

Grassroots Conservatives – Public Poll September 2014

METHODOLOGY NOTE

ComRes interviewed 2,010 GB adults online between 29th and 31st August 2014. Data were weighted to be representative of all GB adults aged 18+. ComRes is a member of the British Polling Council and abides by its rules.

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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

General Election Poll

ONLINE Fieldwork: 29th-31st August 2014

Absolutes/col percents

Table 1

Q.1 Thinking ahead to the General Election next year where MPs are elected to Parliament in Westminster, on a scale of 1-10 how likely or unlikely are you to vote for each of the following political parties? Summary Table

Base: All respondents

	Parties			
	Conservative	Labour	Liberal Democrat	UKIP
Unweighted base	2010	2010	2010	2010
Weighted base	2010	2010	2010	2010
10 - Absolutely certain to vote	189 9%	285 14%	32 2%	210 10%
9	112 6%	107 5%	36 2%	85 4%
8	100 5%	117 6%	51 3%	96 5%
7	83 4%	115 6%	50 2%	107 5%
6	113 6%	93 5%	94 5%	108 5%
5	192 10%	189 9%	206 10%	179 9%
4	70 4%	83 4%	111 6%	84 4%
3	104 5%	87 4%	153 8%	76 4%
2	82 4%	86 4%	127 6%	77 4%
1 - Certain not to vote	966 48%	848 42%	1150 57%	988 49%
Mean	3.80	4.31	2.64	3.80
Standard deviation	3.28	3.48	2.36	3.31
Standard error	0.07	0.08	0.05	0.07
NET: 5-10	789 39%	906 45%	469 23%	785 39%

General Election Poll

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Absolutes/col percents

Table 2

Q.1 Thinking ahead to the General Election next year where MPs are elected to Parliament in Westminster, on a scale of 1-10 how likely or unlikely are you to vote for each of the following political parties? Conservative

Base: All respondents

	Total	Gender		Age						Social Grade				Employment Sector	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2010	1034	976	220	298	343	347	334	468	496	619	359	536	232	749
Weighted base	2010	985	1025	239	338	338	358	298	438	537	557	438	478	268	858
10 - Absolutely certain to vote	189 9%	105 11%	84 8%	13 5%	9 3%	24 7%	22 6%	41 14%	80 18%	66 12%	52 9%	34 8%	37 8%	20 7%	85 10%
9	112 6%	58 6%	54 5%	4 2%	20 6%	7 2%	21 6%	21 7%	38 9%	43 8%	36 6%	14 3%	18 4%	12 5%	41 5%
8	100 5%	54 5%	46 5%	11 5%	18 5%	17 5%	17 5%	13 4%	24 6%	31 6%	34 6%	19 4%	16 3%	13 5%	54 6%
7	83 4%	30 3%	53 5%	10 4%	14 4%	13 4%	11 3%	9 3%	26 6%	26 5%	18 3%	27 6%	12 3%	12 5%	28 3%
6	113 6%	50 5%	63 6%	16 7%	30 9%	11 3%	20 6%	13 4%	22 5%	31 6%	38 7%	23 5%	21 4%	19 7%	56 7%
5	192 10%	76 8%	116 11%	40 17%	38 11%	36 11%	21 6%	26 9%	30 7%	39 7%	59 11%	47 11%	48 10%	16 6%	95 11%
4	70 4%	29 3%	41 4%	22 9%	13 4%	9 3%	7 2%	4 1%	15 3%	27 5%	25 5%	12 3%	7 1%	8 3%	30 4%
3	104 5%	58 6%	46 4%	5 2%	16 5%	22 7%	29 8%	13 4%	18 4%	27 5%	34 6%	18 4%	25 5%	16 6%	46 5%
2	82 4%	45 5%	37 4%	10 4%	13 4%	16 5%	15 4%	14 5%	13 3%	31 6%	15 3%	14 3%	21 4%	11 4%	40 5%
1 - Certain not to vote	966 48%	481 49%	485 47%	108 45%	167 49%	182 54%	194 54%	144 48%	171 39%	216 40%	246 44%	230 53%	273 57%	140 52%	382 44%
Mean	3.80	3.81	3.79	3.57	3.47	3.24	3.32	4.04	4.84	4.33	4.03	3.51	3.20	3.49	3.95
Standard deviation	3.28	3.37	3.20	2.84	2.91	3.01	3.11	3.54	3.67	3.45	3.29	3.13	3.08	3.17	3.27
Standard error	0.07	0.10	0.10	0.19	0.17	0.16	0.17	0.19	0.17	0.16	0.13	0.17	0.13	0.21	0.12
NET: 5-10	789 39%	372 38%	416 41%	94 39%	129 38%	109 32%	112 31%	123 41%	222 51%	236 44%	237 43%	164 37%	152 32%	92 34%	360 42%

General Election Poll

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Absolutes/col percents

Table 2

Q.1 Thinking ahead to the General Election next year where MPs are elected to Parliament in Westminster, on a scale of 1-10 how likely or unlikely are you to vote for each of the following political parties? Conservative

Base: All respondents

	Region											Voting Intention				
	Total	Scot-land	North East	North West	York-shire & Hum-ber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Con	Lab	LibDem	UKIP
Unweighted base	2010	192	77	239	168	212	143	104	159	195	322	199	404	552	111	341
Weighted base	2010	181	80	221	181	181	141	101	201	261	281	181	409	546	114	355
10 - Absolutely certain to vote	189 9%	7 4%	6 7%	20 9%	16 9%	17 9%	17 12%	9 9%	19 9%	23 9%	34 12%	21 12%	179 44%	5 1%	- -	2 1%
9	112 6%	10 5%	2 3%	12 5%	5 3%	14 8%	15 11%	- -	12 6%	8 3%	20 7%	13 7%	97 24%	7 1%	- -	3 1%
8	100 5%	3 1%	- -	12 5%	13 7%	14 8%	9 6%	1 1%	15 8%	9 3%	14 5%	10 6%	73 18%	6 1%	2 1%	5 1%
7	83 4%	9 5%	1 1%	8 4%	6 4%	7 4%	1 1%	7 7%	8 4%	13 5%	19 7%	3 1%	27 7%	5 1%	8 7%	15 4%
6	113 6%	3 2%	2 2%	20 9%	9 5%	10 6%	6 4%	2 2%	20 10%	21 8%	17 6%	4 2%	15 4%	14 2%	9 8%	29 8%
5	192 10%	10 6%	7 8%	16 7%	13 7%	18 10%	15 10%	9 9%	29 15%	30 11%	18 6%	27 15%	10 2%	33 6%	12 10%	42 12%
4	70 4%	9 5%	8 10%	3 1%	8 4%	5 3%	7 5%	4 4%	7 4%	9 4%	8 3%	2 1%	4 1%	27 5%	11 10%	8 2%
3	104 5%	4 2%	7 9%	5 2%	10 6%	12 7%	4 3%	4 4%	12 6%	17 7%	20 7%	9 5%	3 1%	33 6%	12 11%	31 9%
2	82 4%	10 6%	2 3%	14 6%	7 4%	5 3%	4 3%	5 5%	5 3%	13 5%	9 3%	7 4%	- -	27 5%	5 4%	19 5%
1 - Certain not to vote	966 48%	116 64%	45 56%	111 50%	94 52%	79 44%	64 45%	59 59%	73 36%	118 45%	122 43%	84 46%	1 *	390 71%	55 49%	200 56%
Mean	3.80	2.71	2.90	3.76	3.55	4.16	4.27	3.02	4.43	3.71	4.24	4.02	8.80	1.99	2.87	2.66
Standard deviation	3.28	2.80	2.78	3.33	3.23	3.37	3.55	2.97	3.22	3.10	3.46	3.43	1.49	1.92	2.16	2.26
Standard error	0.07	0.20	0.32	0.22	0.25	0.23	0.30	0.29	0.25	0.22	0.19	0.24	0.07	0.08	0.21	0.12
NET: 5-10	789 39%	41 23%	17 22%	89 40%	62 34%	80 44%	62 44%	28 28%	103 51%	103 39%	123 44%	79 43%	401 98%	69 13%	30 27%	97 27%

General Election Poll

ONLINE Fieldwork: 29th-31st August 2014

Absolutes/col percents

Table 3

Q.1 Thinking ahead to the General Election next year where MPs are elected to Parliament in Westminster, on a scale of 1-10 how likely or unlikely are you to vote for each of the following political parties? Labour

Base: All respondents

	Total	Gender		Age						Social Grade				Employment Sector	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri- vate
Unweighted base	2010	1034	976	220	298	343	347	334	468	496	619	359	536	232	749
Weighted base	2010	985	1025	239	338	338	358	298	438	537	557	438	478	268	858
10 - Absolutely certain to vote	285 14%	143 14%	143 14%	26 11%	56 17%	65 19%	44 12%	33 11%	62 14%	76 14%	70 13%	65 15%	74 15%	45 17%	115 13%
9	107 5%	65 7%	42 4%	11 5%	23 7%	24 7%	20 6%	14 5%	15 3%	38 7%	21 4%	25 6%	23 5%	15 6%	50 6%
8	117 6%	65 7%	52 5%	20 8%	33 10%	19 6%	21 6%	13 4%	12 3%	25 5%	39 7%	21 5%	32 7%	12 5%	65 8%
7	115 6%	46 5%	69 7%	22 9%	28 8%	19 6%	22 6%	15 5%	9 2%	31 6%	36 6%	30 7%	18 4%	17 6%	52 6%
6	93 5%	36 4%	57 6%	23 10%	21 6%	17 5%	10 3%	11 4%	11 3%	21 4%	39 7%	22 5%	12 2%	21 8%	43 5%
5	189 9%	74 8%	115 11%	39 16%	47 14%	41 12%	25 7%	20 7%	17 4%	40 7%	61 11%	46 10%	43 9%	28 10%	86 10%
4	83 4%	33 3%	50 5%	6 2%	22 6%	16 5%	12 3%	14 5%	14 3%	20 4%	21 4%	22 5%	21 4%	13 5%	38 4%
3	87 4%	43 4%	44 4%	16 7%	9 3%	10 3%	29 8%	9 3%	14 3%	26 5%	22 4%	20 5%	19 4%	6 2%	42 5%
2	86 4%	49 5%	37 4%	7 3%	8 2%	13 4%	26 7%	14 5%	17 4%	38 7%	22 4%	12 3%	15 3%	16 6%	36 4%
1 - Certain not to vote	848 42%	432 44%	416 41%	70 29%	93 27%	113 34%	151 42%	156 52%	267 61%	224 42%	226 41%	176 40%	222 47%	95 35%	330 38%
Mean	4.31	4.29	4.33	4.83	5.33	5.01	4.06	3.67	3.34	4.26	4.33	4.48	4.19	4.73	4.50
Standard deviation	3.48	3.56	3.39	3.15	3.34	3.55	3.41	3.37	3.46	3.51	3.37	3.47	3.56	3.49	3.44
Standard error	0.08	0.11	0.11	0.21	0.19	0.19	0.18	0.18	0.16	0.16	0.14	0.18	0.15	0.23	0.13
NET: 5-10	906 45%	428 43%	478 47%	140 59%	207 61%	185 55%	141 39%	106 35%	127 29%	229 43%	266 48%	209 48%	201 42%	138 52%	412 48%

General Election Poll

ONLINE Fieldwork: 29th-31st August 2014

Absolutes/col percents

Table 3

Q.1 Thinking ahead to the General Election next year where MPs are elected to Parliament in Westminster, on a scale of 1-10 how likely or unlikely are you to vote for each of the following political parties? Labour

Base: All respondents

	Region											Voting Intention				
	Total	Scot-land	North East	North West	York-shire & Hum-ber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Con	Lab	LibDem	UKIP
Unweighted base	2010	192	77	239	168	212	143	104	159	195	322	199	404	552	111	341
Weighted base	2010	181	80	221	181	181	141	101	201	261	281	181	409	546	114	355
10 - Absolutely certain to vote	285 14%	14 8%	21 27%	33 15%	28 16%	25 14%	24 17%	17 16%	10 5%	58 22%	35 13%	20 11%	1 *	280 51%	- -	- -
9	107 5%	11 6%	1 1%	18 8%	7 4%	7 4%	8 5%	5 5%	13 6%	16 6%	14 5%	7 4%	2 *	97 18%	1 1%	1 *
8	117 6%	12 6%	5 6%	18 8%	18 10%	4 2%	6 5%	3 3%	14 7%	14 5%	14 5%	9 5%	2 *	81 15%	7 6%	7 2%
7	115 6%	11 6%	12 15%	21 9%	9 5%	12 7%	9 6%	6 6%	4 2%	14 5%	11 4%	5 3%	10 2%	54 10%	11 10%	6 2%
6	93 5%	15 8%	1 2%	6 3%	15 8%	2 1%	2 2%	4 4%	8 4%	18 7%	18 6%	4 2%	13 3%	17 3%	12 11%	9 3%
5	189 9%	11 6%	9 11%	20 9%	16 9%	12 7%	11 8%	16 16%	22 11%	26 10%	27 10%	21 11%	20 5%	12 2%	14 12%	21 6%
4	83 4%	11 6%	2 2%	6 3%	9 5%	7 4%	6 4%	4 4%	9 4%	13 5%	10 3%	7 4%	11 3%	3 *	15 14%	14 4%
3	87 4%	9 5%	2 3%	12 6%	14 7%	7 4%	3 2%	1 1%	14 7%	9 4%	9 3%	6 3%	30 7%	2 *	4 3%	22 6%
2	86 4%	4 2%	6 8%	13 6%	8 4%	10 5%	3 2%	7 7%	14 7%	4 1%	13 5%	5 3%	29 7%	- -	6 5%	17 5%
1 - Certain not to vote	848 42%	84 46%	21 26%	75 34%	59 32%	95 52%	69 49%	37 37%	92 46%	90 34%	129 46%	97 54%	291 71%	* *	43 38%	258 73%
Mean	4.31	3.95	5.53	4.85	4.78	3.68	4.24	4.54	3.58	5.16	4.04	3.58	1.89	8.94	3.66	1.91
Standard deviation	3.48	3.26	3.59	3.52	3.40	3.46	3.66	3.48	3.07	3.63	3.42	3.32	1.74	1.40	2.51	1.77
Standard error	0.08	0.24	0.41	0.23	0.26	0.24	0.31	0.34	0.24	0.26	0.19	0.24	0.09	0.06	0.24	0.10
NET: 5-10	906 45%	73 41%	49 61%	115 52%	92 51%	62 34%	60 43%	51 51%	72 36%	146 56%	120 42%	65 36%	48 12%	542 99%	46 40%	43 12%

General Election Poll

ONLINE Fieldwork: 29th-31st August 2014

Absolutes/col percents

Table 4

Q.1 Thinking ahead to the General Election next year where MPs are elected to Parliament in Westminster, on a scale of 1-10 how likely or unlikely are you to vote for each of the following political parties? Liberal Democrat

Base: All respondents

	Total	Gender		Age						Social Grade				Employment Sector	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri- vate
Unweighted base	2010	1034	976	220	298	343	347	334	468	496	619	359	536	232	749
Weighted base	2010	985	1025	239	338	338	358	298	438	537	557	438	478	268	858
10 - Absolutely certain to vote	32 2%	20 2%	12 1%	1 *	6 2%	8 2%	4 1%	6 2%	7 2%	15 3%	4 1%	11 2%	2 *	6 2%	13 1%
9	36 2%	14 1%	22 2%	5 2%	10 3%	5 1%	5 1%	6 2%	6 1%	15 3%	13 2%	4 1%	4 1%	8 3%	16 2%
8	51 3%	23 2%	28 3%	5 2%	14 4%	15 4%	4 1%	8 3%	6 1%	18 3%	12 2%	11 2%	11 2%	6 2%	31 4%
7	50 2%	19 2%	31 3%	11 5%	9 3%	5 2%	10 3%	9 3%	6 1%	18 3%	19 3%	3 1%	10 2%	10 4%	23 3%
6	94 5%	43 4%	51 5%	14 6%	26 8%	17 5%	14 4%	10 3%	12 3%	29 5%	27 5%	26 6%	12 2%	12 5%	49 6%
5	206 10%	90 9%	116 11%	30 13%	67 20%	40 12%	29 8%	18 6%	23 5%	44 8%	76 14%	52 12%	34 7%	24 9%	109 13%
4	111 6%	40 4%	71 7%	26 11%	24 7%	19 6%	10 3%	13 4%	19 4%	31 6%	32 6%	23 5%	25 5%	26 10%	43 5%
3	153 8%	76 8%	77 8%	33 14%	27 8%	25 7%	31 9%	8 3%	30 7%	49 9%	49 9%	29 7%	26 6%	28 10%	71 8%
2	127 6%	74 8%	53 5%	17 7%	14 4%	16 5%	33 9%	20 7%	27 6%	29 5%	32 6%	23 5%	43 9%	14 5%	51 6%
1 - Certain not to vote	1150 57%	586 59%	564 55%	96 40%	141 42%	189 56%	219 61%	202 68%	302 69%	288 54%	295 53%	256 59%	310 65%	134 50%	452 53%
Mean	2.64	2.51	2.76	3.11	3.44	2.81	2.31	2.34	2.10	2.93	2.79	2.62	2.16	2.96	2.87
Standard deviation	2.36	2.33	2.38	2.26	2.55	2.50	2.12	2.38	2.08	2.62	2.32	2.36	1.99	2.51	2.44
Standard error	0.05	0.07	0.08	0.15	0.15	0.13	0.11	0.13	0.10	0.12	0.09	0.12	0.09	0.16	0.09
NET: 5-10	469 23%	209 21%	260 25%	66 28%	132 39%	90 27%	65 18%	56 19%	60 14%	140 26%	150 27%	107 24%	73 15%	67 25%	241 28%

General Election Poll

ONLINE Fieldwork: 29th-31st August 2014

Absolutes/col percents

Table 4

Q.1 Thinking ahead to the General Election next year where MPs are elected to Parliament in Westminster, on a scale of 1-10 how likely or unlikely are you to vote for each of the following political parties? Liberal Democrat

Base: All respondents

	Region											Voting Intention				
	Total	Scot-land	North East	North West	York-shire & Hum-ber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Con	Lab	LibDem	UKIP
Unweighted base	2010	192	77	239	168	212	143	104	159	195	322	199	404	552	111	341
Weighted base	2010	181	80	221	181	181	141	101	201	261	281	181	409	546	114	355
10 - Absolutely certain to vote	32 2%	3 1%	2 2%	4 2%	2 1%	3 2%	2 1%	1 1%	1 *	8 3%	4 1%	3 1%	3 1%	3 1%	23 20%	- -
9	36 2%	2 1%	- -	1 1%	3 2%	3 2%	6 4%	- -	2 1%	4 1%	13 5%	3 2%	4 1%	1 *	30 26%	- -
8	51 3%	12 7%	* *	5 2%	6 3%	4 2%	1 1%	- -	4 2%	11 4%	8 3%	1 *	1 *	17 3%	26 23%	- -
7	50 2%	6 3%	4 5%	6 3%	2 1%	2 1%	5 3%	2 2%	9 4%	8 3%	4 1%	3 2%	4 1%	14 3%	17 15%	1 *
6	94 5%	8 5%	5 7%	6 3%	13 7%	7 4%	3 2%	2 2%	9 4%	19 7%	15 5%	7 4%	24 6%	24 4%	7 6%	5 2%
5	206 10%	9 5%	2 3%	32 15%	15 8%	17 9%	13 9%	9 9%	19 10%	30 11%	34 12%	25 14%	45 11%	41 8%	7 6%	17 5%
4	111 6%	9 5%	1 2%	9 4%	16 9%	10 5%	16 12%	6 6%	12 6%	15 6%	8 3%	9 5%	23 6%	41 7%	3 2%	14 4%
3	153 8%	26 14%	9 11%	11 5%	17 9%	14 8%	13 9%	5 5%	11 6%	14 6%	16 6%	18 10%	34 8%	46 8%	1 1%	24 7%
2	127 6%	10 6%	3 4%	11 5%	11 6%	7 4%	11 8%	8 8%	19 10%	14 5%	22 8%	9 5%	34 8%	39 7%	1 1%	26 7%
1 - Certain not to vote	1150 57%	98 54%	53 67%	136 62%	96 53%	114 63%	71 51%	67 67%	115 57%	138 53%	158 56%	103 57%	238 58%	320 59%	1 1%	267 75%
Mean	2.64	2.76	2.27	2.50	2.73	2.42	2.78	2.03	2.49	3.03	2.82	2.54	2.35	2.42	7.99	1.61
Standard deviation	2.36	2.45	2.20	2.28	2.31	2.27	2.38	1.81	2.16	2.63	2.57	2.18	1.97	2.10	1.80	1.24
Standard error	0.05	0.18	0.25	0.15	0.18	0.16	0.20	0.18	0.17	0.19	0.14	0.15	0.10	0.09	0.17	0.07
NET: 5-10	469 23%	39 21%	14 17%	54 24%	41 23%	36 20%	29 21%	14 14%	43 22%	80 31%	78 28%	41 23%	80 19%	100 18%	108 95%	23 7%

General Election Poll

ONLINE Fieldwork: 29th-31st August 2014

Absolutes/col percents

Table 5

Q.1 Thinking ahead to the General Election next year where MPs are elected to Parliament in Westminster, on a scale of 1-10 how likely or unlikely are you to vote for each of the following political parties? UKIP

Base: All respondents

	Total	Gender		Age						Social Grade				Employment Sector	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri- vate
Unweighted base	2010	1034	976	220	298	343	347	334	468	496	619	359	536	232	749
Weighted base	2010	985	1025	239	338	338	358	298	438	537	557	438	478	268	858
10 - Absolutely certain to vote	210 10%	127 13%	83 8%	13 5%	22 6%	22 7%	53 15%	48 16%	52 12%	45 8%	45 8%	49 11%	70 15%	26 10%	81 9%
9	85 4%	48 5%	37 4%	7 3%	11 3%	13 4%	22 6%	13 5%	19 4%	22 4%	21 4%	21 5%	21 4%	14 5%	35 4%
8	96 5%	47 5%	49 5%	14 6%	12 4%	16 5%	21 6%	14 5%	19 4%	17 3%	20 4%	28 6%	31 6%	8 3%	39 5%
7	107 5%	48 5%	59 6%	16 7%	14 4%	12 3%	18 5%	19 6%	28 6%	28 5%	23 4%	32 7%	24 5%	12 4%	44 5%
6	108 5%	53 5%	55 5%	9 4%	27 8%	28 8%	19 5%	7 2%	19 4%	25 5%	30 5%	32 7%	21 4%	15 6%	51 6%
5	179 9%	80 8%	99 10%	34 14%	28 8%	32 10%	28 8%	23 8%	33 8%	35 6%	49 9%	52 12%	43 9%	11 4%	89 10%
4	84 4%	35 4%	49 5%	11 5%	12 4%	14 4%	16 5%	17 6%	13 3%	20 4%	18 3%	21 5%	25 5%	19 7%	39 5%
3	76 4%	40 4%	36 3%	10 4%	11 3%	14 4%	11 3%	10 3%	20 5%	20 4%	32 6%	10 2%	14 3%	13 5%	30 3%
2	77 4%	39 4%	38 4%	11 5%	14 4%	12 4%	10 3%	10 3%	19 4%	23 4%	32 6%	12 3%	12 2%	11 4%	37 4%
1 - Certain not to vote	988 49%	468 48%	520 51%	112 47%	188 56%	175 52%	160 45%	136 46%	216 49%	303 56%	287 51%	182 42%	216 45%	141 53%	414 48%
Mean	3.80	4.00	3.60	3.59	3.26	3.47	4.33	4.22	3.84	3.34	3.43	4.32	4.25	3.52	3.76
Standard deviation	3.31	3.44	3.16	2.99	3.02	3.06	3.55	3.56	3.40	3.18	3.12	3.34	3.51	3.25	3.24
Standard error	0.07	0.11	0.10	0.20	0.18	0.17	0.19	0.19	0.16	0.14	0.13	0.18	0.15	0.21	0.12
NET: 5-10	785 39%	403 41%	382 37%	94 40%	113 33%	123 36%	161 45%	124 42%	170 39%	172 32%	189 34%	214 49%	210 44%	84 32%	339 40%

General Election Poll

ONLINE Fieldwork: 29th-31st August 2014

Absolutes/col percents

Table 5

Q.1 Thinking ahead to the General Election next year where MPs are elected to Parliament in Westminster, on a scale of 1-10 how likely or unlikely are you to vote for each of the following political parties? UKIP

Base: All respondents

	Region											Voting Intention				
	Total	Scot-land	North East	North West	York-shire & Hum-ber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Con	Lab	LibDem	UKIP
Unweighted base	2010	192	77	239	168	212	143	104	159	195	322	199	404	552	111	341
Weighted base	2010	181	80	221	181	181	141	101	201	261	281	181	409	546	114	355
10 - Absolutely certain to vote	210 10%	7 4%	9 11%	17 8%	24 14%	26 15%	18 13%	11 11%	26 13%	20 8%	32 11%	21 11%	3 1%	4 1%	1 1%	195 55%
9	85 4%	7 4%	6 7%	12 5%	9 5%	7 4%	5 3%	3 3%	14 7%	6 2%	10 4%	7 4%	2 *	8 1%	* *	61 17%
8	96 5%	3 2%	4 5%	13 6%	13 7%	10 6%	9 6%	1 1%	10 5%	5 2%	16 6%	11 6%	7 2%	20 4%	3 3%	52 15%
7	107 5%	12 6%	8 10%	12 5%	6 4%	9 5%	7 5%	2 2%	14 7%	16 6%	14 5%	7 4%	20 5%	19 3%	4 3%	30 8%
6	108 5%	10 6%	* 1%	13 6%	16 9%	5 3%	6 4%	4 4%	9 5%	9 4%	25 9%	10 5%	33 8%	27 5%	6 5%	11 3%
5	179 9%	12 7%	9 11%	25 11%	15 8%	22 12%	14 10%	5 5%	15 7%	25 10%	19 7%	18 10%	50 12%	43 8%	9 8%	6 2%
4	84 4%	4 2%	3 3%	10 5%	9 5%	8 4%	12 8%	3 3%	9 4%	11 4%	14 5%	4 2%	23 6%	36 7%	3 2%	- -
3	76 4%	7 4%	1 2%	7 3%	7 4%	3 2%	9 6%	5 5%	11 6%	10 4%	8 3%	9 5%	36 9%	15 3%	4 4%	- -
2	77 4%	7 4%	1 1%	7 3%	9 5%	3 2%	8 6%	3 3%	6 3%	14 5%	10 4%	10 5%	22 5%	25 5%	4 3%	- -
1 - Certain not to vote	988 49%	112 62%	40 49%	105 47%	73 40%	89 49%	54 38%	64 64%	88 44%	144 55%	133 47%	86 48%	213 52%	348 64%	80 70%	- -
Mean	3.80	2.90	4.10	3.85	4.35	4.07	4.21	3.03	4.25	3.20	3.97	3.85	2.81	2.51	2.26	9.07
Standard deviation	3.31	2.85	3.49	3.22	3.43	3.50	3.30	3.21	3.48	3.01	3.35	3.36	2.26	2.36	2.20	1.25
Standard error	0.07	0.21	0.40	0.21	0.26	0.24	0.28	0.32	0.28	0.22	0.19	0.24	0.11	0.10	0.21	0.07
NET: 5-10	785 39%	51 28%	36 44%	92 42%	84 46%	78 43%	59 42%	26 26%	87 43%	82 31%	117 42%	73 40%	116 28%	121 22%	23 21%	355 100%

General Election Poll

ONLINE Fieldwork: 29th-31st August 2014

Absolutes/col percents

Table 6

Q.2 Do you think each of the following would make a good or bad Prime Minister after the General Election in 2015?

Base: All respondents

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2010	1034	976	220	298	343	347	334	468	496	619	359	536	232	749
Weighted base	2010	985	1025	239	338	338	358	298	438	537	557	438	478	268	858
<u>David Cameron</u>															
Good	637 32%	351 36%	287 28%	44 18%	99 29%	93 28%	105 29%	111 37%	186 42%	215 40%	184 33%	121 28%	118 25%	79 30%	301 35%
Bad	960 48%	501 51%	460 45%	107 45%	154 45%	173 51%	197 55%	139 47%	191 44%	236 44%	238 43%	223 51%	264 55%	137 51%	372 43%
Don't know	412 21%	134 14%	278 27%	88 37%	86 25%	72 21%	57 16%	48 16%	61 14%	86 16%	135 24%	94 21%	96 20%	51 19%	185 22%
<u>Ed Miliband</u>															
Good	423 21%	210 21%	214 21%	53 22%	90 27%	87 26%	67 19%	46 15%	80 18%	113 21%	120 22%	92 21%	98 21%	72 27%	181 21%
Bad	1092 54%	590 60%	502 49%	91 38%	134 40%	161 48%	208 58%	198 66%	299 68%	315 59%	282 51%	228 52%	267 56%	136 51%	447 52%
Don't know	495 25%	185 19%	309 30%	94 39%	114 34%	90 27%	83 23%	54 18%	59 14%	109 20%	155 28%	118 27%	113 24%	60 22%	230 27%
<u>Nick Clegg</u>															
Good	239 12%	127 13%	112 11%	29 12%	61 18%	44 13%	34 9%	31 10%	40 9%	85 16%	66 12%	45 10%	43 9%	43 16%	107 12%
Bad	1310 65%	691 70%	620 60%	130 54%	177 52%	208 61%	251 70%	217 73%	327 75%	345 64%	344 62%	286 65%	335 70%	173 65%	535 62%
Don't know	461 23%	167 17%	294 29%	80 34%	100 30%	86 25%	73 21%	51 17%	71 16%	107 20%	147 26%	107 24%	100 21%	52 20%	217 25%

General Election Poll

ONLINE Fieldwork: 29th-31st August 2014

Absolutes/col percents

Table 6

Q.2 Do you think each of the following would make a good or bad Prime Minister after the General Election in 2015?

Base: All respondents

	Gender		Age						Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri- vate
Weighted base	2010	985	1025	239	338	338	358	298	438	537	557	438	478	268	858
<u>Nigel Farage</u>															
Good	442	254	189	36	51	65	100	86	103	108	105	102	127	56	187
	22%	26%	18%	15%	15%	19%	28%	29%	24%	20%	19%	23%	27%	21%	22%
Bad	1023	517	506	110	184	183	163	145	238	326	292	206	198	151	432
	51%	52%	49%	46%	54%	54%	46%	48%	54%	61%	52%	47%	41%	56%	50%
Don't know	545	214	331	93	104	90	95	67	97	103	160	129	153	61	238
	27%	22%	32%	39%	31%	27%	26%	23%	22%	19%	29%	30%	32%	23%	28%
<u>Boris Johnson</u>															
Good	570	295	275	41	97	96	94	105	136	177	160	103	130	80	248
	28%	30%	27%	17%	29%	28%	26%	35%	31%	33%	29%	24%	27%	30%	29%
Bad	899	476	423	103	141	150	170	137	199	255	237	192	216	128	359
	45%	48%	41%	43%	42%	44%	47%	46%	45%	47%	42%	44%	45%	48%	42%
Don't know	541	214	327	95	101	92	94	56	103	106	160	143	132	60	251
	27%	22%	32%	40%	30%	27%	26%	19%	23%	20%	29%	33%	28%	22%	29%

General Election Poll

ONLINE Fieldwork: 29th-31st August 2014

Absolutes/col percents

Table 6

Q.2 Do you think each of the following would make a good or bad Prime Minister after the General Election in 2015?

Base: All respondents

	Region											Voting Intention				
	Total	Scot-land	North East	North West	York-shire & Hum-ber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Con	Lab	LibDem	UKIP
Unweighted base	2010	192	77	239	168	212	143	104	159	195	322	199	404	552	111	341
Weighted base	2010	181	80	221	181	181	141	101	201	261	281	181	409	546	114	355
<u>David Cameron</u>																
Good	637 32%	48 26%	20 24%	68 31%	57 31%	72 40%	49 35%	26 26%	73 36%	73 28%	93 33%	58 32%	351 86%	76 14%	50 44%	63 18%
Bad	960 48%	108 60%	48 60%	112 51%	85 47%	77 43%	66 47%	52 52%	81 40%	120 46%	128 45%	83 46%	26 6%	388 71%	32 28%	230 65%
Don't know	412 21%	25 14%	13 16%	41 19%	38 21%	32 18%	25 18%	22 22%	47 23%	67 26%	61 22%	40 22%	32 8%	82 15%	32 28%	61 17%
<u>Ed Miliband</u>																
Good	423 21%	37 20%	28 34%	49 22%	42 23%	35 19%	27 19%	29 29%	23 12%	64 24%	63 22%	27 15%	12 3%	325 60%	20 18%	12 4%
Bad	1092 54%	102 57%	36 45%	118 53%	92 51%	103 57%	87 62%	48 48%	131 65%	105 40%	152 54%	117 65%	357 87%	96 18%	55 48%	300 85%
Don't know	495 25%	42 23%	16 20%	54 24%	48 26%	43 24%	27 19%	23 23%	47 23%	92 35%	67 24%	36 20%	40 10%	124 23%	39 34%	42 12%
<u>Nick Clegg</u>																
Good	239 12%	23 13%	8 10%	24 11%	28 15%	28 15%	21 15%	9 9%	15 7%	25 10%	41 15%	19 10%	57 14%	76 14%	59 52%	13 4%
Bad	1310 65%	127 70%	57 71%	148 67%	109 60%	116 64%	89 63%	69 69%	139 69%	157 60%	175 62%	124 69%	266 65%	369 68%	24 21%	304 86%
Don't know	461 23%	31 17%	16 19%	49 22%	44 24%	37 20%	31 22%	23 22%	48 24%	79 30%	65 23%	38 21%	86 21%	100 18%	30 27%	38 11%

General Election Poll

ONLINE Fieldwork: 29th-31st August 2014

Absolutes/col percents

Table 6

Q.2 Do you think each of the following would make a good or bad Prime Minister after the General Election in 2015?

Base: All respondents

	Region											Voting Intention				
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	Con	Lab	LibDem	UKIP
Weighted base	2010	181	80	221	181	181	141	101	201	261	281	181	409	546	114	355
<u>Nigel Farage</u>																
Good	442 22%	24 13%	23 28%	50 23%	46 25%	41 23%	31 22%	16 16%	60 30%	51 19%	58 20%	44 24%	69 17%	61 11%	15 13%	244 69%
Bad	1023 51%	120 67%	37 45%	104 47%	76 42%	83 46%	75 53%	62 62%	87 43%	135 52%	152 54%	93 51%	258 63%	354 65%	73 64%	26 7%
Don't know	545 27%	37 20%	21 27%	67 31%	60 33%	56 31%	35 25%	22 22%	55 27%	76 29%	72 25%	44 25%	82 20%	131 24%	25 22%	84 24%
<u>Boris Johnson</u>																
Good	570 28%	25 14%	22 28%	55 25%	42 23%	52 29%	49 35%	37 37%	68 34%	76 29%	95 34%	48 27%	200 49%	94 17%	36 32%	124 35%
Bad	899 45%	115 64%	44 54%	104 47%	94 52%	78 43%	53 38%	39 39%	69 34%	97 37%	120 43%	85 47%	108 27%	329 60%	49 43%	148 42%
Don't know	541 27%	41 22%	14 18%	61 28%	44 24%	51 28%	38 27%	24 24%	64 32%	88 34%	67 24%	48 27%	101 25%	123 23%	28 25%	83 23%

General Election Poll

ONLINE Fieldwork: 29th-31st August 2014

Absolutes/col percents

Table 7

Q.3 Please select which of the following words or phrases apply to each party leader. Please select all that apply for each column.

Summary Table

Base: All respondents

	Leaders			
	David Cameron	Ed Miliband	Nigel Farage	Nick Clegg
Unweighted base	2010	2010	2010	2010
Weighted base	2010	2010	2010	2010
Out of touch with people like me	1107 55%	752 37%	577 29%	865 43%
Lazy	232 12%	304 15%	243 12%	400 20%
Not trustworthy	785 39%	697 35%	766 38%	823 41%
Has the ability to get things done	622 31%	359 18%	425 21%	201 10%
Tells it like it is	301 15%	316 16%	816 41%	157 8%
Makes good decisions	468 23%	342 17%	360 18%	149 7%
Arrogant	829 41%	447 22%	709 35%	513 26%
Weak leader	481 24%	857 43%	243 12%	1012 50%
None of these	224 11%	321 16%	288 14%	291 14%

General Election Poll

ONLINE Fieldwork: 29th-31st August 2014

Absolutes/col percents

Table 8

Q.3 Please select which of the following words or phrases apply to each party leader. Please select all that apply for each column.

David Cameron

Base: All respondents

	Total	Gender		Age						Social Grade				Employment Sector	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri- vate
Unweighted base	2010	1034	976	220	298	343	347	334	468	496	619	359	536	232	749
Weighted base	2010	985	1025	239	338	338	358	298	438	537	557	438	478	268	858
Out of touch with people like me	1107 55%	551 56%	555 54%	89 37%	169 50%	187 55%	241 67%	170 57%	250 57%	263 49%	303 54%	255 58%	285 60%	155 58%	431 50%
Arrogant	829 41%	448 45%	381 37%	72 30%	126 37%	152 45%	175 49%	126 42%	178 41%	207 38%	206 37%	180 41%	236 49%	122 46%	319 37%
Not trustworthy	785 39%	416 42%	369 36%	82 34%	125 37%	153 45%	171 48%	112 37%	143 33%	175 33%	184 33%	198 45%	228 48%	100 38%	325 38%
Has the ability to get things done	622 31%	326 33%	296 29%	33 14%	92 27%	91 27%	111 31%	105 35%	190 43%	209 39%	173 31%	122 28%	119 25%	92 34%	253 29%
Weak leader	481 24%	252 26%	229 22%	53 22%	81 24%	85 25%	87 24%	66 22%	109 25%	127 24%	99 18%	125 29%	130 27%	65 24%	183 21%
Makes good decisions	468 23%	241 24%	227 22%	21 9%	40 12%	83 24%	83 23%	91 30%	151 34%	167 31%	119 21%	97 22%	86 18%	69 26%	186 22%
Tells it like it is	301 15%	146 15%	155 15%	30 13%	39 12%	55 16%	37 10%	44 15%	95 22%	115 21%	85 15%	64 15%	38 8%	47 17%	119 14%
Lazy	232 12%	123 12%	109 11%	26 11%	50 15%	42 12%	46 13%	33 11%	35 8%	51 10%	59 11%	49 11%	73 15%	31 12%	97 11%
None of these	224 11%	75 8%	149 15%	66 28%	51 15%	34 10%	37 10%	19 6%	16 4%	39 7%	81 15%	49 11%	54 11%	19 7%	120 14%

General Election Poll

ONLINE Fieldwork: 29th-31st August 2014

Absolutes/col percents

Table 8

Q.3 Please select which of the following words or phrases apply to each party leader. Please select all that apply for each column.

David Cameron

Base: All respondents

	Region											Voting Intention				
	Total	Scot-land	North East	North West	York-shire & Hum-ber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Con	Lab	LibDem	UKIP
Unweighted base	2010	192	77	239	168	212	143	104	159	195	322	199	404	552	111	341
Weighted base	2010	181	80	221	181	181	141	101	201	261	281	181	409	546	114	355
Out of touch with people like me	1107 55%	100 55%	59 74%	108 49%	110 61%	94 52%	82 58%	68 67%	103 51%	125 48%	153 54%	105 58%	80 19%	386 71%	54 48%	270 76%
Arrogant	829 41%	93 52%	39 49%	83 38%	83 46%	75 42%	67 48%	40 40%	69 34%	97 37%	104 37%	77 43%	36 9%	335 61%	39 34%	192 54%
Not trustworthy	785 39%	83 46%	49 61%	88 40%	74 41%	58 32%	57 41%	46 46%	68 34%	91 35%	103 37%	67 37%	25 6%	318 58%	23 20%	183 52%
Has the ability to get things done	622 31%	40 22%	18 23%	59 27%	44 24%	72 40%	51 37%	34 34%	76 38%	57 22%	98 35%	72 40%	297 72%	84 15%	55 49%	73 21%
Weak leader	481 24%	58 32%	36 44%	48 22%	44 24%	33 18%	37 26%	20 20%	35 17%	65 25%	73 26%	34 19%	35 8%	195 36%	18 16%	114 32%
Makes good decisions	468 23%	31 17%	11 14%	55 25%	35 19%	48 27%	45 32%	18 18%	55 27%	44 17%	74 26%	52 29%	272 66%	45 8%	31 27%	49 14%
Tells it like it is	301 15%	23 13%	14 17%	26 12%	26 14%	31 17%	18 13%	20 20%	24 12%	38 14%	58 21%	25 14%	177 43%	36 7%	22 19%	18 5%
Lazy	232 12%	24 13%	16 20%	28 13%	23 13%	20 11%	17 12%	10 10%	14 7%	37 14%	32 11%	12 6%	4 1%	103 19%	5 4%	56 16%
None of these	224 11%	15 8%	3 4%	34 15%	20 11%	19 11%	15 11%	8 8%	19 9%	48 19%	24 9%	18 10%	22 5%	43 8%	8 7%	20 6%

General Election Poll

ONLINE Fieldwork: 29th-31st August 2014

Absolutes/col percents

Table 9

Q.3 Please select which of the following words or phrases apply to each party leader. Please select all that apply for each column.

Ed Miliband

Base: All respondents

	Total	Gender		Age						Social Grade				Employment Sector	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri- vate
Unweighted base	2010	1034	976	220	298	343	347	334	468	496	619	359	536	232	749
Weighted base	2010	985	1025	239	338	338	358	298	438	537	557	438	478	268	858
Weak leader	857	474	383	54	108	124	152	156	264	265	227	172	193	96	347
	43%	48%	37%	22%	32%	37%	42%	52%	60%	49%	41%	39%	40%	36%	40%
Out of touch with people like me	752	396	356	55	90	111	148	133	215	214	185	171	183	87	296
	37%	40%	35%	23%	27%	33%	41%	44%	49%	40%	33%	39%	38%	32%	34%
Not trustworthy	697	360	337	63	91	101	125	124	194	185	170	173	169	71	285
	35%	37%	33%	27%	27%	30%	35%	42%	44%	34%	31%	39%	35%	26%	33%
Arrogant	447	224	223	34	50	82	82	75	124	107	119	107	114	60	176
	22%	23%	22%	14%	15%	24%	23%	25%	28%	20%	21%	24%	24%	22%	20%
Has the ability to get things done	359	185	174	31	74	81	60	49	64	102	96	71	91	51	158
	18%	19%	17%	13%	22%	24%	17%	17%	15%	19%	17%	16%	19%	19%	18%
Makes good decisions	342	182	160	31	72	71	61	39	68	96	87	68	91	47	142
	17%	18%	16%	13%	21%	21%	17%	13%	16%	18%	16%	16%	19%	17%	17%
Tells it like it is	316	163	153	28	66	63	50	44	65	86	87	77	66	47	127
	16%	17%	15%	12%	20%	19%	14%	15%	15%	16%	16%	18%	14%	18%	15%
Lazy	304	177	127	20	34	47	74	50	79	80	74	69	82	47	133
	15%	18%	12%	8%	10%	14%	21%	17%	18%	15%	13%	16%	17%	18%	16%
None of these	321	115	206	83	68	56	53	31	31	64	104	74	78	38	161
	16%	12%	20%	35%	20%	17%	15%	10%	7%	12%	19%	17%	16%	14%	19%

General Election Poll

ONLINE Fieldwork: 29th-31st August 2014

Absolutes/col percents

Table 9

Q.3 Please select which of the following words or phrases apply to each party leader. Please select all that apply for each column.

Ed Miliband

Base: All respondents

	Region											Voting Intention				
	Total	Scot-land	North East	North West	York-shire & Hum-ber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Con	Lab	LibDem	UKIP
Unweighted base	2010	192	77	239	168	212	143	104	159	195	322	199	404	552	111	341
Weighted base	2010	181	80	221	181	181	141	101	201	261	281	181	409	546	114	355
Weak leader	857 43%	77 43%	32 39%	90 41%	69 38%	75 42%	58 41%	44 43%	104 52%	91 35%	130 46%	88 48%	285 70%	100 18%	48 42%	208 59%
Out of touch with people like me	752 37%	65 36%	35 43%	75 34%	62 34%	74 41%	66 47%	45 45%	73 36%	75 29%	107 38%	75 41%	225 55%	66 12%	43 38%	214 60%
Not trustworthy	697 35%	53 29%	23 28%	71 32%	63 35%	66 36%	60 43%	35 35%	89 44%	66 25%	99 35%	74 41%	212 52%	48 9%	34 30%	207 58%
Arrogant	447 22%	33 18%	17 21%	44 20%	40 22%	44 24%	45 32%	23 23%	54 27%	38 14%	61 22%	48 27%	143 35%	35 6%	27 23%	141 40%
Has the ability to get things done	359 18%	25 14%	21 27%	40 18%	37 20%	33 18%	21 15%	17 17%	23 11%	48 18%	65 23%	29 16%	21 5%	258 47%	21 19%	14 4%
Makes good decisions	342 17%	22 12%	23 29%	40 18%	37 20%	29 16%	20 15%	15 15%	16 8%	53 20%	56 20%	31 17%	4 1%	258 47%	14 12%	15 4%
Tells it like it is	316 16%	30 16%	21 27%	31 14%	31 17%	26 14%	21 15%	19 19%	11 6%	56 22%	46 16%	24 13%	14 3%	221 40%	18 16%	11 3%
Lazy	304 15%	18 10%	11 14%	32 15%	26 14%	22 12%	27 19%	12 12%	41 20%	42 16%	43 15%	30 16%	105 26%	23 4%	20 17%	95 27%
None of these	321 16%	30 17%	9 11%	42 19%	27 15%	31 17%	23 16%	14 14%	28 14%	60 23%	30 11%	27 15%	31 8%	80 15%	19 17%	31 9%

General Election Poll

ONLINE Fieldwork: 29th-31st August 2014

Absolutes/col percents

Table 10

Q.3 Please select which of the following words or phrases apply to each party leader. Please select all that apply for each column.

Nigel Farage

Base: All respondents

	Total	Gender		Age						Social Grade				Employment Sector	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri- vate
Unweighted base	2010	1034	976	220	298	343	347	334	468	496	619	359	536	232	749
Weighted base	2010	985	1025	239	338	338	358	298	438	537	557	438	478	268	858
Tells it like it is	816 41%	439 45%	377 37%	48 20%	85 25%	117 35%	156 44%	165 55%	245 56%	220 41%	196 35%	179 41%	222 46%	98 37%	312 36%
Not trustworthy	766 38%	361 37%	405 39%	81 34%	148 44%	144 43%	138 39%	95 32%	159 36%	245 46%	211 38%	162 37%	148 31%	115 43%	329 38%
Arrogant	709 35%	345 35%	364 36%	72 30%	131 39%	134 40%	133 37%	86 29%	154 35%	230 43%	192 35%	142 32%	145 30%	108 40%	293 34%
Out of touch with people like me	577 29%	270 27%	307 30%	60 25%	134 40%	106 31%	106 30%	74 25%	98 22%	172 32%	169 30%	113 26%	123 26%	93 35%	262 31%
Has the ability to get things done	425 21%	227 23%	198 19%	32 13%	48 14%	64 19%	90 25%	72 24%	120 27%	95 18%	95 17%	99 23%	136 29%	50 19%	168 20%
Makes good decisions	360 18%	197 20%	163 16%	25 10%	34 10%	49 15%	84 23%	63 21%	106 24%	76 14%	74 13%	93 21%	117 25%	43 16%	130 15%
Weak leader	243 12%	103 10%	140 14%	33 14%	58 17%	40 12%	42 12%	30 10%	39 9%	84 16%	60 11%	50 11%	50 10%	30 11%	121 14%
Lazy	243 12%	114 12%	129 13%	33 14%	52 15%	55 16%	32 9%	25 8%	48 11%	74 14%	68 12%	53 12%	48 10%	50 19%	90 10%
None of these	288 14%	102 10%	186 18%	76 32%	68 20%	45 13%	42 12%	26 9%	31 7%	53 10%	101 18%	67 15%	68 14%	27 10%	140 16%

General Election Poll

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Absolutes/col percents

Table 10

Q.3 Please select which of the following words or phrases apply to each party leader. Please select all that apply for each column.

Nigel Farage

Base: All respondents

	Region											Voting Intention				
	Total	Scot-land	North East	North West	York-shire & Hum-ber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Con	Lab	LibDem	UKIP
Unweighted base	2010	192	77	239	168	212	143	104	159	195	322	199	404	552	111	341
Weighted base	2010	181	80	221	181	181	141	101	201	261	281	181	409	546	114	355
Tells it like it is	816 41%	51 28%	39 49%	83 37%	98 54%	71 39%	68 48%	27 27%	107 53%	86 33%	103 37%	83 46%	164 40%	158 29%	36 31%	290 82%
Not trustworthy	766 38%	88 49%	39 49%	77 35%	58 32%	53 29%	44 31%	54 53%	77 38%	98 37%	108 38%	70 39%	166 41%	271 50%	48 43%	29 8%
Arrogant	709 35%	75 42%	29 36%	70 32%	56 31%	70 39%	49 35%	42 42%	81 40%	80 31%	95 34%	61 34%	171 42%	227 42%	68 60%	27 8%
Out of touch with people like me	577 29%	77 43%	26 32%	53 24%	37 20%	50 27%	39 28%	37 37%	44 22%	77 29%	91 32%	47 26%	104 25%	213 39%	51 45%	17 5%
Has the ability to get things done	425 21%	20 11%	22 27%	47 21%	51 28%	39 21%	33 24%	17 17%	50 25%	47 18%	56 20%	42 23%	62 15%	60 11%	14 12%	218 61%
Makes good decisions	360 18%	16 9%	15 18%	42 19%	40 22%	37 21%	19 13%	13 13%	49 24%	41 16%	49 17%	40 22%	47 12%	43 8%	8 7%	213 60%
Weak leader	243 12%	27 15%	11 14%	20 9%	22 12%	20 11%	16 11%	6 6%	19 9%	43 17%	40 14%	19 11%	45 11%	90 17%	20 18%	4 1%
Lazy	243 12%	31 17%	6 7%	19 9%	23 13%	24 13%	17 12%	7 7%	9 5%	43 16%	45 16%	19 11%	42 10%	108 20%	17 15%	14 4%
None of these	288 14%	25 14%	6 8%	46 21%	24 13%	29 16%	25 18%	11 11%	23 11%	49 19%	29 10%	22 12%	37 9%	77 14%	12 11%	17 5%

General Election Poll

ONLINE Fieldwork: 29th-31st August 2014

Absolutes/col percents

Table 11

Q.3 Please select which of the following words or phrases apply to each party leader. Please select all that apply for each column.

Nick Clegg

Base: All respondents

	Total	Gender		Age						Social Grade				Employment Sector	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri- vate
Unweighted base	2010	1034	976	220	298	343	347	334	468	496	619	359	536	232	749
Weighted base	2010	985	1025	239	338	338	358	298	438	537	557	438	478	268	858
Weak leader	1012	525	487	62	148	149	206	175	272	266	271	220	255	125	396
	50%	53%	48%	26%	44%	44%	57%	59%	62%	49%	49%	50%	53%	47%	46%
Out of touch with people like me	865	459	406	71	126	125	179	135	229	214	212	207	231	104	330
	43%	47%	40%	30%	37%	37%	50%	45%	52%	40%	38%	47%	48%	39%	38%
Not trustworthy	823	448	375	77	119	144	158	137	189	202	198	206	217	113	330
	41%	46%	37%	32%	35%	43%	44%	46%	43%	38%	36%	47%	45%	42%	39%
Arrogant	513	275	239	43	79	76	93	81	141	129	116	120	148	74	190
	26%	28%	23%	18%	23%	23%	26%	27%	32%	24%	21%	27%	31%	28%	22%
Lazy	400	208	192	31	60	61	70	66	112	90	89	97	124	59	155
	20%	21%	19%	13%	18%	18%	20%	22%	26%	17%	16%	22%	26%	22%	18%
Has the ability to get things done	201	108	92	29	40	37	21	26	48	66	48	48	40	23	94
	10%	11%	9%	12%	12%	11%	6%	9%	11%	12%	9%	11%	8%	8%	11%
Tells it like it is	157	72	86	15	39	28	17	20	38	61	40	30	28	20	70
	8%	7%	8%	6%	11%	8%	5%	7%	9%	11%	7%	7%	6%	7%	8%
Makes good decisions	149	67	82	15	24	36	13	21	41	49	41	30	28	25	55
	7%	7%	8%	6%	7%	11%	4%	7%	9%	9%	7%	7%	6%	9%	6%
None of these	291	108	182	68	57	59	48	30	29	66	103	56	66	30	148
	14%	11%	18%	28%	17%	18%	13%	10%	7%	12%	18%	13%	14%	11%	17%

General Election Poll

ONLINE Fieldwork: 29th-31st August 2014

Absolutes/col percents

Table 11

Q.3 Please select which of the following words or phrases apply to each party leader. Please select all that apply for each column.

Nick Clegg

Base: All respondents

	Region											Voting Intention				
	Total	Scot-land	North East	North West	York-shire & Hum-ber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Con	Lab	LibDem	UKIP
Unweighted base	2010	192	77	239	168	212	143	104	159	195	322	199	404	552	111	341
Weighted base	2010	181	80	221	181	181	141	101	201	261	281	181	409	546	114	355
Weak leader	1012 50%	87 48%	42 52%	105 47%	101 56%	88 49%	74 53%	55 55%	96 48%	110 42%	142 50%	112 62%	204 50%	303 56%	20 17%	236 66%
Out of touch with people like me	865 43%	76 42%	48 60%	85 39%	75 41%	84 46%	70 50%	46 46%	86 43%	94 36%	120 43%	80 44%	169 41%	242 44%	17 15%	225 64%
Not trustworthy	823 41%	71 39%	40 50%	87 39%	78 43%	66 37%	63 45%	46 46%	94 47%	97 37%	118 42%	61 34%	125 31%	257 47%	10 9%	213 60%
Arrogant	513 26%	41 22%	34 42%	55 25%	61 33%	54 30%	38 27%	21 21%	49 25%	51 20%	61 22%	48 27%	83 20%	150 27%	11 10%	138 39%
Lazy	400 20%	27 15%	25 32%	48 22%	37 20%	32 18%	35 25%	17 16%	45 22%	47 18%	54 19%	33 18%	73 18%	124 23%	4 3%	111 31%
Has the ability to get things done	201 10%	22 12%	4 5%	15 7%	21 11%	17 9%	17 12%	9 9%	17 8%	25 9%	37 13%	18 10%	55 13%	42 8%	54 48%	12 3%
Tells it like it is	157 8%	12 7%	2 2%	13 6%	16 9%	14 8%	10 7%	8 8%	14 7%	24 9%	33 12%	12 7%	33 8%	47 9%	38 34%	9 2%
Makes good decisions	149 7%	19 11%	4 4%	11 5%	13 7%	18 10%	12 8%	2 2%	10 5%	22 8%	22 8%	15 8%	33 8%	46 8%	33 29%	12 3%
None of these	291 14%	19 10%	7 9%	45 20%	27 15%	25 14%	19 14%	12 12%	26 13%	54 21%	34 12%	24 13%	43 10%	59 11%	19 17%	21 6%

General Election Poll

ONLINE Fieldwork: 29th-31st August 2014

Absolutes/col percents

Table 12

Q.4 Election manifestoes are documents produced by political parties at elections outlining the policies they will introduce if they get elected. Which three of the following policies would you most like to see political parties include as manifesto promises to introduce after the next General Election? Please select up to three.
Base: All respondents

	Total	Gender		Age						Social Grade				Employment Sector	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2010	1034	976	220	298	343	347	334	468	496	619	359	536	232	749
Weighted base	2010	985	1025	239	338	338	358	298	438	537	557	438	478	268	858
A cap on immigration into Britain from the European Union	988 49%	461 47%	526 51%	78 32%	109 32%	170 50%	225 63%	162 54%	244 56%	207 39%	261 47%	248 57%	271 57%	121 45%	404 47%
A referendum on Britain's membership of the EU	546 27%	307 31%	240 23%	33 14%	37 11%	68 20%	109 30%	108 36%	192 44%	140 26%	128 23%	117 27%	161 34%	60 22%	191 22%
Reducing the level of tax on fuel	542 27%	265 27%	277 27%	75 31%	94 28%	92 27%	108 30%	84 28%	89 20%	130 24%	171 31%	130 30%	111 23%	80 30%	250 29%
Increased government spending on health	506 25%	243 25%	264 26%	59 25%	76 22%	81 24%	99 28%	81 27%	110 25%	166 31%	144 26%	79 18%	118 25%	62 23%	187 22%
Re-introduction of control orders for suspected terrorists	427 21%	180 18%	247 24%	24 10%	39 12%	81 24%	65 18%	73 24%	145 33%	117 22%	112 20%	91 21%	108 23%	54 20%	149 17%
Longer jail sentences for criminals	421 21%	179 18%	243 24%	52 22%	81 24%	91 27%	85 24%	47 16%	65 15%	91 17%	114 20%	92 21%	124 26%	63 24%	185 22%
Increasing tax paid on expensive houses (eg. Mansion tax or higher council tax band)	353 18%	189 19%	164 16%	46 19%	68 20%	58 17%	57 16%	51 17%	74 17%	110 20%	106 19%	60 14%	77 16%	48 18%	142 17%
Cuts to income tax levels	338 17%	168 17%	170 17%	41 17%	103 30%	51 15%	66 18%	39 13%	39 9%	95 18%	112 20%	80 18%	51 11%	56 21%	190 22%
Abolish the Human Rights Act	317 16%	198 20%	118 12%	17 7%	25 8%	40 12%	40 11%	55 19%	139 32%	87 16%	82 15%	76 17%	73 15%	29 11%	108 13%
Tax breaks for married couples	237 12%	106 11%	131 13%	27 11%	64 19%	49 14%	42 12%	24 8%	32 7%	58 11%	58 10%	91 21%	30 6%	27 10%	126 15%
Replacing the current income tax and national insurance with a flat rate tax system	212 11%	106 11%	105 10%	33 14%	44 13%	27 8%	43 12%	27 9%	37 9%	77 14%	48 9%	34 8%	53 11%	34 13%	110 13%
A reduction in inheritance tax rates	207 10%	80 8%	126 12%	21 9%	34 10%	43 13%	31 9%	28 9%	49 11%	61 11%	70 13%	36 8%	40 8%	31 12%	86 10%

General Election Poll

ONLINE Fieldwork: 29th-31st August 2014

Absolutes/col percents

Table 12

Q.4 Election manifestoes are documents produced by political parties at elections outlining the policies they will introduce if they get elected. Which three of the following policies would you most like to see political parties include as manifesto promises to introduce after the next General Election? Please select up to three.
Base: All respondents

	Gender		Age						Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Weighted base	2010	985	1025	239	338	338	358	298	438	537	557	438	478	268	858
Introduction of taxes on unhealthy food and drink	172 9%	85 9%	87 8%	26 11%	31 9%	27 8%	21 6%	25 9%	41 9%	63 12%	56 10%	25 6%	28 6%	34 13%	66 8%
Legalisation of all drugs	91 5%	58 6%	34 3%	19 8%	24 7%	22 6%	13 4%	10 3%	4 1%	22 4%	27 5%	21 5%	22 5%	13 5%	39 5%
Introduction of health warnings on alcohol products	86 4%	22 2%	64 6%	23 10%	21 6%	14 4%	10 3%	13 4%	6 1%	18 3%	28 5%	16 4%	23 5%	9 3%	38 4%
Introduction of plain packing for tobacco products	82 4%	36 4%	46 5%	9 4%	24 7%	14 4%	9 2%	13 4%	14 3%	33 6%	30 5%	12 3%	7 2%	11 4%	34 4%
Cutting the amount of money spent by government on public services (eg. NHS, benefits, transport)	51 3%	31 3%	20 2%	10 4%	11 3%	10 3%	4 1%	10 3%	8 2%	22 4%	10 2%	10 2%	10 2%	3 1%	27 3%

General Election Poll

ONLINE Fieldwork: 29th-31st August 2014

Absolutes/col percents

Table 12

Q.4 Election manifestoes are documents produced by political parties at elections outlining the policies they will introduce if they get elected. Which three of the following policies would you most like to see political parties include as manifesto promises to introduce after the next General Election? Please select up to three.
Base: All respondents

	Region											Voting Intention				
	Total	Scot-land	North East	North West	York-shire & Hum-ber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Con	Lab	LibDem	UKIP
Unweighted base	2010	192	77	239	168	212	143	104	159	195	322	199	404	552	111	341
Weighted base	2010	181	80	221	181	181	141	101	201	261	281	181	409	546	114	355
A cap on immigration into Britain from the European Union	988 49%	61 34%	45 56%	112 51%	104 57%	99 54%	86 61%	45 45%	106 53%	103 39%	128 46%	98 54%	219 54%	217 40%	38 33%	263 74%
A referendum on Britain's membership of the EU	546 27%	34 19%	19 24%	60 27%	55 31%	45 25%	54 38%	18 18%	67 33%	56 21%	80 29%	59 33%	148 36%	70 13%	15 13%	210 59%
Reducing the level of tax on fuel	542 27%	67 37%	26 32%	57 26%	52 29%	58 32%	37 26%	43 42%	52 26%	42 16%	63 23%	45 25%	102 25%	155 28%	34 30%	61 17%
Increased government spending on health	506 25%	53 29%	19 24%	48 22%	38 21%	38 21%	44 31%	31 31%	60 30%	72 28%	51 18%	52 29%	68 17%	209 38%	29 25%	34 10%
Re-introduction of control orders for suspected terrorists	427 21%	31 17%	18 22%	52 23%	42 23%	45 25%	36 25%	19 18%	47 23%	47 18%	55 20%	35 20%	106 26%	106 19%	28 25%	87 25%
Longer jail sentences for criminals	421 21%	42 23%	16 20%	55 25%	39 22%	37 20%	27 19%	27 27%	35 17%	44 17%	71 25%	29 16%	68 17%	108 20%	25 22%	91 26%
Increasing tax paid on expensive houses (eg. Mansion tax or higher council tax band)	353 18%	44 25%	15 18%	42 19%	21 12%	20 11%	20 14%	20 20%	35 17%	50 19%	57 20%	29 16%	31 8%	143 26%	24 21%	19 5%
Cuts to income tax levels	338 17%	26 14%	16 20%	42 19%	31 17%	40 22%	19 13%	11 11%	36 18%	51 20%	36 13%	30 16%	65 16%	112 20%	23 20%	36 10%
Abolish the Human Rights Act	317 16%	14 8%	10 12%	37 17%	31 17%	30 17%	24 17%	11 11%	43 22%	39 15%	50 18%	28 16%	100 25%	41 7%	9 8%	116 33%
Tax breaks for married couples	237 12%	33 18%	8 10%	25 11%	23 12%	31 17%	9 6%	17 17%	13 6%	37 14%	28 10%	14 8%	53 13%	69 13%	13 11%	28 8%
Replacing the current income tax and national insurance with a flat rate tax system	212 11%	22 12%	5 6%	22 10%	14 7%	22 12%	3 2%	12 12%	23 12%	33 13%	31 11%	24 13%	50 12%	59 11%	10 8%	26 7%

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Table 12

Q.4 Election manifestoes are documents produced by political parties at elections outlining the policies they will introduce if they get elected. Which three of the following policies would you most like to see political parties include as manifesto promises to introduce after the next General Election? Please select up to three.
Base: All respondents

	Region											Voting Intention				
	Total	Scot-land	North East	North West	York-shire & Hum-ber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Con	Lab	LibDem	UKIP
Weighted base	2010	181	80	221	181	181	141	101	201	261	281	181	409	546	114	355
A reduction in inheritance tax rates	207 10%	18 10%	5 7%	18 8%	16 9%	10 5%	17 12%	3 3%	23 11%	36 14%	44 16%	17 10%	51 13%	39 7%	25 22%	22 6%
Introduction of taxes on unhealthy food and drink	172 9%	19 10%	5 7%	21 9%	13 7%	16 9%	11 8%	7 7%	10 5%	23 9%	29 10%	18 10%	28 7%	59 11%	15 13%	10 3%
Legalisation of all drugs	91 5%	13 7%	4 5%	5 2%	11 6%	8 4%	3 2%	11 11%	2 1%	11 4%	11 4%	11 6%	10 3%	30 5%	5 4%	8 2%
Introduction of health warnings on alcohol products	86 4%	7 4%	3 3%	11 5%	5 3%	5 3%	3 2%	5 5%	6 3%	14 5%	19 7%	8 5%	7 2%	33 6%	12 10%	5 1%
Introduction of plain packing for tobacco products	82 4%	12 7%	3 4%	5 2%	5 3%	2 1%	4 3%	5 5%	6 3%	8 3%	22 8%	9 5%	10 2%	29 5%	12 11%	5 1%
Cutting the amount of money spent by government on public services (eg. NHS, benefits, transport)	51 3%	6 3%	* *	5 2%	7 4%	3 1%	* *	2 2%	1 1%	14 5%	7 2%	6 4%	21 5%	12 2%	6 5%	3 1%