

Labour Conference Survey

17/09/2014

Prepared on behalf of The Huffington Post

THE
HUFFINGTON
POST

Methodology

Fieldwork Dates

12th September 2014

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 residents aged 18+ in the UK

Sample Size

1,090

Data Weighting

Data were weighted to the profile of all adults aged 18+. Data were weighted by age, sex and region. Targets for the weighted data were derived from Office of National Statistics 2011 Census data.

Margin of Error

Because only a sample of the full population was interviewed, all results are subject to margin of error, meaning 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 1,090 it is 95% certain that the 'true' value will fall within the range of 3.1% from the sample result. Subsamples from the cross-breaks will be subject to higher margin of error, conclusions drawn from crossbreaks with very small sub-samples should be treated with caution.

Voting Intention

In order to assess voting intention, we first asked respondents how likely they would be to vote in the next election on a scale of 0-10. This likelihood to vote for was then used to weight voters' responses, such that respondents replying "10" were weighted by a factor of 1.0, whilst those responding "9" were weighted by a factor of 0.9, and so on down to responses of "0" being excluded altogether.

Respondents were then asked who they would be most likely to vote for if that election were tomorrow, with the list of hypothetical candidates prompted in a randomising order.

Question presentation

All data tables shown in full below, in order and wording put to respondents, including but not limited to all tables relating to published data and all relevant tables preceding them. Tables for demographic questions might not be included but these should be clear from the cross-breaks on published tables. In all questions where the responses are a list of parties, names or statements, these will typically have been displayed to respondents in a randomising order. The only questions which would not have had randomising responses would be those in which there was a natural order to maintain – e.g. a scale from “strongly agree” to “strongly disagree”, a list of numbers from 0 to 10 or questions which had factual rather than opinion-related answers such as demographic information. “Other”, “Don't know” and “Refused” responses are not randomised.

Not all questions will have necessarily been asked to all respondents – this is because they may be follow-on questions from previous questions or only appropriate to certain demographic groups. Lower response counts should make clear where this has occurred.

Data were analysed and weighted by Survation and presented by Patrick Bri ne and Damian Lyons Lowe.

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If you are interested in commissioning a poll from us, please contact researchteam@survation.com for a prompt response to your enquiry and we'll call you right back with the appropriate person.

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Table 2
Q2. If Ed Miliband resigned as leader of the Labour Party tomorrow, which of the following potential leadership candidates would you vote for to replace him?
Base : All Respondents

	Total	Gender		Age			2010 Vote				Voting Intention				SEG				Region6						
		Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	AB	C1	C2	DE	London	Midlands	North	South	Scotland	Wales	rUK
Unweighted Total	1090	476	614	259	362	469	309	228	163	106	264	292	70	169	256	222	276	336	109	181	302	343	83	66	1007
Weighted Total	1090	529	561	314	385	391	298	239	190	78	262	317	64	170	229	174	280	407	123	183	279	370	80	50	1010
Ed Balls	90 8.3%	48 9.0%	43 7.6%	29 9.4%	34 8.9%	27 6.8%	10 3.2%	28 11.7%	25 12.9%	3 4.2%	11 4.1%	45 14.2%	10 15.7%	14 8.0%	30 12.9%	8 4.6%	21 7.6%	31 7.7%	15 11.9%	12 6.7%	27 9.7%	30 8.2%	3 3.2%	4 7.4%	88 8.7%
Yvette Cooper	70 6.4%	40 7.6%	30 5.3%	12 4.0%	26 6.6%	32 8.1%	12 4.2%	23 9.6%	29 15.3%	3 4.1%	13 5.0%	35 11.1%	4 5.9%	15 8.6%	14 6.2%	8 4.7%	22 8.0%	25 6.2%	6 4.5%	11 6.1%	24 8.6%	21 5.7%	4 4.6%	3 5.6%	66 6.5%
Chuka Umunna	38 3.5%	22 4.1%	16 2.9%	11 3.4%	10 2.5%	17 4.4%	9 3.0%	10 4.3%	8 4.2%	2 2.2%	8 2.9%	8 2.4%	2 3.7%	12 7.1%	10 4.3%	5 3.0%	10 3.6%	13 3.1%	3 2.0%	3 1.4%	13 4.6%	16 4.4%	3 4.0%	* 1.0%	34 3.4%
Rachel Reeves	46 4.3%	32 6.1%	14 2.5%	12 3.9%	25 6.6%	9 2.3%	15 4.9%	20 8.3%	- -	6 7.2%	8 3.1%	22 6.9%	2 3.8%	4 2.6%	5 2.1%	10 5.6%	6 2.3%	25 6.2%	4 3.6%	7 3.6%	13 4.7%	13 3.4%	9 11.0%	1 1.6%	38 3.7%
Tristram Hunt	21 2.0%	11 2.0%	11 1.9%	14 4.5%	4 1.2%	3 0.8%	5 1.7%	3 1.1%	4 2.1%	1 1.3%	4 1.5%	7 2.1%	6 9.2%	3 1.8%	6 2.6%	2 1.0%	9 3.3%	5 1.1%	6 5.1%	4 2.2%	5 1.6%	5 1.4%	- -	2 3.2%	21 2.1%
David Miliband	233 21.4%	144 27.3%	89 15.8%	55 17.6%	81 21.1%	97 24.7%	71 23.8%	90 37.6%	39 20.5%	9 11.4%	61 23.2%	99 31.1%	15 23.6%	38 22.3%	50 22.0%	39 22.8%	70 25.0%	73 17.9%	44 36.1%	37 20.3%	55 19.9%	62 16.8%	14 17.5%	19 38.7%	219 21.7%
None of the above	249 22.9%	127 24.0%	122 21.8%	70 22.3%	68 17.6%	111 28.4%	99 33.3%	19 7.8%	27 14.2%	40 50.7%	94 35.9%	25 7.7%	8 11.9%	49 28.8%	48 21.0%	44 25.5%	60 21.6%	96 23.7%	9 7.0%	38 21.0%	60 21.5%	102 27.5%	27 33.7%	11 21.3%	222 22.0%
Don't know	342 31.4%	105 19.8%	237 42.3%	110 35.0%	136 35.5%	96 24.5%	77 25.9%	47 19.5%	59 30.8%	15 18.9%	63 24.3%	77 24.4%	17 26.2%	35 20.8%	66 28.9%	57 32.9%	80 28.5%	139 34.1%	36 29.7%	71 38.9%	82 29.4%	121 32.7%	21 25.9%	11 21.3%	321 31.8%
SIGMA	1090 100.0%	529 100.0%	561 100.0%	314 100.0%	385 100.0%	391 100.0%	298 100.0%	239 100.0%	190 100.0%	78 100.0%	262 100.0%	317 100.0%	64 100.0%	170 100.0%	229 100.0%	174 100.0%	280 100.0%	407 100.0%	123 100.0%	183 100.0%	279 100.0%	370 100.0%	80 100.0%	50 100.0%	1010 100.0%

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Table 3
Q3. Which of the following is closest to your opinion?
Base : All Respondents

	Total	Gender		Age			2010 Vote				Voting Intention				SEG				Region6						
		Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	AB	C1	C2	DE	London	Midlands	North	South	Scotland	Wales	rUK
Unweighted Total	1090	476	614	259	362	469	309	228	163	106	264	292	70	169	256	222	276	336	109	181	302	343	83	66	1007
Weighted Total	1090	529	561	314	385	391	298	239	190	78	262	317	64	170	229	174	280	407	123	183	279	370	80	50	1010
Ed Milliband is the best possible leader the Labour Party could have at the moment	228 20.9%	125 23.6%	103 18.3%	86 27.5%	71 18.4%	70 18.0%	42 14.1%	92 38.3%	47 24.7%	6 8.1%	39 15.0%	138 43.5%	16 24.3%	13 7.5%	53 23.0%	36 20.6%	50 17.7%	90 22.0%	25 20.5%	42 22.7%	70 25.0%	59 15.9%	19 23.5%	12 24.1%	209 20.7%
There are other potential leaders of the Labour Party that would be better than Ed Milliband	596 54.7%	315 59.6%	281 50.0%	136 43.3%	219 56.9%	241 61.6%	202 67.8%	125 52.3%	113 59.3%	52 66.2%	169 64.5%	143 45.2%	40 62.7%	129 76.2%	126 54.8%	99 56.9%	162 57.8%	210 51.5%	74 60.6%	88 48.0%	148 52.9%	207 55.9%	46 57.3%	30 60.6%	550 54.5%
Don't know	266 24.4%	89 16.8%	177 31.6%	92 29.2%	95 24.6%	80 20.4%	54 18.1%	22 9.4%	31 16.0%	20 25.7%	54 20.6%	36 11.3%	8 12.9%	28 16.3%	51 22.2%	39 22.5%	69 24.5%	108 26.5%	23 19.0%	53 29.2%	62 22.1%	104 28.2%	15 19.2%	8 15.3%	251 24.8%
SIGMA	1090 100.0%	529 100.0%	561 100.0%	314 100.0%	385 100.0%	391 100.0%	298 100.0%	239 100.0%	190 100.0%	78 100.0%	262 100.0%	317 100.0%	64 100.0%	170 100.0%	229 100.0%	174 100.0%	280 100.0%	407 100.0%	123 100.0%	183 100.0%	279 100.0%	370 100.0%	80 100.0%	50 100.0%	1010 100.0%

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Table 4
Q4. Do you think the Labour Party should or should not promise to hold a referendum on membership of the EU if it wins the 2015 general election?
Base : All Respondents

	Total	Gender		Age			2010 Vote				Voting Intention				SEG				Region6						
		Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	AB	C1	C2	DE	London	Midlands	North	South	Scotland	Wales	rUK
Unweighted Total	1090	476	614	259	362	469	309	228	163	106	264	292	70	169	256	222	276	336	109	181	302	343	83	66	1007
Weighted Total	1090	529	561	314	385	391	298	239	190	78	262	317	64	170	229	174	280	407	123	183	279	370	80	50	1010
Labour should promise to hold an EU referendum	615 56.4%	347 65.6%	268 47.7%	140 44.6%	211 54.8%	264 67.4%	209 70.1%	121 50.5%	115 60.3%	58 74.7%	175 67.0%	143 45.2%	27 42.2%	135 79.5%	110 48.1%	109 62.9%	167 59.7%	228 56.0%	75 61.0%	94 51.5%	167 60.0%	203 54.8%	41 50.8%	31 61.2%	574 56.8%
Labour should not promise to hold an EU referendum	276 25.3%	142 26.8%	134 23.9%	96 30.8%	97 25.2%	82 21.0%	64 21.4%	83 34.5%	54 28.3%	13 16.4%	57 21.7%	117 37.0%	31 49.0%	21 12.3%	84 36.5%	42 24.4%	56 19.8%	94 23.1%	31 25.4%	49 27.0%	60 21.7%	99 26.9%	25 31.4%	10 19.6%	251 24.8%
Don't know	200 18.3%	40 7.6%	159 28.4%	77 24.7%	77 20.0%	45 11.6%	25 8.5%	36 15.0%	22 11.5%	7 8.9%	30 11.3%	57 17.8%	6 8.8%	14 8.2%	35 15.4%	22 12.7%	57 20.5%	85 20.9%	17 13.6%	39 21.6%	51 18.3%	68 18.3%	14 17.8%	10 19.1%	185 18.3%
SIGMA	1090 100.0%	529 100.0%	561 100.0%	314 100.0%	385 100.0%	391 100.0%	298 100.0%	239 100.0%	190 100.0%	78 100.0%	262 100.0%	317 100.0%	64 100.0%	170 100.0%	229 100.0%	174 100.0%	280 100.0%	407 100.0%	123 100.0%	183 100.0%	279 100.0%	370 100.0%	80 100.0%	50 100.0%	1010 100.0%

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Table 5
Q5. Who do you think cares more about improving pay and working conditions?
Base : All Respondents

	Total	Gender		Age			2010 Vote				Voting Intention				SEG				Region6						
		Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	AB	C1	C2	DE	London	Midlands	North	South	Scotland	Wales	rUK
Unweighted Total	1090	476	614	259	362	469	309	228	163	106	264	292	70	169	256	222	276	336	109	181	302	343	83	66	1007
Weighted Total	1090	529	561	314	385	391	298	239	190	78	262	317	64	170	229	174	280	407	123	183	279	370	80	50	1010
Ed Balls	334 30.6%	208 39.3%	126 22.4%	60 19.0%	142 37.0%	132 33.6%	36 12.2%	152 63.7%	66 35.0%	26 33.1%	35 13.2%	183 57.8%	12 18.8%	51 30.3%	68 29.8%	48 27.4%	80 28.5%	138 33.9%	43 34.9%	41 22.6%	105 37.7%	92 24.9%	36 44.7%	17 33.5%	298 29.5%
George Osborne	283 26.0%	153 28.9%	130 23.3%	94 30.1%	73 18.9%	116 29.7%	163 54.6%	34 14.1%	38 20.1%	8 10.6%	142 54.3%	41 13.0%	25 38.8%	45 26.5%	76 33.1%	48 27.5%	89 31.9%	70 17.3%	40 32.3%	59 32.2%	62 22.1%	98 26.4%	8 9.9%	16 31.9%	275 27.3%
Don't know	473 43.4%	169 31.9%	304 54.3%	160 50.9%	170 44.1%	144 36.7%	99 33.2%	53 22.2%	86 45.0%	44 56.3%	85 32.5%	93 29.2%	27 42.4%	73 43.2%	85 37.1%	78 45.1%	111 39.6%	199 48.9%	40 32.8%	83 45.2%	112 40.3%	180 48.7%	36 45.3%	17 34.6%	437 43.3%
SIGMA	1090 100.0%	529 100.0%	561 100.0%	314 100.0%	385 100.0%	391 100.0%	298 100.0%	239 100.0%	190 100.0%	78 100.0%	262 100.0%	317 100.0%	64 100.0%	170 100.0%	229 100.0%	174 100.0%	280 100.0%	407 100.0%	123 100.0%	183 100.0%	279 100.0%	370 100.0%	80 100.0%	50 100.0%	1010 100.0%

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Table 6
Q6. Who do you think cares more about getting more people into work?
Base : All Respondents

	Total	Gender		Age			2010 Vote				Voting Intention				SEG				Region6						
		Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	AB	C1	C2	DE	London	Midlands	North	South	Scotland	Wales	rUK
Unweighted Total	1090	476	614	259	362	469	309	228	163	106	264	292	70	169	256	222	276	336	109	181	302	343	83	66	1007
Weighted Total	1090	529	561	314	385	391	298	239	190	78	262	317	64	170	229	174	280	407	123	183	279	370	80	50	1010
Ed Balls	318 29.2%	186 35.2%	132 23.5%	71 22.5%	134 34.9%	113 28.9%	26 8.7%	146 60.8%	71 37.6%	25 32.2%	25 9.7%	178 56.2%	18 27.4%	46 27.1%	65 28.4%	53 30.7%	84 29.9%	116 28.5%	43 34.8%	42 23.1%	89 31.9%	94 25.3%	36 45.0%	13 26.0%	282 27.9%
George Osborne	352 32.3%	207 39.2%	145 25.8%	93 29.8%	102 26.5%	157 40.1%	194 64.9%	44 18.2%	53 27.8%	14 17.7%	183 69.9%	53 16.7%	28 43.3%	56 33.0%	95 41.4%	54 31.1%	90 32.2%	113 27.8%	45 36.9%	65 35.8%	96 34.3%	107 28.9%	14 17.9%	25 49.7%	338 33.5%
Don't know	420 38.5%	136 25.6%	284 50.7%	150 47.7%	149 38.6%	121 31.0%	79 26.4%	50 21.0%	66 34.6%	39 50.1%	53 20.4%	86 27.1%	19 29.3%	68 39.9%	69 30.3%	66 38.2%	106 37.9%	178 43.7%	35 28.3%	75 41.1%	94 33.8%	169 45.8%	30 37.1%	12 24.3%	390 38.6%
SIGMA	1090 100.0%	529 100.0%	561 100.0%	314 100.0%	385 100.0%	391 100.0%	298 100.0%	239 100.0%	190 100.0%	78 100.0%	262 100.0%	317 100.0%	64 100.0%	170 100.0%	229 100.0%	174 100.0%	280 100.0%	407 100.0%	123 100.0%	183 100.0%	279 100.0%	370 100.0%	80 100.0%	50 100.0%	1010 100.0%

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Table 7
Q7. Who do you think would make a better Chancellor of the Exchequer?
Base : All Respondents

	Total	Gender		Age			2010 Vote				Voting Intention				SEG				Region6						
		Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	AB	C1	C2	DE	London	Midlands	North	South	Scotland	Wales	rUK
Unweighted Total	1090	476	614	259	362	469	309	228	163	106	264	292	70	169	256	222	276	336	109	181	302	343	83	66	1007
Weighted Total	1090	529	561	314	385	391	298	239	190	78	262	317	64	170	229	174	280	407	123	183	279	370	80	50	1010
Ed Balls	263 24.1%	145 27.3%	118 21.0%	69 22.0%	103 26.8%	91 23.1%	18 5.9%	126 52.6%	52 27.2%	22 27.9%	16 6.0%	160 50.4%	15 23.9%	28 16.4%	56 24.4%	36 20.8%	57 20.5%	113 27.8%	31 25.5%	33 18.3%	71 25.4%	73 19.7%	39 48.1%	16 31.6%	224 22.2%
George Osborne	374 34.3%	210 39.6%	164 29.2%	76 24.1%	114 29.6%	184 47.0%	215 72.2%	40 16.6%	60 31.5%	12 15.0%	205 78.5%	37 11.6%	27 42.6%	62 36.6%	94 41.1%	63 36.3%	107 38.1%	109 26.9%	46 37.2%	71 39.0%	97 34.9%	128 34.6%	11 14.3%	18 36.6%	362 35.9%
Don't know	454 41.6%	175 33.1%	279 49.7%	169 54.0%	168 43.6%	117 29.8%	65 21.9%	74 30.7%	79 41.3%	45 57.1%	41 15.5%	121 38.0%	22 33.6%	80 47.0%	79 34.5%	74 42.9%	116 41.4%	185 45.4%	46 37.3%	78 42.7%	111 39.8%	169 45.7%	30 37.6%	16 31.8%	424 42.0%
SIGMA	1090 100.0%	529 100.0%	561 100.0%	314 100.0%	385 100.0%	391 100.0%	298 100.0%	239 100.0%	190 100.0%	78 100.0%	262 100.0%	317 100.0%	64 100.0%	170 100.0%	229 100.0%	174 100.0%	280 100.0%	407 100.0%	123 100.0%	183 100.0%	279 100.0%	370 100.0%	80 100.0%	50 100.0%	1010 100.0%

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Table 8
Q38. Who would you most trust to fill in your tax return correctly and on time?
Base : All Respondents

	Total	Gender		Age			2010 Vote				Voting Intention				SEG				Region6						
		Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	AB	C1	C2	DE	London	Midlands	North	South	Scotland	Wales	rUK
Unweighted Total	1090	476	614	259	362	469	309	228	163	106	264	292	70	169	256	222	276	336	109	181	302	343	83	66	1007
Weighted Total	1090	529	561	314	385	391	298	239	190	78	262	317	64	170	229	174	280	407	123	183	279	370	80	50	1010
Ed Balls	219 20.1%	123 23.1%	96 17.2%	58 18.5%	98 25.5%	63 16.0%	7 2.5%	110 45.9%	50 26.1%	16 19.9%	3 1.3%	150 47.3%	19 29.1%	16 9.6%	52 22.5%	39 22.5%	52 18.5%	76 18.8%	28 22.7%	27 15.0%	71 25.6%	51 13.7%	30 37.7%	12 23.2%	189 18.7%
George Osborne	367 33.7%	211 39.8%	156 27.9%	110 35.0%	102 26.6%	155 39.6%	199 66.8%	38 15.8%	50 26.1%	18 23.2%	183 70.1%	44 13.7%	24 37.8%	62 36.8%	98 42.5%	65 37.4%	102 36.4%	103 25.2%	41 33.5%	61 33.1%	99 35.4%	136 36.8%	11 14.3%	17 34.0%	356 35.2%
Don't know	504 46.3%	196 37.1%	308 54.9%	146 46.5%	184 47.9%	174 44.4%	91 30.6%	92 38.3%	91 47.9%	44 56.9%	75 28.7%	124 39.0%	21 33.1%	91 53.6%	80 35.0%	70 40.0%	126 45.1%	228 56.0%	54 43.8%	95 51.9%	109 39.1%	183 49.5%	38 48.0%	21 42.8%	466 46.1%
SIGMA	1090 100.0%	529 100.0%	561 100.0%	314 100.0%	385 100.0%	391 100.0%	298 100.0%	239 100.0%	190 100.0%	78 100.0%	262 100.0%	317 100.0%	64 100.0%	170 100.0%	229 100.0%	174 100.0%	280 100.0%	407 100.0%	123 100.0%	183 100.0%	279 100.0%	370 100.0%	80 100.0%	50 100.0%	1010 100.0%

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Table 9
Q9. Who would you rather have managing your local bank branch?
Base : All Respondents

	Total	Gender		Age			2010 Vote				Voting Intention				SEG				Region6						
		Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	AB	C1	C2	DE	London	Midlands	North	South	Scotland	Wales	rUK
Unweighted Total	1090	476	614	259	362	469	309	228	163	106	264	292	70	169	256	222	276	336	109	181	302	343	83	66	1007
Weighted Total	1090	529	561	314	385	391	298	239	190	78	262	317	64	170	229	174	280	407	123	183	279	370	80	50	1010
Ed Balls	262	151	111	62	124	76	13	114	65	20	10	157	16	38	55	41	60	105	25	40	84	76	27	11	235
	24.1%	28.5%	19.9%	19.8%	32.2%	19.5%	4.3%	47.6%	34.2%	25.1%	3.8%	49.4%	24.2%	22.3%	24.2%	23.8%	21.6%	25.9%	20.3%	22.0%	30.0%	20.5%	33.8%	21.2%	23.3%
George Osborne	401	220	181	105	115	182	213	47	67	20	196	52	32	65	100	67	113	121	52	69	107	136	17	19	384
	36.8%	41.6%	32.3%	33.4%	29.8%	46.5%	71.4%	19.4%	35.1%	25.4%	75.0%	16.4%	50.2%	38.3%	43.5%	38.7%	40.5%	29.8%	42.6%	37.9%	38.5%	36.9%	21.6%	37.5%	38.0%
Don't know	426	158	268	147	146	133	73	79	58	39	56	108	16	67	74	65	106	180	46	73	88	157	36	21	390
	39.1%	29.8%	47.8%	46.8%	38.0%	34.0%	24.3%	33.0%	30.6%	49.6%	21.2%	34.1%	25.6%	39.5%	32.3%	37.6%	38.0%	44.3%	37.1%	40.0%	31.5%	42.6%	44.6%	41.3%	38.7%
SIGMA	1090	529	561	314	385	391	298	239	190	78	262	317	64	170	229	174	280	407	123	183	279	370	80	50	1010
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

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Table 10
Q10. Who would you rather go and have a drink with?
Base : All Respondents

	Total	Gender		Age			2010 Vote				Voting Intention				SEG				Region6						
		Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	AB	C1	C2	DE	London	Midlands	North	South	Scotland	Wales	rUK
Unweighted Total	1090	476	614	259	362	469	309	228	163	106	264	292	70	169	256	222	276	336	109	181	302	343	83	66	1007
Weighted Total	1090	529	561	314	385	391	298	239	190	78	262	317	64	170	229	174	280	407	123	183	279	370	80	50	1010
Ed Balls	304 27.9%	165 31.2%	139 24.8%	93 29.7%	121 31.4%	90 23.1%	27 9.1%	122 51.1%	62 32.4%	18 22.4%	23 8.6%	176 55.4%	19 29.5%	40 23.4%	69 30.0%	49 28.0%	75 26.8%	112 27.5%	38 30.8%	41 22.4%	100 35.8%	84 22.7%	30 37.6%	10 19.9%	274 27.1%
George Osborne	261 23.9%	146 27.7%	114 20.4%	66 21.1%	78 20.3%	116 29.7%	153 51.2%	31 13.1%	37 19.5%	15 19.0%	143 54.6%	35 11.0%	24 37.2%	30 17.4%	75 32.7%	41 23.9%	64 23.0%	80 19.7%	40 32.3%	46 25.0%	62 22.1%	92 25.0%	11 14.0%	11 21.2%	250 24.7%
Don't know	525 48.2%	218 41.1%	307 54.8%	154 49.2%	186 48.3%	185 47.2%	118 39.7%	86 35.8%	91 48.1%	46 58.6%	96 36.8%	107 33.6%	21 33.3%	100 59.1%	86 37.3%	84 48.2%	141 50.2%	215 52.9%	45 37.0%	96 52.7%	118 42.1%	193 52.3%	39 48.4%	29 58.9%	486 48.1%
SIGMA	1090 100.0%	529 100.0%	561 100.0%	314 100.0%	385 100.0%	391 100.0%	298 100.0%	239 100.0%	190 100.0%	78 100.0%	262 100.0%	317 100.0%	64 100.0%	170 100.0%	229 100.0%	174 100.0%	280 100.0%	407 100.0%	123 100.0%	183 100.0%	279 100.0%	370 100.0%	80 100.0%	50 100.0%	1010 100.0%

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Table 11
Q11. Who do you think would be most likely to return a library book?
Base : All Respondents

	Total	Gender		Age			2010 Vote				Voting Intention				SEG				Region6						
		Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	AB	C1	C2	DE	London	Midlands	North	South	Scotland	Wales	rUK
Unweighted Total	1090	476	614	259	362	469	309	228	163	106	264	292	70	169	256	222	276	336	109	181	302	343	83	66	1007
Weighted Total	1090	529	561	314	385	391	298	239	190	78	262	317	64	170	229	174	280	407	123	183	279	370	80	50	1010
Ed Balls	246 22.5%	130 24.6%	115 20.6%	72 22.8%	113 29.2%	61 15.7%	21 7.2%	106 44.4%	52 27.5%	11 13.5%	25 9.4%	135 42.4%	14 22.1%	29 17.0%	55 23.9%	48 27.4%	54 19.3%	89 21.9%	27 21.8%	38 20.9%	76 27.4%	71 19.3%	23 28.2%	9 18.7%	223 22.1%
George Osborne	373 34.2%	213 40.2%	161 28.7%	94 29.9%	112 29.2%	167 42.7%	163 54.5%	67 27.9%	66 34.8%	20 25.5%	143 54.6%	75 23.6%	29 44.9%	73 43.0%	89 38.8%	57 32.9%	111 39.7%	116 28.5%	54 43.7%	63 34.4%	91 32.7%	124 33.5%	19 23.4%	22 43.2%	355 35.1%
Don't know	471 43.2%	187 35.3%	285 50.7%	148 47.3%	160 41.6%	163 41.6%	114 38.3%	66 27.7%	72 37.7%	48 61.0%	94 36.0%	108 34.0%	21 33.0%	68 40.1%	85 37.3%	69 39.7%	115 41.0%	202 49.6%	42 34.5%	82 44.7%	111 39.9%	174 47.1%	39 48.5%	19 38.1%	432 42.8%
SIGMA	1090 100.0%	529 100.0%	561 100.0%	314 100.0%	385 100.0%	391 100.0%	298 100.0%	239 100.0%	190 100.0%	78 100.0%	262 100.0%	317 100.0%	64 100.0%	170 100.0%	229 100.0%	174 100.0%	280 100.0%	407 100.0%	123 100.0%	183 100.0%	279 100.0%	370 100.0%	80 100.0%	50 100.0%	1010 100.0%

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Table 12
Q12. Who do you think is better looking?
Base : All Respondents

	Total	Gender		Age			2010 Vote				Voting Intention				SEG				Region6						
		Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	AB	C1	C2	DE	London	Midlands	North	South	Scotland	Wales	rUK
Unweighted Total	1090	476	614	259	362	469	309	228	163	106	264	292	70	169	256	222	276	336	109	181	302	343	83	66	1007
Weighted Total	1090	529	561	314	385	391	298	239	190	78	262	317	64	170	229	174	280	407	123	183	279	370	80	50	1010
Ed Balls	171	91	80	51	71	49	24	71	22	14	20	86	10	26	36	22	45	69	25	30	41	50	18	6	153
	15.7%	17.2%	14.3%	16.4%	18.4%	12.4%	7.9%	29.7%	11.4%	17.4%	7.6%	27.0%	15.5%	15.1%	15.5%	12.7%	15.9%	16.9%	20.4%	16.5%	14.7%	13.5%	22.4%	12.4%	15.2%
George Osborne	222	105	116	69	57	96	103	30	51	8	89	45	22	34	71	32	60	58	40	41	54	62	9	15	213
	20.3%	19.9%	20.8%	22.1%	14.7%	24.4%	34.7%	12.4%	26.9%	10.3%	34.2%	14.2%	34.8%	19.9%	30.9%	18.7%	21.5%	14.3%	32.4%	22.4%	19.3%	16.8%	10.9%	29.2%	21.1%
Don't know	697	333	364	193	257	247	171	138	117	57	152	187	32	110	123	119	175	280	58	112	184	258	53	29	644
	64.0%	62.9%	65.0%	61.5%	66.9%	63.1%	57.4%	57.8%	61.7%	72.3%	58.2%	58.8%	49.7%	65.0%	53.6%	68.6%	62.6%	68.8%	47.3%	61.1%	65.9%	69.7%	66.8%	58.4%	63.8%
SIGMA	1090	529	561	314	385	391	298	239	190	78	262	317	64	170	229	174	280	407	123	183	279	370	80	50	1010
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

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Table 13
Q13. Who do you think cares more about the poor?
Base : All Respondents

	Total	Gender		Age			2010 Vote				Voting Intention				SEG				Region6						
		Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	AB	C1	C2	DE	London	Midlands	North	South	Scotland	Wales	rUK
Unweighted Total	1090	476	614	259	362	469	309	228	163	106	264	292	70	169	256	222	276	336	109	181	302	343	83	66	1007
Weighted Total	1090	529	561	314	385	391	298	239	190	78	262	317	64	170	229	174	280	407	123	183	279	370	80	50	1010
Ed Balls	383 35.1%	232 43.8%	151 26.8%	77 24.7%	168 43.8%	137 34.9%	42 14.0%	166 69.2%	75 39.3%	28 35.9%	42 16.0%	197 62.1%	23 35.6%	56 33.0%	87 38.1%	58 33.6%	96 34.3%	141 34.6%	45 36.4%	42 23.2%	112 40.3%	118 32.0%	45 55.7%	20 40.4%	338 33.5%
George Osborne	204 18.8%	116 21.9%	88 15.8%	57 18.0%	53 13.8%	95 24.2%	123 41.2%	20 8.3%	27 14.1%	8 10.6%	109 41.8%	30 9.6%	13 19.9%	27 15.9%	55 24.2%	33 19.3%	48 17.2%	67 16.6%	31 25.3%	39 21.2%	49 17.5%	67 18.1%	5 6.6%	12 23.9%	199 19.7%
Don't know	503 46.1%	181 34.2%	322 57.4%	180 57.3%	163 42.4%	160 40.9%	134 44.8%	54 22.6%	89 46.6%	42 53.5%	110 42.2%	90 28.3%	29 44.5%	87 51.1%	87 37.7%	82 47.1%	136 48.6%	199 48.8%	47 38.2%	102 55.6%	118 42.2%	184 49.9%	30 37.7%	18 35.7%	473 46.8%
SIGMA	1090 100.0%	529 100.0%	561 100.0%	314 100.0%	385 100.0%	391 100.0%	298 100.0%	239 100.0%	190 100.0%	78 100.0%	262 100.0%	317 100.0%	64 100.0%	170 100.0%	229 100.0%	174 100.0%	280 100.0%	407 100.0%	123 100.0%	183 100.0%	279 100.0%	370 100.0%	80 100.0%	50 100.0%	1010 100.0%

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Table 14
Q14. Which of the following statements is closest to your opinion?
Base : All Respondents

	Total	Gender		Age			2010 Vote				Voting Intention				SEG				Region6						
		Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	AB	C1	C2	DE	London	Midlands	North	South	Scotland	Wales	rUK
Unweighted Total	1090	476	614	259	362	469	309	228	163	106	264	292	70	169	256	222	276	336	109	181	302	343	83	66	1007
Weighted Total	1090	529	561	314	385	391	298	239	190	78	262	317	64	170	229	174	280	407	123	183	279	370	80	50	1010
The economy has started growing again over the last year largely because of the actions George Osborne has taken as Chancellor	435 39.9%	256 48.3%	179 32.0%	106 33.7%	118 30.7%	211 53.8%	223 74.7%	66 27.7%	71 37.3%	21 26.5%	209 79.8%	81 25.4%	28 43.7%	63 37.4%	103 45.0%	66 37.8%	115 41.2%	151 37.1%	52 42.8%	82 44.8%	108 38.8%	144 39.0%	28 34.7%	19 37.5%	407 40.3%
The economy has started growing again over the last year largely despite the actions George Osborne has taken as Chancellor	400 36.7%	207 39.1%	193 34.3%	91 29.0%	179 46.5%	130 33.2%	51 17.1%	140 58.3%	81 42.7%	43 54.4%	30 11.5%	182 57.3%	22 34.8%	75 44.4%	89 39.0%	67 38.5%	97 34.5%	147 36.1%	41 33.1%	44 24.1%	108 38.8%	139 37.7%	39 49.2%	26 51.5%	360 35.7%
Don't know	255 23.4%	67 12.6%	189 33.7%	117 37.3%	88 22.7%	51 13.0%	25 8.3%	33 13.9%	38 19.9%	15 19.1%	23 8.7%	55 17.3%	14 21.5%	31 18.2%	37 16.1%	41 23.7%	68 24.3%	109 26.8%	30 24.1%	57 31.1%	62 22.3%	86 23.3%	13 16.0%	5 11.0%	242 24.0%
SIGMA	1090 100.0%	529 100.0%	561 100.0%	314 100.0%	385 100.0%	391 100.0%	298 100.0%	239 100.0%	190 100.0%	78 100.0%	262 100.0%	317 100.0%	64 100.0%	170 100.0%	229 100.0%	174 100.0%	280 100.0%	407 100.0%	123 100.0%	183 100.0%	279 100.0%	370 100.0%	80 100.0%	50 100.0%	1010 100.0%

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Table 15
Q15. Who do you think is most to blame for the UK's economic difficulties over the past few years?
Base : All Respondents

	Total	Gender		Age			2010 Vote				Voting Intention				SEG				Region6						
		Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	AB	C1	C2	DE	London	Midlands	North	South	Scotland	Wales	rUK
Unweighted Total	1090	476	614	259	362	469	309	228	163	106	264	292	70	169	256	222	276	336	109	181	302	343	83	66	1007
Weighted Total	1090	529	561	314	385	391	298	239	190	78	262	317	64	170	229	174	280	407	123	183	279	370	80	50	1010
The previous Labour government	364 33.4%	205 38.7%	159 28.4%	56 17.8%	131 34.0%	178 45.4%	199 66.8%	25 10.4%	61 32.0%	27 34.3%	166 63.6%	36 11.4%	18 28.1%	70 41.1%	57 25.0%	68 39.2%	101 36.1%	138 33.8%	38 31.2%	52 28.3%	98 35.3%	133 36.0%	27 33.3%	15 31.0%	338 33.4%
The current coalition government	128 11.7%	63 12.0%	65 11.5%	44 14.1%	56 14.4%	28 7.2%	7 2.3%	48 20.2%	24 12.5%	15 19.5%	4 1.7%	64 20.3%	12 19.3%	18 10.6%	20 8.6%	17 9.8%	29 10.5%	62 15.2%	15 12.5%	22 12.0%	44 15.7%	26 7.2%	12 14.5%	9 17.7%	116 11.5%
The UK banks and bankers	317 29.1%	152 28.8%	165 29.4%	116 37.0%	93 24.1%	108 27.7%	37 12.3%	89 37.2%	74 38.9%	22 28.6%	35 13.4%	117 36.8%	21 32.4%	59 34.7%	81 35.2%	43 24.7%	86 30.7%	107 26.4%	32 26.0%	56 30.8%	79 28.2%	111 29.9%	25 31.2%	14 27.1%	292 28.9%
Events in the global economy outside the UK	193 17.7%	91 17.3%	102 18.2%	61 19.4%	73 18.9%	60 15.3%	48 16.0%	63 26.4%	31 16.3%	10 13.2%	44 17.0%	76 24.0%	13 19.6%	23 13.5%	61 26.8%	37 21.3%	45 16.0%	50 12.3%	26 21.1%	28 15.1%	45 16.3%	65 17.6%	14 17.5%	11 22.8%	179 17.8%
Don't know	87 8.0%	17 3.2%	70 12.5%	37 11.7%	33 8.6%	17 4.5%	8 2.5%	14 5.7%	1 0.3%	3 4.4%	12 4.4%	24 7.5%	* 0.7%	* 0.3%	10 4.4%	9 5.0%	19 6.7%	50 12.2%	11 9.2%	25 13.8%	12 4.5%	35 9.4%	3 3.5%	1 1.5%	84 8.4%
SIGMA	1090 100.0%	529 100.0%	561 100.0%	314 100.0%	385 100.0%	391 100.0%	298 100.0%	239 100.0%	190 100.0%	78 100.0%	262 100.0%	317 100.0%	64 100.0%	170 100.0%	229 100.0%	174 100.0%	280 100.0%	407 100.0%	123 100.0%	183 100.0%	279 100.0%	370 100.0%	80 100.0%	50 100.0%	1010 100.0%