

**Parties Survey**  
**ONLINE Fieldwork: 16th-18th May 2014**

Absolutes/col percents

Table 1

**Q.1a/b/c/d Here are some things that people have said about the main political parties. Please can you say in each case whether, on balance, you think the statement is true or not of the...?**

**True Summary****Base: All respondents**

	Summary			
	Con	Lab	LibDem	UKIP
Unweighted base	2026	2026	2026	2026
Weighted base	2026	2026	2026	2026
On the side of people like me	569 28%	873 43%	627 31%	761 38%
Wants to help ordinary people get on in life	664 33%	1206 60%	956 47%	900 44%
Willing to take tough decisions for the long term	1169 58%	768 38%	535 26%	903 45%
Shares my values	634 31%	813 40%	569 28%	692 34%
Competent and capable	836 41%	705 35%	444 22%	556 27%
Will do what they say	693 34%	640 32%	385 19%	810 40%
Represents the whole country, not just some types of people	458 23%	762 38%	569 28%	521 26%
Its heart is in the right place	754 37%	1150 57%	1009 50%	882 44%
Stands for fairness	621 31%	1040 51%	872 43%	721 36%
Has a good team of leaders	747 37%	633 31%	439 22%	597 29%
None of these	690 34%	585 29%	775 38%	781 39%

## Parties Survey

### ONLINE Fieldwork: 16th-18th May 2014

Absolutes/col percents

Table 2

**Q.1a Here are some things that people have said about the main political parties. Please can you say in each case whether, on balance, you think the statement is true or not of the Conservative Party?**

**Base: All respondents**

	Gender		Age							Social Grade							Region							Employment Sector							
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private		
Unweighted base	2026	1033	993	175	327	334	379	341	470	502	713	811	580	605	350	491	188	83	243	149	199	152	100	188	217	308	199	268	793		
Weighted base	2026	993	1033	241	341	341	361	301	441	582	702	742	542	562	441	481	182	81	223	182	182	142	101	203	263	284	182	284	851		
<b>On the side of people like me</b>																															
True	569	300	269	71	94	83	82	70	170	165	165	239	190	156	126	97	31	21	60	46	54	45	23	64	71	100	53	60	230		
	28%	30%	26%	30%	28%	24%	23%	23%	38%	28%	24%	32%	35%	28%	29%	20%	17%	26%	27%	25%	29%	22%	32%	27%	35%	29%	21%	27%			
Not true	1457	693	764	170	247	258	280	231	272	417	537	503	351	405	316	385	151	60	162	136	129	97	79	138	192	184	129	224	621		
	72%	70%	74%	70%	72%	76%	77%	77%	62%	72%	76%	68%	65%	72%	71%	80%	83%	74%	73%	75%	71%	68%	78%	68%	73%	65%	71%	79%	73%		
<b>Wants to help ordinary people get on in life</b>																															
True	664	339	325	77	107	99	95	89	196	184	194	286	213	190	132	129	41	26	70	52	63	55	26	71	73	115	71	78	264		
	33%	34%	31%	32%	31%	29%	26%	30%	45%	32%	28%	39%	39%	34%	30%	27%	23%	32%	31%	29%	35%	26%	35%	28%	40%	39%	28%	31%			
Not true	1362	654	708	163	235	242	266	211	245	398	508	456	328	372	310	352	141	55	153	130	119	87	75	132	190	169	111	206	587		
	67%	66%	69%	68%	69%	71%	74%	70%	55%	68%	72%	61%	61%	66%	70%	73%	77%	68%	69%	71%	65%	61%	74%	65%	72%	60%	61%	72%	69%		
<b>Willing to take tough decisions for the long term</b>																															
True	1169	605	564	131	167	174	205	180	313	298	378	492	362	335	235	237	98	50	123	111	107	85	47	114	142	178	114	156	485		
	58%	61%	55%	54%	49%	51%	57%	60%	71%	51%	54%	66%	67%	60%	53%	49%	54%	62%	55%	61%	59%	60%	47%	56%	54%	63%	62%	55%	57%		
Not true	857	388	469	110	174	167	157	121	128	283	324	250	180	226	207	244	85	31	100	71	76	57	54	89	121	106	69	128	366		
	42%	39%	45%	46%	51%	49%	43%	40%	29%	49%	46%	34%	33%	40%	47%	51%	46%	38%	45%	39%	41%	40%	53%	44%	46%	37%	38%	45%	43%		
<b>Shares my values</b>																															
True	634	331	303	64	107	91	98	86	187	171	190	273	211	181	127	115	31	23	74	52	55	28	65	90	101	64	80	255			
	31%	33%	29%	27%	31%	27%	27%	29%	42%	29%	27%	37%	39%	32%	29%	24%	17%	28%	33%	28%	30%	28%	32%	34%	36%	35%	28%	30%			
Not true	1392	662	730	176	234	250	263	215	254	410	513	469	330	381	314	366	152	58	149	130	127	89	73	138	174	183	119	204	595		
	69%	67%	71%	73%	69%	73%	73%	71%	58%	71%	73%	63%	61%	68%	71%	76%	83%	72%	67%	72%	70%	63%	72%	68%	66%	64%	65%	72%	70%		

## Parties Survey

### ONLINE Fieldwork: 16th-18th May 2014

Absolutes/col percents

Table 2

**Q.1a Here are some things that people have said about the main political parties. Please can you say in each case whether, on balance, you think the statement is true or not of the Conservative Party?**

**Base: All respondents**

	Gender			Age						Social Grade				Region								Employment Sector									
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private		
Weighted base	2026	993	1033	241	341	341	361	301	441	582	702	742	542	562	441	481	182	81	223	182	182	142	201	203	263	284	182	284	851		
<b>Competent and capable</b>																															
True	836	448	388	100	142	129	137	109	219	242	267	328	259	247	181	148	52	32	92	77	84	68	42	81	116	121	70	110	353		
	41%	45%	38%	42%	42%	38%	38%	36%	50%	42%	38%	44%	48%	44%	41%	31%	29%	39%	41%	42%	46%	48%	41%	40%	44%	43%	39%	39%	42%		
Not true	1190	545	645	141	199	212	224	192	222	340	436	414	282	314	260	334	130	49	130	105	98	74	60	121	147	163	112	174	497		
	59%	55%	62%	58%	58%	62%	62%	64%	50%	58%	62%	56%	52%	56%	59%	69%	71%	61%	59%	58%	54%	52%	59%	60%	56%	57%	61%	61%	58%		
<b>Will do what they say</b>																															
True	693	361	332	87	107	103	110	99	188	194	212	287	225	203	148	117	56	30	71	58	66	55	30	68	100	96	63	103	272		
	34%	36%	32%	36%	31%	30%	30%	33%	43%	33%	30%	39%	41%	36%	33%	24%	31%	38%	32%	32%	36%	39%	30%	33%	38%	34%	35%	36%	32%		
Not true	1333	632	701	154	234	238	252	202	253	388	490	455	317	358	294	364	127	51	152	125	116	86	71	135	163	188	119	181	579		
	66%	64%	68%	64%	69%	70%	70%	67%	57%	67%	70%	61%	59%	64%	67%	76%	69%	62%	68%	68%	64%	61%	70%	67%	62%	66%	65%	64%	68%		
<b>Represents the whole country, not just some types of people</b>																															
True	458	218	240	60	76	78	60	56	128	136	138	183	131	133	102	93	28	18	41	40	40	41	19	53	54	82	43	52	182		
	23%	22%	23%	25%	22%	23%	17%	19%	29%	23%	20%	25%	24%	24%	23%	19%	15%	23%	18%	22%	22%	29%	19%	26%	20%	29%	23%	18%	21%		
Not true	1568	775	794	180	265	263	301	245	313	446	564	558	411	429	339	389	154	63	182	143	143	101	82	149	210	202	140	232	669		
	77%	78%	77%	75%	78%	77%	83%	81%	71%	77%	80%	75%	76%	76%	77%	81%	85%	77%	82%	78%	78%	71%	81%	74%	80%	71%	77%	82%	79%		
<b>Its heart is in the right place</b>																															
True	754	403	352	92	114	117	110	95	225	206	227	321	243	210	158	143	48	24	79	61	70	64	34	77	93	122	82	88	301		
	37%	41%	34%	38%	33%	34%	31%	32%	51%	35%	32%	43%	45%	37%	36%	30%	26%	30%	36%	33%	39%	45%	33%	38%	35%	43%	45%	31%	35%		
Not true	1272	590	682	149	227	224	251	206	216	376	475	421	298	352	283	338	134	57	144	121	112	77	68	126	170	162	101	196	550		
	63%	59%	66%	62%	67%	66%	69%	68%	49%	65%	68%	57%	55%	63%	64%	70%	74%	70%	64%	67%	61%	55%	67%	62%	65%	57%	55%	69%	65%		

## Parties Survey

### ONLINE Fieldwork: 16th-18th May 2014

Absolutes/col percents

Table 2

**Q.1a Here are some things that people have said about the main political parties. Please can you say in each case whether, on balance, you think the statement is true or not of the Conservative Party?**

**Base: All respondents**

	Gender		Age							Social Grade				Region										Employment Sector							
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate		
Weighted base	2026	993	1033	241	341	341	361	301	441	582	702	742	542	562	441	481	182	81	223	182	182	142	101	203	263	284	182	284	851		
<b><u>Stands for fairness</u></b>																															
True	621	322	299	81	98	93	95	89	165	179	189	254	201	173	132	115	42	24	74	56	58	46	21	63	77	110	51	71	258		
	31%	32%	29%	33%	29%	27%	26%	30%	37%	31%	27%	34%	37%	31%	30%	24%	23%	30%	33%	31%	32%	32%	21%	31%	29%	39%	28%	25%	30%		
Not true	1405	671	734	160	243	248	266	212	276	403	514	488	340	389	309	366	141	57	149	126	124	96	80	140	186	174	131	213	593		
	69%	68%	71%	67%	71%	73%	74%	70%	63%	69%	73%	66%	63%	69%	70%	76%	77%	70%	67%	69%	68%	68%	79%	69%	71%	61%	72%	75%	70%		
<b><u>Has a good team of leaders</u></b>																															
True	747	397	350	80	131	117	117	99	203	211	234	302	222	213	172	140	44	27	71	62	74	68	32	83	106	110	70	100	308		
	37%	40%	34%	33%	39%	34%	32%	33%	46%	36%	33%	41%	41%	38%	39%	29%	24%	33%	32%	34%	40%	48%	32%	41%	40%	39%	39%	35%	36%		
Not true	1279	596	683	161	210	224	244	202	238	371	468	440	319	349	270	341	138	54	152	120	109	74	69	120	157	174	112	184	543		
	63%	60%	66%	67%	61%	66%	68%	67%	54%	64%	67%	59%	59%	62%	61%	71%	76%	67%	68%	66%	60%	52%	68%	59%	60%	61%	61%	65%	64%		

## Parties Survey

### ONLINE Fieldwork: 16th-18th May 2014

Absolutes/col percents

Table 3

**Q.1b Here are some things that people have said about the main political parties. Please can you say in each case whether, on balance, you think the statement is true or not of the Labour Party?**

**Base: All respondents**

	Gender			Age						Social Grade						Region								Employment Sector							
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private		
Unweighted base	2026	1033	993	175	327	334	379	341	470	502	713	811	580	605	350	491	188	83	243	149	199	152	100	188	217	308	199	268	793		
Weighted base	2026	993	1033	241	341	341	361	301	441	582	702	742	542	562	441	481	182	81	223	182	182	142	101	203	263	284	182	284	851		
<b>On the side of people like me</b>																															
True	873	431	441	119	170	169	148	120	146	290	317	266	219	232	203	218	81	44	96	94	64	61	46	92	133	109	54	157	356		
	43%	43%	43%	50%	50%	50%	41%	40%	33%	50%	45%	36%	40%	41%	46%	45%	44%	54%	43%	51%	35%	43%	46%	45%	51%	38%	29%	55%	42%		
Not true	1153	562	592	121	171	172	213	181	295	292	385	476	322	329	239	263	102	37	127	88	118	81	55	111	130	175	129	127	495		
	57%	57%	57%	50%	50%	50%	59%	60%	67%	50%	55%	64%	60%	59%	54%	55%	56%	46%	57%	49%	65%	57%	54%	55%	49%	62%	71%	45%	58%		
<b>Wants to help ordinary people get on in life</b>																															
True	1206	598	609	155	184	208	216	190	254	339	423	445	341	329	251	286	118	56	141	114	84	77	67	114	174	168	93	191	475		
	60%	60%	59%	64%	54%	61%	60%	63%	58%	58%	60%	60%	63%	58%	57%	59%	65%	69%	63%	63%	46%	55%	66%	56%	66%	59%	51%	67%	56%		
Not true	820	395	424	86	158	134	145	110	187	243	279	297	201	233	190	196	64	25	82	68	98	65	34	89	89	115	90	93	376		
	40%	40%	41%	36%	46%	39%	40%	37%	42%	42%	40%	40%	37%	42%	43%	41%	35%	31%	37%	37%	54%	45%	34%	44%	34%	41%	49%	33%	44%		
<b>Willing to take tough decisions for the long term</b>																															
True	768	375	393	113	152	154	128	108	113	265	282	220	201	206	153	207	74	30	83	87	64	45	40	89	115	96	45	134	323		
	38%	38%	38%	47%	45%	45%	35%	36%	26%	46%	40%	30%	37%	37%	35%	43%	41%	37%	37%	48%	35%	32%	39%	44%	44%	34%	25%	47%	38%		
Not true	1258	618	640	127	189	187	233	193	328	317	420	522	340	356	288	274	108	51	140	96	118	97	62	113	149	188	137	149	528		
	62%	62%	62%	53%	55%	55%	65%	64%	74%	54%	60%	70%	63%	63%	65%	57%	59%	63%	63%	52%	65%	68%	61%	56%	56%	66%	75%	53%	62%		
<b>Shares my values</b>																															
True	813	400	413	118	156	156	137	116	130	274	293	246	215	211	183	204	75	44	89	90	64	52	47	82	128	93	49	156	337		
	40%	40%	40%	49%	46%	46%	38%	39%	29%	47%	42%	33%	40%	37%	41%	42%	41%	54%	40%	49%	35%	37%	47%	41%	49%	33%	27%	55%	40%		
Not true	1213	593	620	123	185	185	224	185	311	308	409	496	326	351	258	277	107	37	134	92	119	90	54	120	135	191	133	128	514		
	60%	60%	60%	51%	54%	54%	62%	61%	71%	53%	58%	67%	60%	63%	59%	58%	59%	46%	60%	51%	65%	63%	53%	59%	51%	67%	73%	45%	60%		

## Parties Survey

### ONLINE Fieldwork: 16th-18th May 2014

Absolutes/col percents

Table 3

**Q.1b Here are some things that people have said about the main political parties. Please can you say in each case whether, on balance, you think the statement is true or not of the Labour Party?**

**Base: All respondents**

	Gender			Age									Social Grade				Region										Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate		
Weighted base	2026	993	1033	241	341	341	361	301	441	582	702	742	542	562	441	481	182	81	223	182	182	142	203	263	284	182	284	851			
<b><u>Competent and capable</u></b>																															
True	705	340	365	124	151	132	106	92	100	276	238	192	181	186	156	182	76	34	78	66	54	46	35	86	122	80	29	129	282		
	35%	34%	35%	52%	44%	39%	29%	31%	23%	47%	34%	26%	33%	33%	35%	38%	41%	42%	35%	36%	30%	32%	34%	43%	46%	28%	16%	45%	33%		
Not true	1321	653	668	116	190	209	255	209	342	306	464	550	360	375	286	299	107	47	145	116	129	96	67	116	141	203	154	155	569		
	65%	66%	65%	48%	56%	61%	71%	69%	77%	53%	66%	74%	67%	67%	65%	62%	59%	58%	65%	64%	70%	68%	66%	57%	54%	72%	84%	55%	67%		
<b><u>Will do what they say</u></b>																															
True	640	320	321	101	129	126	101	79	105	230	227	184	176	168	132	164	57	32	70	70	50	41	37	65	104	77	37	123	255		
	32%	32%	31%	42%	38%	37%	28%	26%	24%	39%	32%	25%	33%	30%	30%	34%	31%	39%	32%	38%	28%	29%	36%	32%	40%	27%	20%	43%	30%		
Not true	1386	673	712	140	212	215	260	222	336	352	475	558	365	394	309	317	125	49	152	112	132	101	64	138	159	207	145	161	596		
	68%	68%	69%	58%	62%	63%	72%	74%	76%	61%	68%	75%	67%	70%	70%	66%	69%	61%	68%	62%	72%	71%	64%	68%	60%	73%	80%	57%	70%		
<b><u>Represents the whole country, not just some types of people</u></b>																															
True	762	382	380	112	156	146	115	118	114	268	261	232	197	206	164	195	70	36	76	77	64	48	45	79	123	99	45	151	302		
	38%	38%	37%	46%	46%	43%	32%	39%	26%	46%	37%	31%	36%	37%	37%	41%	39%	44%	34%	42%	35%	34%	44%	39%	47%	35%	25%	53%	35%		
Not true	1264	611	654	129	185	195	246	183	327	314	441	510	344	356	278	286	112	45	147	106	119	94	57	124	140	184	137	133	549		
	62%	62%	63%	54%	54%	57%	68%	61%	74%	54%	63%	69%	64%	63%	63%	59%	61%	56%	66%	58%	65%	66%	56%	61%	53%	65%	75%	47%	65%		
<b><u>Its heart is in the right place</u></b>																															
True	1150	577	573	140	182	208	200	181	239	322	409	419	341	309	244	256	100	55	130	107	94	70	62	122	172	156	81	186	466		
	57%	58%	56%	58%	53%	61%	55%	60%	54%	55%	58%	57%	63%	55%	55%	53%	55%	68%	58%	59%	52%	50%	61%	60%	65%	55%	45%	65%	55%		
Not true	876	416	460	100	159	133	161	120	202	260	294	323	201	253	197	225	82	26	93	75	88	72	40	81	91	127	101	98	385		
	43%	42%	44%	42%	47%	39%	45%	40%	46%	45%	42%	43%	37%	45%	45%	47%	45%	32%	42%	41%	48%	50%	39%	40%	35%	45%	55%	35%	45%		

## Parties Survey

### ONLINE Fieldwork: 16th-18th May 2014

Absolutes/col percents

Table 3

**Q.1b Here are some things that people have said about the main political parties. Please can you say in each case whether, on balance, you think the statement is true or not of the Labour Party?**

**Base: All respondents**

	Gender			Age							Social Grade				Region										Employment Sector						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private		
Weighted base	2026	993	1033	241	341	341	361	301	441	582	702	742	542	562	441	481	182	81	223	182	182	142	101	203	263	284	182	284	851		
<b><u>Stands for fairness</u></b>																															
True	1040	534	505	144	175	187	184	149	200	320	371	349	298	258	227	256	100	51	116	101	82	65	53	104	163	130	75	171	412		
	51%	54%	49%	60%	51%	55%	51%	50%	45%	55%	53%	47%	55%	46%	51%	53%	55%	63%	52%	55%	45%	46%	53%	51%	62%	46%	41%	60%	48%		
Not true	986	459	528	96	166	154	177	152	241	262	331	393	243	303	214	225	83	30	107	81	101	77	48	98	100	154	107	113	438		
	49%	46%	51%	40%	49%	45%	49%	50%	55%	45%	47%	53%	45%	54%	49%	47%	45%	37%	48%	45%	55%	54%	47%	49%	38%	54%	59%	40%	52%		
<b><u>Has a good team of leaders</u></b>																															
True	633	296	336	113	136	115	95	86	88	249	210	174	167	156	154	156	54	33	60	65	55	41	31	78	114	74	28	117	267		
	31%	30%	33%	47%	40%	34%	26%	29%	20%	43%	30%	23%	31%	28%	35%	32%	30%	40%	27%	35%	30%	29%	30%	39%	43%	26%	15%	41%	31%		
Not true	1393	696	697	128	205	226	267	215	353	333	493	568	375	405	288	325	128	49	163	118	127	100	71	124	150	209	154	167	584		
	69%	70%	67%	53%	60%	66%	74%	71%	80%	57%	70%	77%	69%	72%	65%	68%	70%	60%	73%	65%	70%	71%	70%	61%	57%	74%	85%	59%	69%		

## Parties Survey

### ONLINE Fieldwork: 16th-18th May 2014

Absolutes/col percents

Table 4

**Q.1c Here are some things that people have said about the main political parties. Please can you say in each case whether, on balance, you think the statement is true or not of the Liberal Democrats?**

**Base: All respondents**

	Gender		Age							Social Grade							Region							Employment Sector							
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private		
Unweighted base	2026	1033	993	175	327	334	379	341	470	502	713	811	580	605	350	491	188	83	243	149	199	152	100	188	217	308	199	268	793		
Weighted base	2026	993	1033	241	341	341	361	301	441	582	702	742	542	562	441	481	182	81	223	182	182	142	101	203	263	284	182	284	851		
<b>On the side of people like me</b>																															
True	627	298	329	81	135	124	80	84	123	216	204	207	202	159	141	124	57	20	52	59	51	44	29	63	94	105	54	99	272		
	31%	30%	32%	33%	40%	36%	22%	28%	28%	37%	29%	28%	37%	28%	32%	26%	31%	24%	23%	32%	28%	31%	29%	31%	36%	37%	29%	35%	32%		
Not true	1399	695	704	160	206	217	281	217	318	366	498	535	340	403	300	357	125	61	171	123	131	98	140	169	179	129	185	579			
	69%	70%	68%	67%	60%	64%	78%	72%	72%	63%	71%	72%	63%	72%	68%	74%	69%	76%	77%	68%	72%	69%	71%	69%	64%	63%	71%	65%	68%		
<b>Wants to help ordinary people get on in life</b>																															
True	956	471	485	124	170	157	148	139	219	294	304	358	315	263	193	185	86	36	83	80	78	65	43	93	144	161	87	154	398		
	47%	47%	47%	51%	50%	46%	41%	46%	50%	50%	43%	48%	58%	47%	44%	38%	47%	44%	37%	44%	43%	46%	42%	46%	55%	57%	48%	54%	47%		
Not true	1070	522	548	117	171	184	213	162	222	288	398	384	226	299	248	296	96	45	140	102	105	76	59	109	120	122	95	130	452		
	53%	53%	53%	49%	50%	54%	59%	54%	50%	50%	57%	52%	42%	53%	56%	62%	53%	56%	63%	56%	57%	54%	58%	54%	45%	43%	52%	46%	53%		
<b>Willing to take tough decisions for the long term</b>																															
True	535	250	284	75	112	95	77	70	106	186	172	176	162	138	122	113	38	14	50	56	41	38	30	56	90	82	40	85	229		
	26%	25%	28%	31%	33%	28%	21%	23%	24%	32%	25%	24%	30%	25%	28%	24%	21%	18%	22%	31%	23%	27%	29%	28%	34%	29%	22%	30%	27%		
Not true	1491	742	749	166	229	246	284	231	335	396	530	566	380	424	319	368	144	67	173	126	141	104	72	147	173	202	142	199	622		
	74%	75%	72%	69%	67%	72%	79%	77%	76%	68%	75%	76%	70%	75%	72%	76%	79%	82%	78%	69%	77%	73%	71%	72%	66%	71%	78%	70%	73%		
<b>Shares my values</b>																															
True	569	273	296	83	123	102	78	76	107	206	180	182	185	145	123	116	52	21	57	55	46	38	29	63	77	88	43	102	258		
	28%	27%	29%	34%	36%	30%	22%	25%	24%	35%	26%	25%	34%	26%	28%	24%	28%	26%	25%	30%	25%	27%	28%	31%	29%	31%	24%	36%	30%		
Not true	1457	720	737	158	218	239	283	225	334	376	522	560	357	417	318	365	131	60	166	127	136	104	73	139	186	196	139	182	592		
	72%	73%	71%	66%	64%	70%	78%	75%	76%	65%	74%	75%	66%	74%	72%	76%	72%	74%	75%	70%	75%	73%	72%	69%	71%	69%	76%	64%	70%		



## Parties Survey

### ONLINE Fieldwork: 16th-18th May 2014

Absolutes/col percents

Table 4

**Q.1c Here are some things that people have said about the main political parties. Please can you say in each case whether, on balance, you think the statement is true or not of the Liberal Democrats?**

**Base: All respondents**

	Gender			Age									Social Grade								Region										Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private			
Weighted base	2026	993	1033	241	341	341	361	301	441	582	702	742	542	562	441	481	182	81	223	182	182	142	201	203	263	284	182	284	851			
<b>Competent and capable</b>																																
True	444 22%	195 20%	249 24%	86 36%	119 35%	71 21%	62 17%	43 14%	63 14%	205 35%	132 19%	106 14%	133 25%	103 18%	109 25%	98 20%	36 20%	11 14%	44 20%	47 26%	39 21%	27 19%	26 25%	41 20%	86 33%	62 22%	24 13%	73 26%	208 24%			
Not true	1582 78%	798 80%	784 76%	155 64%	223 65%	270 79%	299 83%	258 86%	378 86%	377 65%	570 81%	635 86%	409 75%	458 82%	332 75%	383 80%	146 80%	70 86%	179 80%	136 74%	144 79%	115 81%	76 75%	162 80%	177 67%	221 78%	158 87%	211 74%	643 76%			
<b>Will do what they say</b>																																
True	385 19%	193 19%	192 19%	57 24%	93 27%	71 21%	52 15%	50 17%	61 14%	150 26%	124 18%	111 15%	116 21%	96 17%	96 22%	76 16%	40 22%	14 18%	33 15%	38 21%	33 18%	31 22%	15 15%	39 19%	62 23%	58 20%	22 12%	66 23%	175 21%			
Not true	1641 81%	800 81%	841 81%	184 76%	248 73%	270 79%	309 85%	251 83%	380 86%	432 74%	579 82%	631 85%	425 79%	466 83%	345 78%	405 84%	143 78%	67 82%	190 85%	144 79%	150 82%	111 78%	86 85%	163 81%	202 77%	226 80%	160 88%	218 77%	676 79%			
<b>Represents the whole country, not just some types of people</b>																																
True	569 28%	267 27%	301 29%	79 33%	127 37%	108 32%	83 23%	71 23%	101 23%	206 35%	191 27%	172 23%	183 34%	155 28%	123 28%	108 22%	54 30%	19 24%	52 23%	57 31%	45 25%	40 28%	27 27%	58 29%	85 32%	88 31%	43 24%	115 40%	242 29%			
Not true	1457 72%	725 73%	732 71%	162 67%	214 63%	233 68%	278 77%	230 77%	340 77%	376 65%	511 73%	570 77%	359 66%	407 72%	318 72%	373 78%	129 70%	62 76%	171 77%	125 69%	137 75%	102 72%	74 73%	144 71%	179 68%	196 69%	139 76%	169 60%	608 71%			
<b>Its heart is in the right place</b>																																
True	1009 50%	508 51%	501 49%	129 54%	163 48%	168 49%	169 47%	144 48%	236 53%	292 50%	337 48%	380 51%	332 61%	276 49%	210 48%	191 40%	93 51%	41 51%	96 43%	91 50%	85 47%	78 55%	41 40%	105 52%	137 52%	156 55%	86 47%	157 55%	430 51%			
Not true	1017 50%	485 49%	532 51%	111 46%	178 52%	173 51%	192 53%	156 52%	205 47%	289 50%	365 52%	362 49%	209 39%	286 51%	231 52%	290 60%	89 49%	40 49%	127 57%	92 50%	97 53%	64 45%	60 60%	97 48%	126 48%	128 45%	96 53%	127 45%	421 49%			

## Parties Survey

### ONLINE Fieldwork: 16th-18th May 2014

Absolutes/col percents

Table 4

**Q.1c Here are some things that people have said about the main political parties. Please can you say in each case whether, on balance, you think the statement is true or not of the Liberal Democrats?**

**Base: All respondents**

	Gender		Age							Social Grade				Region										Employment Sector						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private	
Weighted base	2026	993	1033	241	341	341	361	301	441	582	702	742	542	562	441	481	182	81	223	182	182	142	203	263	284	182	284	851		
<b><u>Stands for fairness</u></b>																														
True	872	444	428	111	164	141	141	120	195	275	282	315	294	245	175	158	84	30	81	77	75	62	34	94	125	137	74	140	367	
	43%	45%	41%	46%	48%	41%	39%	40%	44%	47%	40%	42%	54%	44%	40%	33%	46%	36%	36%	42%	41%	44%	34%	46%	47%	48%	40%	49%	43%	
Not true	1154	549	605	130	177	200	220	181	246	307	420	427	248	317	266	323	99	51	142	105	107	80	67	109	139	147	109	144	484	
	57%	55%	59%	54%	52%	59%	61%	60%	56%	53%	60%	58%	46%	56%	60%	67%	54%	64%	64%	58%	59%	56%	66%	54%	53%	52%	60%	51%	57%	
<b><u>Has a good team of leaders</u></b>																														
True	439	209	230	70	103	83	62	47	75	173	145	122	126	113	115	86	34	18	34	50	40	29	23	42	73	67	29	76	186	
	22%	21%	22%	29%	30%	24%	17%	16%	17%	30%	21%	16%	23%	20%	26%	18%	19%	22%	15%	27%	22%	21%	23%	21%	28%	23%	16%	27%	22%	
Not true	1587	784	803	171	238	258	299	254	366	409	557	620	416	449	326	395	148	63	189	133	142	112	78	161	190	217	153	208	665	
	78%	79%	78%	71%	70%	76%	83%	84%	83%	70%	79%	84%	77%	80%	74%	82%	81%	78%	85%	73%	78%	79%	77%	79%	72%	77%	84%	73%	78%	

## Parties Survey

### ONLINE Fieldwork: 16th-18th May 2014

Absolutes/col percents

Table 5

**Q.1d Here are some things that people have said about the main political parties. Please can you say in each case whether, on balance, you think the statement is true or not of UKIP?**

**Base: All respondents**

	Gender		Age							Social Grade						Region							Employment Sector								
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private		
Unweighted base	2026	1033	993	175	327	334	379	341	470	502	713	811	580	605	350	491	188	83	243	149	199	152	100	188	217	308	199	268	793		
Weighted base	2026	993	1033	241	341	341	361	301	441	582	702	742	542	562	441	481	182	81	223	182	182	142	101	203	263	284	182	284	851		
<b>On the side of people like me</b>																															
True	761	404	357	84	94	125	147	140	172	178	272	312	178	206	198	180	42	37	90	84	73	50	26	96	83	119	61	79	324		
	38%	41%	35%	35%	27%	37%	41%	46%	39%	31%	39%	42%	33%	37%	45%	37%	23%	46%	41%	46%	40%	35%	26%	47%	32%	42%	34%	28%	38%		
Not true	1265	589	676	156	247	216	214	161	269	404	430	430	363	356	244	302	141	44	133	99	109	92	75	107	180	165	121	205	527		
	62%	59%	65%	65%	73%	63%	59%	54%	61%	69%	61%	58%	67%	63%	55%	63%	77%	54%	59%	54%	60%	65%	74%	53%	68%	58%	66%	72%	62%		
<b>Wants to help ordinary people get on in life</b>																															
True	900	453	447	85	130	160	173	152	200	215	333	352	225	229	222	224	57	44	96	89	89	54	41	113	104	130	83	103	393		
	44%	46%	43%	35%	38%	47%	48%	51%	45%	37%	47%	48%	42%	41%	50%	47%	31%	54%	43%	49%	49%	38%	40%	56%	40%	46%	45%	36%	46%		
Not true	1126	539	586	156	211	181	189	149	241	367	370	389	317	332	219	258	125	37	127	93	93	88	60	90	159	154	100	181	458		
	56%	54%	57%	65%	62%	53%	52%	49%	55%	63%	53%	52%	58%	59%	50%	53%	69%	46%	57%	51%	51%	62%	60%	44%	60%	54%	55%	64%	54%		
<b>Willing to take tough decisions for the long term</b>																															
True	903	454	450	114	139	156	163	153	179	253	319	331	242	243	210	208	72	38	96	97	87	60	32	120	101	130	70	122	394		
	45%	46%	44%	48%	41%	46%	45%	51%	41%	44%	45%	45%	45%	43%	48%	43%	39%	47%	43%	53%	48%	42%	32%	59%	38%	46%	39%	43%	46%		
Not true	1123	539	584	126	202	185	198	148	262	329	383	411	299	319	231	273	110	43	127	85	95	82	69	82	163	154	112	162	456		
	55%	54%	56%	52%	59%	54%	55%	49%	59%	56%	55%	55%	55%	57%	52%	57%	61%	53%	57%	47%	52%	58%	68%	41%	62%	54%	61%	57%	54%		
<b>Shares my values</b>																															
True	692	378	314	76	90	113	135	126	152	167	247	278	165	170	184	173	35	32	83	74	64	42	25	93	80	112	53	72	307		
	34%	38%	30%	32%	26%	33%	37%	42%	34%	29%	35%	37%	30%	30%	42%	36%	19%	39%	37%	40%	35%	29%	25%	46%	30%	40%	29%	25%	36%		
Not true	1334	615	719	164	251	228	226	175	289	415	455	464	377	391	258	308	147	49	140	109	119	100	76	110	184	171	129	212	544		
	66%	62%	70%	68%	74%	67%	63%	58%	66%	71%	65%	63%	70%	70%	58%	64%	81%	61%	63%	60%	65%	71%	75%	54%	70%	60%	71%	75%	64%		

## Parties Survey

### ONLINE Fieldwork: 16th-18th May 2014

Absolutes/col percents

Table 5

**Q.1d Here are some things that people have said about the main political parties. Please can you say in each case whether, on balance, you think the statement is true or not of UKIP?**

**Base: All respondents**

	Gender			Age						Social Grade				Region										Employment Sector							
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private		
Weighted base	2026	993	1033	241	341	341	361	301	441	582	702	742	542	562	441	481	182	81	223	182	182	142	201	203	263	284	182	284	851		
<b>Competent and capable</b>																															
True	556 27%	277 28%	279 27%	78 33%	104 30%	91 27%	102 28%	87 29%	94 21%	182 31%	193 27%	181 24%	141 26%	124 22%	145 33%	146 30%	38 21%	22 27%	64 29%	62 34%	50 27%	38 26%	24 24%	75 37%	76 29%	74 26%	34 19%	72 25%	251 30%		
Not true	1470 73%	716 72%	754 73%	162 67%	237 70%	250 73%	259 72%	214 71%	347 79%	400 69%	510 73%	560 76%	400 74%	438 78%	296 67%	335 70%	145 79%	59 73%	159 71%	121 66%	133 73%	104 74%	77 76%	128 63%	187 71%	210 74%	148 81%	212 75%	600 70%		
<b>Will do what they say</b>																															
True	810 40%	446 45%	365 35%	95 40%	142 42%	134 39%	148 41%	130 43%	162 37%	237 41%	282 40%	291 39%	219 40%	204 36%	203 46%	185 38%	61 34%	39 49%	80 36%	81 44%	83 46%	60 42%	37 36%	107 53%	93 35%	111 39%	58 32%	115 40%	350 41%		
Not true	1216 60%	547 55%	668 65%	146 60%	199 58%	207 61%	213 59%	171 57%	279 63%	344 59%	421 60%	450 61%	323 60%	358 64%	238 54%	297 62%	121 66%	42 51%	142 64%	101 56%	99 54%	82 58%	65 64%	96 47%	171 65%	173 61%	124 68%	169 60%	501 59%		
<b>Represents the whole country, not just some types of people</b>																															
True	521 26%	269 27%	252 24%	63 26%	81 24%	81 24%	98 27%	93 31%	105 24%	144 25%	179 26%	198 27%	122 23%	124 22%	146 33%	129 27%	26 14%	24 30%	53 24%	59 32%	50 27%	40 28%	23 23%	73 36%	64 24%	71 25%	39 21%	56 20%	236 28%		
Not true	1505 74%	724 73%	781 76%	178 74%	260 76%	260 76%	263 73%	208 69%	336 76%	438 75%	523 74%	544 73%	419 77%	438 78%	296 67%	352 73%	157 86%	57 70%	170 76%	123 68%	132 73%	102 72%	78 77%	130 64%	199 76%	213 75%	144 79%	228 80%	615 72%		
<b>Its heart is in the right place</b>																															
True	882 44%	477 48%	405 39%	87 36%	119 35%	148 43%	177 49%	152 51%	199 45%	206 35%	324 46%	351 47%	219 41%	219 39%	227 51%	216 45%	61 34%	49 60%	103 46%	88 48%	85 47%	60 42%	38 37%	119 59%	92 35%	115 41%	72 40%	107 38%	374 44%		
Not true	1144 56%	516 52%	628 61%	154 64%	222 65%	193 57%	184 51%	149 49%	242 55%	376 65%	378 54%	391 53%	322 59%	342 61%	214 49%	266 55%	121 66%	32 40%	120 54%	95 52%	97 53%	82 58%	64 63%	83 41%	172 65%	168 59%	110 60%	177 62%	476 56%		

**Parties Survey**  
**ONLINE Fieldwork: 16th-18th May 2014**

Absolutes/col percents

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**Base: All respondents**

	Gender			Age							Social Grade				Region										Employment Sector						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private		
Weighted base	2026	993	1033	241	341	341	361	301	441	582	702	742	542	562	441	481	182	81	223	182	182	142	101	203	263	284	182	284	851		
<b>Stands for fairness</b>																															
True	721	375	346	75	102	117	148	125	154	177	265	279	173	177	191	181	47	36	77	74	71	48	31	91	84	106	55	79	319		
	36%	38%	34%	31%	30%	34%	41%	42%	35%	30%	38%	38%	32%	31%	43%	38%	26%	45%	35%	41%	39%	34%	31%	45%	32%	37%	30%	28%	37%		
Not true	1305	618	687	166	239	224	213	176	287	405	437	463	369	385	251	300	136	45	146	108	111	94	70	111	179	178	128	205	532		
	64%	62%	66%	69%	70%	66%	59%	58%	65%	70%	62%	62%	68%	69%	57%	62%	74%	55%	65%	59%	61%	66%	69%	55%	68%	63%	70%	72%	63%		
<b>Has a good team of leaders</b>																															
True	597	304	292	85	100	106	110	99	96	185	216	195	144	135	175	143	37	23	62	66	58	42	23	78	77	87	45	82	269		
	29%	31%	28%	35%	29%	31%	30%	33%	22%	32%	31%	26%	27%	24%	40%	30%	20%	28%	28%	36%	32%	30%	22%	38%	29%	31%	25%	29%	32%		
Not true	1429	689	741	156	241	235	251	202	345	397	486	547	398	427	266	338	145	58	161	117	124	100	79	125	186	197	138	202	582		
	71%	69%	72%	65%	71%	69%	70%	67%	78%	68%	69%	74%	73%	76%	60%	70%	80%	72%	72%	64%	68%	70%	78%	62%	71%	69%	75%	71%	68%		

**Parties Survey**  
**ONLINE Fieldwork: 16th-18th May 2014**

Absolutes/col percents

Table 6  
**Gender**  
Base: All respondents

	Gender			Age							Social Grade					Region								Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2026	1033	993	175	327	334	379	341	470	502	713	811	580	605	350	491	188	83	243	149	199	152	100	188	217	308	199	268	793
Weighted base	2026	993	1033	241	341	341	361	301	441	582	702	742	542	562	441	481	182	81	223	182	182	142	101	203	263	284	182	284	851
Male	993	993	-	71	161	166	194	167	234	232	360	401	310	251	212	219	77	44	117	81	94	81	49	93	123	141	93	134	469
	49%	100%	-	29%	47%	49%	54%	55%	53%	40%	51%	54%	57%	45%	48%	46%	42%	54%	52%	44%	52%	57%	48%	46%	47%	50%	51%	47%	55%
Female	1033	-	1033	170	180	175	167	134	207	349	342	341	231	311	229	262	105	37	106	102	88	61	53	109	141	142	90	150	382
	51%	-	100%	71%	53%	51%	46%	45%	47%	60%	49%	46%	43%	55%	52%	54%	58%	46%	48%	56%	48%	43%	52%	54%	53%	50%	49%	53%	45%

**Parties Survey**  
**ONLINE Fieldwork: 16th-18th May 2014**

Absolutes/col percents

Table 7  
**Age**  
**Base: All respondents**

	Gender			Age									Social Grade							Region										Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private		
Unweighted base	2026	1033	993	175	327	334	379	341	470	502	713	811	580	605	350	491	188	83	243	149	199	152	100	188	217	308	199	268	793		
Weighted base	2026	993	1033	241	341	341	361	301	441	582	702	742	542	562	441	481	182	81	223	182	182	142	101	203	263	284	182	284	851		
18-24	241	71	170	241	-	-	-	-	-	241	-	-	52	82	56	50	17	13	27	32	20	7	7	18	46	37	18	42	95		
	12%	7%	16%	100%	-	-	-	-	-	41%	-	-	10%	15%	13%	10%	9%	16%	12%	18%	11%	5%	7%	9%	17%	13%	10%	15%	11%		
25-34	341	161	180	-	341	-	-	-	-	341	-	-	98	94	72	77	28	12	29	25	30	34	16	35	70	38	25	74	204		
	17%	16%	17%	-	100%	-	-	-	-	59%	-	-	18%	17%	16%	16%	15%	14%	13%	14%	17%	24%	15%	17%	26%	13%	14%	26%	24%		
35-44	341	166	175	-	-	341	-	-	-	-	341	-	58	110	108	65	28	11	31	43	36	28	14	44	49	36	22	60	213		
	17%	17%	17%	-	-	100%	-	-	-	-	49%	-	11%	20%	25%	13%	15%	14%	14%	24%	20%	20%	13%	22%	19%	13%	12%	21%	25%		
45-54	361	194	167	-	-	-	361	-	-	-	361	-	67	106	88	100	40	21	41	31	37	25	27	43	28	41	29	68	204		
	18%	20%	16%	-	-	-	100%	-	-	-	51%	-	12%	19%	20%	21%	22%	25%	18%	17%	20%	17%	27%	21%	11%	15%	16%	24%	24%		
55-64	301	167	134	-	-	-	-	301	-	-	-	301	87	74	55	85	36	10	39	24	25	12	12	28	29	55	31	32	107		
	15%	17%	13%	-	-	-	-	100%	-	-	-	41%	16%	13%	12%	18%	19%	13%	17%	13%	14%	8%	12%	14%	11%	19%	17%	11%	13%		
65+	441	234	207	-	-	-	-	-	441	-	-	441	179	95	62	104	34	14	56	28	35	37	26	36	42	76	57	8	28		
	22%	24%	20%	-	-	-	-	-	100%	-	-	59%	33%	17%	14%	22%	19%	17%	25%	15%	19%	26%	26%	18%	16%	27%	32%	3%	3%		
Average age	47.25	49.26	45.32	21.52	29.90	39.91	49.61	59.54	70.07	26.43	44.90	65.80	50.74	44.78	44.56	48.67	47.89	45.01	49.34	43.67	47.00	47.86	50.29	46.62	41.82	49.89	51.15	39.43	41.23		

**Parties Survey**  
**ONLINE Fieldwork: 16th-18th May 2014**

Absolutes/col percents

Table 8  
**Social Grade**  
**Base: All respondents**

	Gender			Age							Social Grade				Region										Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2026	1033	993	175	327	334	379	341	470	502	713	811	580	605	350	491	188	83	243	149	199	152	100	188	217	308	199	268	793
Weighted base	2026	993	1033	241	341	341	361	301	441	582	702	742	542	562	441	481	182	81	223	182	182	142	101	203	263	284	182	284	851
AB	542	310	231	52	98	58	67	87	179	150	125	266	542	-	-	-	56	20	63	32	50	34	16	57	80	89	44	94	197
	27%	31%	22%	22%	29%	17%	19%	29%	41%	26%	18%	36%	100%	-	-	-	31%	25%	28%	18%	28%	24%	16%	28%	30%	31%	24%	33%	23%
C1	562	251	311	82	94	110	106	74	95	176	216	169	-	562	-	-	50	28	49	57	39	36	32	59	81	79	52	104	261
	28%	25%	30%	34%	28%	32%	29%	25%	22%	30%	31%	23%	-	100%	-	-	27%	34%	22%	31%	21%	25%	31%	29%	31%	28%	29%	37%	31%
C2	441	212	229	56	72	108	88	55	62	128	196	117	-	-	441	-	39	22	43	58	39	41	25	49	54	50	21	44	248
	22%	21%	22%	23%	21%	32%	24%	18%	14%	22%	28%	16%	-	-	100%	-	21%	28%	19%	32%	21%	29%	25%	24%	21%	18%	11%	15%	29%
DE	481	219	262	50	77	65	100	85	104	127	164	190	-	-	-	481	38	11	67	35	54	31	29	37	48	66	65	42	145
	24%	22%	25%	21%	23%	19%	28%	28%	24%	22%	23%	26%	-	-	-	100%	21%	13%	30%	19%	30%	22%	29%	18%	18%	23%	36%	15%	17%



## Parties Survey

### ONLINE Fieldwork: 16th-18th May 2014

Absolutes/col percents

Table 9  
GO Region  
Base: All respondents

	Gender			Age									Social Grade								Region										Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private			
Unweighted base	2026	1033	993	175	327	334	379	341	470	502	713	811	580	605	350	491	188	83	243	149	199	152	100	188	217	308	199	268	793			
Weighted base	2026	993	1033	241	341	341	361	301	441	582	702	742	542	562	441	481	182	81	223	182	182	142	101	203	263	284	182	284	851			
Scotland	182	77	105	17	28	28	40	36	34	45	68	70	56	50	39	38	182	-	-	-	-	-	-	-	-	-	-	29	73			
	9%	8%	10%	7%	8%	8%	11%	12%	8%	8%	10%	9%	10%	9%	9%	8%	100%	-	-	-	-	-	-	-	-	-	-	10%	9%			
North East	81	44	37	13	12	11	21	10	14	25	32	24	20	28	22	11	-	81	-	-	-	-	-	-	-	-	-	16	33			
	4%	4%	4%	5%	3%	3%	6%	3%	3%	4%	5%	3%	4%	5%	5%	2%	-	100%	-	-	-	-	-	-	-	-	-	6%	4%			
North West	223	117	106	27	29	31	41	39	56	56	72	95	63	49	43	67	-	-	223	-	-	-	-	-	-	-	-	35	84			
	11%	12%	10%	11%	9%	9%	11%	13%	13%	10%	10%	13%	12%	9%	10%	14%	-	-	100%	-	-	-	-	-	-	-	-	12%	10%			
Yorkshire & Humberside	182	81	102	32	25	43	31	24	28	57	74	51	32	57	58	35	-	-	-	182	-	-	-	-	-	-	-	25	77			
	9%	8%	10%	13%	7%	13%	9%	8%	6%	10%	11%	7%	6%	10%	13%	7%	-	-	-	100%	-	-	-	-	-	-	-	9%	9%			
West Midlands	182	94	88	20	30	36	37	25	35	50	72	60	50	39	39	54	-	-	-	182	-	-	-	-	-	-	-	23	87			
	9%	9%	9%	8%	9%	10%	10%	8%	8%	9%	10%	8%	9%	7%	9%	11%	-	-	-	100%	-	-	-	-	-	-	-	8%	10%			
East Midlands	142	81	61	7	34	28	25	12	37	41	53	49	34	36	41	31	-	-	-	-	-	142	-	-	-	-	-	14	65			
	7%	8%	6%	3%	10%	8%	7%	4%	8%	7%	7%	7%	6%	6%	9%	6%	-	-	-	-	-	100%	-	-	-	-	-	5%	8%			
Wales	101	49	53	7	16	14	27	12	26	22	41	38	16	32	25	29	-	-	-	-	-	101	-	-	-	-	-	19	36			
	5%	5%	5%	3%	5%	4%	8%	4%	6%	4%	6%	5%	3%	6%	6%	6%	-	-	-	-	-	100%	-	-	-	-	-	7%	4%			
Eastern	203	93	109	18	35	44	43	28	36	52	86	64	57	59	49	37	-	-	-	-	-	-	203	-	-	-	37	88				
	10%	9%	11%	7%	10%	13%	12%	9%	8%	9%	12%	9%	11%	11%	11%	8%	-	-	-	-	-	-	100%	-	-	-	13%	10%				
London	263	123	141	46	70	49	28	29	42	115	77	71	80	81	54	48	-	-	-	-	-	-	-	-	263	-	31	135				
	13%	12%	14%	19%	20%	14%	8%	10%	10%	20%	11%	10%	15%	14%	12%	10%	-	-	-	-	-	-	-	-	100%	-	11%	16%				
South East	284	141	142	37	38	36	41	55	76	75	77	131	89	79	50	66	-	-	-	-	-	-	-	-	-	284	40	108				
	14%	14%	14%	15%	11%	11%	11%	18%	17%	13%	11%	18%	16%	14%	11%	14%	-	-	-	-	-	-	-	-	-	100%	14%	13%				
South West	182	93	90	18	25	22	29	31	57	43	51	89	44	52	21	65	-	-	-	-	-	-	-	-	-	182	16	64				
	9%	9%	9%	8%	7%	6%	8%	10%	13%	7%	7%	12%	8%	9%	5%	14%	-	-	-	-	-	-	-	-	-	100%	6%	8%				

**Parties Survey**  
**ONLINE Fieldwork: 16th-18th May 2014**

Absolutes/col percents

Table 10

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

	Gender			Age						Social Grade						Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2026	1033	993	175	327	334	379	341	470	502	713	811	580	605	350	491	188	83	243	149	199	152	100	188	217	308	199	268	793
Weighted base	2026	993	1033	241	341	341	361	301	441	582	702	742	542	562	441	481	182	81	223	182	182	142	101	203	263	284	182	284	851
Yes	1236 61%	598 60%	638 62%	158 65%	241 71%	182 53%	179 50%	194 65%	282 64%	399 69%	361 51%	476 64%	397 73%	354 63%	270 61%	215 45%	102 56%	44 54%	138 62%	113 62%	103 56%	79 56%	50 49%	114 56%	195 74%	192 68%	107 59%	188 66%	528 62%
No	790 39%	395 40%	395 38%	83 35%	100 29%	159 47%	182 50%	106 35%	159 36%	183 31%	341 49%	266 36%	145 27%	207 37%	172 39%	266 55%	81 44%	37 46%	85 38%	70 38%	79 44%	63 44%	52 51%	89 44%	68 26%	91 32%	76 41%	96 34%	323 38%

## Parties Survey

### ONLINE Fieldwork: 16th-18th May 2014

Absolutes/col percents

Table 11  
Tenure  
Base: All respondents

	Gender		Age									Social Grade						Region										Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate
Unweighted base	2026	1033	993	175	327	334	379	341	470	502	713	811	580	605	350	491	188	83	243	149	199	152	100	188	217	308	199	268	793
Weighted base	2026	993	1033	241	341	341	361	301	441	582	702	742	542	562	441	481	182	81	223	182	182	142	101	203	263	284	182	284	851
NET: Homeowners	1317	670	647	115	168	214	230	220	369	284	444	589	423	365	306	224	113	47	151	119	126	97	61	136	144	197	125	174	539
	65%	67%	63%	48%	49%	63%	64%	73%	84%	49%	63%	79%	78%	65%	69%	46%	62%	58%	68%	65%	69%	69%	60%	67%	55%	70%	69%	61%	63%
Owned outright - without mortgage	668	358	311	54	42	42	80	136	315	96	122	450	252	171	124	121	48	26	93	44	64	49	44	52	74	98	77	44	185
	33%	36%	30%	22%	12%	12%	22%	45%	71%	17%	17%	61%	46%	31%	28%	25%	26%	32%	42%	24%	35%	35%	43%	26%	28%	35%	42%	15%	22%
Owned with a mortgage or loan	649	312	336	61	126	172	150	85	54	187	322	139	171	193	182	102	65	21	58	74	62	48	18	84	70	100	49	130	354
	32%	31%	33%	25%	37%	50%	42%	28%	12%	32%	46%	19%	32%	34%	41%	21%	36%	26%	26%	41%	34%	34%	17%	41%	26%	35%	27%	46%	42%
NET: Renters	694	313	381	121	168	125	129	80	72	288	254	152	115	190	134	255	68	33	71	63	54	44	38	65	115	86	57	109	303
	34%	32%	37%	50%	49%	37%	36%	27%	16%	50%	36%	20%	21%	34%	30%	53%	37%	41%	32%	35%	30%	31%	37%	32%	44%	30%	31%	39%	36%
Rented from the council	284	131	153	45	48	54	62	41	34	93	116	75	30	64	60	130	35	15	25	32	25	20	15	19	49	26	22	42	104
	14%	13%	15%	19%	14%	16%	17%	14%	8%	16%	16%	10%	5%	11%	14%	27%	19%	19%	11%	18%	14%	14%	15%	9%	19%	9%	12%	15%	12%
Rented from a housing association	133	60	72	27	22	17	27	19	21	49	44	40	18	39	17	59	11	9	19	5	7	3	10	15	19	23	12	18	51
	7%	6%	7%	11%	6%	5%	7%	6%	5%	8%	6%	5%	3%	7%	4%	12%	6%	10%	9%	3%	4%	2%	10%	7%	7%	8%	7%	6%	6%
Rented from someone else	278	122	156	49	98	54	40	20	17	147	94	37	68	87	57	66	21	9	27	26	22	22	12	32	48	36	22	49	148
	14%	12%	15%	20%	29%	16%	11%	7%	4%	25%	13%	5%	13%	16%	13%	14%	11%	12%	12%	14%	12%	15%	12%	16%	18%	13%	12%	17%	17%
Rent free	15	10	5	5	5	2	2	1	-	10	4	1	3	7	2	3	2	1	1	1	2	-	2	2	4	1	1	1	8
	1%	1%	*	2%	1%	1%	1%	*	-	2%	1%	*	1%	1%	*	1%	1%	1%	*	*	1%	-	2%	1%	1%	*	*	*	1%

## Parties Survey

### ONLINE Fieldwork: 16th-18th May 2014

Absolutes/col percents

Table 12  
**What is the highest educational level that you have achieved to date?**  
**Base: All respondents**

	Gender			Age									Social Grade							Region										Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private		
Unweighted base	2026	1033	993	175	327	334	379	341	470	502	713	811	580	605	350	491	188	83	243	149	199	152	100	188	217	308	199	268	793		
Weighted base	2026	993	1033	241	341	341	361	301	441	582	702	742	542	562	441	481	182	81	223	182	182	142	101	203	263	284	182	284	851		
No formal education	11 1%	5 1%	6 1%	3 1%	1 *	1 *	1 *	3 1%	2 1%	4 1%	2 *	5 1%	- *	3 1%	3 1%	5 1%	1 1%	- *	1 1%	3 1%	1 1%	- *	- *	2 1%	2 1%	1 *	* *	- *	1 *		
Primary	9 *	5 *	5 *	4 2%	- -	- -	1 *	1 *	3 1%	4 1%	1 *	4 1%	3 1%	1 *	1 *	4 1%	- -	- -	2 1%	- -	- -	- -	- -	1 1%	3 1%	2 1%	1 *	3 1%	1 *		
Secondary school, high school, NVQ levels 1 to 3, etc.	1035 51%	494 50%	541 52%	92 38%	140 41%	196 57%	219 61%	171 57%	217 49%	232 40%	414 59%	388 52%	160 30%	261 46%	295 67%	319 66%	82 45%	51 63%	123 55%	108 59%	101 55%	72 51%	51 50%	101 50%	86 33%	154 54%	106 58%	129 45%	437 51%		
University degree or equivalent professional qualification, NVQ level 4, etc.	685 34%	344 35%	341 33%	70 29%	141 41%	93 27%	109 30%	98 33%	173 39%	210 36%	203 29%	272 37%	250 46%	228 41%	104 24%	103 21%	75 41%	24 30%	68 31%	50 27%	54 30%	58 41%	37 36%	68 34%	103 39%	91 32%	56 31%	102 36%	305 36%		
Higher university degree, doctorate, MBA, NVQ level 5, etc.	193 10%	110 11%	83 8%	14 6%	45 13%	43 13%	24 7%	26 9%	40 9%	59 10%	67 10%	67 9%	111 21%	37 7%	18 4%	27 6%	20 11%	3 3%	24 11%	13 7%	14 8%	7 5%	9 9%	19 10%	45 17%	25 9%	12 7%	42 15%	87 10%		
Still in full time education	59 3%	20 2%	38 4%	50 21%	7 2%	* *	2 1%	- -	- -	56 10%	2 *	- -	11 2%	24 4%	9 2%	15 3%	3 1%	3 4%	2 1%	7 4%	10 5%	2 1%	4 4%	7 3%	10 4%	5 2%	6 4%	6 2%	1 *		
Don't know	10 1%	3 *	7 1%	5 2%	- -	4 1%	* *	1 *	- -	5 1%	4 1%	1 *	1 *	2 *	5 1%	3 1%	- -	- -	- -	- -	2 1%	1 *	- -	1 1%	4 1%	3 1%	- -	2 1%	4 *		
Prefer not to answer	24 1%	12 1%	12 1%	4 1%	8 2%	4 1%	4 1%	* *	4 1%	11 2%	8 1%	5 1%	4 1%	8 1%	7 1%	5 1%	1 *	- -	2 1%	1 1%	1 *	3 2%	1 1%	3 2%	10 4%	1 *	1 *	- -	13 2%		

**Parties Survey**  
**ONLINE Fieldwork: 16th-18th May 2014**

Absolutes/col percents

Table 13

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

**Base: All respondents**

	Gender			Age							Social Grade							Region							Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2026	1033	993	175	327	334	379	341	470	502	713	811	580	605	350	491	188	83	243	149	199	152	100	188	217	308	199	268	793
Weighted base	2026	993	1033	241	341	341	361	301	441	582	702	742	542	562	441	481	182	81	223	182	182	142	101	203	263	284	182	284	851
Yes - responsible for half or more of the items bought	1807 89%	830 84%	977 95%	159 66%	324 95%	315 92%	333 92%	284 94%	391 89%	483 83%	649 92%	675 91%	470 87%	503 90%	388 88%	446 93%	169 93%	73 90%	199 89%	159 87%	166 91%	127 90%	92 91%	180 89%	235 89%	251 88%	156 85%	262 92%	763 90%
No - not responsible for most of the items bought	219 11%	162 16%	57 5%	82 34%	17 5%	26 8%	28 8%	17 6%	50 11%	99 17%	54 8%	67 9%	72 13%	58 10%	54 12%	35 7%	13 7%	8 10%	24 11%	24 13%	16 9%	15 10%	9 9%	23 11%	28 11%	33 12%	26 15%	22 8%	88 10%

**Parties Survey**  
**ONLINE Fieldwork: 16th-18th May 2014**

Absolutes/col percents

Table 14  
**How many cars are there in your household?**  
**Base: All respondents**

	Gender			Age							Social Grade							Region										Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2026	1033	993	175	327	334	379	341	470	502	713	811	580	605	350	491	188	83	243	149	199	152	100	188	217	308	199	268	793
Weighted base	2026	993	1033	241	341	341	361	301	441	582	702	742	542	562	441	481	182	81	223	182	182	142	101	203	263	284	182	284	851
No cars in the household	425 21%	164 17%	261 25%	71 29%	100 29%	78 23%	75 21%	43 14%	59 13%	171 29%	152 22%	102 14%	72 13%	135 24%	56 13%	162 34%	42 23%	17 21%	58 26%	40 22%	31 17%	32 23%	11 11%	32 16%	89 34%	45 16%	28 16%	72 25%	157 18%
NET: Any	1601 79%	829 83%	772 75%	170 71%	241 71%	263 77%	287 79%	257 86%	382 87%	411 71%	550 78%	640 86%	470 87%	427 76%	385 87%	319 66%	140 77%	64 79%	164 74%	143 78%	152 83%	110 77%	90 89%	170 84%	174 66%	239 84%	154 84%	212 75%	693 82%
1	851 42%	447 45%	404 39%	46 19%	129 38%	147 43%	148 41%	131 44%	251 57%	175 30%	295 42%	382 51%	233 43%	205 36%	203 46%	211 44%	79 43%	42 52%	89 40%	80 44%	73 40%	56 39%	46 46%	98 48%	101 38%	111 39%	76 42%	100 35%	345 41%
2	567 28%	293 29%	275 27%	72 30%	91 27%	98 29%	101 28%	91 30%	115 26%	163 28%	199 28%	205 28%	191 35%	159 28%	137 31%	81 17%	46 25%	18 22%	62 28%	47 26%	56 31%	48 34%	33 33%	58 29%	47 18%	97 34%	55 30%	95 34%	248 29%
3+	182 9%	89 9%	94 9%	52 22%	21 6%	19 5%	38 11%	36 12%	17 4%	73 13%	57 8%	53 7%	45 8%	63 11%	46 10%	28 6%	15 8%	5 6%	13 6%	16 9%	23 13%	6 4%	11 10%	14 7%	26 10%	31 11%	23 12%	17 6%	100 12%

**Parties Survey**  
**ONLINE Fieldwork: 16th-18th May 2014**

Absolutes/col percents

Table 15  
**To which of the following ethnic groups do you consider you belong?**  
**Base: All respondents**

	Gender		Age									Social Grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2026	1033	993	175	327	334	379	341	470	502	713	811	580	605	350	491	188	83	243	149	199	152	100	188	217	308	199	268	793
Weighted base	2026	993	1033	241	341	341	361	301	441	582	702	742	542	562	441	481	182	81	223	182	182	142	101	203	263	284	182	284	851
White	1836	899	937	196	280	302	335	290	433	476	637	723	472	511	409	444	174	79	206	169	161	130	93	189	193	268	172	238	753
	91%	91%	91%	81%	82%	89%	93%	96%	98%	82%	91%	97%	87%	91%	93%	92%	95%	98%	93%	93%	89%	92%	92%	93%	73%	95%	95%	84%	89%
NET: Non-white	162	80	81	42	53	31	24	6	5	95	55	11	58	40	30	34	5	1	13	13	16	11	7	12	64	12	7	41	86
	8%	8%	8%	18%	16%	9%	7%	2%	1%	16%	8%	1%	11%	7%	7%	7%	3%	2%	6%	7%	9%	8%	6%	6%	24%	4%	4%	14%	10%
Mixed	31	10	21	8	8	3	8	1	2	17	11	3	9	9	6	7	*	-	3	2	3	2	4	2	9	4	2	8	16
	2%	1%	2%	3%	2%	1%	2%	*	*	3%	2%	*	2%	2%	1%	2%	*	-	1%	1%	2%	2%	3%	1%	4%	1%	1%	3%	2%
Asian	85	48	38	22	33	20	6	4	1	55	25	5	35	14	19	17	2	1	6	9	10	5	1	9	34	6	4	27	46
	4%	5%	4%	9%	10%	6%	2%	1%	*	9%	4%	1%	7%	2%	4%	4%	1%	2%	3%	5%	5%	3%	1%	4%	13%	2%	2%	9%	5%
Black	23	10	14	6	4	6	5	-	2	10	11	2	5	8	2	8	-	-	*	-	3	2	2	1	12	2	*	3	11
	1%	1%	1%	3%	1%	2%	2%	-	*	2%	2%	*	1%	1%	*	2%	-	-	*	-	2%	2%	2%	1%	5%	1%	*	1%	1%
Chinese	10	4	6	3	2	2	3	1	-	5	4	1	5	5	-	-	3	-	1	-	-	1	-	-	5	-	-	3	2
	*	*	1%	1%	*	*	1%	*	-	1%	1%	*	1%	1%	-	-	1%	-	1%	-	-	1%	-	-	2%	-	-	1%	*
Other ethnic group	12	9	3	3	6	1	2	-	-	9	3	-	3	5	3	2	-	-	2	3	-	1	*	-	4	*	2	-	10
	1%	1%	*	1%	2%	*	1%	-	-	1%	*	-	*	1%	1%	*	-	-	1%	2%	-	1%	*	-	1%	*	1%	-	1%
Prefer not to answer	29	14	15	3	8	8	2	5	3	10	10	8	12	10	3	3	3	1	4	-	5	1	1	2	7	3	2	5	11
	1%	1%	1%	1%	2%	2%	1%	2%	1%	2%	1%	1%	2%	2%	1%	1%	2%	1%	2%	-	3%	1%	1%	1%	3%	1%	1%	2%	1%

## Parties Survey

### ONLINE Fieldwork: 16th-18th May 2014

Absolutes/col percents

Table 16

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

Base: All respondents

	Gender			Age							Social Grade							Region										Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2026	1033	993	175	327	334	379	341	470	502	713	811	580	605	350	491	188	83	243	149	199	152	100	188	217	308	199	268	793
Weighted base	2026	993	1033	241	341	341	361	301	441	582	702	742	542	562	441	481	182	81	223	182	182	142	101	203	263	284	182	284	851
Christian	1053	520	533	63	131	154	207	192	307	194	360	499	283	274	237	258	90	46	126	88	92	73	59	100	140	145	92	128	413
	52%	52%	52%	26%	38%	45%	57%	64%	70%	33%	51%	67%	52%	49%	54%	54%	49%	57%	56%	49%	50%	52%	59%	50%	53%	51%	51%	45%	49%
NET: Other	154	76	77	37	50	25	14	13	14	88	39	27	55	36	26	36	10	2	15	16	16	7	7	10	49	13	8	35	78
	8%	8%	7%	16%	15%	7%	4%	4%	3%	15%	6%	4%	10%	6%	6%	8%	6%	2%	7%	9%	9%	5%	7%	5%	19%	5%	4%	12%	9%
Muslim	61	26	35	23	21	12	2	1	2	44	14	3	23	12	8	18	2	1	9	6	9	6	4	3	19	2	1	19	31
	3%	3%	3%	10%	6%	3%	1%	*	*	8%	2%	*	4%	2%	2%	4%	1%	2%	4%	3%	5%	4%	3%	1%	7%	1%	1%	7%	4%
Hindu	29	21	9	2	17	7	2	1	1	19	9	1	15	6	6	2	*	-	-	2	1	-	1	4	19	2	1	9	17
	1%	2%	1%	1%	5%	2%	*	*	*	3%	1%	*	3%	1%	1%	*	*	-	-	1%	1%	-	1%	2%	7%	1%	*	3%	2%
Jewish	8	5	3	1	-	-	1	1	4	1	1	6	5	2	-	1	1	-	*	-	1	-	1	3	1	-	-	-	1
	*	1%	*	1%	-	-	*	*	1%	*	*	1%	1%	*	-	*	1%	-	*	-	1%	-	-	*	1%	*	-	-	*
Sikh	6	5	1	2	2	-	2	-	-	5	2	-	*	*	5	1	-	-	-	1	2	1	-	-	2	-	-	1	3
	*	1%	*	1%	1%	-	*	-	-	1%	*	-	*	*	1%	*	-	-	-	1%	1%	1%	-	-	1%	-	-	*	*
Buddhist	6	2	5	-	1	*	1	2	2	1	2	4	3	1	-	2	2	-	-	1	-	1	1	-	1	-	1	1	3
	*	*	*	-	*	*	*	1%	*	*	*	*	1%	*	-	*	1%	-	-	*	-	*	1%	-	*	-	*	*	*
Other	42	18	25	8	9	5	7	8	5	17	12	13	8	15	8	12	4	1	5	7	2	-	2	3	5	8	6	5	22
	2%	2%	2%	3%	3%	2%	2%	3%	1%	3%	2%	2%	2%	3%	2%	3%	2%	1%	2%	4%	1%	-	2%	2%	2%	3%	3%	2%	3%
None	776	379	398	135	149	151	136	92	114	284	287	205	188	236	169	183	79	32	78	76	67	58	34	90	66	121	76	113	339
	38%	38%	38%	56%	44%	44%	38%	31%	26%	49%	41%	28%	35%	42%	38%	38%	43%	40%	35%	42%	37%	41%	33%	45%	25%	43%	41%	40%	40%
Prefer not to say	43	17	25	5	11	12	4	4	7	17	15	11	15	16	9	3	3	1	4	2	8	3	1	1	9	4	6	7	22
	2%	2%	2%	2%	3%	3%	1%	1%	2%	3%	2%	1%	3%	3%	2%	1%	2%	1%	2%	1%	4%	2%	1%	1%	3%	1%	4%	3%	3%



## Parties Survey

### ONLINE Fieldwork: 16th-18th May 2014

Absolutes/col percents

Table 17  
Which of the following best describes where you live?  
Base: All respondents

	Gender		Age									Social Grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2026	1033	993	175	327	334	379	341	470	502	713	811	580	605	350	491	188	83	243	149	199	152	100	188	217	308	199	268	793
Weighted base	2026	993	1033	241	341	341	361	301	441	582	702	742	542	562	441	481	182	81	223	182	182	142	101	203	263	284	182	284	851
NET: Urban	1577	763	814	206	297	285	274	213	303	503	559	516	412	440	347	378	130	68	194	139	156	99	62	141	255	213	121	225	691
	78%	77%	79%	85%	87%	84%	76%	71%	69%	86%	80%	70%	76%	78%	79%	79%	71%	83%	87%	76%	85%	70%	61%	69%	97%	75%	66%	79%	81%
Urban - Population over 10,000	831	427	404	117	180	150	127	110	147	297	277	257	227	241	166	197	66	32	94	77	75	54	26	50	218	81	57	130	377
	41%	43%	39%	49%	53%	44%	35%	37%	33%	51%	39%	35%	42%	43%	38%	41%	36%	39%	42%	42%	41%	38%	26%	25%	83%	28%	31%	46%	44%
Town and Fringe	746	336	410	88	117	135	147	103	155	205	282	258	185	199	181	181	65	36	100	62	80	45	36	90	36	132	64	94	313
	37%	34%	40%	37%	34%	40%	41%	34%	35%	35%	40%	35%	34%	35%	41%	38%	35%	44%	45%	34%	44%	32%	35%	45%	14%	47%	35%	33%	37%
NET: Rural	449	230	219	35	44	56	87	88	138	79	143	226	129	122	95	103	52	13	28	43	27	42	40	62	9	71	61	59	160
	22%	23%	21%	15%	13%	16%	24%	29%	31%	14%	20%	30%	24%	22%	21%	21%	29%	17%	13%	24%	15%	30%	39%	31%	3%	25%	34%	21%	19%
Village	390	197	193	35	41	52	71	73	119	76	123	192	104	110	86	91	39	13	27	40	24	37	29	55	9	67	50	57	140
	19%	20%	19%	15%	12%	15%	20%	24%	27%	13%	18%	26%	19%	20%	19%	19%	21%	17%	12%	22%	13%	26%	29%	27%	3%	24%	28%	20%	16%
Hamlet & Isolated Dwelling	58	32	26	-	4	4	16	15	20	4	20	35	25	11	9	13	13	-	2	3	2	5	10	7	-	4	11	2	20
	3%	3%	3%	-	1%	1%	4%	5%	4%	1%	3%	5%	5%	2%	2%	3%	7%	-	1%	2%	1%	4%	10%	3%	-	1%	6%	1%	2%

## Parties Survey

### ONLINE Fieldwork: 16th-18th May 2014

Absolutes/col percents

Table 18  
Which of the following best describes your current working status?  
Base: All respondents

	Gender		Age							Social Grade				Region										Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate
Unweighted base	2026	1033	993	175	327	334	379	341	470	502	713	811	580	605	350	491	188	83	243	149	199	152	100	188	217	308	199	268	793
Weighted base	2026	993	1033	241	341	341	361	301	441	582	702	742	542	562	441	481	182	81	223	182	182	142	101	203	263	284	182	284	851
NET: Working	1135	603	531	137	278	273	272	139	36	415	545	174	292	364	291	187	102	49	118	101	110	79	55	125	166	148	80	284	851
	56%	61%	51%	57%	81%	80%	75%	46%	8%	71%	78%	23%	54%	65%	66%	39%	56%	61%	53%	56%	60%	55%	54%	62%	63%	52%	44%	100%	100%
Working full time - working 30 hours per week or more	891	530	362	104	239	216	235	93	5	343	451	97	244	300	224	123	74	34	94	80	92	64	42	103	140	109	59	219	672
	44%	53%	35%	43%	70%	63%	65%	31%	1%	59%	64%	13%	45%	53%	51%	26%	40%	42%	42%	44%	50%	45%	42%	51%	53%	39%	32%	77%	79%
Working part time - working between 8 and 29 hours per week	243	73	170	34	39	57	37	46	31	72	94	77	47	64	67	64	28	15	25	21	19	15	13	22	26	39	21	65	179
	12%	7%	16%	14%	11%	17%	10%	15%	7%	12%	13%	10%	9%	11%	15%	13%	16%	19%	11%	12%	10%	10%	13%	11%	10%	14%	12%	23%	21%
NET: Not working	891	390	502	103	63	68	89	162	405	167	157	568	250	197	150	294	80	32	104	81	72	63	46	77	97	136	102	-	-
	44%	39%	49%	43%	19%	20%	25%	54%	92%	29%	22%	77%	46%	35%	34%	61%	44%	39%	47%	44%	40%	45%	46%	38%	37%	48%	56%	-	-
Not working but seeking work or temporarily unemployed or sick	99	41	59	20	15	16	28	18	1	36	44	19	7	19	18	55	9	4	6	17	10	4	5	4	22	11	9	-	-
	5%	4%	6%	8%	4%	5%	8%	6%	*	6%	6%	3%	1%	3%	4%	11%	5%	4%	3%	9%	5%	3%	5%	2%	8%	4%	5%	-	-
Not working and not seeking work/ Student	128	53	74	68	12	14	19	14	-	80	33	14	10	43	13	63	14	6	16	11	11	10	5	10	16	15	13	-	-
	6%	5%	7%	28%	4%	4%	5%	5%	-	14%	5%	2%	2%	8%	3%	13%	8%	8%	7%	6%	6%	5%	5%	6%	5%	7%	-	-	
Retired on a state pension only	126	47	80	-	-	-	1	25	100	-	1	125	9	12	14	92	7	4	11	9	10	8	9	11	11	23	22	-	-
	6%	5%	8%	-	-	-	*	8%	23%	-	*	17%	2%	2%	3%	19%	4%	4%	5%	5%	5%	6%	9%	6%	4%	8%	12%	-	-
Retired with a private pension	385	231	154	-	-	-	5	79	301	-	5	380	200	97	60	28	37	14	50	28	32	33	19	28	39	65	40	-	-
	19%	23%	15%	-	-	-	1%	26%	68%	-	1%	51%	37%	17%	14%	6%	21%	17%	22%	15%	18%	23%	18%	14%	15%	23%	22%	-	-
House person, housewife, househusband, etc.	153	18	135	15	36	38	36	25	3	51	74	28	24	27	46	56	13	5	21	16	10	9	9	23	10	21	17	-	-
	8%	2%	13%	6%	10%	11%	10%	8%	1%	9%	11%	4%	4%	5%	10%	12%	7%	6%	10%	9%	5%	6%	9%	11%	4%	7%	9%	-	-

## Parties Survey

### ONLINE Fieldwork: 16th-18th May 2014

Absolutes/col percents

Table 19  
Do you work in any of the following occupations?  
Base: All respondents who work

	Gender			Age									Social Grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	1061	577	484	92	255	257	269	141	47	347	526	188	286	374	223	178	101	47	123	75	106	76	50	110	136	153	84	268	793
Weighted base	1135	603	531	137	278	273	272	139	36	415	545	174	292	364	291	187	102	49	118	101	110	79	55	125	166	148	80	284	851
NET: Public Sector	284	134	150	42	74	60	68	32	8	117	128	39	94	104	44	42	29	16	35	25	23	14	19	37	31	40	16	284	-
	25%	22%	28%	31%	27%	22%	25%	23%	21%	28%	24%	22%	32%	28%	15%	23%	28%	32%	29%	24%	21%	18%	35%	30%	19%	27%	20%	100%	-
Central government including all administrative departments and central government agencies such as the Bank of England	17	8	9	-	4	5	7	2	-	4	12	2	5	11	1	-	3	2	3	-	1	1	2	4	1	-	1	17	-
	2%	1%	2%	-	1%	2%	3%	1%	-	1%	2%	1%	2%	3%	*	-	3%	4%	2%	-	1%	1%	3%	4%	*	-	2%	6%	-
HM Forces	4	1	2	3	-	-	1	-	-	3	1	-	3	1	-	-	-	2	-	-	-	-	-	-	1	-	1	4	-
	*	*	*	2%	-	-	*	-	-	1%	*	-	1%	*	-	-	-	5%	-	-	-	-	-	-	1%	-	1%	1%	-
National Health Service	72	28	44	9	26	11	24	3	1	34	34	3	24	20	12	15	9	2	16	6	3	2	5	10	5	11	3	72	-
	6%	5%	8%	6%	9%	4%	9%	2%	2%	8%	6%	2%	8%	6%	4%	8%	9%	5%	13%	6%	3%	3%	10%	8%	3%	7%	4%	25%	-
Universities and Academies funded by government	24	13	11	5	7	4	2	6	-	12	6	6	11	8	3	2	3	-	2	2	3	2	2	4	2	4	2	24	-
	2%	2%	2%	4%	2%	1%	1%	4%	-	3%	1%	3%	4%	2%	1%	1%	2%	-	1%	2%	2%	2%	4%	3%	1%	3%	2%	9%	-
Courts service	1	1	-	-	-	-	1	-	-	-	1	-	-	-	-	1	-	-	-	-	-	-	-	-	-	1	-	1	-
	*	*	-	-	-	-	*	-	-	-	*	-	-	-	-	*	-	-	-	-	-	-	-	-	-	*	-	*	-
Local government administration	36	23	13	-	11	10	8	5	2	11	18	7	4	29	-	2	4	1	4	3	4	2	3	5	6	5	1	36	-
	3%	4%	2%	-	4%	4%	3%	3%	5%	3%	3%	4%	2%	8%	-	1%	4%	1%	3%	3%	3%	2%	6%	4%	4%	3%	1%	13%	-
Police service	7	4	3	1	2	4	-	-	-	2	4	-	1	4	-	2	-	-	1	3	-	-	-	2	-	1	-	7	-
	1%	1%	1%	*	2%	2%	-	-	-	1%	1%	-	*	1%	-	1%	-	-	1%	3%	-	-	-	2%	-	*	-	2%	-
Public sector housing	7	4	3	-	2	2	2	1	-	2	4	1	3	2	2	-	1	-	1	-	1	-	-	*	3	1	-	7	-
	1%	1%	1%	-	1%	1%	1%	1%	-	1%	1%	*	1%	1%	1%	-	1%	-	1%	-	1%	-	-	*	2%	1%	-	2%	-
Teaching employed by local education authority including voluntary aided schools and foundation schools	53	19	34	6	7	12	15	10	3	13	27	13	33	11	6	2	3	3	3	2	9	2	2	10	9	6	4	53	-
	5%	3%	6%	4%	3%	4%	6%	7%	7%	3%	5%	7%	11%	3%	2%	1%	2%	7%	3%	2%	8%	3%	4%	8%	6%	4%	4%	19%	-

## Parties Survey

### ONLINE Fieldwork: 16th-18th May 2014

Absolutes/col percents

Table 19

**Do you work in any of the following occupations?**

**Base: All respondents who work**

	Gender			Age									Social Grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Weighted base	1135	603	531	137	278	273	272	139	36	415	545	174	292	364	291	187	102	49	118	101	110	79	55	125	166	148	80	284	851
Public corporations such as the Royal Mail or British Nuclear fuels or Driving Standards agency	7	7	-	2	1	1	1	1	-	3	2	1	1	1	1	4	-	-	3	1	1	-	1	-	1	-	-	7	-
	1%	1%	-	2%	*	*	*	1%	-	1%	*	1%	*	*	2%	-	-	2%	1%	1%	-	2%	-	1%	-	-	3%	-	
Bradford and Bingley or Northern Rock Building societies	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other public sector occupation (please specify as much detail as possible)	56	26	30	16	14	11	8	4	3	31	19	7	8	16	18	14	7	5	3	7	1	6	4	1	4	12	5	56	-
	5%	4%	6%	12%	5%	4%	3%	3%	7%	7%	4%	4%	3%	5%	6%	7%	7%	10%	3%	7%	1%	7%	7%	1%	2%	8%	6%	20%	-
None of the above (Private Sector)	851	469	382	95	204	213	204	107	28	298	417	135	197	261	248	145	73	33	84	77	87	65	36	88	135	108	64	-	851
	75%	78%	72%	69%	73%	78%	75%	77%	79%	72%	76%	78%	68%	72%	85%	77%	72%	68%	71%	76%	79%	82%	65%	70%	81%	73%	80%	-	100%

## Parties Survey

### ONLINE Fieldwork: 16th-18th May 2014

Absolutes/col percents

Table 20

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

**Base: All respondents**

	Gender		Age							Social Grade							Region							Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2026	1033	993	175	327	334	379	341	470	502	713	811	580	605	350	491	188	83	243	149	199	152	100	188	217	308	199	268	793
Weighted base	2026	993	1033	241	341	341	361	301	441	582	702	742	542	562	441	481	182	81	223	182	182	142	101	203	263	284	182	284	851
No children aged 18 or under	1427	715	713	194	189	124	213	268	439	383	337	708	399	412	268	348	128	48	164	121	125	93	60	144	194	211	139	174	522
	70%	72%	69%	81%	55%	36%	59%	89%	100%	66%	48%	95%	74%	73%	61%	72%	70%	59%	74%	66%	69%	66%	59%	71%	74%	74%	76%	61%	61%
NET: Yes	588	272	316	41	151	216	147	31	2	192	363	33	141	147	169	131	53	33	58	60	56	48	42	58	65	71	43	109	325
	29%	27%	31%	17%	44%	63%	41%	10%	*	33%	52%	5%	26%	26%	38%	27%	29%	41%	26%	33%	30%	34%	41%	29%	25%	25%	23%	38%	38%
NET: Any 5-18	450	228	222	12	74	190	141	31	2	86	331	33	99	112	134	105	47	24	46	53	40	31	33	49	45	49	32	84	254
	22%	23%	22%	5%	22%	56%	39%	10%	*	15%	47%	5%	18%	20%	30%	22%	26%	30%	21%	29%	22%	22%	32%	24%	17%	17%	30%	30%	
Yes - children aged under 5 years old	236	91	145	34	119	63	18	1	-	153	82	1	66	56	59	54	17	11	26	15	23	24	17	17	33	33	18	38	133
	12%	9%	14%	14%	35%	19%	5%	*	-	26%	12%	*	12%	10%	13%	11%	9%	14%	12%	8%	12%	17%	9%	13%	12%	10%	13%	16%	
Yes - children aged 5 to 10 years old	241	128	112	11	66	112	46	4	*	77	159	5	58	62	67	53	23	10	21	37	24	16	15	30	24	25	16	35	144
	12%	13%	11%	4%	19%	33%	13%	1%	*	13%	23%	1%	11%	11%	15%	11%	13%	12%	10%	20%	13%	11%	15%	15%	9%	9%	12%	17%	
Yes - children aged 11 to 15 years old	203	111	92	7	20	91	70	15	1	26	161	15	35	52	73	43	16	11	19	19	14	19	14	24	22	27	17	36	123
	10%	11%	9%	3%	6%	27%	19%	5%	*	5%	23%	2%	6%	9%	16%	9%	9%	13%	9%	10%	8%	14%	14%	12%	9%	9%	10%	13%	14%
Yes - children aged 16 to 18 years old	130	61	69	-	2	47	66	14	1	2	113	15	31	30	39	31	18	12	16	10	10	6	11	13	11	15	7	29	63
	6%	6%	7%	-	1%	14%	18%	5%	*	*	16%	2%	6%	5%	9%	6%	10%	14%	7%	6%	6%	4%	11%	7%	4%	5%	4%	10%	7%
Refused	10	6	4	6	2	1	2	1	-	7	2	1	2	3	4	2	*	-	-	1	2	1	-	-	4	1	1	1	3
	1%	1%	*	2%	*	*	*	*	-	1%	*	*	*	*	1%	*	*	-	-	1%	1%	1%	-	-	2%	1%	*	*	*

## Parties Survey

### ONLINE Fieldwork: 16th-18th May 2014

Absolutes/col percents

Table 21  
Which of the following ITV regions do you live in?  
Base: All respondents

	Gender			Age							Social Grade					Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate
Unweighted base	2026	1033	993	175	327	334	379	341	470	502	713	811	580	605	350	491	188	83	243	149	199	152	100	188	217	308	199	268	793
Weighted base	2026	993	1033	241	341	341	361	301	441	582	702	742	542	562	441	481	182	81	223	182	182	142	101	203	263	284	182	284	851
Anglia	206	93	113	21	40	46	38	26	35	61	84	61	62	53	51	40	-	-	2	-	2	15	-	172	-	15	-	32	97
	10%	9%	11%	9%	12%	13%	11%	9%	8%	11%	12%	8%	11%	9%	12%	8%	-	-	1%	-	1%	11%	-	85%	-	5%	-	11%	11%
Border	15	8	7	3	2	3	1	3	3	5	4	6	2	4	7	2	7	-	8	-	-	-	-	-	-	-	-	5	5
	1%	1%	1%	1%	1%	1%	*	1%	1%	1%	1%	1%	*	1%	7	*	4%	-	4%	-	-	-	-	-	-	-	-	2%	1%
Central	285	158	127	20	53	53	57	38	63	73	110	102	73	65	67	80	3	-	1	-	168	99	1	-	1	6	5	30	131
	14%	16%	12%	8%	16%	15%	16%	13%	14%	13%	16%	14%	13%	12%	15%	17%	2%	-	1%	-	92%	70%	1%	-	1%	2%	3%	11%	15%
Granada	211	109	102	22	25	30	41	37	56	47	71	93	58	41	66	1	-	208	-	-	-	2	1	-	-	-	-	31	80
	10%	11%	10%	9%	7%	9%	11%	12%	13%	8%	10%	13%	11%	8%	9%	14%	*	-	93%	-	-	2%	*	-	-	-	-	11%	9%
London	364	167	197	68	77	62	41	41	75	145	103	116	112	120	67	65	*	-	-	-	4	2	-	26	262	69	1	44	165
	18%	17%	19%	28%	23%	18%	11%	14%	17%	25%	15%	16%	21%	21%	15%	14%	*	-	-	-	2%	1%	-	13%	99%	24%	*	15%	19%
Meridian	232	124	108	21	32	32	37	50	59	53	70	109	71	63	37	61	-	-	1	-	1	1	-	-	-	194	35	35	92
	11%	13%	10%	9%	10%	9%	10%	17%	13%	9%	10%	15%	13%	11%	8%	13%	-	-	1%	-	*	1%	-	-	-	68%	19%	12%	11%
STV	171	72	99	15	27	25	39	32	34	41	64	65	54	48	33	37	171	-	-	-	-	-	-	-	-	-	-	24	69
	8%	7%	10%	6%	8%	7%	11%	11%	8%	7%	9%	9%	10%	8%	7%	8%	94%	-	-	-	-	-	-	-	-	-	-	9%	8%
Tyne Tees	78	45	33	11	12	9	22	11	14	22	31	25	18	27	22	11	-	76	-	1	-	-	-	1	-	-	-	15	31
	4%	5%	3%	4%	3%	3%	6%	4%	3%	4%	4%	3%	3%	5%	5%	2%	-	94%	-	1%	-	-	-	*	-	-	-	5%	4%
Wales	98	47	51	7	16	14	27	11	25	22	40	35	15	31	24	28	-	-	-	-	-	-	98	-	-	-	-	19	34
	5%	5%	5%	3%	5%	4%	7%	4%	6%	4%	6%	5%	3%	5%	6%	6%	-	-	-	-	-	-	97%	-	-	-	-	7%	4%
West	52	24	28	7	5	8	7	7	17	12	15	24	12	11	9	19	-	-	2	-	6	-	1	-	-	-	43	9	16
	3%	2%	3%	3%	1%	2%	2%	2%	4%	2%	2%	3%	2%	2%	2%	4%	-	-	1%	-	3%	-	1%	-	-	-	24%	3%	2%
Westcountry	101	48	53	11	21	8	16	20	25	32	24	45	26	26	13	36	-	-	1	2	1	-	-	-	-	-	98	11	38
	5%	5%	5%	5%	6%	2%	5%	7%	6%	6%	3%	6%	5%	5%	3%	7%	-	-	*	1%	1%	-	-	-	-	-	54%	4%	4%
Yorkshire	212	97	115	36	31	51	34	25	36	67	85	60	39	66	70	37	-	5	-	179	-	25	-	3	-	-	-	29	92
	10%	10%	11%	15%	9%	15%	10%	8%	8%	11%	12%	8%	7%	12%	16%	8%	-	6%	-	98%	-	18%	-	2%	-	-	-	10%	11%

## Parties Survey

### ONLINE Fieldwork: 16th-18th May 2014

Absolutes/col percents

Table 22  
**Marital Status**  
**Base: All respondents**

	Gender			Age									Social Grade								Region										Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private			
Unweighted base	2026	1033	993	175	327	334	379	341	470	502	713	811	580	605	350	491	188	83	243	149	199	152	100	188	217	308	199	268	793			
Weighted base	2026	993	1033	241	341	341	361	301	441	582	702	742	542	562	441	481	182	81	223	182	182	142	101	203	263	284	182	284	851			
Single	533 26%	263 27%	270 26%	178 74%	121 35%	93 27%	77 21%	42 14%	24 5%	298 51%	169 24%	66 9%	116 21%	183 33%	91 21%	142 30%	47 26%	16 20%	46 21%	52 29%	46 25%	34 24%	18 18%	44 22%	105 40%	72 25%	53 29%	86 30%	271 32%			
NET: Married/ Civil partnership/ co habiting	1232 61%	626 63%	606 59%	60 25%	212 62%	226 66%	228 63%	209 70%	296 67%	272 47%	455 65%	505 68%	348 64%	306 55%	323 73%	255 53%	110 60%	55 68%	148 66%	106 58%	114 62%	96 68%	67 66%	135 67%	131 50%	167 59%	103 56%	174 61%	499 59%			
Married	934 46%	505 51%	429 42%	15 6%	138 40%	158 46%	178 49%	181 60%	265 60%	152 26%	336 48%	446 60%	279 52%	232 41%	234 53%	190 39%	91 50%	41 51%	116 52%	72 40%	93 51%	77 54%	49 49%	94 46%	93 35%	129 46%	79 44%	132 47%	351 41%			
Civil Partnership	18 1%	10 1%	8 1%	2 1%	7 2%	3 1%	6 2%	- -	1 *	9 2%	8 1%	1 *	3 *	8 1%	5 1%	2 *	2 1%	- -	1 1%	1 1%	1 *	* *	2 2%	- -	6 2%	- -	5 3%	1 1%	12 1%			
Co Habiting	280 14%	111 11%	169 16%	43 18%	68 20%	66 19%	45 12%	29 10%	30 7%	111 19%	110 16%	59 8%	66 12%	66 12%	84 19%	63 13%	18 10%	14 18%	31 14%	33 18%	20 11%	19 14%	15 15%	41 20%	32 12%	37 13%	19 10%	41 14%	137 16%			
NET: Widowed/ separated/ divorced	251 12%	99 10%	152 15%	- -	6 2%	20 6%	55 15%	49 16%	120 27%	6 1%	75 11%	170 23%	76 14%	69 12%	24 5%	82 17%	24 13%	10 12%	27 12%	24 13%	21 12%	11 8%	16 16%	22 11%	25 9%	44 16%	26 14%	22 8%	75 9%			
Widowed	64 3%	19 2%	44 4%	- -	- -	1 *	4 1%	7 2%	51 11%	- -	5 1%	58 8%	22 4%	16 3%	4 1%	22 5%	2 1%	2 2%	8 4%	4 2%	5 3%	4 3%	7 7%	1 1%	7 2%	13 5%	11 6%	2 1%	8 1%			
Separated	31 2%	16 2%	15 1%	- -	3 1%	5 1%	10 3%	8 3%	5 1%	3 1%	15 2%	13 2%	11 2%	6 1%	3 1%	10 2%	5 3%	1 2%	1 1%	3 1%	4 2%	* *	2 5%	10 5%	2 1%	2 1%	* *	3 1%	17 2%			
Divorced	156 8%	63 6%	92 9%	- -	2 1%	14 4%	41 11%	34 11%	65 15%	2 *	55 8%	99 13%	43 8%	47 8%	17 4%	50 10%	18 10%	6 8%	18 8%	17 9%	12 7%	7 5%	8 7%	11 5%	16 6%	29 10%	15 8%	18 6%	50 6%			
Prefer not to answer	10 *	4 *	6 1%	3 1%	2 1%	2 1%	1 *	* *	1 *	6 1%	3 *	1 *	2 *	3 1%	3 1%	2 *	* *	- -	1 *	- -	2 1%	1 1%	- -	1 1%	3 1%	1 *	1 1%	1 1%	5 1%			

## Parties Survey

### ONLINE Fieldwork: 16th-18th May 2014

Absolutes/col percents

Table 23

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

Base: All respondents

	Gender			Age							Social Grade				Region										Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2026	1033	993	175	327	334	379	341	470	502	713	811	580	605	350	491	188	83	243	149	199	152	100	188	217	308	199	268	793
Weighted base	2026	993	1033	241	341	341	361	301	441	582	702	742	542	562	441	481	182	81	223	182	182	142	101	203	263	284	182	284	851
Glasgow	89 4%	41 4%	48 5%	7 3%	16 5%	16 5%	20 6%	17 6%	13 6%	23 4%	36 5%	30 4%	22 4%	27 5%	22 5%	18 4%	89 49%	-	-	-	-	-	-	-	-	-	-	11 4%	40 5%
Edinburgh	73 4%	29 3%	45 4%	9 4%	9 3%	11 3%	13 4%	15 4%	16 4%	19 3%	24 3%	31 4%	28 5%	17 3%	12 3%	16 3%	73 40%	-	-	-	-	-	-	-	-	-	-	17 6%	26 3%
Newcastle	84 4%	48 5%	36 3%	12 5%	13 4%	12 4%	21 6%	12 4%	15 3%	25 4%	33 5%	27 4%	19 4%	30 5%	23 5%	12 2%	-	78 96%	6 3%	-	-	-	-	-	-	-	-	15 5%	35 4%
Leeds	109 5%	49 5%	59 6%	20 8%	14 4%	28 8%	17 5%	15 5%	15 4%	33 6%	45 6%	31 4%	19 3%	39 7%	35 8%	16 3%	-	-	-	107 58%	-	2 2%	-	-	-	-	-	13 4%	53 6%
Hull	49 2%	27 3%	22 2%	8 3%	6 2%	11 3%	8 2%	5 2%	10 2%	13 2%	20 3%	16 2%	7 1%	11 2%	18 4%	12 3%	-	-	-	45 24%	-	4 3%	-	-	-	-	-	6 2%	19 2%
Sheffield	32 2%	13 1%	18 2%	6 2%	7 2%	4 1%	5 1%	4 1%	6 1%	13 2%	9 1%	10 1%	8 2%	9 2%	7 2%	7 2%	-	-	-	27 15%	-	5 3%	-	-	-	-	6 2%	9 1%	
Manchester	159 8%	79 8%	80 8%	16 7%	23 7%	29 9%	27 8%	20 7%	44 10%	39 7%	56 8%	64 9%	46 9%	32 6%	36 8%	45 9%	-	-	149 67%	-	9 5%	-	1 1%	-	-	-	-	23 8%	64 8%
Liverpool	68 3%	35 4%	33 3%	8 3%	6 2%	5 2%	18 5%	19 6%	12 3%	13 2%	24 3%	30 4%	19 4%	19 3%	11 2%	18 4%	-	-	55 24%	-	1 1%	-	11 11%	-	1 *	-	12 4%	28 3%	
Nottingham	91 5%	51 5%	41 4%	3 1%	16 5%	18 5%	20 5%	11 4%	23 5%	19 3%	38 5%	34 5%	20 4%	23 4%	25 6%	24 5%	-	-	-	-	89 62%	-	3 1%	-	-	-	11 4%	42 5%	
Birmingham	161 8%	91 9%	70 7%	21 9%	28 8%	30 9%	31 8%	22 7%	30 7%	49 8%	60 9%	52 7%	41 8%	34 6%	37 8%	49 10%	-	-	-	149 82%	7 5%	-	-	-	-	5 3%	16 6%	80 9%	
Norwich	98 5%	42 4%	56 5%	9 4%	16 5%	29 8%	20 5%	9 3%	16 4%	25 4%	48 7%	25 3%	24 4%	27 5%	30 7%	17 3%	-	-	-	-	1 1%	-	95 47%	-	2 1%	-	19 7%	50 6%	
Milton Keynes	52 3%	22 2%	30 3%	4 2%	11 3%	10 3%	9 3%	9 3%	9 2%	15 3%	19 3%	18 2%	20 4%	11 2%	8 2%	13 3%	-	-	-	-	18 12%	-	24 12%	-	11 4%	-	3 1%	23 3%	
Brighton	47 2%	28 3%	20 2%	6 3%	1 *	6 2%	9 2%	7 2%	17 4%	8 1%	15 2%	24 3%	19 3%	13 2%	7 2%	8 2%	-	-	-	-	-	-	-	-	46 16%	1 *	4 1%	14 2%	



## Parties Survey

### ONLINE Fieldwork: 16th-18th May 2014

Absolutes/col percents

Table 23

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

Base: All respondents

	Gender			Age									Social Grade							Region										Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private		
Weighted base	2026	993	1033	241	341	341	361	301	441	582	702	742	542	562	441	481	182	81	223	182	182	142	101	203	263	284	182	284	851		
Oxford	33 2%	18 2%	15 1%	4 2%	7 2%	1 *	1 *	11 4%	8 2%	12 2%	3 *	19 3%	14 3%	7 1%	3 1%	9 2%	-	-	-	-	3 1%	-	-	-	-	27 9%	4 2%	5 2%	15 2%		
London	452 22%	221 22%	231 22%	75 31%	102 30%	74 22%	54 15%	62 21%	85 19%	177 30%	128 18%	147 20%	137 25%	142 25%	94 21%	79 16%	*	-	-	-	4 2%	1 1%	-	60 30%	261 99%	124 44%	1 *	68 24%	198 23%		
Southampton	92 5%	39 4%	53 5%	9 4%	10 3%	18 5%	15 4%	13 4%	27 6%	20 3%	33 5%	40 5%	30 6%	28 5%	9 2%	26 5%	-	2 3%	-	-	-	-	-	-	1 *	56 20%	33 18%	17 6%	36 4%		
Bristol	61 3%	26 3%	34 3%	2 1%	10 3%	9 3%	8 2%	10 3%	21 5%	12 2%	17 2%	31 4%	18 3%	16 3%	6 1%	21 4%	-	-	-	-	1 1%	-	-	-	-	1 *	58 32%	3 1%	26 3%		
Plymouth	61 3%	32 3%	29 3%	7 3%	10 3%	4 1%	13 4%	13 4%	13 3%	17 3%	18 3%	26 4%	11 2%	15 3%	9 2%	26 5%	-	-	-	-	-	-	-	-	-	-	61 34%	8 3%	18 2%		
Cardiff	76 4%	32 3%	44 4%	7 3%	14 4%	9 2%	22 6%	6 2%	18 4%	21 4%	31 4%	24 3%	10 2%	21 4%	19 4%	26 5%	-	-	-	-	1 1%	-	75 74%	-	-	-	13 4%	26 3%			
None of these	138 7%	70 7%	68 7%	8 3%	21 6%	16 5%	30 8%	21 7%	43 10%	29 5%	45 6%	64 9%	29 5%	40 7%	29 7%	40 8%	20 11%	1 1%	13 6%	4 2%	14 8%	15 11%	14 14%	20 10%	-	17 6%	20 11%	15 5%	50 6%		

## Parties Survey

### ONLINE Fieldwork: 16th-18th May 2014

Absolutes/col percents

Table 24

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

**Base: All respondents**

	Gender			Age									Social Grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private	
Unweighted base	2026	1033	993	175	327	334	379	341	470	502	713	811	580	605	350	491	188	83	243	149	199	152	100	188	217	308	199	268	793	
Weighted base	2026	993	1033	241	341	341	361	301	441	582	702	742	542	562	441	481	182	81	223	182	182	142	101	203	263	284	182	284	851	
Up to £7,000	(3.5)	92	44	48	25	9	17	18	12	11	34	35	23	6	17	11	57	6	5	9	12	11	3	7	6	15	9	9	5	21
		5%	4%	5%	10%	3%	5%	5%	4%	3%	6%	5%	3%	1%	3%	3%	12%	3%	6%	4%	7%	6%	2%	7%	3%	6%	3%	5%	2%	2%
£7,001 to £14,000	(10.5)	308	127	180	46	31	42	45	57	86	77	87	143	41	65	42	159	27	15	40	28	30	23	21	23	31	40	30	21	93
		15%	13%	17%	19%	9%	12%	12%	19%	19%	13%	12%	19%	8%	12%	10%	33%	15%	18%	18%	15%	16%	21%	11%	12%	14%	16%	7%	11%	
£14,001 to £21,000	(17.5)	378	173	206	35	65	61	73	50	95	99	134	145	79	116	74	109	27	19	36	42	36	33	21	34	42	45	42	42	158
		19%	17%	20%	14%	19%	18%	20%	17%	21%	17%	19%	19%	15%	21%	17%	23%	15%	23%	16%	23%	20%	23%	21%	17%	16%	16%	23%	15%	19%
£21,001 to £28,000	(24.5)	412	196	215	36	69	48	78	65	115	106	126	180	119	102	117	74	47	16	56	29	43	29	20	40	46	57	32	59	166
		20%	20%	21%	15%	20%	14%	22%	22%	26%	18%	18%	24%	22%	18%	27%	15%	26%	19%	25%	16%	23%	21%	19%	20%	17%	20%	18%	21%	20%
£28,001 to £34,000	(31)	294	181	113	28	40	49	66	45	66	68	115	110	91	108	60	35	25	6	35	27	24	17	14	29	27	54	37	52	139
		15%	18%	11%	12%	12%	14%	18%	15%	15%	12%	16%	15%	17%	19%	14%	7%	14%	7%	16%	15%	13%	12%	14%	14%	10%	19%	20%	18%	16%
£34,001 to £41,000	(37.5)	179	100	79	25	24	47	22	33	27	50	70	60	65	48	54	12	11	13	19	18	8	14	5	29	26	28	9	39	81
		9%	10%	8%	11%	7%	14%	6%	11%	6%	9%	10%	8%	12%	9%	12%	3%	6%	16%	9%	10%	4%	10%	5%	14%	10%	10%	5%	14%	9%
£41,001 to £48,000	(44.5)	78	37	41	6	28	19	15	7	4	34	34	11	21	22	30	5	7	2	3	9	5	9	7	14	11	8	2	19	50
		4%	4%	4%	3%	8%	5%	4%	2%	1%	6%	5%	1%	4%	4%	7%	1%	4%	3%	1%	5%	3%	6%	7%	7%	4%	3%	1%	7%	6%
£48,001 to £55,000	(51.5)	55	28	27	3	16	17	8	6	4	19	26	10	20	28	4	3	11	2	3	3	2	-	7	17	9	1	12	36	
		3%	3%	3%	1%	5%	5%	2%	2%	1%	3%	4%	1%	4%	5%	1%	1%	6%	2%	1%	2%	1%	-	-	3%	6%	3%	*	4%	4%
£55,001 to £62,000	(58.5)	36	23	12	1	12	11	7	2	2	13	18	4	19	13	2	2	3	2	3	3	6	1	1	-	5	9	1	12	18
		2%	2%	1%	1%	3%	3%	2%	1%	*	2%	3%	1%	3%	2%	1%	*	2%	3%	1%	2%	3%	1%	-	2%	3%	1%	4%	4%	2%
£62,001 to £69,000	(65.5)	20	5	15	10	6	2	2	1	-	16	4	1	8	4	8	-	1	-	4	-	2	-	1	10	2	-	3	17	
		1%	1%	1%	4%	2%	1%	1%	*	-	3%	1%	*	2%	1%	2%	-	1%	-	2%	-	1%	-	*	4%	1%	-	1%	2%	
£69,001 to £76,000	(72.5)	20	12	8	-	6	1	7	6	-	6	8	6	18	3	-	-	5	-	-	3	-	3	5	3	1	3	6	14	
		1%	1%	1%	-	2%	*	2%	2%	-	1%	1%	1%	3%	*	-	-	2%	-	-	1%	-	3%	2%	1%	*	1%	2%	2%	
£76,001 to £83,000	(79.5)	6	4	1	-	3	-	-	3	-	3	-	3	4	1	-	-	-	-	-	-	-	-	-	2	3	1	-	6	
		*	*	*	-	1%	-	-	1%	-	*	-	*	1%	*	-	-	-	-	-	-	-	-	-	1%	1%	*	-	1%	
£83,001 or more	(86)	15	10	5	3	9	3	1	-	-	12	3	-	8	3	4	-	-	-	-	1	2	2	1	1	2	6	-	1	14
		1%	1%	1%	1%	2%	1%	*	-	-	2%	*	-	1%	1%	1%	-	-	-	-	1%	1%	2%	1%	1%	1%	2%	-	*	2%

**Parties Survey**  
**ONLINE Fieldwork: 16th-18th May 2014**

Absolutes/col percents

Table 24

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

**Base: All respondents**

	Gender		Age							Social Grade							Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Weighted base	2026	993	1033	241	341	341	361	301	441	582	702	742	542	562	441	481	182	81	223	182	182	142	101	203	263	284	182	284	851
Prefer not to answer	133	51	81	21	24	24	18	15	31	45	42	46	43	32	34	24	13	2	13	10	11	10	2	14	28	13	16	12	38
	7%	5%	8%	9%	7%	7%	5%	5%	7%	8%	6%	6%	8%	6%	8%	5%	7%	3%	6%	6%	6%	7%	2%	7%	11%	4%	9%	4%	5%
Average income (£000's)	25.91	27.15	24.69	24.40	30.99	27.91	25.80	25.07	21.95	28.29	26.81	23.23	31.91	27.24	27.19	16.71	27.05	23.64	24.05	24.03	24.73	24.83	23.69	28.10	29.02	28.23	22.89	30.88	29.68

**Parties Survey**  
**ONLINE Fieldwork: 16th-18th May 2014**

Absolutes/col percents

Table 25

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

**Base: All respondents**

	Gender			Age									Social Grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2026	1033	993	175	327	334	379	341	470	502	713	811	580	605	350	491	188	83	243	149	199	152	100	188	217	308	199	268	793
Weighted base	2026	993	1033	241	341	341	361	301	441	582	702	742	542	562	441	481	182	81	223	182	182	142	101	203	263	284	182	284	851
NET: Yes	423	228	195	27	33	63	89	84	128	60	151	212	107	90	69	156	48	15	52	30	39	35	22	45	50	47	40	40	100
	21%	23%	19%	11%	10%	18%	25%	28%	29%	10%	22%	29%	20%	16%	16%	32%	26%	19%	23%	16%	21%	25%	22%	22%	19%	16%	22%	14%	12%
Yes - physical condition	257	133	124	5	15	31	47	62	97	20	78	159	68	49	50	90	30	7	26	20	27	20	13	30	30	31	24	19	45
	13%	13%	12%	2%	4%	9%	13%	21%	22%	3%	11%	21%	13%	9%	11%	19%	16%	9%	12%	11%	15%	14%	13%	15%	12%	11%	13%	7%	5%
Yes - disability	147	88	60	8	4	24	36	39	36	13	60	75	29	32	16	70	16	5	24	11	11	12	9	15	15	16	13	13	25
	7%	9%	6%	3%	1%	7%	10%	13%	8%	2%	9%	10%	5%	6%	4%	15%	9%	7%	11%	6%	6%	9%	9%	8%	6%	5%	7%	5%	3%
Yes - mental condition	129	64	65	15	21	26	41	19	7	36	67	26	27	27	22	53	21	10	10	10	6	6	8	13	25	9	10	15	44
	6%	6%	6%	6%	6%	8%	11%	6%	2%	6%	10%	3%	5%	5%	5%	11%	11%	12%	5%	6%	4%	5%	8%	6%	9%	3%	6%	5%	5%
Yes - other	28	17	11	3	*	2	6	5	11	3	9	16	5	5	4	14	3	-	4	1	3	4	1	3	5	3	1	*	6
	1%	2%	1%	1%	*	1%	2%	2%	3%	1%	1%	2%	1%	1%	1%	3%	2%	-	2%	*	2%	3%	1%	2%	2%	1%	1%	*	1%
No	1556	744	812	202	300	263	267	215	309	503	530	523	426	458	356	316	129	64	167	147	137	106	78	151	205	232	138	237	734
	77%	75%	79%	84%	88%	77%	74%	71%	70%	86%	75%	71%	79%	82%	81%	66%	71%	79%	75%	81%	75%	75%	77%	75%	78%	82%	76%	84%	86%
Prefer not to say	46	21	26	11	8	16	5	2	5	19	21	7	8	14	16	9	5	1	4	5	6	1	1	6	8	5	5	7	17
	2%	2%	2%	4%	2%	5%	1%	1%	1%	3%	3%	1%	1%	2%	4%	2%	3%	2%	2%	3%	3%	*	1%	3%	3%	2%	3%	2%	2%