

# Opinion Poll

Survey conducted: October, 2010

If there were a general election tomorrow, which party would you vote for? BY Age + GENDER + SOCIAL GRADE + AREA

	Age			GENDER		SOCIAL GRADE		AREA						
	18-34	35-54	55+	Male	Female	ABC1	C2DE	London	South East	East Eng	South West	Midlands	North	Wales
Conservatives	118	181	277	264	312	355	208	90	158	52	119	107	22	28
	31.5%	35.4%	47.8%	35.9%	42.8%	41.7%	35.0%	45.0%	48.7%	36.5%	50.3%	30.0%	29.2%	21.4%
Labour	162	229	208	316	283	316	279	66	94	52	89	195	39	63
	43.5%	44.8%	35.8%	42.9%	38.9%	37.1%	46.8%	32.9%	29.0%	36.7%	37.7%	54.7%	52.6%	48.9%
Liberal Democrats	53	59	55	90	76	121	44	30	53	23	15	30	5	11
	14.2%	11.5%	9.5%	12.3%	10.5%	14.3%	7.4%	14.7%	16.2%	16.4%	6.1%	8.5%	7.1%	8.6%
Scottish National/ Plaid Cymru	9	6	11	17	10	13	14	2	0	0	0	0	1	23
	2.4%	1.3%	2.0%	2.3%	1.4%	1.5%	2.4%	1.1%	0.0%	0.0%	0.0%	0.1%	1.9%	18.0%
Another party	31	36	29	49	47	46	50	13	20	15	14	24	7	4
	8.4%	7.1%	5.0%	6.7%	6.5%	5.4%	8.4%	6.3%	6.1%	10.4%	5.9%	6.8%	9.3%	3.2%

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Which of these parties would you vote for? BY Age + GENDER + SOCIAL GRADE + AREA

	Age			GENDER		SOCIAL GRADE		London	AREA		Midlands	North	Wales	Scotland
	18-34	35-54	55+	Male	Female	ABC1	C2DE		South East	South West				
Greens	10	7	1	7	11	14	5	3	4	2	2	4	1	2
	32.1%	18.4%	4.6%	13.3%	24.3%	29.6%	9.1%	21.5%	22.6%	11.8%	15.7%	14.7%	17.7%	51.7%
United Kingdom Independence Party (UKIP)	13	15	19	25	21	16	29	2	12	10	8	12	2	0
	40.2%	41.6%	64.6%	50.4%	45.6%	35.1%	58.8%	16.7%	59.1%	69.7%	54.5%	50.2%	31.5%	6.6%
British National Party (BNP)	2	8	6	9	7	8	9	4	1	0	3	6	1	2
	7.9%	23.2%	19.3%	18.9%	15.1%	16.8%	17.6%	30.8%	3.9%	2.5%	20.1%	25.1%	13.5%	37.9%
Some other party	6	6	3	9	7	8	7	4	3	2	1	2	3	0
	19.8%	16.9%	11.5%	17.4%	15.0%	18.4%	14.5%	31.0%	14.3%	16.0%	9.6%	10.0%	37.3%	3.8%

# Opinion Poll

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What do you think is the most important problem facing the country at the present time? BY Age + GENDER + SOCIAL GRADE + AREA

	Age			GENDER		SOCIAL GRADE		AREA						
	18-34	35-54	55+	Male	Female	ABC1	C2DE	London	South East	East	South West	Midlands	North	Wales
The Economy	311	411	414	536	599	699	415	153	260	111	172	286	57	96
	60.1%	65.4%	60.5%	60.3%	63.8%	66.6%	55.1%	67.5%	60.8%	61.3%	57.2%	64.8%	62.8%	59.8%
Government Spending	74	79	90	130	113	151	91	34	51	30	43	49	12	25
	14.2%	12.6%	13.2%	14.6%	12.0%	14.4%	12.1%	14.8%	11.9%	16.5%	14.3%	11.0%	13.1%	15.3%
Taxation	14	8	5	13	14	15	12	5	5	4	6	6	1	0
	2.8%	1.2%	0.7%	1.5%	1.5%	1.4%	1.6%	2.2%	1.2%	2.1%	1.9%	1.4%	1.5%	0.1%
Education	11	3	1	9	5	6	8	1	5	1	1	2	1	4
	2.1%	0.4%	0.1%	1.0%	0.6%	0.6%	1.1%	0.3%	1.1%	0.8%	0.3%	0.4%	1.0%	2.5%
The Health Service	4	6	7	10	7	11	6	1	3	1	5	7	0	0
	0.8%	1.0%	1.0%	1.1%	0.8%	1.1%	0.8%	0.4%	0.6%	0.6%	1.8%	1.6%	0.0%	0.2%
Crime	9	12	9	15	16	18	11	3	6	2	4	9	0	5
	1.7%	2.0%	1.3%	1.7%	1.7%	1.7%	1.5%	1.5%	1.4%	1.3%	1.2%	2.0%	0.4%	3.4%
Transport	2	0	0	1	1	1	1	2	0	0	0	0	0	0
	0.4%	0.0%	0.0%	0.1%	0.2%	0.1%	0.2%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Immigration	52	60	104	96	119	86	128	13	62	19	39	60	9	13
	10.0%	9.5%	15.2%	10.8%	12.7%	8.2%	16.9%	5.6%	14.5%	10.6%	13.0%	13.6%	10.3%	8.1%
The War in Afghanistan	7	14	16	23	14	11	27	5	16	1	6	5	3	2
	1.3%	2.3%	2.4%	2.6%	1.5%	1.0%	3.5%	2.1%	3.6%	0.6%	1.9%	1.2%	3.0%	1.2%
Housing	6	4	8	4	14	8	10	1	6	1	0	4	2	3
	1.1%	0.7%	1.2%	0.5%	1.5%	0.8%	1.4%	0.6%	1.5%	0.7%	0.0%	0.9%	2.6%	1.9%
Others	26	29	27	49	33	40	41	9	14	10	24	12	5	8
	5.0%	4.6%	4.0%	5.5%	3.5%	3.8%	5.5%	4.2%	3.2%	5.4%	8.0%	2.8%	5.3%	5.0%
There are no important problems	3	2	2	4	3	5	2	0	1	0	1	1	0	4
	0.6%	0.3%	0.3%	0.4%	0.4%	0.5%	0.3%	0.0%	0.2%	0.0%	0.4%	0.3%	0.0%	2.5%

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Which party is best able to handle this problem? BY Age + GENDER + SOCIAL GRADE + AREA

	Age			GENDER		SOCIAL GRADE		London	AREA			Wales	Scotland	
	18-34	35-54	55+	Male	Female	ABC1	C2DE		South East	East	South West			Midlands
Conservatives	130	218	304	305	347	411	228	101	181	66	120	126	24	34
	39.0%	47.1%	58.0%	45.3%	53.6%	53.3%	43.0%	58.3%	58.8%	50.6%	56.9%	39.2%	36.9%	30.5%
Labour	128	184	151	249	214	252	207	51	74	41	66	148	28	54
	38.2%	39.7%	28.9%	37.0%	33.0%	32.7%	39.1%	29.5%	24.1%	31.8%	31.2%	46.2%	43.0%	48.2%
Liberal Democrats	37	31	34	59	44	69	34	15	26	14	16	19	4	9
	11.2%	6.8%	6.5%	8.7%	6.8%	8.9%	6.4%	8.7%	8.3%	10.6%	7.7%	5.9%	6.4%	8.2%
Scottish National Party (SNP)	2	5	5	8	5	6	7	1	0	0	1	0	0	10
	0.7%	1.1%	1.0%	1.2%	0.7%	0.7%	1.3%	0.8%	0.0%	0.0%	0.3%	0.1%	0.0%	9.1%
Plaid Cymru	5	1	2	5	4	5	4	1	4	0	0	0	4	0
	1.5%	0.3%	0.5%	0.8%	0.6%	0.7%	0.7%	0.5%	1.3%	0.0%	0.0%	0.0%	6.0%	0.0%
Green Party	7	4	4	6	10	8	7	1	3	1	2	3	2	4
	2.2%	1.0%	0.8%	1.0%	1.5%	1.1%	1.3%	0.7%	0.9%	1.0%	1.0%	1.0%	2.5%	3.6%
Other party	25	18	23	41	25	20	44	3	20	8	6	25	3	0
	7.3%	4.0%	4.3%	6.1%	3.8%	2.6%	8.3%	1.5%	6.6%	6.1%	3.0%	7.7%	5.1%	0.4%

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