

## Post Party Conference Poll

### ONLINE Fieldwork : 8th-9th October 2014

Absolutes/col percents

Table 1

**Q.1 Many people say that if there was a new general election they probably wouldn't vote at all, while others say they definitely would vote.**

**Please say how likely you would be to vote if there was another general election?**

**Base: All respondents**

	Gender			Age						Social Grade				Region					Employment Sector	
	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	Public	Pri-vate
Unweighted base	5059	2600	2459	469	656	862	1000	842	1230	1856	1339	749	1115	1310	1310	1250	753	436	671	1953
Weighted base	5059	2479	2580	607	810	961	860	759	1062	1366	1467	1062	1163	1286	1335	1269	730	439	721	2113
Absolutely certain to vote	(10) 3009	1627	1382	204	381	521	554	534	816	859	887	619	644	725	795	765	423	302	439	1168
	59%	66%	54%	34%	47%	54%	64%	70%	77%	63%	60%	58%	55%	56%	60%	60%	58%	69%	61%	55%
	(9) 566	286	280	73	84	110	93	84	123	190	138	114	124	156	158	129	86	38	69	250
	11%	12%	11%	12%	10%	11%	11%	11%	12%	14%	9%	11%	11%	12%	12%	10%	12%	9%	10%	12%
	(8) 347	165	182	65	65	92	60	30	34	99	111	71	65	97	82	86	52	30	54	179
	7%	7%	7%	11%	8%	10%	7%	4%	3%	7%	8%	7%	6%	8%	6%	7%	7%	7%	8%	8%
	(7) 262	103	159	66	62	63	27	28	16	56	80	66	60	75	73	62	33	19	50	118
	5%	4%	6%	11%	8%	7%	3%	4%	1%	4%	5%	6%	5%	6%	5%	5%	4%	4%	7%	6%
	(6) 82	36	45	14	31	17	8	7	5	14	28	12	28	28	17	27	9	1	11	37
	2%	1%	2%	2%	4%	2%	1%	1%	*	1%	2%	1%	2%	2%	1%	2%	1%	*	2%	2%
	(5) 163	46	117	40	42	29	26	11	16	29	47	48	40	43	37	42	28	13	16	82
	3%	2%	5%	7%	5%	3%	3%	1%	2%	2%	3%	5%	3%	3%	3%	3%	4%	3%	2%	4%
	(4) 41	16	25	11	10	4	10	5	2	10	9	11	11	17	14	7	2	*	8	22
	1%	1%	1%	2%	1%	*	1%	1%	*	1%	1%	1%	1%	1%	1%	1%	*	*	1%	1%
	(3) 46	13	33	16	13	6	5	4	3	10	16	6	13	20	9	7	8	3	5	18
	1%	1%	1%	3%	2%	1%	1%	1%	*	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%
	(2) 67	30	37	14	13	15	9	7	8	16	23	16	13	15	18	17	15	2	8	33
	1%	1%	1%	2%	2%	2%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	2%	1%	1%	2%
Definitely would not vote	(1) 261	111	150	45	60	55	42	31	28	53	61	48	98	54	63	88	43	14	38	104
	5%	4%	6%	7%	7%	6%	5%	4%	3%	4%	4%	5%	8%	4%	5%	7%	6%	3%	5%	5%
Don't know	214	45	169	60	48	50	28	17	11	30	66	51	68	57	71	40	31	17	22	102
	4%	2%	7%	10%	6%	5%	3%	2%	1%	2%	4%	5%	6%	4%	5%	3%	4%	4%	3%	5%
Mean	8.63	8.88	8.38	7.54	7.99	8.49	8.81	9.05	9.34	8.89	8.68	8.60	8.27	8.58	8.70	8.52	8.52	9.07	8.65	8.52
Standard deviation	2.48	2.29	2.64	2.88	2.82	2.52	2.38	2.19	1.82	2.21	2.40	2.44	2.86	2.41	2.41	2.65	2.62	2.05	2.45	2.49
Standard error	0.04	0.05	0.05	0.14	0.11	0.09	0.08	0.08	0.05	0.05	0.07	0.09	0.09	0.07	0.07	0.08	0.10	0.10	0.10	0.06

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**Please say how likely you would be to vote if there was another general election?**

**Base: All respondents**

	Total	Vote Intention				2010 Vote		
		Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Unweighted base	5059	1308	1256	323	754	1559	979	920
Weighted base	5059	1186	1361	305	724	1371	1111	889
Absolutely certain to vote	(10) 3009	855	923	194	528	1034	796	599
		59%	72%	68%	64%	73%	75%	72%
	(9) 566	150	162	48	81	158	134	128
		11%	13%	12%	16%	11%	12%	14%
	(8) 347	80	110	22	43	83	73	55
		7%	7%	8%	7%	6%	7%	6%
	(7) 262	51	72	26	28	40	32	39
		5%	4%	5%	8%	4%	3%	3%
	(6) 82	10	29	4	7	6	11	10
		2%	1%	2%	1%	*	1%	1%
	(5) 163	28	39	8	21	14	14	18
		3%	2%	3%	3%	1%	1%	2%
	(4) 41	1	14	1	6	1	3	4
		1%	*	1%	*	1%	*	*
	(3) 46	4	4	1	4	2	1	4
		1%	*	*	*	1%	*	*
	(2) 67	7	8	1	6	2	6	6
		1%	1%	1%	*	1%	*	1%
Definitely would not vote	(1) 261	-	-	-	-	18	23	8
		5%	-	-	-	1%	2%	1%
Don't know	214	-	-	-	-	12	17	19
		4%	-	-	-	1%	2%	2%
Mean	8.63	9.38	9.20	9.20	9.32	9.46	9.29	9.25
Standard deviation	2.48	1.31	1.49	1.38	1.48	1.38	1.70	1.58
Standard error	0.04	0.04	0.04	0.08	0.05	0.04	0.05	0.05

## Post Party Conference Poll

### ONLINE Fieldwork : 8th-9th October 2014

Absolutes/col percents

Table 2

**Q.2 If there was a general election tomorrow, which party would you vote for?****Base: All respondents**

	Gender		Age						Social Grade				Region				Employment Sector			
	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	Public	Pri- vate
Unweighted base	5059	2600	2459	469	656	862	1000	842	1230	1856	1339	749	1115	1310	1310	1250	753	436	671	1953
Weighted base	5059	2479	2580	607	810	961	860	759	1062	1366	1467	1062	1163	1286	1335	1269	730	439	721	2113
Conservative	1186 23%	634 26%	551 21%	96 16%	127 16%	204 21%	190 22%	188 25%	381 36%	436 32%	357 24%	237 22%	156 13%	333 26%	354 27%	270 21%	170 23%	58 13%	151 21%	490 23%
Labour	1361 27%	697 28%	664 26%	192 32%	267 33%	284 30%	239 28%	168 22%	212 20%	329 24%	393 27%	298 28%	340 29%	334 26%	336 25%	409 32%	184 25%	97 22%	244 34%	565 27%
Liberal Democrat	305 6%	164 7%	141 5%	25 4%	57 7%	61 6%	33 4%	48 6%	80 8%	119 9%	94 6%	39 4%	52 4%	100 8%	72 5%	52 4%	54 7%	27 6%	48 7%	125 6%
SNP	157 3%	80 3%	76 3%	7 1%	33 4%	28 3%	31 4%	29 4%	29 3%	38 3%	49 3%	37 4%	32 3%	- -	- -	- -	- -	157 36%	33 5%	63 3%
Plaid Cymru	11 *	10 *	1 *	1 *	2 *	- -	3 *	4 1%	1 *	1 *	5 *	2 *	2 *	- -	- -	- -	11 2%	- -	2 *	6 *
The UK Independence Party	724 14%	427 17%	297 12%	53 9%	57 7%	102 11%	155 18%	165 22%	193 18%	151 11%	177 12%	183 17%	214 18%	181 14%	239 18%	185 15%	108 15%	12 3%	66 9%	301 14%
The Green Party	172 3%	78 3%	95 4%	38 6%	42 5%	36 4%	32 4%	9 1%	16 1%	47 3%	61 4%	31 3%	34 3%	51 4%	51 4%	35 3%	23 3%	13 3%	29 4%	79 4%
The British National Party	17 *	9 *	8 *	1 *	2 *	1 *	9 1%	3 *	1 *	2 *	4 *	6 1%	6 1%	- -	5 *	9 1%	1 *	2 *	2 *	11 1%
Some other party	23 *	15 1%	8 *	- -	2 *	8 1%	4 *	7 1%	2 *	6 *	10 1%	4 *	3 *	3 *	9 1%	9 1%	2 *	- -	9 1%	9 *
Would not vote	323 6%	136 5%	187 7%	69 11%	69 9%	69 7%	46 5%	36 5%	34 3%	64 5%	89 6%	59 6%	111 10%	79 6%	71 5%	104 8%	52 7%	17 4%	44 6%	135 6%
Rather not say	45 1%	13 1%	32 1%	5 1%	9 1%	8 1%	13 1%	7 1%	5 *	10 1%	13 1%	5 1%	17 1%	13 1%	14 1%	11 1%	6 1%	2 *	8 1%	15 1%
Don't know	735 15%	214 9%	521 20%	120 20%	144 18%	160 17%	106 12%	95 13%	109 10%	163 12%	213 15%	160 15%	198 17%	192 15%	184 14%	184 15%	119 16%	56 13%	84 12%	313 15%

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	Total	Vote Intention				2010 Vote		
		Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Unweighted base	5059	1308	1256	323	754	1559	979	920
Weighted base	5059	1186	1361	305	724	1371	1111	889
Conservative	1186	1186	-	-	-	876	51	92
	23%	100%	-	-	-	64%	5%	10%
Labour	1361	-	1361	-	-	59	758	220
	27%	-	100%	-	-	4%	68%	25%
Liberal Democrat	305	-	-	305	-	13	29	217
	6%	-	-	100%	-	1%	3%	24%
SNP	157	-	-	-	-	-	42	19
	3%	-	-	-	-	-	4%	2%
Plaid Cymru	11	-	-	-	-	-	2	1
	*	-	-	-	-	-	*	*
The UK Independence Party	724	-	-	-	724	256	80	105
	14%	-	-	-	100%	19%	7%	12%
The Green Party	172	-	-	-	-	17	15	63
	3%	-	-	-	-	1%	1%	7%
The British National Party	17	-	-	-	-	-	1	2
	*	-	-	-	-	-	*	*
Some other party	23	-	-	-	-	2	7	8
	*	-	-	-	-	*	1%	1%
Would not vote	323	-	-	-	-	20	27	9
	6%	-	-	-	-	1%	2%	1%
Rather not say	45	-	-	-	-	3	2	2
	1%	-	-	-	-	*	*	*
Don't know	735	-	-	-	-	125	99	150
	15%	-	-	-	-	9%	9%	17%

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Table 3

**Q.2 If there was a general election tomorrow, which party would you vote for?**

**Base: All respondents expressing an intention to vote**

	Gender		Age						Social Grade				Region			Employment Sector				
	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	Public	Pri- vate
Unweighted base	4023	2240	1783	326	478	653	815	688	1063	1547	1064	595	817	1054	1054	969	581	365	548	1550
Weighted base	3956	2116	1840	413	588	724	696	621	914	1129	1152	837	838	1002	1066	970	553	365	585	1650
Conservative	1186	634	551	96	127	204	190	188	381	436	357	237	156	333	354	270	170	58	151	490
	30%	30%	30%	23%	22%	28%	27%	30%	42%	39%	31%	28%	19%	33%	33%	28%	31%	16%	26%	30%
Labour	1361	697	664	192	267	284	239	168	212	329	393	298	340	334	336	409	184	97	244	565
	34%	33%	36%	46%	45%	39%	34%	27%	23%	29%	34%	36%	41%	33%	32%	42%	33%	26%	42%	34%
Liberal Democrat	305	164	141	25	57	61	33	48	80	119	94	39	52	100	72	52	54	27	48	125
	8%	8%	8%	6%	10%	8%	5%	8%	9%	11%	8%	5%	6%	10%	7%	5%	10%	7%	8%	8%
SNP	157	80	76	7	33	28	31	29	29	38	49	37	32	-	-	-	-	157	33	63
	4%	4%	4%	2%	6%	4%	4%	5%	3%	3%	4%	4%	4%	-	-	-	-	43%	6%	4%
Plaid Cymru	11	10	1	1	2	-	3	4	1	1	5	2	2	-	-	-	11	-	2	6
	*	*	*	*	*	-	*	1%	*	*	*	*	*	-	-	-	2%	-	*	*
The UK Independence Party	724	427	297	53	57	102	155	165	193	151	177	183	214	181	239	185	108	12	66	301
	18%	20%	16%	13%	10%	14%	22%	27%	21%	13%	15%	22%	25%	18%	22%	19%	19%	3%	11%	18%
The Green Party	172	78	95	38	42	36	32	9	16	47	61	31	34	51	51	35	23	13	29	79
	4%	4%	5%	9%	7%	5%	5%	1%	2%	4%	5%	4%	4%	5%	5%	4%	4%	3%	5%	5%
The British National Party	17	9	8	1	2	1	9	3	1	2	4	6	6	-	5	9	1	2	2	11
	*	*	*	*	*	*	1%	1%	*	*	*	1%	1%	-	*	1%	*	1%	*	1%
Some other party	23	15	8	-	2	8	4	7	2	6	10	4	3	3	9	9	2	-	9	9
	1%	1%	*	-	*	1%	1%	1%	*	1%	1%	*	*	*	1%	1%	*	-	2%	1%

## Post Party Conference Poll ONLINE Fieldwork : 8th-9th October 2014

Absolutes/col percents

Table 3

**Q.2 If there was a general election tomorrow, which party would you vote for?****Base: All respondents expressing an intention to vote**

	Total	Vote Intention				2010 Vote		
		Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Unweighted base	4023	1308	1256	323	754	1397	874	752
Weighted base	3956	1186	1361	305	724	1223	984	728
Conservative	1186 30%	1186 100%	-	-	-	876 72%	51 5%	92 13%
Labour	1361 34%	-	1361 100%	-	-	59 5%	758 77%	220 30%
Liberal Democrat	305 8%	-	-	305 100%	-	13 1%	29 3%	217 30%
SNP	157 4%	-	-	-	-	-	42 4%	19 3%
Plaid Cymru	11 *	-	-	-	-	-	2 *	1 *
The UK Independence Party	724 18%	-	-	-	724 100%	256 21%	80 8%	105 14%
The Green Party	172 4%	-	-	-	-	17 1%	15 2%	63 9%
The British National Party	17 *	-	-	-	-	-	1 *	2 *
Some other party	23 1%	-	-	-	-	2 *	7 1%	8 1%

## Post Party Conference Poll

### ONLINE Fieldwork : 8th-9th October 2014

Absolutes/col percents

Table 4

**Q.2 If there was a general election tomorrow, which party would you vote for?**

**Base: All respondents expressing an intention to vote**

**Weighting: Turnout Weights**

**This table has been weighted on the basis of past voting to be politically representative of the UK population as a whole and including only those most likely to vote**

	Gender			Age						Social Grade				Region					Employment Sector	
	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	Public	Pri-vate
Unweighted base	3261	1853	1408	225	363	515	661	581	917	1277	860	474	649	839	854	789	471	308	438	1231
Weighted base	3170	1737	1433	283	441	570	563	523	789	924	922	663	661	786	855	782	442	304	465	1295
Conservative	967	525	441	67	96	160	154	160	330	361	290	185	130	269	293	222	134	49	122	388
	31%	30%	31%	24%	22%	28%	27%	31%	42%	39%	31%	28%	20%	34%	34%	28%	30%	16%	26%	30%
Labour	1072	569	503	128	198	227	196	141	182	266	307	236	263	253	268	326	147	79	190	433
	34%	33%	35%	45%	45%	40%	35%	27%	23%	29%	33%	36%	40%	32%	31%	42%	33%	26%	41%	33%
Liberal Democrat	240	134	106	17	43	45	26	40	69	97	75	30	38	80	55	42	43	19	38	95
	8%	8%	7%	6%	10%	8%	5%	8%	9%	11%	8%	5%	6%	10%	6%	5%	10%	6%	8%	7%
SNP	136	71	65	5	27	25	27	26	26	33	42	33	28	-	-	-	-	136	29	54
	4%	4%	5%	2%	6%	4%	5%	5%	3%	4%	5%	5%	4%	-	-	-	-	45%	6%	4%
Plaid Cymru	9	9	1	*	2	-	3	4	1	1	4	2	2	-	-	-	9	-	2	6
	*	*	*	*	*	-	*	1%	*	*	*	*	*	-	-	-	2%	-	*	*
The UK Independence Party	584	350	233	37	41	79	125	138	165	123	148	145	167	145	190	152	88	9	54	244
	18%	20%	16%	13%	9%	14%	22%	26%	21%	13%	16%	22%	25%	18%	22%	19%	20%	3%	12%	19%
The Green Party	131	61	71	28	32	27	25	7	13	36	45	24	26	37	38	27	19	11	23	62
	4%	4%	5%	10%	7%	5%	4%	1%	2%	4%	5%	4%	4%	5%	4%	3%	4%	4%	5%	5%
The British National Party	12	5	7	1	1	1	6	3	1	1	2	4	5	-	4	5	1	2	1	7
	*	*	*	*	*	*	1%	1%	*	*	*	1%	1%	-	*	1%	*	1%	*	1%
Some other party	18	12	6	-	2	6	3	6	1	4	9	3	2	3	7	8	1	-	7	8
	1%	1%	*	-	1%	1%	1%	1%	*	*	1%	*	*	*	1%	1%	*	-	2%	1%

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### ONLINE Fieldwork : 8th-9th October 2014

Absolutes/col percents

Table 4

**Q.2 If there was a general election tomorrow, which party would you vote for?**

**Base: All respondents expressing an intention to vote**

**Weighting: Turnout Weights**

**This table has been weighted on the basis of past voting to be politically representative of the UK population as a whole and including only those most likely to vote**

	Total	Vote Intention				2010 Vote		
		Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Unweighted base	3261	1079	1002	259	612	1193	738	628
Weighted base	3170	967	1072	240	584	1043	825	598
Conservative	967	967	-	-	-	746	43	78
	31%	100%	-	-	-	72%	5%	13%
Labour	1072	-	1072	-	-	49	633	181
	34%	-	100%	-	-	5%	77%	30%
Liberal Democrat	240	-	-	240	-	11	24	177
	8%	-	-	100%	-	1%	3%	30%
SNP	136	-	-	-	-	-	37	17
	4%	-	-	-	-	-	4%	3%
Plaid Cymru	9	-	-	-	-	-	2	1
	*	-	-	-	-	-	*	*
The UK Independence Party	584	-	-	-	584	221	70	88
	18%	-	-	-	100%	21%	9%	15%
The Green Party	131	-	-	-	-	15	11	49
	4%	-	-	-	-	1%	1%	8%
The British National Party	12	-	-	-	-	-	1	1
	*	-	-	-	-	-	*	*
Some other party	18	-	-	-	-	1	5	7
	1%	-	-	-	-	*	1%	1%



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Absolutes/col percents

Table 5

**Q.2 If there was a general election tomorrow, which party would you vote for?**

**Base: All respondents**

**Weighting: Turnout Weights**

	Q.3 General Election Vote												
	Total	Conservative	Labour	Liberal Democrat	SNP	Plaid Cymru	The UK Independence Party	The Green Party	The British National Party	Some other party	Did not vote	Prefer not to say	Don't know/can't remember
Unweighted base	3630	1287	790	735	93	13	107	50	24	18	416	39	59
Weighted base	3533	1130	888	697	84	12	94	41	24	14	444	38	67
Conservative	967 27%	746 66%	43 5%	78 11%	7 9%	2 14%	3 4%	3 8%	-	1 7%	75 17%	* 1%	8 12%
Labour	1072 30%	49 4%	633 71%	181 26%	3 4%	1 8%	3 3%	6 14%	2 7%	6 43%	170 38%	2 6%	16 24%
Liberal Democrat	240 7%	11 1%	24 3%	177 25%	1 1%	1 13%	1 1%	* 1%	-	-	21 5%	1 2%	4 5%
SNP	136 4%	-	37 4%	17 2%	68 81%	-	-	-	-	* 3%	12 3%	2 5%	-
Plaid Cymru	9 *	-	2 *	1 *	-	7 60%	-	-	-	-	-	-	-
The UK Independence Party	584 17%	221 20%	70 8%	88 13%	3 3%	* 4%	77 81%	4 10%	19 82%	3 19%	78 18%	3 9%	17 26%
The Green Party	131 4%	15 1%	11 1%	49 7%	1 1%	-	-	23 55%	-	1 5%	25 6%	1 2%	6 8%
The British National Party	12 *	-	1 *	1 *	-	-	2 2%	* 1%	3 11%	-	4 1%	-	1 1%
Some other party	18 1%	1 *	5 1%	7 1%	-	-	-	2 5%	-	2 16%	1 *	1 2%	-
Would not vote	7 *	1 *	* *	* *	* *	-	-	-	-	-	6 1%	-	* *
Rather not say	30 1%	2 *	1 *	2 *	-	-	-	-	-	-	4 1%	20 52%	* 1%
Don't know	327 9%	84 7%	62 7%	97 14%	2 2%	* 2%	8 8%	3 7%	-	1 9%	47 11%	8 21%	15 22%

## Post Party Conference Poll

### ONLINE Fieldwork : 8th-9th October 2014

Absolutes/col percents

Table 6

**Q.3 At the last general election in May 2010, many people didn't vote. Did you vote in that election?**

**Which party did you vote for in the general election in May 2010?**

**Base: All respondents**

	Gender		Age						Social Grade				Region					Employment Sector		
	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	Public	Pri- vate
Unweighted base	5059	2600	2459	469	656	862	1000	842	1230	1856	1339	749	1115	1310	1310	1250	753	436	671	1953
Weighted base	5059	2479	2580	607	810	961	860	759	1062	1366	1467	1062	1163	1286	1335	1269	730	439	721	2113
Conservative	1371 27%	744 30%	627 24%	53 9%	134 16%	219 23%	243 28%	248 33%	474 45%	474 35%	384 26%	294 28%	218 19%	391 30%	425 32%	325 26%	180 25%	50 11%	149 21%	562 27%
Labour	1111 22%	568 23%	543 21%	81 13%	202 25%	259 27%	193 22%	171 23%	206 19%	281 21%	327 22%	237 22%	267 23%	234 18%	276 21%	339 27%	151 21%	111 25%	201 28%	476 23%
Liberal Democrat	889 18%	484 20%	406 16%	53 9%	141 17%	167 17%	148 17%	150 20%	230 22%	301 22%	266 18%	145 14%	178 15%	257 20%	202 15%	205 16%	162 22%	64 14%	160 22%	345 16%
SNP	98 2%	57 2%	41 2%	3 *	16 2%	14 1%	17 2%	21 3%	26 2%	23 2%	31 2%	23 2%	20 2%	-	-	-	-	98 22%	18 3%	39 2%
Plaid Cymru	15 *	13 1%	2 *	-	1 *	1 *	4 *	5 1%	5 *	4 *	5 *	4 *	2 *	-	-	-	15 2%	-	3 *	7 *
The UK Independence Party	124 2%	68 3%	56 2%	11 2%	6 1%	22 2%	26 3%	23 3%	38 4%	18 1%	22 2%	37 3%	47 4%	25 2%	54 4%	29 2%	15 2%	2 1%	11 1%	38 2%
The Green Party	51 1%	31 1%	20 1%	4 1%	6 1%	15 2%	14 2%	7 1%	6 1%	15 1%	12 1%	12 1%	12 1%	11 1%	19 1%	14 1%	3 *	4 1%	12 2%	24 1%
The British National Party	28 1%	19 1%	8 *	-	1 *	7 1%	7 1%	8 1%	4 *	2 *	7 *	12 1%	6 1%	9 1%	6 *	9 1%	4 1%	-	3 *	15 1%
Some other party	17 *	13 1%	4 *	1 *	2 *	1 *	5 1%	3 *	5 *	5 *	7 *	2 *	3 *	7 1%	4 *	1 *	3 *	2 *	3 *	4 *
Did not vote	1103 22%	418 17%	685 27%	355 58%	241 30%	203 21%	153 18%	96 13%	54 5%	196 14%	331 23%	231 22%	345 30%	283 22%	280 21%	288 23%	162 22%	90 20%	131 18%	467 22%
Prefer not to say	82 2%	28 1%	54 2%	16 3%	19 2%	14 1%	20 2%	7 1%	6 1%	19 1%	28 2%	13 1%	21 2%	26 2%	19 1%	21 2%	7 1%	9 2%	12 2%	38 2%
Don't know/ can't remember	169 3%	35 1%	134 5%	31 5%	40 5%	41 4%	31 4%	19 3%	7 1%	29 2%	45 3%	52 5%	42 4%	41 3%	52 4%	37 3%	28 4%	11 2%	17 2%	97 5%

**Post Party Conference Poll**  
**ONLINE Fieldwork : 8th-9th October 2014**

Absolutes/col percents

Table 6

**Q.3 At the last general election in May 2010, many people didn't vote. Did you vote in that election?**

**Which party did you vote for in the general election in May 2010?**

**Base: All respondents**

	Total	Vote Intention				2010 Vote		
		Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Unweighted base	5059	1308	1256	323	754	1559	979	920
Weighted base	5059	1186	1361	305	724	1371	1111	889
Conservative	1371	876	59	13	256	1371	-	-
		27%	74%	4%	4%	35%	100%	-
Labour	1111	51	758	29	80	-	1111	-
		22%	4%	56%	10%	11%	-	100%
Liberal Democrat	889	92	220	217	105	-	-	889
		18%	8%	16%	71%	14%	-	100%
SNP	98	8	3	1	3	-	-	-
		2%	1%	*	*	-	-	-
Plaid Cymru	15	2	1	2	*	-	-	-
		*	*	1%	*	-	-	-
The UK Independence Party	124	4	4	1	95	-	-	-
		2%	*	*	13%	-	-	-
The Green Party	51	4	7	*	5	-	-	-
		1%	*	*	1%	-	-	-
The British National Party	28	-	2	-	22	-	-	-
		1%	-	*	3%	-	-	-
Some other party	17	1	7	-	3	-	-	-
		*	*	-	*	-	-	-
Did not vote	1103	127	269	34	126	-	-	-
		22%	11%	20%	11%	17%	-	-
Prefer not to say	82	2	3	3	5	-	-	-
		2%	*	*	1%	-	-	-
Don't know/ can't remember	169	19	29	5	24	-	-	-
		3%	2%	2%	3%	-	-	-

## Post Party Conference Poll

### ONLINE Fieldwork : 8th-9th October 2014

Absolutes/col percents

Table 7

**Q.3 At the last general election in May 2010, many people didn't vote. Did you vote in that election?**

**Which party did you vote for in the general election in May 2010?**

**Base: All respondents giving a past vote**

	Gender		Age						Social Grade				Region					Employment Sector		
	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	Public	Pri-vate
Unweighted base	3835	2141	1694	152	413	627	776	709	1158	1555	989	549	742	993	1002	924	577	339	529	1430
Weighted base	3705	1998	1707	205	509	703	657	637	994	1122	1063	766	755	935	984	923	533	330	560	1510
Conservative	1371	744	627	53	134	219	243	248	474	474	384	294	218	391	425	325	180	50	149	562
	37%	37%	37%	26%	26%	31%	37%	39%	48%	42%	36%	38%	29%	42%	43%	35%	34%	15%	27%	37%
Labour	1111	568	543	81	202	259	193	171	206	281	327	237	267	234	276	339	151	111	201	476
	30%	28%	32%	39%	40%	37%	29%	27%	21%	25%	31%	31%	35%	25%	28%	37%	28%	34%	36%	32%
Liberal Democrat	889	484	406	53	141	167	148	150	230	301	266	145	178	257	202	205	162	64	160	345
	24%	24%	24%	26%	28%	24%	23%	24%	23%	27%	25%	19%	24%	28%	21%	22%	30%	19%	29%	23%
SNP	98	57	41	3	16	14	17	21	26	23	31	23	20	-	-	-	-	98	18	39
	3%	3%	2%	1%	3%	2%	3%	3%	3%	2%	3%	3%	3%	-	-	-	-	30%	3%	3%
Plaid Cymru	15	13	2	-	1	1	4	5	5	4	5	4	2	-	-	-	15	-	3	7
	*	1%	*	-	*	*	1%	1%	*	*	*	1%	*	-	-	-	3%	-	1%	*
The UK Independence Party	124	68	56	11	6	22	26	23	38	18	22	37	47	25	54	29	15	2	11	38
	3%	3%	3%	5%	1%	3%	4%	4%	4%	2%	2%	5%	6%	3%	5%	3%	3%	1%	2%	3%
The Green Party	51	31	20	4	6	15	14	7	6	15	12	12	12	11	19	14	3	4	12	24
	1%	2%	1%	2%	1%	2%	2%	1%	1%	1%	1%	2%	2%	1%	2%	2%	1%	1%	2%	2%
The British National Party	28	19	8	-	1	7	7	8	4	2	7	12	6	9	6	9	4	-	3	15
	1%	1%	*	-	*	1%	1%	1%	*	*	1%	2%	1%	1%	1%	1%	1%	-	1%	1%
Some other party	17	13	4	1	2	1	5	3	5	5	7	2	3	7	4	1	3	2	3	4
	*	1%	*	*	*	*	1%	*	1%	*	1%	*	*	1%	*	*	1%	*	1%	*

**Post Party Conference Poll**  
**ONLINE Fieldwork : 8th-9th October 2014**

Absolutes/col percents

Table 7

**Q.3 At the last general election in May 2010, many people didn't vote. Did you vote in that election?**

**Which party did you vote for in the general election in May 2010?**

**Base: All respondents giving a past vote**

	Total	Vote Intention				2010 Vote		
		Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Unweighted base	3835	1172	989	279	605	1559	979	920
Weighted base	3705	1038	1061	263	569	1371	1111	889
Conservative	1371	876	59	13	256	1371	-	-
	37%	84%	6%	5%	45%	100%	-	-
Labour	1111	51	758	29	80	-	1111	-
	30%	5%	72%	11%	14%	-	100%	-
Liberal Democrat	889	92	220	217	105	-	-	889
	24%	9%	21%	83%	18%	-	-	100%
SNP	98	8	3	1	3	-	-	-
	3%	1%	*	*	*	-	-	-
Plaid Cymru	15	2	1	2	*	-	-	-
	*	*	*	1%	*	-	-	-
The UK Independence Party	124	4	4	1	95	-	-	-
	3%	*	*	1%	17%	-	-	-
The Green Party	51	4	7	*	5	-	-	-
	1%	*	1%	*	1%	-	-	-
The British National Party	28	-	2	-	22	-	-	-
	1%	-	*	-	4%	-	-	-
Some other party	17	1	7	-	3	-	-	-
	*	*	1%	-	1%	-	-	-

**Post Party Conference Poll**  
**ONLINE Fieldwork : 8th-9th October 2014**

Absolutes/col percents

Table 8

**Q.4 Have you definitely decided which party you will vote for at the next general election, or do you think you may well change your mind?**

**Base: All respondents expressing an intention to vote**

	Gender		Age						Social Grade				Region			Employment Sector				
	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	Public	Pri-vate
Unweighted base	4023	2240	1783	326	478	653	815	688	1063	1547	1064	595	817	1054	1054	969	581	365	548	1550
Weighted base	3956	2116	1840	413	588	724	696	621	914	1129	1152	837	838	1002	1066	970	553	365	585	1650
Yes, I am pretty sure which party I will vote for at the next general election	3323 84%	1821 86%	1502 82%	321 78%	473 80%	604 83%	585 84%	542 87%	798 87%	921 82%	961 83%	712 85%	729 87%	824 82%	903 85%	818 84%	454 82%	323 89%	477 82%	1398 85%
No, I have not finally decided which party to vote for and may well change my mind	633 16%	295 14%	339 18%	92 22%	115 20%	121 17%	111 16%	79 13%	116 13%	208 18%	191 17%	125 15%	109 13%	178 18%	163 15%	152 16%	99 18%	41 11%	108 18%	252 15%

**Post Party Conference Poll**  
**ONLINE Fieldwork : 8th-9th October 2014**

Absolutes/col percents

Table 8

**Q.4 Have you definitely decided which party you will vote for at the next general election, or do you think you may well change your mind?**

**Base: All respondents expressing an intention to vote**

	Total	Vote Intention				2010 Vote		
		Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Unweighted base	4023	1308	1256	323	754	1397	874	752
Weighted base	3956	1186	1361	305	724	1223	984	728
Yes, I am pretty sure which party I will vote for at the next general election	3323 84%	1033 87%	1191 87%	226 74%	581 80%	1068 87%	881 90%	563 77%
No, I have not finally decided which party to vote for and may well change my mind	633 16%	153 13%	170 13%	79 26%	143 20%	155 13%	103 10%	165 23%

## Post Party Conference Poll

### ONLINE Fieldwork : 8th-9th October 2014

Absolutes/col percents

Table 9

**Q.4a Which of the following parties would you seriously consider voting for at the next general election?**

**Base: All respondents who may change their mind or who don't know who they would vote for**

	Gender		Age						Social Grade				Region					Employment Sector		
	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	Public	Pri-vate
Unweighted base	1208	503	705	128	183	219	239	186	253	474	324	165	245	318	295	311	199	85	171	455
Weighted base	1199	477	722	157	220	238	202	163	219	351	352	240	256	326	290	307	193	83	177	478
Conservative	416	193	223	34	65	81	73	66	97	157	124	76	59	121	107	101	61	26	68	182
	35%	40%	31%	22%	29%	34%	36%	40%	45%	45%	35%	32%	23%	37%	37%	33%	31%	32%	39%	38%
Labour	430	173	257	70	87	86	69	54	63	132	141	78	80	94	114	115	72	34	74	169
	36%	36%	36%	45%	40%	36%	34%	33%	29%	38%	40%	32%	31%	29%	39%	38%	37%	41%	42%	35%
Liberal Democrats	297	128	170	30	55	60	49	43	60	119	98	32	48	79	77	61	54	27	43	124
	25%	27%	23%	19%	25%	25%	24%	26%	27%	34%	28%	13%	19%	24%	26%	20%	28%	32%	25%	26%
The UK Independence Party (UKIP)	372	167	205	22	48	62	76	70	94	109	96	83	84	94	108	96	68	6	48	152
	31%	35%	28%	14%	22%	26%	38%	43%	43%	31%	27%	35%	33%	29%	37%	31%	35%	8%	27%	32%
Another party	166	73	93	23	37	30	20	28	30	55	64	16	32	40	34	38	35	19	28	58
	14%	15%	13%	15%	17%	12%	10%	17%	14%	16%	18%	6%	12%	12%	12%	18%	23%	16%	12%	
Prefer not to say	29	10	19	4	7	6	8	3	1	6	10	3	9	9	6	9	5	1	5	11
	2%	2%	3%	2%	3%	3%	4%	2%	*	2%	3%	1%	4%	3%	2%	3%	2%	1%	3%	2%
Don't know	270	78	192	50	56	59	40	30	35	52	76	70	73	69	58	79	41	23	36	106
	23%	16%	27%	32%	26%	25%	20%	18%	16%	15%	21%	29%	28%	21%	20%	26%	21%	28%	20%	22%



**Post Party Conference Poll**  
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Absolutes/col percents

Table 9

**Q.4a Which of the following parties would you seriously consider voting for at the next general election?**

**Base: All respondents who may change their mind or who don't know who they would vote for**

	Total	Vote Intention				2010 Vote		
		Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Unweighted base	1208	159	159	84	159	309	164	306
Weighted base	1199	153	170	79	143	272	186	298
Conservative	416	137	19	26	63	195	40	94
	35%	90%	11%	33%	44%	72%	21%	32%
Labour	430	47	147	27	25	53	117	111
	36%	31%	86%	35%	17%	19%	63%	37%
Liberal Democrats	297	34	45	62	20	47	32	143
	25%	22%	27%	79%	14%	17%	17%	48%
The UK Independence Party (UKIP)	372	61	38	9	128	142	49	64
	31%	40%	22%	11%	89%	52%	26%	22%
Another party	166	8	32	14	11	16	37	64
	14%	5%	19%	18%	8%	6%	20%	21%
Prefer not to say	29	-	-	-	-	-	1	-
	2%	-	-	-	-	-	*	-
Don't know	270	4	11	6	7	40	36	59
	23%	2%	6%	8%	5%	15%	19%	20%

**Post Party Conference Poll**  
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Absolutes/col percents

Table 10

**Q.9 Thinking about your and your family's own personal situation, which of these statements comes closest to your view, even if you don't completely agree with any of them?**

**Base: All respondents**

	Gender		Age						Social Grade				Region				Employment Sector			
	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	Public	Pri-vate
Unweighted base	5059	2600	2459	469	656	862	1000	842	1230	1856	1339	749	1115	1310	1310	1250	753	436	671	1953
Weighted base	5059	2479	2580	607	810	961	860	759	1062	1366	1467	1062	1163	1286	1335	1269	730	439	721	2113
I'm already feeling some of the benefits of an economic recovery	792 16%	458 18%	334 13%	116 19%	141 17%	158 16%	86 10%	108 14%	182 17%	291 21%	220 15%	164 15%	117 10%	252 20%	213 16%	179 14%	95 13%	53 12%	111 15%	411 19%
I'm not feeling the benefits of an economic recovery yet but expect to do so at some point	2181 43%	1052 42%	1130 44%	301 50%	378 47%	385 40%	360 42%	313 41%	444 42%	615 45%	674 46%	480 45%	413 35%	577 45%	558 42%	533 42%	325 45%	189 43%	301 42%	972 46%
I'm not feeling the benefits of an economic recovery and I don't expect to	2085 41%	970 39%	1116 43%	189 31%	291 36%	418 44%	414 48%	338 44%	436 41%	459 34%	573 39%	419 39%	634 55%	456 35%	564 42%	558 44%	310 42%	197 45%	309 43%	730 35%

**Post Party Conference Poll**  
**ONLINE Fieldwork : 8th-9th October 2014**

Absolutes/col percents

Table 10

**Q.9 Thinking about your and your family's own personal situation, which of these statements comes closest to your view, even if you don't completely agree with any of them?**

**Base: All respondents**

	Total	Vote Intention				2010 Vote		
		Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Unweighted base	5059	1308	1256	323	754	1559	979	920
Weighted base	5059	1186	1361	305	724	1371	1111	889
I'm already feeling some of the benefits of an economic recovery	792 16%	391 33%	164 12%	66 22%	56 8%	373 27%	146 13%	122 14%
I'm not feeling the benefits of an economic recovery yet but expect to do so at some point	2181 43%	654 55%	504 37%	148 49%	283 39%	674 49%	401 36%	363 41%
I'm not feeling the benefits of an economic recovery and I don't expect to	2085 41%	141 12%	693 51%	91 30%	385 53%	324 24%	565 51%	404 45%

## Post Party Conference Poll

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Absolutes/col percents

Table 11

**Q.10 Which of the following statements do you most agree with?****Base: All respondents**

	Gender		Age						Social Grade				Region				Employment Sector			
	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	Public	Pri-vate
Unweighted base	5059	2600	2459	469	656	862	1000	842	1230	1856	1339	749	1115	1310	1310	1250	753	436	671	1953
Weighted base	5059	2479	2580	607	810	961	860	759	1062	1366	1467	1062	1163	1286	1335	1269	730	439	721	2113
I am satisfied with the job David Cameron is doing overall as Prime Minister	1487 29%	764 31%	723 28%	174 29%	230 28%	296 31%	218 25%	212 28%	357 34%	481 35%	441 30%	313 29%	251 22%	419 33%	411 31%	343 27%	221 30%	93 21%	190 26%	702 33%
I am dissatisfied with the job that David Cameron is doing overall as Prime Minister - BUT I'd still prefer to have him as Prime Minister than have Ed Miliband as Prime Minister	1707 34%	840 34%	867 34%	217 36%	256 32%	294 31%	271 31%	272 36%	399 38%	477 35%	510 35%	350 33%	371 32%	450 35%	462 35%	406 32%	250 34%	141 32%	221 31%	702 33%
I am dissatisfied with the job that David Cameron is doing overall as Prime Minister - AND I'd prefer to have Ed Miliband as Prime Minister instead	1865 37%	875 35%	990 38%	216 36%	324 40%	372 39%	372 43%	275 36%	307 29%	407 30%	517 35%	399 38%	542 47%	417 32%	462 35%	521 41%	259 36%	205 47%	310 43%	709 34%

**Post Party Conference Poll**  
**ONLINE Fieldwork : 8th-9th October 2014**

Absolutes/col percents

Table 11

**Q.10 Which of the following statements do you most agree with?****Base: All respondents**

	Total	Vote Intention				2010 Vote		
		Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Unweighted base	5059	1308	1256	323	754	1559	979	920
Weighted base	5059	1186	1361	305	724	1371	1111	889
I am satisfied with the job David Cameron is doing overall as Prime Minister	1487 29%	890 75%	151 11%	99 32%	73 10%	761 56%	157 14%	194 22%
I am dissatisfied with the job that David Cameron is doing overall as Prime Minister - BUT I'd still prefer to have him as Prime Minister than have Ed Miliband as Prime Minister	1707 34%	291 25%	171 13%	133 44%	462 64%	530 39%	217 20%	313 35%
I am dissatisfied with the job that David Cameron is doing overall as Prime Minister - AND I'd prefer to have Ed Miliband as Prime Minister instead	1865 37%	5 *	1038 76%	73 24%	189 26%	80 6%	737 66%	382 43%

## Post Party Conference Poll

### ONLINE Fieldwork : 8th-9th October 2014

Absolutes/col percents

Table 12

**Q.11a Here are some things that people have said about the main political parties. Please can you say in each case whether, on balance, you think the statement is true of the Conservative Party?**

**Base: All respondents**

	Gender			Age						Social Grade				Region					Employment Sector	
	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	Public	Pri-vate
Unweighted base	5059	2600	2459	469	656	862	1000	842	1230	1856	1339	749	1115	1310	1310	1250	753	436	671	1953
Weighted base	5059	2479	2580	607	810	961	860	759	1062	1366	1467	1062	1163	1286	1335	1269	730	439	721	2113
<b><u>On the side of people like me</u></b>																				
True	1558 31%	798 32%	760 29%	183 30%	229 28%	270 28%	216 25%	223 29%	435 41%	544 40%	466 32%	322 30%	226 19%	450 35%	430 32%	355 28%	227 31%	96 22%	171 24%	721 34%
Not true	3501 69%	1681 68%	1820 71%	424 70%	580 72%	691 72%	644 75%	535 71%	627 59%	822 60%	1001 68%	741 70%	937 81%	835 65%	906 68%	914 72%	503 69%	343 78%	550 76%	1392 66%
<b><u>Willing to take tough decisions for the long term</u></b>																				
True	3179 63%	1605 65%	1574 61%	337 55%	449 55%	570 59%	543 63%	507 67%	774 73%	977 72%	938 64%	641 60%	623 54%	800 62%	859 64%	803 63%	472 65%	246 56%	421 58%	1332 63%
Not true	1880 37%	875 35%	1006 39%	270 45%	361 45%	391 41%	317 37%	252 33%	288 27%	389 28%	529 36%	422 40%	540 46%	486 38%	476 36%	467 37%	258 35%	193 44%	299 42%	781 37%
<b><u>Competent and capable</u></b>																				
True	2300 45%	1182 48%	1117 43%	271 45%	346 43%	428 45%	372 43%	340 45%	542 51%	724 53%	671 46%	507 48%	397 34%	631 49%	618 46%	530 42%	345 47%	174 40%	297 41%	1036 49%
Not true	2759 55%	1297 52%	1462 57%	336 55%	463 57%	533 55%	488 57%	419 55%	520 49%	642 47%	796 54%	555 52%	766 66%	654 51%	717 54%	739 58%	384 53%	265 60%	424 59%	1076 51%
<b><u>Clear about what they stand for</u></b>																				
True	2486 49%	1270 51%	1216 47%	274 45%	363 45%	477 50%	397 46%	382 50%	594 56%	761 56%	764 52%	480 45%	481 41%	619 48%	680 51%	608 48%	358 49%	220 50%	358 50%	1040 49%
Not true	2573 51%	1210 49%	1364 53%	334 55%	447 55%	484 50%	464 54%	377 50%	468 44%	605 44%	704 48%	582 55%	682 59%	666 52%	655 49%	661 52%	371 51%	220 50%	362 50%	1073 51%

## Post Party Conference Poll

### ONLINE Fieldwork : 8th-9th October 2014

Absolutes/col percents

Table 12

**Q.11a Here are some things that people have said about the main political parties. Please can you say in each case whether, on balance, you think the statement is true of the Conservative Party?**

**Base: All respondents**

	Total	Vote Intention				2010 Vote		
		Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Unweighted base	5059	1308	1256	323	754	1559	979	920
Weighted base	5059	1186	1361	305	724	1371	1111	889
<b><u>On the side of people like me</u></b>								
True	1558 31%	996 84%	118 9%	77 25%	98 13%	890 65%	126 11%	178 20%
Not true	3501 69%	189 16%	1243 91%	228 75%	627 87%	481 35%	985 89%	712 80%
<b><u>Willing to take tough decisions for the long term</u></b>								
True	3179 63%	1121 95%	684 50%	217 71%	397 55%	1167 85%	583 52%	576 65%
Not true	1880 37%	65 5%	677 50%	88 29%	327 45%	204 15%	529 48%	313 35%
<b><u>Competent and capable</u></b>								
True	2300 45%	1081 91%	319 23%	178 59%	227 31%	1041 76%	298 27%	356 40%
Not true	2759 55%	105 9%	1041 77%	127 41%	497 69%	330 24%	813 73%	534 60%
<b><u>Clear about what they stand for</u></b>								
True	2486 49%	993 84%	533 39%	176 58%	224 31%	954 70%	448 40%	452 51%
Not true	2573 51%	193 16%	827 61%	129 42%	501 69%	417 30%	664 60%	438 49%

## Post Party Conference Poll

### ONLINE Fieldwork : 8th-9th October 2014

Absolutes/col percents

Table 13

**Q.11b Here are some things that people have said about the main political parties. Please can you say in each case whether, on balance, you think the statement is true of the Labour Party?**

**Base: All respondents**

	Gender			Age						Social Grade				Region					Employment Sector	
	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	Public	Pri- vate
Unweighted base	5059	2600	2459	469	656	862	1000	842	1230	1856	1339	749	1115	1310	1310	1250	753	436	671	1953
Weighted base	5059	2479	2580	607	810	961	860	759	1062	1366	1467	1062	1163	1286	1335	1269	730	439	721	2113
<b><u>On the side of people like me</u></b>																				
True	2254	1085	1170	310	439	468	395	293	349	552	655	497	551	560	553	625	312	205	349	971
	45%	44%	45%	51%	54%	49%	46%	39%	33%	40%	45%	47%	47%	44%	41%	49%	43%	47%	48%	46%
Not true	2805	1394	1410	297	370	493	465	466	713	814	812	566	613	725	783	645	418	234	371	1141
	55%	56%	55%	49%	46%	51%	54%	61%	67%	60%	55%	53%	53%	56%	59%	51%	57%	53%	52%	54%
<b><u>Willing to take tough decisions for the long term</u></b>																				
True	1880	876	1003	264	358	407	327	238	286	434	549	420	476	463	473	531	247	165	310	813
	37%	35%	39%	44%	44%	42%	38%	31%	27%	32%	37%	40%	41%	36%	35%	42%	34%	38%	43%	38%
Not true	3179	1603	1576	343	452	555	533	521	776	932	918	643	688	822	863	738	482	274	411	1299
	63%	65%	61%	56%	56%	58%	62%	69%	73%	68%	63%	60%	59%	64%	65%	58%	66%	62%	57%	62%
<b><u>Competent and capable</u></b>																				
True	1727	804	923	253	340	391	285	208	250	403	492	394	438	418	433	481	240	156	276	761
	34%	32%	36%	42%	42%	41%	33%	27%	24%	29%	34%	37%	38%	32%	32%	38%	33%	35%	38%	36%
Not true	3332	1676	1656	354	470	571	575	550	812	963	975	668	726	868	903	789	489	283	444	1352
	66%	68%	64%	58%	58%	59%	67%	73%	76%	71%	66%	63%	62%	68%	68%	62%	67%	65%	62%	64%
<b><u>Clear about what they stand for</u></b>																				
True	1997	912	1086	297	367	411	320	268	334	491	590	440	476	497	513	530	266	191	310	873
	39%	37%	42%	49%	45%	43%	37%	35%	31%	36%	40%	41%	41%	39%	38%	42%	36%	44%	43%	41%
Not true	3062	1568	1494	311	442	550	540	490	728	875	877	623	687	789	822	739	464	248	410	1240
	61%	63%	58%	51%	55%	57%	63%	65%	69%	64%	60%	59%	59%	61%	62%	58%	64%	56%	57%	59%



## Post Party Conference Poll

### ONLINE Fieldwork : 8th-9th October 2014

Absolutes/col percents

Table 13

**Q.11b Here are some things that people have said about the main political parties. Please can you say in each case whether, on balance, you think the statement is true of the Labour Party?**

**Base: All respondents**

	Total	Vote Intention				2010 Vote		
		Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Unweighted base	5059	1308	1256	323	754	1559	979	920
Weighted base	5059	1186	1361	305	724	1371	1111	889
<b><u>On the side of people like me</u></b>								
True	2254 45%	210 18%	1237 91%	120 39%	144 20%	221 16%	884 80%	434 49%
Not true	2805 55%	976 82%	124 9%	185 61%	580 80%	1150 84%	228 20%	455 51%
<b><u>Willing to take tough decisions for the long term</u></b>								
True	1880 37%	146 12%	1065 78%	100 33%	133 18%	172 13%	748 67%	338 38%
Not true	3179 63%	1040 88%	296 22%	205 67%	591 82%	1199 87%	363 33%	551 62%
<b><u>Competent and capable</u></b>								
True	1727 34%	118 10%	1068 78%	86 28%	94 13%	134 10%	727 65%	298 33%
Not true	3332 66%	1068 90%	293 22%	219 72%	630 87%	1237 90%	384 35%	591 67%
<b><u>Clear about what they stand for</u></b>								
True	1997 39%	284 24%	1032 76%	101 33%	145 20%	304 22%	709 64%	328 37%
Not true	3062 61%	901 76%	329 24%	204 67%	580 80%	1067 78%	403 36%	561 63%

## Post Party Conference Poll

### ONLINE Fieldwork : 8th-9th October 2014

Absolutes/col percents

Table 14

**Q.11c Here are some things that people have said about the main political parties. Please can you say in each case whether, on balance, you think the statement is true of the Liberal Democrats?**

**Base: All respondents**

	Gender			Age						Social Grade				Region					Employment Sector	
	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	Public	Pri-vate
Unweighted base	5059	2600	2459	469	656	862	1000	842	1230	1856	1339	749	1115	1310	1310	1250	753	436	671	1953
Weighted base	5059	2479	2580	607	810	961	860	759	1062	1366	1467	1062	1163	1286	1335	1269	730	439	721	2113
<b><u>On the side of people like me</u></b>																				
True	1582 31%	776 31%	807 31%	185 30%	291 36%	319 33%	269 31%	207 27%	311 29%	480 35%	488 33%	300 28%	314 27%	421 33%	406 30%	362 28%	248 34%	146 33%	252 35%	697 33%
Not true	3477 69%	1703 69%	1773 69%	422 70%	518 64%	642 67%	591 69%	551 73%	751 71%	885 65%	979 67%	763 72%	850 73%	865 67%	929 70%	908 72%	482 66%	293 67%	469 65%	1415 67%
<b><u>Willing to take tough decisions for the long term</u></b>																				
True	1399 28%	708 29%	691 27%	162 27%	223 28%	274 28%	225 26%	222 29%	293 28%	421 31%	400 27%	284 27%	295 25%	364 28%	370 28%	324 26%	206 28%	135 31%	205 28%	606 29%
Not true	3660 72%	1771 71%	1889 73%	445 73%	586 72%	688 72%	636 74%	537 71%	769 72%	945 69%	1067 73%	778 73%	869 75%	922 72%	965 72%	945 74%	523 72%	304 69%	516 72%	1507 71%
<b><u>Competent and capable</u></b>																				
True	1071 21%	505 20%	566 22%	158 26%	207 26%	218 23%	168 19%	141 19%	179 17%	310 23%	328 22%	209 20%	224 19%	298 23%	269 20%	241 19%	152 21%	111 25%	164 23%	484 23%
Not true	3988 79%	1974 80%	2014 78%	449 74%	602 74%	744 77%	692 81%	618 81%	883 83%	1055 77%	1139 78%	854 80%	940 81%	988 77%	1066 80%	1028 81%	578 79%	328 75%	556 77%	1629 77%
<b><u>Clear about what they stand for</u></b>																				
True	1331 26%	654 26%	678 26%	172 28%	228 28%	252 26%	189 22%	199 26%	292 27%	397 29%	393 27%	278 26%	263 23%	357 28%	351 26%	295 23%	214 29%	114 26%	192 27%	568 27%
Not true	3728 74%	1825 74%	1902 74%	435 72%	581 72%	710 74%	671 78%	559 74%	770 73%	969 71%	1074 73%	785 74%	900 77%	928 72%	984 74%	974 77%	516 71%	326 74%	528 73%	1545 73%

## Post Party Conference Poll

### ONLINE Fieldwork : 8th-9th October 2014

Absolutes/col percents

Table 14

**Q.11c Here are some things that people have said about the main political parties. Please can you say in each case whether, on balance, you think the statement is true of the Liberal Democrats?**

**Base: All respondents**

	Total	Vote Intention				2010 Vote		
		Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Unweighted base	5059	1308	1256	323	754	1559	979	920
Weighted base	5059	1186	1361	305	724	1371	1111	889
<b><u>On the side of people like me</u></b>								
True	1582 31%	374 32%	437 32%	277 91%	92 13%	330 24%	341 31%	486 55%
Not true	3477 69%	812 68%	924 68%	28 9%	632 87%	1041 76%	771 69%	404 45%
<b><u>Willing to take tough decisions for the long term</u></b>								
True	1399 28%	303 26%	352 26%	248 81%	125 17%	322 23%	291 26%	392 44%
Not true	3660 72%	882 74%	1009 74%	57 19%	599 83%	1049 77%	820 74%	498 56%
<b><u>Competent and capable</u></b>								
True	1071 21%	238 20%	232 17%	242 79%	62 9%	200 15%	196 18%	319 36%
Not true	3988 79%	948 80%	1129 83%	63 21%	662 91%	1171 85%	915 82%	570 64%
<b><u>Clear about what they stand for</u></b>								
True	1331 26%	327 28%	315 23%	244 80%	113 16%	342 25%	247 22%	352 40%
Not true	3728 74%	859 72%	1046 77%	61 20%	611 84%	1029 75%	865 78%	537 60%

**Post Party Conference Poll**  
**ONLINE Fieldwork : 8th-9th October 2014**

Absolutes/col percents

Table 15

**Q.12 Which party do you think would have the best approach to each of the following issues - the Conservatives, Labour, or the Liberal Democrats?**

**Getting the economy growing and creating jobs**

**Base: All respondents**

	Gender		Age						Social Grade				Region				Employment Sector			
	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	Public	Pri-vate
Unweighted base	5059	2600	2459	469	656	862	1000	842	1230	1856	1339	749	1115	1310	1310	1250	753	436	671	1953
Weighted base	5059	2479	2580	607	810	961	860	759	1062	1366	1467	1062	1163	1286	1335	1269	730	439	721	2113
The Conservatives	2364	1259	1104	226	273	399	390	398	679	769	706	471	417	627	669	573	348	148	279	992
	47%	51%	43%	37%	34%	41%	45%	52%	64%	56%	48%	44%	36%	49%	50%	45%	48%	34%	39%	47%
Labour	2158	976	1183	307	431	456	383	271	310	452	598	485	623	515	526	593	299	224	353	897
	43%	39%	46%	51%	53%	47%	45%	36%	29%	33%	41%	46%	54%	40%	39%	47%	41%	51%	49%	42%
The Liberal Democrats	537	244	293	74	106	107	88	90	73	144	163	106	124	144	140	103	83	67	89	223
	11%	10%	11%	12%	13%	11%	10%	12%	7%	11%	11%	10%	11%	11%	11%	8%	11%	15%	12%	11%

**Post Party Conference Poll**  
**ONLINE Fieldwork : 8th-9th October 2014**

Absolutes/col percents

Table 15

**Q.12 Which party do you think would have the best approach to each of the following issues - the Conservatives, Labour, or the Liberal Democrats?**

**Getting the economy growing and creating jobs**

**Base: All respondents**

	Total	Vote Intention				2010 Vote		
		Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Unweighted base	5059	1308	1256	323	754	1559	979	920
Weighted base	5059	1186	1361	305	724	1371	1111	889
The Conservatives	2364	1141	120	94	435	1223	183	316
	47%	96%	9%	31%	60%	89%	17%	36%
Labour	2158	34	1186	47	218	123	871	369
	43%	3%	87%	15%	30%	9%	78%	41%
The Liberal Democrats	537	10	54	164	71	25	57	204
	11%	1%	4%	54%	10%	2%	5%	23%

**Post Party Conference Poll**  
**ONLINE Fieldwork : 8th-9th October 2014**

Absolutes/col percents

Table 16

**Q.12 Which party do you think would have the best approach to each of the following issues - the Conservatives, Labour, or the Liberal Democrats?**

**Cutting the deficit and the debt**

**Base: All respondents**

	Gender		Age						Social Grade				Region				Employment Sector			
	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	Public	Pri-vate
Unweighted base	5059	2600	2459	469	656	862	1000	842	1230	1856	1339	749	1115	1310	1310	1250	753	436	671	1953
Weighted base	5059	2479	2580	607	810	961	860	759	1062	1366	1467	1062	1163	1286	1335	1269	730	439	721	2113
The Conservatives	2949	1547	1402	274	389	517	532	487	750	917	869	591	572	768	803	724	437	216	386	1242
	58%	62%	54%	45%	48%	54%	62%	64%	71%	67%	59%	56%	49%	60%	60%	57%	60%	49%	54%	59%
Labour	1556	683	873	250	313	327	260	178	228	308	438	362	447	382	383	429	212	150	255	637
	31%	28%	34%	41%	39%	34%	30%	23%	21%	23%	30%	34%	38%	30%	29%	34%	29%	34%	35%	30%
The Liberal Democrats	554	249	304	83	107	118	68	94	85	140	160	109	144	135	148	117	81	73	79	234
	11%	10%	12%	14%	13%	12%	8%	12%	8%	10%	11%	10%	12%	11%	11%	9%	11%	17%	11%	11%

**Post Party Conference Poll**  
**ONLINE Fieldwork : 8th-9th October 2014**

Absolutes/col percents

Table 16

**Q.12 Which party do you think would have the best approach to each of the following issues - the Conservatives, Labour, or the Liberal Democrats?**

**Cutting the deficit and the debt**

**Base: All respondents**

	Total	Vote Intention				2010 Vote		
		Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Unweighted base	5059	1308	1256	323	754	1559	979	920
Weighted base	5059	1186	1361	305	724	1371	1111	889
The Conservatives	2949	1148	390	133	503	1269	397	462
	58%	97%	29%	43%	69%	93%	36%	52%
Labour	1556	29	890	25	141	71	658	232
	31%	2%	65%	8%	19%	5%	59%	26%
The Liberal Democrats	554	9	80	147	81	31	56	195
	11%	1%	6%	48%	11%	2%	5%	22%

**Post Party Conference Poll**  
**ONLINE Fieldwork : 8th-9th October 2014**

Absolutes/col percents

Table 17

**Q.12 Which party do you think would have the best approach to each of the following issues - the Conservatives, Labour, or the Liberal Democrats?**

**Improving the NHS**

**Base: All respondents**

	Gender		Age						Social Grade				Region				Employment Sector			
	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	Public	Pri-vate
Unweighted base	5059	2600	2459	469	656	862	1000	842	1230	1856	1339	749	1115	1310	1310	1250	753	436	671	1953
Weighted base	5059	2479	2580	607	810	961	860	759	1062	1366	1467	1062	1163	1286	1335	1269	730	439	721	2113
The Conservatives	1482	747	736	153	195	230	221	221	463	472	437	304	270	425	437	340	210	70	147	624
	29%	30%	29%	25%	24%	24%	26%	29%	44%	35%	30%	29%	23%	33%	33%	27%	29%	16%	20%	30%
Labour	2695	1323	1373	356	492	535	489	394	429	638	771	590	697	633	663	744	377	278	451	1107
	53%	53%	53%	59%	61%	56%	57%	52%	40%	47%	53%	55%	60%	49%	50%	59%	52%	63%	63%	52%
The Liberal Democrats	881	410	472	98	123	196	150	143	170	256	259	168	197	228	235	185	142	91	122	381
	17%	17%	18%	16%	15%	20%	17%	19%	16%	19%	18%	16%	17%	18%	18%	15%	19%	21%	17%	18%



**Post Party Conference Poll**  
**ONLINE Fieldwork : 8th-9th October 2014**

Absolutes/col percents

Table 17

**Q.12 Which party do you think would have the best approach to each of the following issues - the Conservatives, Labour, or the Liberal Democrats?**

**Improving the NHS**

**Base: All respondents**

	Total	Vote Intention				2010 Vote		
		Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Unweighted base	5059	1308	1256	323	754	1559	979	920
Weighted base	5059	1186	1361	305	724	1371	1111	889
The Conservatives	1482	846	50	28	259	902	61	126
	29%	71%	4%	9%	36%	66%	5%	14%
Labour	2695	206	1261	67	338	308	980	461
	53%	17%	93%	22%	47%	22%	88%	52%
The Liberal Democrats	881	134	50	209	127	160	71	303
	17%	11%	4%	69%	18%	12%	6%	34%

**Post Party Conference Poll**  
**ONLINE Fieldwork : 8th-9th October 2014**

Absolutes/col percents

Table 18

**Q.12 Which party do you think would have the best approach to each of the following issues - the Conservatives, Labour, or the Liberal Democrats?**

**Reforming welfare to cut benefit dependency**

**Base: All respondents**

	Gender		Age						Social Grade				Region				Employment Sector			
	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	Public	Pri-vate
Unweighted base	5059	2600	2459	469	656	862	1000	842	1230	1856	1339	749	1115	1310	1310	1250	753	436	671	1953
Weighted base	5059	2479	2580	607	810	961	860	759	1062	1366	1467	1062	1163	1286	1335	1269	730	439	721	2113
The Conservatives	2728	1410	1318	254	360	474	474	451	716	848	781	565	534	732	753	663	408	173	363	1114
	54%	57%	51%	42%	45%	49%	55%	59%	67%	62%	53%	53%	46%	57%	56%	52%	56%	39%	50%	53%
Labour	1612	722	890	265	332	326	284	192	214	319	465	377	450	386	408	425	225	168	250	700
	32%	29%	34%	44%	41%	34%	33%	25%	20%	23%	32%	35%	39%	30%	31%	33%	31%	38%	35%	33%
The Liberal Democrats	719	347	372	89	118	161	102	116	133	198	221	121	179	168	174	182	96	98	107	299
	14%	14%	14%	15%	15%	17%	12%	15%	13%	15%	15%	11%	15%	13%	13%	14%	13%	22%	15%	14%

**Post Party Conference Poll**  
**ONLINE Fieldwork : 8th-9th October 2014**

Absolutes/col percents

Table 18

**Q.12 Which party do you think would have the best approach to each of the following issues - the Conservatives, Labour, or the Liberal Democrats?**

**Reforming welfare to cut benefit dependency**

**Base: All respondents**

	Total	Vote Intention				2010 Vote		
		Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Unweighted base	5059	1308	1256	323	754	1559	979	920
Weighted base	5059	1186	1361	305	724	1371	1111	889
The Conservatives	2728	1105	380	103	477	1208	342	397
	54%	93%	28%	34%	66%	88%	31%	45%
Labour	1612	29	883	41	166	94	669	246
	32%	2%	65%	14%	23%	7%	60%	28%
The Liberal Democrats	719	52	98	161	82	69	101	246
	14%	4%	7%	53%	11%	5%	9%	28%

**Post Party Conference Poll**  
**ONLINE Fieldwork : 8th-9th October 2014**

Absolutes/col percents

Table 19

**Q.12 Which party do you think would have the best approach to each of the following issues - the Conservatives, Labour, or the Liberal Democrats?**

**Controlling immigration**

**Base: All respondents**

	Gender		Age						Social Grade				Region				Employment Sector			
	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	Public	Pri-vate
Unweighted base	5059	2600	2459	469	656	862	1000	842	1230	1856	1339	749	1115	1310	1310	1250	753	436	671	1953
Weighted base	5059	2479	2580	607	810	961	860	759	1062	1366	1467	1062	1163	1286	1335	1269	730	439	721	2113
The Conservatives	2663	1406	1257	282	369	438	456	421	698	837	810	520	496	713	729	639	391	190	352	1103
	53%	57%	49%	46%	46%	46%	53%	55%	66%	61%	55%	49%	43%	55%	55%	50%	54%	43%	49%	52%
Labour	1700	769	932	246	321	373	297	212	252	337	474	409	480	402	430	475	233	161	268	721
	34%	31%	36%	40%	40%	39%	35%	28%	24%	25%	32%	39%	41%	31%	32%	37%	32%	37%	37%	34%
The Liberal Democrats	696	305	391	80	120	150	108	126	112	192	183	133	188	171	176	155	105	88	101	288
	14%	12%	15%	13%	15%	16%	13%	17%	11%	14%	12%	13%	16%	13%	13%	12%	14%	20%	14%	14%

**Post Party Conference Poll**  
**ONLINE Fieldwork : 8th-9th October 2014**

Absolutes/col percents

Table 19

**Q.12 Which party do you think would have the best approach to each of the following issues - the Conservatives, Labour, or the Liberal Democrats?**

**Controlling immigration**

**Base: All respondents**

	Total	Vote Intention				2010 Vote		
		Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Unweighted base	5059	1308	1256	323	754	1559	979	920
Weighted base	5059	1186	1361	305	724	1371	1111	889
The Conservatives	2663	1078	356	116	426	1174	327	408
		53%	91%	26%	38%	59%	86%	29%
Labour	1700	56	898	36	195	130	676	265
		34%	5%	66%	12%	27%	9%	61%
The Liberal Democrats	696	52	107	153	103	67	108	216
		14%	4%	8%	50%	14%	5%	10%

**Post Party Conference Poll**  
**ONLINE Fieldwork : 8th-9th October 2014**

Absolutes/col percents

Table 20

**Q.12 Which party do you think would have the best approach to each of the following issues - the Conservatives, Labour, or the Liberal Democrats?**

**Tackling the cost of living**

**Base: All respondents**

	Gender		Age						Social Grade				Region				Employment Sector			
	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	Public	Pri-vate
Unweighted base	5059	2600	2459	469	656	862	1000	842	1230	1856	1339	749	1115	1310	1310	1250	753	436	671	1953
Weighted base	5059	2479	2580	607	810	961	860	759	1062	1366	1467	1062	1163	1286	1335	1269	730	439	721	2113
The Conservatives	1893	988	906	164	198	276	317	337	602	624	542	383	344	538	531	442	271	112	218	766
	37%	40%	35%	27%	24%	29%	37%	44%	57%	46%	37%	36%	30%	42%	40%	35%	37%	25%	30%	36%
Labour	2457	1147	1309	356	481	519	434	310	357	555	711	538	653	575	616	681	338	247	389	1035
	49%	46%	51%	59%	59%	54%	50%	41%	34%	41%	48%	51%	56%	45%	46%	54%	46%	56%	54%	49%
The Liberal Democrats	709	344	365	87	131	166	110	112	103	187	214	141	167	173	189	146	121	81	113	311
	14%	14%	14%	14%	16%	17%	13%	15%	10%	14%	15%	13%	14%	13%	14%	11%	17%	18%	16%	15%

**Post Party Conference Poll**  
**ONLINE Fieldwork : 8th-9th October 2014**

Absolutes/col percents

Table 20

**Q.12 Which party do you think would have the best approach to each of the following issues - the Conservatives, Labour, or the Liberal Democrats?**

**Tackling the cost of living**

**Base: All respondents**

	Total	Vote Intention				2010 Vote		
		Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Unweighted base	5059	1308	1256	323	754	1559	979	920
Weighted base	5059	1186	1361	305	724	1371	1111	889
The Conservatives	1893	989	90	53	352	1069	128	216
	37%	83%	7%	17%	49%	78%	11%	24%
Labour	2457	126	1214	57	277	211	918	417
	49%	11%	89%	19%	38%	15%	83%	47%
The Liberal Democrats	709	71	56	195	95	91	66	257
	14%	6%	4%	64%	13%	7%	6%	29%

**Post Party Conference Poll**  
**ONLINE Fieldwork : 8th-9th October 2014**

Absolutes/col percents

Table 21

**Q.12 Which party do you think would have the best approach to each of the following issues - the Conservatives, Labour, or the Liberal Democrats?**

**Introducing practical policies that would work in the long run**

**Base: All respondents**

	Gender		Age						Social Grade				Region					Employment Sector		
	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	Public	Pri-vate
Unweighted base	5059	2600	2459	469	656	862	1000	842	1230	1856	1339	749	1115	1310	1310	1250	753	436	671	1953
Weighted base	5059	2479	2580	607	810	961	860	759	1062	1366	1467	1062	1163	1286	1335	1269	730	439	721	2113
The Conservatives	2269	1174	1095	242	292	383	370	360	622	705	682	474	408	624	652	541	315	136	270	958
	45%	47%	42%	40%	36%	40%	43%	47%	59%	52%	46%	45%	35%	49%	49%	43%	43%	31%	37%	45%
Labour	2066	955	1110	288	402	425	369	271	310	437	571	479	580	482	510	585	295	195	340	857
	41%	39%	43%	47%	50%	44%	43%	36%	29%	32%	39%	45%	50%	37%	38%	46%	40%	44%	47%	41%
The Liberal Democrats	724	350	375	77	115	154	120	128	130	224	215	110	176	180	173	143	119	108	111	297
	14%	14%	15%	13%	14%	16%	14%	17%	12%	16%	15%	10%	15%	14%	13%	11%	16%	25%	15%	14%



**Post Party Conference Poll**  
**ONLINE Fieldwork : 8th-9th October 2014**

Absolutes/col percents

Table 21

**Q.12 Which party do you think would have the best approach to each of the following issues - the Conservatives, Labour, or the Liberal Democrats?**

**Introducing practical policies that would work in the long run**

**Base: All respondents**

	Total	Vote Intention				2010 Vote		
		Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Unweighted base	5059	1308	1256	323	754	1559	979	920
Weighted base	5059	1186	1361	305	724	1371	1111	889
The Conservatives	2269	1116	122	51	408	1197	164	248
	45%	94%	9%	17%	56%	87%	15%	28%
Labour	2066	36	1177	34	226	111	865	339
	41%	3%	86%	11%	31%	8%	78%	38%
The Liberal Democrats	724	34	62	220	91	63	83	303
	14%	3%	5%	72%	12%	5%	7%	34%

## Post Party Conference Poll

### ONLINE Fieldwork : 8th-9th October 2014

Absolutes/col percents

Table 22

**Q.13 Which of the following statements comes closest to your own view, even if none of them describes exactly what you think?**

**Base: All respondents**

	Gender		Age						Social Grade				Region				Employment Sector			
	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	Public	Pri-vate
Unweighted base	5059	2600	2459	469	656	862	1000	842	1230	1856	1339	749	1115	1310	1310	1250	753	436	671	1953
Weighted base	5059	2479	2580	607	810	961	860	759	1062	1366	1467	1062	1163	1286	1335	1269	730	439	721	2113
I would be happy to see the Conservatives in government after the next election and happy to see David Cameron staying as Prime Minister	1248 25%	640 26%	608 24%	129 21%	154 19%	224 23%	191 22%	190 25%	360 34%	416 30%	359 24%	255 24%	218 19%	328 25%	364 27%	285 22%	201 27%	71 16%	138 19%	554 26%
I would rather have David Cameron as PM than Ed Miliband, even if it means the Conservatives staying in government	879 17%	468 19%	412 16%	113 19%	151 19%	185 19%	146 17%	122 16%	162 15%	250 18%	260 18%	176 17%	193 17%	250 19%	216 16%	200 16%	140 19%	73 17%	125 17%	404 19%
I would rather have the Conservatives in government, even if it means David Cameron staying as PM	607 12%	303 12%	304 12%	66 11%	75 9%	76 8%	87 10%	113 15%	190 18%	195 14%	189 13%	122 12%	101 9%	169 13%	173 13%	140 11%	90 12%	36 8%	77 11%	218 10%
I would rather have Labour in government, even if it means Ed Miliband becoming PM	1248 25%	578 23%	670 26%	149 24%	248 31%	263 27%	235 27%	172 23%	181 17%	289 21%	375 26%	271 26%	313 27%	287 22%	307 23%	337 27%	160 22%	158 36%	217 30%	528 25%
I would rather have Ed Miliband as PM than David Cameron, even if it means having Labour in government	314 6%	118 5%	195 8%	52 9%	42 5%	59 6%	64 7%	55 7%	42 4%	54 4%	75 5%	90 8%	96 8%	83 6%	89 7%	71 6%	26 4%	44 10%	39 5%	125 6%
I would be happy to see Labour in government after the next election and happy to see Ed Miliband as PM	763 15%	371 15%	391 15%	98 16%	140 17%	154 16%	137 16%	107 14%	127 12%	162 12%	209 14%	148 14%	243 21%	169 13%	187 14%	235 18%	113 16%	58 13%	124 17%	284 13%

**Lord Ashcroft**

## Post Party Conference Poll

### ONLINE Fieldwork : 8th-9th October 2014

Absolutes/col percents

Table 22

**Q.13 Which of the following statements comes closest to your own view, even if none of them describes exactly what you think?**

**Base: All respondents**

	Total	Vote Intention				2010 Vote		
		Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Unweighted base	5059	1308	1256	323	754	1559	979	920
Weighted base	5059	1186	1361	305	724	1371	1111	889
I would be happy to see the Conservatives in government after the next election and happy to see David Cameron staying as Prime Minister	1248 25%	891 75%	33 2%	37 12%	73 10%	790 58%	64 6%	124 14%
I would rather have David Cameron as PM than Ed Miliband, even if it means the Conservatives staying in government	879 17%	116 10%	73 5%	130 42%	217 30%	204 15%	108 10%	223 25%
I would rather have the Conservatives in government, even if it means David Cameron staying as PM	607 12%	174 15%	35 3%	35 12%	189 26%	270 20%	47 4%	92 10%
I would rather have Labour in government, even if it means Ed Miliband becoming PM	1248 25%	3 *	642 47%	54 18%	116 16%	57 4%	485 44%	262 29%
I would rather have Ed Miliband as PM than David Cameron, even if it means having Labour in government	314 6%	- -	72 5%	22 7%	78 11%	26 2%	77 7%	56 6%
I would be happy to see Labour in government after the next election and happy to see Ed Miliband as PM	763 15%	2 *	506 37%	28 9%	52 7%	24 2%	331 30%	133 15%

**Post Party Conference Poll**  
**ONLINE Fieldwork : 8th-9th October 2014**

Absolutes/col percents

Table 23

**Q.14 The next general election is set to be held in eight months' time, on 7 May 2015. Which of the following would you most like to see as the outcome of the next election?**

**Base: All respondents**

	Gender			Age						Social Grade				Region					Employment Sector	
	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	Public	Pri-vate
Unweighted base	5059	2600	2459	469	656	862	1000	842	1230	1856	1339	749	1115	1310	1310	1250	753	436	671	1953
Weighted base	5059	2479	2580	607	810	961	860	759	1062	1366	1467	1062	1163	1286	1335	1269	730	439	721	2113
A Conservative government	1764 35%	922 37%	842 33%	181 30%	194 24%	294 31%	289 34%	290 38%	517 49%	561 41%	517 35%	375 35%	312 27%	487 38%	501 38%	421 33%	261 36%	94 21%	200 28%	737 35%
A coalition between the Conservatives and the Liberal Democrats	735 15%	363 15%	372 14%	83 14%	150 18%	132 14%	103 12%	117 15%	150 14%	234 17%	210 14%	148 14%	143 12%	211 16%	191 14%	149 12%	123 17%	61 14%	105 15%	349 17%
A coalition between Labour and the Liberal Democrats	885 17%	424 17%	460 18%	124 20%	133 16%	181 19%	170 20%	134 18%	142 13%	237 17%	265 18%	159 15%	224 19%	220 17%	223 17%	211 17%	111 15%	120 27%	141 20%	348 16%
A Labour government	1675 33%	769 31%	905 35%	219 36%	333 41%	354 37%	298 35%	218 29%	253 24%	333 24%	476 32%	381 36%	484 42%	367 29%	421 32%	488 38%	234 32%	165 38%	275 38%	679 32%

**Post Party Conference Poll**  
**ONLINE Fieldwork : 8th-9th October 2014**

Absolutes/col percents

Table 23

**Q.14 The next general election is set to be held in eight months' time, on 7 May 2015. Which of the following would you most like to see as the outcome of the next election?**

**Base: All respondents**

	Total	Vote Intention				2010 Vote		
		Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Unweighted base	5059	1308	1256	323	754	1559	979	920
Weighted base	5059	1186	1361	305	724	1371	1111	889
A Conservative government	1764 35%	994 84%	40 3%	22 7%	328 45%	1059 77%	102 9%	153 17%
A coalition between the Conservatives and the Liberal Democrats	735 15%	166 14%	50 4%	148 49%	107 15%	169 12%	64 6%	228 26%
A coalition between Labour and the Liberal Democrats	885 17%	15 1%	232 17%	121 40%	120 17%	69 5%	206 19%	254 29%
A Labour government	1675 33%	11 1%	1039 76%	13 4%	169 23%	75 5%	739 66%	255 29%

**Post Party Conference Poll**  
**ONLINE Fieldwork : 8th-9th October 2014**

Absolutes/col percents

Table 24  
**Gender**  
**Base: All respondents**

	Gender		Age						Social Grade				Region					Employment Sector		
	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	Public	Pri-vate
Unweighted base	5059	2600	2459	469	656	862	1000	842	1230	1856	1339	749	1115	1310	1310	1250	753	436	671	1953
Weighted base	5059	2479	2580	607	810	961	860	759	1062	1366	1467	1062	1163	1286	1335	1269	730	439	721	2113
Male	2479	2479	-	184	400	473	435	374	613	760	705	511	504	605	664	661	339	211	357	1175
	49%	100%	-	30%	49%	49%	51%	49%	58%	56%	48%	48%	43%	47%	50%	52%	46%	48%	50%	56%
Female	2580	-	2580	423	410	489	425	385	449	606	762	552	660	681	671	608	391	229	363	938
	51%	-	100%	70%	51%	51%	49%	51%	42%	44%	52%	52%	57%	53%	50%	48%	54%	52%	50%	44%

**Post Party Conference Poll**  
**ONLINE Fieldwork : 8th-9th October 2014**

Absolutes/col percents

Table 24  
**Gender**  
**Base: All respondents**

	<u>Total</u>	<u>Vote Intention</u>				<u>2010 Vote</u>		
		<u>Con</u>	<u>Lab</u>	<u>LibDem</u>	<u>UKIP</u>	<u>Con</u>	<u>Lab</u>	<u>LibDem</u>
Unweighted base	5059	1308	1256	323	754	1559	979	920
Weighted base	5059	1186	1361	305	724	1371	1111	889
Male	2479	634	697	164	427	744	568	484
	49%	54%	51%	54%	59%	54%	51%	54%
Female	2580	551	664	141	297	627	543	406
	51%	46%	49%	46%	41%	46%	49%	46%

## Post Party Conference Poll

### ONLINE Fieldwork : 8th-9th October 2014

Absolutes/col percents

Table 25

**Age****Base: All respondents**

	Gender			Age						Social Grade				Region				Employment Sector		
	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	Public	Pri-vate
Unweighted base	5059	2600	2459	469	656	862	1000	842	1230	1856	1339	749	1115	1310	1310	1250	753	436	671	1953
Weighted base	5059	2479	2580	607	810	961	860	759	1062	1366	1467	1062	1163	1286	1335	1269	730	439	721	2113
18-24	607 12%	184 7%	423 16%	607 100%	-	-	-	-	-	111 8%	234 16%	112 11%	151 13%	186 14%	136 10%	156 12%	95 13%	34 8%	61 8%	272 13%
25-34	810 16%	400 16%	410 16%	-	810 100%	-	-	-	-	209 15%	246 17%	179 17%	176 15%	248 19%	200 15%	171 14%	108 15%	82 19%	167 23%	470 22%
35-44	961 19%	473 19%	489 19%	-	-	961 100%	-	-	-	247 18%	270 18%	237 22%	208 18%	195 15%	263 20%	266 21%	136 19%	101 23%	194 27%	564 27%
45-54	860 17%	435 18%	425 16%	-	-	-	860 100%	-	-	192 14%	246 17%	213 20%	209 18%	194 15%	260 19%	216 17%	114 16%	77 17%	188 26%	448 21%
55-64	759 15%	374 15%	385 15%	-	-	-	-	759 100%	-	209 15%	194 13%	147 14%	208 18%	190 15%	231 17%	185 15%	95 13%	59 13%	87 12%	263 12%
65+	1062 21%	613 25%	449 17%	-	-	-	-	-	1062 100%	399 29%	278 19%	174 16%	211 18%	274 21%	245 18%	275 22%	182 25%	87 20%	24 3%	96 5%
Average age	47.03	49.13	45.01	21.70	30.25	39.94	49.64	59.36	69.80	50.15	45.11	45.83	46.88	46.02	47.38	47.36	47.71	46.84	41.88	41.16



**Post Party Conference Poll**  
**ONLINE Fieldwork : 8th-9th October 2014**

Absolutes/col percents

Table 25

**Age****Base: All respondents**

	Total	Vote Intention				2010 Vote		
		Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Unweighted base	5059	1308	1256	323	754	1559	979	920
Weighted base	5059	1186	1361	305	724	1371	1111	889
18-24	607 12%	96 8%	192 14%	25 8%	53 7%	53 4%	81 7%	53 6%
25-34	810 16%	127 11%	267 20%	57 19%	57 8%	134 10%	202 18%	141 16%
35-44	961 19%	204 17%	284 21%	61 20%	102 14%	219 16%	259 23%	167 19%
45-54	860 17%	190 16%	239 18%	33 11%	155 21%	243 18%	193 17%	148 17%
55-64	759 15%	188 16%	168 12%	48 16%	165 23%	248 18%	171 15%	150 17%
65+	1062 21%	381 32%	212 16%	80 26%	193 27%	474 35%	206 19%	230 26%
Average age	47.03	51.82	44.16	48.49	52.54	54.11	47.05	49.98

**Post Party Conference Poll**  
**ONLINE Fieldwork : 8th-9th October 2014**

Absolutes/col percents

Table 26  
**Social Grade**  
**Base: All respondents**

	Gender		Age						Social Grade				Region				Employment Sector			
	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	Public	Pri-vate
Unweighted base	5059	2600	2459	469	656	862	1000	842	1230	1856	1339	749	1115	1310	1310	1250	753	436	671	1953
Weighted base	5059	2479	2580	607	810	961	860	759	1062	1366	1467	1062	1163	1286	1335	1269	730	439	721	2113
AB	1366	760	606	111	209	247	192	209	399	1366	-	-	-	385	373	302	189	116	228	578
	27%	31%	24%	18%	26%	26%	22%	28%	38%	100%	-	-	-	30%	28%	24%	26%	26%	32%	27%
C1	1467	705	762	234	246	270	246	194	278	-	1467	-	-	382	334	386	239	126	309	632
	29%	28%	30%	39%	30%	28%	29%	26%	26%	-	100%	-	-	30%	25%	30%	33%	29%	43%	30%
C2	1062	511	552	112	179	237	213	147	174	-	-	1062	-	260	292	283	123	105	106	562
	21%	21%	21%	18%	22%	25%	25%	19%	16%	-	-	100%	-	20%	22%	22%	17%	24%	15%	27%
DE	1163	504	660	151	176	208	209	208	211	-	-	-	1163	258	336	299	178	93	77	341
	23%	20%	26%	25%	22%	22%	24%	27%	20%	-	-	-	100%	20%	25%	24%	24%	21%	11%	16%

**Post Party Conference Poll**  
**ONLINE Fieldwork : 8th-9th October 2014**

Absolutes/col percents

Table 26  
**Social Grade**  
**Base: All respondents**

	Total	Vote Intention				2010 Vote		
		Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Unweighted base	5059	1308	1256	323	754	1559	979	920
Weighted base	5059	1186	1361	305	724	1371	1111	889
AB	1366 27%	436 37%	329 24%	119 39%	151 21%	474 35%	281 25%	301 34%
C1	1467 29%	357 30%	393 29%	94 31%	177 25%	384 28%	327 29%	266 30%
C2	1062 21%	237 20%	298 22%	39 13%	183 25%	294 21%	237 21%	145 16%
DE	1163 23%	156 13%	340 25%	52 17%	214 29%	218 16%	267 24%	178 20%

## Post Party Conference Poll

### ONLINE Fieldwork : 8th-9th October 2014

Absolutes/col percents

Table 27  
**GO Region**  
**Base: All respondents**

	Gender		Age						Social Grade				Region				Employment Sector			
	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	Public	Pri- vate
Unweighted base	5059	2600	2459	469	656	862	1000	842	1230	1856	1339	749	1115	1310	1310	1250	753	436	671	1953
Weighted base	5059	2479	2580	607	810	961	860	759	1062	1366	1467	1062	1163	1286	1335	1269	730	439	721	2113
Scotland	439	211	229	34	82	101	77	59	87	116	126	105	93	-	-	-	-	439	74	186
	9%	8%	9%	6%	10%	11%	9%	8%	8%	8%	9%	10%	8%	-	-	-	-	100%	10%	9%
North East	229	116	113	27	30	45	34	31	61	53	69	48	59	-	-	229	-	-	31	77
	5%	5%	4%	4%	4%	5%	4%	4%	6%	4%	5%	5%	5%	-	-	18%	-	-	4%	4%
North West	594	307	288	62	83	137	104	88	121	150	170	129	146	-	-	594	-	-	81	262
	12%	12%	11%	10%	10%	14%	12%	12%	11%	11%	12%	12%	13%	-	-	47%	-	-	11%	12%
Yorkshire & Humberside	446	238	208	67	58	84	77	66	93	100	146	106	94	-	-	446	-	-	57	203
	9%	10%	8%	11%	7%	9%	9%	9%	9%	7%	10%	10%	8%	-	-	35%	-	-	8%	10%
West Midlands	468	234	234	54	91	80	86	80	77	146	106	106	110	-	468	-	-	-	60	208
	9%	9%	9%	9%	11%	8%	10%	10%	7%	11%	7%	10%	9%	-	35%	-	-	-	8%	10%
East Midlands	393	205	188	37	54	87	82	60	73	94	106	83	111	-	393	-	-	-	57	144
	8%	8%	7%	6%	7%	9%	10%	8%	7%	7%	7%	8%	10%	-	29%	-	-	-	8%	7%
Wales	268	125	143	32	51	53	44	32	56	61	93	44	70	-	-	-	268	-	51	97
	5%	5%	6%	5%	6%	5%	5%	4%	5%	4%	6%	4%	6%	-	-	-	37%	-	7%	5%
Eastern	474	225	249	46	55	96	92	91	95	133	123	103	115	-	474	-	-	-	70	202
	9%	9%	10%	8%	7%	10%	11%	12%	9%	10%	8%	10%	10%	-	36%	-	-	-	10%	10%
London	636	302	335	99	145	110	100	79	104	185	214	128	110	636	-	-	-	-	107	281
	13%	12%	13%	16%	18%	11%	12%	10%	10%	14%	15%	12%	9%	50%	-	-	-	-	15%	13%
South East	649	303	346	87	103	85	93	111	170	201	168	132	148	649	-	-	-	-	72	263
	13%	12%	13%	14%	13%	9%	11%	15%	16%	15%	11%	12%	13%	50%	-	-	-	-	10%	12%
South West	461	213	248	63	58	83	69	62	126	129	146	79	108	-	-	-	461	-	59	189
	9%	9%	10%	10%	7%	9%	8%	8%	12%	9%	10%	7%	9%	-	-	-	63%	-	8%	9%

**Post Party Conference Poll**  
**ONLINE Fieldwork : 8th-9th October 2014**

Absolutes/col percents

Table 27  
**GO Region**  
**Base: All respondents**

	Total	Vote Intention				2010 Vote		
		Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Unweighted base	5059	1308	1256	323	754	1559	979	920
Weighted base	5059	1186	1361	305	724	1371	1111	889
Scotland	439	58	97	27	12	50	111	64
	9%	5%	7%	9%	2%	4%	10%	7%
North East	229	36	86	13	33	47	74	36
	5%	3%	6%	4%	5%	3%	7%	4%
North West	594	135	202	17	70	166	164	89
	12%	11%	15%	6%	10%	12%	15%	10%
Yorkshire & Humberside	446	99	122	23	82	113	101	79
	9%	8%	9%	7%	11%	8%	9%	9%
West Midlands	468	123	132	27	74	139	123	59
	9%	10%	10%	9%	10%	10%	11%	7%
East Midlands	393	110	97	21	67	136	75	64
	8%	9%	7%	7%	9%	10%	7%	7%
Wales	268	39	93	15	37	41	91	36
	5%	3%	7%	5%	5%	3%	8%	4%
Eastern	474	121	107	23	98	150	78	79
	9%	10%	8%	8%	14%	11%	7%	9%
London	636	139	189	58	76	162	139	134
	13%	12%	14%	19%	10%	12%	12%	15%
South East	649	194	146	42	105	229	96	123
	13%	16%	11%	14%	14%	17%	9%	14%
South West	461	131	92	39	71	139	60	125
	9%	11%	7%	13%	10%	10%	5%	14%

**Post Party Conference Poll**  
**ONLINE Fieldwork : 8th-9th October 2014**

Absolutes/col percents

Table 28

**Have you taken a foreign holiday in the last 3 years?****Base: All respondents**

	Gender		Age						Social Grade				Region					Employment Sector		
	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	Public	Pri-vate
Unweighted base	5059	2600	2459	469	656	862	1000	842	1230	1856	1339	749	1115	1310	1310	1250	753	436	671	1953
Weighted base	5059	2479	2580	607	810	961	860	759	1062	1366	1467	1062	1163	1286	1335	1269	730	439	721	2113
Yes	3137	1584	1552	401	520	563	474	441	738	1067	949	644	476	850	783	789	440	274	508	1361
	62%	64%	60%	66%	64%	59%	55%	58%	69%	78%	65%	61%	41%	66%	59%	62%	60%	62%	70%	64%
No	1922	895	1028	207	290	398	386	318	324	299	518	418	687	436	552	480	289	165	213	752
	38%	36%	40%	34%	36%	41%	45%	42%	31%	22%	35%	39%	59%	34%	41%	38%	40%	38%	30%	36%

**Post Party Conference Poll**  
**ONLINE Fieldwork : 8th-9th October 2014**

Absolutes/col percents

Table 28

**Have you taken a foreign holiday in the last 3 years?****Base: All respondents**

	Total	Vote Intention				2010 Vote		
		Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Unweighted base	5059	1308	1256	323	754	1559	979	920
Weighted base	5059	1186	1361	305	724	1371	1111	889
Yes	3137	853	851	208	383	919	673	605
	62%	72%	63%	68%	53%	67%	61%	68%
No	1922	333	510	97	341	452	439	284
	38%	28%	37%	32%	47%	33%	39%	32%

## Post Party Conference Poll

### ONLINE Fieldwork : 8th-9th October 2014

Absolutes/col percents

Table 29  
**Tenure**  
**Base: All respondents**

	Gender		Age						Social Grade				Region				Employment Sector			
	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	Public	Pri- vate
Unweighted base	5059	2600	2459	469	656	862	1000	842	1230	1856	1339	749	1115	1310	1310	1250	753	436	671	1953
Weighted base	5059	2479	2580	607	810	961	860	759	1062	1366	1467	1062	1163	1286	1335	1269	730	439	721	2113
NET: Homeowners	3440	1766	1674	260	457	648	590	563	921	1174	1022	743	501	812	939	862	535	292	541	1427
	68%	71%	65%	43%	56%	67%	69%	74%	87%	86%	70%	70%	43%	63%	70%	68%	73%	66%	75%	68%
Owned outright - without mortgage	1669	907	762	107	101	131	200	331	798	604	463	337	265	437	432	417	264	119	162	448
	33%	37%	30%	18%	12%	14%	23%	44%	75%	44%	32%	32%	23%	34%	32%	33%	36%	27%	22%	21%
Owned with a mortgage or loan	1771	860	911	153	356	517	390	232	123	571	559	406	235	375	507	444	272	173	379	980
	35%	35%	35%	25%	44%	54%	45%	31%	12%	42%	38%	38%	20%	29%	38%	35%	37%	39%	53%	46%
NET: Renters	1557	686	871	314	337	304	267	195	140	173	435	305	644	459	380	391	181	146	177	652
	31%	28%	34%	52%	42%	32%	31%	26%	13%	13%	30%	29%	55%	36%	28%	31%	25%	33%	25%	31%
Rented from the council	658	291	367	88	99	157	135	105	74	43	117	157	339	208	160	155	63	71	57	254
	13%	12%	14%	14%	12%	16%	16%	14%	7%	3%	8%	15%	29%	16%	12%	12%	9%	16%	8%	12%
Rented from a housing association	298	133	165	61	51	48	55	46	37	23	88	48	139	85	77	81	24	31	25	104
	6%	5%	6%	10%	6%	5%	6%	6%	3%	2%	6%	5%	12%	7%	6%	6%	3%	7%	3%	5%
Rented from someone else	601	263	339	165	187	99	77	43	29	106	230	99	165	165	144	155	94	43	95	294
	12%	11%	13%	27%	23%	10%	9%	6%	3%	8%	16%	9%	14%	13%	11%	12%	13%	10%	13%	14%
Rent free	62	27	35	33	16	9	3	1	1	19	10	15	18	15	16	17	13	2	3	33
	1%	1%	1%	5%	2%	1%	*	*	*	1%	1%	1%	2%	1%	1%	2%	*	*	*	2%



**Post Party Conference Poll**  
**ONLINE Fieldwork : 8th-9th October 2014**

Absolutes/col percents

Table 29  
**Tenure**  
**Base: All respondents**

	Total	Vote Intention				2010 Vote		
		Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Unweighted base	5059	1308	1256	323	754	1559	979	920
Weighted base	5059	1186	1361	305	724	1371	1111	889
NET: Homeowners	3440	994	841	228	476	1133	774	665
	68%	84%	62%	75%	66%	83%	70%	75%
Owned outright - without mortgage	1669	537	373	126	255	647	348	332
	33%	45%	27%	41%	35%	47%	31%	37%
Owned with a mortgage or loan	1771	457	467	103	222	486	426	332
	35%	39%	34%	34%	31%	35%	38%	37%
NET: Renters	1557	180	503	77	241	224	333	219
	31%	15%	37%	25%	33%	16%	30%	25%
Rented from the council	658	62	209	19	118	93	162	75
	13%	5%	15%	6%	16%	7%	15%	8%
Rented from a housing association	298	33	103	15	53	42	69	43
	6%	3%	8%	5%	7%	3%	6%	5%
Rented from someone else	601	85	190	42	70	88	101	101
	12%	7%	14%	14%	10%	6%	9%	11%
Rent free	62	12	17	-	7	14	5	6
	1%	1%	1%	-	1%	1%	*	1%

## Post Party Conference Poll

### ONLINE Fieldwork : 8th-9th October 2014

Absolutes/col percents

Table 30

**What is the highest educational level that you have achieved to date?**

**Base: All respondents**

	Gender		Age						Social Grade				Region				Employment Sector			
	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	Public	Pri- vate
Unweighted base	5059	2600	2459	469	656	862	1000	842	1230	1856	1339	749	1115	1310	1310	1250	753	436	671	1953
Weighted base	5059	2479	2580	607	810	961	860	759	1062	1366	1467	1062	1163	1286	1335	1269	730	439	721	2113
No formal education	35 1%	17 1%	18 1%	4 1%	11 1%	6 1%	2 *	8 1%	4 *	1 *	8 1%	5 *	21 2%	9 1%	7 1%	14 1%	3 *	1 *	6 1%	8 *
Primary	29 1%	15 1%	14 1%	1 *	4 *	5 1%	2 *	10 1%	7 1%	3 *	6 *	10 1%	10 1%	7 1%	5 *	8 1%	7 1%	1 *	1 *	12 1%
Secondary school, high school, NVQ levels 1 to 3, etc.	2515 50%	1160 47%	1355 53%	245 40%	307 38%	486 51%	488 57%	435 57%	555 52%	378 28%	671 46%	648 61%	817 70%	579 45%	713 53%	668 53%	364 50%	191 44%	263 37%	1041 49%
University degree or equivalent professional qualification, NVQ level 4, etc.	1661 33%	884 36%	777 30%	141 23%	319 39%	325 34%	276 32%	228 30%	372 35%	653 48%	528 36%	282 27%	197 17%	405 31%	426 32%	418 33%	238 33%	174 40%	298 41%	753 36%
Higher university degree, doctorate, MBA, NVQ level 5, etc.	583 12%	315 13%	268 10%	46 8%	147 18%	125 13%	85 10%	72 9%	109 10%	294 22%	148 10%	74 7%	67 6%	212 16%	124 9%	110 9%	83 11%	55 13%	136 19%	257 12%
Still in full time education	167 3%	48 2%	119 5%	152 25%	8 1%	1 *	5 1%	1 *	- -	25 2%	90 6%	27 2%	26 2%	52 4%	41 3%	36 3%	25 3%	14 3%	9 1%	13 1%
Don't know	18 *	9 *	9 *	5 1%	1 *	6 1%	1 *	2 *	4 *	4 *	4 *	3 *	7 1%	6 1%	5 *	5 *	2 *	- -	1 *	7 *
Prefer not to answer	51 1%	32 1%	20 1%	14 2%	13 2%	9 1%	2 *	3 *	11 1%	7 1%	11 1%	15 1%	19 2%	15 1%	14 1%	11 1%	7 1%	3 1%	7 1%	21 1%

**Post Party Conference Poll**  
**ONLINE Fieldwork : 8th-9th October 2014**

Absolutes/col percents

Table 30

**What is the highest educational level that you have achieved to date?**

**Base: All respondents**

	Total	Vote Intention				2010 Vote		
		Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Unweighted base	5059	1308	1256	323	754	1559	979	920
Weighted base	5059	1186	1361	305	724	1371	1111	889
No formal education	35 1%	4 *	9 1%	1 *	5 1%	7 *	7 1%	1 *
Primary	29 1%	3 *	12 1%	2 1%	6 1%	10 1%	6 1%	- -
Secondary school, high school, NVQ levels 1 to 3, etc.	2515 50%	546 46%	656 48%	98 32%	470 65%	692 50%	548 49%	383 43%
University degree or equivalent professional qualification, NVQ level 4, etc.	1661 33%	477 40%	404 30%	134 44%	176 24%	493 36%	348 31%	356 40%
Higher university degree, doctorate, MBA, NVQ level 5, etc.	583 12%	124 10%	194 14%	58 19%	52 7%	149 11%	166 15%	139 16%
Still in full time education	167 3%	23 2%	68 5%	11 4%	6 1%	5 *	20 2%	8 1%
Don't know	18 *	3 *	2 *	- -	4 1%	5 *	5 *	- -
Prefer not to answer	51 1%	7 1%	16 1%	* *	5 1%	11 1%	11 1%	1 *

**Post Party Conference Poll**  
**ONLINE Fieldwork : 8th-9th October 2014**

Absolutes/col percents

Table 31

**Do you have a longstanding physical or mental condition or disability that has lasted or is likely to last 12 months and which has a substantial adverse effect on your ability to carry out day-to-day activities?**

**Base: All respondents**

	Gender		Age						Social Grade				Region					Employment Sector		
	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	Public	Pri-vate
Unweighted base	5059	2600	2459	469	656	862	1000	842	1230	1856	1339	749	1115	1310	1310	1250	753	436	671	1953
Weighted base	5059	2479	2580	607	810	961	860	759	1062	1366	1467	1062	1163	1286	1335	1269	730	439	721	2113
NET: Yes	964 19%	471 19%	493 19%	53 9%	89 11%	152 16%	196 23%	211 28%	264 25%	198 14%	212 14%	185 17%	369 32%	214 17%	255 19%	260 20%	152 21%	83 19%	82 11%	203 10%
Yes - physical condition	583 12%	283 11%	300 12%	16 3%	36 4%	76 8%	117 14%	136 18%	203 19%	125 9%	114 8%	122 11%	223 19%	114 9%	156 12%	175 14%	91 12%	47 11%	36 5%	117 6%
Yes - disability	369 7%	185 7%	183 7%	15 2%	24 3%	56 6%	86 10%	85 11%	103 10%	58 4%	77 5%	63 6%	171 15%	96 7%	101 8%	96 8%	49 7%	27 6%	19 3%	52 2%
Yes - mental condition	285 6%	120 5%	165 6%	36 6%	56 7%	76 8%	67 8%	33 4%	17 2%	42 3%	58 4%	44 4%	140 12%	56 4%	75 6%	83 7%	43 6%	27 6%	31 4%	65 3%
Yes - other	52 1%	30 1%	22 1%	2 *	3 *	5 *	13 2%	16 2%	13 1%	11 1%	14 1%	6 1%	20 2%	9 1%	16 1%	14 1%	6 1%	7 2%	7 1%	6 *
No	3980 79%	1952 79%	2028 79%	535 88%	690 85%	794 83%	644 75%	532 70%	784 74%	1147 84%	1219 83%	853 80%	762 65%	1042 81%	1053 79%	982 77%	557 76%	346 79%	624 87%	1866 88%
Prefer not to say	115 2%	56 2%	59 2%	20 3%	31 4%	15 2%	19 2%	16 2%	14 1%	21 2%	36 2%	25 2%	33 3%	29 2%	28 2%	27 2%	20 3%	10 2%	15 2%	44 2%

**Post Party Conference Poll**  
**ONLINE Fieldwork : 8th-9th October 2014**

Absolutes/col percents

Table 31

**Do you have a longstanding physical or mental condition or disability that has lasted or is likely to last 12 months and which has a substantial adverse effect on your ability to carry out day-to-day activities?**

**Base: All respondents**

	Total	Vote Intention				2010 Vote		
		Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Unweighted base	5059	1308	1256	323	754	1559	979	920
Weighted base	5059	1186	1361	305	724	1371	1111	889
NET: Yes	964 19%	174 15%	265 20%	49 16%	186 26%	246 18%	219 20%	171 19%
Yes - physical condition	583 12%	119 10%	148 11%	27 9%	124 17%	168 12%	126 11%	101 11%
Yes - disability	369 7%	57 5%	119 9%	16 5%	75 10%	96 7%	94 8%	65 7%
Yes - mental condition	285 6%	30 3%	86 6%	17 5%	45 6%	41 3%	58 5%	48 5%
Yes - other	52 1%	6 *	13 1%	2 1%	12 2%	11 1%	18 2%	7 1%
No	3980 79%	997 84%	1072 79%	251 82%	523 72%	1096 80%	866 78%	705 79%
Prefer not to say	115 2%	15 1%	23 2%	5 2%	16 2%	29 2%	27 2%	14 2%

**Post Party Conference Poll**  
**ONLINE Fieldwork : 8th-9th October 2014**

Absolutes/col percents

Table 32

**Thinking about your household's food and grocery shopping, are you personally responsible for selecting half or more of the items to be bought from supermarkets and food shops?**

**Base: All respondents**

	Gender		Age						Social Grade				Region				Employment Sector			
	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	Public	Pri-vate
Unweighted base	5059	2600	2459	469	656	862	1000	842	1230	1856	1339	749	1115	1310	1310	1250	753	436	671	1953
Weighted base	5059	2479	2580	607	810	961	860	759	1062	1366	1467	1062	1163	1286	1335	1269	730	439	721	2113
Yes - responsible for half or more of the items bought	4483 89%	2070 84%	2412 94%	432 71%	727 90%	905 94%	814 95%	711 94%	894 84%	1182 87%	1298 88%	942 89%	1061 91%	1122 87%	1189 89%	1139 90%	643 88%	389 89%	657 91%	1911 90%
No - not responsible for most of the items bought	576 11%	409 16%	167 6%	175 29%	83 10%	56 6%	46 5%	47 6%	168 16%	184 13%	170 12%	120 11%	102 9%	163 13%	146 11%	130 10%	87 12%	50 11%	63 9%	202 10%

**Post Party Conference Poll**  
**ONLINE Fieldwork : 8th-9th October 2014**

Absolutes/col percents

Table 32

**Thinking about your household's food and grocery shopping, are you personally responsible for selecting half or more of the items to be bought from supermarkets and food shops?**

**Base: All respondents**

	Total	Vote Intention				2010 Vote		
		Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Unweighted base	5059	1308	1256	323	754	1559	979	920
Weighted base	5059	1186	1361	305	724	1371	1111	889
Yes - responsible for half or more of the items bought	4483 89%	1051 89%	1228 90%	278 91%	642 89%	1223 89%	1022 92%	792 89%
No - not responsible for most of the items bought	576 11%	135 11%	133 10%	27 9%	82 11%	148 11%	89 8%	98 11%

**Post Party Conference Poll**  
**ONLINE Fieldwork : 8th-9th October 2014**

Absolutes/col percents

Table 33

**How many cars are there in your household?****Base: All respondents**

	Gender		Age						Social Grade				Region			Employment Sector				
	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	Public	Pri-vate
Unweighted base	5059	2600	2459	469	656	862	1000	842	1230	1856	1339	749	1115	1310	1310	1250	753	436	671	1953
Weighted base	5059	2479	2580	607	810	961	860	759	1062	1366	1467	1062	1163	1286	1335	1269	730	439	721	2113
No cars in the household	1022	426	596	208	185	197	185	129	119	134	318	130	440	334	224	268	104	92	125	378
	20%	17%	23%	34%	23%	20%	21%	17%	11%	10%	22%	12%	38%	26%	17%	21%	14%	21%	17%	18%
NET: Any	4037	2053	1984	399	625	765	675	630	943	1232	1149	932	724	951	1111	1001	625	348	596	1734
	80%	83%	77%	66%	77%	80%	79%	83%	89%	90%	78%	88%	62%	74%	83%	79%	86%	79%	83%	82%
1	2095	1048	1047	153	313	393	331	344	560	531	602	479	482	496	562	567	285	186	262	847
	41%	42%	41%	25%	39%	41%	38%	45%	53%	39%	41%	45%	41%	39%	42%	45%	39%	42%	36%	40%
2	1482	769	712	147	242	318	251	196	326	545	434	328	175	352	415	347	242	126	248	665
	29%	31%	28%	24%	30%	33%	29%	26%	31%	40%	30%	31%	15%	27%	31%	27%	33%	29%	34%	31%
3+	460	235	225	99	69	53	93	90	56	156	113	125	67	104	134	88	99	35	86	223
	9%	9%	9%	16%	9%	6%	11%	12%	5%	11%	8%	12%	6%	8%	10%	7%	14%	8%	12%	11%



**Post Party Conference Poll**  
**ONLINE Fieldwork : 8th-9th October 2014**

Absolutes/col percents

Table 33

**How many cars are there in your household?****Base: All respondents**

	Total	Vote Intention				2010 Vote		
		Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Unweighted base	5059	1308	1256	323	754	1559	979	920
Weighted base	5059	1186	1361	305	724	1371	1111	889
No cars in the household	1022 20%	124 10%	329 24%	58 19%	130 18%	144 11%	240 22%	144 16%
NET: Any	4037 80%	1062 90%	1032 76%	247 81%	595 82%	1227 89%	871 78%	745 84%
1	2095 41%	486 41%	608 45%	132 43%	310 43%	570 42%	509 46%	401 45%
2	1482 29%	451 38%	328 24%	84 28%	223 31%	523 38%	286 26%	269 30%
3+	460 9%	125 11%	96 7%	31 10%	62 9%	134 10%	76 7%	75 8%

**Post Party Conference Poll**  
**ONLINE Fieldwork : 8th-9th October 2014**

Absolutes/col percents

Table 34

**To which of the following ethnic groups do you consider you belong?**

**Base: All respondents**

	Gender		Age						Social Grade				Region				Employment Sector			
	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	Public	Pri- vate
Unweighted base	5059	2600	2459	469	656	862	1000	842	1230	1856	1339	749	1115	1310	1310	1250	753	436	671	1953
Weighted base	5059	2479	2580	607	810	961	860	759	1062	1366	1467	1062	1163	1286	1335	1269	730	439	721	2113
White	4616	2273	2343	477	671	865	807	746	1049	1252	1318	975	1070	1044	1248	1207	698	418	638	1891
	91%	92%	91%	79%	83%	90%	94%	98%	99%	92%	90%	92%	92%	81%	93%	95%	96%	95%	88%	90%
NET: Non-white	378	170	208	112	120	83	49	8	6	95	127	78	79	210	80	50	20	19	75	183
	7%	7%	8%	18%	15%	9%	6%	1%	1%	7%	9%	7%	7%	16%	6%	4%	3%	4%	10%	9%
Mixed	71	30	41	16	20	21	11	2	1	23	23	7	17	32	13	15	5	6	12	38
	1%	1%	2%	3%	2%	2%	1%	*	*	2%	2%	1%	1%	2%	1%	1%	1%	1%	2%	2%
Asian	192	91	101	68	72	29	20	2	1	43	51	58	40	101	48	23	11	10	36	84
	4%	4%	4%	11%	9%	3%	2%	*	*	3%	3%	5%	3%	8%	4%	2%	2%	2%	5%	4%
Black	83	32	51	22	21	22	12	4	1	21	36	10	16	59	13	8	2	1	22	45
	2%	1%	2%	4%	3%	2%	1%	1%	*	2%	2%	1%	1%	5%	1%	1%	*	*	3%	2%
Chinese	19	11	8	5	3	7	3	-	1	5	9	1	4	9	4	4	1	1	4	10
	*	*	*	1%	*	1%	*	-	*	*	1%	*	*	1%	*	*	*	*	1%	*
Other ethnic group	14	6	8	1	4	3	3	1	2	3	7	1	3	10	2	-	1	1	2	6
	*	*	*	*	*	*	*	*	*	*	*	*	*	1%	*	-	*	*	*	*
Prefer not to answer	65	37	29	19	18	13	5	5	7	19	23	10	14	32	7	13	11	2	8	38
	1%	1%	1%	3%	2%	1%	1%	1%	1%	1%	2%	1%	1%	2%	1%	1%	2%	*	1%	2%

**Post Party Conference Poll**  
**ONLINE Fieldwork : 8th-9th October 2014**

Absolutes/col percents

Table 34

**To which of the following ethnic groups do you consider you belong?**

**Base: All respondents**

	Total	Vote Intention				2010 Vote		
		Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Unweighted base	5059	1308	1256	323	754	1559	979	920
Weighted base	5059	1186	1361	305	724	1371	1111	889
White	4616	1120	1171	287	704	1328	977	832
	91%	94%	86%	94%	97%	97%	88%	94%
NET: Non-white	378	57	169	14	12	32	118	49
	7%	5%	12%	5%	2%	2%	11%	6%
Mixed	71	15	26	7	1	5	22	15
	1%	1%	2%	2%	*	*	2%	2%
Asian	192	28	93	7	9	19	60	22
	4%	2%	7%	2%	1%	1%	5%	2%
Black	83	12	41	-	-	3	32	9
	2%	1%	3%	-	-	*	3%	1%
Chinese	19	1	7	1	1	2	1	2
	*	*	*	*	*	*	*	*
Other ethnic group	14	1	2	-	1	3	3	2
	*	*	*	-	*	*	*	*
Prefer not to answer	65	9	20	4	8	11	17	8
	1%	1%	1%	1%	1%	1%	2%	1%

## Post Party Conference Poll

### ONLINE Fieldwork : 8th-9th October 2014

Absolutes/col percents

Table 35

**To which of the following religious groups do you consider yourself to be a member of?**

**Base: All respondents**

	Gender		Age						Social Grade				Region				Employment Sector			
	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	Public	Pri- vate
Unweighted base	5059	2600	2459	469	656	862	1000	842	1230	1856	1339	749	1115	1310	1310	1250	753	436	671	1953
Weighted base	5059	2479	2580	607	810	961	860	759	1062	1366	1467	1062	1163	1286	1335	1269	730	439	721	2113
Christian	2656	1288	1368	174	311	472	464	491	745	724	755	583	594	641	714	703	381	218	365	1031
	53%	52%	53%	29%	38%	49%	54%	65%	70%	53%	51%	55%	51%	50%	53%	55%	52%	50%	51%	49%
NET: Other	353	156	197	75	103	57	58	26	34	94	87	85	87	147	90	65	26	24	66	136
	7%	6%	8%	12%	13%	6%	7%	3%	3%	7%	6%	8%	7%	11%	7%	5%	4%	6%	9%	6%
Muslim	118	57	61	40	47	21	8	3	-	24	30	32	32	55	33	27	2	2	25	44
	2%	2%	2%	7%	6%	2%	1%	*	-	2%	2%	3%	3%	4%	2%	2%	*	*	3%	2%
Hindu	41	17	24	14	15	5	6	-	1	14	9	11	7	26	4	2	4	4	4	19
	1%	1%	1%	2%	2%	*	1%	-	*	1%	1%	1%	1%	2%	*	*	1%	1%	1%	1%
Jewish	29	13	16	-	-	2	8	5	13	9	14	-	6	15	6	7	-	1	7	7
	1%	1%	1%	-	-	*	1%	1%	1%	1%	1%	-	*	1%	*	1%	-	*	1%	*
Sikh	22	9	13	7	12	2	2	-	-	3	5	11	3	12	10	-	-	-	6	10
	*	*	1%	1%	1%	*	*	-	-	*	*	1%	*	1%	1%	-	-	-	1%	*
Buddhist	40	20	20	1	8	5	14	4	8	10	8	9	13	15	8	10	3	4	3	17
	1%	1%	1%	*	1%	*	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	*	1%	*	1%
Other	103	40	63	13	20	24	20	14	12	34	22	21	26	22	30	20	17	13	21	38
	2%	2%	2%	2%	3%	2%	2%	2%	1%	2%	1%	2%	2%	2%	2%	2%	2%	3%	3%	2%
None	1934	974	960	328	360	417	322	233	274	518	574	381	460	448	505	483	305	192	268	886
	38%	39%	37%	54%	44%	43%	37%	31%	26%	38%	39%	36%	40%	35%	38%	38%	42%	44%	37%	42%
Prefer not to say	116	62	55	30	37	15	17	9	8	30	50	14	22	50	26	18	16	5	22	59
	2%	2%	2%	5%	5%	2%	2%	1%	1%	2%	3%	1%	2%	4%	2%	1%	2%	1%	3%	3%

**Post Party Conference Poll**  
**ONLINE Fieldwork : 8th-9th October 2014**

Absolutes/col percents

Table 35

**To which of the following religious groups do you consider yourself to be a member of?**

**Base: All respondents**

	Total	Vote Intention				2010 Vote		
		Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Unweighted base	5059	1308	1256	323	754	1559	979	920
Weighted base	5059	1186	1361	305	724	1371	1111	889
Christian	2656	803	666	145	409	929	593	417
	53%	68%	49%	48%	56%	68%	53%	47%
NET: Other	353	56	130	21	29	48	102	59
	7%	5%	10%	7%	4%	4%	9%	7%
Muslim	118	11	58	6	7	6	44	20
	2%	1%	4%	2%	1%	*	4%	2%
Hindu	41	6	24	3	-	4	15	4
	1%	*	2%	1%	-	*	1%	*
Jewish	29	17	2	-	2	17	5	2
	1%	1%	*	-	*	1%	*	*
Sikh	22	4	15	-	-	2	8	-
	*	*	1%	-	-	*	1%	-
Buddhist	40	1	8	5	11	6	8	12
	1%	*	1%	2%	1%	*	1%	1%
Other	103	17	24	6	9	14	22	21
	2%	1%	2%	2%	1%	1%	2%	2%
None	1934	316	527	133	276	374	390	396
	38%	27%	39%	44%	38%	27%	35%	44%
Prefer not to say	116	11	37	6	11	20	26	18
	2%	1%	3%	2%	2%	1%	2%	2%

## Post Party Conference Poll

### ONLINE Fieldwork : 8th-9th October 2014

Absolutes/col percents

Table 36

Which of the following best describes where you live?

Base: All respondents

	Gender		Age						Social Grade				Region				Employment Sector			
	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	Public	Pri-vate
Unweighted base	5059	2600	2459	469	656	862	1000	842	1230	1856	1339	749	1115	1310	1310	1250	753	436	671	1953
Weighted base	5059	2479	2580	607	810	961	860	759	1062	1366	1467	1062	1163	1286	1335	1269	730	439	721	2113
NET: Urban	3976	1960	2016	505	715	812	665	553	726	1018	1186	817	956	1137	992	1030	495	322	583	1709
	79%	79%	78%	83%	88%	84%	77%	73%	68%	74%	81%	77%	82%	88%	74%	81%	68%	73%	81%	81%
Urban - Population over 10,000	2089	1134	956	297	419	422	326	283	342	596	641	396	457	765	466	471	205	182	366	902
	41%	46%	37%	49%	52%	44%	38%	37%	32%	44%	44%	37%	39%	60%	35%	37%	28%	41%	51%	43%
Town and Fringe	1887	826	1060	208	296	390	339	269	385	422	545	420	499	371	525	560	290	140	217	806
	37%	33%	41%	34%	37%	41%	39%	36%	36%	31%	37%	40%	43%	29%	39%	44%	40%	32%	30%	38%
NET: Rural	1083	519	564	102	95	149	195	206	336	348	281	246	207	149	343	239	234	117	138	404
	21%	21%	22%	17%	12%	16%	23%	27%	32%	26%	19%	23%	18%	12%	26%	19%	32%	27%	19%	19%
Village	951	462	488	93	85	136	174	182	280	295	247	220	188	133	311	223	194	89	127	354
	19%	19%	19%	15%	11%	14%	20%	24%	26%	22%	17%	21%	16%	10%	23%	18%	27%	20%	18%	17%
Hamlet & Isolated Dwelling	132	57	76	9	9	13	21	24	55	53	34	26	19	16	32	16	40	28	11	50
	3%	2%	3%	2%	1%	1%	2%	3%	5%	4%	2%	2%	2%	1%	2%	1%	5%	6%	2%	2%

**Post Party Conference Poll**  
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Absolutes/col percents

Table 36

**Which of the following best describes where you live?****Base: All respondents**

	Total	Vote Intention				2010 Vote		
		Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Unweighted base	5059	1308	1256	323	754	1559	979	920
Weighted base	5059	1186	1361	305	724	1371	1111	889
NET: Urban	3976	864	1145	231	563	981	944	690
	79%	73%	84%	76%	78%	72%	85%	78%
Urban - Population over 10,000	2089	427	662	148	258	462	527	393
	41%	36%	49%	49%	36%	34%	47%	44%
Town and Fringe	1887	437	483	83	304	519	417	297
	37%	37%	35%	27%	42%	38%	38%	33%
NET: Rural	1083	322	216	74	162	390	167	199
	21%	27%	16%	24%	22%	28%	15%	22%
Village	951	270	203	64	143	336	158	169
	19%	23%	15%	21%	20%	25%	14%	19%
Hamlet & Isolated Dwelling	132	52	13	10	19	54	10	30
	3%	4%	1%	3%	3%	4%	1%	3%

## Post Party Conference Poll

### ONLINE Fieldwork : 8th-9th October 2014

Absolutes/col percents

Table 37

**Which of the following best describes your current working status?**

**Base: All respondents**

	Gender		Age						Social Grade				Region					Employment Sector		
	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	Public	Pri-vate
Unweighted base	5059	2600	2459	469	656	862	1000	842	1230	1856	1339	749	1115	1310	1310	1250	753	436	671	1953
Weighted base	5059	2479	2580	607	810	961	860	759	1062	1366	1467	1062	1163	1286	1335	1269	730	439	721	2113
NET: Working	2833	1532	1301	333	636	758	636	351	120	806	941	668	418	723	741	712	397	260	721	2113
	56%	62%	50%	55%	79%	79%	74%	46%	11%	59%	64%	63%	36%	56%	56%	56%	54%	59%	100%	100%
Working full time - working 30 hours per week or more	2226	1366	860	242	552	607	521	248	57	650	754	525	296	567	571	555	321	213	568	1658
	44%	55%	33%	40%	68%	63%	61%	33%	5%	48%	51%	49%	25%	44%	43%	44%	44%	48%	79%	78%
Working part time - working between 8 and 29 hours per week	607	166	441	91	84	151	115	103	63	156	187	143	122	156	170	157	76	47	152	455
	12%	7%	17%	15%	10%	16%	13%	14%	6%	11%	13%	13%	10%	12%	13%	12%	10%	11%	21%	22%
NET: Not working	2226	947	1279	274	173	203	224	408	942	560	526	394	745	562	594	558	333	179	-	-
	44%	38%	50%	45%	21%	21%	26%	54%	89%	41%	36%	37%	64%	44%	44%	44%	46%	41%	-	-
Not working but seeking work or temporarily unemployed or sick	252	126	126	37	61	53	51	47	3	21	29	23	179	75	56	62	33	25	-	-
	5%	5%	5%	6%	8%	6%	6%	6%	*	2%	2%	2%	15%	6%	4%	5%	5%	6%	-	-
Not working and not seeking work	329	118	210	200	26	28	41	32	1	37	121	37	133	93	85	82	42	28	-	-
	6%	5%	8%	33%	3%	3%	5%	4%	*	3%	8%	3%	11%	7%	6%	6%	6%	6%	-	-
Retired on a state pension only	270	85	185	-	-	-	1	48	222	23	20	44	184	58	80	66	45	21	-	-
	5%	3%	7%	-	-	-	*	6%	21%	2%	1%	4%	16%	5%	6%	5%	6%	5%	-	-
Retired with a private pension	907	572	335	-	-	-	10	188	709	418	282	149	58	235	228	230	147	68	-	-
	18%	23%	13%	-	-	-	1%	25%	67%	31%	19%	14%	5%	18%	17%	18%	20%	15%	-	-
House person, housewife, househusband, etc.	468	46	422	37	86	122	121	93	8	62	73	142	191	102	145	118	66	36	-	-
	9%	2%	16%	6%	11%	13%	14%	12%	1%	5%	5%	13%	16%	8%	11%	9%	9%	8%	-	-



**Post Party Conference Poll**  
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Absolutes/col percents

Table 37

**Which of the following best describes your current working status?**

**Base: All respondents**

	Total	Vote Intention				2010 Vote		
		Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Unweighted base	5059	1308	1256	323	754	1559	979	920
Weighted base	5059	1186	1361	305	724	1371	1111	889
NET: Working	2833	641	809	173	367	711	676	505
	56%	54%	59%	57%	51%	52%	61%	57%
Working full time - working 30 hours per week or more	2226	508	656	133	294	567	545	402
	44%	43%	48%	44%	41%	41%	49%	45%
Working part time - working between 8 and 29 hours per week	607	132	153	40	73	144	132	103
	12%	11%	11%	13%	10%	11%	12%	12%
NET: Not working	2226	545	551	132	357	660	435	384
	44%	46%	41%	43%	49%	48%	39%	43%
Not working but seeking work or temporarily unemployed or sick	252	24	68	8	40	34	50	28
	5%	2%	5%	3%	6%	3%	5%	3%
Not working and not seeking work	329	41	107	19	31	29	43	33
	6%	3%	8%	6%	4%	2%	4%	4%
Retired on a state pension only	270	69	66	14	59	98	60	56
	5%	6%	5%	5%	8%	7%	5%	6%
Retired with a private pension	907	339	172	73	159	396	171	207
	18%	29%	13%	24%	22%	29%	15%	23%
House person, housewife, househusband, etc.	468	71	138	18	68	103	111	60
	9%	6%	10%	6%	9%	8%	10%	7%

## Post Party Conference Poll

### ONLINE Fieldwork : 8th-9th October 2014

Absolutes/col percents

Table 38

**Do you work in any of the following occupations?****Base: All respondents who work**

	Gender		Age						Social Grade				Region				Employment Sector			
	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	Public	Pri- vate
Unweighted base	2624	1432	1192	242	502	665	716	368	131	1009	808	441	366	686	674	654	364	246	671	1953
Weighted base	2833	1532	1301	333	636	758	636	351	120	806	941	668	418	723	741	712	397	260	721	2113
NET: Public Sector	721	357	363	61	167	194	188	87	24	228	309	106	77	179	187	169	111	74	721	-
	25%	23%	28%	18%	26%	26%	30%	25%	20%	28%	33%	16%	18%	25%	25%	24%	28%	29%	100%	-
Central government including all administrative departments and central government agencies such as the Bank of England	68	40	28	10	18	18	13	6	3	31	28	7	1	27	10	13	12	5	68	-
	2%	3%	2%	3%	3%	2%	2%	2%	2%	4%	3%	1%	*	4%	1%	2%	3%	2%	9%	-
HM Forces	5	5	-	2	-	1	1	1	-	2	1	2	-	2	-	1	2	-	5	-
	*	*	-	1%	-	*	*	*	-	*	*	*	-	*	-	*	1%	-	1%	-
National Health Service	163	68	95	19	40	51	35	14	4	47	61	31	23	39	49	37	21	16	163	-
	6%	4%	7%	6%	6%	7%	6%	4%	3%	6%	7%	5%	5%	5%	7%	5%	5%	6%	23%	-
Universities and Academies funded by government	72	30	41	7	18	21	21	3	2	28	39	5	-	14	22	18	13	6	72	-
	3%	2%	3%	2%	3%	3%	3%	1%	2%	3%	4%	1%	-	2%	3%	2%	3%	2%	10%	-
Courts service	7	2	5	2	-	3	2	-	-	1	3	2	-	2	3	2	-	-	7	-
	*	*	*	1%	-	*	*	-	-	*	*	*	-	*	*	*	-	-	1%	-
Local government administration	100	50	50	1	15	33	30	16	4	22	63	9	5	20	22	21	21	17	100	-
	4%	3%	4%	*	2%	4%	5%	5%	4%	3%	7%	1%	1%	3%	3%	3%	5%	6%	14%	-
Police service	36	32	4	4	4	12	11	5	1	3	33	-	-	9	7	13	3	4	36	-
	1%	2%	*	1%	1%	2%	2%	1%	1%	*	3%	-	-	1%	1%	2%	1%	2%	5%	-
Public sector housing	17	11	5	1	8	4	4	-	-	9	4	2	2	4	4	5	2	*	17	-
	1%	1%	*	*	1%	*	1%	-	-	1%	*	*	*	1%	1%	1%	1%	*	2%	-
Teaching employed by local education authority including voluntary aided schools and foundation schools	105	35	70	7	23	21	31	21	3	55	22	16	12	31	30	19	18	7	105	-
	4%	2%	5%	2%	4%	3%	5%	6%	2%	7%	2%	2%	3%	4%	4%	3%	4%	3%	15%	-

**Post Party Conference Poll**  
**ONLINE Fieldwork : 8th-9th October 2014**

Absolutes/col percents

Table 38

**Do you work in any of the following occupations?****Base: All respondents who work**

	Gender			Age						Social Grade				Region					Employment Sector		
	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	Public	Pri-vate	
Weighted base	2833	1532	1301	333	636	758	636	351	120	806	941	668	418	723	741	712	397	260	721	2113	
Public corporations such as the Royal Mail or British Nuclear fuels or Driving Standards agency	30 1%	24 2%	5 *	2 1%	7 1%	4 *	13 2%	4 1%	- -	3 *	6 1%	7 1%	14 3%	3 *	11 2%	5 1%	6 2%	3 1%	30 4%	- -	
Bradford and Bingley or Northern Rock Building societies	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other public sector occupation (please specify as much detail as possible)	119 4%	59 4%	60 5%	6 2%	34 5%	27 4%	27 4%	17 5%	8 6%	27 3%	48 5%	25 4%	20 5%	28 4%	28 4%	35 5%	13 3%	15 6%	119 17%	- -	
None of the above (Private Sector)	2113 75%	1175 77%	938 72%	272 82%	470 74%	564 74%	448 70%	263 75%	96 80%	578 72%	632 67%	562 84%	341 82%	544 75%	554 75%	543 76%	286 72%	186 71%	-	2113 100%	

**Post Party Conference Poll**  
**ONLINE Fieldwork : 8th-9th October 2014**

Absolutes/col percents

Table 38

**Do you work in any of the following occupations?****Base: All respondents who work**

	Total	Vote Intention				2010 Vote		
		Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Unweighted base	2624	633	704	168	352	736	550	481
Weighted base	2833	641	809	173	367	711	676	505
NET: Public Sector	721	151	244	48	66	149	201	160
	25%	24%	30%	28%	18%	21%	30%	32%
Central government including all administrative departments and central government agencies such as the Bank of England	68	12	25	3	11	15	30	11
	2%	2%	3%	1%	3%	2%	4%	2%
HM Forces	5	-	-	-	4	2	-	-
	*	-	-	-	1%	*	-	-
National Health Service	163	32	64	7	9	27	47	26
	6%	5%	8%	4%	3%	4%	7%	5%
Universities and Academies funded by government	72	20	17	10	6	19	14	24
	3%	3%	2%	6%	2%	3%	2%	5%
Courts service	7	4	3	-	-	1	3	-
	*	1%	*	-	-	*	*	-
Local government administration	100	16	40	7	6	14	38	27
	4%	2%	5%	4%	2%	2%	6%	5%
Police service	36	4	9	6	3	10	5	13
	1%	1%	1%	3%	1%	1%	1%	3%
Public sector housing	17	6	5	1	-	4	7	2
	1%	1%	1%	*	-	1%	1%	*
Teaching employed by local education authority including voluntary aided schools and foundation schools	105	33	22	7	9	34	22	17
	4%	5%	3%	4%	3%	5%	3%	3%

**Post Party Conference Poll**  
**ONLINE Fieldwork : 8th-9th October 2014**

Absolutes/col percents

Table 38

**Do you work in any of the following occupations?****Base: All respondents who work**

	Total	Vote Intention				2010 Vote		
		Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Weighted base	2833	641	809	173	367	711	676	505
Public corporations such as the Royal Mail or British Nuclear fuels or Driving Standards agency	30 1%	2 *	11 1%	- -	11 3%	4 1%	11 2%	9 2%
Bradford and Bingley or Northern Rock Building societies	- -	- -	- -	- -	- -	- -	- -	- -
Other public sector occupation (please specify as much detail as possible)	119 4%	22 3%	48 6%	8 5%	8 2%	20 3%	25 4%	31 6%
None of the above (Private Sector)	2113 75%	490 76%	565 70%	125 72%	301 82%	562 79%	476 70%	345 68%

## Post Party Conference Poll

### ONLINE Fieldwork : 8th-9th October 2014

Absolutes/col percents

Table 39

**Do you have any children aged 18 or under? If so, how old are they?**

**Base: All respondents**

	Gender		Age						Social Grade				Region			Employment Sector				
	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	Public	Pri- vate
Unweighted base	5059	2600	2459	469	656	862	1000	842	1230	1856	1339	749	1115	1310	1310	1250	753	436	671	1953
Weighted base	5059	2479	2580	607	810	961	860	759	1062	1366	1467	1062	1163	1286	1335	1269	730	439	721	2113
No children aged 18 or under	3514	1799	1715	481	442	348	509	680	1053	976	1050	661	827	925	924	845	516	304	430	1260
	69%	73%	66%	79%	55%	36%	59%	90%	99%	71%	72%	62%	71%	72%	69%	67%	71%	69%	60%	60%
NET: Yes	1502	654	848	102	357	609	349	77	9	383	401	393	324	345	403	414	208	131	281	828
	30%	26%	33%	17%	44%	63%	41%	10%	1%	28%	27%	37%	28%	27%	30%	33%	29%	30%	39%	39%
Yes - children aged under 5 years old	526	197	329	78	237	185	24	1	-	128	153	123	122	147	118	130	77	54	88	284
	10%	8%	13%	13%	29%	19%	3%	*	-	9%	10%	12%	11%	11%	9%	10%	11%	12%	12%	13%
Yes - children aged 5 to 10 years old	639	291	348	31	160	341	98	8	1	181	184	134	141	138	163	175	94	70	108	366
	13%	12%	13%	5%	20%	35%	11%	1%	*	13%	13%	13%	12%	11%	12%	14%	13%	16%	15%	17%
Yes - children aged 11 to 15 years old	523	263	261	12	68	238	169	33	4	145	119	157	103	109	163	160	52	39	110	288
	10%	11%	10%	2%	8%	25%	20%	4%	*	11%	8%	15%	9%	8%	12%	13%	7%	9%	15%	14%
Yes - children aged 16 to 18 years old	362	145	216	5	4	121	177	49	5	79	96	106	81	66	107	98	64	27	64	191
	7%	6%	8%	1%	1%	13%	21%	7%	*	6%	7%	10%	7%	5%	8%	8%	9%	6%	9%	9%
Refused	43	26	17	24	11	4	2	2	-	7	16	8	12	15	8	11	5	4	9	24
	1%	1%	1%	4%	1%	*	*	*	-	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%

**Post Party Conference Poll**  
**ONLINE Fieldwork : 8th-9th October 2014**

Absolutes/col percents

Table 39

**Do you have any children aged 18 or under? If so, how old are they?**

**Base: All respondents**

	Total	Vote Intention				2010 Vote		
		Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Unweighted base	5059	1308	1256	323	754	1559	979	920
Weighted base	5059	1186	1361	305	724	1371	1111	889
No children aged 18 or under	3514 69%	888 75%	873 64%	214 70%	554 77%	1025 75%	694 62%	675 76%
NET: Yes	1502 30%	290 24%	477 35%	91 30%	167 23%	337 25%	408 37%	213 24%
Yes - children aged under 5 years old	526 10%	94 8%	156 11%	38 12%	39 5%	90 7%	129 12%	70 8%
Yes - children aged 5 to 10 years old	639 13%	118 10%	218 16%	34 11%	65 9%	138 10%	192 17%	91 10%
Yes - children aged 11 to 15 years old	523 10%	96 8%	177 13%	27 9%	73 10%	138 10%	138 12%	80 9%
Yes - children aged 16 to 18 years old	362 7%	82 7%	110 8%	14 4%	58 8%	101 7%	101 9%	42 5%
Refused	43 1%	8 1%	11 1%	* *	3 *	9 1%	10 1%	2 *

## Post Party Conference Poll

### ONLINE Fieldwork : 8th-9th October 2014

Absolutes/col percents

Table 40

Which of the following ITV regions do you live in?

Base: All respondents

	Gender			Age						Social Grade				Region					Employment Sector	
	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	Public	Pri- vate
Unweighted base	5059	2600	2459	469	656	862	1000	842	1230	1856	1339	749	1115	1310	1310	1250	753	436	671	1953
Weighted base	5059	2479	2580	607	810	961	860	759	1062	1366	1467	1062	1163	1286	1335	1269	730	439	721	2113
Anglia	512 10%	246 10%	266 10%	58 10%	70 9%	105 11%	99 12%	85 11%	95 9%	127 9%	125 9%	125 12%	135 12%	46 4%	464 35%	2 *	1 *	-	72 10%	223 11%
Border	51 1%	27 1%	24 1%	3 1%	7 1%	8 1%	10 1%	6 1%	18 2%	14 1%	12 1%	14 1%	13 1%	-	-	31 2%	-	20 5%	5 1%	19 1%
Central	760 15%	389 16%	371 14%	77 13%	140 17%	143 15%	151 18%	123 16%	127 12%	221 16%	190 13%	168 16%	181 16%	25 2%	716 54%	2 *	10 1%	7 2%	111 15%	313 15%
Granada	576 11%	291 12%	285 11%	67 11%	78 10%	134 14%	98 11%	85 11%	113 11%	145 11%	164 11%	119 11%	147 13%	4 *	7 1%	558 44%	4 1%	2 1%	82 11%	254 12%
London	834 16%	395 16%	439 17%	115 19%	169 21%	141 15%	129 15%	119 16%	160 15%	265 19%	264 18%	171 16%	133 11%	780 61%	50 4%	-	4 1%	-	128 18%	362 17%
Meridian	497 10%	225 9%	271 11%	70 12%	68 8%	65 7%	70 8%	82 11%	142 13%	146 11%	144 10%	88 8%	118 10%	429 33%	10 1%	-	57 8%	-	50 7%	193 9%
STV	410 8%	203 8%	207 8%	31 5%	74 9%	98 10%	71 8%	57 7%	80 8%	109 8%	122 8%	97 9%	82 7%	1 *	-	-	-	410 93%	70 10%	177 8%
Tyne Tees	235 5%	122 5%	113 4%	26 4%	30 4%	47 5%	35 4%	32 4%	65 6%	54 4%	71 5%	49 5%	60 5%	-	-	235 19%	-	-	30 4%	81 4%
Wales	263 5%	123 5%	140 5%	30 5%	51 6%	52 5%	44 5%	31 4%	55 5%	60 4%	93 6%	43 4%	68 6%	-	-	1 *	263 36%	-	50 7%	96 5%
West	159 3%	73 3%	86 3%	20 3%	22 3%	32 3%	23 3%	23 3%	39 4%	53 4%	47 3%	18 2%	41 4%	1 *	13 1%	3 *	142 19%	-	24 3%	65 3%
Westcountry	252 5%	120 5%	132 5%	36 6%	36 4%	45 5%	41 5%	33 4%	60 6%	63 5%	76 5%	50 5%	62 5%	-	4 *	-	248 34%	-	33 5%	111 5%
Yorkshire	510 10%	265 11%	245 10%	73 12%	65 8%	92 10%	89 10%	83 11%	108 10%	109 8%	158 11%	120 11%	123 11%	-	71 5%	438 35%	-	-	65 9%	219 10%



**Post Party Conference Poll**  
**ONLINE Fieldwork : 8th-9th October 2014**

Absolutes/col percents

Table 40

Which of the following ITV regions do you live in?

Base: All respondents

	Total	Vote Intention				2010 Vote		
		Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Unweighted base	5059	1308	1256	323	754	1559	979	920
Weighted base	5059	1186	1361	305	724	1371	1111	889
Anglia	512	125	121	26	101	156	82	87
	10%	11%	9%	9%	14%	11%	7%	10%
Border	51	14	7	7	5	14	14	13
	1%	1%	*	2%	1%	1%	1%	1%
Central	760	200	206	45	116	237	174	115
	15%	17%	15%	15%	16%	17%	16%	13%
Granada	576	131	198	14	66	159	157	80
	11%	11%	15%	5%	9%	12%	14%	9%
London	834	215	231	64	115	236	166	171
	16%	18%	17%	21%	16%	17%	15%	19%
Meridian	497	146	102	39	76	175	75	94
	10%	12%	7%	13%	10%	13%	7%	11%
STV	410	53	92	23	12	44	103	59
	8%	4%	7%	8%	2%	3%	9%	7%
Tyne Tees	235	38	88	13	35	49	76	39
	5%	3%	6%	4%	5%	4%	7%	4%
Wales	263	37	91	15	36	39	89	36
	5%	3%	7%	5%	5%	3%	8%	4%
West	159	43	35	15	22	45	31	37
	3%	4%	3%	5%	3%	3%	3%	4%
Westcountry	252	66	56	19	46	74	30	74
	5%	6%	4%	6%	6%	5%	3%	8%
Yorkshire	510	120	135	24	95	143	114	83
	10%	10%	10%	8%	13%	10%	10%	9%

## Post Party Conference Poll

### ONLINE Fieldwork : 8th-9th October 2014

Absolutes/col percents

Table 41  
**Marital Status**  
**Base: All respondents**

	Gender		Age						Social Grade				Region				Employment Sector			
	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	Public	Pri- vate
Unweighted base	5059	2600	2459	469	656	862	1000	842	1230	1856	1339	749	1115	1310	1310	1250	753	436	671	1953
Weighted base	5059	2479	2580	607	810	961	860	759	1062	1366	1467	1062	1163	1286	1335	1269	730	439	721	2113
Single	1248 25%	643 26%	605 23%	435 72%	305 38%	232 24%	155 18%	75 10%	46 4%	263 19%	449 31%	196 18%	340 29%	363 28%	329 25%	287 23%	167 23%	102 23%	189 26%	607 29%
NET: Married/ Civil partnership/ co habiting	3229 64%	1618 65%	1611 62%	153 25%	485 60%	665 69%	593 69%	543 72%	792 75%	971 71%	855 58%	787 74%	616 53%	749 58%	865 65%	844 66%	483 66%	288 66%	467 65%	1327 63%
Married	2513 50%	1294 52%	1219 47%	46 8%	307 38%	480 50%	474 55%	466 61%	739 70%	814 60%	654 45%	611 58%	434 37%	581 45%	693 52%	644 51%	369 51%	227 52%	354 49%	952 45%
Civil Partnership	49 1%	29 1%	20 1%	5 1%	11 1%	10 1%	12 1%	3 *	9 1%	9 1%	8 1%	15 1%	17 1%	18 1%	7 1%	13 1%	6 1%	5 1%	8 1%	19 1%
Co Habiting	667 13%	295 12%	372 14%	101 17%	167 21%	175 18%	106 12%	74 10%	44 4%	148 11%	193 13%	161 15%	165 14%	151 12%	165 12%	188 15%	108 15%	55 13%	105 15%	356 17%
NET: Widowed/ separated/ divorced	541 11%	197 8%	345 13%	- -	7 1%	61 6%	111 13%	138 18%	224 21%	121 9%	152 10%	74 7%	194 17%	156 12%	138 10%	126 10%	74 10%	48 11%	59 8%	158 7%
Widowed	142 3%	44 2%	98 4%	- -	- -	4 *	12 1%	29 4%	96 9%	38 3%	45 3%	12 1%	46 4%	39 3%	27 2%	41 3%	20 3%	15 3%	8 1%	19 1%
Separated	61 1%	23 1%	38 1%	- -	2 *	14 1%	21 2%	11 1%	13 1%	13 1%	17 1%	6 1%	25 2%	19 1%	19 1%	8 1%	8 1%	7 2%	11 1%	23 1%
Divorced	339 7%	130 5%	209 8%	- -	6 1%	43 4%	78 9%	98 13%	115 11%	69 5%	90 6%	57 5%	123 11%	99 8%	92 7%	76 6%	46 6%	25 6%	40 6%	115 5%
Prefer not to answer	40 1%	22 1%	19 1%	19 3%	12 2%	4 *	1 *	4 1%	- -	12 1%	11 1%	5 *	13 1%	17 1%	3 *	13 1%	5 1%	2 *	6 1%	21 1%

**Post Party Conference Poll**  
**ONLINE Fieldwork : 8th-9th October 2014**

Absolutes/col percents

Table 41  
**Marital Status**  
**Base: All respondents**

	Total	Vote Intention				2010 Vote		
		Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Unweighted base	5059	1308	1256	323	754	1559	979	920
Weighted base	5059	1186	1361	305	724	1371	1111	889
Single	1248 25%	207 17%	373 27%	69 23%	146 20%	204 15%	237 21%	177 20%
NET: Married/ Civil partnership/ co habiting	3229 64%	840 71%	845 62%	203 66%	486 67%	987 72%	735 66%	608 68%
Married	2513 50%	698 59%	651 48%	157 51%	384 53%	836 61%	585 53%	471 53%
Civil Partnership	49 1%	13 1%	10 1%	4 1%	3 *	13 1%	8 1%	12 1%
Co Habiting	667 13%	130 11%	183 13%	42 14%	99 14%	138 10%	142 13%	126 14%
NET: Widowed/ separated/ divorced	541 11%	133 11%	135 10%	33 11%	89 12%	174 13%	135 12%	100 11%
Widowed	142 3%	41 3%	27 2%	10 3%	20 3%	61 4%	26 2%	27 3%
Separated	61 1%	12 1%	19 1%	2 1%	6 1%	15 1%	12 1%	11 1%
Divorced	339 7%	79 7%	88 6%	20 7%	62 9%	98 7%	98 9%	61 7%
Prefer not to answer	40 1%	6 1%	8 1%	* *	3 *	5 *	5 *	4 *

## Post Party Conference Poll

### ONLINE Fieldwork : 8th-9th October 2014

Absolutes/col percents

Table 42

Which of the following cities do you live in, or nearest to?

Base: All respondents

	Gender		Age						Social Grade				Region				Employment Sector			
	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	Public	Pri- vate
Unweighted base	5059	2600	2459	469	656	862	1000	842	1230	1856	1339	749	1115	1310	1310	1250	753	436	671	1953
Weighted base	5059	2479	2580	607	810	961	860	759	1062	1366	1467	1062	1163	1286	1335	1269	730	439	721	2113
Glasgow	215 4%	106 4%	109 4%	12 2%	42 5%	50 5%	39 5%	26 3%	45 4%	49 4%	59 4%	54 5%	53 5%	-	3 *	-	-	212 48%	33 5%	86 4%
Edinburgh	169 3%	74 3%	95 4%	17 3%	35 4%	40 4%	24 3%	21 3%	32 3%	50 4%	52 4%	37 4%	30 3%	-	-	1 *	-	169 38%	34 5%	80 4%
Newcastle	234 5%	122 5%	112 4%	23 4%	30 4%	44 5%	37 4%	32 4%	66 6%	54 4%	70 5%	53 5%	57 5%	-	-	234 18%	-	-	30 4%	81 4%
Leeds	222 4%	112 5%	109 4%	35 6%	22 3%	44 5%	31 4%	38 5%	52 5%	55 4%	77 5%	41 4%	48 4%	-	-	222 17%	-	-	29 4%	97 5%
Hull	78 2%	49 2%	30 1%	9 2%	5 1%	8 1%	18 2%	19 2%	20 2%	14 1%	24 2%	23 2%	17 1%	-	7 1%	71 6%	-	-	6 1%	38 2%
Sheffield	144 3%	70 3%	74 3%	19 3%	26 3%	34 4%	32 4%	13 2%	21 2%	28 2%	43 3%	33 3%	40 3%	-	20 2%	124 10%	-	-	23 3%	55 3%
Manchester	409 8%	212 9%	197 8%	44 7%	53 7%	97 10%	69 8%	66 9%	79 7%	113 8%	118 8%	82 8%	97 8%	-	17 1%	388 31%	4 *	-	66 9%	184 9%
Liverpool	186 4%	90 4%	96 4%	19 3%	31 4%	43 5%	32 4%	22 3%	39 4%	41 3%	58 4%	40 4%	47 4%	1 *	3 *	149 12%	34 5%	-	21 3%	78 4%
Nottingham	245 5%	125 5%	120 5%	29 5%	34 4%	54 6%	49 6%	37 5%	42 4%	63 5%	70 5%	54 5%	58 5%	-	237 18%	8 1%	-	-	46 6%	90 4%
Birmingham	441 9%	234 9%	207 8%	51 8%	84 10%	74 8%	83 10%	72 9%	77 7%	138 10%	103 7%	93 9%	106 9%	-	435 33%	1 *	5 1%	-	55 8%	199 9%
Norwich	212 4%	92 4%	120 5%	30 5%	27 3%	47 5%	35 4%	36 5%	38 4%	45 3%	57 4%	56 5%	53 5%	*	211 16%	-	-	-	32 4%	94 4%
Milton Keynes	139 3%	79 3%	60 2%	15 3%	21 3%	37 4%	27 3%	15 2%	23 2%	39 3%	34 2%	31 3%	35 3%	29 2%	109 8%	-	1 *	-	20 3%	58 3%
Brighton	102 2%	47 2%	55 2%	9 1%	15 2%	8 1%	15 2%	24 3%	32 3%	29 2%	29 2%	18 2%	25 2%	100 8%	-	-	1 *	-	8 1%	37 2%
Oxford	75 1%	39 2%	36 1%	16 3%	14 2%	10 1%	7 1%	10 1%	18 2%	25 2%	19 1%	15 1%	15 1%	57 4%	7 1%	-	10 1%	-	18 3%	33 2%

**Post Party Conference Poll**  
**ONLINE Fieldwork : 8th-9th October 2014**

Absolutes/col percents

Table 42

**Which of the following cities do you live in, or nearest to?****Base: All respondents**

	Gender		Age						Social Grade				Region					Employment Sector		
	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	Public	Pri-vate
Weighted base	5059	2479	2580	607	810	961	860	759	1062	1366	1467	1062	1163	1286	1335	1269	730	439	721	2113
London	1055	495	560	149	202	163	179	157	204	317	328	213	196	915	139	-	1	-	149	465
	21%	20%	22%	25%	25%	17%	21%	21%	19%	23%	22%	20%	17%	71%	10%	-	*	-	21%	22%
Southampton	209	94	114	27	30	37	22	31	61	63	60	41	44	136	-	1	71	-	24	79
	4%	4%	4%	4%	4%	4%	3%	4%	6%	5%	4%	4%	4%	11%	-	*	10%	-	3%	4%
Bristol	209	97	113	24	39	36	31	25	56	61	73	31	44	-	2	-	208	-	37	81
	4%	4%	4%	4%	5%	4%	4%	3%	5%	4%	5%	3%	4%	-	*	-	28%	-	5%	4%
Plymouth	135	64	71	19	10	23	28	21	34	33	33	32	37	-	-	-	135	-	16	57
	3%	3%	3%	3%	1%	2%	3%	3%	3%	2%	2%	3%	3%	-	-	-	18%	-	2%	3%
Cardiff	194	91	102	25	41	41	30	23	34	46	67	33	48	-	1	-	193	-	38	74
	4%	4%	4%	4%	5%	4%	3%	3%	3%	3%	5%	3%	4%	-	*	-	26%	-	5%	3%
None of these	387	186	201	34	48	71	74	71	89	102	91	79	115	46	144	71	67	58	38	147
	8%	7%	8%	6%	6%	7%	9%	9%	8%	7%	6%	7%	10%	4%	11%	6%	9%	13%	5%	7%

**Post Party Conference Poll**  
**ONLINE Fieldwork : 8th-9th October 2014**

Absolutes/col percents

Table 42

Which of the following cities do you live in, or nearest to?

Base: All respondents

	Total	Vote Intention				2010 Vote		
		Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Unweighted base	5059	1308	1256	323	754	1559	979	920
Weighted base	5059	1186	1361	305	724	1371	1111	889
Glasgow	215 4%	26 2%	49 4%	6 2%	7 1%	24 2%	62 6%	18 2%
Edinburgh	169 3%	25 2%	37 3%	14 5%	3 *	19 1%	38 3%	36 4%
Newcastle	234 5%	41 3%	84 6%	17 5%	33 5%	53 4%	72 6%	44 5%
Leeds	222 4%	53 4%	58 4%	15 5%	35 5%	54 4%	46 4%	39 4%
Hull	78 2%	23 2%	20 1%	5 2%	20 3%	25 2%	17 2%	17 2%
Sheffield	144 3%	18 2%	50 4%	3 1%	27 4%	32 2%	42 4%	22 2%
Manchester	409 8%	101 9%	138 10%	8 3%	49 7%	118 9%	104 9%	53 6%
Liverpool	186 4%	31 3%	67 5%	7 2%	25 3%	41 3%	64 6%	28 3%
Nottingham	245 5%	69 6%	58 4%	15 5%	44 6%	83 6%	43 4%	49 6%
Birmingham	441 9%	116 10%	129 9%	26 9%	68 9%	131 10%	113 10%	60 7%
Norwich	212 4%	52 4%	50 4%	9 3%	42 6%	65 5%	23 2%	39 4%
Milton Keynes	139 3%	38 3%	39 3%	5 2%	19 3%	41 3%	25 2%	21 2%
Brighton	102 2%	27 2%	17 1%	11 4%	23 3%	32 2%	18 2%	22 2%
Oxford	75 1%	25 2%	23 2%	4 1%	5 1%	28 2%	15 1%	8 1%

Lord Ashcroft

**Post Party Conference Poll**  
**ONLINE Fieldwork : 8th-9th October 2014**

Absolutes/col percents

Table 42  
**Which of the following cities do you live in, or nearest to?**  
**Base: All respondents**

	Total	Vote Intention				2010 Vote			
		Con	Lab	LibDem	UKIP	Con	Lab	LibDem	
Weighted base	5059	1186	1361	305	724	1371	1111	889	
London	1055	265	277	80	156	311	207	203	
		21%	22%	20%	26%	22%	23%	19%	23%
Southampton	209	69	49	17	23	70	25	41	
		4%	6%	4%	6%	3%	5%	2%	5%
Bristol	209	59	36	18	33	64	31	56	
		4%	5%	3%	6%	5%	3%	6%	
Plymouth	135	36	27	13	27	40	14	45	
		3%	3%	2%	4%	4%	3%	1%	5%
Cardiff	194	24	73	9	23	28	69	21	
		4%	2%	5%	3%	3%	2%	6%	2%
None of these	387	87	78	23	59	111	82	67	
		8%	7%	6%	8%	8%	7%	7%	

## Post Party Conference Poll

### ONLINE Fieldwork : 8th-9th October 2014

Absolutes/col percents

Table 43

**What is the combined annual income of your household, prior to tax being deducted?**

**Base: All respondents**

		Gender			Age						Social Grade				Region				Employment Sector		
		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	Public	Pri- vate
Unweighted base		5059	2600	2459	469	656	862	1000	842	1230	1856	1339	749	1115	1310	1310	1250	753	436	671	1953
Weighted base		5059	2479	2580	607	810	961	860	759	1062	1366	1467	1062	1163	1286	1335	1269	730	439	721	2113
Up to £7,000	(3.5)	235	89	146	85	27	29	44	39	11	7	57	22	148	71	58	60	26	19	9	56
		5%	4%	6%	14%	3%	3%	5%	5%	1%	1%	4%	2%	13%	5%	4%	5%	4%	4%	1%	3%
£7,001 to £14,000	(10.5)	594	233	360	72	60	115	96	109	142	41	129	74	350	131	169	152	92	50	29	153
		12%	9%	14%	12%	7%	12%	11%	14%	13%	3%	9%	7%	30%	10%	13%	12%	13%	11%	4%	7%
£14,001 to £21,000	(17.5)	703	324	379	72	105	105	119	110	194	85	237	155	226	157	193	196	96	62	75	266
		14%	13%	15%	12%	13%	11%	14%	14%	18%	6%	16%	15%	19%	12%	14%	15%	13%	14%	10%	13%
£21,001 to £28,000	(24.5)	671	327	344	92	105	106	97	98	173	130	234	181	126	155	170	178	104	64	100	255
		13%	13%	13%	15%	13%	11%	11%	13%	16%	10%	16%	17%	11%	12%	13%	14%	14%	15%	14%	12%
£28,001 to £34,000	(31)	576	285	292	37	100	107	106	100	128	150	178	157	91	129	162	149	84	52	97	251
		11%	11%	11%	6%	12%	11%	12%	13%	12%	11%	12%	15%	8%	10%	12%	12%	12%	12%	13%	12%
£34,001 to £41,000	(37.5)	487	272	216	36	91	115	90	57	99	154	146	150	38	128	120	130	72	38	79	258
		10%	11%	8%	6%	11%	12%	10%	7%	9%	11%	10%	14%	3%	10%	9%	10%	10%	9%	11%	12%
£41,001 to £48,000	(44.5)	331	196	134	26	71	77	56	54	46	133	100	74	24	80	92	74	47	38	71	182
		7%	8%	5%	4%	9%	8%	6%	7%	4%	10%	7%	7%	2%	6%	7%	6%	6%	9%	10%	9%
£48,001 to £55,000	(51.5)	288	156	132	23	64	72	55	33	41	136	80	58	14	79	69	77	38	25	69	145
		6%	6%	5%	4%	8%	8%	6%	4%	4%	10%	5%	5%	1%	6%	5%	6%	5%	6%	10%	7%
£55,001 to £62,000	(58.5)	169	109	60	13	41	43	30	21	21	92	43	26	7	50	34	43	26	16	34	93
		3%	4%	2%	2%	5%	5%	3%	3%	2%	7%	3%	2%	1%	4%	3%	3%	3%	4%	5%	4%
£62,001 to £69,000	(65.5)	132	82	50	10	27	43	29	8	15	68	38	25	2	57	27	24	15	9	30	80
		3%	3%	2%	2%	3%	4%	3%	1%	1%	5%	3%	2%	*	4%	2%	2%	2%	2%	4%	4%
£69,001 to £76,000	(72.5)	88	49	39	9	14	18	16	15	16	50	29	5	3	22	22	18	19	6	26	39
		2%	2%	2%	1%	2%	2%	2%	2%	2%	4%	2%	*	*	2%	2%	1%	3%	1%	4%	2%
£76,001 to £83,000	(79.5)	68	40	27	6	13	14	14	15	6	49	16	-	3	23	14	12	13	6	15	43
		1%	2%	1%	1%	2%	1%	2%	2%	1%	4%	1%	-	*	2%	1%	1%	2%	1%	2%	2%
£83,001 or more	(86)	145	85	59	21	22	37	32	18	15	101	31	11	1	64	38	21	15	6	31	80
		3%	3%	2%	3%	3%	4%	4%	2%	1%	7%	2%	1%	*	5%	3%	2%	2%	1%	4%	4%
Prefer not to answer		572	231	341	107	70	80	76	83	156	169	149	124	130	139	167	136	83	48	55	212
		11%	9%	13%	18%	9%	8%	9%	11%	15%	12%	10%	12%	11%	11%	13%	11%	11%	11%	8%	10%



**Post Party Conference Poll**  
**ONLINE Fieldwork : 8th-9th October 2014**

Absolutes/col percents

Table 43

**What is the combined annual income of your household, prior to tax being deducted?**

**Base: All respondents**

	Gender		Age						Social Grade				Region					Employment Sector		
	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	Public	Pri-vate
Weighted base	5059	2479	2580	607	810	961	860	759	1062	1366	1467	1062	1163	1286	1335	1269	730	439	721	2113
Average income (£000's)	32.15	34.74	29.54	27.40	35.42	35.71	33.55	30.34	28.77	45.56	31.89	31.22	17.78	35.07	31.21	30.44	32.23	31.18	39.89	36.58

## Post Party Conference Poll

### ONLINE Fieldwork : 8th-9th October 2014

Absolutes/col percents

Table 43

**What is the combined annual income of your household, prior to tax being deducted?**

**Base: All respondents**

	Total	Vote Intention				2010 Vote		
		Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Unweighted base	5059	1308	1256	323	754	1559	979	920
Weighted base	5059	1186	1361	305	724	1371	1111	889
Up to £7,000	(3.5) 5%	235 1%	13 6%	80 5%	14 4%	31 2%	25 4%	43 3%
£7,001 to £14,000	(10.5) 12%	594 7%	87 13%	180 11%	34 15%	107 8%	112 15%	165 10%
£14,001 to £21,000	(17.5) 14%	703 11%	127 14%	190 12%	36 17%	124 11%	151 13%	143 15%
£21,001 to £28,000	(24.5) 13%	671 14%	168 12%	164 14%	44 15%	107 14%	193 13%	142 14%
£28,001 to £34,000	(31) 11%	576 13%	149 12%	161 11%	32 13%	95 12%	167 12%	135 11%
£34,001 to £41,000	(37.5) 10%	487 12%	140 10%	135 9%	26 10%	75 13%	172 10%	110 11%
£41,001 to £48,000	(44.5) 7%	331 8%	95 7%	90 8%	25 5%	36 7%	91 7%	77 8%
£48,001 to £55,000	(51.5) 6%	288 7%	82 6%	77 5%	15 4%	27 7%	90 7%	74 4%
£55,001 to £62,000	(58.5) 3%	169 4%	50 3%	46 5%	17 3%	19 4%	51 3%	37 4%
£62,001 to £69,000	(65.5) 3%	132 4%	44 3%	38 3%	9 1%	9 3%	36 3%	36 3%
£69,001 to £76,000	(72.5) 2%	88 3%	31 2%	26 3%	11 1%	6 2%	32 2%	26 2%
£76,001 to £83,000	(79.5) 1%	68 2%	28 1%	16 2%	6 *	3 2%	24 1%	8 3%
£83,001 or more	(86) 3%	145 5%	61 2%	27 5%	15 2%	18 5%	70 2%	17 3%
Prefer not to answer	572 11%	110 9%	130 10%	22 7%	68 9%	156 11%	98 9%	89 10%

**Post Party Conference Poll**  
**ONLINE Fieldwork : 8th-9th October 2014**

Absolutes/col percents

Table 43

**What is the combined annual income of your household, prior to tax being deducted?**

**Base: All respondents**

	<u>Total</u>	<u>Vote Intention</u>				<u>2010 Vote</u>		
		<u>Con</u>	<u>Lab</u>	<u>LibDem</u>	<u>UKIP</u>	<u>Con</u>	<u>Lab</u>	<u>LibDem</u>
Weighted base	5059	1186	1361	305	724	1371	1111	889
Average income (£000's)	32.15	38.26	31.10	35.76	28.39	36.71	31.53	34.23