

YouGov / Channel 5 Survey Results

Sample Size: 1392 GB Adults
Fieldwork: 5th - 6th November 2014

| | Westminster VI | | | | | 2010 Vote | | | Gender | | Age | | | | Social Grade | | Region | | | | | |
|--------------------------|----------------|-----|-----|---------|------|-----------|-----|---------|--------|--------|-------|-------|-------|-----|--------------|------|--------|---------------|------------------|-------|----------|---|
| | Total | Con | Lab | Lib Dem | UKIP | Con | Lab | Lib Dem | Male | Female | 18-24 | 25-39 | 40-59 | 60+ | ABC1 | C2DE | London | Rest of South | Midlands / Wales | North | Scotland | |
| Weighted Sample | 1392 | x | x | x | x | 421 | 360 | 283 | 675 | 717 | 166 | 352 | 476 | 398 | 793 | 599 | 178 | 452 | 298 | 342 | 121 | |
| Unweighted Sample | 1392 | 348 | 394 | 80 | 161 | 390 | 392 | 301 | 665 | 727 | 147 | 278 | 595 | 372 | 906 | 486 | 220 | 437 | 268 | 328 | 139 | |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |

Overall, do you think you have shopped more or less often at the following supermarkets in the past 12 months, or about the same amount?

| Supermarket | Response | Total | Con | Lab | Lib Dem | UKIP | Con | Lab | Lib Dem | Male | Female | 18-24 | 25-39 | 40-59 | 60+ | ABC1 | C2DE | London | Rest of South | Midlands / Wales | North | Scotland |
|-------------|-----------------------|-------|-----|-----|---------|------|-----|-----|---------|------|--------|-------|-------|-------|-----|------|------|--------|---------------|------------------|-------|----------|
| Aldi | More often | 27 | 23 | 35 | 25 | 19 | 22 | 31 | 27 | 27 | 26 | 23 | 26 | 28 | 28 | 27 | 27 | 11 | 23 | 32 | 34 | 29 |
| | Less often | 16 | 15 | 14 | 12 | 21 | 17 | 14 | 14 | 13 | 19 | 19 | 18 | 14 | 14 | 16 | 16 | 17 | 15 | 16 | 15 | 18 |
| | About the same amount | 45 | 51 | 40 | 55 | 39 | 48 | 43 | 48 | 47 | 43 | 46 | 47 | 45 | 42 | 47 | 42 | 53 | 46 | 45 | 41 | 38 |
| | Don't know | 13 | 12 | 10 | 8 | 21 | 14 | 12 | 11 | 13 | 13 | 13 | 9 | 13 | 17 | 10 | 16 | 20 | 15 | 7 | 10 | 15 |
| Asda | More often | 17 | 16 | 19 | 22 | 20 | 17 | 19 | 16 | 16 | 18 | 19 | 20 | 17 | 14 | 16 | 18 | 10 | 17 | 21 | 17 | 22 |
| | Less often | 26 | 24 | 29 | 14 | 30 | 25 | 27 | 25 | 25 | 27 | 24 | 23 | 27 | 27 | 25 | 27 | 26 | 24 | 25 | 27 | 34 |
| | About the same amount | 48 | 52 | 43 | 61 | 41 | 50 | 44 | 52 | 48 | 48 | 46 | 51 | 47 | 47 | 51 | 44 | 52 | 50 | 48 | 49 | 36 |
| | Don't know | 9 | 9 | 9 | 4 | 9 | 8 | 10 | 6 | 11 | 7 | 11 | 6 | 8 | 11 | 7 | 10 | 13 | 10 | 7 | 7 | 8 |
| Lidl | More often | 24 | 21 | 24 | 28 | 23 | 22 | 24 | 28 | 25 | 22 | 17 | 26 | 23 | 26 | 26 | 21 | 27 | 27 | 22 | 17 | 28 |
| | Less often | 17 | 17 | 19 | 9 | 18 | 18 | 17 | 13 | 14 | 20 | 17 | 15 | 17 | 19 | 17 | 17 | 11 | 16 | 16 | 20 | 21 |
| | About the same amount | 46 | 51 | 44 | 57 | 39 | 48 | 44 | 48 | 47 | 44 | 52 | 49 | 46 | 39 | 46 | 45 | 46 | 44 | 49 | 48 | 38 |
| | Don't know | 14 | 11 | 13 | 6 | 21 | 12 | 16 | 11 | 14 | 14 | 14 | 10 | 14 | 16 | 11 | 17 | 17 | 17 | 13 | 12 | 15 |
| Tesco | More often | 17 | 18 | 19 | 11 | 9 | 15 | 17 | 16 | 15 | 18 | 29 | 20 | 13 | 13 | 17 | 17 | 21 | 17 | 13 | 16 | 20 |
| | Less often | 37 | 39 | 39 | 29 | 46 | 42 | 39 | 35 | 37 | 38 | 21 | 31 | 41 | 46 | 36 | 39 | 31 | 38 | 41 | 38 | 35 |
| | About the same amount | 40 | 39 | 37 | 58 | 37 | 39 | 37 | 45 | 41 | 39 | 41 | 44 | 41 | 35 | 43 | 37 | 43 | 40 | 40 | 40 | 34 |
| | Don't know | 6 | 4 | 5 | 3 | 8 | 4 | 7 | 4 | 7 | 5 | 9 | 5 | 5 | 6 | 5 | 8 | 5 | 5 | 5 | 6 | 11 |
| Morrisons | More often | 16 | 12 | 17 | 14 | 21 | 16 | 17 | 15 | 15 | 18 | 15 | 17 | 16 | 17 | 17 | 15 | 16 | 17 | 15 | 17 | 19 |
| | Less often | 27 | 26 | 33 | 16 | 26 | 28 | 30 | 22 | 25 | 29 | 22 | 23 | 26 | 32 | 26 | 28 | 21 | 26 | 27 | 32 | 27 |
| | About the same amount | 46 | 53 | 40 | 65 | 40 | 46 | 40 | 53 | 48 | 44 | 53 | 50 | 48 | 37 | 49 | 42 | 51 | 46 | 48 | 43 | 42 |
| | Don't know | 11 | 10 | 10 | 5 | 14 | 10 | 12 | 10 | 12 | 10 | 10 | 9 | 10 | 13 | 8 | 14 | 13 | 12 | 10 | 9 | 12 |
| Sainsbury | More often | 17 | 22 | 18 | 17 | 14 | 18 | 16 | 18 | 17 | 18 | 30 | 18 | 14 | 15 | 21 | 13 | 22 | 20 | 16 | 15 | 10 |
| | Less often | 30 | 26 | 31 | 24 | 35 | 29 | 31 | 27 | 27 | 32 | 22 | 28 | 31 | 32 | 29 | 30 | 26 | 30 | 29 | 28 | 39 |
| | About the same amount | 43 | 46 | 39 | 58 | 40 | 44 | 41 | 47 | 44 | 42 | 37 | 46 | 46 | 40 | 43 | 43 | 47 | 40 | 47 | 45 | 34 |
| | Don't know | 10 | 7 | 12 | 1 | 12 | 8 | 12 | 7 | 11 | 9 | 11 | 9 | 8 | 12 | 7 | 14 | 5 | 10 | 8 | 12 | 17 |
| Waitrose | More often | 10 | 14 | 6 | 15 | 9 | 11 | 7 | 11 | 10 | 10 | 14 | 9 | 9 | 9 | 11 | 7 | 15 | 14 | 7 | 5 | 6 |
| | Less often | 23 | 20 | 27 | 17 | 24 | 21 | 27 | 18 | 21 | 26 | 22 | 19 | 25 | 26 | 23 | 23 | 26 | 24 | 21 | 22 | 25 |
| | About the same amount | 48 | 53 | 46 | 62 | 39 | 50 | 42 | 56 | 50 | 47 | 50 | 58 | 49 | 38 | 51 | 45 | 48 | 49 | 55 | 45 | 40 |
| | Don't know | 19 | 13 | 20 | 6 | 29 | 18 | 23 | 15 | 19 | 18 | 14 | 14 | 17 | 26 | 14 | 24 | 11 | 13 | 17 | 27 | 28 |

Fieldwork: 5th - 6th November 2014

| | Westminster VI | | | | | 2010 Vote | | | Gender | | Age | | | | Social Grade | | Region | | | | | |
|------------------------|----------------|-----|-----|---------|------|-----------|-----|---------|--------|--------|-------|-------|-------|-----|--------------|------|--------|---------------|------------------|-------|----------|---|
| | Total | Con | Lab | Lib Dem | UKIP | Con | Lab | Lib Dem | Male | Female | 18-24 | 25-39 | 40-59 | 60+ | ABC1 | C2DE | London | Rest of South | Midlands / Wales | North | Scotland | |
| Weighted Sample | 1392 | x | x | x | x | 421 | 360 | 283 | 675 | 717 | 166 | 352 | 476 | 398 | 793 | 599 | 178 | 452 | 298 | 342 | 121 | |
| Unweighted Sample | 1392 | 348 | 394 | 80 | 161 | 390 | 392 | 301 | 665 | 727 | 147 | 278 | 595 | 372 | 906 | 486 | 220 | 437 | 268 | 328 | 139 | |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |

Marks and Spencer Food

| | | | | | | | | | | | | | | | | | | | | | |
|-----------------------|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| More often | 11 | 16 | 8 | 12 | 7 | 14 | 11 | 9 | 11 | 11 | 14 | 12 | 10 | 11 | 13 | 9 | 13 | 8 | 12 | 12 | 16 |
| Less often | 27 | 26 | 28 | 21 | 31 | 27 | 28 | 26 | 24 | 30 | 20 | 23 | 29 | 31 | 28 | 26 | 31 | 26 | 23 | 29 | 29 |
| About the same amount | 50 | 52 | 50 | 64 | 41 | 50 | 48 | 54 | 51 | 50 | 54 | 54 | 51 | 44 | 52 | 48 | 50 | 55 | 53 | 44 | 39 |
| Don't know | 12 | 6 | 14 | 2 | 21 | 9 | 13 | 11 | 14 | 10 | 12 | 11 | 10 | 14 | 7 | 18 | 6 | 11 | 12 | 14 | 15 |

In which ONE of the following supermarkets do you do MOST of your food / grocery shopping?

| | | | | | | | | | | | | | | | | | | | | | |
|------------------------|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Tesco | 29 | 29 | 27 | 24 | 30 | 30 | 30 | 27 | 30 | 29 | 24 | 38 | 29 | 23 | 29 | 29 | 23 | 34 | 26 | 25 | 37 |
| Asda | 16 | 17 | 17 | 14 | 14 | 17 | 18 | 14 | 16 | 15 | 12 | 18 | 15 | 16 | 16 | 16 | 8 | 12 | 18 | 20 | 21 |
| Sainsbury | 16 | 19 | 17 | 23 | 10 | 16 | 15 | 19 | 16 | 17 | 18 | 14 | 16 | 18 | 18 | 14 | 35 | 19 | 12 | 11 | 8 |
| Morrisons | 13 | 9 | 16 | 15 | 14 | 9 | 15 | 12 | 13 | 13 | 10 | 10 | 15 | 14 | 13 | 13 | 10 | 8 | 13 | 20 | 15 |
| Aldi | 10 | 10 | 12 | 9 | 12 | 10 | 10 | 10 | 9 | 11 | 9 | 8 | 11 | 11 | 9 | 11 | 3 | 8 | 13 | 14 | 6 |
| Lidl | 5 | 5 | 4 | 9 | 8 | 7 | 5 | 4 | 6 | 5 | 4 | 4 | 7 | 6 | 5 | 6 | 6 | 7 | 6 | 3 | 6 |
| Waitrose | 3 | 7 | 3 | 3 | 2 | 5 | 1 | 5 | 3 | 4 | 6 | 2 | 3 | 4 | 4 | 2 | 8 | 5 | 2 | 1 | 0 |
| Marks and Spencer Food | 1 | 2 | 1 | 2 | 1 | 2 | 0 | 1 | 1 | 1 | 2 | 1 | 1 | 1 | 2 | 0 | 1 | 1 | 1 | 1 | 1 |
| None of these | 4 | 3 | 4 | 1 | 7 | 3 | 3 | 5 | 4 | 3 | 2 | 2 | 3 | 6 | 3 | 4 | 2 | 3 | 6 | 4 | 2 |
| Not applicable | 2 | 0 | 0 | 1 | 2 | 1 | 0 | 2 | 2 | 2 | 10 | 1 | 0 | 1 | 1 | 3 | 2 | 2 | 3 | 0 | 1 |
| Don't know | 1 | 0 | 1 | 0 | 0 | 1 | 1 | 1 | 2 | 1 | 3 | 2 | 0 | 0 | 1 | 2 | 2 | 1 | 1 | 1 | 2 |

In which ONE of the following supermarkets do you go to for MOST of your 'top-up'/additional shopping?

| | | | | | | | | | | | | | | | | | | | | | |
|------------------------|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Tesco | 23 | 25 | 22 | 31 | 22 | 23 | 21 | 26 | 25 | 21 | 22 | 28 | 24 | 20 | 21 | 26 | 22 | 25 | 24 | 20 | 28 |
| Sainsbury | 16 | 18 | 14 | 15 | 11 | 16 | 12 | 17 | 13 | 18 | 20 | 15 | 16 | 14 | 18 | 13 | 28 | 16 | 14 | 11 | 9 |
| Aldi | 10 | 7 | 14 | 5 | 11 | 7 | 12 | 9 | 10 | 9 | 6 | 9 | 9 | 12 | 8 | 12 | 2 | 7 | 12 | 15 | 8 |
| Morrisons | 10 | 7 | 10 | 6 | 16 | 12 | 11 | 9 | 11 | 9 | 7 | 8 | 12 | 9 | 10 | 10 | 5 | 8 | 11 | 14 | 7 |
| Asda | 9 | 7 | 12 | 10 | 9 | 8 | 13 | 8 | 10 | 9 | 7 | 12 | 11 | 7 | 9 | 9 | 4 | 7 | 9 | 15 | 11 |
| Lidl | 7 | 7 | 7 | 7 | 5 | 6 | 8 | 9 | 7 | 7 | 8 | 7 | 8 | 7 | 7 | 7 | 9 | 8 | 6 | 6 | 9 |
| Waitrose | 5 | 6 | 3 | 9 | 3 | 5 | 3 | 7 | 3 | 6 | 4 | 4 | 5 | 6 | 6 | 3 | 10 | 7 | 5 | 1 | 1 |
| Marks and Spencer Food | 4 | 8 | 4 | 1 | 3 | 7 | 5 | 1 | 4 | 5 | 5 | 3 | 3 | 7 | 6 | 3 | 7 | 4 | 5 | 3 | 5 |
| None of these | 11 | 11 | 9 | 12 | 16 | 13 | 8 | 12 | 11 | 11 | 8 | 8 | 10 | 16 | 11 | 11 | 8 | 13 | 9 | 10 | 14 |
| Not applicable | 3 | 2 | 3 | 3 | 1 | 2 | 3 | 2 | 4 | 3 | 11 | 2 | 2 | 3 | 3 | 4 | 2 | 4 | 3 | 4 | 4 |
| Don't know | 2 | 0 | 1 | 0 | 2 | 1 | 2 | 2 | 2 | 1 | 4 | 3 | 1 | 1 | 1 | 3 | 3 | 1 | 1 | 2 | 4 |