

October Political Zeitgeist Poll

Prepared on behalf of the Mail on Sunday



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Fieldwork Dates: 19th October - 20th October 2012

Data Collection Method: The survey was conducted via online panel. Invitations to complete surveys were sent out to members of the panel. Differential response rates from different demographic groups were taken into account.

Population Sampled: All adults aged 18+ England, Scotland and Wales.

Sample Size: 1,002

Data Weighting: Data were weighted to the profile of all adults aged 18+. Data were weighted by gender, age, region, 2010 vote and likelihood to vote. Targets for the weighted data were derived from Office of National Statistics data.

Margin of Error: Because only a sample of the full population was interviewed, all results are subject to margin of error, which mean that not all differences are statistically significant. For example, in a question where 50% (the worst case scenario as far as margin of error is concerned) gave a particular answer, with a sample of 1,002 we can be 95% certain that the 'true' value will fall within the range of 3.1% from the sample result.

Data were analysed and weighted by Survation and presented by Patrick Briône and Damian Lyons Lowe.

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Table 1
Q4. What is your Age?
Base: All Respondents

	Gender		Age			2010 Vote (Q12/Q13)					Voting Intention (Q5/Q7)					SEG				REGION3			
	Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	North & Scotland	Midlands & Wales	South	
Unweighted Total	1002	593	409	306	396	300	273	236	161	40	63	226	337	63	97	209	180	281	283	258	271	177	399
Weighted Total	1002	490	512	274	358	371	286	230	182	25	50	237	334	69	96	197	159	268	295	280	339	223	440
18-24	91	27	65	91	-	-	6	20	12	1	8	14	26	6	7	25	7	33	33	18	33	18	41
	9.1%	5.4%	12.6%	33.3%	-	-	2.0%	8.6%	6.4%	4.2%	15.1%	6.1%	7.7%	9.3%	7.2%	12.6%	4.2%	12.3%	11.2%	6.6%	9.6%	8.0%	9.3%
25-34	182	67	115	182	-	-	29	45	34	4	5	29	60	18	13	47	44	61	46	31	67	38	78
	18.2%	13.8%	22.5%	66.7%	-	-	10.1%	19.6%	18.5%	15.8%	10.8%	12.2%	18.0%	26.0%	13.8%	23.9%	27.8%	22.8%	15.5%	11.2%	19.7%	16.8%	17.7%
35-44	186	82	104	-	186	-	41	49	39	1	14	34	78	5	11	40	39	59	53	35	61	41	85
	18.6%	16.7%	20.3%	-	52.0%	-	14.3%	21.3%	21.4%	3.7%	27.6%	14.3%	23.3%	6.8%	11.6%	20.5%	24.5%	22.1%	17.9%	12.6%	17.9%	18.2%	19.3%
45-54	172	90	82	-	172	-	57	42	32	4	9	45	63	11	16	29	33	45	52	41	58	40	74
	17.1%	18.4%	15.9%	-	48.0%	-	20.1%	18.2%	17.8%	14.3%	17.6%	19.0%	18.8%	16.3%	17.2%	15.0%	20.8%	16.9%	17.6%	14.8%	17.2%	17.8%	16.7%
55-64	221	130	91	-	-	221	77	52	44	9	12	55	68	20	26	41	28	47	62	84	79	56	86
	22.0%	26.4%	17.8%	-	-	59.5%	27.0%	22.5%	24.3%	37.2%	24.4%	23.1%	20.3%	29.0%	27.0%	21.0%	17.4%	17.4%	21.1%	29.9%	23.3%	25.0%	19.5%
65+	150	94	56	-	-	150	76	23	21	6	2	60	39	9	22	14	8	23	49	70	42	32	77
	15.0%	19.3%	10.9%	-	-	40.5%	26.5%	9.9%	11.6%	24.8%	4.5%	25.3%	11.8%	12.6%	23.2%	7.0%	5.3%	8.4%	16.7%	24.9%	12.3%	14.2%	17.5%
Mean	46.08	49.36	42.95	26.67	44.30	62.13	52.55	44.89	46.19	52.60	43.46	50.38	45.34	45.94	50.07	42.31	42.91	42.34	46.30	51.24	45.37	46.91	46.21
Standard deviation	14.72	13.97	14.75	4.01	5.00	3.20	12.71	14.08	13.90	14.29	14.05	14.31	13.92	15.51	14.75	14.43	12.62	14.27	15.09	14.36	14.67	14.42	14.91
Standard error	0.46	0.57	0.73	0.23	0.25	0.18	0.77	0.92	1.10	2.26	1.77	0.95	0.76	1.95	1.50	1.00	0.94	0.85	0.90	0.89	0.89	1.08	0.75

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Table 2
Q5. Some people vote in General Elections where as others do not. On a scale of 0 to 10, with 10 meaning certainly would vote and 0 meaning certainly would NOT vote, how likely would you be to vote in a General Election?
Base: All Respondents

	Total		Gender		Age			2010 Vote (Q12/Q13)					Voting Intention (Q5/Q7)					SEG				REGION3		
			Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	North & Scotland	Midlands & Wales	South
Unweighted Total	1002		593	409	306	396	300	273	236	161	40	63	226	337	63	97	209	180	281	283	258	271	177	399
Weighted Total	1002		490	512	274	358	371	286	230	182	25	50	237	334	69	96	197	159	268	295	280	339	223	440
0 (Would Not Vote)	34		19	16	12	13	10	2	1	-	-	1	-	-	-	-	-	1	10	13	10	11	6	17
	3.4%		3.8%	3.0%	4.3%	3.6%	2.6%	0.8%	0.3%	-	-	2.6%	-	-	-	-	-	0.5%	3.7%	4.4%	3.7%	3.3%	2.7%	3.9%
1	12		6	6	6	5	1	-	1	-	-	-	1	2	-	1	7	1	2	4	5	7	-	4
	1.2%		1.2%	1.1%	2.0%	1.4%	0.3%	-	0.6%	-	-	-	0.5%	0.6%	-	1.5%	3.5%	0.5%	0.6%	1.5%	1.7%	2.2%	-	1.0%
2	12		4	8	2	3	7	1	-	2	-	-	1	5	-	-	5	-	3	5	4	5	1	6
	1.2%		0.9%	1.5%	0.6%	0.8%	2.0%	0.4%	-	1.4%	-	-	0.6%	1.6%	-	-	2.6%	-	1.2%	1.7%	1.3%	1.4%	0.6%	1.3%
3	10		5	5	1	4	5	-	-	2	-	-	1	-	1	2	7	2	2	6	-	3	2	5
	1.0%		1.1%	1.0%	0.5%	1.0%	1.4%	-	-	1.1%	-	-	0.3%	-	1.1%	2.4%	3.4%	1.4%	0.6%	2.2%	-	0.9%	1.0%	1.1%
4	17		5	12	12	5	-	1	1	4	-	2	1	4	4	2	6	5	6	5	1	12	3	2
	1.7%		1.1%	2.3%	4.3%	1.5%	-	0.3%	0.5%	2.3%	-	4.3%	0.3%	1.0%	6.1%	2.2%	3.3%	2.9%	2.3%	1.8%	0.3%	3.5%	1.4%	0.4%
5	62		28	34	33	23	5	6	3	8	1	4	11	12	5	5	29	6	17	18	20	21	16	24
	6.2%		5.7%	6.6%	12.0%	6.5%	1.5%	2.3%	1.3%	4.5%	2.6%	7.1%	4.8%	3.6%	7.2%	4.8%	14.6%	3.9%	6.2%	6.2%	7.2%	6.2%	7.2%	5.6%
6	24		7	17	13	7	4	3	7	3	*	-	9	5	2	*	7	4	10	4	5	10	-	14
	2.4%		1.3%	3.4%	4.9%	1.9%	1.0%	1.1%	3.0%	1.8%	1.6%	-	4.0%	1.6%	2.4%	0.4%	3.7%	2.8%	3.8%	1.4%	1.9%	2.9%	-	3.2%
7	33		13	20	18	8	7	2	7	5	1	2	4	11	1	3	14	5	11	10	7	17	6	10
	3.3%		2.6%	3.9%	6.7%	2.2%	1.8%	0.5%	2.8%	2.5%	2.9%	4.3%	1.6%	3.4%	1.9%	3.2%	6.9%	3.1%	4.1%	3.5%	2.4%	5.1%	2.6%	2.2%
8	88		27	61	36	32	20	16	28	10	3	4	18	31	6	8	26	10	27	27	25	31	24	33
	8.8%		5.5%	12.0%	13.1%	9.0%	5.5%	5.5%	12.0%	5.6%	12.8%	7.1%	7.8%	9.2%	8.6%	7.9%	13.0%	6.0%	10.0%	9.2%	8.8%	9.2%	10.6%	7.6%
9	100		46	54	30	51	19	30	26	22	2	6	27	42	6	8	19	22	34	32	12	24	22	54
	10.0%		9.5%	10.5%	11.1%	14.2%	5.2%	10.6%	11.3%	12.1%	9.6%	12.3%	11.4%	12.4%	8.1%	7.9%	9.5%	14.1%	12.6%	10.8%	4.4%	7.2%	10.0%	12.2%
10	577		320	257	96	195	285	220	155	123	17	31	163	222	44	67	78	101	141	155	180	191	134	252
	57.6%		65.4%	50.2%	35.2%	54.6%	77.0%	77.0%	67.6%	67.2%	70.4%	62.5%	68.7%	66.5%	64.6%	69.7%	39.7%	63.8%	52.7%	52.4%	64.3%	56.5%	59.9%	57.3%
Dont Know	32		8	23	13	12	7	5	1	3	-	-	-	-	-	-	-	1	6	13	11	5	8	19
	3.2%		1.7%	4.6%	4.8%	3.3%	1.8%	1.6%	0.6%	1.5%	-	-	-	-	-	-	-	0.8%	2.2%	4.5%	3.9%	1.5%	3.6%	4.2%
Refused	1		1	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	1	-
	0.1%		0.2%	-	0.3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.3%	-	-	0.4%	-



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Table 3
Q6. What is your main reason for not intending to vote in a general election?
Base: All Respondents (Would Not Vote)

	Gender		Age			2010 Vote (Q12/Q13)					Voting Intention (Q5/Q7)					SEG				REGION3		
	Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	North & Scotland	Midlands & Wales	South
Unweighted Total	38	24	14	16	15	7	2	1	1	-	1	-	-	-	-	1	13	16	8	9	4	17
Weighted Total	34	19	16	12	13	10	2	1	-	-	1	-	-	-	-	1	10	13	10	11	6	17
No difference between the parties/candidates	4	4	-	1	2	1	-	-	-	-	-	-	-	-	-	1	-	2	1	-	2	2
	11.3%	20.6%	-	7.2%	12.7%	14.3%	-	-	-	-	-	-	-	-	-	100.0%	-	12.5%	13.2%	-	37.3%	9.6%
No interest in politics	12	4	8	8	4	-	-	1	-	-	-	-	-	-	-	-	6	4	2	4	-	9
	36.0%	23.9%	50.7%	67.1%	34.2%	-	-	100.0%	-	-	-	-	-	-	-	-	57.5%	33.9%	21.0%	31.2%	-	51.8%
Dont believe my vote will affect the outcome	2	2	-	1	2	-	-	-	-	-	-	-	-	-	-	-	2	1	-	1	-	2
	7.1%	13.0%	-	6.0%	13.5%	-	-	-	-	-	-	-	-	-	-	-	17.4%	5.4%	-	7.8%	-	9.2%
Dont feel able to make an informed choice	4	-	4	1	-	2	-	-	-	-	-	-	-	-	-	-	-	1	2	-	2	1
	10.9%	-	24.1%	10.7%	-	25.8%	-	-	-	-	-	-	-	-	-	-	-	9.7%	23.7%	-	41.4%	7.4%
None of the candidates / parties share my views	6	5	1	-	4	3	1	-	-	-	1	-	-	-	-	-	1	3	3	2	1	3
	18.8%	26.9%	9.1%	-	28.4%	29.2%	54.1%	-	-	-	100.0%	-	-	-	-	-	9.6%	19.5%	28.3%	22.1%	21.2%	15.8%
Other	4	2	3	1	1	2	1	-	-	-	-	-	-	-	-	-	2	1	1	3	-	1
	11.8%	8.2%	16.2%	9.0%	11.2%	16.0%	45.9%	-	-	-	-	-	-	-	-	-	15.4%	8.2%	13.9%	26.4%	-	6.3%
Refuse	1	1	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	1	-	1	-	-
	4.1%	7.5%	-	-	-	14.6%	-	-	-	-	-	-	-	-	-	-	-	10.7%	-	12.4%	-	-

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Table 4

Q7. If there was a General Election taking place tomorrow, and there was a candidate from all political parties standing in your constituency, which party do you think you would vote for?

Base: All Respondents (Would Vote)

	Gender		Age			2010 Vote (Q12/Q13)					Voting Intention (Q5/Q7)					SEG				REGION3			
	Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	North & Scotland	Midlands & Wales	South	
Unweighted Total	935	559	376	277	369	289	267	234	158	40	62	226	337	63	97	209	178	263	253	241	257	166	367
Weighted Total	935	462	473	248	333	355	279	227	180	25	49	237	334	69	96	197	157	252	268	258	322	209	404
Conservative	237	127	110	43	79	115	185	5	13	2	2	237	-	-	-	-	41	63	64	69	79	48	110
	25.3%	27.4%	23.3%	17.5%	23.7%	32.3%	66.2%	2.3%	7.5%	7.2%	4.4%	100.0%	-	-	-	-	25.9%	25.0%	24.0%	26.5%	24.6%	22.9%	27.2%
Labour	334	160	174	86	141	107	19	197	57	4	9	-	334	-	-	-	53	82	108	91	129	85	120
	35.8%	34.7%	36.8%	34.7%	42.3%	30.3%	6.9%	86.5%	31.9%	15.3%	17.4%	-	100.0%	-	-	-	33.6%	32.5%	40.5%	35.3%	39.9%	41.0%	29.8%
Liberal Democrat	69	31	38	24	16	29	5	-	57	-	-	-	-	69	-	-	17	24	10	17	16	17	36
	7.3%	6.6%	8.0%	9.8%	4.8%	8.0%	1.6%	-	31.6%	-	-	-	-	100.0%	-	-	11.2%	9.5%	3.7%	6.6%	4.9%	8.1%	8.9%
United Kingdom Independence Party (UKIP)	96	65	31	20	27	48	37	5	14	16	11	-	-	-	96	-	18	22	24	32	32	18	45
	10.2%	14.0%	6.5%	8.1%	8.2%	13.5%	13.4%	2.3%	7.7%	64.9%	23.1%	-	-	-	100.0%	-	11.5%	8.6%	9.1%	12.2%	10.1%	8.7%	11.1%
Another Party	55	34	20	15	24	16	5	3	10	1	27	-	-	-	-	55	6	18	18	12	18	9	28
	5.8%	7.4%	4.3%	5.9%	7.1%	4.6%	1.8%	1.1%	5.5%	4.8%	55.2%	-	-	-	-	27.7%	3.8%	7.2%	6.8%	4.7%	5.6%	4.3%	6.9%
Undecided	142	44	98	57	46	39	28	18	28	2	-	-	-	-	142	-	21	42	41	38	48	30	63
	15.2%	9.6%	20.7%	23.2%	13.8%	10.9%	10.1%	7.7%	15.8%	7.8%	-	-	-	-	72.3%	-	13.3%	16.8%	15.4%	14.7%	15.0%	14.5%	15.7%
Refuse	3	1	2	2	-	1	-	-	-	-	-	-	-	-	-	-	1	1	1	-	-	1	2
	0.3%	0.2%	0.4%	0.9%	-	0.3%	-	-	-	-	-	-	-	-	-	-	0.6%	0.4%	0.4%	-	-	0.5%	0.5%

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Table 5
Q7_Special. If there was a General Election taking place tomorrow, and there was a candidate from all political parties standing in your constituency, which party do you think you would vote for?
Base: All Respondents (Would Vote)

	Gender		Age			2010 Vote (Q12/Q13)					Voting Intention (Q5/Q7)					SEG				REGION3			
	Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	North & Scotland	Midlands & Wales	South	
Unweighted Total	797	502	295	220	320	257	243	218	136	37	55	226	337	63	97	74	156	221	212	208	220	142	309
Weighted Total	833	445	388	182	303	348	280	229	162	25	51	253	355	70	101	55	145	216	232	240	281	192	359
Conservative	253	137	116	41	82	129	206	6	13	1	1	253	-	-	-	-	42	68	67	75	83	53	116
	30.3%	30.8%	29.8%	22.6%	27.2%	37.1%	73.7%	2.4%	8.2%	5.7%	2.4%	100.0%	-	-	-	-	29.3%	31.6%	29.0%	31.1%	29.6%	27.6%	32.4%
Labour	355	171	184	88	150	117	22	217	64	4	9	-	355	-	-	-	57	85	114	100	131	95	129
	42.6%	38.4%	47.5%	48.2%	49.5%	33.7%	7.8%	94.5%	39.5%	16.6%	17.2%	-	100.0%	-	-	-	39.0%	39.3%	49.1%	41.5%	46.6%	49.5%	35.8%
Liberal Democrat	70	32	38	20	18	32	5	-	60	-	-	-	-	70	-	-	20	22	11	18	14	17	39
	8.4%	7.2%	9.7%	11.0%	5.8%	9.3%	1.6%	-	36.8%	-	-	-	-	100.0%	-	-	13.8%	10.0%	4.6%	7.4%	5.1%	8.9%	10.7%
United Kingdom Independence Party (UKIP)	101	71	30	19	30	52	43	5	15	18	11	-	-	-	101	-	19	24	23	35	34	18	49
	12.1%	16.0%	7.7%	10.4%	9.8%	15.0%	15.2%	2.1%	9.4%	72.3%	22.1%	-	-	-	100.0%	-	13.4%	11.0%	9.9%	14.5%	12.1%	9.2%	13.7%
Another Party	55	34	21	14	24	17	5	2	10	1	30	-	-	-	-	55	6	18	17	13	19	9	27
	6.6%	7.7%	5.3%	7.7%	7.8%	4.9%	1.7%	1.0%	6.0%	5.4%	58.2%	-	-	-	-	100.0%	4.4%	8.2%	7.4%	5.6%	6.7%	4.8%	7.4%

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Table 6
Q7_Special. If there was a General Election taking place tomorrow, and there was a candidate from all political parties standing in your constituency, which party do you think you would vote for?
Base: All Respondents (Would Vote)

	Gender		Age			2010 Vote (Q12/Q13)					Voting Intention (Q5/Q7)					SEG				REGION3			
	Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	North & Scotland	Midlands & Wales	South	
Unweighted Total	797	502	295	220	320	257	243	218	136	37	55	226	337	63	97	74	156	221	212	208	220	142	309
Weighted Total	833	445	388	182	303	348	280	229	162	25	51	253	355	70	101	55	145	216	232	240	281	192	359
Conservative	253	137	116	41	82	129	206	6	13	1	1	253	-	-	-	-	42	68	67	75	83	53	116
	30%	31%	30%	23%	27%	37%	74%	2%	8%	6%	2%	100%	-	-	-	-	29%	32%	29%	31%	30%	28%	32%
Labour	355	171	184	88	150	117	22	217	64	4	9	-	355	-	-	-	57	85	114	100	131	95	129
	43%	38%	47%	48%	49%	34%	8%	95%	40%	17%	17%	-	100%	-	-	-	39%	39%	49%	42%	47%	50%	36%
Liberal Democrat	70	32	38	20	18	32	5	-	60	-	-	-	-	70	-	-	20	22	11	18	14	17	39
	8%	7%	10%	11%	6%	9%	2%	-	37%	-	-	-	-	100%	-	-	14%	10%	5%	7%	5%	9%	11%
United Kingdom Independence Party (UKIP)	101	71	30	19	30	52	43	5	15	18	11	-	-	-	101	-	19	24	23	35	34	18	49
	12%	16%	8%	10%	10%	15%	15%	2%	9%	72%	22%	-	-	-	100%	-	13%	11%	10%	14%	12%	9%	14%
Another Party	55	34	21	14	24	17	5	2	10	1	30	-	-	-	-	55	6	18	17	13	19	9	27
	7%	8%	5%	8%	8%	5%	2%	1%	6%	5%	58%	-	-	-	-	100%	4%	8%	7%	6%	7%	5%	7%

October Political Zeitgeist Poll

Prepared on behalf of the Mail on Sunday

Table 7

Q8. Which other party would you vote for if there was a General Election tomorrow?

Base: All Respondents (Vote: Another Party)

	Gender		Age			2010 Vote (Q12/Q13)					Voting Intention (Q5/Q7)					SEG				REGION3			
	Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	North & Scotland	Midlands & Wales	South	
Unweighted Total	74	51	23	19	30	25	5	4	10	4	38	-	-	-	-	74	12	21	17	24	12	7	23
Weighted Total	55	34	20	15	24	16	5	3	10	1	27	-	-	-	-	55	6	18	18	12	18	9	28
British National Party (BNP)	14	12	2	4	4	6	1	-	2	1	8	-	-	-	-	14	-	4	2	8	10	2	2
	25.0%	33.7%	10.4%	28.6%	15.3%	35.9%	25.4%	-	15.1%	63.6%	31.3%	-	-	-	-	25.0%	-	20.0%	11.1%	65.9%	53.2%	24.4%	7.0%
Green	33	15	18	10	16	7	3	3	6	*	15	-	-	-	-	33	6	13	13	2	7	4	22
	61.3%	44.4%	89.6%	71.4%	68.3%	42.0%	60.4%	100.0%	62.0%	36.4%	55.6%	-	-	-	-	61.3%	100.0%	69.0%	69.3%	18.6%	41.5%	39.8%	80.9%
English Democrat	2	2	-	-	2	-	-	-	-	-	1	-	-	-	-	2	-	1	-	1	-	1	1
	4.1%	6.5%	-	-	9.4%	-	-	-	-	-	4.8%	-	-	-	-	4.1%	-	7.1%	-	7.8%	-	10.6%	4.6%
If not listed please state in this box	5	5	-	-	2	4	1	-	2	-	2	-	-	-	-	5	-	1	4	1	1	2	2
	9.6%	15.4%	-	-	7.0%	22.0%	14.2%	-	22.9%	-	8.3%	-	-	-	-	9.6%	-	4.0%	19.6%	7.8%	5.2%	25.3%	7.4%

October Political Zeitgeist Poll

Prepared on behalf of the Mail on Sunday

Table 8
Q9. Conservative Party
Base: All Respondents (Vote: Undecided)

	Gender		Age			2010 Vote (Q12/Q13)					Voting Intention (Q5/Q7)					SEG				REGION3			
	Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	North & Scotland	Midlands & Wales	South	
Unweighted Total	156	63	93	62	60	34	26	16	24	3	7	-	-	-	-	135	21	45	51	39	41	26	68
Weighted Total	165	51	114	65	57	43	30	18	31	2	-	-	-	-	142	21	47	53	44	53	34	78	
Would not consider at all	24	6	18	7	13	4	-	7	7	1	-	-	-	-	22	5	6	11	3	12	-	13	
	14.8%	11.6%	16.1%	11.0%	22.7%	9.9%	-	40.2%	21.7%	58.5%	-	-	-	-	15.6%	24.2%	11.8%	20.0%	7.1%	22.6%	-	16.0%	
Would probably not consider	16	7	9	9	4	3	-	1	4	1	-	-	-	-	10	2	4	4	6	4	4	8	
	9.8%	13.4%	8.2%	13.3%	7.4%	7.9%	-	7.6%	12.5%	41.5%	-	-	-	-	6.7%	10.0%	9.0%	7.5%	13.4%	7.5%	12.0%	10.4%	
Might consider	93	30	62	34	30	29	16	5	18	-	-	-	-	-	82	6	27	31	28	30	25	37	
	56.0%	59.6%	54.4%	52.0%	53.0%	65.9%	53.4%	31.2%	57.0%	-	-	-	-	-	57.7%	30.1%	57.2%	59.0%	63.4%	56.5%	73.8%	47.8%	
Would probably consider	22	4	18	9	9	5	9	1	1	-	-	-	-	-	18	6	5	5	6	4	2	16	
	13.3%	7.6%	15.9%	13.2%	15.5%	10.7%	29.8%	6.8%	4.4%	-	-	-	-	-	13.0%	30.1%	10.1%	9.6%	13.2%	8.0%	6.4%	19.9%	
Would strongly consider	10	4	6	7	1	2	5	2	1	-	-	-	-	-	10	1	6	2	1	3	3	5	
	6.1%	7.8%	5.3%	10.5%	1.4%	5.6%	16.8%	14.2%	4.4%	-	-	-	-	-	7.1%	5.6%	11.8%	3.8%	2.9%	5.4%	7.8%	5.8%	

October Political Zeitgeist Poll

Prepared on behalf of the Mail on Sunday

Table 9
Q9. Labour Party
Base: All Respondents (Vote: Undecided)

	Gender		Age			2010 Vote (Q12/Q13)					Voting Intention (Q5/Q7)					SEG				REGION3			
	Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	North & Scotland	Midlands & Wales	South	
Unweighted Total	156	63	93	62	60	34	26	16	24	3	7	-	-	-	-	135	21	45	51	39	41	26	68
Weighted Total	165	51	114	65	57	43	30	18	31	2	-	-	-	-	142	21	47	53	44	53	34	78	
Would not consider at all	18	10	8	4	3	11	7	1	4	1	-	-	-	-	17	-	5	7	6	6	1	11	
	10.8%	19.3%	7.0%	6.3%	4.8%	25.6%	24.5%	7.6%	12.3%	58.5%	-	-	-	-	11.6%	-	9.6%	13.1%	14.6%	11.0%	2.5%	14.4%	
Would probably not consider	31	13	18	6	14	11	6	-	6	1	-	-	-	-	24	4	11	8	8	9	5	17	
	19.0%	25.8%	16.0%	9.9%	24.6%	25.2%	21.6%	-	19.4%	41.5%	-	-	-	-	17.0%	19.9%	23.0%	15.5%	18.6%	16.7%	15.2%	22.2%	
Might consider	86	23	63	35	30	20	9	8	17	-	-	-	-	-	76	10	23	28	25	31	22	33	
	51.8%	44.2%	55.1%	54.2%	53.0%	46.6%	31.2%	47.8%	55.8%	-	-	-	-	-	53.1%	47.6%	49.0%	52.5%	55.8%	58.2%	64.4%	41.9%	
Would probably consider	28	5	22	17	10	1	7	5	4	-	-	-	-	-	23	7	9	8	5	7	5	16	
	16.9%	10.6%	19.7%	25.7%	17.6%	2.7%	22.8%	30.4%	12.5%	-	-	-	-	-	16.5%	32.5%	18.5%	14.2%	11.0%	14.0%	14.2%	20.0%	
Would strongly consider	2	-	2	2	-	-	-	2	-	-	-	-	-	-	2	-	-	2	-	-	1	1	
	1.5%	-	2.2%	3.9%	-	-	-	14.2%	-	-	-	-	-	-	1.8%	-	-	4.7%	-	-	3.8%	1.5%	

October Political Zeitgeist Poll

Prepared on behalf of the Mail on Sunday

Table 10
Q9. Liberal Democrat Party
Base: All Respondents (Vote: Undecided)

	Gender		Age			2010 Vote (Q12/Q13)					Voting Intention (Q5/Q7)					SEG				REGION3			
	Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	North & Scotland	Midlands & Wales	South	
Unweighted Total	156	63	93	62	60	34	26	16	24	3	7	-	-	-	-	135	21	45	51	39	41	26	68
Weighted Total	165	51	114	65	57	43	30	18	31	2	-	-	-	-	142	21	47	53	44	53	34	78	
Would not consider at all	25	14	12	5	9	11	10	6	1	1	-	-	-	-	23	4	5	7	9	9	1	15	
	15.2%	26.4%	10.1%	8.0%	15.0%	26.0%	34.7%	34.8%	2.7%	58.5%	-	-	-	-	16.5%	16.8%	10.8%	13.3%	21.3%	16.5%	3.7%	19.3%	
Would probably not consider	36	13	23	15	13	8	4	5	8	1	-	-	-	-	32	6	12	10	8	13	6	18	
	21.7%	26.2%	19.7%	23.9%	22.3%	17.7%	12.9%	30.2%	25.0%	41.5%	-	-	-	-	22.5%	28.1%	25.2%	19.1%	18.2%	24.2%	16.1%	22.6%	
Might consider	80	20	60	31	27	22	8	5	17	-	-	-	-	-	66	6	23	28	24	28	21	32	
	48.6%	38.9%	53.0%	47.9%	48.0%	50.4%	25.5%	27.6%	55.8%	-	-	-	-	-	46.7%	27.0%	47.9%	52.6%	54.7%	52.4%	61.8%	40.3%	
Would probably consider	21	4	17	10	8	3	8	1	4	-	-	-	-	-	18	5	6	8	3	4	5	13	
	13.0%	8.5%	15.0%	16.2%	14.7%	5.9%	26.9%	7.4%	12.1%	-	-	-	-	-	12.5%	22.5%	13.1%	15.1%	5.8%	7.0%	14.5%	16.3%	
Would strongly consider	3	-	3	3	-	-	-	-	1	-	-	-	-	-	3	1	1	-	-	-	1	1	
	1.5%	-	2.2%	3.9%	-	-	-	-	4.4%	-	-	-	-	-	1.8%	5.6%	2.9%	-	-	-	4.0%	1.5%	

October Political Zeitgeist Poll

Prepared on behalf of the Mail on Sunday

Table 11
Q9. UK Independence Party (UKIP)
Base: All Respondents (Vote: Undecided)

	Gender		Age			2010 Vote (Q12/Q13)					Voting Intention (Q5/Q7)					SEG				REGION3			
	Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	North & Scotland	Midlands & Wales	South	
Unweighted Total	156	63	93	62	60	34	26	16	24	3	7	-	-	-	-	135	21	45	51	39	41	26	68
Weighted Total	165	51	114	65	57	43	30	18	31	2	-	-	-	-	142	21	47	53	44	53	34	78	
Would not consider at all	49	14	35	16	16	17	8	6	17	-	-	-	-	-	45	9	17	10	13	17	9	23	
	29.7%	27.5%	30.7%	24.3%	27.8%	40.2%	25.7%	34.0%	55.6%	-	-	-	-	-	31.5%	43.2%	35.9%	19.1%	29.4%	31.6%	27.3%	29.5%	
Would probably not consider	38	12	26	14	14	10	3	2	9	*	-	-	-	-	32	7	10	9	12	8	13	17	
	23.0%	23.3%	22.8%	21.7%	25.1%	22.0%	8.8%	12.8%	29.7%	22.5%	-	-	-	-	22.7%	33.2%	20.3%	17.3%	27.8%	14.7%	37.8%	21.9%	
Might consider	60	19	41	28	22	10	12	4	5	-	-	-	-	-	50	4	17	25	15	20	9	31	
	36.5%	37.3%	36.2%	43.1%	39.2%	23.2%	40.8%	23.1%	14.7%	-	-	-	-	-	35.1%	18.4%	35.1%	46.7%	34.4%	38.7%	27.0%	39.3%	
Would probably consider	14	4	10	7	3	4	5	4	-	1	-	-	-	-	11	1	4	7	1	5	3	6	
	8.4%	7.2%	9.0%	10.9%	5.3%	8.9%	16.6%	21.8%	-	77.5%	-	-	-	-	7.9%	5.1%	8.8%	14.1%	2.9%	9.7%	7.8%	7.8%	
Would strongly consider	4	2	1	-	1	2	2	1	-	-	-	-	-	-	4	-	-	1	2	3	-	1	
	2.4%	4.8%	1.3%	-	2.6%	5.6%	8.1%	8.4%	-	-	-	-	-	-	2.8%	-	-	2.8%	5.5%	5.3%	-	1.5%	

October Political Zeitgeist Poll

Prepared on behalf of the Mail on Sunday

Table 12
Q9. British National Party (BNP)
Base: All Respondents (Vote: Undecided)

	Gender		Age			2010 Vote (Q12/Q13)					Voting Intention (Q5/Q7)					SEG				REGION3			
	Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	North & Scotland	Midlands & Wales	South	
Unweighted Total	156	63	93	62	60	34	26	16	24	3	7	-	-	-	-	135	21	45	51	39	41	26	68
Weighted Total	165	51	114	65	57	43	30	18	31	2	-	-	-	-	142	21	47	53	44	53	34	78	
Would not consider at all	103	33	70	32	38	33	26	13	28	-	-	-	-	-	94	16	33	28	26	36	14	53	
	62.2%	64.7%	61.0%	49.6%	66.5%	75.1%	85.0%	71.4%	91.2%	-	-	-	-	-	66.4%	76.3%	70.5%	52.3%	58.5%	68.6%	39.3%	67.9%	
Would probably not consider	22	5	17	10	6	5	2	1	1	-	-	-	-	-	18	1	7	7	7	4	8	10	
	13.5%	10.1%	15.0%	16.2%	11.3%	12.4%	6.4%	7.6%	4.4%	-	-	-	-	-	12.7%	6.5%	14.5%	13.4%	15.7%	8.1%	24.6%	12.2%	
Might consider	30	11	19	14	11	5	2	-	-	1	-	-	-	-	21	1	5	13	11	11	7	12	
	18.2%	21.6%	16.7%	21.3%	19.1%	12.5%	5.1%	-	-	58.5%	-	-	-	-	14.7%	5.4%	10.4%	23.8%	25.8%	20.0%	21.8%	15.5%	
Would probably consider	10	2	8	8	2	-	1	4	1	1	-	-	-	-	9	2	2	6	-	2	5	3	
	6.1%	3.5%	7.3%	12.9%	3.1%	-	3.6%	21.0%	4.4%	41.5%	-	-	-	-	6.1%	11.7%	4.6%	10.4%	-	3.3%	14.3%	4.4%	

October Political Zeitgeist Poll

Prepared on behalf of the Mail on Sunday

Table 13
Q9. Green Party
Base: All Respondents (Vote: Undecided)

	Gender		Age			2010 Vote (Q12/Q13)					Voting Intention (Q5/Q7)					SEG				REGION3			
	Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	North & Scotland	Midlands & Wales	South	
Unweighted Total	156	63	93	62	60	34	26	16	24	3	7	-	-	-	-	135	21	45	51	39	41	26	68
Weighted Total	165	51	114	65	57	43	30	18	31	2	-	-	-	-	142	21	47	53	44	53	34	78	
Would not consider at all	30	16	14	8	6	15	10	2	10	-	-	-	-	-	28	4	11	7	8	15	3	12	
	18.0%	31.2%	12.0%	13.1%	10.9%	34.5%	31.9%	12.3%	31.3%	-	-	-	-	-	19.8%	18.6%	22.3%	13.1%	18.9%	27.8%	7.9%	15.8%	
Would probably not consider	35	11	25	11	17	7	10	1	9	-	-	-	-	-	30	8	9	10	8	5	10	20	
	21.2%	20.6%	21.6%	17.2%	29.8%	16.0%	32.3%	4.6%	28.4%	-	-	-	-	-	21.4%	38.4%	19.3%	19.1%	17.8%	10.1%	28.1%	25.7%	
Might consider	81	23	58	34	27	20	7	7	11	1	-	-	-	-	65	6	24	28	24	26	19	36	
	49.0%	44.1%	51.2%	52.8%	47.7%	45.1%	21.9%	38.5%	34.8%	77.5%	-	-	-	-	46.0%	27.8%	50.2%	52.5%	53.4%	49.7%	56.1%	45.4%	
Would probably consider	18	2	16	11	5	2	4	6	2	-	-	-	-	-	16	3	4	7	4	5	3	10	
	10.6%	3.3%	13.9%	17.0%	8.2%	4.4%	13.8%	36.2%	5.5%	-	-	-	-	-	11.5%	15.2%	8.2%	12.5%	8.9%	9.6%	7.8%	12.6%	
Would strongly consider	2	*	1	-	2	-	-	1	-	*	-	-	-	-	2	-	-	1	*	1	-	*	
	1.2%	0.8%	1.3%	-	3.3%	-	-	8.4%	-	22.5%	-	-	-	-	1.3%	-	-	2.8%	1.0%	2.8%	-	0.6%	

October Political Zeitgeist Poll

Prepared on behalf of the Mail on Sunday

Table 14
Q9. Scottish National Party (SNP)
Base: All Respondents (Vote: Undecided)

	Gender		Age			2010 Vote (Q12/Q13)					Voting Intention (Q5/Q7)					SEG				REGION3		
	Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	North & Scotland	Midlands & Wales	South
Unweighted Total	6	6	2	7	3	-	1	-	-	4	-	-	-	-	12	2	4	4	2	-	-	-

October Political Zeitgeist Poll

Prepared on behalf of the Mail on Sunday

Table 15
Q9. Plaid Cymru
Base: All Respondents (Vote: Undecided)

	Gender		Age			2010 Vote (Q12/Q13)					Voting Intention (Q5/Q7)					SEG				REGION3		
	Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	North & Scotland	Midlands & Wales	South
Unweighted Total	4	4	2	3	3	-	1	1	-	3	-	-	-	-	7	3	2	-	3	-	-	-

October Political Zeitgeist Poll

Prepared on behalf of the Mail on Sunday

Table 16
Q12. Thinking back to the General Election in May 2010 you may or may not have voted, If you did vote, can you recall which party you voted for in that Election?
Base: All Respondents (General Election 2010)

	Gender		Age			2010 Vote (Q12/Q13)					Voting Intention (Q5/Q7)					SEG				REGION3			
	Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	North & Scotland	Midlands & Wales	South	
Unweighted Total	888	531	357	246	358	284	273	236	161	40	63	212	306	58	92	176	162	248	247	231	231	156	365
Weighted Total	888	438	450	218	322	348	286	230	182	25	50	220	304	64	91	164	142	234	261	251	290	198	401
Conservative	286	154	132	35	98	153	286	-	-	-	-	185	19	5	37	33	49	74	80	83	86	50	150
	32.2%	35.2%	29.3%	15.9%	30.5%	44.0%	100.0%	-	-	-	-	83.9%	6.4%	7.1%	41.0%	20.3%	34.5%	31.5%	30.6%	33.2%	29.7%	25.4%	37.4%
Labour	230	103	126	65	91	74	-	230	-	-	-	5	197	-	5	20	35	43	78	73	82	63	84
	25.9%	23.6%	28.1%	29.6%	28.2%	21.4%	-	100.0%	-	-	-	2.4%	64.8%	-	5.7%	12.3%	24.5%	18.6%	30.0%	29.1%	28.5%	32.0%	21.0%
Liberal Democrat	182	86	96	45	72	66	-	-	182	-	-	13	57	57	14	38	47	64	35	37	54	45	83
	20.6%	19.7%	21.4%	20.8%	22.2%	18.8%	-	-	100.0%	-	-	6.1%	18.9%	88.6%	15.3%	23.4%	32.9%	27.2%	13.5%	14.7%	18.7%	22.7%	20.8%
United Kingdom Independence Party (UKIP)	25	18	7	5	4	15	-	-	-	25	-	2	4	-	16	3	3	7	6	9	7	5	13
	2.8%	4.0%	1.6%	2.3%	1.4%	4.4%	-	-	-	100.0%	-	0.8%	1.2%	-	17.7%	1.9%	1.8%	2.9%	2.4%	3.6%	2.4%	2.4%	3.2%
Green	20	4	16	6	11	3	-	-	-	-	20	2	2	-	4	12	-	6	11	4	6	4	10
	2.3%	0.9%	3.6%	2.9%	3.3%	1.0%	-	-	-	-	40.4%	1.0%	0.8%	-	4.7%	7.1%	-	2.4%	4.3%	1.4%	2.2%	1.9%	2.5%
British National Party (BNP)	19	17	2	3	10	7	-	-	-	-	19	-	3	-	7	8	2	5	4	9	9	4	7
	2.2%	4.0%	0.5%	1.5%	3.0%	1.9%	-	-	-	-	38.8%	-	0.9%	-	7.7%	5.2%	1.4%	2.0%	1.5%	3.5%	3.0%	1.9%	1.8%
Scottish National Party (SNP)	1	1	-	1	-	-	-	-	-	-	1	-	1	-	-	-	-	1	-	-	-	-	1
	0.1%	0.3%	-	0.5%	-	-	-	-	-	-	2.3%	-	0.4%	-	-	-	-	0.5%	-	-	-	-	0.3%
Other (Please state)	9	7	2	2	3	5	-	-	-	-	9	-	2	-	-	7	-	5	4	-	4	2	3
	1.0%	1.6%	0.5%	1.0%	0.8%	1.3%	-	-	-	-	18.4%	-	0.8%	-	-	4.2%	-	2.1%	1.7%	-	1.5%	1.1%	0.6%
Don't Remember	26	11	15	10	11	5	-	-	-	-	-	-	2	-	2	15	-	8	10	9	3	10	13
	2.9%	2.5%	3.3%	4.7%	3.4%	1.4%	-	-	-	-	-	-	0.8%	-	2.3%	9.1%	-	3.3%	3.7%	3.5%	1.1%	5.1%	3.2%
Refuse	9	5	4	4	1	3	-	-	-	-	-	-	-	-	1	4	3	1	3	2	2	1	6
	1.0%	1.1%	1.0%	2.1%	0.3%	1.0%	-	-	-	-	-	-	-	-	0.7%	2.5%	1.9%	0.5%	1.1%	0.9%	0.8%	0.6%	1.4%
Did not vote	80	32	48	41	22	17	-	-	-	-	-	13	16	3	5	23	4	21	29	25	35	14	31
	9.0%	7.2%	10.8%	18.6%	7.0%	4.9%	-	-	-	-	-	5.7%	5.2%	4.4%	5.0%	14.0%	2.9%	9.0%	11.3%	10.1%	12.1%	7.0%	7.8%

October Political Zeitgeist Poll

Prepared on behalf of the Mail on Sunday

Table 17

Q14. If there was an in/out referendum today on whether the UK should leave the European Union, how would you vote?

Base: All Respondents

	Gender		Age			2010 Vote (Q12/Q13)					Voting Intention (Q5/Q7)					SEG				REGION3			
	Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	North & Scotland	Midlands & Wales	South	
Unweighted Total	1002	593	409	306	396	300	273	236	161	40	63	226	337	63	97	209	180	281	283	258	271	177	399
Weighted Total	1002	490	512	274	358	371	286	230	182	25	50	237	334	69	96	197	159	268	295	280	339	223	440
Vote for the UK to leave the European Union	521	297	224	98	171	252	197	97	80	22	31	138	149	33	86	89	71	117	165	168	180	123	218
	52.0%	60.6%	43.8%	35.9%	47.8%	67.9%	68.7%	42.2%	43.6%	88.6%	61.3%	58.2%	44.5%	48.6%	89.7%	45.2%	44.5%	43.6%	56.0%	60.2%	53.1%	55.0%	49.7%
Vote for the UK to stay in the European Union	330	158	173	117	127	87	66	99	79	2	13	77	139	26	7	64	73	119	82	56	110	64	156
	33.0%	32.2%	33.7%	42.7%	35.5%	23.4%	23.2%	43.3%	43.4%	8.1%	25.9%	32.4%	41.6%	38.2%	7.7%	32.6%	45.9%	44.2%	27.9%	20.2%	32.5%	28.7%	35.5%
Dont know	151	36	115	59	60	32	23	33	24	1	6	22	46	9	3	44	15	33	48	55	49	36	65
	15.0%	7.3%	22.5%	21.4%	16.7%	8.7%	8.1%	14.6%	13.0%	3.3%	12.7%	9.5%	13.9%	13.2%	2.6%	22.2%	9.6%	12.3%	16.1%	19.6%	14.4%	16.3%	14.9%

October Political Zeitgeist Poll

Prepared on behalf of the Mail on Sunday

Table 18

Q15. Do you agree or disagree with each of the following statements?

David Cameron is posh

Base: All Respondents

	Gender		Age			2010 Vote (Q12/Q13)					Voting Intention (Q5/Q7)					SEG				REGION3			
	Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	North & Scotland	Midlands & Wales	South	
Unweighted Total	1002	593	409	306	396	300	273	236	161	40	63	226	337	63	97	209	180	281	283	258	271	177	399
Weighted Total	1002	490	512	274	358	371	286	230	182	25	50	237	334	69	96	197	159	268	295	280	339	223	440
Agree	725	365	360	201	273	251	168	196	153	21	41	122	295	47	71	151	119	200	208	197	259	152	314
	72.4%	74.5%	70.3%	73.6%	76.2%	67.8%	58.9%	85.3%	83.6%	83.3%	81.9%	51.6%	88.3%	68.5%	74.3%	76.8%	75.1%	74.7%	70.6%	70.4%	76.5%	68.0%	71.4%
Disagree	204	91	113	44	62	98	105	26	22	2	9	100	33	15	20	26	28	53	68	56	54	54	96
	20.4%	18.6%	22.1%	15.9%	17.4%	26.6%	36.8%	11.4%	12.0%	9.6%	18.1%	42.4%	9.8%	21.4%	20.6%	13.4%	17.3%	19.8%	23.1%	19.8%	16.0%	24.3%	21.8%
Dont know	73	34	39	29	23	21	12	8	8	2	-	14	6	7	5	19	12	15	19	27	26	17	30
	7.2%	6.9%	7.6%	10.5%	6.4%	5.7%	4.3%	3.3%	4.4%	7.2%	-	6.1%	1.9%	10.1%	5.1%	9.9%	7.5%	5.6%	6.3%	9.7%	7.5%	7.8%	6.8%

October Political Zeitgeist Poll

Prepared on behalf of the Mail on Sunday

Table 19
Q16. Do you agree or disagree with each of the following statements?
George Osborne is posh
Base: All Respondents

	Gender		Age			2010 Vote (Q12/Q13)					Voting Intention (Q5/Q7)					SEG				REGION3			
	Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	North & Scotland	Midlands & Wales	South	
Unweighted Total	1002	593	409	306	396	300	273	236	161	40	63	226	337	63	97	209	180	281	283	258	271	177	399
Weighted Total	1002	490	512	274	358	371	286	230	182	25	50	237	334	69	96	197	159	268	295	280	339	223	440
Agree	589	333	256	146	229	214	142	156	134	16	37	100	249	36	58	120	112	162	172	143	217	133	240
	58.8%	68.0%	50.0%	53.3%	64.1%	57.8%	49.6%	67.9%	73.7%	64.7%	73.8%	42.3%	74.5%	52.8%	60.9%	61.0%	70.5%	60.5%	58.2%	51.3%	63.9%	59.6%	54.5%
Disagree	226	90	136	51	67	108	103	35	26	6	8	97	44	22	25	23	25	60	74	68	62	53	112
	22.6%	18.5%	26.6%	18.8%	18.8%	29.0%	35.9%	15.3%	14.5%	23.4%	16.8%	41.1%	13.2%	32.4%	26.0%	11.8%	15.6%	22.2%	25.1%	24.3%	18.2%	23.7%	25.4%
Dont know	186	66	120	76	61	49	42	39	22	3	5	39	41	10	12	54	22	47	49	68	60	37	88
	18.6%	13.5%	23.5%	27.9%	17.1%	13.2%	14.5%	16.8%	11.8%	11.8%	9.4%	16.6%	12.4%	14.8%	13.0%	27.3%	13.8%	17.3%	16.7%	24.5%	17.9%	16.7%	20.1%

October Political Zeitgeist Poll

Prepared on behalf of the Mail on Sunday

Table 20
Q17. Do you agree or disagree with each of the following statements?
Ed Miliband is posh
Base: All Respondents

	Gender		Age			2010 Vote (Q12/Q13)					Voting Intention (Q5/Q7)					SEG				REGION3			
	Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	North & Scotland	Midlands & Wales	South	
Unweighted Total	1002	593	409	306	396	300	273	236	161	40	63	226	337	63	97	209	180	281	283	258	271	177	399
Weighted Total	1002	490	512	274	358	371	286	230	182	25	50	237	334	69	96	197	159	268	295	280	339	223	440
Agree	457	228	229	148	169	140	130	95	89	11	32	104	131	30	58	112	78	138	127	114	154	101	202
	45.6%	46.6%	44.6%	54.0%	47.3%	37.7%	45.6%	41.3%	48.5%	44.7%	63.5%	43.9%	39.1%	44.0%	60.7%	57.0%	49.3%	51.5%	42.9%	40.6%	45.4%	45.0%	46.0%
Disagree	407	212	195	76	145	186	133	116	74	11	14	110	176	27	25	51	69	92	126	120	135	98	174
	40.6%	43.2%	38.2%	27.9%	40.4%	50.2%	46.4%	50.7%	40.8%	42.6%	28.1%	46.3%	52.5%	39.0%	26.1%	25.8%	43.7%	34.4%	42.6%	42.8%	39.9%	43.7%	39.6%
Dont know	138	50	88	50	44	45	23	18	20	3	4	23	28	12	13	34	11	38	43	46	50	25	63
	13.8%	10.2%	17.2%	18.1%	12.3%	12.0%	8.0%	8.0%	10.7%	12.7%	8.5%	9.8%	8.4%	16.9%	13.2%	17.2%	7.0%	14.1%	14.6%	16.6%	14.7%	11.3%	14.4%

October Political Zeitgeist Poll

Prepared on behalf of the Mail on Sunday

Table 21

Q18. Do you agree or disagree with each of the following statements?

Nick Clegg is posh

Base: All Respondents

	Gender		Age			2010 Vote (Q12/Q13)					Voting Intention (Q5/Q7)					SEG				REGION3			
	Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	North & Scotland	Midlands & Wales	South	
Unweighted Total	1002	593	409	306	396	300	273	236	161	40	63	226	337	63	97	209	180	281	283	258	271	177	399
Weighted Total	1002	490	512	274	358	371	286	230	182	25	50	237	334	69	96	197	159	268	295	280	339	223	440
Agree	563	304	259	146	210	207	142	153	113	14	33	106	210	35	64	121	103	143	167	149	198	130	235
	56.2%	62.1%	50.5%	53.5%	58.7%	55.8%	49.6%	66.6%	62.0%	57.9%	66.6%	44.7%	62.7%	50.8%	66.5%	61.6%	65.1%	53.2%	56.8%	53.3%	58.3%	58.4%	53.4%
Disagree	310	140	169	80	103	127	120	54	50	7	15	106	92	27	22	46	44	84	98	83	93	68	149
	30.9%	28.7%	33.0%	29.2%	28.8%	34.2%	41.8%	23.7%	27.2%	26.4%	29.2%	44.6%	27.5%	39.1%	23.2%	23.4%	27.7%	31.4%	33.2%	29.8%	27.4%	30.5%	33.8%
Dont know	129	45	84	47	45	37	25	22	20	4	2	25	33	7	10	30	11	41	29	47	48	25	56
	12.9%	9.2%	16.4%	17.3%	12.5%	10.0%	8.6%	9.7%	10.8%	15.7%	4.2%	10.7%	9.7%	10.1%	10.3%	15.1%	7.2%	15.4%	10.0%	16.9%	14.3%	11.1%	12.7%

October Political Zeitgeist Poll

Prepared on behalf of the Mail on Sunday

Table 22
Q19. Do you agree or disagree with each of the following statements?
David Cameron is arrogant
Base: All Respondents

	Gender		Age			2010 Vote (Q12/Q13)					Voting Intention (Q5/Q7)					SEG				REGION3			
	Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	North & Scotland	Midlands & Wales	South	
Unweighted Total	1002	593	409	306	396	300	273	236	161	40	63	226	337	63	97	209	180	281	283	258	271	177	399
Weighted Total	1002	490	512	274	358	371	286	230	182	25	50	237	334	69	96	197	159	268	295	280	339	223	440
Agree	551	275	276	154	207	190	70	182	126	17	42	37	268	34	57	124	83	143	171	155	197	138	216
	55.0%	56.0%	54.0%	56.3%	57.9%	51.2%	24.5%	79.4%	68.9%	70.1%	83.5%	15.8%	80.1%	49.6%	59.4%	62.9%	52.1%	53.1%	58.0%	55.2%	58.3%	61.7%	49.1%
Disagree	364	188	176	83	119	162	204	36	41	7	6	189	53	26	35	38	67	97	99	101	111	69	184
	36.3%	38.4%	34.3%	30.3%	33.3%	43.6%	71.3%	15.5%	22.7%	28.2%	12.3%	80.0%	15.9%	37.5%	37.0%	19.4%	42.0%	36.3%	33.5%	36.1%	32.9%	30.7%	41.8%
Dont know	87	27	60	37	31	19	12	12	15	*	2	10	13	9	3	35	9	28	25	24	30	17	40
	8.7%	5.6%	11.7%	13.4%	8.8%	5.2%	4.2%	5.1%	8.4%	1.8%	4.2%	4.2%	4.0%	12.8%	3.6%	17.8%	6.0%	10.6%	8.5%	8.7%	8.9%	7.6%	9.1%

October Political Zeitgeist Poll

Prepared on behalf of the Mail on Sunday

Table 23

Q20. Do you agree or disagree with each of the following statements?

George Osborne is arrogant

Base: All Respondents

	Gender		Age			2010 Vote (Q12/Q13)					Voting Intention (Q5/Q7)					SEG				REGION3			
	Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	North & Scotland	Midlands & Wales	South	
Unweighted Total	1002	593	409	306	396	300	273	236	161	40	63	226	337	63	97	209	180	281	283	258	271	177	399
Weighted Total	1002	490	512	274	358	371	286	230	182	25	50	237	334	69	96	197	159	268	295	280	339	223	440
Agree	591	329	262	143	219	229	121	172	125	19	35	79	258	37	67	120	100	162	176	152	209	140	242
	58.9%	67.1%	51.2%	52.3%	61.1%	61.7%	42.3%	75.0%	68.8%	76.9%	69.5%	33.6%	77.2%	54.5%	69.8%	60.7%	63.2%	60.3%	59.7%	54.4%	61.8%	62.5%	54.9%
Disagree	200	98	103	46	64	91	109	26	28	4	7	105	35	15	14	21	35	51	60	55	58	33	110
	20.0%	20.0%	20.0%	16.8%	17.9%	24.5%	37.9%	11.3%	15.2%	17.0%	14.0%	44.5%	10.4%	21.2%	14.2%	10.7%	21.8%	19.1%	20.3%	19.5%	17.0%	14.9%	24.9%
Dont know	211	64	147	85	75	51	56	31	29	2	8	52	41	17	15	56	24	55	59	73	72	50	89
	21.1%	13.0%	28.8%	31.0%	21.0%	13.8%	19.7%	13.7%	16.1%	6.1%	16.5%	21.9%	12.3%	24.3%	16.0%	28.5%	15.0%	20.6%	20.0%	26.1%	21.2%	22.6%	20.2%

October Political Zeitgeist Poll

Prepared on behalf of the Mail on Sunday

Table 24

Q21. Do you agree or disagree with each of the following statements?

Ed Miliband is arrogant

Base: All Respondents

	Gender		Age			2010 Vote (Q12/Q13)					Voting Intention (Q5/Q7)					SEG				REGION3			
	Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	North & Scotland	Midlands & Wales	South	
Unweighted Total	1002	593	409	306	396	300	273	236	161	40	63	226	337	63	97	209	180	281	283	258	271	177	399
Weighted Total	1002	490	512	274	358	371	286	230	182	25	50	237	334	69	96	197	159	268	295	280	339	223	440
Agree	444	230	214	105	151	188	174	54	77	14	36	158	78	32	55	91	75	123	122	124	144	90	210
	44.3%	46.9%	41.8%	38.3%	42.3%	50.7%	60.9%	23.5%	42.3%	57.7%	71.6%	66.6%	23.3%	46.0%	57.7%	46.2%	47.0%	45.8%	41.5%	44.4%	42.4%	40.3%	47.8%
Disagree	385	205	181	102	152	132	93	139	76	7	11	58	218	22	29	48	65	101	114	106	137	94	154
	38.4%	41.8%	35.3%	37.2%	42.5%	35.5%	32.4%	60.6%	41.8%	30.0%	21.4%	24.3%	65.1%	32.2%	30.7%	24.5%	40.8%	37.7%	38.5%	37.8%	40.4%	42.2%	35.0%
Dont know	173	55	117	67	54	51	19	36	29	3	4	22	39	15	11	58	19	44	59	50	58	39	75
	17.2%	11.3%	22.9%	24.5%	15.2%	13.8%	6.7%	15.8%	15.8%	12.3%	7.0%	9.1%	11.6%	21.7%	11.6%	29.3%	12.2%	16.5%	20.0%	17.8%	17.2%	17.4%	17.1%

October Political Zeitgeist Poll

Prepared on behalf of the Mail on Sunday

Table 25

Q22. Do you agree or disagree with each of the following statements?

Nick Clegg is arrogant

Base: All Respondents

	Gender		Age			2010 Vote (Q12/Q13)					Voting Intention (Q5/Q7)					SEG				REGION3			
	Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	North & Scotland	Midlands & Wales	South	
Unweighted Total	1002	593	409	306	396	300	273	236	161	40	63	226	337	63	97	209	180	281	283	258	271	177	399
Weighted Total	1002	490	512	274	358	371	286	230	182	25	50	237	334	69	96	197	159	268	295	280	339	223	440
Agree	447	243	204	118	144	184	112	119	64	16	39	84	172	18	53	94	64	119	145	119	146	118	183
	44.6%	49.6%	39.8%	43.2%	40.3%	49.7%	39.3%	51.9%	35.0%	66.3%	78.1%	35.5%	51.4%	25.6%	55.8%	47.6%	40.3%	44.4%	49.0%	42.4%	43.1%	52.8%	41.5%
Disagree	392	188	204	94	155	142	148	76	95	6	10	127	118	40	34	54	80	107	94	111	129	75	187
	39.1%	38.4%	39.8%	34.5%	43.4%	38.3%	51.6%	33.3%	52.0%	24.6%	19.1%	53.6%	35.2%	58.7%	35.4%	27.2%	50.5%	39.9%	31.7%	39.6%	38.1%	33.7%	42.6%
Dont know	164	59	105	61	58	44	26	34	24	2	1	26	45	11	8	50	15	42	57	50	64	30	70
	16.3%	12.1%	20.4%	22.3%	16.3%	12.0%	9.1%	14.8%	13.0%	9.1%	2.9%	10.9%	13.4%	15.7%	8.7%	25.2%	9.2%	15.7%	19.2%	17.9%	18.8%	13.5%	15.9%

October Political Zeitgeist Poll

Prepared on behalf of the Mail on Sunday

Table 26

Q23. Do you agree or disagree with each of the following statements?

David Cameron is competent

Base: All Respondents

	Gender		Age			2010 Vote (Q12/Q13)					Voting Intention (Q5/Q7)					SEG				REGION3			
	Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	North & Scotland	Midlands & Wales	South	
Unweighted Total	1002	593	409	306	396	300	273	236	161	40	63	226	337	63	97	209	180	281	283	258	271	177	399
Weighted Total	1002	490	512	274	358	371	286	230	182	25	50	237	334	69	96	197	159	268	295	280	339	223	440
Agree	426	222	203	110	145	170	208	61	70	7	6	206	77	36	31	52	88	120	108	110	147	78	200
	42.5%	45.4%	39.7%	40.4%	40.7%	45.8%	72.8%	26.6%	38.1%	29.3%	11.5%	87.2%	22.9%	52.7%	32.4%	26.5%	55.5%	44.6%	36.7%	39.1%	43.5%	35.0%	45.5%
Disagree	430	219	211	108	162	160	53	143	90	15	36	16	228	23	51	91	58	102	147	122	141	113	175
	42.9%	44.7%	41.2%	39.4%	45.2%	43.2%	18.5%	62.5%	49.1%	60.9%	71.5%	6.8%	68.3%	33.0%	53.6%	46.0%	36.8%	37.9%	49.9%	43.7%	41.7%	50.5%	39.9%
Dont know	147	49	98	55	50	41	25	25	23	2	9	14	29	10	13	54	12	47	39	48	50	32	64
	14.6%	9.9%	19.1%	20.2%	14.1%	11.0%	8.7%	11.0%	12.8%	9.8%	17.0%	6.0%	8.7%	14.2%	14.0%	27.5%	7.7%	17.5%	13.4%	17.2%	14.8%	14.4%	14.6%

October Political Zeitgeist Poll

Prepared on behalf of the Mail on Sunday

Table 27

Q24. Do you agree or disagree with each of the following statements?

George Osborne is competent

Base: All Respondents

	Gender		Age			2010 Vote (Q12/Q13)					Voting Intention (Q5/Q7)					SEG				REGION3			
	Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	North & Scotland	Midlands & Wales	South	
Unweighted Total	1002	593	409	306	396	300	273	236	161	40	63	226	337	63	97	209	180	281	283	258	271	177	399
Weighted Total	1002	490	512	274	358	371	286	230	182	25	50	237	334	69	96	197	159	268	295	280	339	223	440
Agree	276	154	122	58	87	130	140	36	50	5	3	131	54	27	22	29	56	73	82	64	84	54	138
	27.5%	31.4%	23.8%	21.3%	24.4%	35.1%	49.0%	15.7%	27.5%	21.6%	6.4%	55.4%	16.2%	39.2%	23.2%	14.9%	35.2%	27.2%	27.9%	23.0%	24.8%	24.1%	31.3%
Disagree	482	258	224	120	193	169	91	149	101	16	34	49	230	26	57	94	76	125	148	132	178	113	191
	48.1%	52.6%	43.7%	43.9%	53.9%	45.5%	31.7%	64.7%	55.3%	63.8%	67.9%	20.9%	68.9%	38.0%	59.6%	47.8%	48.0%	46.7%	50.2%	47.2%	52.5%	50.6%	43.4%
Dont know	245	78	166	95	78	72	55	45	31	4	13	56	50	16	16	73	27	70	65	83	77	57	111
	24.4%	16.0%	32.5%	34.8%	21.7%	19.3%	19.3%	19.6%	17.2%	14.6%	25.7%	23.8%	14.9%	22.8%	17.1%	37.3%	16.9%	26.1%	21.9%	29.8%	22.7%	25.3%	25.3%

October Political Zeitgeist Poll

Prepared on behalf of the Mail on Sunday

Table 28

Q25. Do you agree or disagree with each of the following statements?

Ed Miliband is competent

Base: All Respondents

	Gender		Age			2010 Vote (Q12/Q13)					Voting Intention (Q5/Q7)					SEG				REGION3			
	Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	North & Scotland	Midlands & Wales	South	
Unweighted Total	1002	593	409	306	396	300	273	236	161	40	63	226	337	63	97	209	180	281	283	258	271	177	399
Weighted Total	1002	490	512	274	358	371	286	230	182	25	50	237	334	69	96	197	159	268	295	280	339	223	440
Agree	292	142	151	94	109	89	44	119	62	3	7	34	177	24	12	38	58	71	78	86	103	75	115
	29.2%	28.9%	29.4%	34.4%	30.6%	24.0%	15.5%	51.8%	33.9%	13.6%	14.4%	14.3%	52.9%	35.3%	12.5%	19.1%	36.3%	26.4%	26.5%	30.7%	30.3%	33.6%	26.0%
Disagree	442	251	191	88	152	202	203	49	64	17	31	165	74	27	63	87	73	117	133	120	140	94	209
	44.1%	51.3%	37.2%	32.2%	42.6%	54.4%	71.0%	21.4%	35.2%	68.3%	61.6%	69.8%	22.1%	38.8%	66.5%	44.0%	45.8%	43.7%	44.9%	42.7%	41.2%	41.9%	47.5%
Dont know	267	97	170	91	96	80	39	62	56	4	12	38	84	18	20	73	28	80	84	74	96	55	116
	26.7%	19.8%	33.3%	33.4%	26.9%	21.6%	13.6%	26.8%	30.9%	18.1%	24.1%	15.9%	25.0%	25.9%	21.1%	36.9%	17.9%	29.9%	28.6%	26.6%	28.4%	24.5%	26.5%

October Political Zeitgeist Poll

Prepared on behalf of the Mail on Sunday

Table 29

Q26. Do you agree or disagree with each of the following statements?

Nick Clegg is competent

Base: All Respondents

	Gender		Age			2010 Vote (Q12/Q13)					Voting Intention (Q5/Q7)					SEG				REGION3			
	Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	North & Scotland	Midlands & Wales	South	
Unweighted Total	1002	593	409	306	396	300	273	236	161	40	63	226	337	63	97	209	180	281	283	258	271	177	399
Weighted Total	1002	490	512	274	358	371	286	230	182	25	50	237	334	69	96	197	159	268	295	280	339	223	440
Agree	243	115	129	71	86	87	84	47	64	3	3	77	62	41	14	38	51	56	61	75	72	56	115
	24.3%	23.4%	25.1%	25.9%	23.9%	23.4%	29.4%	20.6%	35.1%	11.9%	5.4%	32.4%	18.5%	59.0%	14.2%	19.3%	32.1%	20.9%	20.5%	27.0%	21.3%	24.9%	26.3%
Disagree	542	296	247	127	195	220	159	137	84	20	40	115	214	15	69	105	77	151	177	137	190	134	219
	54.1%	60.3%	48.2%	46.4%	54.6%	59.3%	55.8%	59.9%	46.0%	80.8%	79.6%	48.6%	64.1%	21.9%	71.9%	53.2%	48.7%	56.1%	59.9%	49.1%	56.0%	59.9%	49.7%
Dont know	217	80	137	76	77	64	42	45	34	2	8	45	58	13	13	54	30	62	58	67	77	34	106
	21.6%	16.3%	26.7%	27.6%	21.5%	17.3%	14.9%	19.5%	18.8%	7.3%	15.0%	19.0%	17.4%	19.1%	13.9%	27.5%	19.2%	23.0%	19.6%	23.9%	22.7%	15.3%	24.0%

October Political Zeitgeist Poll

Prepared on behalf of the Mail on Sunday

Table 30
Q27. Do you agree or disagree with each of the following statements?
David Cameron is statesmanlike
Base: All Respondents

	Gender		Age			2010 Vote (Q12/Q13)					Voting Intention (Q5/Q7)					SEG				REGION3			
	Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	North & Scotland	Midlands & Wales	South	
Unweighted Total	1002	593	409	306	396	300	273	236	161	40	63	226	337	63	97	209	180	281	283	258	271	177	399
Weighted Total	1002	490	512	274	358	371	286	230	182	25	50	237	334	69	96	197	159	268	295	280	339	223	440
Agree	470	273	197	102	170	199	211	78	77	11	17	186	110	34	52	69	96	130	118	126	168	90	212
	47.0%	55.7%	38.6%	37.2%	47.6%	53.6%	73.7%	33.9%	42.2%	45.5%	32.9%	78.6%	33.0%	49.7%	54.7%	35.0%	60.5%	48.6%	40.0%	45.1%	49.6%	40.3%	48.3%
Disagree	354	173	181	89	131	134	53	116	79	11	28	24	181	24	33	72	49	85	118	102	114	90	150
	35.4%	35.3%	35.4%	32.5%	36.8%	36.1%	18.6%	50.7%	43.1%	45.3%	56.1%	10.1%	54.3%	34.4%	34.2%	36.3%	31.1%	31.7%	40.0%	36.4%	33.6%	40.3%	34.2%
Dont know	177	44	133	83	56	38	22	35	27	2	6	27	43	11	11	56	13	53	59	52	57	43	77
	17.7%	9.0%	26.0%	30.3%	15.7%	10.3%	7.7%	15.4%	14.7%	9.2%	11.0%	11.3%	12.8%	15.9%	11.0%	28.7%	8.4%	19.7%	20.0%	18.5%	16.8%	19.4%	17.5%

October Political Zeitgeist Poll

Prepared on behalf of the Mail on Sunday

Table 31
Q28. Do you agree or disagree with each of the following statements?
George Osborne is statesmanlike
Base: All Respondents

	Gender		Age			2010 Vote (Q12/Q13)					Voting Intention (Q5/Q7)					SEG				REGION3			
	Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	North & Scotland	Midlands & Wales	South	
Unweighted Total	1002	593	409	306	396	300	273	236	161	40	63	226	337	63	97	209	180	281	283	258	271	177	399
Weighted Total	1002	490	512	274	358	371	286	230	182	25	50	237	334	69	96	197	159	268	295	280	339	223	440
Agree	231	130	101	47	78	107	117	35	35	4	5	102	49	23	16	30	47	57	65	62	81	43	107
	23.1%	26.5%	19.8%	17.1%	21.8%	28.8%	40.9%	15.3%	19.1%	17.7%	9.7%	43.0%	14.8%	33.7%	16.7%	15.3%	29.5%	21.3%	22.0%	22.3%	23.8%	19.2%	24.4%
Disagree	524	272	252	118	205	201	124	142	110	14	36	78	226	32	63	98	92	143	148	141	183	119	221
	52.3%	55.6%	49.2%	43.3%	57.2%	54.2%	43.5%	62.0%	60.1%	58.0%	72.4%	32.9%	67.7%	46.4%	65.9%	49.8%	58.0%	53.3%	50.3%	50.2%	54.1%	53.4%	50.3%
Dont know	247	88	159	109	75	63	45	52	38	6	9	57	58	14	17	69	20	68	82	77	75	61	111
	24.6%	17.9%	31.0%	39.7%	21.0%	17.0%	15.6%	22.7%	20.8%	24.3%	17.9%	24.1%	17.5%	19.9%	17.4%	35.0%	12.5%	25.4%	27.8%	27.5%	22.1%	27.4%	25.2%

October Political Zeitgeist Poll

Prepared on behalf of the Mail on Sunday

Table 32
Q29. Do you agree or disagree with each of the following statements?
Ed Miliband is statesmanlike
Base: All Respondents

	Gender		Age			2010 Vote (Q12/Q13)					Voting Intention (Q5/Q7)					SEG				REGION3			
	Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	North & Scotland	Midlands & Wales	South	
Unweighted Total	1002	593	409	306	396	300	273	236	161	40	63	226	337	63	97	209	180	281	283	258	271	177	399
Weighted Total	1002	490	512	274	358	371	286	230	182	25	50	237	334	69	96	197	159	268	295	280	339	223	440
Agree	217	112	104	73	70	73	35	87	43	3	7	31	123	16	7	30	45	52	57	62	74	47	95
	21.6%	22.9%	20.4%	26.9%	19.7%	19.7%	12.1%	38.1%	23.6%	10.3%	14.0%	13.1%	36.7%	23.3%	7.1%	15.2%	28.7%	19.3%	19.2%	22.3%	21.8%	21.2%	21.7%
Disagree	560	300	260	105	207	248	217	90	103	18	38	173	140	40	75	103	90	158	160	151	188	122	250
	55.9%	61.1%	50.8%	38.4%	57.7%	66.9%	75.8%	39.4%	56.2%	74.4%	75.0%	73.2%	42.0%	59.0%	78.7%	52.3%	56.4%	59.0%	54.4%	54.1%	55.5%	54.5%	56.8%
Dont know	226	78	147	95	81	50	35	52	37	4	6	32	71	12	14	64	24	58	78	66	77	54	95
	22.5%	16.0%	28.8%	34.8%	22.6%	13.4%	12.1%	22.6%	20.1%	15.3%	11.0%	13.7%	21.3%	17.7%	14.3%	32.5%	14.9%	21.7%	26.4%	23.6%	22.7%	24.2%	21.5%

October Political Zeitgeist Poll

Prepared on behalf of the Mail on Sunday

Table 33
Q30. Do you agree or disagree with each of the following statements?
Nick Clegg is statesmanlike
Base: All Respondents

	Gender		Age			2010 Vote (Q12/Q13)					Voting Intention (Q5/Q7)					SEG				REGION3			
	Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	North & Scotland	Midlands & Wales	South	
Unweighted Total	1002	593	409	306	396	300	273	236	161	40	63	226	337	63	97	209	180	281	283	258	271	177	399
Weighted Total	1002	490	512	274	358	371	286	230	182	25	50	237	334	69	96	197	159	268	295	280	339	223	440
Agree	227	129	99	58	71	99	77	48	59	4	5	71	63	34	14	36	50	58	58	61	81	41	105
	22.7%	26.2%	19.3%	21.1%	19.7%	26.7%	27.1%	20.9%	32.4%	16.5%	9.5%	29.9%	19.0%	49.9%	14.9%	18.5%	31.5%	21.6%	19.7%	21.8%	23.8%	18.5%	23.9%
Disagree	535	288	246	112	205	218	163	134	88	17	38	115	209	21	68	97	83	141	163	148	183	123	229
	53.4%	58.9%	48.1%	41.0%	57.2%	58.8%	57.0%	58.5%	48.3%	67.0%	75.5%	48.5%	62.5%	30.3%	71.6%	49.0%	52.0%	52.6%	55.2%	53.0%	54.0%	55.1%	52.0%
Dont know	240	73	167	104	83	54	45	47	35	4	8	51	62	14	13	64	26	69	74	70	75	59	106
	23.9%	14.9%	32.6%	37.9%	23.1%	14.5%	15.9%	20.7%	19.3%	16.5%	15.0%	21.6%	18.6%	19.9%	13.5%	32.4%	16.5%	25.8%	25.0%	25.2%	22.1%	26.5%	24.1%

October Political Zeitgeist Poll

Prepared on behalf of the Mail on Sunday

Table 34

Q31. Do you agree or disagree with each of the following statements?

David Cameron is out of touch

Base: All Respondents

	Gender		Age			2010 Vote (Q12/Q13)					Voting Intention (Q5/Q7)					SEG				REGION3			
	Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	North & Scotland	Midlands & Wales	South	
Unweighted Total	1002	593	409	306	396	300	273	236	161	40	63	226	337	63	97	209	180	281	283	258	271	177	399
Weighted Total	1002	490	512	274	358	371	286	230	182	25	50	237	334	69	96	197	159	268	295	280	339	223	440
Agree	589	302	288	163	210	217	94	185	125	17	38	43	284	36	67	128	94	153	184	158	210	140	240
	58.8%	61.6%	56.2%	59.4%	58.6%	58.5%	32.8%	80.4%	68.4%	68.7%	75.0%	18.0%	85.0%	51.9%	70.6%	64.9%	59.2%	57.1%	62.4%	56.5%	61.9%	62.5%	54.5%
Disagree	314	159	155	62	112	139	183	33	42	6	6	181	36	22	25	35	56	82	83	93	89	57	168
	31.3%	32.5%	30.2%	22.8%	31.3%	37.5%	64.0%	14.3%	23.0%	25.0%	12.3%	76.7%	10.8%	31.8%	26.3%	17.6%	35.3%	30.5%	28.1%	33.2%	26.2%	25.5%	38.2%
Dont know	99	29	70	49	36	15	9	12	16	2	6	13	14	11	3	34	9	33	28	29	40	27	32
	9.9%	6.0%	13.6%	17.8%	10.0%	3.9%	3.3%	5.3%	8.6%	6.3%	12.7%	5.3%	4.2%	16.3%	3.1%	17.5%	5.5%	12.4%	9.5%	10.3%	11.9%	12.0%	7.3%

October Political Zeitgeist Poll

Prepared on behalf of the Mail on Sunday

Table 35

Q32. Do you agree or disagree with each of the following statements?

George Osborne is out of touch

Base: All Respondents

	Gender		Age			2010 Vote (Q12/Q13)					Voting Intention (Q5/Q7)					SEG				REGION3			
	Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	North & Scotland	Midlands & Wales	South	
Unweighted Total	1002	593	409	306	396	300	273	236	161	40	63	226	337	63	97	209	180	281	283	258	271	177	399
Weighted Total	1002	490	512	274	358	371	286	230	182	25	50	237	334	69	96	197	159	268	295	280	339	223	440
Agree	592	318	274	144	221	226	128	167	124	15	38	75	262	36	67	122	101	161	173	157	215	128	248
	59.0%	64.8%	53.5%	52.7%	61.8%	61.1%	44.8%	72.9%	68.1%	59.7%	75.6%	31.5%	78.4%	53.0%	69.8%	62.0%	63.3%	60.0%	58.5%	56.2%	63.6%	57.2%	56.5%
Disagree	219	117	102	46	80	93	108	37	27	7	5	110	41	16	19	21	40	50	67	61	55	45	118
	21.8%	23.8%	19.9%	16.7%	22.4%	25.0%	37.9%	16.0%	14.9%	29.8%	9.3%	46.6%	12.2%	24.0%	19.6%	10.7%	25.5%	18.7%	22.7%	21.8%	16.2%	20.3%	26.9%
Dont know	192	56	136	84	57	51	49	25	31	3	8	52	31	16	10	54	18	57	56	62	68	50	73
	19.1%	11.4%	26.6%	30.7%	15.8%	13.9%	17.3%	11.1%	17.0%	10.5%	15.0%	21.8%	9.4%	23.0%	10.7%	27.3%	11.2%	21.3%	18.8%	22.0%	20.2%	22.5%	16.6%

October Political Zeitgeist Poll

Prepared on behalf of the Mail on Sunday

Table 36

Q33. Do you agree or disagree with each of the following statements?

Ed Miliband is out of touch

Base: All Respondents

	Gender		Age			2010 Vote (Q12/Q13)					Voting Intention (Q5/Q7)					SEG				REGION3			
	Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	North & Scotland	Midlands & Wales	South	
Unweighted Total	593	409	306	396	300	273	236	161	40	63	226	337	63	97	209	180	281	283	258	271	177	399	
Weighted Total	490	512	274	358	371	286	230	182	25	50	237	334	69	96	197	159	268	295	280	339	223	440	
Agree	245	183	98	141	190	176	45	70	15	32	138	69	32	61	96	57	119	129	124	151	82	196	
	42.8%	50.1%	35.8%	36.0%	39.3%	51.2%	61.6%	19.8%	38.3%	60.9%	64.4%	58.3%	20.6%	46.2%	64.0%	48.7%	35.8%	44.4%	43.7%	44.3%	44.6%	36.8%	44.5%
Disagree	186	200	98	157	132	77	145	82	6	11	67	219	19	18	54	83	90	114	99	124	99	163	
	38.5%	38.0%	39.1%	35.7%	43.8%	35.5%	26.8%	63.2%	45.0%	25.9%	22.9%	28.1%	65.5%	27.6%	19.2%	27.3%	52.6%	33.6%	38.6%	35.2%	36.6%	44.3%	37.1%
Dont know	59	128	78	61	49	33	39	30	3	6	32	46	18	16	47	19	59	52	57	64	42	81	
	18.7%	12.0%	25.1%	28.4%	16.9%	13.3%	11.6%	17.0%	16.7%	13.2%	12.7%	13.6%	13.8%	26.2%	16.8%	24.0%	11.7%	22.0%	17.7%	20.4%	18.8%	18.9%	18.5%

October Political Zeitgeist Poll

Prepared on behalf of the Mail on Sunday

Table 37
Q34. Do you agree or disagree with each of the following statements?
Nick Clegg is out of touch
Base: All Respondents

	Gender		Age			2010 Vote (Q12/Q13)					Voting Intention (Q5/Q7)					SEG				REGION3			
	Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	North & Scotland	Midlands & Wales	South	
Unweighted Total	1002	593	409	306	396	300	273	236	161	40	63	226	337	63	97	209	180	281	283	258	271	177	399
Weighted Total	1002	490	512	274	358	371	286	230	182	25	50	237	334	69	96	197	159	268	295	280	339	223	440
Agree	556	293	263	139	195	222	148	145	83	17	42	102	226	17	67	113	87	150	178	141	199	131	226
	55.5%	59.9%	51.3%	50.8%	54.5%	59.9%	51.8%	63.3%	45.4%	66.9%	84.1%	43.2%	67.6%	24.3%	69.8%	57.6%	54.8%	55.9%	60.2%	50.4%	58.8%	58.6%	51.3%
Disagree	287	136	151	62	110	115	110	53	72	6	3	104	76	38	16	40	55	73	68	90	82	60	146
	28.6%	27.8%	29.4%	22.6%	30.7%	31.2%	38.5%	23.2%	39.6%	22.8%	5.1%	44.1%	22.7%	55.2%	16.9%	20.4%	34.7%	27.3%	23.1%	32.3%	24.1%	26.9%	33.1%
Dont know	159	60	99	73	53	33	28	31	27	3	5	30	32	14	13	43	17	45	49	48	58	33	69
	15.9%	12.3%	19.3%	26.7%	14.8%	9.0%	9.7%	13.5%	15.0%	10.2%	10.8%	12.7%	9.7%	20.5%	13.3%	22.0%	10.4%	16.7%	16.7%	17.3%	17.1%	14.6%	15.6%

October Political Zeitgeist Poll

Prepared on behalf of the Mail on Sunday

Table 38
Q35. Do you agree or disagree with each of the following statements?
David Cameron is strong
Base: All Respondents

	Gender		Age			2010 Vote (Q12/Q13)					Voting Intention (Q5/Q7)					SEG				REGION3			
	Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	North & Scotland	Midlands & Wales	South	
Unweighted Total	1002	593	409	306	396	300	273	236	161	40	63	226	337	63	97	209	180	281	283	258	271	177	399
Weighted Total	1002	490	512	274	358	371	286	230	182	25	50	237	334	69	96	197	159	268	295	280	339	223	440
Agree	428	209	219	106	155	167	189	65	72	8	10	192	89	34	28	58	76	116	114	123	140	96	193
	42.7%	42.6%	42.9%	38.8%	43.3%	45.1%	66.0%	28.5%	39.4%	31.1%	19.2%	81.2%	26.6%	49.6%	29.4%	29.5%	47.6%	43.2%	38.7%	43.8%	41.2%	42.8%	43.8%
Disagree	442	248	194	117	154	171	75	140	90	14	34	26	215	22	60	94	68	106	147	121	144	100	198
	44.1%	50.5%	37.9%	42.7%	43.1%	46.0%	26.1%	61.0%	49.1%	57.5%	68.1%	10.9%	64.4%	32.5%	62.5%	47.9%	42.7%	39.4%	50.0%	43.1%	42.5%	44.6%	45.0%
Dont know	132	34	99	51	49	33	23	24	21	3	6	19	30	12	8	45	15	47	33	37	55	28	49
	13.2%	6.9%	19.3%	18.5%	13.6%	8.9%	7.9%	10.4%	11.5%	11.3%	12.7%	7.9%	9.0%	17.9%	8.1%	22.7%	9.7%	17.4%	11.3%	13.1%	16.3%	12.6%	11.1%

October Political Zeitgeist Poll

Prepared on behalf of the Mail on Sunday

Table 39
Q36. Do you agree or disagree with each of the following statements?
George Osborne is strong
Base: All Respondents

	Gender		Age			2010 Vote (Q12/Q13)					Voting Intention (Q5/Q7)					SEG				REGION3			
	Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	North & Scotland	Midlands & Wales	South	
Unweighted Total	1002	593	409	306	396	300	273	236	161	40	63	226	337	63	97	209	180	281	283	258	271	177	399
Weighted Total	1002	490	512	274	358	371	286	230	182	25	50	237	334	69	96	197	159	268	295	280	339	223	440
Agree	296	168	128	61	92	143	140	45	45	7	16	133	69	25	30	28	59	79	76	82	95	70	131
	29.5%	34.2%	25.0%	22.3%	25.7%	38.4%	48.9%	19.7%	24.8%	26.4%	32.4%	56.1%	20.5%	36.1%	31.9%	14.2%	37.1%	29.4%	25.6%	29.3%	28.1%	31.2%	29.8%
Disagree	473	253	220	121	188	164	92	143	107	13	25	53	219	28	53	96	83	120	149	121	163	100	210
	47.2%	51.6%	43.0%	44.4%	52.5%	44.3%	32.3%	62.4%	58.6%	51.3%	50.6%	22.2%	65.5%	41.2%	55.1%	48.7%	52.6%	44.6%	50.6%	43.2%	48.3%	44.8%	47.7%
Dont know	233	69	164	91	78	64	54	41	30	6	9	51	47	16	12	73	16	70	70	77	80	54	99
	23.2%	14.2%	31.9%	33.3%	21.8%	17.3%	18.8%	17.9%	16.6%	22.3%	17.0%	21.7%	14.0%	22.8%	13.0%	37.2%	10.3%	26.0%	23.8%	27.4%	23.7%	24.0%	22.6%

October Political Zeitgeist Poll

Prepared on behalf of the Mail on Sunday

Table 40
Q37. Do you agree or disagree with each of the following statements?
Ed Miliband is strong
Base: All Respondents

	Gender		Age			2010 Vote (Q12/Q13)					Voting Intention (Q5/Q7)					SEG				REGION3			
	Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	North & Scotland	Midlands & Wales	South	
Unweighted Total	1002	593	409	306	396	300	273	236	161	40	63	226	337	63	97	209	180	281	283	258	271	177	399
Weighted Total	1002	490	512	274	358	371	286	230	182	25	50	237	334	69	96	197	159	268	295	280	339	223	440
Agree	255	125	129	82	94	78	37	101	52	4	11	28	140	21	15	41	52	56	71	76	90	68	97
	25.4%	25.6%	25.3%	30.1%	26.4%	21.0%	13.1%	43.9%	28.4%	16.3%	22.3%	11.6%	42.0%	30.3%	15.6%	21.0%	32.6%	20.7%	24.1%	27.2%	26.4%	30.3%	22.1%
Disagree	524	300	223	112	179	233	211	74	97	16	37	172	122	37	68	93	79	147	162	136	169	107	248
	52.3%	61.3%	43.6%	41.0%	49.9%	62.9%	73.8%	32.4%	53.0%	64.3%	73.4%	72.7%	36.6%	53.2%	71.7%	47.3%	49.6%	54.9%	55.0%	48.5%	50.0%	47.8%	56.4%
Dont know	224	64	159	79	85	60	37	54	34	5	2	37	72	11	12	62	28	66	62	68	80	49	95
	22.3%	13.1%	31.1%	28.9%	23.7%	16.1%	13.1%	23.7%	18.6%	19.4%	4.3%	15.7%	21.4%	16.4%	12.7%	31.6%	17.8%	24.4%	20.9%	24.3%	23.6%	21.9%	21.6%

October Political Zeitgeist Poll

Prepared on behalf of the Mail on Sunday

Table 41
Q38. Do you agree or disagree with each of the following statements?
Nick Clegg is strong
Base: All Respondents

	Gender		Age			2010 Vote (Q12/Q13)					Voting Intention (Q5/Q7)					SEG				REGION3			
	Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	North & Scotland	Midlands & Wales	South	
Unweighted Total	1002	593	409	306	396	300	273	236	161	40	63	226	337	63	97	209	180	281	283	258	271	177	399
Weighted Total	1002	490	512	274	358	371	286	230	182	25	50	237	334	69	96	197	159	268	295	280	339	223	440
Agree	172	82	90	60	53	59	51	34	42	1	9	51	42	29	8	29	32	36	46	59	53	37	82
	17.2%	16.8%	17.6%	22.1%	14.8%	15.9%	17.7%	14.8%	23.1%	5.5%	18.1%	21.6%	12.6%	42.5%	8.1%	14.7%	19.9%	13.3%	15.6%	21.1%	15.7%	16.7%	18.6%
Disagree	657	349	308	157	239	261	196	167	111	18	39	148	251	26	77	121	107	182	202	166	224	151	282
	65.6%	71.3%	60.1%	57.4%	66.8%	70.5%	68.6%	72.6%	60.7%	71.3%	77.7%	62.6%	75.1%	37.9%	80.2%	61.7%	67.5%	67.7%	68.5%	59.4%	66.1%	67.8%	64.0%
Dont know	173	59	114	56	66	50	39	29	30	6	2	38	41	13	11	46	20	51	47	55	62	35	76
	17.2%	12.0%	22.3%	20.5%	18.5%	13.6%	13.8%	12.6%	16.3%	23.2%	4.2%	15.9%	12.2%	19.6%	11.8%	23.6%	12.6%	19.0%	15.9%	19.6%	18.2%	15.5%	17.4%

October Political Zeitgeist Poll

Prepared on behalf of the Mail on Sunday

Table 42

Q39. Do you agree or disagree with each of the following statements?

David Cameron is intelligent

Base: All Respondents

	Gender		Age			2010 Vote (Q12/Q13)					Voting Intention (Q5/Q7)					SEG				REGION3			
	Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	North & Scotland	Midlands & Wales	South	
Unweighted Total	1002	593	409	306	396	300	273	236	161	40	63	226	337	63	97	209	180	281	283	258	271	177	399
Weighted Total	1002	490	512	274	358	371	286	230	182	25	50	237	334	69	96	197	159	268	295	280	339	223	440
Agree	701	350	351	160	250	291	255	139	133	20	25	221	204	55	70	115	117	189	199	196	245	152	304
	70.0%	71.5%	68.6%	58.6%	69.8%	78.6%	89.2%	60.4%	72.6%	80.2%	49.6%	93.4%	61.0%	80.5%	73.7%	58.5%	73.7%	70.5%	67.6%	69.9%	72.4%	68.2%	69.0%
Disagree	182	98	84	64	64	54	18	71	33	2	21	5	94	6	17	45	30	44	61	47	58	50	74
	18.2%	20.0%	16.4%	23.4%	18.0%	14.4%	6.2%	30.9%	18.0%	7.5%	42.0%	2.2%	28.1%	8.8%	17.6%	22.7%	18.9%	16.4%	20.7%	16.9%	17.0%	22.5%	16.8%
Dont know	119	42	77	49	44	26	13	20	17	3	4	10	36	7	8	37	12	35	35	37	36	21	62
	11.9%	8.5%	15.0%	18.0%	12.2%	7.0%	4.6%	8.7%	9.4%	12.3%	8.3%	4.4%	10.9%	10.6%	8.7%	18.8%	7.4%	13.1%	11.7%	13.2%	10.7%	9.2%	14.1%

October Political Zeitgeist Poll

Prepared on behalf of the Mail on Sunday

Table 43
Q40. Do you agree or disagree with each of the following statements?
George Osborne is intelligent
Base: All Respondents

	Gender		Age			2010 Vote (Q12/Q13)					Voting Intention (Q5/Q7)					SEG				REGION3			
	Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	North & Scotland	Midlands & Wales	South	
Unweighted Total	1002	593	409	306	396	300	273	236	161	40	63	226	337	63	97	209	180	281	283	258	271	177	399
Weighted Total	1002	490	512	274	358	371	286	230	182	25	50	237	334	69	96	197	159	268	295	280	339	223	440
Agree	600	306	294	126	211	264	228	118	117	15	24	197	172	46	62	102	109	154	169	169	198	133	269
	59.9%	62.5%	57.5%	46.0%	58.9%	71.1%	79.7%	51.6%	64.4%	62.5%	46.8%	83.4%	51.4%	66.7%	65.2%	51.6%	68.5%	57.3%	57.2%	60.4%	58.5%	59.4%	61.2%
Disagree	214	123	92	63	83	68	27	69	41	4	25	14	106	11	19	46	33	62	65	55	75	55	85
	21.4%	25.1%	17.9%	23.1%	23.3%	18.2%	9.4%	30.1%	22.3%	17.4%	48.9%	6.0%	31.7%	15.6%	20.3%	23.6%	20.7%	23.1%	21.9%	19.7%	22.1%	24.5%	19.2%
Dont know	187	61	126	84	64	39	31	42	24	5	2	25	56	12	14	49	17	53	62	56	66	36	86
	18.7%	12.5%	24.7%	30.8%	17.8%	10.6%	10.9%	18.3%	13.3%	20.1%	4.3%	10.6%	16.9%	17.6%	14.5%	24.8%	10.8%	19.6%	20.9%	19.9%	19.4%	16.1%	19.5%

October Political Zeitgeist Poll

Prepared on behalf of the Mail on Sunday

Table 44

Q41. Do you agree or disagree with each of the following statements?

Ed Miliband is intelligent

Base: All Respondents

	Gender		Age			2010 Vote (Q12/Q13)					Voting Intention (Q5/Q7)					SEG				REGION3			
	Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	North & Scotland	Midlands & Wales	South	
Unweighted Total	1002	593	409	306	396	300	273	236	161	40	63	226	337	63	97	209	180	281	283	258	271	177	399
Weighted Total	1002	490	512	274	358	371	286	230	182	25	50	237	334	69	96	197	159	268	295	280	339	223	440
Agree	655	314	341	148	247	260	193	175	134	14	25	160	262	45	49	115	115	178	183	179	232	150	272
	65.3%	64.1%	66.5%	54.3%	68.9%	70.0%	67.4%	76.4%	73.5%	55.8%	49.1%	67.6%	78.4%	65.5%	51.2%	58.6%	72.7%	66.2%	61.9%	64.0%	68.6%	67.0%	61.9%
Disagree	161	104	57	46	53	62	58	23	22	7	21	42	28	11	30	34	23	40	55	43	46	39	75
	16.1%	21.2%	11.2%	16.7%	14.9%	16.7%	20.2%	9.9%	11.8%	28.2%	42.5%	17.9%	8.5%	16.6%	31.2%	17.4%	14.7%	14.9%	18.7%	15.2%	13.7%	17.5%	17.1%
Dont know	187	72	114	79	58	49	36	32	27	4	4	34	44	12	17	47	20	51	57	58	60	35	92
	18.6%	14.7%	22.3%	29.0%	16.2%	13.3%	12.5%	13.7%	14.7%	16.1%	8.3%	14.5%	13.1%	18.0%	17.5%	23.9%	12.7%	18.9%	19.5%	20.8%	17.7%	15.5%	20.9%

October Political Zeitgeist Poll

Prepared on behalf of the Mail on Sunday

Table 45

Q42. Do you agree or disagree with each of the following statements?

Nick Clegg is intelligent

Base: All Respondents

	Gender		Age			2010 Vote (Q12/Q13)					Voting Intention (Q5/Q7)					SEG				REGION3			
	Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	North & Scotland	Midlands & Wales	South	
Unweighted Total	1002	593	409	306	396	300	273	236	161	40	63	226	337	63	97	209	180	281	283	258	271	177	399
Weighted Total	1002	490	512	274	358	371	286	230	182	25	50	237	334	69	96	197	159	268	295	280	339	223	440
Agree	603	289	314	131	225	246	201	128	141	13	18	174	196	56	47	105	115	153	169	166	205	144	254
	60.1%	58.9%	61.3%	48.1%	62.8%	66.5%	70.3%	55.6%	77.5%	52.1%	36.1%	73.6%	58.6%	82.0%	48.8%	53.4%	72.3%	57.1%	57.2%	59.2%	60.5%	64.3%	57.7%
Disagree	215	136	78	68	61	86	52	60	23	5	24	30	85	2	30	51	25	62	68	59	71	52	91
	21.4%	27.8%	15.3%	24.7%	17.1%	23.1%	18.1%	26.1%	12.6%	19.7%	47.1%	12.8%	25.5%	3.3%	31.4%	26.0%	15.4%	23.3%	23.1%	21.2%	21.0%	23.2%	20.8%
Dont know	185	65	120	74	72	39	33	42	18	7	8	32	53	10	19	41	19	53	58	55	63	28	94
	18.5%	13.3%	23.4%	27.2%	20.1%	10.4%	11.6%	18.3%	9.9%	28.2%	16.8%	13.5%	16.0%	14.7%	19.7%	20.7%	12.3%	19.6%	19.6%	19.6%	18.5%	12.4%	21.5%

October Political Zeitgeist Poll

Prepared on behalf of the Mail on Sunday

Table 46

Q43. Do you agree or disagree with each of the following statements?

David Cameron is charismatic

Base: All Respondents

	Gender		Age			2010 Vote (Q12/Q13)					Voting Intention (Q5/Q7)					SEG				REGION3			
	Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	North & Scotland	Midlands & Wales	South	
Unweighted Total	1002	593	409	306	396	300	273	236	161	40	63	226	337	63	97	209	180	281	283	258	271	177	399
Weighted Total	1002	490	512	274	358	371	286	230	182	25	50	237	334	69	96	197	159	268	295	280	339	223	440
Agree	353	188	166	99	127	127	161	60	54	7	9	170	74	27	23	40	70	97	94	92	124	73	156
	35.3%	38.3%	32.4%	36.0%	35.6%	34.3%	56.4%	26.3%	29.6%	27.5%	18.6%	71.7%	22.1%	39.9%	23.6%	20.4%	44.3%	36.3%	31.8%	32.8%	36.5%	32.9%	35.5%
Disagree	525	260	265	133	193	199	92	145	118	16	37	45	237	34	66	115	79	136	163	146	184	124	216
	52.3%	53.0%	51.8%	48.5%	53.9%	53.7%	32.0%	63.3%	64.7%	65.9%	73.0%	19.2%	70.7%	50.2%	68.9%	58.2%	49.8%	50.7%	55.4%	52.2%	54.3%	55.5%	49.2%
Dont know	124	43	81	42	37	44	33	24	11	2	4	22	24	7	7	42	9	35	38	42	31	26	67
	12.4%	8.8%	15.9%	15.5%	10.5%	12.0%	11.6%	10.4%	5.8%	6.6%	8.5%	9.1%	7.1%	9.9%	7.5%	21.4%	5.8%	13.0%	12.8%	15.1%	9.1%	11.6%	15.3%

October Political Zeitgeist Poll

Prepared on behalf of the Mail on Sunday

Table 47

Q44. Do you agree or disagree with each of the following statements?

George Osborne is charismatic

Base: All Respondents

	Gender		Age			2010 Vote (Q12/Q13)					Voting Intention (Q5/Q7)					SEG				REGION3			
	Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	North & Scotland	Midlands & Wales	South	
Unweighted Total	1002	593	409	306	396	300	273	236	161	40	63	226	337	63	97	209	180	281	283	258	271	177	399
Weighted Total	1002	490	512	274	358	371	286	230	182	25	50	237	334	69	96	197	159	268	295	280	339	223	440
Agree	109	55	54	35	38	37	45	24	20	2	4	49	28	14	4	9	26	22	26	35	35	18	56
	10.9%	11.2%	10.6%	12.7%	10.5%	9.9%	15.6%	10.4%	11.2%	8.3%	7.2%	20.8%	8.4%	20.3%	3.9%	4.7%	16.1%	8.4%	8.8%	12.5%	10.3%	8.1%	12.8%
Disagree	699	373	326	158	263	278	190	169	138	22	39	142	267	41	81	133	111	193	206	189	255	158	286
	69.8%	76.1%	63.7%	57.7%	73.6%	75.0%	66.3%	73.6%	75.6%	87.4%	77.8%	60.1%	79.8%	60.5%	84.3%	67.3%	69.8%	72.0%	69.8%	67.7%	75.4%	70.7%	65.0%
Dont know	194	62	131	81	57	56	52	37	24	1	8	45	39	13	11	55	22	53	63	55	49	47	98
	19.3%	12.7%	25.7%	29.6%	15.9%	15.0%	18.1%	16.0%	13.2%	4.4%	15.0%	19.1%	11.8%	19.2%	11.8%	27.9%	14.1%	19.7%	21.4%	19.8%	14.4%	21.2%	22.2%

October Political Zeitgeist Poll

Prepared on behalf of the Mail on Sunday

Table 48

Q45. Do you agree or disagree with each of the following statements?

Ed Miliband is charismatic

Base: All Respondents

	Gender		Age			2010 Vote (Q12/Q13)					Voting Intention (Q5/Q7)					SEG				REGION3			
	Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	North & Scotland	Midlands & Wales	South	
Unweighted Total	1002	593	409	306	396	300	273	236	161	40	63	226	337	63	97	209	180	281	283	258	271	177	399
Weighted Total	1002	490	512	274	358	371	286	230	182	25	50	237	334	69	96	197	159	268	295	280	339	223	440
Agree	224	106	118	70	82	72	32	95	46	4	13	29	122	20	16	33	48	43	63	70	77	57	90
	22.3%	21.6%	23.0%	25.4%	23.0%	19.5%	11.1%	41.4%	25.1%	15.2%	25.5%	12.4%	36.4%	29.4%	17.3%	16.8%	30.4%	16.0%	21.3%	24.9%	22.7%	25.3%	20.6%
Disagree	623	337	286	137	219	267	225	102	119	19	35	187	171	40	73	116	93	186	181	163	221	132	269
	62.2%	68.8%	55.9%	50.1%	61.3%	72.0%	78.6%	44.6%	65.0%	77.5%	70.3%	79.1%	51.0%	58.0%	75.9%	59.1%	58.4%	69.4%	61.3%	58.3%	65.3%	59.3%	61.2%
Dont know	155	47	108	67	56	32	30	32	18	2	2	20	42	9	7	48	18	39	51	47	41	34	80
	15.5%	9.6%	21.1%	24.5%	15.8%	8.5%	10.4%	14.1%	10.0%	7.3%	4.3%	8.5%	12.6%	12.6%	6.8%	24.2%	11.2%	14.6%	17.4%	16.8%	12.0%	15.4%	18.2%

October Political Zeitgeist Poll

Prepared on behalf of the Mail on Sunday

Table 49

Q46. Do you agree or disagree with each of the following statements?

Nick Clegg is charismatic

Base: All Respondents

	Gender		Age			2010 Vote (Q12/Q13)					Voting Intention (Q5/Q7)					SEG				REGION3			
	Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	North & Scotland	Midlands & Wales	South	
Unweighted Total	1002	593	409	306	396	300	273	236	161	40	63	226	337	63	97	209	180	281	283	258	271	177	399
Weighted Total	1002	490	512	274	358	371	286	230	182	25	50	237	334	69	96	197	159	268	295	280	339	223	440
Agree	271	133	138	74	101	97	91	57	78	3	6	96	81	40	15	31	48	76	75	73	91	57	123
	27.1%	27.2%	27.0%	26.9%	28.1%	26.2%	32.0%	24.8%	42.5%	13.6%	12.4%	40.4%	24.2%	58.8%	15.9%	15.7%	30.1%	28.3%	25.4%	26.0%	26.8%	25.6%	28.1%
Disagree	570	311	260	136	197	237	159	143	89	20	38	113	213	23	70	120	94	144	172	161	200	129	241
	56.9%	63.4%	50.7%	49.7%	55.2%	63.9%	55.8%	62.2%	48.9%	81.0%	76.4%	47.9%	63.8%	33.0%	73.2%	61.1%	59.1%	53.5%	58.2%	57.6%	59.2%	57.9%	54.7%
Dont know	160	46	114	64	60	37	35	30	16	1	6	28	40	6	10	46	17	49	48	46	47	37	76
	16.0%	9.4%	22.3%	23.3%	16.7%	9.9%	12.3%	13.0%	8.6%	5.4%	11.2%	11.7%	12.0%	8.3%	11.0%	23.3%	10.8%	18.2%	16.4%	16.4%	14.0%	16.5%	17.2%

October Political Zeitgeist Poll

Prepared on behalf of the Mail on Sunday

Table 50

Q47. Which of each of these pairs of statements is closest to your opinion?

Base: All Respondents

	Gender		Age			2010 Vote (Q12/Q13)					Voting Intention (Q5/Q7)					SEG				REGION3			
	Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	North & Scotland	Midlands & Wales	South	
Unweighted Total	1002	593	409	306	396	300	273	236	161	40	63	226	337	63	97	209	180	281	283	258	271	177	399
Weighted Total	1002	490	512	274	358	371	286	230	182	25	50	237	334	69	96	197	159	268	295	280	339	223	440
Nick Clegg is doing a good job as leader of the Liberal Democrat Party	255 25.5%	127 25.8%	129 25.1%	66 24.0%	77 21.5%	113 30.4%	111 38.9%	33 14.2%	63 34.3%	3 13.3%	7 14.4%	95 40.0%	55 16.3%	41 59.4%	20 21.4%	36 18.1%	52 32.5%	62 23.2%	61 20.5%	81 29.0%	77 22.6%	53 23.6%	126 28.7%
Nick Clegg is doing a bad job as leader of the Liberal Democrat Party	542 54.1%	286 58.4%	256 50.0%	129 47.3%	201 56.3%	211 57.0%	127 44.3%	155 67.7%	102 55.7%	17 68.7%	37 74.6%	94 39.6%	233 69.7%	20 29.7%	63 65.9%	107 54.2%	78 48.9%	158 58.7%	169 57.4%	137 49.1%	191 56.5%	133 59.4%	218 49.5%
Dont know	205 20.4%	77 15.8%	127 24.9%	78 28.7%	79 22.2%	47 12.6%	48 16.8%	42 18.1%	18 10.0%	4 18.0%	6 11.0%	48 20.4%	47 13.9%	7 10.9%	12 12.7%	54 27.7%	30 18.6%	49 18.1%	65 22.0%	61 22.0%	71 20.8%	38 17.1%	96 21.8%

October Political Zeitgeist Poll

Prepared on behalf of the Mail on Sunday

Table 51

Q48. Which of each of these pairs of statements is closest to your opinion?

Base: All Respondents

	Gender		Age			2010 Vote (Q12/Q13)					Voting Intention (Q5/Q7)					SEG				REGION3			
	Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	North & Scotland	Midlands & Wales	South	
Unweighted Total	1002	593	409	306	396	300	273	236	161	40	63	226	337	63	97	209	180	281	283	258	271	177	399
Weighted Total	1002	490	512	274	358	371	286	230	182	25	50	237	334	69	96	197	159	268	295	280	339	223	440
Ed Miliband is doing a good job as leader of the Labour Party	367 36.7%	175 35.8%	192 37.5%	104 38.2%	138 38.5%	125 33.8%	54 18.9%	151 65.7%	80 44.0%	8 33.9%	14 27.7%	37 15.7%	222 66.3%	24 34.6%	28 29.0%	49 24.8%	64 40.2%	89 33.0%	109 37.0%	106 37.8%	137 40.5%	85 38.3%	145 32.9%
Ed Miliband is doing a bad job as leader of the Labour Party	387 38.6%	227 46.3%	160 31.2%	77 28.2%	136 37.9%	174 46.9%	177 61.8%	41 18.0%	63 34.4%	13 52.8%	29 56.8%	149 63.0%	59 17.7%	28 40.9%	56 59.1%	74 37.4%	71 44.9%	103 38.4%	115 38.8%	98 35.0%	119 35.0%	85 38.1%	183 41.6%
Dont know	248 24.7%	88 17.9%	160 31.3%	92 33.7%	84 23.6%	71 19.2%	55 19.3%	37 16.3%	40 21.7%	3 13.3%	8 15.5%	51 21.3%	53 16.0%	17 24.6%	11 11.9%	74 37.8%	24 14.9%	77 28.6%	71 24.2%	76 27.2%	83 24.6%	53 23.6%	112 25.4%

October Political Zeitgeist Poll

Prepared on behalf of the Mail on Sunday

Table 52

Q49. Which of each of these pairs of statements is closest to your opinion?

Base: All Respondents

	Gender		Age			2010 Vote (Q12/Q13)					Voting Intention (Q5/Q7)					SEG				REGION3			
	Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	North & Scotland	Midlands & Wales	South	
Unweighted Total	1002	593	409	306	396	300	273	236	161	40	63	226	337	63	97	209	180	281	283	258	271	177	399
Weighted Total	1002	490	512	274	358	371	286	230	182	25	50	237	334	69	96	197	159	268	295	280	339	223	440
David Cameron is doing a good job as leader of the Conservative Party	303 30.2%	161 32.8%	142 27.7%	59 21.7%	112 31.3%	131 35.4%	149 52.1%	40 17.6%	47 25.8%	7 29.1%	9 17.8%	158 66.7%	53 16.0%	22 32.7%	21 22.4%	36 18.4%	60 37.5%	82 30.5%	68 23.1%	93 33.3%	96 28.4%	64 28.6%	142 32.4%
David Cameron is doing a bad job as leader of the Conservative Party	437 43.6%	224 45.6%	213 41.7%	117 42.9%	151 42.2%	169 45.5%	74 25.9%	140 60.9%	96 52.8%	13 53.5%	29 58.2%	27 11.2%	211 63.1%	31 45.1%	53 55.4%	92 46.9%	65 41.1%	106 39.7%	146 49.6%	119 42.5%	156 46.1%	102 45.6%	179 40.6%
Dont know	263 26.2%	106 21.6%	157 30.6%	97 35.4%	95 26.5%	71 19.1%	63 22.0%	49 21.5%	39 21.4%	4 17.4%	12 24.0%	52 22.1%	70 21.0%	15 22.1%	21 22.2%	68 34.7%	34 21.4%	80 29.8%	81 27.3%	68 24.3%	86 25.4%	58 25.8%	119 27.0%

October Political Zeitgeist Poll

Prepared on behalf of the Mail on Sunday

Table 53
Q50. Andrew Mitchell resigned this afternoon (fri) over claims that he called a Downing St policeman a 'f***g pleb' Which of these statements is closest to your opinion?**
Base: All Respondents

	Gender		Age			2010 Vote (Q12/Q13)					Voting Intention (Q5/Q7)					SEG				REGION3			
	Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	North & Scotland	Midlands & Wales	South	
Unweighted Total	1002	593	409	306	396	300	273	236	161	40	63	226	337	63	97	209	180	281	283	258	271	177	399
Weighted Total	1002	490	512	274	358	371	286	230	182	25	50	237	334	69	96	197	159	268	295	280	339	223	440
Andrew Mitchell was right to resign	699	357	342	168	258	273	200	171	138	18	30	159	265	41	63	136	129	183	201	186	238	155	307
	69.8%	72.9%	66.8%	61.3%	72.2%	73.7%	70.1%	74.7%	75.8%	71.6%	60.7%	67.0%	79.3%	59.6%	65.7%	69.2%	81.4%	68.2%	68.2%	66.4%	70.2%	69.2%	69.7%
Andrew Mitchell was wrong to resign	169	80	88	45	60	63	61	33	26	5	10	54	37	18	26	23	22	49	47	52	52	39	77
	16.8%	16.4%	17.2%	16.6%	16.9%	17.0%	21.4%	14.4%	14.5%	19.2%	19.6%	22.7%	11.1%	26.1%	26.9%	11.7%	13.6%	18.2%	15.8%	18.5%	15.5%	17.6%	17.5%
Dont know	134	52	82	60	39	34	24	25	18	2	10	24	32	10	7	38	8	36	47	42	49	30	56
	13.4%	10.7%	16.0%	22.1%	11.0%	9.3%	8.5%	11.0%	9.8%	9.2%	19.7%	10.3%	9.6%	14.3%	7.5%	19.1%	5.0%	13.6%	16.0%	15.2%	14.3%	13.2%	12.7%

October Political Zeitgeist Poll

Prepared on behalf of the Mail on Sunday

Table 54

Q51. Should David Cameron have sacked him when the incident first occurred?

Base: All Respondents

	Gender		Age			2010 Vote (Q12/Q13)					Voting Intention (Q5/Q7)					SEG				REGION3			
	Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	North & Scotland	Midlands & Wales	South	
Unweighted Total	1002	593	409	306	396	300	273	236	161	40	63	226	337	63	97	209	180	281	283	258	271	177	399
Weighted Total	1002	490	512	274	358	371	286	230	182	25	50	237	334	69	96	197	159	268	295	280	339	223	440
Yes	568	296	272	134	216	219	147	149	104	16	26	105	240	28	56	101	100	145	168	154	203	132	233
	56.7%	60.5%	53.0%	48.8%	60.3%	59.0%	51.4%	64.9%	56.9%	66.1%	52.1%	44.4%	71.9%	40.4%	58.9%	51.5%	63.2%	54.1%	57.1%	55.0%	60.0%	58.9%	53.0%
No	272	137	135	79	92	100	109	46	48	6	13	100	50	26	33	51	40	81	71	80	85	56	131
	27.1%	27.9%	26.4%	29.0%	25.8%	27.0%	38.3%	20.2%	26.2%	23.2%	26.0%	42.2%	14.9%	38.1%	34.3%	26.0%	24.9%	30.1%	24.2%	28.6%	25.0%	25.2%	29.7%
Dont know	162	57	105	61	50	52	29	34	31	3	11	32	44	15	7	44	19	42	55	46	51	35	76
	16.2%	11.7%	20.5%	22.2%	13.9%	14.0%	10.3%	14.9%	17.0%	10.7%	22.0%	13.4%	13.2%	21.5%	6.9%	22.5%	11.8%	15.8%	18.7%	16.4%	15.0%	15.8%	17.3%

October Political Zeitgeist Poll

Prepared on behalf of the Mail on Sunday

Table 55

Q52. The police officer in question recorded that Mr Mitchell called him a 'pleb' but Mr Mitchell maintains that he did not use the word 'pleb'.

Are you more inclined to believe Mr Mitchell or the policeman?

Base: All Respondents

	Gender		Age			2010 Vote (Q12/Q13)					Voting Intention (Q5/Q7)					SEG				REGION3			
	Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	North & Scotland	Midlands & Wales	South	
Unweighted Total	1002	593	409	306	396	300	273	236	161	40	63	226	337	63	97	209	180	281	283	258	271	177	399
Weighted Total	1002	490	512	274	358	371	286	230	182	25	50	237	334	69	96	197	159	268	295	280	339	223	440
Mr Mitchell	100	57	43	27	24	49	48	17	12	4	5	47	16	11	13	12	21	21	28	31	30	22	48
	10.0%	11.6%	8.5%	9.9%	6.8%	13.2%	16.6%	7.3%	6.8%	14.5%	9.5%	20.1%	4.9%	15.5%	13.1%	6.2%	13.2%	7.7%	9.6%	10.9%	8.8%	10.0%	11.0%
The Policeman	657	332	325	177	245	235	156	168	131	18	33	129	256	39	60	133	110	189	186	172	228	150	279
	65.5%	67.7%	63.5%	64.7%	68.5%	63.4%	54.4%	73.1%	71.8%	72.2%	65.7%	54.3%	76.6%	57.4%	62.8%	67.7%	69.1%	70.3%	63.1%	61.5%	67.3%	67.0%	63.5%
Dont know	245	101	144	70	88	87	83	45	39	3	12	61	62	19	23	51	28	59	80	77	81	51	113
	24.5%	20.7%	28.1%	25.5%	24.7%	23.4%	28.9%	19.5%	21.4%	13.3%	24.8%	25.6%	18.5%	27.1%	24.1%	26.1%	17.7%	22.1%	27.3%	27.6%	23.9%	23.0%	25.6%

October Political Zeitgeist Poll

Prepared on behalf of the Mail on Sunday

Table 56

Q53. Which of these statements is closest to your opinion?

Base: All Respondents

	Gender		Age			2010 Vote (Q12/Q13)					Voting Intention (Q5/Q7)					SEG				REGION3			
	Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	North & Scotland	Midlands & Wales	South	
Unweighted Total	1002	593	409	306	396	300	273	236	161	40	63	226	337	63	97	209	180	281	283	258	271	177	399
Weighted Total	1002	490	512	274	358	371	286	230	182	25	50	237	334	69	96	197	159	268	295	280	339	223	440
Mr Mitchell should stand down as an MP	516	251	264	147	206	163	106	143	104	14	31	75	230	26	45	106	86	141	145	145	172	130	213
	51.5%	51.3%	51.7%	53.9%	57.5%	43.8%	37.0%	62.1%	57.0%	56.2%	62.5%	31.8%	68.8%	37.6%	47.6%	54.0%	54.1%	52.4%	49.1%	51.7%	50.8%	58.4%	48.5%
Mr Mitchell should not stand down as an MP	332	186	146	61	98	173	146	57	58	8	10	132	70	30	43	44	57	87	97	90	106	66	159
	33.1%	37.9%	28.5%	22.1%	27.5%	46.6%	51.0%	24.7%	32.0%	32.6%	19.4%	55.6%	20.8%	44.4%	44.9%	22.3%	35.9%	32.5%	33.0%	32.1%	31.4%	29.5%	36.2%
Dont know	155	53	102	66	53	36	34	30	20	3	9	30	35	12	7	47	16	41	53	45	60	27	67
	15.4%	10.8%	19.8%	24.0%	14.9%	9.6%	12.0%	13.2%	11.0%	11.2%	18.1%	12.6%	10.4%	18.0%	7.5%	23.7%	10.0%	15.1%	17.9%	16.2%	17.7%	12.1%	15.3%

October Political Zeitgeist Poll

Prepared on behalf of the Mail on Sunday

Table 57

Q54. How well or badly do you think David Cameron handled the issue?

Base: All Respondents

	Gender		Age			2010 Vote (Q12/Q13)					Voting Intention (Q5/Q7)					SEG				REGION3			
	Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	North & Scotland	Midlands & Wales	South	
Unweighted Total	1002	593	409	306	396	300	273	236	161	40	63	226	337	63	97	209	180	281	283	258	271	177	399
Weighted Total	1002	490	512	274	358	371	286	230	182	25	50	237	334	69	96	197	159	268	295	280	339	223	440
Very well	19	8	12	11	3	6	6	6	3	1	-	8	6	3	1	-	5	3	7	5	7	4	9
	1.9%	1.6%	2.3%	4.1%	0.7%	1.5%	2.0%	2.7%	1.8%	5.2%	-	3.3%	1.8%	3.8%	1.5%	-	3.3%	1.0%	2.4%	1.6%	2.0%	1.7%	1.9%
Fairly well	117	59	58	46	31	40	48	23	14	3	2	51	28	8	6	15	18	25	35	40	37	23	58
	11.7%	12.1%	11.4%	16.9%	8.7%	10.8%	16.7%	10.0%	7.8%	10.3%	4.3%	21.5%	8.3%	11.5%	6.7%	7.5%	11.3%	9.3%	11.8%	14.1%	10.9%	10.1%	13.2%
Neither well nor badly	325	124	201	85	124	115	123	52	54	6	20	115	72	25	24	72	52	99	92	82	102	78	145
	32.4%	25.2%	39.3%	31.2%	34.7%	31.1%	42.9%	22.8%	29.8%	23.5%	39.2%	48.7%	21.5%	36.4%	25.4%	36.7%	32.4%	36.9%	31.2%	29.3%	30.1%	34.7%	33.0%
Fairly badly	240	126	114	50	93	97	67	61	43	7	6	47	86	20	30	44	43	70	66	62	82	45	113
	23.9%	25.8%	22.2%	18.3%	26.1%	26.1%	23.3%	26.4%	23.5%	30.2%	11.3%	19.7%	25.9%	29.6%	31.5%	22.6%	26.9%	25.9%	22.4%	22.0%	24.3%	20.0%	25.7%
Very badly	242	156	85	49	88	104	33	79	56	7	21	8	132	8	31	42	36	57	74	75	92	63	86
	24.1%	31.9%	16.7%	18.1%	24.5%	28.2%	11.5%	34.5%	30.6%	27.6%	41.1%	3.6%	39.5%	12.4%	32.4%	21.4%	23.0%	21.2%	24.9%	26.7%	27.3%	28.3%	19.5%
Dont know	59	17	42	31	19	9	10	9	12	1	2	8	10	4	2	23	5	15	21	18	18	11	29
	5.9%	3.5%	8.2%	11.5%	5.3%	2.3%	3.7%	3.7%	6.4%	3.2%	4.3%	3.3%	2.9%	6.3%	2.6%	11.8%	3.1%	5.7%	7.2%	6.3%	5.4%	5.1%	6.7%

October Political Zeitgeist Poll

Prepared on behalf of the Mail on Sunday

Table 58

Q55. On Friday Chancellor George Osborne was reportedly challenged by a train inspector travelling in a First Class carriage with a second class ticket.

If the allegations prove to be true, which of these statements is closest to your opinion?

Base: All Respondents

	Gender		Age			2010 Vote (Q12/Q13)					Voting Intention (Q5/Q7)					SEG				REGION3			
	Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	North & Scotland	Midlands & Wales	South	
Unweighted Total	1002	593	409	306	396	300	273	236	161	40	63	226	337	63	97	209	180	281	283	258	271	177	399
Weighted Total	1002	490	512	274	358	371	286	230	182	25	50	237	334	69	96	197	159	268	295	280	339	223	440
George Osborne should resign	381	201	180	94	142	145	78	123	70	13	19	48	167	25	40	82	62	96	119	104	119	95	167
	38.0%	41.1%	35.1%	34.3%	39.6%	39.2%	27.1%	53.8%	38.5%	50.8%	37.1%	20.4%	50.0%	35.9%	41.8%	41.7%	39.3%	35.6%	40.5%	37.0%	35.3%	42.4%	37.9%
George Osborne should not resign	452	230	222	115	157	180	169	77	87	9	20	156	129	29	42	75	84	128	118	122	159	93	200
	45.1%	46.9%	43.4%	42.0%	44.0%	48.5%	59.2%	33.5%	47.7%	34.6%	39.3%	66.1%	38.7%	42.0%	44.2%	38.0%	53.1%	47.7%	40.0%	43.5%	46.9%	41.8%	45.5%
Dont know	169	59	110	65	59	45	39	29	25	4	12	32	38	15	13	40	12	45	58	54	60	35	73
	16.8%	12.0%	21.5%	23.7%	16.4%	12.3%	13.6%	12.7%	13.8%	14.5%	23.6%	13.6%	11.3%	22.1%	14.0%	20.4%	7.6%	16.6%	19.5%	19.5%	17.9%	15.8%	16.6%

October Political Zeitgeist Poll

Prepared on behalf of the Mail on Sunday

Table 59

Q56. Which of these statements is closest to your opinion?

Base: All Respondents

	Gender		Age			2010 Vote (Q12/Q13)					Voting Intention (Q5/Q7)					SEG				REGION3			
	Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	North & Scotland	Midlands & Wales	South	
Unweighted Total	1002	593	409	306	396	300	273	236	161	40	63	226	337	63	97	209	180	281	283	258	271	177	399
Weighted Total	1002	490	512	274	358	371	286	230	182	25	50	237	334	69	96	197	159	268	295	280	339	223	440
George Osborne should be prosecuted for fare dodging	734	358	377	206	269	259	172	187	147	19	43	129	282	48	72	159	117	200	215	203	250	167	317
	73.3%	73.0%	73.6%	75.4%	75.2%	69.9%	60.1%	81.4%	80.8%	77.8%	86.5%	54.5%	84.2%	70.3%	75.9%	81.0%	73.9%	74.4%	72.7%	72.5%	73.9%	74.7%	72.1%
George Osborne should not be prosecuted for fare dodging	148	91	57	32	46	70	77	21	23	4	1	70	32	10	16	13	32	39	39	39	37	35	75
	14.7%	18.5%	11.1%	11.5%	12.9%	18.8%	26.8%	9.3%	12.4%	15.3%	2.6%	29.7%	9.5%	14.1%	17.2%	6.5%	19.9%	14.4%	13.1%	13.9%	11.0%	15.8%	17.1%
Dont know	120	42	78	36	42	42	37	21	12	2	6	38	21	11	7	25	10	30	42	38	51	21	47
	12.0%	8.5%	15.3%	13.0%	11.9%	11.3%	13.1%	9.2%	6.8%	6.9%	11.0%	15.9%	6.3%	15.6%	6.9%	12.5%	6.2%	11.2%	14.2%	13.6%	15.1%	9.5%	10.8%

October Political Zeitgeist Poll

Prepared on behalf of the Mail on Sunday

Table 60
Q57. Which of the following statements is closest to your opinion
Base: All Respondents

	Total		Gender			Age			2010 Vote (Q12/Q13)					Voting Intention (Q5/Q7)					SEG				REGION3		
			Male	Female		18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	North & Scotland	Midlands & Wales	South
Unweighted Total	1002		593	409		306	396	300	273	236	161	40	63	226	337	63	97	209	180	281	283	258	271	177	399
Weighted Total	1002		490	512		274	358	371	286	230	182	25	50	237	334	69	96	197	159	268	295	280	339	223	440
The personal behaviour of Conservative Ministers like Andrew	521 52.0%		253 51.6%	268 52.3%		140 51.3%	205 57.3%	176 47.4%	68 23.7%	173 75.3%	126 68.8%	13 53.7%	32 62.9%	34 14.3%	264 79.0%	40 57.7%	52 54.1%	107 54.6%	97 61.1%	139 51.8%	139 47.2%	146 52.0%	176 52.0%	129 57.9%	215 49.0%
The personal behaviour of Conservative Ministers like Andrew	353 35.3%		196 40.0%	157 30.7%		80 29.2%	105 29.5%	168 45.3%	193 67.4%	32 14.0%	46 25.3%	10 41.3%	12 23.6%	189 79.8%	47 14.0%	23 34.0%	37 39.0%	39 19.7%	57 36.1%	101 37.5%	99 33.5%	97 34.5%	114 33.8%	68 30.5%	171 38.8%
Dont know	128 12.8%		41 8.4%	87 17.0%		53 19.5%	47 13.3%	27 7.3%	26 8.9%	25 10.7%	11 5.9%	1 5.0%	7 13.5%	14 5.9%	23 7.0%	6 8.4%	7 6.8%	51 25.8%	5 2.9%	29 10.7%	57 19.3%	38 13.5%	48 14.2%	26 11.7%	54 12.2%

October Political Zeitgeist Poll

Prepared on behalf of the Mail on Sunday

Table 61

Q58. The Tory Party was once described as 'the Nasty Party'. Is that still true today or no longer true?

Base: All Respondents

	Gender		Age			2010 Vote (Q12/Q13)					Voting Intention (Q5/Q7)					SEG				REGION3			
	Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	North & Scotland	Midlands & Wales	South	
Unweighted Total	1002	593	409	306	396	300	273	236	161	40	63	226	337	63	97	209	180	281	283	258	271	177	399
Weighted Total	1002	490	512	274	358	371	286	230	182	25	50	237	334	69	96	197	159	268	295	280	339	223	440
Still true today	463	223	240	136	169	159	52	178	104	12	28	18	277	26	40	83	70	123	142	129	169	109	186
	46.2%	45.5%	46.9%	49.5%	47.3%	42.8%	18.2%	77.7%	56.9%	49.0%	56.7%	7.7%	82.9%	37.6%	41.9%	42.1%	43.8%	46.0%	48.0%	46.0%	49.8%	48.7%	42.3%
No longer true	318	189	129	61	107	150	180	23	40	8	12	175	17	24	38	47	59	84	86	90	106	66	146
	31.7%	38.5%	25.2%	22.3%	29.9%	40.4%	63.0%	10.1%	22.0%	34.2%	23.3%	73.7%	5.2%	34.3%	39.6%	23.9%	36.9%	31.3%	29.0%	32.0%	31.3%	29.5%	33.1%
Dont know	221	78	143	77	81	62	54	28	39	4	10	44	40	19	18	67	31	61	68	62	64	49	108
	22.0%	15.9%	27.9%	28.2%	22.8%	16.8%	18.9%	12.2%	21.2%	16.8%	20.0%	18.5%	11.9%	28.2%	18.5%	34.0%	19.2%	22.7%	23.0%	22.0%	18.9%	21.8%	24.6%

October Political Zeitgeist Poll

Prepared on behalf of the Mail on Sunday

Table 62

Q59. Which party, if any, do you regard as the Nasty Party?

Base: All Respondents

	Gender		Age			2010 Vote (Q12/Q13)					Voting Intention (Q5/Q7)					SEG				REGION3			
	Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	North & Scotland	Midlands & Wales	South	
Unweighted Total	1002	593	409	306	396	300	273	236	161	40	63	226	337	63	97	209	180	281	283	258	271	177	399
Weighted Total	1002	490	512	274	358	371	286	230	182	25	50	237	334	69	96	197	159	268	295	280	339	223	440
Conservative	424	209	215	121	161	142	35	169	98	11	27	18	267	23	32	68	64	114	126	119	157	106	160
	42.3%	42.6%	42.0%	44.2%	45.1%	38.2%	12.1%	73.6%	53.7%	46.1%	53.6%	7.5%	79.9%	33.0%	33.9%	34.6%	40.6%	42.5%	42.7%	42.7%	46.5%	47.4%	36.5%
Labour	210	123	88	43	65	102	128	9	22	6	17	114	8	17	32	34	37	56	62	55	70	42	99
	21.0%	25.0%	17.1%	15.9%	18.2%	27.4%	44.7%	4.0%	11.8%	23.6%	32.9%	48.0%	2.3%	25.1%	33.9%	17.1%	23.5%	20.8%	21.2%	19.5%	20.5%	18.8%	22.4%
Liberal Democrat	49	24	25	16	12	21	23	14	4	2	-	10	16	-	11	10	6	15	14	14	11	7	31
	4.9%	4.9%	4.9%	5.8%	3.4%	5.7%	7.9%	6.1%	1.9%	8.5%	-	4.4%	4.7%	-	11.3%	4.9%	3.9%	5.5%	4.8%	4.9%	3.3%	3.2%	7.0%
None of the above	319	135	184	93	119	107	101	37	59	5	7	95	44	29	20	85	51	84	92	92	101	68	150
	31.8%	27.5%	35.9%	34.1%	33.3%	28.7%	35.4%	16.3%	32.6%	21.8%	13.5%	40.1%	13.2%	41.9%	20.9%	43.4%	32.0%	31.1%	31.3%	32.9%	29.7%	30.5%	34.1%

October Political Zeitgeist Poll

Prepared on behalf of the Mail on Sunday

Table 63
Q60. What best describes your income band?
Base: All Respondents

	Gender		Age			2010 Vote (Q12/Q13)					Voting Intention (Q5/Q7)					SEG				REGION3			
	Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	North & Scotland	Midlands & Wales	South	
Unweighted Total	1002	593	409	306	396	300	273	236	161	40	63	226	337	63	97	209	180	281	283	258	271	177	399
Weighted Total	1002	490	512	274	358	371	286	230	182	25	50	237	334	69	96	197	159	268	295	280	339	223	440
Less than £10,000	139	47	92	42	39	58	26	39	21	7	6	23	43	8	13	39	-	7	24	108	48	42	49
	13.8%	9.5%	18.0%	15.3%	10.8%	15.8%	9.0%	17.0%	11.5%	29.0%	11.7%	9.8%	12.9%	11.5%	13.9%	20.0%	-	2.6%	8.1%	38.5%	14.1%	18.6%	11.2%
£10,000 - £14,999	133	74	59	20	32	82	45	36	26	3	6	40	52	8	14	14	-	4	37	92	41	36	57
	13.3%	15.1%	11.6%	7.2%	8.9%	22.0%	15.7%	15.5%	14.2%	10.9%	11.5%	16.8%	15.5%	11.4%	15.2%	6.9%	-	1.6%	12.6%	32.7%	12.0%	16.0%	12.9%
£15,000 - £19,999	123	69	53	31	36	55	39	23	18	5	13	28	37	13	12	29	7	25	28	63	61	21	40
	12.2%	14.1%	10.4%	11.4%	10.1%	14.9%	13.5%	10.1%	10.1%	18.6%	25.6%	11.9%	11.0%	18.3%	12.6%	14.5%	4.4%	9.3%	9.5%	22.4%	18.1%	9.6%	9.1%
£20,000 - £29,999	199	98	101	56	74	69	55	49	33	4	4	40	65	12	22	47	9	80	103	7	77	41	81
	19.9%	20.0%	19.8%	20.4%	20.7%	18.7%	19.1%	21.5%	18.2%	16.0%	8.7%	16.8%	19.4%	18.2%	23.1%	23.7%	5.8%	29.7%	35.0%	2.6%	22.6%	18.5%	18.5%
£30,000 - £39,999	141	66	75	47	64	31	43	26	31	2	11	41	55	11	10	18	55	49	36	1	35	33	73
	14.1%	13.5%	14.6%	17.0%	17.8%	8.3%	15.1%	11.3%	16.9%	7.4%	21.4%	17.3%	16.4%	16.3%	10.7%	9.1%	34.7%	18.2%	12.2%	0.5%	10.5%	14.8%	16.5%
£40,000 - £49,999	71	36	35	15	41	15	28	12	17	1	5	24	19	5	7	15	23	35	12	-	27	10	34
	7.1%	7.4%	6.8%	5.5%	11.4%	4.1%	9.6%	5.3%	9.3%	4.8%	9.3%	10.1%	5.8%	8.0%	6.9%	7.5%	14.7%	13.1%	4.2%	-	8.0%	4.5%	7.7%
£50,000 - £59,999	35	16	19	13	17	5	7	10	10	-	3	9	12	4	3	5	23	5	6	1	10	6	20
	3.5%	3.3%	3.7%	4.9%	4.7%	1.3%	2.5%	4.3%	5.5%	-	5.4%	3.8%	3.6%	5.2%	3.5%	2.4%	14.3%	2.0%	2.1%	0.3%	3.0%	2.5%	4.4%
£60,000 - £69,999	20	12	8	3	9	8	5	7	3	-	2	4	7	1	4	3	14	6	-	-	6	2	12
	2.0%	2.5%	1.5%	1.1%	2.5%	2.2%	1.8%	3.1%	1.9%	-	4.1%	1.5%	2.0%	2.0%	4.4%	1.5%	9.0%	2.1%	-	-	1.7%	1.0%	2.7%
£70,000 - £79,999	11	8	3	1	7	2	6	-	5	-	-	5	4	1	1	-	6	5	-	-	1	4	6
	1.1%	1.6%	0.6%	0.3%	2.1%	0.7%	2.2%	-	2.5%	-	-	2.3%	1.1%	1.2%	0.8%	-	3.7%	1.8%	-	-	0.3%	2.0%	1.3%
£80,000 - £89,999	6	2	4	1	3	1	4	1	-	-	-	1	-	-	1	4	3	2	-	-	1	-	5
	0.6%	0.4%	0.7%	0.4%	0.9%	0.3%	1.5%	0.5%	-	-	-	0.3%	-	-	1.2%	1.8%	2.0%	0.9%	-	-	0.2%	-	1.1%
£90,000 - £99,000	8	3	5	1	7	-	4	4	1	-	-	1	7	-	-	1	4	4	1	-	-	5	4
	0.8%	0.7%	1.0%	0.4%	2.0%	-	1.3%	1.6%	0.5%	-	-	0.3%	2.0%	-	-	0.5%	2.5%	1.3%	0.3%	-	-	2.2%	0.8%
£100,000 - £149,999	5	5	-	-	2	2	3	-	2	-	-	3	-	1	1	-	5	-	-	-	1	1	3
	0.5%	1.0%	-	-	0.7%	0.7%	1.1%	-	0.9%	-	-	1.2%	-	1.2%	1.4%	-	3.1%	-	-	-	0.4%	0.4%	0.6%
£200,000 +	4	3	1	1	2	1	2	1	1	-	-	1	1	-	-	1	4	-	-	-	-	1	3
	0.4%	0.6%	0.3%	0.5%	0.4%	0.3%	0.7%	0.6%	0.5%	-	-	0.3%	0.3%	-	-	0.6%	2.5%	-	-	-	-	0.6%	0.6%

October Political Zeitgeist Poll

Prepared on behalf of the Mail on Sunday

Table 63

Q60. What best describes your income band?

Base: All Respondents

	Gender		Age			2010 Vote (Q12/Q13)					Voting Intention (Q5/Q7)					SEG				REGION3			
	Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	North & Scotland	Midlands & Wales	South	
Weighted Total	490	512	274	358	371	286	230	182	25	50	237	334	69	96	197	159	268	295	280	339	223	440	
Dont know / prefer not to say	107	50	57	43	25	40	20	21	15	3	1	18	34	4	6	23	5	47	47	8	31	21	55
	10.7%	10.3%	11.1%	15.6%	7.0%	10.7%	6.8%	9.2%	8.1%	13.4%	2.3%	7.6%	10.1%	6.5%	6.3%	11.5%	3.3%	17.4%	16.0%	2.9%	9.2%	9.5%	12.5%

October Political Zeitgeist Poll

Prepared on behalf of the Mail on Sunday

Table 64
Q61. When did you finish your formal education?
Base: All Respondents

	Total		Gender			Age			2010 Vote (Q12/Q13)					Voting Intention (Q5/Q7)					SEG				REGION3		
	Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	North & Scotland	Midlands & Wales	South			
Unweighted Total	1002	593	409	306	396	300	273	236	161	40	63	226	337	63	97	209	180	281	283	258	271	177	399		
Weighted Total	1002	490	512	274	358	371	286	230	182	25	50	237	334	69	96	197	159	268	295	280	339	223	440		
No qualification	45	28	17	1	13	31	10	15	5	1	2	8	17	1	7	2	-	-	1	44	12	17	16		
	4.5%	5.7%	3.3%	0.5%	3.5%	8.3%	3.4%	6.6%	2.8%	2.8%	4.5%	3.5%	5.0%	2.0%	7.5%	1.1%	-	-	0.3%	15.7%	3.6%	7.5%	3.6%		
To age 16 & CSE / O Level / GCSE	261	134	127	41	95	125	88	62	34	7	14	71	74	11	29	52	-	7	108	145	81	70	110		
	26.1%	27.3%	24.9%	14.8%	26.6%	33.8%	30.7%	27.0%	18.5%	27.6%	27.4%	30.0%	22.0%	16.5%	30.6%	26.2%	-	2.8%	36.7%	52.0%	24.0%	31.2%	25.1%		
Apprenticeship	35	26	9	8	8	19	12	8	1	1	8	8	15	1	3	6	-	1	17	16	15	5	14		
	3.5%	5.2%	1.8%	2.8%	2.2%	5.1%	4.2%	3.6%	0.7%	2.8%	16.0%	3.6%	4.5%	0.9%	3.3%	3.0%	-	0.5%	5.9%	5.7%	4.5%	2.4%	3.2%		
Vocational Training	73	35	38	19	27	27	25	20	6	2	1	19	25	2	6	15	1	8	37	27	27	15	31		
	7.3%	7.2%	7.5%	6.9%	7.6%	7.3%	8.9%	8.8%	3.3%	8.9%	2.3%	7.9%	7.6%	2.8%	6.8%	7.8%	0.8%	2.8%	12.6%	9.7%	8.0%	6.7%	7.1%		
Scottish Highers	3	-	3	-	1	2	3	-	-	-	-	2	-	-	-	1	-	1	-	2	2	-	1		
	0.3%	-	0.6%	-	0.3%	0.6%	1.2%	-	-	-	-	0.9%	-	-	-	0.6%	-	0.4%	-	0.8%	0.6%	-	0.3%		
Irish Leaving Certificate	3	1	1	-	1	1	-	3	-	-	-	-	3	-	-	-	-	3	-	-	3	-	-		
	0.3%	0.3%	0.3%	-	0.4%	0.4%	-	1.3%	-	-	-	-	0.9%	-	-	-	-	1.1%	-	-	0.9%	-	-		
NVQ Levels 3 or 4 or similar	44	18	26	17	15	12	10	13	7	-	-	7	24	6	2	2	-	23	11	10	21	8	16		
	4.4%	3.8%	5.1%	6.3%	4.3%	3.3%	3.4%	5.7%	3.7%	-	-	2.8%	7.2%	8.1%	1.6%	0.9%	-	8.7%	3.8%	3.5%	6.1%	3.5%	3.6%		
A-S Levels	24	16	8	13	6	5	4	6	3	-	1	2	10	1	2	6	-	10	14	-	7	3	14		
	2.4%	3.2%	1.5%	4.6%	1.7%	1.4%	1.4%	2.8%	1.8%	-	2.6%	1.0%	3.0%	1.2%	2.1%	3.0%	-	3.5%	4.8%	-	2.1%	1.4%	3.1%		
To age 18 & A Level	124	48	76	50	48	26	31	25	23	3	3	33	42	7	11	22	3	79	23	20	50	24	49		
	12.4%	9.8%	14.8%	18.4%	13.4%	6.9%	10.7%	10.8%	12.8%	10.1%	6.8%	14.1%	12.5%	10.5%	12.0%	11.4%	1.8%	29.4%	7.7%	7.0%	14.9%	10.9%	11.2%		
Higher National Diploma	47	19	28	15	20	12	12	11	11	*	1	7	20	4	1	11	-	17	24	6	18	9	21		
	4.7%	4.0%	5.4%	5.4%	5.6%	3.3%	4.0%	4.9%	5.8%	1.8%	2.6%	3.1%	5.9%	5.8%	1.4%	5.7%	-	6.5%	8.1%	2.1%	5.2%	3.9%	4.7%		
Other college education aged 18-21	33	18	15	7	11	15	9	6	3	3	5	7	8	1	6	10	3	18	5	7	7	13	14		
	3.3%	3.6%	3.0%	2.4%	3.2%	4.1%	3.2%	2.5%	1.6%	12.1%	9.4%	3.0%	2.4%	2.0%	6.4%	5.3%	1.8%	6.9%	1.6%	2.6%	2.0%	5.8%	3.1%		
Bachelors Degree or similar	218	105	113	70	82	66	65	41	59	7	10	56	69	24	20	41	91	83	44	-	64	38	117		
	21.8%	21.5%	22.1%	25.7%	22.9%	17.8%	22.9%	17.7%	32.2%	29.0%	19.7%	23.7%	20.5%	35.0%	21.4%	20.6%	57.2%	31.0%	15.0%	-	18.8%	16.9%	26.5%		
Postgraduate / PhD	71	33	38	27	28	16	13	17	27	1	-	11	24	8	5	21	60	11	-	-	23	17	31		
	7.1%	6.7%	7.4%	9.8%	8.0%	4.2%	4.7%	7.5%	14.6%	4.8%	-	4.7%	7.2%	11.5%	5.6%	10.9%	37.6%	4.2%	-	-	6.8%	7.6%	7.0%		

October Political Zeitgeist Poll

Prepared on behalf of the Mail on Sunday

Table 64
Q61. When did you finish your formal education?
Base: All Respondents

	Gender		Age			2010 Vote (Q12/Q13)					Voting Intention (Q5/Q7)					SEG				REGION3		
	Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	North & Scotland	Midlands & Wales	South
Weighted Total	490	512	274	358	371	286	230	182	25	50	237	334	69	96	197	159	268	295	280	339	223	440
Other	21	12	6	1	13	4	2	4	-	4	4	5	3	1	7	1	6	10	3	9	5	7
	2.1%	2.4%	2.2%	0.4%	3.5%	1.3%	1.0%	2.3%	-	8.7%	1.7%	1.4%	3.8%	1.4%	3.5%	0.8%	2.3%	3.5%	1.0%	2.5%	2.2%	1.6%

Page	Table	Title	Base Description	Base
1	1	Q4. What is your Age?	Base: All Respondents	1002
2	2	Q5. Some people vote in General Elections where as others do not. On a scale of 0 to 10, with 10 meaning certainly would vote and 0 meaning certainly would NOT vote, how likely would you be to vote in a General Election?	Base: All Respondents	1002
3	3	Q6. What is your main reason for not intending to vote in a general election?	Base: All Respondents (Would Not Vote)	38
4	4	Q7. If there was a General Election taking place tomorrow, and there was a candidate from all political parties standing in your constituency, which party do you think you would vote for?	Base: All Respondents (Would Vote)	935
5	5	Q7_Special. If there was a General Election taking place tomorrow, and there was a candidate from all political parties standing in your constituency, which party do you think you would vote for?	Base: All Respondents (Would Vote)	797
6	6	Q7_Special. If there was a General Election taking place tomorrow, and there was a candidate from all political parties standing in your constituency, which party do you think you would vote for?	Base: All Respondents (Would Vote)	797
7	7	Q8. Which other party would you vote for if there was a General Election tomorrow?	Base: All Respondents (Vote: Another Party)	74
8	8	Q9. Conservative Party	Base: All Respondents (Vote: Undecided)	156
9	9	Q9. Labour Party	Base: All Respondents (Vote: Undecided)	156
10	10	Q9. Liberal Democrat Party	Base: All Respondents (Vote: Undecided)	156
11	11	Q9. UK Independence Party (UKIP)	Base: All Respondents (Vote: Undecided)	156
12	12	Q9. British National Party (BNP)	Base: All Respondents (Vote: Undecided)	156
13	13	Q9. Green Party	Base: All Respondents (Vote: Undecided)	156
14	14	Q9. Scottish National Party (SNP)	Base: All Respondents (Vote: Undecided)	12
15	15	Q9. Plaid Cymru	Base: All Respondents (Vote: Undecided)	8

Page	Table	Title	Base Description	Base
16	16	Q12. Thinking back to the General Election in May 2010 you may or may not have voted, If you did vote, can you recall which party you voted for in that Election?	Base: All Respondents (General Election 2010)	888
17	17	Q14. If there was an in/out referendum today on whether the UK should leave the European Union, how would you vote?	Base: All Respondents	1002
18	18	Q15. Do you agree or disagree with each of the following statements? David Cameron is posh	Base: All Respondents	1002
19	19	Q16. Do you agree or disagree with each of the following statements? George Osborne is posh	Base: All Respondents	1002
20	20	Q17. Do you agree or disagree with each of the following statements? Ed Miliband is posh	Base: All Respondents	1002
21	21	Q18. Do you agree or disagree with each of the following statements? Nick Clegg is posh	Base: All Respondents	1002
22	22	Q19. Do you agree or disagree with each of the following statements? David Cameron is arrogant	Base: All Respondents	1002
23	23	Q20. Do you agree or disagree with each of the following statements? George Osborne is arrogant	Base: All Respondents	1002
24	24	Q21. Do you agree or disagree with each of the following statements? Ed Miliband is arrogant	Base: All Respondents	1002
25	25	Q22. Do you agree or disagree with each of the following statements? Nick Clegg is arrogant	Base: All Respondents	1002
26	26	Q23. Do you agree or disagree with each of the following statements? David Cameron is competent	Base: All Respondents	1002
27	27	Q24. Do you agree or disagree with each of the following statements? George Osborne is competent	Base: All Respondents	1002
28	28	Q25. Do you agree or disagree with each of the following statements? Ed Miliband is competent	Base: All Respondents	1002
29	29	Q26. Do you agree or disagree with each of the following statements? Nick Clegg is competent	Base: All Respondents	1002
30	30	Q27. Do you agree or disagree with each of the following statements? David Cameron is statesmanlike	Base: All Respondents	1002
31	31	Q28. Do you agree or disagree with each of the following statements? George Osborne is statesmanlike	Base: All Respondents	1002

Page	Table	Title	Base Description	Base
32	32	Q29. Do you agree or disagree with each of the following statements? Ed Miliband is statesmanlike	Base: All Respondents	1002
33	33	Q30. Do you agree or disagree with each of the following statements? Nick Clegg is statesmanlike	Base: All Respondents	1002
34	34	Q31. Do you agree or disagree with each of the following statements? David Cameron is out of touch	Base: All Respondents	1002
35	35	Q32. Do you agree or disagree with each of the following statements? George Osborne is out of touch	Base: All Respondents	1002
36	36	Q33. Do you agree or disagree with each of the following statements? Ed Miliband is out of touch	Base: All Respondents	1002
37	37	Q34. Do you agree or disagree with each of the following statements? Nick Clegg is out of touch	Base: All Respondents	1002
38	38	Q35. Do you agree or disagree with each of the following statements? David Cameron is strong	Base: All Respondents	1002
39	39	Q36. Do you agree or disagree with each of the following statements? George Osborne is strong	Base: All Respondents	1002
40	40	Q37. Do you agree or disagree with each of the following statements? Ed Miliband is strong	Base: All Respondents	1002
41	41	Q38. Do you agree or disagree with each of the following statements? Nick Clegg is strong	Base: All Respondents	1002
42	42	Q39. Do you agree or disagree with each of the following statements? David Cameron is intelligent	Base: All Respondents	1002
43	43	Q40. Do you agree or disagree with each of the following statements? George Osborne is intelligent	Base: All Respondents	1002
44	44	Q41. Do you agree or disagree with each of the following statements? Ed Miliband is intelligent	Base: All Respondents	1002
45	45	Q42. Do you agree or disagree with each of the following statements? Nick Clegg is intelligent	Base: All Respondents	1002
46	46	Q43. Do you agree or disagree with each of the following statements? David Cameron is charismatic	Base: All Respondents	1002
47	47	Q44. Do you agree or disagree with each of the following statements? George Osborne is charismatic	Base: All Respondents	1002

Page	Table	Title	Base Description	Base
48	48	Q45. Do you agree or disagree with each of the following statements? Ed Miliband is charismatic	Base: All Respondents	1002
49	49	Q46. Do you agree or disagree with each of the following statements? Nick Clegg is charismatic	Base: All Respondents	1002
50	50	Q47. Which of each of these pairs of statements is closest to your opinion?	Base: All Respondents	1002
51	51	Q48. Which of each of these pairs of statements is closest to your opinion?	Base: All Respondents	1002
52	52	Q49. Which of each of these pairs of statements is closest to your opinion?	Base: All Respondents	1002
53	53	Q50. Andrew Mitchell resigned this afternoon (fri) over claims that he called a Downing St policeman a '*****g pleb' Which of these statements is closest to your opinion?	Base: All Respondents	1002
54	54	Q51. Should David Cameron have sacked him when the incident first occurred?	Base: All Respondents	1002
55	55	Q52. The police officer in question recorded that Mr Mitchell called him a 'pleb' but Mr Mitchell maintains that he did not use the word 'pleb'. Are you more inclined to believe Mr Mitchell or the policeman?	Base: All Respondents	1002
56	56	Q53. Which of these statements is closest to your opinion?	Base: All Respondents	1002
57	57	Q54. How well or badly do you think David Cameron handled the issue?	Base: All Respondents	1002
58	58	Q55. On Friday Chancellor George Osborne was reportedly challenged by a train inspector travelling in a First Class carriage with a second class ticket. If the allegations prove to be true, which of these statements is closest to your opinion?	Base: All Respondents	1002
59	59	Q56. Which of these statements is closest to your opinion?	Base: All Respondents	1002
60	60	Q57. Which of the following statements is closest to your opinion	Base: All Respondents	1002
61	61	Q58. The Tory Party was once described as 'the Nasty Party'. Is that still true today or no longer true?	Base: All Respondents	1002
62	62	Q59. Which party, if any, do you regard as the Nasty Party?	Base: All Respondents	1002
63	63	Q60. What best describes your income band?	Base: All Respondents	1002
64	63	Q60. What best describes your income band?	Base: All Respondents	1002
65	64	Q61. When did you finish your formal education?	Base: All Respondents	1002
66	64	Q61. When did you finish your formal education?	Base: All Respondents	1002