

## ComRes Published Voting Intention Figures

	Independent on Sunday/ Sunday Mirror	The Independent	Independent on Sunday/ Sunday Mirror	The Independent	Mirror/ GMTV	The Independent
	17 <sup>th</sup> October	2 <sup>nd</sup> October	19 <sup>th</sup> September	7 <sup>th</sup> September	18 <sup>th</sup> August	10 <sup>th</sup> August
Conservative	40%	39%	37%	38%	39%	39%
Labour	34%	36%	35%	34%	33%	33%
Liberal Democrat	14%	15%	15%	18%	15%	16%
Other	12%	10%	13%	10%	13%	12%

**Methodology:** ComRes interviewed 2009 GB adults online between 13<sup>th</sup> October and 15<sup>th</sup> October 2010. Data were weighted to be demographically 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 Caroline Lawes: [caroline@comres.co.uk](mailto:caroline@comres.co.uk)

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

THE   
INDEPENDENT  
ON SUNDAY

SUNDAY  
**Mirror**

ComRes 

## Voting Intentions Survey

### ONLINE Fieldwork : 13th-15th October 2010

Absolutes/col percents

Table 1  
**Q.1 Thinking back to the general election earlier this month, 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	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	2009	981	1028	191	345	427	331	326	389	759	546	263	441	507	512	532	264	194
Weighted base	2009	988	1021	240	322	383	342	305	418	540	579	424	466	505	531	509	288	176
Conservative	614 31%	302 31%	312 31%	44 18%	76 24%	114 30%	93 27%	105 34%	182 43%	192 36%	182 31%	136 32%	104 22%	190 38%	186 35%	116 23%	92 32%	31 17%
Labour	466 23%	255 26%	211 21%	51 21%	76 24%	88 23%	87 25%	87 28%	77 18%	126 23%	117 20%	111 26%	112 24%	89 18%	126 24%	149 29%	65 22%	37 21%
Liberal Democrat	408 20%	198 20%	210 21%	61 26%	70 22%	68 18%	77 22%	46 15%	86 20%	124 23%	125 22%	78 19%	81 17%	113 22%	99 19%	98 19%	67 23%	30 17%
Other	164 8%	84 8%	80 8%	13 6%	14 4%	30 8%	32 9%	37 12%	37 9%	21 4%	40 7%	30 7%	72 15%	30 6%	40 7%	33 7%	19 6%	42 24%
Did not vote	277 14%	121 12%	155 15%	59 25%	68 21%	67 18%	36 11%	17 6%	28 7%	58 11%	99 17%	53 12%	67 14%	54 11%	57 11%	98 19%	39 14%	29 16%
Don't remember	28 1%	5 *	23 2%	6 3%	11 3%	5 1%	2 1%	2 1%	2 1%	3 1%	4 1%	6 1%	15 3%	12 2%	7 1%	2 *	3 1%	3 2%
Refused	53 3%	23 2%	30 3%	5 2%	6 2%	11 3%	14 4%	11 4%	6 1%	16 3%	11 2%	10 2%	16 4%	15 3%	16 3%	13 2%	4 1%	5 3%

## Voting Intentions Survey

### ONLINE Fieldwork : 13th-15th October 2010

Absolutes/col percents

Table 1  
**Q.1 Thinking back to the general election earlier this month, 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	2009	662	501	262	60	43	47	5	24	16	301	642	408	460
Weighted base	2009	640	542	225	66	47	42	6	28	13	297	614	466	408
Conservative	614 31%	545 85%	15 3%	8 4%	11 17%	1 2%	- -	- -	2 6%	2 14%	33 11%	614 100%	- -	- -
Labour	466 23%	15 2%	390 72%	11 5%	- -	7 15%	2 5%	- -	- -	2 19%	25 8%	- -	466 100%	- -
Liberal Democrat	408 20%	35 5%	78 14%	189 84%	5 8%	11 23%	3 6%	1 22%	3 11%	2 17%	73 25%	- -	- -	408 100%
Other	164 8%	19 3%	12 2%	1 1%	44 67%	18 38%	30 72%	3 57%	19 69%	7 51%	5 2%	- -	- -	- -
Did not vote	277 14%	23 4%	39 7%	11 5%	6 8%	7 15%	5 12%	1 22%	1 3%	- -	109 37%	- -	- -	- -
Don't remember	28 1%	2 *	2 *	1 *	- -	3 7%	2 4%	- -	2 7%	- -	11 4%	- -	- -	- -
Refused	53 3%	1 *	6 1%	3 1%	- -	- -	- -	- -	1 3%	- -	42 14%	- -	- -	- -

## Voting Intentions Survey

### ONLINE Fieldwork : 13th-15th October 2010

Absolutes/col percents

Table 1  
**Q.1 Thinking back to the general election earlier this month, which party if any did you vote for?**  
**Base: All respondents**

	Q.5 Generally speaking, do you think of yourself as...?											
	Total	Conser- vative	Labour	Lib Dem	SNP	UKIP	Green	BNP	Plaid Cymru	Other	Refused	Don't know
Unweighted base	2009	607	508	262	46	32	28	13	3	28	62	420
Weighted base	2009	595	551	238	38	35	29	16	6	27	61	413
Conservative	614 31%	490 82%	19 4%	9 4%	-	2 7%	1 3%	2 11%	-	4 16%	4 6%	82 20%
Labour	466 23%	10 2%	374 68%	16 7%	1 2%	-	6 22%	-	4 60%	-	5 8%	51 12%
Liberal Democrat	408 20%	27 5%	73 13%	186 78%	3 7%	7 19%	6 19%	-	-	6 22%	5 8%	96 23%
Other	164 8%	28 5%	20 4%	1 1%	28 74%	24 67%	12 40%	13 85%	2 40%	7 26%	1 2%	27 7%
Did not vote	277 14%	35 6%	57 10%	23 10%	6 16%	2 7%	5 16%	1 4%	-	9 32%	16 27%	122 30%
Don't remember	28 1%	3 *	1 *	1 *	-	-	-	-	-	-	4 6%	20 5%
Refused	53 3%	2 *	6 1%	2 1%	* 1%	-	-	-	-	1 4%	27 44%	14 3%

## Voting Intentions Survey

### ONLINE Fieldwork : 13th-15th October 2010

Absolutes/col percents

Table 2  
**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	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base		2009	981	1028	191	345	427	331	326	389	759	546	263	441	507	512	532	264	194
Weighted base		2009	988	1021	240	322	383	342	305	418	540	579	424	466	505	531	509	288	176
Absolutely certain to vote	(10)	1121 56%	572 58%	549 54%	90 37%	129 40%	169 44%	210 61%	209 69%	314 75%	315 58%	304 53%	232 55%	270 58%	287 57%	300 56%	267 52%	169 59%	99 56%
	(9)	224 11%	124 13%	99 10%	27 11%	42 13%	41 11%	39 11%	32 10%	42 10%	81 15%	65 11%	37 9%	40 9%	52 10%	72 14%	50 10%	35 12%	16 9%
	(8)	157 8%	83 8%	74 7%	28 12%	29 9%	38 10%	31 9%	15 5%	15 4%	41 8%	56 10%	33 8%	27 6%	42 8%	40 7%	47 9%	13 4%	15 8%
	(7)	99 5%	47 5%	52 5%	17 7%	20 6%	34 9%	9 3%	13 4%	6 1%	24 4%	27 5%	27 6%	22 5%	28 6%	22 4%	24 5%	17 6%	8 5%
	(6)	38 2%	14 1%	24 2%	8 3%	10 3%	11 3%	3 1%	3 1%	3 1%	7 1%	16 3%	6 1%	9 2%	8 2%	10 2%	14 3%	4 1%	3 2%
	(5)	53 3%	27 3%	27 3%	7 3%	15 5%	15 4%	8 2%	7 2%	2 *	12 2%	17 3%	10 2%	15 3%	13 3%	14 3%	17 3%	2 1%	7 4%
	(4)	16 1%	1 *	15 1%	6 2%	1 *	4 1%	2 1%	- -	2 1%	3 1%	6 1%	3 1%	4 1%	5 1%	5 1%	2 *	2 1%	1 *
	(3)	34 2%	14 1%	20 2%	8 3%	14 4%	4 1%	2 1%	1 *	5 1%	5 1%	11 2%	11 3%	6 1%	4 1%	4 1%	11 2%	9 3%	6 3%
	(2)	30 2%	18 2%	12 1%	6 3%	8 2%	6 1%	4 1%	2 1%	5 1%	11 2%	7 1%	5 1%	7 1%	5 1%	7 1%	11 2%	6 2%	2 1%
Certain not to vote	(1)	82 4%	32 3%	50 5%	15 6%	17 5%	23 6%	10 3%	11 4%	7 2%	15 3%	31 5%	19 4%	18 4%	12 2%	15 3%	31 6%	16 6%	7 4%
Refused		20 1%	9 1%	11 1%	5 2%	3 1%	7 2%	2 1%	3 1%	1 *	8 1%	3 *	4 1%	6 1%	7 1%	3 1%	6 1%	- -	4 2%
Don't know		134 7%	46 5%	88 9%	24 10%	33 10%	31 8%	22 6%	9 3%	16 4%	18 3%	36 6%	37 9%	43 9%	42 8%	40 7%	29 6%	15 5%	9 5%
Mean		8.61	8.76	8.47	7.74	7.91	8.15	8.98	9.08	9.35	8.84	8.42	8.52	8.67	8.85	8.82	8.28	8.50	8.52
Standard deviation		2.43	2.27	2.58	2.88	2.80	2.64	2.08	2.07	1.79	2.18	2.57	2.53	2.44	2.10	2.17	2.74	2.69	2.53
Standard error		0.06	0.07	0.08	0.22	0.16	0.13	0.12	0.12	0.09	0.08	0.11	0.16	0.12	0.10	0.10	0.12	0.11	0.11

## Voting Intentions Survey

### ONLINE Fieldwork : 13th-15th October 2010

Absolutes/col percents

Table 2  
**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 Demo- crat	
Unweighted base	2009	662	501	262	60	43	47	5	24	16	301	642	408	460	
Weighted base	2009	640	542	225	66	47	42	6	28	13	297	614	466	408	
Absolutely certain to vote	(10)	1121 56%	446 70%	374 69%	132 59%	43 65%	27 56%	30 71%	5 78%	16 58%	8 65%	77 26%	428 70%	310 67%	227 56%
	(9)	224 11%	95 15%	63 12%	43 19%	5 7%	7 15%	3 6%	- -	- -	1 11%	14 5%	83 14%	46 10%	56 14%
	(8)	157 8%	41 6%	57 10%	25 11%	5 8%	5 10%	2 5%	- -	5 16%	- -	27 9%	42 7%	44 10%	38 9%
	(7)	99 5%	27 4%	31 6%	15 7%	7 10%	4 8%	6 14%	1 22%	2 7%	1 7%	8 3%	22 4%	22 5%	16 4%
	(6)	38 2%	13 2%	8 2%	4 2%	3 4%	4 9%	- -	- -	3 11%	- -	4 1%	7 1%	4 1%	7 2%
	(5)	53 3%	17 3%	9 2%	6 3%	4 5%	1 1%	2 4%	- -	2 8%	2 17%	15 5%	9 1%	8 2%	13 3%
	(4)	16 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	5 2%	1 *	1 *	7 2%
	(3)	34 2%	- -	- -	- -	- -	- -	- -	- -	- -	- -	11 4%	2 *	1 *	5 1%
	(2)	30 2%	- -	- -	- -	- -	- -	- -	- -	- -	- -	13 4%	3 *	3 1%	4 1%
Certain not to vote	(1)	82 4%	- -	- -	- -	- -	- -	- -	- -	- -	- -	47 16%	* *	3 1%	5 1%
Refused		20 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	12 4%	1 *	- -	1 *
Don't know		134 7%	- -	- -	- -	- -	- -	- -	- -	- -	- -	66 22%	16 3%	23 5%	30 7%
Mean		8.61	9.38	9.36	9.19	9.02	8.99	9.21	9.34	8.62	8.81	6.30	9.41	9.27	8.88
Standard deviation		2.43	1.18	1.13	1.23	1.56	1.42	1.42	1.36	1.81	2.00	3.68	1.24	1.48	1.97
Standard error		0.06	0.05	0.05	0.08	0.20	0.22	0.21	0.61	0.37	0.50	0.25	0.05	0.05	0.05

## Voting Intentions Survey

### ONLINE Fieldwork : 13th-15th October 2010

Absolutes/col percents

Table 2  
**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	Conser -vative	Labour	Lib Dem	SNP	UKIP	Green	BNP	Plaid Cymru	Other	Refused	Don't know
Unweighted base	2009	607	508	262	46	32	28	13	3	28	62	420	
Weighted base	2009	595	551	238	38	35	29	16	6	27	61	413	
Absolutely certain to vote	(10)	1121 56%	400 67%	353 64%	129 54%	25 67%	22 63%	20 68%	4 28%	6 100%	10 39%	21 35%	130 32%
	(9)	224 11%	80 13%	52 9%	45 19%	5 13%	1 2%	1 4%	-	-	1 2%	3 5%	36 9%
	(8)	157 8%	36 6%	44 8%	21 9%	1 4%	5 14%	2 8%	2 10%	-	-	7 12%	39 9%
	(7)	99 5%	23 4%	29 5%	10 4%	1 3%	4 12%	2 7%	2 11%	-	-	3 5%	26 6%
	(6)	38 2%	7 1%	9 2%	4 2%	-	-	2 5%	3 22%	-	-	-	14 3%
	(5)	53 3%	15 3%	6 1%	1 1%	3 7%	1 3%	1 3%	1 4%	-	6 22%	5 8%	15 4%
	(4)	16 1%	2 *	7 1%	5 2%	-	-	-	-	-	-	1 1%	1 *
	(3)	34 2%	8 1%	6 1%	8 3%	1 1%	-	-	-	-	-	-	11 3%
	(2)	30 2%	3 1%	4 1%	1 *	-	1 4%	-	-	-	1 3%	1 1%	20 5%
Certain not to vote	(1)	82 4%	6 1%	13 2%	4 2%	-	-	1 5%	-	-	6 20%	6 9%	47 11%
Refused		20 1%	2 *	2 *	-	1 3%	-	-	1 7%	-	1 3%	7 11%	7 2%
Don't know		134 7%	13 2%	27 5%	11 5%	* 1%	1 2%	-	3 17%	-	3 11%	8 13%	69 17%
Mean		8.61	9.18	9.00	8.84	9.21	8.85	8.80	7.86	10.00	6.28	7.64	7.09
Standard deviation		2.43	1.73	2.00	2.02	1.63	1.95	2.28	1.89	0.00	3.83	3.08	3.36
Standard error		0.06	0.07	0.09	0.13	0.25	0.35	0.43	0.57	0.00	0.78	0.44	0.18

## Voting Intentions Survey

### ONLINE Fieldwork : 13th-15th October 2010

Absolutes/col percents

Table 3

**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	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1706	869	837	149	274	342	287	297	357	676	462	211	357	437	441	442	224	162
Weighted base	1692	868	825	176	246	309	300	279	383	480	486	344	383	430	457	419	240	147
Conservative	596 35%	304 35%	292 35%	41 23%	68 28%	105 34%	89 30%	99 35%	193 50%	178 37%	186 38%	130 38%	102 27%	196 46%	171 37%	122 29%	76 32%	31 21%
Labour	498 29%	275 32%	223 27%	53 30%	85 35%	96 31%	101 34%	84 30%	79 21%	132 28%	124 25%	112 33%	130 34%	98 23%	135 29%	166 40%	61 25%	39 26%
Lib Dem	180 11%	97 11%	84 10%	22 12%	34 14%	31 10%	27 9%	33 12%	35 9%	67 14%	58 12%	27 8%	29 8%	56 13%	38 8%	38 9%	39 16%	10 7%
UKIP	63 4%	33 4%	30 4%	6 3%	3 1%	11 4%	10 3%	15 6%	17 4%	11 2%	15 3%	11 3%	27 7%	9 2%	24 5%	19 5%	9 4%	1 *
Green	42 2%	16 2%	26 3%	14 8%	8 3%	8 3%	8 3%	1 *	2 1%	9 2%	15 3%	9 3%	9 2%	12 3%	4 1%	10 2%	11 5%	5 3%
SNP	40 2%	25 3%	15 2%	5 3%	2 1%	4 1%	5 2%	11 4%	13 3%	6 1%	9 2%	10 3%	16 4%	- -	- -	- -	- -	40 27%
BNP	25 1%	15 2%	10 1%	2 1%	4 2%	6 2%	6 2%	3 1%	3 1%	2 1%	7 1%	7 2%	8 2%	7 2%	7 2%	6 1%	4 1%	1 1%
Plaid Cymru	4 *	3 *	1 *	- -	- -	- -	2 1%	1 1%	- -	2 *	- -	- -	1 *	- -	- -	- -	4 2%	- -
Other	11 1%	5 1%	6 1%	2 1%	3 1%	2 1%	- -	3 1%	2 *	2 *	4 1%	1 *	4 1%	2 *	6 1%	3 1%	* *	- -
Refused	29 2%	12 1%	17 2%	3 2%	2 1%	3 1%	10 3%	8 3%	4 1%	9 2%	7 1%	7 2%	7 2%	7 2%	13 3%	7 2%	1 1%	1 1%
Don't know	204 12%	83 10%	122 15%	29 16%	35 14%	43 14%	40 13%	22 8%	35 9%	61 13%	62 13%	32 9%	49 13%	42 10%	59 13%	48 12%	35 14%	20 14%



## Voting Intentions Survey

### ONLINE Fieldwork : 13th-15th October 2010

Absolutes/col percents

Table 3

**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	1706	662	501	262	60	43	47	5	24	16	150	618	383	408
Weighted base	1692	640	542	225	66	47	42	6	28	13	144	591	435	356
Conservative	596 35%	596 93%	-	-	-	-	-	-	-	-	-	514 87%	12 3%	29 8%
Labour	498 29%	-	498 92%	-	-	-	-	-	-	-	-	13 2%	362 83%	71 20%
Lib Dem	180 11%	-	-	180 80%	-	-	-	-	-	-	-	4 1%	9 2%	156 44%
UKIP	63 4%	-	-	-	63 95%	-	-	-	-	-	-	9 1%	-	5 2%
Green	42 2%	-	-	-	-	42 88%	-	-	-	-	-	1 *	5 1%	9 3%
SNP	40 2%	-	-	-	-	-	40 95%	-	-	-	-	-	2 1%	3 1%
BNP	25 1%	-	-	-	-	-	-	-	25 88%	-	-	1 *	-	2 1%
Plaid Cymru	4 *	-	-	-	-	-	-	4 61%	-	-	-	-	-	-
Other	11 1%	-	-	-	-	-	-	-	-	11 84%	-	2 *	2 1%	2 *
Refused	29 2%	1 *	1 *	1 1%	-	-	-	-	-	-	28 19%	-	-	1 *
Don't know	204 12%	44 7%	42 8%	43 19%	3 5%	5 12%	2 5%	2 39%	3 12%	2 16%	116 81%	47 8%	42 10%	78 22%

## Voting Intentions Survey

### ONLINE Fieldwork : 13th-15th October 2010

Absolutes/col percents

Table 3

**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	Conser -vative	Labour	Lib Dem	SNP	UKIP	Green	BNP	Plaid Cymru	Other	Refused	Don't know
Unweighted base	1706	573	451	236	43	30	26	11	3	18	39	276
Weighted base	1692	561	492	210	36	33	28	12	6	17	40	259
Conservative	596 35%	481 86%	20 4%	18 8%	-	3 8%	-	1 11%	-	1 7%	3 6%	69 27%
Labour	498 29%	8 1%	413 84%	21 10%	2 5%	1 2%	3 11%	1 6%	4 60%	-	6 15%	41 16%
Lib Dem	180 11%	12 2%	7 1%	124 59%	1 4%	-	-	-	-	-	-	36 14%
UKIP	63 4%	13 2%	6 1%	1 *	-	29 87%	-	-	-	2 10%	-	13 5%
Green	42 2%	1 *	-	7 3%	-	-	18 66%	3 23%	-	-	1 3%	13 5%
SNP	40 2%	2 *	2 *	-	31 88%	-	-	-	-	1 4%	-	5 2%
BNP	25 1%	2 *	6 1%	* *	-	1 3%	-	7 55%	-	1 5%	1 2%	7 3%
Plaid Cymru	4 *	-	-	-	-	-	1 5%	-	2 40%	-	-	-
Other	11 1%	1 *	1 *	* *	-	-	-	-	-	5 31%	1 2%	3 1%
Refused	29 2%	1 *	1 *	1 1%	-	-	-	-	-	-	25 64%	1 *
Don't know	204 12%	41 7%	37 8%	37 17%	1 4%	-	5 18%	1 6%	-	7 43%	3 7%	72 28%

## Voting Intentions Survey

### ONLINE Fieldwork : 13th-15th October 2010

Absolutes/col percents

Table 4

**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	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	555	215	340	70	118	144	89	64	70	182	155	75	143	128	139	154	75	59
Weighted base	550	215	335	95	114	119	92	56	74	130	163	118	140	124	146	146	85	50
Labour	73 13%	29 13%	45 13%	8 9%	15 14%	15 13%	18 19%	5 9%	11 15%	10 8%	18 11%	20 17%	26 18%	19 16%	17 12%	21 14%	9 10%	7 13%
Conservative	68 12%	39 18%	29 9%	10 11%	16 14%	9 8%	16 18%	6 10%	11 14%	22 17%	20 12%	16 14%	10 7%	11 9%	19 13%	14 10%	20 24%	3 7%
Lib Dem	50 9%	18 8%	32 10%	9 9%	9 8%	13 11%	7 8%	4 7%	9 13%	15 12%	17 10%	8 7%	10 7%	16 13%	13 9%	9 6%	7 9%	4 8%
Green	20 4%	5 2%	15 4%	6 6%	7 6%	3 2%	1 1%	3 6%	1 1%	4 3%	9 6%	1 1%	6 4%	4 3%	4 3%	7 5%	2 3%	2 4%
UKIP	19 4%	2 1%	17 5%	6 6%	5 4%	4 3%	- -	1 1%	4 5%	1 1%	3 2%	8 7%	8 6%	5 4%	5 3%	3 2%	7 8%	- -
BNP	5 1%	3 1%	2 1%	1 1%	- -	2 1%	1 2%	1 1%	- -	3 2%	1 1%	- -	1 1%	1 1%	2 1%	2 1%	- -	- -
Plaid Cymru	5 1%	1 *	4 1%	- -	- -	1 1%	1 1%	2 3%	1 2%	1 1%	1 1%	- -	2 1%	- -	- -	- -	5 6%	- -
SNP	4 1%	4 2%	* *	- -	1 1%	* *	1 1%	1 2%	1 1%	- -	1 1%	1 1%	2 1%	- -	- -	- -	- -	4 8%
Other	9 2%	5 2%	4 1%	- -	2 1%	3 2%	2 2%	1 3%	2 2%	2 2%	2 1%	- -	5 3%	2 2%	3 2%	2 1%	1 1%	1 2%
Refused	41 7%	16 7%	26 8%	5 6%	5 4%	10 8%	11 12%	7 13%	3 4%	13 10%	8 5%	10 9%	9 7%	7 6%	18 12%	11 7%	3 3%	3 7%
Don't know	256 47%	95 44%	161 48%	50 52%	56 49%	60 50%	35 38%	24 43%	32 43%	58 45%	83 51%	54 46%	61 44%	57 46%	64 44%	78 53%	31 36%	26 51%

## Voting Intentions Survey

### ONLINE Fieldwork : 13th-15th October 2010

Absolutes/col percents

Table 4

**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	555	48	39	56	4	7	3	2	4	3	301	76	62	146
Weighted base	550	45	43	44	3	5	2	2	3	2	297	70	73	131
Labour	73 13%	- -	25 58%	- -	- -	- -	- -	- -	- -	- -	- -	2 3%	34 47%	9 7%
Conservative	68 12%	23 51%	- -	- -	- -	- -	- -	- -	- -	- -	- -	27 39%	8 11%	6 4%
Lib Dem	50 9%	- -	- -	24 54%	- -	- -	- -	- -	- -	- -	- -	1 2%	4 5%	31 24%
Green	20 4%	- -	- -	- -	- -	5 100%	- -	- -	- -	- -	- -	1 2%	2 3%	5 4%
UKIP	19 4%	- -	- -	- -	3 100%	- -	- -	- -	- -	- -	- -	4 6%	- -	3 2%
BNP	5 1%	- -	- -	- -	- -	- -	- -	- -	3 100%	- -	- -	1 1%	* 1%	1 1%
Plaid Cymru	5 1%	- -	- -	- -	- -	- -	2 100%	- -	- -	- -	- -	- -	- -	2 1%
SNP	4 1%	- -	- -	- -	- -	- -	2 100%	- -	- -	- -	- -	- -	- -	- -
Other	9 2%	- -	- -	- -	- -	- -	- -	- -	- -	2 100%	- -	- -	- -	1 *
Refused	41 7%	1 1%	- -	1 1%	- -	- -	- -	- -	- -	- -	41 14%	1 1%	- -	1 1%
Don't know	256 47%	21 48%	18 42%	20 45%	- -	- -	- -	- -	- -	- -	256 86%	32 46%	25 34%	72 55%

## Voting Intentions Survey

### ONLINE Fieldwork : 13th-15th October 2010

Absolutes/col percents

Table 4

**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	BNP	SNP	UKIP	Plaid Cymru	Other	Refused	Don't know
Unweighted base	555	94	79	71	8	3	5	2	-	18	50	225
Weighted base	550	97	76	66	6	5	4	2	-	18	50	227
Labour	73 13%	51 53%	-	1 2%	* 8%	-	-	-	-	1 7%	1 1%	18 8%
Conservative	68 12%	4 4%	37 49%	5 7%	-	-	1 15%	-	-	1 3%	1 2%	20 9%
Lib Dem	50 9%	7 7%	4 6%	20 31%	1 14%	-	-	-	-	2 13%	1 1%	15 7%
Green	20 4%	1 1%	1 1%	1 1%	2 29%	3 61%	-	-	-	1 5%	3 5%	9 4%
UKIP	19 4%	-	3 4%	6 9%	-	-	-	2 100%	-	-	2 5%	6 3%
BNP	5 1%	* *	1 1%	-	1 17%	1 24%	-	-	-	-	-	2 1%
Plaid Cymru	5 1%	-	1 1%	2 3%	-	-	-	-	-	-	-	2 1%
SNP	4 1%	1 1%	-	-	-	-	2 49%	-	-	-	-	2 1%
Other	9 2%	-	1 1%	-	-	-	-	-	-	4 21%	1 2%	3 1%
Refused	41 7%	1 1%	1 1%	1 1%	-	-	1 36%	-	-	-	36 71%	2 1%
Don't know	256 47%	32 33%	27 35%	31 47%	2 33%	1 16%	-	-	-	9 50%	6 12%	149 65%

## Voting Intentions Survey

### ONLINE Fieldwork : 13th-15th October 2010

Absolutes/col percents

Table 5  
**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	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	2009	981	1028	191	345	427	331	326	389	759	546	263	441	507	512	532	264	194
Weighted base	2009	988	1021	240	322	383	342	305	418	540	579	424	466	505	531	509	288	176
Conservative	595 30%	315 32%	280 27%	36 15%	67 21%	108 28%	87 25%	106 35%	190 46%	179 33%	180 31%	136 32%	100 22%	176 35%	177 33%	118 23%	92 32%	33 19%
Labour	551 27%	299 30%	253 25%	54 23%	84 26%	103 27%	120 35%	83 27%	107 25%	137 25%	129 22%	130 31%	156 34%	119 24%	152 29%	181 36%	56 19%	43 24%
Lib Dem	238 12%	117 12%	120 12%	43 18%	43 13%	30 8%	32 9%	35 11%	56 13%	84 16%	71 12%	45 11%	37 8%	69 14%	50 9%	52 10%	48 17%	19 11%
SNP	38 2%	23 2%	15 1%	5 2%	5 1%	2 1%	5 2%	7 2%	14 3%	8 2%	10 2%	6 2%	13 3%	-	-	-	-	38 22%
UKIP	35 2%	20 2%	16 2%	5 2%	2 1%	5 1%	9 2%	8 3%	6 1%	7 1%	8 1%	7 2%	13 3%	5 1%	17 3%	8 2%	4 1%	1 *
Green	29 1%	16 2%	13 1%	3 1%	7 2%	5 1%	11 3%	1 *	2 *	9 2%	9 2%	9 2%	2 *	6 1%	5 1%	5 1%	10 3%	3 2%
BNP	16 1%	5 *	11 1%	7 3%	1 *	4 1%	1 *	1 *	2 *	1 *	3 1%	2 *	10 2%	-	5 1%	11 2%	-	-
Plaid Cymru	6 *	5 1%	1 *	-	-	-	1 *	5 2%	-	1 *	-	4 1%	1 *	-	-	-	6 2%	-
Other	27 1%	9 1%	19 2%	-	4 1%	6 2%	6 2%	4 1%	7 2%	3 1%	10 2%	1 *	13 3%	10 2%	7 1%	2 *	3 1%	4 2%
Refused	61 3%	25 3%	36 4%	6 2%	16 5%	12 3%	13 4%	10 3%	5 1%	16 3%	19 3%	9 2%	17 4%	15 3%	20 4%	17 3%	4 2%	4 2%
Don't know	413 21%	155 16%	257 25%	81 34%	93 29%	106 28%	57 17%	45 15%	31 8%	94 17%	140 24%	76 18%	103 22%	105 21%	97 18%	114 22%	65 22%	32 18%

## Voting Intentions Survey

### ONLINE Fieldwork : 13th-15th October 2010

Absolutes/col percents

Table 5  
**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	2009	662	501	262	60	43	47	5	24	16	301	642	408	460
Weighted base	2009	640	542	225	66	47	42	6	28	13	297	614	466	408
Conservative	595 30%	514 80%	8 2%	15 7%	15 23%	1 2%	2 4%	1 18%	3 10%	2 15%	27 9%	490 80%	10 2%	27 7%
Labour	551 27%	20 3%	448 83%	8 3%	6 9%	1 3%	2 5%	- -	6 22%	1 6%	32 11%	19 3%	374 80%	73 18%
Lib Dem	238 12%	19 3%	22 4%	157 70%	1 2%	8 16%	- -	1 22%	* 2%	* 3%	31 11%	9 1%	16 3%	186 46%
SNP	38 2%	- -	2 *	1 1%	- -	- -	33 77%	- -	- -	- -	1 *	- -	1 *	3 1%
UKIP	35 2%	3 *	1 *	- -	29 43%	- -	- -	- -	1 3%	- -	- -	2 *	- -	7 2%
Green	29 1%	- -	3 1%	1 *	- -	19 40%	- -	1 22%	1 4%	- -	2 1%	1 *	6 1%	6 1%
BNP	16 1%	1 *	1 *	- -	- -	3 6%	- -	- -	7 23%	- -	1 *	2 *	- -	- -
Plaid Cymru	6 *	- -	4 1%	- -	- -	- -	- -	2 39%	- -	- -	- -	- -	4 1%	- -
Other	27 1%	2 *	- -	2 1%	2 3%	- -	1 1%	- -	1 3%	5 40%	9 3%	4 1%	- -	6 1%
Refused	61 3%	4 1%	6 1%	1 *	- -	1 2%	- -	- -	1 3%	1 6%	42 14%	4 1%	5 1%	5 1%
Don't know	413 21%	77 12%	48 9%	40 18%	13 20%	14 30%	5 12%	- -	8 29%	4 29%	151 51%	82 13%	51 11%	96 23%

## Voting Intentions Survey

### ONLINE Fieldwork : 13th-15th October 2010

Absolutes/col percents

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

		Q.5 Generally speaking, do you think of yourself as...?										
	Total	Conser -vative	Labour	Lib Dem	SNP	UKIP	Green	BNP	Plaid Cymru	Other	Refused	Don't know
Unweighted base	2009	607	508	262	46	32	28	13	3	28	62	420
Weighted base	2009	595	551	238	38	35	29	16	6	27	61	413
Conservative	595	595	-	-	-	-	-	-	-	-	-	-
	30%	100%	-	-	-	-	-	-	-	-	-	-
Labour	551	-	551	-	-	-	-	-	-	-	-	-
	27%	-	100%	-	-	-	-	-	-	-	-	-
Lib Dem	238	-	-	238	-	-	-	-	-	-	-	-
	12%	-	-	100%	-	-	-	-	-	-	-	-
SNP	38	-	-	-	38	-	-	-	-	-	-	-
	2%	-	-	-	100%	-	-	-	-	-	-	-
UKIP	35	-	-	-	-	35	-	-	-	-	-	-
	2%	-	-	-	-	100%	-	-	-	-	-	-
Green	29	-	-	-	-	-	29	-	-	-	-	-
	1%	-	-	-	-	-	100%	-	-	-	-	-
BNP	16	-	-	-	-	-	-	16	-	-	-	-
	1%	-	-	-	-	-	-	100%	-	-	-	-
Plaid Cymru	6	-	-	-	-	-	-	-	6	-	-	-
	*	-	-	-	-	-	-	-	100%	-	-	-
Other	27	-	-	-	-	-	-	-	-	27	-	-
	1%	-	-	-	-	-	-	-	-	100%	-	-
Refused	61	-	-	-	-	-	-	-	-	-	61	-
	3%	-	-	-	-	-	-	-	-	-	100%	-
Don't know	413	-	-	-	-	-	-	-	-	-	-	413
	21%	-	-	-	-	-	-	-	-	-	-	100%



## Voting Intentions Survey

### ONLINE Fieldwork : 13th-15th October 2010

Absolutes/col percents

Table 6  
**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	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1620	837	783	138	259	317	275	281	350	642	440	203	335	417	417	420	213	153
Weighted base	1496	779	717	146	209	258	266	251	365	426	424	307	339	382	400	368	215	130
Conservative	601 40%	303 39%	298 42%	41 28%	66 31%	103 40%	93 35%	99 40%	199 55%	184 43%	183 43%	131 43%	102 30%	193 50%	173 43%	121 33%	85 39%	30 23%
Labour	507 34%	274 35%	233 33%	55 38%	84 40%	90 35%	108 41%	82 33%	87 24%	134 31%	124 29%	110 36%	139 41%	100 26%	139 35%	167 45%	60 28%	41 32%
Lib Dem	206 14%	106 14%	100 14%	27 19%	37 18%	35 13%	31 12%	35 14%	41 11%	75 17%	66 16%	31 10%	35 10%	61 16%	46 12%	44 12%	41 19%	14 10%
UKIP	60 4%	32 4%	27 4%	5 3%	3 2%	11 4%	10 4%	13 5%	17 5%	10 2%	14 3%	10 3%	25 7%	8 2%	24 6%	18 5%	9 4%	1 *
Green	43 3%	16 2%	26 4%	12 8%	9 4%	8 3%	9 3%	2 1%	2 1%	10 2%	15 4%	10 3%	8 2%	12 3%	4 1%	9 3%	11 5%	6 5%
SNP	39 3%	24 3%	14 2%	3 2%	3 1%	4 2%	6 2%	10 4%	13 4%	6 1%	10 2%	8 2%	15 5%	- -	- -	- -	- -	39 30%
BNP	24 2%	16 2%	8 1%	2 1%	3 2%	6 2%	7 3%	4 1%	2 1%	3 1%	7 2%	7 2%	7 2%	7 2%	8 2%	6 2%	3 1%	* *
Plaid Cymru	6 *	2 *	3 *	- -	- -	- -	2 1%	2 1%	1 *	2 *	1 *	- -	2 1%	- -	- -	- -	6 3%	- -
Other	11 1%	5 1%	6 1%	1 1%	4 2%	2 1%	* *	3 1%	1 *	2 1%	4 1%	1 *	4 1%	2 1%	6 2%	2 1%	* *	- -

## Voting Intentions Survey

### ONLINE Fieldwork : 13th-15th October 2010

Absolutes/col percents

Table 6  
**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	1620	662	501	262	60	43	47	5	24	16	64	609	376	377
Weighted base	1496	601	507	206	60	43	39	6	24	11	55	554	403	305
Conservative	601 40%	601 100%	-	-	-	-	-	-	-	-	19 35%	518 94%	14 3%	33 11%
Labour	507 34%	-	507 100%	-	-	-	-	-	-	-	17 31%	14 3%	369 92%	74 24%
Lib Dem	206 14%	-	-	206 100%	-	-	-	-	-	-	19 34%	7 1%	10 2%	175 57%
UKIP	60 4%	-	-	-	60 100%	-	-	-	-	-	-	10 2%	-	5 2%
Green	43 3%	-	-	-	-	43 100%	-	-	-	-	-	1 *	7 2%	10 3%
SNP	39 3%	-	-	-	-	-	39 100%	-	-	-	-	-	2 *	2 1%
BNP	24 2%	-	-	-	-	-	-	-	24 100%	-	-	1 *	-	2 1%
Plaid Cymru	6 *	-	-	-	-	-	-	6 100%	-	-	-	-	-	1 *
Other	11 1%	-	-	-	-	-	-	-	-	11 100%	-	2 *	2 *	2 1%

## Voting Intentions Survey

### ONLINE Fieldwork : 13th-15th October 2010

Absolutes/col percents

Table 6  
**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	Conser -vative	Labour	Lib Dem	SNP	UKIP	Green	BNP	Plaid Cymru	Other	Refused	Don't know
Unweighted base	1620	573	451	236	43	30	23	10	3	13	14	224
Weighted base	1496	528	464	196	33	30	24	9	6	10	10	187
Conservative	601 40%	486 92%	18 4%	19 9%	-	3 9%	-	1 15%	-	2 18%	3 27%	69 37%
Labour	507 34%	8 1%	424 91%	20 10%	1 3%	1 2%	3 11%	* 5%	4 60%	-	5 46%	43 23%
Lib Dem	206 14%	13 2%	7 1%	147 75%	1 4%	-	1 4%	-	-	1 8%	* 3%	36 20%
UKIP	60 4%	14 3%	6 1%	1 1%	-	26 87%	-	-	-	2 17%	-	11 6%
Green	43 3%	1 *	1 *	7 4%	-	-	18 77%	2 18%	-	-	1 7%	13 7%
SNP	39 3%	2 *	2 *	-	31 93%	-	-	-	-	1 6%	-	4 2%
BNP	24 2%	2 *	5 1%	* *	-	1 3%	1 4%	6 62%	-	* 4%	1 10%	7 4%
Plaid Cymru	6 *	1 *	-	1 1%	-	-	1 4%	-	2 40%	-	-	-
Other	11 1%	2 *	1 *	* *	-	-	-	-	-	5 47%	1 8%	3 2%

## Voting Intentions Survey

### ONLINE Fieldwork : 13th-15th October 2010

Absolutes/col percents

Table 7

**Q.6 Putting your party allegiance aside, who do you trust most to steer Britain's economy through the current downturn?**

**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	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	2009	981	1028	191	345	427	331	326	389	759	546	263	441	507	512	532	264	194
Weighted base	2009	988	1021	240	322	383	342	305	418	540	579	424	466	505	531	509	288	176
David Cameron and George Osborne	899 45%	467 47%	432 42%	75 31%	114 35%	169 44%	140 41%	148 48%	253 61%	277 51%	288 50%	174 41%	160 34%	264 52%	249 47%	191 38%	135 47%	59 34%
Ed Miliband and Alan Johnson	456 23%	268 27%	188 18%	64 27%	81 25%	66 17%	83 24%	83 27%	78 19%	120 22%	112 19%	93 22%	131 28%	87 17%	105 20%	146 29%	63 22%	55 31%
Don't know	654 33%	253 26%	401 39%	101 42%	127 39%	148 39%	119 35%	74 24%	86 21%	143 26%	179 31%	157 37%	175 38%	154 30%	177 33%	172 34%	90 31%	62 35%

## Voting Intentions Survey

### ONLINE Fieldwork : 13th-15th October 2010

Absolutes/col percents

Table 7

**Q.6 Putting your party allegiance aside, who do you trust most to steer Britain's economy through the current downturn?**

**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 Democr- at
Unweighted base	2009	662	501	262	60	43	47	5	24	16	301	642	408	460
Weighted base	2009	640	542	225	66	47	42	6	28	13	297	614	466	408
David Cameron and George Osborne	899 45%	586 91%	33 6%	123 55%	23 34%	6 12%	11 27%	4 62%	12 44%	6 50%	63 21%	535 87%	49 11%	154 38%
Ed Miliband and Alan Johnson	456 23%	3 *	355 65%	19 9%	8 12%	17 37%	10 24%	- -	2 7%	1 10%	20 7%	12 2%	286 61%	80 20%
Don't know	654 33%	52 8%	154 28%	83 37%	36 54%	24 51%	21 49%	2 38%	14 48%	5 40%	215 72%	67 11%	131 28%	174 43%

## Voting Intentions Survey

### ONLINE Fieldwork : 13th-15th October 2010

Absolutes/col percents

Table 7

**Q.6 Putting your party allegiance aside, who do you trust most to steer Britain's economy through the current downturn?**

**Base: All respondents**

	Q.5 Generally speaking, do you think of yourself as...?											
	Total	Conser -vative	Labour	Lib Dem	SNP	UKIP	Green	BNP	Plaid Cymru	Other	Refused	Don't know
Unweighted base	2009	607	508	262	46	32	28	13	3	28	62	420
Weighted base	2009	595	551	238	38	35	29	16	6	27	61	413
David Cameron and George Osborne	899 45%	537 90%	67 12%	114 48%	10 27%	11 30%	3 12%	3 19%	1 24%	9 34%	18 29%	125 30%
Ed Miliband and Alan Johnson	456 23%	8 1%	326 59%	32 14%	10 27%	5 14%	12 41%	7 44%	4 60%	2 6%	7 11%	44 11%
Don't know	654 33%	50 8%	158 29%	92 39%	17 45%	20 56%	14 47%	6 37%	1 17%	16 60%	37 60%	243 59%

## Voting Intentions Survey

### ONLINE Fieldwork : 13th-15th October 2010

Absolutes/col percents

Table 8  
**Q.7 Do you agree or disagree with these statements?**  
**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	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	2009	981	1028	191	345	427	331	326	389	759	546	263	441	507	512	532	264	194
Weighted base	2009	988	1021	240	322	383	342	305	418	540	579	424	466	505	531	509	288	176
<b><u>The Coalition Government understands the interests of the wealthy better than the interests of ordinary people</u></b>																		
Agree	928 46%	479 48%	449 44%	94 39%	141 44%	166 43%	187 55%	153 50%	187 45%	246 46%	225 39%	210 50%	247 53%	208 41%	243 46%	263 52%	124 43%	89 51%
Disagree	655 33%	335 34%	320 31%	69 29%	99 31%	128 33%	89 26%	112 37%	158 38%	213 39%	203 35%	116 27%	123 26%	174 34%	185 35%	128 25%	109 38%	60 34%
Don't know	425 21%	174 18%	252 25%	76 32%	81 25%	89 23%	66 19%	40 13%	73 17%	81 15%	151 26%	98 23%	96 21%	123 24%	103 19%	118 23%	55 19%	26 15%
<b><u>It is fair that students should pay more for their university education even though their parents' generation didn't</u></b>																		
Agree	706 35%	395 40%	311 30%	60 25%	96 30%	126 33%	116 34%	112 37%	196 47%	205 38%	213 37%	134 32%	154 33%	178 35%	210 39%	171 33%	87 30%	61 35%
Disagree	1006 50%	474 48%	533 52%	153 64%	141 44%	194 51%	189 55%	155 51%	174 42%	287 53%	275 47%	214 51%	230 49%	254 50%	253 48%	260 51%	162 56%	77 44%
Don't know	296 15%	119 12%	177 17%	27 11%	84 26%	63 16%	37 11%	38 12%	48 11%	47 9%	91 16%	75 18%	82 18%	73 14%	68 13%	79 16%	39 14%	37 21%
<b><u>Welfare benefit cuts will hit hardest the poorest, elderly and most vulnerable in society</u></b>																		
Agree	1127 56%	527 53%	600 59%	139 58%	157 49%	216 56%	207 61%	181 59%	227 54%	279 52%	295 51%	240 57%	312 67%	254 50%	293 55%	308 61%	161 56%	111 63%
Disagree	572 28%	324 33%	247 24%	56 23%	102 32%	106 28%	90 26%	84 28%	134 32%	185 34%	179 31%	121 28%	87 19%	156 31%	164 31%	122 24%	88 30%	41 24%
Don't know	310 15%	136 14%	174 17%	44 18%	63 20%	61 16%	45 13%	40 13%	57 14%	75 14%	105 18%	63 15%	67 14%	94 19%	74 14%	79 15%	39 14%	24 13%

## Voting Intentions Survey

### ONLINE Fieldwork : 13th-15th October 2010

Absolutes/col percents

Table 8  
**Q.7 Do you agree or disagree with these statements?**  
**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	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Weighted base	2009	988	1021	240	322	383	342	305	418	540	579	424	466	505	531	509	288	176
<b><u>The top rate of income tax at 50p in the pound on earnings over £150,000 a year should be raised to 60p in the pound</u></b>																		
Agree	1087 54%	572 58%	515 50%	72 30%	147 46%	195 51%	178 52%	210 69%	284 68%	308 57%	275 47%	227 53%	278 60%	247 49%	294 55%	297 58%	156 54%	93 53%
Disagree	582 29%	297 30%	284 28%	103 43%	96 30%	115 30%	110 32%	62 20%	96 23%	186 34%	197 34%	111 26%	88 19%	169 34%	153 29%	126 25%	85 30%	48 27%
Don't know	340 17%	118 12%	222 22%	64 27%	79 24%	72 19%	54 16%	33 11%	38 9%	46 8%	108 19%	86 20%	101 22%	89 18%	84 16%	86 17%	47 16%	35 20%
<b><u>The loss of hundreds of thousands of public sector jobs is a price worth paying to reduce the deficit</u></b>																		
Agree	596 30%	360 36%	235 23%	48 20%	81 25%	98 26%	96 28%	92 30%	180 43%	188 35%	161 28%	130 31%	117 25%	152 30%	173 33%	138 27%	90 31%	43 24%
Disagree	952 47%	442 45%	510 50%	121 50%	164 51%	185 48%	168 49%	152 50%	163 39%	267 49%	279 48%	181 43%	226 48%	214 42%	230 43%	260 51%	152 53%	97 55%
Don't know	461 23%	185 19%	276 27%	71 30%	76 24%	99 26%	78 23%	62 20%	76 18%	85 16%	140 24%	113 27%	124 27%	139 28%	128 24%	112 22%	46 16%	37 21%
<b><u>I expect that the public spending cuts to be announced next week will be fair</u></b>																		
Agree	610 30%	340 34%	270 26%	61 25%	90 28%	115 30%	84 25%	91 30%	169 40%	188 35%	174 30%	147 35%	101 22%	174 35%	176 33%	129 25%	93 32%	37 21%
Disagree	867 43%	428 43%	438 43%	99 41%	146 45%	159 41%	172 50%	146 48%	145 35%	224 41%	228 39%	167 39%	248 53%	198 39%	218 41%	239 47%	117 41%	95 54%
Don't know	532 26%	219 22%	313 31%	79 33%	86 27%	109 29%	86 25%	68 22%	104 25%	128 24%	176 30%	111 26%	117 25%	132 26%	136 26%	141 28%	78 27%	44 25%



## Voting Intentions Survey

### ONLINE Fieldwork : 13th-15th October 2010

Absolutes/col percents

Table 8  
**Q.7 Do you agree or disagree with these statements?**  
**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	2009	662	501	262	60	43	47	5	24	16	301	642	408	460
Weighted base	2009	640	542	225	66	47	42	6	28	13	297	614	466	408
<b><u>The Coalition Government understands the interests of the wealthy better than the interests of ordinary people</u></b>														
Agree	928 46%	153 24%	383 71%	101 45%	38 57%	29 62%	32 77%	5 84%	12 44%	9 69%	101 34%	166 27%	309 66%	213 52%
Disagree	655 33%	360 56%	99 18%	76 34%	19 28%	5 11%	7 16%	- -	11 39%	3 20%	62 21%	330 54%	94 20%	114 28%
Don't know	425 21%	128 20%	59 11%	48 21%	10 15%	13 28%	3 7%	1 16%	5 17%	2 12%	134 45%	118 19%	63 14%	81 20%
<b><u>It is fair that students should pay more for their university education even though their parents' generation didn't</u></b>														
Agree	706 35%	332 52%	126 23%	88 39%	30 46%	7 16%	21 50%	- -	15 54%	5 37%	53 18%	315 51%	115 25%	125 31%
Disagree	1006 50%	228 36%	358 66%	109 48%	28 43%	35 73%	17 39%	6 100%	9 32%	5 42%	151 51%	220 36%	289 62%	233 57%
Don't know	296 15%	80 12%	58 11%	28 12%	8 11%	5 11%	5 11%	- -	4 13%	3 21%	94 32%	79 13%	62 13%	50 12%
<b><u>Welfare benefit cuts will hit hardest the poorest, elderly and most vulnerable in society</u></b>														
Agree	1127 56%	198 31%	449 83%	125 56%	44 67%	33 70%	30 71%	6 100%	15 54%	8 58%	154 52%	203 33%	365 78%	261 64%
Disagree	572 28%	318 50%	59 11%	64 29%	18 27%	7 15%	8 19%	- -	11 40%	5 35%	57 19%	300 49%	59 13%	92 23%
Don't know	310 15%	124 19%	33 6%	36 16%	4 6%	7 15%	4 10%	- -	2 6%	1 7%	86 29%	110 18%	42 9%	55 13%

## Voting Intentions Survey

### ONLINE Fieldwork : 13th-15th October 2010

Absolutes/col percents

Table 8  
**Q.7 Do you agree or disagree with these statements?**  
**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 Democr- at
Weighted base	2009	640	542	225	66	47	42	6	28	13	297	614	466	408
<b><u>The top rate of income tax at 50p in the pound on earnings over £150,000 a year should be raised to 60p in the pound</u></b>														
Agree	1087 54%	318 50%	364 67%	119 53%	40 60%	27 57%	26 63%	4 62%	17 61%	6 47%	115 39%	300 49%	299 64%	239 59%
Disagree	582 29%	247 39%	106 20%	62 28%	19 29%	12 25%	9 22%	1 16%	3 12%	5 39%	79 27%	233 38%	109 23%	107 26%
Don't know	340 17%	75 12%	72 13%	44 19%	8 11%	8 17%	7 16%	1 22%	8 27%	2 14%	103 35%	80 13%	58 12%	62 15%
<b><u>The loss of hundreds of thousands of public sector jobs is a price worth paying to reduce the deficit</u></b>														
Agree	596 30%	351 55%	56 10%	68 30%	26 39%	4 9%	7 17%	- -	6 23%	4 32%	46 16%	330 54%	53 11%	95 23%
Disagree	952 47%	148 23%	402 74%	110 49%	28 42%	29 62%	30 72%	6 100%	10 35%	8 61%	127 43%	146 24%	324 69%	238 58%
Don't know	461 23%	141 22%	84 16%	47 21%	12 19%	14 29%	5 11%	- -	12 42%	1 6%	124 42%	137 22%	89 19%	74 18%
<b><u>I expect that the public spending cuts to be announced next week will be fair</u></b>														
Agree	610 30%	382 60%	55 10%	72 32%	9 13%	4 9%	8 19%	- -	10 36%	4 31%	36 12%	350 57%	67 14%	96 24%
Disagree	867 43%	76 12%	417 77%	73 33%	45 69%	29 60%	28 66%	4 66%	13 45%	7 56%	123 41%	95 15%	333 71%	194 48%
Don't know	532 26%	183 29%	69 13%	80 36%	12 18%	15 31%	6 15%	2 34%	5 19%	2 13%	139 47%	170 28%	66 14%	117 29%

## Voting Intentions Survey

### ONLINE Fieldwork : 13th-15th October 2010

Absolutes/col percents

Table 8  
**Q.7 Do you agree or disagree with these statements?**  
**Base: All respondents**

	Q.5 Generally speaking, do you think of yourself as...?											
	Total	Conser -vative	Labour	Lib Dem	SNP	UKIP	Green	BNP	Plaid Cymru	Other	Refused	Don't know
Unweighted base	2009	607	508	262	46	32	28	13	3	28	62	420
Weighted base	2009	595	551	238	38	35	29	16	6	27	61	413
<b><u>The Coalition Government understands the interests of the wealthy better than the interests of ordinary people</u></b>												
Agree	928 46%	164 28%	368 67%	105 44%	25 65%	23 64%	20 71%	15 92%	1 24%	19 69%	15 24%	174 42%
Disagree	655 33%	325 55%	112 20%	81 34%	7 20%	8 22%	3 9%	1 4%	4 60%	2 9%	20 32%	93 23%
Don't know	425 21%	106 18%	72 13%	51 21%	6 15%	5 14%	6 20%	1 4%	1 17%	6 21%	27 44%	146 35%
<b><u>It is fair that students should pay more for their university education even though their parents' generation didn't</u></b>												
Agree	706 35%	304 51%	142 26%	81 34%	19 51%	15 42%	4 14%	4 24%	4 60%	10 38%	9 15%	114 28%
Disagree	1006 50%	222 37%	345 63%	125 53%	14 37%	19 54%	24 82%	11 71%	2 40%	9 35%	28 45%	206 50%
Don't know	296 15%	69 12%	64 12%	31 13%	5 12%	1 4%	1 4%	1 4%	-	7 27%	25 40%	92 22%
<b><u>Welfare benefit cuts will hit hardest the poorest, elderly and most vulnerable in society</u></b>												
Agree	1127 56%	186 31%	442 80%	139 59%	27 70%	20 56%	22 75%	12 78%	6 100%	19 71%	25 41%	229 56%
Disagree	572 28%	309 52%	76 14%	63 27%	7 19%	11 32%	4 13%	3 18%	-	4 16%	19 30%	76 18%
Don't know	310 15%	100 17%	34 6%	35 15%	4 11%	4 13%	4 13%	1 4%	-	4 13%	17 28%	108 26%

## Voting Intentions Survey

### ONLINE Fieldwork : 13th-15th October 2010

Absolutes/col percents

Table 8  
**Q.7 Do you agree or disagree with these statements?**  
**Base: All respondents**

	Q.5 Generally speaking, do you think of yourself as...?											
	Total	Conser -vative	Labour	Lib Dem	SNP	UKIP	Green	BNP	Plaid Cymru	Other	Refused	Don't know
Weighted base	2009	595	551	238	38	35	29	16	6	27	61	413
<b><u>The top rate of income tax at 50p in the pound on earnings over £150,000 a year should be raised to 60p in the pound</u></b>												
Agree	1087 54%	297 50%	363 66%	125 53%	22 57%	17 49%	17 59%	11 70%	5 83%	14 50%	20 33%	195 47%
Disagree	582 29%	235 40%	121 22%	66 28%	10 27%	13 38%	10 34%	3 18%	1 17%	4 13%	17 27%	102 25%
Don't know	340 17%	63 11%	67 12%	46 19%	6 16%	4 13%	2 7%	2 12%	- -	10 37%	25 40%	116 28%
<b><u>The loss of hundreds of thousands of public sector jobs is a price worth paying to reduce the deficit</u></b>												
Agree	596 30%	337 57%	66 12%	65 27%	10 26%	13 36%	3 10%	3 18%	- -	7 27%	8 13%	84 20%
Disagree	952 47%	141 24%	396 72%	121 51%	24 62%	17 49%	22 74%	10 60%	6 100%	12 45%	19 30%	186 45%
Don't know	461 23%	118 20%	89 16%	52 22%	4 11%	5 15%	4 15%	3 22%	- -	8 28%	35 56%	143 35%
<b><u>I expect that the public spending cuts to be announced next week will be fair</u></b>												
Agree	610 30%	360 61%	76 14%	74 31%	8 20%	5 15%	2 6%	2 10%	- -	3 13%	11 19%	68 16%
Disagree	867 43%	86 15%	393 71%	88 37%	21 56%	22 62%	20 70%	13 81%	5 83%	13 46%	22 36%	184 45%
Don't know	532 26%	148 25%	83 15%	75 32%	9 24%	8 23%	7 24%	1 8%	1 17%	11 41%	27 45%	161 39%

## OPINION POLL

Online Fieldwork: 13<sup>th</sup> October – 15<sup>th</sup> October

Weighting table

**Q.1 Thinking back to the general election last week, which party if any did you vote for?**

**Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2009	2009
Weighted base	2009	2009
Conservative	630 31%	614 31%
Labour	407 20%	466 23%
Liberal Democrat	455 23%	408 20%
Other	160 8%	164 8%
Did not vote	277 14%	277 14%
Don't remember	28 1%	28 1%
Refused	53 3%	53 3%