ICM Poll for The Guardian

Fieldwork dates: 10-12th October 2014

Interview Method: Telephone.

Population effectively sampled: All adults aged 18+

Sampling Method, RDD: Within each government office region, a random sample of telephone numbers was drawn from the entire BT database of domestic telephone numbers. Each number so selected had its last digit randomised so as to provide a sample including both listed and unlisted numbers. 850 interviews were conducted on land-lines.

Sampling Method, Mobile RDD: A random sample of mobile telephone numbers was generated in proportion to network provider market share. As with the landline process, seed telephone numbers are used to create the mobile RDD sample by randomising the last N digits of the seed number. A total of 150 interviews were conducted with people on their mobile phone.

Sample size: 1,001

Data weighting: Data were weighted to the profile of all adults aged 18+ (including non telephone owning households). Data were weighted by sex, age, social class, household tenure, work status and region. Targets for the weighted data were derived from the National Readership survey, a random probability survey comprising 36,000 random face-to-face interviews conducted annually.

The data were further weighted by declared votes in the 2010 general election. The weighting scheme is designed as follows:

Weighting by past votes

1. Respondents are asked whether they voted in the last general election and if they did, which party they voted for.

2. The sample is weighted by demographics (age, sex, tenure etc). However, after such weighting the declared past votes may not match, exactly, the results of the last election. Partly this is because demographics (by which ICM control the sample) are relatively poorly correlated with vote behaviour. Nevertheless past vote weighting has to be used with caution as some people genuinely forget how they voted. We cannot simply weight the data to the actual results last time.

3. ICM takes the declared past votes on any new poll and adds it to the 25 or so most recent ICM polls containing the same question. The average of these polls is used in the past vote weighting scheme.

4. ICM compares the declared past votes derived in 3) above to the actual result of the last general election and gives a weight of 80% to the results of the last election and 20% to the average of the most recent polls, thereby assuming that most of the difference can be attributed to political imbalance in the sample and to faulty recall.

Weighting for turnout

1. ICM ask respondents to say how likely it is that they will go and vote in a new general election using a ten points scale where 10 means they would be absolutely certain to vote and 1 means they would be certain not to vote.

2. We then weight people by their anticipated turnout. If someone is 10/10 certain to vote, they are given a weight of 1.0. If someone is 9/10 certain to vote they are given a weight of 0.9 etc. People who tell us they are likely to vote in the next General Election but did not vote in the last, are further down-weighted. If someone says they are 10/10 certain to vote but did not vote in 2010, they are given a weight of 0.5. If they say 9/10 certainty, the weight becomes 0.45 etc.

Voting intentions: ICM derives vote intentions from 2 questions.

First of all respondents are asked how likely it is that they would be to go and vote in a new election. Those who say they will vote are asked to say which party they would support in a new election. Respondents are then asked whether they voted in 2010 and which party they voted for in that election. The vote figures shown in the table are calculated after ICM has excluded those who say they will not vote, refuse to answer the question or don't know who they would vote for. The figures are adjusted for turnout calculated accordingly to their stated intentions to vote.

In a further step, ICM add 50% of those who refuse to answer the vote intention question or say they don't know to the party they voted for in 2010.

The analysis by vote intention shown on each table is taken from table 1, ie before adjusting for refusers and don't knows.

Questions: The computer tables attached in PDF format show each question, in full, in the order they were put to respondents, all response codes and the weighted and un-weighted bases for all demographics and other data including but not limited that published .

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British Polling Council: ICM is a member of the British Polling Council and abides by its rules. http://www.britishpollingcouncil.org/

Opinion Poll
CATI Fieldwork : 10th-12th October 2014

Absolutes/col percents

Table 1
Q.A Some people have said they would not vote in a new General Election, while others have said they would vote. I would like to know how certain it is that you would actually vote in a general election?
Base: All respondents

		Total	Gender Male	Gender Fe-male	Age 18-24	Age 25-34	Age 35-64	Age 65+	Social Class AB	Social Class C1	Social Class C2	Social Class DE	Voting Intention Con	Voting Intention Lab	Voting Intention Lib Dem	Voting Intention UKIP	Voting Intention Other	Vote In 2010 GE Con	Vote In 2010 GE Lab	Vote In 2010 GE Lib Dem	Region Scot-land	Region Wales	Region North	Region Mid-lands	Region South	NET: Eng-land	NET: Eng-land & Wales
Unweighted base		1001	483	518	66	172	548	215	397	209	144	251	179	206	42	81	70	229	199	111	95	49	243	258	356	857	906
Weighted base		1001	489	512	121	162	510	208	272	292	205	231	159	209	42	85	60	212	178	131	83	51	250	265	351	867	918
Certain to vote	(10)	559	275	284	39	66	296	158	166	164	96	132	119	133	30	57	46	166	132	94	54	26	138	142	199	479	505
		56%	56%	55%	33%	41%	58%	76%	61%	56%	47%	57%	75%	63%	72%	68%	77%	78%	74%	72%	65%	51%	55%	53%	57%	55%	55%
	(9)	57	26	31	8	5	35	9	20	12	12	12	12	16	1	5	2	21	13	5	2	2	10	20	23	53	55
		6%	5%	6%	7%	3%	7%	4%	8%	4%	6%	5%	8%	8%	3%	6%	4%	10%	7%	4%	2%	3%	4%	7%	7%	6%	6%
	(8)	72	38	35	4	15	44	9	23	17	15	17	8	20	8	7	4	9	15	17	5	2	15	20	31	65	67
		7%	8%	7%	4%	9%	9%	4%	8%	6%	7%	7%	5%	9%	19%	8%	7%	4%	9%	13%	6%	4%	6%	8%	9%	8%	7%
	(7)	45	24	21	14	8	21	3	13	15	12	5	6	10	2	6	1	3	7	2	3	4	8	12	18	38	42
		5%	5%	4%	12%	5%	4%	1%	5%	5%	6%	2%	4%	5%	5%	7%	1%	1%	4%	1%	4%	7%	3%	5%	5%	4%	5%
	(6)	23	13	10	7	7	6	3	3	12	1	6	4	4	*	*	-	3	2	-	1	2	5	9	5	19	21
		2%	3%	2%	6%	5%	1%	1%	1%	4%	1%	3%	2%	2%	1%	*	-	2%	1%	-	2%	5%	2%	3%	1%	2%	2%
	(5)	67	24	43	18	15	29	5	13	20	17	18	5	10	-	8	2	6	3	-	7	1	17	21	21	59	60
		7%	5%	8%	15%	9%	6%	2%	5%	7%	8%	8%	3%	5%	-	9%	4%	3%	2%	-	9%	2%	7%	8%	6%	7%	7%
	(4)	20	13	7	7	3	9	1	2	7	5	6	1	7	-	1	-	-	-	4	*	1	4	10	5	19	20
		2%	3%	1%	6%	2%	2%	1%	1%	3%	2%	2%	1%	3%	-	2%	-	-	-	3%	1%	1%	2%	4%	1%	2%	2%
	(3)	20	5	14	2	9	8	1	4	6	6	3	3	5	-	-	2	2	1	2	2	2	7	3	5	15	17
		2%	1%	3%	2%	5%	2%	*	2%	2%	3%	1%	2%	2%	-	-	3%	1%	1%	1%	3%	5%	3%	1%	2%	2%	2%
	(2)	18	12	7	5	6	6	1	5	5	6	2	1	6	-	-	2	1	1	1	1	-	4	7	7	17	17
		2%	2%	1%	4%	4%	1%	1%	2%	2%	3%	1%	1%	3%	-	-	4%	*	1%	1%	1%	-	1%	2%	2%	2%	2%
Certain not to vote	(1)	100	52	48	16	24	45	14	19	26	30	25	-	-	-	-	-	1	2	6	5	10	37	20	28	86	95
		10%	11%	9%	13%	15%	9%	7%	7%	9%	15%	11%	-	-	-	-	-	*	1%	4%	6%	19%	15%	8%	8%	10%	10%
Refused		6	1	5	-	2	3	1	2	1	2	1	-	-	-	-	-	-	-	-	*	-	1	-	5	6	6
		1%	*	1%	-	1%	1%	*	1%	*	1%	*	-	-	-	-	-	-	-	-	*	-	*	-	1%	1%	1%
Don't know		13	6	8	-	2	8	4	1	5	3	5	-	-	-	-	-	-	1	1	1	2	4	2	5	11	13
		1%	1%	1%	-	1%	2%	2%	*	2%	1%	2%	-	-	-	-	-	-	1%	1%	1%	3%	2%	1%	1%	1%	1%
Mean		7.89	7.88	7.90	6.57	6.76	8.15	8.91	8.38	7.88	7.23	7.92	9.25	8.72	9.40	8.99	9.10	9.44	9.31	8.92	8.35	7.17	7.52	7.92	8.13	7.89	7.85
Standard deviation		3.10	3.13	3.06	3.20	3.47	2.94	2.55	2.77	3.05	3.43	3.12	1.64	2.17	1.04	1.72	2.08	1.44	1.58	2.32	2.77	3.64	3.43	2.94	2.91	3.09	3.12
Standard error		0.10	0.14	0.14	0.39	0.27	0.13	0.18	0.14	0.21	0.29	0.20	0.12	0.15	0.16	0.19	0.25	0.10	0.11	0.22	0.29	0.53	0.22	0.18	0.16	0.11	0.10

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Table 2
Q.B The Conservatives, Labour, the Liberal Democrats and other parties would fight a new election in your area. If there were a general election tomorrow which party do you think you would vote for?
Base: All respondents

	Total	Gender Male	Gender Fe-male	Age 18-24	Age 25-34	Age 35-64	Age 65+	Social Class AB	Social Class C1	Social Class C2	Social Class DE	Voting Intention Con	Voting Intention Lab	Voting Intention Lib Dem	Voting Intention UKIP	Voting Intention Other	Vote In 2010 GE Con	Vote In 2010 GE Lab	Vote In 2010 GE Lib Dem	Region Scotland	Region Wales	Region North	Region Mid-lands	Region South	NET: England	NET: England & Wales
Unweighted base	1001	483	518	66	172	548	215	397	209	144	251	179	206	42	81	70	229	199	111	95	49	243	258	356	857	906
Weighted base	1001	489	512	121	162	510	208	272	292	205	231	159	209	42	85	60	212	178	131	83	51	250	265	351	867	918
Conservative	159 16%	83 17%	76 15%	9 8%	18 11%	76 15%	56 27%	65 24%	42 14%	22 11%	30 13%	159 100%	-	-	-	-	111 52%	5 3%	6 5%	8 10%	6 11%	42 17%	45 17%	58 16%	145 17%	151 16%
Labour	209 21%	108 22%	102 20%	41 34%	31 19%	103 20%	35 17%	53 19%	67 23%	41 20%	49 21%	-	209 100%	-	-	-	12 5%	119 67%	28 21%	14 17%	7 14%	55 22%	49 19%	84 24%	188 22%	195 21%
Liberal Democrat/ Liberal	42 4%	19 4%	23 4%	4 3%	12 7%	16 3%	10 5%	15 5%	13 5%	2 1%	11 5%	-	-	42 100%	-	-	5 2%	1 *	26 20%	3 4%	1 2%	11 5%	11 4%	16 4%	38 4%	39 4%
Scottish National Party/ SNP	18 2%	11 2%	7 1%	5 4%	4 3%	7 1%	1 1%	5 2%	6 2%	2 1%	5 2%	-	-	-	-	18 30%	-	1 1%	-	18 21%	-	-	-	*	*	*
Plaid Cymru	5 1%	4 1%	1 *	-	*	3 1%	1 1%	*	-	2 1%	2 1%	-	-	-	-	5 8%	-	-	1 1%	-	4 7%	-	1 1%	-	1 *	5 1%
Green Party	23 2%	10 2%	13 2%	5 4%	3 2%	13 3%	2 1%	8 3%	10 3%	3 2%	1 *	-	-	-	-	23 38%	-	1 1%	8 6%	1 1%	2 3%	4 1%	7 3%	9 3%	20 2%	22 2%
UK Independence Party (UKIP)	85 8%	56 11%	29 6%	3 2%	4 2%	58 11%	21 10%	14 5%	25 8%	27 13%	19 8%	-	-	-	85 100%	-	27 13%	14 8%	7 5%	5 6%	1 1%	22 9%	25 10%	32 9%	79 9%	80 9%
British National Party (BNP)	2 *	2 *	-	-	-	2 *	-	1 *	-	1 *	-	-	-	-	-	2 3%	1 *	-	-	-	-	1 *	-	1 *	2 *	2 *
Other	13 1%	7 2%	5 1%	1 1%	1 1%	9 2%	1 *	3 1%	4 1%	3 1%	3 1%	-	-	-	-	13 21%	-	3 2%	3 2%	* 1%	2 3%	1 1%	4 2%	5 1%	11 1%	12 1%
Will not vote	100 10%	52 11%	48 9%	16 13%	24 15%	45 9%	14 7%	19 7%	26 9%	30 15%	25 11%	-	-	-	-	-	1 *	2 1%	6 4%	5 6%	10 19%	37 15%	20 8%	28 8%	86 10%	95 10%
Don't know	261 26%	106 22%	155 30%	32 27%	54 34%	132 26%	42 20%	61 22%	82 28%	61 29%	58 25%	-	-	-	-	-	49 23%	24 13%	45 34%	23 27%	14 27%	58 23%	84 32%	83 24%	225 26%	239 26%
Refused	85 9%	32 7%	53 10%	5 4%	10 6%	46 9%	24 12%	29 11%	17 6%	11 6%	28 12%	-	-	-	-	-	8 4%	9 5%	2 1%	6 8%	6 12%	19 8%	18 7%	36 10%	73 8%	79 9%

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Opinion Poll
CATI Fieldwork : 10th-12th October 2014

Absolutes/col percents

Table 3
Data derived from:-
Q.A Some people have said they would not vote in a new General Election, while others have said they would vote. I would like to know how certain it is that you would actually vote in a general election?
Q.B The Conservatives, Labour, the Liberal Democrats and other parties would fight a new election in your area. If there were a general election tomorrow which party do you think you would vote for?
Data excludes those who definitely will not vote (10%), don't know who they would vote for (26%) or refuse to answer (9%)
THIS TABLE DOES NOT INCLUDE ADJUSTMENT FOR DON'T KNOW/REFUSERS

	Total	Gender Male	Gender Female	Age 18-24	Age 25-34	Age 35-64	Age 65+	Social Class AB	Social Class C1	Social Class C2	Social Class DE	Voting Intention Con	Voting Intention Lab	Voting Intention Lib Dem	Voting Intention UKIP	Voting Intention Other	Vote 2010 Con	Vote 2010 Lab	Vote 2010 Lib Dem	Region Scotland	Region Wales	Region North	Region Midlands	Region South	NET: England	NET: England & Wales
Unweighted base	488	260	228	20	65	280	123	212	109	60	109	157	170	36	68	59	167	148	67	50	21	122	115	179	417	438
Weighted base	457	246	212	36	54	248	120	139	141	80	97	136	168	35	70	48	150	138	75	39	19	118	115	166	399	418
Conservative	136	70	67	3	13	67	53	58	36	17	26	136	-	-	-	-	107	5	6	6	6	36	40	50	125	130
	30%	28%	31%	9%	24%	27%	44%	41%	25%	21%	27%	100%	-	-	-	-	71%	4%	8%	16%	29%	30%	34%	30%	31%	31%
Labour	168	85	83	23	24	87	33	43	53	33	38	-	168	-	-	-	11	113	27	12	6	47	36	67	150	156
	37%	35%	39%	66%	45%	35%	27%	31%	38%	41%	40%	-	100%	-	-	-	7%	82%	36%	31%	33%	40%	31%	40%	37%	37%
Liberal Democrat/ Liberal	35	16	19	2	10	14	9	12	13	2	9	-	-	35	-	-	5	1	25	3	*	11	9	12	32	32
	8%	7%	9%	5%	19%	6%	8%	8%	9%	2%	10%	-	-	100%	-	-	3%	1%	33%	7%	3%	9%	8%	7%	8%	8%
Scottish National Party/ SNP	13	8	5	3	2	7	1	4	4	2	3	-	-	-	-	13	-	1	-	13	-	-	-	-	*	*
	3%	3%	2%	7%	4%	3%	1%	3%	3%	2%	3%	-	-	-	-	27%	-	1%	-	32%	-	-	-	-	*	*
Plaid Cymru	5	3	1	-	*	3	1	*	-	2	2	-	-	-	-	5	-	-	1	-	3	-	1	-	1	5
	1%	1%	1%	-	1%	1%	1%	*	-	2%	3%	-	-	-	-	9%	-	-	1%	-	16%	-	1%	-	*	1%
Green Party	18	8	10	3	2	11	2	8	7	2	1	-	-	-	-	18	-	1	8	1	2	4	5	7	16	17
	4%	3%	5%	8%	3%	5%	2%	5%	5%	3%	1%	-	-	-	-	38%	-	1%	11%	2%	9%	3%	4%	4%	4%	4%
UK Independence Party (UKIP)	70	47	23	1	1	50	18	12	24	20	14	-	-	-	70	-	27	13	7	4	*	19	21	26	66	66
	15%	19%	11%	2%	2%	20%	15%	8%	17%	25%	15%	-	-	-	100%	-	18%	9%	9%	11%	1%	16%	18%	16%	16%	16%
British National Party (BNP)	2	2	-	-	-	2	-	1	-	1	-	-	-	-	-	-	2	1	-	-	-	-	1	-	1	2	2
	*	1%	-	-	-	1%	-	1%	-	1%	-	-	-	-	-	-	3%	1%	-	-	-	-	1%	-	1%	*	*
Other	10	7	3	1	1	7	1	2	4	2	2	-	-	-	-	10	-	3	2	*	2	1	4	3	8	10
	2%	3%	2%	3%	2%	3%	1%	2%	3%	2%	3%	-	-	-	-	22%	-	2%	3%	1%	9%	1%	3%	2%	2%	2%

Prepared on behalf of The Guardian by ICM Research

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Opinion Poll
CATI Fieldwork : 10th-12th October 2014

Col percents

Table 4
Published Vote Intention Figures
Percentages derived from the responses of 696 respondents

	Total
Conservative	31%
Labour	35%
Liberal Democrat	11%
UKIP	14%
Other	10%

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Absolutes/col percents

Table 5
Q.1 Thinking about David Cameron, would you say he...
Understands people like me
Base: All respondents

| | Total | Gender | | Age | | | | Social Class | | | | Voting Intention | | | | | Vote In 2010 General Election | | | Region | | | | | | NET: England | NET: England & Wales |
		Male	Female	18-24	25-34	35-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	UKIP	Other	Con	Lab	Lib Dem	Scotland	Wales	North	Midlands	South		
Unweighted base	1001	483	518	66	172	548	215	397	209	144	251	179	206	42	81	70	229	199	111	95	49	243	258	356	857	906
Weighted base	1001	489	512	121	162	510	208	272	292	205	231	159	209	42	85	60	212	178	131	83	51	250	265	351	867	918
Yes	268	151	117	28	42	125	72	103	59	46	60	110	34	12	12	9	98	29	27	14	18	68	70	97	235	254
	27%	31%	23%	23%	26%	24%	35%	38%	20%	22%	26%	69%	16%	30%	14%	15%	46%	16%	20%	17%	36%	27%	26%	28%	27%	28%
No	633	303	330	75	102	338	119	150	221	123	140	45	162	29	72	49	101	139	101	57	28	157	170	221	548	576
	63%	62%	64%	62%	63%	66%	57%	55%	75%	60%	61%	28%	77%	70%	85%	81%	48%	78%	77%	69%	55%	63%	64%	63%	63%	63%
Don't know	100	35	66	17	18	48	17	20	13	37	31	4	14	-	1	2	13	11	3	12	5	25	26	33	84	89
	10%	7%	13%	14%	11%	9%	8%	7%	4%	18%	13%	2%	7%	-	1%	4%	6%	6%	3%	14%	9%	10%	10%	9%	10%	10%

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Table 6
Q.1 Thinking about David Cameron, would you say he...
Is more honest than most politicians
Base: All respondents

| | Total | Gender | | Age | | | | Social Class | | | | Voting Intention | | | | | Vote In 2010 General Election | | | Region | | | | | NET: England | NET: England & Wales |
		Male	Fe-male	18-24	25-34	35-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	UKIP	Other	Con	Lab	Lib Dem	Scot-land	Wales	North	Mid-lands	South		
Unweighted base	1001	483	518	66	172	548	215	397	209	144	251	179	206	42	81	70	229	199	111	95	49	243	258	356	857	906
Weighted base	1001	489	512	121	162	510	208	272	292	205	231	159	209	42	85	60	212	178	131	83	51	250	265	351	867	918
Yes	291 29%	148 30%	143 28%	32 27%	39 24%	131 26%	89 43%	89 33%	74 25%	49 24%	79 34%	109 69%	38 18%	10 25%	15 18%	10 16%	116 55%	32 18%	34 26%	18 22%	20 40%	63 25%	85 32%	105 30%	253 29%	273 30%
No	607 61%	301 62%	306 60%	78 65%	101 62%	332 65%	95 46%	159 58%	189 65%	134 65%	125 54%	37 23%	156 75%	27 66%	67 79%	49 81%	81 38%	133 75%	93 71%	58 70%	29 58%	156 62%	151 57%	213 61%	519 60%	548 60%
Don't know	103 10%	40 8%	63 12%	10 8%	22 14%	47 9%	24 11%	24 9%	30 10%	22 11%	27 12%	13 8%	15 7%	4 9%	3 3%	2 3%	15 7%	14 8%	5 4%	6 7%	1 3%	32 13%	29 11%	34 10%	95 11%	97 11%

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Absolutes/col percents

Table 7
Q.1 Thinking about David Cameron, would you say he...
Looks after the interests of the many, not the few
Base: All respondents

	Total	Gender		Age				Social Class				Voting Intention					Vote In 2010 General Election			Region					NET: England	NET: England & Wales
		Male	Fe-male	18-24	25-34	35-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	UKIP	Other	Con	Lab	Lib Dem	Scot-land	Wales	North	Mid-lands	South		
Unweighted base	1001	483	518	66	172	548	215	397	209	144	251	179	206	42	81	70	229	199	111	95	49	243	258	356	857	906
Weighted base	1001	489	512	121	162	510	208	272	292	205	231	159	209	42	85	60	212	178	131	83	51	250	265	351	867	918
Yes	350	172	178	41	58	154	97	112	95	66	76	119	42	19	19	12	119	32	42	26	23	85	97	119	301	324
	35%	35%	35%	34%	36%	30%	47%	41%	32%	32%	33%	75%	20%	45%	23%	19%	56%	18%	32%	31%	45%	34%	37%	34%	35%	35%
No	552	280	272	68	85	307	92	134	181	109	128	26	159	22	60	45	75	137	85	52	25	141	140	193	474	499
	55%	57%	53%	57%	53%	60%	44%	49%	62%	53%	55%	17%	76%	53%	71%	76%	35%	77%	65%	63%	49%	56%	53%	55%	55%	54%
Don't know	100	37	63	11	19	50	19	26	16	31	27	14	8	1	5	3	18	9	4	5	3	24	28	39	92	95
	10%	8%	12%	9%	12%	10%	9%	9%	6%	15%	12%	9%	4%	1%	6%	5%	9%	5%	3%	6%	6%	10%	11%	11%	11%	10%

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Opinion Poll
CATI Fieldwork : 10th-12th October 2014

Table 8
Q.2 Thinking about Ed Miliband, would you say he...
Understands people like me
Base: All respondents

| | Total | Gender | | Age | | | | Social Class | | | | Voting Intention | | | | | Vote In 2010 General Election | | | Region | | | | | | NET: England | NET: England & Wales |
		Male	Female	18-24	25-34	35-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	UKIP	Other	Con	Lab	Lib Dem	Scotland	Wales	North	Midlands	South		
Unweighted base	1001	483	518	66	172	548	215	397	209	144	251	179	206	42	81	70	229	199	111	95	49	243	258	356	857	906
Weighted base	1001	489	512	121	162	510	208	272	292	205	231	159	209	42	85	60	212	178	131	83	51	250	265	351	867	918
Yes	252 25%	141 29%	111 22%	37 31%	44 27%	126 25%	45 22%	79 29%	74 25%	39 19%	61 26%	30 19%	115 55%	11 27%	8 10%	9 15%	38 18%	83 47%	30 23%	14 17%	11 22%	59 24%	76 29%	92 26%	227 26%	238 26%
No	601 60%	309 63%	292 57%	63 52%	91 56%	311 61%	136 66%	169 62%	175 60%	131 64%	126 55%	117 73%	81 38%	26 62%	72 86%	46 77%	154 73%	80 45%	90 69%	56 68%	36 70%	151 60%	150 56%	209 59%	510 59%	545 59%
Don't know	148 15%	39 8%	109 21%	21 17%	27 16%	73 14%	27 13%	25 9%	44 15%	35 17%	44 19%	12 8%	14 7%	4 11%	4 5%	5 8%	20 10%	15 8%	11 9%	13 15%	4 9%	40 16%	40 15%	51 14%	131 15%	135 15%

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Opinion Poll
CATI Fieldwork : 10th-12th October 2014

Table 9
Q.2 Thinking about Ed Miliband, would you say he...
Is more honest than most politicians
Base: All respondents

	Total	Gender Male	Gender Fe-male	Age 18-24	Age 25-34	Age 35-64	Age 65+	Social Class AB	Social Class C1	Social Class C2	Social Class DE	Voting Intention Con	Voting Intention Lab	Voting Intention Lib Dem	Voting Intention UKIP	Voting Intention Other	Vote In 2010 General Election Con	Vote In 2010 General Election Lab	Vote In 2010 General Election Lib Dem	Region Scot-land	Region Wales	Region North	Region Mid-lands	Region South	NET: Eng-land	NET: Eng-land & Wales
Unweighted base	1001	483	518	66	172	548	215	397	209	144	251	179	206	42	81	70	229	199	111	95	49	243	258	356	857	906
Weighted base	1001	489	512	121	162	510	208	272	292	205	231	159	209	42	85	60	212	178	131	83	51	250	265	351	867	918
Yes	253 25%	140 29%	113 22%	38 31%	32 20%	130 25%	54 26%	70 26%	68 23%	50 24%	66 28%	20 12%	110 52%	13 31%	13 16%	12 19%	35 17%	85 48%	40 30%	15 18%	16 32%	68 27%	66 25%	87 25%	221 26%	238 26%
No	610 61%	295 60%	315 61%	69 58%	106 66%	307 60%	126 61%	176 65%	187 64%	120 58%	127 55%	121 76%	83 40%	26 62%	65 77%	44 73%	154 73%	80 45%	74 57%	57 69%	30 59%	149 60%	162 61%	211 60%	522 60%	553 60%
Don't know	138 14%	54 11%	85 17%	14 11%	23 14%	73 14%	28 14%	27 10%	38 13%	35 17%	38 17%	18 11%	16 8%	3 7%	6 7%	5 8%	23 11%	13 8%	17 13%	11 13%	5 9%	33 13%	37 14%	53 15%	123 14%	128 14%

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Opinion Poll
CATI Fieldwork : 10th-12th October 2014

Absolutes/col percents

Table 10
Q.2 Thinking about Ed Miliband, would you say he...
Looks after the interests of the many, not the few
Base: All respondents

	Total	Gender Male	Gender Fe-male	Age 18-24	Age 25-34	Age 35-64	Age 65+	Social Class AB	Social Class C1	Social Class C2	Social Class DE	Voting Intention Con	Voting Intention Lab	Voting Intention Lib Dem	Voting Intention UKIP	Voting Intention Other	Vote In 2010 General Election Con	Vote In 2010 General Election Lab	Vote In 2010 General Election Lib Dem	Region Scot-land	Region Wales	Region North	Region Mid-lands	Region South	NET: Eng-land	NET: Eng-land & Wales
Unweighted base	1001	483	518	66	172	548	215	397	209	144	251	179	206	42	81	70	229	199	111	95	49	243	258	356	857	906
Weighted base	1001	489	512	121	162	510	208	272	292	205	231	159	209	42	85	60	212	178	131	83	51	250	265	351	867	918
Yes	383 38%	201 41%	181 35%	38 31%	62 38%	200 39%	83 40%	119 44%	109 37%	59 29%	96 42%	47 30%	137 65%	21 50%	21 25%	22 36%	72 34%	111 62%	66 50%	21 26%	17 33%	85 34%	118 45%	141 40%	345 40%	361 39%
No	484 48%	240 49%	244 48%	65 54%	77 47%	238 47%	104 50%	126 46%	148 51%	111 54%	99 43%	95 60%	56 27%	17 41%	60 70%	35 58%	125 59%	51 28%	48 37%	52 62%	31 60%	130 52%	109 41%	162 46%	401 46%	432 47%
Don't know	135 13%	47 10%	88 17%	18 15%	23 14%	72 14%	21 10%	28 10%	35 12%	36 17%	36 15%	17 11%	16 8%	3 8%	4 5%	4 6%	15 7%	17 10%	17 13%	10 12%	4 7%	35 14%	38 14%	48 14%	121 14%	125 14%

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Opinion Poll
CATI Fieldwork : 10th-12th October 2014

Table 11
Q.2 Thinking about Nigel Farage, would you say he...
Understands people like me
Base: All respondents

	Total	Gender		Age				Social Class				Voting Intention					Vote In 2010 General Election			Region					NET: England	NET: England & Wales
		Male	Fe-male	18-24	25-34	35-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	UKIP	Other	Con	Lab	Lib Dem	Scot-land	Wales	North	Mid-lands	South		
Unweighted base	1001	483	518	66	172	548	215	397	209	144	251	179	206	42	81	70	229	199	111	95	49	243	258	356	857	906
Weighted base	1001	489	512	121	162	510	208	272	292	205	231	159	209	42	85	60	212	178	131	83	51	250	265	351	867	918
Yes	314	182	132	22	32	188	72	79	95	67	73	69	29	9	70	17	93	39	33	17	15	79	91	112	282	297
	31%	37%	26%	19%	20%	37%	35%	29%	32%	33%	32%	44%	14%	22%	82%	28%	44%	22%	25%	21%	29%	32%	34%	32%	33%	32%
No	476	242	234	66	83	229	99	157	141	79	98	67	143	28	6	37	87	107	88	54	25	113	112	172	397	422
	48%	50%	46%	54%	51%	45%	48%	58%	48%	39%	43%	42%	68%	67%	8%	61%	41%	60%	67%	65%	50%	45%	42%	49%	46%	46%
Don't know	210	65	146	33	47	94	37	36	56	59	60	23	37	5	9	6	32	32	10	12	11	58	62	67	188	199
	21%	13%	28%	27%	29%	18%	18%	13%	19%	29%	26%	14%	18%	11%	10%	10%	15%	18%	8%	14%	22%	23%	23%	19%	22%	22%

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Opinion Poll
CATI Fieldwork : 10th-12th October 2014

Absolutes/col percents

Table 12
Q.2 Thinking about Nigel Farage, would you say he...
Is more honest than most politicians
Base: All respondents

	Total	Gender		Age				Social Class				Voting Intention					Vote In 2010 General Election			Region						NET: England	NET: England & Wales
		Male	Female	18-24	25-34	35-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	UKIP	Other	Con	Lab	Lib Dem	Scotland	Wales	North	Midlands	South		
Unweighted base	1001	483	518	66	172	548	215	397	209	144	251	179	206	42	81	70	229	199	111	95	49	243	258	356	857	906
Weighted base	1001	489	512	121	162	510	208	272	292	205	231	159	209	42	85	60	212	178	131	83	51	250	265	351	867	918
Yes	296	169	127	22	37	167	70	78	83	65	69	58	34	9	63	17	96	51	26	21	14	71	76	115	261	275
	30%	35%	25%	18%	23%	33%	34%	29%	28%	32%	30%	36%	16%	21%	75%	28%	45%	29%	20%	25%	27%	28%	29%	33%	30%	30%
No	504	257	247	64	75	262	103	162	153	85	104	80	136	28	15	36	91	95	96	48	26	128	133	169	430	456
	50%	53%	48%	53%	46%	51%	50%	60%	52%	41%	45%	50%	65%	68%	18%	60%	43%	53%	73%	58%	52%	51%	50%	48%	50%	50%
Don't know	201	63	139	35	50	81	35	32	57	56	57	21	40	5	7	8	26	32	9	14	11	52	57	68	176	187
	20%	13%	27%	29%	31%	16%	17%	12%	19%	27%	25%	13%	19%	11%	8%	13%	12%	18%	7%	17%	21%	21%	21%	19%	20%	20%

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Opinion Poll
CATI Fieldwork : 10th-12th October 2014

Absolutes/col percents

Table 13
Q.2 Thinking about Nigel Farage, would you say he...
Looks after the interests of the many, not the few
Base: All respondents

	Total	Gender		Age				Social Class				Voting Intention					Vote In 2010 General Election			Region					NET: England	NET: England & Wales
		Male	Fe-male	18-24	25-34	35-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	UKIP	Other	Con	Lab	Lib Dem	Scot-land	Wales	North	Mid-lands	South	NET: Eng-land	NET: Eng-land & Wales
Unweighted base	1001	483	518	66	172	548	215	397	209	144	251	179	206	42	81	70	229	199	111	95	49	243	258	356	857	906
Weighted base	1001	489	512	121	162	510	208	272	292	205	231	159	209	42	85	60	212	178	131	83	51	250	265	351	867	918
Yes	298 30%	169 35%	129 25%	20 16%	31 19%	173 34%	74 36%	71 26%	79 27%	78 38%	69 30%	61 38%	29 14%	8 20%	64 76%	16 27%	96 45%	38 21%	26 20%	19 23%	17 32%	66 26%	92 35%	105 30%	262 30%	278 30%
No	502 50%	254 52%	248 48%	67 56%	82 50%	252 49%	101 48%	166 61%	162 55%	74 36%	100 43%	77 48%	144 69%	28 68%	13 15%	38 64%	87 41%	108 61%	96 73%	52 63%	24 47%	127 51%	120 45%	178 51%	426 49%	450 49%
Don't know	202 20%	66 14%	135 26%	34 28%	49 30%	86 17%	33 16%	36 13%	51 17%	53 26%	62 27%	21 13%	36 17%	5 12%	8 9%	5 9%	29 13%	32 18%	10 7%	12 14%	10 20%	58 23%	54 20%	68 19%	180 21%	190 21%

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Absolutes/col percents

Table 14
Q.4 Thinking about the single issue that will concern you most when it comes to casting your vote, which SINGLE ONE of the following would you say will be the most important?
Base: All respondents

	Total	Male	Female	18-24	25-34	35-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	UKIP	Other	Con	Lab	Lib Dem	Scotland	Wales	North	Midlands	South	NET: England	NET: England & Wales
Unweighted base	1001	483	518	66	172	548	215	397	209	144	251	179	206	42	81	70	229	199	111	95	49	243	258	356	857	906
Weighted base	1001	489	512	121	162	510	208	272	292	205	231	159	209	42	85	60	212	178	131	83	51	250	265	351	867	918
Immigration	203	92	111	12	27	108	56	34	61	61	47	48	16	3	37	5	62	23	9	13	14	49	53	74	176	189
	20%	19%	22%	10%	17%	21%	27%	13%	21%	30%	21%	30%	8%	7%	43%	9%	29%	13%	7%	16%	27%	19%	20%	21%	20%	21%
NHS	238	99	139	22	41	124	51	63	77	41	57	23	72	11	7	17	35	63	33	16	12	72	67	71	210	222
	24%	20%	27%	18%	25%	24%	24%	23%	26%	20%	25%	14%	34%	26%	8%	27%	16%	36%	25%	19%	23%	29%	25%	20%	24%	24%
Europe	68	42	26	9	3	33	23	18	17	12	20	7	12	3	19	6	22	12	10	4	5	6	21	33	60	64
	7%	9%	5%	8%	2%	6%	11%	7%	6%	6%	9%	4%	6%	8%	23%	9%	10%	7%	8%	4%	9%	2%	8%	10%	7%	7%
Crime and disorder	28	13	15	4	6	13	5	10	8	6	4	3	3	1	5	1	6	6	*	1	1	9	9	9	26	27
	3%	3%	3%	3%	4%	2%	3%	4%	3%	3%	2%	2%	1%	2%	6%	1%	3%	3%	*	1%	2%	3%	3%	3%	3%	3%
Education	91	36	55	20	20	40	11	30	25	22	15	19	28	4	1	5	19	11	12	11	6	27	14	33	74	80
	9%	7%	11%	17%	13%	8%	5%	11%	8%	11%	6%	12%	14%	11%	2%	8%	9%	6%	9%	13%	12%	11%	5%	9%	9%	9%
Pensions	49	21	28	3	2	26	17	10	8	11	19	9	9	4	1	3	8	11	9	6	1	13	17	13	42	44
	5%	4%	5%	2%	1%	5%	8%	4%	3%	5%	8%	6%	5%	9%	1%	5%	4%	6%	7%	6%	3%	5%	7%	4%	5%	5%
Jobs, prices and wages	166	84	82	23	39	93	11	52	55	28	31	14	43	4	10	10	21	35	26	13	6	45	44	57	146	153
	17%	17%	16%	19%	24%	18%	5%	19%	19%	14%	14%	9%	20%	10%	12%	16%	10%	20%	20%	16%	12%	18%	17%	16%	17%	17%
The government deficit	74	52	22	6	6	44	18	31	19	11	13	27	9	5	2	5	32	7	15	4	3	14	19	34	67	70
	7%	11%	4%	5%	4%	9%	9%	11%	6%	5%	6%	17%	4%	11%	2%	8%	15%	4%	12%	5%	6%	6%	7%	10%	8%	8%
Other	66	45	21	19	14	22	12	18	19	11	17	8	14	6	1	10	5	8	14	16	2	12	17	20	49	50
	7%	9%	4%	15%	8%	4%	6%	7%	7%	5%	7%	5%	7%	15%	2%	16%	2%	4%	11%	19%	3%	5%	6%	6%	6%	5%
Don't know	18	6	13	3	4	9	3	5	5	3	7	1	3	-	1	-	3	3	2	*	1	6	5	7	17	18
	2%	1%	3%	2%	2%	2%	1%	2%	2%	1%	3%	*	1%	-	1%	-	2%	2%	2%	*	2%	2%	2%	2%	2%	2%

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<u>Opinion Poll</u>
<u>CATI Fieldwork : 10th-12th October 2014</u>

Table 15
Q.C/D Voting in May 6th 2010 General Election
Base: All respondents

	Unweighted Total	Weighted Total
Unweighted base	1001	1001
Weighted base	1001	1001
Conservative	229 23%	212 21%
Labour	199 20%	178 18%
Liberal Democrat/ Liberal	111 11%	131 13%
Scottish National Party/SNP	24 2%	14 1%
Plaid Cymru	9 1%	7 1%
Green Party	17 2%	12 1%
UK Independence Party (UKIP)	13 1%	18 2%
British National Party (BNP)	2 *	1 *
Others	5 *	4 *
Did not vote	267 27%	303 30%
Refused	82 8%	76 8%
Don't know	43 4%	44 4%

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Opinion Poll
CATI Fieldwork : 10th-12th October 2014

Absolutes/col percents

Table 16
Classification
Base: All respondents

		Unweighted Total	Weighted Total
Unweighted base		1001	1001
Weighted base		1001	1001
Gender			
Male		483 48%	489 49%
Female		518 52%	512 51%
Age			
18-24	(21)	66 7%	121 12%
25-34	(29.5)	172 17%	162 16%
35-44	(39.5)	184 18%	191 19%
45-54	(49.5)	189 19%	169 17%
55-64	(59.5)	175 17%	151 15%
65+	(70)	215 21%	208 21%
Average age		48.50	46.70

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CATI Fieldwork : 10th-12th October 2014

Absolutes/col percents

Table 16
Classification
Base: All respondents

	Unweighted Total	Weighted Total
Weighted base	1001	1001
Social Grade		
AB	397 40%	272 27%
C1	209 21%	292 29%
C2	144 14%	205 21%
DE	251 25%	231 23%
Region		
North	338 34%	333 33%
Midlands	307 31%	317 32%
South	356 36%	351 35%

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<u>Opinion Poll</u>
<u>CATI Fieldwork : 10th-12th October 2014</u>

Table 16
Classification
Base: All respondents

	Unweighted Total	Weighted Total
Weighted base	1001	1001
Working status		
Full-time	464 46%	440 44%
Part-time	151 15%	121 12%
Not working but seeking work or temporarily unemployed/sick	51 5%	80 8%
Not working/not seeking work	42 4%	56 6%
Retired	235 23%	238 24%
Student	21 2%	32 3%
Refused	37 4%	34 3%

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CATI Fieldwork : 10th-12th October 2014

Absolutes/col percents

Table 16
Classification
Base: All respondents

	Unweighted Total	Weighted Total
Weighted base	1001	1001
Tenure		
Own outright	333	332
	33%	33%
Own with a mortgage	344	352
	34%	35%
Council	79	126
	8%	13%
Housing Assoc.	50	36
	5%	4%
Rented from someone else	129	102
	13%	10%
Rent free	10	7
	1%	1%
Refused	56	46
	6%	5%

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