

Political Attitudes Poll

06/05/2014

Prepared on behalf of the Daily Mirror



Methodology

Fieldwork Dates

2nd to 3rd May 2014

Data Collection Method

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

Population Sampled

All residents aged 18+ in Great Britain

Sample Size

1,005

Data Weighting

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

Margin of Error

Because only a sample of the full population was interviewed, all results are subject to margin of error, meaning that not all differences are statistically significant. For example, in a question where 50% (the worst case scenario as far as margin of error is concerned) gave a particular answer, with a sample of 1,005 it is 95% certain that the 'true' value will fall within the range of 3.1% from the sample result. Subsamples from the cross-breaks will be subject to higher margin of error, conclusions drawn from crossbreaks with very small sub-samples should be treated with caution.

Voting Intention

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

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

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

Question presentation

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

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

Data were analysed and weighted by Survation and presented by Patrick Briône and Damian Lyons Lowe.

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If you are interested in commissioning a poll from us, please contact researchteam@survation.com for a prompt response to your enquiry and we'll call you right back with the appropriate person.

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Table 1
Q1. Where do you currently live?
Base : All Respondents

	Gender		Age				2010 Vote				Voting Intention					SEG				Region6						Locality				
	Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	Scotland	Wales	London	South	Midlands	North	Inner-city/urban	Outer suburban / Suburban	Town	Village / Countryside	
Unweighted Total	1005	473	532	248	380	146	231	284	181	163	92	168	198	55	217	300	208	240	267	289	85	46	99	364	157	249	177	261	348	219
Weighted Total	1005	488	517	289	355	151	210	266	214	170	70	177	213	51	215	291	203	199	235	367	99	54	86	369	160	232	157	246	384	218
England	852	415	437	251	292	133	176	243	168	157	40	166	171	46	202	247	186	169	197	298	-	-	86	369	160	232	143	205	321	183
	84.7%	85.0%	84.5%	86.9%	82.2%	88.2%	83.6%	91.2%	78.5%	92.5%	57.9%	93.9%	80.5%	90.3%	94.0%	85.1%	91.8%	85.0%	83.9%	81.2%	-	-	100.0%	100.0%	100.0%	100.0%	90.8%	83.6%	83.5%	83.8%
Scotland	99	45	54	30	34	13	22	14	28	5	28	5	23	3	7	35	14	18	25	43	99	-	-	-	-	-	8	19	48	24
	9.9%	9.2%	10.5%	10.3%	9.7%	8.4%	10.7%	5.1%	12.9%	2.8%	40.3%	2.6%	10.6%	5.1%	3.1%	12.0%	6.7%	8.8%	10.7%	11.7%	100.0%	-	-	-	-	-	5.0%	7.8%	12.6%	10.9%
Wales	54	28	26	8	29	5	12	10	18	8	1	6	19	2	6	8	3	12	13	26	-	54	-	-	-	-	7	21	15	12
	5.4%	5.8%	5.0%	2.9%	8.1%	3.4%	5.7%	3.7%	8.6%	4.7%	1.8%	3.5%	8.8%	4.6%	2.9%	2.9%	1.5%	6.2%	5.4%	7.1%	-	100.0%	-	-	-	-	4.2%	8.5%	3.9%	5.3%
SIGMA	1005	488	517	289	355	151	210	266	214	170	70	177	213	51	215	291	203	199	235	367	99	54	86	369	160	232	157	246	384	218
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

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Table 2
Q2. Which English county do you currently live in?
Base : Total Answering

	Gender		Age				2010 Vote				Voting Intention					SEG				Region6						Locality					
	Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	Scotland	Wales	London	South	Midlands	North	Inner-city/urban	Outer suburban / Suburban	Town	Village / Country side		
Unweighted Total	874	410	464	215	327	129	203	262	153	151	63	154	170	49	205	257	186	210	227	250	-	-	99	364	157	249	160	230	300	184	
Weighted Total	852	415	437	251	292	133	176	243	168	157	40	166	171	46	202	247	186	169	197	298	-	-	86	369	160	232	143	205	321	183	
Greater London	86	38	48	33	40	9	4	21	13	13	3	16	18	5	14	17	30	13	20	23	-	-	86	-	-	-	33	43	9	*	
	10.0%	9.1%	11.0%	13.3%	13.5%	6.8%	2.1%	8.8%	7.7%	8.1%	7.9%	9.4%	10.7%	11.3%	6.8%	7.0%	15.9%	7.9%	10.1%	7.7%	-	-	100.0%	-	-	-	23.4%	20.9%	2.8%	0.2%	
Avon & Bristol	10	6	5	2	7	1	-	1	2	4	1	2	2	1	1	2	2	4	2	2	-	-	-	10	-	-	3	1	3	3	
	1.2%	1.6%	1.0%	0.8%	2.3%	1.0%	-	0.6%	1.4%	2.6%	1.6%	1.0%	1.3%	2.0%	0.6%	0.7%	1.1%	2.4%	0.8%	0.8%	-	-	-	2.7%	-	-	2.3%	0.6%	0.8%	1.6%	
Bedfordshire	13	7	6	6	2	-	5	3	1	5	-	2	1	*	6	7	1	4	6	1	-	-	-	13	-	-	1	5	5	2	
	1.5%	1.6%	1.4%	2.3%	0.8%	-	2.7%	1.3%	0.4%	3.2%	-	1.3%	0.4%	0.8%	2.8%	2.9%	0.6%	2.5%	3.2%	0.3%	-	-	-	3.5%	-	-	0.4%	2.4%	1.5%	1.2%	
Berkshire	21	5	17	8	4	8	1	9	4	2	2	8	7	-	4	4	7	4	10	*	-	-	-	21	-	-	4	9	2	6	
	2.5%	1.1%	3.8%	3.4%	1.4%	6.1%	0.3%	3.6%	2.2%	1.0%	4.3%	4.6%	4.2%	-	1.8%	1.8%	3.9%	2.2%	5.1%	0.1%	-	-	-	5.7%	-	-	2.8%	4.5%	0.6%	3.2%	
Buckinghamshire	15	6	9	7	3	*	5	3	-	3	1	1	-	*	4	4	7	5	3	1	-	-	-	15	-	-	-	3	6	7	
	1.8%	1.6%	2.0%	2.7%	0.9%	0.2%	3.1%	1.4%	-	1.8%	2.1%	0.9%	-	0.8%	2.0%	1.7%	3.7%	2.9%	1.5%	0.2%	-	-	-	4.1%	-	-	-	1.2%	1.9%	3.6%	
Cambridgeshire	16	12	3	6	2	*	7	4	-	6	-	5	1	1	7	8	1	3	5	7	-	-	-	16	-	-	1	3	*	12	
	1.9%	3.0%	0.8%	2.5%	0.6%	0.3%	4.2%	1.7%	-	4.0%	-	3.3%	0.6%	2.1%	3.3%	3.3%	0.6%	1.6%	2.6%	2.4%	-	-	-	4.3%	-	-	0.4%	1.4%	0.1%	6.6%	
Cheshire	23	13	10	5	8	1	9	8	6	1	-	6	5	-	4	5	4	4	7	7	-	-	-	23	-	-	2	5	9	7	
	2.7%	3.2%	2.2%	2.1%	2.6%	0.8%	5.1%	3.5%	3.7%	0.4%	-	3.5%	3.1%	-	1.8%	2.1%	2.1%	2.5%	3.8%	2.5%	-	-	-	9.9%	-	-	1.3%	2.4%	2.7%	4.1%	
Cleveland	4	1	3	2	2	-	*	-	1	1	-	-	1	-	*	1	-	*	2	1	-	-	-	-	-	-	*	1	2	-	
	0.5%	0.2%	0.7%	0.7%	0.6%	-	0.2%	-	0.8%	0.5%	-	-	0.5%	-	0.2%	0.4%	-	0.3%	1.3%	0.3%	-	-	-	1.7%	-	-	0.2%	0.6%	0.7%	-	
Cornwall	10	7	3	2	2	2	4	1	2	4	3	1	2	3	1	1	4	1	1	4	-	-	-	10	-	-	-	1	7	1	
	1.1%	1.7%	0.6%	0.7%	0.7%	1.5%	2.1%	0.4%	1.2%	2.4%	6.7%	0.4%	1.4%	6.3%	0.5%	0.4%	1.9%	0.9%	0.5%	1.2%	-	-	-	2.6%	-	-	-	0.4%	2.3%	0.8%	
Cumbria	8	4	5	3	1	*	3	3	1	-	-	3	-	-	*	2	3	3	1	1	-	-	-	-	-	8	*	1	1	7	
	1.0%	0.9%	1.1%	1.3%	0.4%	0.3%	1.8%	1.3%	0.6%	-	-	1.7%	-	-	0.2%	0.2%	1.8%	2.0%	0.3%	0.3%	-	-	-	-	3.6%	0.2%	0.4%	0.2%	3.6%		
Derbyshire	20	7	13	6	5	5	4	6	4	3	1	3	4	1	6	7	4	4	1	11	-	-	-	20	-	-	3	3	8	5	
	2.3%	1.7%	2.9%	2.2%	1.6%	4.1%	2.4%	2.6%	2.3%	1.9%	2.9%	1.5%	2.1%	2.4%	2.7%	3.0%	2.1%	2.3%	0.7%	3.6%	-	-	-	12.3%	-	-	2.1%	1.6%	2.5%	2.9%	
Devon	18	8	10	10	5	1	2	3	2	6	1	3	5	-	1	1	2	6	8	2	-	-	-	18	-	-	4	*	7	7	
	2.1%	2.0%	2.2%	3.9%	1.8%	0.8%	1.2%	1.3%	1.1%	3.9%	1.9%	1.6%	2.8%	-	0.5%	0.5%	1.3%	3.5%	3.9%	0.7%	-	-	-	4.9%	-	-	2.6%	0.2%	2.2%	3.8%	
Dorset	10	6	4	4	1	1	3	1	-	*	1	1	3	-	2	3	1	1	2	5	-	-	-	10	-	-	-	3	5	2	
	1.2%	1.4%	1.0%	1.8%	0.5%	0.8%	2.0%	0.4%	-	0.3%	1.9%	0.4%	1.7%	-	0.8%	1.1%	0.7%	0.8%	1.2%	1.8%	-	-	-	2.8%	-	-	-	1.3%	1.6%	1.3%	
Durham	16	11	5	-	7	6	3	4	8	2	-	2	8	-	2	2	2	3	3	8	-	-	-	-	16	-	-	2	8	6	
	1.9%	2.7%	1.2%	-	2.3%	4.6%	2.0%	1.5%	4.8%	1.0%	-	1.4%	4.8%	-	0.9%	0.9%	1.3%	1.8%	1.5%	2.6%	-	-	-	7.0%	-	-	-	0.9%	2.5%	3.5%	
East Sussex	12	8	4	1	2	1	8	2	1	5	*	1	*	-	5	6	*	2	2	7	-	-	-	12	-	-	3	1	6	2	
	1.4%	2.0%	0.8%	0.5%	0.8%	0.4%	4.4%	0.7%	0.4%	3.3%	0.5%	0.8%	0.2%	-	2.6%	2.5%	0.2%	1.1%	1.2%	2.4%	-	-	-	3.2%	-	-	2.0%	0.2%	2.0%	1.2%	
East Yorkshire	13	11	2	1	*	*	12	2	9	1	1	*	3	*	2	2	1	1	*	11	-	-	-	-	13	-	-	4	1	6	2
	1.6%	2.7%	0.5%	0.5%	0.1%	0.3%	6.6%	0.8%	5.2%	0.6%	1.4%	0.2%	2.0%	1.1%	1.2%	1.0%	0.5%	0.7%	0.1%	3.7%	-	-	-	5.8%	-	-	3.1%	0.6%	1.8%	1.1%	
Essex	29	10	19	6	9	6	7	3	5	5	3	1	1	4	16	16	2	7	9	11	-	-	-	29	-	-	5	6	15	2	
	3.4%	2.3%	4.4%	2.5%	3.0%	4.8%	4.0%	1.1%	3.1%	3.3%	6.3%	0.5%	0.5%	8.4%	7.8%	6.5%	1.2%	4.2%	4.5%	3.5%	-	-	-	7.8%	-	-	3.6%	3.1%	4.8%	1.0%	
Gloucestershire	15	7	8	2	4	7	2	4	4	6	*	2	4	5	2	2	4	2	1	9	-	-	-	15	-	-	3	3	6	2	
	1.8%	1.7%	1.9%	0.8%	1.5%	5.1%	1.2%	1.6%	2.6%	3.9%	0.8%	1.2%	2.6%	10.7%	0.9%	0.8%	2.0%	1.2%	0.3%	3.0%	-	-	-	4.1%	-	-	2.4%	1.5%	2.0%	1.2%	
Greater Manchester	26	16	11	7	8	2	9	10	6	3	3	3	7	-	9	13	5	5	4	12	-	-	-	-	26	-	-	9	10	3	4
	3.1%	3.8%	2.4%	2.9%	2.6%	1.8%	5.2%	4.1%	3.8%	2.0%	7.1%	1.7%	4.0%	-	4.6%	5.1%	2.8%	3.1%	2.1%	4.0%	-	-	-	11.4%	-	-	6.0%	5.0%	1.1%	2.3%	

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Q2. Which English county do you currently live in?
Base : Total Answering

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Weighted Total	852	415	437	251	292	133	176	243	168	157	40	166	171	46	202	247	186	169	197	298	-	-	86	369	160	232	143	205	321	183
Hampshire	26	11	15	10	9	2	6	9	2	2	1	2	6	1	9	10	5	4	6	10	-	-	26	-	-	3	10	8	5	
	3.0%	2.6%	3.4%	3.8%	3.0%	1.3%	3.2%	3.8%	1.1%	1.5%	2.4%	1.3%	3.5%	1.9%	4.7%	4.1%	2.8%	2.6%	2.9%	3.5%	-	-	7.0%	-	-	2.1%	4.9%	2.4%	2.7%	
Herefordshire	1	1	1	-	*	-	1	1	-	1	-	*	1	-	-	-	1	-	1	-	-	-	-	1	-	*	1	-	-	
	0.2%	0.1%	0.2%	-	0.2%	-	0.5%	0.3%	-	0.4%	-	0.3%	0.3%	-	-	-	0.4%	-	0.3%	-	-	-	-	0.9%	-	0.3%	0.4%	-	-	
Hertfordshire	34	20	13	17	12	3	3	7	8	2	2	8	7	2	8	10	13	10	3	7	-	-	34	-	-	1	10	16	7	
	4.0%	4.9%	3.1%	6.7%	4.0%	2.1%	1.4%	2.8%	5.0%	1.3%	5.7%	4.6%	4.1%	3.5%	4.2%	3.9%	7.2%	6.2%	1.6%	2.3%	-	-	9.1%	-	-	0.9%	4.7%	5.0%	3.6%	
Isle of Wight	7	5	2	-	5	1	1	1	-	3	-	3	1	1	*	*	2	1	-	4	-	-	7	-	-	-	-	2	5	
	0.8%	1.1%	0.5%	-	1.9%	0.6%	0.3%	0.3%	-	1.9%	-	1.8%	0.3%	2.6%	0.2%	0.2%	0.9%	0.3%	-	1.5%	-	-	1.8%	-	-	-	-	0.5%	2.7%	
Kent	35	12	22	10	15	2	7	17	4	5	1	12	4	1	9	10	7	1	13	13	-	-	35	-	-	1	6	23	5	
	4.1%	3.0%	5.1%	4.0%	5.3%	1.8%	3.8%	7.0%	2.4%	3.1%	1.4%	7.0%	2.5%	3.2%	4.3%	4.0%	4.0%	0.8%	6.7%	4.2%	-	-	9.4%	-	-	0.8%	2.7%	7.2%	2.6%	
Lancashire	32	16	17	7	15	5	5	8	9	6	1	6	4	1	8	13	8	4	2	18	-	-	-	-	32	6	5	19	2	
	3.8%	3.7%	3.8%	2.8%	5.3%	3.8%	2.7%	3.3%	5.5%	3.6%	3.7%	3.7%	2.4%	1.3%	4.0%	5.3%	4.4%	2.4%	1.0%	6.0%	-	-	-	-	13.9%	4.1%	2.6%	5.9%	1.2%	
Leicestershire	17	14	3	4	13	-	-	13	1	-	1	13	2	-	2	3	4	*	9	3	-	-	-	17	-	2	2	1	11	
	2.0%	3.3%	0.7%	1.6%	4.4%	-	-	5.3%	0.7%	-	2.3%	7.5%	0.9%	-	0.8%	1.1%	2.3%	0.3%	4.6%	1.0%	-	-	-	10.4%	-	1.5%	1.0%	0.4%	6.2%	
Lincolnshire	12	8	5	5	3	-	5	6	-	3	-	2	2	-	4	5	3	3	1	6	-	-	-	12	-	-	-	2	10	
	1.4%	1.8%	1.1%	1.9%	0.9%	-	2.8%	2.3%	-	2.1%	-	1.1%	1.4%	-	1.9%	2.2%	1.5%	1.6%	0.7%	1.9%	-	-	-	7.7%	-	-	-	0.7%	5.4%	
Lincolnshire (North or North-East)	4	1	4	1	1	3	-	2	1	-	-	1	2	-	1	1	-	-	1	3	-	-	-	-	4	-	2	3	-	
	0.5%	0.2%	0.8%	0.4%	0.3%	2.1%	-	0.7%	0.5%	-	-	0.8%	0.9%	-	0.4%	0.3%	-	-	0.6%	1.1%	-	-	-	-	1.9%	-	0.8%	0.9%	-	
Merseyside	19	8	10	4	12	2	*	4	7	1	*	2	8	-	5	6	4	7	4	3	-	-	-	-	19	6	4	8	1	
	2.2%	2.0%	2.4%	1.6%	4.2%	1.7%	0.3%	1.6%	4.4%	0.7%	1.1%	1.1%	4.8%	-	2.7%	2.4%	2.3%	4.0%	2.2%	1.1%	-	-	-	-	8.1%	4.0%	1.9%	2.5%	0.6%	
Norfolk	12	4	8	3	4	*	5	1	1	3	1	-	1	*	2	4	1	2	4	5	-	-	12	-	-	2	4	3	3	
	1.4%	1.0%	1.8%	1.3%	1.3%	0.2%	2.7%	0.3%	0.7%	2.1%	3.2%	-	0.6%	0.7%	1.1%	1.5%	0.7%	1.2%	1.8%	1.8%	-	-	3.3%	-	-	1.5%	1.7%	0.9%	1.9%	
North Yorkshire	10	4	6	3	5	1	1	4	2	3	*	3	3	*	4	4	*	3	3	4	-	-	-	-	10	-	2	6	2	
	1.2%	1.0%	1.5%	1.1%	1.8%	0.9%	0.7%	1.7%	1.3%	1.8%	1.2%	1.6%	1.6%	1.1%	1.9%	1.5%	0.3%	1.9%	1.6%	1.2%	-	-	-	-	4.5%	-	0.9%	1.9%	1.2%	
Northamptonshire	21	11	10	9	6	7	*	16	-	1	-	14	4	1	*	*	4	8	8	1	-	-	-	21	-	-	1	11	10	
	2.5%	2.6%	2.4%	3.4%	1.9%	5.3%	0.2%	6.7%	-	0.9%	-	8.4%	2.4%	3.1%	0.1%	0.1%	2.2%	4.7%	4.1%	0.5%	-	-	-	13.3%	-	-	0.6%	3.3%	5.2%	
Northumberland	4	1	3	-	2	*	1	-	-	2	1	-	-	*	1	2	1	2	*	1	-	-	-	-	4	-	*	2	1	
	0.5%	0.3%	0.7%	-	0.8%	0.3%	0.8%	-	-	1.2%	1.8%	-	-	0.9%	0.7%	0.8%	0.4%	1.1%	0.2%	0.5%	-	-	-	-	1.8%	-	0.2%	0.8%	0.8%	
Nottinghamshire	14	6	8	9	1	3	1	2	1	6	*	4	1	2	1	1	5	5	1	3	-	-	-	14	-	1	2	10	*	
	1.6%	1.4%	1.9%	3.6%	0.5%	2.3%	0.4%	0.7%	0.7%	3.6%	0.7%	2.7%	0.4%	5.0%	0.7%	0.6%	2.7%	2.9%	0.4%	1.1%	-	-	-	8.8%	-	0.8%	1.1%	3.2%	0.2%	
Oxfordshire	9	7	2	3	1	2	3	4	*	1	-	-	3	-	2	3	1	1	3	4	-	-	9	-	-	2	1	3	3	
	1.0%	1.6%	0.4%	1.2%	0.3%	1.1%	1.8%	1.8%	0.2%	0.7%	-	-	1.6%	-	1.2%	1.1%	0.4%	0.5%	1.4%	1.4%	-	-	2.3%	-	-	1.7%	0.3%	0.9%	1.4%	
Shropshire	6	2	4	3	1	*	2	2	-	-	-	1	-	-	1	2	*	2	1	3	-	-	-	6	-	-	2	3	1	
	0.7%	0.4%	1.0%	1.2%	0.3%	0.2%	1.0%	0.7%	-	-	-	0.8%	-	-	0.4%	0.7%	0.2%	1.2%	0.5%	0.9%	-	-	-	3.7%	-	-	0.9%	0.8%	0.8%	
Somerset	24	18	5	2	-	14	8	2	6	10	3	1	1	-	17	17	1	1	11	11	-	-	24	-	-	-	2	17	4	
	2.8%	4.4%	1.2%	0.6%	-	10.5%	4.7%	1.0%	3.5%	6.6%	7.2%	0.7%	0.3%	-	8.6%	7.0%	0.5%	0.7%	5.7%	3.5%	-	-	6.4%	-	-	-	1.2%	5.4%	2.2%	
South Yorkshire	30	13	16	13	5	5	6	8	8	8	1	2	8	-	13	15	7	3	4	15	-	-	-	-	30	12	6	8	4	
	3.5%	3.3%	3.7%	5.3%	1.8%	3.4%	3.7%	3.5%	4.7%	5.4%	2.4%	1.0%	4.5%	-	6.6%	6.1%	3.8%	1.9%	1.9%	5.2%	-	-	-	-	12.7%	8.6%	2.8%	2.3%	2.2%	
Staffordshire	8	3	6	2	4	-	2	1	3	2	2	4	3	-	-	-	4	*	2	3	-	-	-	8	-	3	-	2	3	
	1.0%	0.7%	1.3%	0.9%	1.3%	-	1.4%	0.6%	1.8%	1.4%	4.0%	2.2%	1.9%	-	-	-	1.9%	0.3%	0.8%	0.9%	-	-	-	5.3%	-	2.4%	-	0.6%	1.7%	

Political Attitudes Poll
Prepared on behalf of the Daily Mirror

6 May 2014

Table 2
Q2. Which English county do you currently live in?
Base : Total Answering

	Gender		Age				2010 Vote				Voting Intention					SEG				Region6						Locality				
	Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	Scotland	Wales	London	South	Midlands	North	Inner-city/urban	Outer suburban/Suburban	Town	Village / Countryside	
Weighted Total	852	415	437	251	292	133	176	243	168	157	40	166	171	46	202	247	186	169	197	298	-	-	86	369	160	232	143	205	321	183
Suffolk	11	4	8	1	7	*	4	4	4	1	*	2	4	*	3	3	*	3	*	7	-	-	-	11	-	-	-	1	8	3
	1.3%	0.9%	1.8%	0.2%	2.3%	0.2%	2.2%	1.6%	2.5%	0.9%	0.8%	1.0%	2.2%	0.8%	1.5%	1.2%	0.2%	1.5%	0.2%	2.3%	-	-	-	3.1%	-	-	-	0.3%	2.4%	1.7%
Surrey	26	12	14	5	12	4	4	8	7	5	1	6	6	4	4	6	6	10	4	5	-	-	-	26	-	-	4	7	11	3
	3.0%	2.9%	3.1%	2.1%	4.0%	3.3%	2.5%	3.1%	4.3%	3.0%	2.3%	3.9%	3.5%	8.3%	1.8%	2.4%	3.5%	6.1%	2.0%	1.6%	-	-	-	7.0%	-	-	3.1%	3.2%	3.5%	1.8%
Tyne and Wear	16	8	8	4	2	5	5	4	4	1	-	4	1	1	1	2	3	2	6	4	-	-	-	-	-	-	2	6	7	1
	1.9%	1.9%	1.9%	1.7%	0.5%	3.9%	2.9%	1.7%	2.4%	0.7%	-	2.6%	0.6%	1.3%	0.5%	0.8%	1.7%	1.3%	3.1%	1.5%	-	-	-	-	-	6.9%	1.3%	2.8%	2.3%	0.5%
Warwickshire	8	6	3	2	5	1	1	2	*	*	2	2	1	-	*	4	3	3	1	1	-	-	-	-	8	-	2	1	3	3
	1.0%	1.4%	0.6%	0.7%	1.5%	0.6%	0.7%	0.8%	0.3%	0.3%	4.4%	1.0%	0.5%	-	0.2%	1.4%	1.8%	1.9%	0.6%	0.2%	-	-	-	5.2%	-	1.5%	0.4%	0.8%	1.5%	
West Midlands	46	17	29	14	26	1	4	11	18	4	1	10	18	-	4	5	7	9	14	16	-	-	-	-	46	-	11	20	14	1
	5.4%	4.0%	6.7%	5.6%	8.9%	1.1%	2.5%	4.7%	10.5%	2.5%	2.4%	6.2%	10.4%	-	1.8%	1.9%	3.6%	5.6%	7.1%	5.3%	-	-	-	-	28.6%	-	7.7%	9.7%	4.5%	0.3%
West Sussex	8	7	1	-	2	4	2	2	5	1	*	2	3	-	1	1	1	3	*	3	-	-	-	8	-	-	*	3	5	
	1.0%	1.8%	0.2%	-	0.7%	3.0%	1.2%	0.8%	2.9%	0.5%	0.6%	1.1%	1.8%	-	0.5%	0.4%	0.6%	1.9%	0.2%	1.1%	-	-	-	2.2%	-	-	0.2%	0.9%	2.8%	
West Yorkshire	25	9	16	4	7	10	5	9	5	6	*	2	3	5	9	10	4	5	2	14	-	-	-	-	-	-	3	10	8	5
	3.0%	2.1%	3.8%	1.4%	2.3%	7.5%	2.8%	3.8%	2.8%	3.8%	1.1%	1.4%	1.6%	9.8%	4.6%	4.2%	2.3%	2.9%	0.9%	4.8%	-	-	-	-	-	10.9%	2.2%	4.7%	2.5%	2.5%
Wiltshire	9	4	5	4	2	*	3	1	-	8	-	1	2	4	2	2	7	*	1	2	-	-	-	9	-	-	-	1	3	5
	1.1%	1.0%	1.2%	1.5%	0.8%	0.2%	1.7%	0.6%	-	5.2%	-	0.6%	1.4%	9.1%	0.8%	0.6%	3.5%	0.2%	0.3%	0.7%	-	-	-	2.6%	-	-	-	0.4%	1.0%	2.9%
Worcestershire	6	2	4	1	4	*	1	3	1	*	2	*	1	-	3	4	*	-	4	2	-	-	-	-	6	-	-	1	5	*
	0.7%	0.4%	1.0%	0.4%	1.3%	0.4%	0.4%	1.4%	0.3%	0.3%	4.5%	0.2%	0.3%	-	1.7%	1.8%	0.3%	-	2.0%	0.6%	-	-	-	-	3.8%	-	-	0.4%	1.6%	0.1%
Not Listed	5	1	4	-	1	3	1	1	*	1	1	-	*	1	-	1	1	1	-	3	-	-	-	-	-	-	3	-	2	-
	0.6%	0.2%	1.0%	-	0.4%	2.3%	0.4%	0.3%	0.2%	0.5%	1.8%	-	0.2%	1.6%	-	0.3%	0.4%	0.7%	-	1.0%	-	-	-	-	-	-	2.4%	-	0.5%	-
SIGMA	852	415	437	251	292	133	176	243	168	157	40	166	171	46	202	247	186	169	197	298	-	-	86	369	160	232	143	205	321	183
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	-	-	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Political Attitudes Poll
Prepared on behalf of the Daily Mirror

6 May 2014

Table 3
Q3. What age bracket do you fall into?
Base : All Respondents

	Gender		Age				2010 Vote				Voting Intention					SEG				Region6						Locality				
	Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	Scotland	Wales	London	South	Midlands	North	Inner-city/urban	Outer suburban / Suburban	Town	Village / Countryside	
Unweighted Total	1005	473	532	248	380	146	231	284	181	163	92	168	198	55	217	300	208	240	267	289	85	46	99	364	157	249	177	261	348	219
Weighted Total	1005	488	517	289	355	151	210	266	214	170	70	177	213	51	215	291	203	199	235	367	99	54	86	369	160	232	157	246	384	218
18-24	119	43	75	119	-	-	-	5	9	19	3	14	26	6	14	26	23	34	34	28	5	-	15	52	27	20	21	26	34	37
	11.8%	8.9%	14.6%	41.1%	-	-	-	2.0%	4.4%	11.1%	5.0%	7.7%	12.2%	11.6%	6.4%	9.1%	11.3%	17.0%	14.5%	7.6%	4.7%	-	17.7%	14.1%	16.6%	8.8%	13.6%	10.6%	8.9%	17.1%
25-34	170	51	119	170	-	-	-	35	34	24	10	32	45	6	22	36	63	26	46	35	25	8	18	57	28	34	51	29	68	22
	16.9%	10.4%	23.1%	58.9%	-	-	-	13.2%	15.7%	14.0%	14.5%	18.2%	21.1%	12.4%	10.2%	12.3%	31.3%	13.2%	19.5%	9.4%	25.2%	15.3%	21.2%	15.6%	17.2%	14.6%	32.3%	11.9%	17.8%	10.1%
35-44	178	78	100	-	178	-	-	41	45	27	9	21	43	9	30	42	49	54	28	48	15	14	20	53	30	46	30	54	73	22
	17.7%	16.0%	19.3%	-	50.2%	-	-	15.6%	21.2%	15.8%	12.2%	12.1%	20.3%	16.9%	14.1%	14.6%	24.0%	27.0%	11.9%	13.1%	15.1%	26.5%	23.0%	14.4%	19.0%	19.7%	19.3%	21.8%	18.9%	10.0%
45-54	177	85	91	-	177	-	-	60	41	24	18	45	42	6	26	44	25	31	57	63	19	14	20	57	36	29	29	40	70	37
	17.6%	17.5%	17.7%	-	49.8%	-	-	22.4%	19.4%	14.0%	25.8%	25.6%	19.6%	12.4%	11.9%	15.1%	12.2%	15.6%	24.1%	17.2%	19.6%	26.5%	23.2%	15.4%	22.3%	12.6%	18.5%	16.4%	18.3%	17.0%
55-64	151	52	98	-	-	151	-	47	37	39	6	27	24	14	44	52	14	21	39	76	13	5	9	60	18	42	12	39	66	33
	15.0%	10.7%	19.1%	-	-	100.0%	-	17.7%	17.5%	23.1%	8.6%	15.1%	11.3%	27.8%	20.4%	18.0%	6.9%	10.8%	16.6%	20.7%	12.8%	9.5%	10.6%	16.4%	11.5%	18.0%	7.5%	16.0%	17.2%	15.4%
65-74	173	146	27	-	-	-	173	58	34	35	23	31	27	9	64	74	25	29	29	90	16	12	3	76	16	50	9	46	60	58
	17.3%	29.9%	5.3%	-	-	-	82.4%	21.9%	15.9%	20.5%	32.7%	17.4%	12.6%	17.9%	29.9%	25.4%	12.4%	14.8%	12.4%	24.4%	16.1%	21.8%	3.8%	20.6%	9.8%	21.6%	5.7%	18.7%	15.7%	26.7%
75+	37	32	5	-	-	-	37	19	12	2	1	7	6	1	15	16	4	3	2	28	7	*	*	13	6	11	5	11	13	8
	3.7%	6.6%	1.0%	-	-	-	17.6%	7.2%	5.8%	1.4%	1.1%	3.9%	2.8%	1.0%	7.0%	5.5%	1.9%	1.8%	0.9%	7.5%	6.5%	0.5%	0.5%	3.6%	3.7%	4.7%	3.1%	4.5%	3.3%	3.8%
SIGMA	1005	488	517	289	355	151	210	266	214	170	70	177	213	51	215	291	203	199	235	367	99	54	86	369	160	232	157	246	384	218
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Political Attitudes Poll
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6 May 2014

Table 4
Q4. What is your Gender?
Base : All Respondents

	Gender		Age				2010 Vote				Voting Intention					SEG				Region6						Locality				
	Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	Scotland	Wales	London	South	Midlands	North	Inner-city/urban	Outer suburban / Suburban	Town	Village / Countryside	
Unweighted Total	1005	473	532	248	380	146	231	284	181	163	92	168	198	55	217	300	208	240	267	289	85	46	99	364	157	249	177	261	348	219
Weighted Total	1005	488	517	289	355	151	210	266	214	170	70	177	213	51	215	291	203	199	235	367	99	54	86	369	160	232	157	246	384	218
Male	488	488	-	94	164	52	178	152	107	96	43	98	95	24	140	183	103	108	106	171	45	28	38	187	74	116	79	113	173	123
	48.6%	100.0%	-	32.6%	46.1%	34.6%	84.6%	57.2%	49.9%	56.8%	61.3%	55.6%	44.6%	47.6%	64.9%	63.0%	51.0%	54.6%	44.8%	46.5%	45.3%	52.3%	44.0%	50.6%	46.0%	50.0%	50.2%	46.2%	44.9%	56.5%
Female	517	-	517	195	191	98	32	114	107	73	27	79	118	27	76	108	99	90	130	197	54	26	48	182	87	116	78	132	212	95
	51.4%	-	100.0%	67.4%	53.9%	65.4%	15.4%	42.8%	50.1%	43.2%	38.7%	44.4%	55.4%	52.4%	35.1%	37.0%	49.0%	45.4%	55.2%	53.5%	54.7%	47.7%	56.0%	49.4%	54.0%	50.0%	49.8%	53.8%	55.1%	43.5%
SIGMA	1005	488	517	289	355	151	210	266	214	170	70	177	213	51	215	291	203	199	235	367	99	54	86	369	160	232	157	246	384	218
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Political Attitudes Poll
Prepared on behalf of the Daily Mirror

6 May 2014

Table 5
Q5. How would you best describe the local area in which you live?
Base : All Respondents

	Gender		Age				2010 Vote				Voting Intention					SEG				Region6						Locality				
	Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	Scotland	Wales	London	South	Midlands	North	Inner-city/urban	Outer suburban / Suburban	Town	Village / Countryside	
Unweighted Total	1005	473	532	248	380	146	231	284	181	163	92	168	198	55	217	300	208	240	267	289	85	46	99	364	157	249	177	261	348	219
Weighted Total	1005	488	517	289	355	151	210	266	214	170	70	177	213	51	215	291	203	199	235	367	99	54	86	369	160	232	157	246	384	218
Inner-City / Urban	157	79	78	72	59	12	14	25	45	25	10	17	44	6	24	42	41	31	31	54	8	7	33	38	23	44	157	-	-	-
	15.6%	16.1%	15.1%	24.9%	16.7%	7.8%	6.6%	9.6%	20.9%	14.9%	14.6%	9.9%	20.7%	11.9%	11.3%	14.3%	20.4%	15.6%	13.0%	14.7%	7.9%	12.2%	39.0%	10.3%	14.6%	19.1%	100.0%	-	-	-
Outer suburb / Suburban	246	113	132	55	94	39	57	73	46	42	17	45	46	13	62	80	52	46	57	90	19	21	43	75	33	54	-	246	-	-
	24.4%	23.2%	25.6%	19.1%	26.5%	26.0%	27.1%	27.6%	21.4%	24.7%	24.4%	25.6%	21.7%	25.5%	28.8%	27.6%	25.6%	23.4%	24.3%	24.6%	19.4%	38.8%	50.1%	20.4%	20.5%	23.5%	-	100.0%	-	-
Town	384	173	212	102	143	66	73	94	95	63	28	55	90	19	89	115	55	71	107	152	48	15	9	161	59	90	-	-	384	-
	38.2%	35.4%	41.0%	35.5%	40.2%	43.9%	34.7%	35.2%	44.4%	37.1%	40.1%	30.8%	42.3%	36.6%	41.4%	39.7%	26.9%	35.6%	45.4%	41.4%	48.8%	27.7%	10.5%	43.6%	37.1%	38.8%	-	-	100.0%	-
Village / Countryside	218	123	95	59	59	33	67	74	29	40	15	60	32	13	40	53	55	50	41	71	24	12	*	95	45	43	-	-	-	218
	21.7%	25.2%	18.3%	20.5%	16.5%	22.2%	31.6%	27.7%	13.4%	23.3%	20.8%	33.7%	15.3%	26.0%	18.5%	18.4%	27.1%	25.4%	17.3%	19.3%	23.9%	21.4%	0.4%	25.7%	27.8%	18.6%	-	-	-	100.0%
SIGMA	1005	488	517	289	355	151	210	266	214	170	70	177	213	51	215	291	203	199	235	367	99	54	86	369	160	232	157	246	384	218
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Political Attitudes Poll
Prepared on behalf of the Daily Mirror

6 May 2014

Table 6
Q6. What best describes your household income, including all benefits, but before tax is deducted?
Base : All Respondents

	Gender		Age				2010 Vote				Voting Intention					SEG				Region6						Locality				
	Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	Scotland	Wales	London	South	Midlands	North	Inner-city/urban	Outer suburban/Suburban	Town	Village / Countryside	
Unweighted Total	1005	473	532	248	380	146	231	284	181	163	92	168	198	55	217	300	208	240	267	289	85	46	99	364	157	249	177	261	348	219
Weighted Total	1005	488	517	289	355	151	210	266	214	170	70	177	213	51	215	291	203	199	235	367	99	54	86	369	160	232	157	246	384	218
Less than £10,000	94	28	66	38	26	16	13	9	21	11	8	7	24	6	10	20	-	-	10	84	8	1	8	36	18	23	20	21	37	17
	9.4%	5.8%	12.8%	13.2%	7.5%	11.0%	6.2%	3.3%	9.9%	6.8%	11.8%	4.2%	11.4%	12.1%	4.6%	7.0%	-	-	4.4%	22.8%	7.7%	2.3%	9.4%	9.8%	11.3%	10.0%	12.7%	8.5%	9.5%	7.7%
£10,000 - £14,999	101	60	40	14	31	16	40	23	28	11	11	17	26	*	24	35	-	-	10	91	9	11	4	34	7	35	18	29	34	19
	10.0%	12.4%	7.8%	5.0%	8.7%	10.5%	18.8%	8.5%	13.1%	6.2%	15.4%	9.7%	12.4%	0.7%	11.1%	12.2%	-	-	4.0%	24.8%	8.6%	20.5%	4.9%	9.3%	4.3%	15.2%	11.5%	11.7%	9.0%	8.8%
£15,000 - £19,999	80	45	35	16	20	13	31	21	24	11	7	9	18	6	23	27	-	15	7	59	6	5	4	28	15	21	11	18	25	26
	8.0%	9.2%	6.9%	5.5%	5.8%	8.4%	14.9%	7.8%	11.3%	6.5%	9.5%	5.3%	8.4%	10.9%	10.7%	9.3%	-	7.3%	2.8%	16.1%	6.1%	8.9%	4.8%	7.7%	9.6%	9.1%	7.1%	7.2%	6.6%	12.1%
£20,000 - £29,999	186	97	89	47	59	27	53	47	55	30	11	27	49	7	47	60	-	38	72	77	17	12	16	53	27	60	32	49	81	25
	18.5%	19.9%	17.3%	16.1%	16.7%	18.2%	25.3%	17.5%	25.9%	17.9%	15.4%	15.2%	23.1%	13.4%	22.0%	20.7%	-	19.0%	30.6%	20.9%	17.5%	22.9%	19.1%	14.4%	16.8%	25.9%	20.4%	19.8%	21.1%	11.3%
£30,000 - £39,999	135	67	68	46	48	15	26	33	22	31	15	18	28	6	37	52	39	23	46	27	19	5	6	44	31	28	17	32	53	33
	13.4%	13.7%	13.1%	15.8%	13.4%	9.9%	12.5%	12.3%	10.4%	18.2%	22.2%	10.2%	13.1%	11.2%	17.4%	17.7%	19.0%	11.5%	19.5%	7.4%	19.2%	9.7%	7.5%	12.0%	19.5%	12.2%	10.8%	12.9%	13.8%	15.0%
£40,000 - £49,999	115	64	51	37	61	4	14	38	12	22	11	28	18	10	24	32	48	52	16	-	12	1	6	49	24	23	17	25	40	34
	11.5%	13.2%	9.9%	12.7%	17.2%	2.6%	6.6%	14.1%	5.6%	13.1%	15.8%	15.7%	8.5%	18.7%	11.1%	10.9%	23.8%	26.0%	6.6%	-	12.3%	1.6%	7.0%	13.2%	14.9%	10.0%	10.7%	10.1%	10.4%	15.6%
£50,000 - £59,999	81	46	35	15	41	18	7	22	22	30	2	16	12	11	27	33	35	29	18	-	6	4	9	40	11	11	7	22	39	13
	8.1%	9.5%	6.8%	5.1%	11.6%	12.1%	3.3%	8.2%	10.4%	17.7%	2.3%	9.2%	5.8%	22.3%	12.7%	11.4%	17.0%	14.6%	7.5%	-	6.0%	7.8%	10.2%	10.9%	6.6%	4.9%	4.7%	9.0%	10.1%	5.9%
£60,000 - £69,999	50	28	23	12	24	8	6	29	7	4	1	25	7	1	4	5	26	17	7	-	-	3	5	25	11	7	7	11	16	15
	5.0%	5.7%	4.4%	4.2%	6.8%	5.2%	3.0%	11.0%	3.2%	2.5%	1.1%	14.0%	3.4%	2.9%	2.0%	1.7%	12.8%	8.6%	3.1%	-	-	4.6%	5.6%	6.8%	6.6%	2.9%	4.7%	4.6%	4.2%	7.1%
£70,000 - £79,999	16	7	9	8	6	1	1	3	3	2	1	1	4	2	1	4	13	3	-	-	-	-	5	1	4	7	6	2	6	2
	1.6%	1.5%	1.7%	2.9%	1.6%	0.6%	0.4%	1.0%	1.4%	1.4%	1.4%	0.5%	2.0%	3.0%	0.4%	1.4%	6.5%	1.4%	-	-	-	-	5.3%	0.2%	2.2%	3.0%	4.1%	0.8%	1.6%	0.7%
£80,000 - £89,999	27	8	19	12	6	9	-	12	1	5	1	16	3	1	4	5	19	1	7	-	2	-	1	19	4	1	1	16	9	2
	2.7%	1.6%	3.7%	4.1%	1.8%	6.0%	-	4.7%	0.7%	3.0%	0.9%	8.8%	1.2%	1.8%	1.8%	1.8%	9.1%	0.7%	3.1%	-	2.3%	-	0.7%	5.1%	2.6%	0.5%	0.4%	6.6%	2.2%	0.9%
£90,000 - £99,000	10	3	7	5	6	-	-	4	-	2	-	3	5	-	-	-	9	-	-	-	-	-	4	6	-	-	3	-	1	6
	1.0%	0.6%	1.4%	1.6%	1.6%	-	-	1.5%	-	0.9%	-	1.6%	2.1%	-	-	-	4.5%	-	-	-	-	-	4.9%	1.6%	-	-	2.0%	-	0.3%	2.7%
£100,000 - £149,999	14	10	5	2	10	2	1	3	4	2	1	2	3	1	1	3	8	6	-	-	2	4	2	6	1	-	5	-	4	5
	1.4%	2.0%	0.9%	0.5%	2.8%	1.1%	0.5%	1.0%	2.0%	1.3%	1.1%	1.1%	1.3%	2.2%	0.4%	0.9%	4.1%	2.9%	-	-	1.5%	7.8%	2.4%	1.5%	0.5%	-	3.0%	-	1.1%	2.4%
£150,000 - £199,999	3	1	1	1	1	-	-	3	-	-	-	3	-	-	-	-	3	-	-	-	-	-	1	-	1	-	-	-	-	1
	0.3%	0.3%	0.2%	0.5%	0.3%	-	-	0.9%	-	-	-	1.4%	-	-	-	-	1.2%	-	-	-	-	-	1.6%	-	0.7%	-	-	0.6%	-	0.5%
£200,000 or more	4	1	3	3	-	1	-	1	-	-	-	-	-	-	1	1	4	-	-	-	-	-	1	-	-	3	1	-	-	3
	0.4%	0.2%	0.6%	1.0%	-	0.6%	-	0.3%	-	-	-	-	-	-	0.4%	0.3%	1.9%	-	-	-	-	-	1.0%	-	-	1.3%	0.5%	-	-	1.3%
Dont know / prefer not to say	88	22	66	34	16	21	18	21	13	8	2	5	16	*	12	14	-	16	43	29	19	7	13	28	7	12	11	21	39	17
	8.8%	4.6%	12.7%	11.7%	4.4%	13.8%	8.4%	7.8%	6.2%	4.5%	3.1%	3.0%	7.4%	0.9%	5.4%	4.7%	-	7.9%	18.4%	7.9%	18.8%	13.8%	15.5%	7.6%	4.3%	5.0%	7.3%	8.3%	10.1%	8.0%
SIGMA	1005	488	517	289	355	151	210	266	214	170	70	177	213	51	215	291	203	199	235	367	99	54	86	369	160	232	157	246	384	218
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Political Attitudes Poll
Prepared on behalf of the Daily Mirror

6 May 2014

Table 7
Q7. Which of these qualifications do you have?
Base : Total Answering

	Gender		Age				2010 Vote				Voting Intention					SEG				Region6						Locality				
	Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	Scotland	Wales	London	South	Midlands	North	Inner-city/urban	Outer suburban/Suburban	Town	Village / Country side	
Unweighted Total	993	471	522	246	374	142	231	280	177	163	91	164	195	55	215	297	208	240	265	279	84	45	99	361	155	244	176	259	342	216
Weighted Total	957	475	482	281	327	139	210	246	201	170	66	156	205	51	206	278	203	199	219	336	95	52	86	353	149	217	152	241	361	203
No Qualifications	181	94	87	8	37	54	81	44	70	21	14	23	51	3	55	60	-	-	18	163	26	17	11	74	16	34	15	44	86	36
	18.9%	19.7%	18.0%	3.0%	11.4%	39.1%	38.3%	17.9%	34.9%	12.5%	20.5%	14.7%	25.0%	5.2%	26.7%	21.4%	-	-	8.1%	48.5%	27.7%	33.8%	12.3%	20.9%	10.8%	15.6%	10.1%	18.2%	23.7%	17.7%
A formal apprenticeship	40	33	7	7	15	3	15	12	6	12	2	7	6	3	15	20	-	13	18	9	4	1	4	17	7	7	6	12	9	13
	4.2%	6.9%	1.5%	2.6%	4.5%	2.4%	7.1%	5.1%	2.8%	7.2%	2.8%	4.7%	2.8%	5.9%	7.2%	7.1%	-	6.4%	8.3%	2.8%	4.7%	2.0%	4.5%	4.8%	4.9%	3.1%	4.1%	5.0%	2.6%	6.2%
NVQs/GNVQs/RSA Diploma	77	34	43	20	38	9	9	14	21	15	5	9	16	6	18	25	6	21	27	24	8	3	7	22	11	26	13	19	32	12
	8.0%	7.2%	8.8%	7.2%	11.7%	6.4%	4.4%	5.9%	10.3%	8.8%	7.7%	5.6%	7.7%	11.3%	8.9%	8.9%	2.9%	10.4%	12.1%	7.1%	8.1%	5.5%	7.7%	6.3%	7.5%	11.9%	8.8%	7.8%	9.0%	5.9%
GCSEs/O-Levels	304	143	161	95	132	33	44	74	53	66	18	38	57	23	74	102	32	71	84	116	16	17	21	130	52	66	41	75	117	70
	31.7%	30.0%	33.4%	33.7%	40.3%	23.9%	20.9%	30.0%	26.2%	38.6%	27.8%	24.5%	27.9%	45.6%	35.9%	36.5%	15.6%	35.7%	38.2%	34.7%	17.0%	32.6%	24.9%	36.8%	34.8%	30.5%	26.9%	31.2%	32.5%	34.5%
Diploma (General)	37	12	24	15	19	1	1	4	10	8	5	2	7	-	6	12	5	14	10	7	5	1	3	19	4	5	5	9	17	7
	3.8%	2.6%	5.1%	5.4%	5.8%	0.9%	0.6%	1.5%	4.8%	4.5%	7.1%	1.6%	3.5%	-	3.1%	4.5%	2.6%	6.8%	4.7%	2.2%	5.0%	1.5%	3.2%	5.4%	2.9%	2.3%	3.0%	3.6%	4.6%	3.4%
AS-Levels	44	11	33	38	5	1	*	5	5	10	1	5	12	4	3	9	14	15	9	6	3	-	5	17	13	5	8	9	12	15
	4.6%	2.3%	6.8%	13.4%	1.4%	0.8%	0.2%	2.0%	2.4%	5.8%	1.0%	3.0%	5.8%	7.6%	1.4%	3.1%	7.0%	7.3%	4.1%	1.8%	3.2%	-	6.3%	4.8%	8.6%	2.5%	5.6%	3.7%	3.2%	7.3%
A-Levels	165	76	89	82	54	12	17	37	21	32	8	24	31	13	31	47	41	52	48	23	9	6	17	68	26	38	32	46	52	35
	17.2%	16.0%	18.4%	29.1%	16.5%	8.4%	8.2%	15.1%	10.2%	18.7%	12.1%	15.1%	15.2%	25.9%	15.0%	16.8%	20.4%	26.4%	21.7%	6.9%	9.5%	12.2%	19.9%	19.2%	17.3%	17.3%	21.1%	19.2%	14.3%	17.1%
Professional Qualifications (i.e. Teaching, Nursing, Accountancy)	77	42	35	15	26	12	24	28	10	21	6	19	12	7	15	21	48	24	5	-	4	1	4	30	18	18	6	14	29	28
	8.0%	8.8%	7.2%	5.2%	7.9%	8.4%	11.6%	11.3%	4.9%	12.3%	8.4%	11.9%	5.9%	13.4%	7.2%	7.4%	23.6%	12.0%	2.3%	-	4.4%	2.3%	4.5%	8.6%	12.4%	8.5%	3.9%	5.8%	7.9%	13.9%
Degree/Postgraduate Degree (i.e. BA, BSc, MA, MSc, MRes, MBA, PGCE)	217	102	115	103	70	17	28	61	39	49	16	42	54	22	26	41	156	45	16	-	16	5	37	69	35	53	59	50	63	45
	22.7%	21.5%	23.8%	36.5%	21.3%	12.2%	13.2%	24.7%	19.4%	29.0%	24.0%	27.1%	26.4%	42.5%	12.5%	14.7%	77.1%	22.6%	7.2%	-	17.1%	9.1%	43.6%	19.7%	23.3%	24.5%	38.6%	20.8%	17.4%	22.2%
Other (incl Vocational training i.e. forklift licence, construction skills certification scheme (CSCS), food hygiene certificate & Foreign Qualifications)	79	48	32	21	14	18	26	26	3	18	5	22	9	4	10	17	4	22	39	15	15	7	2	27	14	14	10	14	32	23
	8.3%	10.1%	6.5%	7.4%	4.3%	13.2%	12.5%	10.8%	1.3%	10.3%	8.1%	14.1%	4.5%	8.0%	5.0%	6.2%	1.8%	11.0%	17.6%	4.5%	15.4%	14.3%	2.0%	7.6%	9.5%	6.7%	6.7%	6.0%	8.8%	11.3%
SIGMA	1220	595	625	403	409	161	246	305	235	251	79	191	255	85	254	352	306	275	273	365	107	58	110	474	197	268	196	292	448	284
	127.4%	125.2%	129.6%	143.5%	125.2%	115.7%	117.0%	124.3%	117.0%	147.6%	119.5%	122.3%	124.6%	165.3%	122.9%	126.5%	151.0%	138.6%	124.3%	108.5%	112.1%	113.2%	129.1%	134.3%	132.0%	123.0%	128.6%	121.2%	124.1%	139.5%

Political Attitudes Poll
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6 May 2014

Table 8
Q7C1. You selected NVQs/GNVQs/RSA Diploma. At which level is your highest qualification?
Base : Respondents having NVQs/GNVQs/RSA Diploma

	Gender		Age				2010 Vote				Voting Intention					SEG				Region6						Locality				
	Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	Scotland	Wales	London	South	Midlands	North	Inner-city/urban	Outer suburban / Suburban	Town	Village / Countryside	
Unweighted Total	65	29	36	14	31	9	11	15	15	8	6	9	14	3	14	17	2	15	24	24	5	4	8	20	6	22	12	18	24	11
Weighted Total	42	22	20	10	21	6	6	8	11	5	3	5	10	1	8	12	1	12	15	13	5	2	5	12	4	14	8	10	19	5
NVQ Level 1 or a Foundation GNVQ	9	5	4	1	5	1	2	1	4	1	-	1	4	-	2	3	-	-	1	7	1	-	2	1	2	3	3	1	4	1
	20.8%	22.9%	18.4%	12.4%	23.5%	11.1%	34.2%	17.0%	34.1%	26.0%	-	15.0%	40.5%	-	25.2%	25.7%	-	-	8.4%	56.3%	23.8%	-	33.4%	10.3%	51.1%	19.1%	38.3%	7.5%	22.9%	14.3%
NVQ Level 2 or an Intermediate GNVQ or an RSA Diploma	19	11	8	4	9	4	2	5	4	2	2	3	2	1	2	5	-	5	10	4	4	1	1	7	*	5	3	5	8	3
	45.5%	48.9%	42.0%	44.9%	42.2%	74.1%	30.2%	61.6%	35.2%	38.0%	46.4%	61.0%	15.6%	42.0%	26.4%	43.3%	-	40.7%	63.4%	33.8%	69.8%	65.1%	13.8%	61.9%	13.5%	39.3%	42.3%	47.1%	43.4%	54.5%
NVQ Level 3 or an Advanced GNVQ or an RSA Advanced Diploma	10	5	6	3	6	1	1	1	3	2	*	1	4	1	2	2	-	5	4	1	-	1	3	2	1	5	1	4	4	1
	24.8%	21.1%	28.7%	32.3%	28.2%	10.3%	14.8%	10.8%	22.9%	35.9%	14.1%	17.3%	39.6%	58.0%	31.5%	20.2%	-	39.2%	28.2%	9.9%	-	34.9%	52.8%	13.5%	23.4%	32.5%	19.4%	41.1%	22.3%	9.4%
NVQ Level(s)4-5 or an RSA Higher Diploma	4	2	2	1	1	*	1	1	1	-	1	*	*	-	1	1	1	2	-	-	*	-	-	2	*	1	-	*	2	1
	9.0%	7.1%	10.9%	10.5%	6.1%	4.5%	20.9%	10.6%	7.8%	-	39.5%	6.7%	4.3%	-	16.9%	10.8%	100.0%	20.1%	-	-	6.5%	-	-	14.3%	12.0%	9.1%	-	4.3%	11.4%	21.8%
SIGMA	42	22	20	10	21	6	6	8	11	5	3	5	10	1	8	12	1	12	15	13	5	2	5	12	4	14	8	10	19	5
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Political Attitudes Poll
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Table 9
Q7D1. You selected GCSEs/O-Levels. What is your highest level of attainment for your particular qualification?
Base : All Respondents

	Gender		Age				2010 Vote				Voting Intention					SEG				Region6						Locality			
	Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	Scotland	Wales	London	South	Midlands	North	Inner-city/urban	Outer suburban / Suburban	Town	Village Countryside
Unweighted Total	241	110 131	45	117	36	43	70	43	39	19	38	41	12	66	87	1	26	79	134	15	10	18	96	43	58	35	61	99	46
Weighted Total	226	112 114	50	111	28	37	59	44	46	14	28	40	16	64	82	1	47	67	110	14	13	14	95	36	52	28	58	93	48
1 or more GCSEs (any grade) / 1-4 O-Levels (pass)	129 57.0%	64 65 57.1% 57.0%	12 24.8%	67 60.4%	22 77.2%	28 75.1%	36 61.1%	30 68.8%	24 52.9%	7 50.2%	15 53.0%	29 71.9%	10 62.1%	35 55.4%	43 52.6%	-	10 21.5%	29 43.6%	90 81.6%	9 61.3%	9 67.0%	8 57.2%	45 47.4%	22 61.9%	35 67.0%	11 38.8%	40 68.9%	61 65.7%	18 36.5%
5+ GCSEs (grades A*-C) / 5+ O-Level (pass)	97 43.0%	48 49 42.9% 43.0%	37 75.2%	44 39.6%	6 22.8%	9 24.9%	23 38.9%	14 31.2%	22 47.1%	7 49.8%	13 47.0%	11 28.1%	6 37.9%	28 44.6%	39 47.4%	1	37	38	20	6 38.7%	4 33.0%	6 42.8%	50 52.6%	14 38.1%	17 33.0%	17 61.2%	18 31.1%	32 34.3%	30 63.5%
SIGMA	226 100.0%	112 114 100.0% 100.0%	50 100.0%	111 100.0%	28 100.0%	37 100.0%	59 100.0%	44 100.0%	46 100.0%	14 100.0%	28 100.0%	40 100.0%	16 100.0%	64 100.0%	82 100.0%	1	47	67	110	14 100.0%	13 100.0%	14 100.0%	95 100.0%	36 100.0%	52 100.0%	28 100.0%	58 100.0%	93 100.0%	48 100.0%

Political Attitudes Poll
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Table 10
Q7F1. You selected AS-Levels. How many do you have?
Base : All Respondents

	Gender		Age				2010 Vote				Voting Intention					SEG				Region6						Locality			
	Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	Scotland	Wales	London	South	Midlands	North	Inner-city/urban	Outer suburban/Suburban	Town	Village / Countryside
Unweighted Total	10	1	9	9	1	-	-	2	-	-	1	3	-	-	2	-	4	5	1	1	-	1	2	4	2	2	3	3	2
Weighted Total	13	1	11	11	2	-	-	2	-	-	1	4	-	-	2	-	6	5	1	2	-	1	3	5	2	2	4	4	3
2	1	-	1	1	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	1	1	-	-	
	4.6%	-	5.1%	5.4%	-	-	-	-	-	-	-	-	-	-	-	-	11.2%	-	-	-	-	-	-	-	28.2%	-	16.5%	-	-
3	4	-	4	2	2	-	-	2	-	-	-	2	-	-	1	-	3	1	-	2	-	-	1	1	-	1	1	2	-
	30.7%	-	33.8%	19.5%	100.0%	-	-	100.0%	-	-	-	67.9%	-	-	56.9%	-	50.5%	13.2%	-	100.0%	-	-	51.8%	14.2%	-	37.5%	40.0%	42.1%	-
4+	8	1	7	8	-	-	-	-	-	-	1	1	-	-	1	-	3	4	1	-	-	1	1	4	1	1	2	3	
	64.7%	100.0%	61.1%	75.1%	-	-	-	-	-	100.0%	32.1%	-	-	43.1%	-	49.5%	75.6%	100.0%	-	-	100.0%	48.2%	85.8%	71.8%	62.5%	43.6%	57.9%	100.0%	
SIGMA	13	1	11	11	2	-	-	2	-	-	1	4	-	-	2	-	6	5	1	2	-	1	3	5	2	2	4	4	3
	100.0%	100.0%	100.0%	100.0%	100.0%	-	-	100.0%	-	-	100.0%	100.0%	-	-	100.0%	-	100.0%	100.0%	100.0%	100.0%	-	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Political Attitudes Poll
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Table 11
Q7G1. You selected A-Levels. How many do you have?
Base : All Respondents

	Gender		Age				2010 Vote				Voting Intention					SEG				Region6						Locality				
	Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	Scotland	Wales	London	South	Midlands	North	Inner-city/urban	Outer suburban / Suburban	Town	Village / Countryside	
Unweighted Total	155	71	84	49	60	19	27	46	21	23	11	25	27	8	34	49	9	41	70	35	14	9	13	56	25	37	26	53	46	30
Weighted Total	125	60	65	61	45	8	12	27	17	18	6	18	24	5	26	38	16	43	43	23	9	5	12	47	19	32	23	41	39	22
1	20	9	12	6	10	2	2	7	2	3	2	3	2	2	7	8	-	5	9	6	3	1	*	5	6	5	4	8	6	2
	16.2%	14.2%	18.0%	10.6%	21.2%	25.0%	19.5%	27.8%	13.9%	16.4%	29.5%	18.7%	8.2%	37.3%	26.8%	22.0%	-	12.1%	21.5%	25.0%	31.1%	21.5%	2.8%	10.8%	29.4%	16.3%	16.2%	20.6%	15.4%	9.4%
2	21	10	11	2	12	3	4	10	2	4	1	5	2	*	5	8	2	9	8	1	-	2	2	9	2	5	1	9	5	6
	16.5%	16.4%	16.6%	3.1%	26.2%	40.0%	32.6%	36.7%	10.0%	22.5%	22.7%	25.4%	7.7%	6.4%	18.2%	21.3%	14.4%	21.0%	18.6%	5.8%	-	47.8%	19.9%	19.6%	10.6%	14.2%	5.8%	21.6%	12.5%	25.0%
3	53	28	26	36	12	3	3	5	11	2	2	7	10	1	7	13	5	20	18	10	3	2	8	19	6	14	9	18	21	5
	42.6%	46.4%	39.1%	58.7%	27.3%	35.0%	23.5%	20.2%	62.9%	8.5%	32.8%	35.3%	42.7%	13.8%	28.2%	33.0%	31.0%	47.3%	42.6%	42.0%	38.5%	30.7%	68.8%	41.5%	32.1%	42.5%	41.1%	42.9%	54.8%	22.1%
4+	31	14	17	17	11	-	3	4	2	9	1	4	10	2	7	9	9	8	7	6	3	-	1	13	5	9	8	6	7	10
	24.7%	23.0%	26.3%	27.6%	25.2%	-	24.4%	15.2%	13.2%	52.6%	14.9%	20.6%	41.4%	42.5%	26.7%	23.7%	54.6%	19.5%	17.3%	27.3%	30.4%	-	8.4%	28.0%	27.9%	27.1%	36.9%	14.9%	17.3%	43.5%
SIGMA	125	60	65	61	45	8	12	27	17	18	6	18	24	5	26	38	16	43	43	23	9	5	12	47	19	32	23	41	39	22
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

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Table 12
Q8. On May 22nd there will be elections to the European Parliament. How likely do you think you will be to vote in these European elections on a scale of 0 to 10?
Base : All Respondents

	Gender		Age				2010 Vote				Voting Intention					SEG				Region6						Locality				
	Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	Scotland	Wales	London	South	Midlands	North	Inner-city/urban	Outer suburban/Suburban	Town	Village/Countryside	
Unweighted Total	1005	473	532	248	380	146	231	284	181	163	92	168	198	55	217	300	208	240	267	289	85	46	99	364	157	249	177	261	348	219
Weighted Total	1005	488	517	289	355	151	210	266	214	170	70	177	213	51	215	291	203	199	235	367	99	54	86	369	160	232	157	246	384	218
10 - would definitely vote	496	289	207	98	160	93	145	174	106	105	49	113	104	20	158	202	100	90	114	190	58	23	39	162	87	126	65	123	195	113
	49.3%	59.3%	40.0%	33.9%	45.0%	61.8%	69.0%	65.3%	49.6%	62.0%	70.7%	63.6%	48.9%	38.6%	73.7%	69.6%	49.5%	45.5%	48.5%	51.7%	58.4%	42.3%	45.4%	44.0%	54.5%	54.5%	41.2%	50.2%	50.8%	51.7%
9	81	45	36	23	31	9	17	21	26	17	5	14	24	10	19	25	17	14	18	31	7	*	10	41	9	14	13	21	32	15
	8.0%	9.1%	7.0%	8.1%	8.9%	5.9%	8.1%	8.0%	12.1%	9.9%	7.8%	7.7%	11.3%	19.4%	8.9%	8.7%	8.6%	7.2%	7.7%	8.4%	6.8%	0.6%	11.2%	11.0%	5.5%	5.9%	8.5%	8.4%	8.3%	6.8%
8	93	44	49	30	36	11	16	22	38	18	3	13	30	13	11	15	21	21	18	33	2	10	10	38	11	22	23	21	36	14
	9.3%	9.1%	9.5%	10.2%	10.1%	7.6%	7.8%	8.3%	17.7%	10.3%	4.9%	7.5%	14.2%	25.4%	5.1%	5.2%	10.3%	10.8%	7.7%	9.0%	2.3%	19.0%	11.8%	10.3%	6.8%	9.4%	14.6%	8.4%	9.3%	6.6%
7	55	22	33	20	20	8	7	15	12	7	3	11	15	1	6	15	12	9	16	19	7	3	3	21	7	14	7	14	17	17
	5.5%	4.5%	6.5%	7.1%	5.6%	5.5%	3.3%	5.7%	5.8%	4.3%	4.4%	6.0%	7.1%	2.3%	2.9%	5.0%	5.9%	4.3%	6.6%	5.2%	7.0%	5.5%	3.3%	5.6%	4.1%	6.2%	4.3%	5.8%	4.5%	7.8%
6	46	10	36	18	22	4	1	5	14	3	2	5	22	1	3	7	11	11	9	15	1	2	1	21	10	10	4	9	21	12
	4.6%	2.1%	6.9%	6.3%	6.2%	2.9%	0.5%	2.1%	6.7%	1.9%	2.6%	3.0%	10.2%	1.7%	1.6%	2.4%	5.2%	5.8%	3.6%	4.2%	1.1%	2.9%	1.4%	5.8%	6.3%	4.5%	2.3%	3.8%	5.4%	5.7%
5	68	22	46	30	23	7	9	7	6	7	4	9	4	3	2	9	11	16	18	24	16	1	6	19	12	14	16	10	28	14
	6.8%	4.6%	8.9%	10.3%	6.4%	4.8%	4.3%	2.7%	2.7%	3.9%	6.0%	4.9%	1.7%	5.1%	0.8%	3.1%	5.2%	7.9%	7.7%	6.6%	15.8%	2.4%	6.7%	5.3%	7.5%	6.2%	10.2%	4.2%	7.4%	6.3%
4	18	2	16	9	6	3	-	2	2	3	-	4	2	1	5	5	7	5	3	3	2	-	2	4	4	4	2	5	8	3
	1.8%	0.4%	3.1%	3.3%	1.6%	1.8%	-	0.9%	0.7%	1.5%	-	2.2%	1.0%	2.2%	2.5%	1.9%	3.4%	2.7%	1.2%	0.7%	1.5%	-	2.1%	1.0%	2.7%	1.8%	1.5%	1.9%	2.1%	1.2%
3	21	7	14	8	12	1	-	2	1	1	-	1	6	-	2	3	4	7	2	8	2	5	3	5	5	1	3	6	9	4
	2.1%	1.5%	2.7%	2.7%	3.4%	0.9%	-	0.9%	0.5%	0.3%	-	0.4%	2.7%	-	0.7%	1.0%	2.2%	3.5%	0.9%	2.1%	1.9%	8.8%	3.1%	1.4%	3.1%	0.6%	1.8%	2.4%	2.2%	1.6%
2	25	5	20	12	4	7	1	9	-	2	-	8	1	2	7	7	4	2	9	10	-	-	-	21	2	2	6	11	4	3
	2.5%	1.0%	3.9%	4.3%	1.2%	4.9%	0.4%	3.5%	-	1.2%	-	4.7%	0.6%	4.6%	3.2%	2.4%	2.1%	1.0%	3.9%	2.6%	-	-	-	5.7%	0.9%	1.0%	3.7%	4.6%	1.1%	1.4%
1	19	5	15	10	9	*	-	-	1	2	-	-	5	*	1	2	4	2	5	9	2	-	6	2	2	7	1	8	7	3
	1.9%	0.9%	2.8%	3.4%	2.5%	0.2%	-	-	0.6%	1.2%	-	-	2.4%	0.8%	0.6%	0.7%	2.0%	0.9%	1.9%	2.4%	1.9%	-	7.5%	0.5%	1.1%	3.2%	0.8%	3.3%	1.7%	1.5%
0 - would not vote	82	37	45	30	32	6	14	7	8	6	3	-	-	-	-	-	11	21	24	26	3	10	6	35	12	16	17	17	28	20
	8.2%	7.6%	8.8%	10.5%	9.1%	3.8%	6.6%	2.7%	3.5%	3.3%	3.6%	-	-	-	-	-	5.6%	10.4%	10.3%	7.1%	3.1%	18.4%	7.4%	9.4%	7.4%	6.7%	11.1%	7.0%	7.2%	9.3%
SIGMA	1005	488	517	289	355	151	210	266	214	170	70	177	213	51	215	291	203	199	235	367	99	54	86	369	160	232	157	246	384	218
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Mean	7.60	8.23	7.01	6.66	7.40	8.31	8.73	8.70	8.46	8.64	8.93	8.70	8.39	8.34	9.10	8.97	7.80	7.35	7.39	7.76	8.13	6.75	7.40	7.42	7.76	7.89	7.20	7.56	7.76	7.66
Std. Dev.	3.26	3.01	3.38	3.47	3.33	2.80	2.68	2.43	2.30	2.48	2.26	2.21	2.19	2.15	2.01	2.03	3.04	3.35	3.46	3.20	2.77	3.84	3.46	3.34	3.17	3.12	3.42	3.35	3.12	3.28
Std. Err.	0.10	0.14	0.15	0.22	0.17	0.23	0.18	0.14	0.17	0.19	0.24	0.17	0.16	0.29	0.14	0.12	0.21	0.22	0.21	0.19	0.30	0.57	0.35	0.17	0.25	0.20	0.26	0.21	0.17	0.22

Political Attitudes Poll
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Table 13
Q9. Voting Intention Tables - Normal Weighted Table
Q9. On May 22nd there will be elections to the European Parliament, by a form of proportional representation. If this European election was to take place tomorrow instead, how do you think you would be most likely to vote?
Base : Respondents likely to vote in elections to the European Parliament

	Gender		Age				2010 Vote				Voting Intention					SEG				Region6						Locality				
	Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	Scotland	Wales	London	South	Midlands	North	Inner-city/urban	Outer suburban/Suburban	Town	Village / Countryside	
Unweighted Total	911	433	478	219	336	138	218	274	176	157	88	168	198	55	217	300	195	219	231	265	81	38	90	327	146	225	155	242	314	200
Weighted Total	923	451	471	259	322	145	197	259	206	164	67	177	213	51	215	291	191	178	211	341	96	44	79	334	148	216	140	229	357	198
Liberal Democrat	51	24	27	12	15	14	10	1	-	45	*	-	-	51	-	-	19	12	8	12	3	2	5	28	5	7	6	13	19	13
	5.6%	5.4%	5.7%	4.7%	4.7%	9.8%	4.9%	0.4%	-	27.5%	0.5%	-	-	100.0%	-	-	10.0%	6.9%	3.7%	3.5%	2.7%	5.3%	6.6%	8.5%	3.3%	3.3%	4.4%	5.7%	5.3%	6.7%
UKIP	215	140	76	36	56	44	79	86	35	48	23	-	-	-	215	215	24	47	52	92	7	6	14	106	21	61	24	62	89	40
	23.3%	30.9%	16.0%	13.9%	17.4%	30.3%	40.4%	33.2%	16.8%	29.3%	34.1%	-	-	-	100.0%	73.9%	12.3%	26.6%	24.5%	27.1%	7.0%	14.1%	17.3%	31.8%	14.0%	28.3%	17.4%	27.1%	24.9%	20.2%
BNP	15	9	6	2	10	1	2	1	1	3	6	-	-	-	-	15	2	2	-	11	4	-	-	2	7	2	1	1	6	6
	1.6%	2.1%	1.2%	0.8%	3.1%	0.5%	1.0%	0.4%	0.6%	2.0%	9.0%	-	-	-	-	5.1%	1.0%	1.0%	-	3.3%	4.1%	-	-	0.6%	4.5%	1.0%	0.8%	0.6%	1.8%	3.1%
Labour	213	95	118	71	85	24	33	9	133	24	3	-	213	-	-	-	52	24	37	100	23	19	18	64	35	53	44	46	90	32
	23.1%	21.1%	25.0%	27.3%	26.4%	16.7%	16.8%	3.5%	64.6%	14.8%	4.0%	-	100.0%	-	-	-	27.4%	13.5%	17.5%	29.2%	23.5%	42.6%	23.1%	19.3%	23.8%	24.5%	31.6%	20.2%	25.3%	16.4%
Conservative	177	98	79	46	67	27	38	135	4	10	2	177	-	-	-	-	50	34	56	36	5	6	16	63	53	34	17	45	55	60
	19.2%	21.8%	16.7%	17.7%	20.7%	18.5%	19.2%	52.0%	2.1%	6.0%	2.8%	100.0%	-	-	-	-	26.0%	19.3%	26.6%	10.5%	4.9%	13.9%	19.7%	18.9%	35.7%	15.9%	12.5%	19.8%	15.3%	30.2%
SNP	22	15	7	3	7	6	6	*	4	*	16	-	-	-	-	22	2	8	6	6	22	-	-	-	-	-	2	9	10	2
	2.4%	3.3%	1.6%	1.3%	2.1%	4.3%	3.0%	0.2%	1.8%	0.2%	24.0%	-	-	-	-	7.7%	1.0%	4.4%	2.9%	1.8%	23.2%	-	-	-	-	-	1.4%	3.9%	2.8%	0.8%
Green	33	16	17	18	13	1	2	1	4	10	5	-	-	-	-	33	6	11	9	7	2	1	3	12	2	14	12	8	9	4
	3.6%	3.6%	3.6%	6.9%	3.9%	0.7%	0.8%	0.4%	2.0%	5.8%	7.9%	-	-	-	-	11.4%	2.9%	6.4%	4.3%	2.1%	2.0%	1.4%	3.2%	3.6%	1.5%	6.3%	8.7%	3.6%	2.4%	2.2%
Plaid Cymru	1	-	*	-	-	*	-	-	-	-	-	-	-	-	-	1	*	-	-	-	-	1	-	-	-	-	-	-	-	1
	0.1%	0.1%	0.1%	-	-	0.2%	0.2%	-	-	-	0.5%	-	-	-	-	0.2%	0.2%	-	0.2%	-	-	1.6%	-	-	-	-	-	-	-	0.3%
Another Party	5	3	2	3	1	-	1	-	-	1	3	-	-	-	-	5	1	1	1	2	-	1	1	-	2	-	2	-	2	1
	0.5%	0.6%	0.4%	1.1%	0.3%	-	0.4%	-	-	0.6%	4.1%	-	-	-	-	1.6%	0.4%	0.6%	0.4%	0.6%	-	2.1%	1.2%	-	1.4%	-	1.4%	-	0.5%	0.5%
Dont know	169	48	121	63	63	18	25	26	22	23	8	-	-	-	-	-	29	37	35	68	30	8	22	48	22	40	26	40	69	34
	18.3%	10.7%	25.7%	24.3%	19.5%	12.5%	12.9%	10.0%	10.6%	13.9%	11.8%	-	-	-	-	-	15.1%	20.8%	16.7%	20.0%	31.0%	19.0%	27.3%	14.4%	14.7%	18.3%	18.5%	17.6%	19.3%	17.3%
Refused	21	2	19	5	6	9	1	-	3	-	1	-	-	-	-	-	7	1	7	6	1	-	1	10	2	5	5	4	9	5
	2.3%	0.5%	4.1%	1.8%	2.0%	6.5%	0.5%	-	1.5%	-	1.2%	-	-	-	-	-	3.8%	0.6%	3.2%	1.9%	1.6%	-	1.6%	3.0%	1.0%	2.3%	3.3%	1.5%	2.5%	2.3%
SIGMA	923	451	471	259	322	145	197	259	206	164	67	177	213	51	215	291	191	178	211	341	96	44	79	334	148	216	140	229	357	198
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Political Attitudes Poll
Prepared on behalf of the Daily Mirror

6 May 2014

Table 14
Q9. Voting Intention Tables - Normal Weighted Table and Likelihood Weighting
Q9. On May 22nd there will be elections to the European Parliament, by a form of proportional representation. If this European election was to take place tomorrow instead, how do you think you would be most likely to vote?
Base : Respondents likely to vote in elections to the European Parliament

	Gender		Age				2010 Vote				Voting Intention					SEG				Region6						Locality				
	Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	Scotland	Wales	London	South	Midlands	North	Inner-city/urban	Outer suburban/Suburban	Town	Village / Countryside	
Unweighted Total	911	433	478	219	336	138	218	274	176	157	88	168	198	55	217	300	195	219	231	265	81	38	90	327	146	225	155	242	314	200
Weighted Total	911	479	432	229	313	149	219	276	216	175	74	184	213	51	233	311	189	174	207	340	96	44	75	326	148	218	135	221	356	199
Liberal Democrat	51	27	24	9	16	15	11	1	-	47	*	-	-	51	-	-	19	12	7	13	3	2	5	27	5	8	5	13	18	15
	5.6%	5.6%	5.6%	4.0%	5.1%	10.2%	4.9%	0.4%	-	26.9%	0.6%	-	-	100.0%	-	-	10.1%	6.7%	3.5%	3.8%	2.8%	5.7%	6.5%	8.3%	3.3%	3.7%	4.0%	5.7%	5.1%	7.4%
UKIP	233	155	78	33	58	50	91	96	39	56	27	-	-	-	233	233	27	48	59	100	8	7	16	115	22	66	23	69	98	44
	25.6%	32.4%	18.1%	14.6%	18.6%	33.8%	41.7%	34.6%	17.9%	31.8%	35.7%	-	-	-	100.0%	75.1%	14.1%	27.4%	28.3%	29.5%	8.4%	15.2%	21.0%	35.3%	14.9%	30.1%	17.0%	31.0%	27.4%	22.2%
BNP	16	11	5	2	10	1	2	1	1	4	7	-	-	-	-	16	2	1	-	12	5	-	-	2	7	2	1	1	7	6
	1.7%	2.3%	1.2%	1.0%	3.3%	0.6%	1.0%	0.3%	0.7%	2.2%	9.8%	-	-	-	-	5.1%	1.2%	0.8%	-	3.5%	4.9%	-	-	0.5%	4.8%	1.1%	1.0%	0.6%	1.9%	3.2%
Labour	213	99	114	65	83	27	38	9	140	26	3	-	213	-	-	-	48	26	35	104	25	20	18	63	34	54	44	47	88	34
	23.4%	20.6%	26.4%	28.3%	26.5%	17.8%	17.4%	3.2%	64.8%	15.0%	4.2%	-	100.0%	-	-	-	25.5%	14.9%	16.7%	30.7%	25.6%	44.8%	23.8%	19.4%	22.6%	24.5%	32.6%	21.2%	24.7%	17.0%
Conservative	184	110	74	48	70	22	43	143	5	10	2	184	-	-	-	-	53	39	56	35	5	7	18	59	58	38	19	43	59	63
	20.1%	22.9%	17.1%	21.1%	22.2%	14.9%	19.8%	51.6%	2.2%	6.0%	2.4%	100.0%	-	-	-	-	28.0%	22.2%	26.8%	10.4%	5.6%	15.6%	23.4%	18.0%	38.8%	17.2%	14.3%	19.2%	16.5%	31.7%
SNP	25	17	8	3	8	7	7	1	4	*	19	-	-	-	-	25	2	9	6	7	25	-	-	-	-	-	2	11	11	2
	2.8%	3.6%	1.9%	1.3%	2.5%	5.0%	3.2%	0.2%	2.1%	0.2%	25.3%	-	-	-	-	8.2%	1.2%	5.4%	3.1%	2.2%	26.5%	-	-	-	-	-	1.4%	4.8%	3.1%	0.9%
Green	31	17	14	15	13	1	1	1	4	10	5	-	-	-	-	31	5	10	8	8	2	1	2	10	2	14	13	7	7	3
	3.4%	3.5%	3.2%	6.6%	4.1%	0.8%	0.6%	0.4%	1.7%	5.5%	7.3%	-	-	-	-	9.8%	2.4%	5.7%	3.9%	2.3%	1.7%	1.7%	2.9%	3.1%	1.5%	6.2%	9.5%	3.2%	2.1%	1.7%
Plaid Cymru	1	-	*	-	-	*	-	-	-	-	-	-	-	-	-	1	*	-	-	-	-	1	-	-	-	-	-	-	-	1
	0.1%	0.1%	0.1%	-	-	0.3%	0.2%	-	-	-	0.5%	-	-	-	-	0.3%	0.2%	-	0.2%	-	-	1.9%	-	-	-	-	-	-	-	0.4%
Another Party	5	3	2	3	1	-	1	-	-	1	3	-	-	-	-	5	1	1	1	2	-	1	1	-	2	-	2	-	2	1
	0.5%	0.6%	0.4%	1.2%	0.4%	-	0.4%	-	-	0.5%	4.2%	-	-	-	-	1.5%	0.4%	0.7%	0.4%	0.6%	-	2.1%	1.1%	-	1.6%	-	1.5%	-	0.5%	0.5%
Dont know	133	40	94	46	48	16	24	26	19	21	7	-	-	-	-	-	25	28	28	52	22	6	16	40	17	32	22	30	56	25
	14.6%	8.3%	21.7%	20.0%	15.4%	10.4%	10.8%	9.3%	8.9%	12.0%	9.0%	-	-	-	-	-	13.4%	16.0%	13.4%	15.4%	22.9%	13.1%	20.8%	12.4%	11.8%	14.7%	16.3%	13.6%	15.8%	12.5%
Refused	20	1	19	4	6	9	*	-	4	-	1	-	-	-	-	-	6	*	8	5	2	-	*	10	1	5	3	2	10	5
	2.2%	0.1%	4.4%	1.9%	1.9%	6.2%	0.1%	-	1.8%	-	1.2%	-	-	-	-	-	3.3%	0.2%	3.7%	1.6%	1.8%	-	0.6%	3.1%	0.7%	2.4%	2.4%	0.8%	2.8%	2.4%
SIGMA	911	479	432	229	313	149	219	276	216	175	74	184	213	51	233	311	189	174	207	340	96	44	75	326	148	218	135	221	356	199
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Political Attitudes Poll
Prepared on behalf of the Daily Mirror

6 May 2014

Table 15
Q9. Voting Intention Tables - Normal Weighted Table and Likelihood Weighting
Q9. On May 22nd there will be elections to the European Parliament, by a form of proportional representation. If this European election was to take place tomorrow instead, how do you think you would be most likely to vote?
Base : Respondents likely to vote in elections to the European Parliament and Excluding DK/Refused

	Gender		Age				2010 Vote				Voting Intention					SEG				Region6						Locality				
	Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	Scotland	Wales	London	South	Midlands	North	Inner-city/urban	Outer suburban / Suburban	Town	Village / Countryside	
Unweighted Total	721	384	337	167	255	109	190	239	158	129	78	168	198	55	217	300	156	171	184	209	60	31	69	264	117	177	123	197	241	160
Weighted Total	758	439	319	179	259	124	195	251	193	154	67	184	213	51	233	311	157	146	172	282	72	38	59	276	130	181	110	190	290	169
Liberal Democrat	51	27	24	9	16	15	11	1	-	47	*	-	-	51	-	-	19	12	7	13	3	2	5	27	5	8	5	13	18	15
	6.7%	6.1%	7.6%	5.1%	6.1%	12.2%	5.5%	0.4%	-	30.5%	0.6%	-	-	100.0%	-	-	12.2%	8.0%	4.3%	4.5%	3.7%	6.6%	8.3%	9.9%	3.8%	4.5%	4.9%	6.6%	6.3%	8.7%
UKIP	233	155	78	33	58	50	91	96	39	56	27	-	-	-	233	233	27	48	59	100	8	7	16	115	22	66	23	69	98	44
	30.8%	35.4%	24.4%	18.7%	22.4%	40.5%	46.8%	38.1%	20.0%	36.1%	39.8%	-	-	-	100.0%	75.1%	17.0%	32.7%	34.1%	35.5%	11.1%	17.5%	26.7%	41.7%	17.0%	36.4%	21.0%	36.2%	33.7%	26.1%
BNP	16	11	5	2	10	1	2	1	1	4	7	-	-	-	-	16	2	1	-	12	5	-	-	2	7	2	1	1	7	6
	2.1%	2.5%	1.6%	1.2%	4.0%	0.8%	1.2%	0.4%	0.7%	2.5%	10.9%	-	-	-	-	5.1%	1.5%	1.0%	-	4.3%	6.5%	-	-	0.6%	5.5%	1.3%	1.3%	0.7%	2.4%	3.7%
Labour	213	99	114	65	83	27	38	9	140	26	3	-	213	-	-	-	48	26	35	104	25	20	18	63	34	54	44	47	88	34
	28.1%	22.5%	35.7%	36.3%	32.0%	21.4%	19.6%	3.5%	72.6%	17.0%	4.7%	-	100.0%	-	-	-	30.7%	17.7%	20.1%	36.9%	33.9%	51.5%	30.3%	22.9%	25.9%	29.6%	40.1%	24.7%	30.4%	20.0%
Conservative	184	110	74	48	70	22	43	143	5	10	2	184	-	-	-	-	53	39	56	35	5	7	18	59	58	38	19	43	59	63
	24.2%	25.0%	23.1%	27.0%	26.8%	17.9%	22.2%	56.9%	2.5%	6.8%	2.6%	100.0%	-	-	-	-	33.6%	26.5%	32.3%	12.6%	7.4%	17.9%	29.8%	21.2%	44.3%	20.8%	17.6%	22.5%	20.2%	37.2%
SNP	25	17	8	3	8	7	7	1	4	*	19	-	-	-	-	25	2	9	6	7	25	-	-	-	-	-	2	11	11	2
	3.4%	3.9%	2.6%	1.7%	3.1%	6.0%	3.6%	0.2%	2.3%	0.2%	28.1%	-	-	-	-	8.2%	1.5%	6.4%	3.7%	2.6%	35.1%	-	-	-	-	-	1.7%	5.6%	3.8%	1.1%
Green	31	17	14	15	13	1	1	1	4	10	5	-	-	-	-	31	5	10	8	8	2	1	2	10	2	14	13	7	7	3
	4.0%	3.8%	4.3%	8.5%	5.0%	0.9%	0.6%	0.4%	1.9%	6.3%	8.1%	-	-	-	-	9.8%	2.9%	6.8%	4.7%	2.8%	2.2%	1.9%	3.6%	3.7%	1.8%	7.5%	11.7%	3.7%	2.5%	2.0%
Plaid Cymru	1	-	*	-	-	*	-	-	-	-	-	-	-	-	-	1	*	-	-	-	-	-	-	-	-	-	-	-	-	1
	0.1%	0.1%	0.1%	-	-	0.3%	0.2%	-	-	-	0.6%	-	-	-	-	0.3%	0.3%	-	0.2%	-	-	-	-	-	-	-	-	-	-	0.5%
Another Party	5	3	2	3	1	-	1	-	-	1	3	-	-	-	-	5	1	1	1	2	-	1	1	-	2	-	2	-	2	1
	0.6%	0.7%	0.6%	1.6%	0.5%	-	0.4%	-	-	0.6%	4.6%	-	-	-	-	1.5%	0.5%	0.8%	0.5%	0.7%	-	2.4%	1.3%	-	1.8%	-	1.8%	-	0.7%	0.5%
SIGMA	758	439	319	179	259	124	195	251	193	154	67	184	213	51	233	311	157	146	172	282	72	38	59	276	130	181	110	190	290	169
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Political Attitudes Poll
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6 May 2014

Table 16
Q10. If there was a UK General Election taking place tomorrow, how likely do you think you would be to vote on a scale of 0 to 10?
Base : All Respondents

	Gender		Age				2010 Vote				Voting Intention					SEG				Region6						Locality				
	Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	Scotland	Wales	London	South	Midlands	North	Inner-city/urban	Outer suburban/Suburban	Town	Village/Countryside	
Unweighted Total	1005	473	532	248	380	146	231	284	181	163	92	168	198	55	217	300	208	240	267	289	85	46	99	364	157	249	177	261	348	219
Weighted Total	1005	488	517	289	355	151	210	266	214	170	70	177	213	51	215	291	203	199	235	367	99	54	86	369	160	232	157	246	384	218
10 - Would definitely vote	585	332	253	118	200	102	165	196	141	120	56	123	125	23	164	215	124	107	127	227	63	29	45	190	103	154	85	141	228	131
	58.2%	67.9%	49.0%	40.7%	56.3%	67.8%	78.6%	73.5%	66.1%	70.7%	79.9%	69.5%	58.9%	45.7%	76.4%	74.0%	60.9%	53.7%	54.1%	61.7%	63.0%	53.0%	52.9%	51.7%	64.5%	66.5%	54.0%	57.4%	59.2%	60.3%
9	110	61	49	31	44	16	19	31	32	22	6	21	37	12	21	28	34	17	20	38	7	4	12	56	10	19	18	27	41	25
	11.0%	12.5%	9.5%	10.8%	12.3%	10.6%	9.2%	11.8%	15.0%	12.8%	8.9%	11.8%	17.2%	23.9%	9.8%	9.5%	17.0%	8.8%	8.6%	10.4%	6.7%	8.2%	14.5%	15.1%	6.2%	8.4%	11.2%	10.8%	10.7%	11.6%
8	69	30	39	25	28	8	8	16	25	12	2	11	23	8	11	14	14	18	15	22	3	5	7	27	11	16	17	16	27	8
	6.9%	6.1%	7.5%	8.6%	7.9%	5.1%	3.8%	6.1%	11.7%	7.2%	2.6%	6.2%	11.0%	15.5%	5.2%	4.8%	7.1%	8.8%	6.3%	6.0%	3.4%	9.4%	8.7%	7.3%	6.7%	6.7%	10.8%	6.5%	7.2%	3.9%
7	48	10	38	18	15	12	3	13	4	8	1	10	7	2	10	15	9	6	19	13	6	3	3	27	6	3	9	19	8	11
	4.7%	1.9%	7.4%	6.3%	4.3%	7.8%	1.2%	4.7%	1.9%	4.8%	2.0%	5.8%	3.1%	3.9%	4.7%	5.1%	4.3%	3.1%	8.3%	3.7%	5.6%	5.0%	4.0%	7.3%	3.8%	1.3%	5.6%	7.9%	2.2%	5.1%
6	23	9	14	13	8	1	-	3	7	2	-	2	8	*	2	6	5	5	10	4	2	2	1	12	2	5	3	5	8	6
	2.3%	1.8%	2.8%	4.6%	2.4%	1.0%	-	1.3%	3.1%	1.4%	-	1.4%	3.8%	0.6%	0.8%	2.0%	2.6%	2.4%	4.1%	1.0%	1.6%	2.9%	0.6%	3.2%	1.5%	2.2%	2.2%	2.0%	2.2%	2.8%
5	62	20	42	31	23	4	5	5	2	3	3	8	5	3	3	8	6	19	17	20	13	1	6	18	13	10	7	10	28	17
	6.2%	4.1%	8.2%	10.7%	6.5%	2.4%	2.2%	1.7%	0.8%	1.5%	4.1%	4.5%	2.1%	5.1%	1.4%	2.7%	2.9%	9.5%	7.3%	5.5%	13.2%	2.5%	6.9%	4.8%	8.2%	4.3%	4.3%	4.2%	7.3%	7.8%
4	9	1	8	8	1	-	-	-	-	-	-	-	1	-	2	4	1	5	2	2	-	*	2	6	-	1	1	4	4	-
	0.9%	0.3%	1.6%	2.7%	0.4%	-	-	-	-	-	-	-	0.4%	-	1.0%	1.2%	0.6%	2.5%	0.7%	0.4%	-	0.8%	2.0%	1.5%	-	0.6%	0.9%	1.7%	1.0%	-
3	14	2	12	1	7	3	3	1	-	1	-	*	1	-	*	*	2	4	1	7	1	4	-	4	*	2	4	3	5	2
	1.4%	0.4%	2.3%	0.3%	2.0%	1.8%	1.4%	0.5%	-	0.4%	-	0.3%	0.5%	-	0.1%	0.1%	1.1%	2.0%	0.4%	1.8%	0.8%	7.6%	-	1.1%	0.3%	0.9%	2.4%	1.2%	1.2%	1.0%
2	13	*	13	7	6	-	*	-	-	1	-	1	1	2	-	-	1	*	4	7	1	-	4	5	1	2	-	6	5	3
	1.3%	0.1%	2.5%	2.3%	1.7%	-	0.2%	-	-	0.9%	-	0.5%	0.7%	4.6%	-	-	0.7%	0.2%	1.8%	1.9%	1.4%	-	5.1%	1.3%	0.6%	0.7%	-	2.3%	1.3%	1.2%
1	11	3	8	6	4	*	1	-	-	*	-	-	-	*	1	2	-	3	2	6	3	-	*	*	1	6	-	3	5	3
	1.1%	0.6%	1.5%	2.2%	1.0%	0.2%	0.2%	-	-	0.2%	-	-	-	0.8%	0.6%	0.7%	-	1.3%	1.0%	1.6%	2.7%	-	0.5%	0.1%	0.7%	2.7%	-	1.1%	1.3%	1.5%
0 - Would not vote	61	21	40	31	18	5	7	1	3	-	2	-	5	-	-	-	6	15	17	22	2	6	4	24	12	13	13	12	25	10
	6.0%	4.3%	7.7%	10.7%	5.1%	3.3%	3.2%	0.4%	1.3%	-	2.5%	-	2.3%	-	-	-	2.8%	7.8%	7.3%	6.1%	1.6%	10.5%	4.9%	6.6%	7.5%	5.5%	8.4%	4.9%	6.5%	4.8%
SIGMA	1005	488	517	289	355	151	210	266	214	170	70	177	213	51	215	291	203	199	235	367	99	54	86	369	160	232	157	246	384	218
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Mean	8.25	8.89	7.65	7.17	8.26	8.93	9.23	9.41	9.26	9.33	9.34	9.24	8.91	8.62	9.43	9.30	8.86	7.87	7.97	8.30	8.41	7.71	8.13	8.17	8.33	8.48	8.13	8.27	8.22	8.37
Std. Dev.	2.90	2.40	3.20	3.40	2.83	2.23	2.12	1.30	1.51	1.40	1.88	1.46	2.00	2.08	1.35	1.52	2.17	3.14	3.04	2.99	2.61	3.38	2.92	2.85	2.98	2.91	3.00	2.83	2.99	2.79
Std. Err.	0.09	0.11	0.14	0.22	0.15	0.18	0.14	0.08	0.11	0.11	0.20	0.11	0.14	0.28	0.09	0.09	0.15	0.20	0.19	0.18	0.28	0.50	0.29	0.15	0.24	0.18	0.23	0.17	0.16	0.19

Political Attitudes Poll
Prepared on behalf of the Daily Mirror

6 May 2014

Table 17
Q11. Voting Intention Tables - Normal Weighted Table
Q11. If there was a General Election taking place tomorrow, and there was a candidate from all political parties standing in your constituency, which party do you think you would vote for?
Base : Respondents would vote in General Election

	Gender		Age				2010 Vote				Voting Intention					SEG				Region6						Locality					
	Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	Scotland	Wales	London	South	Midlands	North	Inner-city/urban	Outer suburban	Town	Village / Country side		
Unweighted Total	941	449	492	221	355	141	224	283	179	163	90	168	196	55	217	300	201	227	242	270	83	41	93	340	147	232	162	248	323	208	
Weighted Total	944	467	477	258	337	146	204	265	211	170	68	177	208	51	215	291	197	183	218	345	98	48	81	344	148	219	144	234	359	207	
Conservative	254	145	109	62	86	37	69	179	13	16	5	172	5	1	48	52	66	52	69	65	9	10	21	97	63	54	34	60	77	83	
	26.9%	30.9%	22.9%	23.9%	25.6%	25.4%	33.9%	67.5%	5.9%	9.3%	7.2%	97.3%	2.5%	2.5%	22.4%	17.8%	33.5%	28.7%	31.7%	18.9%	9.3%	21.6%	25.6%	28.2%	42.3%	24.5%	23.6%	25.6%	21.5%	39.9%	
Labour	263	127	136	81	102	32	48	9	158	42	7	2	199	5	23	35	63	32	45	122	24	19	24	77	41	78	56	64	107	36	
	27.8%	27.3%	28.4%	31.5%	30.3%	22.2%	23.3%	3.3%	75.0%	24.8%	9.6%	1.0%	95.7%	9.3%	10.7%	12.0%	32.1%	17.4%	20.8%	35.5%	24.8%	38.9%	29.3%	22.4%	27.3%	35.6%	38.8%	27.3%	29.9%	17.3%	
Liberal Democrat	59	27	33	14	22	14	10	2	3	44	1	1	-	42	2	8	18	13	9	19	2	3	6	34	3	11	12	14	19	14	
	6.3%	5.7%	6.9%	5.4%	6.4%	9.5%	5.0%	0.8%	1.3%	25.7%	1.1%	0.5%	-	81.2%	0.9%	2.6%	9.4%	6.9%	4.2%	5.6%	2.3%	5.5%	7.4%	9.8%	1.8%	4.8%	8.1%	6.1%	5.4%	6.8%	
Scottish National Party (SNP)	24	16	8	5	7	7	6	-	4	*	18	-	-	*	2	22	4	8	4	8	24	-	-	-	-	-	2	11	10	2	
	2.6%	3.4%	1.7%	2.1%	2.0%	4.5%	2.7%	-	1.8%	0.2%	26.3%	-	-	0.7%	0.9%	7.5%	1.9%	4.6%	1.8%	2.4%	24.8%	-	-	-	-	-	1.6%	4.6%	2.7%	0.8%	
Plaid Cymru	1	*	*	-	-	*	*	-	-	-	*	-	-	-	1	*	-	-	*	*	-	1	-	-	-	-	-	-	-	-	1
	0.1%	0.1%	0.1%	-	-	0.2%	0.2%	-	-	-	0.5%	-	-	-	-	0.2%	0.2%	-	0.2%	-	-	1.4%	-	-	-	-	-	-	-	-	0.3%
UK Independence Party (UKIP)	139	87	52	20	49	25	45	48	16	38	18	-	1	-	122	127	14	35	41	49	3	4	14	71	15	32	12	43	55	30	
	14.7%	18.7%	10.8%	7.9%	14.5%	17.0%	22.0%	18.2%	7.6%	22.2%	26.4%	-	0.4%	-	56.8%	43.5%	7.3%	18.9%	19.0%	14.1%	3.0%	8.1%	17.2%	20.7%	10.4%	14.4%	8.1%	18.3%	15.2%	14.4%	
Another Party (Net)	29	22	7	11	12	1	6	-	1	8	14	-	-	-	26	14	4	7	3	14	5	2	1	7	5	9	7	4	13	5	
	3.1%	4.7%	1.4%	4.1%	3.6%	0.3%	2.8%	-	0.3%	4.7%	21.1%	-	-	-	8.9%	2.2%	2.2%	3.8%	1.6%	4.1%	5.4%	3.2%	1.2%	2.1%	8.9%	3.5%	4.0%	5.0%	1.7%	3.6%	2.4%
Green	14	9	5	6	6	1	1	-	1	5	5	-	-	-	14	3	5	3	3	3	-	1	-	5	1	7	4	3	5	2	
	1.5%	2.0%	1.0%	2.5%	1.8%	0.3%	0.5%	-	0.3%	3.0%	7.3%	-	-	-	4.7%	1.6%	2.9%	1.2%	0.9%	0.9%	-	1.3%	-	1.4%	1.0%	3.3%	2.8%	1.4%	1.3%	1.0%	
British National Party (BNP)	7	7	-	-	5	-	2	-	-	2	5	-	-	-	7	1	*	-	6	6	4	-	-	-	2	2	-	1	5	2	
	0.8%	1.5%	-	-	1.5%	-	1.1%	-	-	1.1%	7.2%	-	-	-	2.3%	0.6%	0.2%	-	1.6%	1.6%	4.1%	-	-	-	1.1%	0.7%	-	0.3%	1.4%	0.7%	
Respect	1	-	1	1	-	-	-	-	-	-	-	-	-	-	1	-	-	-	1	1	-	-	1	-	-	-	1	-	-	-	
	0.1%	-	0.2%	0.4%	-	-	-	-	-	-	-	-	-	-	0.3%	-	-	-	0.3%	0.3%	-	-	1.2%	-	-	-	0.7%	-	-	-	
Trade Unionist and Socialist Coalition (TUSC)	1	1	-	-	1	-	-	-	-	-	1	-	-	-	1	-	1	-	-	-	-	-	-	-	1	-	1	-	-	-	
	0.1%	0.2%	-	-	0.3%	-	-	-	-	-	1.4%	-	-	-	0.3%	-	0.5%	-	-	-	-	-	-	-	0.7%	-	0.7%	-	-	-	
Monster Raving Loony Party	2	1	1	2	-	-	*	-	-	1	1	-	-	-	2	-	*	1	1	1	-	1	-	*	1	-	-	-	1	1	
	0.2%	0.3%	0.2%	0.8%	-	-	0.2%	-	-	0.6%	2.0%	-	-	-	0.7%	-	0.2%	0.4%	0.3%	0.3%	-	2.0%	-	0.1%	0.7%	-	-	-	0.3%	0.6%	
If not listed please state in this box	3	3	-	1	-	-	2	-	-	-	2	-	-	-	1	-	-	-	3	3	1	-	-	2	-	-	1	-	2	-	
	0.4%	0.7%	-	0.5%	-	-	1.0%	-	-	-	3.1%	-	-	-	0.4%	-	-	-	1.0%	1.0%	1.3%	-	-	0.6%	-	-	0.9%	-	0.6%	-	
Undecided	152	40	112	59	55	22	15	27	11	22	5	2	2	3	16	19	21	35	37	59	28	10	14	44	20	32	20	30	69	33	
	16.1%	8.5%	23.5%	22.8%	16.5%	15.2%	7.4%	10.2%	5.4%	13.1%	6.7%	1.1%	1.1%	6.3%	7.2%	6.6%	10.5%	18.8%	17.2%	17.1%	28.5%	21.2%	17.8%	12.7%	13.7%	14.6%	13.8%	12.8%	19.2%	15.9%	
Refuse	24	3	21	6	4	8	6	-	6	-	1	-	1	-	2	2	6	2	8	8	2	-	1	14	2	5	1	8	9	5	
	2.5%	0.6%	4.3%	2.3%	1.2%	5.6%	2.7%	-	2.6%	-	1.2%	-	0.3%	-	1.1%	0.8%	2.9%	0.9%	3.7%	2.4%	1.9%	-	1.6%	4.2%	1.0%	2.1%	0.9%	3.5%	2.6%	2.3%	
SIGMA	944	467	477	258	337	146	204	265	211	170	68	177	208	51	215	291	197	183	218	345	98	48	81	344	148	219	144	234	359	207	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

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Table 18
Q11. Voting Intention Tables - Normal Weighted Table and Likelihood Weighting
Q11. If there was a General Election taking place tomorrow, and there was a candidate from all political parties standing in your constituency, which party do you think you would vote for?
Base : Respondents would vote in General Election

	Gender		Age				2010 Vote				Voting Intention					SEG				Region6						Locality					
	Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	Scotland	Wales	London	South	Midlands	North	Inner-city/urban	Outer suburban	Town	Village / Country side		
Unweighted Total	941	449	492	221	355	141	224	283	179	163	90	168	196	55	217	300	201	227	242	270	83	41	93	340	147	232	162	248	323	208	
Weighted Total	941	492	449	235	333	153	221	284	225	180	74	186	215	50	230	307	204	177	213	346	95	47	79	342	152	223	145	231	358	207	
Conservative	266	156	110	61	90	39	76	193	13	17	5	181	4	1	51	54	70	56	72	66	10	11	23	96	67	59	34	63	82	86	
	28.2%	31.7%	24.4%	26.1%	27.0%	25.3%	34.3%	68.0%	5.8%	9.6%	7.1%	97.4%	1.8%	2.7%	22.0%	17.6%	34.2%	31.6%	33.9%	19.2%	10.6%	23.8%	28.6%	28.2%	43.9%	26.3%	23.7%	27.2%	23.0%	41.7%	
Labour	274	135	139	79	106	36	53	9	169	44	7	2	209	4	25	37	65	32	46	132	26	20	23	78	44	82	58	65	111	39	
	29.1%	27.4%	31.0%	33.8%	31.7%	23.5%	24.2%	3.3%	75.3%	24.4%	9.8%	1.0%	97.2%	7.6%	10.9%	12.0%	32.0%	17.8%	21.4%	38.1%	27.7%	41.2%	29.1%	22.9%	29.3%	36.8%	40.2%	28.3%	31.0%	19.0%	
Liberal Democrat	59	28	30	12	22	14	11	2	2	45	1	1	-	41	2	7	19	12	9	19	2	3	6	33	2	11	11	13	19	15	
	6.2%	5.7%	6.8%	5.1%	6.5%	9.3%	4.9%	0.8%	1.1%	24.9%	1.0%	0.5%	-	82.0%	0.8%	2.4%	9.4%	6.7%	4.0%	5.5%	2.3%	6.1%	7.6%	9.6%	1.5%	4.9%	7.7%	5.7%	5.3%	7.4%	
Scottish National Party (SNP)	26	18	9	5	8	7	6	-	4	*	20	-	-	*	2	23	4	10	3	9	26	-	-	-	-	-	2	12	10	2	
	2.8%	3.6%	1.9%	2.1%	2.3%	4.9%	2.8%	-	1.9%	0.2%	27.2%	-	-	0.8%	0.9%	7.6%	2.0%	5.4%	1.5%	2.7%	27.7%	-	-	-	-	-	1.4%	5.3%	2.8%	0.9%	
Plaid Cymru	1	*	*	-	-	*	*	-	-	-	*	-	-	-	-	1	*	-	*	*	-	1	-	-	-	-	-	-	-	-	1
	0.1%	0.1%	0.1%	-	-	0.3%	0.2%	-	-	-	0.5%	-	-	-	-	0.3%	0.2%	-	0.2%	-	-	1.7%	-	-	-	-	-	-	-	-	0.4%
UK Independence Party (UKIP)	144	94	50	21	46	28	50	53	17	42	20	-	1	-	131	135	16	35	45	48	3	4	12	77	16	33	13	43	57	32	
	15.3%	19.1%	11.2%	9.0%	13.7%	18.1%	22.5%	18.6%	7.7%	23.4%	26.4%	-	0.5%	-	56.7%	44.0%	8.0%	19.6%	21.1%	13.9%	3.5%	7.7%	14.8%	22.6%	10.2%	14.6%	8.9%	18.5%	15.9%	15.3%	
Another Party (Net)	28	22	6	10	13	1	4	-	1	8	15	-	-	-	26	4	6	4	14	6	2	1	5	6	9	8	3	13	4		
	3.0%	4.5%	1.4%	4.4%	3.9%	0.4%	2.0%	-	0.4%	4.6%	20.0%	-	-	-	8.6%	2.1%	3.5%	1.7%	4.1%	6.3%	3.5%	1.2%	1.4%	3.6%	4.1%	5.6%	1.4%	3.6%	1.9%		
Green	13	9	4	6	6	1	1	-	1	5	5	-	-	-	13	3	5	3	3	-	1	-	3	1	8	5	2	5	1		
	1.4%	1.9%	0.9%	2.5%	1.9%	0.4%	0.3%	-	0.4%	2.9%	7.3%	-	-	-	4.2%	1.4%	2.6%	1.2%	0.9%	-	1.5%	-	1.0%	0.9%	3.5%	3.1%	1.1%	1.4%	0.6%		
British National Party (BNP)	8	8	-	-	6	-	2	-	-	2	6	-	-	-	8	1	*	-	6	4	-	-	-	2	1	-	1	6	1		
	0.8%	1.6%	-	-	1.7%	-	1.0%	-	-	1.2%	7.5%	-	-	-	2.5%	0.7%	*	-	1.8%	4.8%	-	-	-	1.2%	0.6%	-	0.4%	1.5%	0.7%		
Respect	1	-	1	1	-	-	-	-	-	-	-	-	-	-	1	-	-	-	1	-	-	1	-	-	-	1	-	-	-	-	
	0.1%	-	0.2%	0.4%	-	-	-	-	-	-	-	-	-	-	0.3%	-	-	-	0.3%	-	-	1.2%	-	-	-	0.7%	-	-	-	-	
Trade Unionist and Socialist Coalition (TUSC)	1	1	-	-	1	-	-	-	-	-	1	-	-	-	1	-	1	-	-	-	-	-	-	1	-	1	-	-	-	-	
	0.1%	0.2%	-	-	0.3%	-	-	-	-	-	1.5%	-	-	-	0.4%	-	0.6%	-	-	-	-	-	-	0.7%	-	0.8%	-	-	-	-	
Monster Raving Loony Party	2	1	1	2	-	-	*	-	-	1	1	-	-	-	2	-	*	1	1	-	1	-	*	1	-	-	-	1	1		
	0.3%	0.3%	0.3%	0.9%	-	-	0.1%	-	-	0.5%	2.0%	-	-	-	0.7%	-	0.2%	0.5%	0.4%	-	2.0%	-	0.1%	0.8%	-	-	-	0.3%	0.6%		
If not listed please state in this box	3	3	-	1	-	-	1	-	-	-	1	-	-	-	1	-	-	-	3	1	1	-	1	-	-	1	-	1	-		
	0.3%	0.5%	-	0.6%	-	-	0.5%	-	-	-	1.6%	-	-	-	0.5%	-	-	-	0.8%	1.5%	-	-	0.4%	-	-	1.0%	-	0.3%	-		
Undecided	122	38	85	42	46	19	16	27	11	23	5	2	1	3	17	20	19	26	27	49	19	8	14	39	17	25	17	26	57	23	
	13.0%	7.6%	18.9%	17.7%	13.7%	12.5%	7.3%	9.3%	5.1%	12.8%	6.8%	1.1%	0.5%	6.9%	7.5%	6.7%	9.5%	14.8%	12.9%	14.3%	20.5%	15.9%	17.4%	11.4%	11.0%	11.2%	11.7%	11.2%	15.8%	11.1%	
Refuse	21	2	19	4	4	9	4	-	6	-	1	-	*	-	3	3	5	1	7	7	1	-	1	13	1	5	1	6	9	5	
	2.2%	0.3%	4.3%	1.8%	1.2%	5.8%	1.8%	-	2.8%	-	1.2%	-	0.1%	-	1.2%	0.9%	2.6%	0.7%	3.3%	2.1%	1.4%	-	1.3%	3.9%	0.5%	2.1%	0.8%	2.5%	2.6%	2.4%	
SIGMA	941	492	449	235	333	153	221	284	225	180	74	186	215	50	230	307	204	177	213	346	95	47	79	342	152	223	145	231	358	207	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

Political Attitudes Poll
Prepared on behalf of the Daily Mirror

6 May 2014

Table 19
Q11. Voting Intention Tables - Normal Weighted Table and Likelihood Weighting
Q11. If there was a General Election taking place tomorrow, and there was a candidate from all political parties standing in your constituency, which party do you think you would vote for?
Base : Respondents would vote in General Election and Excluding DK/Refused

	Gender		Age				2010 Vote				Voting Intention					SEG				Region6						Locality					
	Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	Scotland	Wales	London	South	Midlands	North	Inner-city/urban	Outer suburban	Suburban	Town	Village / Countryside	
Unweighted Total	756	402	354	171	276	108	201	250	165	137	81	165	192	52	200	277	172	180	187	216	61	33	76	279	119	185	134	206	244	172	
Weighted Total	798	453	345	189	283	125	200	258	207	157	68	184	214	47	210	284	179	150	178	289	74	40	64	290	134	194	127	199	293	179	
Conservative	266	156	110	61	90	39	76	193	13	17	5	181	4	1	51	54	70	56	72	66	10	11	23	96	67	59	34	63	82	86	
	33.3%	34.4%	31.8%	32.5%	31.7%	30.9%	37.8%	75.0%	6.3%	11.0%	7.7%	98.5%	1.8%	2.9%	24.1%	19.0%	38.9%	37.4%	40.5%	23.0%	13.6%	28.3%	35.1%	33.3%	49.6%	30.3%	27.0%	31.5%	28.1%	48.2%	
Labour	274	135	139	79	106	36	53	9	169	44	7	2	209	4	25	37	65	32	46	132	26	20	23	78	44	82	58	65	111	39	
	34.4%	29.8%	40.4%	41.9%	37.3%	28.8%	26.6%	3.6%	81.7%	28.0%	10.6%	1.0%	97.7%	8.1%	11.9%	12.9%	36.4%	21.1%	25.5%	45.6%	35.5%	49.0%	35.8%	27.0%	33.1%	42.5%	45.9%	32.7%	38.0%	22.0%	
Liberal Democrat	59	28	30	12	22	14	11	2	2	45	1	1	-	41	2	7	19	12	9	19	2	3	6	33	2	11	11	13	19	15	
	7.3%	6.2%	8.8%	6.3%	7.6%	11.3%	5.4%	0.9%	1.2%	28.5%	1.1%	0.5%	-	88.1%	0.9%	2.6%	10.7%	7.9%	4.8%	6.5%	2.9%	7.3%	9.3%	11.3%	1.7%	5.6%	8.8%	6.6%	6.5%	8.5%	
Scottish National Party (SNP)	26	18	9	5	8	7	6	-	4	*	20	-	-	*	2	23	4	10	3	9	26	-	-	-	-	-	2	12	10	2	
	3.3%	3.9%	2.5%	2.6%	2.7%	6.0%	3.1%	-	2.1%	0.2%	29.6%	-	-	0.9%	1.0%	8.3%	2.3%	6.4%	1.7%	3.3%	35.4%	-	-	-	-	-	1.6%	6.1%	3.5%	1.0%	
Plaid Cymru	1	*	*	-	-	*	*	-	-	-	*	-	-	-	-	1	*	-	*	-	-	1	-	-	-	-	-	-	-	-	1
	0.1%	0.1%	0.1%	-	-	0.3%	0.2%	-	-	-	0.5%	-	-	-	-	0.3%	0.2%	-	0.2%	-	-	2.0%	-	-	-	-	-	-	-	-	0.4%
UK Independence Party (UKIP)	144	94	50	21	46	28	50	53	17	42	20	-	1	-	131	135	16	35	45	48	3	4	12	77	16	33	13	43	57	32	
	18.1%	20.8%	14.5%	11.2%	16.1%	22.2%	24.8%	20.5%	8.4%	26.9%	28.7%	-	0.5%	-	62.1%	47.6%	9.1%	23.1%	25.2%	16.7%	4.4%	9.2%	18.2%	26.7%	11.5%	16.8%	10.2%	21.4%	19.5%	17.7%	
Another Party (Net)	28	22	6	10	13	1	4	-	1	8	15	-	-	-	-	26	4	6	4	14	6	2	1	5	6	9	8	3	13	4	
	3.5%	4.9%	1.8%	5.5%	4.6%	0.5%	2.2%	-	0.4%	5.3%	21.7%	-	-	-	-	9.3%	2.4%	4.1%	2.0%	4.9%	8.1%	4.2%	1.5%	1.7%	4.1%	4.8%	6.4%	1.6%	4.5%	2.2%	
Green	13	9	4	6	6	1	1	-	1	5	5	-	-	-	-	13	3	5	3	3	-	1	-	3	1	8	5	2	5	1	
	1.7%	2.0%	1.2%	3.1%	2.2%	0.5%	0.3%	-	0.4%	3.3%	8.0%	-	-	-	-	4.6%	1.6%	3.1%	1.5%	1.1%	-	1.8%	-	1.2%	1.0%	4.1%	3.6%	1.2%	1.7%	0.7%	
British National Party (BNP)	8	8	-	-	6	-	2	-	-	2	6	-	-	-	-	8	1	*	-	6	4	-	-	-	2	1	-	1	6	1	
	1.0%	1.7%	-	-	2.0%	-	1.1%	-	-	1.4%	8.1%	-	-	-	-	2.7%	0.7%	0.1%	-	2.2%	6.1%	-	-	-	1.4%	0.7%	-	0.4%	1.9%	0.8%	
Respect	1	-	1	1	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	1	-	-	-	-	-	-	1	-	-	-	
	0.1%	-	0.3%	0.5%	-	-	-	-	-	-	-	-	-	-	-	0.3%	-	-	-	0.3%	-	-	1.5%	-	-	-	0.8%	-	-	-	
Trade Unionist and Socialist Coalition (TUSC)	1	1	-	-	1	-	-	-	-	-	-	-	-	-	-	1	-	1	-	-	-	-	-	-	1	-	1	-	-	-	
	0.1%	0.2%	-	-	0.4%	-	-	-	-	-	-	-	-	-	-	0.4%	-	0.7%	-	-	-	-	-	-	0.8%	-	0.9%	-	-	-	
Monster Raving Loony Party	2	1	1	2	-	-	*	-	-	1	1	-	-	-	-	2	-	*	1	1	-	1	-	*	1	-	-	-	1	1	
	0.3%	0.3%	0.4%	1.2%	-	-	0.1%	-	-	0.6%	2.2%	-	-	-	-	0.8%	-	0.2%	0.5%	0.4%	-	2.4%	-	0.1%	0.9%	-	-	-	0.4%	0.7%	
If not listed please state in this box	3	3	-	1	-	-	1	-	-	-	1	-	-	-	-	1	-	-	-	3	1	-	-	1	-	-	1	-	1	-	
	0.3%	0.6%	-	0.8%	-	-	0.6%	-	-	-	1.8%	-	-	-	-	0.5%	-	-	-	0.9%	2.0%	-	-	0.4%	-	-	1.2%	-	0.4%	-	
SIGMA	798	453	345	189	283	125	200	258	207	157	68	184	214	47	210	284	179	150	178	289	74	40	64	290	134	194	127	199	293	179	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

Political Attitudes Poll
Prepared on behalf of the Daily Mirror

6 May 2014

Table 20
Q11. Voting Intention Tables - Special Table (After Replacing the Undecided/Refused Responses with 2010 Voters responses)
Q11. If there was a General Election taking place tomorrow, and there was a candidate from all political parties standing in your constituency, which party do you think you would vote for?
Base : Respondents would vote in General Election and Excluding DK/Refused

	Gender		Age				2010 Vote				Voting Intention					SEG				Region6						Locality					
	Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	Scotland	Wales	London	South	Midlands	North	Inner-city/urban	Outer suburban	Suburban	Town	Village / Country side	
Unweighted Total	837	428	409	181	311	127	218	283	179	163	89	167	193	55	212	291	189	202	206	239	67	36	84	313	128	205	146	224	281	186	
Weighted Total	884	496	388	208	313	141	221	287	229	177	75	198	230	51	232	311	198	166	196	323	84	44	71	323	147	214	139	219	329	197	
Conservative	296	172	124	69	100	43	84	218	14	19	6	195	4	1	56	60	78	62	79	76	13	12	25	107	72	65	37	69	94	96	
	33.4%	34.6%	32.0%	33.0%	31.9%	30.6%	37.8%	75.8%	6.2%	10.5%	7.5%	98.5%	1.8%	2.8%	24.3%	19.3%	39.2%	37.2%	40.4%	23.5%	15.7%	27.7%	35.8%	33.2%	49.0%	30.6%	26.7%	31.4%	28.6%	48.6%	
Labour	301	146	155	85	116	41	59	10	188	47	8	2	225	4	29	41	70	35	49	146	29	22	25	87	48	90	63	72	123	42	
	34.1%	29.5%	39.9%	41.0%	37.0%	29.3%	26.4%	3.5%	82.2%	26.8%	10.4%	1.0%	97.6%	8.0%	12.4%	13.3%	35.5%	21.3%	25.1%	45.3%	34.8%	49.4%	35.7%	26.8%	32.6%	42.2%	45.3%	33.0%	37.5%	21.5%	
Liberal Democrat	71	34	37	15	25	18	14	3	3	56	1	1	*	45	4	10	23	14	11	23	3	3	6	40	4	13	13	16	25	18	
	8.0%	6.8%	9.7%	7.1%	8.0%	12.5%	6.3%	0.9%	1.1%	31.8%	1.1%	0.5%	0.1%	88.4%	1.6%	3.2%	11.5%	8.7%	5.7%	7.0%	4.0%	7.9%	9.1%	12.3%	2.6%	5.9%	9.2%	7.1%	7.5%	9.1%	
Scottish National Party (SNP)	28	19	9	5	8	8	7	-	5	*	22	-	-	*	2	25	4	10	3	10	28	-	-	-	-	-	2	13	11	2	
	3.2%	3.8%	2.4%	2.5%	2.6%	5.7%	3.0%	-	2.0%	0.2%	28.9%	-	-	0.8%	1.0%	8.1%	2.2%	6.2%	1.7%	3.1%	33.7%	-	-	-	-	-	1.6%	6.0%	3.3%	1.0%	
Plaid Cymru	1	*	*	-	-	*	*	-	-	-	*	-	-	-	-	1	*	-	*	-	-	1	-	-	-	-	-	-	-	-	1
	0.1%	0.1%	0.1%	-	-	0.3%	0.2%	-	-	-	0.5%	-	-	-	-	0.3%	0.2%	-	0.2%	-	-	1.9%	-	-	-	-	-	-	-	-	0.4%
UK Independence Party (UKIP)	156	101	54	23	50	30	53	57	19	45	22	-	1	-	140	145	18	37	48	52	4	4	13	83	17	35	15	46	61	34	
	17.6%	20.4%	14.0%	10.9%	15.9%	21.1%	24.1%	19.8%	8.1%	25.6%	28.8%	-	0.5%	-	60.6%	46.7%	8.9%	22.4%	24.7%	16.2%	4.2%	9.0%	17.8%	25.8%	11.7%	16.4%	10.4%	20.9%	18.6%	17.3%	
Another Party (Net)	32	24	8	11	15	1	5	-	1	9	17	-	-	-	*	29	5	7	4	15	6	2	1	6	6	10	9	4	15	4	
	3.6%	4.9%	2.0%	5.5%	4.7%	0.4%	2.1%	-	0.4%	5.1%	22.8%	-	-	-	0.1%	9.2%	2.5%	4.3%	2.2%	4.8%	7.7%	4.1%	1.7%	1.9%	4.0%	4.8%	6.7%	1.6%	4.4%	2.2%	
Green	16	10	5	6	8	1	1	-	1	6	7	-	-	-	*	14	3	5	3	3	-	1	*	4	1	9	5	3	6	1	
	1.8%	2.1%	1.4%	3.1%	2.5%	0.4%	0.3%	-	0.4%	3.2%	9.4%	-	-	-	0.1%	4.6%	1.8%	3.3%	1.7%	1.0%	-	1.7%	0.2%	1.4%	1.0%	4.1%	3.9%	1.2%	1.8%	0.7%	
British National Party (BNP)	8	8	-	-	6	-	2	-	-	2	6	-	-	-	-	8	1	*	-	7	5	-	-	-	2	2	-	1	6	2	
	0.9%	1.7%	-	-	1.9%	-	1.1%	-	-	1.3%	7.9%	-	-	-	-	2.7%	0.7%	0.1%	-	2.1%	5.8%	-	-	-	1.4%	0.7%	-	0.4%	1.8%	0.8%	
Respect	1	-	1	1	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	1	-	-	1	-	-	-	1	-	-	-	-
	0.1%	-	0.3%	0.5%	-	-	-	-	-	-	-	-	-	-	-	0.3%	-	-	-	0.3%	-	-	1.5%	-	-	-	0.8%	-	-	-	-
Trade Unionist and Socialist Coalition (TUSC)	1	1	-	-	1	-	-	-	-	-	-	-	-	-	-	1	-	1	-	-	-	-	-	1	-	1	-	-	-	-	-
	0.1%	0.2%	-	-	0.4%	-	-	-	-	-	1.6%	-	-	-	-	0.4%	-	0.7%	-	-	-	-	-	0.8%	-	0.9%	-	-	-	-	-
Monster Raving Loony Party	3	1	1	2	-	-	*	-	-	-	1	2	-	-	-	2	-	*	1	1	-	1	*	1	-	-	-	-	1	1	
	0.3%	0.3%	0.3%	1.1%	-	-	0.1%	-	-	0.6%	2.1%	-	-	-	-	0.8%	-	0.2%	0.5%	0.4%	-	2.4%	-	0.1%	0.9%	-	-	-	0.4%	0.7%	
If not listed please state in this box	3	3	-	2	-	-	1	-	-	-	1	-	-	-	-	2	-	-	-	3	2	-	-	1	-	-	2	-	1	-	
	0.3%	0.6%	-	0.8%	-	-	0.6%	-	-	-	1.7%	-	-	-	-	0.5%	-	-	-	0.9%	1.9%	-	-	0.4%	-	-	1.1%	-	0.4%	-	
SIGMA	884	496	388	208	313	141	221	287	229	177	75	198	230	51	232	311	198	166	196	323	84	44	71	323	147	214	139	219	329	197	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

Political Attitudes Poll
Prepared on behalf of the Daily Mirror

6 May 2014

Table 21
Q12. In the last General Election 61% of people voted, while 39% of people did not vote. Thinking back to the General Election in May 2010, can you remember whether or not you voted in that specific election?
Base : All Respondents

	Gender		Age				2010 Vote				Voting Intention					SEG				Region6						Locality				
	Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	Scotland	Wales	London	South	Midlands	North	Inner-city/urban	Outer suburban / Suburban	Town	Village / Countryside	
Unweighted Total	1005	473	532	248	380	146	231	284	181	163	92	168	198	55	217	300	208	240	267	289	85	46	99	364	157	249	177	261	348	219
Weighted Total	1005	488	517	289	355	151	210	266	214	170	70	177	213	51	215	291	203	199	235	367	99	54	86	369	160	232	157	246	384	218
I voted in the 2010 General Election	757	410	347	145	280	138	195	266	214	170	70	154	170	47	194	251	165	140	172	280	77	40	55	276	123	183	108	192	293	165
	75.4%	84.0%	67.2%	50.0%	79.0%	91.5%	92.4%	100.0%	100.0%	100.0%	100.0%	87.2%	79.8%	90.8%	90.0%	86.2%	81.2%	70.4%	73.2%	76.1%	78.0%	74.4%	64.5%	74.9%	76.8%	78.7%	68.9%	78.0%	76.2%	75.6%
I did not vote in the 2010 General Election	209	66	143	122	62	10	15	-	-	-	-	19	38	5	19	36	33	54	50	72	16	13	24	85	32	40	38	51	82	38
	20.8%	13.5%	27.6%	42.2%	17.4%	6.9%	7.1%	-	-	-	-	10.5%	18.1%	9.2%	9.0%	12.4%	16.3%	27.0%	21.4%	19.6%	16.4%	23.6%	27.8%	23.0%	19.8%	17.1%	24.3%	20.8%	21.3%	17.4%
Don't remember	39	12	27	22	13	2	1	-	-	-	-	4	4	-	2	4	5	5	13	16	6	1	7	8	5	10	11	3	10	15
	3.9%	2.5%	5.1%	7.8%	3.7%	1.5%	0.4%	-	-	-	-	2.3%	2.1%	3.7%	1.0%	1.4%	2.5%	2.6%	5.3%	4.3%	5.6%	1.9%	7.7%	2.2%	3.4%	4.2%	6.9%	1.3%	2.5%	7.0%
SIGMA	1005	488	517	289	355	151	210	266	214	170	70	177	213	51	215	291	203	199	235	367	99	54	86	369	160	232	157	246	384	218
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Political Attitudes Poll
Prepared on behalf of the Daily Mirror

6 May 2014

Table 22
Q12B. Thinking back to the General Election in May 2010, can you recall which party you voted for in that election?
Base : Respondents voted in the 2010 General Election

	Gender		Age				2010 Vote				Voting Intention					SEG				Region6						Locality				
	Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	Scotland	Wales	London	South	Midlands	North	Inner-city/urban	Outer suburban / Suburban	Town	Village / Countryside	
Unweighted Total	759	394	365	131	290	129	209	284	181	163	92	149	155	49	195	258	173	186	187	212	65	32	69	278	119	192	125	207	254	173
Weighted Total	757	410	347	145	280	138	195	266	214	170	70	154	170	47	194	251	165	140	172	280	77	40	55	276	123	183	108	192	293	165
Conservative	266	152	114	40	101	47	77	266	-	-	-	135	9	1	86	88	62	57	71	75	14	10	21	91	63	67	25	73	94	74
	35.2%	37.1%	32.9%	28.0%	36.1%	34.3%	39.8%	100.0%	-	-	-	87.3%	5.4%	2.0%	44.4%	35.3%	37.7%	40.6%	41.4%	26.9%	17.5%	24.6%	38.5%	32.9%	51.5%	36.5%	23.6%	38.4%	32.0%	44.7%
Labour	214	107	107	43	87	37	47	-	214	-	-	4	133	-	35	44	33	34	28	119	28	18	13	59	28	68	45	46	95	29
	28.2%	26.0%	30.8%	29.7%	31.0%	27.2%	23.9%	-	100.0%	-	-	2.8%	78.5%	-	17.9%	17.4%	20.0%	24.2%	16.3%	42.6%	35.6%	45.5%	23.4%	21.3%	22.4%	37.4%	41.3%	23.8%	32.4%	17.4%
Liberal Democrat	170	96	73	43	51	39	37	-	-	170	-	10	24	45	48	62	51	29	47	42	5	8	13	89	21	34	25	42	63	40
	22.4%	23.5%	21.1%	29.5%	18.1%	28.5%	19.2%	-	-	100.0%	-	6.4%	14.3%	97.2%	24.9%	24.8%	30.9%	21.1%	27.4%	15.1%	6.2%	20.0%	23.1%	32.1%	17.1%	18.6%	23.3%	21.9%	21.6%	24.0%
UK Independence Party (UKIP)	23	16	7	3	10	1	9	-	-	-	23	*	-	-	16	20	1	4	4	14	4	-	1	11	4	3	3	4	10	7
	3.0%	3.9%	2.0%	1.8%	3.7%	0.6%	4.8%	-	-	-	33.0%	0.2%	-	-	8.0%	7.8%	0.9%	2.5%	2.2%	5.1%	5.6%	-	1.7%	3.9%	3.2%	1.7%	2.8%	1.8%	3.3%	4.2%
Green	11	4	7	5	6	*	*	-	-	-	11	1	1	-	*	6	5	4	2	-	-	1	2	4	1	4	4	1	5	2
	1.4%	1.0%	1.9%	3.3%	2.0%	0.1%	0.1%	-	-	-	15.5%	0.8%	0.5%	-	0.2%	2.3%	2.9%	2.6%	1.4%	-	-	1.5%	2.8%	1.5%	0.5%	2.2%	3.3%	0.3%	1.8%	0.9%
British National Party (BNP)	5	3	2	1	3	1	-	-	-	-	5	-	1	-	2	4	1	1	2	1	-	-	1	2	2	1	*	*	3	1
	0.6%	0.7%	0.5%	0.6%	1.1%	0.6%	-	-	-	-	6.7%	-	0.4%	-	1.0%	1.6%	0.5%	0.5%	1.1%	0.5%	-	-	1.2%	0.6%	1.4%	0.3%	0.3%	0.2%	1.0%	0.7%
Scottish National Party (SNP)	24	14	10	4	5	4	10	-	-	-	24	*	1	*	4	20	5	5	4	9	24	-	-	-	-	-	2	12	5	4
	3.1%	3.4%	2.8%	2.9%	1.8%	3.0%	5.3%	-	-	-	34.1%	0.2%	0.7%	0.8%	1.9%	7.9%	3.1%	3.7%	2.4%	3.4%	30.8%	-	-	-	-	-	2.2%	6.4%	1.7%	2.6%
Plaid Cymru	1	*	*	-	*	-	*	-	-	-	1	-	-	-	-	*	*	-	*	-	-	1	-	-	-	-	-	-	*	*
	0.1%	0.1%	0.1%	-	0.1%	-	0.2%	-	-	-	1.0%	-	-	-	-	0.1%	0.2%	-	0.2%	-	-	1.7%	-	-	-	-	-	-	0.1%	0.2%
Other	7	5	1	1	2	-	4	-	-	-	7	-	-	-	1	4	1	3	-	3	-	-	-	3	2	*	1	*	5	*
	0.9%	1.3%	0.4%	0.7%	0.8%	-	1.8%	-	-	-	9.7%	-	-	-	0.7%	1.6%	0.4%	2.0%	-	1.1%	-	-	-	1.2%	1.9%	0.2%	0.9%	0.2%	1.8%	0.2%
Don't Remember	15	3	12	2	8	1	5	-	-	-	-	-	*	-	1	2	1	2	4	8	1	3	1	8	1	2	1	6	6	2
	2.0%	0.8%	3.5%	1.7%	2.7%	0.4%	2.4%	-	-	-	-	-	0.2%	-	0.7%	1.0%	0.8%	1.3%	2.1%	3.0%	0.7%	6.7%	2.6%	2.9%	0.5%	1.1%	1.0%	3.3%	2.0%	1.3%
Refuse	22	9	13	2	7	7	5	-	-	-	-	4	-	-	*	*	4	2	9	6	3	-	4	10	2	4	1	7	7	6
	2.9%	2.1%	3.9%	1.7%	2.6%	5.3%	2.6%	-	-	-	-	2.4%	-	-	0.2%	0.2%	2.4%	1.5%	5.5%	2.3%	3.7%	-	6.6%	3.5%	1.6%	2.1%	1.3%	3.7%	2.5%	3.8%
SIGMA	757	410	347	145	280	138	195	266	214	170	70	154	170	47	194	251	165	140	172	280	77	40	55	276	123	183	108	192	293	165
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Political Attitudes Poll
Prepared on behalf of the Daily Mirror

6 May 2014

Table 23
Q13. If there was an in/out referendum on the UK's membership of the European Union held tomorrow, how likely would you be to vote in that referendum on a scale of 0 to 10?
Base : All Respondents

	Gender		Age				2010 Vote				Voting Intention					SEG				Region6						Locality					
	Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	Scotland	Wales	London	South	Midlands	North	Inner-city/urban	Outer suburban/Suburban	Town	Village/Countryside		
Unweighted Total	1005	473	532	248	380	146	231	284	181	163	92	168	198	55	217	300	208	240	267	289	85	46	99	364	157	249	177	261	348	219	
Weighted Total	1005	488	517	289	355	151	210	266	214	170	70	177	213	51	215	291	203	199	235	367	99	54	86	369	160	232	157	246	384	218	
10 - would definitely vote	566	327	239	112	190	101	163	192	126	117	57	114	119	22	170	216	119	119	126	202	63	26	49	185	98	145	78	138	224	127	
	56.4%	67.1%	46.3%	38.9%	53.5%	67.3%	77.3%	71.9%	58.7%	69.0%	81.4%	64.6%	55.7%	43.4%	78.9%	74.4%	58.9%	59.8%	53.7%	54.9%	63.0%	48.0%	56.7%	50.2%	61.0%	62.6%	49.6%	56.0%	58.2%	58.4%	
9	103	50	53	29	43	13	19	20	42	16	5	18	26	11	26	32	22	17	20	44	8	2	10	46	10	26	19	20	42	22	
	10.3%	10.3%	10.3%	10.0%	12.0%	8.8%	8.8%	7.7%	19.5%	9.6%	7.2%	10.0%	12.2%	21.9%	11.9%	10.8%	10.8%	8.7%	8.6%	11.9%	8.5%	3.9%	11.6%	12.4%	6.3%	11.3%	12.2%	8.2%	10.9%	10.2%	
8	85	34	51	30	35	15	5	27	21	12	2	20	32	9	7	11	22	13	22	28	3	6	10	40	11	14	21	32	24	8	
	8.4%	6.9%	9.9%	10.4%	9.9%	9.7%	2.4%	10.2%	9.7%	7.0%	2.4%	11.6%	14.9%	16.9%	3.5%	3.8%	11.0%	6.6%	9.2%	7.6%	2.8%	11.1%	11.4%	10.9%	7.0%	6.1%	13.1%	13.0%	6.2%	3.7%	
7	33	8	25	16	14	1	2	5	6	2	1	4	9	1	-	9	4	6	11	11	4	3	2	19	3	2	5	11	13	4	
	3.3%	1.6%	4.8%	5.5%	4.0%	0.7%	1.0%	2.0%	2.7%	1.4%	0.9%	2.2%	4.4%	2.0%	-	3.1%	2.0%	3.2%	4.8%	2.9%	4.0%	5.9%	2.6%	5.0%	1.7%	1.0%	3.0%	4.5%	3.4%	1.9%	
6	28	7	22	13	8	5	2	6	4	5	-	4	7	1	2	4	10	3	11	5	4	1	2	15	4	3	5	3	8	12	
	2.8%	1.4%	4.2%	4.5%	2.2%	3.4%	1.1%	2.4%	1.7%	3.0%	-	2.4%	3.2%	1.7%	1.0%	1.3%	4.8%	1.3%	4.6%	1.4%	3.7%	2.8%	1.8%	3.9%	2.7%	1.3%	3.3%	1.0%	2.1%	5.7%	
5	83	31	52	37	27	9	10	14	7	7	3	11	10	3	9	14	8	20	21	34	13	3	1	26	19	19	13	9	37	24	
	8.2%	6.4%	10.0%	12.7%	7.6%	6.1%	4.7%	5.2%	3.1%	4.3%	4.1%	6.1%	4.8%	6.1%	4.0%	5.0%	4.0%	10.0%	9.0%	9.2%	13.3%	4.7%	1.6%	7.0%	11.7%	8.2%	8.6%	3.6%	9.5%	11.0%	
4	14	2	11	8	1	3	2	*	-	4	2	1	2	3	*	2	2	*	6	5	-	-	2	7	1	4	-	4	7	2	
	1.4%	0.5%	2.2%	2.8%	0.3%	1.9%	0.7%	0.2%	-	2.1%	3.1%	0.6%	1.0%	5.2%	0.1%	0.6%	1.1%	0.2%	2.4%	1.5%	-	-	2.6%	1.8%	0.4%	1.7%	-	1.5%	1.9%	1.1%	
3	12	3	9	5	7	-	-	-	1	2	-	3	2	-	-	-	4	6	1	2	1	4	1	2	2	2	3	2	3	4	
	1.2%	0.6%	1.8%	1.8%	1.9%	-	-	-	0.3%	1.0%	-	2.0%	0.8%	-	-	-	1.8%	2.9%	0.3%	0.5%	1.3%	7.1%	1.7%	0.5%	1.1%	0.7%	1.7%	0.9%	0.8%	1.7%	
2	8	1	6	5	3	-	-	1	-	1	-	1	1	1	-	1	3	1	-	3	1	-	-	5	1	-	1	3	1	2	
	0.7%	0.2%	1.2%	1.7%	0.7%	-	-	0.4%	-	0.9%	-	0.5%	0.5%	2.9%	-	0.5%	1.3%	0.7%	-	0.9%	1.4%	-	-	1.3%	0.7%	-	0.7%	-	1.0%	0.4%	1.1%
1	19	5	14	7	8	*	3	-	-	2	-	-	-	1	1	2	2	2	13	2	-	6	3	2	6	-	9	6	3		
	1.9%	1.0%	2.7%	2.6%	2.4%	0.2%	1.2%	-	-	1.4%	-	-	-	0.6%	0.5%	0.8%	0.8%	1.1%	0.8%	3.5%	2.0%	-	7.0%	0.7%	1.0%	2.7%	-	3.7%	1.7%	1.5%	
0 - would not vote	55	21	34	26	20	3	6	-	9	*	1	-	5	-	-	-	7	11	16	21	-	9	3	23	10	10	12	16	19	8	
	5.4%	4.2%	6.6%	9.2%	5.6%	1.8%	2.7%	-	4.3%	0.2%	0.9%	-	2.5%	-	-	-	3.5%	5.5%	6.7%	5.7%	-	16.5%	2.9%	6.2%	6.4%	4.4%	7.7%	6.5%	4.8%	3.6%	
SIGMA	1005	488	517	289	355	151	210	266	214	170	70	177	213	51	215	291	203	199	235	367	99	54	86	369	160	232	157	246	384	218	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
Mean	8.17	8.75	7.63	7.14	8.12	8.94	9.13	9.26	8.85	8.97	9.37	8.99	8.67	8.47	9.51	9.30	8.50	8.21	8.05	8.04	8.54	7.07	8.23	8.06	8.17	8.44	8.01	8.08	8.27	8.22	
Std. Dev.	2.90	2.52	3.12	3.31	2.93	2.05	2.20	1.46	2.25	2.05	1.72	1.78	2.16	2.08	1.31	1.56	2.56	2.92	2.90	3.05	2.36	3.78	2.97	2.87	2.98	2.80	2.96	3.10	2.81	2.78	
Std. Err.	0.09	0.12	0.14	0.21	0.15	0.17	0.14	0.09	0.17	0.16	0.18	0.14	0.15	0.28	0.09	0.09	0.18	0.19	0.18	0.18	0.26	0.56	0.30	0.15	0.24	0.18	0.22	0.19	0.15	0.19	

Political Attitudes Poll
Prepared on behalf of the Daily Mirror

6 May 2014

Table 24
Q14. Voting Intention Tables - Normal Weighted Table
Q14. If there was an in/out referendum on the UK's membership of the European Union held tomorrow, how would you be most likely to vote?
Base : Respondents likely to vote in UK's membership of the European Union

	Gender		Age				2010 Vote				Voting Intention					SEG				Region6						Locality				
	Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	Scotland	Wales	London	South	Midlands	North	Inner-city/urban	Outer suburban / Suburban	Town	Village / Countryside	
Unweighted Total	946	452	494	222	353	143	228	284	176	162	91	168	195	55	217	300	201	229	244	271	85	39	95	339	148	235	163	248	325	210
Weighted Total	950	468	483	263	335	148	205	266	205	170	69	177	208	51	215	291	196	188	220	346	99	45	83	346	150	222	145	230	366	210
Vote for the UK to leave the European Union	408	226	182	75	151	81	102	152	85	59	37	68	64	6	176	201	53	87	93	175	25	20	35	162	58	104	54	106	157	91
	43.0%	48.3%	37.7%	28.4%	44.9%	54.8%	49.8%	56.9%	41.5%	34.9%	52.8%	38.4%	30.9%	11.5%	81.8%	69.2%	27.2%	46.2%	42.6%	50.4%	25.5%	45.4%	41.6%	46.8%	38.4%	47.0%	37.0%	46.2%	43.0%	43.5%
Vote for the UK to remain a member of the European Union	355	183	171	131	114	44	66	80	77	87	21	85	107	36	27	66	109	74	84	87	50	12	30	125	63	74	70	77	126	81
	37.3%	39.2%	35.5%	49.8%	34.1%	29.8%	32.0%	30.2%	37.9%	51.1%	30.2%	48.1%	51.5%	70.9%	12.3%	22.9%	55.8%	39.2%	38.0%	25.2%	50.4%	26.2%	36.2%	36.2%	41.6%	33.5%	48.3%	33.7%	34.4%	38.8%
Don't know	188	58	129	57	70	23	37	34	42	24	12	24	37	9	13	23	33	27	43	84	24	13	18	59	30	43	21	46	83	37
	19.7%	12.4%	26.8%	21.8%	21.0%	15.4%	18.2%	12.8%	20.7%	14.0%	17.0%	13.5%	17.6%	17.6%	5.9%	7.9%	17.0%	14.6%	19.4%	24.3%	24.2%	28.4%	22.1%	17.0%	20.0%	19.5%	14.6%	20.2%	22.6%	17.8%
SIGMA	950	468	483	263	335	148	205	266	205	170	69	177	208	51	215	291	196	188	220	346	99	45	83	346	150	222	145	230	366	210
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

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Table 25
Q14. Voting Intention Tables - Normal Weighted Table and Likelihood Weighting
Q14. If there was an in/out referendum on the UK's membership of the European Union held tomorrow, how would you be most likely to vote?
Base : Respondents likely to vote in UK's membership of the European Union

	Gender		Age				2010 Vote				Voting Intention					SEG				Region6						Locality				
	Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	Scotland	Wales	London	South	Midlands	North	Inner-city/urban	Outer suburban/Suburban	Town	Village/Countryside	
Unweighted Total	946	452	494	222	353	143	228	284	176	162	91	168	195	55	217	300	201	229	244	271	85	39	95	339	148	235	163	248	325	210
Weighted Total	946	492	454	238	332	155	221	284	218	176	75	183	213	50	236	312	199	188	218	340	98	44	81	342	151	226	145	229	366	206
Vote for the UK to leave the European Union	434	249	185	73	159	87	115	167	93	66	41	71	66	6	197	222	57	91	101	186	28	22	39	168	63	111	57	115	166	96
	45.9%	50.6%	40.8%	30.9%	47.8%	56.4%	51.8%	58.8%	42.8%	37.7%	54.5%	38.9%	31.1%	12.7%	83.4%	71.4%	28.7%	48.2%	46.3%	54.5%	28.8%	49.9%	48.0%	49.0%	41.9%	49.2%	39.6%	50.4%	45.3%	46.3%
Vote for the UK to remain a member of the European Union	368	196	172	127	120	47	73	86	83	92	23	93	110	37	29	70	114	79	84	90	50	12	31	129	67	78	72	79	134	84
	38.9%	39.9%	37.8%	53.4%	36.1%	30.5%	33.2%	30.4%	38.1%	52.6%	31.1%	50.7%	51.9%	74.4%	12.1%	22.4%	57.3%	41.9%	38.6%	26.4%	51.0%	27.6%	38.1%	37.6%	44.6%	34.5%	49.6%	34.3%	36.5%	40.5%
Don't know	144	47	97	37	54	20	33	31	42	17	11	19	36	6	10	19	28	18	33	65	20	10	11	46	20	37	16	35	66	27
	15.3%	9.6%	21.4%	15.7%	16.1%	13.1%	15.0%	10.8%	19.2%	9.7%	14.4%	10.4%	17.1%	12.9%	4.5%	6.2%	14.1%	9.8%	15.2%	19.0%	20.2%	22.5%	13.9%	13.4%	13.5%	16.3%	10.9%	15.3%	18.2%	13.2%
SIGMA	946	492	454	238	332	155	221	284	218	176	75	183	213	50	236	312	199	188	218	340	98	44	81	342	151	226	145	229	366	206
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Political Attitudes Poll
Prepared on behalf of the Daily Mirror

6 May 2014

Table 26
Q14. Voting Intention Tables - Normal Weighted Table and Likelihood Weighting
Q14. If there was an in/out referendum on the UK's membership of the European Union held tomorrow, how would you be most likely to vote?
Base : Respondents likely to vote in UK's membership of the European Union and Excluding DK/Refused

	Gender		Age				2010 Vote				Voting Intention					SEG				Region6						Locality				
	Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	Scotland	Wales	London	South	Midlands	North	Inner-city/urban	Outer suburban / Suburban	Town	Village / Countryside	
Unweighted Total	763	399	364	171	277	120	195	243	143	136	80	142	163	47	203	276	168	192	192	210	66	31	80	276	117	189	138	206	249	170
Weighted Total	802	445	357	200	278	135	188	253	176	159	65	164	176	44	225	292	171	169	185	276	78	34	70	297	131	189	129	194	300	179
Vote for the UK to leave the European Union	434	249	185	73	159	87	115	167	93	66	41	71	66	6	197	222	57	91	101	186	28	22	39	168	63	111	57	115	166	96
	54.2%	55.9%	51.9%	36.6%	57.0%	64.9%	61.0%	65.9%	52.9%	41.7%	63.7%	43.5%	37.5%	14.6%	87.3%	76.1%	33.4%	53.5%	54.5%	67.3%	36.0%	64.3%	55.8%	56.6%	48.4%	58.8%	44.4%	59.5%	55.4%	53.4%
Vote for the UK to remain a member of the European Union	368	196	172	127	120	47	73	86	83	92	23	93	110	37	29	70	114	79	84	90	50	12	31	129	67	78	72	79	134	84
	45.8%	44.1%	48.1%	63.4%	43.0%	35.1%	39.0%	34.1%	47.1%	58.3%	36.3%	56.5%	62.5%	85.4%	12.7%	23.9%	66.6%	46.5%	45.5%	32.7%	64.0%	35.7%	44.2%	43.4%	51.6%	41.2%	55.6%	40.5%	44.6%	46.6%
SIGMA	802	445	357	200	278	135	188	253	176	159	65	164	176	44	225	292	171	169	185	276	78	34	70	297	131	189	129	194	300	179
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Political Attitudes Poll
Prepared on behalf of the Daily Mirror

6 May 2014

Table 27
Q15. Are you considering voting for UKIP in the European Parliament elections this month?
Base : All Respondents

	Gender		Age				2010 Vote				Voting Intention					SEG				Region6						Locality				
	Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	Scotland	Wales	London	South	Midlands	North	Inner-city/urban	Outer suburban / Suburban	Town	Village / Countryside	
Unweighted Total	1005	473	532	248	380	146	231	284	181	163	92	168	198	55	217	300	208	240	267	289	85	46	99	364	157	249	177	261	348	219
Weighted Total	1005	488	517	289	355	151	210	266	214	170	70	177	213	51	215	291	203	199	235	367	99	54	86	369	160	232	157	246	384	218
Yes	372	197	175	81	128	60	102	119	75	67	37	29	40	7	207	228	58	74	75	165	29	19	27	158	38	101	56	92	143	82
	37.0%	40.4%	33.8%	28.2%	36.1%	40.0%	48.6%	44.6%	35.2%	39.2%	52.7%	16.3%	19.0%	13.6%	96.3%	78.4%	28.5%	37.1%	32.1%	44.9%	28.9%	34.4%	31.5%	42.8%	23.8%	43.7%	35.6%	37.3%	37.1%	37.6%
No	633	291	342	208	227	90	108	147	139	103	33	148	172	44	8	63	145	125	160	202	71	35	59	211	122	131	101	154	242	136
	63.0%	59.6%	66.2%	71.8%	63.9%	60.0%	51.4%	55.4%	64.8%	60.8%	47.3%	83.7%	81.0%	86.4%	3.7%	21.6%	71.5%	62.9%	67.9%	55.1%	71.1%	65.6%	68.5%	57.2%	76.2%	56.3%	64.4%	62.7%	62.9%	62.4%
SIGMA	1005	488	517	289	355	151	210	266	214	170	70	177	213	51	215	291	203	199	235	367	99	54	86	369	160	232	157	246	384	218
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Political Attitudes Poll
Prepared on behalf of the Daily Mirror

6 May 2014

Table 28
Q16. If you could vote for a Prime Minister rather than a local MP, which of these party leaders would you be most likely to vote for?
Base : All Respondents

	Gender		Age				2010 Vote				Voting Intention					SEG				Region6						Locality				
	Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	Scotland	Wales	London	South	Midlands	North	Inner-city/urban	Outer suburban / Suburban	Town	Village / Countryside	
Unweighted Total	1005	473	532	248	380	146	231	284	181	163	92	168	198	55	217	300	208	240	267	289	85	46	99	364	157	249	177	261	348	219
Weighted Total	1005	488	517	289	355	151	210	266	214	170	70	177	213	51	215	291	203	199	235	367	99	54	86	369	160	232	157	246	384	218
David Cameron	262	154	109	58	93	39	72	179	18	22	7	154	9	8	51	57	67	58	72	65	11	10	23	93	61	62	34	64	91	73
	26.1%	31.5%	21.0%	20.2%	26.1%	25.6%	34.4%	67.2%	8.5%	12.8%	9.4%	87.1%	4.0%	16.1%	23.8%	19.7%	33.0%	29.1%	30.6%	17.8%	11.4%	18.5%	26.3%	25.3%	38.2%	26.8%	21.5%	26.2%	23.6%	33.6%
Ed Miliband	226	122	104	56	89	37	44	8	107	48	14	1	147	3	30	47	40	33	46	107	29	14	19	70	35	57	50	47	98	30
	22.5%	25.0%	20.1%	19.5%	25.0%	24.5%	20.8%	3.0%	50.2%	28.0%	20.1%	0.6%	68.9%	6.8%	13.9%	16.2%	19.7%	16.6%	19.7%	29.0%	29.5%	26.6%	22.3%	19.0%	22.1%	24.6%	32.1%	19.2%	25.5%	13.8%
Nick Clegg	68	24	44	29	24	11	4	7	4	39	3	6	12	32	3	12	27	12	14	15	4	4	7	34	9	9	10	12	25	21
	6.8%	5.0%	8.5%	9.9%	6.8%	7.6%	1.9%	2.6%	1.9%	23.0%	4.4%	3.4%	5.8%	63.1%	1.3%	4.1%	13.3%	6.0%	5.9%	4.2%	4.5%	7.7%	8.3%	9.1%	5.8%	3.8%	6.1%	4.9%	6.5%	9.8%
Nigel Farage	138	80	58	30	59	18	31	35	29	29	21	5	10	-	97	109	18	33	35	52	10	6	12	61	16	33	21	43	47	28
	13.7%	16.3%	11.3%	10.4%	16.6%	11.9%	14.7%	13.0%	13.5%	16.9%	29.8%	2.6%	4.9%	-	45.3%	37.6%	8.9%	16.5%	14.8%	14.2%	9.7%	10.8%	14.3%	16.7%	10.3%	14.0%	13.1%	17.4%	12.2%	12.7%
Don't know	311	109	202	115	90	46	59	37	55	33	25	11	35	7	34	65	51	63	68	128	45	20	25	110	38	71	43	79	123	65
	30.9%	22.3%	39.1%	40.0%	25.5%	30.3%	28.1%	14.1%	25.9%	19.3%	36.3%	6.2%	16.4%	14.0%	15.7%	22.3%	25.0%	31.7%	29.1%	34.7%	44.9%	36.5%	28.8%	29.8%	23.6%	30.8%	27.1%	32.4%	32.1%	30.0%
SIGMA	1005	488	517	289	355	151	210	266	214	170	70	177	213	51	215	291	203	199	235	367	99	54	86	369	160	232	157	246	384	218
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Political Attitudes Poll
Prepared on behalf of the Daily Mirror

6 May 2014

Table 29
Q17. Which of the following statements is closest to your opinion?
Base : All Respondents

	Gender		Age				2010 Vote				Voting Intention					SEG				Region6						Locality				
	Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	Scotland	Wales	London	South	Midlands	North	Inner-city/urban	Outer suburban / Suburban	Town	Village / Countryside	
Unweighted Total	1005	473	532	248	380	146	231	284	181	163	92	168	198	55	217	300	208	240	267	289	85	46	99	364	157	249	177	261	348	219
Weighted Total	1005	488	517	289	355	151	210	266	214	170	70	177	213	51	215	291	203	199	235	367	99	54	86	369	160	232	157	246	384	218
David Cameron is a good Prime Minister	314 31.3%	189 38.7%	125 24.3%	92 31.9%	116 32.6%	30 20.0%	76 36.2%	158 59.4%	26 12.2%	54 31.7%	11 16.1%	145 81.8%	28 13.2%	26 51.6%	54 25.0%	64 22.1%	95 46.9%	60 30.2%	87 36.8%	71 19.5%	15 15.1%	12 22.2%	29 33.4%	131 35.6%	58 36.0%	68 29.3%	43 27.2%	82 33.3%	99 25.7%	91 41.7%
David Cameron is not a good Prime Minister	477 47.5%	222 45.6%	255 49.3%	117 40.5%	177 49.8%	84 55.9%	99 47.3%	68 25.6%	159 74.2%	91 53.7%	47 67.9%	18 10.3%	161 75.4%	17 32.7%	118 54.7%	171 58.8%	83 41.0%	85 42.6%	96 40.7%	214 58.2%	66 66.4%	28 52.4%	45 52.2%	161 43.7%	61 38.1%	116 49.8%	81 51.9%	119 48.6%	197 51.3%	79 36.5%
Don't know	214 21.2%	77 15.7%	137 26.5%	80 27.7%	63 17.6%	36 24.1%	35 16.5%	40 14.9%	29 13.6%	25 14.7%	11 16.1%	14 7.9%	24 11.4%	8 15.7%	44 20.3%	56 19.1%	24 12.1%	54 27.1%	53 22.5%	82 22.4%	18 18.5%	14 25.4%	12 14.4%	76 20.7%	42 25.9%	49 21.0%	33 21.0%	44 18.1%	89 23.0%	48 21.8%
SIGMA	1005	488	517	289	355	151	210	266	214	170	70	177	213	51	215	291	203	199	235	367	99	54	86	369	160	232	157	246	384	218
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Political Attitudes Poll
Prepared on behalf of the Daily Mirror

6 May 2014

Table 30
Q18. Which of the following statements is closest to your opinion?
Base : All Respondents

	Gender		Age				2010 Vote				Voting Intention					SEG				Region6						Locality				
	Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	Scotland	Wales	London	South	Midlands	North	Inner-city/urban	Outer suburban / Suburban	Town	Village / Countryside	
Unweighted Total	1005	473	532	248	380	146	231	284	181	163	92	168	198	55	217	300	208	240	267	289	85	46	99	364	157	249	177	261	348	219
Weighted Total	1005	488	517	289	355	151	210	266	214	170	70	177	213	51	215	291	203	199	235	367	99	54	86	369	160	232	157	246	384	218
Ed Miliband would make a good Prime Minister	199	103	96	63	82	24	31	12	95	36	10	7	120	8	21	41	39	29	40	92	25	12	18	68	26	51	51	48	69	31
	19.8%	21.1%	18.6%	21.7%	23.1%	15.6%	14.8%	4.3%	44.2%	21.4%	14.1%	3.7%	56.6%	15.5%	9.9%	14.0%	19.3%	14.7%	16.8%	24.9%	24.9%	22.2%	20.8%	18.5%	16.0%	22.0%	32.6%	19.5%	17.9%	14.4%
Ed Miliband would not make a good Prime Minister	511	295	216	120	172	79	139	223	57	86	41	145	41	31	162	199	125	117	116	151	35	20	48	187	98	120	66	134	171	140
	50.8%	60.5%	41.7%	41.7%	48.5%	52.7%	66.0%	83.7%	26.5%	50.4%	58.1%	81.8%	19.1%	60.0%	75.5%	68.4%	61.8%	59.2%	49.2%	41.2%	35.1%	37.8%	56.3%	50.8%	60.8%	51.7%	41.9%	54.4%	44.5%	64.3%
Don't know	295	90	205	106	101	48	40	32	63	48	19	26	52	13	31	51	38	52	80	124	40	22	20	113	37	61	40	64	144	46
	29.3%	18.4%	39.7%	36.6%	28.4%	31.7%	19.2%	12.0%	29.3%	28.2%	27.8%	14.5%	24.3%	24.6%	14.6%	17.6%	18.9%	26.2%	34.0%	33.9%	40.0%	40.0%	22.9%	30.7%	23.2%	26.3%	25.6%	26.1%	37.5%	21.3%
SIGMA	1005	488	517	289	355	151	210	266	214	170	70	177	213	51	215	291	203	199	235	367	99	54	86	369	160	232	157	246	384	218
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Political Attitudes Poll
Prepared on behalf of the Daily Mirror

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Table 31
Q19. What is the most important issue facing the UK today?
Base : All Respondents

	Gender		Age				2010 Vote				Voting Intention					SEG				Region6						Locality				
	Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	Scotland	Wales	London	South	Midlands	North	Inner-city/urban	Outer suburban/Suburban	Town	Village / Countryside	
Unweighted Total	1005	473	532	248	380	146	231	284	181	163	92	168	198	55	217	300	208	240	267	289	85	46	99	364	157	249	177	261	348	219
Weighted Total	1005	488	517	289	355	151	210	266	214	170	70	177	213	51	215	291	203	199	235	367	99	54	86	369	160	232	157	246	384	218
The need to pay off the countrys debts	87	63	24	16	23	16	32	47	14	10	4	36	11	4	21	23	20	18	25	23	7	5	6	28	20	20	10	19	28	30
	8.6%	12.8%	4.7%	5.5%	6.4%	10.6%	15.3%	17.8%	6.5%	5.7%	5.2%	20.6%	5.1%	8.3%	9.9%	7.9%	9.8%	9.3%	10.7%	6.3%	6.9%	8.8%	6.6%	7.7%	12.4%	8.8%	6.1%	7.8%	7.3%	13.8%
The state of the economy in general	133	68	65	38	63	6	27	32	18	32	10	20	25	17	13	27	42	34	23	33	21	6	21	47	16	23	24	38	43	28
	13.3%	14.0%	12.5%	13.0%	17.6%	3.8%	12.9%	12.1%	8.4%	18.6%	15.0%	11.1%	11.6%	32.9%	6.1%	9.3%	20.7%	17.3%	9.9%	9.1%	20.8%	11.3%	24.4%	12.7%	9.7%	10.0%	15.1%	15.6%	11.2%	12.9%
The level of unemployment	68	31	37	28	19	15	6	10	15	7	3	15	21	2	3	10	7	24	20	17	3	4	7	26	16	12	5	10	31	23
	6.8%	6.3%	7.2%	9.8%	5.2%	9.9%	3.0%	3.8%	7.2%	3.9%	4.0%	8.6%	9.8%	4.0%	1.5%	3.4%	3.5%	12.3%	8.4%	4.7%	3.4%	7.4%	8.0%	7.1%	9.7%	5.2%	3.2%	3.9%	8.0%	10.4%
The cost of living	155	48	107	67	61	12	14	26	29	24	7	13	39	4	12	24	27	34	42	53	19	18	11	59	18	29	26	40	63	26
	15.4%	9.8%	20.8%	23.3%	17.2%	8.3%	6.7%	9.7%	13.5%	14.0%	10.3%	7.4%	18.1%	7.9%	5.4%	8.3%	13.1%	17.2%	17.8%	14.3%	19.4%	32.8%	13.2%	15.9%	11.4%	12.5%	16.5%	16.4%	16.3%	12.1%
Too much immigration	252	126	126	34	87	62	69	80	58	51	20	40	38	8	103	118	29	40	64	119	27	4	14	105	39	60	25	73	112	42
	25.1%	25.9%	24.3%	11.6%	24.5%	41.4%	32.7%	30.0%	27.2%	29.7%	29.0%	22.5%	17.9%	15.8%	48.0%	40.5%	14.5%	20.1%	27.2%	32.3%	27.0%	17.8%	16.8%	28.5%	24.2%	25.7%	16.1%	29.8%	29.0%	19.2%
The quality of healthcare	51	20	31	14	14	9	13	8	19	12	3	4	15	7	4	6	17	9	5	21	5	4	4	19	10	10	8	17	11	16
	5.1%	4.2%	6.0%	5.0%	4.0%	6.2%	6.4%	3.1%	8.8%	6.9%	4.2%	2.5%	7.0%	13.0%	2.1%	2.1%	8.3%	4.6%	2.0%	5.6%	4.6%	7.2%	4.2%	5.3%	6.2%	4.3%	5.2%	6.8%	2.8%	7.2%
The quality of education	24	9	15	14	8	1	2	6	2	8	-	7	6	3	1	1	14	3	3	3	1	-	2	8	11	3	7	4	10	4
	2.4%	1.9%	2.9%	4.9%	2.2%	0.7%	0.8%	2.2%	0.9%	4.9%	-	4.2%	3.0%	6.0%	0.6%	0.5%	6.8%	1.7%	1.3%	0.9%	0.5%	-	2.8%	2.0%	6.9%	1.3%	4.3%	1.6%	2.5%	2.0%
The need to protect the environment	19	10	9	11	5	2	1	4	4	2	2	6	4	*	-	6	2	3	9	5	1	1	4	3	6	3	8	1	9	1
	1.9%	2.0%	1.8%	3.9%	1.4%	1.4%	0.4%	1.6%	1.7%	1.0%	2.9%	3.4%	2.0%	0.9%	-	1.9%	1.1%	1.7%	3.7%	1.3%	1.5%	2.5%	4.7%	0.8%	3.6%	1.5%	5.1%	0.5%	2.3%	0.5%
Too much crime	19	8	11	10	5	4	-	1	8	*	-	2	7	*	1	1	1	4	7	7	3	*	3	6	2	4	4	3	9	3
	1.9%	1.6%	2.2%	3.3%	1.5%	2.6%	-	0.5%	3.6%	0.3%	-	1.4%	3.4%	0.9%	0.7%	0.5%	0.7%	2.1%	2.8%	1.8%	3.0%	0.8%	3.4%	1.7%	1.2%	1.9%	2.4%	1.2%	2.4%	1.4%
Too much welfare	40	16	24	11	19	2	8	21	5	1	3	19	4	-	5	8	12	5	13	10	1	3	3	12	4	16	2	6	16	16
	4.0%	3.2%	4.7%	3.9%	5.3%	1.1%	4.0%	7.7%	2.3%	0.6%	3.7%	10.7%	1.8%	-	2.5%	2.6%	6.0%	2.4%	5.7%	2.6%	1.0%	6.4%	3.7%	3.3%	2.7%	6.7%	1.4%	2.5%	4.1%	7.4%
Cuts to welfare	68	26	42	22	21	14	11	6	24	5	10	3	30	2	11	19	11	6	7	44	5	5	1	22	12	22	23	11	21	13
	6.8%	5.3%	8.2%	7.5%	6.0%	9.3%	5.4%	2.2%	11.4%	3.2%	14.8%	1.5%	14.3%	3.5%	5.3%	6.6%	5.6%	2.9%	2.9%	12.0%	5.2%	8.9%	1.7%	5.9%	7.7%	9.7%	14.8%	4.5%	5.5%	5.9%
The need to stay in the European Union	17	8	8	3	8	2	4	4	5	4	-	3	6	3	-	1	6	1	2	8	-	1	1	7	*	7	4	1	9	3
	1.6%	1.7%	1.6%	1.2%	2.2%	1.2%	1.7%	1.4%	2.2%	2.6%	-	1.8%	2.9%	5.6%	-	0.5%	3.1%	0.4%	0.7%	2.1%	-	2.0%	1.3%	1.8%	0.3%	3.2%	2.5%	0.4%	2.3%	1.2%
The need to leave the European Union	43	34	9	11	14	2	17	17	4	8	7	2	1	-	35	38	5	10	13	15	5	2	-	17	4	15	3	16	15	9
	4.3%	6.9%	1.8%	3.7%	4.0%	1.1%	7.9%	6.4%	1.9%	4.6%	10.4%	1.1%	0.4%	-	16.1%	13.2%	2.3%	5.1%	5.6%	4.1%	4.7%	4.1%	-	4.7%	2.6%	6.3%	2.2%	6.4%	4.0%	3.9%
The need for more housing	28	21	7	10	9	4	6	4	9	7	*	6	6	1	4	8	9	6	3	10	2	-	8	9	2	7	8	7	9	5
	2.8%	4.4%	1.4%	3.4%	2.5%	2.5%	2.8%	1.4%	4.3%	4.0%	0.4%	3.3%	2.8%	1.4%	1.8%	2.8%	4.5%	2.9%	1.3%	2.8%	1.9%	-	9.1%	2.6%	1.5%	3.0%	5.3%	2.7%	2.3%	2.1%
SIGMA	1005	488	517	289	355	151	210	266	214	170	70	177	213	51	215	291	203	199	235	367	99	54	86	369	160	232	157	246	384	218
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Political Attitudes Poll
Prepared on behalf of the Daily Mirror

6 May 2014

Table 32
Q20. Please select whether each of the following issues will affect who you will vote for in a general election or not.

Immigration
Base : All Respondents

	Total	Gender		Age				2010 Vote				Voting Intention					SEG				Region6						Locality			
		Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	Scotland	Wales	London	South	Midlands	North	Inner-city/urban	Outer suburban / Suburban	Town	Village / Countrys ide
Unweighted Total	1005	473	532	248	380	146	231	284	181	163	92	168	198	55	217	300	208	240	267	289	85	46	99	364	157	249	177	261	348	219
Weighted Total	1005	488	517	289	355	151	210	266	214	170	70	177	213	51	215	291	203	199	235	367	99	54	86	369	160	232	157	246	384	218
Will affect my vote	719	336	383	209	264	98	148	203	158	114	50	128	142	29	182	238	137	140	166	275	66	34	58	257	119	180	111	175	274	159
	71.5%	68.8%	74.1%	72.4%	74.3%	64.9%	70.5%	76.3%	73.7%	66.8%	71.4%	72.4%	66.9%	57.2%	84.4%	81.9%	67.3%	70.6%	70.7%	74.9%	66.5%	63.5%	67.8%	69.7%	74.1%	77.8%	70.9%	71.1%	71.4%	72.8%
Will not affect my vote	286	152	134	80	91	53	62	63	56	56	20	49	71	22	33	53	66	58	69	92	33	20	28	112	42	52	46	71	110	59
	28.5%	31.2%	25.9%	27.6%	25.7%	35.1%	29.5%	23.7%	26.3%	33.2%	28.6%	27.6%	33.1%	42.8%	15.6%	18.1%	32.7%	29.4%	29.3%	25.1%	33.5%	36.5%	32.2%	30.3%	25.9%	22.2%	29.1%	28.9%	28.6%	27.2%
SIGMA	1005	488	517	289	355	151	210	266	214	170	70	177	213	51	215	291	203	199	235	367	99	54	86	369	160	232	157	246	384	218
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Political Attitudes Poll
Prepared on behalf of the Daily Mirror

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Table 33
Q20. Please select whether each of the following issues will affect who you will vote for in a general election or not.
Britain's relationship with the European Union
Base : All Respondents

	Gender		Age				2010 Vote				Voting Intention					SEG				Region6						Locality				
	Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	Scotland	Wales	London	South	Midlands	North	Inner-city/urban	Outer suburban / Suburban	Town	Village / Countrys ide	
Unweighted Total	1005	473	532	248	380	146	231	284	181	163	92	168	198	55	217	300	208	240	267	289	85	46	99	364	157	249	177	261	348	219
Weighted Total	1005	488	517	289	355	151	210	266	214	170	70	177	213	51	215	291	203	199	235	367	99	54	86	369	160	232	157	246	384	218
Will affect my vote	672	321	351	204	237	92	139	205	123	115	55	127	122	29	176	230	144	131	161	234	62	27	56	260	105	160	103	165	245	159
	66.9%	65.8%	67.8%	70.7%	66.9%	60.8%	65.9%	77.1%	57.3%	67.5%	79.3%	71.9%	57.3%	56.4%	81.7%	79.1%	71.2%	66.1%	68.5%	63.7%	62.5%	49.3%	65.0%	70.5%	65.7%	69.0%	65.6%	67.1%	63.8%	72.8%
Will not affect my vote	333	167	166	85	117	59	72	61	91	55	14	50	91	22	39	61	58	67	74	133	37	27	30	109	55	72	54	81	139	59
	33.1%	34.2%	32.2%	29.3%	33.1%	39.2%	34.1%	22.9%	42.7%	32.5%	20.7%	28.1%	42.7%	43.6%	18.3%	20.9%	28.8%	33.9%	31.5%	36.3%	37.5%	50.7%	35.0%	29.5%	34.3%	31.0%	34.4%	32.9%	36.2%	27.2%
SIGMA	1005	488	517	289	355	151	210	266	214	170	70	177	213	51	215	291	203	199	235	367	99	54	86	369	160	232	157	246	384	218
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Political Attitudes Poll
Prepared on behalf of the Daily Mirror

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Table 34
Q20. Please select whether each of the following issues will affect who you will vote for in a general election or not.

The economy
Base : All Respondents

	Gender		Age				2010 Vote				Voting Intention					SEG				Region6						Locality				
	Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	Scotland	Wales	London	South	Midlands	North	Inner-city/urban	Outer suburban / Suburban	Town	Village / Countrys ide	
Unweighted Total	1005	473	532	248	380	146	231	284	181	163	92	168	198	55	217	300	208	240	267	289	85	46	99	364	157	249	177	261	348	219
Weighted Total	1005	488	517	289	355	151	210	266	214	170	70	177	213	51	215	291	203	199	235	367	99	54	86	369	160	232	157	246	384	218
Will affect my vote	786	370	416	240	283	96	168	222	166	128	52	144	170	34	171	229	179	154	168	285	77	40	73	283	119	192	127	185	297	177
	78.2%	75.9%	80.5%	83.0%	79.6%	64.0%	79.7%	83.4%	77.7%	75.6%	74.4%	81.1%	79.9%	66.6%	79.7%	78.7%	88.2%	77.5%	71.4%	77.5%	77.5%	74.8%	85.4%	76.8%	73.9%	82.6%	81.2%	75.1%	77.4%	81.2%
Will not affect my vote	219	118	101	49	72	54	43	44	48	41	18	33	43	17	44	62	24	45	67	83	22	14	12	86	42	40	30	61	87	41
	21.8%	24.1%	19.5%	17.0%	20.4%	36.0%	20.3%	16.6%	22.3%	24.4%	25.6%	18.9%	20.1%	33.4%	20.3%	21.3%	11.8%	22.5%	28.6%	22.5%	22.5%	25.2%	14.6%	23.2%	26.1%	17.4%	18.8%	24.9%	22.6%	18.8%
SIGMA	1005	488	517	289	355	151	210	266	214	170	70	177	213	51	215	291	203	199	235	367	99	54	86	369	160	232	157	246	384	218
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Political Attitudes Poll
Prepared on behalf of the Daily Mirror

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Table 35
Q20. Please select whether each of the following issues will affect who you will vote for in a general election or not.

Education
Base : All Respondents

	Total	Gender		Age				2010 Vote				Voting Intention					SEG				Region6						Locality			
		Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	Scotland	Wales	London	South	Midlands	North	Inner-city/urban	Outer suburban / Suburban	Town	Village / Countryside
Unweighted Total	1005	473	532	248	380	146	231	284	181	163	92	168	198	55	217	300	208	240	267	289	85	46	99	364	157	249	177	261	348	219
Weighted Total	1005	488	517	289	355	151	210	266	214	170	70	177	213	51	215	291	203	199	235	367	99	54	86	369	160	232	157	246	384	218
Will affect my vote	522	212	310	186	186	69	80	126	106	88	32	84	124	21	107	149	122	108	128	163	45	25	47	200	82	119	96	121	200	104
	51.9%	43.4%	60.0%	64.4%	52.5%	46.1%	37.9%	47.2%	49.7%	51.6%	46.0%	47.2%	58.3%	40.7%	49.7%	51.4%	60.2%	54.4%	54.4%	44.3%	45.8%	46.4%	54.8%	54.4%	51.2%	51.4%	61.2%	49.2%	52.1%	47.9%
Will not affect my vote	483	276	207	103	169	81	131	141	108	82	38	93	89	30	108	141	81	91	107	205	54	29	39	168	78	113	61	125	184	113
	48.1%	56.6%	40.0%	35.6%	47.5%	53.9%	62.1%	52.8%	50.3%	48.4%	54.0%	52.8%	41.7%	59.3%	50.3%	48.6%	39.8%	45.6%	45.6%	55.7%	54.2%	53.6%	45.2%	45.6%	48.8%	48.6%	38.8%	50.8%	47.9%	52.1%
SIGMA	1005	488	517	289	355	151	210	266	214	170	70	177	213	51	215	291	203	199	235	367	99	54	86	369	160	232	157	246	384	218
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

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Table 36
Q20. Please select whether each of the following issues will affect who you will vote for in a general election or not.

Healthcare
Base : All Respondents

	Gender		Age				2010 Vote				Voting Intention					SEG				Region6						Locality				
	Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	Scotland	Wales	London	South	Midlands	North	Inner-city/urban	Outer suburban / Suburban	Town	Village / Countrys ide	
Unweighted Total	1005	473	532	248	380	146	231	284	181	163	92	168	198	55	217	300	208	240	267	289	85	46	99	364	157	249	177	261	348	219
Weighted Total	1005	488	517	289	355	151	210	266	214	170	70	177	213	51	215	291	203	199	235	367	99	54	86	369	160	232	157	246	384	218
Will affect my vote	737	315	423	230	258	97	152	177	174	119	54	113	174	36	143	205	172	140	148	276	78	37	67	262	100	190	114	180	274	169
	73.4%	64.4%	81.8%	79.5%	72.7%	64.6%	72.3%	66.3%	81.4%	70.2%	76.7%	63.8%	81.7%	70.9%	66.6%	70.4%	84.8%	70.6%	63.0%	75.1%	78.2%	68.9%	78.5%	71.1%	62.3%	82.0%	72.6%	73.4%	71.3%	77.4%
Will not affect my vote	268	174	94	59	97	53	58	90	40	51	16	64	39	15	72	86	31	58	87	91	22	17	18	106	61	42	43	65	110	49
	26.6%	35.6%	18.2%	20.5%	27.3%	35.4%	27.7%	33.7%	18.6%	29.8%	23.3%	36.2%	18.3%	29.1%	33.4%	29.6%	15.2%	29.4%	37.0%	24.9%	21.8%	31.1%	21.5%	28.9%	37.7%	18.0%	27.4%	26.6%	28.7%	22.6%
SIGMA	1005	488	517	289	355	151	210	266	214	170	70	177	213	51	215	291	203	199	235	367	99	54	86	369	160	232	157	246	384	218
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Political Attitudes Poll
Prepared on behalf of the Daily Mirror

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Table 37
Q20. Please select whether each of the following issues will affect who you will vote for in a general election or not.
The environment
Base : All Respondents

	Gender		Age				2010 Vote				Voting Intention					SEG				Region6						Locality				
	Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	Scotland	Wales	London	South	Midlands	North	Inner-city/urban	Outer suburban / Suburban	Town	Village / Countrys ide	
Unweighted Total	1005	473	532	248	380	146	231	284	181	163	92	168	198	55	217	300	208	240	267	289	85	46	99	364	157	249	177	261	348	219
Weighted Total	1005	488	517	289	355	151	210	266	214	170	70	177	213	51	215	291	203	199	235	367	99	54	86	369	160	232	157	246	384	218
Will affect my vote	462	187	274	152	160	73	76	108	106	98	31	71	106	29	66	112	103	88	108	161	44	25	43	191	63	93	88	116	152	104
	45.9%	38.4%	53.0%	52.5%	45.2%	48.5%	36.3%	40.5%	49.4%	57.4%	44.0%	40.2%	49.6%	57.1%	30.9%	38.6%	51.0%	44.1%	46.1%	43.9%	44.1%	46.9%	50.2%	51.8%	39.5%	40.0%	56.2%	47.4%	39.7%	47.9%
Will not affect my vote	543	301	243	137	195	78	134	159	108	72	39	106	107	22	149	179	99	111	127	206	56	29	43	178	97	139	69	129	232	114
	54.1%	61.6%	47.0%	47.5%	54.8%	51.5%	63.7%	59.5%	50.6%	42.6%	56.0%	59.8%	50.4%	42.9%	69.1%	61.4%	49.0%	55.9%	53.9%	56.1%	55.9%	53.1%	49.8%	48.2%	60.5%	60.0%	43.8%	52.6%	60.3%	52.1%
SIGMA	1005	488	517	289	355	151	210	266	214	170	70	177	213	51	215	291	203	199	235	367	99	54	86	369	160	232	157	246	384	218
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

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Table 38
Q21. Which of these political leaders would you trust to manage the economy?
David Cameron
Base : All Respondents

	Gender		Age				2010 Vote				Voting Intention					SEG				Region6						Locality				
	Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	Scotland	Wales	London	South	Midlands	North	Inner-city/urban	Outer suburban / Suburban	Town	Village / Countryside	
Unweighted Total	1005	473	532	248	380	146	231	284	181	163	92	168	198	55	217	300	208	240	267	289	85	46	99	364	157	249	177	261	348	219
Weighted Total	1005	488	517	289	355	151	210	266	214	170	70	177	213	51	215	291	203	199	235	367	99	54	86	369	160	232	157	246	384	218
Would trust	391	228	163	106	133	46	106	206	37	62	12	165	40	27	90	95	110	76	108	96	14	19	30	165	76	86	48	92	136	115
	38.9%	46.7%	31.5%	36.8%	37.4%	30.4%	50.5%	77.5%	17.4%	36.5%	17.4%	93.5%	18.7%	52.9%	41.7%	32.8%	54.3%	38.2%	45.8%	26.2%	13.7%	34.3%	35.2%	44.8%	47.1%	37.2%	30.5%	37.5%	35.4%	52.7%
Would not trust	441	210	231	108	174	81	77	44	147	87	49	9	153	17	98	158	66	83	90	202	67	23	41	147	59	103	79	107	175	79
	43.8%	43.0%	44.7%	37.4%	48.9%	54.1%	36.8%	16.6%	68.9%	51.4%	69.8%	5.1%	71.8%	32.7%	45.4%	54.4%	32.5%	41.9%	38.1%	54.9%	67.9%	43.3%	47.6%	39.8%	36.8%	44.5%	50.3%	43.6%	45.6%	36.4%
Don't know	173	50	123	75	49	23	27	16	29	21	9	2	20	7	28	37	27	39	38	69	18	12	15	57	26	42	30	47	73	24
	17.3%	10.3%	23.8%	25.9%	13.7%	15.5%	12.8%	5.9%	13.7%	12.1%	12.7%	1.4%	9.6%	14.4%	12.8%	12.8%	13.2%	19.9%	16.2%	18.8%	18.3%	22.4%	17.2%	15.4%	16.1%	18.3%	19.2%	19.0%	19.0%	10.9%
SIGMA	1005	488	517	289	355	151	210	266	214	170	70	177	213	51	215	291	203	199	235	367	99	54	86	369	160	232	157	246	384	218
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Political Attitudes Poll
Prepared on behalf of the Daily Mirror

6 May 2014

Table 39
Q21. Which of these political leaders would you trust to manage the economy?
Ed Miliband
Base : All Respondents

	Gender		Age				2010 Vote				Voting Intention					SEG				Region6						Locality				
	Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	Scotland	Wales	London	South	Midlands	North	Inner-city/urban	Outer suburban / Suburban	Town	Village / Countryside	
Unweighted Total	1005	473	532	248	380	146	231	284	181	163	92	168	198	55	217	300	208	240	267	289	85	46	99	364	157	249	177	261	348	219
Weighted Total	1005	488	517	289	355	151	210	266	214	170	70	177	213	51	215	291	203	199	235	367	99	54	86	369	160	232	157	246	384	218
Would trust	229	113	116	75	88	22	44	17	103	43	10	17	138	8	21	35	42	35	44	108	26	13	19	70	36	65	53	54	88	34
	22.8%	23.2%	22.4%	26.1%	24.8%	14.4%	20.8%	6.4%	48.1%	25.1%	14.5%	9.6%	65.1%	15.0%	9.9%	12.2%	20.7%	17.8%	18.6%	29.3%	26.0%	24.3%	22.7%	19.0%	22.2%	27.9%	33.9%	22.0%	22.8%	15.5%
Would not trust	497	293	204	111	171	76	138	214	54	80	49	134	34	25	159	201	120	113	116	147	44	21	43	176	91	118	63	131	157	145
	49.4%	60.0%	39.4%	38.5%	48.2%	50.8%	65.5%	80.2%	25.3%	46.9%	70.3%	75.6%	16.0%	49.6%	74.0%	69.0%	59.0%	56.7%	49.3%	40.1%	44.3%	39.4%	50.8%	47.8%	56.7%	51.0%	40.1%	53.5%	40.8%	66.7%
Don't know	280	82	198	102	96	53	29	36	57	48	11	26	40	18	35	55	41	51	76	112	30	20	23	122	34	49	41	60	140	39
	27.8%	16.8%	38.2%	35.4%	27.0%	34.9%	13.7%	13.5%	26.6%	28.0%	15.3%	14.8%	18.9%	35.3%	16.1%	18.8%	20.3%	25.5%	32.2%	30.5%	29.8%	36.3%	26.5%	33.2%	21.1%	21.2%	26.0%	24.5%	36.4%	17.8%
SIGMA	1005	488	517	289	355	151	210	266	214	170	70	177	213	51	215	291	203	199	235	367	99	54	86	369	160	232	157	246	384	218
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Political Attitudes Poll
Prepared on behalf of the Daily Mirror

6 May 2014

Table 40
Q21. Which of these political leaders would you trust to manage the economy?
Nick Clegg
Base : All Respondents

	Gender		Age				2010 Vote				Voting Intention					SEG				Region6						Locality				
	Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	Scotland	Wales	London	South	Midlands	North	Inner-city/urban	Outer suburban / Suburban	Town	Village / Countryside	
Unweighted Total	1005	473	532	248	380	146	231	284	181	163	92	168	198	55	217	300	208	240	267	289	85	46	99	364	157	249	177	261	348	219
Weighted Total	1005	488	517	289	355	151	210	266	214	170	70	177	213	51	215	291	203	199	235	367	99	54	86	369	160	232	157	246	384	218
Would trust	173	87	87	64	76	18	16	63	15	59	2	60	28	37	18	29	59	26	54	34	7	9	15	70	40	31	33	37	61	43
	17.3%	17.7%	16.8%	22.1%	21.4%	12.0%	7.4%	23.8%	7.1%	35.0%	3.4%	33.8%	13.2%	71.9%	8.3%	9.9%	29.0%	13.2%	23.0%	9.3%	7.4%	16.2%	17.2%	19.0%	25.2%	13.5%	20.7%	15.1%	15.9%	19.7%
Would not trust	590	329	261	134	207	100	150	171	150	81	59	84	146	4	169	225	107	127	120	235	66	23	56	218	87	141	89	140	224	138
	58.7%	67.5%	50.4%	46.4%	58.2%	66.2%	71.2%	64.2%	70.3%	47.6%	84.3%	47.3%	68.6%	8.2%	78.4%	77.4%	52.7%	64.1%	50.9%	64.0%	66.7%	43.2%	64.9%	59.0%	54.0%	60.6%	56.4%	56.9%	58.2%	63.2%
Don't know	242	72	170	91	72	33	45	32	48	30	9	33	39	10	29	37	37	45	62	98	26	22	15	81	33	60	36	69	100	37
	24.0%	14.8%	32.8%	31.5%	20.4%	21.9%	21.4%	12.0%	22.6%	17.4%	12.3%	18.9%	18.2%	19.9%	13.3%	12.6%	18.3%	22.6%	26.2%	26.7%	25.9%	40.5%	17.9%	22.0%	20.8%	25.9%	22.9%	28.0%	25.9%	17.1%
SIGMA	1005	488	517	289	355	151	210	266	214	170	70	177	213	51	215	291	203	199	235	367	99	54	86	369	160	232	157	246	384	218
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Political Attitudes Poll
Prepared on behalf of the Daily Mirror

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Table 41
Q21. Which of these political leaders would you trust to manage the economy?
Nigel Farage
Base : All Respondents

	Gender		Age				2010 Vote				Voting Intention					SEG				Region6						Locality				
	Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	Scotland	Wales	London	South	Midlands	North	Inner-city/urban	Outer suburban / Suburban	Town	Village / Countryside	
Unweighted Total	1005	473	532	248	380	146	231	284	181	163	92	168	198	55	217	300	208	240	267	289	85	46	99	364	157	249	177	261	348	219
Weighted Total	1005	488	517	289	355	151	210	266	214	170	70	177	213	51	215	291	203	199	235	367	99	54	86	369	160	232	157	246	384	218
Would trust	128	67	62	46	43	16	22	44	15	24	12	15	10	-	78	85	15	30	26	58	8	3	11	61	11	33	22	33	45	28
	12.7%	13.6%	11.9%	16.1%	12.2%	10.8%	10.5%	16.5%	6.9%	14.4%	17.5%	8.7%	4.7%	-	36.0%	29.2%	7.2%	14.9%	11.1%	15.7%	8.1%	5.4%	13.4%	16.6%	7.0%	14.4%	14.0%	13.5%	11.6%	13.0%
Would not trust	533	293	239	131	213	79	110	152	121	114	36	126	147	40	49	107	142	110	134	146	47	22	47	205	97	112	90	126	202	114
	53.0%	60.1%	46.3%	45.3%	59.9%	52.6%	52.1%	56.9%	56.7%	67.3%	51.5%	71.2%	69.0%	77.9%	23.0%	36.8%	70.2%	55.4%	56.9%	39.6%	47.5%	39.9%	55.1%	55.7%	60.7%	48.3%	57.4%	51.3%	52.5%	52.5%
Don't know	344	128	216	112	99	55	79	71	78	31	22	36	56	11	88	99	46	59	75	164	44	30	27	102	52	87	45	86	138	75
	34.3%	26.3%	41.8%	38.6%	27.9%	36.5%	37.4%	26.5%	36.4%	18.3%	31.0%	20.1%	26.3%	22.1%	41.0%	34.0%	22.6%	29.7%	32.0%	44.7%	44.4%	54.7%	31.5%	27.8%	32.3%	37.3%	28.5%	35.2%	35.9%	34.5%
SIGMA	1005	488	517	289	355	151	210	266	214	170	70	177	213	51	215	291	203	199	235	367	99	54	86	369	160	232	157	246	384	218
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Political Attitudes Poll
Prepared on behalf of the Daily Mirror

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Table 42
Q22. Which of these political leaders would you trust to manage the NHS?
David Cameron
Base : All Respondents

	Gender		Age				2010 Vote				Voting Intention					SEG				Region6						Locality				
	Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	Scotland	Wales	London	South	Midlands	North	Inner-city/urban	Outer suburban / Suburban	Town	Village / Countryside	
Unweighted Total	1005	473	532	248	380	146	231	284	181	163	92	168	198	55	217	300	208	240	267	289	85	46	99	364	157	249	177	261	348	219
Weighted Total	1005	488	517	289	355	151	210	266	214	170	70	177	213	51	215	291	203	199	235	367	99	54	86	369	160	232	157	246	384	218
Would trust	293	169	125	74	112	35	73	167	25	41	8	136	28	26	58	62	84	60	73	75	10	16	23	116	65	61	36	69	98	91
	29.2%	34.6%	24.1%	25.4%	31.5%	23.1%	34.9%	62.7%	11.6%	24.3%	10.8%	76.6%	12.9%	50.6%	27.2%	21.4%	41.6%	30.4%	30.9%	20.5%	10.5%	29.9%	26.7%	31.5%	40.6%	26.3%	22.9%	27.9%	25.6%	41.6%
Would not trust	500	249	252	136	189	75	100	73	164	100	48	30	169	18	110	174	90	98	99	213	68	26	50	172	67	116	86	130	197	87
	49.8%	50.9%	48.7%	47.2%	53.2%	50.0%	47.5%	27.4%	76.5%	58.6%	68.9%	16.8%	79.2%	35.5%	51.3%	59.7%	44.3%	49.4%	42.2%	58.0%	68.6%	48.3%	58.5%	46.7%	41.8%	49.9%	54.5%	52.9%	51.3%	40.1%
Don't know	211	71	140	79	55	41	37	26	25	29	14	12	17	7	46	55	29	40	63	79	21	12	13	80	28	55	36	47	89	40
	21.0%	14.5%	27.2%	27.4%	15.4%	26.9%	17.6%	9.9%	11.8%	17.1%	20.4%	6.5%	7.8%	13.9%	21.5%	18.8%	14.1%	20.2%	26.9%	21.6%	20.9%	21.8%	14.8%	21.8%	17.6%	23.8%	22.6%	19.2%	23.1%	18.3%
SIGMA	1005	488	517	289	355	151	210	266	214	170	70	177	213	51	215	291	203	199	235	367	99	54	86	369	160	232	157	246	384	218
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

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Table 43
Q22. Which of these political leaders would you trust to manage the NHS?
Ed Miliband
Base : All Respondents

	Gender		Age				2010 Vote				Voting Intention					SEG				Region6						Locality				
	Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	Scotland	Wales	London	South	Midlands	North	Inner-city/urban	Outer suburban / Suburban	Town	Village / Countryside	
Unweighted Total	1005	473	532	248	380	146	231	284	181	163	92	168	198	55	217	300	208	240	267	289	85	46	99	364	157	249	177	261	348	219
Weighted Total	1005	488	517	289	355	151	210	266	214	170	70	177	213	51	215	291	203	199	235	367	99	54	86	369	160	232	157	246	384	218
Would trust	320	167	154	81	119	59	62	41	129	67	17	29	153	13	51	75	64	53	64	138	34	20	26	112	49	80	63	68	136	53
	31.9%	34.2%	29.7%	28.0%	33.4%	38.9%	29.6%	15.3%	60.3%	39.6%	24.2%	16.5%	72.1%	24.9%	23.9%	25.7%	31.8%	26.9%	27.4%	37.6%	34.0%	36.9%	29.9%	30.3%	30.5%	34.4%	40.3%	27.7%	35.3%	24.5%
Would not trust	415	245	171	96	157	55	107	181	44	70	35	109	33	21	136	172	96	103	101	114	32	17	40	156	73	96	51	114	135	116
	41.3%	50.1%	33.0%	33.4%	44.2%	36.8%	50.7%	68.1%	20.4%	41.5%	50.4%	61.9%	15.4%	41.2%	63.3%	59.1%	47.5%	51.9%	43.0%	30.9%	31.8%	31.9%	47.1%	42.3%	45.6%	41.3%	32.5%	46.3%	35.0%	53.1%
Don't know	269	77	193	112	79	37	42	44	41	32	18	38	27	17	27	44	42	42	70	116	34	17	20	101	38	56	43	64	114	49
	26.8%	15.7%	37.3%	38.7%	22.4%	24.3%	19.8%	16.6%	19.3%	19.0%	25.4%	21.7%	12.5%	33.9%	12.8%	15.3%	20.7%	21.1%	29.6%	31.5%	34.2%	31.2%	23.0%	27.4%	23.9%	24.3%	27.2%	25.9%	29.7%	22.4%
SIGMA	1005	488	517	289	355	151	210	266	214	170	70	177	213	51	215	291	203	199	235	367	99	54	86	369	160	232	157	246	384	218
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

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Table 44
Q22. Which of these political leaders would you trust to manage the NHS?
Nick Clegg
Base : All Respondents

	Gender		Age				2010 Vote				Voting Intention					SEG				Region6						Locality				
	Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	Scotland	Wales	London	South	Midlands	North	Inner-city/urban	Outer suburban / Suburban	Town	Village / Countryside	
Unweighted Total	1005	473	532	248	380	146	231	284	181	163	92	168	198	55	217	300	208	240	267	289	85	46	99	364	157	249	177	261	348	219
Weighted Total	1005	488	517	289	355	151	210	266	214	170	70	177	213	51	215	291	203	199	235	367	99	54	86	369	160	232	157	246	384	218
Would trust	219	116	103	64	85	32	38	82	27	65	4	64	36	35	47	59	58	55	49	58	10	11	16	104	35	41	35	58	78	48
	21.8%	23.7%	20.0%	22.3%	23.8%	21.4%	18.0%	30.9%	12.7%	38.2%	5.2%	36.4%	16.8%	67.4%	21.7%	20.1%	28.8%	27.5%	20.6%	15.7%	10.3%	19.7%	18.2%	28.2%	21.9%	17.7%	22.3%	23.6%	20.4%	22.0%
Would not trust	510	273	237	124	197	74	115	149	136	66	50	73	138	5	130	180	105	99	113	192	56	22	54	160	88	129	81	124	189	116
	50.7%	55.8%	45.9%	43.0%	55.6%	48.8%	54.4%	55.9%	63.7%	38.6%	71.2%	41.5%	65.0%	10.7%	60.4%	62.0%	51.6%	50.0%	48.2%	52.1%	56.3%	41.2%	63.6%	43.5%	54.9%	55.4%	51.7%	50.3%	49.1%	53.3%
Don't know	276	100	176	100	73	45	58	35	51	40	17	39	39	11	38	52	40	45	73	118	33	21	16	104	37	62	41	64	117	54
	27.5%	20.4%	34.1%	34.7%	20.6%	29.7%	27.5%	13.2%	23.6%	23.2%	23.6%	22.1%	18.2%	22.0%	17.9%	17.9%	19.7%	22.5%	31.1%	32.2%	33.5%	39.1%	18.2%	28.3%	23.2%	26.9%	26.1%	26.1%	30.5%	24.7%
SIGMA	1005	488	517	289	355	151	210	266	214	170	70	177	213	51	215	291	203	199	235	367	99	54	86	369	160	232	157	246	384	218
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

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Table 45
Q22. Which of these political leaders would you trust to manage the NHS?
Nigel Farage
Base : All Respondents

	Gender		Age				2010 Vote				Voting Intention					SEG				Region6						Locality				
	Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	Scotland	Wales	London	South	Midlands	North	Inner-city/urban	Outer suburban / Suburban	Town	Village / Countryside	
Unweighted Total	1005	473	532	248	380	146	231	284	181	163	92	168	198	55	217	300	208	240	267	289	85	46	99	364	157	249	177	261	348	219
Weighted Total	1005	488	517	289	355	151	210	266	214	170	70	177	213	51	215	291	203	199	235	367	99	54	86	369	160	232	157	246	384	218
Would trust	151	74	77	44	57	26	25	54	32	27	14	17	15	2	87	97	19	33	31	68	6	3	12	63	25	41	25	39	62	26
	15.0%	15.2%	14.9%	15.1%	16.0%	17.0%	11.8%	20.2%	14.9%	16.0%	20.4%	9.4%	7.1%	3.3%	40.6%	33.3%	9.4%	16.4%	13.0%	18.6%	6.2%	5.4%	14.4%	17.2%	15.3%	17.8%	15.7%	15.7%	16.0%	11.9%
Would not trust	509	283	226	143	198	62	107	141	119	103	32	118	148	39	45	95	142	106	110	151	48	22	60	177	94	107	89	128	176	118
	50.7%	58.0%	43.8%	49.3%	55.8%	40.9%	50.9%	52.8%	55.4%	60.9%	45.7%	66.7%	69.5%	76.3%	21.0%	32.8%	69.8%	53.3%	46.6%	41.2%	48.3%	40.7%	69.8%	48.1%	58.6%	46.1%	56.4%	51.9%	45.7%	54.1%
Don't know	345	131	214	103	100	63	79	72	64	39	24	42	50	10	82	99	42	60	95	148	45	29	14	128	42	84	44	79	147	74
	34.3%	26.8%	41.3%	35.6%	28.2%	42.1%	37.3%	27.0%	29.7%	23.0%	33.9%	23.9%	23.4%	20.4%	38.4%	33.9%	20.8%	30.3%	40.3%	40.2%	45.6%	53.9%	15.9%	34.7%	26.2%	36.1%	27.9%	32.3%	38.3%	34.1%
SIGMA	1005	488	517	289	355	151	210	266	214	170	70	177	213	51	215	291	203	199	235	367	99	54	86	369	160	232	157	246	384	218
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Political Attitudes Poll
Prepared on behalf of the Daily Mirror

6 May 2014

Table 46
Q23. Which of these political leaders would you trust to stand up for consumers in the face of organisations like banks, energy companies etc?
David Cameron
Base : All Respondents

	Gender		Age				2010 Vote				Voting Intention					SEG				Region6						Locality				
	Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	Scotland	Wales	London	South	Midlands	North	Inner-city/urban	Outer suburban / Suburban	Town	Village / Countryside	
Unweighted Total	1005	473	532	248	380	146	231	284	181	163	92	168	198	55	217	300	208	240	267	289	85	46	99	364	157	249	177	261	348	219
Weighted Total	1005	488	517	289	355	151	210	266	214	170	70	177	213	51	215	291	203	199	235	367	99	54	86	369	160	232	157	246	384	218
Would trust	248	143	105	75	83	20	70	132	14	40	7	117	25	20	40	46	70	51	57	69	9	11	21	91	58	56	32	61	79	76
	24.7%	29.2%	20.3%	26.0%	23.3%	13.3%	33.2%	49.5%	6.6%	23.4%	9.4%	66.3%	11.8%	38.1%	18.7%	15.8%	34.4%	25.9%	24.3%	18.7%	8.7%	19.7%	24.2%	24.7%	36.5%	24.2%	20.1%	24.9%	20.7%	34.7%
Would not trust	529	280	250	116	205	97	111	102	160	105	52	42	158	21	141	199	102	102	109	217	70	30	50	186	72	120	87	139	203	99
	52.7%	57.3%	48.3%	40.2%	57.6%	64.6%	52.8%	38.2%	74.6%	62.1%	74.3%	23.9%	74.1%	41.5%	65.6%	68.3%	50.2%	51.2%	46.3%	59.0%	70.8%	55.9%	58.7%	50.5%	45.0%	51.6%	55.7%	56.7%	52.9%	45.5%
Don't know	228	66	162	98	68	33	29	33	40	25	11	17	30	10	34	46	31	46	69	82	20	13	15	92	30	56	38	45	102	43
	22.7%	13.5%	31.4%	33.8%	19.0%	22.1%	14.0%	12.3%	18.8%	14.6%	16.4%	9.8%	14.1%	20.4%	15.7%	15.9%	15.4%	22.9%	29.4%	22.3%	20.5%	24.4%	17.1%	24.8%	18.6%	24.2%	24.2%	18.4%	26.5%	19.8%
SIGMA	1005	488	517	289	355	151	210	266	214	170	70	177	213	51	215	291	203	199	235	367	99	54	86	369	160	232	157	246	384	218
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Political Attitudes Poll
Prepared on behalf of the Daily Mirror

6 May 2014

Table 47
Q23. Which of these political leaders would you trust to stand up for consumers in the face of organisations like banks, energy companies etc?
Ed Miliband
Base : All Respondents

	Gender		Age				2010 Vote				Voting Intention					SEG				Region6						Locality				
	Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	Scotland	Wales	London	South	Midlands	North	Inner-city/urban	Outer suburban / Suburban	Town	Village / Countryside	
Unweighted Total	1005	473	532	248	380	146	231	284	181	163	92	168	198	55	217	300	208	240	267	289	85	46	99	364	157	249	177	261	348	219
Weighted Total	1005	488	517	289	355	151	210	266	214	170	70	177	213	51	215	291	203	199	235	367	99	54	86	369	160	232	157	246	384	218
Would trust	308	178	130	71	123	47	67	39	119	70	19	28	140	15	57	74	55	60	56	137	29	23	23	112	43	76	63	65	128	52
	30.7%	36.5%	25.1%	24.7%	34.8%	31.2%	31.6%	14.6%	55.4%	41.1%	27.9%	15.5%	65.6%	29.2%	26.7%	25.6%	27.3%	30.4%	23.6%	37.3%	29.4%	42.3%	27.4%	30.4%	27.1%	32.8%	40.1%	26.6%	33.3%	23.9%
Would not trust	423	238	185	95	149	65	113	178	46	71	40	115	38	23	130	168	99	93	102	128	35	14	42	163	69	98	48	126	135	114
	42.1%	48.8%	35.7%	32.9%	42.1%	43.2%	53.9%	66.7%	21.3%	41.8%	56.7%	64.7%	18.1%	44.8%	60.7%	57.7%	48.7%	47.0%	43.3%	34.8%	35.6%	26.6%	49.0%	44.2%	43.3%	42.0%	30.2%	51.4%	35.1%	52.5%
Don't know	274	71	202	123	82	39	31	50	50	29	11	35	35	13	27	48	49	45	78	102	35	17	20	93	48	59	47	54	121	52
	27.2%	14.6%	39.1%	42.4%	23.1%	25.6%	14.5%	18.7%	23.3%	17.1%	15.4%	19.7%	16.3%	26.0%	12.7%	16.7%	24.0%	22.6%	33.1%	27.8%	35.1%	31.1%	23.6%	25.4%	29.6%	25.2%	29.6%	22.0%	31.6%	23.6%
SIGMA	1005	488	517	289	355	151	210	266	214	170	70	177	213	51	215	291	203	199	235	367	99	54	86	369	160	232	157	246	384	218
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Political Attitudes Poll
Prepared on behalf of the Daily Mirror

6 May 2014

Table 48
Q23. Which of these political leaders would you trust to stand up for consumers in the face of organisations like banks, energy companies etc?
Nick Clegg
Base : All Respondents

	Gender		Age				2010 Vote				Voting Intention					SEG				Region6						Locality				
	Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	Scotland	Wales	London	South	Midlands	North	Inner-city/urban	Outer suburban / Suburban	Town	Village / Countryside	
Unweighted Total	1005	473	532	248	380	146	231	284	181	163	92	168	198	55	217	300	208	240	267	289	85	46	99	364	157	249	177	261	348	219
Weighted Total	1005	488	517	289	355	151	210	266	214	170	70	177	213	51	215	291	203	199	235	367	99	54	86	369	160	232	157	246	384	218
Would trust	173	99	74	47	78	16	32	55	22	61	5	50	30	34	30	37	51	37	38	46	10	11	12	73	33	32	23	42	61	47
	17.2%	20.2%	14.4%	16.3%	21.9%	10.9%	15.0%	20.5%	10.2%	35.6%	7.0%	28.5%	14.0%	66.7%	14.0%	12.7%	24.9%	18.9%	16.4%	12.4%	9.9%	20.7%	14.3%	19.9%	20.5%	13.8%	14.4%	17.2%	15.9%	21.5%
Would not trust	546	293	253	138	195	82	132	169	137	70	55	90	139	5	146	199	110	111	112	212	65	22	56	185	88	130	88	144	196	117
	54.3%	60.1%	48.9%	47.7%	54.8%	54.3%	62.5%	63.4%	64.0%	41.1%	78.2%	50.8%	65.4%	9.8%	68.0%	68.4%	54.4%	56.1%	47.6%	57.7%	65.9%	39.8%	65.7%	50.1%	55.0%	55.8%	56.0%	58.7%	51.0%	53.9%
Don't know	286	96	190	104	82	52	47	43	55	39	10	37	44	12	39	55	42	50	85	110	24	21	17	111	39	71	47	59	127	54
	28.5%	19.7%	36.7%	36.0%	23.2%	34.8%	22.4%	16.2%	25.7%	23.2%	14.8%	20.7%	20.5%	23.6%	18.1%	18.9%	20.7%	25.0%	36.0%	29.9%	24.3%	39.5%	20.0%	30.0%	24.5%	30.4%	29.6%	24.1%	33.1%	24.6%
SIGMA	1005	488	517	289	355	151	210	266	214	170	70	177	213	51	215	291	203	199	235	367	99	54	86	369	160	232	157	246	384	218
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Political Attitudes Poll
Prepared on behalf of the Daily Mirror

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Table 49
Q23. Which of these political leaders would you trust to stand up for consumers in the face of organisations like banks, energy companies etc?
Nigel Farage
Base : All Respondents

	Gender		Age				2010 Vote				Voting Intention					SEG				Region6						Locality				
	Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	Scotland	Wales	London	South	Midlands	North	Inner-city/urban	Outer suburban / Suburban	Town	Village / Countryside	
Unweighted Total	1005	473	532	248	380	146	231	284	181	163	92	168	198	55	217	300	208	240	267	289	85	46	99	364	157	249	177	261	348	219
Weighted Total	1005	488	517	289	355	151	210	266	214	170	70	177	213	51	215	291	203	199	235	367	99	54	86	369	160	232	157	246	384	218
Would trust	197	121	76	45	64	35	53	80	29	37	16	18	22	3	124	131	31	40	50	77	10	7	16	83	23	59	26	50	87	34
	19.6%	24.8%	14.7%	15.4%	18.0%	23.3%	25.4%	30.1%	13.4%	21.8%	22.6%	10.0%	10.4%	6.4%	57.7%	45.1%	15.1%	20.0%	21.2%	20.9%	10.1%	12.7%	18.6%	22.4%	14.2%	25.4%	16.3%	20.3%	22.7%	15.7%
Would not trust	491	267	224	138	196	59	97	131	115	97	36	117	149	34	38	85	131	97	106	156	49	21	51	169	92	105	88	115	173	114
	48.8%	54.7%	43.3%	47.8%	55.2%	39.4%	46.2%	49.3%	53.9%	57.2%	52.2%	65.9%	69.8%	66.7%	17.6%	29.4%	64.5%	49.0%	45.0%	42.4%	49.8%	39.2%	59.9%	45.8%	57.6%	45.2%	56.1%	46.8%	45.1%	52.5%
Don't know	317	100	217	106	95	56	60	55	70	36	18	43	42	14	53	74	41	62	80	135	40	26	18	117	45	68	43	81	124	69
	31.6%	20.6%	41.9%	36.7%	26.8%	37.3%	28.4%	20.5%	32.7%	21.1%	25.2%	24.0%	19.8%	26.8%	24.7%	25.5%	20.4%	31.0%	33.8%	36.7%	40.1%	48.1%	21.5%	31.7%	28.2%	29.5%	27.5%	32.9%	32.2%	31.8%
SIGMA	1005	488	517	289	355	151	210	266	214	170	70	177	213	51	215	291	203	199	235	367	99	54	86	369	160	232	157	246	384	218
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Political Attitudes Poll
Prepared on behalf of the Daily Mirror

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Table 50
Q24. Which of the following statements is closest to your opinion?
Base : All Respondents

	Gender		Age				2010 Vote				Voting Intention					SEG				Region6						Locality				
	Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	Scotland	Wales	London	South	Midlands	North	Inner-city/urban	Outer suburban / Suburban	Town	Village / Countryside	
Unweighted Total	1005	473	532	248	380	146	231	284	181	163	92	168	198	55	217	300	208	240	267	289	85	46	99	364	157	249	177	261	348	219
Weighted Total	1005	488	517	289	355	151	210	266	214	170	70	177	213	51	215	291	203	199	235	367	99	54	86	369	160	232	157	246	384	218
The British economy is currently recovering	543	320	224	149	172	75	147	203	90	91	39	148	88	32	122	164	143	121	131	148	44	27	39	214	85	132	83	134	192	134
	54.1%	65.5%	43.2%	51.5%	48.6%	50.1%	69.7%	76.2%	41.9%	53.3%	55.9%	83.5%	41.2%	62.3%	56.6%	56.3%	70.4%	60.7%	55.6%	40.4%	44.3%	50.8%	45.7%	58.2%	53.1%	57.0%	53.2%	54.5%	50.0%	61.4%
The British economy is not currently recovering	342	130	212	91	149	61	40	44	97	66	27	20	104	14	76	104	47	55	75	165	45	19	34	112	53	75	54	84	147	57
	34.0%	26.7%	40.9%	31.6%	42.0%	40.7%	19.0%	16.7%	45.5%	39.1%	38.7%	11.5%	48.7%	27.1%	35.2%	35.9%	23.0%	27.5%	32.0%	45.0%	45.2%	35.4%	39.8%	30.3%	32.8%	32.4%	34.5%	34.2%	38.2%	26.0%
Don't know	120	38	82	49	33	14	24	19	27	13	4	9	22	5	18	23	13	23	29	54	10	7	12	42	22	25	19	28	45	27
	11.9%	7.8%	15.8%	16.9%	9.4%	9.2%	11.3%	7.1%	12.6%	7.7%	5.4%	5.0%	10.1%	10.6%	8.2%	7.8%	6.6%	11.8%	12.4%	14.7%	10.5%	13.7%	14.5%	11.5%	14.0%	10.6%	12.3%	11.3%	11.8%	12.6%
SIGMA	1005	488	517	289	355	151	210	266	214	170	70	177	213	51	215	291	203	199	235	367	99	54	86	369	160	232	157	246	384	218
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Political Attitudes Poll
Prepared on behalf of the Daily Mirror

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Table 51
Q25. Which of the following best describes your personal circumstances?
Base : All Respondents

	Gender		Age				2010 Vote				Voting Intention					SEG				Region6						Locality				
	Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	Scotland	Wales	London	South	Midlands	North	Inner-city/urban	Outer suburban / Suburban	Town	Village / Countryside	
Unweighted Total	1005	473	532	248	380	146	231	284	181	163	92	168	198	55	217	300	208	240	267	289	85	46	99	364	157	249	177	261	348	219
Weighted Total	1005	488	517	289	355	151	210	266	214	170	70	177	213	51	215	291	203	199	235	367	99	54	86	369	160	232	157	246	384	218
Things are currently getting better financially for me and my family	166	88	77	57	55	23	32	78	20	26	6	69	23	4	31	43	41	39	48	38	5	3	11	63	40	44	28	41	52	45
	16.5%	18.1%	15.0%	19.6%	15.4%	15.0%	15.1%	29.1%	9.3%	15.5%	8.1%	38.8%	10.8%	7.3%	14.4%	14.7%	20.3%	19.7%	20.3%	10.3%	5.1%	5.3%	13.0%	17.1%	24.9%	17.8%	16.6%	13.6%	20.7%	
Things are currently getting worse financially for me and my family	306	114	192	87	143	42	34	46	91	32	31	18	96	12	51	79	37	56	52	160	43	28	33	86	48	64	58	79	116	53
	30.4%	23.4%	37.1%	30.1%	40.2%	27.7%	16.3%	17.4%	42.6%	18.7%	44.8%	10.4%	45.3%	22.8%	23.9%	27.3%	18.1%	28.0%	22.2%	43.7%	43.4%	51.9%	38.1%	23.4%	30.1%	27.8%	36.7%	32.3%	30.2%	24.3%
Things are currently staying about the same financially for me and my family	533	286	248	145	157	86	144	142	103	112	33	90	93	36	133	169	125	104	135	169	51	23	42	219	72	124	72	126	216	120
	53.1%	58.5%	47.9%	50.2%	44.3%	57.3%	68.7%	53.5%	48.1%	65.8%	47.1%	50.8%	43.9%	69.9%	61.6%	58.0%	61.6%	52.3%	57.5%	46.0%	51.4%	42.8%	48.9%	59.5%	45.0%	53.4%	45.6%	51.2%	56.2%	54.9%
SIGMA	1005	488	517	289	355	151	210	266	214	170	70	177	213	51	215	291	203	199	235	367	99	54	86	369	160	232	157	246	384	218
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Political Attitudes Poll
Prepared on behalf of the Daily Mirror

6 May 2014

Table 52
Q26. Which of the following is closest to your opinion?
Base : All Respondents

	Gender		Age				2010 Vote				Voting Intention					SEG				Region6						Locality				
	Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	Scotland	Wales	London	South	Midlands	North	Inner-city/urban	Outer suburban/Suburban	Town	Village / Countryside	
Unweighted Total	1005	473	532	248	380	146	231	284	181	163	92	168	198	55	217	300	208	240	267	289	85	46	99	364	157	249	177	261	348	219
Weighted Total	1005	488	517	289	355	151	210	266	214	170	70	177	213	51	215	291	203	199	235	367	99	54	86	369	160	232	157	246	384	218
The NHS is currently getting better	52	32	21	17	12	7	17	20	10	7	3	12	6	5	15	19	12	11	14	15	1	2	5	21	5	18	11	11	16	14
	5.2%	6.5%	4.0%	5.8%	3.4%	4.4%	8.0%	7.4%	4.8%	4.3%	4.2%	6.7%	3.0%	8.8%	6.8%	6.7%	5.8%	5.8%	6.0%	4.1%	1.3%	3.0%	6.4%	5.7%	2.9%	7.9%	7.0%	4.6%	4.2%	6.4%
The NHS is currently getting worse	534	260	275	136	200	82	116	121	135	105	45	75	134	21	131	173	99	103	123	209	55	25	41	190	100	119	74	126	222	112
	53.2%	53.2%	53.1%	47.2%	56.2%	54.5%	55.2%	45.3%	63.3%	62.0%	64.0%	42.5%	63.2%	41.2%	60.8%	59.6%	48.8%	51.6%	52.4%	57.0%	55.3%	46.8%	48.0%	51.5%	62.3%	51.1%	47.2%	51.2%	57.7%	51.6%
The NHS is neither getting better nor worse	325	163	162	98	121	47	59	96	61	46	17	73	68	24	49	76	79	70	63	112	29	21	30	126	43	75	55	90	108	72
	32.4%	33.5%	31.3%	33.9%	34.1%	31.2%	28.1%	36.0%	28.4%	26.9%	24.8%	41.1%	32.1%	47.1%	23.0%	26.0%	39.0%	35.1%	26.8%	30.6%	29.2%	39.2%	35.2%	34.2%	26.8%	32.3%	35.0%	36.5%	28.2%	33.1%
Don't know	93	33	60	38	22	15	18	30	8	12	5	17	4	1	20	22	13	15	35	31	14	6	9	31	13	20	17	19	38	19
	9.3%	6.9%	11.6%	13.1%	6.2%	9.9%	8.7%	11.3%	3.5%	6.8%	7.0%	9.6%	1.7%	2.9%	9.4%	7.7%	6.4%	7.5%	14.8%	8.4%	14.2%	10.9%	10.4%	8.5%	8.0%	8.7%	10.7%	7.7%	9.9%	8.9%
SIGMA	1005	488	517	289	355	151	210	266	214	170	70	177	213	51	215	291	203	199	235	367	99	54	86	369	160	232	157	246	384	218
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Political Attitudes Poll
Prepared on behalf of the Daily Mirror

6 May 2014

Table 53
Q27. Which of the following statements is closest to your opinion?
Base : All Respondents

	Total	Gender		Age				2010 Vote				Voting Intention					SEG				Region6						Locality			
		Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	Scotland	Wales	London	South	Midlands	North	Inner-city/urban	Outer suburban / Suburban	Town	Village / Countryside
Unweighted Total	1005	473	532	248	380	146	231	284	181	163	92	168	198	55	217	300	208	240	267	289	85	46	99	364	157	249	177	261	348	219
Weighted Total	1005	488	517	289	355	151	210	266	214	170	70	177	213	51	215	291	203	199	235	367	99	54	86	369	160	232	157	246	384	218
The coalition between the Conservatives and Liberal Democrats has worked as a form of government	291 28.9%	183 37.4%	108 20.8%	60 20.6%	104 29.4%	49 32.8%	77 36.7%	140 52.7%	28 13.0%	65 38.5%	15 20.9%	118 66.4%	21 9.9%	34 66.6%	55 25.4%	68 23.5%	74 36.7%	60 30.1%	71 30.0%	86 23.4%	13 13.5%	14 25.6%	22 26.2%	120 32.6%	57 35.7%	62 26.7%	35 22.2%	77 31.2%	111 28.8%	68 31.4%
The coalition between the Conservatives and Liberal Democrats has not worked as a form of government	554 55.1%	259 53.0%	295 57.1%	149 51.7%	198 55.9%	87 57.8%	119 56.5%	106 39.7%	163 76.2%	92 54.1%	50 71.1%	39 22.3%	172 81.0%	11 21.8%	145 67.5%	198 68.2%	112 55.4%	103 52.1%	112 47.5%	225 61.4%	67 67.9%	28 51.3%	51 60.2%	191 51.7%	67 41.6%	146 63.0%	96 61.4%	133 54.0%	210 54.5%	115 52.8%
Don't know	161 16.0%	47 9.6%	114 22.0%	80 27.7%	52 14.7%	14 9.4%	14 6.8%	20 7.6%	23 10.8%	13 7.4%	6 7.9%	20 11.3%	19 9.1%	6 11.6%	15 7.1%	24 8.3%	16 7.9%	35 17.8%	53 22.6%	56 15.3%	18 18.5%	12 23.1%	12 13.6%	58 15.7%	36 22.7%	24 10.3%	26 16.4%	36 14.8%	64 16.7%	34 15.8%
SIGMA	1005 100.0%	488 100.0%	517 100.0%	289 100.0%	355 100.0%	151 100.0%	210 100.0%	266 100.0%	214 100.0%	170 100.0%	70 100.0%	177 100.0%	213 100.0%	51 100.0%	215 100.0%	291 100.0%	203 100.0%	199 100.0%	235 100.0%	367 100.0%	99 100.0%	54 100.0%	86 100.0%	369 100.0%	160 100.0%	232 100.0%	157 100.0%	246 100.0%	384 100.0%	218 100.0%

Political Attitudes Poll
Prepared on behalf of the Daily Mirror

6 May 2014

Table 54
Q28. A proposal has been made this week to restrict future rent increases by banning landlords from increasing rents more than once each year and capping any rises significantly above market trends. To what extent would you support or oppose these proposals?
Base : All Respondents

	Gender		Age				2010 Vote				Voting Intention					SEG				Region6						Locality				
	Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	Scotland	Wales	London	South	Midlands	North	Inner-city/urban	Outer suburban / Suburban	Town	Village / Countryside	
Unweighted Total	1005	473	532	248	380	146	231	284	181	163	92	168	198	55	217	300	208	240	267	289	85	46	99	364	157	249	177	261	348	219
Weighted Total	1005	488	517	289	355	151	210	266	214	170	70	177	213	51	215	291	203	199	235	367	99	54	86	369	160	232	157	246	384	218
Strongly support	394	211	182	97	164	48	85	77	118	69	32	57	122	20	76	112	66	72	63	192	49	28	36	121	63	96	72	97	144	80
	39.2%	43.2%	35.3%	33.4%	46.2%	31.8%	40.5%	28.9%	55.3%	40.7%	46.0%	32.2%	57.2%	38.7%	35.6%	38.6%	32.6%	36.4%	27.0%	52.2%	49.1%	52.2%	41.8%	32.9%	39.2%	41.5%	45.6%	39.6%	37.6%	36.7%
Somewhat support	257	110	148	94	76	33	55	65	50	45	20	51	43	15	56	82	55	49	78	73	17	10	23	99	35	70	56	58	101	42
	25.6%	22.4%	28.6%	32.5%	21.3%	22.0%	26.0%	24.4%	23.3%	26.8%	28.9%	28.9%	20.3%	29.6%	26.1%	28.1%	27.3%	24.9%	33.3%	20.0%	17.4%	19.4%	27.5%	26.8%	21.8%	30.2%	35.8%	23.6%	26.2%	19.4%
Neither support nor oppose	188	67	121	64	60	29	36	48	26	32	7	23	32	12	41	49	44	35	52	57	20	7	19	78	25	39	16	51	77	45
	18.7%	13.8%	23.4%	22.0%	16.8%	19.0%	17.3%	17.9%	12.1%	18.9%	10.4%	13.2%	15.1%	23.1%	19.2%	17.0%	21.9%	17.7%	22.1%	15.4%	19.9%	13.4%	22.8%	21.1%	15.8%	16.6%	9.9%	20.6%	20.1%	20.4%
Somewhat oppose	63	43	21	8	26	18	11	32	4	16	3	23	5	2	20	23	16	13	25	10	1	4	4	27	14	13	2	14	24	23
	6.3%	8.7%	4.0%	2.8%	7.4%	12.1%	5.1%	11.8%	2.0%	9.2%	4.1%	13.3%	2.6%	4.7%	9.2%	7.9%	7.8%	6.5%	10.5%	2.6%	1.2%	7.6%	4.8%	7.3%	8.7%	5.5%	1.4%	5.7%	6.3%	10.4%
Strongly oppose	47	37	9	11	18	5	14	23	6	6	4	14	4	2	14	15	17	15	4	11	1	3	1	22	10	7	8	11	12	16
	4.7%	7.7%	1.8%	3.7%	5.0%	3.1%	6.6%	8.7%	2.8%	3.3%	5.6%	7.8%	2.0%	3.3%	6.4%	5.3%	8.3%	7.6%	1.8%	2.9%	0.9%	5.6%	1.4%	6.0%	6.4%	3.0%	5.0%	4.5%	3.2%	7.2%
Don't know	56	20	36	16	12	18	10	22	9	2	3	8	6	*	7	9	4	14	13	25	11	1	1	22	13	7	4	15	25	13
	5.6%	4.1%	6.9%	5.6%	3.4%	12.0%	4.6%	8.3%	4.4%	1.2%	4.9%	4.7%	2.9%	0.6%	3.5%	3.2%	2.0%	6.9%	5.4%	6.9%	11.5%	1.9%	1.7%	5.9%	8.1%	3.1%	2.2%	5.9%	6.6%	5.8%
SIGMA	1005	488	517	289	355	151	210	266	214	170	70	177	213	51	215	291	203	199	235	367	99	54	86	369	160	232	157	246	384	218
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Political Attitudes Poll
Prepared on behalf of the Daily Mirror

6 May 2014

Table 55
Q29. Another proposal made this week was to ban estate agents from charging letting fees to new tenants on top of their rent charges. To what extent would you support or oppose this proposal?
Base : All Respondents

	Gender		Age				2010 Vote				Voting Intention					SEG				Region6						Locality				
	Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	Scotland	Wales	London	South	Midlands	North	Inner-city/urban	Outer suburban / Suburban	Town	Village / Countryside	
Unweighted Total	1005	473	532	248	380	146	231	284	181	163	92	168	198	55	217	300	208	240	267	289	85	46	99	364	157	249	177	261	348	219
Weighted Total	1005	488	517	289	355	151	210	266	214	170	70	177	213	51	215	291	203	199	235	367	99	54	86	369	160	232	157	246	384	218
Strongly support	433	226	206	114	164	58	96	102	115	70	33	64	116	17	99	141	77	78	91	187	43	28	45	135	69	112	83	100	169	81
	43.0%	46.3%	39.9%	39.6%	46.1%	38.7%	45.8%	38.2%	53.7%	41.1%	47.8%	35.9%	54.7%	33.5%	45.9%	48.5%	38.1%	39.2%	38.7%	50.8%	43.5%	51.4%	53.1%	36.7%	43.0%	48.2%	52.7%	40.7%	44.0%	37.0%
Somewhat support	243	101	141	74	78	42	48	73	40	50	14	62	33	16	49	69	48	49	67	78	15	9	18	104	36	59	38	65	91	49
	24.1%	20.8%	27.3%	25.7%	22.0%	27.7%	22.9%	27.4%	18.7%	29.5%	19.6%	35.1%	15.6%	31.5%	22.8%	23.6%	23.6%	24.7%	28.3%	21.2%	15.5%	16.8%	20.7%	28.1%	22.4%	25.2%	24.1%	26.3%	23.6%	22.7%
Neither support nor oppose	172	84	89	52	69	17	34	45	34	24	12	21	37	10	36	45	39	35	44	54	20	11	16	64	25	36	22	47	60	43
	17.1%	17.1%	17.2%	17.9%	19.6%	11.2%	16.3%	16.8%	15.8%	14.0%	17.0%	11.7%	17.4%	19.9%	16.9%	15.4%	19.3%	17.8%	18.6%	14.7%	19.9%	20.7%	18.6%	17.4%	15.6%	15.5%	13.8%	19.3%	15.6%	19.8%
Somewhat oppose	45	17	29	13	18	3	11	15	13	5	2	9	12	4	9	11	17	9	7	12	4	4	3	21	5	8	6	12	15	12
	4.5%	3.4%	5.6%	4.6%	5.1%	2.0%	5.3%	5.6%	6.0%	3.1%	2.5%	5.0%	5.7%	7.7%	4.3%	3.8%	8.3%	4.5%	3.1%	3.3%	4.3%	7.6%	3.4%	5.6%	3.4%	3.5%	3.8%	5.0%	3.9%	5.6%
Strongly oppose	45	36	10	14	8	14	9	13	3	15	3	12	4	2	14	15	11	8	15	11	3	1	1	24	9	6	5	9	18	13
	4.5%	7.3%	1.9%	5.0%	2.2%	9.5%	4.2%	4.7%	1.2%	9.1%	3.9%	6.5%	2.0%	4.4%	6.3%	5.3%	5.5%	3.8%	6.5%	3.1%	2.9%	2.1%	1.1%	6.4%	5.5%	2.4%	3.2%	3.8%	4.8%	5.8%
Don't know	67	25	42	21	18	16	11	19	10	5	6	10	10	2	8	10	10	20	11	25	14	1	3	21	16	12	4	12	31	20
	6.6%	5.1%	8.1%	7.2%	5.1%	10.8%	5.4%	7.3%	4.7%	3.2%	9.3%	5.7%	4.7%	3.0%	3.8%	3.4%	5.1%	9.9%	4.8%	6.9%	13.9%	1.3%	3.0%	5.8%	10.1%	5.2%	2.3%	4.8%	8.1%	9.2%
SIGMA	1005	488	517	289	355	151	210	266	214	170	70	177	213	51	215	291	203	199	235	367	99	54	86	369	160	232	157	246	384	218
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Page	Table	Title	Base Description	Base
4	1	Q1. Where do you currently live?	Base : All Respondents	1005
5	2	Q2. Which English county do you currently live in?	Base : Total Answering	874
6	2	Q2. Which English county do you currently live in?	Base : Total Answering	882
7	2	Q2. Which English county do you currently live in?	Base : Total Answering	882
8	3	Q3. What age bracket do you fall into?	Base : All Respondents	1005
9	4	Q4. What is your Gender?	Base : All Respondents	1005
10	5	Q5. How would you best describe the local area in which you live?	Base : All Respondents	1005
11	6	Q6. What best describes your household income, including all benefits, but before tax is deducted?	Base : All Respondents	1005
12	7	Q7. Which of these qualifications do you have?	Base : Total Answering	993
13	8	Q7C1. You selected NVQs/GNVQs/RSA Diploma. At which level is your highest qualification?	Base : Respondents having NVQs/GNVQs/RSA Diploma	65
14	9	Q7D1. You selected GCSEs/O-Levels. What is your highest level of attainment for your particular qualification?	Base : All Respondents	241
15	10	Q7F1. You selected AS-Levels. How many do you have?	Base : All Respondents	10
16	11	Q7G1. You selected A-Levels. How many do you have?	Base : All Respondents	155
17	12	Q8. On May 22nd there will be elections to the European Parliament. How likely do you think you will be to vote in these European elections on a scale of 0 to 10?	Base : All Respondents	1005
18	13	Q8. Voting Intention Tables - Normal Weighted Table Q8. On May 22nd there will be elections to the European Parliament, by a form of proportional representation. If this European election was to take place tomorrow instead, how do you think you would be most likely to vote?	Base : Respondents likely to vote in elections to the European Parliament	911
19	14	Q8. Voting Intention Tables - Normal Weighted Table and Likelihood Weighting Q8. On May 22nd there will be elections to the European Parliament, by a form of proportional representation. If this European election was to take place tomorrow instead, how do you think you would be most likely to vote?	Base : Respondents likely to vote in elections to the European Parliament	911
20	15	Q8. Voting Intention Tables - Normal Weighted Table and Likelihood Weighting Q9. On May 22nd there will be elections to the European Parliament, by a form of proportional representation. If this European election was to take place tomorrow instead, how do you think you would be most likely to vote?	Base : Respondents likely to vote in elections to the European Parliament and Excluding DK/Refused	721

Page	Table	Title	Base Description	Base
21	16	Q10. If there was a UK General Election taking place tomorrow, how likely do you think you would be to vote on a scale of 0 to 10?	Base : All Respondents	1005
22	17	Q11. Voting Intention Tables - Normal Weighted Table Q11. If there was a General Election taking place tomorrow, and there was a candidate from all political parties standing in your constituency, which party do you think you would vote for? / Another Party (Net)	Base : Respondents would vote in General Election	941
23	18	Q11. Voting Intention Tables - Normal Weighted Table and Likelihood Weighting Q11. If there was a General Election taking place tomorrow, and there was a candidate from all political parties standing in your constituency, which party do you think you would vote for? / Another Party (Net)	Base : Respondents would vote in General Election	941
24	19	Q11. Voting Intention Tables - Normal Weighted Table and Likelihood Weighting Q11. If there was a General Election taking place tomorrow, and there was a candidate from all political parties standing in your constituency, which party do you think you would vote for? / Another Party (Net)	Base : Respondents would vote in General Election and Excluding DK/Refused	756
25	20	Q11. Voting Intention Tables - Special Table (After Replacing the Undecided/Refused Responses with 2010 Voters responses) Q11. If there was a General Election taking place tomorrow, and there was a candidate from all political parties standing in your constituency, which party do you think you would vote for? / Another Party (Net)	Base : Respondents would vote in General Election and Excluding DK/Refused	837
26	21	Q12. In the last General Election 61% of people voted, while 39% of people did not vote. Thinking back to the General Election in May 2010, can you remember whether or not you voted in that specific election?	Base : All Respondents	1005
27	22	Q12B. Thinking back to the General Election in May 2010, can you recall which party you voted for in that election?	Base : Respondents voted in the 2010 General Election	769
28	23	Q13. If there was an in/out referendum on the UK's membership of the European Union held tomorrow, how likely would you be to vote in that referendum on a scale of 0 to 10?	Base : All Respondents	1005
29	24	Q14. Voting Intention Tables - Normal Weighted Table Q14. If there was an in/out referendum on the UK's membership of the European Union held tomorrow, how would you be most likely to vote?	Base : Respondents likely to vote in UK's membership of the European Union	946
30	25	Q14. Voting Intention Tables - Normal Weighted Table and Likelihood Weighting Q14. If there was an in/out referendum on the UK's membership of the European Union held tomorrow, how would you be most likely to vote?	Base : Respondents likely to vote in UK's membership of the European Union	946
31	26	Q14. Voting Intention Tables - Normal Weighted Table and Likelihood Weighting Q14. If there was an in/out referendum on the UK's membership of the European Union held tomorrow, how would you be most likely to vote?	Base : Respondents likely to vote in UK's membership of the European Union and Excluding DK/Refused	763

Page	Table	Title	Base Description	Base
32	27	Q15. Are you considering voting for UKIP in the European Parliament elections this month?	Base : All Respondents	1005
33	28	Q16. If you could vote for a Prime Minister rather than a local MP, which of these party leaders would you be most likely to vote for?	Base : All Respondents	1005
34	29	Q17. Which of the following statements is closest to your opinion?	Base : All Respondents	1005
35	30	Q18. Which of the following statements is closest to your opinion?	Base : All Respondents	1005
36	31	Q19. What is the most important issue facing the UK today?	Base : All Respondents	1005
37	32	Q20. Please select whether each of the following issues will affect who you will vote for in a general election or not. Immigration	Base : All Respondents	1005
38	33	Q20. Please select whether each of the following issues will affect who you will vote for in a general election or not. Britain's relationship with the European Union	Base : All Respondents	1005
39	34	Q20. Please select whether each of the following issues will affect who you will vote for in a general election or not. The economy	Base : All Respondents	1005
40	35	Q20. Please select whether each of the following issues will affect who you will vote for in a general election or not. Education	Base : All Respondents	1005
41	36	Q20. Please select whether each of the following issues will affect who you will vote for in a general election or not. Healthcare	Base : All Respondents	1005
42	37	Q20. Please select whether each of the following issues will affect who you will vote for in a general election or not. The environment	Base : All Respondents	1005
43	38	Q21. Which of these political leaders would you trust to manage the economy? David Cameron	Base : All Respondents	1005
44	39	Q21. Which of these political leaders would you trust to manage the economy? Ed Miliband	Base : All Respondents	1005
45	40	Q21. Which of these political leaders would you trust to manage the economy? Nick Clegg	Base : All Respondents	1005
46	41	Q21. Which of these political leaders would you trust to manage the economy? Nigel Farage	Base : All Respondents	1005

Page	Table	Title	Base Description	Base
47	42	Q22. Which of these political leaders would you trust to manage the NHS? David Cameron	Base : All Respondents	1005
48	43	Q22. Which of these political leaders would you trust to manage the NHS? Ed Miliband	Base : All Respondents	1005
49	44	Q22. Which of these political leaders would you trust to manage the NHS? Nick Clegg	Base : All Respondents	1005
50	45	Q22. Which of these political leaders would you trust to manage the NHS? Nigel Farage	Base : All Respondents	1005
51	46	Q23. Which of these political leaders would you trust to stand up for consumers in the face of organisations like banks, energy companies etc? David Cameron	Base : All Respondents	1005
52	47	Q23. Which of these political leaders would you trust to stand up for consumers in the face of organisations like banks, energy companies etc? Ed Miliband	Base : All Respondents	1005
53	48	Q23. Which of these political leaders would you trust to stand up for consumers in the face of organisations like banks, energy companies etc? Nick Clegg	Base : All Respondents	1005
54	49	Q23. Which of these political leaders would you trust to stand up for consumers in the face of organisations like banks, energy companies etc? Nigel Farage	Base : All Respondents	1005
55	50	Q24. Which of the following statements is closest to your opinion?	Base : All Respondents	1005
56	51	Q25. Which of the following best describes your personal circumstances?	Base : All Respondents	1005
57	52	Q26. Which of the following is closest to your opinion?	Base : All Respondents	1005
58	53	Q27. Which of the following statements is closest to your opinion?	Base : All Respondents	1005
59	54	Q28. A proposal has been made this week to restrict future rent increases by banning landlords from increasing rents more than once each year and capping any rises significantly above market trends. To what extent would you support or oppose these proposals?	Base : All Respondents	1005
60	55	Q29. Another proposal made this week was to ban estate agents from charging letting fees to new tenants on top of their rent charges. To what extent would you support or oppose this proposal?	Base : All Respondents	1005