

# Political Attitudes

# Poll

12/10/2014

Prepared on behalf of the Mail on Sunday

**The**  **Mail**

ON SUNDAY

**Survation.**

# Methodology

## Fieldwork Dates

10<sup>th</sup> October 2014

## Data Collection Method

The survey was conducted via online panel. Invitations to complete surveys were sent out to members of the panel. Differential response rates from different demographic groups were taken into account.

## Population Sampled

All residents aged 18+ in Great Britain

## Sample Size

1,003

## Data Weighting

Data were weighted to the profile of all adults aged 18+. Data were weighted by age, sex, region, household income, education and past vote. Targets for the weighted data were derived from Office of National Statistics 2011 Census data and the results of the 2010 General Election.

## Margin of Error

Because only a sample of the full population was interviewed, all results are subject to margin of error, meaning that not all differences are statistically significant. For example, in a question where 50% (the worst case scenario as far as margin of error is concerned) gave a particular answer, with a sample of 1,017 it is 95% certain that the 'true' value will fall within the range of 3.1% from the sample result. Subsamples from the cross-breaks will be subject to higher margin of error, conclusions drawn from crossbreaks with very small sub-samples should be treated with caution.

## Voting Intention

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

Respondents were then asked who they would be most likely to vote for if that election were tomorrow, with the responses "Labour", "Conservative", "Liberal Democrat" and "UKIP" prompted in a randomising order, and other parties displayed if respondents selected "Another Party". For respondents in Scotland and Wales, "SNP" and "Plaid Cymru" respectively were included in the main prompt.

As an additional weighting step, respondents who replied "undecided" and "refused" were then removed from the sample. Undecided respondents were then re-inserted into the sample based on a factor of which party they voted for in the 2010 general election. Final published voting intention can therefore be found in the final table of each section.

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## Question presentation

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

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

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

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Table 11

Q7. If there was a UK General Election taking place tomorrow, how likely do you think you would be to vote on a scale of 0 to 10?

Base : All Respondents

	Total	Gender		Age			2010 Vote				GE Voting Intention				Region6						SEG			
		Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	London	Midlands	North	South	Scotland	Wales	AB	C1	C2	DE
Unweighted Total	1003	453	550	214	382	407	280	221	134	68	245	245	58	165	90	173	257	347	79	53	233	199	280	291
Weighted Total	1003	487	516	288	354	360	260	209	166	68	237	261	39	201	88	146	261	366	70	68	197	149	281	376
10 - Would definitely vote	629	342	287	137	222	271	206	167	110	59	165	167	32	161	57	92	160	216	55	49	133	81	189	226
	62.8%	70.3%	55.6%	47.4%	62.6%	75.2%	79.0%	80.0%	66.0%	86.7%	69.5%	63.7%	81.1%	79.8%	64.4%	62.7%	61.2%	59.1%	78.9%	71.7%	67.3%	54.7%	67.5%	60.0%
9	114	76	38	43	47	24	24	20	28	3	46	32	4	16	6	10	38	55	2	3	30	42	22	20
	11.4%	15.5%	7.4%	15.0%	13.1%	6.8%	9.0%	9.5%	17.1%	4.1%	19.5%	12.1%	9.5%	8.0%	6.5%	6.9%	14.6%	15.1%	3.4%	3.8%	15.4%	28.1%	7.7%	5.4%
8	61	20	41	22	21	18	10	8	11	1	17	15	1	7	3	12	10	24	9	1	7	7	14	33
	6.0%	4.1%	7.9%	7.5%	5.8%	5.0%	3.9%	3.6%	6.9%	2.0%	7.0%	5.8%	2.4%	3.4%	3.4%	7.9%	4.0%	6.6%	13.6%	1.1%	3.7%	4.6%	4.9%	8.7%
7	38	5	33	28	9	1	7	5	4	3	3	14	2	7	4	7	5	16	1	7	4	9	14	12
	3.8%	1.1%	6.4%	9.5%	2.6%	0.4%	2.6%	2.3%	2.3%	5.0%	1.2%	5.4%	6.0%	3.4%	4.1%	4.6%	2.1%	4.2%	0.8%	9.7%	2.2%	6.0%	4.8%	3.1%
6	12	6	7	8	4	-	-	3	-	-	1	6	*	4	1	5	1	5	-	*	-	1	4	8
	1.2%	1.2%	1.3%	2.8%	1.2%	-	-	1.7%	-	-	0.3%	2.4%	0.6%	1.8%	1.1%	3.4%	0.4%	1.3%	-	0.6%	-	0.6%	1.3%	2.0%
5	50	2	48	20	12	18	10	1	11	1	6	11	-	1	8	7	15	16	*	2	10	3	11	27
	5.0%	0.4%	9.3%	7.0%	3.4%	4.9%	3.7%	0.5%	6.5%	1.2%	2.6%	4.4%	-	0.6%	9.0%	4.9%	5.9%	4.3%	0.4%	3.4%	4.9%	1.7%	3.9%	7.1%
4	8	2	6	1	7	1	-	-	2	1	-	4	-	*	3	2	1	3	-	-	4	1	3	1
	0.8%	0.4%	1.2%	0.3%	1.9%	0.2%	-	-	1.2%	1.0%	-	1.6%	-	0.1%	3.0%	1.4%	0.4%	0.7%	-	-	1.9%	0.5%	1.0%	0.3%
3	16	5	11	10	1	5	-	1	-	-	-	8	-	2	-	2	8	6	-	-	1	1	11	4
	1.6%	1.0%	2.1%	3.5%	0.2%	1.3%	-	0.5%	-	-	-	2.9%	-	1.2%	-	1.4%	3.1%	1.5%	-	-	0.3%	0.6%	3.8%	1.0%
2	11	4	8	2	7	2	-	-	-	-	-	-	*	2	3	1	4	2	1	-	2	*	1	8
	1.1%	0.8%	1.5%	0.8%	1.9%	0.6%	-	-	-	-	-	-	0.5%	1.0%	3.0%	1.0%	1.7%	0.4%	1.4%	-	0.8%	0.3%	0.3%	2.2%
1	9	6	3	3	6	-	-	-	-	-	-	4	-	1	-	2	-	5	-	1	2	1	1	5
	0.9%	1.3%	0.5%	1.0%	1.7%	-	-	-	-	-	-	1.6%	-	0.7%	-	1.6%	-	1.5%	-	1.9%	0.9%	1.0%	0.4%	1.2%
0 - Would not vote	54	19	35	15	19	20	4	4	-	-	-	-	-	-	5	6	18	19	1	5	5	3	12	34
	5.4%	3.9%	6.8%	5.2%	5.5%	5.4%	1.7%	2.0%	-	-	-	-	-	-	5.5%	4.2%	6.8%	5.2%	1.5%	7.8%	2.5%	1.9%	4.4%	9.0%
SIGMA	1003	487	516	288	354	360	260	209	166	68	237	261	39	201	88	146	261	366	70	68	197	149	281	376
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

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**Table 12**  
**Q8. Weighted by normal weighting**  
**Q8. If there was a General Election taking place tomorrow, and there was a candidate from all political parties standing in your constituency, which party do you think you would vote for?**  
**Base : Respondents likely to vote**

	Total		Gender			Age			2010 Vote				GE Voting Intention				Region6						SEG			
			Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	London	Midlands	North	South	Scotland	Wales	AB	C1	C2	DE	
Unweighted Total	942		431	511	198	356	388	279	220	133	68	245	245	58	165	83	164	237	329	76	49	223	192	262	265	
Weighted Total	949		468	481	273	335	341	256	205	166	68	237	261	39	201	83	140	244	346	69	63	193	146	268	342	
Conservative	237		135	102	47	97	92	173	10	3	3	237	-	-	-	21	38	58	92	6	22	62	59	65	51	
	25.0%		28.7%	21.3%	17.3%	29.1%	27.1%	67.6%	4.9%	2.0%	3.7%	100.0%	-	-	-	25.2%	26.8%	23.7%	26.6%	8.9%	35.3%	32.3%	40.2%	24.3%	14.9%	
Labour	261		120	141	114	96	52	4	142	30	10	-	261	-	-	22	47	99	60	18	15	71	30	72	88	
	27.5%		25.7%	29.4%	41.7%	28.6%	15.2%	1.7%	69.6%	18.0%	14.8%	-	100.0%	-	-	27.0%	33.2%	40.5%	17.2%	25.6%	24.2%	36.7%	20.9%	26.9%	25.7%	
Liberal Democrat	39		15	25	17	9	13	2	7	24	*	-	-	39	-	9	2	10	13	3	2	13	7	8	12	
	4.2%		3.1%	5.2%	6.2%	2.7%	3.9%	0.9%	3.6%	14.5%	0.3%	-	-	100.0%	-	10.9%	1.5%	4.0%	3.8%	4.6%	3.2%	6.6%	4.9%	2.9%	3.5%	
Scottish National Party (SNP)	32		15	17	8	15	9	-	6	-	20	-	-	-	-	-	-	-	-	32	-	7	4	6	15	
	3.4%		3.2%	3.6%	2.9%	4.5%	2.7%	-	2.7%	-	29.8%	-	-	-	-	-	-	-	-	46.8%	-	3.7%	2.5%	2.4%	4.3%	
Plaid Cymru	3		*	2	2	-	*	-	-	-	3	-	-	-	-	-	-	-	-	-	3	-	*	2	-	
	0.3%		*	0.5%	0.8%	-	0.1%	-	-	-	3.8%	-	-	-	-	-	-	-	-	-	4.2%	-	0.1%	0.9%	-	
UK Independence Party (UKIP)	201		130	71	42	55	105	45	21	64	27	-	-	-	201	15	21	39	107	2	18	11	20	68	103	
	21.2%		27.8%	14.8%	15.3%	16.4%	30.7%	17.6%	10.5%	38.5%	40.2%	-	-	-	100.0%	18.2%	14.7%	16.0%	30.9%	2.6%	28.7%	5.5%	13.7%	25.2%	30.2%	
Another Party (Net)	17		6	11	4	7	6	2	1	5	4	-	-	-	-	3	2	2	9	2	-	5	5	4	3	
	1.8%		1.3%	2.3%	1.4%	2.2%	1.8%	0.7%	0.3%	2.8%	5.9%	-	-	-	-	3.4%	1.2%	0.9%	2.6%	2.6%	-	2.4%	3.6%	1.6%	0.9%	
Green	15		5	11	4	6	6	-	1	5	4	-	-	-	-	3	1	1	8	2	-	5	3	4	3	
	1.6%		1.0%	2.2%	1.4%	1.7%	1.7%	-	0.3%	2.8%	5.9%	-	-	-	-	3.4%	1.0%	0.6%	2.3%	2.6%	-	2.4%	2.3%	1.6%	0.9%	
If not listed please state in this box	2		1	1	-	2	*	2	-	-	-	-	-	-	-	-	*	1	1	-	-	-	2	-	*	
	0.2%		0.3%	0.1%	-	0.5%	0.1%	0.7%	-	-	-	-	-	-	-	-	0.2%	0.3%	0.3%	-	-	-	1.2%	-	0.1%	
Undecided	148		45	104	38	53	57	30	16	40	1	-	-	-	-	13	32	34	60	5	3	22	21	41	65	
	15.6%		9.6%	21.6%	14.0%	15.8%	16.8%	11.5%	7.8%	24.2%	1.5%	-	-	-	-	15.1%	22.6%	14.1%	17.2%	6.9%	4.4%	11.3%	14.2%	15.3%	19.0%	
Refuse	9		3	7	1	2	6	-	1	-	-	-	-	-	-	*	-	2	6	1	-	3	-	2	5	
	1.0%		0.6%	1.4%	0.4%	0.7%	1.8%	-	0.6%	-	-	-	-	-	-	0.3%	-	0.8%	1.6%	2.1%	-	1.4%	-	0.6%	1.5%	
SIGMA	949		468	481	273	335	341	256	205	166	68	237	261	39	201	83	140	244	346	69	63	193	146	268	342	
	100.0%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

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**Table 13**  
**Q8. Weighted by normal weighting and likelihood**  
**Q8. If there was a General Election taking place tomorrow, and there was a candidate from all political parties standing in your constituency, which party do you think you would vote for?**  
**Base : Respondents likely to vote**

	Total	Gender		Age			2010 Vote				GE Voting Intention				Region6						SEG			
		Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	London	Midlands	North	South	Scotland	Wales	AB	C1	C2	DE
Unweighted Total	942	431	511	198	356	388	279	220	133	68	245	245	58	165	83	164	237	329	76	49	223	192	262	265
Weighted Total	942	485	457	256	332	354	271	218	169	73	249	256	42	210	81	137	242	343	72	64	195	147	267	332
Conservative	249	143	105	50	101	99	184	11	3	3	249	-	-	-	22	40	62	95	6	24	68	60	69	52
	26.4%	29.6%	23.1%	19.3%	30.3%	27.9%	67.9%	5.1%	2.0%	3.6%	100.0%	-	-	-	27.0%	29.4%	25.5%	27.6%	9.0%	37.7%	34.8%	40.5%	26.0%	15.6%
Labour	256	123	133	105	95	56	4	152	30	11	-	256	-	-	23	45	96	56	18	16	69	31	70	86
	27.2%	25.4%	29.1%	40.8%	28.7%	15.8%	1.6%	69.8%	18.0%	15.3%	-	100.0%	-	-	28.2%	32.9%	39.7%	16.4%	25.5%	24.5%	35.2%	21.0%	26.1%	26.0%
Liberal Democrat	42	16	26	18	10	14	2	8	26	*	-	-	42	-	10	2	11	14	3	2	14	8	8	12
	4.5%	3.2%	5.7%	7.0%	2.9%	4.1%	0.9%	3.8%	15.1%	0.3%	-	-	100.0%	-	12.0%	1.5%	4.4%	4.1%	4.6%	3.5%	7.1%	5.2%	3.1%	3.6%
Scottish National Party (SNP)	35	16	19	8	16	10	-	6	-	22	-	-	-	-	-	-	-	-	35	-	8	4	7	16
	3.7%	3.3%	4.1%	3.2%	4.9%	2.8%	-	2.7%	-	30.6%	-	-	-	-	-	-	-	-	47.7%	-	3.9%	2.7%	2.7%	4.8%
Plaid Cymru	2	*	2	2	-	*	-	-	-	2	-	-	-	-	-	-	-	-	-	2	-	*	2	-
	0.2%	*	0.4%	0.7%	-	0.1%	-	-	-	3.0%	-	-	-	-	-	-	-	-	-	3.4%	-	0.1%	0.7%	-
UK Independence Party (UKIP)	210	136	73	41	59	110	49	22	70	29	-	-	-	210	15	21	42	112	2	18	12	19	70	109
	22.3%	28.1%	16.1%	16.1%	17.6%	31.1%	18.2%	10.3%	41.3%	40.3%	-	-	-	100.0%	18.4%	15.4%	17.2%	32.7%	2.7%	28.8%	5.9%	12.9%	26.3%	32.8%
<b>Another Party (Net)</b>	17	7	10	3	7	7	2	1	5	4	-	-	-	-	2	2	2	8	2	-	5	6	3	3
	1.8%	1.3%	2.2%	1.2%	2.1%	1.8%	0.7%	0.3%	3.0%	5.5%	-	-	-	-	2.9%	1.2%	0.9%	2.4%	2.8%	-	2.6%	3.8%	1.1%	0.8%
Green	15	5	9	3	5	6	-	1	5	4	-	-	-	-	2	2	2	7	2	-	5	4	3	3
	1.5%	1.1%	2.0%	1.2%	1.5%	1.8%	-	0.3%	3.0%	5.5%	-	-	-	-	2.9%	1.2%	0.6%	2.1%	2.8%	-	2.6%	2.5%	1.1%	0.8%
If not listed please state in this box	2	1	1	-	2	*	2	-	-	-	-	-	-	-	-	*	1	1	-	-	-	2	-	*
	0.2%	0.3%	0.2%	-	0.6%	*	0.7%	-	-	-	-	-	-	-	-	*	0.3%	0.4%	-	-	-	1.3%	-	*
Undecided	125	43	82	29	44	51	29	16	35	1	-	-	-	-	9	27	28	54	4	1	19	20	37	49
	13.3%	8.9%	17.9%	11.5%	13.3%	14.5%	10.6%	7.4%	20.5%	1.5%	-	-	-	-	11.3%	19.6%	11.5%	15.8%	5.6%	2.2%	9.6%	13.7%	13.9%	14.7%
Refuse	7	1	6	*	1	6	-	1	-	-	-	-	-	-	*	-	2	4	2	-	2	-	*	5
	0.8%	0.2%	1.4%	0.2%	0.2%	1.8%	-	0.6%	-	-	-	-	-	-	0.1%	-	0.8%	1.1%	2.2%	-	0.8%	-	0.2%	1.6%
SIGMA	942	485	457	256	332	354	271	218	169	73	249	256	42	210	81	137	242	343	72	64	195	147	267	332
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

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Table 14

Q8. Weighted by normal weighting, likelihood to vote and with undecided / refused removed

Q8. If there was a General Election taking place tomorrow, and there was a candidate from all political parties standing in your constituency, which party do you think you would vote for?

Base : Respondents likely to vote

	Total	Gender		Age			2010 Vote				GE Voting Intention				Region6						SEG			
		Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	London	Midlands	North	South	Scotland	Wales	AB	C1	C2	DE
Unweighted Total	771	376	395	159	281	331	255	197	105	65	245	245	58	165	67	136	193	266	68	40	187	160	212	212
Weighted Total	810	441	368	226	287	296	242	201	135	72	249	256	42	210	72	110	212	285	67	63	175	127	230	278
Conservative	249 30.7%	143 32.5%	105 28.6%	50 21.9%	101 35.0%	99 33.3%	184 76.0%	11 5.5%	3 2.6%	3 3.6%	249 100.0%	-	-	-	22 30.5%	40 36.6%	62 29.0%	95 33.2%	6 9.7%	24 38.5%	68 38.8%	60 46.9%	69 30.2%	52 18.7%
Labour	256 31.6%	123 27.9%	133 36.0%	105 46.2%	95 33.1%	56 18.9%	4 1.8%	152 75.9%	30 22.7%	11 15.5%	-	256 100.0%	-	-	23 31.8%	45 40.9%	96 45.3%	56 19.8%	18 27.6%	16 25.0%	69 39.3%	31 24.3%	70 30.3%	86 31.1%
Liberal Democrat	42 5.2%	16 3.6%	26 7.1%	18 7.9%	10 3.4%	14 4.9%	2 1.0%	8 4.1%	26 19.0%	* 0.3%	-	-	42 100.0%	-	10 13.6%	2 1.9%	11 5.0%	14 4.9%	3 5.0%	2 3.6%	14 8.0%	8 6.0%	8 3.6%	12 4.3%
Scottish National Party (SNP)	35 4.3%	16 3.6%	19 5.1%	8 3.7%	16 5.7%	10 3.4%	-	6 3.0%	-	22 31.0%	-	-	-	-	-	-	-	-	35 51.7%	-	8 4.3%	4 3.2%	7 3.1%	16 5.7%
Plaid Cymru	2 0.3%	* 0.3%	2 0.5%	2 0.8%	-	* 0.1%	-	-	-	2 3.0%	-	-	-	-	-	-	-	-	-	2 3.5%	-	* 0.2%	2 0.8%	-
UK Independence Party (UKIP)	210 25.9%	136 30.9%	73 19.9%	41 18.2%	59 20.4%	110 37.2%	49 20.4%	22 11.2%	70 52.0%	29 41.0%	-	-	-	210 100.0%	15 20.8%	21 19.2%	42 19.6%	112 39.3%	2 2.9%	18 29.4%	12 6.6%	19 15.0%	70 30.6%	109 39.2%
Another Party (Net)	17 2.0%	7 1.5%	10 2.7%	3 1.3%	7 2.4%	7 2.2%	2 0.8%	1 0.3%	5 3.8%	4 5.6%	-	-	-	-	2 3.3%	2 1.5%	2 1.1%	8 2.9%	2 3.0%	-	5 2.9%	6 4.4%	3 1.3%	3 1.0%
Green	15 1.8%	5 1.2%	9 2.5%	3 1.3%	5 1.7%	6 2.2%	-	1 0.3%	5 3.8%	4 5.6%	-	-	-	-	2 3.3%	2 1.5%	2 0.7%	7 2.5%	2 3.0%	-	5 2.9%	4 2.9%	3 1.3%	3 1.0%
If not listed please state in this box	2 0.3%	1 0.3%	1 0.2%	-	2 0.7%	* 0.1%	2 0.8%	-	-	-	-	-	-	-	-	* 0.3%	1 0.4%	1 0.4%	-	-	-	2 1.6%	-	* 0.1%
SIGMA	810 100.0%	441 100.0%	368 100.0%	226 100.0%	287 100.0%	296 100.0%	242 100.0%	201 100.0%	135 100.0%	72 100.0%	249 100.0%	256 100.0%	42 100.0%	210 100.0%	72 100.0%	110 100.0%	212 100.0%	285 100.0%	67 100.0%	63 100.0%	175 100.0%	127 100.0%	230 100.0%	278 100.0%

# Survation.

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Table 15

**Q8. Weighted by normal weighting, likelihood to vote, with undecided / refused removed and replaced with a 0.3 factor of 2010 vote**

**Q8. If there was a General Election taking place tomorrow, and there was a candidate from all political parties standing in your constituency, which party do you think you would vote for?**

**Base : Respondents likely to vote**

	Total	Gender		Age			2010 Vote				GE Voting Intention				Region6						SEG			
		Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	London	Midlands	North	South	Scotland	Wales	AB	C1	C2	DE
Unweighted Total	849	402	447	165	316	368	279	220	133	68	245	245	58	165	75	149	213	298	70	43	207	174	240	228
Weighted Total	899	483	417	244	321	335	269	222	158	77	266	274	45	225	79	125	233	319	74	67	192	141	257	309
Conservative	277 30.8%	158 32.7%	119 28.6%	54 22.1%	113 35.2%	110 32.9%	207 76.9%	12 5.3%	4 2.3%	3 3.6%	266 100.0%	-	-	-	23 29.5%	47 37.9%	67 28.8%	106 33.3%	7 9.4%	26 38.5%	74 38.5%	64 45.5%	80 31.0%	59 19.1%
Labour	281 31.2%	134 27.8%	147 35.3%	112 46.1%	103 32.1%	65 19.6%	5 1.7%	170 76.7%	33 20.6%	12 15.5%	-	274 100.0%	-	-	25 31.4%	49 39.0%	104 44.8%	62 19.5%	22 30.0%	17 25.0%	75 39.1%	33 23.5%	78 30.1%	95 30.8%
Liberal Democrat	59 6.6%	20 4.2%	39 9.4%	19 8.0%	17 5.3%	23 6.8%	3 1.0%	9 4.0%	42 26.3%	*	0.3%	-	-	45 100.0%	12 15.8%	4 3.5%	15 6.3%	22 6.8%	4 4.8%	2 3.7%	17 8.8%	13 9.1%	12 4.5%	18 5.8%
Scottish National Party (SNP)	37 4.1%	17 3.5%	20 4.8%	9 3.6%	17 5.4%	11 3.2%	-	6 2.9%	-	24 30.9%	-	-	-	-	-	-	-	-	37 50.0%	-	8 4.2%	4 3.0%	8 3.0%	17 5.5%
Plaid Cymru	2 0.3%	* *	2 0.5%	2 0.8%	-	* 0.1%	-	-	-	2 3.0%	-	-	-	-	-	-	-	-	-	2 3.4%	-	* 0.2%	2 0.8%	-
UK Independence Party (UKIP)	225 25.0%	146 30.3%	79 18.9%	44 18.1%	63 19.6%	118 35.3%	53 19.6%	24 10.8%	75 47.3%	32 41.0%	-	-	-	225 100.0%	16 20.1%	23 18.2%	45 19.1%	120 37.6%	2 2.8%	20 29.4%	12 6.5%	20 14.5%	75 29.3%	117 37.8%
<b>Another Party (Net)</b>	18 2.0%	7 1.5%	11 2.6%	3 1.3%	8 2.4%	7 2.1%	2 0.8%	1 0.3%	6 3.5%	4 5.8%	-	-	-	-	3 3.2%	2 1.4%	2 1.0%	9 2.8%	2 2.9%	-	6 3.0%	6 4.3%	3 1.3%	3 1.0%
Green	16 1.8%	6 1.2%	10 2.4%	3 1.3%	6 1.7%	7 2.1%	-	1 0.3%	6 3.5%	4 5.8%	-	-	-	-	3 3.2%	2 1.4%	2 0.7%	8 2.4%	2 2.9%	-	6 3.0%	4 2.8%	3 1.3%	3 1.0%
If not listed please state in this box	2 0.2%	1 0.3%	1 0.2%	-	2 0.7%	* *	2 0.8%	-	-	-	-	-	-	-	-	*	1 0.3%	1 0.4%	-	-	-	2 1.5%	-	* *
SIGMA	899 100.0%	483 100.0%	417 100.0%	244 100.0%	321 100.0%	335 100.0%	269 100.0%	222 100.0%	158 100.0%	77 100.0%	266 100.0%	274 100.0%	45 100.0%	225 100.0%	79 100.0%	125 100.0%	233 100.0%	319 100.0%	74 100.0%	67 100.0%	192 100.0%	141 100.0%	257 100.0%	309 100.0%



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Table 16

**Q9. In the last General Election 61% of people voted, while 39% of people did not vote. Thinking back to the General Election in May 2010, can you remember whether or not you voted in that specific election?**

**Base : All Respondents**

	Total	Gender		Age			2010 Vote				GE Voting Intention				Region6						SEG			
		Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	London	Midlands	North	South	Scotland	Wales	AB	C1	C2	DE
Unweighted Total	1003	453	550	214	382	407	280	221	134	68	245	245	58	165	90	173	257	347	79	53	233	199	280	291
Weighted Total	1003	487	516	288	354	360	260	209	166	68	237	261	39	201	88	146	261	366	70	68	197	149	281	376
I voted in the 2010 General Election	737 73.5%	388 79.6%	349 67.7%	150 52.0%	259 73.1%	328 91.1%	260 100.0%	209 100.0%	166 100.0%	68 100.0%	193 81.3%	187 71.4%	34 85.9%	165 81.7%	67 76.4%	112 76.7%	191 73.2%	259 70.8%	50 72.0%	57 84.4%	159 80.6%	97 65.1%	223 79.5%	258 68.6%
I did not vote in the 2010 General Election	222 22.1%	86 17.7%	136 26.3%	113 39.2%	80 22.6%	29 8.1%	- -	- -	- -	- -	40 17.0%	63 24.0%	5 12.2%	26 13.1%	20 22.6%	22 14.9%	54 20.7%	94 25.8%	19 26.8%	10 15.0%	38 19.0%	47 31.8%	55 19.4%	83 22.0%
Don't remember	44 4.4%	13 2.7%	31 6.0%	25 8.8%	15 4.3%	3 0.9%	- -	- -	- -	- -	4 1.7%	12 4.5%	1 1.9%	10 5.2%	1 1.0%	12 8.4%	16 6.1%	12 3.4%	1 1.2%	* 0.6%	1 0.4%	4 3.0%	3 1.1%	36 9.5%
SIGMA	1003 100.0%	487 100.0%	516 100.0%	288 100.0%	354 100.0%	360 100.0%	260 100.0%	209 100.0%	166 100.0%	68 100.0%	237 100.0%	261 100.0%	39 100.0%	201 100.0%	88 100.0%	146 100.0%	261 100.0%	366 100.0%	70 100.0%	68 100.0%	197 100.0%	149 100.0%	281 100.0%	376 100.0%

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Table 17

Q9B. Thinking back to the General Election in May 2010, can you recall which party you voted for in that election?

Base : Respondents voted in the 2010 General Election

	Total	Gender		Age			2010 Vote				GE Voting Intention				Region6						SEG			
		Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	London	Midlands	North	South	Scotland	Wales	AB	C1	C2	DE
Unweighted Total	737	362	375	109	269	359	280	221	134	68	215	186	50	134	66	126	192	255	58	40	187	154	213	183
Weighted Total	737	388	349	150	259	328	260	209	166	68	193	187	34	165	67	112	191	259	50	57	159	97	223	258
Conservative	260 35.3%	144 37.1%	116 33.3%	38 25.1%	88 33.8%	135 41.1%	260 100.0%	-	-	-	173 89.7%	4 2.3%	2 6.5%	45 27.3%	22 32.4%	52 46.2%	63 32.8%	97 37.7%	5 9.1%	22 37.9%	60 37.4%	36 37.2%	95 42.7%	69 26.9%
Labour	209 28.3%	99 25.6%	109 31.3%	55 37.0%	76 29.2%	78 23.7%	-	209 100.0%	-	-	10 5.2%	142 76.3%	7 22.0%	21 13.1%	27 39.9%	27 23.7%	84 44.2%	37 14.2%	17 34.3%	17 29.4%	45 28.2%	22 22.5%	59 26.5%	83 32.1%
Liberal Democrat	166 22.5%	91 23.4%	75 21.6%	38 25.3%	51 19.6%	77 23.5%	-	-	166 100.0%	-	3 1.7%	30 16.0%	24 71.0%	64 38.8%	12 18.0%	23 20.6%	29 15.1%	92 35.6%	2 3.6%	8 13.6%	41 25.8%	27 27.6%	45 20.1%	53 20.7%
UK Independence Party (UKIP)	22 3.1%	10 2.7%	12 3.5%	2 1.6%	10 3.9%	10 3.1%	-	-	-	22 33.0%	-	1 0.5%	* 0.5%	21 12.6%	4 6.0%	1 0.6%	1 0.7%	8 3.0%	1 1.2%	8 14.1%	1 0.6%	1 0.6%	7 3.3%	14 5.3%
Green	11 1.5%	2 0.5%	9 2.5%	2 1.5%	7 2.6%	2 0.5%	-	-	-	11 16.0%	-	3 1.7%	-	1 0.5%	-	2 1.5%	3 1.7%	2 0.8%	2 3.6%	2 3.9%	6 3.9%	1 0.7%	3 1.4%	1 0.3%
British National Party (BNP)	6 0.9%	6 1.5%	1 0.2%	-	6 2.1%	1 0.2%	-	-	-	6 9.3%	-	1 0.6%	-	5 3.2%	1 1.6%	3 2.5%	* 0.2%	2 0.8%	-	-	-	3 3.0%	3 1.5%	-
Scottish National Party (SNP)	28 3.7%	16 4.0%	12 3.4%	3 2.2%	18 7.0%	6 1.9%	-	-	-	28 40.4%	3 1.3%	5 2.5%	-	-	-	-	5 2.5%	2 0.7%	21 42.0%	-	3 1.8%	6 5.9%	3 1.2%	16 6.3%
Plaid Cymru	1 0.1%	* 0.1%	* 0.1%	-	-	1 0.2%	-	-	-	1 0.9%	-	-	-	* 0.1%	-	-	-	-	-	1 1.1%	-	* 0.4%	* 0.1%	-
Other	* *	- -	* 0.1%	-	-	* 0.1%	-	-	-	* 0.4%	-	-	-	* 0.2%	-	* 0.2%	-	-	-	-	-	* 0.3%	-	-
Don't Remember	17 2.3%	11 2.7%	6 1.8%	6 4.3%	3 1.4%	7 2.2%	-	-	-	-	1 0.5%	-	-	5 3.0%	1 1.8%	5 4.6%	3 1.4%	8 3.1%	-	-	1 0.7%	1 1.4%	4 1.6%	11 4.3%
Refuse	17 2.3%	9 2.3%	8 2.3%	5 3.1%	1 0.3%	12 3.5%	-	-	-	-	3 1.6%	-	-	2 1.3%	* 0.3%	* 0.1%	3 1.5%	11 4.2%	3 6.2%	-	3 1.6%	* 0.4%	3 1.5%	11 4.1%
SIGMA	737 100.0%	388 100.0%	349 100.0%	150 100.0%	259 100.0%	328 100.0%	260 100.0%	209 100.0%	166 100.0%	68 100.0%	193 100.0%	187 100.0%	34 100.0%	165 100.0%	67 100.0%	112 100.0%	191 100.0%	259 100.0%	50 100.0%	57 100.0%	159 100.0%	97 100.0%	223 100.0%	258 100.0%

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Table 18

Q10. Imagine that in your constituency all parties had an equal chance of winning the seat. Who would you vote for if this was the case?

Base : Respondents likely to vote

	Total	Gender		Age			2010 Vote				GE Voting Intention				Region6						SEG			
		Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	London	Midlands	North	South	Scotland	Wales	AB	C1	C2	DE
Unweighted Total	942	431	511	198	356	388	279	220	133	68	245	245	58	165	83	164	237	329	76	49	223	192	262	265
Weighted Total	949	468	481	273	335	341	256	205	166	68	237	261	39	201	83	140	244	346	69	63	193	146	268	342
Conservative	234 24.6%	128 27.4%	106 22.0%	42 15.2%	103 30.9%	89 26.0%	172 67.2%	5 2.3%	6 3.5%	3 3.7%	221 93.2%	1 0.3%	*	2 1.1%	23 27.5%	44 31.1%	53 21.6%	88 25.3%	6 8.9%	21 33.2%	59 30.5%	59 40.7%	71 26.4%	45 13.2%
Labour	256 26.9%	112 24.0%	143 29.8%	100 36.6%	94 28.0%	62 18.2%	3 1.3%	153 74.7%	23 13.9%	4 6.3%	3 1.2%	220 84.0%	10 24.4%	6 2.7%	30 36.5%	35 24.7%	89 36.5%	64 18.5%	24 35.4%	11 18.0%	69 35.6%	31 20.9%	64 23.8%	93 27.1%
Liberal Democrat	55 5.8%	23 5.0%	32 6.6%	31 11.5%	11 3.3%	13 3.8%	1 0.5%	1 0.6%	42 25.5%	*	1 0.2%	7 2.6%	25 64.3%	19 9.2%	6 7.2%	8 5.4%	14 5.7%	24 7.1%	3 4.6%	-	18 9.4%	8 5.2%	12 4.5%	17 5.0%
UKIP	193 20.3%	128 27.4%	64 13.3%	32 11.7%	56 16.6%	105 30.8%	50 19.6%	25 12.3%	53 32.0%	33 48.2%	2 1.0%	11 4.2%	1 2.7%	174 86.4%	12 14.1%	22 15.9%	40 16.2%	97 27.9%	2 2.3%	21 33.2%	4 1.9%	21 14.6%	69 25.7%	99 28.8%
Green	43 4.5%	16 3.3%	28 5.7%	24 8.7%	13 3.9%	7 1.9%	-	6 3.0%	7 4.3%	4 6.3%	-	20 7.5%	1 2.0%	1 0.3%	3 3.4%	7 4.6%	16 6.4%	14 4.0%	2 2.6%	2 3.3%	13 6.7%	4 3.0%	21 7.7%	5 1.5%
SNP	29 3.1%	15 3.2%	15 3.0%	8 2.9%	15 4.5%	6 1.8%	-	3 1.4%	-	20 29.8%	-	-	-	-	-	-	-	-	29 42.8%	-	7 3.7%	4 2.5%	4 1.4%	15 4.3%
Plaid Cymru	6 0.6%	2 0.5%	3 0.7%	3 1.2%	-	2 0.7%	1 0.4%	-	2 1.2%	3 3.8%	1 0.4%	-	2 5.1%	-	-	-	-	-	-	6 9.0%	3 1.6%	*	2 0.9%	-
Other	3 0.3%	3 0.6%	-	1 0.3%	1 0.4%	1 0.2%	1 0.4%	1 0.4%	-	-	-	1 0.3%	-	-	-	*	1 0.5%	1 0.3%	1 0.3%	-	-	2 1.5%	*	* 0.1%
Undecided	131 13.8%	41 8.7%	90 18.8%	33 12.0%	41 12.4%	57 16.7%	27 10.5%	11 5.3%	33 19.7%	1 1.5%	9 4.0%	3 1.0%	*	1 0.3%	9 11.3%	25 18.0%	32 13.1%	59 17.0%	2 3.1%	2 3.3%	20 10.5%	17 11.5%	26 9.5%	68 20.0%
SIGMA	949 100.0%	468 100.0%	481 100.0%	273 100.0%	335 100.0%	341 100.0%	256 100.0%	205 100.0%	166 100.0%	68 100.0%	237 100.0%	261 100.0%	39 100.0%	201 100.0%	83 100.0%	140 100.0%	244 100.0%	346 100.0%	69 100.0%	63 100.0%	193 100.0%	146 100.0%	268 100.0%	342 100.0%

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**Table 19**  
**Q11. Which of the following statements is closest to your view?**  
**Base : All Answering**

	Total	Gender		Age			2010 Vote				GE Voting Intention				Region6						SEG			
		Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	London	Midlands	North	South	Scotland	Wales	AB	C1	C2	DE
Unweighted Total	245	117	128	35	78	132	194	9	6	4	245	-	-	-	21	55	61	84	11	13	71	57	63	54
Weighted Total	237	135	102	47	97	92	173	10	3	3	237	-	-	-	21	38	58	92	6	22	62	59	65	51
A vote for UKIP will only lead the UK to a Labour victory in 2015	97 41.1%	65 47.9%	33 32.2%	15 31.4%	41 42.4%	41 44.8%	52 30.1%	7 72.9%	2 68.3%	2 70.2%	97 41.1%	-	-	-	2 10.4%	8 21.6%	31 54.4%	51 54.8%	2 27.0%	4 15.8%	19 30.6%	40 67.9%	21 32.0%	18 34.9%
A vote for UKIP will not necessarily lead the UK to a Labour victory in 2015	84 35.4%	55 40.8%	29 28.2%	23 48.1%	26 26.6%	35 38.1%	73 42.3%	1 6.0%	1 31.7%	-	84 35.4%	-	-	-	16 74.1%	17 45.1%	11 19.3%	19 21.1%	3 50.2%	18 79.7%	22 36.1%	15 25.5%	29 44.0%	18 34.8%
Don't know	56 23.5%	15 11.2%	41 39.7%	10 20.4%	30 31.1%	16 17.1%	48 27.6%	2 21.1%	-	1 29.8%	56 23.5%	-	-	-	3 15.5%	13 33.4%	15 26.3%	22 24.2%	1 22.7%	1 4.5%	21 33.4%	4 6.6%	16 24.0%	15 30.3%
SIGMA	237 100.0%	135 100.0%	102 100.0%	47 100.0%	97 100.0%	92 100.0%	173 100.0%	10 100.0%	3 100.0%	3 100.0%	237 100.0%	-	-	-	21 100.0%	38 100.0%	58 100.0%	92 100.0%	6 100.0%	22 100.0%	62 100.0%	59 100.0%	65 100.0%	51 100.0%

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Table 20

Q12. Should David Cameron try to forge an electoral pact with Nigel Farage and UKIP to stop a potential Labour government in 2015?

Base : All Answering

	Total	Gender		Age			2010 Vote				GE Voting Intention				Region6						SEG			
		Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	London	Midlands	North	South	Scotland	Wales	AB	C1	C2	DE
Unweighted Total	245	117	128	35	78	132	194	9	6	4	245	-	-	-	21	55	61	84	11	13	71	57	63	54
Weighted Total	237	135	102	47	97	92	173	10	3	3	237	-	-	-	21	38	58	92	6	22	62	59	65	51
Yes	96 40.4%	73 54.6%	22 21.7%	27 57.2%	47 48.5%	21 23.1%	56 32.5%	1 10.9%	2 58.9%	2 88.1%	96 40.4%	-	-	-	7 31.3%	7 17.9%	16 28.4%	48 52.2%	2 30.4%	16 72.0%	30 48.2%	38 64.3%	15 23.7%	13 24.5%
No	97 41.1%	49 36.7%	48 47.0%	15 32.0%	28 28.4%	55 59.2%	82 47.2%	7 68.0%	1 41.1%	-	97 41.1%	-	-	-	12 55.5%	21 55.3%	26 44.9%	33 35.3%	2 32.3%	5 20.4%	24 39.3%	9 16.1%	37 56.5%	27 52.6%
Don't Know	44 18.5%	12 8.7%	32 31.4%	5 10.8%	22 23.1%	16 17.6%	35 20.3%	2 21.1%	-	*	44 18.5%	-	-	-	3 13.1%	10 26.8%	15 26.8%	12 12.5%	2 37.3%	2 7.6%	8 12.5%	11 19.6%	13 19.8%	12 22.9%
SIGMA	237 100.0%	135 100.0%	102 100.0%	47 100.0%	97 100.0%	92 100.0%	173 100.0%	10 100.0%	3 100.0%	3 100.0%	237 100.0%	-	-	-	21 100.0%	38 100.0%	58 100.0%	92 100.0%	6 100.0%	22 100.0%	62 100.0%	59 100.0%	65 100.0%	51 100.0%

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Table 21

Q13. Should the Conservative Party form an election pact with UKIP whereby they would not stand against each other in some parliamentary seats?

Base : All Answering

	Total	Gender		Age			2010 Vote				GE Voting Intention				Region6						SEG			
		Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	London	Midlands	North	South	Scotland	Wales	AB	C1	C2	DE
Unweighted Total	245	117	128	35	78	132	194	9	6	4	245	-	-	-	21	55	61	84	11	13	71	57	63	54
Weighted Total	237	135	102	47	97	92	173	10	3	3	237	-	-	-	21	38	58	92	6	22	62	59	65	51
Yes	77	57	20	13	43	20	43	1	1	2	77	-	-	-	4	8	15	48	1	1	13	37	13	14
	32.4%	42.1%	19.7%	28.1%	44.5%	21.8%	24.8%	8.8%	31.7%	70.2%	32.4%	-	-	-	18.1%	21.0%	25.8%	52.1%	10.2%	6.6%	20.9%	63.1%	20.3%	26.6%
No	108	63	45	24	29	55	93	3	1	*	108	-	-	-	15	20	22	28	4	19	33	10	43	21
	45.6%	46.6%	44.1%	51.6%	29.5%	59.4%	54.0%	26.3%	41.1%	17.8%	45.6%	-	-	-	73.4%	53.2%	37.8%	30.8%	57.5%	84.2%	53.5%	17.8%	66.2%	41.3%
Don't Know	52	15	37	10	25	17	37	6	1	*	52	-	-	-	2	10	21	16	2	2	16	11	9	16
	22.1%	11.3%	36.2%	20.3%	26.0%	18.7%	21.2%	64.9%	27.2%	11.9%	22.1%	-	-	-	8.5%	25.8%	36.3%	17.1%	32.3%	9.1%	25.6%	19.1%	13.4%	32.1%
SIGMA	237	135	102	47	97	92	173	10	3	3	237	-	-	-	21	38	58	92	6	22	62	59	65	51
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	-	-	-	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

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**Table 22**  
**Q14. Which of the following statements is closest to your view?**  
**Base : All Respondents**

	Total	Gender		Age			2010 Vote				GE Voting Intention				Region6						SEG			
		Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	London	Midlands	North	South	Scotland	Wales	AB	C1	C2	DE
Unweighted Total	1003	453	550	214	382	407	280	221	134	68	245	245	58	165	90	173	257	347	79	53	233	199	280	291
Weighted Total	1003	487	516	288	354	360	260	209	166	68	237	261	39	201	88	146	261	366	70	68	197	149	281	376
Nigel Farage has the qualities needed to serve in the Cabinet	298 29.7%	184 37.8%	114 22.1%	70 24.1%	102 28.9%	126 35.0%	84 32.1%	60 28.7%	71 42.7%	34 49.7%	48 20.4%	47 18.1%	8 20.9%	167 82.9%	22 24.4%	41 27.9%	53 20.4%	145 39.6%	8 12.1%	27 40.5%	51 25.8%	32 21.5%	91 32.5%	124 33.0%
Nigel Farage does not have the qualities needed to serve in the Cabinet	409 40.7%	198 40.7%	210 40.8%	114 39.7%	152 43.0%	142 39.4%	128 49.3%	97 46.4%	53 31.9%	20 30.0%	155 65.6%	152 58.1%	17 42.9%	11 5.3%	34 38.4%	49 33.2%	129 49.2%	132 36.1%	38 55.3%	27 39.9%	98 49.8%	93 62.6%	127 45.1%	91 24.1%
Don't Know	297 29.6%	105 21.5%	192 37.1%	104 36.2%	100 28.2%	92 25.7%	48 18.6%	52 24.9%	42 25.4%	14 20.3%	33 13.9%	62 23.8%	14 36.2%	24 11.7%	33 37.1%	57 38.9%	79 30.4%	89 24.3%	23 32.6%	13 19.6%	48 24.4%	24 15.9%	63 22.5%	162 43.0%
SIGMA	1003 100.0%	487 100.0%	516 100.0%	288 100.0%	354 100.0%	360 100.0%	260 100.0%	209 100.0%	166 100.0%	68 100.0%	237 100.0%	261 100.0%	39 100.0%	201 100.0%	88 100.0%	146 100.0%	261 100.0%	366 100.0%	70 100.0%	68 100.0%	197 100.0%	149 100.0%	281 100.0%	376 100.0%

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**Table 23**  
**Q15. Which of the following statements is closest to your view?**  
**Base : All Respondents**

	Total	Gender		Age			2010 Vote				GE Voting Intention				Region6						SEG			
		Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	London	Midlands	North	South	Scotland	Wales	AB	C1	C2	DE
Unweighted Total	1003	453	550	214	382	407	280	221	134	68	245	245	58	165	90	173	257	347	79	53	233	199	280	291
Weighted Total	1003	487	516	288	354	360	260	209	166	68	237	261	39	201	88	146	261	366	70	68	197	149	281	376
Immigrants with HIV should be allowed to enter the UK	208 20.7%	113 23.2%	95 18.4%	101 35.1%	57 16.0%	50 13.9%	60 23.1%	46 21.9%	45 27.0%	6 9.0%	60 25.5%	84 32.1%	10 25.0%	19 9.4%	13 15.0%	29 19.7%	70 26.9%	71 19.3%	21 29.7%	4 6.0%	71 36.0%	38 25.3%	66 23.4%	34 8.9%
Immigrants with HIV should not be allowed to enter the UK	576 57.5%	282 57.8%	295 57.2%	116 40.3%	203 57.3%	257 71.4%	153 58.9%	126 60.3%	92 55.2%	55 81.2%	113 47.8%	128 48.8%	19 48.9%	167 82.8%	43 48.2%	79 54.0%	144 55.1%	214 58.4%	42 60.5%	53 78.5%	92 46.5%	61 41.0%	162 57.6%	262 69.6%
Don't Know	219 21.8%	93 19.0%	126 24.4%	71 24.6%	95 26.7%	53 14.7%	47 18.0%	37 17.8%	29 17.8%	7 9.8%	63 26.7%	50 19.1%	10 26.2%	16 7.8%	32 36.7%	38 26.2%	47 18.0%	81 22.3%	7 9.9%	11 15.5%	35 17.6%	50 33.6%	53 19.0%	81 21.4%
SIGMA	1003 100.0%	487 100.0%	516 100.0%	288 100.0%	354 100.0%	360 100.0%	260 100.0%	209 100.0%	166 100.0%	68 100.0%	237 100.0%	261 100.0%	39 100.0%	201 100.0%	88 100.0%	146 100.0%	261 100.0%	366 100.0%	70 100.0%	68 100.0%	197 100.0%	149 100.0%	281 100.0%	376 100.0%



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Table 24

**Q16. If the UK Independence Party had a role in a coalition government after the next General Election, which Ministerial role do you believe UKIP Leader Nigel Farage would be best suited to?**

**Base : All Respondents**

	Total	Gender		Age			2010 Vote				GE Voting Intention				Region6						SEG			
		Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	London	Midlands	North	South	Scotland	Wales	AB	C1	C2	DE
Unweighted Total	1003	453	550	214	382	407	280	221	134	68	245	245	58	165	90	173	257	347	79	53	233	199	280	291
Weighted Total	1003	487	516	288	354	360	260	209	166	68	237	261	39	201	88	146	261	366	70	68	197	149	281	376
Deputy Prime Minister	99	59	40	22	29	48	45	15	14	8	19	12	3	51	5	10	22	52	1	9	12	21	23	43
	9.9%	12.1%	7.8%	7.7%	8.2%	13.3%	17.4%	7.4%	8.3%	11.4%	8.0%	4.8%	7.3%	25.5%	5.3%	6.9%	8.6%	14.1%	1.9%	13.3%	6.3%	14.3%	8.1%	11.3%
Defence Secretary of State	14	8	6	8	5	2	1	6	2	-	5	5	1	*	5	1	1	5	1	-	7	4	2	2
	1.4%	1.6%	1.2%	2.6%	1.3%	0.5%	0.5%	2.9%	1.4%	-	2.0%	2.0%	3.7%	0.2%	5.8%	0.7%	0.3%	1.4%	2.0%	-	3.4%	2.7%	0.6%	0.4%
Minister of State for Europe	78	52	27	19	20	39	43	16	4	6	38	11	3	23	2	10	20	28	3	15	17	15	19	28
	7.8%	10.6%	5.2%	6.6%	5.8%	10.8%	16.5%	7.9%	2.3%	9.4%	16.1%	4.1%	7.5%	11.2%	1.8%	7.0%	7.8%	7.8%	4.2%	22.1%	8.7%	9.8%	6.7%	7.4%
Foreign Secretary of State	38	13	25	18	9	11	5	8	5	1	6	20	2	7	-	1	22	10	2	3	11	3	13	11
	3.8%	2.6%	4.9%	6.3%	2.5%	3.2%	2.0%	4.0%	3.1%	0.9%	2.6%	7.5%	4.6%	3.3%	-	0.8%	8.3%	2.8%	3.1%	4.3%	5.7%	2.1%	4.5%	3.0%
Health Secretary of State	30	28	2	14	5	10	3	9	4	1	3	11	3	11	7	7	7	2	2	4	7	*	6	16
	3.0%	5.8%	0.3%	5.0%	1.5%	2.8%	1.1%	4.2%	2.5%	2.2%	1.3%	4.0%	6.6%	5.4%	8.1%	4.9%	2.9%	0.6%	2.5%	5.9%	3.5%	0.1%	2.3%	4.3%
Education Secretary of State	23	8	15	20	1	2	1	7	9	-	3	10	1	9	3	3	1	13	1	2	9	3	8	3
	2.3%	1.6%	2.9%	6.8%	0.2%	0.7%	0.4%	3.3%	5.2%	-	1.3%	4.0%	1.8%	4.2%	3.1%	2.1%	0.3%	3.6%	0.8%	3.6%	4.5%	2.1%	2.8%	0.7%
Minister of State for Immigration	228	141	87	28	111	89	58	34	40	30	65	37	4	81	21	37	36	100	16	15	27	45	70	85
	22.7%	28.9%	16.9%	9.6%	31.3%	24.7%	22.1%	16.5%	24.3%	44.4%	27.4%	14.1%	8.9%	40.3%	23.8%	25.2%	13.9%	27.4%	22.3%	22.7%	13.5%	30.5%	25.1%	22.7%
Welfare and Pensions Secretary of State	36	8	27	14	12	10	3	11	6	4	5	18	*	7	4	4	12	7	6	2	6	6	16	8
	3.6%	1.7%	5.3%	4.7%	3.3%	2.8%	1.0%	5.3%	3.7%	5.4%	2.2%	6.8%	1.3%	3.7%	4.6%	2.8%	4.7%	1.9%	9.3%	2.4%	3.0%	3.8%	5.8%	2.0%
Don't know	457	171	286	147	162	148	101	101	82	18	93	138	23	12	42	73	139	147	37	17	101	51	124	181
	45.6%	35.1%	55.5%	50.8%	45.9%	41.1%	39.0%	48.5%	49.2%	26.5%	39.2%	52.7%	58.4%	6.2%	47.5%	49.7%	53.2%	40.3%	53.8%	25.6%	51.4%	34.5%	44.0%	48.1%
SIGMA	1003	487	516	288	354	360	260	209	166	68	237	261	39	201	88	146	261	366	70	68	197	149	281	376
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

# Survation.

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**Table 25**  
**Q17A. Would you or would you not trust David Cameron to...  
Improve the NHS**  
Base : All Respondents

	Total	Gender		Age			2010 Vote				GE Voting Intention				Region6						SEG			
		Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	London	Midlands	North	South	Scotland	Wales	AB	C1	C2	DE
Unweighted Total	1003	453	550	214	382	407	280	221	134	68	245	245	58	165	90	173	257	347	79	53	233	199	280	291
Weighted Total	1003	487	516	288	354	360	260	209	166	68	237	261	39	201	88	146	261	366	70	68	197	149	281	376
Would trust	336 33.5%	184 37.7%	152 29.4%	86 29.9%	132 37.1%	118 32.7%	166 63.8%	35 16.6%	37 22.3%	15 22.5%	184 77.6%	40 15.2%	18 45.3%	46 23.0%	46 52.2%	44 30.1%	68 25.9%	136 37.3%	14 19.9%	26 38.3%	73 36.9%	66 44.6%	111 39.6%	85 22.7%
Would not trust	477 47.5%	228 46.8%	249 48.2%	137 47.4%	161 45.5%	179 49.6%	48 18.3%	154 73.6%	86 52.0%	43 63.7%	12 5.0%	198 75.9%	13 31.9%	122 60.5%	24 27.8%	61 41.8%	139 53.2%	166 45.5%	49 70.7%	36 53.7%	80 40.7%	60 40.3%	125 44.6%	211 56.1%
Don't Know	191 19.0%	75 15.4%	116 22.4%	66 22.7%	61 17.4%	64 17.7%	46 17.9%	21 9.8%	43 25.7%	9 13.8%	41 17.4%	23 8.9%	9 22.8%	33 16.6%	18 20.0%	41 28.1%	55 20.9%	63 17.2%	7 9.4%	5 8.0%	44 22.4%	22 15.0%	44 15.8%	80 21.2%
SIGMA	1003 100.0%	487 100.0%	516 100.0%	288 100.0%	354 100.0%	360 100.0%	260 100.0%	209 100.0%	166 100.0%	68 100.0%	237 100.0%	261 100.0%	39 100.0%	201 100.0%	88 100.0%	146 100.0%	261 100.0%	366 100.0%	70 100.0%	68 100.0%	197 100.0%	149 100.0%	281 100.0%	376 100.0%

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**Table 26**  
**Q17B. Would you or would you not trust David Cameron to...**  
**Make you better off**  
**Base : All Respondents**

	Total	Gender		Age			2010 Vote				GE Voting Intention				Region6						SEG			
		Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	London	Midlands	North	South	Scotland	Wales	AB	C1	C2	DE
Unweighted Total	1003	453	550	214	382	407	280	221	134	68	245	245	58	165	90	173	257	347	79	53	233	199	280	291
Weighted Total	1003	487	516	288	354	360	260	209	166	68	237	261	39	201	88	146	261	366	70	68	197	149	281	376
Would trust	277 27.6%	173 35.5%	104 20.2%	83 28.9%	110 31.1%	83 23.2%	143 54.9%	29 14.1%	22 13.2%	9 13.5%	170 71.8%	32 12.4%	10 25.4%	27 13.5%	37 41.4%	33 22.8%	62 23.7%	115 31.3%	6 8.3%	25 36.2%	60 30.5%	59 39.6%	79 28.3%	78 20.9%
Would not trust	531 52.9%	250 51.2%	281 54.5%	142 49.1%	176 49.7%	213 59.2%	50 19.2%	161 76.9%	111 67.2%	53 78.1%	18 7.8%	198 75.8%	19 48.8%	145 72.1%	34 38.1%	78 53.2%	144 55.1%	182 49.8%	51 73.7%	41 59.8%	91 45.9%	67 45.2%	141 50.0%	233 61.8%
Don't Know	195 19.4%	65 13.2%	130 25.3%	64 22.0%	68 19.1%	64 17.7%	67 25.8%	19 9.0%	33 19.7%	6 8.4%	48 20.4%	31 11.8%	10 25.8%	29 14.4%	18 20.5%	35 24.0%	55 21.2%	69 18.8%	13 18.0%	3 4.0%	46 23.5%	23 15.2%	61 21.7%	65 17.3%
SIGMA	1003 100.0%	487 100.0%	516 100.0%	288 100.0%	354 100.0%	360 100.0%	260 100.0%	209 100.0%	166 100.0%	68 100.0%	237 100.0%	261 100.0%	39 100.0%	201 100.0%	88 100.0%	146 100.0%	261 100.0%	366 100.0%	70 100.0%	68 100.0%	197 100.0%	149 100.0%	281 100.0%	376 100.0%

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**Table 27**  
**Q17C. Would you or would you not trust David Cameron to...**  
**Negotiate for Britain against Russian leader Vladimir Putin**  
**Base : All Respondents**

	Total	Gender		Age			2010 Vote				GE Voting Intention				Region6						SEG			
		Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	London	Midlands	North	South	Scotland	Wales	AB	C1	C2	DE
Unweighted Total	1003	453	550	214	382	407	280	221	134	68	245	245	58	165	90	173	257	347	79	53	233	199	280	291
Weighted Total	1003	487	516	288	354	360	260	209	166	68	237	261	39	201	88	146	261	366	70	68	197	149	281	376
Would trust	329 32.8%	186 38.1%	143 27.8%	86 29.8%	149 42.0%	94 26.1%	139 53.5%	44 21.3%	44 26.5%	19 27.4%	153 64.7%	58 22.1%	15 37.3%	53 26.1%	42 47.2%	46 31.1%	56 21.4%	128 35.0%	28 39.6%	30 43.5%	69 35.0%	60 40.6%	127 45.3%	72 19.1%
Would not trust	411 41.0%	211 43.3%	201 38.9%	118 41.0%	125 35.2%	169 46.8%	49 18.7%	132 63.4%	79 47.9%	35 51.6%	20 8.5%	150 57.4%	9 22.8%	118 58.8%	30 33.6%	53 36.1%	114 43.6%	150 41.0%	30 43.0%	34 49.8%	68 34.5%	51 34.5%	112 39.9%	180 47.9%
Don't Know	263 26.2%	91 18.6%	172 33.3%	84 29.2%	81 22.8%	98 27.2%	72 27.8%	32 15.3%	42 25.6%	14 21.0%	63 26.8%	53 20.4%	16 39.9%	31 15.2%	17 19.1%	48 32.8%	92 35.0%	88 23.9%	12 17.5%	5 6.7%	60 30.5%	37 24.9%	42 14.8%	124 33.0%
SIGMA	1003 100.0%	487 100.0%	516 100.0%	288 100.0%	354 100.0%	360 100.0%	260 100.0%	209 100.0%	166 100.0%	68 100.0%	237 100.0%	261 100.0%	39 100.0%	201 100.0%	88 100.0%	146 100.0%	261 100.0%	366 100.0%	70 100.0%	68 100.0%	197 100.0%	149 100.0%	281 100.0%	376 100.0%

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**Table 28**  
**Q17D. Would you or would you not trust David Cameron to...**  
**Make sure children can read and write**  
**Base : All Respondents**

	Total	Gender		Age			2010 Vote				GE Voting Intention				Region6						SEG			
		Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	London	Midlands	North	South	Scotland	Wales	AB	C1	C2	DE
Unweighted Total	1003	453	550	214	382	407	280	221	134	68	245	245	58	165	90	173	257	347	79	53	233	199	280	291
Weighted Total	1003	487	516	288	354	360	260	209	166	68	237	261	39	201	88	146	261	366	70	68	197	149	281	376
Would trust	531	267	264	157	195	179	211	81	62	25	212	109	24	79	51	86	135	186	38	33	121	98	157	155
	52.9%	54.9%	51.1%	54.4%	55.1%	49.6%	81.2%	38.9%	37.5%	37.2%	89.6%	41.7%	60.1%	39.2%	58.1%	58.7%	51.5%	50.8%	54.8%	48.3%	61.5%	66.1%	55.8%	41.1%
Would not trust	305	156	150	79	102	125	18	104	71	31	3	121	7	97	20	37	86	112	21	29	44	33	78	150
	30.5%	32.0%	29.0%	27.3%	28.8%	34.6%	7.1%	49.9%	42.9%	45.1%	1.5%	46.4%	17.4%	48.0%	22.9%	25.3%	33.0%	30.6%	29.9%	43.3%	22.4%	22.1%	27.9%	39.9%
Don't Know	167	64	103	53	57	57	31	23	33	12	21	31	9	26	17	24	40	68	11	6	32	17	46	72
	16.6%	13.1%	19.9%	18.3%	16.1%	15.7%	11.7%	11.2%	19.6%	17.7%	9.0%	11.9%	22.6%	12.8%	19.0%	16.1%	15.5%	18.6%	15.3%	8.4%	16.1%	11.8%	16.3%	19.1%
SIGMA	1003	487	516	288	354	360	260	209	166	68	237	261	39	201	88	146	261	366	70	68	197	149	281	376
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

**Political Survey**  
Prepared on behalf of the Mail on Sunday

11 Oct 2014

**Table 29**  
**Q17E. Would you or would you not trust David Cameron to...**  
**Make decisions on war and peace**  
**Base : All Respondents**

	Total	Gender		Age			2010 Vote				GE Voting Intention				Region6						SEG			
		Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	London	Midlands	North	South	Scotland	Wales	AB	C1	C2	DE
Unweighted Total	1003	453	550	214	382	407	280	221	134	68	245	245	58	165	90	173	257	347	79	53	233	199	280	291
Weighted Total	1003	487	516	288	354	360	260	209	166	68	237	261	39	201	88	146	261	366	70	68	197	149	281	376
Would trust	425	232	193	119	167	139	177	50	54	24	194	75	15	63	49	67	92	152	32	33	89	85	131	120
	42.3%	47.5%	37.5%	41.2%	47.1%	38.6%	68.1%	23.7%	32.5%	34.9%	82.0%	28.8%	38.0%	31.3%	56.0%	45.5%	35.1%	41.6%	46.4%	48.3%	45.1%	56.9%	46.8%	31.8%
Would not trust	386	188	198	96	129	161	36	130	72	41	14	143	12	106	25	38	112	145	32	33	63	40	107	176
	38.5%	38.7%	38.3%	33.2%	36.5%	44.7%	14.0%	62.2%	43.1%	59.8%	6.0%	54.8%	31.7%	52.7%	28.4%	25.7%	43.0%	39.6%	45.4%	49.0%	31.9%	27.0%	38.0%	46.9%
Don't Know	192	67	125	74	58	60	47	29	40	4	28	43	12	32	14	42	57	69	6	2	45	24	43	80
	19.2%	13.8%	24.2%	25.6%	16.3%	16.7%	17.9%	14.1%	24.4%	5.3%	12.0%	16.4%	30.3%	16.0%	15.7%	28.8%	21.9%	18.8%	8.1%	2.7%	23.0%	16.0%	15.2%	21.3%
SIGMA	1003	487	516	288	354	360	260	209	166	68	237	261	39	201	88	146	261	366	70	68	197	149	281	376
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

**Political Survey**  
Prepared on behalf of the Mail on Sunday

11 Oct 2014

**Table 30**  
**Q18A. Would you or would you not trust Ed Miliband to...**  
**Negotiate for Britain against Russian leader Vladimir Putin**  
**Base : All Respondents**

	Total	Gender		Age			2010 Vote				GE Voting Intention				Region6						SEG			
		Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	London	Midlands	North	South	Scotland	Wales	AB	C1	C2	DE
Unweighted Total	1003	453	550	214	382	407	280	221	134	68	245	245	58	165	90	173	257	347	79	53	233	199	280	291
Weighted Total	1003	487	516	288	354	360	260	209	166	68	237	261	39	201	88	146	261	366	70	68	197	149	281	376
Would trust	225 22.4%	117 23.9%	108 21.0%	82 28.4%	89 25.2%	54 14.9%	20 7.7%	90 43.2%	29 17.2%	8 11.1%	46 19.4%	125 47.8%	7 16.5%	28 14.0%	21 24.1%	30 20.5%	68 26.1%	74 20.3%	15 21.4%	16 24.0%	41 21.0%	43 28.8%	65 23.2%	76 20.1%
Would not trust	517 51.6%	290 59.6%	227 43.9%	125 43.5%	156 44.2%	235 65.3%	194 74.8%	52 25.1%	102 61.6%	49 71.3%	146 61.8%	66 25.4%	21 53.0%	149 74.0%	45 51.4%	70 47.9%	109 41.6%	207 56.6%	37 53.4%	47 69.5%	102 51.5%	77 51.8%	162 57.6%	177 47.0%
Don't Know	261 26.0%	80 16.4%	181 35.0%	81 28.1%	109 30.6%	71 19.8%	46 17.5%	66 31.7%	35 21.2%	12 17.6%	45 18.8%	70 26.8%	12 30.5%	24 12.0%	22 24.5%	46 31.6%	85 32.3%	84 23.1%	18 25.2%	4 6.5%	54 27.5%	29 19.4%	54 19.2%	124 32.9%
SIGMA	1003 100.0%	487 100.0%	516 100.0%	288 100.0%	354 100.0%	360 100.0%	260 100.0%	209 100.0%	166 100.0%	68 100.0%	237 100.0%	261 100.0%	39 100.0%	201 100.0%	88 100.0%	146 100.0%	261 100.0%	366 100.0%	70 100.0%	68 100.0%	197 100.0%	149 100.0%	281 100.0%	376 100.0%

**Political Survey**  
Prepared on behalf of the Mail on Sunday

11 Oct 2014

**Table 31**  
**Q18B. Would you or would you not trust Ed Miliband to...**  
**Make you better off**  
**Base : All Respondents**

	Total	Gender		Age			2010 Vote				GE Voting Intention				Region6						SEG			
		Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	London	Midlands	North	South	Scotland	Wales	AB	C1	C2	DE
Unweighted Total	1003	453	550	214	382	407	280	221	134	68	245	245	58	165	90	173	257	347	79	53	233	199	280	291
Weighted Total	1003	487	516	288	354	360	260	209	166	68	237	261	39	201	88	146	261	366	70	68	197	149	281	376
Would trust	282 28.2%	152 31.2%	130 25.3%	112 38.7%	100 28.2%	71 19.7%	31 11.9%	126 60.5%	40 23.8%	14 21.0%	32 13.6%	168 64.3%	9 23.4%	33 16.5%	23 26.6%	34 22.9%	96 36.5%	77 21.0%	22 31.0%	31 46.3%	78 39.4%	25 16.9%	70 25.1%	109 29.0%
Would not trust	535 53.3%	283 58.2%	251 48.7%	112 38.7%	179 50.4%	244 67.8%	184 70.9%	48 22.9%	101 61.1%	46 67.5%	172 72.6%	62 23.9%	21 53.4%	150 74.6%	46 52.1%	66 45.1%	127 48.8%	223 61.0%	39 56.2%	32 47.0%	80 40.7%	103 69.2%	163 58.2%	188 50.0%
Don't Know	186 18.5%	51 10.6%	134 26.0%	65 22.6%	76 21.4%	45 12.5%	45 17.3%	35 16.7%	25 15.0%	8 11.5%	32 13.7%	31 11.8%	9 23.1%	18 8.9%	19 21.3%	47 32.0%	38 14.7%	66 18.0%	9 12.8%	5 6.7%	39 19.9%	21 13.9%	47 16.7%	79 21.0%
SIGMA	1003 100.0%	487 100.0%	516 100.0%	288 100.0%	354 100.0%	360 100.0%	260 100.0%	209 100.0%	166 100.0%	68 100.0%	237 100.0%	261 100.0%	39 100.0%	201 100.0%	88 100.0%	146 100.0%	261 100.0%	366 100.0%	70 100.0%	68 100.0%	197 100.0%	149 100.0%	281 100.0%	376 100.0%



**Political Survey**  
Prepared on behalf of the Mail on Sunday

11 Oct 2014

**Table 32**  
**Q18C. Would you or would you not trust Ed Miliband to...**  
**Make decisions on war and peace**  
**Base : All Respondents**

	Total	Gender		Age			2010 Vote				GE Voting Intention				Region6						SEG			
		Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	London	Midlands	North	South	Scotland	Wales	AB	C1	C2	DE
Unweighted Total	1003	453	550	214	382	407	280	221	134	68	245	245	58	165	90	173	257	347	79	53	233	199	280	291
Weighted Total	1003	487	516	288	354	360	260	209	166	68	237	261	39	201	88	146	261	366	70	68	197	149	281	376
Would trust	248 24.7%	120 24.6%	128 24.9%	95 32.9%	98 27.6%	56 15.5%	40 15.3%	100 48.0%	35 21.0%	14 20.6%	42 17.8%	138 52.8%	10 24.4%	27 13.5%	17 19.3%	31 21.1%	88 33.6%	59 16.2%	21 30.6%	31 46.0%	62 31.6%	29 19.9%	75 26.8%	81 21.6%
Would not trust	536 53.4%	288 59.1%	248 48.0%	111 38.4%	196 55.4%	229 63.4%	168 64.4%	67 32.0%	100 60.2%	46 66.9%	158 66.8%	80 30.6%	19 49.4%	149 73.8%	51 57.5%	61 41.6%	130 49.7%	222 60.8%	38 54.1%	33 48.6%	87 44.2%	102 68.9%	164 58.5%	182 48.3%
Don't Know	219 21.9%	79 16.3%	140 27.1%	83 28.8%	60 17.0%	76 21.1%	53 20.3%	42 20.0%	31 18.8%	9 12.5%	36 15.4%	43 16.6%	10 26.2%	25 12.6%	20 23.2%	55 37.3%	44 16.7%	84 23.0%	11 15.3%	4 5.4%	48 24.2%	17 11.3%	41 14.7%	113 30.1%
SIGMA	1003 100.0%	487 100.0%	516 100.0%	288 100.0%	354 100.0%	360 100.0%	260 100.0%	209 100.0%	166 100.0%	68 100.0%	237 100.0%	261 100.0%	39 100.0%	201 100.0%	88 100.0%	146 100.0%	261 100.0%	366 100.0%	70 100.0%	68 100.0%	197 100.0%	149 100.0%	281 100.0%	376 100.0%

**Political Survey**  
Prepared on behalf of the Mail on Sunday

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**Table 33**  
**Q18D. Would you or would you not trust Ed Miliband to...**  
**Make sure children can read and write**  
**Base : All Respondents**

	Total	Gender		Age			2010 Vote				GE Voting Intention				Region6						SEG			
		Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	London	Midlands	North	South	Scotland	Wales	AB	C1	C2	DE
Unweighted Total	1003	453	550	214	382	407	280	221	134	68	245	245	58	165	90	173	257	347	79	53	233	199	280	291
Weighted Total	1003	487	516	288	354	360	260	209	166	68	237	261	39	201	88	146	261	366	70	68	197	149	281	376
Would trust	436 43.5%	190 39.1%	246 47.7%	135 46.9%	158 44.6%	143 39.7%	86 33.1%	161 77.0%	71 42.7%	23 34.3%	67 28.3%	195 74.7%	20 49.9%	77 38.2%	38 43.2%	63 42.9%	133 50.9%	122 33.3%	39 55.9%	41 61.1%	103 52.1%	57 38.6%	129 45.8%	147 39.2%
Would not trust	399 39.8%	243 50.0%	156 30.2%	88 30.5%	142 40.2%	169 46.8%	133 51.0%	25 11.8%	73 43.8%	38 55.7%	136 57.5%	43 16.4%	11 29.0%	113 56.2%	34 39.0%	48 32.5%	90 34.4%	180 49.3%	24 33.8%	22 32.8%	60 30.5%	73 49.3%	118 41.9%	148 39.3%
Don't Know	168 16.7%	53 10.9%	114 22.2%	65 22.5%	54 15.2%	49 13.5%	41 15.9%	24 11.3%	22 13.5%	7 10.0%	34 14.2%	23 8.9%	8 21.2%	11 5.6%	16 17.9%	36 24.7%	38 14.7%	64 17.5%	7 10.3%	4 6.1%	34 17.3%	18 12.1%	34 12.3%	81 21.5%
SIGMA	1003 100.0%	487 100.0%	516 100.0%	288 100.0%	354 100.0%	360 100.0%	260 100.0%	209 100.0%	166 100.0%	68 100.0%	237 100.0%	261 100.0%	39 100.0%	201 100.0%	88 100.0%	146 100.0%	261 100.0%	366 100.0%	70 100.0%	68 100.0%	197 100.0%	149 100.0%	281 100.0%	376 100.0%

**Political Survey**  
Prepared on behalf of the Mail on Sunday

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**Table 34**  
**Q18E. Would you or would you not trust Ed Miliband to...**  
**Improve the NHS**  
**Base : All Respondents**

	Total	Gender		Age			2010 Vote				GE Voting Intention				Region6						SEG			
		Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	London	Midlands	North	South	Scotland	Wales	AB	C1	C2	DE
Unweighted Total	1003	453	550	214	382	407	280	221	134	68	245	245	58	165	90	173	257	347	79	53	233	199	280	291
Weighted Total	1003	487	516	288	354	360	260	209	166	68	237	261	39	201	88	146	261	366	70	68	197	149	281	376
Would trust	357 35.6%	173 35.5%	184 35.7%	120 41.7%	129 36.5%	107 29.8%	57 22.1%	146 69.9%	54 32.5%	20 29.1%	51 21.3%	192 73.6%	12 29.3%	59 29.3%	28 31.8%	44 30.2%	124 47.5%	96 26.1%	29 41.0%	36 53.4%	91 46.3%	39 26.0%	99 35.3%	128 34.0%
Would not trust	452 45.0%	267 54.7%	185 35.9%	96 33.3%	150 42.4%	206 57.1%	153 58.9%	42 20.0%	81 48.6%	40 58.3%	146 61.8%	38 14.7%	18 45.8%	129 63.8%	44 49.4%	52 35.6%	88 33.7%	207 56.7%	33 47.7%	28 40.6%	64 32.4%	86 58.0%	135 47.9%	167 44.4%
Don't Know	194 19.4%	48 9.8%	147 28.4%	72 25.0%	75 21.1%	47 13.1%	49 19.0%	21 10.1%	31 18.9%	9 12.6%	40 16.9%	31 11.7%	10 24.9%	14 6.9%	17 18.8%	50 34.2%	49 18.8%	63 17.2%	8 11.3%	4 5.9%	42 21.3%	24 16.0%	47 16.8%	81 21.6%
SIGMA	1003 100.0%	487 100.0%	516 100.0%	288 100.0%	354 100.0%	360 100.0%	260 100.0%	209 100.0%	166 100.0%	68 100.0%	237 100.0%	261 100.0%	39 100.0%	201 100.0%	88 100.0%	146 100.0%	261 100.0%	366 100.0%	70 100.0%	68 100.0%	197 100.0%	149 100.0%	281 100.0%	376 100.0%

**Political Survey**  
Prepared on behalf of the Mail on Sunday

11 Oct 2014

**Table 35**  
**Q19A. Would you or would you not trust Nick Clegg to...**  
**Negotiate for Britain against Russian leader Vladimir Putin**  
**Base : All Respondents**

	Total	Gender		Age			2010 Vote				GE Voting Intention				Region6						SEG			
		Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	London	Midlands	North	South	Scotland	Wales	AB	C1	C2	DE
Unweighted Total	1003	453	550	214	382	407	280	221	134	68	245	245	58	165	90	173	257	347	79	53	233	199	280	291
Weighted Total	1003	487	516	288	354	360	260	209	166	68	237	261	39	201	88	146	261	366	70	68	197	149	281	376
Would trust	141	74	67	55	53	33	45	36	25	7	48	41	11	25	13	19	42	34	9	24	48	19	35	39
	14.1%	15.2%	13.0%	19.2%	14.8%	9.2%	17.2%	17.3%	14.9%	9.8%	20.3%	15.9%	29.1%	12.6%	14.7%	12.9%	16.2%	9.3%	13.2%	34.8%	24.5%	12.7%	12.4%	10.3%
Would not trust	613	348	265	137	235	241	170	129	101	53	142	162	9	159	60	77	142	249	50	36	96	103	190	224
	61.1%	71.4%	51.4%	47.4%	66.4%	66.9%	65.5%	61.8%	60.8%	77.6%	60.0%	61.9%	23.0%	78.7%	67.7%	52.6%	54.2%	68.2%	71.1%	53.0%	48.7%	69.2%	67.8%	59.5%
Don't Know	249	65	183	96	67	86	45	44	40	9	47	58	19	17	15	50	77	82	11	8	53	27	56	114
	24.8%	13.4%	35.6%	33.4%	18.8%	23.9%	17.3%	20.9%	24.3%	12.6%	19.6%	22.3%	47.9%	8.6%	17.5%	34.4%	29.6%	22.5%	15.7%	12.2%	26.8%	18.0%	19.8%	30.2%
SIGMA	1003	487	516	288	354	360	260	209	166	68	237	261	39	201	88	146	261	366	70	68	197	149	281	376
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

**Political Survey**  
Prepared on behalf of the Mail on Sunday

11 Oct 2014

**Table 36**  
**Q19B. Would you or would you not trust Nick Clegg to...**  
**Make you better off**  
**Base : All Respondents**

	Total	Gender		Age			2010 Vote				GE Voting Intention				Region6						SEG			
		Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	London	Midlands	North	South	Scotland	Wales	AB	C1	C2	DE
Unweighted Total	1003	453	550	214	382	407	280	221	134	68	245	245	58	165	90	173	257	347	79	53	233	199	280	291
Weighted Total	1003	487	516	288	354	360	260	209	166	68	237	261	39	201	88	146	261	366	70	68	197	149	281	376
Would trust	156 15.5%	81 16.7%	75 14.5%	67 23.3%	57 16.0%	32 8.8%	44 16.7%	49 23.3%	36 21.4%	6 9.1%	47 19.7%	48 18.5%	14 36.2%	28 14.1%	19 21.6%	17 11.8%	33 12.7%	54 14.7%	8 11.4%	25 36.4%	55 28.0%	17 11.6%	48 17.3%	35 9.2%
Would not trust	622 62.0%	343 70.5%	279 54.0%	133 46.2%	216 60.9%	273 75.7%	154 59.2%	137 65.8%	95 57.1%	50 72.7%	143 60.5%	167 64.0%	15 38.7%	158 78.2%	54 61.8%	72 49.2%	172 65.8%	243 66.5%	47 67.4%	33 49.2%	92 46.8%	100 67.0%	172 61.2%	258 68.6%
Don't Know	225 22.5%	63 12.9%	163 31.5%	88 30.5%	82 23.1%	56 15.4%	63 24.1%	23 10.9%	36 21.4%	12 18.1%	47 19.8%	46 17.5%	10 25.0%	16 7.7%	15 16.6%	57 39.1%	56 21.5%	69 18.8%	15 21.2%	10 14.4%	50 25.1%	32 21.4%	61 21.6%	83 22.2%
SIGMA	1003 100.0%	487 100.0%	516 100.0%	288 100.0%	354 100.0%	360 100.0%	260 100.0%	209 100.0%	166 100.0%	68 100.0%	237 100.0%	261 100.0%	39 100.0%	201 100.0%	88 100.0%	146 100.0%	261 100.0%	366 100.0%	70 100.0%	68 100.0%	197 100.0%	149 100.0%	281 100.0%	376 100.0%

**Political Survey**  
Prepared on behalf of the Mail on Sunday

11 Oct 2014

**Table 37**  
**Q19C. Would you or would you not trust Nick Clegg to...**  
**Make decisions on war and peace**  
**Base : All Respondents**

	Total	Gender		Age			2010 Vote				GE Voting Intention				Region6						SEG			
		Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	London	Midlands	North	South	Scotland	Wales	AB	C1	C2	DE
Unweighted Total	1003	453	550	214	382	407	280	221	134	68	245	245	58	165	90	173	257	347	79	53	233	199	280	291
Weighted Total	1003	487	516	288	354	360	260	209	166	68	237	261	39	201	88	146	261	366	70	68	197	149	281	376
Would trust	140 14.0%	71 14.5%	69 13.5%	48 16.7%	57 16.2%	35 9.6%	31 12.0%	44 21.1%	34 20.2%	11 15.5%	32 13.7%	49 18.7%	18 45.1%	22 11.0%	19 21.2%	24 16.4%	39 15.1%	36 10.0%	10 13.9%	12 17.0%	34 17.4%	17 11.7%	41 14.5%	48 12.7%
Would not trust	614 61.2%	343 70.5%	271 52.5%	154 53.4%	213 60.0%	247 68.6%	172 66.2%	121 57.8%	97 58.7%	49 71.7%	165 69.8%	156 59.8%	10 24.7%	154 76.3%	54 61.7%	73 50.1%	152 58.2%	230 63.0%	52 74.6%	50 74.3%	111 56.2%	104 69.8%	184 65.5%	215 57.3%
Don't Know	249 24.8%	73 15.0%	176 34.1%	86 29.9%	84 23.8%	78 21.7%	57 21.8%	44 21.1%	35 21.0%	9 12.8%	39 16.5%	56 21.5%	12 30.2%	26 12.7%	15 17.1%	49 33.5%	70 26.7%	99 27.1%	8 11.5%	6 8.7%	52 26.4%	27 18.4%	56 20.0%	113 30.1%
SIGMA	1003 100.0%	487 100.0%	516 100.0%	288 100.0%	354 100.0%	360 100.0%	260 100.0%	209 100.0%	166 100.0%	68 100.0%	237 100.0%	261 100.0%	39 100.0%	201 100.0%	88 100.0%	146 100.0%	261 100.0%	366 100.0%	70 100.0%	68 100.0%	197 100.0%	149 100.0%	281 100.0%	376 100.0%

**Political Survey**  
Prepared on behalf of the Mail on Sunday

11 Oct 2014

**Table 38**  
**Q19D. Would you or would you not trust Nick Clegg to...**  
**Make sure children can read and write**  
**Base : All Respondents**

	Total	Gender		Age			2010 Vote				GE Voting Intention				Region6						SEG			
		Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	London	Midlands	North	South	Scotland	Wales	AB	C1	C2	DE
Unweighted Total	1003	453	550	214	382	407	280	221	134	68	245	245	58	165	90	173	257	347	79	53	233	199	280	291
Weighted Total	1003	487	516	288	354	360	260	209	166	68	237	261	39	201	88	146	261	366	70	68	197	149	281	376
Would trust	398 39.7%	192 39.4%	206 40.0%	124 43.0%	132 37.4%	142 39.3%	132 50.7%	97 46.5%	73 43.8%	26 37.7%	104 43.7%	121 46.3%	25 63.5%	74 36.8%	33 37.5%	68 46.3%	105 40.0%	135 37.0%	28 40.9%	29 42.4%	108 54.7%	53 35.9%	112 39.9%	125 33.2%
Would not trust	420 41.9%	248 50.9%	172 33.4%	94 32.6%	162 45.8%	164 45.5%	89 34.1%	86 41.1%	71 42.9%	37 54.0%	100 42.2%	103 39.3%	3 8.0%	117 58.2%	39 44.4%	40 27.5%	100 38.3%	176 48.1%	29 41.9%	35 51.0%	57 28.6%	77 51.6%	121 43.1%	166 44.2%
Don't Know	184 18.4%	47 9.7%	137 26.6%	70 24.4%	59 16.8%	55 15.2%	40 15.2%	26 12.3%	22 13.3%	6 8.3%	33 14.1%	38 14.4%	11 28.5%	10 5.0%	16 18.2%	38 26.2%	57 21.7%	55 15.0%	12 17.2%	4 6.6%	33 16.7%	19 12.5%	48 17.0%	85 22.6%
SIGMA	1003 100.0%	487 100.0%	516 100.0%	288 100.0%	354 100.0%	360 100.0%	260 100.0%	209 100.0%	166 100.0%	68 100.0%	237 100.0%	261 100.0%	39 100.0%	201 100.0%	88 100.0%	146 100.0%	261 100.0%	366 100.0%	70 100.0%	68 100.0%	197 100.0%	149 100.0%	281 100.0%	376 100.0%

**Political Survey**  
Prepared on behalf of the Mail on Sunday

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**Table 39**  
**Q19E. Would you or would you not trust Nick Clegg to...**  
**Improve the NHS**  
**Base : All Respondents**

	Total	Gender		Age			2010 Vote				GE Voting Intention				Region6						SEG			
		Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	London	Midlands	North	South	Scotland	Wales	AB	C1	C2	DE
Unweighted Total	1003	453	550	214	382	407	280	221	134	68	245	245	58	165	90	173	257	347	79	53	233	199	280	291
Weighted Total	1003	487	516	288	354	360	260	209	166	68	237	261	39	201	88	146	261	366	70	68	197	149	281	376
Would trust	255 25.4%	153 31.5%	102 19.7%	79 27.3%	100 28.1%	77 21.4%	84 32.3%	52 25.1%	57 34.4%	16 24.2%	78 33.1%	57 21.6%	25 63.7%	49 24.2%	18 20.9%	34 23.2%	66 25.4%	83 22.7%	20 29.0%	33 48.3%	72 36.5%	37 24.8%	61 21.6%	86 22.8%
Would not trust	549 54.7%	286 58.8%	263 50.9%	129 44.6%	193 54.4%	228 63.2%	136 52.4%	129 61.9%	82 49.2%	39 57.4%	124 52.3%	156 59.6%	4 10.0%	138 68.7%	54 61.0%	70 47.6%	135 51.5%	221 60.5%	39 55.7%	31 45.5%	87 44.0%	87 58.5%	168 59.9%	207 55.0%
Don't Know	199 19.8%	47 9.7%	152 29.4%	81 28.1%	62 17.5%	56 15.5%	40 15.3%	27 13.0%	27 16.5%	13 18.5%	35 14.7%	49 18.8%	10 26.3%	14 7.1%	16 18.1%	43 29.2%	60 23.1%	61 16.8%	11 15.3%	4 6.2%	38 19.5%	25 16.7%	52 18.5%	84 22.3%
SIGMA	1003 100.0%	487 100.0%	516 100.0%	288 100.0%	354 100.0%	360 100.0%	260 100.0%	209 100.0%	166 100.0%	68 100.0%	237 100.0%	261 100.0%	39 100.0%	201 100.0%	88 100.0%	146 100.0%	261 100.0%	366 100.0%	70 100.0%	68 100.0%	197 100.0%	149 100.0%	281 100.0%	376 100.0%



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**Table 40**  
**Q20A. Would you or would you not trust Nigel Farage to...**  
**Negotiate for Britain against Russian leader Vladimir Putin**  
**Base : All Respondents**

	Total	Gender		Age			2010 Vote				GE Voting Intention				Region6						SEG			
		Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	London	Midlands	North	South	Scotland	Wales	AB	C1	C2	DE
Unweighted Total	1003	453	550	214	382	407	280	221	134	68	245	245	58	165	90	173	257	347	79	53	233	199	280	291
Weighted Total	1003	487	516	288	354	360	260	209	166	68	237	261	39	201	88	146	261	366	70	68	197	149	281	376
Would trust	261 26.1%	177 36.4%	84 16.3%	37 13.0%	131 36.9%	93 25.9%	66 25.3%	44 21.0%	47 28.6%	40 59.0%	56 23.5%	41 15.6%	7 17.4%	128 63.6%	20 22.3%	32 21.9%	47 17.9%	113 31.0%	16 23.0%	33 48.7%	24 12.2%	56 37.7%	80 28.6%	101 26.8%
Would not trust	434 43.3%	192 39.3%	242 47.0%	138 47.9%	128 36.0%	168 46.6%	116 44.5%	109 52.3%	80 48.3%	18 27.1%	122 51.4%	154 58.8%	19 47.2%	36 17.8%	42 48.2%	66 45.2%	133 51.0%	144 39.4%	35 49.8%	12 17.3%	103 52.0%	68 45.8%	127 45.3%	136 36.1%
Don't Know	308 30.7%	118 24.3%	189 36.7%	113 39.1%	96 27.1%	99 27.5%	79 30.3%	56 26.7%	38 23.1%	9 13.8%	60 25.2%	67 25.5%	14 35.3%	37 18.6%	26 29.5%	48 32.9%	81 31.0%	108 29.6%	19 27.2%	23 34.0%	71 35.7%	24 16.5%	73 26.0%	139 37.1%
SIGMA	1003 100.0%	487 100.0%	516 100.0%	288 100.0%	354 100.0%	360 100.0%	260 100.0%	209 100.0%	166 100.0%	68 100.0%	237 100.0%	261 100.0%	39 100.0%	201 100.0%	88 100.0%	146 100.0%	261 100.0%	366 100.0%	70 100.0%	68 100.0%	197 100.0%	149 100.0%	281 100.0%	376 100.0%

**Political Survey**  
Prepared on behalf of the Mail on Sunday

11 Oct 2014

**Table 41**  
**Q20B. Would you or would you not trust Nigel Farage to...**  
**Make you better off**  
**Base : All Respondents**

	Total	Gender		Age			2010 Vote				GE Voting Intention				Region6						SEG			
		Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	London	Midlands	North	South	Scotland	Wales	AB	C1	C2	DE
Unweighted Total	1003	453	550	214	382	407	280	221	134	68	245	245	58	165	90	173	257	347	79	53	233	199	280	291
Weighted Total	1003	487	516	288	354	360	260	209	166	68	237	261	39	201	88	146	261	366	70	68	197	149	281	376
Would trust	221 22.0%	114 23.5%	106 20.6%	62 21.3%	86 24.2%	73 20.4%	37 14.2%	63 30.1%	52 31.3%	27 40.2%	25 10.5%	54 20.6%	7 17.0%	119 59.0%	25 28.4%	23 15.6%	53 20.3%	88 24.0%	4 5.3%	28 41.1%	38 19.5%	26 17.7%	62 22.2%	94 24.9%
Would not trust	471 46.9%	235 48.3%	235 45.6%	113 39.3%	173 48.8%	185 51.3%	129 49.5%	104 49.8%	70 42.3%	30 44.4%	145 61.4%	148 56.7%	22 54.9%	39 19.5%	43 48.5%	56 38.3%	127 48.8%	181 49.5%	49 70.0%	15 22.0%	87 43.8%	102 68.5%	131 46.7%	151 40.2%
Don't Know	312 31.1%	137 28.2%	174 33.8%	114 39.4%	96 27.0%	102 28.4%	94 36.3%	42 20.1%	44 26.4%	10 15.3%	67 28.1%	59 22.8%	11 28.2%	43 21.5%	20 23.1%	68 46.1%	81 30.9%	97 26.5%	17 24.7%	25 36.9%	72 36.7%	21 13.9%	87 31.1%	131 34.9%
SIGMA	1003 100.0%	487 100.0%	516 100.0%	288 100.0%	354 100.0%	360 100.0%	260 100.0%	209 100.0%	166 100.0%	68 100.0%	237 100.0%	261 100.0%	39 100.0%	201 100.0%	88 100.0%	146 100.0%	261 100.0%	366 100.0%	70 100.0%	68 100.0%	197 100.0%	149 100.0%	281 100.0%	376 100.0%

**Political Survey**  
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**Table 42**  
**Q20C. Would you or would you not trust Nigel Farage to...**  
**Make decisions on war and peace**  
**Base : All Respondents**

	Total	Gender		Age			2010 Vote				GE Voting Intention				Region6						SEG			
		Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	London	Midlands	North	South	Scotland	Wales	AB	C1	C2	DE
Unweighted Total	1003	453	550	214	382	407	280	221	134	68	245	245	58	165	90	173	257	347	79	53	233	199	280	291
Weighted Total	1003	487	516	288	354	360	260	209	166	68	237	261	39	201	88	146	261	366	70	68	197	149	281	376
Would trust	273 27.2%	178 36.6%	95 18.3%	61 21.0%	123 34.6%	90 24.9%	63 24.2%	40 19.0%	63 37.9%	36 53.4%	56 23.7%	40 15.4%	6 15.5%	141 70.1%	18 20.9%	30 20.5%	44 16.9%	137 37.4%	10 13.8%	33 49.2%	34 17.4%	48 32.1%	79 28.3%	111 29.6%
Would not trust	457 45.6%	205 42.0%	253 49.0%	123 42.5%	149 42.1%	186 51.5%	126 48.6%	121 57.8%	75 45.2%	25 37.3%	124 52.4%	165 63.1%	21 52.5%	30 15.1%	45 51.5%	75 51.3%	138 52.8%	145 39.6%	42 60.5%	12 17.4%	98 49.4%	84 56.6%	139 49.3%	137 36.4%
Don't Know	273 27.2%	104 21.4%	169 32.7%	105 36.5%	83 23.3%	85 23.5%	71 27.2%	48 23.1%	28 16.9%	6 9.3%	57 23.9%	56 21.5%	13 32.1%	30 14.9%	24 27.6%	41 28.2%	79 30.3%	84 22.9%	18 25.6%	23 33.4%	65 33.2%	17 11.3%	63 22.4%	128 33.9%
SIGMA	1003 100.0%	487 100.0%	516 100.0%	288 100.0%	354 100.0%	360 100.0%	260 100.0%	209 100.0%	166 100.0%	68 100.0%	237 100.0%	261 100.0%	39 100.0%	201 100.0%	88 100.0%	146 100.0%	261 100.0%	366 100.0%	70 100.0%	68 100.0%	197 100.0%	149 100.0%	281 100.0%	376 100.0%

**Political Survey**  
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**Table 43**  
**Q20D. Would you or would you not trust Nigel Farage to...**  
**Make sure children can read and write**  
**Base : All Respondents**

	Total	Gender		Age			2010 Vote				GE Voting Intention				Region6						SEG			
		Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	London	Midlands	North	South	Scotland	Wales	AB	C1	C2	DE
Unweighted Total	1003	453	550	214	382	407	280	221	134	68	245	245	58	165	90	173	257	347	79	53	233	199	280	291
Weighted Total	1003	487	516	288	354	360	260	209	166	68	237	261	39	201	88	146	261	366	70	68	197	149	281	376
Would trust	356 35.5%	192 39.4%	164 31.8%	88 30.6%	119 33.6%	149 41.2%	94 36.0%	68 32.3%	82 49.6%	36 52.2%	56 23.8%	72 27.6%	11 26.9%	154 76.4%	35 39.8%	62 42.1%	74 28.5%	137 37.4%	14 20.6%	33 48.4%	59 29.8%	39 26.5%	103 36.7%	154 41.0%
Would not trust	386 38.5%	204 41.8%	183 35.4%	107 37.0%	140 39.5%	140 38.8%	103 39.7%	91 43.5%	59 35.7%	20 30.0%	120 50.5%	132 50.3%	17 43.0%	24 11.8%	31 35.1%	45 30.7%	98 37.7%	147 40.3%	40 58.2%	23 33.8%	83 42.2%	75 50.7%	114 40.7%	114 30.2%
Don't Know	261 26.0%	92 18.8%	169 32.8%	94 32.5%	96 27.0%	72 19.9%	63 24.4%	50 24.1%	24 14.8%	12 17.8%	61 25.7%	58 22.1%	12 30.1%	24 11.8%	22 25.1%	40 27.2%	89 33.9%	82 22.3%	15 21.2%	12 17.8%	55 28.0%	34 22.8%	64 22.6%	108 28.8%
SIGMA	1003 100.0%	487 100.0%	516 100.0%	288 100.0%	354 100.0%	360 100.0%	260 100.0%	209 100.0%	166 100.0%	68 100.0%	237 100.0%	261 100.0%	39 100.0%	201 100.0%	88 100.0%	146 100.0%	261 100.0%	366 100.0%	70 100.0%	68 100.0%	197 100.0%	149 100.0%	281 100.0%	376 100.0%

**Political Survey**  
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**Table 44**  
**Q20E. Would you or would you not trust Nigel Farage to...**  
**Improve the NHS**  
**Base : All Respondents**

	Total	Gender		Age			2010 Vote				GE Voting Intention				Region6						SEG			
		Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	London	Midlands	North	South	Scotland	Wales	AB	C1	C2	DE
Unweighted Total	1003	453	550	214	382	407	280	221	134	68	245	245	58	165	90	173	257	347	79	53	233	199	280	291
Weighted Total	1003	487	516	288	354	360	260	209	166	68	237	261	39	201	88	146	261	366	70	68	197	149	281	376
Would trust	287	167	120	92	88	107	75	56	67	26	50	63	8	134	20	36	58	121	8	42	58	29	76	124
	28.6%	34.4%	23.2%	32.1%	24.9%	29.6%	28.9%	26.9%	40.4%	37.5%	21.0%	24.0%	20.6%	66.6%	23.0%	24.8%	22.3%	33.1%	12.1%	62.4%	29.3%	19.7%	27.1%	33.0%
Would not trust	443	220	223	111	165	168	110	105	59	29	130	148	19	37	43	44	134	163	44	13	91	84	128	140
	44.2%	45.2%	43.3%	38.5%	46.5%	46.5%	42.4%	50.3%	35.6%	42.3%	54.8%	56.8%	49.0%	18.5%	49.1%	30.3%	51.2%	44.7%	62.8%	19.8%	46.2%	56.5%	45.5%	37.3%
Don't Know	272	100	173	85	101	86	75	48	40	14	57	50	12	30	25	66	69	81	17	12	48	35	77	112
	27.2%	20.5%	33.5%	29.5%	28.6%	23.9%	28.6%	22.8%	24.0%	20.2%	24.2%	19.3%	30.3%	14.8%	27.9%	44.9%	26.5%	22.2%	25.1%	17.8%	24.5%	23.8%	27.4%	29.7%
SIGMA	1003	487	516	288	354	360	260	209	166	68	237	261	39	201	88	146	261	366	70	68	197	149	281	376
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

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**Table 45****Q21. In a forced choice, if you had to choose between the following candidates to be the Prime Minister, who would you choose?****Base : All Respondents**

	Total	Gender		Age			2010 Vote				GE Voting Intention				Region6						SEG			
		Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	London	Midlands	North	South	Scotland	Wales	AB	C1	C2	DE
Unweighted Total	1003	453	550	214	382	407	280	221	134	68	245	245	58	165	90	173	257	347	79	53	233	199	280	291
Weighted Total	1003	487	516	288	354	360	260	209	166	68	237	261	39	201	88	146	261	366	70	68	197	149	281	376
David Cameron	604	310	294	161	202	242	250	56	99	30	234	43	29	140	50	98	131	252	30	42	123	116	181	184
	60.3%	63.7%	57.0%	55.8%	56.9%	67.1%	96.1%	26.9%	59.7%	43.9%	98.7%	16.5%	73.2%	69.3%	57.0%	66.6%	50.1%	68.8%	43.3%	61.8%	62.5%	78.4%	64.4%	48.8%
Ed Miliband	399	177	222	128	152	118	10	153	67	38	3	218	11	62	38	49	130	114	39	26	74	32	100	192
	39.7%	36.3%	43.0%	44.2%	43.1%	32.9%	3.9%	73.1%	40.3%	56.1%	1.3%	83.5%	26.8%	30.7%	43.0%	33.4%	49.9%	31.2%	56.7%	38.2%	37.5%	21.6%	35.6%	51.2%
SIGMA	1003	487	516	288	354	360	260	209	166	68	237	261	39	201	88	146	261	366	70	68	197	149	281	376
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

**Political Survey**  
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Table 46

Q22. In a forced choice, if you had to choose between the following candidates to be the Prime Minister, who would you choose?

Base : All Respondents

	Total	Gender		Age			2010 Vote				GE Voting Intention				Region6						SEG			
		Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	London	Midlands	North	South	Scotland	Wales	AB	C1	C2	DE
Unweighted Total	1003	453	550	214	382	407	280	221	134	68	245	245	58	165	90	173	257	347	79	53	233	199	280	291
Weighted Total	1003	487	516	288	354	360	260	209	166	68	237	261	39	201	88	146	261	366	70	68	197	149	281	376
David Cameron	661	323	338	191	216	253	243	89	84	32	229	115	12	135	57	101	147	265	47	41	134	111	203	213
	65.9%	66.3%	65.5%	66.3%	61.1%	70.3%	93.2%	42.5%	50.8%	46.4%	96.7%	43.9%	29.3%	67.2%	64.2%	69.2%	56.1%	72.5%	68.2%	60.3%	68.0%	74.9%	72.2%	56.5%
Nick Clegg	342	164	178	97	138	107	18	120	82	37	8	147	28	66	32	45	115	100	22	27	63	37	78	164
	34.1%	33.7%	34.5%	33.7%	38.9%	29.7%	6.8%	57.5%	49.2%	53.6%	3.3%	56.1%	70.7%	32.8%	35.8%	30.8%	43.9%	27.5%	31.8%	39.7%	32.0%	25.1%	27.8%	43.5%
SIGMA	1003	487	516	288	354	360	260	209	166	68	237	261	39	201	88	146	261	366	70	68	197	149	281	376
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

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Table 47

Q23. In a forced choice, if you had to choose between the following candidates to be the Prime Minister, who would you choose?

Base : All Respondents

	Total	Gender		Age			2010 Vote				GE Voting Intention				Region6						SEG			
		Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	London	Midlands	North	South	Scotland	Wales	AB	C1	C2	DE
Unweighted Total	1003	453	550	214	382	407	280	221	134	68	245	245	58	165	90	173	257	347	79	53	233	199	280	291
Weighted Total	1003	487	516	288	354	360	260	209	166	68	237	261	39	201	88	146	261	366	70	68	197	149	281	376
Ed Miliband	522	249	273	161	191	170	57	171	84	37	75	216	13	89	40	76	147	191	41	25	116	68	119	219
	52.1%	51.1%	53.0%	55.9%	54.0%	47.1%	21.8%	81.8%	50.6%	54.8%	31.5%	82.7%	31.9%	44.1%	45.3%	51.7%	56.3%	52.3%	59.6%	36.4%	58.7%	46.1%	42.4%	58.2%
Nick Clegg	481	238	242	127	163	191	203	38	82	31	162	45	27	113	48	71	114	174	28	43	82	80	162	157
	47.9%	48.9%	47.0%	44.1%	46.0%	52.9%	78.2%	18.2%	49.4%	45.2%	68.5%	17.3%	68.1%	55.9%	54.7%	48.3%	43.7%	47.7%	40.4%	63.6%	41.3%	53.9%	57.6%	41.8%
SIGMA	1003	487	516	288	354	360	260	209	166	68	237	261	39	201	88	146	261	366	70	68	197	149	281	376
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%



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**Table 48****Q24. In a forced choice, if you had to choose between the following candidates to be the Prime Minister, who would you choose?****Base : All Respondents**

	Total	Gender		Age			2010 Vote				GE Voting Intention				Region6						SEG			
		Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	London	Midlands	North	South	Scotland	Wales	AB	C1	C2	DE
Unweighted Total	1003	453	550	214	382	407	280	221	134	68	245	245	58	165	90	173	257	347	79	53	233	199	280	291
Weighted Total	1003	487	516	288	354	360	260	209	166	68	237	261	39	201	88	146	261	366	70	68	197	149	281	376
David Cameron	668	301	367	210	242	216	218	118	81	34	233	167	34	42	69	103	179	225	56	33	167	120	188	194
	66.6%	61.9%	71.1%	73.0%	68.2%	60.0%	83.8%	56.6%	49.1%	50.4%	98.4%	63.7%	85.5%	20.9%	78.0%	70.5%	68.7%	61.6%	80.2%	48.3%	84.5%	80.6%	66.8%	51.5%
Nigel Farage	335	186	149	78	113	144	42	91	85	34	4	95	6	159	19	43	82	140	14	35	31	29	93	182
	33.4%	38.1%	28.9%	27.0%	31.8%	40.0%	16.2%	43.4%	50.9%	49.6%	1.6%	36.3%	14.5%	79.1%	22.0%	29.5%	31.3%	38.4%	19.8%	51.7%	15.5%	19.4%	33.2%	48.5%
SIGMA	1003	487	516	288	354	360	260	209	166	68	237	261	39	201	88	146	261	366	70	68	197	149	281	376
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

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**Table 49****Q25. In a forced choice, if you had to choose between the following candidates to be the Prime Minister, who would you choose?****Base : All Respondents**

	Total	Gender		Age			2010 Vote				GE Voting Intention				Region6						SEG			
		Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	London	Midlands	North	South	Scotland	Wales	AB	C1	C2	DE
Unweighted Total	1003	453	550	214	382	407	280	221	134	68	245	245	58	165	90	173	257	347	79	53	233	199	280	291
Weighted Total	1003	487	516	288	354	360	260	209	166	68	237	261	39	201	88	146	261	366	70	68	197	149	281	376
Ed Miliband	561	240	320	189	219	153	106	162	74	29	126	236	23	9	47	103	151	162	58	38	130	89	152	189
	55.9%	49.3%	62.1%	65.5%	61.7%	42.5%	40.6%	77.7%	44.7%	42.2%	53.3%	90.2%	59.6%	4.6%	53.3%	70.3%	57.6%	44.3%	83.9%	55.4%	66.1%	59.8%	54.3%	50.2%
Nigel Farage	442	247	196	100	136	207	155	47	92	39	111	26	16	192	41	43	111	204	11	30	67	60	128	187
	44.1%	50.7%	37.9%	34.5%	38.3%	57.5%	59.4%	22.3%	55.3%	57.8%	46.7%	9.8%	40.4%	95.4%	46.7%	29.7%	42.4%	55.7%	16.1%	44.6%	33.9%	40.2%	45.7%	49.8%
SIGMA	1003	487	516	288	354	360	260	209	166	68	237	261	39	201	88	146	261	366	70	68	197	149	281	376
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

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**Table 50****Q26. In a forced choice, if you had to choose between the following candidates to be the Prime Minister, who would you choose?****Base : All Respondents**

	Total	Gender		Age			2010 Vote				GE Voting Intention				Region6						SEG			
		Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	London	Midlands	North	South	Scotland	Wales	AB	C1	C2	DE
Unweighted Total	1003	453	550	214	382	407	280	221	134	68	245	245	58	165	90	173	257	347	79	53	233	199	280	291
Weighted Total	1003	487	516	288	354	360	260	209	166	68	237	261	39	201	88	146	261	366	70	68	197	149	281	376
Nick Clegg	572	239	334	189	207	176	150	133	92	35	139	196	33	27	61	95	167	153	55	39	148	77	161	186
	57.0%	49.0%	64.7%	65.7%	58.4%	48.7%	57.7%	63.8%	55.5%	51.4%	58.5%	74.9%	83.0%	13.4%	69.0%	64.6%	63.9%	41.9%	79.4%	58.0%	75.0%	51.8%	57.4%	49.4%
Nigel Farage	431	249	182	99	147	185	110	76	74	33	98	66	7	175	27	52	94	213	14	28	49	72	120	190
	43.0%	51.0%	35.3%	34.3%	41.6%	51.3%	42.3%	36.2%	44.5%	48.6%	41.5%	25.1%	17.0%	86.6%	31.0%	35.4%	36.1%	58.1%	20.6%	42.0%	25.0%	48.2%	42.6%	50.6%
SIGMA	1003	487	516	288	354	360	260	209	166	68	237	261	39	201	88	146	261	366	70	68	197	149	281	376
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

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**Table 51**  
**Q27. If the next general election results in a hung parliament - where no party wins an overall majority - which of the following coalitions would you prefer?**  
**Base : All Respondents**

	Total	Gender		Age			2010 Vote				GE Voting Intention				Region6						SEG			
		Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	London	Midlands	North	South	Scotland	Wales	AB	C1	C2	DE
Unweighted Total	1003	453	550	214	382	407	280	221	134	68	245	245	58	165	90	173	257	347	79	53	233	199	280	291
Weighted Total	1003	487	516	288	354	360	260	209	166	68	237	261	39	201	88	146	261	366	70	68	197	149	281	376
Conservative - Liberal Democrat coalition	162 16.1%	70 14.3%	92 17.8%	48 16.5%	50 14.0%	64 17.9%	98 37.8%	3 1.3%	35 21.0%	*	104 44.1%	4 1.5%	12 30.9%	11 5.3%	13 14.9%	32 21.9%	43 16.6%	49 13.3%	6 8.6%	18 26.4%	46 23.1%	28 18.9%	47 16.7%	41 10.9%
Labour - Liberal Democrat coalition	231 23.0%	94 19.3%	137 26.6%	91 31.7%	92 26.1%	47 13.1%	5 2.0%	104 49.9%	44 26.5%	10 14.6%	6 2.4%	155 59.3%	20 51.4%	4 1.9%	29 32.5%	35 23.9%	78 30.0%	54 14.8%	29 41.9%	4 5.9%	75 38.2%	38 25.3%	57 20.3%	61 16.2%
Conservative - UKIP coalition	227 22.7%	161 33.1%	66 12.8%	34 11.8%	84 23.7%	110 30.4%	118 45.2%	15 7.1%	16 9.5%	25 36.5%	105 44.1%	11 4.1%	3 7.9%	88 43.5%	14 16.4%	27 18.6%	50 19.0%	119 32.6%	4 5.6%	13 18.8%	35 17.9%	50 33.7%	65 23.0%	78 20.6%
Labour - UKIP coalition	155 15.4%	70 14.4%	85 16.4%	50 17.5%	45 12.7%	59 16.5%	3 1.1%	60 28.5%	43 26.0%	12 17.4%	2 0.8%	56 21.4%	3 8.0%	68 33.8%	12 13.9%	18 12.2%	44 16.7%	55 15.0%	6 8.2%	20 30.1%	11 5.8%	19 12.7%	38 13.6%	86 23.0%
None of these	145 14.5%	72 14.8%	73 14.2%	37 12.7%	55 15.6%	54 14.9%	25 9.7%	22 10.3%	20 12.1%	19 28.0%	11 4.4%	29 11.0%	- -	26 13.1%	15 17.4%	13 9.0%	30 11.5%	55 15.2%	22 32.3%	8 12.4%	23 11.8%	9 6.0%	59 20.9%	55 14.5%
Don't know	83 8.2%	20 4.0%	63 12.2%	28 9.9%	28 7.9%	26 7.2%	11 4.3%	6 2.9%	8 4.8%	2 3.2%	10 4.1%	7 2.7%	1 1.9%	5 2.5%	4 4.8%	21 14.5%	16 6.1%	33 9.1%	2 3.4%	4 6.4%	7 3.3%	5 3.3%	15 5.5%	56 14.8%
SIGMA	1003 100.0%	487 100.0%	516 100.0%	288 100.0%	354 100.0%	360 100.0%	260 100.0%	209 100.0%	166 100.0%	68 100.0%	237 100.0%	261 100.0%	39 100.0%	201 100.0%	88 100.0%	146 100.0%	261 100.0%	366 100.0%	70 100.0%	68 100.0%	197 100.0%	149 100.0%	281 100.0%	376 100.0%

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**Table 52**  
**Q28. Which two leaders would be best to run Britain jointly?**  
**Base : All Respondents**

	Total	Gender		Age			2010 Vote				GE Voting Intention				Region6						SEG			
		Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	London	Midlands	North	South	Scotland	Wales	AB	C1	C2	DE
Unweighted Total	1003	453	550	214	382	407	280	221	134	68	245	245	58	165	90	173	257	347	79	53	233	199	280	291
Weighted Total	1003	487	516	288	354	360	260	209	166	68	237	261	39	201	88	146	261	366	70	68	197	149	281	376
David Cameron and Nick Clegg	228 22.7%	96 19.6%	132 25.6%	80 27.8%	72 20.3%	76 21.1%	111 42.5%	25 12.0%	33 19.6%	1	118 49.8%	29 11.0%	21 54.5%	15 7.3%	23 26.6%	43 29.4%	67 25.8%	66 18.1%	7 10.4%	20 29.7%	64 32.2%	34 22.7%	71 25.2%	60 15.9%
Ed Miliband and Nick Clegg	200 19.9%	91 18.8%	109 21.0%	71 24.7%	81 23.0%	47 13.1%	5 1.7%	86 41.2%	41 24.6%	15 21.5%	5 2.0%	136 51.9%	10 25.7%	2 1.2%	19 21.4%	32 21.8%	73 28.0%	44 12.1%	28 40.6%	4 5.6%	58 29.3%	31 21.1%	55 19.5%	56 15.0%
David Cameron and Nigel Farage	265 26.4%	180 37.1%	85 16.4%	51 17.6%	100 28.2%	115 31.8%	119 45.6%	23 10.8%	30 18.1%	21 31.4%	102 42.9%	21 7.9%	5 11.7%	104 51.5%	20 23.1%	32 21.9%	44 16.7%	144 39.3%	8 11.6%	17 25.5%	41 21.0%	58 39.0%	72 25.6%	94 25.0%
Ed Miliband and Nigel Farage	144 14.3%	62 12.7%	82 15.9%	40 13.8%	45 12.7%	59 16.4%	3 1.1%	40 19.3%	44 26.4%	17 24.6%	1 0.5%	47 18.1%	3 7.0%	64 31.7%	8 9.1%	16 11.1%	42 15.9%	58 15.9%	4 5.6%	15 21.6%	13 6.8%	10 6.4%	38 13.5%	83 22.1%
Don't know	166 16.5%	58 11.8%	108 21.0%	46 16.1%	56 15.7%	64 17.7%	23 9.0%	35 16.7%	19 11.3%	14 21.2%	11 4.7%	29 11.1%	* 1.1%	17 8.3%	17 19.8%	23 15.9%	35 13.5%	54 14.6%	22 31.8%	12 17.7%	21 10.7%	16 10.8%	46 16.3%	83 22.0%
SIGMA	1003 100.0%	487 100.0%	516 100.0%	288 100.0%	354 100.0%	360 100.0%	260 100.0%	209 100.0%	166 100.0%	68 100.0%	237 100.0%	261 100.0%	39 100.0%	201 100.0%	88 100.0%	146 100.0%	261 100.0%	366 100.0%	70 100.0%	68 100.0%	197 100.0%	149 100.0%	281 100.0%	376 100.0%

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**Table 53**  
**Q29. Which of the following words and phrases describes David Cameron?**  
**Base : All Respondents**

	Total	Gender		Age			2010 Vote				GE Voting Intention				Region6						SEG			
		Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	London	Midlands	North	South	Scotland	Wales	AB	C1	C2	DE
Unweighted Total	1003	453	550	214	382	407	280	221	134	68	245	245	58	165	90	173	257	347	79	53	233	199	280	291
Weighted Total	1003	487	516	288	354	360	260	209	166	68	237	261	39	201	88	146	261	366	70	68	197	149	281	376
Stupid	104	42	63	33	42	30	8	28	17	11	3	45	3	12	4	14	27	40	6	11	10	11	31	52
	10.4%	8.6%	12.1%	11.5%	11.7%	8.3%	3.2%	13.5%	10.0%	16.0%	1.2%	17.4%	7.8%	5.8%	4.6%	9.6%	10.5%	11.0%	8.6%	15.9%	4.9%	7.6%	11.2%	13.8%
Naïve	208	111	97	78	65	65	40	42	50	10	26	55	6	83	4	26	59	88	3	26	44	23	59	82
	20.7%	22.7%	18.8%	26.9%	18.4%	17.9%	15.4%	20.1%	30.0%	14.8%	11.0%	21.1%	16.3%	41.0%	4.0%	17.5%	22.5%	24.2%	4.8%	38.3%	22.2%	15.6%	21.0%	21.8%
A laughing stock	137	54	83	50	41	46	13	45	22	18	4	53	4	36	5	20	40	42	6	22	16	17	41	63
	13.7%	11.1%	16.1%	17.2%	11.7%	12.8%	5.1%	21.4%	13.3%	27.1%	1.6%	20.1%	9.8%	18.0%	6.2%	13.8%	15.3%	11.4%	8.9%	32.6%	8.1%	11.3%	14.6%	16.9%
Cruel	117	56	60	30	48	38	6	57	23	10	*	60	2	18	9	20	35	34	8	8	10	15	39	52
	11.6%	11.5%	11.7%	10.5%	13.6%	10.6%	2.4%	27.4%	14.0%	14.4%	0.2%	23.0%	5.4%	9.0%	10.3%	13.9%	13.5%	9.4%	11.3%	11.9%	5.2%	10.3%	13.9%	13.8%
Unattractive	96	31	65	49	23	24	3	18	17	15	3	42	3	12	7	16	25	27	14	6	13	12	38	34
	9.6%	6.4%	12.7%	17.0%	6.5%	6.7%	1.2%	8.8%	10.5%	22.6%	1.2%	16.2%	8.1%	5.9%	8.5%	10.8%	9.7%	7.3%	19.5%	8.8%	6.4%	7.7%	13.5%	9.1%
Dishonest	235	116	119	70	70	94	22	70	57	19	3	89	9	65	15	39	68	76	18	17	36	24	76	100
	23.4%	23.8%	23.1%	24.3%	19.9%	26.2%	8.4%	33.7%	34.5%	27.7%	1.3%	33.9%	22.3%	32.1%	17.4%	26.8%	26.0%	20.9%	25.5%	25.1%	18.0%	16.0%	27.2%	26.5%
None of the above	496	238	257	115	190	191	200	63	67	28	203	75	23	54	56	80	116	192	33	17	104	94	138	160
	49.4%	48.9%	49.9%	39.8%	53.7%	52.9%	76.7%	30.0%	40.6%	40.9%	85.8%	28.7%	58.3%	26.9%	63.7%	54.6%	44.5%	52.4%	47.7%	24.9%	52.4%	63.3%	49.2%	42.5%
SIGMA	1393	648	745	425	480	488	293	323	254	112	242	419	50	280	101	215	371	499	88	107	231	196	423	543
	138.9%	133.1%	144.4%	147.2%	135.6%	135.4%	112.5%	154.8%	152.9%	163.5%	102.2%	160.3%	128.0%	138.7%	114.7%	146.8%	142.1%	136.6%	126.3%	157.5%	117.1%	131.7%	150.6%	144.4%

# Survation.

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**Table 54**  
**Q30. Which of the following words and phrases describes Ed Miliband?**  
**Base : All Respondents**

	Total	Gender		Age			2010 Vote				GE Voting Intention				Region6						SEG			
		Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	London	Midlands	North	South	Scotland	Wales	AB	C1	C2	DE
Unweighted Total	1003	453	550	214	382	407	280	221	134	68	245	245	58	165	90	173	257	347	79	53	233	199	280	291
Weighted Total	1003	487	516	288	354	360	260	209	166	68	237	261	39	201	88	146	261	366	70	68	197	149	281	376
Stupid	153	63	90	51	42	59	49	13	26	13	37	29	6	27	5	11	52	64	16	4	32	27	43	51
	15.2%	12.9%	17.4%	17.6%	12.0%	16.5%	18.8%	6.5%	15.9%	19.4%	15.8%	11.2%	15.7%	13.2%	5.8%	7.8%	19.9%	17.5%	22.7%	6.1%	16.0%	18.0%	15.2%	13.7%
Naïve	322	184	139	56	121	145	97	43	64	35	96	34	6	97	10	37	68	162	32	13	42	67	105	109
	32.2%	37.7%	26.9%	19.5%	34.1%	40.3%	37.1%	20.4%	38.6%	50.9%	40.3%	13.2%	16.2%	48.1%	11.8%	25.1%	26.2%	44.4%	45.5%	19.3%	21.4%	45.0%	37.4%	28.9%
A laughing stock	252	133	119	70	98	83	103	20	50	17	92	27	9	68	20	30	58	113	20	11	37	39	103	72
	25.1%	27.3%	23.0%	24.4%	27.6%	23.2%	39.4%	9.5%	30.0%	24.6%	38.8%	10.2%	22.3%	33.7%	22.5%	20.7%	22.0%	30.9%	29.1%	15.7%	18.7%	26.4%	36.7%	19.2%
Cruel	44	21	23	12	11	22	12	8	9	8	7	10	2	5	5	6	11	18	2	2	5	1	18	20
	4.4%	4.3%	4.5%	4.2%	3.0%	6.0%	4.5%	3.8%	5.3%	11.5%	2.8%	3.6%	4.6%	2.7%	5.7%	4.3%	4.3%	4.8%	2.9%	3.3%	2.5%	0.8%	6.4%	5.4%
Unattractive	270	131	140	67	94	109	82	51	50	16	66	59	9	71	10	28	100	97	22	12	31	39	115	85
	27.0%	26.8%	27.1%	23.4%	26.5%	30.2%	31.4%	24.3%	30.4%	23.9%	27.7%	22.5%	22.6%	35.0%	10.9%	19.2%	38.2%	26.7%	32.3%	18.2%	15.8%	26.3%	40.8%	22.7%
Dishonest	124	58	65	49	23	52	42	9	28	14	25	16	8	33	6	14	31	56	9	8	15	25	42	42
	12.3%	12.0%	12.6%	17.0%	6.5%	14.3%	16.0%	4.2%	16.8%	20.8%	10.7%	6.0%	19.4%	16.5%	7.2%	9.8%	11.8%	15.3%	12.3%	11.6%	7.7%	16.9%	14.9%	11.1%
None of the above	355	155	199	131	111	113	66	100	61	12	56	138	19	38	39	61	88	108	20	35	98	27	74	156
	35.4%	31.9%	38.7%	45.4%	31.4%	31.3%	25.4%	47.7%	36.5%	17.4%	23.8%	52.9%	47.1%	18.8%	44.3%	41.6%	33.8%	29.6%	29.0%	51.0%	49.9%	18.1%	26.4%	41.4%
SIGMA	1520	745	775	437	500	583	449	243	288	115	379	312	58	338	95	188	408	619	121	85	260	225	499	535
	151.5%	152.9%	150.2%	151.5%	141.0%	161.9%	172.6%	116.5%	173.5%	168.4%	159.9%	119.5%	147.9%	167.9%	108.2%	128.4%	156.1%	169.2%	173.9%	125.2%	131.9%	151.5%	177.8%	142.3%

**Political Survey**  
Prepared on behalf of the Mail on Sunday

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**Table 55**  
**Q31. Which of the following words and phrases describes Nick Clegg?**  
**Base : All Respondents**

	Total	Gender		Age			2010 Vote				GE Voting Intention				Region6						SEG			
		Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	London	Midlands	North	South	Scotland	Wales	AB	C1	C2	DE
Unweighted Total	1003	453	550	214	382	407	280	221	134	68	245	245	58	165	90	173	257	347	79	53	233	199	280	291
Weighted Total	1003	487	516	288	354	360	260	209	166	68	237	261	39	201	88	146	261	366	70	68	197	149	281	376
Stupid	184	108	76	49	73	62	46	35	40	18	26	56	1	50	5	20	44	82	17	14	22	25	71	66
	18.4%	22.1%	14.8%	17.1%	20.6%	17.1%	17.6%	16.9%	24.2%	25.8%	11.1%	21.3%	1.4%	24.8%	5.8%	13.9%	17.0%	22.5%	24.4%	20.2%	11.2%	17.1%	25.2%	17.5%
Naïve	376	203	173	60	176	140	96	84	70	26	103	89	6	83	30	55	103	151	22	14	55	78	121	121
	37.5%	41.7%	33.5%	20.7%	49.7%	38.9%	37.0%	40.4%	42.3%	37.5%	43.3%	34.2%	15.6%	41.4%	33.8%	37.6%	39.5%	41.2%	31.3%	20.3%	27.8%	52.8%	43.2%	32.2%
A laughing stock	280	134	146	88	85	107	69	45	53	25	46	65	3	79	11	39	67	116	22	22	47	41	84	107
	27.9%	27.5%	28.2%	30.4%	24.0%	29.7%	26.7%	21.6%	32.2%	37.0%	19.5%	24.9%	8.0%	39.1%	12.7%	26.8%	25.5%	31.8%	31.7%	33.0%	23.9%	27.5%	30.0%	28.5%
Cruel	56	31	25	19	13	23	12	15	11	4	7	17	1	13	-	9	16	20	2	7	-	3	20	33
	5.6%	6.4%	4.8%	6.7%	3.8%	6.4%	4.7%	7.4%	6.9%	5.4%	2.8%	6.3%	2.3%	6.5%	-	6.3%	6.2%	5.5%	2.8%	9.8%	-	2.0%	7.2%	8.7%
Unattractive	97	52	45	40	17	40	17	20	24	7	10	25	1	34	4	5	37	40	5	5	10	11	42	34
	9.7%	10.6%	8.7%	14.0%	4.7%	11.0%	6.7%	9.4%	14.4%	10.7%	4.2%	9.7%	2.3%	16.8%	4.0%	3.3%	14.3%	10.9%	7.1%	7.3%	5.1%	7.3%	15.0%	9.0%
Dishonest	165	85	80	55	35	74	29	39	42	13	18	55	1	43	5	19	46	67	17	10	17	23	58	66
	16.4%	17.5%	15.4%	19.1%	10.0%	20.6%	11.2%	18.6%	25.2%	19.1%	7.6%	21.0%	1.3%	21.6%	5.3%	13.0%	17.5%	18.3%	24.5%	14.8%	8.8%	15.8%	20.7%	17.5%
None of the above	365	152	213	125	103	138	114	62	65	17	97	75	29	51	42	57	97	116	23	28	97	38	85	145
	36.4%	31.2%	41.3%	43.2%	29.0%	38.2%	43.7%	29.6%	39.2%	24.6%	41.1%	28.7%	73.5%	25.1%	47.3%	38.7%	37.2%	31.8%	32.6%	41.7%	49.4%	25.3%	30.3%	38.5%
SIGMA	1522	765	757	436	502	584	384	300	306	109	307	382	41	354	96	205	411	592	107	100	249	220	482	572
	151.7%	157.1%	146.7%	151.1%	141.8%	162.0%	147.5%	143.8%	184.4%	160.1%	129.7%	146.2%	104.4%	175.4%	109.0%	139.6%	157.2%	161.9%	154.3%	147.1%	126.0%	147.8%	171.5%	151.9%



**Political Survey**  
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**Table 56**  
**Q32. Which of the following words and phrases describes Nigel Farage?**  
**Base : All Respondents**

	Total	Gender		Age			2010 Vote				GE Voting Intention				Region6						SEG			
		Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	London	Midlands	North	South	Scotland	Wales	AB	C1	C2	DE
Unweighted Total	1003	453	550	214	382	407	280	221	134	68	245	245	58	165	90	173	257	347	79	53	233	199	280	291
Weighted Total	1003	487	516	288	354	360	260	209	166	68	237	261	39	201	88	146	261	366	70	68	197	149	281	376
Stupid	150	66	83	62	46	41	39	26	27	6	41	54	7	6	8	18	45	41	16	19	38	16	55	40
	14.9%	13.6%	16.1%	21.5%	13.1%	11.4%	15.1%	12.5%	16.0%	8.3%	17.3%	20.6%	18.8%	3.0%	9.0%	12.6%	17.3%	11.3%	22.8%	28.6%	19.2%	11.1%	19.7%	10.6%
Naïve	161	76	84	34	62	64	44	33	21	11	64	41	3	7	8	13	43	80	12	4	24	47	46	44
	16.0%	15.7%	16.3%	11.9%	17.6%	17.7%	17.0%	16.0%	12.7%	15.7%	27.2%	15.8%	7.2%	3.6%	9.4%	8.6%	16.6%	21.8%	16.7%	5.5%	12.3%	31.7%	16.2%	11.6%
A laughing stock	173	64	108	55	61	57	44	34	33	12	45	52	11	11	8	26	66	51	17	3	26	28	60	59
	17.2%	13.2%	21.0%	19.0%	17.2%	15.9%	16.9%	16.3%	19.8%	17.5%	18.8%	19.8%	28.9%	5.7%	9.2%	17.6%	25.2%	14.0%	24.4%	4.0%	13.3%	18.9%	21.2%	15.6%
Cruel	147	53	94	65	47	36	18	37	21	18	14	71	6	3	7	16	59	40	21	3	25	21	53	47
	14.7%	10.9%	18.3%	22.4%	13.2%	9.9%	6.9%	17.8%	12.9%	26.0%	6.0%	27.3%	16.1%	1.4%	7.4%	10.7%	22.7%	11.1%	30.8%	4.0%	12.8%	14.4%	18.9%	12.6%
Unattractive	203	65	138	72	70	60	41	43	44	16	46	73	7	19	14	26	56	71	20	15	46	35	59	62
	20.2%	13.3%	26.7%	25.0%	19.9%	16.7%	15.7%	20.6%	26.4%	24.1%	19.3%	27.8%	17.6%	9.5%	15.4%	17.9%	21.5%	19.4%	28.0%	22.4%	23.4%	23.6%	21.0%	16.6%
Dishonest	174	81	93	76	59	39	22	44	33	15	28	81	6	3	12	26	52	57	24	3	37	33	67	37
	17.3%	16.6%	18.1%	26.3%	16.6%	10.9%	8.5%	21.3%	19.8%	22.1%	11.9%	30.8%	15.0%	1.5%	13.0%	17.5%	19.7%	15.5%	34.2%	4.9%	18.9%	22.3%	23.7%	9.8%
None of the above	490	241	249	121	164	205	139	79	93	37	84	83	22	159	50	83	107	184	31	34	91	47	137	216
	48.9%	49.6%	48.2%	42.1%	46.2%	56.9%	53.5%	37.8%	56.0%	53.6%	35.3%	31.6%	55.4%	78.9%	56.8%	56.4%	41.0%	50.2%	44.0%	50.2%	45.9%	31.4%	48.7%	57.5%
SIGMA	1497	647	850	485	509	502	348	297	272	114	321	454	63	208	106	207	429	524	140	81	288	228	476	505
	149.2%	132.9%	164.7%	168.3%	143.8%	139.4%	133.7%	142.3%	163.7%	167.3%	135.7%	173.6%	158.9%	103.5%	120.2%	141.2%	163.9%	143.2%	200.9%	119.7%	145.9%	153.4%	169.4%	134.3%

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**Table 57**  
**Q33A. Which of four main party leaders would you most trust to...**  
**Pay back money you had lent them**  
**Base : All Respondents**

	Total	Gender		Age			2010 Vote				GE Voting Intention				Region6						SEG			
		Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	London	Midlands	North	South	Scotland	Wales	AB	C1	C2	DE
Unweighted Total	1003	453	550	214	382	407	280	221	134	68	245	245	58	165	90	173	257	347	79	53	233	199	280	291
Weighted Total	1003	487	516	288	354	360	260	209	166	68	237	261	39	201	88	146	261	366	70	68	197	149	281	376
David Cameron	381 37.9%	179 36.7%	202 39.1%	103 35.7%	136 38.5%	141 39.2%	182 70.1%	37 17.7%	28 17.0%	16 23.8%	196 82.6%	36 13.8%	11 28.8%	36 18.1%	41 46.0%	56 38.0%	97 37.1%	145 39.7%	22 32.2%	19 27.5%	94 47.6%	70 46.9%	113 40.4%	104 27.6%
Ed Miliband	302 30.1%	146 30.0%	156 30.3%	120 41.6%	92 26.0%	90 25.0%	17 6.6%	122 58.5%	46 28.0%	20 28.9%	16 6.9%	181 69.2%	6 15.7%	27 13.3%	14 15.4%	38 25.8%	107 40.8%	80 21.8%	34 49.3%	28 40.9%	76 38.6%	19 12.8%	74 26.4%	133 35.3%
Nick Clegg	129 12.9%	49 10.0%	80 15.6%	41 14.4%	60 16.9%	28 7.6%	12 4.4%	28 13.2%	44 26.7%	7 10.2%	11 4.5%	33 12.6%	17 43.8%	13 6.6%	22 25.3%	28 19.1%	30 11.5%	35 9.6%	10 14.7%	4 5.2%	19 9.7%	33 22.5%	39 13.8%	37 10.0%
Nigel Farage	191 19.1%	113 23.3%	78 15.0%	24 8.3%	66 18.6%	101 28.1%	49 18.9%	22 10.5%	47 28.3%	25 37.1%	14 6.0%	11 4.4%	5 11.7%	125 62.1%	12 13.3%	25 17.2%	28 10.7%	106 28.9%	3 3.8%	18 26.4%	8 4.1%	26 17.8%	54 19.4%	102 27.1%
SIGMA	1003 100.0%	487 100.0%	516 100.0%	288 100.0%	354 100.0%	360 100.0%	260 100.0%	209 100.0%	166 100.0%	68 100.0%	237 100.0%	261 100.0%	39 100.0%	201 100.0%	88 100.0%	146 100.0%	261 100.0%	366 100.0%	70 100.0%	68 100.0%	197 100.0%	149 100.0%	281 100.0%	376 100.0%

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**Table 58**  
**Q33B. Which of four main party leaders would you most trust to...**  
**Help you put up a shelf**  
**Base : All Respondents**

	Total	Gender		Age			2010 Vote				GE Voting Intention				Region6						SEG			
		Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	London	Midlands	North	South	Scotland	Wales	AB	C1	C2	DE
Unweighted Total	1003	453	550	214	382	407	280	221	134	68	245	245	58	165	90	173	257	347	79	53	233	199	280	291
Weighted Total	1003	487	516	288	354	360	260	209	166	68	237	261	39	201	88	146	261	366	70	68	197	149	281	376
David Cameron	270 26.9%	127 26.1%	143 27.7%	98 34.0%	87 24.5%	85 23.6%	116 44.6%	27 12.9%	11 6.7%	11 16.4%	142 59.8%	47 18.1%	9 22.0%	14 6.8%	32 36.8%	43 29.3%	53 20.2%	101 27.6%	22 31.0%	19 28.4%	55 27.9%	64 43.0%	81 28.7%	70 18.6%
Ed Miliband	261 26.0%	121 24.9%	139 27.0%	88 30.4%	101 28.5%	72 19.9%	17 6.7%	105 50.1%	34 20.3%	25 37.2%	10 4.2%	138 52.8%	8 21.4%	31 15.3%	24 26.7%	32 22.1%	89 34.1%	77 21.1%	26 37.4%	10 15.2%	56 28.2%	17 11.8%	70 25.0%	117 31.2%
Nick Clegg	177 17.6%	82 16.8%	95 18.5%	51 17.7%	70 19.8%	56 15.5%	46 17.8%	34 16.4%	47 28.3%	5 7.7%	51 21.4%	30 11.3%	17 43.1%	17 8.4%	17 18.7%	28 19.3%	43 16.5%	56 15.4%	12 16.6%	19 28.5%	43 21.9%	31 20.8%	52 18.6%	51 13.5%
Nigel Farage	296 29.5%	157 32.2%	139 26.9%	51 17.8%	97 27.2%	148 41.0%	80 30.9%	43 20.6%	74 44.6%	26 38.6%	34 14.5%	46 17.7%	5 13.6%	140 69.5%	16 17.7%	43 29.4%	77 29.3%	131 35.9%	10 14.9%	19 27.8%	44 22.0%	36 24.4%	78 27.7%	138 36.7%
SIGMA	1003 100.0%	487 100.0%	516 100.0%	288 100.0%	354 100.0%	360 100.0%	260 100.0%	209 100.0%	166 100.0%	68 100.0%	237 100.0%	261 100.0%	39 100.0%	201 100.0%	88 100.0%	146 100.0%	261 100.0%	366 100.0%	70 100.0%	68 100.0%	197 100.0%	149 100.0%	281 100.0%	376 100.0%

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**Table 59**  
**Q33C. Which of four main party leaders would you most trust to...**  
**Bake your birthday cake**  
**Base : All Respondents**

	Total	Gender		Age			2010 Vote				GE Voting Intention				Region6						SEG			
		Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	London	Midlands	North	South	Scotland	Wales	AB	C1	C2	DE
Unweighted Total	1003	453	550	214	382	407	280	221	134	68	245	245	58	165	90	173	257	347	79	53	233	199	280	291
Weighted Total	1003	487	516	288	354	360	260	209	166	68	237	261	39	201	88	146	261	366	70	68	197	149	281	376
David Cameron	324 32.3%	162 33.3%	162 31.4%	121 41.9%	97 27.4%	107 29.6%	153 58.7%	38 18.1%	19 11.7%	5 7.8%	166 70.2%	52 19.7%	5 13.1%	36 17.7%	25 28.8%	52 35.5%	76 29.1%	121 33.2%	20 28.6%	30 44.1%	70 35.3%	58 39.2%	103 36.5%	94 25.0%
Ed Miliband	276 27.5%	126 25.9%	149 28.9%	86 29.9%	105 29.6%	85 23.5%	12 4.4%	102 49.1%	49 29.6%	19 28.2%	13 5.5%	136 51.8%	4 11.1%	34 17.1%	23 25.6%	34 23.5%	89 34.0%	91 24.9%	25 35.3%	11 15.6%	63 32.1%	35 23.5%	67 23.7%	111 29.5%
Nick Clegg	251 25.0%	102 20.8%	149 28.9%	67 23.3%	103 29.1%	80 22.3%	62 23.7%	47 22.7%	52 31.1%	26 38.3%	55 23.1%	59 22.4%	24 61.9%	40 19.9%	27 30.8%	44 29.9%	73 27.9%	74 20.3%	22 32.0%	10 14.7%	50 25.5%	46 30.8%	71 25.4%	83 22.2%
Nigel Farage	152 15.2%	97 19.9%	55 10.7%	14 4.9%	49 13.9%	89 24.6%	34 13.1%	21 10.1%	46 27.7%	18 25.8%	3 1.2%	16 6.0%	5 13.9%	91 45.3%	13 14.8%	16 11.1%	23 9.0%	79 21.6%	3 4.1%	17 25.6%	14 7.0%	10 6.5%	40 14.4%	88 23.4%
SIGMA	1003 100.0%	487 100.0%	516 100.0%	288 100.0%	354 100.0%	360 100.0%	260 100.0%	209 100.0%	166 100.0%	68 100.0%	237 100.0%	261 100.0%	39 100.0%	201 100.0%	88 100.0%	146 100.0%	261 100.0%	366 100.0%	70 100.0%	68 100.0%	197 100.0%	149 100.0%	281 100.0%	376 100.0%

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**Table 60**  
**Q33D. Which of four main party leaders would you most trust to...**  
**Babysit your child**  
**Base : All Respondents**

	Total	Gender		Age			2010 Vote				GE Voting Intention				Region6						SEG			
		Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	London	Midlands	North	South	Scotland	Wales	AB	C1	C2	DE
Unweighted Total	1003	453	550	214	382	407	280	221	134	68	245	245	58	165	90	173	257	347	79	53	233	199	280	291
Weighted Total	1003	487	516	288	354	360	260	209	166	68	237	261	39	201	88	146	261	366	70	68	197	149	281	376
David Cameron	405 40.4%	189 38.7%	216 42.0%	120 41.7%	130 36.8%	154 42.8%	196 75.4%	35 16.8%	27 16.4%	18 25.7%	187 79.0%	48 18.2%	13 32.4%	59 29.0%	40 45.7%	70 47.4%	87 33.1%	150 41.0%	28 40.5%	31 45.6%	67 34.1%	76 50.9%	132 46.9%	131 34.7%
Ed Miliband	286 28.5%	130 26.7%	156 30.2%	98 33.9%	113 31.9%	75 20.8%	10 3.7%	120 57.6%	37 22.4%	24 34.9%	11 4.8%	169 64.7%	5 13.9%	27 13.2%	21 24.1%	32 22.0%	103 39.3%	83 22.8%	27 38.4%	16 23.4%	70 35.4%	28 18.8%	68 24.1%	120 32.0%
Nick Clegg	184 18.3%	87 17.9%	97 18.7%	58 20.3%	64 18.2%	61 16.9%	32 12.3%	31 14.9%	56 34.0%	15 22.4%	33 13.9%	32 12.2%	14 34.7%	37 18.5%	16 17.8%	30 20.3%	57 21.9%	63 17.1%	10 15.0%	8 12.0%	50 25.2%	37 24.8%	48 17.0%	49 13.1%
Nigel Farage	128 12.8%	81 16.7%	47 9.1%	12 4.1%	46 13.0%	70 19.5%	22 8.6%	22 10.7%	45 27.2%	12 17.0%	5 2.2%	13 4.9%	7 18.9%	79 39.3%	11 12.4%	15 10.3%	15 5.7%	70 19.1%	4 6.1%	13 19.0%	10 5.3%	8 5.5%	34 12.1%	76 20.1%
SIGMA	1003 100.0%	487 100.0%	516 100.0%	288 100.0%	354 100.0%	360 100.0%	260 100.0%	209 100.0%	166 100.0%	68 100.0%	237 100.0%	261 100.0%	39 100.0%	201 100.0%	88 100.0%	146 100.0%	261 100.0%	366 100.0%	70 100.0%	68 100.0%	197 100.0%	149 100.0%	281 100.0%	376 100.0%

**Political Survey**  
Prepared on behalf of the Mail on Sunday

11 Oct 2014

**Table 61**  
**Q33E. Which of four main party leaders would you most trust to...**  
**Feed your pet**  
**Base : All Respondents**

	Total	Gender		Age			2010 Vote				GE Voting Intention				Region6						SEG			
		Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	London	Midlands	North	South	Scotland	Wales	AB	C1	C2	DE
Unweighted Total	1003	453	550	214	382	407	280	221	134	68	245	245	58	165	90	173	257	347	79	53	233	199	280	291
Weighted Total	1003	487	516	288	354	360	260	209	166	68	237	261	39	201	88	146	261	366	70	68	197	149	281	376
David Cameron	321 32.0%	148 30.3%	173 33.6%	104 36.1%	111 31.4%	106 29.3%	154 59.2%	27 12.9%	26 16.0%	19 27.8%	166 70.0%	41 15.6%	8 19.3%	37 18.5%	35 39.2%	49 33.3%	58 22.4%	124 33.9%	26 37.8%	29 42.4%	69 34.9%	61 41.2%	108 38.5%	83 22.0%
Ed Miliband	277 27.7%	122 25.0%	156 30.2%	91 31.5%	106 29.8%	81 22.4%	15 5.7%	117 56.1%	38 23.0%	14 20.7%	13 5.5%	153 58.6%	8 19.9%	29 14.4%	17 19.0%	40 27.4%	95 36.5%	87 23.7%	20 29.4%	16 23.3%	48 24.2%	37 25.0%	67 23.7%	126 33.5%
Nick Clegg	225 22.5%	108 22.1%	118 22.8%	80 27.7%	69 19.6%	76 21.1%	42 16.2%	37 17.8%	51 30.8%	21 30.4%	46 19.4%	49 18.7%	20 50.6%	40 19.7%	21 23.9%	37 25.1%	76 29.2%	61 16.7%	20 28.5%	9 12.8%	66 33.4%	37 25.0%	51 18.1%	71 19.0%
Nigel Farage	179 17.9%	110 22.7%	69 13.3%	14 4.7%	68 19.2%	98 27.2%	49 18.9%	27 13.1%	50 30.3%	14 21.1%	12 5.1%	19 7.1%	4 10.3%	95 47.4%	16 18.0%	21 14.1%	31 11.9%	93 25.6%	3 4.3%	15 21.5%	15 7.6%	13 8.8%	55 19.7%	96 25.5%
SIGMA	1003 100.0%	487 100.0%	516 100.0%	288 100.0%	354 100.0%	360 100.0%	260 100.0%	209 100.0%	166 100.0%	68 100.0%	237 100.0%	261 100.0%	39 100.0%	201 100.0%	88 100.0%	146 100.0%	261 100.0%	366 100.0%	70 100.0%	68 100.0%	197 100.0%	149 100.0%	281 100.0%	376 100.0%

**Political Survey**  
Prepared on behalf of the Mail on Sunday

11 Oct 2014

**Table 62**  
**Q34. Which animal species most closely resembles David Cameron?**  
**Base : All Respondents**

	Total	Gender		Age			2010 Vote				GE Voting Intention				Region6						SEG			
		Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	London	Midlands	North	South	Scotland	Wales	AB	C1	C2	DE
Unweighted Total	1003	453	550	214	382	407	280	221	134	68	245	245	58	165	90	173	257	347	79	53	233	199	280	291
Weighted Total	1003	487	516	288	354	360	260	209	166	68	237	261	39	201	88	146	261	366	70	68	197	149	281	376
Elephant	69 6.9%	20 4.2%	48 9.4%	16 5.5%	35 9.7%	19 5.1%	15 5.8%	13 6.2%	3 1.9%	5 8.0%	25 10.6%	10 3.7%	6 15.0%	4 2.2%	7 8.3%	10 6.8%	28 10.7%	16 4.2%	5 6.6%	2 3.1%	12 6.0%	7 4.4%	13 4.6%	37 9.9%
Snake	223 22.3%	116 23.8%	108 20.8%	60 20.8%	76 21.5%	87 24.2%	22 8.4%	82 39.2%	29 17.5%	28 41.0%	3 1.4%	91 34.8%	4 10.0%	68 33.7%	12 13.5%	30 20.7%	76 29.1%	63 17.1%	15 21.0%	26 38.7%	29 14.9%	26 17.5%	54 19.3%	114 30.3%
Tomcat	101 10.1%	43 8.9%	58 11.2%	27 9.5%	40 11.3%	33 9.3%	38 14.6%	14 6.7%	23 13.8%	12 17.6%	29 12.3%	9 3.5%	6 16.3%	12 6.0%	13 15.0%	21 14.6%	20 7.6%	29 7.9%	13 18.0%	5 7.4%	32 16.0%	14 9.1%	32 11.3%	24 6.3%
Poodle	65 6.5%	39 8.1%	26 5.0%	19 6.4%	15 4.4%	32 8.8%	13 4.9%	14 6.6%	16 9.8%	2 2.2%	9 3.8%	15 5.6%	2 4.6%	20 9.9%	*	17 11.9%	18 6.7%	28 7.6%	2 3.2%	-	9 4.8%	14 9.4%	16 5.7%	26 7.0%
Lion	137 13.7%	77 15.9%	60 11.6%	32 11.0%	54 15.4%	51 14.2%	58 22.3%	8 3.9%	21 12.8%	3 3.7%	88 37.0%	8 2.9%	9 22.9%	18 9.0%	10 11.9%	14 9.6%	29 11.0%	78 21.4%	3 4.7%	2 3.0%	18 9.3%	46 30.9%	40 14.4%	33 8.6%
Goldfish	98 9.8%	49 10.0%	50 9.6%	51 17.6%	30 8.4%	18 5.0%	25 9.5%	16 7.7%	9 5.4%	3 4.3%	21 9.0%	36 13.7%	4 10.5%	16 8.1%	7 8.3%	8 5.2%	33 12.4%	29 8.0%	4 6.0%	18 25.8%	38 19.3%	4 3.0%	27 9.6%	29 7.7%
Shark	85 8.4%	30 6.1%	55 10.7%	22 7.5%	24 6.9%	39 10.8%	4 1.6%	31 14.9%	24 14.2%	4 5.3%	4 1.7%	33 12.7%	3 6.5%	20 9.9%	18 20.0%	7 5.1%	15 5.7%	29 7.9%	15 20.9%	2 2.3%	9 4.6%	11 7.1%	23 8.3%	42 11.1%
Dodo	90 9.0%	54 11.0%	37 7.1%	26 9.2%	36 10.3%	27 7.6%	15 5.9%	15 7.1%	27 16.3%	9 12.8%	6 2.5%	33 12.6%	2 5.0%	24 11.9%	6 6.6%	14 9.5%	16 6.0%	44 12.1%	8 12.1%	2 2.8%	18 9.2%	15 9.8%	32 11.4%	25 6.8%
Eagle	134 13.4%	59 12.0%	76 14.7%	37 12.7%	43 12.2%	54 15.0%	70 27.0%	16 7.7%	14 8.3%	3 5.0%	52 21.8%	27 10.5%	4 9.2%	19 9.4%	14 16.0%	24 16.6%	28 10.7%	50 13.8%	5 7.4%	11 16.9%	31 15.9%	13 8.8%	43 15.4%	46 12.3%
SIGMA	1003 100.0%	487 100.0%	516 100.0%	288 100.0%	354 100.0%	360 100.0%	260 100.0%	209 100.0%	166 100.0%	68 100.0%	237 100.0%	261 100.0%	39 100.0%	201 100.0%	88 100.0%	146 100.0%	261 100.0%	366 100.0%	70 100.0%	68 100.0%	197 100.0%	149 100.0%	281 100.0%	376 100.0%

# Survation.

**Political Survey**  
Prepared on behalf of the Mail on Sunday

11 Oct 2014

**Table 63**  
**Q35. Which animal species most closely resembles Ed Miliband?**  
**Base : All Respondents**

	Total	Gender		Age			2010 Vote				GE Voting Intention				Region6						SEG			
		Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	London	Midlands	North	South	Scotland	Wales	AB	C1	C2	DE
Unweighted Total	1003	453	550	214	382	407	280	221	134	68	245	245	58	165	90	173	257	347	79	53	233	199	280	291
Weighted Total	1003	487	516	288	354	360	260	209	166	68	237	261	39	201	88	146	261	366	70	68	197	149	281	376
Elephant	68 6.8%	34 7.0%	34 6.7%	31 10.8%	21 5.9%	17 4.6%	17 6.5%	22 10.6%	10 5.8%	2 3.5%	19 8.1%	28 10.7%	6 15.1%	6 3.1%	6 6.6%	13 9.0%	20 7.5%	16 4.3%	1 1.7%	13 19.3%	28 14.3%	3 2.1%	16 5.8%	21 5.5%
Snake	108 10.7%	41 8.4%	67 12.9%	29 10.0%	34 9.6%	45 12.4%	41 15.6%	13 6.3%	24 14.5%	9 13.7%	32 13.4%	12 4.7%	3 8.1%	28 13.7%	6 6.9%	15 10.4%	28 10.7%	48 13.2%	9 12.8%	1 1.7%	20 10.1%	14 9.6%	25 8.9%	48 12.8%
Tomcat	75 7.4%	48 9.9%	26 5.1%	16 5.6%	36 10.3%	22 6.1%	7 2.7%	16 7.5%	10 5.8%	6 8.1%	31 13.0%	19 7.2%	5 12.4%	9 4.7%	9 10.0%	12 8.3%	10 3.7%	36 9.8%	3 3.7%	5 8.0%	8 3.9%	34 22.9%	18 6.4%	15 3.9%
Poodle	249 24.8%	123 25.2%	126 24.5%	51 17.6%	77 21.7%	121 33.7%	88 33.8%	61 29.4%	25 14.9%	13 18.6%	64 27.1%	56 21.5%	4 10.6%	58 28.6%	18 20.9%	35 23.7%	74 28.3%	82 22.3%	20 28.4%	18 27.2%	44 22.0%	29 19.7%	67 23.7%	110 29.2%
Lion	47 4.7%	16 3.3%	31 6.0%	14 4.7%	20 5.7%	13 3.6%	2 0.9%	20 9.6%	5 3.1%	5 7.2%	2 0.8%	29 11.1%	- -	7 3.5%	8 9.0%	5 3.7%	12 4.8%	9 2.3%	8 11.7%	3 4.4%	9 4.5%	3 2.1%	11 4.1%	24 6.3%
Goldfish	158 15.7%	72 14.8%	86 16.7%	45 15.7%	56 15.8%	56 15.7%	41 15.9%	23 10.8%	45 26.9%	7 10.1%	35 14.9%	19 7.2%	10 25.5%	35 17.2%	16 17.9%	16 10.9%	46 17.6%	66 18.0%	7 10.8%	7 9.7%	20 9.9%	29 19.5%	47 16.6%	63 16.7%
Shark	44 4.4%	11 2.4%	33 6.4%	12 4.2%	15 4.3%	17 4.7%	7 2.6%	7 3.1%	6 3.7%	8 11.3%	6 2.4%	12 4.5%	1 2.3%	10 5.0%	3 3.5%	9 6.0%	6 2.4%	17 4.7%	1 1.1%	8 11.8%	6 3.1%	2 1.5%	8 2.8%	28 7.5%
Dodo	184 18.3%	99 20.2%	85 16.5%	62 21.7%	63 17.8%	58 16.2%	54 20.6%	19 9.0%	29 17.2%	13 19.2%	43 18.0%	37 14.1%	7 18.8%	42 20.6%	17 19.1%	34 23.3%	46 17.6%	67 18.5%	14 20.6%	5 7.7%	41 20.9%	30 20.4%	69 24.6%	43 11.5%
Eagle	70 7.0%	43 8.8%	27 5.3%	28 9.7%	31 8.9%	11 3.0%	4 1.4%	28 13.6%	13 8.1%	6 8.1%	5 2.3%	50 18.9%	3 7.3%	7 3.4%	5 6.1%	7 4.7%	20 7.5%	25 6.7%	6 9.3%	7 10.2%	22 11.2%	3 2.3%	20 7.1%	25 6.6%
SIGMA	1003 100.0%	487 100.0%	516 100.0%	288 100.0%	354 100.0%	360 100.0%	260 100.0%	209 100.0%	166 100.0%	68 100.0%	237 100.0%	261 100.0%	39 100.0%	201 100.0%	88 100.0%	146 100.0%	261 100.0%	366 100.0%	70 100.0%	68 100.0%	197 100.0%	149 100.0%	281 100.0%	376 100.0%

# Survation.



**Political Survey**  
Prepared on behalf of the Mail on Sunday

11 Oct 2014

**Table 64**  
**Q36. Which animal species most closely resembles Nick Clegg?**  
**Base : All Respondents**

	Total	Gender		Age			2010 Vote				GE Voting Intention				Region6						SEG			
		Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	London	Midlands	North	South	Scotland	Wales	AB	C1	C2	DE
Unweighted Total	1003	453	550	214	382	407	280	221	134	68	245	245	58	165	90	173	257	347	79	53	233	199	280	291
Weighted Total	1003	487	516	288	354	360	260	209	166	68	237	261	39	201	88	146	261	366	70	68	197	149	281	376
Elephant	56 5.5%	25 5.2%	30 5.9%	17 6.0%	11 3.1%	27 7.6%	23 8.8%	9 4.3%	5 3.2%	4 5.5%	13 5.5%	10 3.8%	4 9.0%	19 9.2%	6 6.6%	16 11.1%	4 1.5%	24 6.6%	1 1.3%	5 6.7%	4 2.1%	6 4.0%	9 3.3%	36 9.6%
Snake	119 11.9%	54 11.1%	65 12.5%	40 13.7%	27 7.7%	52 14.5%	16 6.3%	11 5.1%	30 18.0%	8 11.1%	9 4.0%	35 13.4%	* 0.7%	33 16.3%	5 5.5%	11 7.7%	21 8.0%	60 16.4%	15 21.1%	6 8.4%	14 7.1%	7 4.5%	39 13.7%	60 15.8%
Tomcat	99 9.9%	44 9.1%	55 10.6%	35 12.0%	39 11.1%	26 7.1%	17 6.7%	33 15.7%	9 5.7%	9 13.7%	18 7.7%	48 18.5%	5 11.7%	12 5.8%	5 6.2%	14 9.7%	46 17.5%	23 6.2%	8 11.6%	3 4.6%	19 9.5%	9 6.2%	32 11.4%	40 10.5%
Poodle	241 24.0%	117 24.0%	124 24.0%	44 15.2%	113 31.9%	84 23.4%	61 23.6%	45 21.4%	41 24.8%	22 32.3%	75 31.5%	51 19.3%	3 7.9%	54 26.9%	20 22.2%	32 21.5%	61 23.4%	102 27.9%	12 17.4%	13 19.7%	42 21.2%	54 36.4%	71 25.3%	74 19.7%
Lion	43 4.3%	16 3.3%	27 5.2%	15 5.2%	17 4.7%	11 3.0%	8 3.0%	7 3.2%	9 5.5%	1 1.3%	10 4.2%	16 6.0%	4 10.3%	3 1.5%	15 17.5%	6 4.2%	14 5.5%	5 1.4%	1 1.8%	* 0.4%	12 6.1%	7 4.9%	11 3.8%	13 3.3%
Goldfish	166 16.6%	83 17.1%	83 16.0%	45 15.7%	65 18.3%	56 15.5%	65 25.1%	29 13.9%	25 14.9%	13 19.0%	58 24.7%	37 14.0%	6 15.7%	22 10.8%	13 14.3%	33 22.8%	56 21.3%	39 10.6%	14 20.4%	11 15.5%	48 24.4%	30 20.5%	40 14.4%	47 12.5%
Shark	51 5.0%	25 5.2%	26 4.9%	15 5.1%	15 4.2%	21 5.8%	7 2.6%	10 4.8%	9 5.4%	5 8.0%	4 1.6%	15 5.7%	6 14.7%	* 0.2%	7 7.7%	7 4.9%	11 4.3%	16 4.3%	7 10.2%	2 3.6%	3 1.8%	2 1.3%	19 6.8%	26 6.9%
Dodo	168 16.7%	92 18.9%	76 14.7%	39 13.5%	53 15.0%	76 21.0%	45 17.1%	44 21.2%	28 17.1%	5 6.7%	27 11.5%	34 13.2%	3 7.2%	52 25.9%	9 10.3%	23 15.9%	41 15.8%	70 19.2%	9 12.9%	15 22.1%	29 14.7%	22 14.9%	41 14.8%	75 19.9%
Eagle	61 6.1%	30 6.1%	31 6.0%	39 13.7%	14 4.0%	7 2.1%	18 6.8%	22 10.4%	9 5.5%	2 2.5%	22 9.4%	16 6.1%	9 22.8%	7 3.3%	9 9.7%	3 2.2%	7 2.7%	27 7.4%	2 3.4%	13 19.0%	26 13.0%	11 7.4%	18 6.5%	6 1.6%
SIGMA	1003 100.0%	487 100.0%	516 100.0%	288 100.0%	354 100.0%	360 100.0%	260 100.0%	209 100.0%	166 100.0%	68 100.0%	237 100.0%	261 100.0%	39 100.0%	201 100.0%	88 100.0%	146 100.0%	261 100.0%	366 100.0%	70 100.0%	68 100.0%	197 100.0%	149 100.0%	281 100.0%	376 100.0%

# Survation.

**Political Survey**  
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11 Oct 2014

**Table 65**  
**Q37. Which animal species most closely resembles Nigel Farage?**  
**Base : All Respondents**

	Total	Gender		Age			2010 Vote				GE Voting Intention				Region6						SEG			
		Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	London	Midlands	North	South	Scotland	Wales	AB	C1	C2	DE
Unweighted Total	1003	453	550	214	382	407	280	221	134	68	245	245	58	165	90	173	257	347	79	53	233	199	280	291
Weighted Total	1003	487	516	288	354	360	260	209	166	68	237	261	39	201	88	146	261	366	70	68	197	149	281	376
Elephant	41 4.0%	16 3.2%	25 4.8%	16 5.4%	18 5.0%	7 2.0%	10 3.8%	6 2.7%	5 3.3%	2 3.0%	16 6.7%	7 2.8%	4 9.9%	2 0.9%	6 7.3%	6 3.9%	11 4.3%	9 2.3%	6 8.6%	3 4.0%	9 4.4%	5 3.4%	9 3.2%	18 4.7%
Snake	202 20.2%	88 18.1%	114 22.1%	93 32.2%	61 17.1%	49 13.6%	42 16.1%	41 19.7%	27 16.1%	12 17.6%	47 19.8%	90 34.6%	7 16.5%	13 6.2%	20 22.9%	30 20.4%	66 25.3%	67 18.5%	14 20.2%	3 4.9%	51 25.8%	21 14.3%	73 25.9%	57 15.3%
Tomcat	133 13.3%	53 10.8%	80 15.6%	20 7.0%	55 15.6%	58 16.0%	38 14.5%	20 9.5%	27 16.1%	8 11.1%	34 14.2%	21 7.9%	5 12.4%	25 12.3%	11 11.9%	17 11.4%	48 18.2%	48 13.2%	4 6.4%	6 8.2%	12 5.9%	28 19.0%	36 12.7%	58 15.3%
Poodle	56 5.5%	20 4.0%	36 7.0%	10 3.5%	26 7.2%	20 5.5%	7 2.7%	24 11.4%	7 4.2%	5 7.3%	6 2.6%	30 11.4%	5 12.2%	3 1.4%	4 4.1%	4 3.0%	25 9.6%	10 2.8%	7 9.9%	5 7.7%	12 6.0%	4 2.7%	12 4.2%	28 7.4%
Lion	154 15.4%	94 19.3%	60 11.6%	39 13.4%	35 9.8%	81 22.4%	54 20.6%	25 12.2%	32 19.2%	16 23.2%	22 9.5%	19 7.2%	5 12.1%	89 44.0%	9 9.7%	18 12.3%	34 13.1%	58 16.0%	5 6.8%	29 42.6%	20 10.3%	8 5.4%	43 15.3%	83 22.0%
Goldfish	55 5.5%	27 5.5%	28 5.4%	16 5.6%	20 5.5%	19 5.3%	17 6.5%	10 4.8%	5 3.1%	7 9.6%	13 5.6%	8 3.0%	2 5.1%	9 4.4%	4 4.2%	11 7.7%	10 3.9%	19 5.3%	5 6.8%	6 8.2%	8 4.1%	13 8.5%	10 3.7%	24 6.3%
Shark	183 18.2%	94 19.4%	88 17.1%	39 13.5%	88 24.7%	56 15.6%	42 16.2%	36 17.1%	29 17.5%	7 10.0%	61 25.6%	42 16.2%	4 10.6%	19 9.2%	9 10.1%	38 26.2%	39 14.8%	73 19.8%	16 22.3%	8 12.4%	41 20.8%	46 31.1%	49 17.5%	46 12.2%
Dodo	63 6.2%	28 5.7%	35 6.8%	20 6.8%	25 7.0%	18 5.0%	17 6.7%	18 8.8%	10 5.9%	2 2.6%	18 7.6%	23 8.8%	2 5.5%	1 0.3%	11 12.5%	7 4.9%	14 5.5%	25 6.8%	5 7.2%	* 0.2%	13 6.6%	11 7.5%	18 6.2%	21 5.6%
Eagle	117 11.7%	68 14.0%	49 9.5%	36 12.6%	28 8.0%	53 14.7%	33 12.8%	29 13.9%	24 14.5%	11 15.7%	20 8.5%	21 8.0%	6 15.5%	43 21.3%	15 17.2%	15 10.0%	14 5.3%	56 15.3%	8 11.8%	8 11.9%	32 16.0%	12 8.2%	31 11.1%	42 11.3%
SIGMA	1003 100.0%	487 100.0%	516 100.0%	288 100.0%	354 100.0%	360 100.0%	260 100.0%	209 100.0%	166 100.0%	68 100.0%	237 100.0%	261 100.0%	39 100.0%	201 100.0%	88 100.0%	146 100.0%	261 100.0%	366 100.0%	70 100.0%	68 100.0%	197 100.0%	149 100.0%	281 100.0%	376 100.0%

# Survation.

**Political Survey**  
Prepared on behalf of the Mail on Sunday

11 Oct 2014

Table 66

Q38. Which of the following do you think should be the next leader of the Conservative Party after David Cameron?

Base : All Respondents

	Total	Gender		Age			2010 Vote				GE Voting Intention				Region6						SEG			
		Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	London	Midlands	North	South	Scotland	Wales	AB	C1	C2	DE
Unweighted Total	1003	453	550	214	382	407	280	221	134	68	245	245	58	165	90	173	257	347	79	53	233	199	280	291
Weighted Total	1003	487	516	288	354	360	260	209	166	68	237	261	39	201	88	146	261	366	70	68	197	149	281	376
Boris Johnson	296 29.6%	150 30.7%	147 28.4%	98 33.9%	102 28.8%	97 26.8%	101 38.8%	60 29.0%	39 23.5%	23 33.5%	92 38.7%	73 28.0%	11 26.8%	66 32.8%	25 28.4%	47 32.0%	90 34.4%	83 22.7%	10 14.1%	42 61.4%	68 34.4%	51 34.0%	90 31.9%	88 23.5%
George Osborne	57 5.7%	24 4.9%	33 6.4%	20 7.0%	19 5.5%	17 4.8%	9 3.4%	17 8.0%	6 3.5%	2 2.8%	12 5.0%	29 11.0%	3 7.0%	5 2.4%	7 8.4%	8 5.5%	16 6.1%	10 2.6%	11 16.0%	5 6.8%	11 5.8%	7 4.8%	22 7.8%	16 4.3%
Theresa May	142 14.2%	75 15.3%	68 13.2%	41 14.1%	61 17.2%	41 11.4%	33 12.6%	25 11.8%	12 7.1%	12 17.0%	52 22.1%	29 11.0%	8 19.6%	32 15.9%	9 10.7%	18 12.0%	31 12.0%	67 18.3%	13 18.0%	5 7.1%	20 9.9%	45 30.1%	37 13.3%	41 10.8%
Sajid Javid	50 5.0%	36 7.4%	14 2.7%	26 8.9%	8 2.2%	16 4.4%	2 0.7%	7 3.3%	29 17.2%	6 9.1%	3 1.3%	25 9.5%	3 6.6%	14 7.0%	4 4.8%	8 5.5%	8 3.0%	28 7.5%	1 2.1%	1 0.9%	19 9.5%	6 4.0%	8 2.8%	17 4.5%
Someone else	35 3.5%	24 4.9%	12 2.2%	- -	14 4.0%	21 5.9%	9 3.5%	2 1.1%	9 5.7%	11 16.5%	2 0.8%	1 0.5%	- -	15 7.6%	- -	1 0.4%	3 1.3%	24 6.5%	8 11.0%	- -	4 2.1%	3 1.9%	17 6.2%	11 2.9%
Don't know	422 42.1%	179 36.8%	243 47.1%	104 36.1%	150 42.3%	168 46.7%	107 41.0%	98 46.9%	71 43.1%	14 21.0%	76 32.1%	105 40.0%	16 40.1%	69 34.2%	42 47.7%	65 44.6%	113 43.3%	155 42.3%	27 38.7%	16 23.8%	76 38.3%	37 25.0%	106 37.9%	203 54.0%
SIGMA	1003 100.0%	487 100.0%	516 100.0%	288 100.0%	354 100.0%	360 100.0%	260 100.0%	209 100.0%	166 100.0%	68 100.0%	237 100.0%	261 100.0%	39 100.0%	201 100.0%	88 100.0%	146 100.0%	261 100.0%	366 100.0%	70 100.0%	68 100.0%	197 100.0%	149 100.0%	281 100.0%	376 100.0%

# Survation.

**Political Survey**  
Prepared on behalf of the Mail on Sunday

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**Table 67**  
**Q39A. Of the following potential future leaders of the Conservative Party, which would make you more likely to vote Conservative, less likely to vote Conservative or have no effect on your vote at a General Election?**

**Boris Johnson**

**Base : All Respondents**

	Total	Gender		Age			2010 Vote				GE Voting Intention				Region6						SEG			
		Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	London	Midlands	North	South	Scotland	Wales	AB	C1	C2	DE
Unweighted Total	1003	453	550	214	382	407	280	221	134	68	245	245	58	165	90	173	257	347	79	53	233	199	280	291
Weighted Total	1003	487	516	288	354	360	260	209	166	68	237	261	39	201	88	146	261	366	70	68	197	149	281	376
More likely to vote Conservative	322 32.1%	191 39.2%	132 25.5%	130 44.9%	103 29.0%	90 24.9%	122 46.8%	54 25.9%	43 26.0%	24 35.0%	111 46.8%	63 24.2%	15 37.3%	81 40.0%	43 48.4%	54 37.1%	77 29.6%	100 27.4%	9 12.3%	39 57.5%	93 47.1%	44 29.4%	92 32.9%	93 24.8%
Less likely to vote Conservative	188 18.7%	101 20.7%	87 16.8%	41 14.3%	93 26.1%	54 15.0%	37 14.2%	32 15.2%	21 12.4%	23 33.8%	46 19.2%	48 18.4%	6 15.5%	48 23.7%	21 24.3%	25 16.8%	32 12.2%	76 20.9%	30 42.7%	4 5.5%	19 9.4%	47 31.4%	61 21.6%	62 16.4%
Would not affect my vote	493 49.1%	195 40.1%	298 57.7%	118 40.8%	159 44.8%	216 60.1%	102 39.1%	123 59.0%	102 61.6%	21 31.2%	81 34.0%	150 57.5%	19 47.2%	73 36.4%	24 27.3%	67 46.0%	152 58.2%	189 51.7%	31 45.0%	25 37.0%	86 43.4%	58 39.2%	128 45.6%	221 58.8%
SIGMA	1003 100.0%	487 100.0%	516 100.0%	288 100.0%	354 100.0%	360 100.0%	260 100.0%	209 100.0%	166 100.0%	68 100.0%	237 100.0%	261 100.0%	39 100.0%	201 100.0%	88 100.0%	146 100.0%	261 100.0%	366 100.0%	70 100.0%	68 100.0%	197 100.0%	149 100.0%	281 100.0%	376 100.0%

**Political Survey**  
Prepared on behalf of the Mail on Sunday

11 Oct 2014

**Table 68**  
**Q39B. Of the following potential future leaders of the Conservative Party, which would make you more likely to vote Conservative, less likely to vote Conservative or have no effect on your vote at a General Election?**

Theresa May

Base : All Respondents

	Total	Gender		Age			2010 Vote				GE Voting Intention				Region6						SEG			
		Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	London	Midlands	North	South	Scotland	Wales	AB	C1	C2	DE
Unweighted Total	1003	453	550	214	382	407	280	221	134	68	245	245	58	165	90	173	257	347	79	53	233	199	280	291
Weighted Total	1003	487	516	288	354	360	260	209	166	68	237	261	39	201	88	146	261	366	70	68	197	149	281	376
More likely to vote Conservative	189	119	70	54	82	53	72	25	19	16	95	32	11	26	21	28	45	73	8	13	39	43	61	45
	18.8%	24.4%	13.5%	18.6%	23.2%	14.7%	27.6%	12.0%	11.5%	24.1%	40.1%	12.3%	27.3%	12.8%	24.2%	19.1%	17.2%	20.0%	11.3%	19.0%	19.9%	29.3%	21.7%	11.9%
Less likely to vote Conservative	244	126	118	98	79	67	53	46	37	32	38	62	8	78	29	41	49	75	20	29	73	36	56	80
	24.3%	25.9%	22.9%	34.1%	22.3%	18.5%	20.3%	22.1%	22.6%	47.6%	16.2%	23.5%	19.4%	38.8%	33.0%	28.2%	18.9%	20.6%	28.7%	43.1%	36.9%	24.0%	19.8%	21.3%
Would not affect my vote	570	242	328	136	193	241	136	138	109	19	104	168	21	98	38	77	167	217	42	26	85	69	164	251
	56.8%	49.7%	63.6%	47.2%	54.5%	66.8%	52.1%	65.9%	65.9%	28.4%	43.8%	64.1%	53.4%	48.4%	42.8%	52.7%	64.0%	59.4%	60.0%	37.8%	43.3%	46.7%	58.5%	66.8%
SIGMA	1003	487	516	288	354	360	260	209	166	68	237	261	39	201	88	146	261	366	70	68	197	149	281	376
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

**Political Survey**  
Prepared on behalf of the Mail on Sunday

11 Oct 2014

**Table 69**  
**Q39C. Of the following potential future leaders of the Conservative Party, which would make you more likely to vote Conservative, less likely to vote Conservative or have no effect on your vote at a General Election?**

George Osborne

Base : All Respondents

	Total	Gender		Age			2010 Vote				GE Voting Intention				Region6						SEG			
		Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	London	Midlands	North	South	Scotland	Wales	AB	C1	C2	DE
Unweighted Total	1003	453	550	214	382	407	280	221	134	68	245	245	58	165	90	173	257	347	79	53	233	199	280	291
Weighted Total	1003	487	516	288	354	360	260	209	166	68	237	261	39	201	88	146	261	366	70	68	197	149	281	376
More likely to vote Conservative	187	121	65	62	77	48	83	23	18	8	109	27	6	24	21	25	39	75	6	21	53	38	46	49
	18.6%	24.9%	12.7%	21.5%	21.7%	13.2%	31.9%	11.2%	10.6%	11.2%	45.9%	10.4%	14.6%	12.0%	24.2%	16.8%	14.9%	20.4%	7.9%	31.7%	26.8%	25.8%	16.5%	13.1%
Less likely to vote Conservative	262	138	124	79	98	85	41	63	36	43	17	83	8	88	24	39	64	90	32	13	46	43	80	93
	26.1%	28.4%	24.0%	27.5%	27.7%	23.5%	15.6%	30.0%	21.9%	62.4%	7.1%	31.8%	19.7%	43.9%	27.5%	26.5%	24.6%	24.7%	45.5%	18.9%	23.4%	28.8%	28.4%	24.8%
Would not affect my vote	554	228	327	147	179	228	137	123	112	18	111	151	26	89	43	83	158	201	32	34	98	67	155	234
	55.3%	46.8%	63.3%	51.0%	50.6%	63.3%	52.5%	58.8%	67.5%	26.4%	47.0%	57.8%	65.7%	44.1%	48.2%	56.7%	60.5%	54.9%	46.6%	49.4%	49.8%	45.4%	55.1%	62.1%
SIGMA	1003	487	516	288	354	360	260	209	166	68	237	261	39	201	88	146	261	366	70	68	197	149	281	376
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

**Political Survey**  
Prepared on behalf of the Mail on Sunday

11 Oct 2014

**Table 70**  
**Q39D. Of the following potential future leaders of the Conservative Party, which would make you more likely to vote Conservative, less likely to vote Conservative or have no effect on your vote at a General Election?**

Sajid Javid

Base : All Respondents

	Total	Gender		Age			2010 Vote				GE Voting Intention				Region6						SEG			
		Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	London	Midlands	North	South	Scotland	Wales	AB	C1	C2	DE
Unweighted Total	1003	453	550	214	382	407	280	221	134	68	245	245	58	165	90	173	257	347	79	53	233	199	280	291
Weighted Total	1003	487	516	288	354	360	260	209	166	68	237	261	39	201	88	146	261	366	70	68	197	149	281	376
More likely to vote Conservative	120 12.0%	73 15.0%	47 9.1%	44 15.2%	50 14.1%	27 7.4%	38 14.6%	13 6.3%	12 7.2%	9 12.5%	57 24.1%	19 7.3%	7 18.6%	22 11.1%	20 22.7%	16 10.9%	21 7.9%	60 16.3%	3 4.3%	1 1.6%	35 17.6%	33 21.9%	21 7.5%	32 8.5%
Less likely to vote Conservative	237 23.7%	137 28.2%	100 19.4%	71 24.5%	81 22.8%	86 23.9%	75 28.8%	46 21.8%	33 20.0%	28 41.0%	52 21.8%	46 17.6%	5 12.2%	90 44.9%	28 31.4%	31 21.1%	38 14.6%	81 22.3%	29 41.3%	31 45.0%	41 20.8%	35 23.3%	77 27.4%	85 22.6%
Would not affect my vote	645 64.3%	277 56.8%	369 71.5%	174 60.4%	224 63.1%	248 68.7%	147 56.6%	150 71.9%	121 72.9%	32 46.5%	128 54.1%	196 75.1%	27 69.2%	89 44.0%	41 46.0%	100 68.1%	203 77.6%	224 61.4%	38 54.4%	36 53.4%	122 61.6%	81 54.8%	183 65.1%	259 69.0%
SIGMA	1003 100.0%	487 100.0%	516 100.0%	288 100.0%	354 100.0%	360 100.0%	260 100.0%	209 100.0%	166 100.0%	68 100.0%	237 100.0%	261 100.0%	39 100.0%	201 100.0%	88 100.0%	146 100.0%	261 100.0%	366 100.0%	70 100.0%	68 100.0%	197 100.0%	149 100.0%	281 100.0%	376 100.0%

**Political Survey**  
Prepared on behalf of the Mail on Sunday

11 Oct 2014

**Table 71**  
**Q40. Who should succeed Ed Miliband as the next Leader of the Labour Party?**  
**Base : All Respondents**

	Total	Gender		Age			2010 Vote				GE Voting Intention				Region6						SEG			
		Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	London	Midlands	North	South	Scotland	Wales	AB	C1	C2	DE
Unweighted Total	1003	453	550	214	382	407	280	221	134	68	245	245	58	165	90	173	257	347	79	53	233	199	280	291
Weighted Total	1003	487	516	288	354	360	260	209	166	68	237	261	39	201	88	146	261	366	70	68	197	149	281	376
Alan Johnson - Former Home, Health and Education Secretary	112 11.1%	75 15.5%	36 7.0%	19 6.7%	46 13.0%	46 12.9%	42 16.2%	23 10.9%	28 16.7%	7 10.6%	31 13.2%	22 8.4%	9 23.4%	37 18.6%	8 8.9%	15 10.2%	34 12.9%	40 11.0%	9 12.6%	6 8.2%	18 9.1%	22 14.6%	41 14.7%	31 8.1%
Ed Balls - Shadow Chancellor	181 18.1%	97 20.0%	84 16.3%	46 15.9%	85 23.9%	51 14.1%	27 10.5%	50 23.9%	18 11.1%	22 32.5%	47 19.7%	64 24.4%	7 18.7%	38 19.1%	23 26.4%	21 14.5%	46 17.6%	59 16.1%	16 22.9%	16 23.7%	44 22.3%	43 28.9%	47 16.8%	47 12.6%
Yvette Cooper - Shadow Home Secretary	82 8.2%	44 9.1%	38 7.4%	35 12.3%	22 6.1%	25 7.1%	6 2.4%	24 11.6%	21 12.6%	7 10.6%	11 4.7%	34 12.8%	2 4.9%	28 13.7%	5 6.1%	10 6.7%	31 12.0%	26 7.2%	5 7.6%	4 6.4%	14 7.2%	8 5.1%	25 9.0%	35 9.4%
Andy Burnham - Shadow Health Secretary	61 6.1%	39 8.0%	22 4.3%	26 8.9%	25 7.0%	11 3.0%	14 5.4%	15 7.2%	20 12.1%	2 3.2%	13 5.3%	35 13.4%	* 1.1%	5 2.7%	2 1.8%	16 10.8%	11 4.1%	28 7.6%	2 2.2%	4 5.9%	21 10.6%	15 10.3%	17 5.9%	8 2.2%
Chuka Umunna - Shadow Business Secretary	40 4.0%	23 4.6%	17 3.3%	10 3.3%	8 2.3%	22 6.1%	6 2.3%	10 5.0%	5 3.1%	2 3.0%	7 3.1%	13 5.0%	1 3.8%	7 3.2%	7 8.4%	7 4.9%	12 4.7%	9 2.5%	2 2.6%	2 3.2%	12 5.9%	10 6.8%	7 2.3%	11 3.0%
Don't know	493 49.2%	189 38.8%	304 59.0%	144 49.9%	164 46.3%	185 51.5%	149 57.2%	84 40.0%	72 43.2%	26 37.8%	127 53.5%	85 32.4%	18 45.4%	76 37.5%	43 48.4%	77 52.6%	117 44.8%	189 51.8%	28 40.9%	35 52.2%	87 44.1%	47 32.0%	124 44.3%	234 62.3%
Someone else	33 3.3%	19 4.0%	14 2.7%	9 3.0%	5 1.5%	19 5.4%	16 6.0%	3 1.3%	2 1.2%	2 2.4%	1 0.5%	9 3.6%	1 2.6%	11 5.2%	- -	* 0.3%	10 3.9%	15 4.0%	8 11.1%	* 0.4%	2 0.8%	3 2.3%	20 7.0%	9 2.3%
SIGMA	1003 100.0%	487 100.0%	516 100.0%	288 100.0%	354 100.0%	360 100.0%	260 100.0%	209 100.0%	166 100.0%	68 100.0%	237 100.0%	261 100.0%	39 100.0%	201 100.0%	88 100.0%	146 100.0%	261 100.0%	366 100.0%	70 100.0%	68 100.0%	197 100.0%	149 100.0%	281 100.0%	376 100.0%



**Political Survey**  
Prepared on behalf of the Mail on Sunday

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**Table 72**  
**Q41A. Of the following potential future leaders of the Labour Party, which would make you more likely to vote Labour, less likely to vote Labour or have no effect on your vote at a General Election?**

**Alan Johnson**

**Base : All Respondents**

	Total	Gender		Age			2010 Vote				GE Voting Intention				Region6						SEG			
		Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	London	Midlands	North	South	Scotland	Wales	AB	C1	C2	DE
Unweighted Total	1003	453	550	214	382	407	280	221	134	68	245	245	58	165	90	173	257	347	79	53	233	199	280	291
Weighted Total	1003	487	516	288	354	360	260	209	166	68	237	261	39	201	88	146	261	366	70	68	197	149	281	376
More likely to vote Labour	205	144	61	70	80	55	49	53	30	15	60	52	17	56	25	23	38	77	16	24	51	48	48	57
	20.4%	29.6%	11.8%	24.3%	22.6%	15.2%	18.9%	25.6%	18.2%	22.1%	25.2%	19.7%	42.1%	27.6%	28.9%	16.0%	14.5%	21.0%	22.5%	34.8%	26.0%	32.6%	17.2%	15.1%
Less likely to vote Labour	132	76	56	48	50	35	35	31	13	20	34	29	5	38	7	10	42	43	14	16	25	20	44	43
	13.2%	15.7%	10.8%	16.5%	14.1%	9.6%	13.4%	14.9%	7.9%	29.6%	14.5%	11.1%	11.5%	19.0%	8.4%	6.9%	16.2%	11.7%	19.7%	23.4%	12.6%	13.2%	15.8%	11.5%
Would not affect my vote	666	267	399	171	224	271	176	124	123	33	143	181	18	107	55	113	181	246	40	28	121	81	188	276
	66.4%	54.8%	77.4%	59.1%	63.3%	75.2%	67.7%	59.5%	73.9%	48.4%	60.3%	69.2%	46.4%	53.3%	62.7%	77.2%	69.3%	67.2%	57.8%	41.9%	61.5%	54.2%	66.9%	73.4%
SIGMA	1003	487	516	288	354	360	260	209	166	68	237	261	39	201	88	146	261	366	70	68	197	149	281	376
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

**Political Survey**  
Prepared on behalf of the Mail on Sunday

11 Oct 2014

**Table 73**  
**Q41B. Of the following potential future leaders of the Labour Party, which would make you more likely to vote Labour, less likely to vote Labour or have no effect on your vote at a General Election?**

Ed Balls

Base : All Respondents

	Total	Gender		Age			2010 Vote				GE Voting Intention				Region6						SEG			
		Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	London	Midlands	North	South	Scotland	Wales	AB	C1	C2	DE
Unweighted Total	1003	453	550	214	382	407	280	221	134	68	245	245	58	165	90	173	257	347	79	53	233	199	280	291
Weighted Total	1003	487	516	288	354	360	260	209	166	68	237	261	39	201	88	146	261	366	70	68	197	149	281	376
More likely to vote Labour	194	107	87	69	90	35	20	68	21	24	41	67	10	50	19	16	49	72	19	17	46	41	46	61
	19.4%	22.0%	16.9%	24.0%	25.3%	9.8%	7.7%	32.4%	12.5%	34.8%	17.5%	25.7%	26.2%	25.0%	21.5%	10.8%	18.8%	19.7%	27.7%	25.8%	23.3%	27.8%	16.3%	16.2%
Less likely to vote Labour	265	161	104	77	86	102	118	24	50	19	95	37	4	75	17	46	63	93	20	26	51	43	98	72
	26.4%	33.1%	20.1%	26.6%	24.2%	28.4%	45.5%	11.4%	30.0%	28.5%	40.2%	14.0%	11.0%	37.1%	19.2%	31.3%	24.1%	25.4%	28.1%	39.0%	26.0%	29.2%	35.0%	19.0%
Would not affect my vote	544	219	325	142	179	223	122	117	95	25	100	158	25	76	52	85	149	201	31	24	100	64	137	244
	54.3%	44.9%	63.0%	49.4%	50.5%	61.8%	46.7%	56.2%	57.5%	36.6%	42.3%	60.3%	62.8%	37.9%	59.3%	57.8%	57.1%	54.9%	44.2%	35.3%	50.7%	43.0%	48.6%	64.8%
SIGMA	1003	487	516	288	354	360	260	209	166	68	237	261	39	201	88	146	261	366	70	68	197	149	281	376
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

**Political Survey**  
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11 Oct 2014

**Table 74**  
**Q41C. Of the following potential future leaders of the Labour Party, which would make you more likely to vote Labour, less likely to vote Labour or have no effect on your vote at a General Election?**

Yvette Cooper

Base : All Respondents

	Total	Gender		Age			2010 Vote				GE Voting Intention				Region6						SEG			
		Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	London	Midlands	North	South	Scotland	Wales	AB	C1	C2	DE
Unweighted Total	1003	453	550	214	382	407	280	221	134	68	245	245	58	165	90	173	257	347	79	53	233	199	280	291
Weighted Total	1003	487	516	288	354	360	260	209	166	68	237	261	39	201	88	146	261	366	70	68	197	149	281	376
More likely to vote Labour	121	71	50	63	34	24	19	38	20	20	23	46	7	24	16	16	34	25	14	15	48	10	28	34
	12.0%	14.6%	9.6%	21.8%	9.5%	6.6%	7.5%	18.3%	11.9%	28.6%	9.8%	17.7%	18.6%	11.8%	17.9%	10.6%	12.9%	6.8%	19.9%	21.6%	24.5%	6.7%	9.9%	9.1%
Less likely to vote Labour	195	131	64	46	90	59	62	31	26	15	71	28	5	65	16	21	31	97	14	15	17	52	67	59
	19.4%	27.0%	12.3%	15.8%	25.5%	16.4%	23.8%	14.7%	15.9%	22.5%	30.2%	10.8%	13.0%	32.2%	18.6%	14.4%	12.0%	26.6%	19.7%	22.4%	8.6%	34.8%	24.0%	15.6%
Would not affect my vote	688	285	403	180	230	278	179	140	120	33	142	187	27	113	56	110	196	243	42	38	132	87	185	283
	68.6%	58.5%	78.1%	62.3%	65.0%	77.0%	68.7%	67.1%	72.2%	48.9%	60.1%	71.5%	68.4%	56.1%	63.5%	75.0%	75.1%	66.6%	60.3%	56.0%	66.9%	58.5%	66.0%	75.3%
SIGMA	1003	487	516	288	354	360	260	209	166	68	237	261	39	201	88	146	261	366	70	68	197	149	281	376
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

**Political Survey**  
Prepared on behalf of the Mail on Sunday

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**Table 75**  
**Q41D. Of the following potential future leaders of the Labour Party, which would make you more likely to vote Labour, less likely to vote Labour or have no effect on your vote at a General Election?**  
**Andy Burnham**  
**Base : All Respondents**

	Total	Gender		Age			2010 Vote				GE Voting Intention				Region6						SEG			
		Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	London	Midlands	North	South	Scotland	Wales	AB	C1	C2	DE
Unweighted Total	1003	453	550	214	382	407	280	221	134	68	245	245	58	165	90	173	257	347	79	53	233	199	280	291
Weighted Total	1003	487	516	288	354	360	260	209	166	68	237	261	39	201	88	146	261	366	70	68	197	149	281	376
More likely to vote Labour	177	111	66	75	66	36	25	54	17	12	47	67	9	37	18	14	57	52	14	20	49	37	39	51
	17.7%	22.8%	12.8%	25.9%	18.6%	10.1%	9.8%	25.8%	10.3%	17.7%	19.6%	25.6%	21.6%	18.3%	19.9%	9.5%	22.0%	14.4%	20.0%	30.0%	25.0%	25.0%	14.0%	13.7%
Less likely to vote Labour	146	84	62	45	58	43	49	11	33	23	43	18	7	58	9	14	26	72	11	15	30	26	46	44
	14.6%	17.2%	12.0%	15.7%	16.3%	11.9%	18.9%	5.4%	19.6%	34.3%	18.3%	6.9%	17.5%	29.0%	9.9%	9.4%	10.0%	19.6%	15.5%	21.9%	15.4%	17.3%	16.4%	11.6%
Would not affect my vote	680	292	388	168	231	281	185	144	116	33	147	176	24	106	62	119	178	241	45	33	118	86	196	281
	67.8%	59.9%	75.2%	58.4%	65.1%	78.0%	71.3%	68.8%	70.1%	47.9%	62.0%	67.5%	60.9%	52.7%	70.3%	81.0%	68.1%	66.0%	64.5%	48.1%	59.6%	57.6%	69.6%	74.7%
SIGMA	1003	487	516	288	354	360	260	209	166	68	237	261	39	201	88	146	261	366	70	68	197	149	281	376
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

**Political Survey**  
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**Table 76**  
**Q41E. Of the following potential future leaders of the Labour Party, which would make you more likely to vote Labour, less likely to vote Labour or have no effect on your vote at a General Election?**  
**Chuka Umunna**  
**Base : All Respondents**

	Total	Gender		Age			2010 Vote				GE Voting Intention				Region6						SEG			
		Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	London	Midlands	North	South	Scotland	Wales	AB	C1	C2	DE
Unweighted Total	1003	453	550	214	382	407	280	221	134	68	245	245	58	165	90	173	257	347	79	53	233	199	280	291
Weighted Total	1003	487	516	288	354	360	260	209	166	68	237	261	39	201	88	146	261	366	70	68	197	149	281	376
More likely to vote Labour	99	59	40	32	33	35	12	39	4	19	12	43	9	10	26	12	24	23	11	2	23	15	25	37
	9.9%	12.2%	7.8%	10.9%	9.3%	9.7%	4.5%	18.8%	2.5%	28.0%	5.3%	16.4%	22.5%	4.8%	29.4%	8.0%	9.3%	6.3%	15.7%	3.4%	11.6%	9.9%	8.8%	9.8%
Less likely to vote Labour	234	140	94	86	92	55	67	26	43	20	78	34	6	86	9	20	51	109	13	31	55	51	58	70
	23.3%	28.7%	18.2%	30.0%	26.0%	15.4%	25.7%	12.5%	25.8%	30.0%	33.0%	13.1%	15.1%	42.6%	10.7%	13.8%	19.6%	29.8%	19.3%	45.6%	27.8%	34.0%	20.6%	18.7%
Would not affect my vote	670	288	382	170	229	270	182	143	119	29	146	184	25	106	53	115	186	234	45	35	120	83	198	269
	66.8%	59.1%	74.0%	59.1%	64.8%	74.9%	69.8%	68.7%	71.7%	42.0%	61.8%	70.6%	62.4%	52.7%	59.9%	78.2%	71.2%	64.0%	65.1%	51.0%	60.6%	56.1%	70.5%	71.4%
SIGMA	1003	487	516	288	354	360	260	209	166	68	237	261	39	201	88	146	261	366	70	68	197	149	281	376
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

**Political Survey**  
Prepared on behalf of the Mail on Sunday

11 Oct 2014

**Table 77**  
**Q42. Can you, or can you not imagine Ed Miliband as Prime Minister?**  
**Base : All Respondents**

	Total	Gender		Age			2010 Vote				GE Voting Intention				Region6						SEG			
		Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	London	Midlands	North	South	Scotland	Wales	AB	C1	C2	DE
Unweighted Total	1003	453	550	214	382	407	280	221	134	68	245	245	58	165	90	173	257	347	79	53	233	199	280	291
Weighted Total	1003	487	516	288	354	360	260	209	166	68	237	261	39	201	88	146	261	366	70	68	197	149	281	376
Yes, I can imagine Ed Miliband as Prime Minister	369 36.8%	167 34.2%	203 39.3%	139 48.1%	142 40.1%	89 24.6%	35 13.6%	153 73.0%	53 31.9%	21 30.7%	36 15.1%	192 73.5%	18 46.6%	42 20.6%	40 45.3%	63 42.7%	112 42.8%	96 26.2%	27 38.5%	30 44.5%	101 51.1%	34 22.8%	93 33.1%	142 37.7%
No, I cannot imagine Ed Miliband as Prime Minister	634 63.2%	321 65.8%	313 60.7%	150 51.9%	212 59.9%	272 75.4%	225 86.4%	56 27.0%	113 68.1%	47 69.3%	201 84.9%	69 26.5%	21 53.4%	160 79.4%	48 54.7%	84 57.3%	150 57.2%	270 73.8%	43 61.5%	38 55.5%	96 48.9%	115 77.2%	188 66.9%	235 62.3%
SIGMA	1003 100.0%	487 100.0%	516 100.0%	288 100.0%	354 100.0%	360 100.0%	260 100.0%	209 100.0%	166 100.0%	68 100.0%	237 100.0%	261 100.0%	39 100.0%	201 100.0%	88 100.0%	146 100.0%	261 100.0%	366 100.0%	70 100.0%	68 100.0%	197 100.0%	149 100.0%	281 100.0%	376 100.0%

**Political Survey**  
Prepared on behalf of the Mail on Sunday

11 Oct 2014

**Table 78**  
**Q43. Can you, or can you not, imagine Boris Johnson as Prime Minister?**  
**Base : All Respondents**

	Total	Gender		Age			2010 Vote				GE Voting Intention				Region6						SEG			
		Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	London	Midlands	North	South	Scotland	Wales	AB	C1	C2	DE
Unweighted Total	1003	453	550	214	382	407	280	221	134	68	245	245	58	165	90	173	257	347	79	53	233	199	280	291
Weighted Total	1003	487	516	288	354	360	260	209	166	68	237	261	39	201	88	146	261	366	70	68	197	149	281	376
Yes, I can imagine Boris Johnson as Prime Minister	380 37.9%	186 38.1%	194 37.6%	123 42.6%	131 37.0%	126 35.0%	134 51.5%	63 30.2%	43 25.9%	30 44.6%	126 53.1%	68 25.8%	15 36.9%	87 43.0%	38 43.1%	56 38.0%	108 41.4%	130 35.5%	19 27.6%	29 42.8%	97 49.0%	55 36.8%	101 35.8%	128 34.0%
No, I cannot imagine Boris Johnson as Prime Minister	623 62.1%	301 61.9%	322 62.4%	166 57.4%	223 63.0%	234 65.0%	126 48.5%	146 69.8%	123 74.1%	38 55.4%	111 46.9%	194 74.2%	25 63.1%	115 57.0%	50 56.9%	91 62.0%	153 58.6%	236 64.5%	50 72.4%	39 57.2%	101 51.0%	94 63.2%	180 64.2%	248 66.0%
SIGMA	1003 100.0%	487 100.0%	516 100.0%	288 100.0%	354 100.0%	360 100.0%	260 100.0%	209 100.0%	166 100.0%	68 100.0%	237 100.0%	261 100.0%	39 100.0%	201 100.0%	88 100.0%	146 100.0%	261 100.0%	366 100.0%	70 100.0%	68 100.0%	197 100.0%	149 100.0%	281 100.0%	376 100.0%

**Political Survey**  
Prepared on behalf of the Mail on Sunday

11 Oct 2014

**Table 79**  
**Q44. Can you, or can you not, imagine Nigel Farage as Prime Minister?**  
**Base : All Respondents**

	Total	Gender		Age			2010 Vote				GE Voting Intention				Region6						SEG			
		Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	London	Midlands	North	South	Scotland	Wales	AB	C1	C2	DE
Unweighted Total	1003	453	550	214	382	407	280	221	134	68	245	245	58	165	90	173	257	347	79	53	233	199	280	291
Weighted Total	1003	487	516	288	354	360	260	209	166	68	237	261	39	201	88	146	261	366	70	68	197	149	281	376
Yes, I can imagine Nigel Farage as Prime Minister	378 37.7%	211 43.4%	166 32.3%	108 37.3%	140 39.6%	130 36.1%	83 31.7%	60 28.8%	71 43.1%	33 48.6%	72 30.4%	54 20.5%	14 35.4%	172 85.3%	38 43.2%	46 31.7%	72 27.6%	174 47.6%	14 19.9%	32 47.3%	63 31.9%	66 44.4%	90 32.1%	159 42.3%
No, I cannot imagine Nigel Farage as Prime Minister	625 62.3%	276 56.6%	349 67.7%	181 62.7%	214 60.4%	230 63.9%	178 68.3%	149 71.2%	94 56.9%	35 51.4%	165 69.6%	208 79.5%	25 64.6%	30 14.7%	50 56.8%	100 68.3%	189 72.4%	192 52.4%	56 80.1%	36 52.7%	134 68.1%	83 55.6%	191 67.9%	217 57.7%
SIGMA	1003 100.0%	487 100.0%	516 100.0%	288 100.0%	354 100.0%	360 100.0%	260 100.0%	209 100.0%	166 100.0%	68 100.0%	237 100.0%	261 100.0%	39 100.0%	201 100.0%	88 100.0%	146 100.0%	261 100.0%	366 100.0%	70 100.0%	68 100.0%	197 100.0%	149 100.0%	281 100.0%	376 100.0%



**Political Survey**  
Prepared on behalf of the Mail on Sunday

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**Table 80**  
**Q45. Can you, or can you not, imagine Theresa May as Prime Minister?**  
Base : All Respondents

	Total	Gender		Age			2010 Vote				GE Voting Intention				Region6						SEG			
		Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	London	Midlands	North	South	Scotland	Wales	AB	C1	C2	DE
Unweighted Total	1003	453	550	214	382	407	280	221	134	68	245	245	58	165	90	173	257	347	79	53	233	199	280	291
Weighted Total	1003	487	516	288	354	360	260	209	166	68	237	261	39	201	88	146	261	366	70	68	197	149	281	376
Yes, I can imagine Theresa May as Prime Minister	441 44.0%	209 42.9%	232 45.0%	127 43.9%	148 41.9%	166 46.2%	133 51.2%	82 39.2%	79 47.4%	24 35.0%	129 54.4%	82 31.5%	23 58.9%	101 50.1%	44 49.9%	58 39.7%	124 47.6%	170 46.6%	28 40.4%	16 23.5%	81 41.2%	81 54.7%	132 47.0%	147 39.0%
No, I cannot imagine Theresa May as Prime Minister	562 56.0%	278 57.1%	284 55.0%	162 56.1%	206 58.1%	194 53.8%	127 48.8%	127 60.8%	87 52.6%	44 65.0%	108 45.6%	179 68.5%	16 41.1%	101 49.9%	44 50.1%	88 60.3%	137 52.4%	195 53.4%	41 59.6%	52 76.5%	116 58.8%	67 45.3%	149 53.0%	229 61.0%
SIGMA	1003 100.0%	487 100.0%	516 100.0%	288 100.0%	354 100.0%	360 100.0%	260 100.0%	209 100.0%	166 100.0%	68 100.0%	237 100.0%	261 100.0%	39 100.0%	201 100.0%	88 100.0%	146 100.0%	261 100.0%	366 100.0%	70 100.0%	68 100.0%	197 100.0%	149 100.0%	281 100.0%	376 100.0%

**Political Survey**  
Prepared on behalf of the Mail on Sunday

11 Oct 2014

**Table 81**  
**Q46. Can you, or can you not, imagine Chuka Umunna as Prime Minister?**  
**Base : All Respondents**

	Total	Gender		Age			2010 Vote				GE Voting Intention				Region6						SEG			
		Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	London	Midlands	North	South	Scotland	Wales	AB	C1	C2	DE
Unweighted Total	1003	453	550	214	382	407	280	221	134	68	245	245	58	165	90	173	257	347	79	53	233	199	280	291
Weighted Total	1003	487	516	288	354	360	260	209	166	68	237	261	39	201	88	146	261	366	70	68	197	149	281	376
Yes, I can imagine Chuka Umunna as Prime Minister	285 28.4%	116 23.7%	169 32.8%	104 36.0%	96 27.2%	85 23.6%	42 16.0%	82 39.1%	43 26.2%	17 25.2%	47 20.0%	104 39.8%	19 47.2%	43 21.4%	30 34.3%	49 33.3%	98 37.5%	78 21.3%	20 28.5%	9 13.5%	73 37.0%	44 29.9%	62 22.1%	105 28.0%
No, I cannot imagine Chuka Umunna as Prime Minister	718 71.6%	372 76.3%	346 67.2%	185 64.0%	258 72.8%	275 76.4%	218 84.0%	127 60.9%	123 73.8%	51 74.8%	189 80.0%	157 60.2%	21 52.8%	158 78.6%	58 65.7%	98 66.7%	163 62.5%	288 78.7%	50 71.5%	59 86.5%	124 63.0%	104 70.1%	219 77.9%	271 72.0%
SIGMA	1003 100.0%	487 100.0%	516 100.0%	288 100.0%	354 100.0%	360 100.0%	260 100.0%	209 100.0%	166 100.0%	68 100.0%	237 100.0%	261 100.0%	39 100.0%	201 100.0%	88 100.0%	146 100.0%	261 100.0%	366 100.0%	70 100.0%	68 100.0%	197 100.0%	149 100.0%	281 100.0%	376 100.0%

**Political Survey**  
Prepared on behalf of the Mail on Sunday

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**Table 82**  
**Q47. Which of the four main party leaders best speaks for people like you?**  
**Base : All Respondents**

	Total	Gender		Age			2010 Vote				GE Voting Intention				Region6						SEG			
		Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	London	Midlands	North	South	Scotland	Wales	AB	C1	C2	DE
Unweighted Total	1003	453	550	214	382	407	280	221	134	68	245	245	58	165	90	173	257	347	79	53	233	199	280	291
Weighted Total	1003	487	516	288	354	360	260	209	166	68	237	261	39	201	88	146	261	366	70	68	197	149	281	376
David Cameron	285 28.4%	149 30.7%	136 26.3%	86 29.9%	121 34.2%	78 21.7%	155 59.5%	22 10.4%	17 10.0%	11 16.1%	197 83.3%	25 9.5%	8 19.5%	23 11.4%	41 46.0%	42 28.7%	70 26.8%	102 27.9%	6 8.5%	25 36.7%	80 40.4%	56 38.0%	80 28.6%	69 18.2%
Ed Miliband	218 21.7%	103 21.2%	114 22.2%	68 23.5%	83 23.5%	67 18.5%	5 1.9%	104 49.7%	33 19.9%	11 15.6%	2 1.0%	162 62.2%	6 14.6%	8 3.9%	12 14.1%	39 26.4%	74 28.4%	57 15.5%	21 30.5%	13 19.7%	50 25.4%	20 13.4%	60 21.4%	88 23.3%
Nick Clegg	70 7.0%	29 6.0%	41 7.9%	23 7.9%	25 7.0%	22 6.2%	3 1.0%	17 8.2%	28 17.2%	3 4.7%	6 2.3%	13 4.9%	20 49.9%	3 1.3%	1 0.7%	11 7.4%	21 8.2%	22 5.9%	12 17.2%	4 5.2%	14 7.3%	17 11.5%	17 6.2%	21 5.6%
Nigel Farage	222 22.1%	137 28.2%	85 16.4%	37 12.9%	69 19.6%	115 32.0%	63 24.2%	33 15.8%	52 31.1%	26 37.7%	18 7.4%	17 6.4%	4 9.4%	162 80.5%	10 11.1%	28 18.9%	50 19.2%	107 29.2%	6 8.5%	21 31.0%	11 5.6%	27 18.2%	69 24.5%	115 30.6%
Don't know	208 20.7%	68 14.0%	140 27.2%	74 25.7%	56 15.7%	78 21.7%	35 13.5%	33 15.8%	36 21.8%	18 25.9%	14 5.9%	45 17.1%	3 6.6%	6 2.9%	25 28.1%	27 18.6%	46 17.5%	79 21.5%	25 35.2%	5 7.4%	42 21.3%	28 18.9%	54 19.2%	84 22.3%
SIGMA	1003 100.0%	487 100.0%	516 100.0%	288 100.0%	354 100.0%	360 100.0%	260 100.0%	209 100.0%	166 100.0%	68 100.0%	237 100.0%	261 100.0%	39 100.0%	201 100.0%	88 100.0%	146 100.0%	261 100.0%	366 100.0%	70 100.0%	68 100.0%	197 100.0%	149 100.0%	281 100.0%	376 100.0%

**Political Survey**  
Prepared on behalf of the Mail on Sunday

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Table 83

Q48. Which of these Leaders of the Conservative Party, past and present, do you think was the best?

Base : All Respondents

	Total	Gender		Age			2010 Vote				GE Voting Intention				Region6						SEG			
		Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	London	Midlands	North	South	Scotland	Wales	AB	C1	C2	DE
Unweighted Total	1003	453	550	214	382	407	280	221	134	68	245	245	58	165	90	173	257	347	79	53	233	199	280	291
Weighted Total	1003	487	516	288	354	360	260	209	166	68	237	261	39	201	88	146	261	366	70	68	197	149	281	376
David Cameron	131 13.0%	81 16.7%	49 9.5%	57 19.7%	56 15.8%	18 4.9%	40 15.4%	25 12.2%	14 8.2%	3 4.1%	74 31.4%	20 7.6%	9 24.1%	7 3.6%	12 13.4%	25 16.7%	20 7.6%	50 13.8%	6 8.2%	18 26.8%	38 19.2%	38 25.8%	23 8.3%	31 8.3%
Margaret Thatcher	324 32.3%	166 34.2%	157 30.5%	41 14.2%	111 31.3%	172 47.6%	169 64.9%	32 15.4%	39 23.6%	15 21.5%	133 56.1%	50 19.0%	10 26.3%	63 31.5%	37 42.0%	49 33.7%	74 28.3%	139 38.1%	9 13.2%	15 22.1%	50 25.5%	46 31.0%	115 40.8%	113 29.9%
John Major	85 8.4%	46 9.4%	39 7.5%	38 13.3%	19 5.5%	27 7.5%	7 2.6%	16 7.4%	24 14.4%	9 12.8%	6 2.5%	34 12.8%	6 15.8%	19 9.3%	2 2.5%	15 10.5%	30 11.6%	17 4.8%	7 10.7%	10 14.9%	24 11.9%	12 8.4%	15 5.4%	34 8.9%
William Hague	43 4.3%	22 4.5%	21 4.1%	8 2.7%	15 4.2%	20 5.6%	11 4.1%	19 9.1%	7 4.3%	1 1.3%	7 3.1%	18 6.8%	1 2.7%	7 3.5%	3 3.6%	10 6.5%	11 4.3%	14 3.7%	4 5.7%	2 2.4%	6 3.2%	5 3.4%	18 6.5%	14 3.6%
Iain Duncan-Smith	53 5.2%	25 5.1%	28 5.4%	20 7.0%	18 5.2%	14 3.9%	6 2.2%	10 4.6%	20 12.1%	7 10.2%	1 0.5%	15 5.7%	- -	23 11.5%	- -	8 5.8%	24 9.2%	18 4.8%	2 3.4%	* 0.3%	14 7.2%	6 4.1%	14 5.0%	18 4.9%
Michael Howard	24 2.4%	7 1.3%	17 3.4%	13 4.5%	5 1.3%	6 1.8%	2 0.7%	14 6.6%	5 3.1%	- -	3 1.3%	10 3.9%	4 9.2%	2 1.0%	4 5.0%	1 0.7%	12 4.4%	4 1.1%	3 4.1%	- -	8 4.3%	7 4.9%	8 2.8%	* 0.1%
None of these	240 24.0%	116 23.8%	125 24.1%	47 16.1%	109 30.7%	85 23.6%	17 6.5%	78 37.5%	39 23.4%	31 45.8%	3 1.4%	93 35.7%	3 7.9%	66 32.9%	13 15.3%	21 14.2%	71 27.0%	86 23.5%	33 47.8%	15 22.1%	37 18.7%	23 15.5%	58 20.8%	122 32.4%
Don't know	104 10.4%	25 5.0%	80 15.5%	65 22.4%	22 6.1%	18 5.1%	9 3.6%	15 7.3%	18 10.9%	3 4.3%	9 3.8%	22 8.6%	6 14.1%	14 6.7%	16 18.3%	17 11.9%	20 7.6%	38 10.3%	5 6.9%	8 11.4%	20 10.1%	10 7.0%	29 10.4%	45 11.9%
SIGMA	1003 100.0%	487 100.0%	516 100.0%	288 100.0%	354 100.0%	360 100.0%	260 100.0%	209 100.0%	166 100.0%	68 100.0%	237 100.0%	261 100.0%	39 100.0%	201 100.0%	88 100.0%	146 100.0%	261 100.0%	366 100.0%	70 100.0%	68 100.0%	197 100.0%	149 100.0%	281 100.0%	376 100.0%

# Survation.

**Political Survey**  
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**Table 84**  
**Q49. And which of these Leaders of the Conservative Party, past and present, do you think was the worst?**  
**Base : All Respondents**

	Total	Gender		Age			2010 Vote				GE Voting Intention				Region6						SEG			
		Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	London	Midlands	North	South	Scotland	Wales	AB	C1	C2	DE
Unweighted Total	1003	453	550	214	382	407	280	221	134	68	245	245	58	165	90	173	257	347	79	53	233	199	280	291
Weighted Total	1003	487	516	288	354	360	260	209	166	68	237	261	39	201	88	146	261	366	70	68	197	149	281	376
David Cameron	92 9.2%	44 9.0%	48 9.4%	24 8.4%	31 8.6%	37 10.3%	18 6.9%	29 13.8%	17 10.5%	7 9.7%	13 5.5%	34 13.0%	3 8.7%	14 7.0%	5 5.3%	16 10.7%	19 7.3%	42 11.4%	5 6.6%	6 9.2%	16 8.1%	10 6.8%	23 8.2%	43 11.4%
Margaret Thatcher	250 24.9%	110 22.6%	139 27.0%	75 26.1%	71 20.1%	103 28.6%	25 9.7%	84 40.4%	52 31.6%	16 22.8%	23 9.6%	94 35.8%	12 30.9%	54 26.8%	11 12.0%	32 21.9%	96 36.6%	52 14.1%	32 46.5%	26 38.2%	37 18.6%	28 18.7%	71 25.2%	114 30.4%
John Major	102 10.1%	49 10.0%	53 10.2%	12 4.0%	44 12.4%	46 12.8%	39 15.2%	16 7.7%	15 9.3%	4 5.8%	27 11.5%	11 4.4%	4 9.0%	32 16.0%	8 8.6%	9 6.3%	29 11.1%	49 13.3%	2 3.2%	5 7.4%	11 5.3%	19 12.6%	34 12.1%	38 10.2%
William Hague	94 9.4%	39 8.0%	56 10.8%	24 8.2%	35 9.8%	36 9.9%	29 11.0%	10 5.0%	11 6.6%	26 37.8%	28 11.8%	10 3.7%	1 1.7%	37 18.3%	5 5.4%	17 11.5%	11 4.2%	39 10.7%	9 12.2%	14 20.5%	20 10.2%	22 15.1%	17 5.9%	35 9.3%
Iain Duncan-Smith	135 13.4%	91 18.7%	44 8.5%	29 10.2%	58 16.3%	48 13.2%	51 19.8%	20 9.4%	36 21.8%	9 13.5%	37 15.6%	32 12.4%	7 17.0%	34 17.1%	18 20.4%	18 12.2%	32 12.4%	57 15.7%	3 4.8%	6 8.5%	28 14.0%	16 10.7%	55 19.7%	36 9.5%
Michael Howard	70 6.9%	50 10.2%	20 3.8%	13 4.5%	27 7.5%	30 8.3%	35 13.4%	13 6.3%	4 2.3%	1 1.2%	31 13.1%	18 6.8%	3 6.6%	4 2.1%	8 9.5%	11 7.8%	14 5.5%	23 6.4%	8 11.2%	4 6.2%	16 8.3%	11 7.6%	25 9.0%	17 4.4%
None of these	81 8.1%	42 8.6%	39 7.6%	23 8.1%	35 10.0%	23 6.3%	25 9.6%	11 5.3%	5 2.9%	1 2.0%	43 18.0%	11 4.4%	4 9.7%	7 3.7%	5 6.0%	17 11.4%	18 6.8%	38 10.5%	2 2.8%	1 1.6%	14 7.2%	31 21.1%	16 5.7%	20 5.3%
Don't know	180 17.9%	63 12.9%	117 22.7%	88 30.4%	54 15.2%	38 10.6%	38 14.5%	25 12.0%	25 15.0%	5 7.3%	35 14.9%	51 19.5%	6 16.5%	18 9.1%	29 32.7%	27 18.1%	42 16.0%	65 17.9%	9 12.6%	6 8.3%	56 28.4%	11 7.4%	40 14.2%	73 19.4%
SIGMA	1003 100.0%	487 100.0%	516 100.0%	288 100.0%	354 100.0%	360 100.0%	260 100.0%	209 100.0%	166 100.0%	68 100.0%	237 100.0%	261 100.0%	39 100.0%	201 100.0%	88 100.0%	146 100.0%	261 100.0%	366 100.0%	70 100.0%	68 100.0%	197 100.0%	149 100.0%	281 100.0%	376 100.0%

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**Table 85**  
**Q50. Which of these leaders of the Labour Party, past and present, do you think was the best?**  
**Base : All Respondents**

	Total	Gender		Age			2010 Vote				GE Voting Intention				Region6						SEG			
		Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	London	Midlands	North	South	Scotland	Wales	AB	C1	C2	DE
Unweighted Total	1003	453	550	214	382	407	280	221	134	68	245	245	58	165	90	173	257	347	79	53	233	199	280	291
Weighted Total	1003	487	516	288	354	360	260	209	166	68	237	261	39	201	88	146	261	366	70	68	197	149	281	376
Ed Miliband	46 4.6%	16 3.2%	31 5.9%	21 7.3%	15 4.2%	10 2.9%	4 1.6%	14 6.8%	5 3.2%	5 7.0%	7 3.1%	26 10.1%	3 6.4%	2 1.2%	4 4.4%	19 13.3%	2 0.8%	13 3.7%	6 8.7%	-	13 6.8%	4 2.4%	10 3.7%	19 5.0%
John Smith	202 20.2%	121 24.9%	81 15.7%	28 9.7%	60 16.8%	115 31.8%	71 27.3%	34 16.4%	51 30.9%	17 24.8%	43 18.2%	35 13.2%	8 19.9%	66 32.5%	10 10.9%	22 15.2%	55 21.1%	73 20.0%	33 47.4%	9 13.5%	37 18.7%	38 25.7%	62 22.2%	65 17.2%
Gordon Brown	64 6.4%	29 6.1%	34 6.6%	17 5.9%	24 6.7%	23 6.3%	13 5.1%	28 13.2%	4 2.4%	6 8.8%	15 6.2%	30 11.5%	2 5.9%	4 1.9%	8 8.7%	13 9.0%	17 6.5%	17 4.8%	8 12.1%	* 0.4%	12 6.2%	7 5.0%	23 8.1%	21 5.7%
Tony Blair	244 24.3%	144 29.7%	99 19.3%	68 23.4%	112 31.7%	64 17.8%	60 23.0%	70 33.5%	27 16.5%	4 6.3%	89 37.5%	77 29.6%	7 17.0%	27 13.5%	13 14.5%	33 22.7%	71 27.3%	91 24.8%	7 9.6%	29 42.2%	64 32.3%	49 32.7%	61 21.6%	71 18.9%
Neil Kinnock	88 8.8%	45 9.2%	43 8.4%	26 9.0%	29 8.2%	33 9.2%	22 8.6%	21 10.1%	13 8.0%	7 10.2%	12 5.2%	29 11.1%	5 13.0%	26 13.0%	10 11.0%	7 4.7%	28 10.7%	35 9.6%	3 3.9%	6 8.6%	11 5.5%	14 9.7%	29 10.3%	34 9.0%
Michael Foot	41 4.1%	23 4.6%	18 3.5%	9 3.1%	12 3.3%	20 5.5%	8 3.2%	14 6.7%	2 1.5%	6 8.6%	4 1.8%	12 4.7%	2 4.1%	14 7.2%	3 3.6%	5 3.1%	3 3.3%	20 5.4%	2 3.3%	2 3.6%	1 0.7%	3 2.0%	14 5.1%	22 5.8%
None of these	149 14.9%	51 10.5%	98 18.9%	48 16.5%	45 12.7%	56 15.6%	48 18.4%	15 7.1%	32 19.6%	19 28.1%	38 15.8%	12 4.6%	11 27.9%	28 13.9%	20 23.2%	15 10.2%	26 9.9%	65 17.9%	6 8.5%	16 24.1%	30 15.2%	14 9.7%	31 10.9%	74 19.7%
Don't know	169 16.9%	58 11.8%	112 21.6%	72 25.0%	58 16.4%	39 10.8%	33 12.7%	13 6.3%	30 17.9%	4 6.3%	29 12.3%	39 15.1%	2 5.7%	34 16.8%	21 23.6%	32 21.8%	54 20.5%	51 13.9%	5 6.5%	5 7.5%	29 14.5%	19 12.6%	51 18.2%	71 18.8%
SIGMA	1003 100.0%	487 100.0%	516 100.0%	288 100.0%	354 100.0%	360 100.0%	260 100.0%	209 100.0%	166 100.0%	68 100.0%	237 100.0%	261 100.0%	39 100.0%	201 100.0%	88 100.0%	146 100.0%	261 100.0%	366 100.0%	70 100.0%	68 100.0%	197 100.0%	149 100.0%	281 100.0%	376 100.0%

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**Table 86**  
**Q51. Which of these leaders of the Labour Party, past and present, do you think was the worst?**  
**Base : All Respondents**

	Total	Gender		Age			2010 Vote				GE Voting Intention				Region6						SEG			
		Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	London	Midlands	North	South	Scotland	Wales	AB	C1	C2	DE
Unweighted Total	1003	453	550	214	382	407	280	221	134	68	245	245	58	165	90	173	257	347	79	53	233	199	280	291
Weighted Total	1003	487	516	288	354	360	260	209	166	68	237	261	39	201	88	146	261	366	70	68	197	149	281	376
Ed Miliband	124	81	43	50	28	46	45	20	23	4	45	23	5	28	13	7	35	44	9	15	43	16	29	35
	12.4%	16.6%	8.3%	17.5%	7.8%	12.8%	17.4%	9.8%	14.0%	5.2%	19.2%	8.9%	13.1%	14.1%	15.3%	4.9%	13.3%	12.0%	13.5%	22.2%	21.8%	10.8%	10.4%	9.4%
John Smith	44	34	10	4	37	3	3	9	4	-	29	5	-	1	4	5	2	29	-	4	1	28	7	7
	4.4%	7.0%	1.9%	1.2%	10.4%	0.9%	1.1%	4.2%	2.5%	-	12.1%	1.8%	-	0.3%	4.3%	3.3%	0.8%	7.9%	-	6.0%	0.4%	19.1%	2.6%	1.9%
Gordon Brown	176	83	93	57	62	58	47	29	31	16	35	59	4	31	8	37	44	59	18	10	27	23	61	66
	17.6%	17.1%	18.0%	19.8%	17.5%	16.0%	17.9%	13.8%	18.4%	23.6%	15.0%	22.6%	10.6%	15.4%	8.8%	25.3%	16.7%	16.2%	25.4%	14.3%	13.6%	15.7%	21.5%	17.5%
Tony Blair	226	135	91	42	72	113	81	36	41	24	51	33	11	72	28	28	45	93	21	11	22	34	77	92
	22.5%	27.8%	17.6%	14.4%	20.2%	31.3%	31.2%	17.4%	24.4%	35.2%	21.5%	12.5%	26.9%	35.8%	32.1%	19.0%	17.2%	25.4%	29.5%	16.6%	11.3%	23.1%	27.6%	24.4%
Neil Kinnock	83	31	52	6	38	39	26	28	7	11	14	28	2	25	5	10	25	29	3	11	6	5	20	51
	8.3%	6.4%	10.1%	1.9%	10.8%	10.9%	10.0%	13.3%	4.0%	15.6%	5.9%	10.9%	4.6%	12.6%	6.0%	6.8%	9.5%	8.0%	3.9%	15.7%	3.1%	3.7%	7.2%	13.6%
Michael Foot	119	56	63	25	39	55	20	42	29	7	23	44	9	26	3	19	47	34	8	8	31	28	34	26
	11.9%	11.6%	12.1%	8.7%	11.0%	15.2%	7.8%	20.0%	17.4%	9.6%	9.7%	16.8%	22.2%	12.7%	2.9%	13.1%	17.9%	9.4%	11.5%	11.8%	15.6%	19.1%	12.2%	6.8%
None of these	68	25	43	30	25	13	18	17	5	*	16	30	1	1	8	13	21	21	1	3	27	2	18	21
	6.8%	5.2%	8.3%	10.5%	7.0%	3.7%	6.9%	8.0%	3.0%	0.3%	6.6%	11.3%	3.8%	0.3%	9.0%	8.7%	8.1%	5.7%	1.1%	3.8%	13.6%	1.5%	6.4%	5.7%
Dont know	163	41	122	75	55	33	20	28	27	7	24	40	7	18	19	28	43	56	11	6	41	10	34	78
	16.2%	8.4%	23.7%	26.0%	15.4%	9.2%	7.8%	13.6%	16.4%	10.5%	10.0%	15.1%	18.9%	8.8%	21.5%	18.9%	16.3%	15.3%	15.1%	9.6%	20.5%	7.1%	12.0%	20.8%
SIGMA	1003	487	516	288	354	360	260	209	166	68	237	261	39	201	88	146	261	366	70	68	197	149	281	376
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%