

General Election

Poll III

25/03/2015

Prepared on behalf of the Daily Mirror



Methodology

Fieldwork Dates

24th – 25th March 2015

Data Collection Method

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

Population Sampled

All residents aged 18+ in Great Britain

Sample Size

1,007

Data Weighting

Data were weighted to the profile of all Great British 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 for 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 1,007 it is 95% certain that the 'true' value will fall within the range of 3.1% from the sample result. Subsamples from the cross-breaks will be subject to higher margin of error, conclusions drawn from crossbreaks with very small sub-samples should be treated with caution.

Voting Intention

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

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

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

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. For Q29, respondents were shown images of celebrities, along with a description of them.

Data were analysed and weighted by Survation.

For further information please contact.

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Table 1
Q1. Normal weightings
Q1. The next Westminster general election is now about 4 months away. On a scale of 0-10, where 10 is very certain, how certain are you to vote in the general election?
Base: All Respondents

	Total	Gender		Age			Voting Intention					2010 Vote					SEG				Region6 + 1							
		Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	Undecided	CON	LAB	LD	OTHER	Did Not Vote	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales
Unweighted Total	1007	451	556	242	331	434	250	248	60	136	93	158	261	222	144	85	222	230	213	254	310	89	175	217	370	851	95	61
Weighted Total	1007	489	518	290	355	362	240	262	60	146	79	158	264	211	168	69	221	209	173	284	341	116	166	237	351	870	82	55
10	564	303	261	96	194	274	171	166	40	89	43	53	194	142	114	47	50	123	116	158	167	52	89	144	194	478	58	28
	56.0%	62.0%	50.3%	33.1%	54.6%	75.9%	71.3%	63.5%	67.4%	60.9%	54.4%	33.5%	73.5%	67.0%	67.7%	67.5%	22.7%	59.1%	66.9%	55.7%	48.9%	45.1%	53.3%	60.8%	55.1%	55.0%	70.8%	50.3%
9	92	50	42	29	30	33	29	28	5	11	7	13	36	20	14	4	13	24	18	22	29	15	17	20	35	87	2	4
	9.2%	10.3%	8.1%	10.1%	8.4%	9.1%	12.0%	10.6%	8.4%	7.2%	8.9%	8.5%	13.6%	9.4%	8.5%	5.4%	5.9%	11.4%	10.4%	7.6%	8.5%	13.3%	10.1%	8.3%	10.0%	10.0%	2.1%	6.5%
8	71	33	38	31	23	17	16	26	3	13	4	8	12	21	10	6	17	18	9	17	27	10	12	13	28	63	3	6
	7.1%	6.7%	7.4%	10.5%	6.6%	4.7%	6.7%	9.9%	5.1%	8.8%	5.2%	4.9%	4.7%	9.8%	5.9%	8.3%	7.7%	8.8%	5.1%	6.1%	7.8%	8.4%	6.9%	5.5%	8.0%	7.2%	3.6%	10.1%
7	49	24	26	16	23	10	6	6	1	10	10	15	2	10	11	1	18	11	4	17	18	7	8	14	12	42	3	4
	4.9%	4.8%	4.9%	5.7%	6.5%	2.6%	2.4%	2.3%	1.7%	7.1%	12.9%	9.4%	0.9%	4.8%	6.8%	1.4%	7.9%	5.1%	2.3%	5.8%	5.3%	6.4%	5.0%	5.9%	3.4%	4.8%	4.2%	7.6%
6	22	9	13	10	7	4	2	9	1	4	1	4	3	3	3	-	10	3	3	9	6	3	4	4	6	17	2	3
	2.2%	1.8%	2.5%	3.6%	2.0%	1.2%	1.0%	3.6%	1.7%	2.5%	1.4%	2.8%	1.3%	1.2%	1.7%	-	4.5%	1.7%	1.8%	3.1%	1.9%	2.7%	2.6%	1.5%	1.6%	1.9%	2.2%	6.0%
5	72	21	51	33	33	6	4	10	4	12	5	36	9	10	9	4	24	7	8	28	29	8	15	13	26	62	5	4
	7.1%	4.4%	9.8%	11.3%	9.2%	1.8%	1.6%	3.8%	7.5%	7.9%	6.3%	22.8%	3.2%	4.7%	5.3%	5.4%	10.8%	3.2%	4.8%	9.8%	8.6%	6.8%	9.1%	5.7%	7.3%	7.1%	6.5%	8.1%
4	19	6	13	10	8	1	1	2	3	5	3	5	1	1	-	4	8	2	3	6	8	4	3	6	6	18	1	-
	1.9%	1.3%	2.5%	3.4%	2.3%	*	*	0.8%	4.9%	3.7%	3.5%	3.4%	*	*	-	5.1%	3.6%	0.8%	1.8%	2.0%	2.5%	3.3%	1.7%	2.4%	1.7%	2.1%	1.2%	-
3	19	5	15	8	9	2	3	1	1	2	2	10	1	2	2	1	11	4	3	5	7	2	4	5	6	17	1	1
	1.9%	1.0%	2.8%	2.8%	2.5%	0.5%	1.1%	0.5%	2.2%	1.2%	2.5%	6.4%	*	0.8%	1.1%	1.0%	5.0%	2.0%	1.6%	1.9%	2.0%	1.5%	2.2%	2.1%	1.8%	1.9%	1.1%	2.7%
2	24	14	10	21	2	2	7	6	1	-	3	6	4	1	*	1	17	3	5	9	7	5	3	3	11	22	2	-
	2.4%	2.9%	1.9%	7.2%	*	0.5%	2.8%	2.4%	1.0%	-	4.1%	4.1%	1.5%	*	*	1.4%	7.6%	1.5%	2.7%	3.3%	2.2%	4.5%	2.0%	1.1%	3.2%	2.6%	2.5%	-
1	18	7	10	11	3	3	2	7	-	1	1	7	1	2	2	-	10	3	1	1	13	4	4	3	3	14	2	2
	1.8%	1.5%	2.0%	3.9%	1.0%	0.9%	0.8%	2.7%	-	0.9%	0.8%	4.3%	0.5%	0.8%	1.2%	-	4.3%	1.4%	0.6%	*	3.8%	3.7%	2.5%	1.2%	0.9%	1.6%	2.0%	3.3%
0	56	16	40	24	23	8	-	-	-	-	-	-	-	1	3	3	44	11	4	12	29	5	7	13	25	50	3	3
	5.5%	3.3%	7.6%	8.4%	6.6%	2.3%	-	-	-	-	-	-	-	0.5%	1.6%	4.6%	20.0%	5.1%	2.2%	4.4%	8.5%	4.2%	4.4%	5.5%	7.0%	5.7%	3.6%	5.3%
SIGMA	1007	489	518	290	355	362	240	262	60	146	79	158	264	211	168	69	221	209	173	284	341	116	166	237	351	870	82	55
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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Table 2
Q2. Normal weightings
Q2. If there was a General Election taking place tomorrow, and there was a candidate from all political parties standing in your constituency, which party do you think you would vote for?
 Base: Likely to vote (1-10)

	Total		Gender			Age			Voting Intention					2010 Vote					SEG				Region6 + 1						
	Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	Undecided	CON	LAB	LD	OTHER	Did Not Vote	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales		
Unweighted Total	952	436	516	221	310	421	250	248	60	136	93	158	261	221	142	83	177	221	206	241	284	84	165	205	348	802	92	58	
Weighted Total	951	473	478	266	332	353	240	262	60	146	79	158	264	210	165	66	177	198	170	272	312	111	159	223	326	820	79	52	
Conservative	240	113	127	45	61	134	240	-	-	-	-	-	181	12	21	2	22	49	58	63	69	21	48	57	95	220	12	9	
	25.2%	23.9%	26.5%	17.0%	18.5%	37.8%	100.0%	-	-	-	-	-	68.5%	5.5%	12.8%	2.5%	12.3%	24.9%	34.5%	23.4%	22.1%	18.9%	30.0%	25.4%	29.0%	26.8%	14.5%	16.5%	
Labour	262	148	114	98	97	67	-	262	-	-	-	-	15	143	34	8	53	59	39	69	96	43	40	73	69	225	14	22	
	27.5%	31.3%	23.8%	36.9%	29.2%	18.9%	-	100.0%	-	-	-	-	5.6%	68.2%	20.3%	11.5%	29.9%	29.7%	22.8%	25.3%	30.7%	38.7%	25.3%	32.7%	21.2%	27.5%	18.1%	42.6%	
Liberal Democrat	60	32	27	15	13	32	-	-	60	-	-	-	2	1	47	1	8	25	8	18	9	6	8	6	27	48	9	3	
	6.3%	6.8%	5.7%	5.7%	3.8%	9.1%	-	-	100.0%	-	-	-	0.9%	*	28.6%	1.5%	4.4%	12.6%	4.8%	6.5%	2.8%	5.2%	5.3%	2.9%	8.3%	5.8%	11.5%	5.2%	
UKIP	146	89	57	30	62	54	-	-	-	146	-	-	42	22	18	25	30	14	29	51	53	10	22	40	68	141	2	4	
	15.4%	18.8%	12.0%	11.4%	18.7%	15.2%	-	-	-	100.0%	-	-	16.0%	10.4%	10.9%	37.2%	17.1%	6.8%	17.1%	18.6%	17.0%	9.3%	14.1%	18.0%	20.8%	17.2%	2.0%	7.4%	
Plaid Cymru	5	-	5	2	1	1	-	-	-	-	5	-	-	-	-	3	2	-	-	3	2	-	-	-	-	-	-	5	
	0.5%	-	1.0%	0.9%	*	*	-	-	-	-	6.3%	-	-	-	-	4.8%	1.0%	-	-	1.0%	0.7%	-	-	-	-	-	-	9.6%	
SNP	34	17	17	8	12	14	-	-	-	-	34	-	1	8	4	16	6	7	5	9	13	-	-	-	-	-	34	-	
	3.6%	3.6%	3.6%	3.1%	3.6%	4.0%	-	-	-	-	43.1%	-	*	3.7%	2.4%	24.0%	3.2%	3.8%	3.0%	3.2%	4.1%	-	-	-	-	-	43.1%	-	
Another Party (Net)	40	20	20	9	23	9	-	-	-	-	40	-	1	2	14	7	14	8	10	10	13	5	7	13	13	38	2	-	
	4.2%	4.3%	4.2%	3.2%	6.9%	2.5%	-	-	-	-	50.7%	-	0.5%	1.0%	8.3%	11.0%	7.8%	3.8%	5.7%	3.6%	4.2%	4.5%	4.6%	6.0%	3.9%	4.7%	2.3%	-	
Green	36	18	18	8	21	7	-	-	-	-	36	-	1	2	14	4	13	7	7	10	12	5	7	12	11	35	1	-	
	3.8%	3.8%	3.8%	3.0%	6.3%	2.1%	-	-	-	-	45.4%	-	0.5%	1.0%	8.3%	6.6%	7.1%	3.6%	4.4%	3.6%	3.7%	4.5%	4.6%	5.4%	3.3%	4.3%	1.2%	-	
British National Party (BNP)	2	1	1	-	1	1	-	-	-	-	2	-	-	-	-	2	-	*	1	-	1	-	-	1	-	1	1	-	
	*	*	*	-	*	*	-	-	-	-	2.8%	-	-	-	-	3.4%	-	*	0.6%	-	*	-	-	0.6%	-	*	1.1%	-	
Monster Raving Loony Party	1	1	1	1	1	-	-	-	-	-	1	-	-	-	-	-	1	-	1	-	-	-	-	1	1	1	-	-	
	*	*	*	*	*	-	-	-	-	-	1.6%	-	-	-	-	0.7%	-	-	0.8%	-	-	-	-	-	*	*	-	-	
Other	1	1	-	-	1	-	-	-	-	1	-	-	-	-	1	-	-	-	-	-	1	-	-	-	1	1	-	-	
	*	*	-	-	*	-	-	-	-	0.8%	-	-	-	-	1.0%	-	-	-	-	-	*	-	-	-	*	*	-	-	
Undecided	158	51	107	56	62	40	-	-	-	-	158	-	21	23	28	4	43	36	20	49	53	25	33	33	52	143	6	10	
	16.6%	10.8%	22.3%	21.1%	18.7%	11.3%	-	-	-	-	100.0%	-	8.1%	10.9%	16.7%	6.7%	24.3%	18.0%	11.7%	18.1%	17.1%	22.5%	20.7%	14.7%	15.9%	17.4%	7.0%	18.7%	
Refused	6	2	4	2	1	3	-	-	-	-	-	-	-	-	1	-	-	1	1	1	4	1	-	1	3	5	1	-	
	0.6%	*	0.9%	0.8%	*	0.9%	-	-	-	-	-	-	-	-	0.9%	-	-	*	*	*	1.4%	0.9%	-	*	1.0%	0.6%	1.6%	-	
SIGMA	951	473	478	266	332	353	240	262	60	146	79	158	264	210	165	66	177	198	170	272	312	111	159	223	326	820	79	52	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

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Table 3
Q2. Normal weightings & likelihood to vote
Q2. If there was a General Election taking place tomorrow, and there was a candidate from all political parties standing in your constituency, which party do you think you would vote for?
 Base: Likely to vote

	Total		Gender			Age			Voting Intention					2010 Vote					SEG				Region6 + 1							
			Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	Undecided	CON	LAB	LD	OTHER	Did Not Vote	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales	
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Weighted Total	951		488	463	227	333	391	259	271	62	149	77	129	289	225	176	70	137	206	178	269	298	104	156	230	328	818	82	51	
Conservative	259		123	136	37	69	153	259	-	-	-	-	-	203	11	22	2	18	52	67	66	74	18	52	64	102	236	14	10	
	27.2%		25.2%	29.4%	16.3%	20.6%	39.2%	100.0%	-	-	-	-	-	70.2%	4.9%	12.4%	2.8%	12.8%	25.4%	37.5%	24.4%	24.9%	17.2%	33.1%	27.8%	31.2%	28.8%	16.5%	19.1%	
Labour	271		154	117	89	106	76	-	271	-	-	-	-	15	158	37	8	46	63	38	74	96	45	40	81	68	234	15	22	
	28.5%		31.4%	25.3%	39.2%	31.8%	19.4%	-	100.0%	-	-	-	-	5.1%	70.3%	21.1%	11.3%	33.4%	30.3%	21.3%	27.5%	32.3%	43.1%	25.9%	35.0%	20.7%	28.6%	17.9%	43.9%	
Liberal Democrat	62		35	27	13	13	36	-	-	62	-	-	-	3	1	52	*	6	28	10	16	9	5	9	6	29	50	9	3	
	6.5%		7.1%	5.9%	5.6%	3.8%	9.3%	-	-	100.0%	-	-	-	0.9%	*	29.4%	0.7%	4.1%	13.4%	5.3%	5.9%	2.9%	5.1%	6.0%	2.5%	9.0%	6.1%	10.8%	6.0%	
UKIP	149		93	56	28	61	60	-	-	-	149	-	-	46	22	20	26	26	15	30	52	52	9	22	41	71	143	2	4	
	15.7%		19.1%	12.1%	12.1%	18.4%	15.4%	-	-	-	100.0%	-	-	15.8%	9.9%	11.4%	37.9%	19.0%	7.3%	16.9%	19.4%	17.4%	8.9%	14.1%	17.7%	21.6%	17.5%	2.3%	8.8%	
Plaid Cymru	5		-	5	2	1	2	-	-	-	-	5	-	-	-	-	3	2	-	-	2	2	-	-	-	-	-	-	5	
	0.5%		-	1.0%	0.9%	*	*	-	-	-	-	6.3%	-	-	-	-	4.7%	1.1%	-	-	0.9%	0.8%	-	-	-	-	-	-	-	9.6%
SNP	37		19	18	8	12	16	-	-	-	-	37	-	*	8	5	18	6	9	5	10	12	-	-	-	-	-	37	-	
	3.8%		3.8%	3.9%	3.7%	3.7%	4.0%	-	-	-	-	47.2%	-	*	3.6%	2.7%	25.5%	4.1%	4.2%	2.9%	3.8%	4.1%	-	-	-	-	-	44.4%	-	
Another Party (Net)	36		19	17	7	21	8	-	-	-	-	36	-	2	2	15	7	9	7	9	9	10	4	7	12	11	34	2	-	
	3.8%		3.8%	3.7%	3.0%	6.3%	2.1%	-	-	-	-	46.5%	-	0.6%	1.1%	8.3%	10.6%	6.6%	3.5%	5.1%	3.4%	3.5%	3.4%	4.7%	5.1%	3.4%	4.1%	2.6%	-	
Green	33		16	17	6	19	7	-	-	-	-	33	-	2	2	15	5	9	7	8	9	9	4	7	11	10	32	1	-	
	3.5%		3.3%	3.6%	2.8%	5.7%	1.9%	-	-	-	-	42.7%	-	0.6%	1.1%	8.3%	7.0%	6.3%	3.3%	4.7%	3.4%	2.9%	3.4%	4.7%	4.8%	3.0%	3.9%	1.4%	-	
British National Party (BNP)	2		1	*	-	1	1	-	-	-	-	2	-	-	-	-	2	-	*	*	-	1	-	-	1	-	1	1	-	
	*		*	*	-	*	*	-	-	-	-	2.2%	-	-	-	-	2.5%	-	*	*	-	*	-	-	*	-	*	1.2%	-	
Monster Raving Loony Party	*		*	*	*	*	-	-	-	-	-	*	-	-	-	-	-	*	-	*	-	-	-	-	*	*	*	-	-	
	*		*	*	*	*	-	-	-	-	-	0.6%	-	-	-	-	-	*	-	*	-	-	-	-	*	*	*	-	-	
Other	1		1	-	-	1	-	-	-	-	-	1	-	-	-	-	1	-	-	-	-	1	-	-	-	1	1	-	-	
	*		*	-	-	*	-	-	-	-	-	1.0%	-	-	-	-	1.1%	-	-	-	-	*	-	-	-	*	*	-	-	
Undecided	129		45	83	42	49	37	-	-	-	-	129	-	21	22	26	4	26	32	19	39	39	22	25	27	44	118	4	6	
	13.5%		9.3%	18.0%	18.7%	14.8%	9.5%	-	-	-	-	100.0%	-	7.2%	10.0%	14.7%	5.9%	18.8%	15.5%	10.5%	14.4%	13.1%	21.4%	16.2%	11.7%	13.3%	14.4%	5.2%	12.7%	
Refused	5		1	3	1	1	3	-	-	-	-	-	-	-	-	-	1	-	1	1	1	3	1	-	1	3	4	*	-	
	*		*	0.7%	0.5%	*	0.7%	-	-	-	-	-	-	-	-	-	0.8%	-	*	*	*	0.9%	0.8%	-	*	0.9%	0.5%	*	-	
SIGMA	951		488	463	227	333	391	259	271	62	149	77	129	289	225	176	70	137	206	178	269	298	104	156	230	328	818	82	51	
	100%		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

General Election Poll III

Prepared on behalf of the Daily Mirror

Table 4
Q2. Normal weightings & likelihood to vote, with undecided and refused removed
Q2. If there was a General Election taking place tomorrow, and there was a candidate from all political parties standing in your constituency, which party do you think you would vote for?
 Base: Likely to vote

	Total		Gender			Age			Voting Intention					2010 Vote					SEG				Region6 + 1						
			Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	Undecided	CON	LAB	LD	OTHER	Did Not Vote	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales
Unweighted Total	787		387	400	171	250	366	250	248	60	136	93	0	241	197	119	76	129	183	179	194	231	63	127	175	290	655	83	49
Weighted Total	818		442	376	183	283	352	259	271	62	149	77	0	268	202	150	65	111	174	159	229	256	81	131	202	282	696	78	44
Conservative	259		123	136	37	69	153	259	-	-	-	-	-	203	11	22	2	18	52	67	66	74	18	52	64	102	236	14	10
	31.7%		27.9%	36.1%	20.1%	24.3%	43.6%	100.0%	-	-	-	-	-	75.7%	5.5%	14.6%	3.0%	15.8%	30.2%	42.1%	28.6%	28.9%	22.2%	39.5%	31.5%	36.3%	33.9%	17.4%	21.9%
Labour	271		154	117	89	106	76	-	271	-	-	-	-	15	158	37	8	46	63	38	74	96	45	40	81	68	234	15	22
	33.1%		34.7%	31.2%	48.6%	37.4%	21.6%	-	100.0%	-	-	-	-	5.5%	78.1%	24.7%	12.1%	41.2%	36.0%	23.9%	32.2%	37.6%	55.4%	30.9%	39.8%	24.1%	33.6%	19.0%	50.2%
Liberal Democrat	62		35	27	13	13	36	-	-	62	-	-	-	3	1	52	*	6	28	10	16	9	5	9	6	29	50	9	3
	7.5%		7.8%	7.2%	6.9%	4.4%	10.4%	-	-	100.0%	-	-	-	1.0%	*	34.4%	0.7%	5.1%	15.9%	6.0%	6.9%	3.4%	6.5%	7.2%	2.8%	10.4%	7.2%	11.4%	6.9%
UKIP	149		93	56	28	61	60	-	-	-	149	-	-	46	22	20	26	26	15	30	52	52	9	22	41	71	143	2	4
	18.2%		21.1%	14.9%	15.0%	21.7%	17.1%	-	-	-	100.0%	-	-	17.1%	11.0%	13.4%	40.6%	23.4%	8.7%	19.0%	22.7%	20.3%	11.5%	16.8%	20.1%	25.1%	20.5%	2.4%	10.1%
Plaid Cymru	5		-	5	2	1	2	-	-	-	-	5	-	-	-	-	3	2	-	-	2	2	-	-	-	-	-	-	5
	0.6%		-	1.3%	1.1%	*	*	-	-	-	-	6.3%	-	-	-	-	5.0%	1.4%	-	-	1.0%	0.9%	-	-	-	-	-	-	11.0%
SNP	37		19	18	8	12	16	-	-	-	-	37	-	*	8	5	18	6	9	5	10	12	-	-	-	-	-	37	-
	4.5%		4.2%	4.8%	4.6%	4.4%	4.5%	-	-	-	-	47.2%	-	*	4.0%	3.1%	27.3%	5.0%	5.0%	3.2%	4.5%	4.8%	-	-	-	-	-	47.0%	-
Another Party (Net)	36		19	17	7	21	8	-	-	-	-	36	-	2	2	15	7	9	7	9	9	10	4	7	12	11	34	2	-
	4.4%		4.2%	4.6%	3.7%	7.4%	2.3%	-	-	-	-	46.5%	-	0.6%	1.2%	9.7%	11.3%	8.1%	4.2%	5.8%	4.0%	4.0%	4.4%	5.6%	5.8%	4.0%	4.9%	2.8%	-
Green	33		16	17	6	19	7	-	-	-	-	33	-	2	2	15	5	9	7	8	9	9	4	7	11	10	32	1	-
	4.0%		3.7%	4.4%	3.5%	6.7%	2.1%	-	-	-	-	42.7%	-	0.6%	1.2%	9.7%	7.5%	7.7%	3.9%	5.3%	4.0%	3.3%	4.4%	5.6%	5.4%	3.5%	4.6%	1.5%	-
British National Party (BNP)	2		1	*	-	1	1	-	-	-	-	2	-	-	-	-	2	-	*	*	-	1	-	-	1	-	1	1	-
	*		*	*	-	*	*	-	-	-	-	2.2%	-	-	-	-	2.6%	-	*	*	-	*	-	-	*	-	*	1.3%	-
Monster Raving Loony Party	*		*	*	*	*	-	-	-	-	-	*	-	-	-	-	*	-	-	*	-	-	-	-	*	*	*	-	-
	*		*	*	*	*	-	-	-	-	-	0.6%	-	-	-	-	*	-	-	*	-	-	-	-	*	*	*	-	-
Other	1		1	-	-	1	-	-	-	-	-	1	-	-	-	-	1	-	-	-	-	1	-	-	-	1	1	-	-
	*		*	-	-	*	-	-	-	-	-	1.0%	-	-	-	-	1.2%	-	-	-	-	*	-	-	-	*	*	-	-
SIGMA	818		442	376	183	283	352	259	271	62	149	77	-	268	202	150	65	111	174	159	229	256	81	131	202	282	696	78	44
	100%		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

General Election Poll III

Prepared on behalf of the Daily Mirror

Table 5
Q2. Normal weightings & likelihood to vote, with undecided and refused removed and replaced with 0.3 factor of 2010 vote
Q2. If there was a General Election taking place tomorrow, and there was a candidate from all political parties standing in your constituency, which party do you think you would vote for?
 Base: Likely to vote

	Total		Gender		Age			Voting Intention					2010 Vote					SEG				Region6 + 1							
			Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	Undecided	CON	LAB	LD	OTHER	Did Not Vote	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales
Unweighted Total	857		411	446	185	274	398	250	248	60	136	93	70	261	221	142	79	129	205	192	216	244	75	137	189	318	719	84	54
Weighted Total	839		450	389	188	291	360	259	271	62	149	77	21	274	209	158	66	111	181	162	236	260	86	133	207	290	716	78	45
Conservative	265		126	140	38	71	156	259	-	-	-	-	6	209	11	22	2	18	53	69	68	75	19	52	65	105	242	14	10
	31.6%		27.9%	35.9%	20.4%	24.3%	43.4%	100.0%	-	-	-	-	29.5%	76.3%	5.3%	13.9%	3.0%	15.8%	29.4%	42.7%	28.8%	28.8%	22.5%	39.3%	31.6%	36.1%	33.8%	17.4%	21.9%
Labour	277		156	121	91	108	78	-	271	-	-	-	7	15	165	37	8	46	65	39	77	97	48	41	82	70	240	15	22
	33.1%		34.7%	31.1%	48.4%	37.2%	21.7%	-	100.0%	-	-	-	31.6%	5.4%	78.8%	23.5%	12.0%	41.2%	35.9%	23.8%	32.5%	37.4%	55.6%	30.6%	39.7%	24.0%	33.5%	19.1%	49.4%
Liberal Democrat	69		38	32	14	16	40	-	-	62	-	-	8	3	1	59	*	6	31	10	18	10	6	11	7	34	57	9	4
	8.3%		8.3%	8.2%	7.3%	5.5%	11.0%	-	-	100.0%	-	-	36.6%	1.0%	*	37.7%	0.7%	5.1%	17.4%	6.1%	7.5%	4.0%	6.4%	7.9%	3.4%	11.6%	8.0%	11.4%	8.0%
UKIP	150		93	56	28	62	60	-	-	-	149	-	1	46	22	20	27	26	15	30	52	52	10	22	41	71	143	2	4
	17.8%		20.7%	14.5%	14.7%	21.2%	16.8%	-	-	-	100.0%	-	2.4%	16.7%	10.6%	12.7%	41.0%	23.4%	8.5%	18.6%	22.0%	20.0%	11.2%	16.7%	19.6%	24.4%	20.0%	2.4%	9.9%
Plaid Cymru	5		-	5	2	1	2	-	-	-	-	5	-	-	-	-	3	2	-	-	2	2	-	-	-	-	-	-	5
	0.6%		-	1.2%	1.0%	*	*	-	-	-	-	6.3%	-	-	-	-	5.0%	1.4%	-	-	1.0%	0.9%	-	-	-	-	-	-	10.7%
SNP	37		19	18	8	12	16	-	-	-	-	37	-	*	8	5	18	6	9	5	10	12	-	-	-	-	-	37	-
	4.4%		4.1%	4.6%	4.4%	4.2%	4.4%	-	-	-	-	47.2%	-	*	3.9%	3.0%	27.1%	5.0%	4.8%	3.2%	4.4%	4.7%	-	-	-	-	-	46.9%	-
Another Party (Net)	36		19	17	7	21	8	-	-	-	-	36	-	2	2	15	7	9	7	9	9	10	4	7	12	11	34	2	-
	4.3%		4.1%	4.4%	3.6%	7.2%	2.3%	-	-	-	-	46.5%	-	0.6%	1.1%	9.2%	11.2%	8.1%	4.0%	5.6%	3.9%	4.0%	4.2%	5.5%	5.7%	3.9%	4.7%	2.8%	-
Green	33		16	17	6	19	7	-	-	-	-	33	-	2	2	15	5	9	7	8	9	9	4	7	11	10	32	1	-
	3.9%		3.6%	4.3%	3.4%	6.5%	2.1%	-	-	-	-	42.7%	-	0.6%	1.1%	9.2%	7.4%	7.7%	3.8%	5.2%	3.9%	3.3%	4.2%	5.5%	5.3%	3.4%	4.4%	1.5%	-
British National Party (BNP)	2		1	*	-	1	1	-	-	-	-	2	-	-	-	-	2	-	*	*	-	1	-	-	1	-	1	1	-
	*		*	*	-	*	*	-	-	-	-	2.2%	-	-	-	-	2.6%	-	*	*	-	*	-	-	*	-	*	1.3%	-
Monster Raving Loony Party	*		*	*	*	*	-	-	-	-	-	*	-	-	-	-	*	-	-	*	-	-	-	-	*	*	*	-	-
	*		*	*	*	*	-	-	-	-	-	0.6%	-	-	-	-	*	-	-	*	-	-	-	-	*	*	*	-	-
Other	1		1	-	-	1	-	-	-	-	-	1	-	-	-	-	1	-	-	-	-	1	-	-	-	1	1	-	-
	*		*	-	-	*	-	-	-	-	-	1.0%	-	-	-	-	1.2%	-	-	-	-	*	-	-	-	*	*	-	-
SIGMA	839		450	389	188	291	360	259	271	62	149	77	21	274	209	158	66	111	181	162	236	260	86	133	207	290	716	78	45
	100%		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

General Election Poll III

Prepared on behalf of the Daily Mirror

Table 6
Q3. Normal weightings
Q3. The general election is on 7 May 2015. Thinking specifically about your own constituency and the parties and candidates likely to be in contention, how do you think you will vote on 7 May?
Base: Likely to vote (1-10)

	Total		Gender			Age			Voting Intention					2010 Vote					SEG				Region6 + 1						
			Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	Undecided	CON	LAB	LD	OTHER	Did Not Vote	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales
Unweighted Total	952		436	516	221	310	421	250	248	60	136	93	158	261	221	142	83	177	221	206	241	284	84	165	205	348	802	92	58
Weighted Total	951		473	478	266	332	353	240	262	60	146	79	158	264	210	165	66	177	198	170	272	312	111	159	223	326	820	79	52
The Labour Party candidate	250		138	111	85	95	70	1	237	-	3	4	4	13	140	34	6	48	56	33	68	92	46	41	72	61	220	14	16
	26.2%		29.3%	23.3%	31.8%	28.6%	19.8%	*	90.7%	-	2.3%	4.5%	2.7%	4.7%	66.7%	20.7%	8.8%	27.3%	28.3%	19.4%	25.0%	29.7%	41.1%	25.5%	32.3%	18.8%	26.8%	18.1%	30.1%
The Conservative Party candidate	238		119	119	43	66	129	220	2	3	6	-	7	187	8	19	2	20	45	60	65	68	21	48	57	95	221	9	8
	25.0%		25.2%	24.8%	16.2%	19.9%	36.5%	91.6%	0.8%	5.2%	3.9%	-	4.5%	71.0%	4.0%	11.4%	2.5%	11.0%	22.7%	35.6%	23.9%	21.7%	19.1%	30.3%	25.4%	29.1%	27.0%	11.1%	15.7%
The Liberal Democrat Party candidate	73		36	36	21	14	38	12	5	48	4	-	2	5	6	48	-	10	30	9	17	16	5	12	10	30	58	12	3
	7.6%		7.7%	7.6%	7.9%	4.2%	10.7%	5.0%	1.8%	81.1%	2.7%	-	1.6%	1.8%	2.7%	29.1%	-	5.8%	15.3%	5.6%	6.3%	5.0%	4.9%	7.6%	4.6%	9.2%	7.0%	15.2%	5.2%
The UKIP candidate	133		83	50	30	57	47	5	1	1	120	*	6	35	22	15	26	27	16	27	44	46	11	21	33	63	128	2	4
	14.0%		17.6%	10.5%	11.2%	17.0%	13.3%	2.1%	*	1.4%	81.9%	0.5%	4.0%	13.4%	10.4%	9.4%	39.2%	15.2%	8.3%	15.7%	16.3%	14.8%	10.3%	13.2%	14.8%	19.2%	15.6%	2.0%	7.4%
The SNP candidate	35		17	18	9	12	14	-	-	1	-	34	-	1	8	4	17	6	7	5	10	13	-	-	-	-	-	35	-
	3.7%		3.6%	3.8%	3.5%	3.6%	4.0%	-	-	1.7%	-	43.1%	-	*	3.7%	2.4%	25.6%	3.2%	3.8%	3.0%	3.6%	4.1%	-	-	-	-	-	44.3%	-
The Plaid Cymru candidate	9		3	6	6	2	1	-	5	-	-	4	-	-	1	-	4	4	2	2	3	2	-	-	-	-	-	-	9
	1.0%		0.6%	1.3%	2.1%	0.7%	*	-	1.9%	-	-	5.1%	-	-	*	-	6.1%	2.1%	1.1%	1.2%	1.0%	0.7%	-	-	-	-	-	-	17.6%
Another candidate (Net)	33		19	14	7	19	7	-	-	-	-	33	-	1	2	12	6	12	5	8	8	11	3	6	10	12	31	2	-
	3.5%		4.1%	2.9%	2.7%	5.7%	1.9%	-	-	-	-	41.4%	-	0.5%	1.0%	7.2%	8.9%	6.6%	2.5%	4.9%	3.1%	3.6%	2.5%	3.8%	4.5%	3.7%	3.8%	2.3%	-
Green	30		17	13	6	17	7	-	-	-	-	30	-	1	2	12	4	10	5	7	8	10	3	6	10	10	29	1	-
	3.2%		3.6%	2.7%	2.4%	5.0%	1.9%	-	-	-	-	37.8%	-	0.5%	1.0%	7.2%	6.6%	5.9%	2.5%	4.2%	3.1%	3.1%	2.5%	3.8%	4.5%	3.1%	3.5%	1.2%	-
British National Party (BNP)	1		1	-	-	1	-	-	-	-	-	1	-	-	-	-	1	-	-	-	-	1	-	-	-	-	-	1	-
	*		*	-	-	*	-	-	-	-	-	1.1%	-	-	-	-	1.3%	-	-	-	-	*	-	-	-	-	-	1.1%	-
Monster Raving Loony Party	1		1	1	1	1	-	-	-	-	-	1	-	-	-	-	-	1	-	1	-	-	-	-	-	1	1	-	-
	*		*	*	*	*	-	-	-	-	-	1.6%	-	-	-	-	-	0.7%	-	0.8%	-	-	-	-	-	-	*	*	-
Other	1		1	-	-	1	-	-	-	-	-	1	-	-	-	-	1	-	-	-	-	1	-	-	-	1	1	-	-
	*		*	-	-	*	-	-	-	-	-	0.8%	-	-	-	-	1.0%	-	-	-	-	*	-	-	-	*	*	-	-
Undecided	174		55	120	64	66	44	2	11	6	14	4	138	22	23	33	5	50	35	24	55	61	24	31	39	62	156	6	12
	18.3%		11.5%	25.0%	24.1%	19.9%	12.5%	0.8%	4.3%	9.6%	9.2%	5.5%	87.2%	8.2%	11.0%	19.8%	8.1%	28.2%	17.7%	14.2%	20.1%	19.4%	21.3%	19.6%	17.6%	19.1%	19.1%	7.0%	23.9%
Refused	6		2	4	1	1	3	*	-	1	-	-	-	-	-	-	1	1	1	1	2	3	1	-	2	3	6	-	-
	0.6%		*	0.9%	0.5%	*	0.9%	*	-	1.0%	-	-	-	-	-	-	0.9%	0.6%	*	*	0.6%	1.0%	0.9%	-	0.7%	1.0%	0.7%	-	-
SIGMA	951		473	478	266	332	353	240	262	60	146	79	158	264	210	165	66	177	198	170	272	312	111	159	223	326	820	79	52
	100%		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

General Election Poll III

Prepared on behalf of the Daily Mirror

Table 7
Q3. Normal weightings & likelihood to vote
Q3. The general election is on 7 May 2015. Thinking specifically about your own constituency and the parties and candidates likely to be in contention, how do you think you will vote on 7 May?
Base: Likely to vote

	Total		Gender			Age			Voting Intention					2010 Vote					SEG				Region6 + 1						
			Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	Undecided	CON	LAB	LD	OTHER	Did Not Vote	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales
Unweighted Total	952		436	516	221	310	421	250	248	60	136	93	158	261	221	142	83	177	221	206	241	284	84	165	205	348	802	92	58
Weighted Total	951		488	463	227	333	391	259	271	62	149	77	129	289	225	176	70	137	206	178	269	298	104	156	230	328	818	82	51
The Labour Party candidate	261		146	115	80	102	79	1	251	-	3	3	3	12	155	38	6	43	61	35	72	93	45	42	79	64	229	15	17
	27.4%		30.0%	24.8%	35.3%	30.7%	20.1%	*	92.9%	-	1.9%	3.5%	2.4%	4.2%	69.1%	21.6%	8.9%	31.1%	29.5%	19.8%	26.8%	31.2%	43.2%	26.8%	34.2%	19.5%	28.0%	17.9%	33.3%
The Conservative Party candidate	257		129	127	35	74	148	238	3	4	5	-	8	210	8	19	2	15	48	68	68	73	18	52	64	103	237	10	9
	27.0%		26.5%	27.5%	15.2%	22.3%	37.8%	91.7%	0.9%	5.9%	3.3%	-	6.2%	72.7%	3.6%	10.9%	2.8%	10.8%	23.2%	38.5%	25.2%	24.3%	17.1%	33.4%	27.9%	31.4%	28.9%	12.6%	18.5%
The Liberal Democrat Party candidate	74		38	37	16	15	43	14	3	51	3	-	3	6	4	54	-	8	34	11	17	12	6	11	10	32	60	12	3
	7.8%		7.7%	8.0%	7.2%	4.6%	10.9%	5.3%	1.3%	83.3%	1.9%	-	2.2%	1.9%	2.0%	30.5%	-	5.6%	16.4%	6.2%	6.5%	4.2%	5.9%	7.3%	4.4%	9.8%	7.3%	14.5%	6.0%
The UKIP candidate	139		90	49	29	56	55	5	1	1	127	*	5	40	23	18	27	23	18	28	47	47	11	21	35	66	133	2	4
	14.7%		18.4%	10.7%	12.7%	16.8%	14.0%	1.9%	*	1.3%	85.1%	0.6%	4.0%	14.0%	10.2%	10.2%	39.3%	17.0%	8.5%	15.9%	17.5%	15.6%	10.3%	13.2%	15.3%	20.2%	16.3%	2.3%	8.8%
The SNP candidate	37		19	18	9	12	16	-	-	*	-	37	-	*	8	5	18	6	9	5	11	12	-	-	-	-	-	37	-
	3.9%		3.8%	4.0%	3.9%	3.7%	4.0%	-	-	0.8%	-	47.2%	-	*	3.6%	2.7%	26.2%	4.1%	4.2%	2.9%	4.0%	4.1%	-	-	-	-	-	45.0%	-
The Plaid Cymru candidate	8		2	6	4	2	2	-	4	-	-	4	-	-	1	-	4	3	1	1	3	2	-	-	-	-	-	-	8
	0.8%		*	1.2%	1.9%	0.6%	*	-	1.4%	-	-	5.5%	-	-	*	-	5.8%	2.4%	0.7%	0.8%	1.0%	0.8%	-	-	-	-	-	-	15.8%
Another candidate (Net)	31		18	13	6	18	7	-	-	-	-	31	-	2	2	12	7	8	5	8	8	9	3	6	10	10	29	2	-
	3.3%		3.7%	2.8%	2.6%	5.5%	1.8%	-	-	-	-	40.3%	-	0.6%	1.1%	7.0%	9.5%	5.9%	2.4%	4.8%	3.1%	3.2%	2.5%	3.8%	4.4%	3.2%	3.5%	2.6%	-
Green	29		16	13	5	16	7	-	-	-	-	29	-	2	2	12	5	8	5	8	8	8	3	6	10	9	28	1	-
	3.0%		3.3%	2.8%	2.4%	4.9%	1.8%	-	-	-	-	37.3%	-	0.6%	1.1%	7.0%	7.0%	5.5%	2.4%	4.5%	3.1%	2.6%	2.5%	3.8%	4.4%	2.8%	3.4%	1.4%	-
British National Party (BNP)	1		1	-	-	1	-	-	-	-	-	1	-	-	-	-	1	-	-	-	-	1	-	-	-	-	-	1	-
	*		*	-	-	*	-	-	-	-	-	1.3%	-	-	-	-	1.4%	-	-	-	-	*	-	-	-	-	-	1.2%	-
Monster Raving Loony Party	*		*	*	*	*	-	-	-	-	-	*	-	-	-	-	*	-	-	*	-	-	-	-	-	-	*	*	-
	*		*	*	*	*	-	-	-	-	-	0.6%	-	-	-	-	*	-	-	*	-	-	-	-	-	-	*	*	-
Other	1		1	-	-	1	-	-	-	-	-	1	-	-	-	-	1	-	-	-	-	1	-	-	-	1	1	-	-
	*		*	-	-	*	-	-	-	-	-	1.0%	-	-	-	-	1.1%	-	-	-	-	*	-	-	-	*	*	-	-
Undecided	139		45	94	47	51	40	2	8	5	11	2	109	19	23	30	5	31	30	19	42	47	21	24	31	49	125	4	9
	14.6%		9.2%	20.2%	20.7%	15.3%	10.3%	0.7%	3.1%	8.5%	7.7%	2.9%	85.0%	6.6%	10.1%	17.1%	6.6%	22.8%	14.8%	10.9%	15.5%	15.8%	20.2%	15.6%	13.3%	15.1%	15.3%	5.2%	17.5%
Refused	5		1	4	1	1	3	*	-	*	-	-	-	-	-	-	1	1	1	1	1	2	1	-	1	3	5	-	-
	0.5%		*	0.8%	*	*	0.7%	*	-	*	-	-	-	-	-	-	0.8%	*	*	*	*	0.8%	0.8%	-	*	0.9%	0.6%	-	-
SIGMA	951		488	463	227	333	391	259	271	62	149	77	129	289	225	176	70	137	206	178	269	298	104	156	230	328	818	82	51
	100%		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

General Election Poll III

Prepared on behalf of the Daily Mirror

Table 8
Q3. Normal weightings & likelihood to vote, with undecided and refused removed
Q3. The general election is on 7 May 2015. Thinking specifically about your own constituency and the parties and candidates likely to be in contention, how do you think you will vote on 7 May?
 Base: Likely to vote

	Gender		Age			Voting Intention						2010 Vote					SEG				Region6 + 1							
	Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	Undecided	CON	LAB	LD	OTHER	Did Not Vote	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales	
Unweighted Total	772	383	389	166	247	359	245	241	55	124	89	17	238	197	115	75	123	184	172	189	227	63	129	167	283	642	84	46
Weighted Total	808	442	365	179	281	348	257	262	56	138	75	19	270	202	146	65	105	175	158	226	249	82	132	198	276	688	78	42
The Labour Party candidate	261	146	115	80	102	79	1	251	-	3	3	3	12	155	38	6	43	61	35	72	93	45	42	79	64	229	15	17
	32.3%	33.1%	31.4%	44.8%	36.4%	22.6%	*	95.9%	-	2.1%	3.6%	16.4%	4.5%	76.9%	26.0%	9.6%	40.5%	34.7%	22.3%	31.9%	37.4%	54.7%	31.7%	39.7%	23.2%	33.4%	18.9%	40.4%
The Conservative Party candidate	257	129	127	35	74	148	238	3	4	5	-	8	210	8	19	2	15	48	68	68	73	18	52	64	103	237	10	9
	31.8%	29.3%	34.8%	19.3%	26.5%	42.4%	92.5%	1.0%	6.4%	3.6%	-	41.6%	77.8%	4.0%	13.1%	3.0%	14.1%	27.4%	43.3%	30.0%	29.2%	21.6%	39.6%	32.3%	37.3%	34.4%	13.3%	22.5%
The Liberal Democrat Party candidate	74	38	37	16	15	43	14	3	51	3	-	3	6	4	54	-	8	34	11	17	12	6	11	10	32	60	12	3
	9.2%	8.5%	10.1%	9.2%	5.4%	12.3%	5.3%	1.3%	91.3%	2.1%	-	15.0%	2.0%	2.2%	36.8%	-	7.3%	19.3%	7.0%	7.7%	5.0%	7.4%	8.6%	5.1%	11.6%	8.7%	15.2%	7.3%
The UKIP candidate	139	90	49	29	56	55	5	1	1	127	*	5	40	23	18	27	23	18	28	47	47	11	21	35	66	133	2	4
	17.3%	20.4%	13.5%	16.1%	20.0%	15.7%	1.9%	*	1.4%	92.2%	0.6%	27.0%	15.0%	11.3%	12.4%	42.5%	22.1%	10.0%	17.9%	20.8%	18.7%	13.1%	15.7%	17.8%	24.1%	19.3%	2.4%	10.7%
The SNP candidate	37	19	18	9	12	16	-	-	*	-	37	-	*	8	5	18	6	9	5	11	12	-	-	-	-	-	37	-
	4.6%	4.2%	5.0%	4.9%	4.4%	4.5%	-	-	0.8%	-	48.6%	-	*	4.0%	3.2%	28.3%	5.3%	5.0%	3.2%	4.8%	5.0%	-	-	-	-	-	47.4%	-
The Plaid Cymru candidate	8	2	6	4	2	2	-	4	-	-	4	-	-	1	-	4	3	1	1	3	2	-	-	-	-	-	-	8
	1.0%	0.5%	1.6%	2.4%	0.7%	*	-	1.4%	-	-	5.7%	-	-	*	-	6.3%	3.1%	0.9%	0.9%	1.2%	1.0%	-	-	-	-	-	-	19.2%
Another candidate (Net)	31	18	13	6	18	7	-	-	-	-	31	-	2	2	12	7	8	5	8	8	9	3	6	10	10	29	2	-
	3.9%	4.1%	3.6%	3.2%	6.5%	2.0%	-	-	-	-	41.4%	-	0.6%	1.2%	8.5%	10.3%	7.7%	2.8%	5.4%	3.7%	3.8%	3.1%	4.4%	5.1%	3.8%	4.2%	2.8%	-
Green	29	16	13	5	16	7	-	-	-	-	29	-	2	2	12	5	8	5	8	8	8	3	6	10	9	28	1	-
	3.6%	3.6%	3.5%	3.1%	5.8%	2.0%	-	-	-	-	38.4%	-	0.6%	1.2%	8.5%	7.5%	7.2%	2.8%	5.1%	3.7%	3.1%	3.1%	4.4%	5.1%	3.3%	4.0%	1.5%	-
British National Party (BNP)	1	1	-	-	1	-	-	-	-	-	1	-	-	-	-	1	-	-	-	-	1	-	-	-	-	-	1	-
	*	*	-	-	*	-	-	-	-	-	1.3%	-	-	-	-	1.6%	-	-	-	-	*	-	-	-	-	-	1.3%	-
Monster Raving Loony Party	*	*	*	*	*	-	-	-	-	-	*	-	-	-	-	-	*	-	*	-	-	-	-	-	-	*	-	-
	*	*	*	*	*	-	-	-	-	-	0.6%	-	-	-	-	-	*	-	*	-	-	-	-	-	-	*	-	-
Other	1	1	-	-	1	-	-	-	-	-	1	-	-	-	-	1	-	-	-	-	1	-	-	-	1	1	-	-
	*	*	-	-	*	-	-	-	-	-	1.0%	-	-	-	-	1.2%	-	-	-	-	*	-	-	-	*	*	-	-
SIGMA	808	442	365	179	281	348	257	262	56	138	75	19	270	202	146	65	105	175	158	226	249	82	132	198	276	688	78	42
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

General Election Poll III

Prepared on behalf of the Daily Mirror

Table 9
Q3. Normal weightings & likelihood to vote, with undecided and refused removed and replaced with 0.3 factor of 2010 vote
Q3. The general election is on 7 May 2015. Thinking specifically about your own constituency and the parties and candidates likely to be in contention, how do you think you will vote on 7 May?
 Base: Likely to vote

	Total		Gender			Age			Voting Intention					2010 Vote					SEG				Region6 + 1						
			Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	Undecided	CON	LAB	LD	OTHER	Did Not Vote	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales
Unweighted Total	772		383	389	166	247	359	245	241	55	124	89	17	238	197	115	75	123	184	172	189	227	63	129	167	283	642	84	46
Weighted Total	808		442	365	179	281	348	257	262	56	138	75	19	270	202	146	65	105	175	158	226	249	82	132	198	276	688	78	42
The Labour Party candidate	261		146	115	80	102	79	1	251	-	3	3	3	12	155	38	6	43	61	35	72	93	45	42	79	64	229	15	17
	32.3%		33.1%	31.4%	44.8%	36.4%	22.6%	*	95.9%	-	2.1%	3.6%	16.4%	4.5%	76.9%	26.0%	9.6%	40.5%	34.7%	22.3%	31.9%	37.4%	54.7%	31.7%	39.7%	23.2%	33.4%	18.9%	40.4%
The Conservative Party candidate	257		129	127	35	74	148	238	3	4	5	-	8	210	8	19	2	15	48	68	68	73	18	52	64	103	237	10	9
	31.8%		29.3%	34.8%	19.3%	26.5%	42.4%	92.5%	1.0%	6.4%	3.6%	-	41.6%	77.8%	4.0%	13.1%	3.0%	14.1%	27.4%	43.3%	30.0%	29.2%	21.6%	39.6%	32.3%	37.3%	34.4%	13.3%	22.5%
The Liberal Democrat Party candidate	74		38	37	16	15	43	14	3	51	3	-	3	6	4	54	-	8	34	11	17	12	6	11	10	32	60	12	3
	9.2%		8.5%	10.1%	9.2%	5.4%	12.3%	5.3%	1.3%	91.3%	2.1%	-	15.0%	2.0%	2.2%	36.8%	-	7.3%	19.3%	7.0%	7.7%	5.0%	7.4%	8.6%	5.1%	11.6%	8.7%	15.2%	7.3%
The UKIP candidate	139		90	49	29	56	55	5	1	1	127	*	5	40	23	18	27	23	18	28	47	47	11	21	35	66	133	2	4
	17.3%		20.4%	13.5%	16.1%	20.0%	15.7%	1.9%	*	1.4%	92.2%	0.6%	27.0%	15.0%	11.3%	12.4%	42.5%	22.1%	10.0%	17.9%	20.8%	18.7%	13.1%	15.7%	17.8%	24.1%	19.3%	2.4%	10.7%
The SNP candidate	37		19	18	9	12	16	-	-	*	-	37	-	*	8	5	18	6	9	5	11	12	-	-	-	-	-	37	-
	4.6%		4.2%	5.0%	4.9%	4.4%	4.5%	-	-	0.8%	-	48.6%	-	*	4.0%	3.2%	28.3%	5.3%	5.0%	3.2%	4.8%	5.0%	-	-	-	-	-	47.4%	-
The Plaid Cymru candidate	8		2	6	4	2	2	-	4	-	-	4	-	-	1	-	4	3	1	1	3	2	-	-	-	-	-	-	8
	1.0%		0.5%	1.6%	2.4%	0.7%	*	-	1.4%	-	-	5.7%	-	-	*	-	6.3%	3.1%	0.9%	0.9%	1.2%	1.0%	-	-	-	-	-	-	19.2%
Another candidate (Net)	31		18	13	6	18	7	-	-	-	-	31	-	2	2	12	7	8	5	8	8	9	3	6	10	10	29	2	-
	3.9%		4.1%	3.6%	3.2%	6.5%	2.0%	-	-	-	-	41.4%	-	0.6%	1.2%	8.5%	10.3%	7.7%	2.8%	5.4%	3.7%	3.8%	3.1%	4.4%	5.1%	3.8%	4.2%	2.8%	-
Green	29		16	13	5	16	7	-	-	-	-	29	-	2	2	12	5	8	5	8	8	8	3	6	10	9	28	1	-
	3.6%		3.6%	3.5%	3.1%	5.8%	2.0%	-	-	-	-	38.4%	-	0.6%	1.2%	8.5%	7.5%	7.2%	2.8%	5.1%	3.7%	3.1%	3.1%	4.4%	5.1%	3.3%	4.0%	1.5%	-
British National Party (BNP)	1		1	-	-	1	-	-	-	-	-	1	-	-	-	-	1	-	-	-	-	1	-	-	-	-	-	1	-
	*		*	-	-	*	-	-	-	-	-	1.3%	-	-	-	-	1.6%	-	-	-	-	*	-	-	-	-	-	1.3%	-
Monster Raving Loony Party	*		*	*	*	*	-	-	-	-	-	*	-	-	-	-	-	*	-	*	-	-	-	-	-	*	*	-	-
	*		*	*	*	*	-	-	-	-	-	0.6%	-	-	-	-	-	*	-	*	-	-	-	-	-	*	*	-	-
Other	1		1	-	-	1	-	-	-	-	-	1	-	-	-	-	1	-	-	-	-	1	-	-	-	1	1	-	-
	*		*	-	-	*	-	-	-	-	-	1.0%	-	-	-	-	1.2%	-	-	-	-	*	-	-	-	*	*	-	-
SIGMA	808		442	365	179	281	348	257	262	56	138	75	19	270	202	146	65	105	175	158	226	249	82	132	198	276	688	78	42
	100%		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

General Election Poll III

Prepared on behalf of the Daily Mirror

Table 10

Q4. Normal weightings

Q4. Are you sure that you will definitely vote this way, or do you think you might still change your mind between now and the General Election?

Base: All answering constituency VI question with candidate

	Total		Gender			Age			Voting Intention					2010 Vote					SEG				Region6 + 1						
	Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	Undecided	CON	LAB	LD	OTHER	Did Not Vote	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales		
Unweighted Total	772	383	389	166	247	359	245	241	55	124	89	17	238	197	115	75	123	184	172	189	227	63	129	167	283	642	84	46	
Weighted Total	771	416	355	200	265	306	238	250	53	133	75	20	242	187	132	60	126	163	145	215	248	86	128	182	261	657	74	39	
Am sure I will vote this way	571	325	246	126	185	259	182	208	35	89	52	5	186	159	89	50	76	121	103	162	185	59	89	142	189	478	64	29	
	74.1%	78.2%	69.3%	63.0%	70.1%	84.8%	76.5%	82.9%	65.9%	66.8%	69.8%	25.4%	76.9%	85.0%	67.4%	83.3%	60.4%	74.6%	71.0%	75.2%	74.5%	67.9%	69.5%	77.6%	72.5%	72.7%	87.1%	72.7%	
I might change my mind	184	89	96	66	75	44	51	38	16	43	22	14	53	25	39	10	48	39	39	50	57	26	36	37	66	165	8	11	
	23.9%	21.4%	26.9%	32.8%	28.3%	14.4%	21.6%	15.1%	30.4%	32.6%	29.3%	68.2%	22.0%	13.6%	29.2%	16.7%	38.1%	24.0%	26.6%	23.4%	22.8%	29.8%	28.1%	20.5%	25.4%	25.2%	11.2%	27.3%	
Don't Know	15	2	13	8	4	3	4	5	2	1	1	1	3	3	5	-	2	2	3	3	7	2	3	4	6	14	1	-	
	2.0%	*	3.8%	4.2%	1.7%	0.9%	1.8%	2.0%	3.7%	0.6%	1.0%	6.4%	1.1%	1.4%	3.4%	-	1.6%	1.4%	2.4%	1.4%	2.7%	2.3%	2.4%	2.0%	2.1%	2.2%	1.7%	-	
SIGMA	771	416	355	200	265	306	238	250	53	133	75	20	242	187	132	60	126	163	145	215	248	86	128	182	261	657	74	39	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

Survation.

General Election Poll III

Prepared on behalf of the Daily Mirror

Table 11

Q5. Normal weightings

Q5. 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

	Total	Gender		Age			Voting Intention					2010 Vote					SEG				Region6 + 1							
		Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	Undecided	CON	LAB	LD	OTHER	Did Not Vote	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales
Unweighted Total	1007	451	556	242	331	434	250	248	60	136	93	158	261	222	144	85	222	230	213	254	310	89	175	217	370	851	95	61
Weighted Total	1007	489	518	290	355	362	240	262	60	146	79	158	264	211	168	69	221	209	173	284	341	116	166	237	351	870	82	55
I voted in the 2010 General Election	745	387	357	154	263	328	217	200	51	112	56	99	264	211	168	69	-	168	143	212	222	78	123	182	254	638	67	40
	73.9%	79.2%	69.0%	53.0%	74.0%	90.7%	90.2%	76.4%	86.0%	76.6%	70.7%	62.4%	100.0%	100.0%	100.0%	100.0%	-	80.3%	82.6%	74.6%	65.1%	67.7%	74.1%	76.9%	72.4%	73.3%	80.9%	73.4%
I did not vote in the 2010 General Election	221	92	129	114	79	29	22	53	8	30	21	43	-	-	-	-	221	36	28	60	98	32	36	45	80	193	14	14
	22.0%	18.8%	25.0%	39.3%	22.1%	7.9%	9.1%	20.2%	13.1%	20.7%	26.8%	27.3%	-	-	-	-	100.0%	17.1%	16.1%	21.1%	28.7%	27.4%	21.9%	19.0%	22.7%	22.2%	17.6%	25.8%
Can't Remember	41	10	31	22	14	5	2	9	1	4	2	16	-	-	-	-	-	5	2	12	21	6	7	10	17	39	1	*
	4.1%	2.0%	6.0%	7.7%	3.9%	1.4%	0.7%	3.3%	0.9%	2.7%	2.6%	10.3%	-	-	-	-	-	2.6%	1.3%	4.2%	6.2%	4.9%	4.0%	4.1%	4.9%	4.5%	1.5%	0.8%
SIGMA	1007	489	518	290	355	362	240	262	60	146	79	158	264	211	168	69	221	209	173	284	341	116	166	237	351	870	82	55
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

General Election Poll III

Prepared on behalf of the Daily Mirror

Table 12

Q6. Normal weightings

Q6. Thinking back to the General Election in May 2010, can you recall which party you voted for in that election?

Base: Voted in the 2010 General Election

	Total		Gender		Age			Voting Intention					2010 Vote					SEG				Region6 + 1							
			Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	Undecided	CON	LAB	LD	OTHER	Did Not Vote	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales
Unweighted Total	744		363	381	125	237	382	220	195	51	106	70	93	261	222	144	85	0	186	172	182	204	60	125	162	272	619	79	46
Weighted Total	745		387	357	154	263	328	217	200	51	112	56	99	264	211	168	69	0	168	143	212	222	78	123	182	254	638	67	40
Conservative	264		136	128	41	70	153	181	15	2	42	2	21	264	-	-	-	-	43	68	69	84	18	47	66	110	241	10	13
	35.4%		35.1%	35.8%	26.6%	26.5%	46.6%	83.3%	7.3%	4.8%	37.8%	4.0%	21.6%	100.0%	-	-	-	-	25.5%	47.6%	32.4%	37.9%	22.9%	38.4%	36.0%	43.4%	37.8%	14.3%	32.0%
Labour	211		112	99	60	87	65	12	143	1	22	10	23	-	211	-	-	-	49	34	62	66	36	29	66	52	183	20	9
	28.4%		28.9%	27.8%	38.9%	33.0%	19.7%	5.4%	71.6%	1.1%	19.5%	17.5%	23.3%	-	100.0%	-	-	-	29.1%	23.8%	29.2%	30.0%	46.1%	23.3%	36.3%	20.4%	28.7%	29.4%	22.0%
Liberal Democrat	168		94	74	28	61	79	21	34	47	18	18	28	-	-	168	-	-	61	27	48	32	15	29	34	65	142	15	11
	22.6%		24.2%	20.8%	18.0%	23.1%	24.2%	9.8%	16.8%	92.1%	16.1%	31.6%	28.0%	-	-	100.0%	-	-	36.4%	18.9%	22.6%	14.4%	19.8%	23.3%	18.4%	25.5%	22.3%	22.4%	26.5%
UK Independence Party (UKIP)	23		15	8	5	9	9	1	2	-	15	3	2	-	-	-	23	-	3	3	9	8	3	6	6	5	20	3	-
	3.1%		4.0%	2.2%	3.0%	3.5%	2.9%	*	1.1%	-	13.8%	4.8%	2.0%	-	-	-	33.3%	-	2.0%	2.1%	4.3%	3.5%	4.1%	5.0%	3.2%	2.0%	3.2%	4.3%	-
Green	15		5	10	2	8	5	-	1	-	3	4	3	-	-	-	15	-	2	1	1	11	2	1	6	6	14	1	-
	2.0%		1.3%	2.8%	1.3%	3.1%	1.5%	-	0.6%	-	2.9%	7.8%	2.5%	-	-	-	21.7%	-	1.1%	0.7%	0.6%	5.0%	2.0%	1.0%	3.2%	2.2%	2.2%	1.2%	-
British National Party (BNP)	7		5	3	2	4	1	-	2	-	5	-	-	-	-	-	7	-	-	-	6	2	-	1	2	5	7	-	-
	1.0%		1.2%	0.8%	1.6%	1.7%	*	-	1.2%	-	4.4%	-	-	-	-	-	10.6%	-	-	-	2.6%	0.8%	-	*	0.8%	2.1%	1.2%	-	-
Scottish National Party (SNP)	17		8	9	3	3	11	1	1	-	-	15	-	-	-	-	17	-	5	6	3	2	-	-	-	-	-	16	1
	2.3%		2.0%	2.6%	2.2%	1.2%	3.2%	*	*	-	-	27.6%	-	-	-	-	24.7%	-	3.2%	4.1%	1.6%	1.1%	-	-	-	-	-	24.4%	2.2%
Plaid Cymru	6		1	5	2	3	1	-	1	1	1	3	-	-	-	-	6	-	1	-	4	1	-	-	-	-	-	1	5
	0.8%		*	1.3%	1.5%	1.0%	*	-	*	2.0%	0.9%	5.6%	-	-	-	-	8.7%	-	0.6%	-	1.7%	0.6%	-	-	-	-	-	1.5%	12.5%
(A Northern Irish Party)	-		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other (Please state)	1		1	-	-	1	-	-	-	-	-	1	-	-	-	-	1	-	-	-	-	1	-	-	-	1	1	-	-
	*		*	-	-	*	-	-	-	-	-	1.2%	-	-	-	-	1.0%	-	-	-	-	*	-	-	-	*	*	-	-
Can't Remember	21		10	12	7	13	2	2	1	-	5	-	13	-	-	-	-	-	3	2	6	9	3	4	4	8	19	1	2
	2.9%		2.5%	3.3%	4.3%	4.9%	0.5%	0.8%	0.5%	-	4.6%	-	12.9%	-	-	-	-	-	2.0%	1.7%	2.9%	4.2%	3.9%	3.2%	2.0%	3.2%	2.9%	1.0%	4.8%
Refuse	11		2	9	4	5	3	-	-	-	-	-	10	-	-	-	-	-	*	2	4	5	1	7	-	2	10	1	-
	1.5%		*	2.6%	2.6%	1.7%	0.8%	-	-	-	-	-	9.7%	-	-	-	-	-	*	1.2%	2.0%	2.2%	1.3%	5.3%	-	1.0%	1.6%	1.5%	-
SIGMA	745		387	357	154	263	328	217	200	51	112	56	99	264	211	168	69	-	168	143	212	222	78	123	182	254	638	67	40
	100%		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

General Election Poll III

Prepared on behalf of the Daily Mirror

Table 13

Q7. Normal weightings

Q7. What do you think is the most likely outcome of the upcoming General Election?

Base: All Respondents

	Total	Gender		Age			Voting Intention					2010 Vote					SEG				Region6 + 1							
		Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	Undecided	CON	LAB	LD	OTHER	Did Not Vote	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales
Unweighted Total	1007	451	556	242	331	434	250	248	60	136	93	158	261	222	144	85	222	230	213	254	310	89	175	217	370	851	95	61
Weighted Total	1007	489	518	290	355	362	240	262	60	146	79	158	264	211	168	69	221	209	173	284	341	116	166	237	351	870	82	55
A Labour government	166	83	83	75	55	36	5	119	5	14	10	12	11	85	20	10	35	40	24	37	66	27	28	50	40	145	10	12
	16.5%	16.9%	16.1%	25.9%	15.5%	10.0%	2.1%	45.3%	8.0%	9.8%	12.4%	7.5%	4.1%	40.2%	11.9%	14.3%	16.0%	19.2%	13.7%	12.9%	19.3%	23.4%	17.1%	21.0%	11.4%	16.7%	11.5%	21.3%
A Conservative government	160	82	78	35	44	81	87	15	8	15	8	16	81	17	19	7	28	36	31	48	45	14	31	35	65	144	9	7
	15.9%	16.9%	15.0%	12.2%	12.4%	22.3%	36.4%	5.6%	13.5%	10.4%	9.9%	10.1%	30.6%	8.3%	11.4%	10.5%	12.5%	17.4%	17.8%	17.1%	13.1%	11.7%	18.5%	14.7%	18.5%	16.6%	11.5%	12.5%
A Conservative / Liberal Democrat coalition	93	56	37	18	36	38	47	3	15	11	3	13	35	3	37	3	14	31	18	21	22	9	14	17	39	78	7	7
	9.2%	11.4%	7.1%	6.3%	10.2%	10.6%	19.7%	1.0%	25.8%	7.3%	3.5%	8.0%	13.3%	1.3%	22.1%	4.3%	6.5%	15.0%	10.2%	7.5%	6.6%	8.0%	8.1%	7.1%	11.0%	9.0%	9.0%	12.7%
A Labour / Liberal Democrat coalition	91	54	37	30	42	19	1	50	13	13	6	6	4	31	22	3	24	14	18	35	23	20	19	22	20	81	6	4
	9.0%	11.0%	7.1%	10.4%	11.8%	5.2%	0.6%	19.0%	21.3%	8.7%	7.0%	3.7%	1.5%	14.8%	12.9%	4.6%	10.8%	6.8%	10.7%	12.2%	6.9%	17.2%	11.5%	9.2%	5.7%	9.3%	6.9%	8.2%
A Labour / SNP coalition	86	57	30	21	38	27	5	34	8	7	19	13	12	27	17	10	18	18	21	19	28	14	11	17	19	60	23	3
	8.6%	11.6%	5.7%	7.4%	10.8%	7.4%	2.1%	12.8%	13.7%	5.0%	24.2%	8.2%	4.7%	12.6%	9.8%	14.8%	8.1%	8.4%	12.3%	6.8%	8.1%	11.8%	6.5%	7.3%	5.3%	6.9%	28.1%	4.8%
A Conservative / UKIP coalition	102	56	46	26	40	36	39	6	1	46	2	7	52	13	9	11	16	21	22	32	28	7	14	24	50	94	4	4
	10.1%	11.5%	8.9%	9.0%	11.2%	10.0%	16.1%	2.1%	1.0%	31.3%	2.5%	4.4%	19.9%	6.3%	5.4%	16.0%	7.1%	10.0%	12.5%	11.3%	8.1%	5.8%	8.1%	10.0%	14.3%	10.8%	4.5%	7.9%
Other	12	5	7	2	3	7	2	2	1	1	3	1	3	*	2	3	3	4	1	1	6	-	1	3	3	8	3	1
	1.2%	1.0%	1.3%	0.6%	0.9%	1.9%	0.9%	0.6%	2.3%	0.6%	4.4%	0.8%	1.0%	*	1.3%	3.8%	1.3%	1.7%	0.7%	*	1.8%	-	0.8%	1.5%	0.9%	0.9%	3.7%	1.2%
Don't know	297	96	201	82	97	118	53	35	9	39	29	91	65	35	42	22	83	45	39	91	123	26	49	69	116	259	20	17
	29.5%	19.7%	38.8%	28.4%	27.2%	32.7%	22.1%	13.6%	14.3%	27.0%	36.1%	57.5%	24.8%	16.3%	25.1%	31.8%	37.7%	21.4%	22.2%	32.0%	36.0%	22.2%	29.4%	29.3%	32.9%	29.8%	24.7%	31.5%
SIGMA	1007	489	518	290	355	362	240	262	60	146	79	158	264	211	168	69	221	209	173	284	341	116	166	237	351	870	82	55
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Survation.

General Election Poll III

Prepared on behalf of the Daily Mirror

Table 14

Q8. Normal weightings

Q8. If there is a hung Parliament, where no party has an overall majority, what would be your preferred government outcome?

Base: All Respondents

	Total	Gender		Age			Voting Intention					2010 Vote					SEG				Region6 + 1							
		Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	Undecided	CON	LAB	LD	OTHER	Did Not Vote	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales
Unweighted Total	1007	451	556	242	331	434	250	248	60	136	93	158	261	222	144	85	222	230	213	254	310	89	175	217	370	851	95	61
Weighted Total	1007	489	518	290	355	362	240	262	60	146	79	158	264	211	168	69	221	209	173	284	341	116	166	237	351	870	82	55
A Conservative / Liberal Democrat coalition	150	87	63	23	53	73	95	4	25	5	3	12	79	3	44	3	21	43	30	41	35	19	28	30	54	131	14	6
	14.9%	17.9%	12.1%	8.1%	15.0%	20.3%	39.8%	1.4%	42.6%	3.2%	3.8%	7.7%	29.8%	1.5%	26.0%	3.6%	9.6%	20.8%	17.5%	14.4%	10.4%	16.1%	17.0%	12.7%	15.3%	15.0%	16.5%	10.6%
A Labour / Liberal Democrat coalition	155	80	75	70	49	36	1	89	21	10	9	19	4	48	44	8	44	45	25	43	42	28	26	30	56	140	8	7
	15.4%	16.3%	14.5%	24.1%	13.8%	9.9%	*	34.1%	35.5%	6.7%	10.8%	12.3%	1.4%	22.7%	26.1%	11.8%	19.9%	21.6%	14.5%	15.1%	12.2%	24.6%	15.8%	12.7%	15.8%	16.1%	9.3%	12.3%
A Labour / SNP coalition	105	66	39	36	35	34	1	68	1	4	24	4	2	45	16	15	24	25	14	18	49	14	11	21	20	67	27	12
	10.5%	13.5%	7.6%	12.4%	10.0%	9.4%	*	25.9%	1.4%	3.0%	29.9%	2.2%	0.7%	21.4%	9.3%	21.0%	10.7%	11.7%	7.9%	6.3%	14.5%	12.1%	6.9%	9.0%	5.8%	7.7%	32.3%	21.5%
A Conservative / UKIP coalition	146	87	59	27	52	66	50	-	2	74	1	18	77	16	12	14	22	16	37	43	50	10	30	31	64	135	5	6
	14.5%	17.8%	11.3%	9.5%	14.8%	18.2%	21.0%	-	3.4%	50.5%	0.6%	11.5%	29.1%	7.7%	7.0%	20.8%	10.1%	7.5%	21.2%	15.2%	14.7%	8.3%	18.2%	13.0%	18.3%	15.5%	6.3%	10.3%
A minority Labour government	107	57	50	28	46	33	5	74	1	10	7	8	6	67	10	8	15	20	13	32	41	19	19	38	23	98	6	3
	10.6%	11.8%	9.6%	9.6%	13.1%	9.1%	2.0%	28.3%	2.2%	6.9%	8.7%	4.9%	2.3%	31.7%	5.8%	10.8%	6.9%	9.8%	7.7%	11.4%	12.0%	16.1%	11.1%	15.9%	6.5%	11.3%	7.2%	6.1%
A minority Conservative government	102	45	57	15	22	65	67	2	5	12	5	8	66	8	12	4	12	25	18	34	26	6	17	23	43	89	6	7
	10.2%	9.3%	11.0%	5.3%	6.2%	17.9%	28.0%	0.9%	8.7%	7.9%	6.0%	5.0%	24.9%	3.9%	7.1%	5.6%	5.3%	11.8%	10.6%	11.9%	7.5%	4.9%	10.0%	9.9%	12.3%	10.2%	7.8%	12.6%
Other	22	8	13	6	8	7	-	1	-	6	10	3	4	*	7	3	4	4	9	2	7	2	3	7	8	20	2	*
	2.2%	1.7%	2.6%	2.1%	2.3%	2.0%	-	0.5%	-	3.9%	12.8%	2.0%	1.4%	*	4.4%	5.0%	1.6%	1.9%	5.2%	0.6%	2.0%	1.6%	1.8%	2.8%	2.3%	2.3%	2.1%	0.6%
Don't know	220	58	162	84	88	48	20	23	4	26	22	86	27	23	24	15	80	31	27	71	91	19	32	57	83	190	15	14
	21.8%	11.8%	31.3%	28.9%	24.9%	13.2%	8.5%	8.8%	6.2%	18.0%	27.3%	54.4%	10.4%	10.9%	14.3%	21.3%	35.9%	14.9%	15.4%	25.1%	26.6%	16.4%	19.3%	23.9%	23.5%	21.9%	18.5%	26.0%
SIGMA	1007	489	518	290	355	362	240	262	60	146	79	158	264	211	168	69	221	209	173	284	341	116	166	237	351	870	82	55
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

General Election Poll III

Prepared on behalf of the Daily Mirror

Table 15

Q9. Normal weightings

Q9. Who do you think will be the Prime Minister a month after the General Election?

Base: All Respondents

	Gender		Age			Voting Intention						2010 Vote					SEG				Region6 + 1								
	Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	Undecided	CON	LAB	LD	OTHER	Did Not Vote	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales		
Unweighted Total	1007	451	556	242	331	434	250	248	60	136	93	158	261	222	144	85	222	230	213	254	310	89	175	217	370	851	95	61	
Weighted Total	1007	489	518	290	355	362	240	262	60	146	79	158	264	211	168	69	221	209	173	284	341	116	166	237	351	870	82	55	
Ed Miliband	280	160	120	99	110	71	12	185	12	23	25	18	24	124	49	16	64	63	44	70	103	44	56	82	57	239	25	17	
	27.8%	32.7%	23.2%	34.1%	30.9%	19.8%	4.9%	70.5%	20.6%	15.6%	31.8%	11.2%	9.3%	58.8%	29.2%	23.4%	28.7%	30.1%	25.3%	24.6%	30.4%	37.9%	33.6%	34.6%	16.3%	27.4%	30.4%	30.3%	
David Cameron	421	220	202	92	140	189	203	39	30	70	15	47	197	39	70	25	68	95	85	121	120	39	74	89	168	370	27	24	
	41.8%	44.9%	38.9%	31.9%	39.3%	52.4%	84.5%	14.9%	51.0%	47.6%	18.4%	29.6%	74.8%	18.4%	41.9%	36.7%	30.7%	45.6%	49.0%	42.7%	35.2%	33.5%	44.5%	37.7%	47.9%	42.6%	32.5%	44.3%	
Someone else	18	11	7	7	5	6	-	*	1	10	5	1	3	6	1	3	5	2	3	9	4	-	1	5	6	12	6	-	
	1.8%	2.2%	1.4%	2.3%	1.5%	1.6%	-	*	1.6%	6.7%	6.0%	0.7%	1.0%	2.9%	0.6%	4.3%	2.4%	0.9%	1.8%	3.2%	1.2%	-	*	2.3%	1.8%	1.4%	6.8%	-	
Don't know	287	98	189	92	101	95	25	38	16	44	35	92	39	42	48	25	85	49	41	84	113	33	36	60	119	249	25	14	
	28.5%	20.1%	36.5%	31.7%	28.3%	26.2%	10.6%	14.4%	26.8%	30.2%	43.8%	58.5%	15.0%	19.9%	28.4%	35.7%	38.3%	23.3%	23.9%	29.6%	33.3%	28.6%	21.6%	25.4%	34.0%	28.6%	30.3%	25.4%	
SIGMA	1007	489	518	290	355	362	240	262	60	146	79	158	264	211	168	69	221	209	173	284	341	116	166	237	351	870	82	55	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Survation.

General Election Poll III

Prepared on behalf of the Daily Mirror

Table 16
Q10. Normal weightings
Q10. What is the most important issue for you/issue most likely to influence your vote?
Base: All Respondents

	Total		Gender			Age			Voting Intention					2010 Vote					SEG				Region6 + 1							
			Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	Undecided	CON	LAB	LD	OTHER	Did Not Vote	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales	
Unweighted Total	1007		451	556	242	331	434	250	248	60	136	93	158	261	222	144	85	222	230	213	254	310	89	175	217	370	851	95	61	
Weighted Total	1007		489	518	290	355	362	240	262	60	146	79	158	264	211	168	69	221	209	173	284	341	116	166	237	351	870	82	55	
Economy	178		97	81	39	75	63	74	34	17	8	11	24	70	33	32	6	25	66	31	43	37	26	30	32	59	147	21	10	
	17.6%		19.8%	15.6%	13.6%	21.1%	17.5%	30.7%	13.1%	27.8%	5.7%	14.2%	15.4%	26.7%	15.5%	19.3%	9.0%	11.5%	31.7%	17.8%	15.3%	10.9%	22.5%	18.1%	13.7%	16.7%	16.9%	25.2%	18.0%	
NHS	220		101	119	46	66	107	41	81	13	21	13	39	39	62	58	12	33	48	32	56	83	23	34	58	78	193	16	11	
	21.8%		20.6%	23.0%	15.9%	18.7%	29.7%	17.0%	30.9%	21.0%	14.5%	16.9%	24.5%	14.8%	29.2%	34.4%	17.3%	14.8%	23.1%	18.7%	19.8%	24.4%	19.6%	20.3%	24.7%	22.2%	22.2%	19.8%	19.8%	
Immigration	211		114	98	30	76	106	54	25	9	86	11	23	86	26	23	28	36	15	39	76	80	13	32	60	85	190	13	9	
	21.0%		23.3%	18.8%	10.2%	21.3%	29.3%	22.6%	9.4%	15.9%	58.6%	13.8%	14.6%	32.5%	12.5%	13.7%	40.0%	16.5%	7.4%	22.4%	26.9%	23.6%	11.6%	19.2%	25.2%	24.1%	21.8%	15.6%	16.1%	
Defence	13		8	4	4	4	5	6	3	-	1	-	2	7	4	-	*	1	5	-	4	3	3	3	-	4	9	1	2	
	1.2%		1.7%	0.8%	1.3%	1.0%	1.4%	2.5%	1.1%	-	1.0%	-	1.4%	2.7%	2.0%	-	0.6%	*	2.5%	-	1.4%	1.0%	2.5%	1.6%	-	1.1%	1.1%	1.1%	4.1%	
Crime	21		9	11	10	8	2	6	9	-	-	2	1	4	9	-	2	6	2	9	3	7	-	-	5	10	15	2	3	
	2.0%		1.9%	2.2%	3.5%	2.3%	0.6%	2.6%	3.5%	-	-	2.8%	0.7%	1.6%	4.1%	-	2.5%	2.6%	1.1%	5.2%	0.9%	1.9%	-	-	2.1%	2.8%	1.7%	2.7%	6.2%	
Education	32		10	22	23	7	2	3	10	3	2	1	7	4	9	4	1	13	12	7	6	6	3	5	7	13	28	1	3	
	3.2%		2.0%	4.3%	7.8%	2.0%	0.5%	1.4%	3.9%	5.1%	1.2%	1.7%	4.7%	1.4%	4.4%	2.4%	0.8%	6.1%	5.9%	4.2%	2.0%	1.9%	2.5%	2.9%	3.1%	3.8%	3.3%	0.9%	4.8%	
Welfare	51		22	29	15	25	11	6	16	2	11	8	7	10	12	9	1	14	4	4	10	33	1	9	20	15	45	4	2	
	5.1%		4.6%	5.5%	5.1%	7.2%	3.0%	2.3%	6.2%	3.1%	7.5%	10.0%	4.7%	3.8%	5.9%	5.4%	1.7%	6.1%	1.7%	2.4%	3.5%	9.8%	0.6%	5.5%	8.6%	4.2%	5.2%	4.6%	4.0%	
The cost of living	182		76	106	98	60	24	29	69	6	5	22	39	24	44	21	9	67	36	34	59	52	24	38	38	56	157	18	8	
	18.1%		15.6%	20.5%	33.7%	16.9%	6.7%	11.9%	26.4%	9.6%	3.4%	27.8%	24.7%	9.3%	20.8%	12.6%	13.1%	30.3%	17.4%	19.8%	20.9%	15.4%	21.1%	23.0%	15.9%	16.1%	18.0%	21.5%	14.7%	
Pensions & retirement	37		24	13	2	9	25	13	6	5	4	3	3	9	5	10	5	6	6	6	13	12	8	8	8	5	29	4	3	
	3.7%		4.9%	2.5%	0.8%	2.6%	6.9%	5.2%	2.3%	8.0%	3.0%	3.8%	2.2%	3.5%	2.3%	5.8%	6.9%	2.8%	2.7%	3.5%	4.5%	3.6%	6.8%	5.0%	3.4%	1.4%	3.4%	5.2%	6.0%	
Housing	33		12	21	18	11	5	6	6	2	1	3	6	3	3	5	4	12	7	3	8	16	10	3	*	16	29	2	2	
	3.3%		2.5%	4.1%	6.1%	3.1%	1.3%	2.4%	2.4%	3.9%	0.7%	3.4%	3.7%	1.1%	1.3%	2.9%	5.3%	5.3%	3.4%	1.6%	2.7%	4.6%	8.9%	2.0%	*	4.4%	3.4%	2.7%	3.2%	
Other	30		16	14	6	13	11	3	2	3	6	4	5	7	4	6	2	8	6	8	6	10	5	4	8	11	27	1	2	
	2.9%		3.3%	2.6%	1.9%	3.7%	3.1%	1.4%	0.8%	5.7%	4.4%	5.6%	3.4%	2.7%	1.9%	3.6%	2.8%	3.7%	3.1%	4.3%	2.1%	2.9%	4.0%	2.5%	3.2%	3.2%	3.1%	0.7%	3.1%	
SIGMA	1007		489	518	290	355	362	240	262	60	146	79	158	264	211	168	69	221	209	173	284	341	116	166	237	351	870	82	55	
	100%		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

General Election Poll III

Prepared on behalf of the Daily Mirror

Table 17
Q11. Normal weightings
Q11. Which party do you trust most on each of the following issues?
Base: All Respondents
Economy

	Total	Gender		Age			Voting Intention					2010 Vote					SEG				Region6 + 1							
		Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	Undecided	CON	LAB	LD	OTHER	Did Not Vote	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales
Unweighted Total	1007	451	556	242	331	434	250	248	60	136	93	158	261	222	144	85	222	230	213	254	310	89	175	217	370	851	95	61
Weighted Total	1007	489	518	290	355	362	240	262	60	146	79	158	264	211	168	69	221	209	173	284	341	116	166	237	351	870	82	55
Labour	240	134	106	82	94	65	1	186	10	13	20	5	11	122	35	21	42	56	34	61	90	48	28	65	56	197	31	13
	23.8%	27.3%	20.5%	28.1%	26.5%	17.8%	*	71.1%	17.6%	8.7%	25.6%	2.9%	4.2%	57.6%	20.8%	29.8%	18.9%	26.7%	19.6%	21.4%	26.3%	41.1%	17.0%	27.5%	15.8%	22.6%	37.5%	23.2%
Conservative	383	210	173	66	114	203	219	28	22	50	11	43	212	32	61	13	55	86	79	114	105	30	73	85	149	338	24	21
	38.0%	42.9%	33.5%	22.7%	32.1%	56.1%	91.2%	10.7%	37.3%	34.2%	13.7%	27.1%	80.3%	15.4%	36.4%	19.0%	25.0%	41.0%	45.4%	40.0%	30.8%	26.2%	44.2%	36.0%	42.6%	38.9%	28.7%	38.2%
Liberal Democrat	50	24	26	21	15	14	6	8	18	3	10	4	4	3	24	2	15	13	10	17	10	6	10	4	22	41	7	1
	4.9%	4.8%	5.0%	7.1%	4.2%	3.9%	2.5%	2.9%	29.4%	2.3%	12.1%	2.3%	1.5%	1.5%	14.1%	2.7%	6.9%	6.1%	6.0%	5.9%	2.9%	5.1%	5.8%	1.8%	6.2%	4.8%	8.9%	1.8%
UKIP	56	32	24	21	20	15	1	3	-	49	1	3	11	8	7	12	13	8	9	18	21	4	12	17	20	52	2	2
	5.5%	6.5%	4.6%	7.3%	5.5%	4.2%	*	1.0%	-	33.5%	0.8%	1.9%	4.3%	4.0%	4.1%	17.7%	6.0%	3.6%	5.3%	6.2%	6.3%	3.3%	7.3%	7.1%	5.6%	6.0%	2.2%	3.3%
Don't know	278	90	188	101	113	65	13	38	9	31	38	104	26	45	41	21	96	47	41	75	115	28	43	65	105	241	19	18
	27.6%	18.4%	36.4%	34.8%	31.7%	18.0%	5.5%	14.5%	15.8%	21.2%	47.9%	65.8%	9.7%	21.5%	24.6%	30.8%	43.2%	22.6%	23.7%	26.5%	33.7%	24.3%	25.7%	27.7%	29.9%	27.7%	22.8%	33.5%
SIGMA	1007	489	518	290	355	362	240	262	60	146	79	158	264	211	168	69	221	209	173	284	341	116	166	237	351	870	82	55
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

General Election Poll III

Prepared on behalf of the Daily Mirror

Table 18
Q11. Normal weightings
Q11. Which party do you trust most on each of the following issues?
Base: All Respondents
NHS

	Gender		Age			Voting Intention						2010 Vote					SEG				Region6 + 1							
	Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	Undecided	CON	LAB	LD	OTHER	Did Not Vote	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales	
Unweighted Total	1007	451	556	242	331	434	250	248	60	136	93	158	261	222	144	85	222	230	213	254	310	89	175	217	370	851	95	61
Weighted Total	1007	489	518	290	355	362	240	262	60	146	79	158	264	211	168	69	221	209	173	284	341	116	166	237	351	870	82	55
Labour	356	190	166	108	133	115	17	216	20	26	32	38	30	157	70	22	64	84	48	100	124	51	59	91	100	301	36	18
	35.3%	38.9%	31.9%	37.3%	37.3%	31.8%	7.1%	82.6%	33.2%	17.6%	40.4%	24.2%	11.2%	74.3%	41.4%	31.5%	29.0%	40.2%	27.7%	35.1%	36.4%	43.7%	35.6%	38.6%	28.5%	34.6%	44.2%	33.3%
Conservative	234	122	112	46	62	126	163	15	12	20	2	18	157	15	27	4	29	49	48	65	71	23	41	48	95	207	15	12
	23.3%	25.0%	21.6%	16.0%	17.5%	34.7%	67.8%	5.5%	19.5%	13.4%	2.9%	11.7%	59.6%	6.9%	16.2%	6.2%	12.9%	23.6%	27.7%	23.1%	21.0%	20.2%	24.4%	20.5%	27.1%	23.8%	17.8%	22.0%
Liberal Democrat	60	38	21	20	21	19	15	6	19	3	8	6	10	5	28	2	12	22	15	14	9	6	10	8	23	47	8	4
	5.9%	7.8%	4.1%	7.0%	5.9%	5.1%	6.2%	2.5%	31.6%	1.8%	10.2%	4.0%	3.9%	2.2%	16.8%	2.4%	5.6%	10.5%	8.5%	4.9%	2.7%	5.5%	6.2%	3.2%	6.6%	5.5%	10.0%	7.2%
UKIP	71	39	32	28	24	20	4	3	-	59	1	4	14	13	10	14	16	7	19	21	24	7	14	22	26	68	2	1
	7.1%	8.0%	6.3%	9.6%	6.7%	5.5%	1.7%	1.2%	-	40.4%	1.2%	2.7%	5.2%	6.1%	5.7%	20.4%	7.4%	3.3%	11.1%	7.3%	7.1%	6.0%	8.1%	9.2%	7.3%	7.8%	2.6%	2.5%
Don't know	286	99	187	87	116	83	41	21	9	39	36	91	53	22	33	27	100	47	43	84	112	29	43	67	107	246	21	19
	28.4%	20.3%	36.0%	30.2%	32.6%	22.8%	17.2%	8.2%	15.7%	26.9%	45.2%	57.4%	20.1%	10.5%	19.9%	39.5%	45.2%	22.4%	25.0%	29.6%	32.8%	24.6%	25.7%	28.5%	30.5%	28.3%	25.5%	35.0%
SIGMA	1007	489	518	290	355	362	240	262	60	146	79	158	264	211	168	69	221	209	173	284	341	116	166	237	351	870	82	55
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Survation.

General Election Poll III

Prepared on behalf of the Daily Mirror

Table 19
Q11. Normal weightings
Q11. Which party do you trust most on each of the following issues?
Base: All Respondents
Immigration

	Total	Gender		Age			Voting Intention					2010 Vote					SEG				Region6 + 1							
		Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	Undecided	CON	LAB	LD	OTHER	Did Not Vote	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales
Unweighted Total	1007	451	556	242	331	434	250	248	60	136	93	158	261	222	144	85	222	230	213	254	310	89	175	217	370	851	95	61
Weighted Total	1007	489	518	290	355	362	240	262	60	146	79	158	264	211	168	69	221	209	173	284	341	116	166	237	351	870	82	55
Labour	187	92	95	72	73	43	4	147	7	3	14	9	11	96	28	11	36	48	20	48	72	36	22	47	48	152	25	10
	18.6%	18.9%	18.3%	24.7%	20.6%	11.8%	1.6%	56.1%	11.6%	2.0%	18.1%	5.6%	4.1%	45.7%	16.9%	15.6%	16.2%	22.8%	11.7%	16.7%	21.2%	30.7%	13.2%	19.9%	13.6%	17.5%	30.5%	18.1%
Conservative	188	103	85	38	57	93	132	19	10	4	5	13	111	12	30	5	28	52	40	54	41	18	33	45	66	161	16	10
	18.6%	21.0%	16.4%	13.1%	16.1%	25.6%	55.2%	7.3%	16.0%	2.7%	6.8%	8.5%	42.0%	5.8%	17.6%	7.4%	12.7%	25.0%	23.2%	19.0%	12.1%	15.3%	19.8%	18.9%	18.7%	18.5%	19.6%	19.0%
Liberal Democrat	57	35	22	20	17	20	6	10	26	2	8	1	3	7	34	-	12	19	16	12	10	8	7	10	18	44	7	6
	5.6%	7.2%	4.2%	7.1%	4.7%	5.4%	2.5%	3.8%	44.3%	1.7%	10.0%	0.9%	1.1%	3.5%	20.0%	-	5.5%	9.0%	9.1%	4.2%	3.0%	7.1%	4.4%	4.4%	5.1%	5.1%	8.8%	10.2%
UKIP	317	171	146	81	112	124	60	52	10	126	14	50	99	55	39	36	69	42	62	88	125	27	63	70	131	291	14	12
	31.4%	35.0%	28.1%	28.1%	31.4%	34.2%	25.0%	19.7%	16.4%	86.5%	17.7%	31.6%	37.6%	26.0%	23.2%	51.5%	31.4%	20.3%	35.5%	30.9%	36.6%	23.1%	37.7%	29.6%	37.4%	33.4%	16.6%	21.9%
Don't know	258	87	171	78	97	83	38	34	7	10	38	84	40	40	37	18	76	48	36	83	92	28	41	64	88	221	20	17
	25.7%	17.9%	33.0%	27.0%	27.3%	23.0%	15.8%	13.1%	11.7%	7.2%	47.4%	53.3%	15.2%	19.1%	22.3%	25.5%	34.2%	22.9%	20.6%	29.1%	27.0%	23.9%	24.8%	27.2%	25.1%	25.4%	24.4%	30.9%
SIGMA	1007	489	518	290	355	362	240	262	60	146	79	158	264	211	168	69	221	209	173	284	341	116	166	237	351	870	82	55
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

General Election Poll III

Prepared on behalf of the Daily Mirror

Table 20
Q11. Normal weightings
Q11. Which party do you trust most on each of the following issues?
Base: All Respondents
Defence

	Total	Gender		Age			Voting Intention					2010 Vote					SEG				Region6 + 1							
		Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	Undecided	CON	LAB	LD	OTHER	Did Not Vote	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales
Unweighted Total	1007	451	556	242	331	434	250	248	60	136	93	158	261	222	144	85	222	230	213	254	310	89	175	217	370	851	95	61
Weighted Total	1007	489	518	290	355	362	240	262	60	146	79	158	264	211	168	69	221	209	173	284	341	116	166	237	351	870	82	55
Labour	209	113	96	72	76	61	7	163	5	11	11	9	14	115	27	12	34	46	23	56	85	31	31	59	57	177	21	11
	20.8%	23.1%	18.6%	24.9%	21.3%	17.0%	2.7%	62.3%	8.2%	7.8%	14.3%	5.5%	5.4%	54.6%	16.3%	17.4%	15.3%	22.2%	13.0%	19.6%	24.9%	26.3%	18.9%	24.8%	16.1%	20.4%	25.9%	19.7%
Conservative	291	163	128	53	82	156	173	24	30	25	8	22	171	15	55	8	37	77	64	73	77	33	44	70	105	252	23	16
	28.9%	33.3%	24.7%	18.3%	22.9%	43.2%	71.9%	9.4%	51.1%	17.0%	9.9%	14.0%	64.8%	7.3%	32.6%	11.6%	16.7%	36.8%	36.9%	25.7%	22.6%	28.6%	26.6%	29.4%	29.9%	28.9%	28.3%	28.4%
Liberal Democrat	39	22	17	19	11	9	4	8	13	3	6	4	3	7	16	1	11	9	9	14	8	5	9	5	16	34	5	-
	3.9%	4.5%	3.3%	6.5%	3.2%	2.5%	1.8%	2.9%	21.9%	2.4%	7.8%	2.5%	1.2%	3.2%	9.7%	0.8%	4.9%	4.2%	5.2%	4.9%	2.3%	4.1%	5.7%	1.9%	4.4%	3.9%	6.2%	-
UKIP	96	62	34	35	33	28	9	6	1	66	6	6	19	19	9	18	27	11	18	31	36	12	14	19	39	85	7	3
	9.6%	12.6%	6.6%	12.0%	9.4%	7.7%	3.8%	2.4%	1.7%	45.2%	7.3%	4.0%	7.3%	8.9%	5.6%	26.3%	12.3%	5.2%	10.2%	10.9%	10.7%	10.7%	8.5%	8.2%	11.2%	9.8%	9.0%	6.2%
Don't know	371	129	242	111	153	107	48	60	10	40	48	117	56	55	60	30	112	66	60	111	135	35	67	84	135	321	25	25
	36.9%	26.4%	46.7%	38.3%	43.1%	29.6%	19.8%	23.1%	17.1%	27.6%	60.6%	73.9%	21.3%	26.0%	35.7%	43.8%	50.7%	31.5%	34.6%	39.0%	39.5%	30.2%	40.3%	35.7%	38.3%	36.9%	30.6%	45.7%
SIGMA	1007	489	518	290	355	362	240	262	60	146	79	158	264	211	168	69	221	209	173	284	341	116	166	237	351	870	82	55
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

General Election Poll III

Prepared on behalf of the Daily Mirror

Table 21
Q11. Normal weightings
Q11. Which party do you trust most on each of the following issues?
Base: All Respondents
Crime

	Total	Gender		Age			Voting Intention					2010 Vote					SEG				Region6 + 1							
		Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	Undecided	CON	LAB	LD	OTHER	Did Not Vote	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales
Unweighted Total	1007	451	556	242	331	434	250	248	60	136	93	158	261	222	144	85	222	230	213	254	310	89	175	217	370	851	95	61
Weighted Total	1007	489	518	290	355	362	240	262	60	146	79	158	264	211	168	69	221	209	173	284	341	116	166	237	351	870	82	55
Labour	215	120	95	74	92	49	5	173	7	5	13	10	10	115	28	12	44	51	26	58	81	39	26	57	57	179	26	10
	21.4%	24.6%	18.3%	25.5%	25.9%	13.7%	2.2%	65.9%	11.8%	3.3%	16.2%	6.5%	3.7%	54.4%	16.7%	17.5%	20.0%	24.4%	14.9%	20.3%	23.7%	33.9%	15.5%	24.3%	16.1%	20.6%	31.3%	19.0%
Conservative	332	184	147	62	105	165	190	30	19	38	14	30	181	27	55	12	49	77	73	96	85	31	63	77	120	291	25	16
	32.9%	37.7%	28.5%	21.4%	29.5%	45.6%	79.2%	11.5%	32.4%	25.8%	17.4%	19.1%	68.7%	13.0%	32.7%	17.7%	22.3%	37.1%	41.9%	33.8%	25.1%	26.8%	37.7%	32.4%	34.2%	33.4%	30.3%	29.5%
Liberal Democrat	48	23	25	22	9	17	8	7	16	1	7	6	8	8	17	2	10	11	12	12	13	6	7	9	16	38	7	3
	4.8%	4.8%	4.8%	7.6%	2.4%	4.8%	3.3%	2.6%	27.2%	0.9%	9.2%	4.1%	2.9%	3.8%	10.3%	3.4%	4.7%	5.3%	6.8%	4.2%	3.9%	4.9%	4.2%	3.8%	4.6%	4.3%	8.6%	5.8%
UKIP	84	47	37	27	27	30	8	3	2	64	*	6	21	10	16	14	19	14	19	17	34	13	14	17	36	81	2	2
	8.4%	9.6%	7.2%	9.3%	7.6%	8.3%	3.2%	1.1%	3.6%	44.0%	0.5%	3.8%	8.1%	4.8%	9.3%	20.2%	8.8%	6.8%	11.0%	6.0%	10.0%	11.6%	8.7%	7.4%	10.2%	9.3%	1.9%	3.2%
Don't know	328	114	213	105	123	100	29	49	15	38	45	105	44	51	52	29	98	55	44	101	127	26	56	76	123	281	23	23
	32.5%	23.4%	41.2%	36.2%	34.6%	27.6%	12.1%	18.8%	25.1%	25.9%	56.6%	66.5%	16.6%	24.1%	31.0%	41.1%	44.3%	26.4%	25.4%	35.7%	37.3%	22.7%	33.9%	32.2%	34.9%	32.3%	27.9%	42.4%
SIGMA	1007	489	518	290	355	362	240	262	60	146	79	158	264	211	168	69	221	209	173	284	341	116	166	237	351	870	82	55
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

General Election Poll III

Prepared on behalf of the Daily Mirror

Table 22
Q11. Normal weightings
Q11. Which party do you trust most on each of the following issues?
Base: All Respondents
Education

	Total	Gender		Age			Voting Intention					2010 Vote					SEG				Region6 + 1							
		Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	Undecided	CON	LAB	LD	OTHER	Did Not Vote	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales
Unweighted Total	1007	451	556	242	331	434	250	248	60	136	93	158	261	222	144	85	222	230	213	254	310	89	175	217	370	851	95	61
Weighted Total	1007	489	518	290	355	362	240	262	60	146	79	158	264	211	168	69	221	209	173	284	341	116	166	237	351	870	82	55
Labour	288	152	136	98	105	85	10	200	7	16	19	31	18	144	47	20	47	66	39	73	111	48	43	72	83	246	28	14
	28.8%	31.1%	26.3%	33.8%	29.6%	23.6%	4.0%	76.6%	11.8%	11.2%	24.2%	19.6%	7.0%	68.4%	27.9%	28.9%	21.4%	31.5%	22.5%	25.5%	32.6%	41.5%	25.8%	30.4%	23.6%	28.2%	34.5%	26.1%
Conservative	291	165	126	50	87	153	184	17	14	39	7	24	180	12	39	10	45	57	64	88	82	23	54	65	112	254	21	16
	28.9%	33.7%	24.3%	17.4%	24.5%	42.4%	76.5%	6.3%	22.7%	26.6%	8.8%	15.1%	68.1%	5.7%	23.2%	15.1%	20.5%	27.3%	37.1%	30.9%	24.0%	19.5%	32.4%	27.6%	31.8%	29.2%	25.7%	28.9%
Liberal Democrat	84	46	39	24	26	34	15	9	30	5	13	11	14	9	38	4	17	30	18	25	11	8	15	14	36	73	10	1
	8.4%	9.3%	7.5%	8.2%	7.4%	9.5%	6.1%	3.5%	49.8%	3.3%	15.8%	6.9%	5.5%	4.1%	22.3%	5.9%	7.8%	14.4%	10.3%	8.8%	3.3%	6.7%	9.0%	5.9%	10.3%	8.4%	12.6%	1.8%
UKIP	60	32	28	22	24	14	2	5	2	47	1	3	12	13	10	14	9	11	11	18	20	9	11	18	18	56	2	1
	5.9%	6.5%	5.4%	7.7%	6.6%	3.8%	1.0%	1.9%	3.2%	32.2%	0.8%	1.7%	4.6%	6.2%	6.1%	20.7%	4.0%	5.3%	6.1%	6.4%	5.8%	7.9%	6.7%	7.8%	5.0%	6.5%	2.2%	2.5%
Don't know	284	95	189	95	114	75	30	31	7	39	40	90	39	33	34	20	103	45	42	81	117	28	43	67	103	241	21	22
	28.2%	19.4%	36.5%	32.9%	31.9%	20.7%	12.4%	11.7%	12.5%	26.8%	50.4%	56.8%	14.8%	15.6%	20.5%	29.4%	46.3%	21.5%	24.0%	28.4%	34.3%	24.4%	26.1%	28.3%	29.2%	27.7%	24.9%	40.7%
SIGMA	1007	489	518	290	355	362	240	262	60	146	79	158	264	211	168	69	221	209	173	284	341	116	166	237	351	870	82	55
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

General Election Poll III

Prepared on behalf of the Daily Mirror

Table 23
Q11. Normal weightings
Q11. Which party do you trust most on each of the following issues?
Base: All Respondents
Welfare

	Total	Gender		Age			Voting Intention					2010 Vote					SEG				Region6 + 1							
		Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	Undecided	CON	LAB	LD	OTHER	Did Not Vote	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales
Unweighted Total	1007	451	556	242	331	434	250	248	60	136	93	158	261	222	144	85	222	230	213	254	310	89	175	217	370	851	95	61
Weighted Total	1007	489	518	290	355	362	240	262	60	146	79	158	264	211	168	69	221	209	173	284	341	116	166	237	351	870	82	55
Labour	341	193	148	102	123	116	22	218	13	18	31	32	30	155	67	20	60	80	48	92	121	54	53	87	94	288	37	16
	33.9%	39.4%	28.6%	35.3%	34.5%	32.0%	9.2%	83.3%	22.5%	12.0%	38.8%	20.0%	11.5%	73.5%	39.9%	29.2%	26.9%	38.1%	27.6%	32.4%	35.6%	46.6%	31.7%	36.8%	26.8%	33.1%	45.2%	29.1%
Conservative	241	131	110	45	70	126	162	10	12	29	3	17	149	13	36	5	34	46	62	67	67	23	46	51	90	210	14	17
	23.9%	26.8%	21.2%	15.5%	19.8%	34.7%	67.6%	3.9%	20.6%	20.2%	4.4%	10.8%	56.6%	6.2%	21.2%	6.6%	15.5%	21.9%	35.7%	23.4%	19.6%	19.5%	27.9%	21.5%	25.7%	24.1%	17.2%	30.9%
Liberal Democrat	78	39	39	26	28	25	18	7	29	3	7	11	17	8	32	2	17	27	18	21	12	7	14	11	35	67	10	2
	7.8%	7.9%	7.6%	8.8%	7.7%	7.0%	7.6%	2.7%	47.8%	2.3%	9.3%	7.1%	6.3%	3.8%	19.1%	2.8%	7.5%	12.9%	10.5%	7.5%	3.4%	5.9%	8.6%	4.6%	9.9%	7.7%	11.6%	3.5%
UKIP	71	37	34	23	31	18	4	2	-	59	2	4	18	9	7	18	14	9	14	24	24	10	10	21	28	69	2	-
	7.1%	7.6%	6.5%	7.8%	8.7%	4.9%	1.6%	0.7%	-	40.7%	2.9%	2.4%	6.7%	4.1%	4.4%	26.4%	6.4%	4.5%	7.8%	8.6%	7.0%	8.2%	6.0%	9.0%	8.0%	7.9%	2.6%	-
Don't know	276	89	187	94	104	77	34	25	5	36	35	94	50	26	26	24	97	47	32	80	117	23	43	67	104	237	19	20
	27.4%	18.3%	36.0%	32.6%	29.2%	21.4%	14.0%	9.4%	9.1%	24.9%	44.6%	59.7%	18.9%	12.4%	15.4%	35.0%	43.7%	22.5%	18.4%	28.1%	34.4%	19.8%	25.9%	28.2%	29.6%	27.2%	23.4%	36.5%
SIGMA	1007	489	518	290	355	362	240	262	60	146	79	158	264	211	168	69	221	209	173	284	341	116	166	237	351	870	82	55
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

General Election Poll III

Prepared on behalf of the Daily Mirror

Table 24
Q11. Normal weightings
Q11. Which party do you trust most on each of the following issues?
Base: All Respondents
The cost of living

	Gender		Age			Voting Intention						2010 Vote					SEG				Region6 + 1							
	Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	Undecided	CON	LAB	LD	OTHER	Did Not Vote	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales	
Unweighted Total	1007	451	556	242	331	434	250	248	60	136	93	158	261	222	144	85	222	230	213	254	310	89	175	217	370	851	95	61
Weighted Total	1007	489	518	290	355	362	240	262	60	146	79	158	264	211	168	69	221	209	173	284	341	116	166	237	351	870	82	55
Labour	320	168	153	115	121	85	15	219	12	23	21	27	21	145	52	18	69	73	47	76	124	49	54	82	94	279	27	14
	31.8%	34.3%	29.5%	39.6%	33.9%	23.5%	6.3%	83.6%	19.9%	15.8%	26.0%	17.4%	8.0%	68.8%	30.8%	26.2%	31.2%	35.0%	27.3%	26.7%	36.4%	42.7%	32.2%	34.7%	26.7%	32.1%	33.0%	26.1%
Conservative	288	155	132	33	84	171	195	8	14	29	8	26	194	12	42	8	28	63	67	79	79	25	51	62	115	253	18	16
	28.6%	31.7%	25.6%	11.3%	23.5%	47.3%	81.1%	3.2%	23.1%	19.6%	9.7%	16.4%	73.5%	5.5%	24.8%	11.6%	12.6%	30.3%	38.5%	27.8%	23.1%	21.9%	30.4%	26.2%	32.8%	29.1%	22.1%	29.8%
Liberal Democrat	63	39	24	26	14	23	9	9	25	3	7	6	6	10	28	2	13	17	9	26	11	9	7	10	24	50	11	2
	6.2%	7.9%	4.6%	8.9%	3.9%	6.4%	3.6%	3.5%	41.6%	1.9%	8.9%	3.7%	2.4%	4.9%	16.8%	3.2%	6.0%	8.3%	5.1%	9.0%	3.2%	7.5%	4.4%	4.1%	6.9%	5.8%	12.7%	3.4%
UKIP	65	40	24	27	24	13	2	3	-	54	*	5	10	13	6	18	17	6	15	20	23	8	12	20	22	61	2	2
	6.4%	8.2%	4.7%	9.3%	6.8%	3.7%	1.0%	1.2%	-	36.9%	0.5%	2.9%	3.6%	6.1%	3.8%	25.3%	7.7%	2.7%	8.9%	7.2%	6.8%	6.5%	6.9%	8.5%	6.2%	7.0%	1.9%	3.7%
Don't know	272	87	184	89	113	69	19	22	9	38	44	94	33	31	40	23	94	50	35	83	104	25	43	62	96	227	25	20
	27.0%	17.9%	35.6%	30.8%	31.9%	19.1%	7.9%	8.5%	15.3%	25.8%	54.9%	59.6%	12.4%	14.7%	23.7%	33.7%	42.5%	23.7%	20.3%	29.3%	30.5%	21.3%	26.0%	26.4%	27.4%	26.1%	30.1%	37.1%
SIGMA	1007	489	518	290	355	362	240	262	60	146	79	158	264	211	168	69	221	209	173	284	341	116	166	237	351	870	82	55
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

General Election Poll III

Prepared on behalf of the Daily Mirror

Table 25

Q11. Normal weightings

Q11. Which party do you trust most on each of the following issues?

Base: All Respondents

Pensions & retirement

	Total	Gender		Age			Voting Intention						2010 Vote					SEG				Region6 + 1						
		Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	Undecided	CON	LAB	LD	OTHER	Did Not Vote	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales
Unweighted Total	1007	451	556	242	331	434	250	248	60	136	93	158	261	222	144	85	222	230	213	254	310	89	175	217	370	851	95	61
Weighted Total	1007	489	518	290	355	362	240	262	60	146	79	158	264	211	168	69	221	209	173	284	341	116	166	237	351	870	82	55
Labour	278	158	120	98	102	78	9	197	2	23	21	21	13	142	43	15	59	65	33	69	112	53	38	73	72	237	27	14
	27.6%	32.3%	23.1%	33.8%	28.6%	21.7%	3.9%	75.4%	3.2%	15.9%	26.1%	13.2%	4.8%	67.1%	25.5%	21.4%	26.7%	30.9%	19.0%	24.2%	32.8%	46.0%	22.7%	31.0%	20.6%	27.2%	32.9%	25.6%
Conservative	291	161	130	46	82	163	189	13	17	29	8	28	187	11	37	12	39	62	68	81	79	16	59	61	116	251	22	18
	28.9%	32.8%	25.1%	16.0%	22.9%	45.0%	78.8%	4.8%	28.1%	20.2%	9.6%	17.8%	71.0%	5.2%	22.2%	17.6%	17.7%	29.9%	39.4%	28.6%	23.0%	13.9%	35.3%	25.7%	33.0%	28.9%	26.3%	32.1%
Liberal Democrat	63	41	22	17	20	26	4	10	31	2	8	6	5	7	36	4	6	17	18	18	10	8	8	12	23	52	10	1
	6.2%	8.3%	4.3%	5.9%	5.7%	7.1%	1.7%	3.6%	52.3%	1.6%	9.9%	3.6%	1.8%	3.5%	21.4%	5.7%	2.6%	8.1%	10.2%	6.4%	2.8%	7.2%	5.1%	5.0%	6.7%	6.0%	12.2%	0.9%
UKIP	61	28	33	28	18	15	7	3	2	44	*	4	16	9	10	11	13	10	10	20	22	8	15	17	20	59	2	-
	6.0%	5.7%	6.3%	9.8%	4.9%	4.1%	3.1%	1.2%	3.2%	30.0%	0.5%	2.5%	6.2%	4.0%	5.8%	16.3%	5.7%	4.6%	5.5%	6.9%	6.4%	6.5%	9.2%	7.1%	5.6%	6.8%	1.9%	-
Don't know	315	102	213	100	135	80	30	39	8	47	43	99	43	42	42	27	105	55	45	96	119	31	46	74	120	270	22	23
	31.3%	20.8%	41.2%	34.6%	37.9%	22.2%	12.5%	14.9%	13.2%	32.4%	53.9%	62.9%	16.2%	20.1%	25.2%	39.0%	47.2%	26.5%	25.8%	33.8%	34.9%	26.4%	27.7%	31.3%	34.1%	31.1%	26.7%	41.4%
SIGMA	1007	489	518	290	355	362	240	262	60	146	79	158	264	211	168	69	221	209	173	284	341	116	166	237	351	870	82	55
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

General Election Poll III

Prepared on behalf of the Daily Mirror

Table 26
Q11. Normal weightings
Q11. Which party do you trust most on each of the following issues?
Base: All Respondents
Housing

	Total	Gender		Age			Voting Intention					2010 Vote					SEG				Region6 + 1							
		Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	Undecided	CON	LAB	LD	OTHER	Did Not Vote	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales
Unweighted Total	1007	451	556	242	331	434	250	248	60	136	93	158	261	222	144	85	222	230	213	254	310	89	175	217	370	851	95	61
Weighted Total	1007	489	518	290	355	362	240	262	60	146	79	158	264	211	168	69	221	209	173	284	341	116	166	237	351	870	82	55
Labour	334	185	149	109	120	106	16	215	9	23	25	40	26	146	59	22	71	72	56	83	123	55	54	84	95	289	29	16
	33.2%	37.9%	28.8%	37.6%	33.6%	29.3%	6.7%	82.2%	14.5%	16.1%	31.1%	25.5%	9.9%	69.3%	34.9%	31.2%	32.1%	34.4%	32.0%	29.4%	36.2%	47.7%	32.5%	35.7%	27.2%	33.2%	35.8%	29.1%
Conservative	258	141	117	54	66	138	173	9	20	24	9	16	163	11	32	11	36	50	54	80	75	18	44	56	103	221	23	14
	25.6%	28.8%	22.7%	18.6%	18.5%	38.2%	72.2%	3.4%	33.7%	16.1%	11.3%	9.9%	62.0%	5.1%	19.1%	15.2%	16.5%	23.8%	31.0%	28.2%	21.9%	15.5%	26.5%	23.6%	29.4%	25.4%	28.2%	25.5%
Liberal Democrat	54	33	20	9	18	27	8	8	19	3	11	5	8	8	29	1	7	19	11	13	11	7	8	6	22	43	7	3
	5.3%	6.8%	3.9%	3.3%	5.0%	7.4%	3.2%	2.9%	32.6%	2.1%	13.7%	2.9%	2.9%	4.0%	17.4%	1.8%	3.2%	9.2%	6.1%	4.5%	3.3%	6.2%	4.9%	2.5%	6.2%	5.0%	8.9%	6.0%
UKIP	67	34	33	27	25	15	6	4	1	51	*	5	16	13	8	17	9	12	10	21	23	10	11	19	24	64	3	-
	6.6%	6.9%	6.4%	9.2%	7.2%	4.1%	2.4%	1.3%	1.7%	35.1%	0.5%	3.1%	6.2%	6.1%	4.9%	24.2%	4.1%	5.9%	5.9%	7.5%	6.8%	8.5%	6.9%	8.1%	6.8%	7.4%	3.1%	-
Don't know	294	96	198	91	127	76	37	26	10	45	34	93	50	33	40	19	98	56	43	86	108	26	49	71	107	252	20	22
	29.2%	19.6%	38.2%	31.3%	35.7%	21.1%	15.5%	10.1%	17.5%	30.6%	43.3%	58.7%	19.1%	15.6%	23.7%	27.6%	44.1%	26.7%	25.0%	30.4%	31.8%	22.2%	29.2%	30.2%	30.4%	29.0%	24.0%	39.4%
SIGMA	1007	489	518	290	355	362	240	262	60	146	79	158	264	211	168	69	221	209	173	284	341	116	166	237	351	870	82	55
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

General Election Poll III

Prepared on behalf of the Daily Mirror

Table 27

Q12. Normal weightings

Q12. Which of the following party leaders do you think would make the best Prime Minister?

Base: All Respondents

	Total	Gender		Age			Voting Intention					2010 Vote					SEG				Region6 + 1							
		Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	Undecided	CON	LAB	LD	OTHER	Did Not Vote	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales
Unweighted Total	1007	451	556	242	331	434	250	248	60	136	93	158	261	222	144	85	222	230	213	254	310	89	175	217	370	851	95	61
Weighted Total	1007	489	518	290	355	362	240	262	60	146	79	158	264	211	168	69	221	209	173	284	341	116	166	237	351	870	82	55
Ed Miliband	216	117	99	70	80	65	4	169	6	4	11	15	13	112	34	11	43	47	29	53	88	36	34	59	57	185	17	14
	21.4%	23.8%	19.2%	24.3%	22.6%	18.0%	1.8%	64.6%	10.2%	2.8%	13.4%	9.4%	4.9%	53.1%	20.3%	16.4%	19.6%	22.3%	16.5%	18.5%	25.9%	31.2%	20.2%	25.0%	16.1%	21.3%	20.2%	25.5%
David Cameron	360	182	178	73	107	180	219	20	29	29	15	37	197	23	65	18	46	91	77	104	87	38	64	81	132	315	28	17
	35.7%	37.2%	34.4%	25.2%	30.1%	49.8%	91.3%	7.7%	48.0%	19.6%	18.9%	23.6%	74.6%	10.8%	38.9%	25.3%	21.0%	43.7%	44.7%	36.6%	25.5%	33.0%	38.5%	34.1%	37.5%	36.2%	33.8%	31.7%
Nick Clegg	59	34	25	23	15	20	2	14	19	6	10	7	4	7	26	2	16	16	12	14	16	10	10	6	21	47	8	3
	5.8%	6.9%	4.8%	8.1%	4.3%	5.5%	0.7%	5.2%	31.6%	3.9%	12.9%	4.3%	1.7%	3.4%	15.3%	3.4%	7.1%	7.6%	7.1%	5.0%	4.7%	8.3%	6.2%	2.7%	6.0%	5.4%	9.6%	6.0%
Nigel Farage	108	69	39	32	41	36	5	7	1	80	6	10	27	21	6	21	25	11	19	34	44	6	22	24	44	96	7	5
	10.7%	14.2%	7.5%	10.9%	11.4%	9.9%	1.9%	2.5%	2.4%	54.8%	7.3%	6.1%	10.2%	10.0%	3.9%	29.6%	11.2%	5.2%	11.0%	12.1%	12.8%	5.4%	13.0%	10.2%	12.5%	11.0%	8.9%	8.8%
Don't know	265	88	177	92	112	61	10	52	5	28	38	89	23	48	36	18	91	44	36	79	106	26	37	66	98	227	23	15
	26.3%	17.9%	34.1%	31.6%	31.5%	16.8%	4.3%	19.9%	7.8%	18.9%	47.6%	56.6%	8.6%	22.8%	21.6%	25.3%	41.1%	21.2%	20.7%	27.7%	31.0%	22.1%	22.2%	27.9%	27.9%	26.0%	27.4%	28.1%
SIGMA	1007	489	518	290	355	362	240	262	60	146	79	158	264	211	168	69	221	209	173	284	341	116	166	237	351	870	82	55
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Survation.

General Election Poll III

Prepared on behalf of the Daily Mirror

Table 28

Q13. Normal weightings

Q13. Would you consider voting for a party that is not your first choice in order to stop a party you do not like from winning?

Base: All Respondents

	Gender		Age			Voting Intention						2010 Vote					SEG				Region6 + 1							
	Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	Undecided	CON	LAB	LD	OTHER	Did Not Vote	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales	
Unweighted Total	1007	451	556	242	331	434	250	248	60	136	93	158	261	222	144	85	222	230	213	254	310	89	175	217	370	851	95	61
Weighted Total	1007	489	518	290	355	362	240	262	60	146	79	158	264	211	168	69	221	209	173	284	341	116	166	237	351	870	82	55
Yes	371	186	185	128	142	101	74	107	27	55	40	60	86	76	79	31	82	84	84	95	109	65	59	81	116	321	29	21
	36.9%	38.1%	35.7%	44.0%	40.0%	28.0%	30.6%	41.0%	45.5%	37.5%	49.7%	38.1%	32.5%	36.1%	46.8%	45.2%	37.0%	40.1%	48.5%	33.3%	31.9%	56.0%	35.6%	34.3%	32.9%	36.9%	35.4%	39.0%
No	413	216	197	92	128	193	125	107	24	60	32	42	126	92	66	27	81	80	64	126	143	23	71	91	168	353	41	20
	41.0%	44.1%	38.0%	31.7%	36.0%	53.4%	52.3%	40.7%	40.7%	40.9%	40.1%	26.7%	47.7%	43.5%	39.0%	38.8%	36.7%	38.4%	36.8%	44.3%	41.9%	19.8%	42.9%	38.3%	47.7%	40.5%	49.4%	35.7%
Don't know	223	87	136	70	85	67	41	48	8	32	8	56	52	43	24	11	58	45	25	63	89	28	36	65	68	197	13	14
	22.1%	17.8%	26.2%	24.3%	24.0%	18.6%	17.1%	18.3%	13.7%	21.7%	10.3%	35.2%	19.8%	20.4%	14.2%	16.0%	26.3%	21.5%	14.6%	22.3%	26.2%	24.2%	21.5%	27.4%	19.4%	22.6%	15.2%	25.2%
SIGMA	1007	489	518	290	355	362	240	262	60	146	79	158	264	211	168	69	221	209	173	284	341	116	166	237	351	870	82	55
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

General Election Poll III

Prepared on behalf of the Daily Mirror

Table 29

Q14. Normal weightings

Q14. Thinking about the past month, do you approve or disapprove of how David Cameron has been doing his job as Prime Minister?

Base: All Respondents

	Total		Gender			Age			Voting Intention					2010 Vote					SEG				Region6 + 1						
	Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	Undecided	CON	LAB	LD	OTHER	Did Not Vote	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales		
Unweighted Total	1007	451	556	242	331	434	250	248	60	136	93	158	261	222	144	85	222	230	213	254	310	89	175	217	370	851	95	61	
Weighted Total	1007	489	518	290	355	362	240	262	60	146	79	158	264	211	168	69	221	209	173	284	341	116	166	237	351	870	82	55	
Strongly approve	119	71	49	25	31	63	91	9	8	3	-	4	83	7	15	1	9	26	23	34	37	5	24	26	49	103	11	5	
	11.9%	14.4%	9.4%	8.5%	8.8%	17.5%	37.8%	3.5%	14.2%	2.1%	-	2.4%	31.4%	3.3%	8.9%	1.1%	4.3%	12.6%	13.0%	11.9%	10.8%	4.1%	14.2%	11.2%	13.8%	11.9%	13.9%	8.4%	
Somewhat approve	268	119	149	75	75	118	129	24	27	35	12	36	121	26	49	12	52	73	56	77	62	34	44	63	100	240	13	15	
	26.6%	24.4%	28.7%	25.8%	21.2%	32.6%	53.8%	9.1%	44.8%	23.8%	15.3%	22.9%	46.1%	12.2%	29.0%	17.9%	23.4%	35.2%	32.4%	27.0%	18.2%	29.2%	26.3%	26.6%	28.5%	27.6%	15.3%	27.7%	
Neither approve nor disapprove	215	98	117	77	86	52	14	71	7	41	17	45	26	55	30	20	61	38	28	67	83	35	37	42	70	183	15	17	
	21.3%	20.0%	22.6%	26.4%	24.2%	14.5%	5.8%	27.3%	12.3%	27.9%	22.0%	28.2%	9.8%	25.9%	17.7%	28.5%	27.4%	18.3%	15.9%	23.5%	24.2%	30.0%	22.0%	17.7%	19.9%	21.0%	18.7%	30.3%	
Somewhat disapprove	147	72	75	48	54	45	2	54	10	23	21	27	13	35	35	17	37	30	37	35	45	8	26	32	54	120	19	8	
	14.5%	14.7%	14.4%	16.5%	15.1%	12.4%	1.0%	20.5%	17.3%	15.6%	26.0%	17.4%	5.1%	16.6%	20.9%	23.9%	16.8%	14.3%	21.3%	12.3%	13.1%	6.5%	15.7%	13.5%	15.5%	13.8%	22.4%	14.6%	
Strongly disapprove	208	114	94	44	89	75	1	100	5	41	26	26	15	87	32	19	43	38	29	56	85	30	28	60	59	177	24	7	
	20.6%	23.3%	18.1%	15.2%	24.9%	20.7%	*	38.2%	8.6%	27.9%	33.0%	16.7%	5.7%	41.3%	19.1%	27.9%	19.4%	18.1%	16.5%	19.6%	25.1%	25.5%	17.0%	25.4%	16.7%	20.3%	28.7%	13.3%	
Don't know / have not heard of him	50	16	35	22	20	8	3	4	2	4	3	20	5	1	7	*	19	3	2	16	29	5	8	13	20	46	1	3	
	5.0%	3.2%	6.7%	7.5%	5.8%	2.2%	1.3%	1.4%	2.7%	2.5%	3.7%	12.4%	1.8%	0.6%	4.2%	0.6%	8.7%	1.6%	0.9%	5.6%	8.6%	4.7%	4.7%	5.6%	5.6%	5.3%	1.0%	5.8%	
SIGMA	1007	489	518	290	355	362	240	262	60	146	79	158	264	211	168	69	221	209	173	284	341	116	166	237	351	870	82	55	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

General Election Poll III

Prepared on behalf of the Daily Mirror

Table 30

Q15. Normal weightings

Q15. Thinking about the past month, do you approve or disapprove of how Ed Miliband has been doing his job as Leader of the Opposition?

Base: All Respondents

	Total	Gender		Age			Voting Intention					2010 Vote					SEG				Region6 + 1							
		Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	Undecided	CON	LAB	LD	OTHER	Did Not Vote	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales
Unweighted Total	1007	451	556	242	331	434	250	248	60	136	93	158	261	222	144	85	222	230	213	254	310	89	175	217	370	851	95	61
Weighted Total	1007	489	518	290	355	362	240	262	60	146	79	158	264	211	168	69	221	209	173	284	341	116	166	237	351	870	82	55
Strongly approve	92	52	40	33	32	27	10	68	3	5	2	5	8	47	13	3	16	19	12	15	45	17	16	26	24	83	6	3
	9.1%	10.6%	7.8%	11.5%	8.9%	7.4%	4.0%	25.9%	4.5%	3.1%	2.1%	3.2%	3.0%	22.5%	8.0%	4.8%	7.4%	9.1%	7.1%	5.4%	13.3%	15.0%	9.5%	11.1%	6.8%	9.6%	7.0%	5.2%
Somewhat approve	223	116	108	86	81	56	27	114	17	19	20	21	26	75	41	19	56	49	37	73	63	28	42	49	73	193	12	18
	22.2%	23.6%	20.8%	29.7%	22.9%	15.5%	11.1%	43.4%	28.0%	12.7%	24.7%	13.1%	10.0%	35.6%	24.2%	27.1%	25.5%	23.6%	21.5%	25.8%	18.6%	24.5%	25.1%	20.9%	20.9%	22.2%	14.9%	33.3%
Neither approve nor disapprove	255	102	153	88	82	85	40	51	13	40	23	67	53	54	41	20	60	53	41	67	94	29	40	63	85	216	24	15
	25.4%	20.9%	29.6%	30.3%	23.2%	23.6%	16.5%	19.5%	22.4%	27.3%	28.5%	42.4%	20.2%	25.5%	24.3%	28.8%	27.3%	25.5%	23.4%	23.7%	27.7%	24.9%	23.8%	26.6%	24.1%	24.8%	29.6%	28.0%
Somewhat disapprove	175	84	90	31	64	80	67	19	12	29	20	24	68	25	36	11	31	43	39	44	48	21	20	38	68	147	22	6
	17.3%	17.2%	17.5%	10.5%	18.1%	22.1%	27.9%	7.2%	20.8%	20.0%	24.5%	15.2%	25.8%	11.8%	21.6%	16.0%	14.2%	20.6%	22.5%	15.5%	14.2%	17.9%	12.2%	16.2%	19.2%	16.9%	26.4%	10.8%
Strongly disapprove	185	118	68	16	67	102	90	4	12	49	12	14	102	7	29	15	26	35	37	59	54	9	39	42	74	164	15	7
	18.4%	24.1%	13.0%	5.5%	18.9%	28.2%	37.5%	1.4%	20.6%	33.7%	14.7%	8.9%	38.6%	3.2%	17.3%	21.5%	11.7%	16.7%	21.4%	20.9%	15.9%	8.1%	23.3%	17.8%	21.1%	18.9%	17.7%	12.1%
Don't know / have not heard of him	76	18	59	36	28	12	7	7	2	5	4	27	6	3	8	1	31	9	7	25	35	11	10	18	28	67	4	6
	7.6%	3.6%	11.3%	12.4%	8.0%	3.3%	3.1%	2.7%	3.8%	3.2%	5.4%	17.1%	2.4%	1.4%	4.7%	1.9%	13.9%	4.5%	4.1%	8.7%	10.4%	9.7%	6.1%	7.4%	7.9%	7.7%	4.4%	10.6%
SIGMA	1007	489	518	290	355	362	240	262	60	146	79	158	264	211	168	69	221	209	173	284	341	116	166	237	351	870	82	55
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

General Election Poll III

Prepared on behalf of the Daily Mirror

Table 31

Q16. Normal weightings

Q16. Thinking about the past month, do you approve or disapprove of how Nick Clegg has been doing his job as Deputy Prime Minister?

Base: All Respondents

	Total	Gender		Age			Voting Intention						2010 Vote					SEG				Region6 + 1						
		Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	Undecided	CON	LAB	LD	OTHER	Did Not Vote	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales
Unweighted Total	1007	451	556	242	331	434	250	248	60	136	93	158	261	222	144	85	222	230	213	254	310	89	175	217	370	851	95	61
Weighted Total	1007	489	518	290	355	362	240	262	60	146	79	158	264	211	168	69	221	209	173	284	341	116	166	237	351	870	82	55
Strongly approve	44	27	16	13	18	13	14	8	10	5	3	4	12	4	19	2	7	13	18	4	9	7	10	3	19	39	1	4
	4.3%	5.6%	3.2%	4.5%	5.0%	3.6%	5.7%	2.9%	16.3%	3.3%	3.4%	2.8%	4.4%	1.9%	11.3%	2.4%	3.2%	6.2%	10.3%	1.5%	2.5%	5.9%	5.8%	1.4%	5.4%	4.5%	1.5%	6.7%
Somewhat approve	186	94	91	61	60	65	76	39	29	9	9	22	74	27	36	5	36	52	30	55	49	14	38	39	71	162	16	8
	18.4%	19.3%	17.7%	21.0%	16.9%	17.9%	31.5%	14.9%	48.5%	6.5%	10.9%	13.9%	28.0%	12.9%	21.1%	7.7%	16.2%	25.0%	17.3%	19.3%	14.3%	12.5%	22.8%	16.5%	20.1%	18.6%	19.4%	13.8%
Neither approve nor disapprove	333	146	187	98	124	111	72	89	11	44	32	57	79	67	43	30	86	55	53	108	117	38	59	75	112	285	29	19
	33.0%	29.9%	36.0%	33.8%	34.9%	30.6%	30.0%	34.2%	18.7%	29.9%	40.0%	36.3%	29.9%	31.6%	25.8%	43.2%	38.7%	26.5%	30.4%	37.9%	34.4%	33.2%	35.5%	31.8%	31.9%	32.7%	35.6%	34.5%
Somewhat disapprove	181	92	90	45	60	76	42	51	6	27	14	31	45	50	38	10	32	51	30	46	55	24	27	39	62	152	14	15
	18.0%	18.8%	17.3%	15.6%	17.0%	21.0%	17.5%	19.6%	10.4%	18.3%	17.8%	19.9%	16.9%	23.5%	22.8%	14.6%	14.3%	24.2%	17.2%	16.3%	16.1%	21.1%	16.1%	16.4%	17.8%	17.5%	17.2%	26.9%
Strongly disapprove	187	105	83	39	63	85	31	62	2	56	15	15	49	58	23	22	30	31	33	50	73	25	20	62	57	164	19	5
	18.6%	21.4%	16.0%	13.5%	17.7%	23.6%	12.8%	23.8%	3.4%	38.4%	19.4%	9.8%	18.6%	27.6%	13.6%	31.6%	13.7%	14.8%	19.2%	17.7%	21.5%	21.2%	11.8%	26.3%	16.4%	18.8%	23.1%	8.3%
Don't know / have not heard of him	76	25	51	34	30	12	6	12	2	5	7	27	5	5	9	*	31	7	10	21	39	7	13	18	30	68	3	5
	7.6%	5.1%	9.9%	11.7%	8.6%	3.3%	2.5%	4.6%	2.7%	3.6%	8.5%	17.4%	2.1%	2.4%	5.4%	*	13.9%	3.3%	5.6%	7.4%	11.3%	6.0%	8.1%	7.6%	8.5%	7.8%	3.3%	9.8%
SIGMA	1007	489	518	290	355	362	240	262	60	146	79	158	264	211	168	69	221	209	173	284	341	116	166	237	351	870	82	55
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

General Election Poll III

Prepared on behalf of the Daily Mirror

Table 32

Q17. Normal weightings

Q17. Thinking about the past month, do you approve or disapprove of how Nigel Farage has been doing his job as leader of UKIP?

Base: All Respondents

	Total	Gender		Age			Voting Intention					2010 Vote					SEG				Region6 + 1							
		Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	Undecided	CON	LAB	LD	OTHER	Did Not Vote	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales
Unweighted Total	1007	451	556	242	331	434	250	248	60	136	93	158	261	222	144	85	222	230	213	254	310	89	175	217	370	851	95	61
Weighted Total	1007	489	518	290	355	362	240	262	60	146	79	158	264	211	168	69	221	209	173	284	341	116	166	237	351	870	82	55
Strongly approve	89	58	31	21	33	34	19	11	3	51	3	2	32	12	13	16	14	12	16	24	36	8	13	22	41	84	4	*
	8.8%	11.9%	5.9%	7.4%	9.4%	9.4%	7.9%	4.0%	4.6%	34.9%	3.5%	1.2%	12.3%	5.6%	7.7%	22.5%	6.2%	5.8%	9.1%	8.6%	10.7%	6.7%	7.8%	9.4%	11.7%	9.6%	5.3%	0.8%
Somewhat approve	207	127	80	47	86	74	55	40	6	68	7	28	77	38	23	18	41	32	36	74	65	15	45	45	85	190	9	8
	20.6%	25.9%	15.5%	16.3%	24.1%	20.5%	22.7%	15.3%	10.2%	46.4%	9.0%	17.9%	29.2%	17.8%	13.6%	26.0%	18.6%	15.5%	20.5%	26.2%	19.0%	12.8%	27.2%	19.0%	24.2%	21.8%	11.2%	14.6%
Neither approve nor disapprove	259	108	152	82	89	88	56	81	14	21	18	51	58	67	40	13	62	51	35	83	91	36	38	62	86	222	18	19
	25.8%	22.0%	29.3%	28.3%	25.1%	24.4%	23.2%	30.8%	23.1%	14.7%	22.3%	32.4%	21.9%	31.7%	23.8%	18.3%	27.9%	24.5%	20.2%	29.1%	26.6%	31.0%	22.9%	26.4%	24.5%	25.6%	21.9%	34.8%
Somewhat disapprove	130	57	73	37	37	57	48	31	13	1	11	24	42	21	24	9	32	30	28	36	36	12	23	35	38	107	14	9
	12.9%	11.7%	14.1%	12.6%	10.4%	15.7%	20.1%	11.7%	21.9%	*	13.8%	15.3%	15.9%	10.1%	14.2%	12.4%	14.3%	14.3%	16.0%	12.7%	10.7%	10.2%	13.9%	14.7%	10.7%	12.3%	16.6%	16.7%
Strongly disapprove	248	117	131	67	87	94	56	87	22	1	37	30	50	69	60	13	46	73	53	45	77	37	33	54	77	200	33	14
	24.6%	24.0%	25.2%	23.1%	24.4%	26.1%	23.5%	33.4%	36.2%	1.0%	46.2%	18.9%	18.8%	32.9%	35.9%	19.0%	20.7%	35.0%	30.5%	16.0%	22.5%	31.6%	19.7%	22.7%	22.1%	23.0%	40.6%	25.7%
Don't know / have not heard of him	74	22	52	36	23	14	6	13	2	4	4	23	5	4	8	1	27	10	6	21	36	9	14	19	24	66	4	4
	7.3%	4.4%	10.1%	12.4%	6.6%	4.0%	2.6%	4.8%	3.8%	2.7%	5.3%	14.4%	2.0%	2.0%	4.8%	1.7%	12.3%	4.9%	3.7%	7.4%	10.6%	7.9%	8.6%	7.8%	6.8%	7.6%	4.5%	7.4%
SIGMA	1007	489	518	290	355	362	240	262	60	146	79	158	264	211	168	69	221	209	173	284	341	116	166	237	351	870	82	55
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

General Election Poll III

Prepared on behalf of the Daily Mirror

Table 33

Q18. Normal weightings

Q18. Thinking about the past month, do you approve or disapprove of how Natalie Bennett has been doing her job as leader of the Green Party?

Base: All Respondents

	Total	Gender		Age			Voting Intention					2010 Vote					SEG				Region6 + 1							
		Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	Undecided	CON	LAB	LD	OTHER	Did Not Vote	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales
Unweighted Total	1007	451	556	242	331	434	250	248	60	136	93	158	261	222	144	85	222	230	213	254	310	89	175	217	370	851	95	61
Weighted Total	1007	489	518	290	355	362	240	262	60	146	79	158	264	211	168	69	221	209	173	284	341	116	166	237	351	870	82	55
Strongly approve	36	21	15	19	13	4	7	13	1	3	10	1	5	10	7	5	9	10	4	10	12	8	5	6	17	35	-	1
	3.6%	4.3%	2.9%	6.6%	3.6%	1.2%	2.9%	5.0%	1.6%	1.8%	12.0%	*	1.9%	4.6%	4.3%	7.1%	4.2%	4.7%	2.4%	3.7%	3.5%	6.7%	3.0%	2.4%	4.9%	4.1%	-	1.7%
Somewhat approve	112	61	51	47	39	27	15	41	14	14	21	7	20	25	23	12	32	35	19	35	23	21	18	18	37	94	11	7
	11.1%	12.5%	9.8%	16.2%	10.9%	7.4%	6.1%	15.5%	23.3%	9.2%	26.6%	4.5%	7.7%	11.8%	13.8%	17.0%	14.5%	16.6%	11.2%	12.2%	6.9%	18.1%	10.9%	7.6%	10.6%	10.9%	13.4%	12.4%
Neither approve nor disapprove	343	177	166	89	126	128	89	95	26	45	25	51	101	78	62	29	55	62	59	105	117	35	61	86	108	290	32	21
	34.1%	36.2%	32.0%	30.6%	35.5%	35.4%	37.0%	36.5%	44.1%	30.7%	31.1%	32.2%	38.4%	36.8%	36.7%	42.1%	24.9%	29.5%	33.8%	37.1%	34.5%	30.2%	36.6%	36.3%	30.7%	33.3%	39.1%	38.9%
Somewhat disapprove	106	54	51	20	33	53	39	28	8	15	2	10	31	31	21	5	15	26	28	26	26	15	15	22	42	93	9	3
	10.5%	11.1%	9.9%	6.8%	9.4%	14.5%	16.2%	10.9%	13.0%	10.5%	2.7%	6.6%	11.9%	14.5%	12.7%	7.5%	6.9%	12.4%	16.1%	9.1%	7.7%	12.6%	9.3%	9.1%	11.8%	10.7%	11.0%	6.3%
Strongly disapprove	92	62	31	12	20	60	31	18	7	27	2	5	41	14	18	7	11	18	13	23	38	5	14	19	40	78	10	4
	9.2%	12.6%	6.0%	4.0%	5.7%	16.7%	13.0%	6.9%	10.9%	18.3%	2.6%	3.0%	15.6%	6.6%	10.8%	9.8%	5.1%	8.8%	7.5%	8.1%	11.1%	4.5%	8.4%	8.0%	11.3%	8.9%	12.4%	8.1%
Don't know / have not heard of her	317	114	204	104	124	89	59	66	4	43	20	84	64	54	36	11	98	58	50	85	124	32	53	87	108	279	20	18
	31.5%	23.2%	39.3%	35.8%	34.9%	24.7%	24.7%	25.2%	7.0%	29.4%	25.0%	53.4%	24.4%	25.6%	21.7%	16.5%	44.5%	28.0%	29.0%	29.8%	36.4%	27.9%	31.8%	36.6%	30.7%	32.1%	24.1%	32.7%
SIGMA	1007	489	518	290	355	362	240	262	60	146	79	158	264	211	168	69	221	209	173	284	341	116	166	237	351	870	82	55
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

General Election Poll III

Prepared on behalf of the Daily Mirror

Table 34

Q19. Normal weightings

Q19. Thinking about the past month, do you approve or disapprove of how Nicola Sturgeon has been doing her job as leader of the SNP?

Base: All Respondents

	Total	Gender		Age			Voting Intention					2010 Vote					SEG				Region6 + 1							
		Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	Undecided	CON	LAB	LD	OTHER	Did Not Vote	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales
Unweighted Total	1007	451	556	242	331	434	250	248	60	136	93	158	261	222	144	85	222	230	213	254	310	89	175	217	370	851	95	61
Weighted Total	1007	489	518	290	355	362	240	262	60	146	79	158	264	211	168	69	221	209	173	284	341	116	166	237	351	870	82	55
Strongly approve	50	30	20	19	14	18	10	10	4	4	20	3	5	15	11	9	10	16	8	11	15	6	5	6	10	27	23	1
	5.0%	6.2%	3.9%	6.4%	3.8%	5.0%	4.0%	3.9%	6.5%	2.5%	24.9%	2.0%	1.7%	6.9%	6.8%	13.3%	4.3%	7.9%	4.5%	3.8%	4.5%	5.2%	3.2%	2.5%	2.7%	3.1%	27.4%	1.6%
Somewhat approve	146	85	61	44	47	54	28	54	12	19	18	11	25	51	28	16	23	36	24	49	37	21	23	25	49	118	21	7
	14.5%	17.3%	11.8%	15.3%	13.3%	15.1%	11.9%	20.6%	19.7%	13.0%	22.9%	6.7%	9.6%	24.1%	16.5%	22.5%	10.5%	17.4%	13.8%	17.3%	10.8%	18.5%	13.6%	10.6%	13.9%	13.5%	25.5%	13.1%
Neither approve nor disapprove	310	156	154	82	119	109	65	101	20	45	15	54	76	76	54	22	59	64	59	79	108	29	53	84	107	274	14	22
	30.8%	31.9%	29.7%	28.2%	33.6%	30.0%	27.1%	38.5%	33.6%	31.0%	19.5%	34.4%	29.0%	35.7%	32.3%	32.2%	26.5%	30.5%	34.2%	27.8%	31.6%	25.3%	31.8%	35.7%	30.6%	31.5%	16.4%	40.3%
Somewhat disapprove	104	52	52	22	28	53	42	26	4	14	2	11	50	21	8	1	21	18	16	41	28	15	15	21	39	90	7	7
	10.3%	10.5%	10.0%	7.7%	7.9%	14.7%	17.5%	10.0%	6.7%	9.6%	1.9%	6.8%	18.9%	9.7%	4.6%	1.5%	9.6%	8.6%	9.5%	14.5%	8.2%	12.6%	8.8%	9.1%	11.2%	10.3%	8.0%	12.8%
Strongly disapprove	130	87	43	11	44	76	61	15	9	30	3	8	69	14	22	9	15	28	21	34	46	10	25	32	45	113	14	4
	12.9%	17.9%	8.3%	3.8%	12.3%	20.9%	25.4%	5.9%	15.1%	20.8%	4.1%	5.2%	26.2%	6.7%	12.8%	12.8%	6.7%	13.4%	12.3%	12.1%	13.6%	8.8%	15.2%	13.6%	12.8%	12.9%	16.8%	6.8%
Don't know / have not heard of her	267	79	188	112	104	52	34	55	11	34	21	71	38	35	45	12	94	46	45	69	107	34	46	68	101	249	5	14
	26.6%	16.2%	36.3%	38.7%	29.2%	14.3%	14.2%	21.2%	18.4%	23.1%	26.7%	44.8%	14.6%	16.8%	26.9%	17.6%	42.5%	22.2%	25.7%	24.4%	31.4%	29.7%	27.5%	28.5%	28.8%	28.6%	6.0%	25.4%
SIGMA	1007	489	518	290	355	362	240	262	60	146	79	158	264	211	168	69	221	209	173	284	341	116	166	237	351	870	82	55
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

General Election Poll III

Prepared on behalf of the Daily Mirror

Table 35

Q20. Normal weightings

Q20. Thinking about the past month, do you approve or disapprove of how Leanne Wood has been doing her job as leader of Plaid Cymru?

Base: All Respondents

	Total	Gender		Age			Voting Intention					2010 Vote					SEG				Region6 + 1							
		Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	Undecided	CON	LAB	LD	OTHER	Did Not Vote	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales
Unweighted Total	1007	451	556	242	331	434	250	248	60	136	93	158	261	222	144	85	222	230	213	254	310	89	175	217	370	851	95	61
Weighted Total	1007	489	518	290	355	362	240	262	60	146	79	158	264	211	168	69	221	209	173	284	341	116	166	237	351	870	82	55
Strongly approve	23	13	10	8	11	4	5	9	1	2	3	2	2	6	9	2	2	9	2	5	6	3	2	2	6	13	2	8
	2.3%	2.7%	1.9%	2.7%	3.0%	1.2%	1.9%	3.6%	1.6%	1.4%	4.0%	1.2%	0.7%	3.0%	5.1%	2.7%	1.1%	4.3%	1.4%	1.9%	1.8%	2.4%	1.2%	0.9%	1.7%	1.5%	2.0%	15.0%
Somewhat approve	80	54	26	38	23	19	13	30	11	12	9	4	15	25	14	9	15	14	12	29	24	13	15	10	19	58	11	11
	7.9%	11.0%	5.0%	13.1%	6.4%	5.3%	5.4%	11.5%	18.9%	8.3%	11.9%	2.4%	5.6%	11.6%	8.1%	12.4%	6.8%	6.9%	6.7%	10.3%	7.2%	11.5%	9.2%	4.4%	5.4%	6.7%	13.1%	19.6%
Neither approve nor disapprove	300	164	136	78	104	118	81	90	17	40	18	46	96	72	44	26	48	61	67	73	99	33	47	76	108	264	21	15
	29.8%	33.6%	26.2%	26.9%	29.2%	32.7%	33.8%	34.4%	28.4%	27.4%	22.4%	28.8%	36.3%	33.9%	26.0%	37.3%	21.8%	29.0%	38.9%	25.7%	28.9%	28.4%	28.4%	32.2%	30.6%	30.4%	25.7%	26.7%
Somewhat disapprove	51	25	26	20	15	16	14	21	4	7	1	2	13	16	5	*	16	17	4	20	11	10	7	12	14	42	4	5
	5.1%	5.1%	5.1%	6.9%	4.2%	4.4%	5.8%	7.9%	6.0%	4.6%	1.4%	1.3%	4.9%	7.8%	2.9%	*	7.1%	8.0%	2.1%	7.0%	3.2%	8.7%	4.1%	4.9%	3.9%	4.9%	4.9%	8.6%
Strongly disapprove	31	16	15	9	9	14	13	5	-	10	1	1	13	6	4	4	3	6	7	5	13	5	5	5	11	27	1	4
	3.1%	3.3%	2.9%	2.9%	2.6%	3.7%	5.2%	1.7%	-	7.1%	1.1%	0.5%	4.9%	3.0%	2.2%	6.2%	1.4%	3.1%	3.9%	1.7%	3.9%	4.2%	3.3%	2.1%	3.3%	3.1%	1.0%	6.6%
Don't know / have not heard of her	522	217	306	138	194	190	115	107	27	75	47	104	126	86	94	29	137	102	82	152	187	52	89	131	193	466	44	13
	51.9%	44.3%	59.0%	47.5%	54.6%	52.7%	47.9%	40.8%	45.1%	51.2%	59.3%	65.7%	47.7%	40.6%	55.8%	41.3%	61.7%	48.6%	47.1%	53.4%	55.0%	44.9%	53.7%	55.4%	55.0%	53.5%	53.2%	23.6%
SIGMA	1007	489	518	290	355	362	240	262	60	146	79	158	264	211	168	69	221	209	173	284	341	116	166	237	351	870	82	55
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

General Election Poll III

Prepared on behalf of the Daily Mirror

Table 36

Q21. Normal weightings

Q21. Thinking back to 2010 when the current coalition government came to power at Westminster, do you think you personally are now...

Base: All Respondents

	Gender		Age			Voting Intention						2010 Vote					SEG				Region6 + 1								
	Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	Undecided	CON	LAB	LD	OTHER	Did Not Vote	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales		
Unweighted Total	1007	451	556	242	331	434	250	248	60	136	93	158	261	222	144	85	222	230	213	254	310	89	175	217	370	851	95	61	
Weighted Total	1007	489	518	290	355	362	240	262	60	146	79	158	264	211	168	69	221	209	173	284	341	116	166	237	351	870	82	55	
Better off financially	205	118	87	71	57	77	90	28	16	33	8	19	86	26	35	10	43	57	47	61	39	32	36	36	75	179	16	10	
	20.3%	24.2%	16.7%	24.5%	16.0%	21.2%	37.5%	10.9%	27.5%	22.6%	9.5%	11.8%	32.7%	12.2%	20.8%	14.6%	19.4%	27.5%	27.4%	21.6%	11.3%	27.8%	21.5%	15.2%	21.4%	20.6%	18.8%	18.4%	
Worse off financially	367	165	201	109	154	104	33	142	15	49	42	68	46	123	49	34	83	68	61	90	147	42	51	90	130	313	29	25	
	36.4%	33.8%	38.9%	37.6%	43.3%	28.6%	13.8%	54.2%	25.3%	33.8%	53.0%	43.1%	17.6%	58.1%	29.2%	49.4%	37.3%	32.5%	35.2%	31.8%	43.3%	36.3%	30.7%	38.0%	37.2%	36.0%	34.9%	44.8%	
Neither better nor worse off financially	367	189	178	75	120	172	109	77	28	60	27	48	121	60	77	23	70	77	56	112	123	32	73	88	125	318	34	15	
	36.5%	38.7%	34.4%	26.0%	33.7%	47.7%	45.6%	29.3%	47.2%	41.2%	33.4%	30.1%	45.8%	28.6%	46.0%	33.0%	31.5%	36.8%	32.0%	39.4%	36.1%	27.7%	43.7%	37.1%	35.7%	36.6%	41.6%	27.5%	
Don't know	68	16	52	34	25	9	8	15	-	4	3	24	10	2	7	2	26	7	9	20	32	9	7	23	20	59	4	5	
	6.8%	3.4%	10.0%	11.9%	7.0%	2.4%	3.1%	5.6%	-	2.4%	4.1%	15.0%	3.9%	1.1%	4.1%	3.0%	11.7%	3.1%	5.5%	7.2%	9.3%	8.2%	4.1%	9.7%	5.7%	6.8%	4.7%	9.3%	
SIGMA	1007	489	518	290	355	362	240	262	60	146	79	158	264	211	168	69	221	209	173	284	341	116	166	237	351	870	82	55	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

General Election Poll III

Prepared on behalf of the Daily Mirror

Table 37

Q22. Normal weightings

Q22. It was widely reported on Monday that Prime Minister David Cameron said "I'll stand for a full second term, but I think after that it will be time for new leadership". Which of the following statements is closest to your view?

Base: All Respondents

	Total		Gender			Age			Voting Intention					2010 Vote					SEG				Region6 + 1						
	Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	Undecided	CON	LAB	LD	OTHER	Did Not Vote	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales		
Unweighted Total	1007	451	556	242	331	434	250	248	60	136	93	158	261	222	144	85	222	230	213	254	310	89	175	217	370	851	95	61	
Weighted Total	1007	489	518	290	355	362	240	262	60	146	79	158	264	211	168	69	221	209	173	284	341	116	166	237	351	870	82	55	
It is arrogant for David Cameron to talk about whether he will stand for a third term when he has not yet won a second term	451	218	233	131	168	152	41	165	18	80	50	70	57	147	74	40	104	83	73	124	171	49	62	122	146	379	45	28	
44.8%	44.7%	44.9%	45.2%	47.2%	42.1%	17.2%	62.9%	30.3%	54.8%	62.5%	44.1%	21.5%	69.7%	44.1%	57.2%	47.2%	39.7%	42.0%	43.7%	50.3%	42.6%	37.3%	51.5%	41.5%	43.6%	54.2%	50.7%		
It is not arrogant for David Cameron to talk about whether he will stand for a third term when he has not yet won a second term	430	224	206	106	142	182	188	66	35	55	22	49	190	52	74	20	82	108	88	119	115	47	84	83	167	382	31	17	
42.7%	45.8%	39.7%	36.7%	39.8%	50.3%	78.4%	25.2%	59.3%	37.7%	27.2%	31.0%	72.2%	24.6%	44.1%	28.4%	36.9%	51.7%	50.5%	41.9%	33.8%	40.8%	50.7%	35.1%	47.6%	43.9%	37.6%	31.3%		
Don't know	126	47	79	53	46	27	11	31	6	11	8	39	17	12	20	10	35	18	13	41	54	19	20	32	38	109	7	10	
12.5%	9.5%	15.3%	18.1%	13.0%	7.6%	4.4%	11.9%	10.3%	7.6%	10.3%	24.8%	6.3%	5.7%	11.8%	14.3%	15.9%	8.6%	7.6%	14.4%	15.8%	16.6%	12.0%	13.4%	10.9%	12.6%	8.2%	18.0%		
SIGMA	1007	489	518	290	355	362	240	262	60	146	79	158	264	211	168	69	221	209	173	284	341	116	166	237	351	870	82	55	
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

General Election Poll III

Prepared on behalf of the Daily Mirror

Table 38

Q23. Normal weightings

Q23. Which of the following statements is closest to your view?

Base: All Respondents

	Gender		Age			Voting Intention						2010 Vote					SEG				Region6 + 1							
	Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	Undecided	CON	LAB	LD	OTHER	Did Not Vote	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales	
Unweighted Total	1007	451	556	242	331	434	250	248	60	136	93	158	261	222	144	85	222	230	213	254	310	89	175	217	370	851	95	61
Weighted Total	1007	489	518	290	355	362	240	262	60	146	79	158	264	211	168	69	221	209	173	284	341	116	166	237	351	870	82	55
David Cameron's comments have diminished his authority as Prime Minister of future Prime	348	181	167	106	124	118	30	139	13	71	37	44	36	125	58	40	66	72	55	102	119	45	46	92	106	289	39	20
David Cameron's comments have not diminished his authority as Prime Minister or future Prime Minister	449	231	217	97	150	201	194	64	36	53	25	58	208	52	80	16	82	101	96	124	129	46	83	95	176	400	29	19
Don't know	210	77	134	86	81	43	16	59	10	22	17	55	20	34	30	13	73	36	23	58	93	25	37	49	70	180	15	15
	20.9%	15.7%	25.8%	29.8%	22.8%	11.8%	6.8%	22.7%	16.4%	14.9%	21.8%	35.0%	7.5%	16.2%	17.8%	18.2%	33.0%	17.2%	13.2%	20.6%	27.3%	21.2%	22.1%	20.7%	19.9%	20.7%	18.0%	27.8%
SIGMA	1007	489	518	290	355	362	240	262	60	146	79	158	264	211	168	69	221	209	173	284	341	116	166	237	351	870	82	55
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

General Election Poll III

Prepared on behalf of the Daily Mirror

Table 39

Q24. Normal weightings

Q24. Following David Cameron's comments, which of the following statements is closest to your view?

Base: All Respondents

	Gender		Age			Voting Intention						2010 Vote					SEG				Region6 + 1							
	Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	Undecided	CON	LAB	LD	OTHER	Did Not Vote	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales	
Unweighted Total	1007	451	556	242	331	434	250	248	60	136	93	158	261	222	144	85	222	230	213	254	310	89	175	217	370	851	95	61
Weighted Total	1007	489	518	290	355	362	240	262	60	146	79	158	264	211	168	69	221	209	173	284	341	116	166	237	351	870	82	55
David Cameron is in a stronger position now	122	67	55	55	34	34	60	27	8	12	3	10	54	22	15	3	21	30	18	40	35	24	21	22	38	106	13	3
	12.1%	13.6%	10.7%	18.8%	9.6%	9.3%	25.0%	10.4%	14.2%	8.1%	4.4%	6.2%	20.4%	10.2%	9.2%	5.0%	9.5%	14.3%	10.3%	13.9%	10.3%	21.1%	12.8%	9.2%	10.8%	12.1%	16.3%	6.0%
David Cameron is in a weaker position now	369	184	185	111	134	124	34	139	14	72	41	55	47	121	60	38	77	69	61	99	141	38	53	100	113	304	44	22
	36.7%	37.7%	35.7%	38.2%	37.7%	34.4%	14.0%	53.2%	23.6%	49.2%	51.6%	35.0%	17.8%	57.5%	35.8%	55.2%	34.6%	32.8%	35.0%	34.7%	41.5%	33.2%	31.7%	42.3%	32.0%	34.9%	52.9%	40.0%
David Cameron is in the same position as he was before	516	238	278	125	187	204	147	95	37	62	35	93	163	68	93	28	124	110	95	146	164	53	92	115	201	461	25	30
	51.2%	48.6%	53.6%	43.0%	52.7%	56.3%	61.1%	36.4%	62.2%	42.7%	44.0%	58.8%	61.8%	32.3%	55.1%	39.8%	55.9%	52.9%	54.7%	51.4%	48.2%	45.7%	55.5%	48.5%	57.1%	52.9%	30.9%	54.0%
SIGMA	1007	489	518	290	355	362	240	262	60	146	79	158	264	211	168	69	221	209	173	284	341	116	166	237	351	870	82	55
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

General Election Poll III

Prepared on behalf of the Daily Mirror

Table 40

Q25. Normal weightings

Q25. If David Cameron was no longer leader of the Conservative Party, which of the following would you prefer to replace him as Conservative leader?

Base: All Respondents

	Total	Gender		Age			Voting Intention					2010 Vote					SEG				Region6 + 1							
		Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	Undecided	CON	LAB	LD	OTHER	Did Not Vote	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales
Unweighted Total	1007	451	556	242	331	434	250	248	60	136	93	158	261	222	144	85	222	230	213	254	310	89	175	217	370	851	95	61
Weighted Total	1007	489	518	290	355	362	240	262	60	146	79	158	264	211	168	69	221	209	173	284	341	116	166	237	351	870	82	55
Boris Johnson	366	196	170	110	141	115	97	79	33	69	24	49	114	63	73	28	67	77	67	103	118	44	76	73	128	321	22	23
	36.3%	40.1%	32.8%	37.9%	39.6%	31.8%	40.2%	30.3%	56.2%	47.2%	30.2%	31.3%	43.2%	29.8%	43.6%	39.6%	30.4%	37.1%	38.7%	36.4%	34.6%	37.7%	45.5%	30.9%	36.5%	36.9%	26.5%	42.4%
George Osborne	142	70	72	45	39	58	55	38	11	19	5	11	60	26	20	3	29	30	26	49	37	18	21	35	46	121	12	9
	14.1%	14.2%	14.0%	15.6%	10.9%	16.1%	22.8%	14.5%	18.8%	13.2%	6.3%	6.8%	22.9%	12.2%	11.8%	4.8%	13.1%	14.3%	14.8%	17.3%	11.0%	16.0%	12.6%	15.0%	13.1%	13.9%	14.9%	16.3%
Theresa May	136	76	60	32	38	65	45	36	3	16	15	17	43	27	21	11	25	30	29	31	45	15	18	25	54	112	18	5
	13.5%	15.6%	11.5%	11.1%	10.8%	18.1%	18.7%	13.7%	5.2%	11.2%	18.3%	10.8%	16.4%	12.6%	12.7%	16.5%	11.2%	14.4%	16.9%	11.0%	13.2%	13.0%	11.0%	10.4%	15.5%	12.9%	22.0%	9.9%
Sajid Javid	55	26	29	15	22	18	6	23	2	10	7	5	8	18	9	3	13	12	10	12	20	10	10	11	15	46	6	3
	5.5%	5.3%	5.6%	5.3%	6.2%	4.8%	2.7%	8.6%	3.9%	7.1%	8.6%	3.3%	3.1%	8.7%	5.6%	4.6%	5.7%	5.8%	5.8%	4.4%	5.9%	9.0%	6.2%	4.5%	4.3%	5.3%	6.8%	5.0%
Someone else (please state)	16	11	5	2	7	7	1	5	1	1	5	2	2	5	3	2	3	5	1	3	7	*	2	4	6	12	3	-
	1.6%	2.2%	1.0%	0.8%	1.9%	1.9%	*	2.1%	1.4%	0.6%	5.9%	1.4%	0.7%	2.6%	2.1%	3.2%	1.3%	2.6%	0.8%	1.0%	1.9%	*	1.2%	1.9%	1.6%	1.4%	4.2%	-
Don't know	293	111	182	85	109	99	37	81	9	30	24	73	36	72	41	22	85	54	40	85	114	28	39	88	102	257	21	14
	29.1%	22.6%	35.1%	29.3%	30.6%	27.3%	15.2%	30.8%	14.6%	20.7%	30.6%	46.4%	13.6%	34.1%	24.2%	31.3%	38.4%	25.8%	23.0%	30.0%	33.3%	24.0%	23.5%	37.4%	29.0%	29.6%	25.5%	26.3%
SIGMA	1007	489	518	290	355	362	240	262	60	146	79	158	264	211	168	69	221	209	173	284	341	116	166	237	351	870	82	55
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

General Election Poll III

Prepared on behalf of the Daily Mirror

Table 41

Q26. Normal weightings

Q26. David Cameron has named George Osborne, Theresa May and Boris Johnson as potential successors to the leadership of the Conservative Party. Does this make you more likely to vote Conservative, less likely to vote Conservative, or does it have no effect on how you will vote in the general election on 7th May this year?

Base: All Respondents

	Total	Gender		Age			Voting Intention					2010 Vote					SEG				Region6 + 1							
		Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	Undecided	CON	LAB	LD	OTHER	Did Not Vote	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales
Unweighted Total	1007	451	556	242	331	434	250	248	60	136	93	158	261	222	144	85	222	230	213	254	310	89	175	217	370	851	95	61
Weighted Total	1007	489	518	290	355	362	240	262	60	146	79	158	264	211	168	69	221	209	173	284	341	116	166	237	351	870	82	55
More likely to vote Conservative	119	51	68	61	34	24	53	20	10	13	2	14	46	21	11	6	28	30	15	37	37	24	19	20	47	111	3	5
	11.8%	10.4%	13.1%	21.0%	9.5%	6.7%	22.1%	7.5%	17.6%	8.7%	2.7%	8.7%	17.6%	9.8%	6.7%	9.3%	12.8%	14.2%	8.7%	13.1%	10.8%	20.7%	11.7%	8.4%	13.5%	12.7%	4.0%	8.9%
Less likely to vote Conservative	196	107	90	64	69	63	7	82	11	35	22	29	11	58	42	24	44	36	27	48	86	24	26	43	74	165	23	8
	19.5%	21.8%	17.3%	22.1%	19.3%	17.5%	3.1%	31.5%	18.7%	24.0%	27.6%	18.3%	4.3%	27.3%	24.9%	34.0%	19.8%	17.2%	15.3%	16.9%	25.2%	20.4%	15.4%	18.0%	20.9%	19.0%	27.3%	15.3%
No more or less likely to vote Conservative	692	331	360	165	253	274	180	160	38	98	55	115	206	133	115	39	149	143	132	199	218	68	121	174	230	594	57	41
	68.7%	67.8%	69.6%	56.8%	71.2%	75.8%	74.8%	61.0%	63.8%	67.4%	69.8%	73.0%	78.1%	62.9%	68.4%	56.6%	67.4%	68.7%	76.0%	70.0%	63.9%	58.9%	72.9%	73.6%	65.6%	68.3%	68.7%	75.7%
SIGMA	1007	489	518	290	355	362	240	262	60	146	79	158	264	211	168	69	221	209	173	284	341	116	166	237	351	870	82	55
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Survation.

General Election Poll III

Prepared on behalf of the Daily Mirror

Table 42

Q27. Normal weightings

Q27. UKIP's Prospective Parliamentary Candidate for Folkestone and Hythe, Janice Atkinson MEP, has been expelled for "bringing the party into disrepute" following a national newspaper investigation into an alleged expenses claim.

The newspaper published a secret recording appearing to show Ms Atkinson's Chief of Staff asking the manager of a restaurant for an invoice much higher than the bill she had originally received, "because that's the way we repatriate it." Does this incident make you more likely to vote UKIP, less likely to vote UKIP, or does it have no effect on how you will vote in the general election on 7th May this year?

Base: All Respondents

	Total	Gender		Age			Voting Intention					2010 Vote					SEG				Region6 + 1							
		Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	Undecided	CON	LAB	LD	OTHER	Did Not Vote	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales
Unweighted Total	1007	451	556	242	331	434	250	248	60	136	93	158	261	222	144	85	222	230	213	254	310	89	175	217	370	851	95	61
Weighted Total	1007	489	518	290	355	362	240	262	60	146	79	158	264	211	168	69	221	209	173	284	341	116	166	237	351	870	82	55
More likely to vote UKIP	79	42	37	34	23	22	13	10	2	39	4	9	14	11	11	21	18	15	7	29	28	13	12	17	26	68	7	4
	7.8%	8.6%	7.1%	11.6%	6.6%	6.1%	5.5%	3.9%	3.5%	27.0%	4.8%	6.0%	5.4%	5.1%	6.5%	30.4%	8.1%	7.1%	4.1%	10.1%	8.3%	11.4%	7.2%	7.1%	7.4%	7.8%	8.2%	7.1%
Less likely to vote UKIP	336	151	185	113	114	109	88	93	28	14	28	61	85	70	64	13	87	84	52	84	117	45	52	73	120	290	27	20
	33.4%	30.9%	35.7%	39.1%	32.0%	30.1%	36.6%	35.4%	46.5%	9.5%	35.8%	38.4%	32.2%	33.2%	38.2%	18.3%	39.1%	40.3%	29.9%	29.4%	34.2%	38.5%	31.4%	30.7%	34.2%	33.3%	32.7%	35.8%
No more or less likely to vote UKIP	592	296	296	143	218	231	139	159	30	93	47	88	164	130	93	36	117	110	114	172	196	58	102	147	205	512	49	31
	58.8%	60.5%	57.1%	49.3%	61.4%	63.8%	57.9%	60.7%	50.0%	63.5%	59.4%	55.7%	62.3%	61.7%	55.3%	51.3%	52.7%	52.6%	66.0%	60.4%	57.5%	50.0%	61.4%	62.2%	58.4%	58.9%	59.0%	57.0%
SIGMA	1007	489	518	290	355	362	240	262	60	146	79	158	264	211	168	69	221	209	173	284	341	116	166	237	351	870	82	55
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

General Election Poll III

Prepared on behalf of the Daily Mirror

Table 43

Q28. Normal weightings

Q28. Would you support or oppose the introduction of a "mansion tax", on homes worth over £2 million?

Base: All Respondents

	Total	Gender		Age			Voting Intention					2010 Vote					SEG				Region6 + 1							
		Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	Undecided	CON	LAB	LD	OTHER	Did Not Vote	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales
Unweighted Total	1007	451	556	242	331	434	250	248	60	136	93	158	261	222	144	85	222	230	213	254	310	89	175	217	370	851	95	61
Weighted Total	1007	489	518	290	355	362	240	262	60	146	79	158	264	211	168	69	221	209	173	284	341	116	166	237	351	870	82	55
Strongly support	349	203	146	99	140	111	51	119	19	61	31	50	56	93	77	27	74	76	60	96	117	46	69	84	106	305	27	18
	34.7%	41.6%	28.2%	34.1%	39.2%	30.7%	21.3%	45.6%	31.3%	41.9%	38.8%	31.9%	21.3%	44.0%	45.7%	38.9%	33.5%	36.2%	34.6%	33.9%	34.4%	39.7%	41.4%	35.5%	30.1%	35.0%	32.2%	33.0%
Somewhat support	283	129	154	77	93	113	67	70	18	37	24	52	73	59	43	22	72	54	47	94	88	27	36	74	98	235	29	19
	28.1%	26.4%	29.7%	26.6%	26.1%	31.2%	27.9%	26.7%	30.2%	25.3%	30.5%	33.0%	27.6%	27.9%	25.5%	31.2%	32.3%	25.8%	27.0%	33.2%	25.8%	23.0%	21.6%	31.5%	27.9%	27.0%	35.3%	34.3%
Neither support nor oppose	178	70	107	53	64	60	44	43	17	22	18	22	53	37	27	11	35	33	35	35	74	17	33	35	69	154	13	10
	17.6%	14.4%	20.7%	18.4%	18.0%	16.6%	18.4%	16.3%	28.7%	15.4%	22.8%	14.2%	20.2%	17.4%	16.3%	16.1%	16.0%	15.9%	20.2%	12.4%	21.8%	14.7%	19.8%	15.0%	19.5%	17.7%	15.9%	19.0%
Somewhat oppose	53	26	26	17	14	22	22	4	4	8	5	5	29	8	3	3	10	16	9	14	13	4	10	12	20	46	5	1
	5.2%	5.3%	5.1%	5.8%	4.0%	6.0%	9.3%	1.7%	6.7%	5.7%	6.8%	3.3%	10.8%	4.0%	1.6%	4.6%	4.4%	7.8%	5.1%	5.1%	3.8%	3.8%	6.0%	5.0%	5.8%	5.3%	6.2%	1.7%
Strongly oppose	78	41	38	13	19	46	48	4	2	12	*	5	45	4	8	4	12	17	19	20	22	6	9	17	39	70	5	2
	7.8%	8.3%	7.2%	4.6%	5.3%	12.8%	19.8%	1.6%	3.1%	8.4%	*	3.2%	17.2%	1.7%	5.0%	5.2%	5.4%	8.1%	11.1%	7.1%	6.4%	5.4%	5.1%	7.1%	11.1%	8.1%	6.6%	4.3%
Don't know	66	19	47	30	26	10	8	21	-	5	1	23	7	11	10	3	18	13	3	23	27	15	10	14	20	59	3	4
	6.6%	3.9%	9.1%	10.5%	7.4%	2.7%	3.3%	8.1%	-	3.3%	0.7%	14.4%	2.8%	5.1%	5.9%	3.9%	8.3%	6.3%	1.9%	8.3%	7.8%	13.3%	6.1%	5.9%	5.6%	6.8%	3.8%	7.7%
SIGMA	1007	489	518	290	355	362	240	262	60	146	79	158	264	211	168	69	221	209	173	284	341	116	166	237	351	870	82	55
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

General Election Poll III

Prepared on behalf of the Daily Mirror

Table 44

Q29. Normal weightings

Q29. Which of the following statements is closest to your view?

Base: All Respondents

	Gender		Age			Voting Intention						2010 Vote					SEG				Region6 + 1							
	Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	Undecided	CON	LAB	LD	OTHER	Did Not Vote	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales	
Unweighted Total	1007	451	556	242	331	434	250	248	60	136	93	158	261	222	144	85	222	230	213	254	310	89	175	217	370	851	95	61
Weighted Total	1007	489	518	290	355	362	240	262	60	146	79	158	264	211	168	69	221	209	173	284	341	116	166	237	351	870	82	55
I listen to the views of celebrities I admire when it comes to deciding how to vote	118	52	66	68	42	7	26	38	11	20	6	13	25	29	10	9	36	30	13	34	42	22	18	29	37	106	8	4
	11.7%	10.7%	12.7%	23.5%	11.9%	2.0%	10.8%	14.6%	18.0%	13.7%	7.7%	8.3%	9.6%	13.7%	5.9%	12.4%	16.3%	14.2%	7.2%	11.9%	12.3%	19.1%	11.1%	12.2%	10.5%	12.2%	9.5%	7.2%
I do not listen to the views of celebrities I admire when it comes to deciding how to vote	889	437	452	222	313	354	214	224	49	126	73	145	238	182	158	61	185	179	161	250	299	94	148	208	314	764	75	51
	88.3%	89.3%	87.3%	76.5%	88.1%	98.0%	89.2%	85.4%	82.0%	86.3%	92.3%	91.7%	90.4%	86.3%	94.1%	87.6%	83.7%	85.8%	92.8%	88.1%	87.7%	80.9%	88.9%	87.8%	89.5%	87.8%	90.5%	92.8%
SIGMA	1007	489	518	290	355	362	240	262	60	146	79	158	264	211	168	69	221	209	173	284	341	116	166	237	351	870	82	55
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

General Election Poll III

Prepared on behalf of the Daily Mirror

Table 45

Q30. Normal weightings

Q30. On Thursday 26th March, David Cameron and Ed Miliband have agreed to take part in televised interviews and a live audience question and answer (Q&A) session, hosted jointly by Sky News and Channel 4. The programme will be broadcast at 9pm. Do you plan on watching the programme?

Base: All Respondents

	Total	Gender		Age			Voting Intention					2010 Vote					SEG				Region6 + 1							
		Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	Undecided	CON	LAB	LD	OTHER	Did Not Vote	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales
Unweighted Total	1007	451	556	242	331	434	250	248	60	136	93	158	261	222	144	85	222	230	213	254	310	89	175	217	370	851	95	61
Weighted Total	1007	489	518	290	355	362	240	262	60	146	79	158	264	211	168	69	221	209	173	284	341	116	166	237	351	870	82	55
I definitely will watch	345	195	150	103	117	125	87	126	24	64	14	24	100	100	61	24	53	86	65	120	74	48	60	77	110	295	30	20
	34.3%	39.9%	28.9%	35.5%	33.0%	34.5%	36.0%	48.3%	41.0%	43.9%	18.1%	15.0%	38.1%	47.3%	36.2%	34.2%	24.0%	41.1%	37.7%	42.1%	21.8%	41.5%	35.9%	32.5%	31.4%	33.9%	36.9%	36.4%
I might watch	454	209	245	138	157	159	119	102	27	58	45	87	133	81	74	32	95	85	75	124	169	50	76	110	161	397	35	22
	45.0%	42.7%	47.2%	47.5%	44.1%	44.0%	49.7%	38.9%	45.2%	39.4%	56.8%	55.3%	50.5%	38.5%	43.9%	46.0%	43.1%	40.9%	43.5%	43.6%	49.6%	43.4%	45.5%	46.3%	45.9%	45.6%	42.5%	39.9%
I definitely will not watch	209	85	124	50	81	77	34	34	8	24	20	47	30	30	33	14	73	38	33	41	97	18	31	50	80	179	17	13
	20.7%	17.4%	23.8%	17.1%	22.9%	21.4%	14.2%	12.8%	13.8%	16.7%	25.1%	29.7%	11.4%	14.1%	19.9%	19.8%	33.0%	18.1%	18.8%	14.3%	28.6%	15.1%	18.6%	21.3%	22.7%	20.5%	20.6%	23.7%
SIGMA	1007	489	518	290	355	362	240	262	60	146	79	158	264	211	168	69	221	209	173	284	341	116	166	237	351	870	82	55
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

General Election Poll III

Prepared on behalf of the Daily Mirror

Table 46

Q31. Normal weightings

Q31. Who do you think will perform the best in the interviews and Q&A?

Base: All Respondents

	Gender		Age			Voting Intention						2010 Vote					SEG				Region6 + 1							
	Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	Undecided	CON	LAB	LD	OTHER	Did Not Vote	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales	
Unweighted Total	1007	451	556	242	331	434	250	248	60	136	93	158	261	222	144	85	222	230	213	254	310	89	175	217	370	851	95	61
Weighted Total	1007	489	518	290	355	362	240	262	60	146	79	158	264	211	168	69	221	209	173	284	341	116	166	237	351	870	82	55
David Cameron	377	203	174	94	129	155	172	33	31	73	19	40	178	38	56	23	67	82	82	116	97	29	65	88	150	332	23	22
	37.4%	41.5%	33.6%	32.3%	36.2%	42.8%	71.8%	12.5%	51.9%	50.0%	24.0%	25.6%	67.6%	17.8%	33.5%	33.4%	30.5%	39.2%	47.3%	41.0%	28.4%	25.0%	39.2%	37.4%	42.7%	38.2%	27.8%	39.8%
Ed Miliband	233	114	118	88	85	60	10	144	10	26	21	16	18	99	45	15	53	48	36	59	89	38	36	60	63	197	19	16
	23.1%	23.4%	22.8%	30.2%	23.8%	16.7%	4.2%	54.9%	16.6%	17.6%	26.2%	10.0%	6.8%	46.6%	26.7%	22.3%	23.8%	23.1%	20.9%	20.6%	26.3%	32.7%	21.7%	25.5%	18.0%	22.7%	23.0%	29.7%
Don't know	397	172	226	108	142	147	57	85	19	47	40	102	68	75	67	31	101	79	55	109	154	49	65	88	138	340	41	17
	39.5%	35.1%	43.6%	37.4%	40.1%	40.5%	23.9%	32.7%	31.5%	32.4%	49.9%	64.4%	25.7%	35.6%	39.8%	44.3%	45.7%	37.7%	31.8%	38.4%	45.3%	42.4%	39.1%	37.1%	39.4%	39.1%	49.1%	30.7%
SIGMA	1007	489	518	290	355	362	240	262	60	146	79	158	264	211	168	69	221	209	173	284	341	116	166	237	351	870	82	55
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%