

Sample Size: 1680 GB Adults
Fieldwork: 1st - 2nd October 2015

	Vote in 2015					Gender		Age				Social Grade		Region					
	Total	Con	Lab	Lib Dem	UKIP	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
Weighted Sample	1680	571	470	118	202	815	865	200	425	575	480	958	722	215	546	360	413	146	
Unweighted Sample	1680	532	468	118	217	795	885	133	346	652	549	1066	614	204	572	379	364	161	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
	Mar 31-1 April	1 - 2 Oct																	
The middle class																			
Very close	21	18	22	18	20	15	20	17	26	20	17	15	19	17	16	17	20	22	12
Fairly close	49	54	64	47	63	48	56	52	49	48	53	63	56	51	53	57	53	52	53
TOTAL CLOSE	70	72	86	65	83	63	76	69	75	68	70	78	75	68	69	74	73	74	65
Not very close	12	15	8	22	8	20	15	16	9	16	18	15	14	17	18	13	12	17	23
Not close at all	4	4	2	7	3	7	4	5	1	4	6	4	3	6	3	4	5	5	6
TOTAL NOT CLOSE	16	19	10	29	11	27	19	21	10	20	24	19	17	23	21	17	17	22	29
Don't know	13	8	5	6	6	10	5	10	14	13	7	3	7	8	10	9	10	5	5
People with families																			
Very close	8	5	9	2	9	1	5	5	6	6	4	5	6	3	5	6	4	5	2
Fairly close	37	32	59	13	28	26	36	29	31	30	31	36	37	26	34	36	32	28	25
TOTAL CLOSE	45	37	68	15	37	27	41	34	37	36	35	41	43	29	39	42	36	33	27
Not very close	28	32	20	43	40	32	32	32	29	27	33	36	31	33	34	30	29	35	37
Not close at all	12	20	6	33	12	29	20	21	18	19	23	20	15	27	15	16	21	25	30
TOTAL NOT CLOSE	40	52	26	76	52	61	52	53	47	46	56	56	46	60	49	46	50	60	67
Don't know	15	11	6	9	12	13	8	13	16	18	9	4	11	10	13	11	13	7	7
Homeowners																			
Very close	21	13	19	11	14	10	16	11	16	15	12	12	16	10	20	14	11	13	10
Fairly close	45	47	60	41	50	38	49	45	41	41	46	55	49	44	48	52	46	42	44
TOTAL CLOSE	66	60	79	52	64	48	65	56	57	56	58	67	65	54	68	66	57	55	54
Not very close	14	21	11	29	20	26	19	23	17	19	23	22	19	24	16	17	21	27	28
Not close at all	5	7	3	9	5	13	8	6	5	6	10	6	5	10	6	6	11	7	8
TOTAL NOT CLOSE	19	28	14	38	25	39	27	29	22	25	33	28	24	34	22	23	32	34	36
Don't know	15	12	7	11	11	13	8	14	21	19	9	4	11	12	10	12	12	12	9
Women																			
Very close	5	3	6	1	1	3	4	2	2	3	3	4	3	3	4	3	4	3	0
Fairly close	29	30	57	9	20	26	35	24	23	28	29	35	32	26	30	33	32	25	26
TOTAL CLOSE	34	33	63	10	21	29	39	26	25	31	32	39	35	29	34	36	36	28	26
Not very close	31	36	24	48	52	38	34	38	44	31	35	39	37	35	31	36	34	41	36
Not close at all	15	15	3	27	12	18	13	17	10	14	18	14	12	20	17	13	13	16	25
TOTAL NOT CLOSE	46	51	27	75	64	56	47	55	54	45	53	53	49	55	48	49	47	57	61
Don't know	20	16	11	15	15	16	14	18	21	25	14	7	16	16	18	15	18	16	13
Older people																			
Very close	12	12	16	11	15	5	16	8	20	14	11	7	15	8	12	12	11	13	8
Fairly close	35	35	47	27	42	28	38	32	37	35	34	36	38	32	32	39	31	33	41
TOTAL CLOSE	47	47	63	38	57	33	54	40	57	49	45	43	53	40	44	51	42	46	49
Not very close	23	24	22	27	21	24	20	27	16	18	26	28	23	24	25	22	27	22	23
Not close at all	12	18	7	27	12	30	16	20	11	12	19	25	13	25	18	15	19	20	21
TOTAL NOT CLOSE	35	42	29	54	33	54	36	47	27	30	45	53	36	49	43	37	46	42	44
Don't know	17	11	8	9	10	13	9	14	16	21	9	4	11	12	13	12	12	11	7

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	Vote in 2015					Gender		Age				Social Grade		Region					
	Total	Con	Lab	Lib Dem	UKIP	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
Weighted Sample	1680	571	470	118	202	815	865	200	425	575	480	958	722	215	546	360	413	146	
Unweighted Sample	1680	532	468	118	217	795	885	133	346	652	549	1066	614	204	572	379	364	161	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
	Mar 31-April	1 - 2 Oct																	
Rich people																			
Very close	62	69	52	88	73	69	72	66	68	66	71	70	67	71	70	64	66	74	79
Fairly close	21	19	37	4	17	16	18	20	18	17	18	22	22	15	16	23	20	16	12
TOTAL CLOSE	83	88	89	92	90	85	90	86	86	83	89	92	89	86	86	87	86	90	91
Not very close	4	3	3	1	2	3	2	3	1	2	2	4	2	3	3	3	2	2	1
Not close at all	1	2	2	2	2	2	1	2	0	1	3	2	1	3	2	1	2	2	1
TOTAL NOT CLOSE	5	5	5	3	4	5	3	5	1	3	5	6	3	6	5	4	4	4	2
Don't know	12	8	6	5	6	10	6	9	12	14	6	3	7	9	9	9	10	6	5
Businessmen and the City																			
Very close	62	65	52	81	71	63	70	59	53	61	67	70	65	64	63	61	63	69	74
Fairly close	22	23	37	11	21	21	20	26	33	20	21	24	24	21	22	26	23	23	16
TOTAL CLOSE	84	88	89	92	92	84	90	85	86	81	88	94	89	85	85	87	86	92	90
Not very close	2	2	3	1	2	3	2	2	1	2	3	2	2	3	4	3	2	1	1
Not close at all	1	2	2	2	2	2	2	2	2	2	3	1	1	3	4	2	2	1	2
TOTAL NOT CLOSE	3	4	5	3	4	5	4	4	3	4	6	3	3	6	8	5	4	2	3
Don't know	13	8	5	5	4	10	5	10	11	15	6	3	7	9	8	8	10	6	7
Ordinary working people																			
Very close	3	6	1	1	1	3	3	2	3	3	3	3	3	2	3	3	2	3	0
Fairly close	22	48	2	13	15	24	20	15	21	20	28	24	18	23	27	23	18	10	
TOTAL CLOSE	25	54	3	14	16	27	23	17	24	23	31	27	20	26	30	25	21	10	
Not very close	28	31	23	44	30	29	27	30	27	28	28	30	26	32	29	28	25	30	
Not close at all	39	10	67	36	43	39	40	40	36	43	38	35	45	34	33	37	48	54	
TOTAL NOT CLOSE	67	41	90	80	73	68	67	70	63	71	66	65	71	66	62	65	73	84	
Don't know	8	6	6	6	11	6	10	12	13	7	4	8	8	9	8	10	6	7	

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	Vote in 2015					Gender		Age				Social Grade		Region				
	Total	Con	Lab	Lib Dem	UKIP	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample	1680	571	470	118	202	815	865	200	425	575	480	958	722	215	546	360	413	146
Unweighted Sample	1680	532	468	118	217	795	885	133	346	652	549	1066	614	204	572	379	364	161
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

		Mar 31-1 April	1 - 2 Oct																		
			Total	Con	Lab	Lib Dem	UKIP	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
Some people describe political parties as being close to particular groups in society. Thinking about the Labour party, we'd like you to say how close they are to the following groups in society?	Immigrants		17	19	24	10	11	39	23	16	19	16	19	23	19	20	22	20	19	20	11
		Fairly close	36	37	34	49	36	22	39	35	35	32	40	37	38	35	39	37	35	38	32
		TOTAL CLOSE	53	56	58	59	47	61	62	51	54	48	59	60	57	55	61	57	54	58	43
		Not very close	17	23	22	25	29	18	22	24	21	24	22	25	25	21	20	21	24	24	32
		Not close at all	7	6	7	2	4	6	5	6	6	5	6	6	5	6	6	6	6	3	9
	TOTAL NOT CLOSE	24	29	29	27	33	24	27	30	27	29	28	31	30	27	26	27	30	27	41	
	Don't know	22	15	12	13	20	14	11	20	19	22	13	10	14	17	12	16	16	15	16	
Benefit claimants		Very close	25	30	46	20	17	36	35	26	27	28	30	35	32	27	30	32	31	32	18
		Fairly close	35	39	31	52	52	29	40	39	42	33	40	42	40	38	39	39	38	39	45
		TOTAL CLOSE	60	69	77	72	69	65	75	65	69	61	70	77	72	65	69	71	69	71	63
		Not very close	15	14	10	16	14	17	11	16	9	12	16	14	13	15	13	13	12	15	17
		Not close at all	6	5	6	2	6	6	5	6	4	7	5	4	4	7	5	5	6	2	11
	TOTAL NOT CLOSE	21	19	16	18	20	23	16	22	13	19	21	18	17	22	18	18	18	17	28	
	Don't know	18	12	8	10	10	13	10	14	17	20	9	6	10	14	13	11	14	12	9	
The working class		Very close	25	27	22	42	28	12	30	24	25	26	28	28	28	26	31	26	28	26	24
		Fairly close	35	41	41	43	52	37	38	44	38	38	40	46	43	39	40	41	38	43	43
		TOTAL CLOSE	60	68	63	85	80	49	68	68	63	64	68	74	71	65	71	67	66	69	67
		Not very close	17	15	21	6	7	22	17	13	13	12	18	15	15	15	12	14	15	15	23
		Not close at all	8	7	9	2	5	18	8	7	10	8	7	6	6	9	5	7	8	9	5
	TOTAL NOT CLOSE	25	22	30	8	12	40	25	20	23	20	25	21	21	24	17	21	23	24	28	
	Don't know	15	10	7	7	10	10	8	11	14	16	8	4	9	11	11	11	12	8	6	
The trade unions		Very close	45	55	67	49	52	56	64	46	46	55	65	57	51	56	57	55	53	47	
		Fairly close	28	26	17	36	36	21	22	29	21	27	28	24	27	24	29	23	23	26	35
		TOTAL CLOSE	73	81	84	85	88	77	86	75	67	73	83	89	84	75	85	80	78	79	82
		Not very close	9	6	6	4	4	9	5	8	11	5	8	4	5	8	4	5	7	8	8
		Not close at all	3	2	2	1	1	4	2	2	1	3	2	2	2	3	2	2	3	2	2
	TOTAL NOT CLOSE	12	8	8	5	5	13	7	10	12	8	10	6	7	11	6	7	10	10	10	
	Don't know	16	11	8	10	7	10	8	15	21	19	7	5	9	14	9	12	13	11	8	

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Unweighted Sample	1680	532	468	118	217	795	885	133	346	652	549	1066	614	204	572	379	364	161
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	Mar 31-1 April	1 - 2 Oct																	
The middle class																			
Very close	5	3	3	5	3	1	3	3	6	2	3	2	2	5	3	3	2	4	2
Fairly close	29	31	17	48	38	23	32	30	35	35	29	28	29	33	33	29	27	33	41
TOTAL CLOSE	34	34	20	53	41	24	35	33	41	37	32	30	31	38	36	32	29	37	43
Not very close	31	40	47	34	42	45	40	40	36	30	45	45	42	37	37	40	42	40	39
Not close at all	17	14	24	5	5	19	17	12	7	12	14	19	17	11	15	16	15	14	7
TOTAL NOT CLOSE	48	54	71	39	47	64	57	52	43	42	59	64	59	48	52	56	57	54	46
Don't know	17	12	9	9	11	12	8	15	16	20	9	5	10	14	12	12	14	10	10
People with families																			
Very close	13	13	5	28	10	7	13	13	18	10	13	13	11	15	11	13	11	15	12
Fairly close	40	46	41	53	59	40	47	45	50	45	46	46	50	42	42	43	49	47	52
TOTAL CLOSE	53	59	46	81	69	47	60	58	68	55	59	59	61	57	53	56	60	62	64
Not very close	23	22	34	8	15	30	24	19	9	17	24	28	22	21	25	25	18	19	21
Not close at all	8	7	10	3	5	13	7	8	7	8	7	7	6	9	9	7	7	8	6
TOTAL NOT CLOSE	31	29	44	11	20	43	31	27	16	25	31	35	28	30	34	32	25	27	27
Don't know	17	12	11	8	10	11	9	15	16	20	10	5	11	13	12	13	14	10	9
Homeowners																			
Very close	3	3	1	9	4	2	4	3	7	3	2	4	3	4	3	3	3	5	3
Fairly close	29	33	18	54	41	18	31	35	39	34	34	29	33	34	25	34	34	35	37
TOTAL CLOSE	32	36	19	63	45	20	35	38	46	37	36	33	36	38	28	37	37	40	40
Not very close	31	35	44	21	36	43	37	32	24	25	39	43	36	33	38	34	32	34	39
Not close at all	15	14	26	3	6	24	17	12	10	12	14	19	16	13	20	15	15	13	7
TOTAL NOT CLOSE	46	49	70	24	42	67	54	44	34	37	53	62	52	46	58	49	47	47	46
Don't know	22	14	11	14	14	12	11	17	19	26	11	6	14	15	14	15	15	13	14
Women																			
Very close	9	8	3	18	8	5	11	5	12	7	8	9	7	10	10	8	9	7	8
Fairly close	35	40	30	52	44	37	43	36	47	33	43	38	41	37	38	40	37	41	45
TOTAL CLOSE	44	48	33	70	52	42	54	41	59	40	51	47	48	47	48	48	46	48	53
Not very close	25	27	39	13	27	33	25	29	14	25	26	35	27	26	27	27	26	27	29
Not close at all	9	8	14	3	5	11	7	9	5	8	8	9	8	8	8	8	11	7	6
TOTAL NOT CLOSE	34	35	53	16	32	44	32	38	19	33	34	44	35	34	35	35	37	34	35
Don't know	22	17	14	14	16	16	13	20	22	27	15	8	16	18	17	16	18	19	11
Older people																			
Very close	9	8	3	16	9	4	9	8	9	4	10	10	7	10	7	8	9	9	7
Fairly close	29	36	25	52	37	26	36	36	33	37	40	31	38	34	36	35	34	38	42
TOTAL CLOSE	38	44	28	68	46	30	45	44	42	41	50	41	45	44	43	43	43	47	49
Not very close	28	32	42	18	38	37	34	29	31	26	31	39	33	30	32	32	30	31	35
Not close at all	12	10	16	3	4	20	10	10	8	9	8	15	10	10	11	11	12	9	5
TOTAL NOT CLOSE	40	42	58	21	42	57	44	39	39	35	39	54	43	40	43	43	42	40	40
Don't know	21	14	13	11	12	13	11	17	19	25	11	6	13	15	14	14	15	13	11

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Unweighted Sample	1680	532	468	118	217	795	885	133	346	652	549	1066	614	204	572	379	364	161
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	Mar 31-1 April	1 - 2 Oct																	
Rich people																			
Very close	6	5	4	2	5	9	4	5	3	6	4	4	4	6	4	4	5	5	5
Fairly close	15	12	9	14	10	10	10	13	16	9	10	13	10	14	5	9	14	14	22
TOTAL CLOSE	21	17	13	16	15	19	14	18	19	15	14	17	14	20	9	13	19	19	27
Not very close	31	35	30	44	43	30	33	37	36	33	39	31	38	32	39	35	31	36	37
Not close at all	33	37	50	29	31	40	44	31	27	31	38	46	40	34	41	41	37	34	26
TOTAL NOT CLOSE	64	72	80	73	74	70	77	68	63	64	77	77	78	66	80	76	68	70	63
Don't know	15	12	8	10	11	11	9	14	18	21	8	5	9	15	12	11	14	12	10
Businessmen and the City																			
Very close	5	4	2	4	3	7	4	4	6	4	3	4	3	5	4	3	3	5	5
Fairly close	17	17	11	22	20	17	16	18	23	18	15	17	15	20	12	14	20	18	29
TOTAL CLOSE	22	21	13	26	23	24	20	22	29	22	18	21	18	25	16	17	23	23	34
Not very close	32	36	34	43	47	28	35	36	29	30	41	36	38	33	37	36	34	35	37
Not close at all	28	31	44	21	17	36	36	26	21	28	31	37	34	27	35	34	28	30	20
TOTAL NOT CLOSE	60	67	78	64	64	64	71	62	50	58	72	73	72	60	72	70	62	65	57
Don't know	17	13	10	10	13	12	9	16	21	20	10	6	11	15	12	13	14	13	9
Ordinary working people																			
Very close	19	8	37	24	7	19	19	26	17	18	20	19	19	20	19	22	18	16	
Fairly close	42	43	44	51	37	42	43	35	40	45	45	44	41	40	42	39	45	47	
TOTAL CLOSE	61	51	81	75	44	61	62	61	57	63	65	63	60	60	61	61	63	63	
Not very close	19	26	9	10	27	21	16	12	15	20	22	19	18	18	19	16	19	23	
Not close at all	9	13	2	4	19	10	9	13	9	8	9	8	11	9	9	10	9	7	
TOTAL NOT CLOSE	28	39	11	14	46	31	25	25	24	28	31	27	29	27	28	26	28	30	
Don't know	11	9	7	10	10	9	12	14	19	9	4	10	11	13	11	13	8	7	
Thinking about the Labour party, which of the following best reflects your view?																			
Used to reflect the views of ordinary working people, but no longer does	44	53	24	44	62	49	39	34	34	47	52	42	45	41	44	37	44	60	
Didn't used to reflect the views of ordinary working people, but is getting better at it	12	4	23	16	4	12	12	14	12	14	10	12	13	14	12	15	10	10	
Used to reflect the views of ordinary working people and still does	18	6	38	22	9	16	20	26	20	15	16	18	17	14	19	18	20	14	
Has never reflected the views of ordinary working people and still doesn't	10	22	1	5	11	12	9	6	10	9	13	11	9	10	11	14	8	4	
None of these	5	5	6	4	4	5	6	5	6	5	5	6	4	6	5	5	5	7	
Don't know	11	9	9	7	11	7	15	16	18	10	4	10	12	14	10	11	12	4	

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Unweighted Sample	1680	532	468	118	217	795	885	133	346	652	549	1066	614	204	572	379	364	161
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking about the Conservative party, which of the following best reflects your view?

Used to reflect the views of ordinary working people, but no longer does	4	5	3	4	4	3	5	2	2	5	6	3	5	5	4	4	4	3
Didn't used to reflect the views of ordinary working people, but is getting better at it	25	50	5	22	19	27	22	22	23	22	30	28	20	23	28	25	23	18
Used to reflect the views of ordinary working people and still does	8	19	3	4	4	9	8	6	6	8	10	9	7	9	12	8	5	4
Has never reflected the views of ordinary working people and still doesn't	50	14	83	59	60	52	48	50	47	54	48	46	55	49	44	46	56	65
None of these	4	6	2	4	4	4	5	8	4	4	3	4	4	3	4	5	4	3
Don't know	9	7	6	8	10	6	13	12	17	8	3	9	10	10	9	11	9	7

Which party do you think better reflects and understands the views of ordinary working people?

Labour	38	9	80	45	16	36	40	52	41	37	31	37	40	33	33	39	45	43
Conservatives	22	52	2	7	12	26	19	20	23	20	25	26	18	22	28	22	18	13
Neither of them	33	32	13	44	67	33	33	16	27	36	40	30	36	36	32	31	31	38
Don't know	7	7	4	3	5	5	9	11	9	7	4	7	7	9	7	8	5	7