Labour Leadership Poll: Part Two

08/11/2014

Prepared on behalf of the Mail on Sunday

The Mail
ON SUNDAY

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Methodology

Fieldwork Dates

7th November 2014

Data Collection Method

The survey was conducted via online panel. Differential response rates from different demographic groups were taken into account.

Population Sampled

All residents aged 18+ in Great Britain

Sample Size

1,020

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 1,000 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. For The European Parliament election, "Green" and "BNP" were also prompted.

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 Briône and Damian Lyons Lowe.

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Labour Leadership Poll

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8 Nov 2014

Table 118
Q87A. Which of the following adjectives do you think describes Prime Minister David Cameron?
Strong
Base : All Respondents

	Total	Gender		Age			2010 Vote				GE Voting Intention				EU Referendum Vote			SEG				Region6					
		Male	Female	18-34	35-54	55+	Conservative	Labour	Liberal Democrat	OTHER	CON	LAB	LD	UKIP	In	Out	Undecided	AB	C1	C2	DE	London	Midlands	North	South	Scotland	Wales
Unweighted Total	1020	454	566	307	398	315	257	233	156	83	213	272	51	180	452	347	180	258	217	298	247	100	171	256	368	67	55
Weighted Total	1020	495	525	293	360	367	270	217	172	71	228	269	39	187	507	302	178	216	154	280	370	96	167	256	365	82	52
Yes	490	232	258	143	180	167	204	78	66	28	203	101	20	59	226	154	98	129	80	143	137	53	85	114	187	30	18
	48.0%	46.8%	49.1%	48.7%	49.9%	45.5%	75.4%	35.8%	38.5%	39.8%	89.2%	37.6%	52.3%	31.3%	44.5%	51.1%	55.2%	59.8%	52.1%	51.2%	37.0%	55.3%	51.0%	44.8%	51.2%	36.6%	35.1%
No	530	264	267	150	180	200	66	139	106	43	25	168	18	129	281	148	80	87	74	137	233	43	82	141	178	52	34
	52.0%	53.2%	50.9%	51.3%	50.1%	54.5%	24.6%	64.2%	61.5%	60.2%	10.8%	62.4%	47.7%	68.7%	55.5%	48.9%	44.8%	40.2%	47.9%	48.8%	63.0%	44.7%	49.0%	55.2%	48.8%	63.4%	64.9%
SIGMA	1020	495	525	293	360	367	270	217	172	71	228	269	39	187	507	302	178	216	154	280	370	96	167	256	365	82	52
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	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 119
Q87B. Which of the following adjectives do you think describes Prime Minister David Cameron?
In touch
Base : All Respondents

	Total	Gender		Age			2010 Vote				GE Voting Intention				EU Referendum Vote			SEG				Region6					
		Male	Female	18-34	35-54	55+	Conservative	Labour	Liberal Democrat	OTHER	CON	LAB	LD	UKIP	In	Out	Undecided	AB	C1	C2	DE	London	Midlands	North	South	Scotland	Wales
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Weighted Total	1020	495	525	293	360	367	270	217	172	71	228	269	39	187	507	302	178	216	154	280	370	96	167	256	365	82	52
Yes	260 25.5%	100 20.1%	160 30.5%	83 28.4%	97 26.9%	80 21.8%	138 51.3%	18 8.1%	33 19.1%	7 9.9%	159 69.8%	24 9.0%	10 25.7%	23 12.4%	119 23.5%	89 29.6%	46 25.7%	64 29.5%	31 20.2%	94 33.7%	71 19.1%	29 29.6%	46 27.8%	47 18.5%	115 31.6%	9 10.5%	12 23.5%
No	760 74.5%	395 79.9%	365 69.5%	210 71.6%	263 73.1%	287 78.2%	131 48.7%	199 91.9%	139 80.9%	64 90.1%	69 30.2%	245 91.0%	29 74.3%	164 87.6%	388 76.5%	212 70.4%	132 74.3%	152 70.5%	123 79.8%	186 66.3%	299 80.9%	68 70.4%	120 72.2%	208 81.5%	250 68.4%	74 89.5%	40 76.5%
SIGMA	1020 100.0%	495 100.0%	525 100.0%	293 100.0%	360 100.0%	367 100.0%	270 100.0%	217 100.0%	172 100.0%	71 100.0%	228 100.0%	269 100.0%	39 100.0%	187 100.0%	507 100.0%	302 100.0%	178 100.0%	216 100.0%	154 100.0%	280 100.0%	370 100.0%	96 100.0%	167 100.0%	256 100.0%	365 100.0%	82 100.0%	52 100.0%

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Table 120
Q87C. Which of the following adjectives do you think describes Prime Minister David Cameron?
Attractive
Base : All Respondents

	Total	Gender		Age			2010 Vote				GE Voting Intention				EU Referendum Vote			SEG				Region6					
		Male	Female	18-34	35-54	55+	Conservative	Labour	Liberal Democrat	OTHER	CON	LAB	LD	UKIP	In	Out	Undecided	AB	C1	C2	DE	London	Midlands	North	South	Scotland	Wales
Unweighted Total	1020	454	566	307	398	315	257	233	156	83	213	272	51	180	452	347	180	258	217	298	247	100	171	256	368	67	55
Weighted Total	1020	495	525	293	360	367	270	217	172	71	228	269	39	187	507	302	178	216	154	280	370	96	167	256	365	82	52
Yes	229 22.4%	112 22.6%	117 22.2%	46 15.7%	65 18.1%	117 32.0%	104 38.4%	30 13.9%	34 19.7%	8 11.1%	98 42.9%	38 14.2%	12 32.2%	41 21.9%	114 22.5%	66 21.7%	41 23.2%	61 28.0%	28 17.9%	62 22.3%	78 21.1%	30 31.2%	33 19.9%	46 18.0%	84 22.9%	20 24.7%	15 28.4%
No	791 77.6%	383 77.4%	408 77.8%	247 84.3%	295 81.9%	249 68.0%	166 61.6%	186 86.1%	138 80.3%	63 88.9%	130 57.1%	231 85.8%	26 67.8%	146 78.1%	393 77.5%	236 78.3%	137 76.8%	156 72.0%	127 82.1%	217 77.7%	292 78.9%	66 68.8%	134 80.1%	210 82.0%	282 77.1%	62 75.3%	37 71.6%
SIGMA	1020 100.0%	495 100.0%	525 100.0%	293 100.0%	360 100.0%	367 100.0%	270 100.0%	217 100.0%	172 100.0%	71 100.0%	228 100.0%	269 100.0%	39 100.0%	187 100.0%	507 100.0%	302 100.0%	178 100.0%	216 100.0%	154 100.0%	280 100.0%	370 100.0%	96 100.0%	167 100.0%	256 100.0%	365 100.0%	82 100.0%	52 100.0%

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Table 121
Q87D. Which of the following adjectives do you think describes Prime Minister David Cameron?
Intelligent
Base : All Respondents

	Total	Gender		Age			2010 Vote				GE Voting Intention				EU Referendum Vote			SEG				Region6					
		Male	Female	18-34	35-54	55+	Conservative	Labour	Liberal Democrat	OTHER	CON	LAB	LD	UKIP	In	Out	Undecided	AB	C1	C2	DE	London	Midlands	North	South	Scotland	Wales
Unweighted Total	1020	454	566	307	398	315	257	233	156	83	213	272	51	180	452	347	180	258	217	298	247	100	171	256	368	67	55
Weighted Total	1020	495	525	293	360	367	270	217	172	71	228	269	39	187	507	302	178	216	154	280	370	96	167	256	365	82	52
Yes	756 74.2%	392 79.2%	364 69.4%	183 62.3%	262 72.8%	312 85.0%	254 94.0%	151 70.0%	125 72.8%	44 62.9%	223 97.9%	182 67.5%	31 79.9%	133 70.9%	398 78.5%	210 69.6%	126 70.9%	171 79.2%	112 72.9%	209 74.6%	264 71.4%	70 73.1%	121 72.7%	184 72.0%	278 76.1%	60 73.0%	41 79.3%
No	264 25.8%	103 20.8%	161 30.6%	110 37.7%	98 27.2%	55 15.0%	16 6.0%	65 30.0%	47 27.2%	26 37.1%	5 2.1%	87 32.5%	8 20.1%	54 29.1%	109 21.5%	92 30.4%	52 29.1%	45 20.8%	42 27.1%	71 25.4%	106 28.6%	26 26.9%	46 27.3%	72 28.0%	87 23.9%	22 27.0%	11 20.7%
SIGMA	1020 100.0%	495 100.0%	525 100.0%	293 100.0%	360 100.0%	367 100.0%	270 100.0%	217 100.0%	172 100.0%	71 100.0%	228 100.0%	269 100.0%	39 100.0%	187 100.0%	507 100.0%	302 100.0%	178 100.0%	216 100.0%	154 100.0%	280 100.0%	370 100.0%	96 100.0%	167 100.0%	256 100.0%	365 100.0%	82 100.0%	52 100.0%

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Table 122
Q87E. Which of the following adjectives do you think describes Prime Minister David Cameron?
A winner
Base : All Respondents

	Total	Gender		Age			2010 Vote				GE Voting Intention				EU Referendum Vote			SEG				Region6					
		Male	Female	18-34	35-54	55+	Conservative	Labour	Liberal Democrat	OTHER	CON	LAB	LD	UKIP	In	Out	Undecided	AB	C1	C2	DE	London	Midlands	North	South	Scotland	Wales
Unweighted Total	1020	454	566	307	398	315	257	233	156	83	213	272	51	180	452	347	180	258	217	298	247	100	171	256	368	67	55
Weighted Total	1020	495	525	293	360	367	270	217	172	71	228	269	39	187	507	302	178	216	154	280	370	96	167	256	365	82	52
Yes	380	195	186	109	131	141	186	42	39	15	187	59	15	47	180	124	72	98	60	111	111	41	73	86	149	12	18
	37.3%	39.3%	35.4%	37.1%	36.4%	38.4%	68.8%	19.3%	22.7%	20.8%	81.9%	21.9%	39.0%	25.1%	35.4%	41.1%	40.4%	45.3%	38.9%	39.8%	30.0%	42.9%	43.9%	33.5%	40.9%	14.1%	34.6%
No	640	301	339	184	229	226	84	175	133	56	41	210	24	140	328	178	106	118	94	168	259	55	94	170	216	71	34
	62.7%	60.7%	64.6%	62.9%	63.6%	61.6%	31.2%	80.7%	77.3%	79.2%	18.1%	78.1%	61.0%	74.9%	64.6%	58.9%	59.6%	54.7%	61.1%	60.2%	70.0%	57.1%	56.1%	66.5%	59.1%	85.9%	65.4%
SIGMA	1020	495	525	293	360	367	270	217	172	71	228	269	39	187	507	302	178	216	154	280	370	96	167	256	365	82	52
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	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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Labour Leadership Poll

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Table 123
Q88A. Which of the following adjectives do you think describes Home Secretary Theresa May?
A winner
Base : All Respondents

	Total	Gender		Age			2010 Vote				GE Voting Intention				EU Referendum Vote			SEG				Region6					
		Male	Female	18-34	35-54	55+	Conservative	Labour	Liberal Democrat	OTHER	CON	LAB	LD	UKIP	In	Out	Undecided	AB	C1	C2	DE	London	Midlands	North	South	Scotland	Wales
Unweighted Total	1020	454	566	307	398	315	257	233	156	83	213	272	51	180	452	347	180	258	217	298	247	100	171	256	368	67	55
Weighted Total	1020	495	525	293	360	367	270	217	172	71	228	269	39	187	507	302	178	216	154	280	370	96	167	256	365	82	52
Yes	240 23.5%	132 26.7%	108 20.5%	68 23.3%	83 23.2%	88 24.0%	109 40.3%	46 21.2%	23 13.5%	11 16.0%	101 44.3%	55 20.6%	9 23.6%	27 14.5%	117 23.0%	71 23.5%	47 26.1%	65 30.0%	38 24.6%	67 24.0%	70 18.8%	25 26.3%	37 22.1%	71 27.7%	79 21.7%	14 17.1%	13 25.4%
No	780 76.5%	363 73.3%	417 79.5%	225 76.7%	277 76.8%	279 76.0%	161 59.7%	171 78.8%	149 86.5%	59 84.0%	127 55.7%	214 79.4%	30 76.4%	160 85.5%	390 77.0%	231 76.5%	132 73.9%	151 70.0%	116 75.4%	213 76.0%	300 81.2%	71 73.7%	130 77.9%	185 72.3%	286 78.3%	68 82.9%	39 74.6%
SIGMA	1020 100.0%	495 100.0%	525 100.0%	293 100.0%	360 100.0%	367 100.0%	270 100.0%	217 100.0%	172 100.0%	71 100.0%	228 100.0%	269 100.0%	39 100.0%	187 100.0%	507 100.0%	302 100.0%	178 100.0%	216 100.0%	154 100.0%	280 100.0%	370 100.0%	96 100.0%	167 100.0%	256 100.0%	365 100.0%	82 100.0%	52 100.0%

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Table 124
Q88B. Which of the following adjectives do you think describes Home Secretary Theresa May?
Strong
Base : All Respondents

	Total	Gender		Age			2010 Vote				GE Voting Intention				EU Referendum Vote			SEG				Region6					
		Male	Female	18-34	35-54	55+	Conservative	Labour	Liberal Democrat	OTHER	CON	LAB	LD	UKIP	In	Out	Undecided	AB	C1	C2	DE	London	Midlands	North	South	Scotland	Wales
Unweighted Total	1020	454	566	307	398	315	257	233	156	83	213	272	51	180	452	347	180	258	217	298	247	100	171	256	368	67	55
Weighted Total	1020	495	525	293	360	367	270	217	172	71	228	269	39	187	507	302	178	216	154	280	370	96	167	256	365	82	52
Yes	498	226	271	125	165	207	177	99	76	26	163	121	24	60	252	143	88	117	91	136	153	61	93	114	167	40	21
	48.8%	45.7%	51.7%	42.8%	45.8%	56.5%	65.7%	45.8%	44.4%	36.9%	71.6%	44.9%	61.3%	32.3%	49.7%	47.3%	49.6%	54.0%	59.2%	48.7%	41.5%	63.0%	55.6%	44.8%	45.8%	48.6%	41.3%
No	522	269	254	168	195	159	93	117	96	45	65	148	15	127	255	159	90	100	63	144	216	36	74	141	198	42	31
	51.2%	54.3%	48.3%	57.2%	54.2%	43.5%	34.3%	54.2%	55.6%	63.1%	28.4%	55.1%	38.7%	67.7%	50.3%	52.7%	50.4%	46.0%	40.8%	51.3%	58.5%	37.0%	44.4%	55.2%	54.2%	51.4%	58.7%
SIGMA	1020	495	525	293	360	367	270	217	172	71	228	269	39	187	507	302	178	216	154	280	370	96	167	256	365	82	52
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	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 125
Q88C. Which of the following adjectives do you think describes Home Secretary Theresa May?
In touch
Base : All Respondents

	Total	Gender		Age			2010 Vote				GE Voting Intention				EU Referendum Vote			SEG				Region6					
		Male	Female	18-34	35-54	55+	Conservative	Labour	Liberal Democrat	OTHER	CON	LAB	LD	UKIP	In	Out	Undecided	AB	C1	C2	DE	London	Midlands	North	South	Scotland	Wales
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Yes	295 29.0%	130 26.2%	166 31.5%	83 28.4%	97 27.0%	115 31.4%	135 49.9%	50 23.1%	31 17.9%	13 18.4%	134 58.9%	55 20.4%	10 24.7%	38 20.3%	157 31.0%	82 27.1%	53 29.5%	72 33.3%	54 35.2%	88 31.6%	81 21.9%	40 41.0%	48 28.5%	71 27.6%	112 30.6%	14 17.3%	11 21.3%
No	725 71.0%	365 73.8%	359 68.5%	210 71.6%	263 73.0%	252 68.6%	135 50.1%	167 76.9%	141 82.1%	58 81.6%	94 41.1%	214 79.6%	29 75.3%	149 79.7%	350 69.0%	220 72.9%	126 70.5%	144 66.7%	100 64.8%	191 68.4%	289 78.1%	57 59.0%	119 71.5%	185 72.4%	253 69.4%	68 82.7%	41 78.7%
SIGMA	1020 100.0%	495 100.0%	525 100.0%	293 100.0%	360 100.0%	367 100.0%	270 100.0%	217 100.0%	172 100.0%	71 100.0%	228 100.0%	269 100.0%	39 100.0%	187 100.0%	507 100.0%	302 100.0%	178 100.0%	216 100.0%	154 100.0%	280 100.0%	370 100.0%	96 100.0%	167 100.0%	256 100.0%	365 100.0%	82 100.0%	52 100.0%

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Table 126
Q88D. Which of the following adjectives do you think describes Home Secretary Theresa May?
Intelligent
Base : All Respondents

	Total	Gender		Age			2010 Vote				GE Voting Intention				EU Referendum Vote			SEG				Region6					
		Male	Female	18-34	35-54	55+	Conservative	Labour	Liberal Democrat	OTHER	CON	LAB	LD	UKIP	In	Out	Undecided	AB	C1	C2	DE	London	Midlands	North	South	Scotland	Wales
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Weighted Total	1020	495	525	293	360	367	270	217	172	71	228	269	39	187	507	302	178	216	154	280	370	96	167	256	365	82	52
Yes	656 64.3%	301 60.8%	355 67.7%	163 55.8%	222 61.5%	271 74.0%	229 84.8%	120 55.3%	110 64.1%	36 50.4%	199 87.5%	149 55.4%	29 74.6%	112 59.5%	326 64.3%	207 68.5%	105 59.2%	153 70.6%	102 66.4%	185 66.1%	216 58.5%	71 73.3%	112 67.1%	144 56.4%	235 64.2%	60 73.3%	33 63.7%
No	364 35.7%	194 39.2%	169 32.3%	130 44.2%	139 38.5%	95 26.0%	41 15.2%	97 44.7%	62 35.9%	35 49.6%	29 12.5%	120 44.6%	10 25.4%	76 40.5%	181 35.7%	95 31.5%	73 40.8%	63 29.4%	52 33.6%	95 33.9%	153 41.5%	26 26.7%	55 32.9%	111 43.6%	131 35.8%	22 26.7%	19 36.3%
SIGMA	1020 100.0%	495 100.0%	525 100.0%	293 100.0%	360 100.0%	367 100.0%	270 100.0%	217 100.0%	172 100.0%	71 100.0%	228 100.0%	269 100.0%	39 100.0%	187 100.0%	507 100.0%	302 100.0%	178 100.0%	216 100.0%	154 100.0%	280 100.0%	370 100.0%	96 100.0%	167 100.0%	256 100.0%	365 100.0%	82 100.0%	52 100.0%

Survation.

Labour Leadership Poll
Prepared on behalf of The Mail on Sunday

8 Nov 2014

Table 127
Q88E. Which of the following adjectives do you think describes Home Secretary Theresa May?
Attractive
Base : All Respondents

	Total	Gender		Age			2010 Vote				GE Voting Intention				EU Referendum Vote			SEG				Region6					
		Male	Female	18-34	35-54	55+	Conservative	Labour	Liberal Democrat	OTHER	CON	LAB	LD	UKIP	In	Out	Undecided	AB	C1	C2	DE	London	Midlands	North	South	Scotland	Wales
Unweighted Total	1020	454	566	307	398	315	257	233	156	83	213	272	51	180	452	347	180	258	217	298	247	100	171	256	368	67	55
Weighted Total	1020	495	525	293	360	367	270	217	172	71	228	269	39	187	507	302	178	216	154	280	370	96	167	256	365	82	52
Yes	215 21.1%	110 22.2%	105 20.1%	36 12.2%	57 15.9%	122 33.4%	96 35.7%	38 17.3%	28 16.5%	6 7.9%	86 37.7%	50 18.7%	8 19.9%	31 16.6%	118 23.3%	52 17.2%	37 21.0%	41 18.8%	24 15.4%	72 25.6%	79 21.4%	21 21.7%	42 25.5%	53 20.6%	63 17.3%	20 24.6%	15 29.4%
No	805 78.9%	385 77.8%	419 79.9%	258 87.8%	303 84.1%	244 66.6%	173 64.3%	179 82.7%	144 83.5%	65 92.1%	142 62.3%	219 81.3%	31 80.1%	156 83.4%	389 76.7%	250 82.8%	141 79.0%	176 81.2%	130 84.6%	208 74.4%	291 78.6%	76 78.3%	124 74.5%	203 79.4%	302 82.7%	62 75.4%	37 70.6%
SIGMA	1020 100.0%	495 100.0%	525 100.0%	293 100.0%	360 100.0%	367 100.0%	270 100.0%	217 100.0%	172 100.0%	71 100.0%	228 100.0%	269 100.0%	39 100.0%	187 100.0%	507 100.0%	302 100.0%	178 100.0%	216 100.0%	154 100.0%	280 100.0%	370 100.0%	96 100.0%	167 100.0%	256 100.0%	365 100.0%	82 100.0%	52 100.0%

Labour Leadership Poll

Prepared on behalf of The Mail on Sunday

8 Nov 2014

Table 128
Q89A. Which of the following adjectives do you think describes Mayor of London Boris Johnson?
Strong
Base : All Respondents

	Total	Gender		Age			2010 Vote				GE Voting Intention				EU Referendum Vote			SEG				Region6					
		Male	Female	18-34	35-54	55+	Conservative	Labour	Liberal Democrat	OTHER	CON	LAB	LD	UKIP	In	Out	Undecided	AB	C1	C2	DE	London	Midlands	North	South	Scotland	Wales
Unweighted Total	1020	454	566	307	398	315	257	233	156	83	213	272	51	180	452	347	180	258	217	298	247	100	171	256	368	67	55
Weighted Total	1020	495	525	293	360	367	270	217	172	71	228	269	39	187	507	302	178	216	154	280	370	96	167	256	365	82	52
Yes	521 51.1%	246 49.7%	275 52.4%	130 44.4%	188 52.3%	203 55.3%	174 64.5%	105 48.7%	78 45.4%	30 42.1%	164 71.9%	117 43.4%	17 43.5%	80 42.8%	271 53.4%	140 46.5%	99 55.4%	114 52.5%	77 50.0%	155 55.6%	175 47.4%	55 56.9%	92 55.1%	126 49.3%	183 50.2%	38 46.1%	27 51.5%
No	499 48.9%	249 50.3%	250 47.6%	163 55.6%	172 47.7%	164 44.7%	96 35.5%	111 51.3%	94 54.6%	41 57.9%	64 28.1%	152 56.6%	22 56.5%	107 57.2%	237 46.6%	162 53.5%	80 44.6%	103 47.5%	77 50.0%	124 44.4%	195 52.6%	42 43.1%	75 44.9%	130 50.7%	182 49.8%	44 53.9%	25 48.5%
SIGMA	1020 100.0%	495 100.0%	525 100.0%	293 100.0%	360 100.0%	367 100.0%	270 100.0%	217 100.0%	172 100.0%	71 100.0%	228 100.0%	269 100.0%	39 100.0%	187 100.0%	507 100.0%	302 100.0%	178 100.0%	216 100.0%	154 100.0%	280 100.0%	370 100.0%	96 100.0%	167 100.0%	256 100.0%	365 100.0%	82 100.0%	52 100.0%

Survation.

Labour Leadership Poll

Prepared on behalf of The Mail on Sunday

8 Nov 2014

Table 129
Q89B. Which of the following adjectives do you think describes Mayor of London Boris Johnson?
In touch
Base : All Respondents

	Total	Gender		Age			2010 Vote				GE Voting Intention				EU Referendum Vote			SEG				Region6					
		Male	Female	18-34	35-54	55+	Conservative	Labour	Liberal Democrat	OTHER	CON	LAB	LD	UKIP	In	Out	Undecided	AB	C1	C2	DE	London	Midlands	North	South	Scotland	Wales
Unweighted Total	1020	454	566	307	398	315	257	233	156	83	213	272	51	180	452	347	180	258	217	298	247	100	171	256	368	67	55
Weighted Total	1020	495	525	293	360	367	270	217	172	71	228	269	39	187	507	302	178	216	154	280	370	96	167	256	365	82	52
Yes	456 44.7%	202 40.8%	253 48.3%	133 45.3%	148 41.1%	175 47.7%	166 61.5%	76 34.9%	56 32.8%	32 44.7%	147 64.4%	80 29.7%	13 33.6%	82 43.9%	243 47.8%	117 38.7%	82 46.2%	94 43.7%	64 41.6%	147 52.5%	150 40.6%	59 61.6%	82 49.3%	97 37.9%	162 44.3%	28 33.5%	27 52.2%
No	564 55.3%	293 59.2%	271 51.7%	160 54.7%	212 58.9%	192 52.3%	104 38.5%	141 65.1%	116 67.2%	39 55.3%	81 35.6%	189 70.3%	26 66.4%	105 56.1%	265 52.2%	185 61.3%	96 53.8%	122 56.3%	90 58.4%	133 47.5%	220 59.4%	37 38.4%	84 50.7%	159 62.1%	204 55.7%	55 66.5%	25 47.8%
SIGMA	1020 100.0%	495 100.0%	525 100.0%	293 100.0%	360 100.0%	367 100.0%	270 100.0%	217 100.0%	172 100.0%	71 100.0%	228 100.0%	269 100.0%	39 100.0%	187 100.0%	507 100.0%	302 100.0%	178 100.0%	216 100.0%	154 100.0%	280 100.0%	370 100.0%	96 100.0%	167 100.0%	256 100.0%	365 100.0%	82 100.0%	52 100.0%

Survation.

Labour Leadership Poll

Prepared on behalf of The Mail on Sunday

8 Nov 2014

Table 130
Q89C. Which of the following adjectives do you think describes Mayor of London Boris Johnson?
Attractive
Base : All Respondents

	Total	Gender		Age			2010 Vote				GE Voting Intention				EU Referendum Vote			SEG				Region6					
		Male	Female	18-34	35-54	55+	Conservative	Labour	Liberal Democrat	OTHER	CON	LAB	LD	UKIP	In	Out	Undecided	AB	C1	C2	DE	London	Midlands	North	South	Scotland	Wales
Unweighted Total	1020	454	566	307	398	315	257	233	156	83	213	272	51	180	452	347	180	258	217	298	247	100	171	256	368	67	55
Weighted Total	1020	495	525	293	360	367	270	217	172	71	228	269	39	187	507	302	178	216	154	280	370	96	167	256	365	82	52
Yes	187 18.4%	108 21.9%	79 15.0%	57 19.3%	52 14.4%	79 21.5%	64 23.6%	42 19.4%	21 12.2%	9 13.0%	68 29.9%	52 19.3%	4 11.3%	33 17.5%	102 20.0%	58 19.4%	26 14.4%	54 25.1%	26 16.9%	49 17.6%	58 15.6%	17 17.4%	24 14.3%	35 13.8%	77 21.1%	20 23.9%	15 28.0%
No	833 81.6%	387 78.1%	446 85.0%	237 80.7%	308 85.6%	288 78.5%	206 76.4%	175 80.6%	151 87.8%	62 87.0%	160 70.1%	217 80.7%	34 88.7%	155 82.5%	406 80.0%	243 80.6%	152 85.6%	162 74.9%	128 83.1%	231 82.4%	312 84.4%	80 82.6%	143 85.7%	220 86.2%	288 78.9%	63 76.1%	37 72.0%
SIGMA	1020 100.0%	495 100.0%	525 100.0%	293 100.0%	360 100.0%	367 100.0%	270 100.0%	217 100.0%	172 100.0%	71 100.0%	228 100.0%	269 100.0%	39 100.0%	187 100.0%	507 100.0%	302 100.0%	178 100.0%	216 100.0%	154 100.0%	280 100.0%	370 100.0%	96 100.0%	167 100.0%	256 100.0%	365 100.0%	82 100.0%	52 100.0%

Survation.

Labour Leadership Poll

Prepared on behalf of The Mail on Sunday

8 Nov 2014

Table 131
Q89D. Which of the following adjectives do you think describes Mayor of London Boris Johnson?
A winner
Base : All Respondents

	Total	Gender		Age			2010 Vote				GE Voting Intention				EU Referendum Vote			SEG				Region6					
		Male	Female	18-34	35-54	55+	Conservative	Labour	Liberal Democrat	OTHER	CON	LAB	LD	UKIP	In	Out	Undecided	AB	C1	C2	DE	London	Midlands	North	South	Scotland	Wales
Unweighted Total	1020	454	566	307	398	315	257	233	156	83	213	272	51	180	452	347	180	258	217	298	247	100	171	256	368	67	55
Weighted Total	1020	495	525	293	360	367	270	217	172	71	228	269	39	187	507	302	178	216	154	280	370	96	167	256	365	82	52
Yes	502 49.2%	256 51.7%	246 46.8%	136 46.2%	169 46.8%	198 53.9%	172 63.8%	102 47.3%	75 43.3%	31 44.1%	155 67.9%	115 42.7%	20 51.0%	86 45.9%	263 51.9%	144 47.8%	80 44.8%	124 57.1%	75 48.4%	148 52.9%	156 42.1%	51 52.4%	90 54.1%	120 47.0%	175 47.8%	35 42.8%	31 58.9%
No	518 50.8%	239 48.3%	279 53.2%	158 53.8%	192 53.2%	169 46.1%	98 36.2%	114 52.7%	97 56.7%	39 55.9%	73 32.1%	154 57.3%	19 49.0%	101 54.1%	244 48.1%	158 52.2%	98 55.2%	93 42.9%	80 51.6%	132 47.1%	214 57.9%	46 47.6%	76 45.9%	135 53.0%	191 52.2%	47 57.2%	21 41.1%
SIGMA	1020 100.0%	495 100.0%	525 100.0%	293 100.0%	360 100.0%	367 100.0%	270 100.0%	217 100.0%	172 100.0%	71 100.0%	228 100.0%	269 100.0%	39 100.0%	187 100.0%	507 100.0%	302 100.0%	178 100.0%	216 100.0%	154 100.0%	280 100.0%	370 100.0%	96 100.0%	167 100.0%	256 100.0%	365 100.0%	82 100.0%	52 100.0%

Survation.

Labour Leadership Poll

Prepared on behalf of The Mail on Sunday

8 Nov 2014

Table 132
Q89E. Which of the following adjectives do you think describes Mayor of London Boris Johnson?
Intelligent
Base : All Respondents

	Total	Gender		Age			2010 Vote				GE Voting Intention				EU Referendum Vote			SEG				Region6					
		Male	Female	18-34	35-54	55+	Conservative	Labour	Liberal Democrat	OTHER	CON	LAB	LD	UKIP	In	Out	Undecided	AB	C1	C2	DE	London	Midlands	North	South	Scotland	Wales
Unweighted Total	1020	454	566	307	398	315	257	233	156	83	213	272	51	180	452	347	180	258	217	298	247	100	171	256	368	67	55
Weighted Total	1020	495	525	293	360	367	270	217	172	71	228	269	39	187	507	302	178	216	154	280	370	96	167	256	365	82	52
Yes	633 62.0%	304 61.5%	328 62.5%	145 49.4%	240 66.6%	248 67.6%	209 77.4%	122 56.5%	102 59.5%	42 59.7%	186 81.8%	146 54.3%	24 61.4%	115 61.4%	314 61.9%	193 63.9%	109 61.3%	145 66.8%	99 64.1%	180 64.2%	210 56.7%	65 67.4%	110 66.1%	138 54.1%	233 63.8%	47 57.3%	38 73.3%
No	387 38.0%	191 38.5%	197 37.5%	148 50.6%	120 33.4%	119 32.4%	61 22.6%	94 43.5%	70 40.5%	29 40.3%	42 18.2%	123 45.7%	15 38.6%	72 38.6%	193 38.1%	109 36.1%	69 38.7%	72 33.2%	55 35.9%	100 35.8%	160 43.3%	31 32.6%	56 33.9%	117 45.9%	132 36.2%	35 42.7%	14 26.7%
SIGMA	1020 100.0%	495 100.0%	525 100.0%	293 100.0%	360 100.0%	367 100.0%	270 100.0%	217 100.0%	172 100.0%	71 100.0%	228 100.0%	269 100.0%	39 100.0%	187 100.0%	507 100.0%	302 100.0%	178 100.0%	216 100.0%	154 100.0%	280 100.0%	370 100.0%	96 100.0%	167 100.0%	256 100.0%	365 100.0%	82 100.0%	52 100.0%

Survation.

Labour Leadership Poll

Prepared on behalf of The Mail on Sunday

8 Nov 2014

Table 133
Q90. Which of the following statements is closer to your opinion?
Base : All Respondents

	Total	Gender		Age			2010 Vote				GE Voting Intention				EU Referendum Vote			SEG				Region6					
		Male	Female	18-34	35-54	55+	Conservative	Labour	Liberal Democrat	OTHER	CON	LAB	LD	UKIP	In	Out	Undecided	AB	C1	C2	DE	London	Midlands	North	South	Scotland	Wales
Unweighted Total	1020	454	566	307	398	315	257	233	156	83	213	272	51	180	452	347	180	258	217	298	247	100	171	256	368	67	55
Weighted Total	1020	495	525	293	360	367	270	217	172	71	228	269	39	187	507	302	178	216	154	280	370	96	167	256	365	82	52
The Labour Party should replace Ed Miliband as its leader before the general election	487 47.8%	226 45.7%	261 49.7%	144 49.1%	168 46.7%	175 47.8%	169 62.5%	71 32.8%	93 54.3%	21 30.0%	141 61.6%	94 35.1%	21 54.4%	110 58.9%	257 50.7%	153 50.6%	72 40.3%	109 50.6%	81 52.3%	151 53.9%	146 39.6%	41 42.3%	79 47.4%	105 41.0%	201 54.9%	34 40.7%	29 54.9%
The Labour Party should not replace Ed Miliband as its leader before the general election	268 26.3%	147 29.7%	121 23.1%	68 23.0%	107 29.8%	94 25.5%	54 20.1%	101 46.4%	46 26.6%	11 15.7%	44 19.4%	129 47.8%	11 29.1%	34 18.4%	124 24.5%	101 33.3%	35 19.7%	69 31.9%	39 25.4%	65 23.3%	95 25.7%	20 20.4%	46 27.7%	76 29.8%	83 22.7%	24 29.7%	18 34.6%
Don't know	264 25.9%	121 24.5%	143 27.2%	82 27.9%	85 23.5%	98 26.7%	47 17.5%	45 20.8%	33 19.2%	38 54.3%	43 18.9%	46 17.1%	6 16.5%	43 22.8%	126 24.8%	49 16.1%	71 39.9%	38 17.6%	34 22.3%	64 22.8%	128 34.7%	36 37.3%	42 25.0%	75 29.2%	82 22.4%	24 29.6%	5 10.5%
SIGMA	1020 100.0%	495 100.0%	525 100.0%	293 100.0%	360 100.0%	367 100.0%	270 100.0%	217 100.0%	172 100.0%	71 100.0%	228 100.0%	269 100.0%	39 100.0%	187 100.0%	507 100.0%	302 100.0%	178 100.0%	216 100.0%	154 100.0%	280 100.0%	370 100.0%	96 100.0%	167 100.0%	256 100.0%	365 100.0%	82 100.0%	52 100.0%

Survation.

Labour Leadership Poll

Prepared on behalf of The Mail on Sunday

8 Nov 2014

Table 134
Q91. If Ed Miliband was replaced as leader of the Labour Party, would that make you:
Base : All Respondents

	Total	Gender		Age			2010 Vote				GE Voting Intention				EU Referendum Vote			SEG				Region6					
		Male	Female	18-34	35-54	55+	Conservative	Labour	Liberal Democrat	OTHER	CON	LAB	LD	UKIP	In	Out	Undecided	AB	C1	C2	DE	London	Midlands	North	South	Scotland	Wales
Unweighted Total	1020	454	566	307	398	315	257	233	156	83	213	272	51	180	452	347	180	258	217	298	247	100	171	256	368	67	55
Weighted Total	1020	495	525	293	360	367	270	217	172	71	228	269	39	187	507	302	178	216	154	280	370	96	167	256	365	82	52
Much more likely to vote Labour	92 9.0%	54 11.0%	37 7.1%	44 14.9%	26 7.3%	22 5.9%	9 3.2%	28 13.1%	22 13.0%	3 4.1%	9 3.8%	51 19.0%	2 5.4%	12 6.3%	44 8.7%	38 12.7%	9 5.2%	22 10.3%	13 8.6%	23 8.3%	33 8.8%	8 8.1%	16 9.9%	26 10.2%	26 7.2%	4 5.4%	11 20.2%
Somewhat more likely to vote Labour	171 16.8%	73 14.7%	99 18.8%	71 24.1%	58 16.0%	43 11.7%	32 11.8%	35 16.3%	45 26.1%	5 6.9%	30 13.2%	35 13.0%	11 28.5%	36 19.2%	83 16.4%	59 19.6%	29 16.1%	54 25.1%	29 18.9%	47 16.8%	41 11.0%	14 14.5%	28 17.0%	33 12.8%	79 21.7%	10 12.4%	6 11.7%
Neither more nor less likely to vote Labour	694 68.0%	336 67.8%	358 68.3%	152 51.8%	257 71.3%	285 77.9%	219 81.0%	140 64.8%	90 52.1%	55 78.1%	179 78.4%	167 62.1%	22 56.9%	123 65.5%	342 67.4%	185 61.3%	136 76.3%	124 57.5%	106 68.9%	192 68.6%	271 73.4%	70 72.9%	111 66.4%	186 72.6%	231 63.1%	63 75.9%	33 64.2%
Somewhat less likely to vote Labour	37 3.6%	17 3.5%	19 3.6%	19 6.3%	7 2.0%	11 3.0%	4 1.5%	7 3.4%	14 7.9%	1 1.7%	4 1.9%	11 4.3%	4 9.2%	10 5.3%	21 4.1%	13 4.2%	3 1.4%	10 4.6%	3 1.8%	11 4.1%	13 3.4%	4 4.0%	8 4.6%	9 3.6%	13 3.5%	3 3.4%	1 1.2%
Much less likely to vote Labour	27 2.6%	15 3.1%	12 2.2%	9 2.9%	13 3.5%	6 1.6%	7 2.5%	5 2.5%	2 1.0%	6 9.2%	6 2.7%	4 1.6%	-	7 3.6%	18 3.5%	7 2.2%	2 1.0%	5 2.5%	3 1.8%	6 2.1%	13 3.4%	1 0.6%	4 2.2%	2 0.8%	17 4.6%	2 2.8%	1 2.7%
SIGMA	1020 100.0%	495 100.0%	525 100.0%	293 100.0%	360 100.0%	367 100.0%	270 100.0%	217 100.0%	172 100.0%	71 100.0%	228 100.0%	269 100.0%	39 100.0%	187 100.0%	507 100.0%	302 100.0%	178 100.0%	216 100.0%	154 100.0%	280 100.0%	370 100.0%	96 100.0%	167 100.0%	256 100.0%	365 100.0%	82 100.0%	52 100.0%

Survation.

Labour Leadership Poll

Prepared on behalf of The Mail on Sunday

8 Nov 2014

Table 135
Q92. Which of the following statements is closer to your opinion?
Base : All Respondents

	Total	Gender		Age			2010 Vote				GE Voting Intention				EU Referendum Vote			SEG				Region6					
		Male	Female	18-34	35-54	55+	Conservative	Labour	Liberal Democrat	OTHER	CON	LAB	LD	UKIP	In	Out	Undecided	AB	C1	C2	DE	London	Midlands	North	South	Scotland	Wales
Unweighted Total	1020	454	566	307	398	315	257	233	156	83	213	272	51	180	452	347	180	258	217	298	247	100	171	256	368	67	55
Weighted Total	1020	495	525	293	360	367	270	217	172	71	228	269	39	187	507	302	178	216	154	280	370	96	167	256	365	82	52
The Conservative Party should replace David Cameron as its leader before the general election	273 26.8%	115 23.2%	158 30.2%	92 31.3%	90 24.9%	92 25.0%	18 6.6%	92 42.4%	54 31.3%	15 20.8%	5 2.4%	113 42.1%	7 18.2%	71 38.1%	160 31.6%	76 25.1%	30 17.0%	42 19.6%	40 25.6%	66 23.4%	125 33.9%	14 14.4%	51 30.8%	63 24.6%	102 27.8%	26 31.2%	17 32.7%
The Conservative Party should not replace David Cameron as its leader before the general election	503 49.3%	267 53.9%	236 45.0%	129 44.0%	184 51.2%	190 51.8%	215 79.8%	85 39.2%	68 39.7%	21 29.3%	206 90.4%	88 32.9%	24 62.2%	77 41.3%	245 48.2%	180 59.7%	67 37.8%	127 58.8%	88 56.8%	154 54.9%	135 36.5%	58 60.4%	75 44.8%	118 46.2%	193 52.7%	28 34.1%	31 59.9%
Don't know	244 23.9%	114 22.9%	130 24.8%	72 24.7%	86 24.0%	85 23.2%	37 13.6%	40 18.4%	50 28.9%	35 50.0%	16 7.2%	67 25.0%	8 19.6%	39 20.7%	102 20.2%	46 15.2%	81 45.2%	47 21.6%	27 17.6%	61 21.7%	109 29.6%	24 25.2%	41 24.4%	75 29.2%	71 19.5%	29 34.7%	4 7.5%
SIGMA	1020 100.0%	495 100.0%	525 100.0%	293 100.0%	360 100.0%	367 100.0%	270 100.0%	217 100.0%	172 100.0%	71 100.0%	228 100.0%	269 100.0%	39 100.0%	187 100.0%	507 100.0%	302 100.0%	178 100.0%	216 100.0%	154 100.0%	280 100.0%	370 100.0%	96 100.0%	167 100.0%	256 100.0%	365 100.0%	82 100.0%	52 100.0%

Survation.

Labour Leadership Poll

Prepared on behalf of The Mail on Sunday

8 Nov 2014

Table 136
Q93. If David Cameron was replaced as leader of the Conservative Party, would that make you:
Base : All Respondents

	Total	Gender		Age			2010 Vote				GE Voting Intention				EU Referendum Vote			SEG				Region6					
		Male	Female	18-34	35-54	55+	Conservative	Labour	Liberal Democrat	OTHER	CON	LAB	LD	UKIP	In	Out	Undecided	AB	C1	C2	DE	London	Midlands	North	South	Scotland	Wales
Unweighted Total	1020	454	566	307	398	315	257	233	156	83	213	272	51	180	452	347	180	258	217	298	247	100	171	256	368	67	55
Weighted Total	1020	495	525	293	360	367	270	217	172	71	228	269	39	187	507	302	178	216	154	280	370	96	167	256	365	82	52
Much more likely to vote Conservative	31 3.0%	14 2.8%	17 3.2%	18 6.0%	12 3.3%	1 0.3%	9 3.4%	6 2.7%	4 2.3%	4 5.1%	9 4.0%	9 3.4%	1 1.4%	8 4.3%	16 3.2%	9 3.1%	5 2.7%	10 4.4%	5 3.3%	12 4.2%	4 1.1%	2 1.7%	9 5.2%	5 2.1%	14 3.7%	1 0.9%	1 1.3%
Somewhat more likely to vote Conservative	71 6.9%	38 7.7%	33 6.2%	42 14.4%	17 4.8%	11 3.0%	9 3.2%	9 4.1%	12 6.8%	5 7.0%	4 1.9%	19 7.1%	3 6.9%	19 10.0%	38 7.5%	23 7.5%	9 5.1%	17 8.1%	8 5.1%	26 9.4%	19 5.1%	4 4.6%	20 12.2%	16 6.1%	21 5.8%	6 7.7%	3 5.0%
Neither more nor less likely to vote Conservative	767 75.2%	373 75.3%	395 75.2%	187 63.8%	263 73.1%	317 86.5%	204 75.5%	167 76.9%	133 77.1%	51 71.6%	156 68.3%	202 75.1%	25 65.2%	136 72.7%	378 74.6%	208 68.9%	151 84.8%	152 70.2%	122 79.0%	201 71.9%	293 79.2%	76 79.2%	122 73.4%	189 73.8%	267 73.1%	65 79.3%	46 89.1%
Somewhat less likely to vote Conservative	75 7.3%	36 7.3%	39 7.4%	19 6.6%	42 11.6%	13 3.6%	42 15.4%	9 4.2%	10 6.0%	4 5.8%	40 17.7%	8 3.1%	4 11.5%	12 6.3%	35 6.9%	30 10.0%	9 5.1%	24 11.3%	13 8.6%	25 9.0%	12 3.1%	7 7.5%	6 3.4%	26 10.1%	31 8.4%	3 3.9%	2 3.3%
Much less likely to vote Conservative	77 7.5%	35 7.0%	42 8.1%	27 9.2%	26 7.1%	24 6.6%	7 2.4%	26 12.2%	13 7.8%	7 10.5%	19 8.1%	30 11.3%	6 15.0%	13 6.7%	40 7.8%	32 10.5%	4 2.3%	13 6.1%	6 4.0%	15 5.5%	42 11.4%	7 7.0%	10 5.9%	20 7.9%	33 8.9%	7 8.3%	1 1.2%
SIGMA	1020 100.0%	495 100.0%	525 100.0%	293 100.0%	360 100.0%	367 100.0%	270 100.0%	217 100.0%	172 100.0%	71 100.0%	228 100.0%	269 100.0%	39 100.0%	187 100.0%	507 100.0%	302 100.0%	178 100.0%	216 100.0%	154 100.0%	280 100.0%	370 100.0%	96 100.0%	167 100.0%	256 100.0%	365 100.0%	82 100.0%	52 100.0%

Survation.

Labour Leadership Poll

Prepared on behalf of The Mail on Sunday

8 Nov 2014

Table 137
Q94. Which of the following statements is closer to your opinion?
Base : All Respondents

	Total	Gender		Age			2010 Vote				GE Voting Intention				EU Referendum Vote			SEG				Region6					
		Male	Female	18-34	35-54	55+	Conservative	Labour	Liberal Democrat	OTHER	CON	LAB	LD	UKIP	In	Out	Undecided	AB	C1	C2	DE	London	Midlands	North	South	Scotland	Wales
Unweighted Total	1020	454	566	307	398	315	257	233	156	83	213	272	51	180	452	347	180	258	217	298	247	100	171	256	368	67	55
Weighted Total	1020	495	525	293	360	367	270	217	172	71	228	269	39	187	507	302	178	216	154	280	370	96	167	256	365	82	52
The Labour Party would be doing better if David Miliband had won the leadership election instead of his brother	351 34.4%	189 38.2%	162 30.9%	66 22.6%	137 38.1%	148 40.3%	129 47.9%	84 38.8%	68 39.3%	17 24.0%	96 42.2%	105 39.2%	12 31.1%	64 34.3%	176 34.6%	111 36.8%	57 31.9%	107 49.7%	64 41.8%	75 26.9%	104 28.1%	29 29.9%	60 35.9%	86 33.8%	117 32.0%	38 45.7%	21 41.1%
The Labour Party would be doing worse if David Miliband had won the leadership election instead of his brother	72 7.0%	49 9.8%	23 4.4%	31 10.6%	21 5.8%	20 5.3%	16 6.0%	14 6.6%	4 2.2%	3 4.0%	21 9.1%	24 8.8%	1 3.1%	12 6.5%	35 7.0%	28 9.4%	7 4.2%	10 4.8%	8 5.2%	26 9.5%	27 7.2%	6 5.7%	14 8.6%	14 5.3%	33 9.0%	1 0.9%	4 8.4%
The Labour Party would be doing just as well / badly if David Miliband had won the leadership election instead of his brother	225 22.1%	106 21.4%	119 22.7%	77 26.1%	82 22.8%	66 18.1%	56 20.7%	61 28.0%	46 26.6%	11 15.3%	53 23.3%	77 28.5%	13 33.7%	49 26.4%	112 22.0%	83 27.5%	26 14.5%	49 22.8%	35 22.4%	73 26.3%	68 18.3%	13 13.6%	40 24.0%	50 19.5%	91 24.8%	17 20.9%	14 26.7%
Don't know	372 36.5%	151 30.6%	221 42.1%	119 40.7%	120 33.3%	133 36.3%	69 25.4%	58 26.6%	55 31.9%	40 56.7%	58 25.4%	63 23.5%	12 32.1%	62 32.9%	185 36.4%	79 26.3%	88 49.5%	49 22.7%	47 30.6%	105 37.4%	172 46.4%	49 50.8%	53 31.6%	106 41.4%	125 34.1%	27 32.5%	12 23.8%
SIGMA	1020 100.0%	495 100.0%	525 100.0%	293 100.0%	360 100.0%	367 100.0%	270 100.0%	217 100.0%	172 100.0%	71 100.0%	228 100.0%	269 100.0%	39 100.0%	187 100.0%	507 100.0%	302 100.0%	178 100.0%	216 100.0%	154 100.0%	280 100.0%	370 100.0%	96 100.0%	167 100.0%	256 100.0%	365 100.0%	82 100.0%	52 100.0%

Survation.

Labour Leadership Poll

Prepared on behalf of The Mail on Sunday

8 Nov 2014

Table 138
Q95. Putting all party allegiances aside, which of these leaders do you most respect personally?
Base : All Respondents

	Total	Gender		Age			2010 Vote				GE Voting Intention				EU Referendum Vote			SEG				Region6					
		Male	Female	18-34	35-54	55+	Conservative	Labour	Liberal Democrat	OTHER	CON	LAB	LD	UKIP	In	Out	Undecided	AB	C1	C2	DE	London	Midlands	North	South	Scotland	Wales
Unweighted Total	1020	454	566	307	398	315	257	233	156	83	213	272	51	180	452	347	180	258	217	298	247	100	171	256	368	67	55
Weighted Total	1020	495	525	293	360	367	270	217	172	71	228	269	39	187	507	302	178	216	154	280	370	96	167	256	365	82	52
David Cameron	420 41.2%	203 40.9%	217 41.4%	109 37.1%	135 37.4%	176 48.1%	225 83.3%	31 14.4%	59 34.0%	16 22.4%	201 88.0%	45 16.7%	15 37.8%	76 40.4%	241 47.4%	109 36.2%	65 36.6%	103 47.6%	71 45.8%	123 44.0%	123 33.3%	48 49.2%	62 37.3%	105 41.1%	162 44.5%	19 23.6%	23 43.6%
Ed Miliband	298 29.3%	158 32.0%	140 26.7%	104 35.4%	107 29.7%	88 24.0%	11 4.2%	139 64.4%	54 31.5%	8 11.5%	10 4.3%	184 68.6%	14 35.6%	35 18.7%	125 24.7%	129 42.8%	37 21.0%	50 23.3%	46 29.6%	76 27.1%	127 34.2%	20 21.0%	54 32.2%	82 31.9%	101 27.6%	27 32.4%	15 29.7%
Don't know	302 29.6%	134 27.1%	167 31.9%	81 27.5%	119 32.9%	102 27.9%	34 12.5%	46 21.3%	59 34.5%	47 66.0%	18 7.7%	40 14.7%	10 26.7%	77 40.8%	142 27.9%	63 21.0%	75 42.3%	63 29.1%	38 24.6%	81 28.8%	120 32.5%	29 29.8%	51 30.5%	69 27.0%	102 28.0%	36 44.0%	14 26.6%
SIGMA	1020 100.0%	495 100.0%	525 100.0%	293 100.0%	360 100.0%	367 100.0%	270 100.0%	217 100.0%	172 100.0%	71 100.0%	228 100.0%	269 100.0%	39 100.0%	187 100.0%	507 100.0%	302 100.0%	178 100.0%	216 100.0%	154 100.0%	280 100.0%	370 100.0%	96 100.0%	167 100.0%	256 100.0%	365 100.0%	82 100.0%	52 100.0%

Survation.

Labour Leadership Poll

Prepared on behalf of The Mail on Sunday

8 Nov 2014

Table 139
Q96A. Which out of David Cameron and Ed Miliband would you most describe as the following?
Irritating
Base : All Respondents

	Total	Gender		Age			2010 Vote				GE Voting Intention				EU Referendum Vote			SEG				Region6					
		Male	Female	18-34	35-54	55+	Conservative	Labour	Liberal Democrat	OTHER	CON	LAB	LD	UKIP	In	Out	Undecided	AB	C1	C2	DE	London	Midlands	North	South	Scotland	Wales
Unweighted Total	1020	454	566	307	398	315	257	233	156	83	213	272	51	180	452	347	180	258	217	298	247	100	171	256	368	67	55
Weighted Total	1020	495	525	293	360	367	270	217	172	71	228	269	39	187	507	302	178	216	154	280	370	96	167	256	365	82	52
David Cameron	405 39.7%	201 40.6%	204 38.9%	123 41.8%	142 39.5%	140 38.2%	21 7.8%	150 69.4%	74 42.9%	30 41.8%	9 4.1%	189 70.2%	16 41.7%	74 39.3%	180 35.4%	151 50.0%	65 36.6%	64 29.4%	56 36.3%	101 36.0%	185 49.9%	25 26.0%	74 44.5%	108 42.3%	133 36.5%	44 53.8%	20 37.8%
Ed Miliband	443 43.4%	234 47.2%	209 39.8%	108 37.0%	159 44.1%	175 47.8%	216 80.1%	33 15.4%	81 46.9%	29 41.1%	183 80.3%	38 14.2%	16 42.2%	96 51.1%	248 48.9%	107 35.4%	75 42.0%	117 54.2%	79 51.0%	118 42.1%	129 34.9%	48 49.2%	59 35.5%	102 40.0%	180 49.3%	28 33.5%	25 48.2%
Don't know	172 16.9%	60 12.2%	112 21.4%	62 21.2%	59 16.4%	51 14.0%	33 12.1%	33 15.2%	18 10.2%	12 17.1%	36 15.7%	42 15.6%	6 16.2%	18 9.6%	80 15.7%	44 14.6%	38 21.4%	35 16.4%	20 12.7%	61 21.9%	56 15.2%	24 24.8%	33 20.0%	45 17.6%	52 14.2%	10 12.7%	7 14.1%
SIGMA	1020 100.0%	495 100.0%	525 100.0%	293 100.0%	360 100.0%	367 100.0%	270 100.0%	217 100.0%	172 100.0%	71 100.0%	228 100.0%	269 100.0%	39 100.0%	187 100.0%	507 100.0%	302 100.0%	178 100.0%	216 100.0%	154 100.0%	280 100.0%	370 100.0%	96 100.0%	167 100.0%	256 100.0%	365 100.0%	82 100.0%	52 100.0%

Survation.

Labour Leadership Poll

Prepared on behalf of The Mail on Sunday

8 Nov 2014

Table 140
Q96B. Which out of David Cameron and Ed Miliband would you most describe as the following?
A loser
Base : All Respondents

	Total	Gender		Age			2010 Vote				GE Voting Intention				EU Referendum Vote			SEG				Region6					
		Male	Female	18-34	35-54	55+	Conservative	Labour	Liberal Democrat	OTHER	CON	LAB	LD	UKIP	In	Out	Undecided	AB	C1	C2	DE	London	Midlands	North	South	Scotland	Wales
Unweighted Total	1020	454	566	307	398	315	257	233	156	83	213	272	51	180	452	347	180	258	217	298	247	100	171	256	368	67	55
Weighted Total	1020	495	525	293	360	367	270	217	172	71	228	269	39	187	507	302	178	216	154	280	370	96	167	256	365	82	52
David Cameron	217 21.2%	93 18.8%	124 23.5%	67 23.0%	83 22.9%	67 18.2%	7 2.6%	103 47.5%	30 17.2%	12 16.3%	2 1.0%	124 46.3%	9 24.1%	30 15.8%	96 18.9%	76 25.2%	36 20.2%	30 14.0%	31 20.3%	51 18.1%	104 28.2%	12 12.5%	44 26.4%	61 23.7%	60 16.5%	24 29.3%	15 29.5%
Ed Miliband	450 44.1%	245 49.5%	205 39.0%	115 39.2%	160 44.3%	175 47.7%	191 70.8%	47 21.6%	80 46.2%	37 52.8%	160 70.2%	58 21.7%	18 45.5%	103 54.9%	239 47.2%	121 40.0%	78 44.0%	117 54.4%	82 53.3%	120 43.0%	130 35.0%	45 46.2%	55 32.9%	101 39.4%	194 53.0%	28 33.5%	28 53.8%
Don't know	354 34.7%	157 31.7%	197 37.5%	111 37.8%	118 32.7%	125 34.1%	72 26.6%	67 30.9%	63 36.5%	22 30.9%	66 28.8%	86 32.0%	12 30.5%	55 29.3%	172 33.9%	105 34.8%	64 35.8%	68 31.6%	41 26.4%	109 38.9%	136 36.8%	40 41.3%	68 40.7%	94 36.9%	111 30.4%	31 37.2%	9 16.7%
SIGMA	1020 100.0%	495 100.0%	525 100.0%	293 100.0%	360 100.0%	367 100.0%	270 100.0%	217 100.0%	172 100.0%	71 100.0%	228 100.0%	269 100.0%	39 100.0%	187 100.0%	507 100.0%	302 100.0%	178 100.0%	216 100.0%	154 100.0%	280 100.0%	370 100.0%	96 100.0%	167 100.0%	256 100.0%	365 100.0%	82 100.0%	52 100.0%

Survation.

Labour Leadership Poll

Prepared on behalf of The Mail on Sunday

8 Nov 2014

Table 141
Q96C. Which out of David Cameron and Ed Miliband would you most describe as the following?
Understands ordinary people
Base : All Respondents

	Total	Gender		Age			2010 Vote				GE Voting Intention				EU Referendum Vote			SEG				Region6					
		Male	Female	18-34	35-54	55+	Conservative	Labour	Liberal Democrat	OTHER	CON	LAB	LD	UKIP	In	Out	Undecided	AB	C1	C2	DE	London	Midlands	North	South	Scotland	Wales
Unweighted Total	1020	454	566	307	398	315	257	233	156	83	213	272	51	180	452	347	180	258	217	298	247	100	171	256	368	67	55
Weighted Total	1020	495	525	293	360	367	270	217	172	71	228	269	39	187	507	302	178	216	154	280	370	96	167	256	365	82	52
David Cameron	153 15.0%	63 12.8%	90 17.1%	42 14.4%	61 16.9%	50 13.7%	93 34.3%	4 1.9%	16 9.4%	5 7.4%	99 43.4%	10 3.6%	6 14.8%	22 11.9%	85 16.7%	46 15.3%	20 11.4%	34 15.6%	25 16.0%	59 21.1%	36 9.7%	21 21.7%	22 13.5%	34 13.4%	64 17.5%	6 7.0%	6 11.1%
Ed Miliband	399 39.1%	209 42.1%	190 36.2%	113 38.5%	135 37.4%	151 41.2%	44 16.2%	163 75.2%	71 41.0%	12 17.2%	37 16.2%	210 77.9%	18 46.6%	47 25.1%	181 35.7%	153 50.8%	55 31.1%	82 38.0%	64 41.4%	101 36.0%	152 41.1%	32 33.7%	72 43.3%	107 41.7%	132 36.2%	36 43.7%	18 35.1%
Don't know	468 45.9%	223 45.1%	245 46.7%	138 47.2%	165 45.7%	165 45.1%	133 49.5%	50 22.9%	85 49.6%	53 75.4%	92 40.3%	50 18.5%	15 38.6%	118 63.0%	241 47.6%	102 33.9%	103 57.5%	100 46.4%	66 42.6%	120 42.9%	182 49.2%	43 44.6%	72 43.3%	115 44.9%	169 46.3%	41 49.3%	28 53.7%
SIGMA	1020 100.0%	495 100.0%	525 100.0%	293 100.0%	360 100.0%	367 100.0%	270 100.0%	217 100.0%	172 100.0%	71 100.0%	228 100.0%	269 100.0%	39 100.0%	187 100.0%	507 100.0%	302 100.0%	178 100.0%	216 100.0%	154 100.0%	280 100.0%	370 100.0%	96 100.0%	167 100.0%	256 100.0%	365 100.0%	82 100.0%	52 100.0%

Survation.

Labour Leadership Poll

Prepared on behalf of The Mail on Sunday

8 Nov 2014

Table 142
Q96D. Which out of David Cameron and Ed Miliband would you most describe as the following?
Smug
Base : All Respondents

	Total	Gender		Age			2010 Vote				GE Voting Intention				EU Referendum Vote			SEG				Region6					
		Male	Female	18-34	35-54	55+	Conservative	Labour	Liberal Democrat	OTHER	CON	LAB	LD	UKIP	In	Out	Undecided	AB	C1	C2	DE	London	Midlands	North	South	Scotland	Wales
Unweighted Total	1020	454	566	307	398	315	257	233	156	83	213	272	51	180	452	347	180	258	217	298	247	100	171	256	368	67	55
Weighted Total	1020	495	525	293	360	367	270	217	172	71	228	269	39	187	507	302	178	216	154	280	370	96	167	256	365	82	52
David Cameron	592	313	279	174	220	197	80	184	106	46	56	233	21	105	287	192	99	131	88	125	248	42	94	169	203	50	33
	58.0%	63.1%	53.2%	59.4%	61.2%	53.8%	29.6%	84.9%	61.5%	65.0%	24.7%	86.5%	54.8%	55.8%	56.5%	63.6%	55.5%	60.6%	56.9%	44.7%	67.1%	43.0%	56.1%	66.3%	55.6%	61.2%	64.1%
Ed Miliband	249	120	128	53	70	126	136	14	39	11	115	12	9	69	146	52	44	46	43	88	71	18	49	52	97	20	12
	24.4%	24.3%	24.4%	18.0%	19.3%	34.5%	50.4%	6.4%	22.5%	15.7%	50.6%	4.5%	24.2%	36.9%	28.8%	17.1%	24.5%	21.1%	28.1%	31.6%	19.3%	18.5%	29.4%	20.4%	26.7%	24.6%	22.8%
Don't know	179	62	117	66	70	43	54	19	27	14	56	24	8	14	74	58	36	40	23	66	50	37	24	34	65	12	7
	17.6%	12.6%	22.3%	22.6%	19.5%	11.7%	20.0%	8.6%	15.9%	19.3%	24.6%	8.9%	21.0%	7.3%	14.7%	19.2%	19.9%	18.3%	15.0%	23.7%	13.6%	38.4%	14.4%	13.3%	17.7%	14.2%	13.1%
SIGMA	1020	495	525	293	360	367	270	217	172	71	228	269	39	187	507	302	178	216	154	280	370	96	167	256	365	82	52
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	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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Prepared on behalf of The Mail on Sunday

8 Nov 2014

Table 143
Q96E. Which out of David Cameron and Ed Miliband would you most describe as the following?
A Clot
Base : All Respondents

	Total	Gender		Age			2010 Vote				GE Voting Intention				EU Referendum Vote			SEG				Region6					
		Male	Female	18-34	35-54	55+	Conservative	Labour	Liberal Democrat	OTHER	CON	LAB	LD	UKIP	In	Out	Undecided	AB	C1	C2	DE	London	Midlands	North	South	Scotland	Wales
Unweighted Total	1020	454	566	307	398	315	257	233	156	83	213	272	51	180	452	347	180	258	217	298	247	100	171	256	368	67	55
Weighted Total	1020	495	525	293	360	367	270	217	172	71	228	269	39	187	507	302	178	216	154	280	370	96	167	256	365	82	52
David Cameron	273	120	154	90	94	89	11	103	55	17	1	130	8	44	119	103	42	45	39	64	125	19	57	71	71	32	24
	26.8%	24.1%	29.3%	30.7%	26.1%	24.4%	4.2%	47.7%	32.0%	23.6%	0.2%	48.4%	20.7%	23.4%	23.5%	34.2%	23.7%	20.9%	25.2%	23.0%	33.8%	19.6%	34.2%	27.6%	19.4%	39.2%	45.4%
Ed Miliband	326	179	147	67	125	134	166	28	47	30	129	35	14	78	184	80	53	83	66	75	101	26	46	76	134	30	14
	31.9%	36.1%	28.0%	22.9%	34.7%	36.4%	61.6%	12.9%	27.3%	41.8%	56.7%	12.9%	36.8%	41.8%	36.3%	26.4%	29.8%	38.3%	43.1%	26.9%	27.4%	26.5%	27.5%	29.8%	36.7%	35.9%	27.8%
Don't know	421	197	224	136	141	144	92	85	70	24	98	104	16	65	204	119	83	88	49	140	143	52	64	109	160	21	14
	41.3%	39.8%	42.7%	46.4%	39.2%	39.2%	34.2%	39.4%	40.8%	34.6%	43.1%	38.8%	42.4%	34.8%	40.2%	39.4%	46.4%	40.9%	31.8%	50.1%	38.8%	53.9%	38.4%	42.6%	43.9%	25.0%	26.8%
SIGMA	1020	495	525	293	360	367	270	217	172	71	228	269	39	187	507	302	178	216	154	280	370	96	167	256	365	82	52
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	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.

Labour Leadership Poll

Prepared on behalf of The Mail on Sunday

8 Nov 2014

Table 144
Q96F. Which out of David Cameron and Ed Miliband would you most describe as the following?
Looks like a leader
Base : All Respondents

	Total	Gender		Age			2010 Vote				GE Voting Intention				EU Referendum Vote			SEG				Region6					
		Male	Female	18-34	35-54	55+	Conservative	Labour	Liberal Democrat	OTHER	CON	LAB	LD	UKIP	In	Out	Undecided	AB	C1	C2	DE	London	Midlands	North	South	Scotland	Wales
Unweighted Total	1020	454	566	307	398	315	257	233	156	83	213	272	51	180	452	347	180	258	217	298	247	100	171	256	368	67	55
Weighted Total	1020	495	525	293	360	367	270	217	172	71	228	269	39	187	507	302	178	216	154	280	370	96	167	256	365	82	52
David Cameron	530 51.9%	279 56.4%	251 47.8%	136 46.5%	186 51.6%	208 56.6%	240 89.0%	69 32.0%	84 48.9%	29 40.9%	210 92.1%	93 34.6%	25 64.3%	101 54.1%	265 52.3%	162 53.8%	94 52.5%	139 64.5%	91 59.2%	148 53.0%	151 40.8%	59 61.5%	83 49.7%	128 50.0%	193 52.7%	39 47.5%	27 51.8%
Ed Miliband	141 13.8%	75 15.0%	67 12.7%	53 18.0%	50 13.9%	38 10.4%	8 2.8%	79 36.7%	10 5.9%	6 8.6%	8 3.5%	100 37.3%	2 4.6%	11 5.9%	57 11.3%	59 19.7%	23 13.2%	22 10.4%	16 10.5%	39 13.8%	64 17.3%	8 7.9%	26 15.8%	53 20.8%	41 11.1%	5 5.5%	9 17.0%
Don't know	349 34.2%	141 28.6%	208 39.6%	104 35.4%	124 34.5%	121 33.0%	22 8.2%	68 31.4%	78 45.1%	36 50.4%	10 4.4%	76 28.2%	12 31.1%	75 39.9%	184 36.3%	80 26.6%	61 34.3%	54 25.1%	47 30.3%	93 33.2%	155 42.0%	30 30.6%	57 34.5%	75 29.2%	132 36.2%	39 47.0%	16 31.1%
SIGMA	1020 100.0%	495 100.0%	525 100.0%	293 100.0%	360 100.0%	367 100.0%	270 100.0%	217 100.0%	172 100.0%	71 100.0%	228 100.0%	269 100.0%	39 100.0%	187 100.0%	507 100.0%	302 100.0%	178 100.0%	216 100.0%	154 100.0%	280 100.0%	370 100.0%	96 100.0%	167 100.0%	256 100.0%	365 100.0%	82 100.0%	52 100.0%

Survation.

Labour Leadership Poll

Prepared on behalf of The Mail on Sunday

8 Nov 2014

Table 145
Q96G. Which out of David Cameron and Ed Miliband would you most describe as the following?
Arrogant
Base : All Respondents

	Total	Gender		Age			2010 Vote				GE Voting Intention				EU Referendum Vote			SEG				Region6					
		Male	Female	18-34	35-54	55+	Conservative	Labour	Liberal Democrat	OTHER	CON	LAB	LD	UKIP	In	Out	Undecided	AB	C1	C2	DE	London	Midlands	North	South	Scotland	Wales
Unweighted Total	1020	454	566	307	398	315	257	233	156	83	213	272	51	180	452	347	180	258	217	298	247	100	171	256	368	67	55
Weighted Total	1020	495	525	293	360	367	270	217	172	71	228	269	39	187	507	302	178	216	154	280	370	96	167	256	365	82	52
David Cameron	574 56.2%	285 57.6%	289 55.0%	164 55.8%	197 54.8%	213 58.0%	79 29.4%	168 77.6%	120 69.6%	53 75.1%	53 23.1%	223 82.9%	25 63.4%	110 58.9%	282 55.7%	186 61.5%	96 53.8%	120 55.7%	87 56.1%	139 49.8%	227 61.5%	40 41.6%	101 60.3%	152 59.4%	190 52.0%	61 73.6%	31 58.7%
Ed Miliband	188 18.4%	95 19.3%	93 17.6%	55 18.7%	62 17.2%	71 19.4%	101 37.5%	12 5.7%	16 9.4%	6 7.8%	79 34.7%	7 2.5%	6 15.8%	42 22.6%	110 21.7%	36 11.8%	35 19.7%	41 18.8%	31 20.0%	62 22.0%	55 14.8%	17 18.0%	33 19.8%	46 17.8%	71 19.4%	15 18.8%	6 10.9%
Don't know	258 25.3%	115 23.2%	144 27.4%	75 25.5%	101 28.0%	83 22.6%	89 33.1%	36 16.7%	36 21.0%	12 17.1%	96 42.1%	39 14.6%	8 20.8%	35 18.5%	114 22.6%	80 26.7%	47 26.5%	55 25.5%	37 23.9%	79 28.2%	88 23.7%	39 40.4%	33 19.9%	58 22.8%	105 28.6%	6 7.6%	16 30.4%
SIGMA	1020 100.0%	495 100.0%	525 100.0%	293 100.0%	360 100.0%	367 100.0%	270 100.0%	217 100.0%	172 100.0%	71 100.0%	228 100.0%	269 100.0%	39 100.0%	187 100.0%	507 100.0%	302 100.0%	178 100.0%	216 100.0%	154 100.0%	280 100.0%	370 100.0%	96 100.0%	167 100.0%	256 100.0%	365 100.0%	82 100.0%	52 100.0%

Labour Leadership Poll

Prepared on behalf of The Mail on Sunday

8 Nov 2014

Table 146
Q96H. Which out of David Cameron and Ed Miliband would you most describe as the following?
A family man
Base : All Respondents

	Total	Gender		Age			2010 Vote				GE Voting Intention				EU Referendum Vote			SEG				Region6					
		Male	Female	18-34	35-54	55+	Conservative	Labour	Liberal Democrat	OTHER	CON	LAB	LD	UKIP	In	Out	Undecided	AB	C1	C2	DE	London	Midlands	North	South	Scotland	Wales
Unweighted Total	1020	454	566	307	398	315	257	233	156	83	213	272	51	180	452	347	180	258	217	298	247	100	171	256	368	67	55
Weighted Total	1020	495	525	293	360	367	270	217	172	71	228	269	39	187	507	302	178	216	154	280	370	96	167	256	365	82	52
David Cameron	574	277	297	138	204	232	226	76	92	39	204	87	17	113	313	150	98	115	97	166	196	55	92	132	229	43	23
	56.3%	56.0%	56.6%	47.1%	56.6%	63.3%	83.9%	35.3%	53.5%	54.5%	89.5%	32.2%	43.0%	60.5%	61.6%	49.6%	55.1%	53.2%	63.1%	59.3%	53.0%	57.1%	55.1%	51.6%	62.7%	52.1%	43.5%
Ed Miliband	200	101	98	60	71	68	14	91	34	9	4	125	11	31	90	82	27	43	24	52	81	18	38	64	61	9	9
	19.6%	20.5%	18.7%	20.6%	19.8%	18.6%	5.2%	42.0%	19.8%	12.2%	1.8%	46.4%	27.3%	16.8%	17.8%	27.2%	15.0%	19.7%	15.7%	18.6%	21.8%	18.6%	22.9%	25.1%	16.7%	10.8%	18.0%
Don't know	246	116	130	95	85	66	29	49	46	24	20	58	11	42	105	70	53	59	33	62	93	23	37	60	75	31	20
	24.1%	23.5%	24.7%	32.3%	23.6%	18.1%	10.9%	22.7%	26.7%	33.2%	8.6%	21.4%	29.7%	22.7%	20.6%	23.2%	29.9%	27.1%	21.2%	22.0%	25.2%	24.3%	22.0%	23.3%	20.6%	37.1%	38.6%
SIGMA	1020	495	525	293	360	367	270	217	172	71	228	269	39	187	507	302	178	216	154	280	370	96	167	256	365	82	52
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	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.

Labour Leadership Poll

Prepared on behalf of The Mail on Sunday

8 Nov 2014

Table 147
Q97. Which of the following statements is closest to your opinion?
Base : All Answering

	Total	Gender		Age			2010 Vote				GE Voting Intention				EU Referendum Vote			SEG				Region6					
		Male	Female	18-34	35-54	55+	Conservative	Labour	Liberal Democrat	OTHER	CON	LAB	LD	UKIP	In	Out	Undecided	AB	C1	C2	DE	London	Midlands	North	South	Scotland	Wales
Unweighted Total	1017	453	564	306	396	315	257	232	155	83	213	271	50	180	451	345	180	257	216	297	247	99	170	255	368	67	55
Weighted Total	1017	495	522	292	358	367	270	215	172	71	228	268	38	187	507	299	178	215	153	279	370	95	166	254	365	82	52
I like Ed Miliband and the Labour Party	250 24.5%	117 23.7%	133 25.4%	79 27.1%	82 22.8%	89 24.2%	8 3.0%	125 58.3%	36 20.9%	7 9.6%	13 5.6%	165 61.7%	13 34.3%	8 4.5%	107 21.0%	102 34.1%	35 19.6%	43 20.0%	28 18.2%	63 22.7%	115 31.2%	20 21.0%	40 23.9%	80 31.6%	69 18.9%	22 27.2%	17 33.0%
I like Ed Miliband but I don't like the Labour party	67 6.6%	27 5.5%	39 7.6%	20 6.8%	21 5.7%	26 7.2%	22 8.3%	8 3.8%	17 10.1%	2 3.3%	26 11.3%	5 1.8%	2 4.6%	15 7.9%	22 4.4%	22 7.2%	21 11.9%	14 6.3%	10 6.7%	18 6.5%	25 6.7%	5 4.8%	14 8.4%	9 3.6%	35 9.5%	2 2.0%	3 5.3%
I like the Labour Party but I don't like Ed Miliband	207 20.4%	103 20.7%	105 20.0%	71 24.4%	83 23.1%	53 14.5%	28 10.3%	66 30.7%	47 27.6%	8 11.6%	18 7.9%	94 35.1%	5 14.1%	32 17.2%	89 17.5%	72 24.2%	42 23.8%	53 24.6%	49 31.8%	54 19.2%	52 14.1%	15 15.3%	39 23.6%	54 21.4%	77 20.9%	10 12.4%	12 23.4%
I don't like either Ed Miliband or the Labour Party	493 48.5%	248 50.1%	246 47.0%	122 41.6%	173 48.4%	198 54.1%	211 78.4%	15 7.1%	71 41.4%	53 75.4%	171 75.2%	4 1.4%	18 47.0%	132 70.4%	289 57.1%	103 34.6%	80 44.7%	106 49.1%	66 43.2%	144 51.6%	177 48.0%	56 58.9%	73 44.1%	110 43.4%	185 50.7%	48 58.5%	20 38.4%
SIGMA	1017 100.0%	495 100.0%	522 100.0%	292 100.0%	358 100.0%	367 100.0%	270 100.0%	215 100.0%	172 100.0%	71 100.0%	228 100.0%	268 100.0%	38 100.0%	187 100.0%	507 100.0%	299 100.0%	178 100.0%	215 100.0%	153 100.0%	279 100.0%	370 100.0%	95 100.0%	166 100.0%	254 100.0%	365 100.0%	82 100.0%	52 100.0%

Survation.

Labour Leadership Poll

Prepared on behalf of The Mail on Sunday

8 Nov 2014

Table 148
Q98. Which of the following statements is closest to your opinion?
Base : All Answering

	Total	Gender		Age			2010 Vote				GE Voting Intention				EU Referendum Vote			SEG				Region6					
		Male	Female	18-34	35-54	55+	Conservative	Labour	Liberal Democrat	OTHER	CON	LAB	LD	UKIP	In	Out	Undecided	AB	C1	C2	DE	London	Midlands	North	South	Scotland	Wales
Unweighted Total	1017	453	564	306	396	315	257	232	155	83	213	271	50	180	451	345	180	257	216	297	247	99	170	255	368	67	55
Weighted Total	1017	495	522	292	358	367	270	215	172	71	228	268	38	187	507	299	178	215	153	279	370	95	166	254	365	82	52
I like David Cameron and the Conservative Party	250 24.6%	115 23.3%	135 25.9%	62 21.1%	97 27.2%	91 24.9%	169 62.5%	9 4.0%	20 11.6%	7 9.9%	183 80.5%	8 2.8%	4 11.2%	26 13.9%	126 24.8%	68 22.8%	53 29.8%	66 30.9%	33 21.7%	85 30.6%	65 17.7%	30 31.1%	48 29.0%	45 17.7%	107 29.3%	7 8.7%	12 23.5%
I like David Cameron but I don't like the Conservative Party	133 13.1%	78 15.7%	56 10.7%	50 17.3%	41 11.5%	42 11.5%	23 8.7%	30 14.0%	24 13.8%	9 12.4%	13 5.7%	36 13.5%	13 33.5%	29 15.4%	72 14.2%	39 12.9%	20 11.1%	29 13.6%	16 10.5%	37 13.2%	51 13.8%	21 21.8%	24 14.5%	31 12.0%	37 10.2%	15 17.9%	6 11.7%
I like the Conservative Party but I don't like David Cameron	95 9.4%	39 7.9%	56 10.7%	31 10.6%	26 7.1%	39 10.5%	47 17.6%	11 5.2%	14 8.0%	3 4.8%	28 12.4%	12 4.3%	2 5.6%	27 14.2%	51 10.2%	31 10.3%	12 6.7%	25 11.8%	32 20.8%	22 7.9%	16 4.3%	7 7.4%	17 10.0%	18 6.9%	48 13.3%	4 4.3%	2 3.3%
I don't like either David Cameron or the Conservative Party	538 52.9%	262 53.0%	275 52.8%	149 51.1%	194 54.2%	195 53.1%	30 11.3%	165 76.7%	114 66.6%	52 72.9%	3 1.4%	212 79.3%	19 49.8%	106 56.4%	258 50.8%	161 54.0%	93 52.3%	94 43.7%	72 46.9%	135 48.3%	237 64.1%	38 39.7%	77 46.5%	161 63.3%	173 47.3%	57 69.1%	32 61.5%
SIGMA	1017 100.0%	495 100.0%	522 100.0%	292 100.0%	358 100.0%	367 100.0%	270 100.0%	215 100.0%	172 100.0%	71 100.0%	228 100.0%	268 100.0%	38 100.0%	187 100.0%	507 100.0%	299 100.0%	178 100.0%	215 100.0%	153 100.0%	279 100.0%	370 100.0%	95 100.0%	166 100.0%	254 100.0%	365 100.0%	82 100.0%	52 100.0%

Survation.

Labour Leadership Poll

Prepared on behalf of The Mail on Sunday

8 Nov 2014

Table 149
Q99. Which of the following do you think would most help the Labour Party to improve its popularity?
Base : All Answering

	Total	Gender		Age			2010 Vote				GE Voting Intention				EU Referendum Vote			SEG				Region6					
		Male	Female	18-34	35-54	55+	Conservative	Labour	Liberal Democrat	OTHER	CON	LAB	LD	UKIP	In	Out	Undecided	AB	C1	C2	DE	London	Midlands	North	South	Scotland	Wales
Unweighted Total	1017	453	564	306	396	315	257	232	155	83	213	271	50	180	451	345	180	257	216	297	247	99	170	255	368	67	55
Weighted Total	1017	495	522	292	358	367	270	215	172	71	228	268	38	187	507	299	178	215	153	279	370	95	166	254	365	82	52
Change its leader	398 39.1%	212 42.8%	186 35.6%	120 41.2%	157 43.9%	120 32.7%	98 36.3%	91 42.1%	82 48.0%	21 29.2%	95 41.8%	110 41.2%	16 41.4%	79 41.9%	177 34.9%	144 48.0%	64 35.6%	100 46.5%	82 53.7%	111 39.8%	104 28.2%	33 34.2%	49 29.4%	101 39.5%	164 44.8%	22 26.1%	30 58.0%
Change its policies	389 38.3%	183 37.1%	206 39.4%	94 32.2%	111 30.9%	184 50.2%	144 53.4%	60 27.9%	55 31.9%	34 48.0%	103 45.3%	67 24.9%	14 36.9%	93 49.7%	234 46.2%	91 30.3%	56 31.5%	72 33.5%	45 29.5%	109 39.0%	163 44.1%	29 30.2%	90 53.9%	88 34.8%	132 36.0%	39 47.9%	10 20.1%
Don't know	230 22.6%	100 20.1%	131 25.0%	78 26.6%	90 25.1%	63 17.1%	28 10.3%	65 30.1%	35 20.1%	16 22.8%	29 12.9%	91 33.9%	8 21.8%	16 8.4%	96 19.0%	65 21.6%	59 32.8%	43 20.0%	26 16.8%	59 21.2%	102 27.7%	34 35.6%	28 16.7%	65 25.7%	70 19.1%	21 26.0%	11 21.9%
SIGMA	1017 100.0%	495 100.0%	522 100.0%	292 100.0%	358 100.0%	367 100.0%	270 100.0%	215 100.0%	172 100.0%	71 100.0%	228 100.0%	268 100.0%	38 100.0%	187 100.0%	507 100.0%	299 100.0%	178 100.0%	215 100.0%	153 100.0%	279 100.0%	370 100.0%	95 100.0%	166 100.0%	254 100.0%	365 100.0%	82 100.0%	52 100.0%

Survation.

Labour Leadership Poll

Prepared on behalf of The Mail on Sunday

8 Nov 2014

Table 150
Q100. Which of the following do you think would most help the Conservative Party to improve its popularity?
Base : All Answering

	Total	Gender		Age			2010 Vote				GE Voting Intention				EU Referendum Vote			SEG				Region6					
		Male	Female	18-34	35-54	55+	Conservative	Labour	Liberal Democrat	OTHER	CON	LAB	LD	UKIP	In	Out	Undecided	AB	C1	C2	DE	London	Midlands	North	South	Scotland	Wales
Unweighted Total	1017	453	564	306	396	315	257	232	155	83	213	271	50	180	451	345	180	257	216	297	247	99	170	255	368	67	55
Weighted Total	1017	495	522	292	358	367	270	215	172	71	228	268	38	187	507	299	178	215	153	279	370	95	166	254	365	82	52
Change its leader	140 13.8%	41 8.2%	100 19.1%	50 17.2%	38 10.7%	52 14.1%	21 7.8%	51 23.6%	18 10.6%	13 18.1%	9 3.9%	55 20.6%	3 7.3%	22 11.8%	77 15.2%	40 13.5%	18 10.3%	26 12.1%	21 14.0%	41 14.6%	52 14.0%	5 4.9%	27 15.9%	40 15.8%	42 11.4%	24 29.2%	3 6.2%
Change its policies	611 60.1%	349 70.5%	262 50.2%	171 58.6%	215 59.9%	225 61.4%	148 55.0%	140 65.2%	110 64.3%	47 66.3%	113 49.8%	168 62.7%	26 69.4%	144 76.6%	317 62.6%	191 63.9%	86 48.2%	131 60.9%	102 67.0%	155 55.6%	222 60.1%	50 52.2%	97 58.2%	157 61.7%	233 63.9%	40 49.1%	33 62.5%
Don't know	266 26.1%	105 21.3%	160 30.7%	71 24.2%	105 29.3%	90 24.5%	100 37.2%	24 11.3%	43 25.1%	11 15.6%	106 46.3%	45 16.6%	9 23.3%	22 11.6%	112 22.2%	67 22.5%	74 41.4%	58 27.0%	29 19.0%	83 29.8%	95 25.8%	41 42.9%	43 25.8%	57 22.5%	90 24.7%	18 21.7%	16 31.3%
SIGMA	1017 100.0%	495 100.0%	522 100.0%	292 100.0%	358 100.0%	367 100.0%	270 100.0%	215 100.0%	172 100.0%	71 100.0%	228 100.0%	268 100.0%	38 100.0%	187 100.0%	507 100.0%	299 100.0%	178 100.0%	215 100.0%	153 100.0%	279 100.0%	370 100.0%	95 100.0%	166 100.0%	254 100.0%	365 100.0%	82 100.0%	52 100.0%

Survation.

Labour Leadership Poll

Prepared on behalf of The Mail on Sunday

8 Nov 2014

Table 151
Q101. To what extent do you agree or disagree with the following statement?
The best thing Ed Miliband can do to help Labour win the election is to stand down as leader and hand over to someone else
Base : All Answering

	Total	Gender		Age			2010 Vote				GE Voting Intention				EU Referendum Vote			SEG				Region6					
		Male	Female	18-34	35-54	55+	Conservative	Labour	Liberal Democrat	OTHER	CON	LAB	LD	UKIP	In	Out	Undecided	AB	C1	C2	DE	London	Midlands	North	South	Scotland	Wales
Unweighted Total	1017	453	564	306	396	315	257	232	155	83	213	271	50	180	451	345	180	257	216	297	247	99	170	255	368	67	55
Weighted Total	1017	495	522	292	358	367	270	215	172	71	228	268	38	187	507	299	178	215	153	279	370	95	166	254	365	82	52
Strongly agree	232 22.9%	127 25.6%	106 20.3%	64 22.0%	78 21.9%	90 24.5%	81 30.2%	36 16.7%	48 28.2%	11 15.1%	58 25.6%	47 17.4%	6 15.9%	72 38.5%	133 26.3%	63 20.9%	34 18.9%	55 25.6%	43 28.3%	50 17.8%	85 22.9%	18 19.3%	41 24.6%	50 19.6%	90 24.7%	20 23.9%	13 25.8%
Somewhat agree	250 24.5%	116 23.4%	134 25.6%	59 20.2%	99 27.7%	91 24.9%	93 34.4%	40 18.4%	33 19.3%	15 20.7%	84 36.9%	49 18.3%	11 28.0%	43 23.1%	117 23.1%	89 29.6%	34 19.1%	58 27.1%	45 29.6%	80 28.5%	66 17.9%	17 17.6%	34 20.4%	55 21.8%	112 30.7%	13 16.1%	18 34.7%
Neither agree nor disagree	261 25.7%	115 23.2%	147 28.1%	80 27.3%	90 25.1%	92 25.0%	58 21.3%	60 28.0%	34 19.7%	33 46.6%	47 20.8%	66 24.7%	9 24.3%	43 23.2%	137 27.0%	55 18.3%	61 34.0%	47 21.9%	34 21.9%	83 29.6%	98 26.5%	35 37.1%	36 21.5%	89 35.0%	71 19.5%	22 26.9%	8 15.1%
Somewhat disagree	93 9.2%	50 10.1%	44 8.4%	24 8.1%	34 9.6%	35 9.6%	13 4.8%	32 14.9%	16 9.2%	4 6.2%	11 5.0%	47 17.5%	4 10.5%	7 4.0%	32 6.3%	39 13.2%	19 10.7%	16 7.7%	16 10.5%	25 9.0%	36 9.7%	7 6.9%	24 14.4%	30 11.7%	25 7.0%	4 5.5%	2 4.5%
Strongly disagree	96 9.4%	51 10.4%	44 8.5%	24 8.4%	33 9.3%	38 10.4%	14 5.0%	43 19.8%	24 14.0%	1 1.9%	16 6.9%	50 18.8%	7 18.2%	14 7.2%	50 9.9%	39 12.9%	7 3.9%	23 10.9%	9 5.9%	24 8.5%	39 10.7%	6 6.5%	12 7.5%	18 7.2%	35 9.7%	16 19.2%	7 14.3%
Don't know	84 8.3%	36 7.4%	48 9.2%	41 14.0%	23 6.5%	21 5.6%	11 4.2%	5 2.2%	17 9.6%	7 9.5%	11 4.8%	9 3.3%	1 3.1%	7 4.0%	38 7.5%	15 5.0%	24 13.4%	15 6.9%	6 3.8%	18 6.6%	46 12.3%	12 12.6%	19 11.7%	12 4.7%	31 8.5%	7 8.5%	3 5.5%
SIGMA	1017 100.0%	495 100.0%	522 100.0%	292 100.0%	358 100.0%	367 100.0%	270 100.0%	215 100.0%	172 100.0%	71 100.0%	228 100.0%	268 100.0%	38 100.0%	187 100.0%	507 100.0%	299 100.0%	178 100.0%	215 100.0%	153 100.0%	279 100.0%	370 100.0%	95 100.0%	166 100.0%	254 100.0%	365 100.0%	82 100.0%	52 100.0%

Labour Leadership Poll
Prepared on behalf of The Mail on Sunday

8 Nov 2014

Table 152
Q102. What do you think is Ed Miliband's biggest problem?
Base : All Answering

	Total	Gender		Age			2010 Vote				GE Voting Intention				EU Referendum Vote			SEG				Region6					
		Male	Female	18-34	35-54	55+	Conservative	Labour	Liberal Democrat	OTHER	CON	LAB	LD	UKIP	In	Out	Undecided	AB	C1	C2	DE	London	Midlands	North	South	Scotland	Wales
Unweighted Total	1017	453	564	306	396	315	257	232	155	83	213	271	50	180	451	345	180	257	216	297	247	99	170	255	368	67	55
Weighted Total	1017	495	522	292	358	367	270	215	172	71	228	268	38	187	507	299	178	215	153	279	370	95	166	254	365	82	52
His policies	150	75	75	32	49	69	63	10	19	17	57	11	4	43	83	40	25	23	13	64	50	9	36	32	53	10	10
	14.7%	15.1%	14.4%	10.9%	13.6%	18.9%	23.2%	4.4%	10.9%	23.8%	25.2%	4.2%	9.8%	22.7%	16.3%	13.5%	14.0%	10.9%	8.3%	22.8%	13.6%	9.7%	21.5%	12.6%	14.5%	11.5%	20.1%
A lack of experience	237	107	130	65	88	84	37	69	27	21	29	85	9	33	129	56	41	36	32	52	117	19	43	61	75	27	11
	23.3%	21.7%	24.8%	22.4%	24.5%	22.9%	13.7%	32.2%	15.5%	29.7%	12.9%	31.7%	23.1%	17.6%	25.4%	18.7%	23.1%	16.9%	21.0%	18.5%	31.6%	19.9%	26.1%	24.1%	20.5%	32.6%	20.6%
That he knifed his brother in order to become Labour leader	132	85	47	33	42	57	52	16	26	7	29	29	6	41	73	29	26	26	20	36	49	9	25	40	40	15	3
	13.0%	17.1%	9.0%	11.4%	11.6%	15.5%	19.3%	7.5%	15.1%	9.6%	12.7%	10.8%	14.8%	21.6%	14.5%	9.5%	14.4%	12.3%	13.3%	12.9%	13.2%	9.7%	14.9%	15.7%	10.9%	18.3%	5.5%
That he seems weird	206	91	115	80	80	46	56	32	37	17	52	38	4	31	95	65	38	60	37	58	51	31	17	42	92	7	16
	20.2%	18.3%	22.0%	27.2%	22.2%	12.7%	20.9%	14.7%	21.8%	23.7%	22.6%	14.4%	11.6%	16.8%	18.7%	21.8%	21.2%	28.1%	24.3%	20.6%	13.7%	33.1%	10.4%	16.5%	25.2%	8.5%	30.8%
He is blamed for the failings of the last Labour Government	192	95	97	55	62	74	36	59	38	8	42	76	8	21	82	76	29	38	35	46	73	14	29	49	74	15	11
	18.8%	19.2%	18.5%	19.0%	17.4%	20.2%	13.3%	27.6%	22.0%	10.7%	18.6%	28.3%	21.5%	11.3%	16.2%	25.5%	16.1%	17.9%	22.7%	16.3%	19.7%	14.8%	17.6%	19.2%	20.1%	17.9%	20.7%
Something else	101	42	59	27	38	36	26	29	25	2	18	28	7	19	45	33	20	30	16	25	30	12	16	30	32	9	1
	9.9%	8.5%	11.2%	9.1%	10.7%	9.8%	9.6%	13.6%	14.7%	2.5%	8.0%	10.6%	19.2%	10.0%	8.9%	11.0%	11.3%	14.0%	10.3%	8.8%	8.2%	12.8%	9.5%	11.8%	8.8%	11.2%	2.2%
SIGMA	1017	495	522	292	358	367	270	215	172	71	228	268	38	187	507	299	178	215	153	279	370	95	166	254	365	82	52
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	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.

Labour Leadership Poll

Prepared on behalf of The Mail on Sunday

8 Nov 2014

Table 153
Q103. Which of the two main party leaders would you prefer to be Prime Minister after next year's election?
Base : All Answering

	Total	Gender		Age			2010 Vote				GE Voting Intention				EU Referendum Vote			SEG				Region6					
		Male	Female	18-34	35-54	55+	Conservative	Labour	Liberal Democrat	OTHER	CON	LAB	LD	UKIP	In	Out	Undecided	AB	C1	C2	DE	London	Midlands	North	South	Scotland	Wales
Unweighted Total	1017	453	564	306	396	315	257	232	155	83	213	271	50	180	451	345	180	257	216	297	247	99	170	255	368	67	55
Weighted Total	1017	495	522	292	358	367	270	215	172	71	228	268	38	187	507	299	178	215	153	279	370	95	166	254	365	82	52
David Cameron	411	198	213	99	146	167	245	23	46	19	217	14	16	87	223	109	73	114	72	123	103	52	65	88	161	20	24
	40.5%	40.1%	40.8%	33.8%	40.7%	45.5%	90.7%	10.8%	26.5%	27.4%	95.4%	5.2%	43.2%	46.4%	44.0%	36.5%	40.8%	53.0%	46.8%	43.9%	27.9%	54.5%	39.3%	34.6%	44.0%	24.2%	46.7%
Ed Miliband	331	173	158	110	111	110	10	164	60	9	8	214	13	33	132	142	49	56	49	82	143	24	51	103	101	35	17
	32.5%	35.0%	30.2%	37.7%	31.0%	29.9%	3.9%	76.1%	35.2%	13.4%	3.5%	80.1%	34.3%	17.9%	26.0%	47.6%	27.4%	26.1%	32.4%	29.3%	38.7%	24.7%	30.5%	40.6%	27.7%	42.7%	32.3%
Don't know	275	123	152	83	101	90	15	28	66	42	3	39	9	67	152	47	57	45	32	75	123	20	50	63	103	27	11
	27.0%	24.9%	29.0%	28.5%	28.3%	24.6%	5.4%	13.1%	38.3%	59.2%	1.2%	14.6%	22.5%	35.7%	30.0%	15.9%	31.8%	20.9%	20.8%	26.8%	33.4%	20.8%	30.2%	24.7%	28.3%	33.1%	21.0%
SIGMA	1017	495	522	292	358	367	270	215	172	71	228	268	38	187	507	299	178	215	153	279	370	95	166	254	365	82	52
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Labour Leadership Poll

Prepared on behalf of The Mail on Sunday

8 Nov 2014

Table 154
Q104. Leaving aside what you would prefer to happen, which of the two main party leaders do you most expect to be Prime Minister after next year's election?
Base : All Answering

	Total	Gender		Age			2010 Vote				GE Voting Intention				EU Referendum Vote			SEG				Region6					
		Male	Female	18-34	35-54	55+	Conservative	Labour	Liberal Democrat	OTHER	CON	LAB	LD	UKIP	In	Out	Undecided	AB	C1	C2	DE	London	Midlands	North	South	Scotland	Wales
Unweighted Total	1017	453	564	306	396	315	257	232	155	83	213	271	50	180	451	345	180	257	216	297	247	99	170	255	368	67	55
Weighted Total	1017	495	522	292	358	367	270	215	172	71	228	268	38	187	507	299	178	215	153	279	370	95	166	254	365	82	52
David Cameron	473 46.5%	238 48.1%	235 45.0%	137 47.0%	163 45.5%	173 47.2%	194 71.9%	49 22.6%	65 37.6%	31 43.2%	176 77.0%	61 22.8%	21 54.1%	93 49.7%	256 50.6%	128 42.9%	77 43.3%	117 54.6%	84 55.1%	141 50.4%	131 35.4%	46 48.4%	97 58.2%	95 37.2%	181 49.4%	27 33.3%	27 51.1%
Ed Miliband	240 23.6%	129 26.2%	110 21.1%	69 23.8%	76 21.3%	94 25.7%	17 6.2%	110 51.1%	57 33.2%	4 5.7%	14 6.2%	146 54.5%	9 22.7%	31 16.5%	116 22.8%	93 31.1%	24 13.2%	47 21.8%	35 22.9%	50 18.0%	108 29.1%	13 13.5%	35 21.1%	83 32.8%	66 18.1%	26 31.6%	16 30.8%
Don't know	304 29.9%	127 25.7%	177 33.8%	85 29.2%	119 33.2%	99 27.1%	59 21.8%	56 26.2%	50 29.2%	36 51.1%	38 16.8%	61 22.7%	9 23.3%	63 33.9%	135 26.6%	78 26.1%	78 43.5%	51 23.6%	34 22.0%	88 31.6%	131 35.5%	36 38.1%	34 20.6%	76 30.0%	119 32.4%	29 35.1%	9 18.1%
SIGMA	1017 100.0%	495 100.0%	522 100.0%	292 100.0%	358 100.0%	367 100.0%	270 100.0%	215 100.0%	172 100.0%	71 100.0%	228 100.0%	268 100.0%	38 100.0%	187 100.0%	507 100.0%	299 100.0%	178 100.0%	215 100.0%	153 100.0%	279 100.0%	370 100.0%	95 100.0%	166 100.0%	254 100.0%	365 100.0%	82 100.0%	52 100.0%

Survation.

	Page	Table	Title	Base Description	Base
	4	1	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	1020
	5	2	Q8. Weighted by normal weightng 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? / Another Party (Net)	Base : Respondents likely to vote	976
	6	3	Q8. Weighted by normal weightng and likelihood to 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? / Another Party (Net)	Base : Respondents likely to vote	976
	7	4	Q8. Weighted by normal weightng, 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? / Another Party (Net)	Base : Respondents likely to vote	788
	8	5	Q8. Weighted by normal weightng, 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? / Another Party (Net)	Base : Respondents likely to vote	881
	9	6	Q9. In the last General Election 65% of people voted, while 35% 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	1020
	10	7	Q10. Thinking back to the General Election in May 2010, can you recall which party you voted for in that election?	Base : All Answring	764
	11	8	Q11. Leaving aside what you would prefer to happen, which of the two main parties do you most expect to be in power after next year's election?	Base : All Respondents	1020
	12	9	Q12. If there was a referendum on the UK's membership of the European Union taking place tomorrow, how likely do you think you would be to vote on a scale of 0 to 10?	Base : All Respondents	1020
	13	10	Q13. Weighted by normal weightings Q13. If there was a referendum tomorrow on whether the UK should remain a member of the European Union, how do you think you would vote?	Base : Respondents likely to vote	979
	14	11	Q13. Weighted by normal weightings and likely to vote Q13. If there was a referendum tomorrow on whether the UK should remain a member of the European Union, how do you think you would vote?	Base : Respondents likely to vote	979
	15	12	Q14. The Chancellor said This is far beyond what anyone expected us to achieve and it's a result for Britain To what extent do you agree or disagree with this description?	Base : All Respondents	1020
	16	13	Q15. Which of the following statements is closest to your opinion?	Base : All Respondents	1020
	17	14	Q16. David Cameron has said he plans to hold a referendum on the EU if he wins the next election, and says he hopes to win concessions in a number of areas prior to the vote, such as over immigration policy. Does Friday's agreement over the EU budget surcharge make you more or less confident in David Cameron's ability to win concessions from the EU?	Base : All Respondents	1020
	18	15	Q17a.Which of the following adjectives do you think describes Ed Miliband? A winner	Base : All Respondents	1020
	19	16	q17b.Which of the following adjectives do you think describes Ed Miliband? Strong	Base : All Respondents	1020
	20	17	q17c.Which of the following adjectives do you think describes Ed Miliband? Attractive	Base : All Respondents	1020
	21	18	q17d.Which of the following adjectives do you think describes Ed Miliband? In touch	Base : All Respondents	1020
	22	19	q17e.Which of the following adjectives do you think describes Ed Miliband? Intelligent	Base : All Respondents	1020
	23	20	Q18. Can you imagine Ed Miliband standing on the steps of 10 Downing Street as Prime Minister?	Base : All Respondents	1020
	24	21	Q19. Can you imagine Ed Miliband negotiating a better deal from the EU?	Base : All Respondents	1020
	25	22	Q20. Can you imagine Ed Miliband with his finger on the nuclear button?	Base : All Respondents	1020
	26	23	Q21. Can you imagine Ed Miliband helping the economy grow?	Base : All Respondents	1020
	27	24	Q22. Can you imagine Ed Miliband creating more jobs?	Base : All Respondents	1020
	28	25	Q23. Can you imagine Ed Miliband standing up to the unions?	Base : All Respondents	1020
	29	26	Q24. Can you imagine Ed Miliband improving the UK's schools and hospitals?	Base : All Respondents	1020
	30	27	Q25. Can you imagine Ed Miliband getting the national deficit down?	Base : All Respondents	1020
	31	28	Q26. Can you imagine Ed Miliband reforming our welfare system to reduce cost and abuse?	Base : All Respondents	1020
	32	29	Q27. Can you imagine Ed Miliband reducing the level of immigration to the UK?	Base : All Respondents	1020
	33	30	Q28. Weighted by normal weightng Q28. Imagine that the leaders of the main parties at the next election are David Cameron for the Conservatives, Ed Miliband for Labour, Nick Clegg for the Liberal Democrats and Nigel Farage for UKIP. Which party would you be most likely to vote for? / Another Party (Net)	Base : All Respondents	1020

Page	Table	Title	Base Description	Base
34	31	Q28. Weighted by normal weightng and likelihood to vote Q28. Imagine that the leaders of the main parties at the next election are David Cameron for the Conservatives, Ed Miliband for Labour, Nick Clegg for the Liberal Democrats and Nigel Farage for UKIP. Which party would you be most likely to vote for? / Another Party (Net)	Base : Respondents likely to vote	976
35	32	Q28. Weighted by normal weightng, likelihood to vote and with undecided / refused removed Q28. Imagine that the leaders of the main parties at the next election are David Cameron for the Conservatives, Ed Miliband for Labour, Nick Clegg for the Liberal Democrats and Nigel Farage for UKIP. Which party would you be most likely to vote for? / Another Party (Net)	Base : Respondents likely to vote	814
36	33	Q28. Weighted by normal weightng, likelihood to vote, with undecided / refused removed and replaced with a 0.3 factor of 2010 vote Q28. Imagine that the leaders of the main parties at the next election are David Cameron for the Conservatives, Ed Miliband for Labour, Nick Clegg for the Liberal Democrats and Nigel Farage for UKIP. Which party would you be most likely to vote for? / Another Party (Net)	Base : Respondents likely to vote	896
37	34	Q30. If the election was a head to head contest between David Cameron as Conservative leader and Ed Miliband as Labour leader, how would you vote?	Base : All Respondents	1020
38	35	q31a.Which of the following adjectives do you think describes Alan Johnson? Intelligent	Base : All Respondents	1020
39	36	Q31b.Which of the following adjectives do you think describes Alan Johnson? A winner	Base : All Respondents	1020
40	37	q31c.Which of the following adjectives do you think describes Alan Johnson? Attractive	Base : All Respondents	1020
41	38	q31d.Which of the following adjectives do you think describes Alan Johnson? In touch	Base : All Respondents	1020
42	39	q31e.Which of the following adjectives do you think describes Alan Johnson? Strong	Base : All Respondents	1020
43	40	Q32. Can you imagine Alan Johnson standing on the steps of 10 Downing Street as Prime Minister?	Base : All Respondents	1020
44	41	Q33. Can you imagine Alan Johnson negotiating a better deal from the EU?	Base : All Respondents	1020
45	42	Q34. Can you imagine Alan Johnson with his finger on the nuclear button?	Base : All Respondents	1020
46	43	Q35. Can you imagine Alan Johnson helping the economy grow?	Base : All Respondents	1020
47	44	Q36. Can you imagine Alan Johnson creating more jobs?	Base : All Respondents	1020
48	45	Q37. Can you imagine Alan Johnson standing up to the unions?	Base : All Respondents	1020
49	46	Q38. Can you imagine Alan Johnson improving the UK's schools and hospitals?	Base : All Respondents	1020
50	47	Q39. Can you imagine Alan Johnson getting the national deficit down?	Base : All Respondents	1020
51	48	Q40. Can you imagine Alan Johnson reforming our welfare system to reduce cost and abuse?	Base : All Respondents	1020
52	49	Q41. Can you imagine Alan Johnson reducing the level of immigration to the UK?	Base : All Respondents	1020
53	50	Q42. If Alan Johnson replaced Ed Miliband as the leader of the Labour Party, would you be more or less likely to vote Labour in the next general election?	Base : All Respondents	1020
54	51	Q43. Weighted by normal weightng Q43. Now imagine that the leaders of the main parties at the next election are David Cameron for the Conservatives, Alan Johnson for Labour, Nick Clegg for the Liberal Democrats and Nigel Farage for UKIP. Which party would you be most likely to vote for? / Another Party (Net)	Base : All Respondents	1020
55	52	Q43. Weighted by normal weightng and likelihood to vote Q43. Now imagine that the leaders of the main parties at the next election are David Cameron for the Conservatives, Alan Johnson for Labour, Nick Clegg for the Liberal Democrats and Nigel Farage for UKIP. Which party would you be most likely to vote for? / Another Party (Net)	Base : All Respondents	976
56	53	Q43. Weighted by normal weightng, likelihood to vote and with undecided / refused removed Q43. Now imagine that the leaders of the main parties at the next election are David Cameron for the Conservatives, Alan Johnson for Labour, Nick Clegg for the Liberal Democrats and Nigel Farage for UKIP. Which party would you be most likely to vote for? / Another Party (Net)	Base : Respondents likely to vote	796
57	54	Q43. Weighted by normal weightng, likelihood to vote, with undecided / refused removed and replaced with a 0.3 factor of 2010 vote Q43. Now imagine that the leaders of the main parties at the next election are David Cameron for the Conservatives, Alan Johnson for Labour, Nick Clegg for the Liberal Democrats and Nigel Farage for UKIP. Which party would you be most likely to vote for? / Another Party (Net)	Base : Respondents likely to vote	890
58	55	Q44. If the election was a head to head contest between David Cameron as Conservative leader and Alan Johnson as Labour leader, how would you vote?	Base : All Respondents	1020
59	56	Q45a.Which of the following adjectives do you think describes Andy Burnham? A winner	Base : All Respondents	1020
60	57	q45b.Which of the following adjectives do you think describes Andy Burnham? Strong	Base : All Respondents	1020
61	58	q45c.Which of the following adjectives do you think describes Andy Burnham? Attractive	Base : All Respondents	1020

Page	Table	Title	Base Description	Base
62	59	q45d.Which of the following adjectives do you think describes Andy Burnham? Intelligent	Base : All Respondents	1020
63	60	q45e.Which of the following adjectives do you think describes Andy Burnham? In touch	Base : All Respondents	1020
64	61	Q46. Can you imagine Andy Burnham standing on the steps of 10 Downing Street as Prime Minister?	Base : All Respondents	1020
65	62	Q47. Can you imagine Andy Burnham negotiating a better deal from the EU?	Base : All Respondents	1020
66	63	Q48. Can you imagine Andy Burnham with his finger on the nuclear button?	Base : All Respondents	1020
67	64	Q49. Can you imagine Andy Burnham helping the economy grow?	Base : All Respondents	1020
68	65	Q50. Can you imagine Andy Burnham creating more jobs?	Base : All Respondents	1020
69	66	Q51. Can you imagine Andy Burnham standing up to the unions?	Base : All Respondents	1020
70	67	Q52. Can you imagine Andy Burnham improving the UK's schools and hospitals?	Base : All Respondents	1020
71	68	Q53. Can you imagine Andy Burnham getting the national deficit down?	Base : All Respondents	1020
72	69	Q54. Can you imagine Andy Burnham reforming our welfare system to reduce cost and abuse?	Base : All Respondents	1020
73	70	Q55. Can you imagine Andy Burnham reducing the level of immigration to the UK?	Base : All Respondents	1020
74	71	Q56. If Andy Burnham replaced Ed Miliband as the leader of the Labour Party, would you be more or less likely to vote Labour in the next general election?	Base : All Respondents	1020
75	72	Q57. Weighted by normal weightng Q57. Now imagine that the leaders of the main parties at the next election are David Cameron for the Conservatives, Andy Burnham for Labour, Nick Clegg for the Liberal Democrats and Nigel Farage for UKIP. Which party would you be most likely to vote for? / Another Party (Net)	Base : All Respondents	1020
76	73	Q57. Weighted by normal weightng and likelihood to vote Q57. Now imagine that the leaders of the main parties at the next election are David Cameron for the Conservatives, Andy Burnham for Labour, Nick Clegg for the Liberal Democrats and Nigel Farage for UKIP. Which party would you be most likely to vote for? / Another Party (Net)	Base : Respondents likely to vote	976
77	74	Q57. Weighted by normal weightng, likelihood to vote and with undecided / refused removed Q57. Now imagine that the leaders of the main parties at the next election are David Cameron for the Conservatives, Andy Burnham for Labour, Nick Clegg for the Liberal Democrats and Nigel Farage for UKIP. Which party would you be most likely to vote for? / Another Party (Net)	Base : Respondents likely to vote	794
78	75	Q57. Weighted by normal weightng, likelihood to vote, with undecided / refused removed and replaced with a 0.3 factor of 2010 vote Q57. Now imagine that the leaders of the main parties at the next election are David Cameron for the Conservatives, Andy Burnham for Labour, Nick Clegg for the Liberal Democrats and Nigel Farage for UKIP. Which party would you be most likely to vote for? / Another Party (Net)	Base : Respondents likely to vote	847
79	76	Q58. If the election was a head to head contest between David Cameron as Conservative leader and Andy Burnham as Labour leader, how would you vote?	Base : All Respondents	1020
80	77	q59a.Which of the following adjectives do you think describes Chuka Umunna? In touch	Base : All Respondents	1020
81	78	q59b.Which of the following adjectives do you think describes Chuka Umunna? Strong	Base : All Respondents	1020
82	79	q59c.Which of the following adjectives do you think describes Chuka Umunna? Attractive	Base : All Respondents	1020
83	80	Q59d.Which of the following adjectives do you think describes Chuka Umunna? A winner	Base : All Respondents	1020
84	81	q59e.Which of the following adjectives do you think describes Chuka Umunna? Intelligent	Base : All Respondents	1020
85	82	Q60. Can you imagine Chuka Umunna standing on the steps of 10 Downing Street as Prime Minister?	Base : All Respondents	1020
86	83	Q61. Can you imagine Chuka Umunna negotiating a better deal from the EU?	Base : All Respondents	1020
87	84	Q62. Can you imagine Chuka Umunna with his finger on the nuclear button?	Base : All Respondents	1020
88	85	Q63. Can you imagine Chuka Umunna helping the economy grow?	Base : All Respondents	1020
89	86	Q64. Can you imagine Chuka Umunna creating more jobs?	Base : All Respondents	1020
90	87	Q65. Can you imagine Chuka Umunna standing up to the unions?	Base : All Respondents	1020
91	88	Q66. Can you imagine Chuka Umunna improving the UK's schools and hospitals?	Base : All Respondents	1020
92	89	Q67. Can you imagine Chuka Umunna getting the national deficit down?	Base : All Respondents	1020
93	90	Q68. Can you imagine Chuka Umunna reforming our welfare system to reduce cost and abuse?	Base : All Respondents	1020
94	91	Q69. Can you imagine Chuka Umunna reducing the level of immigration to the UK?	Base : All Respondents	1020
95	92	Q70. If Chuka Umunna replaced Ed Miliband as the leader of the Labour Party, would you be more or less likely to vote Labour in the next general election?	Base : All Respondents	1020

Page	Table	Title	Base Description	Base
96	93	Q71. Weighted by normal weightng Q71. Now imagine that the leaders of the main parties at the next election are David Cameron for the Conservatives, Chuka Umunna for Labour, Nick Clegg for the Liberal Democrats and Nigel Farage for UKIP. Which party would you be most likely to vote for? / Another Party (Net)	Base : All Respondents	1020
97	94	Q71. Weighted by normal weightng and likelihood to vote Q71. Now imagine that the leaders of the main parties at the next election are David Cameron for the Conservatives, Chuka Umunna for Labour, Nick Clegg for the Liberal Democrats and Nigel Farage for UKIP. Which party would you be most likely to vote for? / Another Party (Net)	Base : Respondents likely to vote	976
98	95	Q71. Weighted by normal weightng, likelihood to vote and with undecided / refused removed Q71. Now imagine that the leaders of the main parties at the next election are David Cameron for the Conservatives, Chuka Umunna for Labour, Nick Clegg for the Liberal Democrats and Nigel Farage for UKIP. Which party would you be most likely to vote for? / Another Party (Net)	Base : Respondents likely to vote	799
99	96	Q71. Weighted by normal weightng, likelihood to vote, with undecided / refused removed and replaced with a 0.3 factor of 2010 vote Q71. Now imagine that the leaders of the main parties at the next election are David Cameron for the Conservatives, Chuka Umunna for Labour, Nick Clegg for the Liberal Democrats and Nigel Farage for UKIP. Which party would you be most likely to vote for? / Another Party (Net)	Base : Respondents likely to vote	891
100	97	Q72. If the election was a head to head contest between David Cameron as Conservative leader and Chuka Umunna as Labour leader, how would you vote?	Base : All Respondents	1020
101	98	q73a.Which of the following adjectives do you think describes Yvette Cooper? Attractive	Base : All Respondents	1020
102	99	q73b.Which of the following adjectives do you think describes Yvette Cooper? Strong	Base : All Respondents	1020
103	100	q73c.Which of the following adjectives do you think describes Yvette Cooper? In touch	Base : All Respondents	1020
104	101	q73d.Which of the following adjectives do you think describes Yvette Cooper? Intelligent	Base : All Respondents	1020
105	102	Q73e.Which of the following adjectives do you think describes Yvette Cooper? A winner	Base : All Respondents	1020
106	103	Q74. Can you imagine Yvette Cooper standing on the steps of 10 Downing Street as Prime Minister?	Base : All Respondents	1020
107	104	Q75. Can you imagine Yvette Cooper negotiating a better deal from the EU?	Base : All Respondents	1020
108	105	Q76. Can you imagine Yvette Cooper with his finger on the nuclear button?	Base : All Respondents	1020
109	106	Q77. Can you imagine Yvette Cooper helping the economy grow?	Base : All Respondents	1020
110	107	Q78. Can you imagine Yvette Cooper creating more jobs?	Base : All Respondents	1020
111	108	Q79. Can you imagine Yvette Cooper standing up to the unions?	Base : All Respondents	1020
112	109	Q80. Can you imagine Yvette Cooper improving the UK's schools and hospitals?	Base : All Respondents	1020
113	110	Q81. Can you imagine Yvette Cooper getting the national deficit down?	Base : All Respondents	1020
114	111	Q82. Can you imagine Yvette Cooper reforming our welfare system to reduce cost and abuse?	Base : All Respondents	1020
115	112	Q83. Can you imagine Yvette Cooper reducing the level of immigration to the UK?	Base : All Respondents	1020
116	113	Q85. Weighted by normal weightng Q85. Now imagine that the leaders of the main parties at the next election are David Cameron for the Conservatives, Yvette Cooper for Labour, Nick Clegg for the Liberal Democrats and Nigel Farage for UKIP. Which party would you be most likely to vote for? / Another Party (Net)	Base : All Respondents	1020
117	114	Q85. Weighted by normal weightng and likelihood to vote Q85. Now imagine that the leaders of the main parties at the next election are David Cameron for the Conservatives, Yvette Cooper for Labour, Nick Clegg for the Liberal Democrats and Nigel Farage for UKIP. Which party would you be most likely to vote for? / Another Party (Net)	Base : Respondents likely to vote	976
118	115	Q85. Weighted by normal weightng, likelihood to vote and with undecided / refused removed Q85. Now imagine that the leaders of the main parties at the next election are David Cameron for the Conservatives, Yvette Cooper for Labour, Nick Clegg for the Liberal Democrats and Nigel Farage for UKIP. Which party would you be most likely to vote for? / Another Party (Net)	Base : Respondents likely to vote	779
119	116	Q85. Weighted by normal weightng, likelihood to vote, with undecided / refused removed and replaced with a 0.3 factor of 2010 vote Q85. Now imagine that the leaders of the main parties at the next election are David Cameron for the Conservatives, Yvette Cooper for Labour, Nick Clegg for the Liberal Democrats and Nigel Farage for UKIP. Which party would you be most likely to vote for? / Another Party (Net)	Base : Respondents likely to vote	890
120	117	Q86. If the election was a head to head contest between David Cameron as Conservative leader and Yvette Cooper as Labour leader, how would you vote?	Base : All Respondents	1020
121	118	Q87A. Which of the following adjectives do you think describes Prime Minister David Cameron? Strong	Base : All Respondents	1020
122	119	Q87B. Which of the following adjectives do you think describes Prime Minister David Cameron? In touch	Base : All Respondents	1020

Page	Table	Title	Base Description	Base
123	120	Q87C. Which of the following adjectives do you think describes Prime Minister David Cameron? Attractive	Base : All Respondents	1020
124	121	Q87D. Which of the following adjectives do you think describes Prime Minister David Cameron? Intelligent	Base : All Respondents	1020
125	122	Q87E. Which of the following adjectives do you think describes Prime Minister David Cameron? A winner	Base : All Respondents	1020
126	123	Q88A. Which of the following adjectives do you think describes Home Secretary Theresa May? A winner	Base : All Respondents	1020
127	124	Q88B. Which of the following adjectives do you think describes Home Secretary Theresa May? Strong	Base : All Respondents	1020
128	125	Q88C. Which of the following adjectives do you think describes Home Secretary Theresa May? In touch	Base : All Respondents	1020
129	126	Q88D. Which of the following adjectives do you think describes Home Secretary Theresa May? Intelligent	Base : All Respondents	1020
130	127	Q88E. Which of the following adjectives do you think describes Home Secretary Theresa May? Attractive	Base : All Respondents	1020
131	128	Q89A. Which of the following adjectives do you think describes Mayor of London Boris Johnson? Strong	Base : All Respondents	1020
132	129	Q89B. Which of the following adjectives do you think describes Mayor of London Boris Johnson? In touch	Base : All Respondents	1020
133	130	Q89C. Which of the following adjectives do you think describes Mayor of London Boris Johnson? Attractive	Base : All Respondents	1020
134	131	Q89D. Which of the following adjectives do you think describes Mayor of London Boris Johnson? A winner	Base : All Respondents	1020
135	132	Q89E. Which of the following adjectives do you think describes Mayor of London Boris Johnson? Intelligent	Base : All Respondents	1020
136	133	Q90. Which of the following statements is closer to your opinion?	Base : All Respondents	1020
137	134	Q91. If Ed Miliband was replaced as leader of the Labour Party, would that make you:	Base : All Respondents	1020
138	135	Q92. Which of the following statements is closer to your opinion?	Base : All Respondents	1020
139	136	Q93. If David Cameron was replaced as leader of the Conservative Party, would that make you:	Base : All Respondents	1020
140	137	Q94. Which of the following statements is closer to your opinion?	Base : All Respondents	1020
141	138	Q95. Putting all party allegiances aside, which of these leaders do you most respect personally?	Base : All Respondents	1020
142	139	Q96A. Which out of David Cameron and Ed Miliband would you most describe as the following? Irritating	Base : All Respondents	1020
143	140	Q96B. Which out of David Cameron and Ed Miliband would you most describe as the following? A loser	Base : All Respondents	1020
144	141	Q96C. Which out of David Cameron and Ed Miliband would you most describe as the following? Understands ordinary people	Base : All Respondents	1020
145	142	Q96D. Which out of David Cameron and Ed Miliband would you most describe as the following? Smug	Base : All Respondents	1020
146	143	Q96E. Which out of David Cameron and Ed Miliband would you most describe as the following? A Clot	Base : All Respondents	1020
147	144	Q96F. Which out of David Cameron and Ed Miliband would you most describe as the following? Looks like a leader	Base : All Respondents	1020
148	145	Q96G. Which out of David Cameron and Ed Miliband would you most describe as the following? Arrogant	Base : All Respondents	1020
149	146	Q96H. Which out of David Cameron and Ed Miliband would you most describe as the following? A family man	Base : All Respondents	1020
150	147	Q97. Which of the following statements is closest to your opinion?	Base : All Answering	1017
151	148	Q98. Which of the following statements is closest to your opinion?	Base : All Answering	1017
152	149	Q99. Which of the following do you think would most help the Labour Party to improve its popularity?	Base : All Answering	1017
153	150	Q100. Which of the following do you think would most help the Conservative Party to improve its popularity?	Base : All Answering	1017
154	151	Q101. To what extent do you agree or disagree with the following statement? The best thing Ed Miliband can do to help Labour win the election is to stand down as leader and hand over to someone else	Base : All Answering	1017
155	152	Q102. What do you think is Ed Miliband's biggest problem?	Base : All Answering	1017
156	153	Q103. Which of the two main party leaders would you prefer to be Prime Minister after next year's election?	Base : All Answering	1017
157	154	Q104. Leaving aside what you would prefer to happen, which of the two main party leaders do you most expect to be Prime Minister after next year's election?	Base : All Answering	1017