013

Absolutes/col percents

Q6a. If they were in government, who would you trust most to ...?
Base: All Sample Split A respondents
Make your family better off

	Q.3/4/5 Voting Intention (including Squeeze & DK/Refuse at Q.4)										Voted in 2010 General Election			
	Total	Conser- vative	Labour	Lib Dem	UKIP	Green	SNP	Plaid Cymru	BNP	Other	DK/Refuse at Q4	Conser- vative	Labour	Liberal Demo- crat
Unweighted base	1010	279	261	77	120	33	12	5	7	7	169	327	214	188
Weighted base	1010	255	271	82	124	33	20	6	5	8	160	298	234	188
Conservatives	250 25%	170 67%	12 4%	25 31%	24 19%	- -	- -	- -	2 44%	- -	9 6%	173 58%	18 8%	33 17%
Labour	325 32%	16 6%	201 74%	20 25%	22 18%	15 45%	8 39%	3 43%	- -	- -	20 13%	31 11%	161 69%	59 32%
Don't know	435 43%	69 27%	57 21%	36 44%	78 63%	18 55%	12 61%	3 57%	3 56%	8 100%	131 82%	94 31%	55 24%	96 51%

Voting Intentions Survey
ONLINE Fieldwork : 16th - 18th October 2013

Absolutes/col percents

Q6a. If they were in government, who would you trust most to ...?
Base: All Sample Split A respondents
Make your family better off

	Q.5 Generally speaking, do you think of yourself as...?											
	Total	Labour	Conser -vative	Lib Dem	UKIP	Green	SNP	BNP	Plaid Cymru	Other	Refused	Don't know
Unweighted base	1010	274	311	95	40	24	13	10	6	15	29	193
Weighted base	1010	302	292	93	35	21	20	8	8	13	32	185
Conservatives	250	15	182	26	6	2	-	4	-	1	1	13
	25%	5%	62%	27%	18%	8%	-	51%	-	6%	4%	7%
Labour	325	215	27	22	7	11	5	*	2	3	6	27
	32%	71%	9%	24%	20%	50%	23%	4%	26%	24%	19%	15%
Don't know	435	72	83	45	22	9	15	4	6	9	24	145
	43%	24%	29%	49%	62%	42%	77%	45%	74%	70%	77%	78%

Voting Intentions Survey
ONLINE Fieldwork : 16th - 18th October 2013

Absolutes/col percents

Q6a. If they were in government, who would you trust most to ...?

Base: All Sample Split A respondents

Make your family better off

	Region											
	Total	Scot-land (A)	North East (B)	North West (C)	Yorks & Humber (D)	West Mids (E)	Wales (F)	East-ern (G)	London (H)	South East (I)	South West (J)	East Mids (K)
Unweighted base	1010	56	47	136	102	85	44	102	134	122	91	91
Weighted base	1010	87*	47*	119	89*	94*	54*	93*	127	129*	92*	79*
Conservatives	250 25%	7 8%	6 13%	33 28%A	17 19%	27 29%A	10 19%	39 42%ABD FHJK	34 27%A	38 30%AB	19 20%	18 22%A
Labour	325 32%	31 36%G	21 45%GJ	41 35%G	29 32%G	30 32%G	22 40%G	13 14%	53 42%GJ	37 28%G	23 25%	26 33%G
Don't know	435 43%	49 56%CH	20 42%	45 38%	44 49%H	37 39%	22 41%	41 44%	39 31%	54 42%	50 54%CH	35 45%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F/G/H/I/J/K/L

*** small base; ** very small base (under 30) ineligible for sig testing**

Voting Intentions Survey
ONLINE Fieldwork : 16th - 18th October 2013

Absolutes/col percents

Q6a. If they were in government, who would you trust most to ...?

Base: All Sample Split A respondents

Keep the economy growing

	Gender		Age						Social Class				Region						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Net: Eng-land & Wales	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1010	486	524	65	165	216	197	175	192	371	276	137	226	954	256	278	285	135	56
Weighted base	1010	492	518	124	162	194	171	151	208	272	293	212	234	923	255	266	255	146	87
Conservatives	400	239	161	33	55	61	60	62	130	138	118	85	59	378	109	135	85	50	21
	40%	49%	31%	27%	34%	31%	35%	41%	62%	51%	40%	40%	25%	41%	43%	51%	33%	34%	25%
Labour	265	128	136	39	41	61	39	40	44	60	66	54	85	235	64	52	79	39	30
	26%	26%	26%	32%	25%	31%	23%	27%	21%	22%	23%	26%	36%	25%	25%	20%	31%	27%	34%
Don't know	346	124	221	52	66	72	72	49	34	74	109	72	90	310	82	78	91	57	36
	34%	25%	43%	42%	41%	37%	42%	32%	16%	27%	37%	34%	38%	34%	32%	29%	36%	39%	41%

Voting Intentions Survey
ONLINE Fieldwork : 16th - 18th October 2013

Absolutes/col percents

Q6a. If they were in government, who would you trust most to ...?
Base: All Sample Split A respondents
Keep the economy growing

	Q.3/4/5 Voting Intention (including Squeeze & DK/Refuse at Q.4)										Voted in 2010 General Election			
	Total	Conser- vative	Labour	Lib Dem	UKIP	Green	SNP	Plaid Cymru	BNP	Other	DK/Refuse at Q4	Conser- vative	Labour	Liberal Demo- crat
Unweighted base	1010	279	261	77	120	33	12	5	7	7	169	327	214	188
Weighted base	1010	255	271	82	124	33	20	6	5	8	160	298	234	188
Conservatives	400 40%	234 92%	25 9%	35 43%	62 50%	4 12%	1 7%	3 42%	2 44%	1 9%	34 21%	247 83%	27 12%	56 30%
Labour	265 26%	5 2%	180 66%	18 22%	12 10%	12 36%	7 35%	1 22%	* 8%	1 7%	8 5%	16 6%	150 64%	52 28%
Don't know	346 34%	16 6%	66 24%	29 35%	49 40%	17 52%	11 58%	2 36%	3 48%	7 83%	118 73%	34 11%	57 24%	80 43%

Voting Intentions Survey
ONLINE Fieldwork : 16th - 18th October 2013

Absolutes/col percents

Q6a. If they were in government, who would you trust most to ...?
Base: All Sample Split A respondents
Keep the economy growing

Q.5 Generally speaking, do you think of yourself as...?

	Total	Labour	Conser -vative	Lib Dem	UKIP	Green	SNP	BNP	Plaid Cymru	Other	Refused	Don't know
Unweighted base	1010	274	311	95	40	24	13	10	6	15	29	193
Weighted base	1010	302	292	93	35	21	20	8	8	13	32	185
Conservatives	400	36	255	40	15	6	2	5	3	1	7	30
	40%	12%	87%	43%	43%	27%	12%	59%	32%	6%	22%	16%
Labour	265	193	12	20	3	8	3	1	1	4	2	19
	26%	64%	4%	21%	9%	36%	16%	9%	10%	29%	6%	10%
Don't know	346	73	25	34	16	8	14	3	5	9	23	137
	34%	24%	9%	36%	47%	36%	72%	32%	58%	66%	72%	74%

Voting Intentions Survey
ONLINE Fieldwork : 16th - 18th October 2013

Absolutes/col percents

Q6a. If they were in government, who would you trust most to ...?

Base: All Sample Split A respondents

Keep the economy growing

	Region											
	Total	Scot-land (A)	North East (B)	North West (C)	Yorks & Humber (D)	West Mids (E)	Wales (F)	East-ern (G)	London (H)	South East (I)	South West (J)	East Mids (K)
Unweighted base	1010	56	47	136	102	85	44	102	134	122	91	91
Weighted base	1010	87*	47*	119	89*	94*	54*	93*	127	129*	92*	79*
Conservatives	400 40%	21 25%	11 24%	42 35%	32 36%	48 52%ABC F	15 28%	53 57%ABC DFHJ	49 39%	59 46%AB	35 38%	34 43%AB
Labour	265 26%	30 34%G	19 41%EGI J	35 29%G	25 28%G	21 22%	23 42%EGI J	13 14%	39 31%G	25 20%	16 18%	19 24%
Don't know	346 34%	36 41%	17 36%	42 36%	32 36%	25 26%	16 30%	28 30%	39 30%	44 34%	41 45%E	26 33%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F/G/H/I/J/K/L

*** small base; ** very small base (under 30) ineligible for sig testing**

Voting Intentions Survey

ONLINE Fieldwork : 16th - 18th October 2013

Absolutes/col percents

Q6a. If they were in government, who would you trust most to ...?

Base: All Sample Split A respondents

Keep prices down generally

	Gender		Age						Social Class				Region						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Net: Eng- land & Wales	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land
Unweighted base	1010	486	524	65	165	216	197	175	192	371	276	137	226	954	256	278	285	135	56
Weighted base	1010	492	518	124	162	194	171	151	208	272	293	212	234	923	255	266	255	146	87
Conservatives	230	133	96	27	20	41	34	34	74	78	69	51	31	216	64	70	51	31	14
	23%	27%	19%	22%	12%	21%	20%	23%	36%	29%	23%	24%	13%	23%	25%	26%	20%	21%	16%
Labour	346	168	178	54	70	59	53	48	61	79	98	69	100	315	93	69	102	50	31
	34%	34%	34%	44%	43%	31%	31%	32%	29%	29%	34%	32%	43%	34%	37%	26%	40%	34%	36%
Don't know	434	190	244	43	72	94	84	68	73	114	126	92	103	393	98	127	103	65	42
	43%	39%	47%	35%	44%	48%	49%	45%	35%	42%	43%	43%	44%	43%	38%	48%	40%	44%	48%

Voting Intentions Survey
ONLINE Fieldwork : 16th - 18th October 2013

Absolutes/col percents

Q6a. If they were in government, who would you trust most to ...?
Base: All Sample Split A respondents
Keep prices down generally

	Q.3/4/5 Voting Intention (including Squeeze & DK/Refuse at Q.4)										Voted in 2010 General Election			
	Total	Conser- vative	Labour	Lib Dem	UKIP	Green	SNP	Plaid Cymru	BNP	Other	DK/Refuse at Q4	Conser- vative	Labour	Liberal Demo- crat
Unweighted base	1010	279	261	77	120	33	12	5	7	7	169	327	214	188
Weighted base	1010	255	271	82	124	33	20	6	5	8	160	298	234	188
Conservatives	230 23%	166 65%	10 4%	23 28%	17 14%	- -	- -	1 13%	2 32%	- -	8 5%	162 54%	11 5%	27 14%
Labour	346 34%	16 6%	207 76%	21 26%	29 24%	12 35%	10 50%	2 31%	1 19%	1 7%	23 15%	29 10%	175 75%	70 37%
Don't know	434 43%	74 29%	54 20%	38 47%	77 62%	21 65%	10 50%	3 57%	3 49%	8 93%	128 80%	107 36%	48 21%	92 49%

Voting Intentions Survey
ONLINE Fieldwork : 16th - 18th October 2013

Absolutes/col percents

Q6a. If they were in government, who would you trust most to ...?
Base: All Sample Split A respondents
Keep prices down generally

	Q.5 Generally speaking, do you think of yourself as...?											
	Total	Labour	Conser -vative	Lib Dem	UKIP	Green	SNP	BNP	Plaid Cymru	Other	Refused	Don't know
Unweighted base	1010	274	311	95	40	24	13	10	6	15	29	193
Weighted base	1010	302	292	93	35	21	20	8	8	13	32	185
Conservatives	230	12	178	18	5	1	-	3	1	1	1	8
	23%	4%	61%	20%	15%	3%	-	41%	10%	6%	4%	4%
Labour	346	224	24	33	7	9	5	2	1	3	8	29
	34%	74%	8%	35%	19%	44%	27%	26%	17%	21%	26%	16%
Don't know	434	65	90	42	23	11	14	3	6	10	22	148
	43%	22%	31%	45%	66%	53%	73%	33%	74%	73%	70%	80%

Voting Intentions Survey
ONLINE Fieldwork : 16th - 18th October 2013

Absolutes/col percents

Q6a. If they were in government, who would you trust most to ...?

Base: All Sample Split A respondents

Keep prices down generally

	Region											
	Total	Scot-land (A)	North East (B)	North West (C)	Yorks & Humber (D)	West Mids (E)	Wales (F)	East-ern (G)	London (H)	South East (I)	South West (J)	East Mids (K)
Unweighted base	1010	56	47	136	102	85	44	102	134	122	91	91
Weighted base	1010	87*	47*	119	89*	94*	54*	93*	127	129*	92*	79*
Conservatives	230 23%	14 16%	8 16%	28 24%	15 16%	28 29%	8 15%	25 27%	31 24%	33 26%	23 25%	17 21%
Labour	346 34%	31 36%G	24 52%GIJ K	47 39%G	31 34%G	31 33%G	21 40%G	16 18%	52 41%G	41 32%G	29 31%	22 28%
Don't know	434 43%	42 48%	15 32%	44 37%	44 49%H	35 38%	24 45%	51 55%BCE H	43 34%	54 42%	40 44%	40 51%H

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F/G/H/I/J/K/L

*** small base; ** very small base (under 30) ineligible for sig testing**

Voting Intentions Survey
ONLINE Fieldwork : 16th - 18th October 2013

Absolutes/col percents

Q6a. If they were in government, who would you trust most to ...?
Base: All Sample Split A respondents
Get the cost of living down

	Gender		Age						Social Class				Region						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Net: Eng- land & Wales	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land
Unweighted base	1010	486	524	65	165	216	197	175	192	371	276	137	226	954	256	278	285	135	56
Weighted base	1010	492	518	124	162	194	171	151	208	272	293	212	234	923	255	266	255	146	87
Conservatives	260 26%	153 31%	107 21%	28 23%	30 18%	38 19%	41 24%	38 25%	86 41%	88 32%	79 27%	61 29%	32 14%	246 27%	75 29%	81 31%	52 21%	37 25%	15 17%
Labour	353 35%	168 34%	185 36%	52 42%	67 41%	71 36%	58 34%	50 33%	56 27%	81 30%	98 34%	74 35%	99 42%	317 34%	89 35%	77 29%	99 39%	51 35%	36 42%
Don't know	397 39%	170 35%	226 44%	44 36%	65 40%	85 44%	72 42%	63 42%	66 32%	103 38%	115 39%	76 36%	102 44%	361 39%	92 36%	107 40%	104 41%	58 40%	36 41%

Voting Intentions Survey
ONLINE Fieldwork : 16th - 18th October 2013

Absolutes/col percents

Q6a. If they were in government, who would you trust most to ...?

Base: All Sample Split A respondents

Get the cost of living down

	Q.3/4/5 Voting Intention (including Squeeze & DK/Refuse at Q.4)										Voted in 2010 General Election			
	Total	Conser- vative	Labour	Lib Dem	UKIP	Green	SNP	Plaid Cymru	BNP	Other	DK/Refuse at Q4	Conser- vative	Labour	Liberal Demo- crat
Unweighted base	1010	279	261	77	120	33	12	5	7	7	169	327	214	188
Weighted base	1010	255	271	82	124	33	20	6	5	8	160	298	234	188
Conservatives	260	181	9	24	25	2	-	1	2	-	18	179	9	34
	26%	71%	3%	29%	20%	5%	-	13%	44%	-	11%	60%	4%	18%
Labour	353	7	214	30	31	15	7	2	-	1	19	24	177	73
	35%	3%	79%	36%	25%	46%	34%	31%	-	7%	12%	8%	76%	39%
Don't know	397	67	47	28	68	16	13	3	3	8	122	95	48	81
	39%	26%	18%	35%	55%	48%	66%	57%	56%	93%	76%	32%	21%	43%

Voting Intentions Survey
ONLINE Fieldwork : 16th - 18th October 2013

Absolutes/col percents

Q6a. If they were in government, who would you trust most to ...?
Base: All Sample Split A respondents
Get the cost of living down

	Q.5 Generally speaking, do you think of yourself as...?											
	Total	Labour	Conser -vative	Lib Dem	UKIP	Green	SNP	BNP	Plaid Cymru	Other	Refused	Don't know
Unweighted base	1010	274	311	95	40	24	13	10	6	15	29	193
Weighted base	1010	302	292	93	35	21	20	8	8	13	32	185
Conservatives	260 26%	11 4%	197 67%	24 25%	6 16%	4 20%	1 5%	3 41%	1 10%	1 6%	2 8%	11 6%
Labour	353 35%	229 76%	19 7%	38 40%	8 23%	8 39%	2 11%	1 13%	1 17%	4 29%	8 24%	35 19%
Don't know	397 39%	62 21%	76 26%	32 34%	21 61%	9 41%	16 84%	4 45%	6 74%	9 66%	22 69%	139 75%

Voting Intentions Survey
ONLINE Fieldwork : 16th - 18th October 2013

Absolutes/col percents

Q6a. If they were in government, who would you trust most to ...?

Base: All Sample Split A respondents

Get the cost of living down

	Region											
	Total	Scot-land (A)	North East (B)	North West (C)	Yorks & Humber (D)	West Mids (E)	Wales (F)	East-ern (G)	London (H)	South East (I)	South West (J)	East Mids (K)
Unweighted base	1010	56	47	136	102	85	44	102	134	122	91	91
Weighted base	1010	87*	47*	119	89*	94*	54*	93*	127	129*	92*	79*
Conservatives	260 26%	15 17%	8 17%	27 22%	18 20%	27 29%	10 19%	37 40%ABC DFK	36 29%	38 30%	27 29%	17 22%
Labour	353 35%	36 42%G	20 44%G	48 40%G	31 35%	34 36%	20 37%	20 21%	50 39%G	39 30%	31 34%	24 30%
Don't know	397 39%	36 41%	19 40%	45 38%	40 45%	32 35%	24 44%	36 39%	41 32%	51 40%	34 37%	38 48%H

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F/G/H/I/J/K/L

*** small base; ** very small base (under 30) ineligible for sig testing**

Voting Intentions Survey
ONLINE Fieldwork : 16th - 18th October 2013

Absolutes/col percents

Q6a. If they were in government, who would you trust most to ...?

Base: All Sample Split A respondents

Protect people's jobs

	Gender		Age						Social Class				Region						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Net: Eng- land & Wales	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land
Unweighted base	1010	486	524	65	165	216	197	175	192	371	276	137	226	954	256	278	285	135	56
Weighted base	1010	492	518	124	162	194	171	151	208	272	293	212	234	923	255	266	255	146	87
Conservatives	236 23%	127 26%	109 21%	27 22%	33 20%	37 19%	36 21%	31 21%	72 35%	81 30%	73 25%	49 23%	34 14%	224 24%	68 27%	81 30%	47 18%	28 19%	12 14%
Labour	397 39%	204 42%	193 37%	59 47%	63 39%	76 39%	62 37%	62 41%	75 36%	103 38%	100 34%	85 40%	109 47%	352 38%	95 37%	84 32%	114 45%	60 41%	45 51%
Don't know	377 37%	160 33%	217 42%	38 31%	66 41%	81 42%	72 42%	57 38%	61 29%	88 32%	120 41%	77 37%	91 39%	347 38%	93 36%	101 38%	95 37%	58 40%	30 34%

Voting Intentions Survey
ONLINE Fieldwork : 16th - 18th October 2013

Absolutes/col percents

Q6a. If they were in government, who would you trust most to ...?
Base: All Sample Split A respondents
Protect people's jobs

	Q.3/4/5 Voting Intention (including Squeeze & DK/Refuse at Q.4)										Voted in 2010 General Election			
	Total	Conser- vative	Labour	Lib Dem	UKIP	Green	SNP	Plaid Cymru	BNP	Other	DK/Refuse at Q4	Conser- vative	Labour	Liberal Demo- crat
Unweighted base	1010	279	261	77	120	33	12	5	7	7	169	327	214	188
Weighted base	1010	255	271	82	124	33	20	6	5	8	160	298	234	188
Conservatives	236 23%	168 66%	6 2%	18 22%	23 18%	2 5%	- -	- -	2 32%	1 9%	12 7%	172 58%	6 3%	25 13%
Labour	397 39%	27 10%	219 81%	35 43%	36 29%	16 48%	10 50%	3 43%	* 8%	2 20%	33 21%	42 14%	185 79%	90 48%
Don't know	377 37%	61 24%	46 17%	29 35%	65 53%	15 46%	10 50%	3 57%	3 60%	6 70%	115 72%	84 28%	43 19%	73 39%

Voting Intentions Survey
ONLINE Fieldwork : 16th - 18th October 2013

Absolutes/col percents

Q6a. If they were in government, who would you trust most to ...?

Base: All Sample Split A respondents

Protect people's jobs

Q.5 Generally speaking, do you think of yourself as...?

	Total	Labour	Conser -vative	Lib Dem	UKIP	Green	SNP	BNP	Plaid Cymru	Other	Refused	Don't know
Unweighted base	1010	274	311	95	40	24	13	10	6	15	29	193
Weighted base	1010	302	292	93	35	21	20	8	8	13	32	185
Conservatives	236	9	182	20	5	3	1	4	-	1	3	8
	23%	3%	62%	21%	15%	16%	5%	50%	-	6%	11%	4%
Labour	397	237	39	41	7	10	5	1	2	4	7	45
	39%	78%	13%	44%	20%	45%	27%	9%	26%	29%	23%	24%
Don't know	377	57	71	33	23	8	13	3	6	9	21	133
	37%	19%	24%	35%	65%	39%	67%	41%	74%	66%	66%	72%

Voting Intentions Survey
ONLINE Fieldwork : 16th - 18th October 2013

Absolutes/col percents

Q6a. If they were in government, who would you trust most to ...?

Base: All Sample Split A respondents

Protect people's jobs

	Region											
	Total	Scot-land (A)	North East (B)	North West (C)	Yorks & Humber (D)	West Mids (E)	Wales (F)	East-ern (G)	London (H)	South East (I)	South West (J)	East Mids (K)
Unweighted base	1010	56	47	136	102	85	44	102	134	122	91	91
Weighted base	1010	87*	47*	119	89*	94*	54*	93*	127	129*	92*	79*
Conservatives	236 23%	12 14%	5 10%	27 23%	15 17%	31 33%ABD FK	8 14%	37 40%ABC DFHJK	30 24%	38 29%AB	20 22%	13 16%
Labour	397 39%	45 51%GI	26 55%GI	52 44%GI	36 41%G	36 38%G	27 49%GI	17 18%	56 44%GI	38 30%	33 36%G	31 40%G
Don't know	377 37%	30 34%	16 35%	40 34%	38 43%	27 29%	20 36%	39 42%	40 32%	52 41%	39 42%	35 44%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F/G/H/I/J/K/L

*** small base; ** very small base (under 30) ineligible for sig testing**

Voting Intentions Survey
ONLINE Fieldwork : 16th - 18th October 2013

Absolutes/col percents

Q6a. If they were in government, who would you trust most to ...?

Base: All Sample Split A respondents

Be tough on people abusing the benefits system

	Gender		Age						Social Class				Region						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Net: Eng- land & Wales	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land
Unweighted base	1010	486	524	65	165	216	197	175	192	371	276	137	226	954	256	278	285	135	56
Weighted base	1010	492	518	124	162	194	171	151	208	272	293	212	234	923	255	266	255	146	87
Conservatives	553 55%	300 61%	254 49%	42 34%	84 52%	88 46%	101 59%	89 59%	149 72%	172 63%	159 54%	116 55%	105 45%	503 54%	147 58%	159 60%	126 49%	71 48%	51 58%
Labour	164 16%	82 17%	81 16%	39 31%	27 17%	34 18%	21 12%	17 11%	26 12%	33 12%	41 14%	37 17%	53 23%	151 16%	42 16%	43 16%	48 19%	18 12%	13 15%
Don't know	293 29%	109 22%	184 35%	43 35%	51 31%	72 37%	49 29%	45 30%	33 16%	66 24%	92 32%	59 28%	75 32%	269 29%	66 26%	64 24%	81 32%	58 39%	24 27%

Voting Intentions Survey
ONLINE Fieldwork : 16th - 18th October 2013

Absolutes/col percents

Q6a. If they were in government, who would you trust most to ...?

Base: All Sample Split A respondents

Be tough on people abusing the benefits system

	Q.3/4/5 Voting Intention (including Squeeze & DK/Refuse at Q.4)										Voted in 2010 General Election			
	Total	Conser- vative	Labour	Lib Dem	UKIP	Green	SNP	Plaid Cymru	BNP	Other	DK/Refuse at Q4	Conser- vative	Labour	Liberal Demo- crat
Unweighted base	1010	279	261	77	120	33	12	5	7	7	169	327	214	188
Weighted base	1010	255	271	82	124	33	20	6	5	8	160	298	234	188
Conservatives	553 55%	232 91%	100 37%	49 60%	75 61%	7 22%	8 41%	6 100%	3 51%	3 35%	57 36%	249 84%	84 36%	97 52%
Labour	164 16%	8 3%	99 37%	17 21%	6 5%	9 26%	3 16%	- -	1 12%	- -	8 5%	14 5%	91 39%	31 16%
Don't know	293 29%	15 6%	71 26%	16 19%	43 34%	17 52%	8 43%	- -	2 36%	5 65%	95 59%	35 12%	59 25%	60 32%

Voting Intentions Survey
ONLINE Fieldwork : 16th - 18th October 2013

Absolutes/col percents

Q6a. If they were in government, who would you trust most to ...?

Base: All Sample Split A respondents

Be tough on people abusing the benefits system

Q.5 Generally speaking, do you think of yourself as...?

	Total	Labour	Conser -vative	Lib Dem	UKIP	Green	SNP	BNP	Plaid Cymru	Other	Refused	Don't know
Unweighted base	1010	274	311	95	40	24	13	10	6	15	29	193
Weighted base	1010	302	292	93	35	21	20	8	8	13	32	185
Conservatives	553 55%	127 42%	258 88%	59 63%	15 43%	9 42%	8 39%	6 76%	7 86%	5 40%	13 40%	48 26%
Labour	164 16%	104 34%	15 5%	16 17%	4 12%	5 25%	3 16%	-	-	1 11%	1 2%	14 8%
Don't know	293 29%	72 24%	19 7%	19 20%	16 45%	7 33%	9 45%	2 24%	1 14%	7 49%	19 58%	123 67%

Voting Intentions Survey
ONLINE Fieldwork : 16th - 18th October 2013

Absolutes/col percents

Q6a. If they were in government, who would you trust most to ...?

Base: All Sample Split A respondents

Be tough on people abusing the benefits system

	Region											
	Total	Scot-land (A)	North East (B)	North West (C)	Yorks & Humber (D)	West Mids (E)	Wales (F)	East-ern (G)	London (H)	South East (I)	South West (J)	East Mids (K)
Unweighted base	1010	56	47	136	102	85	44	102	134	122	91	91
Weighted base	1010	87*	47*	119	89*	94*	54*	93*	127	129*	92*	79*
Conservatives	553 55%	51 58%	20 43%	66 55%	40 45%	58 62%	29 53%	56 60%	67 52%	81 63%BDJ	42 45%	45 57%
Labour	164 16%	13 15%	14 31%DEF IJ	21 18%	13 14%	12 12%	5 8%	17 18%	25 19%	17 13%	14 15%	14 18%
Don't know	293 29%	24 27%	12 26%	33 27%	36 40%GI	24 26%	21 38%	20 22%	36 28%	31 24%	37 40%GI	20 25%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F/G/H/I/J/K/L

*** small base; ** very small base (under 30) ineligible for sig testing**

Voting Intentions Survey
ONLINE Fieldwork : 16th - 18th October 2013

Absolutes/col percents

Q6a. If they were in government, who would you trust most to ...?

Base: All Sample Split A respondents

Negotiate on Britain's behalf with the rest of the EU

	Gender		Age						Social Class				Region						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Net: Eng- land & Wales	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land
Unweighted base	1010	486	524	65	165	216	197	175	192	371	276	137	226	954	256	278	285	135	56
Weighted base	1010	492	518	124	162	194	171	151	208	272	293	212	234	923	255	266	255	146	87
Conservatives	396	228	168	30	51	70	65	63	118	141	111	82	62	369	112	123	84	49	28
	39%	46%	32%	24%	32%	36%	38%	41%	57%	52%	38%	39%	26%	40%	44%	46%	33%	34%	32%
Labour	238	116	122	45	40	49	37	29	38	53	63	46	76	217	54	57	73	33	21
	24%	24%	23%	36%	25%	25%	22%	19%	18%	20%	21%	22%	32%	24%	21%	21%	29%	22%	25%
Don't know	375	147	228	49	71	75	69	59	52	77	119	83	96	338	89	86	98	64	38
	37%	30%	44%	39%	44%	39%	41%	39%	25%	28%	41%	39%	41%	37%	35%	32%	39%	44%	43%

Voting Intentions Survey
ONLINE Fieldwork : 16th - 18th October 2013

Absolutes/col percents

Q6a. If they were in government, who would you trust most to ...?
Base: All Sample Split A respondents
Negotiate on Britain's behalf with the rest of the EU

	Q.3/4/5 Voting Intention (including Squeeze & DK/Refuse at Q.4)										Voted in 2010 General Election			
	Total	Conser- vative	Labour	Lib Dem	UKIP	Green	SNP	Plaid Cymru	BNP	Other	DK/Refuse at Q4	Conser- vative	Labour	Liberal Demo- crat
Unweighted base	1010	279	261	77	120	33	12	5	7	7	169	327	214	188
Weighted base	1010	255	271	82	124	33	20	6	5	8	160	298	234	188
Conservatives	396 39%	226 89%	28 10%	45 55%	45 37%	4 12%	2 11%	3 55%	3 52%	3 37%	35 22%	225 76%	30 13%	72 38%
Labour	238 24%	1 *	166 61%	11 14%	8 6%	8 25%	11 58%	1 9%	- -	2 20%	11 7%	13 4%	133 57%	45 24%
Don't know	375 37%	27 11%	77 28%	26 32%	71 57%	21 63%	6 31%	2 36%	3 48%	4 43%	114 71%	59 20%	72 31%	72 38%

Voting Intentions Survey
ONLINE Fieldwork : 16th - 18th October 2013

Absolutes/col percents

Q6a. If they were in government, who would you trust most to ...?

Base: All Sample Split A respondents

Negotiate on Britain's behalf with the rest of the EU

	Q.5 Generally speaking, do you think of yourself as...?											
	Total	Labour	Conser -vative	Lib Dem	UKIP	Green	SNP	BNP	Plaid Cymru	Other	Refused	Don't know
Unweighted base	1010	274	311	95	40	24	13	10	6	15	29	193
Weighted base	1010	302	292	93	35	21	20	8	8	13	32	185
Conservatives	396	37	238	50	12	4	2	4	3	3	8	35
	39%	12%	81%	54%	34%	18%	12%	51%	42%	23%	25%	19%
Labour	238	172	10	14	3	7	7	-	-	4	3	17
	24%	57%	4%	15%	8%	33%	37%	-	-	31%	9%	9%
Don't know	375	93	44	29	20	10	10	4	5	6	21	133
	37%	31%	15%	31%	58%	48%	51%	49%	58%	46%	67%	72%

Voting Intentions Survey
ONLINE Fieldwork : 16th - 18th October 2013

Absolutes/col percents

Q6a. If they were in government, who would you trust most to ...?

Base: All Sample Split A respondents

Negotiate on Britain's behalf with the rest of the EU

	Region											
	Total	Scot-land (A)	North East (B)	North West (C)	Yorks & Humber (D)	West Mids (E)	Wales (F)	East-ern (G)	London (H)	South East (I)	South West (J)	East Mids (K)
Unweighted base	1010	56	47	136	102	85	44	102	134	122	91	91
Weighted base	1010	87*	47*	119	89*	94*	54*	93*	127	129*	92*	79*
Conservatives	396 39%	28 32%	14 31%	41 34%	29 33%	37 39%	17 32%	52 56%ABC DFJ	57 45%	55 43%	32 34%	35 44%
Labour	238 24%	21 25%G	17 37%GIJ	35 29%G	21 23%G	27 29%G	16 29%G	9 10%	32 25%G	22 17%	17 18%	21 27%G
Don't know	375 37%	38 43%	15 32%	44 37%	39 44%	30 32%	21 39%	32 35%	39 30%	51 39%	44 47%HK	23 30%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F/G/H/I/J/K/L

*** small base; ** very small base (under 30) ineligible for sig testing**

Voting Intentions Survey
ONLINE Fieldwork : 16th - 18th October 2013

Absolutes/col percents

Q6a. If they were in government, who would you trust most to ...?

Base: All Sample Split A respondents

Keep gas and electricity prices down

	Gender		Age						Social Class				Region						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Net- Eng- land & Wales	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land
Unweighted base	1010	486	524	65	165	216	197	175	192	371	276	137	226	954	256	278	285	135	56
Weighted base	1010	492	518	124	162	194	171	151	208	272	293	212	234	923	255	266	255	146	87
Conservatives	169 17%	89 18%	80 15%	23 18%	26 16%	25 13%	21 12%	22 14%	52 25%	59 22%	55 19%	38 18%	18 8%	159 17%	53 21%	56 21%	29 12%	20 14%	10 12%
Labour	372 37%	197 40%	175 34%	53 43%	60 37%	68 35%	62 36%	60 40%	68 33%	89 33%	100 34%	72 34%	111 47%	337 36%	84 33%	85 32%	110 43%	58 40%	35 41%
Don't know	469 46%	206 42%	263 51%	48 39%	76 47%	100 52%	88 51%	69 46%	88 42%	124 45%	138 47%	102 48%	105 45%	427 46%	118 46%	125 47%	116 45%	68 46%	42 48%

Voting Intentions Survey
ONLINE Fieldwork : 16th - 18th October 2013

Absolutes/col percents

Q6a. If they were in government, who would you trust most to ...?
Base: All Sample Split A respondents
Keep gas and electricity prices down

	Q.3/4/5 Voting Intention (including Squeeze & DK/Refuse at Q.4)										Voted in 2010 General Election			
	Total	Conser- vative	Labour	Lib Dem	UKIP	Green	SNP	Plaid Cymru	BNP	Other	DK/Refuse at Q4	Conser- vative	Labour	Liberal Demo- crat
Unweighted base	1010	279	261	77	120	33	12	5	7	7	169	327	214	188
Weighted base	1010	255	271	82	124	33	20	6	5	8	160	298	234	188
Conservatives	169	112	4	21	17	2	-	-	2	-	3	117	6	22
	17%	44%	1%	26%	13%	7%	-	-	32%	-	2%	39%	3%	12%
Labour	372	29	210	26	33	14	7	3	1	3	24	43	173	74
	37%	11%	78%	31%	26%	42%	34%	43%	19%	35%	15%	14%	74%	40%
Don't know	469	114	57	35	74	17	13	3	3	5	133	137	55	92
	46%	45%	21%	43%	60%	51%	66%	57%	49%	65%	83%	46%	23%	49%

Voting Intentions Survey
ONLINE Fieldwork : 16th - 18th October 2013

Absolutes/col percents

Q6a. If they were in government, who would you trust most to ...?

Base: All Sample Split A respondents

Keep gas and electricity prices down

	Q.5 Generally speaking, do you think of yourself as...?											
	Total	Labour	Conser -vative	Lib Dem	UKIP	Green	SNP	BNP	Plaid Cymru	Other	Refused	Don't know
Unweighted base	1010	274	311	95	40	24	13	10	6	15	29	193
Weighted base	1010	302	292	93	35	21	20	8	8	13	32	185
Conservatives	169 17%	5 2%	128 44%	18 19%	6 18%	3 16%	- -	4 45%	- -	- -	1 3%	3 2%
Labour	372 37%	230 76%	37 13%	33 35%	8 22%	8 36%	2 11%	1 13%	2 26%	7 52%	9 30%	36 20%
Don't know	469 46%	67 22%	127 44%	43 46%	21 60%	10 48%	18 89%	3 42%	6 74%	6 48%	21 67%	146 79%

Voting Intentions Survey
ONLINE Fieldwork : 16th - 18th October 2013

Absolutes/col percents

Q6a. If they were in government, who would you trust most to ...?

Base: All Sample Split A respondents

Keep gas and electricity prices down

	Region											
	Total	Scot-land (A)	North East (B)	North West (C)	Yorks & Humber (D)	West Mids (E)	Wales (F)	East-ern (G)	London (H)	South East (I)	South West (J)	East Mids (K)
Unweighted base	1010	56	47	136	102	85	44	102	134	122	91	91
Weighted base	1010	87*	47*	119	89*	94*	54*	93*	127	129*	92*	79*
Conservatives	169 17%	10 12%	4 8%	16 13%	9 11%	17 18%	5 9%	26 28% ABC DF	26 21%	27 21%	15 16%	13 16%
Labour	372 37%	35 41%	24 51% GI	56 47% GI	30 34%	32 34%	24 45%	26 28%	49 38%	35 27%	34 37%	27 34%
Don't know	469 46%	42 48%	19 40%	48 40%	50 55% C	44 47%	25 45%	42 45%	52 41%	66 51%	43 47%	39 50%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F/G/H/I/J/K/L

*** small base; ** very small base (under 30) ineligible for sig testing**

Voting Intentions Survey

ONLINE Fieldwork : 16th - 18th October 2013

Absolutes/col percents

Q6b. If they were Prime Minister, who would you trust most to ...?

Base: All Sample Split B respondents

Make your family better off

	Gender		Age						Social Class				Region						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Net: Eng- land & Wales	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land
Unweighted base	991	483	508	61	162	215	194	153	206	378	243	128	242	930	298	252	240	140	61
Weighted base	991	488	503	118	156	186	168	151	212	273	285	210	224	908	254	268	245	141	83
David Cameron	254	143	111	52	25	35	41	40	62	94	68	59	33	239	75	83	51	30	15
	26%	29%	22%	45%	16%	19%	24%	26%	29%	35%	24%	28%	15%	26%	29%	31%	21%	21%	18%
Ed Miliband	297	160	138	32	47	59	56	48	54	75	93	58	71	269	65	62	96	46	28
	30%	33%	27%	27%	30%	32%	34%	32%	26%	28%	33%	28%	32%	30%	26%	23%	39%	33%	34%
Don't know	440	185	255	33	84	92	71	63	96	103	123	93	121	400	114	123	98	65	39
	44%	38%	51%	28%	54%	50%	42%	42%	45%	38%	43%	44%	54%	45%	46%	40%	46%	47%	

Voting Intentions Survey
ONLINE Fieldwork : 16th - 18th October 2013

Absolutes/col percents

Q6b. If they were Prime Minister, who would you trust most to ...?
Base: All Sample Split B respondents
Make your family better off

	Q.3/4/5 Voting Intention (including Squeeze & DK/Refuse at Q.4)										Voted in 2010 General Election			
	Total	Conser- vative	Labour	Lib Dem	UKIP	Green	SNP	Plaid Cymru	BNP	Other	DK/Refuse at Q4	Conser- vative	Labour	Liberal Demo- crat
Unweighted base	991	218	319	85	127	25	21	-	6	6	144	253	236	228
Weighted base	991	252	307	70	129	17	25	-	4	4	138	289	230	185
David Cameron	254 26%	168 67%	24 8%	13 19%	34 26%	2 12%	-	-	* 7%	-	8 6%	158 54%	25 11%	25 14%
Ed Miliband	297 30%	11 4%	208 68%	21 30%	21 16%	3 17%	6 24%	-	-	1 24%	22 16%	22 8%	151 66%	68 37%
Don't know	440 44%	73 29%	75 25%	36 51%	75 58%	12 70%	19 76%	-	4 93%	3 76%	108 78%	109 38%	53 23%	91 50%

Voting Intentions Survey
ONLINE Fieldwork : 16th - 18th October 2013

Absolutes/col percents

Q6b. If they were Prime Minister, who would you trust most to ...?

Base: All Sample Split B respondents

Make your family better off

Q.5 Generally speaking, do you think of yourself as...?

	Total	Labour	Conser -vative	Lib Dem	UKIP	SNP	Green	BNP	Plaid Cymru	Other	Refused	Don't know
Unweighted base	991	315	238	101	42	21	20	8	-	15	24	207
Weighted base	991	304	272	81	40	24	15	7	-	11	23	215
David Cameron	254	19	173	18	6	-	2	*	-	-	3	34
	26%	6%	64%	22%	15%	-	12%	4%	-	-	14%	16%
Ed Miliband	297	201	20	18	6	6	3	2	-	4	*	38
	30%	66%	7%	22%	15%	26%	21%	23%	-	34%	1%	18%
Don't know	440	84	80	45	28	18	10	5	-	7	19	144
	44%	28%	29%	56%	70%	74%	67%	73%	-	66%	85%	67%

Voting Intentions Survey

ONLINE Fieldwork : 16th - 18th October 2013

Absolutes/col percents

Q6b. If they were Prime Minister, who would you trust most to ...?

Base: All Sample Split B respondents

Make your family better off

	Region											
	Total	Scot-land (A)	North East (B)	North West (C)	Yorks & Humber (D)	West Mids (E)	Wales (F)	East-ern (G)	London (H)	South East (I)	South West (J)	East Mids (K)
Unweighted base	991	61	46	117	77	78	49	104	141	157	91	70
Weighted base	991	83*	42*	117*	85*	91*	52*	96*	125*	129	90*	81*
David Cameron	254 26%	15 18%	7 16%	30 25%	14 17%	27 30%	8 15%	33 35%BDF	40 32%DF	35 27%	22 25%	23 28%
Ed Miliband	297 30%	28 34%	19 46%EGH IJ	40 34%	37 43%EGI J	21 23%	26 50%EGH JK	20 21%	34 27%	31 24%	21 23%	21 26%
Don't know	440 44%	39 47%	16 38%	48 41%	34 40%	43 47%	18 36%	43 45%	51 41%	63 49%	47 52%	37 45%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F/G/H/I/J/K/L

*** small base; ** very small base (under 30) ineligible for sig testing**

Voting Intentions Survey
ONLINE Fieldwork : 16th - 18th October 2013

Absolutes/col percents

Q6b. If they were Prime Minister, who would you trust most to ...?

Base: All Sample Split B respondents

Keep the economy growing

	Gender		Age						Social Class				Region						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Net: Eng- land & Wales	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land
Unweighted base	991	483	508	61	162	215	194	153	206	378	243	128	242	930	298	252	240	140	61
Weighted base	991	488	503	118	156	186	168	151	212	273	285	210	224	908	254	268	245	141	83
David Cameron	373	199	173	54	40	53	54	70	102	127	106	78	62	351	111	116	78	46	22
	38%	41%	34%	46%	26%	28%	32%	46%	48%	47%	37%	37%	28%	39%	44%	43%	32%	33%	26%
Ed Miliband	237	135	102	29	35	49	40	40	43	58	71	50	57	216	52	47	79	38	21
	24%	28%	20%	25%	22%	26%	24%	27%	20%	21%	25%	24%	26%	24%	21%	18%	32%	27%	25%
Don't know	382	153	228	34	81	85	74	41	67	87	108	82	104	341	91	105	88	58	40
	39%	31%	45%	29%	52%	45%	44%	27%	32%	32%	38%	39%	47%	38%	36%	39%	36%	41%	49%

Voting Intentions Survey
ONLINE Fieldwork : 16th - 18th October 2013

Absolutes/col percents

Q6b. If they were Prime Minister, who would you trust most to ...?

Base: All Sample Split B respondents

Keep the economy growing

	Q.3/4/5 Voting Intention (including Squeeze & DK/Refuse at Q.4)										Voted in 2010 General Election			
	Total	Conser- vative	Labour	Lib Dem	UKIP	Green	SNP	Plaid Cymru	BNP	Other	DK/Refuse at Q4	Conser- vative	Labour	Liberal Demo- crat
Unweighted base	991	218	319	85	127	25	21	-	6	6	144	253	236	228
Weighted base	991	252	307	70	129	17	25	-	4	4	138	289	230	185
David Cameron	373	216	30	23	63	7	2	-	2	1	25	217	32	51
	38%	86%	10%	33%	49%	42%	9%	-	52%	20%	18%	75%	14%	28%
Ed Miliband	237	5	176	11	8	2	5	-	-	1	20	18	129	46
	24%	2%	57%	16%	7%	10%	20%	-	-	24%	14%	6%	56%	25%
Don't know	382	30	101	36	58	8	18	-	2	2	94	55	69	87
	39%	12%	33%	51%	45%	48%	71%	-	48%	56%	68%	19%	30%	47%

Voting Intentions Survey
ONLINE Fieldwork : 16th - 18th October 2013

Absolutes/col percents

Q6b. If they were Prime Minister, who would you trust most to ...?
Base: All Sample Split B respondents
Keep the economy growing

Q.5 Generally speaking, do you think of yourself as...?

	Total	Labour	Conser -vative	Lib Dem	UKIP	SNP	Green	BNP	Plaid Cymru	Other	Refused	Don't know
Unweighted base	991	315	238	101	42	21	20	8	-	15	24	207
Weighted base	991	304	272	81	40	24	15	7	-	11	23	215
David Cameron	373	32	233	27	9	2	5	1	-	2	2	58
	38%	11%	86%	34%	22%	10%	36%	12%	-	22%	9%	27%
Ed Miliband	237	168	8	16	4	5	2	2	-	4	1	25
	24%	55%	3%	20%	11%	22%	14%	23%	-	40%	4%	12%
Don't know	382	103	30	38	27	16	8	5	-	4	19	132
	39%	34%	11%	47%	67%	69%	51%	65%	-	38%	87%	61%

Voting Intentions Survey
ONLINE Fieldwork : 16th - 18th October 2013

Absolutes/col percents

Q6b. If they were Prime Minister, who would you trust most to ...?

Base: All Sample Split B respondents

Keep the economy growing

	Region											
	Total	Scotland (A)	North East (B)	North West (C)	Yorks & Humber (D)	West Mids (E)	Wales (F)	East-ern (G)	London (H)	South East (I)	South West (J)	East Mids (K)
Unweighted base	991	61	46	117	77	78	49	104	141	157	91	70
Weighted base	991	83*	42*	117*	85*	91*	52*	96*	125*	129	90*	81*
David Cameron	373 38%	22 26%	8 19%	41 35%	28 33%	41 44%BF	12 24%	38 40%B	55 44%ABF	56 43%ABF	34 38%	38 46%ABF
Ed Miliband	237 24%	21 25%	13 32%	36 30%	30 35%EIK	15 16%	17 32%	18 19%	28 22%	24 19%	21 23%	14 17%
Don't know	382 39%	40 49%	21 49%	40 34%	27 32%	36 39%	23 44%	39 41%	42 33%	49 38%	35 39%	30 36%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F/G/H/I/J/K/L

*** small base; ** very small base (under 30) ineligible for sig testing**

Voting Intentions Survey

ONLINE Fieldwork : 16th - 18th October 2013

Absolutes/col percents

Q6b. If they were Prime Minister, who would you trust most to ...?

Base: All Sample Split B respondents

Keep prices down generally

	Gender		Age						Social Class				Region						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Net: Eng- land & Wales	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land
Unweighted base	991	483	508	61	162	215	194	153	206	378	243	128	242	930	298	252	240	140	61
Weighted base	991	488	503	118	156	186	168	151	212	273	285	210	224	908	254	268	245	141	83
David Cameron	216	120	96	39	19	30	31	43	54	80	54	51	32	199	51	71	47	30	18
	22%	25%	19%	33%	12%	16%	19%	29%	25%	29%	19%	24%	14%	22%	20%	26%	19%	22%	22%
Ed Miliband	327	174	153	47	52	65	54	52	59	79	107	64	78	299	83	59	96	60	29
	33%	36%	30%	40%	33%	35%	32%	34%	28%	29%	37%	30%	35%	33%	33%	22%	39%	43%	35%
Don't know	447	193	254	32	85	91	83	56	99	113	124	95	115	411	120	139	102	51	36
	45%	40%	50%	27%	55%	49%	49%	37%	47%	42%	44%	45%	51%	45%	47%	52%	42%	36%	44%

Voting Intentions Survey
ONLINE Fieldwork : 16th - 18th October 2013

Absolutes/col percents

Q6b. If they were Prime Minister, who would you trust most to ...?

Base: All Sample Split B respondents

Keep prices down generally

	Q.3/4/5 Voting Intention (including Squeeze & DK/Refuse at Q.4)										Voted in 2010 General Election			
	Total	Conser- vative	Labour	Lib Dem	UKIP	Green	SNP	Plaid Cymru	BNP	Other	DK/Refuse at Q4	Conser- vative	Labour	Liberal Demo- crat
Unweighted base	991	218	319	85	127	25	21	-	6	6	144	253	236	228
Weighted base	991	252	307	70	129	17	25	-	4	4	138	289	230	185
David Cameron	216 22%	148 59%	19 6%	10 15%	24 18%	* 2%	1 4%	-	* 7%	1 20%	6 4%	141 49%	19 8%	21 11%
Ed Miliband	327 33%	16 6%	219 71%	23 33%	23 18%	5 29%	5 20%	-	-	1 24%	27 20%	28 10%	155 68%	79 43%
Don't know	447 45%	88 35%	69 22%	37 52%	83 64%	12 69%	19 76%	-	4 93%	2 56%	105 76%	121 42%	56 24%	84 46%

Voting Intentions Survey
ONLINE Fieldwork : 16th - 18th October 2013

Absolutes/col percents

Q6b. If they were Prime Minister, who would you trust most to ...?
Base: All Sample Split B respondents
Keep prices down generally

	Q.5 Generally speaking, do you think of yourself as...?											
	Total	Labour	Conser -vative	Lib Dem	UKIP	SNP	Green	BNP	Plaid Cymru	Other	Refused	Don't know
Unweighted base	991	315	238	101	42	21	20	8	-	15	24	207
Weighted base	991	304	272	81	40	24	15	7	-	11	23	215
David Cameron	216	15	152	15	3	1	2	*	-	1	1	27
	22%	5%	56%	19%	8%	4%	12%	4%	-	8%	3%	13%
Ed Miliband	327	206	24	30	6	6	4	2	-	6	4	39
	33%	68%	9%	37%	16%	24%	28%	23%	-	59%	19%	18%
Don't know	447	84	96	36	30	17	9	5	-	4	18	149
	45%	28%	35%	44%	76%	72%	60%	73%	-	34%	78%	69%

Voting Intentions Survey
ONLINE Fieldwork : 16th - 18th October 2013

Absolutes/col percents

Q6b. If they were Prime Minister, who would you trust most to ...?

Base: All Sample Split B respondents

Keep prices down generally

	Region											
	Total	Scot-land (A)	North East (B)	North West (C)	Yorks & Humber (D)	West Mids (E)	Wales (F)	East-ern (G)	London (H)	South East (I)	South West (J)	East Mids (K)
Unweighted base	991	61	46	117	77	78	49	104	141	157	91	70
Weighted base	991	83*	42*	117*	85*	91*	52*	96*	125*	129	90*	81*
David Cameron	216 22%	18 22%	5 11%	27 23%	15 18%	24 27%	8 16%	26 28%	21 17%	30 23%	22 25%	20 25%
Ed Miliband	327 33%	29 35%	21 50%EGl K	40 34%	36 42%EGl	20 22%	29 57%ACE GIJK	20 21%	51 41%EGl K	32 25%	31 34%	19 23%
Don't know	447 45%	36 44%	16 39%	51 43%	35 41%	47 51%F	14 28%	49 52%F	53 42%	67 52%F	36 41%	42 52%F

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F/G/H/I/J/K/L

*** small base; ** very small base (under 30) ineligible for sig testing**

Voting Intentions Survey
ONLINE Fieldwork : 16th - 18th October 2013

Absolutes/col percents

Q6b. If they were Prime Minister, who would you trust most to ...?
Base: All Sample Split B respondents
Get the cost of living down

	Gender		Age						Social Class				Region						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Net: Eng- land & Wales	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land
Unweighted base	991	483	508	61	162	215	194	153	206	378	243	128	242	930	298	252	240	140	61
Weighted base	991	488	503	118	156	186	168	151	212	273	285	210	224	908	254	268	245	141	83
David Cameron	235	128	107	30	23	30	32	47	74	86	59	60	30	227	64	81	44	38	9
	24%	26%	21%	25%	15%	16%	19%	31%	35%	31%	21%	29%	13%	25%	25%	30%	18%	27%	11%
Ed Miliband	337	189	148	60	48	68	61	51	49	88	110	58	81	297	81	64	103	49	40
	34%	39%	29%	51%	31%	37%	36%	34%	23%	32%	39%	28%	36%	33%	32%	24%	42%	35%	49%
Don't know	419	171	248	28	85	88	75	52	90	99	116	92	113	385	110	123	99	54	34
	42%	35%	49%	24%	54%	47%	45%	35%	42%	36%	41%	44%	50%	42%	43%	46%	40%	38%	41%

Voting Intentions Survey
ONLINE Fieldwork : 16th - 18th October 2013

Absolutes/col percents

Q6b. If they were Prime Minister, who would you trust most to ...?
Base: All Sample Split B respondents
Get the cost of living down

	Q.3/4/5 Voting Intention (including Squeeze & DK/Refuse at Q.4)										Voted in 2010 General Election			
	Total	Conser- vative	Labour	Lib Dem	UKIP	Green	SNP	Plaid Cymru	BNP	Other	DK/Refuse at Q4	Conser- vative	Labour	Liberal Demo- crat
Unweighted base	991	218	319	85	127	25	21	-	6	6	144	253	236	228
Weighted base	991	252	307	70	129	17	25	-	4	4	138	289	230	185
David Cameron	235	165	18	14	24	*	-	-	*	-	7	158	20	24
	24%	65%	6%	19%	19%	2%	-	-	7%	-	5%	55%	9%	13%
Ed Miliband	337	18	217	21	26	6	7	-	-	2	32	27	156	80
	34%	7%	70%	30%	20%	33%	29%	-	-	44%	23%	9%	68%	43%
Don't know	419	69	73	35	79	11	18	-	4	2	99	104	54	81
	42%	27%	24%	50%	61%	65%	71%	-	93%	56%	72%	36%	23%	44%

Voting Intentions Survey
ONLINE Fieldwork : 16th - 18th October 2013

Absolutes/col percents

Q6b. If they were Prime Minister, who would you trust most to ...?
Base: All Sample Split B respondents
Get the cost of living down

	Q.5 Generally speaking, do you think of yourself as...?											
	Total	Labour	Conser -vative	Lib Dem	UKIP	SNP	Green	BNP	Plaid Cymru	Other	Refused	Don't know
Unweighted base	991	315	238	101	42	21	20	8	-	15	24	207
Weighted base	991	304	272	81	40	24	15	7	-	11	23	215
David Cameron	235	18	167	19	5	-	2	*	-	-	2	22
	24%	6%	61%	23%	12%	-	12%	4%	-	-	10%	10%
Ed Miliband	337	206	27	22	6	8	4	2	-	7	4	51
	34%	68%	10%	27%	16%	33%	25%	23%	-	66%	16%	24%
Don't know	419	80	78	40	29	16	9	5	-	4	17	142
	42%	26%	29%	49%	71%	67%	63%	73%	-	34%	74%	66%

Voting Intentions Survey
ONLINE Fieldwork : 16th - 18th October 2013

Absolutes/col percents

Q6b. If they were Prime Minister, who would you trust most to ...?

Base: All Sample Split B respondents

Get the cost of living down

	Region											
	Total	Scotland (A)	North East (B)	North West (C)	Yorks & Humber (D)	West Mids (E)	Wales (F)	East-ern (G)	London (H)	South East (I)	South West (J)	East Mids (K)
Unweighted base	991	61	46	117	77	78	49	104	141	157	91	70
Weighted base	991	83*	42*	117*	85*	91*	52*	96*	125*	129	90*	81*
David Cameron	235 24%	9 11%	6 14%	26 23%	11 13%	27 30%AD	10 19%	30 31%AD	33 26%A	31 24%	28 31%AD	24 30%AD
Ed Miliband	337 34%	40 49%EGI JK	18 44%G	42 36%G	42 49%EGI JK	23 26%	25 49%EGI JK	20 21%	44 35%G	37 29%	24 27%	21 26%
Don't know	419 42%	34 41%	18 42%	49 41%	32 38%	41 45%	17 32%	46 48%	48 39%	61 48%	38 42%	36 44%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F/G/H/I/J/K/L

*** small base; ** very small base (under 30) ineligible for sig testing**

Voting Intentions Survey

ONLINE Fieldwork : 16th - 18th October 2013

Absolutes/col percents

Q6b. If they were Prime Minister, who would you trust most to ...?

Base: All Sample Split B respondents

Protect people's jobs

	Gender		Age						Social Class				Region						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Net: Eng- land & Wales	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land
Unweighted base	991	483	508	61	162	215	194	153	206	378	243	128	242	930	298	252	240	140	61
Weighted base	991	488	503	118	156	186	168	151	212	273	285	210	224	908	254	268	245	141	83
David Cameron	223	118	105	27	28	31	34	40	62	73	58	50	41	212	65	72	42	33	11
	23%	24%	21%	23%	18%	17%	20%	26%	29%	27%	20%	24%	18%	23%	26%	27%	17%	23%	14%
Ed Miliband	359	200	158	54	53	66	60	60	66	99	116	66	77	322	85	74	111	51	37
	36%	41%	31%	46%	34%	35%	36%	40%	31%	36%	41%	32%	34%	35%	34%	28%	45%	36%	45%
Don't know	409	169	240	37	74	89	74	51	84	100	110	93	106	375	103	122	91	58	34
	41%	35%	48%	31%	48%	48%	44%	34%	40%	37%	39%	44%	47%	41%	46%	37%	41%	42%	

Voting Intentions Survey
ONLINE Fieldwork : 16th - 18th October 2013

Absolutes/col percents

Q6b. If they were Prime Minister, who would you trust most to ...?

Base: All Sample Split B respondents

Protect people's jobs

	Q.3/4/5 Voting Intention (including Squeeze & DK/Refuse at Q.4)										Voted in 2010 General Election			
	Total	Conser- vative	Labour	Lib Dem	UKIP	Green	SNP	Plaid Cymru	BNP	Other	DK/Refuse at Q4	Conser- vative	Labour	Liberal Demo- crat
Unweighted base	991	218	319	85	127	25	21	-	6	6	144	253	236	228
Weighted base	991	252	307	70	129	17	25	-	4	4	138	289	230	185
David Cameron	223 23%	155 62%	8 3%	15 21%	28 21%	1 8%	-	-	*	-	9 6%	153 53%	9 4%	19 11%
Ed Miliband	359 36%	22 9%	230 75%	23 33%	29 22%	8 48%	8 33%	-	-	1 24%	29 21%	35 12%	170 74%	84 46%
Don't know	409 41%	75 30%	69 22%	32 45%	73 56%	8 44%	17 67%	-	4 93%	3 76%	101 73%	102 35%	50 22%	81 44%

Voting Intentions Survey
ONLINE Fieldwork : 16th - 18th October 2013

Absolutes/col percents

Q6b. If they were Prime Minister, who would you trust most to ...?
Base: All Sample Split B respondents
Protect people's jobs

Q.5 Generally speaking, do you think of yourself as...?

	Total	Labour	Conser -vative	Lib Dem	UKIP	SNP	Green	BNP	Plaid Cymru	Other	Refused	Don't know
Unweighted base	991	315	238	101	42	21	20	8	-	15	24	207
Weighted base	991	304	272	81	40	24	15	7	-	11	23	215
David Cameron	223	12	162	15	5	1	3	*	-	-	3	21
	23%	4%	60%	18%	13%	6%	23%	4%	-	-	15%	10%
Ed Miliband	359	213	31	32	8	7	5	2	-	7	4	50
	36%	70%	12%	39%	20%	29%	35%	23%	-	70%	16%	23%
Don't know	409	80	79	35	27	15	6	5	-	3	16	144
	41%	26%	29%	43%	67%	65%	42%	73%	-	30%	69%	67%

Voting Intentions Survey
ONLINE Fieldwork : 16th - 18th October 2013

Absolutes/col percents

Q6b. If they were Prime Minister, who would you trust most to ...?

Base: All Sample Split B respondents

Protect people's jobs

	Region											
	Total	Scot-land (A)	North East (B)	North West (C)	Yorks & Humber (D)	West Mids (E)	Wales (F)	East-ern (G)	London (H)	South East (I)	South West (J)	East Mids (K)
Unweighted base	991	61	46	117	77	78	49	104	141	157	91	70
Weighted base	991	83*	42*	117*	85*	91*	52*	96*	125*	129	90*	81*
David Cameron	223 23%	11 14%	6 14%	24 20%	12 14%	29 32%ADF	6 13%	21 22%	33 27%	32 25%	26 29%	22 27%
Ed Miliband	359 36%	37 45%E	22 53%EGI J	47 40%	42 50%EGI J	22 24%	24 47%EG	26 27%	46 37%	39 31%	27 30%	26 32%
Don't know	409 41%	34 42%	14 33%	47 40%	31 36%	41 44%	21 40%	49 51%	46 37%	58 45%	37 41%	33 41%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F/G/H/I/J/K/L

*** small base; ** very small base (under 30) ineligible for sig testing**

Voting Intentions Survey
ONLINE Fieldwork : 16th - 18th October 2013

Absolutes/col percents

Q6b. If they were Prime Minister, who would you trust most to ...?

Base: All Sample Split B respondents

Be tough on people abusing the benefits system

	Gender		Age						Social Class				Region						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Net: Eng- land & Wales	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land
Unweighted base	991	483	508	61	162	215	194	153	206	378	243	128	242	930	298	252	240	140	61
Weighted base	991	488	503	118	156	186	168	151	212	273	285	210	224	908	254	268	245	141	83
David Cameron	521	273	248	79	72	85	82	78	125	160	145	117	99	489	144	152	114	80	32
	53%	56%	49%	67%	46%	45%	49%	52%	59%	59%	51%	56%	44%	54%	57%	57%	47%	56%	38%
Ed Miliband	137	72	65	11	16	29	29	23	30	30	42	27	38	120	34	23	46	17	18
	14%	15%	13%	10%	10%	15%	17%	15%	14%	11%	15%	13%	17%	13%	13%	8%	19%	12%	21%
Don't know	333	143	190	27	68	73	58	49	58	82	98	66	87	300	76	94	85	45	33
	34%	29%	38%	23%	44%	39%	34%	33%	27%	30%	34%	31%	39%	33%	30%	35%	35%	32%	40%

Voting Intentions Survey
ONLINE Fieldwork : 16th - 18th October 2013

Absolutes/col percents

Q6b. If they were Prime Minister, who would you trust most to ...?

Base: All Sample Split B respondents

Be tough on people abusing the benefits system

	Q.3/4/5 Voting Intention (including Squeeze & DK/Refuse at Q.4)										Voted in 2010 General Election			
	Total	Conser- vative	Labour	Lib Dem	UKIP	Green	SNP	Plaid Cymru	BNP	Other	DK/Refuse at Q4	Conser- vative	Labour	Liberal Demo- crat
Unweighted base	991	218	319	85	127	25	21	-	6	6	144	253	236	228
Weighted base	991	252	307	70	129	17	25	-	4	4	138	289	230	185
David Cameron	521 53%	220 87%	116 38%	37 52%	76 59%	14 79%	8 33%	-	2 53%	2 57%	37 26%	232 80%	81 35%	91 49%
Ed Miliband	137 14%	6 2%	98 32%	5 7%	7 5%	- -	2 9%	-	-	1 14%	13 9%	6 2%	76 33%	27 15%
Don't know	333 34%	26 10%	93 30%	28 40%	47 36%	4 21%	15 57%	-	2 47%	1 28%	88 64%	52 18%	73 32%	67 36%

Voting Intentions Survey
ONLINE Fieldwork : 16th - 18th October 2013

Absolutes/col percents

Q6b. If they were Prime Minister, who would you trust most to ...?

Base: All Sample Split B respondents

Be tough on people abusing the benefits system

Q.5 Generally speaking, do you think of yourself as...?

	Total	Labour	Conser -vative	Lib Dem	UKIP	SNP	Green	BNP	Plaid Cymru	Other	Refused	Don't know
Unweighted base	991	315	238	101	42	21	20	8	-	15	24	207
Weighted base	991	304	272	81	40	24	15	7	-	11	23	215
David Cameron	521	114	236	48	17	10	10	2	-	5	5	73
	53%	38%	87%	59%	42%	41%	67%	35%	-	51%	24%	34%
Ed Miliband	137	87	11	11	2	2	-	-	-	1	1	23
	14%	29%	4%	13%	5%	10%	-	-	-	10%	5%	11%
Don't know	333	103	26	23	21	12	5	5	-	4	16	119
	34%	34%	9%	28%	53%	49%	33%	65%	-	40%	72%	55%

Voting Intentions Survey
ONLINE Fieldwork : 16th - 18th October 2013

Absolutes/col percents

Q6b. If they were Prime Minister, who would you trust most to ...?

Base: All Sample Split B respondents

Be tough on people abusing the benefits system

	Region											
	Total	Scot-land (A)	North East (B)	North West (C)	Yorks & Humber (D)	West Mids (E)	Wales (F)	East-ern (G)	London (H)	South East (I)	South West (J)	East Mids (K)
Unweighted base	991	61	46	117	77	78	49	104	141	157	91	70
Weighted base	991	83*	42*	117*	85*	91*	52*	96*	125*	129	90*	81*
David Cameron	521 53%	32 38%	18 43%	55 47%	41 48%	49 54%	24 47%	53 56%	73 58%A	71 55%	55 62%A	49 61%A
Ed Miliband	137 14%	18 21%GK	6 13%	21 18%GK	20 23%GK	12 14%	7 13%	6 7%	19 15%	15 12%	11 12%	4 5%
Don't know	333 34%	33 40%	19 44%	41 35%	25 29%	30 33%	21 40%	36 38%	34 27%	43 33%	24 27%	28 35%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F/G/H/I/J/K/L

*** small base; ** very small base (under 30) ineligible for sig testing**

Voting Intentions Survey

ONLINE Fieldwork : 16th - 18th October 2013

Absolutes/col percents

Q6b. If they were Prime Minister, who would you trust most to ...?

Base: All Sample Split B respondents

Negotiate on Britain's behalf with the rest of the EU

	Gender		Age						Social Class				Region						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Net: Eng- land & Wales	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land
Unweighted base	991	483	508	61	162	215	194	153	206	378	243	128	242	930	298	252	240	140	61
Weighted base	991	488	503	118	156	186	168	151	212	273	285	210	224	908	254	268	245	141	83
David Cameron	375	210	165	50	49	61	53	66	96	122	110	76	67	355	103	111	90	51	19
	38%	43%	33%	43%	31%	33%	31%	43%	45%	45%	39%	36%	30%	39%	41%	41%	37%	36%	23%
Ed Miliband	221	120	101	32	36	40	36	38	38	57	59	54	52	191	55	40	66	31	30
	22%	25%	20%	27%	23%	22%	21%	25%	18%	21%	21%	26%	23%	21%	22%	15%	27%	22%	36%
Don't know	395	158	237	35	71	85	79	48	78	94	116	80	105	362	96	117	89	59	33
	40%	32%	47%	30%	46%	46%	47%	31%	37%	35%	41%	38%	47%	40%	38%	44%	36%	42%	40%

Voting Intentions Survey
ONLINE Fieldwork : 16th - 18th October 2013

Absolutes/col percents

Q6b. If they were Prime Minister, who would you trust most to ...?
Base: All Sample Split B respondents
Negotiate on Britain's behalf with the rest of the EU

	Q.3/4/5 Voting Intention (including Squeeze & DK/Refuse at Q.4)										Voted in 2010 General Election			
	Total	Conser- vative	Labour	Lib Dem	UKIP	Green	SNP	Plaid Cymru	BNP	Other	DK/Refuse at Q4	Conser- vative	Labour	Liberal Demo- crat
Unweighted base	991	218	319	85	127	25	21	-	6	6	144	253	236	228
Weighted base	991	252	307	70	129	17	25	-	4	4	138	289	230	185
David Cameron	375 38%	203 80%	53 17%	25 36%	50 39%	5 28%	5 19%	-	* 7%	2 37%	29 21%	213 74%	35 15%	55 30%
Ed Miliband	221 22%	13 5%	159 52%	10 14%	10 8%	2 11%	4 16%	-	-	1 14%	17 12%	8 3%	126 55%	47 26%
Don't know	395 40%	36 14%	96 31%	35 50%	70 54%	11 61%	17 65%	-	4 93%	2 49%	93 67%	68 24%	69 30%	83 45%

Voting Intentions Survey
ONLINE Fieldwork : 16th - 18th October 2013

Absolutes/col percents

Q6b. If they were Prime Minister, who would you trust most to ...?
Base: All Sample Split B respondents
Negotiate on Britain's behalf with the rest of the EU

	Q.5 Generally speaking, do you think of yourself as...?											
	Total	Labour	Conser -vative	Lib Dem	UKIP	SNP	Green	BNP	Plaid Cymru	Other	Refused	Don't know
Unweighted base	991	315	238	101	42	21	20	8	-	15	24	207
Weighted base	991	304	272	81	40	24	15	7	-	11	23	215
David Cameron	375 38%	50 17%	209 77%	29 36%	7 17%	5 20%	5 35%	2 27%	-	2 16%	5 20%	61 28%
Ed Miliband	221 22%	152 50%	14 5%	12 15%	2 5%	4 17%	2 13%	-	-	5 43%	2 9%	29 13%
Don't know	395 40%	102 34%	48 18%	40 49%	31 77%	15 63%	8 52%	5 73%	-	4 41%	16 71%	126 59%

Voting Intentions Survey
ONLINE Fieldwork : 16th - 18th October 2013

Absolutes/col percents

Q6b. If they were Prime Minister, who would you trust most to ...?

Base: All Sample Split B respondents

Negotiate on Britain's behalf with the rest of the EU

	Region											
	Total	Scotland (A)	North East (B)	North West (C)	Yorks & Humber (D)	West Mids (E)	Wales (F)	East-ern (G)	London (H)	South East (I)	South West (J)	East Mids (K)
Unweighted base	991	61	46	117	77	78	49	104	141	157	91	70
Weighted base	991	83*	42*	117*	85*	91*	52*	96*	125*	129	90*	81*
David Cameron	375 38%	19 23%	13 30%	46 39%	31 37%	35 39%	12 24%	38 40%	54 43%AF	49 38%	39 44%AF	37 46%AF
Ed Miliband	221 22%	30 36%EGI J	12 28%	30 26%E	24 28%E	11 12%	15 29%E	14 15%	30 24%	24 19%	16 18%	15 18%
Don't know	395 40%	33 40%	18 42%	41 35%	30 35%	45 49%H	25 48%	43 45%	41 33%	56 43%	34 38%	29 36%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F/G/H/I/J/K/L

*** small base; ** very small base (under 30) ineligible for sig testing**

Voting Intentions Survey
ONLINE Fieldwork : 16th - 18th October 2013

Absolutes/col percents

Q6b. If they were Prime Minister, who would you trust most to ...?

Base: All Sample Split B respondents

Keep gas and electricity prices down

	Gender		Age						Social Class				Region						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Net: Eng- land & Wales	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land
Unweighted base	991	483	508	61	162	215	194	153	206	378	243	128	242	930	298	252	240	140	61
Weighted base	991	488	503	118	156	186	168	151	212	273	285	210	224	908	254	268	245	141	83
David Cameron	172	88	84	31	18	23	24	33	43	58	42	48	24	164	51	58	30	24	8
	17%	18%	17%	27%	11%	12%	14%	22%	20%	21%	15%	23%	11%	18%	20%	22%	12%	17%	10%
Ed Miliband	381	205	177	53	48	70	73	59	77	104	117	77	83	347	95	83	118	52	34
	38%	42%	35%	45%	31%	38%	44%	39%	36%	38%	41%	37%	37%	38%	37%	31%	48%	36%	41%
Don't know	438	195	243	33	90	93	71	60	92	110	126	85	117	397	107	127	97	66	41
	44%	40%	48%	28%	58%	50%	42%	40%	43%	40%	44%	40%	52%	44%	42%	47%	40%	47%	49%

Voting Intentions Survey

ONLINE Fieldwork : 16th - 18th October 2013

Absolutes/col percents

Q6b. If they were Prime Minister, who would you trust most to ...?

Base: All Sample Split B respondents

Keep gas and electricity prices down

	Q.3/4/5 Voting Intention (including Squeeze & DK/Refuse at Q.4)										Voted in 2010 General Election			
	Total	Conser- vative	Labour	Lib Dem	UKIP	Green	SNP	Plaid Cymru	BNP	Other	DK/Refuse at Q4	Conser- vative	Labour	Liberal Demo- crat
Unweighted base	991	218	319	85	127	25	21	-	6	6	144	253	236	228
Weighted base	991	252	307	70	129	17	25	-	4	4	138	289	230	185
David Cameron	172 17%	120 48%	17 6%	9 13%	15 11%	3 16%	1 4%	-	* 7%	-	3 2%	114 39%	18 8%	14 7%
Ed Miliband	381 38%	33 13%	221 72%	30 43%	38 30%	7 38%	8 31%	-	-	2 44%	34 25%	40 14%	157 68%	96 52%
Don't know	438 44%	99 39%	69 23%	31 44%	77 59%	8 46%	17 66%	-	4 93%	2 56%	101 73%	135 47%	55 24%	75 41%

Voting Intentions Survey
ONLINE Fieldwork : 16th - 18th October 2013

Absolutes/col percents

Q6b. If they were Prime Minister, who would you trust most to ...?
Base: All Sample Split B respondents
Keep gas and electricity prices down

Q.5 Generally speaking, do you think of yourself as...?

	Total	Labour	Conser -vative	Lib Dem	UKIP	SNP	Green	BNP	Plaid Cymru	Other	Refused	Don't know
Unweighted base	991	315	238	101	42	21	20	8	-	15	24	207
Weighted base	991	304	272	81	40	24	15	7	-	11	23	215
David Cameron	172 17%	15 5%	118 44%	15 19%	2 6%	1 4%	4 29%	* 4%	-	-	1 3%	15 7%
Ed Miliband	381 38%	218 72%	40 15%	31 38%	12 31%	8 33%	4 27%	2 23%	-	8 71%	5 22%	55 25%
Don't know	438 44%	71 23%	114 42%	35 43%	25 63%	15 63%	7 44%	5 73%	-	3 29%	17 75%	146 68%

Voting Intentions Survey
ONLINE Fieldwork : 16th - 18th October 2013

Absolutes/col percents

Q6b. If they were Prime Minister, who would you trust most to ...?

Base: All Sample Split B respondents

Keep gas and electricity prices down

	Region											
	Total	Scot-land (A)	North East (B)	North West (C)	Yorks & Humber (D)	West Mids (E)	Wales (F)	East-ern (G)	London (H)	South East (I)	South West (J)	East Mids (K)
Unweighted base	991	61	46	117	77	78	49	104	141	157	91	70
Weighted base	991	83*	42*	117*	85*	91*	52*	96*	125*	129	90*	81*
David Cameron	172 17%	8 10%	3 7%	22 18%	6 7%	18 19%	8 15%	24 25%ABD	26 21%D	26 20%D	16 18%	17 21%
Ed Miliband	381 38%	34 41%	25 58%EGI J	48 41%	45 52%EGI J	23 25%	24 47%E	28 30%	50 40%	45 35%	27 30%	31 39%
Don't know	438 44%	41 49%	15 35%	48 41%	35 40%	50 55%	19 37%	43 45%	49 40%	58 45%	47 52%	33 41%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F/G/H/I/J/K/L

*** small base; ** very small base (under 30) ineligible for sig testing**

Voting Intentions Survey

ONLINE Fieldwork : 16th - 18th October 2013

Absolutes/col percents

Q7a. Do you agree or disagree with each of the following statements?

Base: All Sample Split A respondents

The Government should freeze gas and electricity prices while the market is reviewed

	Gender		Age						Social Class				Region						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Net: Eng- land & Wales	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land
Unweighted base	1010	486	524	65	165	216	197	175	192	371	276	137	226	954	256	278	285	135	56
Weighted base	1010	492	518	124	162	194	171	151	208	272	293	212	234	923	255	266	255	146	87
Agree	715 71%	311 63%	404 78%	69 56%	119 73%	142 73%	128 75%	112 74%	145 70%	186 68%	199 68%	161 76%	170 73%	649 70%	164 64%	181 68%	198 77%	106 73%	66 76%
Disagree	142 14%	106 22%	36 7%	15 12%	15 10%	23 12%	25 15%	20 13%	43 21%	58 21%	39 13%	26 12%	19 8%	134 15%	46 18%	41 15%	26 10%	22 15%	8 9%
Don't know	153 15%	74 15%	78 15%	40 32%	28 17%	29 15%	17 10%	19 13%	19 9%	28 10%	55 19%	25 12%	44 19%	140 15%	46 18%	44 17%	32 13%	18 13%	12 14%

Voting Intentions Survey
ONLINE Fieldwork : 16th - 18th October 2013

Absolutes/col percents

Q7a. Do you agree or disagree with each of the following statements?

Base: All Sample Split A respondents

The Government should freeze gas and electricity prices while the market is reviewed

	Q.3/4/5 Voting Intention (including Squeeze & DK/Refuse at Q.4)										Voted in 2010 General Election			
	Total	Conser- vative	Labour	Lib Dem	UKIP	Green	SNP	Plaid Cymru	BNP	Other	DK/Refuse at Q4	Conser- vative	Labour	Liberal Demo- crat
Unweighted base	1010	279	261	77	120	33	12	5	7	7	169	327	214	188
Weighted base	1010	255	271	82	124	33	20	6	5	8	160	298	234	188
Agree	715 71%	155 61%	209 77%	51 62%	103 83%	29 87%	17 86%	5 79%	5 92%	8 91%	97 60%	188 63%	191 82%	134 71%
Disagree	142 14%	73 29%	23 9%	18 22%	9 8%	2 5%	1 5%	1 21%	* 8%	1 9%	15 9%	78 26%	19 8%	20 10%
Don't know	153 15%	27 10%	38 14%	13 16%	11 9%	3 8%	2 9%	- -	- -	- -	49 30%	32 11%	24 10%	34 18%

Voting Intentions Survey
ONLINE Fieldwork : 16th - 18th October 2013

Absolutes/col percents

Q7a. Do you agree or disagree with each of the following statements?

Base: All Sample Split A respondents

The Government should freeze gas and electricity prices while the market is reviewed

Q.5 Generally speaking, do you think of yourself as...?

	Total	Labour	Conser -vative	Lib Dem	UKIP	Green	SNP	BNP	Plaid Cymru	Other	Refused	Don't know
Unweighted base	1010	274	311	95	40	24	13	10	6	15	29	193
Weighted base	1010	302	292	93	35	21	20	8	8	13	32	185
Agree	715 71%	251 83%	172 59%	70 75%	27 78%	19 88%	16 83%	6 76%	7 84%	10 76%	20 62%	117 63%
Disagree	142 14%	20 7%	86 30%	13 14%	2 5%	1 5%	1 5%	1 15%	1 16%	1 6%	4 13%	12 6%
Don't know	153 15%	31 10%	34 12%	10 11%	6 17%	2 7%	2 11%	1 9%	-	2 18%	8 25%	56 30%

Voting Intentions Survey
ONLINE Fieldwork : 16th - 18th October 2013

Absolutes/col percents

Q7a. Do you agree or disagree with each of the following statements?

Base: All Sample Split A respondents

The Government should freeze gas and electricity prices while the market is reviewed

	Region											
	Total	Scot-land (A)	North East (B)	North West (C)	Yorks & Humber (D)	West Mids (E)	Wales (F)	East-ern (G)	London (H)	South East (I)	South West (J)	East Mids (K)
Unweighted base	1010	56	47	136	102	85	44	102	134	122	91	91
Weighted base	1010	87*	47*	119	89*	94*	54*	93*	127	129*	92*	79*
Agree	715 71%	66 76%K	42 91% HIJK	89 75%K	66 74%K	65 70%K	46 85% HIJK	75 80% HIK	84 66%	80 62%	60 65%	41 52%
Disagree	142 14%	8 9%	2 3%	16 13%	8 9%	14 15%	6 12%	9 9%	25 19%B	21 17%B	15 17%B	18 23% BDG
Don't know	153 15%	12 14%	3 6%	14 12%	15 17% F	14 15%	2 3%	10 11%	19 15%	27 21% BF	17 18% F	19 25% BCFG

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F/G/H/I/J/K/L

*** small base; ** very small base (under 30) ineligible for sig testing**

Voting Intentions Survey
ONLINE Fieldwork : 16th - 18th October 2013

Absolutes/col percents

Q7a. Do you agree or disagree with each of the following statements?

Base: All Sample Split A respondents

The Government should require gas and electricity companies to put all customers on the cheapest tariff

	Gender		Age						Social Class				Region						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Net: Eng-land & Wales	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1010	486	524	65	165	216	197	175	192	371	276	137	226	954	256	278	285	135	56
Weighted base	1010	492	518	124	162	194	171	151	208	272	293	212	234	923	255	266	255	146	87
Agree	797 79%	374 76%	423 82%	68 55%	123 76%	153 79%	140 82%	129 85%	184 89%	205 76%	227 77%	176 83%	189 81%	720 78%	189 74%	206 77%	210 82%	115 78%	77 89%
Disagree	93 9%	59 12%	33 6%	20 16%	14 9%	16 8%	20 12%	8 5%	15 7%	39 14%	30 10%	12 6%	11 5%	89 10%	29 11%	25 9%	19 8%	15 10%	4 4%
Don't know	120 12%	58 12%	62 12%	36 29%	25 15%	25 13%	11 6%	14 9%	9 4%	27 10%	36 12%	24 11%	33 14%	114 12%	37 14%	35 13%	26 10%	17 12%	6 6%

Voting Intentions Survey
ONLINE Fieldwork : 16th - 18th October 2013

Absolutes/col percents

Q7a. Do you agree or disagree with each of the following statements?

Base: All Sample Split A respondents

The Government should require gas and electricity companies to put all customers on the cheapest tariff

	Q.3/4/5 Voting Intention (including Squeeze & DK/Refuse at Q.4)										Voted in 2010 General Election			
	Total	Conser- vative	Labour	Lib Dem	UKIP	Green	SNP	Plaid Cymru	BNP	Other	DK/Refuse at Q4	Conser- vative	Labour	Liberal Demo- crat
Unweighted base	1010	279	261	77	120	33	12	5	7	7	169	327	214	188
Weighted base	1010	255	271	82	124	33	20	6	5	8	160	298	234	188
Agree	797 79%	204 80%	220 81%	61 74%	111 90%	26 80%	14 74%	5 79%	4 79%	7 78%	108 68%	247 83%	193 82%	148 78%
Disagree	93 9%	38 15%	19 7%	14 17%	2 2%	2 8%	3 15%	- -	- -	1 13%	12 7%	35 12%	16 7%	23 12%
Don't know	120 12%	12 5%	31 12%	7 9%	10 8%	4 12%	2 12%	1 21%	1 21%	1 9%	40 25%	16 5%	25 11%	17 9%

Voting Intentions Survey
ONLINE Fieldwork : 16th - 18th October 2013

Absolutes/col percents

Q7a. Do you agree or disagree with each of the following statements?

Base: All Sample Split A respondents

The Government should require gas and electricity companies to put all customers on the cheapest tariff

Q.5 Generally speaking, do you think of yourself as...?

	Total	Labour	Conser -vative	Lib Dem	UKIP	Green	SNP	BNP	Plaid Cymru	Other	Refused	Don't know
Unweighted base	1010	274	311	95	40	24	13	10	6	15	29	193
Weighted base	1010	302	292	93	35	21	20	8	8	13	32	185
Agree	797 79%	255 84%	240 82%	71 76%	30 86%	17 78%	14 69%	7 85%	7 84%	12 93%	21 66%	124 67%
Disagree	93 9%	18 6%	37 13%	14 15%	2 7%	2 9%	3 15%	-	-	-	5 15%	11 6%
Don't know	120 12%	29 10%	15 5%	8 9%	2 7%	3 13%	3 16%	1 15%	1 16%	1 7%	6 19%	50 27%

Voting Intentions Survey
ONLINE Fieldwork : 16th - 18th October 2013

Absolutes/col percents

Q7a. Do you agree or disagree with each of the following statements?

Base: All Sample Split A respondents

The Government should require gas and electricity companies to put all customers on the cheapest tariff

	Region											
	Total	Scot-land (A)	North East (B)	North West (C)	Yorks & Humber (D)	West Mids (E)	Wales (F)	East-ern (G)	London (H)	South East (I)	South West (J)	East Mids (K)
Unweighted base	1010	56	47	136	102	85	44	102	134	122	91	91
Weighted base	1010	87*	47*	119	89*	94*	54*	93*	127	129*	92*	79*
Agree	797 79%	77 89% ^H	38 82% ^I	98 82% ^K	74 82%	75 80%	41 76%	77 83%	94 74%	95 74%	73 79%	54 69%
Disagree	93 9%	4 4%	5 10%	9 8%	5 6%	5 5%	7 13%	8 9%	16 13%	13 10%	8 9%	12 15%
Don't know	120 12%	6 6%	4 8%	12 10%	11 12%	14 15%	6 11%	8 8%	17 13%	20 16%	11 12%	13 16%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F/G/H/I/J/K/L

*** small base; ** very small base (under 30) ineligible for sig testing**

Voting Intentions Survey
ONLINE Fieldwork : 16th - 18th October 2013

Absolutes/col percents

Q7a. Do you agree or disagree with each of the following statements?

Base: All Sample Split A respondents

The Government should guarantee mortgages to make it easier for some people to buy a home

	Gender		Age						Social Class				Region						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Net: Eng- land & Wales	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land
Unweighted base	1010	486	524	65	165	216	197	175	192	371	276	137	226	954	256	278	285	135	56
Weighted base	1010	492	518	124	162	194	171	151	208	272	293	212	234	923	255	266	255	146	87
Agree	462 46%	206 42%	256 49%	82 66%	80 49%	83 43%	67 39%	60 40%	90 43%	109 40%	138 47%	103 49%	111 48%	418 45%	122 48%	104 39%	119 46%	74 50%	44 50%
Disagree	307 30%	178 36%	128 25%	14 11%	41 25%	57 29%	73 43%	59 39%	63 30%	106 39%	87 30%	57 27%	56 24%	282 31%	79 31%	94 35%	69 27%	40 28%	24 28%
Don't know	241 24%	107 22%	134 26%	28 23%	41 25%	54 28%	32 18%	31 21%	55 27%	56 21%	68 23%	51 24%	66 28%	222 24%	54 21%	68 26%	68 27%	32 22%	19 22%

Voting Intentions Survey
ONLINE Fieldwork : 16th - 18th October 2013

Absolutes/col percents

Q7a. Do you agree or disagree with each of the following statements?

Base: All Sample Split A respondents

The Government should guarantee mortgages to make it easier for some people to buy a home

	Q.3/4/5 Voting Intention (including Squeeze & DK/Refuse at Q.4)										Voted in 2010 General Election			
	Total	Conser- vative	Labour	Lib Dem	UKIP	Green	SNP	Plaid Cymru	BNP	Other	DK/Refuse at Q4	Conser- vative	Labour	Liberal Demo- crat
Unweighted base	1010	279	261	77	120	33	12	5	7	7	169	327	214	188
Weighted base	1010	255	271	82	124	33	20	6	5	8	160	298	234	188
Agree	462 46%	117 46%	127 47%	33 40%	55 44%	13 40%	12 59%	2 36%	1 19%	5 59%	75 47%	136 46%	103 44%	87 46%
Disagree	307 30%	100 39%	75 28%	27 33%	41 33%	12 36%	5 28%	4 64%	2 40%	1 13%	31 19%	117 39%	72 31%	49 26%
Don't know	241 24%	38 15%	69 25%	22 26%	28 23%	8 24%	3 13%	-	2 41%	2 28%	55 34%	45 15%	59 25%	52 28%

Voting Intentions Survey
ONLINE Fieldwork : 16th - 18th October 2013

Absolutes/col percents

Q7a. Do you agree or disagree with each of the following statements?

Base: All Sample Split A respondents

The Government should guarantee mortgages to make it easier for some people to buy a home

Q.5 Generally speaking, do you think of yourself as...?

	Total	Labour	Conser -vative	Lib Dem	UKIP	Green	SNP	BNP	Plaid Cymru	Other	Refused	Don't know
Unweighted base	1010	274	311	95	40	24	13	10	6	15	29	193
Weighted base	1010	302	292	93	35	21	20	8	8	13	32	185
Agree	462 46%	138 46%	136 47%	38 41%	17 49%	11 54%	9 48%	1 17%	3 42%	8 59%	16 52%	82 44%
Disagree	307 30%	88 29%	115 39%	30 32%	8 23%	6 30%	5 27%	4 47%	5 58%	4 29%	8 24%	34 18%
Don't know	241 24%	76 25%	41 14%	25 27%	9 27%	3 16%	5 26%	3 37%	-	2 12%	8 25%	69 37%

Voting Intentions Survey
ONLINE Fieldwork : 16th - 18th October 2013

Absolutes/col percents

Q7a. Do you agree or disagree with each of the following statements?

Base: All Sample Split A respondents

The Government should guarantee mortgages to make it easier for some people to buy a home

	Region											
	Total	Scot-land (A)	North East (B)	North West (C)	Yorks & Humber (D)	West Mids (E)	Wales (F)	East-ern (G)	London (H)	South East (I)	South West (J)	East Mids (K)
Unweighted base	1010	56	47	136	102	85	44	102	134	122	91	91
Weighted base	1010	87*	47*	119	89*	94*	54*	93*	127	129*	92*	79*
Agree	462 46%	44 50%	22 47%	60 50%	37 41%	40 43%	28 52%	34 36%	56 44%	66 52%	45 49%	30 37%
Disagree	307 30%	24 28%	11 23%	35 29%	24 26%	27 28%	16 29%	35 37%	45 36%	34 26%	25 27%	33 41%
Don't know	241 24%	19 22%	14 30%	25 21%	29 32%	27 28%	10 19%	25 27%	26 20%	28 22%	22 24%	17 21%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F/G/H/I/J/K/L

*** small base; ** very small base (under 30) ineligible for sig testing**

Voting Intentions Survey
ONLINE Fieldwork : 16th - 18th October 2013

Absolutes/col percents

Q7b. Do you agree or disagree with each of the following statements?

Base: All Sample Split B respondents

As Ed Miliband has suggested, the Government should freeze gas and electricity prices while the market is reviewed

	Q.3/4/5 Voting Intention (including Squeeze & DK/Refuse at Q.4)										Voted in 2010 General Election			
	Total	Conser- vative	Labour	Lib Dem	UKIP	Green	SNP	Plaid Cymru	BNP	Other	DK/Refuse at Q4	Conser- vative	Labour	Liberal Demo- crat
Unweighted base	991	218	319	85	127	25	21	-	6	6	144	253	236	228
Weighted base	991	252	307	70	129	17	25	-	4	4	138	289	230	185
Agree	646 65%	120 48%	260 85%	42 60%	86 67%	12 70%	20 79%	-	3 78%	2 59%	72 52%	140 48%	192 84%	126 68%
Disagree	163 16%	76 30%	15 5%	13 18%	33 25%	3 15%	2 9%	-	* 7%	1 28%	14 10%	90 31%	17 7%	25 13%
Don't know	183 18%	56 22%	32 10%	15 22%	10 8%	3 15%	3 12%	-	1 14%	1 13%	52 38%	59 20%	21 9%	34 18%

Voting Intentions Survey
ONLINE Fieldwork : 16th - 18th October 2013

Absolutes/col percents

Q7b. Do you agree or disagree with each of the following statements?

Base: All Sample Split B respondents

As Ed Miliband has suggested, the Government should freeze gas and electricity prices while the market is reviewed

	Q.5 Generally speaking, do you think of yourself as...?											
	Total	Labour	Conser -vative	Lib Dem	UKIP	SNP	Green	BNP	Plaid Cymru	Other	Refused	Don't know
Unweighted base	991	315	238	101	42	21	20	8	-	15	24	207
Weighted base	991	304	272	81	40	24	15	7	-	11	23	215
Agree	646 65%	251 83%	133 49%	53 65%	31 78%	17 70%	11 72%	4 59%	-	7 70%	10 47%	128 59%
Disagree	163 16%	22 7%	85 31%	17 21%	7 18%	2 10%	3 17%	2 22%	-	1 7%	1 3%	23 11%
Don't know	183 18%	31 10%	53 20%	11 14%	1 3%	5 20%	2 11%	1 19%	-	2 23%	11 50%	64 30%

Voting Intentions Survey
ONLINE Fieldwork : 16th - 18th October 2013

Absolutes/col percents

Q7b. Do you agree or disagree with each of the following statements?

Base: All Sample Split B respondents

As Ed Miliband has suggested, the Government should freeze gas and electricity prices while the market is reviewed

	Region											
	Total	Scotland (A)	North East (B)	North West (C)	Yorks & Humber (D)	West Mids (E)	Wales (F)	East-ern (G)	London (H)	South East (I)	South West (J)	East Mids (K)
Unweighted base	991	61	46	117	77	78	49	104	141	157	91	70
Weighted base	991	83*	42*	117*	85*	91*	52*	96*	125*	129	90*	81*
Agree	646 65%	57 69%	33 79%IJ	75 64%	57 67%	65 71%	34 67%	63 66%	76 61%	74 57%	51 56%	60 74%IJ
Disagree	163 16%	16 19%	4 10%	17 15%	10 12%	17 18%	5 10%	9 10%	27 22%GK	27 21%K	24 27%BDFG	6 7%
Don't know	183 18%	10 12%	5 12%	25 21%	19 22%	10 11%	12 23%	23 24%	21 17%	28 22%	15 17%	15 18%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F/G/H/I/J/K/L

*** small base; ** very small base (under 30) ineligible for sig testing**

Voting Intentions Survey

ONLINE Fieldwork : 16th - 18th October 2013

Absolutes/col percents

Q7b. Do you agree or disagree with each of the following statements?

Base: All Sample Split B respondents

As David Cameron has suggested, the Government should require gas and electricity companies to put all customers on the cheapest tariff

	Gender		Age						Social Class				Region						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Net: Eng- land & Wales	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land
Unweighted base	991	483	508	61	162	215	194	153	206	378	243	128	242	930	298	252	240	140	61
Weighted base	991	488	503	118	156	186	168	151	212	273	285	210	224	908	254	268	245	141	83
Agree	795 80%	382 78%	413 82%	92 79%	109 70%	135 73%	139 83%	130 86%	190 89%	226 83%	223 78%	168 80%	178 80%	735 81%	194 76%	224 84%	205 84%	111 79%	61 73%
Disagree	77 8%	50 10%	27 5%	11 9%	19 12%	17 9%	13 8%	9 6%	9 4%	17 6%	26 9%	23 11%	10 5%	69 8%	30 12%	16 6%	11 5%	12 8%	8 10%
Don't know	119 12%	56 11%	63 13%	15 12%	27 18%	34 18%	16 10%	12 8%	14 7%	30 11%	35 12%	19 9%	36 16%	105 12%	30 12%	28 11%	29 12%	18 13%	14 17%

Voting Intentions Survey

ONLINE Fieldwork : 16th - 18th October 2013

Absolutes/col percents

Q7b. Do you agree or disagree with each of the following statements?

Base: All Sample Split B respondents

As David Cameron has suggested, the Government should require gas and electricity companies to put all customers on the cheapest tariff

	Q.3/4/5 Voting Intention (including Squeeze & DK/Refuse at Q.4)										Voted in 2010 General Election			
	Total	Conser- vative	Labour	Lib Dem	UKIP	Green	SNP	Plaid Cymru	BNP	Other	DK/Refuse at Q4	Conser- vative	Labour	Liberal Demo- crat
Unweighted base	991	218	319	85	127	25	21	-	6	6	144	253	236	228
Weighted base	991	252	307	70	129	17	25	-	4	4	138	289	230	185
Agree	795 80%	222 88%	241 78%	56 80%	117 90%	14 80%	20 78%	-	4 100%	3 66%	89 64%	250 86%	179 78%	154 83%
Disagree	77 8%	16 6%	33 11%	6 9%	6 4%	1 4%	1 5%	-	-	-	9 6%	21 7%	25 11%	14 7%
Don't know	119 12%	15 6%	34 11%	8 11%	7 5%	3 16%	4 17%	-	-	1 34%	41 30%	19 6%	25 11%	17 9%

Voting Intentions Survey
ONLINE Fieldwork : 16th - 18th October 2013

Absolutes/col percents

Q7b. Do you agree or disagree with each of the following statements?

Base: All Sample Split B respondents

As David Cameron has suggested, the Government should require gas and electricity companies to put all customers on the cheapest tariff

Q.5 Generally speaking, do you think of yourself as...?

	Total	Labour	Conser -vative	Lib Dem	UKIP	SNP	Green	BNP	Plaid Cymru	Other	Refused	Don't know
Unweighted base	991	315	238	101	42	21	20	8	-	15	24	207
Weighted base	991	304	272	81	40	24	15	7	-	11	23	215
Agree	795 80%	238 78%	237 87%	68 84%	35 87%	17 71%	13 84%	5 72%	-	8 79%	9 41%	165 77%
Disagree	77 8%	32 11%	19 7%	5 6%	2 5%	3 14%	1 9%	1 17%	-	* 2%	2 9%	10 5%
Don't know	119 12%	34 11%	16 6%	8 10%	3 8%	4 15%	1 7%	1 11%	-	2 19%	11 50%	40 18%

Voting Intentions Survey
ONLINE Fieldwork : 16th - 18th October 2013

Absolutes/col percents

Q7b. Do you agree or disagree with each of the following statements?

Base: All Sample Split B respondents

As David Cameron has suggested, the Government should require gas and electricity companies to put all customers on the cheapest tariff

	Region											
	Total	Scot-land (A)	North East (B)	North West (C)	Yorks & Humber (D)	West Mids (E)	Wales (F)	East-ern (G)	London (H)	South East (I)	South West (J)	East Mids (K)
Unweighted base	991	61	46	117	77	78	49	104	141	157	91	70
Weighted base	991	83*	42*	117*	85*	91*	52*	96*	125*	129	90*	81*
Agree	795 80%	61 73%	38 91%FH	90 76%	77 90%ACF H	83 91%ACF HI	35 69%	78 82%	93 75%	100 78%	76 85%	63 78%
Disagree	77 8%	8 10%	-	9 8%	2 3%	2 2%	7 13%BE	8 8%	15 12%BE	15 12%BE	5 6%	5 7%
Don't know	119 12%	14 17%	4 9%	19 16%	6 7%	6 7%	10 19%	9 10%	16 13%	14 11%	9 10%	13 15%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F/G/H/I/J/K/L

*** small base; ** very small base (under 30) ineligible for sig testing**

Voting Intentions Survey
ONLINE Fieldwork : 16th - 18th October 2013

Absolutes/col percents

Q7b. Do you agree or disagree with each of the following statements?

Base: All Sample Split B respondents

As David Cameron has suggested, the Government should guarantee mortgages to make it easier for some people to buy a home

	Gender		Age						Social Class				Region						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Net: Eng- land & Wales	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land
Unweighted base	991	483	508	61	162	215	194	153	206	378	243	128	242	930	298	252	240	140	61
Weighted base	991	488	503	118	156	186	168	151	212	273	285	210	224	908	254	268	245	141	83
Agree	489 49%	228 47%	261 52%	81 69%	70 45%	70 38%	80 48%	79 52%	109 52%	114 42%	155 55%	104 49%	116 52%	448 49%	115 45%	132 49%	123 50%	78 55%	40 49%
Disagree	268 27%	167 34%	101 20%	15 13%	46 30%	60 32%	54 32%	41 27%	51 24%	92 34%	74 26%	58 28%	44 20%	244 27%	71 28%	73 27%	65 27%	35 25%	24 29%
Don't know	234 24%	93 19%	142 28%	22 19%	40 26%	56 30%	34 20%	31 20%	52 24%	67 25%	55 19%	48 23%	64 29%	216 24%	67 27%	63 23%	56 23%	29 20%	19 22%

Voting Intentions Survey
ONLINE Fieldwork : 16th - 18th October 2013

Absolutes/col percents

Q7b. Do you agree or disagree with each of the following statements?

Base: All Sample Split B respondents

As David Cameron has suggested, the Government should guarantee mortgages to make it easier for some people to buy a home

	Q.3/4/5 Voting Intention (including Squeeze & DK/Refuse at Q.4)										Voted in 2010 General Election			
	Total	Conser- vative	Labour	Lib Dem	UKIP	Green	SNP	Plaid Cymru	BNP	Other	DK/Refuse at Q4	Conser- vative	Labour	Liberal Demo- crat
Unweighted base	991	218	319	85	127	25	21	-	6	6	144	253	236	228
Weighted base	991	252	307	70	129	17	25	-	4	4	138	289	230	185
Agree	489 49%	159 63%	145 47%	28 39%	68 53%	7 43%	12 47%	-	* 7%	3 62%	46 33%	171 59%	109 47%	75 41%
Disagree	268 27%	48 19%	99 32%	29 41%	40 31%	6 32%	9 36%	-	2 48%	1 15%	23 17%	61 21%	83 36%	70 38%
Don't know	234 24%	45 18%	63 21%	14 20%	21 16%	4 25%	4 17%	-	2 45%	1 23%	69 50%	58 20%	38 17%	40 22%

Voting Intentions Survey
ONLINE Fieldwork : 16th - 18th October 2013

Absolutes/col percents

Q7b. Do you agree or disagree with each of the following statements?

Base: All Sample Split B respondents

As David Cameron has suggested, the Government should guarantee mortgages to make it easier for some people to buy a home

Q.5 Generally speaking, do you think of yourself as...?

	Total	Labour	Conser -vative	Lib Dem	UKIP	SNP	Green	BNP	Plaid Cymru	Other	Refused	Don't know
Unweighted base	991	315	238	101	42	21	20	8	-	15	24	207
Weighted base	991	304	272	81	40	24	15	7	-	11	23	215
Agree	489 49%	152 50%	164 60%	40 49%	17 43%	8 34%	6 39%	3 46%	-	4 34%	5 24%	90 42%
Disagree	268 27%	92 30%	58 21%	28 35%	18 44%	11 47%	3 19%	2 35%	-	4 42%	1 5%	51 24%
Don't know	234 24%	60 20%	50 18%	13 17%	5 13%	4 19%	6 42%	1 19%	-	3 24%	16 71%	74 35%

Voting Intentions Survey
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Absolutes/col percents

Q7b. Do you agree or disagree with each of the following statements?

Base: All Sample Split B respondents

As David Cameron has suggested, the Government should guarantee mortgages to make it easier for some people to buy a home

	Region											
	Total	Scotland (A)	North East (B)	North West (C)	Yorks & Humber (D)	West Mids (E)	Wales (F)	East-ern (G)	London (H)	South East (I)	South West (J)	East Mids (K)
Unweighted base	991	61	46	117	77	78	49	104	141	157	91	70
Weighted base	991	83*	42*	117*	85*	91*	52*	96*	125*	129	90*	81*
Agree	489 49%	40 49%	23 54%	56 47%	45 53%	53 58%G	31 60%	38 40%	61 49%	55 42%	47 52%	40 50%
Disagree	268 27%	24 29%	15 35%	30 25%	20 24%	26 28%	12 24%	28 29%	32 26%	39 30%	23 25%	20 24%
Don't know	234 24%	19 22%	5 11%	32 27%	20 23%	13 14%	9 17%	29 31%BE	32 26%	35 27%B	20 23%	21 26%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F/G/H/I/J/K/L

*** small base; ** very small base (under 30) ineligible for sig testing**

Voting Intentions Survey
ONLINE Fieldwork : 16th - 18th October 2013

Absolutes/col percents

Q7. Do you agree or disagree with each of the following statements?

Base: All respondents

There is little that the government can do to stop school children using the word "gay" as an insult

	Gender		Age						Social Class				Region						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Net: Eng- land & Wales	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land
Unweighted base	2001	969	1032	126	327	431	391	328	398	749	519	265	468	1884	554	530	525	275	117
Weighted base	2001	984	1017	239	319	379	339	301	425	544	579	420	457	1831	511	532	501	287	170
Agree	1407 70%	725 74%	682 67%	159 66%	191 60%	260 69%	259 77%	228 76%	311 73%	379 70%	389 67%	325 77%	314 69%	1280 70%	332 65%	392 74%	343 68%	213 74%	128 75%
Disagree	292 15%	139 14%	153 15%	48 20%	60 19%	49 13%	39 12%	43 14%	54 13%	105 19%	95 16%	38 9%	54 12%	270 15%	100 20%	65 12%	75 15%	30 11%	23 13%
Don't know	301 15%	119 12%	182 18%	32 13%	69 22%	71 19%	40 12%	30 10%	59 14%	60 11%	95 16%	58 14%	89 20%	282 15%	79 15%	75 14%	84 17%	43 15%	20 12%

Voting Intentions Survey
ONLINE Fieldwork : 16th - 18th October 2013

Absolutes/col percents

Q7. Do you agree or disagree with each of the following statements?

Base: All respondents

There is little that the government can do to stop school children using the word "gay" as an insult

	Q.3/4/5 Voting Intention (including Squeeze & DK/Refuse at Q.4)										Voted in 2010 General Election			
	Total	Conser- vative	Labour	Lib Dem	UKIP	Green	SNP	Plaid Cymru	BNP	Other	DK/Refuse at Q4	Conser- vative	Labour	Liberal Demo- crat
Unweighted base	2001	497	580	162	247	58	33	5	13	13	313	580	450	416
Weighted base	2001	506	576	152	252	51	44	5	9	13	306	587	464	373
Agree	1407 70%	398 79%	395 69%	94 62%	203 81%	32 64%	34 76%	4 79%	9 94%	11 88%	181 59%	466 79%	319 69%	246 66%
Disagree	292 15%	57 11%	111 19%	32 21%	30 12%	9 18%	5 11%	1 21%	- -	1 6%	32 10%	66 11%	83 18%	71 19%
Don't know	301 15%	51 10%	70 12%	25 17%	19 7%	9 19%	6 13%	- -	1 6%	1 6%	94 31%	55 9%	62 13%	55 15%

Voting Intentions Survey
ONLINE Fieldwork : 16th - 18th October 2013

Absolutes/col percents

Q7. Do you agree or disagree with each of the following statements?

Base: All respondents

There is little that the government can do to stop school children using the word "gay" as an insult

	Q.5 Generally speaking, do you think of yourself as...?											
	Total	Labour	Conser -vative	Lib Dem	UKIP	SNP	Green	BNP	Plaid Cymru	Other	Refused	Don't know
Unweighted base	2001	589	549	196	82	34	44	18	6	30	53	400
Weighted base	2001	607	564	174	75	44	36	15	7	24	60	396
Agree	1407 70%	408 67%	452 80%	113 65%	63 84%	35 79%	25 71%	11 69%	5 70%	18 77%	32 53%	246 62%
Disagree	292 15%	119 20%	69 12%	34 19%	4 5%	2 4%	9 24%	3 17%	1 16%	3 14%	9 15%	40 10%
Don't know	301 15%	80 13%	43 8%	27 15%	8 11%	8 17%	2 5%	2 15%	1 13%	2 8%	19 32%	111 28%

Voting Intentions Survey
ONLINE Fieldwork : 16th - 18th October 2013

Absolutes/col percents

Q7. Do you agree or disagree with each of the following statements?

Base: All respondents

There is little that the government can do to stop school children using the word "gay" as an insult

	Total	Region										
		Scot-land (A)	North East (B)	North West (C)	Yorks & Humber (D)	West Mids (E)	Wales (F)	East-ern (G)	London (H)	South East (I)	South West (J)	East Mids (K)
Unweighted base	2001	117	93	253	179	163	93	206	275	279	182	161
Weighted base	2001	170*	89*	236	176	186	105*	189	252	258	182	157
Agree	1407 70%	128 75% ^H	63 71%	160 68%	120 68%	135 73% ^H	70 66%	147 78% ^{CH}	153 61%	179 69%	143 79% ^{CFH}	110 70% ^I
Disagree	292 15%	23 13%	16 18% ^J	31 13%	27 16% ^J	25 13%	17 16% ^J	18 10%	59 23% ^{ACE}	41 16% ^J	13 7%	22 14%
Don't know	301 15%	20 12%	10 11%	45 19%	28 16%	26 14%	18 17%	24 13%	40 16%	39 15%	25 14%	25 16%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F/G/H/I/J/K/L

*** small base; ** very small base (under 30) ineligible for sig testing**

Voting Intentions Survey
ONLINE Fieldwork : 16th - 18th October 2013

Absolutes/col percents

Q7. Do you agree or disagree with each of the following statements?

Base: All respondents

There will probably be an openly gay prime minister in the next 20 years

	Gender		Age						Social Class				Region						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Net- Eng- land & Wales	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land
Unweighted base	2001	969	1032	126	327	431	391	328	398	749	519	265	468	1884	554	530	525	275	117
Weighted base	2001	984	1017	239	319	379	339	301	425	544	579	420	457	1831	511	532	501	287	170
Agree	562 28%	237 24%	325 32%	78 33%	105 33%	96 25%	93 27%	93 31%	96 23%	157 29%	168 29%	100 24%	137 30%	518 28%	153 30%	150 28%	135 27%	81 28%	44 26%
Disagree	537 27%	323 33%	215 21%	91 38%	78 24%	115 30%	91 27%	63 21%	100 24%	166 30%	150 26%	118 28%	103 23%	485 26%	132 26%	158 30%	116 23%	78 27%	53 31%
Don't know	902 45%	425 43%	477 47%	70 29%	136 43%	167 44%	155 46%	145 48%	228 54%	222 41%	261 45%	202 48%	217 47%	828 45%	225 44%	224 42%	251 50%	128 45%	74 43%

Voting Intentions Survey
ONLINE Fieldwork : 16th - 18th October 2013

Absolutes/col percents

Q7. Do you agree or disagree with each of the following statements?

Base: All respondents

There will probably be an openly gay prime minister in the next 20 years

	Q.3/4/5 Voting Intention (including Squeeze & DK/Refuse at Q.4)										Voted in 2010 General Election			
	Total	Conser- vative	Labour	Lib Dem	UKIP	Green	SNP	Plaid Cymru	BNP	Other	DK/Refuse at Q4	Conser- vative	Labour	Liberal Demo- crat
Unweighted base	2001	497	580	162	247	58	33	5	13	13	313	580	450	416
Weighted base	2001	506	576	152	252	51	44	5	9	13	306	587	464	373
Agree	562 28%	143 28%	183 32%	48 31%	61 24%	16 32%	9 21%	1 21%	1 14%	2 18%	72 23%	161 27%	133 29%	99 26%
Disagree	537 27%	155 31%	150 26%	38 25%	86 34%	14 27%	10 23%	3 50%	4 48%	5 41%	51 17%	179 31%	131 28%	101 27%
Don't know	902 45%	208 41%	243 42%	67 44%	105 42%	21 41%	25 56%	2 29%	4 38%	5 40%	184 60%	247 42%	199 43%	173 46%

Voting Intentions Survey
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Absolutes/col percents

Q7. Do you agree or disagree with each of the following statements?

Base: All respondents

There will probably be an openly gay prime minister in the next 20 years

	Q.5 Generally speaking, do you think of yourself as...?											
	Total	Labour	Conser -vative	Lib Dem	UKIP	SNP	Green	BNP	Plaid Cymru	Other	Refused	Don't know
Unweighted base	2001	589	549	196	82	34	44	18	6	30	53	400
Weighted base	2001	607	564	174	75	44	36	15	7	24	60	396
Agree	562 28%	185 31%	170 30%	54 31%	22 29%	7 17%	12 34%	2 13%	1 16%	7 31%	13 22%	87 22%
Disagree	537 27%	159 26%	168 30%	44 25%	23 31%	10 22%	11 31%	7 45%	4 54%	9 38%	9 15%	93 24%
Don't know	902 45%	262 43%	225 40%	76 44%	30 40%	27 61%	13 35%	7 42%	2 30%	7 31%	37 63%	215 54%

Voting Intentions Survey
ONLINE Fieldwork : 16th - 18th October 2013

Absolutes/col percents

Q7. Do you agree or disagree with each of the following statements?

Base: All respondents

There will probably be an openly gay prime minister in the next 20 years

	Total	Region										
		Scot-land (A)	North East (B)	North West (C)	Yorks & Humber (D)	West Mids (E)	Wales (F)	East-ern (G)	London (H)	South East (I)	South West (J)	East Mids (K)
Unweighted base	2001	117	93	253	179	163	93	206	275	279	182	161
Weighted base	2001	170*	89*	236	176	186	105*	189	252	258	182	157
Agree	562 28%	44 26%	22 25%	70 30%	43 24%	60 32%	30 28%	45 24%	80 32%	72 28%	51 28%	44 28%
Disagree	537 27%	53 31%D	27 30%D	61 26%D	28 16%	44 24%	27 26%	67 35%DEI	75 30%D	58 22%	51 28%D	48 30%D
Don't know	902 45%	74 43%	40 45%	105 45%	105 60%ABC EGHJK	82 44%	48 46%	77 41%	97 38%	128 50%H	80 44%	65 41%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F/G/H/I/J/K/L

*** small base; ** very small base (under 30) ineligible for sig testing**

Voting Intentions Survey
ONLINE Fieldwork : 16th - 18th October 2013

Absolutes/col percents

Q7. Do you agree or disagree with each of the following statements?

Base: All respondents

It is worth paying an extra £2 in every £100 on gas and electricity bills to pay for greener energy

	Gender		Age						Social Class				Region						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Net- Eng- land & Wales	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land
Unweighted base	2001	969	1032	126	327	431	391	328	398	749	519	265	468	1884	554	530	525	275	117
Weighted base	2001	984	1017	239	319	379	339	301	425	544	579	420	457	1831	511	532	501	287	170
Agree	682 34%	324 33%	359 35%	114 48%	128 40%	129 34%	115 34%	84 28%	113 26%	206 38%	223 39%	107 26%	146 32%	628 34%	191 37%	181 34%	159 32%	97 34%	55 32%
Disagree	910 45%	506 51%	404 40%	69 29%	108 34%	157 41%	163 48%	164 55%	249 59%	243 45%	238 41%	218 52%	210 46%	824 45%	204 40%	245 46%	234 47%	140 49%	86 50%
Don't know	409 20%	154 16%	255 25%	56 24%	83 26%	92 24%	61 18%	52 17%	63 15%	95 18%	118 20%	95 23%	101 22%	379 21%	115 23%	105 20%	109 22%	50 17%	30 17%

Voting Intentions Survey

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Absolutes/col percents

Q7. Do you agree or disagree with each of the following statements?

Base: All respondents

It is worth paying an extra £2 in every £100 on gas and electricity bills to pay for greener energy

	Q.3/4/5 Voting Intention (including Squeeze & DK/Refuse at Q.4)										Voted in 2010 General Election			
	Total	Conser- vative	Labour	Lib Dem	UKIP	Green	SNP	Plaid Cymru	BNP	Other	DK/Refuse at Q4	Conser- vative	Labour	Liberal Demo- crat
Unweighted base	2001	497	580	162	247	58	33	5	13	13	313	580	450	416
Weighted base	2001	506	576	152	252	51	44	5	9	13	306	587	464	373
Agree	682 34%	175 35%	234 41%	71 47%	42 17%	33 65%	15 35%	2 34%	1 10%	6 44%	82 27%	171 29%	178 38%	154 41%
Disagree	910 45%	245 48%	245 43%	52 34%	185 73%	12 23%	20 45%	3 57%	8 83%	5 38%	105 34%	323 55%	206 45%	146 39%
Don't know	409 20%	86 17%	97 17%	29 19%	25 10%	6 12%	9 20%	* 8%	1 7%	2 18%	119 39%	93 16%	79 17%	72 19%

Voting Intentions Survey
ONLINE Fieldwork : 16th - 18th October 2013

Absolutes/col percents

Q7. Do you agree or disagree with each of the following statements?

Base: All respondents

It is worth paying an extra £2 in every £100 on gas and electricity bills to pay for greener energy

	Q.5 Generally speaking, do you think of yourself as...?											
	Total	Labour	Conser -vative	Lib Dem	UKIP	SNP	Green	BNP	Plaid Cymru	Other	Refused	Don't know
Unweighted base	2001	589	549	196	82	34	44	18	6	30	53	400
Weighted base	2001	607	564	174	75	44	36	15	7	24	60	396
Agree	682 34%	232 38%	168 30%	84 48%	13 17%	12 27%	27 75%	1 8%	4 56%	8 36%	14 23%	119 30%
Disagree	910 45%	269 44%	311 55%	62 36%	50 66%	22 51%	5 15%	11 69%	3 44%	10 43%	23 39%	143 36%
Don't know	409 20%	106 17%	85 15%	28 16%	13 17%	10 22%	4 10%	4 23%	- -	5 21%	22 38%	134 34%

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Absolutes/col percents

Q7. Do you agree or disagree with each of the following statements?

Base: All respondents

It is worth paying an extra £2 in every £100 on gas and electricity bills to pay for greener energy

	Region											
	Total	Scot-land (A)	North East (B)	North West (C)	Yorks & Humber (D)	West Mids (E)	Wales (F)	East-ern (G)	London (H)	South East (I)	South West (J)	East Mids (K)
Unweighted base	2001	117	93	253	179	163	93	206	275	279	182	161
Weighted base	2001	170*	89*	236	176	186	105*	189	252	258	182	157
Agree	682 34%	55 32%	28 32%	74 31%	56 32%	66 35%	36 34%	73 39%K	108 43%CDI	83 32%	61 34%	42 27%
Disagree	910 45%	86 50%H	44 49%H	110 47%H	80 46%	82 44%	47 44%	81 43%	90 36%	115 44%	94 52%H	82 52%H
Don't know	409 20%	30 17%	17 19%	52 22%	40 23%	38 20%	23 22%	34 18%	55 22%	61 23%	27 15%	33 21%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F/G/H/I/J/K/L

*** small base; ** very small base (under 30) ineligible for sig testing**

Voting Intentions Survey
ONLINE Fieldwork : 16th - 18th October 2013

Absolutes/col percents

Q7. Do you agree or disagree with each of the following statements?

Base: All respondents

It is worth paying an extra £7 in every £100 on gas and electricity bills to help the poor and elderly with their bills

	Gender		Age						Social Class				Region						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Net- Eng- land & Wales	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land
Unweighted base	2001	969	1032	126	327	431	391	328	398	749	519	265	468	1884	554	530	525	275	117
Weighted base	2001	984	1017	239	319	379	339	301	425	544	579	420	457	1831	511	532	501	287	170
Agree	514 26%	271 28%	244 24%	90 38%	84 26%	77 20%	79 23%	60 20%	124 29%	133 25%	165 29%	99 24%	117 26%	465 25%	140 27%	123 23%	126 25%	77 27%	49 29%
Disagree	924 46%	464 47%	460 45%	72 30%	137 43%	182 48%	176 52%	168 56%	189 45%	281 52%	256 44%	191 45%	197 43%	855 47%	237 46%	234 44%	238 48%	145 51%	70 41%
Don't know	562 28%	249 25%	313 31%	77 32%	98 31%	120 32%	84 25%	72 24%	111 26%	130 24%	158 27%	131 31%	143 31%	511 28%	134 26%	174 33%	138 27%	65 23%	51 30%

Voting Intentions Survey
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Absolutes/col percents

Q7. Do you agree or disagree with each of the following statements?

Base: All respondents

It is worth paying an extra £7 in every £100 on gas and electricity bills to help the poor and elderly with their bills

	Q.3/4/5 Voting Intention (including Squeeze & DK/Refuse at Q.4)										Voted in 2010 General Election			
	Total	Conser- vative	Labour	Lib Dem	UKIP	Green	SNP	Plaid Cymru	BNP	Other	DK/Refuse at Q4	Conser- vative	Labour	Liberal Demo- crat
Unweighted base	2001	497	580	162	247	58	33	5	13	13	313	580	450	416
Weighted base	2001	506	576	152	252	51	44	5	9	13	306	587	464	373
Agree	514 26%	122 24%	189 33%	50 33%	46 18%	14 27%	15 35%	3 50%	* 3%	2 14%	53 17%	138 24%	146 31%	108 29%
Disagree	924 46%	268 53%	250 43%	62 41%	151 60%	18 36%	16 37%	3 50%	7 79%	8 59%	114 37%	332 57%	188 41%	169 45%
Don't know	562 28%	116 23%	138 24%	40 26%	55 22%	19 37%	13 29%	- -	2 18%	3 27%	139 45%	117 20%	130 28%	96 26%

Voting Intentions Survey
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Absolutes/col percents

Q7. Do you agree or disagree with each of the following statements?

Base: All respondents

It is worth paying an extra £7 in every £100 on gas and electricity bills to help the poor and elderly with their bills

	Q.5 Generally speaking, do you think of yourself as...?											
	Total	Labour	Conser -vative	Lib Dem	UKIP	SNP	Green	BNP	Plaid Cymru	Other	Refused	Don't know
Unweighted base	2001	589	549	196	82	34	44	18	6	30	53	400
Weighted base	2001	607	564	174	75	44	36	15	7	24	60	396
Agree	514 26%	192 32%	140 25%	60 35%	12 16%	16 37%	10 29%	* 2%	4 62%	8 34%	13 22%	58 15%
Disagree	924 46%	253 42%	310 55%	77 44%	44 59%	16 37%	17 47%	11 68%	3 38%	10 43%	20 34%	164 41%
Don't know	562 28%	162 27%	114 20%	37 21%	19 25%	12 26%	9 24%	5 30%	- -	5 23%	26 44%	174 44%

Voting Intentions Survey
ONLINE Fieldwork : 16th - 18th October 2013

Absolutes/col percents

Q7. Do you agree or disagree with each of the following statements?

Base: All respondents

It is worth paying an extra £7 in every £100 on gas and electricity bills to help the poor and elderly with their bills

	Region											
	Total	Scot-land (A)	North East (B)	North West (C)	Yorks & Humber (D)	West Mids (E)	Wales (F)	East-ern (G)	London (H)	South East (I)	South West (J)	East Mids (K)
Unweighted base	2001	117	93	253	179	163	93	206	275	279	182	161
Weighted base	2001	170*	89*	236	176	186	105*	189	252	258	182	157
Agree	514 26%	49 29%	18 20%	61 26%	47 27%	48 26%	37 35%BJK	46 24%	79 31%K	61 24%	40 22%	29 19%
Disagree	924 46%	70 41%	49 55%	107 45%	83 47%	85 45%	42 40%	80 42%	110 44%	127 49%	102 56%ACF GH	70 45%
Don't know	562 28%	51 30%	23 26%	69 29%	46 26%	53 29%	26 24%	63 33%J	63 25%	71 27%	39 22%	58 37%HJ

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F/G/H/I/J/K/L

*** small base; ** very small base (under 30) ineligible for sig testing**

Voting Intentions Survey

ONLINE Fieldwork : 16th - 18th October 2013

Absolutes/col percents

Q7. Do you agree or disagree with each of the following statements?

Base: All respondents

Parents, teachers and charities should be encouraged to set up new state schools, even if there are already schools in the local area

	Gender		Age						Social Class				Region						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Net- Eng- land & Wales	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land
Unweighted base	2001	969	1032	126	327	431	391	328	398	749	519	265	468	1884	554	530	525	275	117
Weighted base	2001	984	1017	239	319	379	339	301	425	544	579	420	457	1831	511	532	501	287	170
Agree	541 27%	300 31%	241 24%	82 34%	75 24%	88 23%	74 22%	80 26%	142 33%	140 26%	166 29%	108 26%	127 28%	507 28%	168 33%	145 27%	112 22%	83 29%	34 20%
Disagree	724 36%	365 37%	359 35%	74 31%	119 37%	135 36%	130 38%	126 42%	140 33%	238 44%	208 36%	139 33%	140 31%	655 36%	185 36%	180 34%	192 38%	98 34%	69 41%
Don't know	736 37%	318 32%	418 41%	84 35%	124 39%	155 41%	134 40%	95 31%	143 34%	167 31%	206 35%	173 41%	190 42%	669 37%	158 31%	207 39%	198 39%	106 37%	67 39%

Voting Intentions Survey

ONLINE Fieldwork : 16th - 18th October 2013

Absolutes/col percents

Q7. Do you agree or disagree with each of the following statements?

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	Q.3/4/5 Voting Intention (including Squeeze & DK/Refuse at Q.4)										Voted in 2010 General Election			
	Total	Conser- vative	Labour	Lib Dem	UKIP	Green	SNP	Plaid Cymru	BNP	Other	DK/Refuse at Q4	Conser- vative	Labour	Liberal Demo- crat
Unweighted base	2001	497	580	162	247	58	33	5	13	13	313	580	450	416
Weighted base	2001	506	576	152	252	51	44	5	9	13	306	587	464	373
Agree	541 27%	188 37%	137 24%	43 28%	66 26%	10 21%	6 14%	1 21%	5 49%	- -	56 18%	201 34%	117 25%	89 24%
Disagree	724 36%	163 32%	256 44%	63 41%	90 36%	22 42%	26 59%	2 43%	2 22%	7 52%	74 24%	202 34%	212 46%	138 37%
Don't know	736 37%	155 31%	183 32%	46 31%	96 38%	19 37%	12 27%	2 36%	3 29%	6 48%	176 57%	183 31%	134 29%	146 39%

Voting Intentions Survey
ONLINE Fieldwork : 16th - 18th October 2013

Absolutes/col percents

Q7. Do you agree or disagree with each of the following statements?

Base: All respondents

Parents, teachers and charities should be encouraged to set up new state schools, even if there are already schools in the local area

	Q.5 Generally speaking, do you think of yourself as...?											
	Total	Labour	Conser -vative	Lib Dem	UKIP	SNP	Green	BNP	Plaid Cymru	Other	Refused	Don't know
Unweighted base	2001	589	549	196	82	34	44	18	6	30	53	400
Weighted base	2001	607	564	174	75	44	36	15	7	24	60	396
Agree	541 27%	153 25%	212 38%	55 32%	19 25%	7 16%	9 26%	5 30%	2 30%	3 12%	14 23%	63 16%
Disagree	724 36%	262 43%	181 32%	69 40%	31 41%	21 48%	17 48%	5 32%	2 26%	13 54%	16 27%	107 27%
Don't know	736 37%	192 32%	171 30%	50 29%	25 34%	16 36%	9 26%	6 38%	3 44%	8 34%	30 50%	226 57%

Voting Intentions Survey
ONLINE Fieldwork : 16th - 18th October 2013

Absolutes/col percents

Q7. Do you agree or disagree with each of the following statements?

Base: All respondents

Parents, teachers and charities should be encouraged to set up new state schools, even if there are already schools in the local area

	Region											
	Total	Scot-land (A)	North East (B)	North West (C)	Yorks & Humber (D)	West Mids (E)	Wales (F)	East-ern (G)	London (H)	South East (I)	South West (J)	East Mids (K)
Unweighted base	2001	117	93	253	179	163	93	206	275	279	182	161
Weighted base	2001	170*	89*	236	176	186	105*	189	252	258	182	157
Agree	541 27%	34 20%	23 26%	53 22%	36 20%	46 25%	27 26%	51 27%	93 37%ACD E	75 29%	56 31%D	48 31%
Disagree	724 36%	69 41%	43 48% JK	94 40%	55 31%	68 36%	38 36%	63 33%	88 35%	97 38%	59 33%	49 31%
Don't know	736 37%	67 39%	23 26%	89 38%	86 49% IJ	73 39% H	40 38%	75 40% BH	72 28%	87 33%	66 36%	59 38%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F/G/H/I/J/K/L

*** small base; ** very small base (under 30) ineligible for sig testing**

Voting Intentions Survey

ONLINE Fieldwork: 16th – 18th October 2013

Weighting table

Q.1 Thinking back to the general election in 2010, which party if any did you vote for?

Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2,001	2,001
Weighted base	2,001	2,001
Conservative	649 27%	587 29%
Labour	472 24%	464 23%
Liberal Democrat	392 20%	373 19%
Other	164 8%	155 8%
Did not vote	325 16%	325 16%
Don't remember	50 3%	50 3%
Refused	48 2%	48 2%