

## Labour Poll

### Online Fieldwork : 4th September 2015

Absolutes/col percents

Table 1

**Q1. From what you remember or have heard, who would you say was the best leader of the Labour Party in the last 30 years?**

**Base: All respondents**

|                 | Gender |      | Age    |       |       |       |       |       |     | Social Grade |     |     |     | Region    |            |            |                          |                |                |       |          |        |            |            |
|-----------------|--------|------|--------|-------|-------|-------|-------|-------|-----|--------------|-----|-----|-----|-----------|------------|------------|--------------------------|----------------|----------------|-------|----------|--------|------------|------------|
|                 | Total  | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB           | C1  | C2  | DE  | Scot-land | North East | North West | York-shire & Humb-erside | West Mid-lands | East Mid-lands | Wales | East-ern | London | South East | South West |
| Unweighted base | 2023   | 888  | 1135   | 256   | 330   | 272   | 364   | 313   | 488 | 699          | 601 | 250 | 473 | 195       | 84         | 207        | 146                      | 134            | 152            | 111   | 183      | 289    | 316        | 206        |
| Weighted base   | 2023   | 985  | 1038   | 235   | 350   | 332   | 361   | 292   | 454 | 544          | 544 | 441 | 493 | 176       | 85         | 232        | 172                      | 182            | 150            | 103   | 196      | 267    | 283        | 178        |
| Tony Blair      | 701    | 370  | 331    | 91    | 170   | 135   | 124   | 84    | 97  | 199          | 195 | 145 | 161 | 42        | 31         | 89         | 76                       | 62             | 48             | 34    | 65       | 90     | 100        | 63         |
|                 | 35%    | 38%  | 32%    | 39%   | 48%   | 41%   | 34%   | 29%   | 21% | 37%          | 36% | 33% | 33% | 24%       | 37%        | 38%        | 44%                      | 34%            | 32%            | 33%   | 33%      | 34%    | 35%        | 36%        |
| John Smith      | 656    | 340  | 316    | 26    | 57    | 77    | 126   | 126   | 243 | 199          | 169 | 135 | 153 | 85        | 29         | 66         | 47                       | 49             | 50             | 33    | 57       | 79     | 99         | 62         |
|                 | 32%    | 35%  | 30%    | 11%   | 16%   | 23%   | 35%   | 43%   | 54% | 37%          | 31% | 31% | 31% | 48%       | 35%        | 28%        | 27%                      | 27%            | 34%            | 32%   | 29%      | 30%    | 35%        | 35%        |
| Neil Kinnock    | 307    | 141  | 166    | 19    | 27    | 77    | 67    | 48    | 69  | 65           | 79  | 76  | 87  | 25        | 12         | 27         | 18                       | 43             | 23             | 22    | 39       | 38     | 38         | 21         |
|                 | 15%    | 14%  | 16%    | 8%    | 8%    | 23%   | 19%   | 16%   | 15% | 12%          | 14% | 17% | 18% | 14%       | 14%        | 12%        | 10%                      | 24%            | 16%            | 22%   | 20%      | 14%    | 13%        | 12%        |
| Gordon Brown    | 193    | 71   | 123    | 37    | 52    | 27    | 21    | 25    | 31  | 49           | 55  | 48  | 41  | 18        | 8          | 24         | 16                       | 19             | 19             | 4     | 16       | 29     | 23         | 18         |
|                 | 10%    | 7%   | 12%    | 16%   | 15%   | 8%    | 6%    | 8%    | 7%  | 9%           | 10% | 11% | 8%  | 10%       | 9%         | 10%        | 9%                       | 10%            | 13%            | 4%    | 8%       | 11%    | 8%         | 10%        |
| Ed Miliband     | 166    | 64   | 102    | 62    | 45    | 15    | 23    | 9     | 13  | 32           | 47  | 36  | 51  | 7         | 5          | 27         | 15                       | 10             | 9              | 9     | 18       | 30     | 23         | 14         |
|                 | 8%     | 6%   | 10%    | 26%   | 13%   | 4%    | 6%    | 3%    | 3%  | 6%           | 9%  | 8%  | 10% | 4%        | 6%         | 11%        | 9%                       | 5%             | 6%             | 9%    | 9%       | 11%    | 8%         | 8%         |

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### Online Fieldwork : 4th September 2015

Absolutes/col percents

Table 2

**Q2. From what you remember or have heard, which recent Labour leader did the best job on each of the following things ...**

**- Summary**

**Base: All respondents**

|                 | Q2. Summary                        |                                      |   |  |
|-----------------|------------------------------------|--------------------------------------|---|--|
|                 | Standing up for<br>Labour's values | Representing<br>the whole<br>country | Appealing<br>beyond<br>traditional<br>Labour voters | Offering a<br>strong,<br>competent<br>leadership |
| Unweighted base | 2023                               | 2023                                 | 2023  | 2023   |
| Weighted base   | 2023                               | 2023                                 | 2023  | 2023   |
| Neil Kinnock    | 515<br>25%                         | 293<br>14%                           | 234<br>12%  | 316<br>16%                                       |
| John Smith      | 615<br>30%                         | 573<br>28%                           | 407<br>20%  | 592<br>29%                                       |
| Tony Blair      | 436<br>22%                         | 733<br>36%                           | 1023<br>51%   | 802<br>40%                                       |
| Gordon Brown    | 212<br>10%                         | 204<br>10%                           | 158<br>8%   | 180<br>9%  |
| Ed Miliband     | 246<br>12%                         | 220<br>11%                           | 201<br>10%  | 134<br>7%  |

## Labour Poll

### Online Fieldwork : 4th September 2015

Absolutes/col percents

Table 3

**Q2. From what you remember or have heard, which recent Labour leader did the best job on each of the following things ...**

**- Standing up for Labour's values**

**Base: All respondents**

|                 | Gender |      | Age    |       |       |       |       |       |     | Social Grade |     |     |     | Region    |            |            |                          |                |                |       |          |        |            |            |
|-----------------|--------|------|--------|-------|-------|-------|-------|-------|-----|--------------|-----|-----|-----|-----------|------------|------------|--------------------------|----------------|----------------|-------|----------|--------|------------|------------|
|                 | Total  | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB           | C1  | C2  | DE  | Scot-land | North East | North West | York-shire & Humb-erside | West Mid-lands | East Mid-lands | Wales | East-ern | London | South East | South West |
| Unweighted base | 2023   | 888  | 1135   | 256   | 330   | 272   | 364   | 313   | 488 | 699          | 601 | 250 | 473 | 195       | 84         | 207        | 146                      | 134            | 152            | 111   | 183      | 289    | 316        | 206        |
| Weighted base   | 2023   | 985  | 1038   | 235   | 350   | 332   | 361   | 292   | 454 | 544          | 544 | 441 | 493 | 176       | 85         | 232        | 172                      | 182            | 150            | 103   | 196      | 267    | 283        | 178        |
| John Smith      | 615    | 326  | 288    | 21    | 55    | 75    | 117   | 114   | 232 | 201          | 160 | 117 | 137 | 81        | 24         | 64         | 44                       | 44             | 45             | 32    | 53       | 79     | 90         | 60         |
|                 | 30%    | 33%  | 28%    | 9%    | 16%   | 23%   | 33%   | 39%   | 51% | 37%          | 29% | 27% | 28% | 46%       | 28%        | 28%        | 25%                      | 24%            | 30%            | 31%   | 27%      | 29%    | 32%        | 34%        |
| Neil Kinnock    | 515    | 275  | 240    | 26    | 47    | 113   | 129   | 91    | 108 | 128          | 135 | 126 | 126 | 33        | 24         | 52         | 41                       | 62             | 40             | 34    | 54       | 65     | 76         | 33         |
|                 | 25%    | 28%  | 23%    | 11%   | 13%   | 34%   | 36%   | 31%   | 24% | 23%          | 25% | 29% | 26% | 19%       | 28%        | 23%        | 24%                      | 34%            | 27%            | 33%   | 28%      | 24%    | 27%        | 18%        |
| Tony Blair      | 436    | 202  | 234    | 73    | 128   | 79    | 57    | 44    | 54  | 99           | 113 | 100 | 124 | 30        | 17         | 61         | 44                       | 38             | 30             | 20    | 45       | 47     | 64         | 39         |
|                 | 22%    | 21%  | 23%    | 31%   | 36%   | 24%   | 16%   | 15%   | 12% | 18%          | 21% | 23% | 25% | 17%       | 20%        | 26%        | 26%                      | 21%            | 20%            | 20%   | 23%      | 18%    | 23%        | 22%        |
| Ed Miliband     | 246    | 108  | 138    | 80    | 60    | 33    | 35    | 16    | 22  | 58           | 70  | 48  | 70  | 11        | 12         | 31         | 23                       | 19             | 17             | 12    | 25       | 39     | 29         | 29         |
|                 | 12%    | 11%  | 13%    | 34%   | 17%   | 10%   | 10%   | 5%    | 5%  | 11%          | 13% | 11% | 14% | 6%        | 14%        | 13%        | 13%                      | 10%            | 11%            | 12%   | 13%      | 15%    | 10%        | 16%        |
| Gordon Brown    | 212    | 74   | 138    | 34    | 60    | 31    | 22    | 26    | 38  | 58           | 67  | 51  | 36  | 21        | 8          | 24         | 21                       | 19             | 17             | 5     | 19       | 37     | 23         | 18         |
|                 | 10%    | 7%   | 13%    | 14%   | 17%   | 9%    | 6%    | 9%    | 8%  | 11%          | 12% | 11% | 7%  | 12%       | 9%         | 10%        | 12%                      | 10%            | 12%            | 5%    | 10%      | 14%    | 8%         | 10%        |

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### Online Fieldwork : 4th September 2015

Absolutes/col percents

Table 4

**Q2. From what you remember or have heard, which recent Labour leader did the best job on each of the following things ...**

**- Representing the whole country**

**Base: All respondents**

|                 | Gender |      | Age    |       |       |       |       |       |     | Social Grade |     |     |     | Region    |            |            |                          |                |                |       |          |        |            |            |     |
|-----------------|--------|------|--------|-------|-------|-------|-------|-------|-----|--------------|-----|-----|-----|-----------|------------|------------|--------------------------|----------------|----------------|-------|----------|--------|------------|------------|-----|
|                 | Total  | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB           | C1  | C2  | DE  | Scot-land | North East | North West | York-shire & Humb-erside | West Mid-lands | East Mid-lands | Wales | East-ern | London | South East | South West |     |
| Unweighted base | 2023   | 888  | 1135   | 256   | 330   | 272   | 364   | 313   | 488 | 699          | 601 | 250 | 473 | 195       | 84         | 207        | 146                      | 134            | 152            | 111   | 183      | 289    | 316        | 206        |     |
| Weighted base   | 2023   | 985  | 1038   | 235   | 350   | 332   | 361   | 292   | 454 | 544          | 544 | 441 | 493 | 176       | 85         | 232        | 172                      | 182            | 150            | 103   | 196      | 267    | 283        | 178        |     |
| Tony Blair      | 733    | 386  | 347    | 95    | 153   | 131   | 137   | 101   | 116 | 220          | 206 | 141 | 166 | 38        | 36         | 89         | 82                       | 64             | 48             | 30    | 73       | 98     | 102        | 72         |     |
|                 |        | 36%  | 39%    | 33%   | 40%   | 44%   | 39%   | 38%   | 35% | 26%          | 40% | 38% | 32% | 34%       | 22%        | 43%        | 38%                      | 47%            | 35%            | 32%   | 30%      | 37%    | 37%        | 36%        | 40% |
| John Smith      | 573    | 300  | 273    | 26    | 50    | 63    | 108   | 114   | 212 | 166          | 152 | 121 | 134 | 73        | 23         | 57         | 38                       | 41             | 48             | 33    | 52       | 73     | 84         | 52         |     |
|                 |        | 28%  | 30%    | 26%   | 11%   | 14%   | 19%   | 30%   | 39% | 47%          | 30% | 28% | 27% | 27%       | 42%        | 27%        | 24%                      | 22%            | 22%            | 32%   | 32%      | 26%    | 27%        | 30%        | 29% |
| Neil Kinnock    | 293    | 135  | 158    | 12    | 29    | 77    | 67    | 38    | 69  | 58           | 77  | 78  | 79  | 31        | 9          | 30         | 14                       | 39             | 22             | 22    | 31       | 32     | 46         | 18         |     |
|                 |        | 14%  | 14%    | 15%   | 5%    | 8%    | 23%   | 19%   | 13% | 15%          | 11% | 14% | 18% | 16%       | 17%        | 10%        | 13%                      | 8%             | 21%            | 14%   | 21%      | 16%    | 12%        | 16%        | 10% |
| Ed Miliband     | 220    | 90   | 130    | 68    | 65    | 30    | 25    | 12    | 22  | 40           | 52  | 60  | 68  | 8         | 6          | 35         | 22                       | 16             | 16             | 13    | 24       | 30     | 26         | 23         |     |
|                 |        | 11%  | 9%     | 13%   | 29%   | 19%   | 9%    | 7%    | 4%  | 5%           | 7%  | 10% | 14% | 14%       | 5%         | 8%         | 15%                      | 13%            | 9%             | 11%   | 12%      | 12%    | 11%        | 9%         | 13% |
| Gordon Brown    | 204    | 74   | 130    | 34    | 53    | 31    | 23    | 27    | 35  | 60           | 57  | 40  | 46  | 26        | 10         | 21         | 16                       | 22             | 16             | 5     | 16       | 34     | 26         | 13         |     |
|                 |        | 10%  | 8%     | 13%   | 14%   | 15%   | 9%    | 6%    | 9%  | 8%           | 11% | 11% | 9%  | 9%        | 15%        | 12%        | 9%                       | 10%            | 12%            | 11%   | 5%       | 8%     | 13%        | 9%         | 7%  |

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### Online Fieldwork : 4th September 2015

Absolutes/col percents

Table 5

**Q2. From what you remember or have heard, which recent Labour leader did the best job on each of the following things ...**

**- Appealing beyond traditional Labour voters**

**Base: All respondents**

|                 | Gender |      | Age    |       |       |       |       |       |     | Social Grade |     |     |     | Region    |            |            |                          |                |                |       |          |        |            |            |    |
|-----------------|--------|------|--------|-------|-------|-------|-------|-------|-----|--------------|-----|-----|-----|-----------|------------|------------|--------------------------|----------------|----------------|-------|----------|--------|------------|------------|----|
|                 | Total  | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB           | C1  | C2  | DE  | Scot-land | North East | North West | York-shire & Humb-erside | West Mid-lands | East Mid-lands | Wales | East-ern | London | South East | South West |    |
| Unweighted base | 2023   | 888  | 1135   | 256   | 330   | 272   | 364   | 313   | 488 | 699          | 601 | 250 | 473 | 195       | 84         | 207        | 146                      | 134            | 152            | 111   | 183      | 289    | 316        | 206        |    |
| Weighted base   | 2023   | 985  | 1038   | 235   | 350   | 332   | 361   | 292   | 454 | 544          | 544 | 441 | 493 | 176       | 85         | 232        | 172                      | 182            | 150            | 103   | 196      | 267    | 283        | 178        |    |
| Tony Blair      | 1023   | 571  | 452    | 109   | 193   | 177   | 200   | 147   | 197 | 327          | 283 | 201 | 212 | 67        | 47         | 117        | 94                       | 100            | 75             | 44    | 105      | 139    | 143        | 92         |    |
|                 |        | 51%  | 58%    | 44%   | 47%   | 55%   | 53%   | 55%   | 50% | 43%          | 60% | 52% | 46% | 43%       | 38%        | 55%        | 50%                      | 55%            | 50%            | 42%   | 53%      | 52%    | 51%        | 52%        |    |
| John Smith      | 407    | 186  | 221    | 16    | 27    | 48    | 70    | 85    | 162 | 104          | 105 | 83  | 115 | 62        | 10         | 44         | 30                       | 26             | 21             | 22    | 35       | 49     | 67         | 41         |    |
|                 |        | 20%  | 19%    | 21%   | 7%    | 8%    | 14%   | 19%   | 29% | 36%          | 19% | 19% | 19% | 23%       | 35%        | 12%        | 19%                      | 17%            | 15%            | 14%   | 21%      | 18%    | 24%        | 23%        |    |
| Neil Kinnock    | 234    | 115  | 119    | 22    | 26    | 55    | 46    | 31    | 53  | 39           | 62  | 61  | 72  | 20        | 16         | 25         | 18                       | 24             | 20             | 17    | 22       | 29     | 24         | 17         |    |
|                 |        | 12%  | 12%    | 11%   | 9%    | 8%    | 17%   | 13%   | 11% | 12%          | 7%  | 11% | 14% | 15%       | 11%        | 18%        | 11%                      | 13%            | 14%            | 17%   | 11%      | 11%    | 9%         | 10%        |    |
| Ed Miliband     | 201    | 65   | 137    | 58    | 61    | 28    | 26    | 12    | 16  | 39           | 50  | 49  | 63  | 8         | 8          | 34         | 17                       | 17             | 10             | 12    | 21       | 30     | 24         | 19         |    |
|                 |        | 10%  | 7%     | 13%   | 25%   | 17%   | 9%    | 7%    | 4%  | 4%           | 7%  | 9%  | 11% | 13%       | 5%         | 9%         | 15%                      | 10%            | 10%            | 7%    | 12%      | 11%    | 11%        | 11%        |    |
| Gordon Brown    | 158    | 49   | 109    | 30    | 44    | 24    | 19    | 16    | 25  | 35           | 44  | 47  | 32  | 19        | 5          | 12         | 12                       | 14             | 23             | 8     | 13       | 20     | 25         | 8          |    |
|                 |        | 8%   | 5%     | 11%   | 13%   | 13%   | 7%    | 5%    | 6%  | 6%           | 6%  | 8%  | 11% | 6%        | 11%        | 5%         | 5%                       | 7%             | 8%             | 15%   | 8%       | 7%     | 7%         | 9%         | 4% |

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### Online Fieldwork : 4th September 2015

Absolutes/col percents

Table 6

**Q2. From what you remember or have heard, which recent Labour leader did the best job on each of the following things ...**

**- Offering a strong, competent leadership**

**Base: All respondents**

|                 | Gender |      | Age    |       |       |       |       |       |     | Social Grade |     |     |     | Region    |            |            |                          |                |                |       |          |        |            |            |
|-----------------|--------|------|--------|-------|-------|-------|-------|-------|-----|--------------|-----|-----|-----|-----------|------------|------------|--------------------------|----------------|----------------|-------|----------|--------|------------|------------|
|                 | Total  | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB           | C1  | C2  | DE  | Scot-land | North East | North West | York-shire & Humb-erside | West Mid-lands | East Mid-lands | Wales | East-ern | London | South East | South West |
| Unweighted base | 2023   | 888  | 1135   | 256   | 330   | 272   | 364   | 313   | 488 | 699          | 601 | 250 | 473 | 195       | 84         | 207        | 146                      | 134            | 152            | 111   | 183      | 289    | 316        | 206        |
| Weighted base   | 2023   | 985  | 1038   | 235   | 350   | 332   | 361   | 292   | 454 | 544          | 544 | 441 | 493 | 176       | 85         | 232        | 172                      | 182            | 150            | 103   | 196      | 267    | 283        | 178        |
| Tony Blair      | 802    | 412  | 390    | 112   | 173   | 136   | 139   | 106   | 136 | 243          | 229 | 142 | 189 | 50        | 41         | 94         | 80                       | 70             | 57             | 40    | 75       | 113    | 107        | 76         |
|                 | 40%    | 42%  | 38%    | 48%   | 49%   | 41%   | 39%   | 36%   | 30% | 45%          | 42% | 32% | 38% | 29%       | 48%        | 41%        | 46%                      | 38%            | 38%            | 38%   | 38%      | 43%    | 38%        | 43%        |
| John Smith      | 592    | 318  | 274    | 20    | 46    | 77    | 127   | 112   | 210 | 167          | 147 | 131 | 147 | 78        | 18         | 73         | 43                       | 46             | 47             | 23    | 58       | 67     | 84         | 55         |
|                 | 29%    | 32%  | 26%    | 8%    | 13%   | 23%   | 35%   | 38%   | 46% | 31%          | 27% | 30% | 30% | 44%       | 21%        | 31%        | 25%                      | 25%            | 31%            | 22%   | 29%      | 25%    | 30%        | 31%        |
| Neil Kinnock    | 316    | 139  | 177    | 23    | 47    | 75    | 55    | 47    | 68  | 62           | 79  | 88  | 86  | 25        | 14         | 29         | 18                       | 45             | 22             | 28    | 38       | 31     | 46         | 20         |
|                 | 16%    | 14%  | 17%    | 10%   | 13%   | 23%   | 15%   | 16%   | 15% | 11%          | 15% | 20% | 17% | 14%       | 16%        | 13%        | 10%                      | 25%            | 15%            | 27%   | 19%      | 12%    | 16%        | 11%        |
| Gordon Brown    | 180    | 62   | 118    | 35    | 45    | 29    | 21    | 19    | 31  | 46           | 47  | 55  | 31  | 18        | 9          | 14         | 18                       | 13             | 16             | 6     | 12       | 34     | 26         | 14         |
|                 | 9%     | 6%   | 11%    | 15%   | 13%   | 9%    | 6%    | 7%    | 7%  | 9%           | 9%  | 13% | 6%  | 10%       | 10%        | 6%         | 11%                      | 7%             | 11%            | 6%    | 6%       | 13%    | 9%         | 8%         |
| Ed Miliband     | 134    | 55   | 79     | 45    | 40    | 15    | 18    | 8     | 9   | 26           | 41  | 26  | 41  | 5         | 3          | 22         | 13                       | 8              | 8              | 7     | 14       | 22     | 19         | 14         |
|                 | 7%     | 6%   | 8%     | 19%   | 11%   | 4%    | 5%    | 3%    | 2%  | 5%           | 8%  | 6%  | 8%  | 3%        | 4%         | 10%        | 7%                       | 4%             | 5%             | 7%    | 7%       | 8%     | 7%         | 8%         |

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### Online Fieldwork : 4th September 2015

Absolutes/col percents

Table 7  
**Q3a. Which of the following two statements comes closest to your view about cuts?**  
**Base: All respondents**

|  | Gender      |            | Age        |            |            |            |            |            | Social Grade |            |            |            | Region     |            |            |            |                          |                |                |           |            |            |            |            |
|--|-------------|------------|------------|------------|------------|------------|------------|------------|--------------|------------|------------|------------|------------|------------|------------|------------|--------------------------|----------------|----------------|-----------|------------|------------|------------|------------|
|  | Total       | Male       | Female     | 18-24      | 25-34      | 35-44      | 45-54      | 55-64      | 65+          | AB         | C1         | C2         | DE         | Scot-land  | North East | North West | York-shire & Humb-erside | West Mid-lands | East Mid-lands | Wales     | East-ern   | London     | South East | South West |
| Unweighted base  | 2023        | 888        | 1135       | 256        | 330        | 272        | 364        | 313        | 488          | 699        | 601        | 250        | 473        | 195        | 84         | 207        | 146                      | 134            | 152            | 111       | 183        | 289        | 316        | 206        |
| Weighted base  | 2023        | 985        | 1038       | 235        | 350        | 332        | 361        | 292        | 454          | 544        | 544        | 441        | 493        | 176        | 85         | 232        | 172                      | 182            | 150            | 103       | 196        | 267        | 283        | 178        |
| However uncomfortable, further cuts in government spending are needed to reduce Britain's borrowing and get the economy back on a stable footing | 946<br>47%  | 465<br>47% | 481<br>46% | 98<br>42%  | 169<br>48% | 144<br>43% | 152<br>42% | 122<br>42% | 261<br>58%   | 287<br>53% | 255<br>47% | 239<br>54% | 164<br>33% | 64<br>36%  | 32<br>38%  | 93<br>40%  | 86<br>50%                | 93<br>51%      | 68<br>45%      | 47<br>45% | 92<br>47%  | 145<br>54% | 152<br>54% | 74<br>42%  |
| Cuts in government spending have gone far enough or too far, and it is time for them to end  | 1077<br>53% | 521<br>53% | 556<br>54% | 137<br>58% | 182<br>52% | 188<br>57% | 209<br>58% | 170<br>58% | 192<br>42%   | 257<br>47% | 289<br>53% | 202<br>46% | 329<br>67% | 112<br>64% | 53<br>62%  | 140<br>60% | 86<br>50%                | 89<br>49%      | 82<br>55%      | 56<br>55% | 104<br>53% | 122<br>46% | 131<br>46% | 103<br>58% |

## Labour Poll

### Online Fieldwork : 4th September 2015

Absolutes/col percents

Table 8  
Q3b. Which of the following two statements comes closest to your view about welfare reform?

Base: All respondents

|  | Gender      |            | Age        |            |            |            |            |            |            | Social Grade |            |            |            | Region    |            |            |                          |                |                |           |            |            |            |            |
|--|-------------|------------|------------|------------|------------|------------|------------|------------|------------|--------------|------------|------------|------------|-----------|------------|------------|--------------------------|----------------|----------------|-----------|------------|------------|------------|------------|
|  | Total       | Male       | Female     | 18-24      | 25-34      | 35-44      | 45-54      | 55-64      | 65+        | AB           | C1         | C2         | DE         | Scot-land | North East | North West | York-shire & Humb-erside | West Mid-lands | East Mid-lands | Wales     | East-ern   | London     | South East | South West |
| Unweighted base  | 2023        | 888        | 1135       | 256        | 330        | 272        | 364        | 313        | 488        | 699          | 601        | 250        | 473        | 195       | 84         | 207        | 146                      | 134            | 152            | 111       | 183        | 289        | 316        | 206        |
| Weighted base  | 2023        | 985        | 1038       | 235        | 350        | 332        | 361        | 292        | 454        | 544          | 544        | 441        | 493        | 176       | 85         | 232        | 172                      | 182            | 150            | 103       | 196        | 267        | 283        | 178        |
| Britain's benefits system is too generous it should be tightened up to encourage more people back into work and to reduce the cost for taxpayers | 1101<br>54% | 534<br>54% | 567<br>55% | 107<br>45% | 194<br>55% | 167<br>50% | 169<br>47% | 151<br>52% | 314<br>69% | 326<br>60%   | 304<br>56% | 270<br>61% | 201<br>41% | 77<br>44% | 42<br>49%  | 116<br>50% | 88<br>51%                | 104<br>57%     | 88<br>59%      | 51<br>50% | 113<br>58% | 150<br>56% | 174<br>62% | 96<br>54%  |
| More benefit cuts will hurt vulnerable people, so welfare spending should be maintained or increased   | 922<br>46%  | 451<br>46% | 471<br>45% | 128<br>55% | 157<br>45% | 165<br>50% | 192<br>53% | 141<br>48% | 140<br>31% | 219<br>40%   | 241<br>44% | 171<br>39% | 292<br>59% | 98<br>56% | 43<br>51%  | 116<br>50% | 84<br>49%                | 78<br>43%      | 61<br>41%      | 52<br>50% | 83<br>42%  | 116<br>44% | 109<br>38% | 82<br>46%  |



## Labour Poll

### Online Fieldwork : 4th September 2015

Absolutes/col percents

Table 9  
Q3c. Which of the following two statements comes closest to your view about immigration ?

Base: All respondents

|  | Gender      |            | Age        |            |            |            |            |            |            | Social Grade |            |            |            | Region     |            |            |                          |                |                |           |            |            |            |            |
|--|-------------|------------|------------|------------|------------|------------|------------|------------|------------|--------------|------------|------------|------------|------------|------------|------------|--------------------------|----------------|----------------|-----------|------------|------------|------------|------------|
|  | Total       | Male       | Female     | 18-24      | 25-34      | 35-44      | 45-54      | 55-64      | 65+        | AB           | C1         | C2         | DE         | Scot-land  | North East | North West | York-shire & Humb-erside | West Mid-lands | East Mid-lands | Wales     | East-ern   | London     | South East | South West |
| Unweighted base  | 2023        | 888        | 1135       | 256        | 330        | 272        | 364        | 313        | 488        | 699          | 601        | 250        | 473        | 195        | 84         | 207        | 146                      | 134            | 152            | 111       | 183        | 289        | 316        | 206        |
| Weighted base  | 2023        | 985        | 1038       | 235        | 350        | 332        | 361        | 292        | 454        | 544          | 544        | 441        | 493        | 176        | 85         | 232        | 172                      | 182            | 150            | 103       | 196        | 267        | 283        | 178        |
| Immigration into Britain is too high; we need to reduce the numbers coming into this country significantly | 1426<br>70% | 708<br>72% | 718<br>69% | 143<br>61% | 221<br>63% | 211<br>64% | 277<br>77% | 227<br>78% | 347<br>77% | 328<br>60%   | 368<br>68% | 348<br>79% | 382<br>77% | 106<br>60% | 68<br>80%  | 160<br>69% | 124<br>72%               | 136<br>75%     | 121<br>81%     | 78<br>75% | 143<br>73% | 158<br>59% | 208<br>74% | 123<br>69% |
| Immigration is good for Britain; reducing it significantly would do more harm than good                    | 597<br>30%  | 278<br>28% | 320<br>31% | 92<br>39%  | 129<br>37% | 121<br>36% | 84<br>23%  | 65<br>22%  | 106<br>23% | 216<br>40%   | 176<br>32% | 93<br>21%  | 112<br>23% | 70<br>40%  | 17<br>20%  | 72<br>31%  | 48<br>28%                | 46<br>25%      | 28<br>19%      | 25<br>25% | 53<br>27%  | 108<br>41% | 74<br>26%  | 54<br>31%  |

## Labour Poll

### Online Fieldwork : 4th September 2015

Absolutes/col percents

Table 10

**Q4a. Which statement out of each of the following pairs comes closest to your view even if you don't agree completely with either?**

**Base: All respondents**

|  | Gender      |            | Age        |            |            |            |            |            |            | Social Grade |            |            |            | Region     |            |            |                          |                |                |           |            |            |            |            |
|--|-------------|------------|------------|------------|------------|------------|------------|------------|------------|--------------|------------|------------|------------|------------|------------|------------|--------------------------|----------------|----------------|-----------|------------|------------|------------|------------|
|  | Total       | Male       | Female     | 18-24      | 25-34      | 35-44      | 45-54      | 55-64      | 65+        | AB           | C1         | C2         | DE         | Scot-land  | North East | North West | York-shire & Humb-erside | West Mid-lands | East Mid-lands | Wales     | East-ern   | London     | South East | South West |
| Unweighted base  | 2023        | 888        | 1135       | 256        | 330        | 272        | 364        | 313        | 488        | 699          | 601        | 250        | 473        | 195        | 84         | 207        | 146                      | 134            | 152            | 111       | 183        | 289        | 316        | 206        |
| Weighted base  | 2023        | 985        | 1038       | 235        | 350        | 332        | 361        | 292        | 454        | 544          | 544        | 441        | 493        | 176        | 85         | 232        | 172                      | 182            | 150            | 103       | 196        | 267        | 283        | 178        |
| Labour's priority should be to win elections, even if this means making some compromises, because the party has to be in government if it is to achieve anything | 659<br>33%  | 367<br>37% | 291<br>28% | 66<br>28%  | 112<br>32% | 105<br>32% | 118<br>33% | 104<br>36% | 154<br>34% | 190<br>35%   | 152<br>28% | 149<br>34% | 168<br>34% | 51<br>29%  | 19<br>22%  | 85<br>36%  | 65<br>38%                | 58<br>32%      | 52<br>35%      | 29<br>28% | 58<br>30%  | 105<br>39% | 83<br>29%  | 54<br>30%  |
| Labour's priority should be to have the right principles and policies, even if this makes it more difficult for the party to win elections                       | 1364<br>67% | 618<br>63% | 746<br>72% | 169<br>72% | 238<br>68% | 227<br>68% | 243<br>67% | 187<br>64% | 300<br>66% | 354<br>65%   | 393<br>72% | 292<br>66% | 325<br>66% | 125<br>71% | 66<br>78%  | 148<br>64% | 107<br>62%               | 124<br>68%     | 98<br>65%      | 74<br>72% | 138<br>70% | 161<br>61% | 200<br>71% | 124<br>70% |

## Labour Poll

### Online Fieldwork : 4th September 2015

Absolutes/col percents

Table 11

**Q4b. Which statement out of each of the following pairs comes closest to your view even if you don't agree completely with either?**

**Base: All respondents**

|  | Gender      |            | Age        |            |            |            |            |            |            | Social Grade |            |            |            | Region    |            |            |                         |               |               |           |            |            |            |            |
|--|-------------|------------|------------|------------|------------|------------|------------|------------|------------|--------------|------------|------------|------------|-----------|------------|------------|-------------------------|---------------|---------------|-----------|------------|------------|------------|------------|
|  | Total       | Male       | Female     | 18-24      | 25-34      | 35-44      | 45-54      | 55-64      | 65+        | AB           | C1         | C2         | DE         | Scot-land | North East | North West | York-shire & Humberside | West Midlands | East Midlands | Wales     | East-ern   | London     | South East | South West |
| Unweighted base  | 2023        | 888        | 1135       | 256        | 330        | 272        | 364        | 313        | 488        | 699          | 601        | 250        | 473        | 195       | 84         | 207        | 146                     | 134           | 152           | 111       | 183        | 289        | 316        | 206        |
| Weighted base  | 2023        | 985        | 1038       | 235        | 350        | 332        | 361        | 292        | 454        | 544          | 544        | 441        | 493        | 176       | 85         | 232        | 172                     | 182           | 150           | 103       | 196        | 267        | 283        | 178        |
| It matters a great deal which party wins an election, since the parties have different principles, priorities and policies that they can put into practice in government | 1268<br>63% | 624<br>63% | 644<br>62% | 147<br>63% | 214<br>61% | 193<br>58% | 227<br>63% | 180<br>62% | 306<br>67% | 386<br>71%   | 337<br>62% | 272<br>62% | 273<br>55% | 99<br>56% | 45<br>53%  | 140<br>60% | 108<br>63%              | 116<br>64%    | 103<br>69%    | 53<br>51% | 127<br>65% | 182<br>68% | 180<br>64% | 116<br>65% |
| It matters very little which party wins an election, since the parties end up doing the same things once in government and nothing improves for people like me           | 755<br>37%  | 362<br>37% | 394<br>38% | 88<br>37%  | 136<br>39% | 139<br>42% | 134<br>37% | 112<br>38% | 148<br>33% | 158<br>29%   | 207<br>38% | 169<br>38% | 221<br>45% | 77<br>44% | 40<br>47%  | 92<br>40%  | 64<br>37%               | 66<br>36%     | 47<br>31%     | 50<br>49% | 69<br>35%  | 85<br>32%  | 103<br>36% | 62<br>35%  |

## Labour Poll

### Online Fieldwork : 4th September 2015

Absolutes/col percents

Table 12

**Q5. Which of the following statements comes closest to your view even if you don't agree completely with any of them?**

**Base: All respondents**

|   | Gender      |            | Age        |            |            |            |            |            |            | Social Grade |            |            |            | Region     |            |            |                         |               |               |           |            |            |            |            |
|---|-------------|------------|------------|------------|------------|------------|------------|------------|------------|--------------|------------|------------|------------|------------|------------|------------|-------------------------|---------------|---------------|-----------|------------|------------|------------|------------|
|   | Total       | Male       | Female     | 18-24      | 25-34      | 35-44      | 45-54      | 55-64      | 65+        | AB           | C1         | C2         | DE         | Scot-land  | North East | North West | York-shire & Humberside | West Midlands | East Midlands | Wales     | East-ern   | London     | South East | South West |
| Unweighted base   | 2023        | 888        | 1135       | 256        | 330        | 272        | 364        | 313        | 488        | 699          | 601        | 250        | 473        | 195        | 84         | 207        | 146                     | 134           | 152           | 111       | 183        | 289        | 316        | 206        |
| Weighted base   | 2023        | 985        | 1038       | 235        | 350        | 332        | 361        | 292        | 454        | 544          | 544        | 441        | 493        | 176        | 85         | 232        | 172                     | 182           | 150           | 103       | 196        | 267        | 283        | 178        |
| NET: A Labour party could/ might win  | 872<br>43%  | 465<br>47% | 406<br>39% | 105<br>45% | 155<br>44% | 161<br>48% | 153<br>43% | 112<br>38% | 186<br>41% | 233<br>43%   | 219<br>40% | 201<br>46% | 220<br>45% | 74<br>42%  | 28<br>33%  | 104<br>45% | 77<br>45%               | 88<br>48%     | 66<br>44%     | 41<br>40% | 88<br>45%  | 117<br>44% | 124<br>44% | 64<br>36%  |
| NET: A Labour party would not win   | 1151<br>57% | 520<br>53% | 631<br>61% | 130<br>55% | 195<br>56% | 171<br>52% | 207<br>57% | 180<br>62% | 268<br>59% | 312<br>57%   | 326<br>60% | 240<br>54% | 274<br>55% | 102<br>58% | 57<br>67%  | 128<br>55% | 95<br>55%               | 94<br>52%     | 84<br>56%     | 62<br>60% | 108<br>55% | 149<br>56% | 159<br>56% | 114<br>64% |
| NET: Radical socialist alternative positive   | 1057<br>52% | 505<br>51% | 552<br>53% | 139<br>59% | 180<br>52% | 203<br>61% | 196<br>54% | 157<br>54% | 181<br>40% | 266<br>49%   | 285<br>52% | 213<br>48% | 293<br>59% | 113<br>64% | 46<br>55%  | 144<br>62% | 82<br>48%               | 97<br>53%     | 75<br>50%     | 60<br>58% | 103<br>53% | 136<br>51% | 121<br>43% | 81<br>45%  |
| A Labour party which offered a radical socialist alternative could win a general election and change Britain for the better                                   | 450<br>22%  | 252<br>26% | 197<br>19% | 51<br>22%  | 68<br>19%  | 104<br>31% | 90<br>25%  | 64<br>22%  | 72<br>16%  | 111<br>20%   | 116<br>21% | 87<br>20%  | 136<br>28% | 51<br>29%  | 14<br>16%  | 72<br>31%  | 35<br>20%               | 45<br>25%     | 26<br>17%     | 24<br>23% | 43<br>22%  | 62<br>23%  | 55<br>19%  | 25<br>14%  |
| A Labour party which offered a radical socialist alternative might win a general election, but would change Britain for the worse                             | 422<br>21%  | 213<br>22% | 209<br>20% | 54<br>23%  | 87<br>25%  | 57<br>17%  | 63<br>18%  | 47<br>16%  | 114<br>25% | 122<br>22%   | 103<br>19% | 114<br>26% | 84<br>17%  | 24<br>13%  | 14<br>17%  | 32<br>14%  | 42<br>24%               | 43<br>24%     | 40<br>27%     | 18<br>17% | 45<br>23%  | 56<br>21%  | 69<br>24%  | 40<br>22%  |
| A Labour party which offered a radical socialist alternative would represent many people and be a force for good, even if it would not win a general election | 608<br>30%  | 253<br>26% | 355<br>34% | 88<br>37%  | 112<br>32% | 99<br>30%  | 106<br>30% | 93<br>32%  | 110<br>24% | 155<br>29%   | 169<br>31% | 127<br>29% | 157<br>32% | 62<br>35%  | 33<br>38%  | 72<br>31%  | 47<br>28%               | 52<br>28%     | 49<br>33%     | 36<br>35% | 61<br>31%  | 74<br>28%  | 67<br>24%  | 56<br>32%  |

## Labour Poll

### Online Fieldwork : 4th September 2015

Absolutes/col percents

Table 12

**Q5. Which of the following statements comes closest to your view even if you don't agree completely with any of them?**

**Base: All respondents**

|  | Gender     |            | Age        |           |           |           |            |           |            | Social Grade |            |            |            | Region    |            |            |                         |               |               |           |           |           |            |            |
|--|------------|------------|------------|-----------|-----------|-----------|------------|-----------|------------|--------------|------------|------------|------------|-----------|------------|------------|-------------------------|---------------|---------------|-----------|-----------|-----------|------------|------------|
|  | Total      | Male       | Female     | 18-24     | 25-34     | 35-44     | 45-54      | 55-64     | 65+        | AB           | C1         | C2         | DE         | Scot-land | North East | North West | York-shire & Humberside | West Midlands | East Midlands | Wales     | East-ern  | London    | South East | South West |
| Weighted base  | 2023       | 985        | 1038       | 235       | 350       | 332       | 361        | 292       | 454        | 544          | 544        | 441        | 493        | 176       | 85         | 232        | 172                     | 182           | 150           | 103       | 196       | 267       | 283        | 178        |
| A Labour party which offered a radical socialist alternative would not win a general election and would therefore be a waste of time | 543<br>27% | 267<br>27% | 276<br>27% | 42<br>18% | 83<br>24% | 72<br>22% | 101<br>28% | 87<br>30% | 158<br>35% | 156<br>29%   | 157<br>29% | 114<br>26% | 117<br>24% | 40<br>23% | 24<br>29%  | 56<br>24%  | 48<br>28%               | 42<br>23%     | 35<br>23%     | 26<br>25% | 47<br>24% | 75<br>28% | 93<br>33%  | 58<br>32%  |

## Labour Poll

### Online Fieldwork : 4th September 2015

Absolutes/col percents

Table 13  
Gender  
Base: All respondents

|                 | Gender |      |        | Age   |       |       |       |       |     | Social Grade |     |     |     | Region    |            |            |                          |                |                |       |                 |            |            |     |
|-----------------|--------|------|--------|-------|-------|-------|-------|-------|-----|--------------|-----|-----|-----|-----------|------------|------------|--------------------------|----------------|----------------|-------|-----------------|------------|------------|-----|
|                 | Total  | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB           | C1  | C2  | DE  | Scot-land | North East | North West | York-shire & Humb-erside | West Mid-lands | East Mid-lands | Wales | East-ern London | South East | South West |     |
| Unweighted base | 2023   | 888  | 1135   | 256   | 330   | 272   | 364   | 313   | 488 | 699          | 601 | 250 | 473 | 195       | 84         | 207        | 146                      | 134            | 152            | 111   | 183             | 289        | 316        | 206 |
| Weighted base   | 2023   | 985  | 1038   | 235   | 350   | 332   | 361   | 292   | 454 | 544          | 544 | 441 | 493 | 176       | 85         | 232        | 172                      | 182            | 150            | 103   | 196             | 267        | 283        | 178 |
| Male            | 985    | 985  | -      | 102   | 173   | 181   | 195   | 141   | 193 | 283          | 252 | 215 | 236 | 86        | 41         | 117        | 81                       | 85             | 82             | 41    | 100             | 127        | 143        | 81  |
|                 | 49%    | 100% | -      | 43%   | 49%   | 55%   | 54%   | 48%   | 43% | 52%          | 46% | 49% | 48% | 49%       | 48%        | 51%        | 47%                      | 47%            | 55%            | 40%   | 51%             | 48%        | 51%        | 45% |
| Female          | 1038   | -    | 1038   | 133   | 177   | 151   | 166   | 151   | 260 | 262          | 292 | 226 | 257 | 90        | 44         | 115        | 91                       | 97             | 67             | 62    | 96              | 140        | 140        | 97  |
|                 | 51%    | -    | 100%   | 57%   | 51%   | 45%   | 46%   | 52%   | 57% | 48%          | 54% | 51% | 52% | 51%       | 52%        | 49%        | 53%                      | 53%            | 45%            | 60%   | 49%             | 52%        | 49%        | 55% |

## Labour Poll

### Online Fieldwork : 4th September 2015

Absolutes/col percents

Table 14  
Age  
Base: All respondents

|                 | Gender |       | Age    |       |       |       |       |       |       | Social Grade |       |       |       | Region    |            |            |                          |                |                |       |          |        |            |            |
|-----------------|--------|-------|--------|-------|-------|-------|-------|-------|-------|--------------|-------|-------|-------|-----------|------------|------------|--------------------------|----------------|----------------|-------|----------|--------|------------|------------|
|                 | Total  | Male  | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+   | AB           | C1    | C2    | DE    | Scot-land | North East | North West | York-shire & Humb-erside | West Mid-lands | East Mid-lands | Wales | East-ern | London | South East | South West |
| Unweighted base | 2023   | 888   | 1135   | 256   | 330   | 272   | 364   | 313   | 488   | 699          | 601   | 250   | 473   | 195       | 84         | 207        | 146                      | 134            | 152            | 111   | 183      | 289    | 316        | 206        |
| Weighted base   | 2023   | 985   | 1038   | 235   | 350   | 332   | 361   | 292   | 454   | 544          | 544   | 441   | 493   | 176       | 85         | 232        | 172                      | 182            | 150            | 103   | 196      | 267    | 283        | 178        |
| 18-24           | 235    | 102   | 133    | 235   | -     | -     | -     | -     | -     | 53           | 80    | 44    | 59    | 15        | 12         | 35         | 24                       | 21             | 9              | 16    | 17       | 35     | 35         | 16         |
|                 | 12%    | 10%   | 13%    | 100%  | -     | -     | -     | -     | -     | 10%          | 15%   | 10%   | 12%   | 9%        | 14%        | 15%        | 14%                      | 11%            | 6%             | 16%   | 9%       | 13%    | 13%        | 9%         |
| 25-34           | 350    | 173   | 177    | -     | 350   | -     | -     | -     | -     | 97           | 120   | 73    | 60    | 35        | 13         | 41         | 32                       | 32             | 35             | 11    | 26       | 53     | 52         | 22         |
|                 | 17%    | 18%   | 17%    | -     | 100%  | -     | -     | -     | -     | 18%          | 22%   | 17%   | 12%   | 20%       | 15%        | 17%        | 18%                      | 18%            | 23%            | 10%   | 13%      | 20%    | 18%        | 12%        |
| 35-44           | 332    | 181   | 151    | -     | -     | 332   | -     | -     | -     | 94           | 73    | 95    | 71    | 36        | 12         | 54         | 22                       | 33             | 28             | 15    | 39       | 30     | 29         | 34         |
|                 | 16%    | 18%   | 15%    | -     | -     | 100%  | -     | -     | -     | 17%          | 13%   | 22%   | 14%   | 21%       | 14%        | 23%        | 13%                      | 18%            | 19%            | 14%   | 20%      | 11%    | 10%        | 19%        |
| 45-54           | 361    | 195   | 166    | -     | -     | -     | 361   | -     | -     | 74           | 99    | 91    | 97    | 33        | 25         | 34         | 41                       | 30             | 30             | 25    | 34       | 34     | 46         | 28         |
|                 | 18%    | 20%   | 16%    | -     | -     | -     | 100%  | -     | -     | 14%          | 18%   | 21%   | 20%   | 19%       | 30%        | 15%        | 24%                      | 16%            | 20%            | 25%   | 18%      | 13%    | 16%        | 16%        |
| 55-64           | 292    | 141   | 151    | -     | -     | -     | -     | 292   | -     | 86           | 71    | 51    | 84    | 21        | 10         | 27         | 20                       | 24             | 15             | 18    | 34       | 57     | 38         | 29         |
|                 | 14%    | 14%   | 15%    | -     | -     | -     | -     | 100%  | -     | 16%          | 13%   | 12%   | 17%   | 12%       | 12%        | 12%        | 11%                      | 13%            | 10%            | 17%   | 17%      | 21%    | 14%        | 16%        |
| 65+             | 454    | 193   | 260    | -     | -     | -     | -     | -     | 454   | 141          | 102   | 88    | 123   | 36        | 14         | 41         | 34                       | 42             | 33             | 18    | 47       | 58     | 82         | 49         |
|                 | 22%    | 20%   | 25%    | -     | -     | -     | -     | -     | 100%  | 26%          | 19%   | 20%   | 25%   | 20%       | 16%        | 18%        | 20%                      | 23%            | 22%            | 18%   | 24%      | 22%    | 29%        | 27%        |
| Average age     | 47.43  | 47.09 | 47.75  | 21.86 | 30.21 | 39.75 | 49.86 | 59.75 | 69.73 | 48.49        | 45.18 | 46.91 | 49.20 | 46.85     | 46.07      | 44.64      | 46.56                    | 46.74          | 47.36          | 47.40 | 49.25    | 46.94  | 48.85      | 50.37      |

## Labour Poll

### Online Fieldwork : 4th September 2015

Absolutes/col percents

Table 15  
Social Grade  
Base: All respondents

|                 | Gender |      |        | Age   |       |       |       |       |     | Social Grade |      |      |      | Region    |            |            |                          |                |                |       |          |        |            |            |
|-----------------|--------|------|--------|-------|-------|-------|-------|-------|-----|--------------|------|------|------|-----------|------------|------------|--------------------------|----------------|----------------|-------|----------|--------|------------|------------|
|                 | Total  | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB           | C1   | C2   | DE   | Scot-land | North East | North West | York-shire & Humb-erside | West Mid-lands | East Mid-lands | Wales | East-ern | London | South East | South West |
| Unweighted base | 2023   | 888  | 1135   | 256   | 330   | 272   | 364   | 313   | 488 | 699          | 601  | 250  | 473  | 195       | 84         | 207        | 146                      | 134            | 152            | 111   | 183      | 289    | 316        | 206        |
| Weighted base   | 2023   | 985  | 1038   | 235   | 350   | 332   | 361   | 292   | 454 | 544          | 544  | 441  | 493  | 176       | 85         | 232        | 172                      | 182            | 150            | 103   | 196      | 267    | 283        | 178        |
| AB              | 544    | 283  | 262    | 53    | 97    | 94    | 74    | 86    | 141 | 544          | -    | -    | -    | 45        | 26         | 62         | 47                       | 46             | 25             | 16    | 57       | 92     | 87         | 42         |
|                 | 27%    | 29%  | 25%    | 22%   | 28%   | 28%   | 21%   | 29%   | 31% | 100%         | -    | -    | -    | 25%       | 31%        | 27%        | 28%                      | 26%            | 16%            | 16%   | 29%      | 34%    | 31%        | 24%        |
| C1              | 544    | 252  | 292    | 80    | 120   | 73    | 99    | 71    | 102 | -            | 544  | -    | -    | 40        | 15         | 59         | 54                       | 44             | 42             | 30    | 40       | 89     | 80         | 51         |
|                 | 27%    | 26%  | 28%    | 34%   | 34%   | 22%   | 27%   | 24%   | 23% | -            | 100% | -    | -    | 23%       | 18%        | 26%        | 31%                      | 24%            | 28%            | 29%   | 20%      | 33%    | 28%        | 29%        |
| C2              | 441    | 215  | 226    | 44    | 73    | 95    | 91    | 51    | 88  | -            | -    | 441  | -    | 50        | 17         | 38         | 36                       | 40             | 44             | 27    | 50       | 49     | 55         | 34         |
|                 | 22%    | 22%  | 22%    | 19%   | 21%   | 29%   | 25%   | 17%   | 19% | -            | -    | 100% | -    | 29%       | 20%        | 16%        | 21%                      | 22%            | 29%            | 26%   | 26%      | 18%    | 20%        | 19%        |
| DE              | 493    | 236  | 257    | 59    | 60    | 71    | 97    | 84    | 123 | -            | -    | -    | 493  | 41        | 26         | 73         | 35                       | 51             | 39             | 30    | 49       | 37     | 61         | 50         |
|                 | 24%    | 24%  | 25%    | 25%   | 17%   | 21%   | 27%   | 29%   | 27% | -            | -    | -    | 100% | 23%       | 31%        | 32%        | 20%                      | 28%            | 26%            | 29%   | 25%      | 14%    | 22%        | 28%        |
| NET: ABC1       | 1089   | 534  | 554    | 132   | 217   | 166   | 173   | 157   | 243 | 544          | 544  | -    | -    | 85        | 41         | 121        | 101                      | 90             | 67             | 46    | 97       | 181    | 166        | 94         |
|                 | 54%    | 54%  | 53%    | 56%   | 62%   | 50%   | 48%   | 54%   | 54% | 100%         | 100% | -    | -    | 48%       | 48%        | 52%        | 59%                      | 50%            | 44%            | 45%   | 49%      | 68%    | 59%        | 53%        |
| NET: C2DE       | 934    | 451  | 484    | 103   | 133   | 166   | 187   | 135   | 211 | -            | -    | 441  | 493  | 91        | 44         | 112        | 71                       | 91             | 83             | 57    | 99       | 86     | 117        | 84         |
|                 | 46%    | 46%  | 47%    | 44%   | 38%   | 50%   | 52%   | 46%   | 46% | -            | -    | 100% | 100% | 52%       | 52%        | 48%        | 41%                      | 50%            | 56%            | 55%   | 51%      | 32%    | 41%        | 47%        |



## Labour Poll

### Online Fieldwork : 4th September 2015

Absolutes/col percents

Table 16  
Region  
Base: All respondents

|                        | Gender |      |        | Age   |       |       |       |       |     | Social Grade |     |     |     |           | Region     |            |                          |                |                |       |          |        |            |            |
|------------------------|--------|------|--------|-------|-------|-------|-------|-------|-----|--------------|-----|-----|-----|-----------|------------|------------|--------------------------|----------------|----------------|-------|----------|--------|------------|------------|
|                        | Total  | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB           | C1  | C2  | DE  | Scot-land | North East | North West | York-shire & Humb-erside | West Mid-lands | East Mid-lands | Wales | East-ern | London | South East | South West |
| Unweighted base        | 2023   | 888  | 1135   | 256   | 330   | 272   | 364   | 313   | 488 | 699          | 601 | 250 | 473 | 195       | 84         | 207        | 146                      | 134            | 152            | 111   | 183      | 289    | 316        | 206        |
| Weighted base          | 2023   | 985  | 1038   | 235   | 350   | 332   | 361   | 292   | 454 | 544          | 544 | 441 | 493 | 176       | 85         | 232        | 172                      | 182            | 150            | 103   | 196      | 267    | 283        | 178        |
| Scotland               | 176    | 86   | 90     | 15    | 35    | 36    | 33    | 21    | 36  | 45           | 40  | 50  | 41  | 176       | -          | -          | -                        | -              | -              | -     | -        | -      | -          | -          |
|                        | 9%     | 9%   | 9%     | 6%    | 10%   | 11%   | 9%    | 7%    | 8%  | 8%           | 7%  | 11% | 8%  | 100%      | -          | -          | -                        | -              | -              | -     | -        | -      | -          | -          |
| North East             | 85     | 41   | 44     | 12    | 13    | 12    | 25    | 10    | 14  | 26           | 15  | 17  | 26  | -         | 85         | -          | -                        | -              | -              | -     | -        | -      | -          | -          |
|                        | 4%     | 4%   | 4%     | 5%    | 4%    | 4%    | 7%    | 3%    | 3%  | 5%           | 3%  | 4%  | 5%  | -         | 100%       | -          | -                        | -              | -              | -     | -        | -      | -          | -          |
| North West             | 232    | 117  | 115    | 35    | 41    | 54    | 34    | 27    | 41  | 62           | 59  | 38  | 73  | -         | -          | 232        | -                        | -              | -              | -     | -        | -      | -          | -          |
|                        | 11%    | 12%  | 11%    | 15%   | 12%   | 16%   | 10%   | 9%    | 9%  | 11%          | 11% | 9%  | 15% | -         | -          | 100%       | -                        | -              | -              | -     | -        | -      | -          | -          |
| Yorkshire & Humberside | 172    | 81   | 91     | 24    | 32    | 22    | 41    | 20    | 34  | 47           | 54  | 36  | 35  | -         | -          | -          | 172                      | -              | -              | -     | -        | -      | -          | -          |
|                        | 8%     | 8%   | 9%     | 10%   | 9%    | 7%    | 11%   | 7%    | 8%  | 9%           | 10% | 8%  | 7%  | -         | -          | -          | 100%                     | -              | -              | -     | -        | -      | -          | -          |
| West Midlands          | 182    | 85   | 97     | 21    | 32    | 33    | 30    | 24    | 42  | 46           | 44  | 40  | 51  | -         | -          | -          | -                        | 182            | -              | -     | -        | -      | -          | -          |
|                        | 9%     | 9%   | 9%     | 9%    | 9%    | 10%   | 8%    | 8%    | 9%  | 9%           | 8%  | 9%  | 10% | -         | -          | -          | -                        | 100%           | -              | -     | -        | -      | -          | -          |
| East Midlands          | 150    | 82   | 67     | 9     | 35    | 28    | 30    | 15    | 33  | 25           | 42  | 44  | 39  | -         | -          | -          | -                        | -              | 150            | -     | -        | -      | -          | -          |
|                        | 7%     | 8%   | 6%     | 4%    | 10%   | 9%    | 8%    | 5%    | 7%  | 5%           | 8%  | 10% | 8%  | -         | -          | -          | -                        | -              | 100%           | -     | -        | -      | -          | -          |
| Wales                  | 103    | 41   | 62     | 16    | 11    | 15    | 25    | 18    | 18  | 16           | 30  | 27  | 30  | -         | -          | -          | -                        | -              | -              | 103   | -        | -      | -          | -          |
|                        | 5%     | 4%   | 6%     | 7%    | 3%    | 4%    | 7%    | 6%    | 4%  | 3%           | 5%  | 6%  | 6%  | -         | -          | -          | -                        | -              | -              | 100%  | -        | -      | -          | -          |
| Eastern                | 196    | 100  | 96     | 17    | 26    | 39    | 34    | 34    | 47  | 57           | 40  | 50  | 49  | -         | -          | -          | -                        | -              | -              | -     | 196      | -      | -          | -          |
|                        | 10%    | 10%  | 9%     | 7%    | 7%    | 12%   | 10%   | 12%   | 10% | 10%          | 7%  | 11% | 10% | -         | -          | -          | -                        | -              | -              | -     | 100%     | -      | -          | -          |
| London                 | 267    | 127  | 140    | 35    | 53    | 30    | 34    | 57    | 58  | 92           | 89  | 49  | 37  | -         | -          | -          | -                        | -              | -              | -     | -        | 267    | -          | -          |
|                        | 13%    | 13%  | 13%    | 15%   | 15%   | 9%    | 9%    | 20%   | 13% | 17%          | 16% | 11% | 7%  | -         | -          | -          | -                        | -              | -              | -     | -        | 100%   | -          | -          |
| South East             | 283    | 143  | 140    | 35    | 52    | 29    | 46    | 38    | 82  | 87           | 80  | 55  | 61  | -         | -          | -          | -                        | -              | -              | -     | -        | -      | 283        | -          |
|                        | 14%    | 15%  | 13%    | 15%   | 15%   | 9%    | 13%   | 13%   | 18% | 16%          | 15% | 13% | 12% | -         | -          | -          | -                        | -              | -              | -     | -        | -      | 100%       | -          |
| South West             | 178    | 81   | 97     | 16    | 22    | 34    | 28    | 29    | 49  | 42           | 51  | 34  | 50  | -         | -          | -          | -                        | -              | -              | -     | -        | -      | -          | 178        |
|                        | 9%     | 8%   | 9%     | 7%    | 6%    | 10%   | 8%    | 10%   | 11% | 8%           | 9%  | 8%  | 10% | -         | -          | -          | -                        | -              | -              | -     | -        | -      | -          | 100%       |

## Labour Poll

### Online Fieldwork : 4th September 2015

Absolutes/col percents

Table 17  
**Have you taken a foreign holiday in the last 3 years?**  
**Base: All respondents**

|                 | Gender |      |        | Age   |       |       |       |       |     | Social Grade |     |     |     | Region    |            |            |                          |                |                |       |          |        |            |            |
|-----------------|--------|------|--------|-------|-------|-------|-------|-------|-----|--------------|-----|-----|-----|-----------|------------|------------|--------------------------|----------------|----------------|-------|----------|--------|------------|------------|
|                 | Total  | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB           | C1  | C2  | DE  | Scot-land | North East | North West | York-shire & Humb-erside | West Mid-lands | East Mid-lands | Wales | East-ern | London | South East | South West |
| Unweighted base | 2023   | 888  | 1135   | 256   | 330   | 272   | 364   | 313   | 488 | 699          | 601 | 250 | 473 | 195       | 84         | 207        | 146                      | 134            | 152            | 111   | 183      | 289    | 316        | 206        |
| Weighted base   | 2023   | 985  | 1038   | 235   | 350   | 332   | 361   | 292   | 454 | 544          | 544 | 441 | 493 | 176       | 85         | 232        | 172                      | 182            | 150            | 103   | 196      | 267    | 283        | 178        |
| Yes             | 1220   | 580  | 640    | 167   | 236   | 191   | 177   | 181   | 269 | 396          | 328 | 273 | 223 | 95        | 43         | 151        | 99                       | 104            | 68             | 57    | 131      | 201    | 176        | 94         |
|                 | 60%    | 59%  | 62%    | 71%   | 67%   | 57%   | 49%   | 62%   | 59% | 73%          | 60% | 62% | 45% | 54%       | 51%        | 65%        | 58%                      | 57%            | 45%            | 55%   | 67%      | 75%    | 62%        | 53%        |
| No              | 803    | 406  | 397    | 68    | 114   | 141   | 184   | 111   | 185 | 149          | 216 | 168 | 270 | 81        | 42         | 81         | 72                       | 77             | 82             | 47    | 65       | 66     | 106        | 84         |
|                 | 40%    | 41%  | 38%    | 29%   | 33%   | 43%   | 51%   | 38%   | 41% | 27%          | 40% | 38% | 55% | 46%       | 49%        | 35%        | 42%                      | 43%            | 55%            | 45%   | 33%      | 25%    | 38%        | 47%        |

## Labour Poll

### Online Fieldwork : 4th September 2015

Absolutes/col percents

Table 18  
**Tenure**  
**Base: All respondents**

|                                   | Gender |      | Age    |       |       |       |       |       | Social Grade |     |     |     | Region |           |            |            |                          |                |                |       |          |        |            |            |
|-----------------------------------|--------|------|--------|-------|-------|-------|-------|-------|--------------|-----|-----|-----|--------|-----------|------------|------------|--------------------------|----------------|----------------|-------|----------|--------|------------|------------|
|                                   | Total  | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+          | AB  | C1  | C2  | DE     | Scot-land | North East | North West | York-shire & Humb-erside | West Mid-lands | East Mid-lands | Wales | East-ern | London | South East | South West |
| Unweighted base                   | 2023   | 888  | 1135   | 256   | 330   | 272   | 364   | 313   | 488          | 699 | 601 | 250 | 473    | 195       | 84         | 207        | 146                      | 134            | 152            | 111   | 183      | 289    | 316        | 206        |
| Weighted base                     | 2023   | 985  | 1038   | 235   | 350   | 332   | 361   | 292   | 454          | 544 | 544 | 441 | 493    | 176       | 85         | 232        | 172                      | 182            | 150            | 103   | 196      | 267    | 283        | 178        |
| NET: Homeowners                   | 1291   | 601  | 689    | 115   | 176   | 203   | 226   | 210   | 360          | 428 | 350 | 303 | 209    | 104       | 53         | 141        | 113                      | 116            | 87             | 77    | 138      | 163    | 185        | 115        |
|                                   | 64%    | 61%  | 66%    | 49%   | 50%   | 61%   | 63%   | 72%   | 79%          | 79% | 64% | 69% | 42%    | 59%       | 62%        | 60%        | 65%                      | 64%            | 58%            | 74%   | 70%      | 61%    | 65%        | 65%        |
| Owned outright - without mortgage | 666    | 307  | 359    | 46    | 40    | 40    | 86    | 144   | 309          | 228 | 182 | 141 | 115    | 50        | 21         | 70         | 65                       | 51             | 35             | 45    | 67       | 88     | 105        | 69         |
|                                   | 33%    | 31%  | 35%    | 20%   | 12%   | 12%   | 24%   | 49%   | 68%          | 42% | 33% | 32% | 23%    | 29%       | 24%        | 30%        | 38%                      | 28%            | 24%            | 43%   | 34%      | 33%    | 37%        | 39%        |
| Owned with a mortgage or loan     | 625    | 294  | 331    | 69    | 136   | 163   | 139   | 67    | 51           | 200 | 169 | 162 | 94     | 54        | 32         | 71         | 47                       | 65             | 51             | 32    | 70       | 75     | 80         | 46         |
|                                   | 31%    | 30%  | 32%    | 29%   | 39%   | 49%   | 39%   | 23%   | 11%          | 37% | 31% | 37% | 19%    | 31%       | 38%        | 31%        | 28%                      | 36%            | 34%            | 31%   | 36%      | 28%    | 28%        | 26%        |
| NET: Renters                      | 700    | 371  | 329    | 99    | 167   | 127   | 135   | 81    | 92           | 106 | 183 | 134 | 277    | 71        | 31         | 86         | 57                       | 62             | 62             | 25    | 55       | 99     | 92         | 60         |
|                                   | 35%    | 38%  | 32%    | 42%   | 48%   | 38%   | 37%   | 28%   | 20%          | 19% | 34% | 30% | 56%    | 40%       | 36%        | 37%        | 33%                      | 34%            | 42%            | 25%   | 28%      | 37%    | 32%        | 34%        |
| Rented from the council           | 299    | 153  | 146    | 29    | 44    | 52    | 66    | 44    | 63           | 32  | 68  | 53  | 146    | 38        | 14         | 32         | 20                       | 29             | 32             | 13    | 18       | 46     | 35         | 20         |
|                                   | 15%    | 16%  | 14%    | 12%   | 13%   | 16%   | 18%   | 15%   | 14%          | 6%  | 12% | 12% | 30%    | 22%       | 17%        | 14%        | 12%                      | 16%            | 22%            | 12%   | 9%       | 17%    | 12%        | 11%        |
| Rented from a housing association | 135    | 74   | 61     | 15    | 24    | 23    | 34    | 19    | 19           | 12  | 26  | 30  | 66     | 14        | 7          | 21         | 8                        | 12             | 11             | 3     | 13       | 15     | 22         | 9          |
|                                   | 7%     | 8%   | 6%     | 7%    | 7%    | 7%    | 9%    | 7%    | 4%           | 2%  | 5%  | 7%  | 13%    | 8%        | 8%         | 9%         | 5%                       | 7%             | 8%             | 3%    | 6%       | 6%     | 8%         | 5%         |
| Rented from someone else          | 267    | 144  | 123    | 54    | 98    | 52    | 36    | 17    | 9            | 61  | 89  | 51  | 65     | 18        | 10         | 33         | 28                       | 20             | 18             | 10    | 24       | 38     | 35         | 32         |
|                                   | 13%    | 15%  | 12%    | 23%   | 28%   | 16%   | 10%   | 6%    | 2%           | 11% | 16% | 12% | 13%    | 10%       | 11%        | 14%        | 16%                      | 11%            | 12%            | 10%   | 12%      | 14%    | 12%        | 18%        |
| Rent free                         | 32     | 13   | 20     | 21    | 7     | 2     | -     | 1     | 1            | 10  | 11  | 4   | 7      | 1         | 1          | 6          | 3                        | 4              | *              | 1     | 4        | 5      | 6          | 2          |
|                                   | 2%     | 1%   | 2%     | 9%    | 2%    | 1%    | -     | *     | *            | 2%  | 2%  | 1%  | 2%     | *         | 1%         | 3%         | 2%                       | 2%             | *              | 1%    | 2%       | 2%     | 2%         | 1%         |

## Labour Poll

### Online Fieldwork : 4th September 2015

Absolutes/col percents

Table 19  
Which of the following best describes your current working status?  
Base: All respondents

|  | Gender |      | Age    |       |       |       |       |       |     | Social Grade |     |     |     | Region    |            |            |                         |               |               |       |          |        |            |            |
|--|--------|------|--------|-------|-------|-------|-------|-------|-----|--------------|-----|-----|-----|-----------|------------|------------|-------------------------|---------------|---------------|-------|----------|--------|------------|------------|
|  | Total  | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB           | C1  | C2  | DE  | Scot-land | North East | North West | York-shire & Humberside | West Midlands | East Midlands | Wales | East-ern | London | South East | South West |
| Unweighted base  | 2023   | 888  | 1135   | 256   | 330   | 272   | 364   | 313   | 488 | 699          | 601 | 250 | 473 | 195       | 84         | 207        | 146                     | 134           | 152           | 111   | 183      | 289    | 316        | 206        |
| Weighted base  | 2023   | 985  | 1038   | 235   | 350   | 332   | 361   | 292   | 454 | 544          | 544 | 441 | 493 | 176       | 85         | 232        | 172                     | 182           | 150           | 103   | 196      | 267    | 283        | 178        |
| NET: Working   | 1145   | 603  | 542    | 133   | 289   | 271   | 262   | 135   | 56  | 327          | 379 | 291 | 148 | 93        | 50         | 139        | 101                     | 101           | 84            | 66    | 105      | 166    | 144        | 97         |
|  | 57%    | 61%  | 52%    | 57%   | 82%   | 82%   | 73%   | 46%   | 12% | 60%          | 70% | 66% | 30% | 53%       | 59%        | 60%        | 59%                     | 56%           | 56%           | 64%   | 53%      | 62%    | 51%        | 54%        |
| Working full time - working 30 hours per week or more          | 906    | 538  | 368    | 109   | 246   | 222   | 208   | 96    | 25  | 273          | 306 | 224 | 104 | 75        | 34         | 121        | 86                      | 80            | 70            | 49    | 80       | 136    | 106        | 70         |
|  | 45%    | 55%  | 35%    | 46%   | 70%   | 67%   | 58%   | 33%   | 6%  | 50%          | 56% | 51% | 21% | 42%       | 40%        | 52%        | 50%                     | 44%           | 47%           | 47%   | 41%      | 51%    | 37%        | 40%        |
| Working part time - working between 8 and 29 hours per week    | 239    | 64   | 174    | 24    | 42    | 49    | 54    | 40    | 30  | 54           | 74  | 66  | 45  | 19        | 16         | 19         | 15                      | 21            | 14            | 17    | 24       | 30     | 38         | 26         |
|  | 12%    | 7%   | 17%    | 10%   | 12%   | 15%   | 15%   | 14%   | 7%  | 10%          | 14% | 15% | 9%  | 11%       | 18%        | 8%         | 9%                      | 11%           | 10%           | 17%   | 12%      | 11%    | 13%        | 15%        |
| NET: Not working   | 878    | 383  | 495    | 102   | 62    | 61    | 99    | 157   | 398 | 217          | 165 | 151 | 345 | 83        | 35         | 93         | 71                      | 81            | 66            | 37    | 92       | 101    | 139        | 81         |
|  | 43%    | 39%  | 48%    | 43%   | 18%   | 18%   | 27%   | 54%   | 88% | 40%          | 30% | 34% | 70% | 47%       | 41%        | 40%        | 41%                     | 44%           | 44%           | 36%   | 47%      | 38%    | 49%        | 46%        |
| Not working but seeking work or temporarily unemployed or sick | 102    | 62   | 40     | 23    | 30    | 14    | 23    | 11    | -   | 8            | 8   | 10  | 76  | 13        | 3          | 11         | 3                       | 8             | 8             | 4     | 13       | 10     | 21         | 8          |
|  | 5%     | 6%   | 4%     | 10%   | 9%    | 4%    | 6%    | 4%    | -   | 1%           | 1%  | 2%  | 15% | 7%        | 4%         | 5%         | 2%                      | 4%            | 5%            | 4%    | 6%       | 4%     | 8%         | 4%         |
| Not working and not seeking work/ student                      | 135    | 70   | 65     | 75    | 8     | 15    | 21    | 15    | 2   | 21           | 35  | 13  | 66  | 17        | 5          | 13         | 9                       | 14            | 8             | 7     | 10       | 21     | 19         | 12         |
|  | 7%     | 7%   | 6%     | 32%   | 2%    | 4%    | 6%    | 5%    | *   | 4%           | 6%  | 3%  | 13% | 9%        | 5%         | 6%         | 5%                      | 8%            | 6%            | 7%    | 5%       | 8%     | 7%         | 6%         |
| Retired on a state pension only                                | 169    | 55   | 114    | -     | -     | -     | 1     | 30    | 138 | 14           | 17  | 22  | 116 | 12        | 6          | 18         | 14                      | 23            | 8             | 10    | 23       | 14     | 20         | 20         |
|  | 8%     | 6%   | 11%    | -     | -     | -     | *     | 10%   | 30% | 3%           | 3%  | 5%  | 24% | 7%        | 7%         | 8%         | 8%                      | 13%           | 6%            | 10%   | 12%      | 5%     | 7%         | 11%        |
| Retired with a private pension                                 | 337    | 177  | 160    | -     | -     | 1     | 9     | 79    | 248 | 151          | 87  | 69  | 31  | 30        | 12         | 36         | 28                      | 25            | 24            | 10    | 35       | 46     | 60         | 32         |
|  | 17%    | 18%  | 15%    | -     | -     | *     | 3%    | 27%   | 55% | 28%          | 16% | 16% | 6%  | 17%       | 14%        | 15%        | 16%                     | 14%           | 16%           | 9%    | 18%      | 17%    | 21%        | 18%        |
| House person, housewife, househusband, etc.                    | 135    | 19   | 116    | 4     | 24    | 31    | 44    | 22    | 10  | 23           | 18  | 36  | 56  | 11        | 10         | 15         | 17                      | 11            | 17            | 6     | 11       | 9      | 18         | 9          |
|  | 7%     | 2%   | 11%    | 2%    | 7%    | 9%    | 12%   | 8%    | 2%  | 4%           | 3%  | 8%  | 11% | 6%        | 11%        | 6%         | 10%                     | 6%            | 12%           | 6%    | 6%       | 4%     | 6%         | 5%         |

## Labour Poll

### Online Fieldwork : 4th September 2015

Absolutes/col percents

Table 20  
How many cars are there in your household?  
Base: All respondents

|                          | Gender      |            |            | Age        |            |            |            |            |            | Social Grade |            |            |            | Region     |            |            |                          |                |                |           |            |            |            |            |
|--------------------------|-------------|------------|------------|------------|------------|------------|------------|------------|------------|--------------|------------|------------|------------|------------|------------|------------|--------------------------|----------------|----------------|-----------|------------|------------|------------|------------|
|                          | Total       | Male       | Female     | 18-24      | 25-34      | 35-44      | 45-54      | 55-64      | 65+        | AB           | C1         | C2         | DE         | Scot-land  | North East | North West | York-shire & Humb-erside | West Mid-lands | East Mid-lands | Wales     | East-ern   | London     | South East | South West |
| Unweighted base          | 2023        | 888        | 1135       | 256        | 330        | 272        | 364        | 313        | 488        | 699          | 601        | 250        | 473        | 195        | 84         | 207        | 146                      | 134            | 152            | 111       | 183        | 289        | 316        | 206        |
| Weighted base            | 2023        | 985        | 1038       | 235        | 350        | 332        | 361        | 292        | 454        | 544          | 544        | 441        | 493        | 176        | 85         | 232        | 172                      | 182            | 150            | 103       | 196        | 267        | 283        | 178        |
| No cars in the household | 440<br>22%  | 222<br>23% | 218<br>21% | 62<br>26%  | 87<br>25%  | 86<br>26%  | 77<br>21%  | 50<br>17%  | 80<br>18%  | 69<br>13%    | 129<br>24% | 56<br>13%  | 187<br>38% | 54<br>31%  | 12<br>14%  | 65<br>28%  | 30<br>18%                | 25<br>14%      | 37<br>24%      | 28<br>27% | 28<br>14%  | 88<br>33%  | 43<br>15%  | 31<br>17%  |
| NET: Any                 | 1583<br>78% | 763<br>77% | 819<br>79% | 173<br>74% | 263<br>75% | 246<br>74% | 284<br>79% | 242<br>83% | 374<br>82% | 476<br>87%   | 415<br>76% | 385<br>87% | 306<br>62% | 122<br>69% | 73<br>86%  | 167<br>72% | 142<br>82%               | 157<br>86%     | 113<br>76%     | 75<br>73% | 168<br>86% | 179<br>67% | 240<br>85% | 147<br>83% |
| 1                        | 838<br>41%  | 419<br>43% | 419<br>40% | 57<br>24%  | 159<br>45% | 136<br>41% | 155<br>43% | 117<br>40% | 214<br>47% | 204<br>37%   | 233<br>43% | 205<br>46% | 197<br>40% | 79<br>45%  | 32<br>38%  | 108<br>46% | 76<br>44%                | 87<br>48%      | 59<br>39%      | 38<br>37% | 82<br>42%  | 96<br>36%  | 112<br>40% | 69<br>39%  |
| 2                        | 559<br>28%  | 253<br>26% | 306<br>29% | 65<br>27%  | 86<br>25%  | 99<br>30%  | 85<br>24%  | 99<br>34%  | 125<br>28% | 227<br>42%   | 138<br>25% | 123<br>28% | 70<br>14%  | 33<br>19%  | 32<br>38%  | 49<br>21%  | 50<br>29%                | 49<br>27%      | 49<br>32%      | 18<br>17% | 70<br>36%  | 60<br>22%  | 96<br>34%  | 54<br>30%  |
| 3+                       | 186<br>9%   | 91<br>9%   | 95<br>9%   | 51<br>22%  | 18<br>5%   | 12<br>4%   | 43<br>12%  | 26<br>9%   | 35<br>8%   | 45<br>8%     | 44<br>8%   | 57<br>13%  | 40<br>8%   | 10<br>6%   | 9<br>10%   | 11<br>5%   | 16<br>9%                 | 21<br>12%      | 6<br>4%        | 20<br>19% | 15<br>8%   | 23<br>9%   | 32<br>11%  | 24<br>14%  |