

General Election

Poll I

27/01/2015

Prepared on behalf of the Daily Mirror



Methodology

Fieldwork Dates

25th January 2015

Data Collection Method

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

Population Sampled

All residents aged 18+ in Great Britain

Sample Size

1,014

Data Weighting

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

Margin of Error

Because only a sample of the full population was interviewed, all results are subject to margin of error, meaning that not all differences are statistically significant. For example, in a question where 50% (the worst case scenario as far as margin of error is concerned) gave a particular answer, with a sample of 1,014 it is 95% certain that the 'true' value will fall within the range of 3.1% from the sample result. Subsamples from the cross-breaks will be subject to higher margin of error, conclusions drawn from crossbreaks with very small sub-samples should be treated with caution.

Voting Intention

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

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

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

Question presentation

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

Not all questions will have necessarily been asked to all respondents – this is because they may be follow-on questions from previous questions or only appropriate to certain demographic groups. Lower response counts should make clear where this has occurred. For Q12–18, respondents were shown a picture of political party leaders taken from their respective Wikipedia pages. Respondents were initially asked “Do you recognise this political figure?” and those who answered “Yes” were then asked to choose who they thought that person was from a list of eight options. Those who initially responded “No” are displayed as “Don't know” in the tables.

Data were analysed and weighted by Survation and presented by Patrick Bri ne and Damian Lyons Lowe.
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Table 1
Q1. The next Westminster general election is now about 4 months away. On a scale of 0-10, where 10 is very certain, how certain are you to vote in the general election?
Base : All Respondents

	Gender		Age			2010 Vote					Voting Intention						SEG				Region7							
	Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	Did not vote	CON	LAB	LD	UKIP	OTHER	Undecided	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales	
Unweighted Total	1014	477	537	226	390	398	277	202	153	90	217	253	227	54	173	75	171	149	235	282	348	96	169	272	350	890	77	47
Weighted Total	1014	492	522	292	358	364	268	215	171	68	217	235	240	47	176	65	190	141	199	268	406	135	167	246	326	877	87	50
10	536	284	252	81	179	277	187	127	120	48	38	156	134	24	120	48	48	81	101	150	204	63	96	136	164	459	56	21
	52.9%	57.8%	48.3%	27.7%	50.0%	75.9%	69.6%	58.9%	70.2%	70.6%	17.5%	66.2%	56.0%	51.4%	68.2%	73.1%	25.4%	57.4%	50.7%	56.0%	50.3%	46.9%	57.3%	55.4%	50.5%	52.4%	64.3%	41.7%
9	110	65	45	26	48	36	37	27	18	10	14	29	32	6	15	8	21	9	30	29	42	26	17	25	31	99	10	1
	10.9%	13.2%	8.7%	8.8%	13.5%	9.9%	13.8%	12.6%	10.6%	14.2%	6.3%	12.3%	13.2%	11.9%	8.3%	13.0%	11.1%	6.6%	15.1%	10.9%	10.3%	19.4%	10.4%	10.2%	9.5%	11.3%	11.4%	1.6%
8	113	42	70	53	45	15	29	31	16	5	23	29	28	12	19	2	23	20	23	27	42	20	11	40	39	110	3	-
	11.1%	8.6%	13.5%	18.0%	12.5%	4.2%	10.7%	14.6%	9.5%	7.4%	10.4%	12.3%	11.9%	24.4%	10.7%	3.2%	12.0%	14.3%	11.8%	10.0%	10.3%	15.1%	6.4%	16.3%	11.9%	12.5%	3.2%	-
7	41	27	13	15	19	7	7	10	4	1	13	7	9	*	5	1	18	3	8	19	10	5	6	8	16	35	1	4
	4.0%	5.5%	2.6%	5.1%	5.3%	1.8%	2.7%	4.8%	2.6%	1.3%	6.2%	2.8%	3.9%	0.8%	3.1%	1.5%	9.3%	2.3%	4.1%	7.2%	2.4%	4.1%	3.6%	3.1%	4.9%	4.0%	1.4%	7.6%
6	23	15	7	15	7	1	3	8	-	1	5	1	9	1	3	1	7	9	1	8	4	8	8	1	5	21	1	*
	2.2%	3.1%	1.4%	5.0%	2.0%	0.2%	1.0%	3.9%	-	1.1%	2.5%	0.6%	3.6%	1.9%	1.7%	1.3%	3.9%	6.7%	0.7%	2.9%	0.9%	5.7%	4.6%	0.3%	1.5%	2.4%	1.4%	0.6%
5	88	33	55	34	33	21	4	9	8	4	47	9	16	2	9	4	48	7	18	11	53	5	12	23	33	72	4	12
	8.7%	6.7%	10.5%	11.7%	9.1%	5.8%	1.6%	4.2%	4.8%	5.4%	21.6%	3.8%	6.5%	3.7%	5.1%	6.2%	25.3%	4.9%	8.8%	4.1%	13.0%	3.5%	6.9%	9.3%	10.2%	8.3%	4.6%	23.2%
4	9	2	6	4	4	*	1	*	1	-	3	1	1	1	1	-	5	-	1	2	5	-	3	1	5	9	-	-
	0.8%	0.5%	1.2%	1.3%	1.2%	0.1%	0.3%	0.2%	0.8%	-	1.2%	0.4%	0.3%	2.3%	0.7%	-	2.5%	-	0.6%	0.8%	1.3%	-	1.7%	0.5%	1.4%	1.0%	-	-
3	14	1	13	10	3	*	-	-	*	-	11	1	4	1	2	1	4	3	*	4	5	1	6	3	3	13	*	-
	1.3%	0.2%	2.4%	3.5%	0.8%	0.1%	-	-	0.2%	-	4.9%	0.4%	1.6%	1.2%	1.3%	1.4%	2.2%	2.4%	0.2%	1.7%	1.3%	0.9%	3.5%	1.1%	1.0%	1.5%	0.5%	-
2	18	*	18	16	2	*	1	1	2	-	14	2	7	-	1	-	9	-	*	2	16	-	2	2	2	6	6	6
	1.8%	0.1%	3.4%	5.6%	0.5%	0.1%	0.3%	0.5%	1.0%	-	6.4%	0.7%	3.1%	-	0.4%	-	4.6%	-	0.2%	0.7%	3.9%	-	1.2%	0.9%	0.7%	0.7%	7.1%	11.8%
1	11	1	11	2	7	2	-	-	-	-	10	1	-	1	1	*	7	*	2	5	4	1	*	3	6	10	1	*
	1.1%	0.1%	2.1%	0.7%	1.9%	0.7%	-	-	-	-	4.6%	0.6%	-	2.4%	0.6%	0.4%	3.8%	0.2%	0.9%	2.0%	1.0%	1.0%	0.3%	1.1%	1.7%	1.1%	1.3%	0.5%
0	52	21	31	37	11	4	-	1	1	-	40	-	-	-	-	-	-	7	14	10	21	5	7	5	22	41	4	7
	5.1%	4.3%	5.9%	12.7%	2.9%	1.2%	-	0.3%	0.4%	-	18.3%	-	-	-	-	-	-	5.1%	6.9%	3.6%	5.3%	3.4%	4.0%	2.0%	6.8%	4.7%	4.9%	13.1%
SIGMA	1014	492	522	292	358	364	268	215	171	68	217	235	240	47	176	65	190	141	199	268	406	135	167	246	326	877	87	50
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Survation.

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

	Gender		Age			2010 Vote					Voting Intention					SEG				Region7								
	Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	Did not vote	CON	LAB	LD	UKIP	OTHER	Undecided	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales	
Unweighted Total	962	460	502	204	371	387	277	201	151	90	175	253	227	54	173	75	171	144	224	268	326	91	162	262	332	848	72	42
Weighted Total	962	471	491	255	347	360	268	215	170	68	177	235	240	47	176	65	190	134	185	259	384	130	160	241	304	836	83	44
Conservative	235	127	108	47	77	111	179	8	23	*	23	235	-	-	-	-	-	35	39	82	80	30	46	34	110	220	8	7
	24.4%	26.9%	22.0%	18.3%	22.1%	30.9%	66.7%	3.8%	13.5%	0.4%	12.8%	100.0%	-	-	-	-	-	26.0%	20.8%	31.6%	20.7%	23.2%	28.8%	14.0%	36.1%	26.3%	9.7%	16.3%
Labour	240	121	119	82	92	66	8	144	37	1	43	-	240	-	-	-	-	40	47	54	100	43	39	81	39	202	17	21
	24.9%	25.6%	24.3%	32.0%	26.6%	18.3%	3.0%	67.3%	21.8%	1.7%	24.3%	-	100.0%	-	-	-	-	29.7%	25.2%	20.7%	26.0%	32.8%	24.1%	33.7%	13.0%	24.2%	20.6%	47.9%
Liberal Democrat	47	21	26	17	16	14	1	3	37	-	6	-	-	47	-	-	-	18	14	8	8	7	2	9	21	40	6	2
	4.9%	4.5%	5.3%	6.8%	4.7%	3.8%	0.2%	1.3%	21.5%	-	3.4%	-	-	100.0%	-	-	-	13.2%	7.7%	3.0%	2.0%	5.6%	1.3%	3.8%	7.1%	4.8%	6.8%	3.8%
UKIP	176	98	78	29	60	87	54	23	31	29	30	-	-	-	176	-	-	10	26	56	85	19	48	51	49	168	6	2
	18.3%	20.8%	15.8%	11.3%	17.2%	24.3%	20.0%	10.9%	18.4%	42.5%	17.1%	-	-	-	100.0%	-	-	7.1%	13.8%	21.7%	22.0%	14.9%	30.0%	21.2%	16.3%	20.1%	7.4%	4.3%
Plaid Cymru	4	2	2	1	-	3	-	1	-	2	*	-	-	-	-	4	-	1	1	*	1	-	-	-	-	-	-	4
	0.4%	0.4%	0.3%	0.2%	-	0.8%	-	0.4%	-	3.6%	0.1%	-	-	-	-	5.5%	-	0.6%	0.8%	0.1%	0.2%	-	-	-	-	-	-	8.1%
SNP	33	16	17	9	8	16	-	4	2	21	6	-	-	-	-	33	-	4	6	10	13	-	-	-	-	-	33	-
	3.4%	3.5%	3.4%	3.4%	2.4%	4.4%	-	1.6%	1.0%	30.6%	3.5%	-	-	-	-	50.7%	-	3.0%	3.4%	3.7%	3.4%	-	-	-	-	-	-	40.0%
Another Party (Net)	29	16	13	9	13	7	1	1	8	11	5	-	-	-	-	29	-	3	9	5	11	9	1	5	13	28	-	1
	3.0%	3.3%	2.6%	3.6%	3.6%	1.9%	0.5%	0.4%	4.5%	16.3%	2.7%	-	-	-	-	43.8%	-	2.5%	4.9%	2.1%	2.8%	6.9%	0.6%	1.9%	4.3%	3.3%	-	1.8%
Green	24	14	10	7	11	7	1	1	7	10	4	-	-	-	-	24	-	3	7	4	9	8	-	4	11	23	-	1
	2.5%	3.0%	2.0%	2.6%	3.1%	1.8%	0.5%	0.4%	4.0%	15.2%	2.2%	-	-	-	-	36.9%	-	2.5%	4.0%	1.6%	2.4%	6.4%	-	1.7%	3.6%	2.8%	-	1.8%
British National Party (BNP)	3	1	2	1	2	-	-	-	-	1	1	-	-	-	-	3	-	-	1	*	1	-	1	*	2	3	-	-
	0.3%	0.3%	0.4%	0.5%	0.5%	-	-	-	-	0.8%	0.5%	-	-	-	-	4.8%	-	-	0.8%	0.2%	0.3%	-	0.4%	0.2%	0.7%	0.4%	-	-
National Health Action	*	-	*	*	-	-	-	-	-	-	-	-	-	-	-	*	-	-	-	-	*	-	*	-	-	*	-	-
Monster Raving Loony Party	1	*	1	1	-	*	-	-	1	*	-	-	-	-	-	1	-	-	*	1	-	1	-	-	*	1	-	-
	0.1%	*	0.1%	0.3%	-	*	-	-	0.4%	0.2%	-	-	-	-	-	1.4%	-	-	0.1%	0.3%	-	0.6%	-	-	0.1%	0.1%	-	-
Undecided	190	68	122	61	80	50	25	31	33	3	62	-	-	-	-	190	-	24	37	44	86	22	24	55	68	170	13	8
	19.8%	14.5%	24.9%	24.1%	22.9%	13.8%	9.4%	14.3%	19.3%	4.8%	35.2%	-	-	-	-	100.0%	-	17.7%	20.1%	17.0%	22.3%	16.5%	15.2%	22.8%	22.6%	20.3%	15.5%	17.8%
Refused	8	2	6	1	2	6	*	-	-	-	1	-	-	-	-	-	-	*	6	-	2	-	-	7	2	8	-	-
	0.9%	0.4%	1.3%	0.3%	0.5%	1.7%	0.1%	-	-	-	0.8%	-	-	-	-	-	-	0.2%	3.2%	-	0.6%	-	-	2.7%	0.6%	1.0%	-	-
SIGMA	962	471	491	255	347	360	268	215	170	68	177	235	240	47	176	65	190	134	185	259	384	130	160	241	304	836	83	44
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	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 3
Q2. Weighted by Normal weightings and weighted by likelihood to vote
Q2. If there was a General Election taking place tomorrow, and there was a candidate from all political parties standing in your constituency, which party do you think you would vote for?
Base : Likely to vote

	Gender		Age			2010 Vote					Voting Intention					SEG				Region7								
	Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	Did not vote	CON	LAB	LD	UKIP	OTHER	Undecided	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales	
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Weighted Total	962	494	468	222	346	394	294	226	184	74	132	252	243	48	186	70	154	138	190	263	371	133	161	245	301	841	84	37
Conservative	252	140	112	44	81	126	197	9	25	*	19	252	-	-	-	-	-	38	41	89	84	29	49	37	119	234	9	8
	26.2%	28.3%	23.9%	20.0%	23.5%	32.0%	66.9%	3.8%	13.7%	0.4%	14.5%	100.0%	-	-	-	-	-	27.9%	21.4%	33.7%	22.6%	21.7%	30.5%	15.3%	39.5%	27.9%	10.6%	22.6%
Labour	243	126	117	75	94	74	9	154	40	1	33	-	243	-	-	-	-	41	50	55	97	45	37	86	42	210	19	14
	25.3%	25.5%	25.0%	33.8%	27.2%	18.7%	3.0%	68.4%	21.6%	1.8%	24.8%	-	100.0%	-	-	-	-	29.8%	26.5%	20.9%	26.0%	33.7%	23.1%	35.1%	13.9%	25.0%	22.7%	37.9%
Liberal Democrat	48	23	25	15	17	16	1	3	39	-	5	-	-	48	-	-	-	19	15	8	6	8	2	9	21	41	5	2
	5.0%	4.7%	5.3%	6.8%	5.0%	4.0%	0.2%	1.5%	21.1%	-	3.5%	-	-	100.0%	-	-	-	14.0%	7.8%	3.0%	1.6%	6.1%	1.4%	3.7%	7.1%	4.9%	6.0%	5.3%
UKIP	186	108	79	26	61	99	61	27	36	31	26	-	-	-	186	-	-	9	28	60	89	21	51	52	52	178	7	2
	19.4%	21.8%	16.8%	11.7%	17.6%	25.2%	20.6%	11.7%	19.7%	42.3%	19.6%	-	-	-	100.0%	-	-	6.7%	14.8%	22.9%	24.0%	16.1%	31.9%	21.3%	17.4%	21.1%	7.9%	6.0%
Plaid Cymru	3	2	2	1	-	3	-	*	-	3	*	-	-	-	-	3	-	*	1	*	1	-	-	-	-	-	-	3
	0.4%	0.3%	0.4%	0.3%	-	0.7%	-	0.2%	-	3.9%	*	-	-	-	-	4.8%	-	0.4%	0.8%	0.1%	0.3%	-	-	-	-	-	-	9.2%
SNP	37	19	18	9	9	19	-	4	2	23	7	-	-	-	-	37	-	5	7	10	15	-	-	-	-	-	37	-
	3.8%	3.8%	3.8%	4.2%	2.6%	4.7%	-	1.8%	1.0%	31.5%	5.3%	-	-	-	-	52.4%	-	3.4%	3.8%	3.7%	4.1%	-	-	-	-	-	43.9%	-
Another Party (Net)	30	17	14	9	14	7	1	1	9	12	5	-	-	-	-	30	-	4	10	6	11	10	1	5	14	29	-	1
	3.1%	3.4%	2.9%	4.1%	4.0%	1.8%	0.5%	0.4%	4.8%	15.6%	3.8%	-	-	-	-	42.8%	-	2.9%	5.1%	2.2%	2.9%	7.4%	0.4%	1.9%	4.7%	3.5%	-	2.1%
Green	26	15	11	7	12	7	1	1	8	11	4	-	-	-	-	26	-	4	8	5	9	9	-	4	12	25	-	1
	2.7%	3.1%	2.3%	3.2%	3.5%	1.8%	0.5%	0.4%	4.4%	14.7%	3.1%	-	-	-	37.1%	-	-	2.9%	4.2%	1.8%	2.5%	6.8%	-	1.8%	3.9%	3.0%	-	2.1%
British National Party (BNP)	3	1	2	1	2	-	-	-	-	1	1	-	-	-	-	3	-	-	2	*	1	-	1	*	2	3	-	-
	0.3%	0.3%	0.4%	0.5%	0.5%	-	-	-	-	0.7%	0.7%	-	-	-	-	4.2%	-	-	0.8%	0.1%	0.4%	-	0.3%	0.1%	0.8%	0.4%	-	-
National Health Action	*	-	*	*	-	-	-	-	-	-	-	-	-	-	-	*	-	-	-	-	*	-	*	-	-	*	-	-
				0.1%	-	-	-	-	-	-	-	-	-	-	-	0.2%	-	-	-	-	*	-	0.1%	-	-	*	-	-
Monster Raving Loony Party	1	*	1	1	-	*	-	-	1	*	-	-	-	-	-	1	-	*	1	-	-	1	-	*	1	1	-	-
	0.1%	*	0.2%	0.3%	-	*	-	-	0.4%	0.2%	-	-	-	-	-	1.3%	-	-	0.1%	0.3%	-	0.6%	-	-	*	0.1%	-	-
Undecided	154	59	96	42	68	44	25	27	33	3	37	-	-	-	-	154	-	21	31	35	67	20	20	49	50	141	7	6
	16.0%	11.9%	20.4%	18.9%	19.8%	11.2%	8.6%	12.2%	18.1%	4.5%	28.1%	-	-	-	-	100.0%	-	15.0%	16.3%	13.5%	18.1%	15.0%	12.7%	20.0%	16.8%	16.7%	8.9%	17.1%
Refused	8	1	7	*	1	7	*	-	-	*	-	-	-	-	-	-	-	*	7	-	1	-	-	7	2	8	-	-
	0.9%	0.3%	1.4%	0.1%	0.4%	1.7%	0.1%	-	-	-	0.3%	-	-	-	-	-	-	*	3.6%	-	0.4%	-	-	2.7%	0.6%	1.0%	-	-
SIGMA	962	494	468	222	346	394	294	226	184	74	132	252	243	48	186	70	154	138	190	263	371	133	161	245	301	841	84	37
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

General Election Poll I
Prepared on behalf of the Daily Mirror

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

	Gender		Age			2010 Vote					Voting Intention					SEG				Region7									
	Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	Did not vote	CON	LAB	LD	UKIP	OTHER	Undecided	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales		
Unweighted Total	782	403	379	160	288	334	250	177	122	82	125	253	227	54	173	75	-	120	187	228	247	76	127	201	279	683	65	34	
Weighted Total	799	433	366	180	276	343	268	198	151	71	94	252	243	48	186	70	-	117	152	227	303	113	141	189	249	692	77	31	
Conservative	252	140	112	44	81	126	197	9	25	*	19	252	-	-	-	-	-	38	41	89	84	29	49	37	119	234	9	8	
	31.5%	32.3%	30.5%	24.7%	29.5%	36.7%	73.3%	4.3%	16.7%	0.4%	20.3%	100.0%	-	-	-	-	-	32.8%	26.7%	38.9%	27.8%	25.5%	34.9%	19.8%	47.8%	33.9%	11.6%	27.2%	
Labour	243	126	117	75	94	74	9	154	40	1	33	-	243	-	-	-	-	41	50	55	97	45	37	86	42	210	19	14	
	30.4%	29.0%	32.0%	41.8%	34.0%	21.5%	3.3%	77.9%	26.4%	1.9%	34.7%	-	100.0%	-	-	-	-	35.1%	33.1%	24.1%	31.9%	39.6%	26.4%	45.4%	16.8%	30.3%	25.0%	45.7%	
Liberal Democrat	48	23	25	15	17	16	1	3	39	-	5	-	-	48	-	-	-	19	15	8	6	8	2	9	21	41	5	2	
	6.0%	5.3%	6.8%	8.4%	6.2%	4.5%	0.2%	1.7%	25.8%	-	4.8%	-	-	100.0%	-	-	-	16.5%	9.7%	3.5%	2.0%	7.2%	1.6%	4.8%	8.6%	5.9%	6.6%	6.3%	
UKIP	186	108	79	26	61	99	61	27	36	31	26	-	-	-	186	-	-	9	28	60	89	21	51	52	52	178	7	2	
	23.3%	24.8%	21.5%	14.5%	22.0%	29.0%	22.6%	13.4%	24.1%	44.3%	27.3%	-	-	-	100.0%	-	-	7.8%	18.4%	26.5%	29.4%	18.9%	36.5%	27.6%	21.1%	25.7%	8.7%	7.2%	
Plaid Cymru	3	2	2	1	-	3	-	*	-	3	*	-	-	-	-	3	-	*	1	*	1	-	-	-	-	-	-	3	
	0.4%	0.4%	0.5%	0.4%	-	0.8%	-	0.2%	-	4.1%	*	-	-	-	-	4.8%	-	0.4%	1.0%	0.1%	0.4%	-	-	-	-	-	-	11.1%	
SNP	37	19	18	9	9	19	-	4	2	23	7	-	-	-	37	-	-	5	7	10	15	-	-	-	-	-	37	-	
	4.6%	4.4%	4.9%	5.1%	3.3%	5.4%	-	2.1%	1.3%	33.0%	7.5%	-	-	-	52.4%	-	-	3.9%	4.8%	4.3%	5.0%	-	-	-	-	-	48.1%	-	
Another Party (Net)	30	17	14	9	14	7	1	1	9	12	5	-	-	-	30	-	-	4	10	6	11	10	1	5	14	29	-	1	
	3.8%	3.8%	3.7%	5.1%	5.0%	2.1%	0.5%	0.5%	5.8%	16.4%	5.3%	-	-	-	42.8%	-	-	3.4%	6.3%	2.5%	3.6%	8.7%	0.5%	2.4%	5.7%	4.3%	-	2.5%	
Green	26	15	11	7	12	7	1	1	8	11	4	-	-	-	26	-	-	4	8	5	9	9	-	4	12	25	-	1	
	3.3%	3.5%	3.0%	3.9%	4.3%	2.1%	0.5%	0.5%	5.3%	15.4%	4.3%	-	-	-	37.1%	-	-	3.4%	5.3%	2.1%	3.1%	8.1%	-	2.4%	4.7%	3.7%	-	2.5%	
British National Party (BNP)	3	1	2	1	2	-	-	-	-	1	1	-	-	-	3	-	-	-	2	*	1	-	1	*	2	3	-	-	
	0.4%	0.3%	0.5%	0.6%	0.7%	-	-	-	-	0.8%	1.0%	-	-	-	4.2%	-	-	-	1.0%	0.1%	0.4%	-	0.4%	0.1%	0.9%	0.4%	-	-	
National Health Action	*	-	*	*	-	-	-	-	-	-	-	-	-	-	*	-	-	-	-	-	*	-	*	-	-	*	-	-	
	*	-	*	0.1%	-	-	-	-	-	-	-	-	-	-	0.2%	-	-	-	-	-	0.1%	-	0.1%	-	-	*	-	-	
Monster Raving Loony Party	1	*	1	1	-	*	-	-	1	*	-	-	-	-	1	-	-	-	*	1	-	1	-	*	1	-	-	-	
	0.1%	*	0.2%	0.4%	-	*	-	-	0.5%	0.2%	-	-	-	-	1.3%	-	-	-	0.1%	0.3%	-	0.7%	-	-	0.1%	0.1%	-	-	
SIGMA	799	433	366	180	276	343	268	198	151	71	94	252	243	48	186	70	-	117	152	227	303	113	141	189	249	692	77	31	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	-	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Survation.

General Election Poll I
Prepared on behalf of the Daily Mirror

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

	Gender		Age			2010 Vote					Voting Intention					SEG				Region7								
	Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	Did not vote	CON	LAB	LD	UKIP	OTHER	Undecided	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales	
Unweighted Total	870	436	434	172	331	367	277	201	151	90	125	253	227	54	173	75	87	132	209	249	280	84	144	228	307	764	67	39
Weighted Total	826	444	382	184	290	352	276	207	161	72	94	252	243	48	186	70	27	121	157	234	313	117	144	198	257	716	78	32
Conservative	259	142	117	46	85	129	205	9	25	*	19	252	-	-	-	-	8	40	42	91	87	30	50	38	124	242	9	8
	31.4%	32.0%	30.6%	24.8%	29.2%	36.7%	74.1%	4.1%	15.6%	0.4%	20.3%	100.0%	-	-	-	-	28.4%	32.9%	26.6%	38.9%	27.6%	25.9%	34.5%	19.4%	48.1%	33.8%	11.5%	25.9%
Labour	251	131	120	77	98	77	9	163	40	1	33	-	243	-	-	-	8	42	51	58	100	46	38	88	43	215	20	15
	30.4%	29.5%	31.5%	41.8%	33.7%	21.8%	3.2%	78.7%	24.7%	1.8%	34.7%	-	100.0%	-	-	-	30.7%	34.9%	32.3%	24.7%	31.9%	39.5%	26.4%	44.5%	16.8%	30.1%	26.0%	48.1%
Liberal Democrat	58	26	32	16	23	18	1	3	49	-	5	-	-	48	-	-	10	21	18	9	10	9	4	14	23	51	5	2
	7.0%	5.8%	8.5%	8.9%	8.0%	5.2%	0.2%	1.6%	30.4%	-	4.8%	-	-	100.0%	-	-	37.1%	17.0%	11.6%	3.8%	3.3%	7.6%	3.0%	7.3%	9.0%	7.1%	6.5%	6.2%
UKIP	187	108	79	26	61	100	61	27	36	32	26	-	-	-	186	-	*	9	28	60	89	21	51	53	53	178	7	2
	22.6%	24.3%	20.7%	14.2%	21.1%	28.2%	22.0%	12.8%	22.6%	44.1%	27.3%	-	-	-	100.0%	-	1.1%	7.6%	17.8%	25.7%	28.5%	18.4%	35.6%	26.5%	20.4%	24.8%	8.5%	6.9%
Plaid Cymru	3	2	2	1	-	3	-	*	-	3	*	-	-	-	-	-	3	*	1	*	1	-	-	-	-	-	-	3
	0.4%	0.4%	0.5%	0.4%	-	0.8%	-	0.2%	-	4.0%	*	-	-	-	-	-	4.8%	0.4%	0.9%	0.1%	0.4%	-	-	-	-	-	-	10.5%
SNP	37	19	18	9	9	19	-	4	2	23	7	-	-	-	-	37	*	5	7	10	15	-	-	-	-	-	37	-
	4.5%	4.3%	4.7%	5.1%	3.1%	5.3%	-	2.0%	1.2%	32.7%	7.5%	-	-	-	-	52.4%	0.5%	3.8%	4.6%	4.2%	4.9%	-	-	-	-	-	-	47.5%
Another Party (Net)	31	17	14	9	14	7	1	1	9	12	5	-	-	-	-	30	1	4	10	6	11	10	1	5	15	30	-	1
	3.7%	3.8%	3.6%	5.0%	5.0%	2.1%	0.5%	0.5%	5.5%	17.0%	5.3%	-	-	-	-	42.8%	2.1%	3.5%	6.2%	2.5%	3.5%	8.7%	0.5%	2.3%	5.7%	4.2%	-	2.4%
Green	27	15	11	7	12	7	1	1	8	11	4	-	-	-	-	26	*	4	8	5	9	9	-	4	12	26	-	1
	3.2%	3.5%	2.9%	3.8%	4.3%	2.0%	0.5%	0.5%	5.0%	15.9%	4.3%	-	-	-	-	37.1%	1.8%	3.5%	5.1%	2.1%	3.0%	8.0%	-	2.2%	4.7%	3.6%	-	2.4%
British National Party (BNP)	3	1	2	1	2	-	-	-	-	1	1	-	-	-	-	3	-	-	2	*	1	-	1	*	2	3	-	-
	0.4%	0.3%	0.4%	0.6%	0.6%	-	-	-	-	0.8%	1.0%	-	-	-	-	4.2%	-	-	1.0%	0.1%	0.4%	-	0.4%	0.1%	0.9%	0.4%	-	-
National Health Action	*	-	*	*	-	-	-	-	-	-	-	-	-	-	-	*	-	-	-	-	*	-	*	-	-	*	-	-
	*	-	*	0.1%	-	-	-	-	-	-	-	-	-	-	-	0.2%	-	-	-	-	0.1%	-	0.1%	-	-	*	-	-
Monster Raving Loony Party	1	*	1	1	-	*	-	-	1	*	-	-	-	-	-	1	-	*	*	1	-	1	-	-	*	1	-	-
	0.1%	*	0.2%	0.4%	-	*	-	-	0.5%	0.2%	-	-	-	-	-	1.3%	-	-	0.1%	0.3%	-	0.7%	-	-	0.1%	0.1%	-	-
Other	*	-	*	-	*	-	-	-	-	*	-	-	-	-	-	*	-	-	*	-	-	-	-	*	*	*	-	-
	*	-	*	-	*	-	-	-	-	0.1%	-	-	-	-	-	-	0.4%	-	0.1%	-	-	-	-	-	*	*	-	-
SIGMA	826	444	382	184	290	352	276	207	161	72	94	252	243	48	186	70	27	121	157	234	313	117	144	198	257	716	78	32
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	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 6
Q3. Weighted by Normal weightings
Q3. The general election is on 7 May 2015. Thinking specifically about your own constituency and the parties and candidates likely to be in contention, how do you think you will vote on 7 May?
Base : Likely to vote

	Gender		Age			2010 Vote					Voting Intention						SEG				Region7								
	Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	Did not vote	CON	LAB	LD	UKIP	OTHER	Undecided	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales		
Unweighted Total	962	460	502	204	371	387	277	201	151	90	175	253	227	54	173	75	171	144	224	268	326	91	162	262	332	848	72	42	
Weighted Total	962	471	491	255	347	360	268	215	170	68	177	235	240	47	176	65	190	134	185	259	384	130	160	241	304	836	83	44	
The Labour Party candidate	253	132	120	87	99	66	10	148	40	2	51	2	225	3	5	-	18	42	48	60	103	47	40	86	44	216	14	23	
	26.3%	28.1%	24.5%	34.2%	28.5%	18.5%	3.6%	68.8%	23.4%	2.5%	28.7%	0.7%	93.7%	7.2%	2.6%	-	9.6%	31.5%	25.9%	23.1%	26.7%	36.0%	24.7%	35.5%	14.4%	25.8%	16.6%	52.7%	
The Conservative Party candidate	231	129	102	48	78	105	174	9	24	*	21	220	2	1	-	4	5	35	43	80	72	28	45	35	107	215	8	8	
	24.0%	27.3%	20.9%	18.9%	22.5%	29.2%	65.0%	4.4%	14.3%	0.4%	11.7%	93.8%	0.7%	1.2%	-	5.5%	2.7%	26.4%	23.3%	31.0%	18.8%	21.8%	28.1%	14.4%	35.1%	25.7%	9.7%	19.2%	
The Liberal Democrat Party candidate	54	25	29	23	18	14	*	5	38	*	8	1	4	42	1	-	6	18	20	9	8	9	6	13	19	47	6	2	
	5.6%	5.4%	5.9%	8.8%	5.2%	3.8%	0.1%	2.5%	22.5%	0.6%	4.8%	0.5%	1.5%	89.0%	0.6%	-	3.3%	13.1%	10.8%	3.4%	2.0%	6.9%	4.0%	5.2%	6.3%	5.6%	6.8%	3.8%	
The UKIP candidate	168	92	76	24	59	85	51	23	32	28	26	1	1	-	163	1	2	10	25	51	83	17	48	50	48	162	4	2	
	17.5%	19.6%	15.4%	9.3%	17.0%	23.7%	18.9%	10.7%	18.8%	41.4%	14.5%	0.4%	0.5%	-	92.9%	1.1%	1.0%	7.1%	13.5%	19.6%	21.6%	12.9%	29.8%	20.8%	15.7%	19.4%	4.6%	4.3%	
The SNP candidate	33	17	16	9	8	16	-	3	2	21	6	-	-	-	*	32	-	4	6	9	13	-	-	-	-	-	33	-	
	3.4%	3.5%	3.3%	3.4%	2.3%	4.4%	-	1.3%	1.0%	31.1%	3.5%	-	-	-	0.2%	49.6%	-	3.0%	3.4%	3.5%	3.4%	-	-	-	-	-	39.5%	-	
The Plaid Cymru candidate	3	2	2	1	-	2	-	1	-	2	*	-	1	-	-	3	-	-	1	*	2	-	-	-	-	-	-	3	
	0.3%	0.4%	0.3%	0.5%	-	0.6%	-	0.3%	-	3.6%	0.1%	-	0.2%	-	-	4.2%	-	-	0.8%	0.1%	0.4%	-	-	-	-	-	-	7.5%	
Another candidate (Net)	38	15	22	7	20	11	1	1	15	10	5	-	-	1	1	22	14	5	5	5	23	10	1	17	10	37	-	1	
	3.9%	3.3%	4.5%	2.6%	5.7%	3.1%	0.5%	0.4%	8.7%	15.0%	2.6%	-	-	2.0%	0.4%	34.2%	7.3%	3.5%	2.8%	2.0%	5.9%	7.3%	0.4%	7.0%	3.3%	4.4%	-	1.8%	
Green	24	14	10	7	11	7	1	1	7	10	5	-	-	1	1	21	1	5	5	5	10	10	-	4	9	23	-	1	
	2.5%	3.0%	2.0%	2.6%	3.1%	1.8%	0.5%	0.4%	4.0%	14.2%	2.6%	-	-	2.0%	0.4%	32.3%	0.6%	3.5%	2.5%	2.0%	2.5%	7.3%	-	1.7%	3.1%	2.8%	-	1.8%	
British National Party (BNP)	1	1	-	-	1	-	-	-	-	1	-	-	-	-	-	1	-	-	-	-	1	-	1	-	1	1	-	-	
	0.1%	0.3%	-	-	0.4%	-	-	-	-	0.8%	-	-	-	-	-	1.9%	-	-	-	-	0.3%	-	0.4%	-	0.2%	0.1%	-	-	
Monster Raving Loony Party	5	-	5	-	-	5	-	-	-	-	-	-	-	-	-	-	5	-	-	-	5	-	-	5	-	5	-	-	
	0.5%	-	1.0%	-	-	1.3%	-	-	-	-	-	-	-	-	-	-	2.4%	-	-	-	1.2%	-	-	1.9%	-	0.6%	-	-	
An independent candidate	8	-	8	-	8	-	-	-	8	-	-	-	-	-	-	-	8	-	1	-	7	-	-	8	-	8	-	-	
	0.8%	-	1.6%	-	2.3%	-	-	-	4.7%	-	-	-	-	-	-	-	4.2%	-	0.4%	-	1.9%	-	-	3.3%	-	1.0%	-	-	
Undecided	175	58	117	56	65	54	31	25	19	4	60	11	8	*	6	3	145	20	30	44	80	20	21	36	75	151	19	5	
	18.2%	12.3%	23.8%	22.0%	18.6%	15.0%	11.7%	11.6%	11.3%	5.5%	33.9%	4.7%	3.4%	0.6%	3.3%	4.8%	76.2%	15.2%	16.1%	17.1%	20.9%	15.1%	13.0%	14.8%	24.6%	18.1%	22.8%	10.8%	
Refused	8	1	6	1	1	6	*	-	-	-	*	-	-	-	-	*	-	*	6	*	1	-	-	6	2	8	-	-	
	0.8%	0.3%	1.3%	0.3%	0.3%	1.7%	0.1%	-	-	-	0.3%	-	-	-	-	0.7%	-	0.2%	3.2%	0.2%	0.2%	-	-	2.4%	0.6%	0.9%	-	-	
SIGMA	962	471	491	255	347	360	268	215	170	68	177	235	240	47	176	65	190	134	185	259	384	130	160	241	304	836	83	44	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Survation.

General Election Poll I
Prepared on behalf of the Daily Mirror

26 Jan 2015

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

	Total		Gender		Age			2010 Vote					Voting Intention					SEG				Region7						
	Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	Did not vote	CON	LAB	LD	UKIP	OTHER	Undecided	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales	
Unweighted Total	962	460	502	204	371	387	277	201	151	90	175	253	227	54	173	75	171	144	224	268	326	91	162	262	332	848	72	42
Weighted Total	962	494	468	222	346	394	294	226	184	74	132	252	243	48	186	70	154	138	190	263	371	133	161	245	301	841	84	37
The Labour Party candidate	254	138	117	80	100	74	10	158	43	2	38	2	229	3	4	-	16	43	51	61	99	49	38	90	46	223	16	15
	26.4%	27.9%	24.9%	36.0%	28.9%	18.9%	3.6%	70.0%	23.2%	2.1%	29.0%	0.6%	94.2%	7.0%	2.2%	-	10.6%	31.3%	26.9%	23.1%	26.7%	36.6%	23.7%	36.8%	15.3%	26.6%	19.0%	40.9%
The Conservative Party candidate	248	141	107	46	82	120	191	9	27	*	19	238	1	1	-	3	4	39	45	86	77	27	48	38	116	229	9	9
	25.8%	28.5%	22.9%	20.5%	23.8%	30.4%	65.0%	4.0%	14.5%	0.4%	14.2%	94.6%	0.6%	1.2%	-	4.8%	2.8%	28.3%	23.6%	32.9%	20.9%	20.2%	29.9%	15.6%	38.6%	27.3%	10.6%	25.3%
The Liberal Democrat Party candidate	53	27	26	19	19	15	*	5	41	*	6	1	3	43	1	-	6	19	21	7	6	9	6	12	19	46	5	2
	5.5%	5.4%	5.6%	8.5%	5.5%	3.9%	0.1%	2.3%	22.0%	0.6%	4.4%	0.3%	1.2%	89.1%	0.3%	-	4.1%	13.4%	11.1%	2.7%	1.7%	7.0%	4.0%	4.8%	6.2%	5.5%	6.0%	5.3%
The UKIP candidate	179	102	77	22	61	97	57	26	37	31	22	1	1	-	175	1	2	9	28	55	87	19	51	52	51	173	4	2
	18.7%	20.7%	16.5%	9.7%	17.6%	24.7%	19.6%	11.6%	20.1%	41.6%	16.7%	0.2%	0.5%	-	93.8%	1.1%	1.3%	6.7%	14.6%	21.1%	23.5%	14.4%	31.6%	21.1%	17.1%	20.6%	4.8%	6.0%
The SNP candidate	36	19	17	9	8	19	-	3	2	24	7	-	-	-	*	36	-	5	7	9	15	-	-	-	-	-	36	-
	3.8%	3.9%	3.7%	4.2%	2.4%	4.7%	-	1.5%	1.0%	31.8%	5.3%	-	-	-	0.1%	51.2%	-	3.4%	3.8%	3.5%	4.1%	-	-	-	-	-	43.2%	-
The Plaid Cymru candidate	3	2	2	1	-	2	-	1	-	3	*	-	1	-	-	3	-	-	1	*	2	-	-	-	-	-	-	3
	0.4%	0.2%	0.4%	0.6%	-	0.6%	-	0.3%	-	3.9%	*	-	0.2%	-	-	4.1%	-	-	0.8%	0.1%	0.5%	-	-	-	-	-	-	9.4%
Another candidate (Net)	42	16	26	7	22	13	1	1	17	11	5	-	-	1	1	25	16	5	6	6	25	10	1	19	11	41	-	1
	4.4%	3.3%	5.5%	3.3%	6.4%	3.2%	0.5%	0.4%	9.3%	14.4%	3.7%	-	-	2.3%	0.3%	34.9%	10.2%	3.7%	3.1%	2.2%	6.8%	7.7%	0.3%	7.9%	3.7%	4.9%	-	2.1%
Green	26	15	11	7	12	7	1	1	8	10	5	-	-	1	1	23	1	5	5	6	10	10	-	5	10	25	-	1
	2.7%	3.1%	2.4%	3.3%	3.4%	1.8%	0.5%	0.4%	4.4%	13.7%	3.7%	-	-	2.3%	0.3%	33.1%	0.7%	3.7%	2.8%	2.2%	2.7%	7.7%	-	2.0%	3.4%	3.0%	-	2.1%
British National Party (BNP)	1	1	-	-	1	-	-	-	-	1	-	-	-	-	-	1	-	-	-	-	1	-	1	-	1	1	-	-
	0.1%	0.3%	-	-	0.4%	-	-	-	-	0.7%	-	-	-	-	-	1.8%	-	-	-	-	0.4%	-	0.3%	-	0.3%	0.2%	-	-
Monster Raving Loony Party	5	-	5	-	-	5	-	-	-	-	-	-	-	-	-	-	5	-	-	-	5	-	-	5	-	5	-	-
	0.6%	-	1.2%	-	-	1.4%	-	-	-	-	-	-	-	-	-	-	3.5%	-	-	-	1.5%	-	-	2.2%	-	0.6%	-	-
An independent candidate	9	-	9	-	9	-	-	-	9	-	-	-	-	-	-	-	9	-	1	-	8	-	-	9	-	9	-	-
	0.9%	-	1.9%	-	2.6%	-	-	-	4.9%	-	-	-	-	-	-	-	5.9%	-	0.3%	-	2.3%	-	-	3.7%	-	1.1%	-	-
Undecided	138	48	90	38	52	47	33	22	18	4	35	11	8	*	6	3	110	18	24	38	58	19	17	28	56	120	14	4
	14.3%	9.7%	19.1%	17.1%	15.2%	12.0%	11.2%	9.9%	9.8%	5.2%	26.5%	4.3%	3.3%	0.4%	3.2%	3.6%	71.1%	13.3%	12.5%	14.3%	15.6%	14.2%	10.4%	11.3%	18.6%	14.2%	16.4%	11.0%
Refused	8	1	7	*	1	7	*	-	-	-	*	-	-	-	-	*	-	*	7	*	1	-	-	6	2	8	-	-
	0.8%	0.2%	1.4%	0.1%	0.3%	1.7%	0.1%	-	-	-	*	-	-	-	-	0.2%	-	*	3.6%	0.1%	0.2%	-	-	2.5%	0.6%	0.9%	-	-
SIGMA	962	494	468	222	346	394	294	226	184	74	132	252	243	48	186	70	154	138	190	263	371	133	161	245	301	841	84	37
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Survation.

General Election Poll I
Prepared on behalf of the Daily Mirror

26 Jan 2015

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

	Gender		Age			2010 Vote					Voting Intention						SEG				Region7								
	Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	Did not vote	CON	LAB	LD	UKIP	OTHER	Undecided	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales		
Unweighted Total	786	408	378	160	299	327	248	178	130	80	127	244	219	53	165	68	37	123	192	226	245	77	127	209	276	689	61	36	
Weighted Total	817	444	372	184	292	340	261	204	166	70	97	241	235	48	180	68	45	120	159	225	312	115	144	211	243	713	70	33	
The Labour Party candidate	254	138	117	80	100	74	10	158	43	2	38	2	229	3	4	-	16	43	51	61	99	49	38	90	46	223	16	15	
	31.2%	30.9%	31.4%	43.5%	34.1%	21.9%	4.0%	77.7%	25.7%	2.2%	39.5%	0.7%	97.4%	7.0%	2.2%	-	36.8%	36.1%	32.0%	27.0%	31.8%	42.6%	26.5%	42.7%	18.9%	31.3%	22.7%	46.0%	
The Conservative Party candidate	248	141	107	46	82	120	191	9	27	*	19	238	1	1	-	3	4	39	45	86	77	27	48	38	116	229	9	9	
	30.3%	31.6%	28.8%	24.8%	28.2%	35.2%	73.3%	4.5%	16.1%	0.4%	19.3%	98.8%	0.6%	1.3%	-	5.0%	9.6%	32.6%	28.1%	38.4%	24.8%	23.5%	33.4%	18.0%	47.8%	32.2%	12.7%	28.5%	
The Liberal Democrat Party candidate	53	27	26	19	19	15	*	5	41	*	6	1	3	43	1	-	6	19	21	7	6	9	6	12	19	46	5	2	
	6.5%	6.0%	7.1%	10.2%	6.5%	4.5%	0.1%	2.6%	24.4%	0.7%	6.0%	0.3%	1.2%	89.5%	0.4%	-	14.1%	15.5%	13.2%	3.2%	2.0%	8.1%	4.4%	5.6%	7.6%	6.5%	7.2%	5.9%	
The UKIP candidate	179	102	77	22	61	97	57	26	37	31	22	1	1	-	175	1	2	9	28	55	87	19	51	52	51	173	4	2	
	22.0%	23.0%	20.8%	11.7%	20.8%	28.6%	22.0%	12.9%	22.3%	43.8%	22.8%	0.2%	0.5%	-	96.9%	1.1%	4.4%	7.7%	17.4%	24.6%	27.9%	16.8%	35.3%	24.5%	21.1%	24.3%	5.8%	6.7%	
The SNP candidate	36	19	17	9	8	19	-	3	2	24	7	-	-	-	*	36	-	5	7	9	15	-	-	-	-	-	36	-	
	4.4%	4.3%	4.6%	5.0%	2.9%	5.5%	-	1.6%	1.2%	33.5%	7.3%	-	-	-	0.1%	53.2%	-	3.9%	4.6%	4.1%	4.9%	-	-	-	-	-	51.6%	-	
The Plaid Cymru candidate	3	2	2	1	-	2	-	1	-	3	*	-	1	-	-	3	-	-	1	*	2	-	-	-	-	-	-	3	
	0.4%	0.4%	0.5%	0.7%	-	0.6%	-	0.3%	-	4.1%	*	-	0.3%	-	-	4.3%	-	-	0.9%	0.1%	0.5%	-	-	-	-	-	-	10.6%	
Another candidate (Net)	42	16	26	7	22	13	1	1	17	11	5	-	-	1	1	25	16	5	6	6	25	10	1	19	11	41	-	1	
	5.1%	3.7%	6.9%	4.0%	7.5%	3.7%	0.5%	0.5%	10.3%	15.2%	5.1%	-	-	2.3%	0.3%	36.3%	35.2%	4.3%	3.8%	2.6%	8.0%	9.0%	0.4%	9.2%	4.5%	5.8%	-	2.3%	
Green	26	15	11	7	12	7	1	1	8	10	5	-	-	1	1	23	1	5	5	6	10	10	-	5	10	25	-	1	
	3.2%	3.4%	3.0%	4.0%	4.0%	2.1%	0.5%	0.5%	4.8%	14.4%	5.1%	-	-	2.3%	0.3%	34.4%	2.6%	4.3%	3.3%	2.6%	3.2%	9.0%	-	2.3%	4.2%	3.6%	-	2.3%	
British National Party (BNP)	1	1	-	-	1	-	-	-	-	1	-	-	-	-	-	1	-	-	-	-	1	-	1	-	1	1	-	-	
	0.2%	0.3%	-	-	0.4%	-	-	-	-	0.8%	-	-	-	-	-	1.9%	-	-	-	-	0.4%	-	0.4%	-	0.3%	0.2%	-	-	
Monster Raving Loony Party	5	-	5	-	-	5	-	-	-	-	-	-	-	-	-	-	5	-	-	-	5	-	-	5	-	5	-	-	
	0.7%	-	1.5%	-	-	1.6%	-	-	-	-	-	-	-	-	-	-	12.2%	-	-	-	1.7%	-	-	2.6%	-	0.8%	-	-	
An independent candidate	9	-	9	-	9	-	-	-	9	-	-	-	-	-	-	-	9	-	1	-	8	-	-	9	-	9	-	-	
	1.1%	-	2.4%	-	3.1%	-	-	-	5.5%	-	-	-	-	-	-	-	20.4%	-	0.4%	-	2.7%	-	-	4.3%	-	1.3%	-	-	
SIGMA	817	444	372	184	292	340	261	204	166	70	97	241	235	48	180	68	45	120	159	225	312	115	144	211	243	713	70	33	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

General Election Poll I
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26 Jan 2015

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

	Gender		Age			2010 Vote					Voting Intention						SEG				Region7							
	Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	Did not vote	CON	LAB	LD	UKIP	OTHER	Undecided	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales	
Unweighted Total	869	436	433	170	332	367	277	201	151	90	127	251	221	53	169	72	102	136	208	249	276	88	141	230	304	764	65	40
Weighted Total	840	452	388	187	301	352	271	210	171	71	97	244	236	48	182	68	63	124	162	233	320	119	146	216	252	733	73	34
The Labour Party candidate	261 31.1%	141 31.2%	120 31.0%	81 43.4%	102 33.9%	78 22.1%	10 3.9%	165 78.4%	43 24.9%	2 2.2%	38 39.5%	2 0.9%	229 97.2%	3 7.0%	4 2.2%	*	22 35.3%	45 35.9%	51 31.6%	64 27.3%	101 31.7%	50 42.5%	39 26.8%	91 42.2%	47 18.8%	228 31.1%	17 23.9%	16 45.8%
The Conservative Party candidate	258 30.7%	143 31.7%	115 29.6%	47 25.1%	86 28.6%	125 35.5%	201 74.3%	9 4.3%	27 15.5%	*	19 19.3%	240 98.6%	1 0.6%	1 1.3%	3 0.5%	11 5.0%	17.5%	41 32.6%	46 28.4%	90 38.6%	81 25.3%	28 23.8%	49 33.4%	40 18.3%	122 48.4%	239 32.6%	10 13.3%	9 27.6%
The Liberal Democrat Party candidate	58 7.0%	28 6.1%	31 7.9%	19 10.4%	21 7.0%	18 5.2%	0.1%	5 2.5%	46 26.8%	*	6 6.0%	1 0.3%	3 1.4%	43 89.5%	1 0.3%	*	11 17.5%	20 16.0%	22 13.7%	8 3.6%	8 2.5%	10 8.6%	7 4.5%	14 6.4%	20 8.0%	51 6.9%	5 7.0%	3 7.5%
The UKIP candidate	180 21.4%	102 22.6%	77 20.0%	22 11.5%	61 20.2%	97 27.7%	57 21.2%	26 12.5%	37 21.6%	31 43.4%	22 22.8%	1 0.2%	1 0.5%	-	175 96.3%	1 1.1%	2 3.5%	9 7.4%	28 17.1%	55 23.8%	87 27.3%	19 16.2%	51 34.9%	52 24.0%	51 20.4%	173 23.7%	4 5.6%	2 6.5%
The SNP candidate	36 4.3%	19 4.3%	17 4.4%	9 5.0%	8 2.8%	19 5.3%	-	3 1.6%	2 1.1%	24 33.2%	7 7.3%	-	-	-	*	36 52.7%	*	5 3.7%	7 4.5%	9 4.0%	15 4.8%	-	-	-	-	-	36 50.2%	-
The Plaid Cymru candidate	3 0.4%	2 0.4%	2 0.5%	1 0.7%	-	2 0.6%	-	1 0.3%	-	3 4.0%	*	-	1 0.3%	-	-	3 4.2%	-	-	1 0.9%	2 0.1%	2 0.5%	-	-	-	-	-	-	3 10.3%
Another candidate (Net)	43 5.1%	17 3.7%	26 6.7%	7 4.0%	23 7.5%	13 3.6%	1 0.5%	1 0.4%	17 10.0%	11 16.1%	5 5.1%	-	*	1 2.3%	1 0.4%	25 36.0%	16 26.0%	5 4.3%	6 3.8%	6 2.6%	25 7.8%	11 8.9%	1 0.4%	20 9.1%	11 4.5%	42 5.7%	-	1 2.3%
Green	27 3.2%	15 3.4%	11 2.9%	7 4.0%	12 4.0%	7 2.1%	1 0.5%	1 0.4%	8 4.7%	11 15.1%	5 5.1%	-	*	1 2.3%	1 0.4%	23 34.1%	2 2.6%	5 4.3%	5 3.3%	6 2.6%	10 3.1%	11 8.9%	-	5 2.3%	10 4.1%	26 3.6%	-	1 2.3%
British National Party (BNP)	1 0.2%	1 0.3%	-	-	1 0.4%	-	-	-	-	1 0.8%	-	-	-	-	1 1.9%	-	-	-	-	1 0.4%	-	1 0.4%	-	1 0.3%	1 0.2%	-	-	-
Monster Raving Loony Party	5 0.6%	-	5 1.4%	-	-	5 1.5%	-	-	-	-	-	-	-	-	-	5 8.7%	-	-	-	5 1.7%	-	-	5 2.5%	-	5 0.7%	-	-	
An independent candidate	9 1.1%	-	9 2.3%	-	9 3.0%	-	-	-	9 5.3%	-	-	-	-	-	-	9 14.6%	-	-	1 0.4%	-	8 2.6%	-	-	9 4.2%	-	9 1.2%	-	
Other	*	*	*	-	*	*	-	-	-	0.2%	-	-	-	-	-	*	0.2%	-	*	-	-	-	-	*	*	-	-	
SIGMA	840 100.0%	452 100.0%	388 100.0%	187 100.0%	301 100.0%	352 100.0%	271 100.0%	210 100.0%	171 100.0%	71 100.0%	97 100.0%	244 100.0%	236 100.0%	48 100.0%	182 100.0%	68 100.0%	63 100.0%	124 100.0%	162 100.0%	233 100.0%	320 100.0%	119 100.0%	146 100.0%	216 100.0%	252 100.0%	733 100.0%	73 100.0%	34 100.0%

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Table 10

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

Base : All Answering

	Gender		Age			2010 Vote					Voting Intention						SEG				Region7								
	Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	Did not vote	CON	LAB	LD	UKIP	OTHER	Undecided	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales		
Unweighted Total	786	408	378	160	299	327	248	178	130	80	127	244	219	53	165	68	37	123	192	226	245	77	127	209	276	689	61	36	
Weighted Total	780	412	367	198	282	300	236	190	151	64	117	224	232	47	170	62	45	114	149	214	303	111	139	200	227	677	64	39	
Am sure I will vote this way	518	280	238	110	188	220	164	142	92	50	66	161	163	29	116	47	2	75	98	137	208	72	92	114	167	446	48	24	
	66.5%	67.9%	64.8%	55.4%	66.7%	73.5%	69.5%	74.9%	60.7%	78.5%	56.4%	71.9%	70.4%	62.4%	68.0%	76.5%	3.8%	66.1%	65.5%	64.0%	68.8%	65.3%	66.2%	57.1%	73.5%	65.8%	76.0%	61.7%	
I might change my mind	245	125	119	86	83	77	70	46	57	14	47	60	65	17	48	14	41	37	49	72	86	38	44	79	55	215	15	15	
	31.4%	30.4%	32.5%	43.3%	29.3%	25.5%	29.5%	24.2%	37.7%	21.5%	40.2%	26.8%	28.1%	36.2%	27.9%	22.2%	91.6%	32.9%	33.1%	33.5%	28.5%	33.9%	31.5%	39.4%	24.3%	31.8%	23.1%	37.7%	
Don't Know	17	7	10	3	11	3	2	2	2	-	4	3	3	1	7	1	2	1	2	5	8	1	3	7	5	16	1	*	
	2.1%	1.7%	2.7%	1.3%	4.0%	1.0%	1.0%	0.9%	1.6%	-	3.4%	1.3%	1.5%	1.3%	4.0%	1.3%	4.6%	1.1%	1.3%	2.5%	2.7%	0.7%	2.4%	3.4%	2.2%	2.4%	0.9%	0.6%	
SIGMA	780	412	367	198	282	300	236	190	151	64	117	224	232	47	170	62	45	114	149	214	303	111	139	200	227	677	64	39	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	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 11
Q5. In the last General Election 65% of people voted, while 35% of people did not vote. Thinking back to the General Election in May 2010, can you remember whether or not you voted in that specific election? Note: please answer honestly?
Base : All Respondents

	Gender		Age			2010 Vote					Voting Intention					SEG				Region7								
	Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	Did not vote	CON	LAB	LD	UKIP	OTHER	Undecided	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales	
Unweighted Total	1014	477	537	226	390	398	277	202	153	90	217	253	227	54	173	75	171	149	235	282	348	96	169	272	350	890	77	47
Weighted Total	1014	492	522	292	358	364	268	215	171	68	217	235	240	47	176	65	190	141	199	268	406	135	167	246	326	877	87	50
I voted in the 2010 General Election	752	395	358	145	275	332	268	215	171	68	-	212	192	41	137	51	112	112	150	208	281	111	128	192	233	664	58	30
	74.2%	80.1%	68.6%	49.7%	76.9%	91.1%	100.0%	100.0%	100.0%	100.0%	-	90.2%	79.9%	87.2%	77.9%	78.1%	58.5%	79.4%	75.6%	77.6%	69.4%	82.2%	76.5%	78.1%	71.4%	75.7%	67.2%	59.6%
I did not vote in the 2010 General Election	217	87	130	128	61	28	-	-	-	-	217	23	43	6	30	11	62	26	44	50	97	18	28	44	84	175	22	20
	21.4%	17.6%	24.9%	44.0%	17.0%	7.6%	-	-	-	-	100.0%	9.7%	18.0%	12.8%	17.2%	17.4%	32.8%	18.1%	22.1%	18.7%	24.0%	13.1%	16.6%	17.7%	25.8%	20.0%	25.1%	39.0%
Don't remember	45	11	34	18	22	5	-	-	-	-	-	*	5	-	9	3	17	4	5	10	27	6	12	10	9	37	7	1
	4.4%	2.2%	6.5%	6.3%	6.1%	1.3%	-	-	-	-	-	0.2%	2.1%	-	4.9%	4.6%	8.7%	2.5%	2.3%	3.7%	6.6%	4.7%	6.9%	4.2%	2.8%	4.3%	7.7%	1.3%
SIGMA	1014	492	522	292	358	364	268	215	171	68	217	235	240	47	176	65	190	141	199	268	406	135	167	246	326	877	87	50
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	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
Q6. Thinking back to the General Election in May 2010, can you recall which party you voted for in that election?
Base : Voted in the 2010 General Election

	Gender		Age			2010 Vote					Voting Intention					SEG				Region7								
	Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	Did not vote	CON	LAB	LD	UKIP	OTHER	Undecided	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales	
Unweighted Total	754	385	369	115	287	352	277	202	153	90	-	223	184	46	127	57	109	118	191	213	232	76	122	203	264	666	53	35
Weighted Total	752	395	358	145	275	332	268	215	171	68	-	212	192	41	137	51	112	112	150	208	281	111	128	192	233	664	58	30
Conservative	268	146	122	39	93	136	268	-	-	-	-	179	8	1	54	1	25	35	46	85	102	40	59	39	110	248	11	8
	35.6%	36.9%	34.2%	26.8%	33.7%	41.0%	100.0%	-	-	-	-	84.4%	4.1%	1.4%	39.1%	2.9%	22.6%	30.8%	30.8%	41.0%	36.1%	36.0%	45.9%	20.4%	47.4%	37.4%	19.5%	27.0%
Labour	215	114	101	56	87	72	-	215	-	-	-	8	144	3	23	5	31	36	38	52	89	42	28	84	32	186	18	11
	28.6%	29.0%	28.2%	38.6%	31.8%	21.6%	-	100.0%	-	-	-	3.8%	75.3%	7.0%	17.0%	10.2%	27.6%	32.2%	25.4%	24.8%	31.7%	38.3%	22.0%	43.5%	13.8%	28.0%	30.4%	37.3%
Liberal Democrat	171	90	81	28	67	76	-	-	171	-	-	23	37	37	31	9	33	33	41	50	47	14	30	45	69	158	5	8
	22.7%	22.9%	22.6%	19.6%	24.4%	22.7%	-	-	100.0%	-	-	10.9%	19.4%	89.0%	22.8%	18.2%	29.6%	29.6%	27.2%	23.8%	16.8%	13.0%	23.1%	23.2%	29.9%	23.8%	8.2%	27.5%
UK Independence Party (UKIP)	23	12	12	5	5	13	-	-	-	23	-	*	-	-	22	-	1	3	3	6	11	2	4	8	9	23	-	-
	3.1%	2.9%	3.2%	3.8%	1.8%	3.9%	-	-	-	34.0%	-	0.1%	-	-	15.9%	-	0.9%	3.0%	2.0%	3.0%	3.7%	2.1%	3.1%	4.3%	3.7%	3.5%	-	-
Green	8	3	4	1	6	1	-	-	-	8	-	-	*	-	1	6	2	1	4	2	1	1	-	2	5	8	-	-
	1.1%	0.9%	1.2%	0.7%	2.0%	0.4%	-	-	-	11.6%	-	-	0.1%	-	0.4%	10.9%	1.3%	0.6%	2.5%	1.0%	0.4%	0.9%	-	1.0%	2.1%	1.2%	-	-
British National Party (BNP)	4	3	1	1	3	*	-	-	-	4	-	-	*	-	3	1	-	-	*	2	2	1	1	-	2	4	-	-
	0.5%	0.7%	0.4%	0.5%	1.0%	0.1%	-	-	-	5.8%	-	-	0.2%	-	2.2%	1.1%	-	-	0.2%	1.0%	0.5%	0.7%	1.2%	-	0.7%	0.6%	-	-
Scottish National Party (SNP)	23	16	8	7	3	13	-	-	-	23	-	-	1	-	2	21	*	3	7	4	10	-	-	-	-	-	23	-
	3.1%	4.0%	2.1%	5.0%	1.2%	3.9%	-	-	-	34.5%	-	-	0.3%	-	1.2%	40.8%	0.4%	2.5%	4.5%	1.8%	3.6%	-	-	-	-	-	40.1%	-
Plaid Cymru	3	1	2	1	1	2	-	-	-	3	-	-	-	-	1	2	-	-	1	1	1	1	-	-	-	1	-	2
	0.4%	0.2%	0.6%	0.4%	0.3%	0.6%	-	-	-	4.8%	-	-	-	-	0.6%	4.8%	-	-	0.8%	0.5%	0.3%	0.7%	-	-	-	0.1%	-	8.2%
Other	6	6	*	-	1	5	-	-	-	6	-	-	-	-	1	5	*	-	1	1	5	6	*	-	*	6	-	-
	0.8%	1.5%	0.1%	-	0.4%	1.6%	-	-	-	9.2%	-	-	-	-	0.8%	9.7%	0.3%	-	0.5%	0.4%	1.7%	5.0%	0.2%	-	0.2%	0.9%	-	-
Don't Remember	16	2	14	5	3	8	-	-	-	-	-	2	*	-	-	14	*	-	4	11	4	4	2	9	1	15	1	-
	2.2%	0.4%	4.1%	3.3%	1.2%	2.4%	-	-	-	-	-	0.8%	0.2%	-	-	12.8%	0.4%	-	2.1%	4.0%	3.2%	1.6%	4.5%	0.3%	2.3%	1.8%	-	-
Refuse	14	2	12	2	6	6	-	-	-	-	-	-	1	1	-	1	5	1	9	1	3	-	4	6	4	14	-	-
	1.9%	0.6%	3.3%	1.2%	2.2%	1.9%	-	-	-	-	-	-	0.5%	2.7%	-	1.2%	4.5%	0.9%	6.1%	0.5%	1.0%	-	2.8%	3.1%	1.9%	2.1%	-	-
SIGMA	752	395	358	145	275	332	268	215	171	68	-	212	192	41	137	51	112	112	150	208	281	111	128	192	233	664	58	30
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	-	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

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Table 13
Q7. What do you think is the most likely outcome of the upcoming General Election?
Base : All Respondents

	Gender		Age			2010 Vote					Voting Intention						SEG				Region7							
	Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	Did not vote	CON	LAB	LD	UKIP	OTHER	Undecided	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales	
Unweighted Total	1014	477	537	226	390	398	277	202	153	90	217	253	227	54	173	75	171	149	235	282	348	96	169	272	350	890	77	47
Weighted Total	1014	492	522	292	358	364	268	215	171	68	217	235	240	47	176	65	190	141	199	268	406	135	167	246	326	877	87	50
A Labour government	139	72	67	45	58	36	6	77	13	6	33	3	94	4	13	3	22	18	29	30	62	23	19	56	26	125	6	9
	13.7%	14.7%	12.8%	15.4%	16.3%	9.9%	2.3%	35.6%	7.3%	8.5%	15.1%	1.2%	39.1%	8.6%	7.6%	4.5%	11.4%	12.6%	14.8%	11.2%	15.3%	16.8%	11.6%	22.9%	8.1%	14.2%	6.4%	18.3%
A Conservative government	146	93	53	45	43	59	73	21	28	2	17	90	16	6	17	3	11	25	28	55	39	26	25	35	50	138	4	5
	14.4%	18.9%	10.2%	15.5%	11.9%	16.1%	27.3%	10.0%	16.3%	3.3%	8.0%	38.4%	6.8%	13.4%	9.5%	4.8%	5.8%	17.5%	13.8%	20.6%	9.6%	19.6%	15.1%	14.2%	15.3%	15.7%	4.1%	9.7%
A Conservative / Liberal Democrat coalition	90	58	32	24	35	31	31	7	30	1	19	46	12	9	5	1	17	12	24	30	24	7	17	13	46	82	7	1
	8.9%	11.8%	6.2%	8.3%	9.8%	8.5%	11.4%	3.4%	17.7%	1.4%	8.9%	19.6%	4.8%	18.4%	2.6%	2.1%	9.1%	8.5%	12.2%	11.3%	5.9%	5.3%	10.1%	5.2%	14.0%	9.4%	7.6%	2.7%
A Labour / Liberal Democrat coalition	94	48	46	32	42	20	13	29	25	*	24	7	49	14	10	3	10	23	20	23	28	21	13	21	23	79	3	12
	9.3%	9.7%	8.8%	10.8%	11.7%	5.6%	4.9%	13.6%	14.9%	0.7%	11.1%	3.2%	20.6%	29.4%	5.5%	4.1%	5.0%	16.3%	10.1%	8.6%	6.9%	15.8%	7.9%	8.7%	7.1%	9.0%	3.0%	24.4%
A Labour / SNP coalition	75	47	28	18	24	32	5	24	12	18	12	2	25	4	13	21	7	14	13	17	30	6	13	11	10	40	30	4
	7.4%	9.5%	5.3%	6.3%	6.8%	8.8%	1.8%	11.2%	7.3%	25.8%	5.3%	0.7%	10.4%	7.9%	7.4%	32.4%	3.9%	10.1%	6.7%	6.3%	7.4%	4.7%	7.9%	4.5%	3.0%	4.6%	35.0%	7.9%
A Conservative / UKIP coalition	114	64	50	25	38	51	63	4	12	17	10	35	2	6	52	5	11	16	20	39	39	13	23	25	42	103	7	5
	11.3%	13.0%	9.6%	8.6%	10.6%	13.9%	23.6%	1.9%	7.3%	25.2%	4.4%	14.8%	0.9%	12.3%	29.5%	7.9%	5.9%	11.6%	9.9%	14.6%	9.6%	9.4%	13.9%	10.2%	12.8%	11.7%	7.9%	8.9%
Other	20	12	7	4	8	8	8	7	2	1	1	*	1	*	10	1	7	3	1	4	12	4	6	1	8	20	*	-
	2.0%	2.5%	1.4%	1.3%	2.3%	2.1%	3.1%	3.5%	1.0%	1.9%	0.5%	0.1%	0.5%	0.6%	5.7%	1.1%	3.9%	2.3%	0.7%	1.4%	2.9%	2.8%	3.8%	0.5%	2.5%	2.2%	0.4%	-
Don't know	335	98	238	98	109	128	68	45	48	23	101	51	41	4	57	28	105	30	63	70	172	34	50	83	121	290	31	14
	33.1%	19.8%	45.6%	33.7%	30.5%	35.0%	25.6%	21.0%	28.1%	33.2%	46.8%	21.9%	16.9%	9.4%	32.2%	43.2%	54.9%	21.2%	31.7%	26.1%	42.5%	25.6%	29.8%	33.7%	37.2%	33.1%	35.6%	28.1%
SIGMA	1014	492	522	292	358	364	268	215	171	68	217	235	240	47	176	65	190	141	199	268	406	135	167	246	326	877	87	50
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

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Table 14
Q8. If there is a hung Parliament, where no party has an overall majority, what would be your preferred government outcome?
Base : All Respondents

	Gender		Age			2010 Vote					Voting Intention						SEG				Region7								
	Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	Did not vote	CON	LAB	LD	UKIP	OTHER	Undecided	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales		
Unweighted Total	1014	477	537	226	390	398	277	202	153	90	217	253	227	54	173	75	171	149	235	282	348	96	169	272	350	890	77	47	
Weighted Total	1014	492	522	292	358	364	268	215	171	68	217	235	240	47	176	65	190	141	199	268	406	135	167	246	326	877	87	50	
A Conservative / Liberal Democrat coalition	130	63	66	25	42	63	67	8	28	2	19	86	3	11	5	3	19	22	26	35	47	16	26	21	55	119	6	4	
	12.8%	12.9%	12.7%	8.6%	11.7%	17.2%	25.0%	3.9%	16.4%	2.4%	8.8%	36.7%	1.2%	23.0%	2.6%	5.2%	10.0%	15.5%	13.1%	13.0%	11.5%	12.2%	15.8%	8.6%	16.9%	13.6%	7.3%	8.6%	
A Labour / Liberal Democrat coalition	171	85	86	68	62	42	13	58	51	8	38	5	98	27	9	8	22	32	40	43	55	40	23	41	39	143	12	16	
	16.9%	17.3%	16.5%	23.2%	17.2%	11.5%	4.7%	26.9%	29.8%	12.5%	17.6%	2.1%	40.9%	57.7%	5.0%	11.8%	11.4%	22.9%	20.1%	16.2%	13.7%	29.6%	13.5%	16.7%	12.1%	16.3%	13.4%	32.6%	
A Labour / SNP coalition	98	59	39	31	35	31	3	46	13	18	11	1	51	1	8	26	11	19	21	15	42	13	15	21	17	65	30	2	
	9.6%	11.9%	7.5%	10.8%	9.9%	8.4%	1.0%	21.6%	7.6%	26.5%	5.3%	0.4%	21.2%	2.9%	4.3%	39.5%	5.5%	13.8%	10.5%	5.8%	10.3%	9.8%	8.8%	8.4%	5.2%	7.5%	34.2%	4.9%	
A Conservative / UKIP coalition	183	104	78	36	55	91	98	2	28	21	29	61	*	1	103	3	13	16	27	68	72	23	30	47	72	172	7	3	
	18.0%	21.2%	15.0%	12.4%	15.4%	25.0%	36.5%	1.1%	16.2%	31.0%	13.3%	26.0%	0.1%	1.6%	58.7%	3.8%	6.9%	11.4%	13.4%	25.5%	17.6%	17.2%	18.1%	19.0%	22.1%	19.6%	8.5%	5.7%	
A minority Labour government	89	44	45	24	42	23	2	52	12	4	15	-	58	2	5	5	18	13	12	28	37	12	16	36	18	82	6	1	
	8.8%	9.0%	8.6%	8.2%	11.8%	6.3%	0.8%	24.2%	7.1%	5.4%	6.7%	-	24.0%	3.7%	3.0%	8.3%	9.6%	8.9%	5.9%	10.3%	9.2%	8.8%	9.6%	14.6%	5.7%	9.4%	7.2%	1.4%	
A minority Conservative government	85	48	37	16	30	39	63	3	6	2	9	67	3	2	1	1	10	13	22	22	28	13	15	13	38	79	3	3	
	8.4%	9.7%	7.2%	5.5%	8.3%	10.8%	23.7%	1.4%	3.3%	2.7%	4.2%	28.6%	1.1%	4.6%	0.5%	1.9%	5.1%	9.0%	11.2%	8.2%	6.9%	9.4%	9.2%	5.1%	11.7%	9.0%	3.7%	5.7%	
Other	15	8	7	3	4	9	*	7	2	1	5	2	4	-	3	3	1	2	2	7	5	3	1	1	4	11	3	1	
	1.5%	1.6%	1.4%	1.0%	1.1%	2.3%	0.1%	3.4%	0.9%	1.2%	2.5%	0.7%	1.7%	-	1.8%	4.3%	0.3%	1.6%	0.8%	2.5%	1.1%	2.5%	0.9%	0.3%	1.3%	1.3%	3.9%	1.3%	
Don't know	244	82	162	89	88	67	22	38	32	13	90	13	23	3	42	16	98	24	50	50	120	14	40	67	82	205	19	20	
	24.0%	16.6%	31.1%	30.4%	24.5%	18.5%	8.2%	17.5%	18.6%	18.4%	41.7%	5.4%	9.8%	6.5%	24.1%	25.3%	51.3%	16.9%	25.0%	18.6%	29.7%	10.4%	24.1%	27.4%	25.0%	23.4%	21.8%	39.7%	
SIGMA	1014	492	522	292	358	364	268	215	171	68	217	235	240	47	176	65	190	141	199	268	406	135	167	246	326	877	87	50	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	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 15
Q9. Who do you think will be the Prime Minister a month after the General Election?
Base : All Respondents

	Gender		Age			2010 Vote					Voting Intention						SEG				Region7								
	Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	Did not vote	CON	LAB	LD	UKIP	OTHER	Undecided	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales		
Unweighted Total	1014	477	537	226	390	398	277	202	153	90	217	253	227	54	173	75	171	149	235	282	348	96	169	272	350	890	77	47	
Weighted Total	1014	492	522	292	358	364	268	215	171	68	217	235	240	47	176	65	190	141	199	268	406	135	167	246	326	877	87	50	
Ed Miliband	237	124	113	74	100	63	22	103	53	17	36	12	143	12	22	17	28	51	44	62	79	41	35	68	56	200	17	20	
	23.4%	25.2%	21.6%	25.4%	27.8%	17.4%	8.3%	47.9%	30.9%	25.7%	16.7%	5.0%	59.5%	24.4%	12.6%	25.8%	14.9%	36.4%	22.3%	23.0%	19.6%	30.7%	20.8%	27.8%	17.1%	22.9%	19.3%	39.1%	
David Cameron	420	253	166	139	126	155	186	39	73	17	87	191	43	29	55	20	57	64	101	132	124	63	68	72	176	380	28	11	
	41.4%	51.4%	31.9%	47.6%	35.2%	42.5%	69.3%	17.9%	42.4%	25.0%	40.2%	81.5%	17.7%	61.5%	31.5%	30.3%	29.8%	44.9%	50.8%	49.1%	30.5%	46.9%	40.5%	29.5%	54.0%	43.4%	32.4%	21.9%	
Someone else	19	6	13	9	6	3	4	2	1	2	8	3	2	1	5	*	7	-	6	3	9	-	3	5	4	12	6	-	
	1.8%	1.2%	2.5%	3.1%	1.7%	0.9%	1.5%	1.2%	0.7%	2.8%	3.6%	1.3%	0.8%	2.3%	2.9%	0.2%	3.7%	-	3.1%	1.3%	2.2%	-	1.9%	2.0%	1.3%	1.4%	7.4%	-	
Don't know	339	109	230	70	126	143	56	71	45	32	86	29	53	6	93	28	98	26	47	72	193	30	62	100	90	284	36	20	
	33.4%	22.2%	44.0%	23.9%	35.3%	39.2%	20.9%	33.0%	26.0%	46.5%	39.5%	12.2%	22.0%	11.7%	53.1%	43.7%	51.6%	18.7%	23.9%	26.7%	47.7%	22.4%	36.8%	40.7%	27.6%	32.4%	41.0%	39.0%	
SIGMA	1014	492	522	292	358	364	268	215	171	68	217	235	240	47	176	65	190	141	199	268	406	135	167	246	326	877	87	50	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	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 16
Q10. What is the most important issue for you/issue most likely to influence your vote?
Base : All Respondents

	Gender		Age			2010 Vote					Voting Intention					SEG				Region7									
	Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	Did not vote	CON	LAB	LD	UKIP	OTHER	Undecided	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales		
Unweighted Total	1014	477	537	226	390	398	277	202	153	90	217	253	227	54	173	75	171	149	235	282	348	96	169	272	350	890	77	47	
Weighted Total	1014	492	522	292	358	364	268	215	171	68	217	235	240	47	176	65	190	141	199	268	406	135	167	246	326	877	87	50	
Economy	148	92	56	41	61	46	54	21	37	4	31	53	30	17	11	9	15	34	40	52	22	25	18	29	57	130	12	5	
	14.6%	18.6%	10.7%	13.9%	17.0%	12.7%	20.0%	9.6%	21.4%	6.3%	14.1%	22.6%	12.7%	36.4%	6.3%	13.3%	8.1%	23.9%	20.1%	19.4%	5.4%	18.5%	11.0%	11.9%	17.5%	14.8%	14.3%	10.8%	
NHS	198	92	106	52	53	94	41	48	34	15	44	37	54	7	15	23	51	31	61	25	82	21	30	40	73	164	21	14	
	19.6%	18.7%	20.4%	17.7%	14.8%	25.7%	15.4%	22.3%	19.6%	22.3%	20.5%	15.7%	22.7%	14.2%	8.7%	35.9%	26.6%	21.7%	30.4%	9.5%	20.2%	15.2%	17.9%	16.2%	22.5%	18.7%	24.1%	26.9%	
Immigration	260	155	105	44	94	122	98	56	38	29	29	82	37	2	85	12	35	19	31	96	113	37	38	77	83	237	18	5	
	25.6%	31.6%	20.1%	15.2%	26.2%	33.5%	36.7%	25.8%	22.4%	42.9%	13.2%	34.8%	15.4%	4.9%	48.3%	18.5%	18.2%	13.5%	15.8%	36.0%	27.9%	27.5%	22.9%	31.3%	25.5%	27.0%	20.6%	10.3%	
Defence	7	2	5	2	3	2	2	2	2	1	1	2	-	-	2	1	2	2	3	1	2	2	-	1	3	5	-	2	
	0.7%	0.4%	0.9%	0.8%	0.8%	0.4%	0.6%	0.9%	0.9%	0.9%	0.4%	1.0%	-	-	1.3%	1.0%	0.8%	1.1%	1.5%	0.3%	0.4%	1.4%	-	0.2%	0.9%	0.6%	-	3.2%	
Crime	18	10	8	4	10	4	5	7	3	-	2	2	5	3	3	1	3	1	4	7	7	3	6	5	3	18	-	1	
	1.8%	2.1%	1.5%	1.5%	2.9%	1.0%	1.7%	3.5%	2.0%	-	0.7%	0.9%	2.3%	6.7%	1.8%	1.6%	1.8%	0.9%	1.8%	2.6%	1.6%	2.5%	3.3%	2.2%	1.0%	2.0%	-	1.5%	
Education	18	6	12	12	3	3	3	4	2	1	7	3	5	1	1	-	5	5	4	8	1	2	*	6	9	18	-	*	
	1.8%	1.2%	2.3%	4.1%	0.9%	0.8%	1.1%	1.7%	1.4%	1.7%	3.3%	1.3%	2.2%	3.2%	0.7%	-	2.5%	3.6%	2.0%	2.8%	0.3%	1.4%	0.2%	2.4%	2.9%	2.0%	-	0.5%	
Welfare	51	14	36	12	28	12	12	10	17	2	7	12	12	2	6	4	14	7	8	11	25	5	9	19	13	46	3	3	
	5.0%	2.9%	7.0%	3.9%	7.7%	3.2%	4.6%	4.6%	10.1%	2.7%	3.0%	5.1%	4.9%	5.1%	3.5%	6.5%	7.5%	4.7%	4.2%	4.1%	6.1%	3.7%	5.2%	7.8%	4.0%	5.2%	2.9%	5.0%	
The cost of living	214	71	143	89	86	38	27	44	22	10	72	26	64	11	31	10	53	26	33	52	103	27	29	52	56	165	30	20	
	21.1%	14.4%	27.4%	30.5%	24.2%	10.6%	10.2%	20.5%	12.9%	15.3%	33.1%	11.0%	26.6%	24.0%	17.6%	15.2%	27.8%	18.2%	16.8%	19.5%	25.3%	19.7%	17.2%	21.2%	17.1%	18.8%	34.1%	39.0%	
Pensions & retirement	38	16	22	12	6	20	8	10	6	*	12	13	9	1	4	*	5	4	7	6	21	3	9	13	12	37	*	-	
	3.7%	3.2%	4.2%	4.0%	1.6%	5.5%	3.0%	4.5%	3.5%	0.5%	5.6%	5.4%	3.6%	1.5%	2.3%	0.2%	2.7%	3.0%	3.5%	2.1%	5.1%	2.5%	5.3%	5.2%	3.7%	4.2%	0.5%	-	
Housing	32	13	19	19	8	5	3	12	7	*	9	4	19	1	4	*	4	11	3	9	10	8	16	1	7	32	*	*	
	3.2%	2.6%	3.7%	6.4%	2.3%	1.5%	1.2%	5.4%	4.3%	0.3%	4.1%	1.7%	7.9%	2.3%	2.2%	0.4%	2.1%	7.6%	1.3%	3.3%	2.5%	5.7%	9.6%	0.4%	2.2%	3.6%	0.3%	0.6%	
Other	30	21	10	6	6	19	15	3	2	5	4	1	4	1	13	5	4	3	5	2	21	2	12	3	8	26	3	1	
	3.0%	4.2%	1.8%	2.0%	1.6%	5.1%	5.5%	1.3%	1.4%	7.1%	2.0%	0.5%	1.6%	1.6%	7.4%	7.2%	1.9%	2.0%	2.5%	0.6%	5.1%	1.8%	7.4%	1.2%	2.6%	3.0%	3.2%	2.2%	
SIGMA	1014	492	522	292	358	364	268	215	171	68	217	235	240	47	176	65	190	141	199	268	406	135	167	246	326	877	87	50	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	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 17
Q11A. Which party do you trust most on each of the following issues?
Economy
Base : All Respondents

	Gender		Age			2010 Vote					Voting Intention						SEG				Region7							
	Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	Did not vote	CON	LAB	LD	UKIP	OTHER	Undecided	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales	
Unweighted Total	1014	477	537	226	390	398	277	202	153	90	217	253	227	54	173	75	171	149	235	282	348	96	169	272	350	890	77	47
Weighted Total	1014	492	522	292	358	364	268	215	171	68	217	235	240	47	176	65	190	141	199	268	406	135	167	246	326	877	87	50
Labour	220	122	98	80	85	56	9	111	33	11	45	3	156	9	13	14	25	42	39	46	93	43	23	65	51	182	25	13
	21.7%	24.8%	18.9%	27.4%	23.7%	15.3%	3.5%	51.6%	19.4%	16.2%	20.9%	1.2%	65.1%	18.3%	7.3%	20.8%	13.0%	29.8%	19.9%	17.0%	22.9%	32.3%	13.5%	26.2%	15.7%	20.7%	29.0%	26.6%
Conservative	321	193	128	68	116	136	184	22	53	16	37	196	18	12	46	14	34	52	73	116	79	48	49	75	123	295	16	10
	31.6%	39.2%	24.5%	23.4%	32.4%	37.4%	68.8%	10.1%	30.9%	24.3%	17.1%	83.4%	7.4%	25.4%	26.0%	21.8%	17.6%	36.8%	36.6%	43.4%	19.6%	35.5%	29.1%	30.5%	37.9%	33.6%	18.7%	18.8%
Liberal Democrat	48	20	28	19	14	16	3	5	23	2	13	7	11	18	5	2	4	8	10	15	16	7	15	9	12	43	3	2
	4.8%	4.1%	5.4%	6.5%	3.8%	4.4%	1.2%	2.5%	13.6%	2.4%	6.1%	2.8%	4.6%	38.0%	2.9%	2.9%	2.3%	5.4%	5.0%	5.5%	4.0%	5.3%	8.8%	3.8%	3.8%	5.0%	3.2%	4.4%
UKIP	95	52	43	24	27	44	29	18	12	15	17	11	6	-	66	1	6	9	11	20	55	11	39	20	18	89	3	3
	9.4%	10.6%	8.2%	8.3%	7.6%	12.0%	11.0%	8.2%	6.7%	22.4%	8.0%	4.5%	2.4%	-	37.7%	2.0%	3.1%	6.4%	5.5%	7.4%	13.6%	8.1%	23.2%	8.2%	5.6%	10.2%	2.9%	6.4%
Don't know	330	105	225	100	117	113	42	59	50	24	104	19	49	9	46	34	122	31	66	72	162	25	42	77	121	267	40	22
	32.5%	21.3%	43.1%	34.4%	32.6%	30.9%	15.5%	27.6%	29.4%	34.7%	47.9%	8.1%	20.6%	18.2%	26.2%	52.4%	63.9%	21.6%	33.1%	26.8%	39.8%	18.9%	25.4%	31.3%	37.0%	30.5%	46.2%	43.7%
SIGMA	1014	492	522	292	358	364	268	215	171	68	217	235	240	47	176	65	190	141	199	268	406	135	167	246	326	877	87	50
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	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
Q11B. Which party do you trust most on each of the following issues?
NHS
Base : All Respondents

	Gender		Age			2010 Vote					Voting Intention						SEG				Region7							
	Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	Did not vote	CON	LAB	LD	UKIP	OTHER	Undecided	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales	
Unweighted Total	1014	477	537	226	390	398	277	202	153	90	217	253	227	54	173	75	171	149	235	282	348	96	169	272	350	890	77	47
Weighted Total	1014	492	522	292	358	364	268	215	171	68	217	235	240	47	176	65	190	141	199	268	406	135	167	246	326	877	87	50
Labour	358	208	150	94	160	104	26	152	81	20	64	20	183	11	44	27	70	49	76	98	136	55	41	127	75	300	36	23
	35.3%	42.2%	28.8%	32.3%	44.8%	28.5%	9.7%	70.9%	47.5%	29.9%	29.6%	8.5%	76.2%	23.3%	25.0%	41.5%	36.6%	34.9%	38.1%	36.4%	33.5%	40.8%	24.8%	51.8%	23.0%	34.2%	41.1%	45.0%
Conservative	224	120	105	57	67	100	159	8	16	5	31	165	13	5	20	5	14	30	45	75	74	27	48	31	100	206	12	6
	22.1%	24.3%	20.1%	19.6%	18.7%	27.4%	59.4%	3.5%	9.5%	7.8%	14.1%	70.3%	5.6%	10.4%	11.6%	7.4%	7.2%	21.0%	22.8%	28.1%	18.2%	20.0%	28.4%	12.7%	30.7%	23.5%	14.2%	12.3%
Liberal Democrat	73	34	39	23	19	31	5	11	37	6	10	14	12	28	1	7	8	23	16	12	21	17	11	9	28	66	5	2
	7.2%	6.8%	7.5%	8.0%	5.2%	8.4%	1.7%	5.1%	21.5%	8.1%	4.8%	6.1%	5.0%	58.7%	0.4%	10.2%	4.1%	16.3%	8.1%	4.6%	5.2%	12.8%	6.8%	3.7%	8.6%	7.5%	6.0%	3.3%
UKIP	75	28	47	24	25	26	16	4	7	18	18	1	7	-	54	2	8	8	10	19	38	12	14	21	16	63	4	8
	7.4%	5.6%	9.1%	8.3%	6.9%	7.2%	6.0%	1.6%	4.3%	27.2%	8.4%	0.5%	3.0%	-	30.5%	3.0%	4.4%	5.5%	4.9%	7.3%	9.4%	9.1%	8.5%	8.4%	4.8%	7.2%	4.3%	16.6%
Don't know	284	104	180	92	87	104	62	41	29	18	93	34	25	4	57	25	91	32	52	64	137	23	53	57	107	242	30	12
	28.0%	21.0%	34.5%	31.7%	24.4%	28.5%	23.2%	18.9%	17.1%	27.0%	43.0%	14.5%	10.2%	7.5%	32.5%	37.8%	47.7%	22.3%	26.2%	23.7%	33.7%	17.4%	31.4%	23.3%	32.8%	27.6%	34.4%	22.8%
SIGMA	1014	492	522	292	358	364	268	215	171	68	217	235	240	47	176	65	190	141	199	268	406	135	167	246	326	877	87	50
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	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 19
Q11C. Which party do you trust most on each of the following issues?
Immigration
Base : All Respondents

	Gender		Age			2010 Vote					Voting Intention						SEG				Region7							
	Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	Did not vote	CON	LAB	LD	UKIP	OTHER	Undecided	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales	
Unweighted Total	1014	477	537	226	390	398	277	202	153	90	217	253	227	54	173	75	171	149	235	282	348	96	169	272	350	890	77	47
Weighted Total	1014	492	522	292	358	364	268	215	171	68	217	235	240	47	176	65	190	141	199	268	406	135	167	246	326	877	87	50
Labour	175	93	82	65	57	53	18	86	35	3	30	16	126	7	1	9	15	26	37	26	86	34	36	43	37	150	12	13
	17.3%	18.9%	15.7%	22.2%	16.0%	14.5%	6.6%	39.8%	20.6%	5.1%	13.7%	6.7%	52.3%	13.7%	0.3%	14.4%	8.0%	18.3%	18.6%	9.8%	21.2%	25.4%	21.8%	17.5%	11.2%	17.1%	13.8%	25.6%
Conservative	168	95	73	48	56	63	102	11	26	3	19	116	9	9	3	6	21	33	44	50	40	33	31	23	67	154	7	6
	16.5%	19.2%	14.0%	16.5%	15.7%	17.4%	38.2%	5.3%	14.9%	4.7%	8.6%	49.5%	3.9%	18.4%	1.9%	9.5%	11.1%	23.4%	22.3%	18.6%	9.9%	24.6%	18.6%	9.2%	20.7%	17.6%	8.1%	12.3%
Liberal Democrat	40	15	25	18	12	9	*	6	19	1	11	1	7	17	3	6	4	14	8	10	7	3	4	13	13	34	3	3
	3.9%	3.0%	4.8%	6.3%	3.4%	2.5%	*	2.6%	11.0%	2.1%	5.3%	0.4%	2.9%	36.3%	1.5%	8.6%	2.3%	9.9%	4.3%	3.9%	1.7%	2.2%	2.5%	5.3%	4.1%	3.8%	3.9%	5.6%
UKIP	346	182	164	65	132	149	121	58	53	39	63	68	47	6	158	13	50	25	50	123	148	43	59	104	108	314	20	11
	34.1%	37.0%	31.4%	22.3%	36.8%	40.9%	45.1%	27.2%	30.7%	56.8%	28.9%	28.9%	19.6%	13.2%	90.0%	19.6%	26.2%	17.6%	25.4%	45.9%	36.4%	32.0%	35.3%	42.2%	33.2%	35.9%	23.5%	22.2%
Don't know	286	108	178	95	101	90	27	54	39	21	94	34	51	9	11	31	100	43	59	58	125	21	36	64	100	224	44	17
	28.2%	22.0%	34.1%	32.7%	28.1%	24.6%	10.1%	25.1%	22.7%	31.3%	43.5%	14.6%	21.3%	18.4%	6.3%	47.7%	52.4%	30.7%	29.5%	21.8%	30.9%	15.9%	21.8%	25.8%	30.8%	25.6%	50.7%	34.3%
SIGMA	1014	492	522	292	358	364	268	215	171	68	217	235	240	47	176	65	190	141	199	268	406	135	167	246	326	877	87	50
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	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 20
Q11D. Which party do you trust most on each of the following issues?
Defence
Base : All Respondents

	Gender		Age			2010 Vote					Voting Intention						SEG				Region7							
	Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	Did not vote	CON	LAB	LD	UKIP	OTHER	Undecided	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales	
Unweighted Total	1014	477	537	226	390	398	277	202	153	90	217	253	227	54	173	75	171	149	235	282	348	96	169	272	350	890	77	47
Weighted Total	1014	492	522	292	358	364	268	215	171	68	217	235	240	47	176	65	190	141	199	268	406	135	167	246	326	877	87	50
Labour	249	135	114	86	92	72	16	120	56	5	49	16	166	9	23	8	26	30	41	71	108	32	36	92	55	215	13	22
	24.6%	27.4%	21.9%	29.4%	25.7%	19.7%	6.2%	55.7%	32.5%	7.1%	22.8%	6.6%	69.3%	19.8%	13.0%	11.8%	13.7%	20.9%	20.4%	26.5%	26.7%	23.9%	21.4%	37.3%	17.0%	24.5%	14.9%	42.7%
Conservative	287	161	125	74	107	106	159	23	43	15	33	169	23	18	25	15	33	58	60	93	75	41	51	51	109	253	26	8
	28.3%	32.8%	24.0%	25.4%	29.8%	29.1%	59.5%	10.7%	25.1%	22.6%	15.3%	71.7%	9.4%	37.7%	14.0%	23.1%	17.3%	40.9%	30.4%	34.8%	18.5%	30.7%	30.8%	20.6%	33.5%	28.8%	30.4%	15.1%
Liberal Democrat	33	13	19	12	16	5	3	3	12	2	10	1	2	12	3	4	10	6	11	10	6	7	2	7	10	26	4	3
	3.2%	2.7%	3.7%	4.0%	4.5%	1.4%	1.3%	1.3%	6.8%	3.4%	4.6%	0.4%	0.8%	25.9%	1.9%	6.6%	5.0%	4.4%	5.4%	3.7%	1.5%	5.3%	1.1%	3.0%	3.0%	3.0%	4.3%	6.1%
UKIP	82	47	35	27	33	22	13	13	16	16	19	2	6	2	56	3	10	8	15	23	36	14	18	20	25	77	2	3
	8.1%	9.5%	6.8%	9.4%	9.2%	6.0%	4.7%	6.1%	9.2%	23.7%	8.8%	0.8%	2.5%	3.5%	32.0%	4.1%	5.3%	5.7%	7.5%	8.4%	9.0%	10.2%	11.0%	8.2%	7.6%	8.8%	2.5%	5.7%
Don't know	363	136	227	93	110	160	76	56	45	29	105	48	43	6	69	35	112	40	72	71	180	40	60	76	127	306	42	15
	35.8%	27.5%	43.6%	31.9%	30.7%	43.9%	28.3%	26.2%	26.4%	43.3%	48.5%	20.4%	18.1%	13.1%	39.1%	54.3%	58.6%	28.1%	36.4%	26.6%	44.3%	29.9%	35.7%	30.9%	39.0%	34.9%	47.8%	30.4%
SIGMA	1014	492	522	292	358	364	268	215	171	68	217	235	240	47	176	65	190	141	199	268	406	135	167	246	326	877	87	50
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	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 21
Q11E. Which party do you trust most on each of the following issues?
Crime
Base : All Respondents

	Gender		Age			2010 Vote					Voting Intention						SEG				Region7							
	Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	Did not vote	CON	LAB	LD	UKIP	OTHER	Undecided	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales	
Unweighted Total	1014	477	537	226	390	398	277	202	153	90	217	253	227	54	173	75	171	149	235	282	348	96	169	272	350	890	77	47
Weighted Total	1014	492	522	292	358	364	268	215	171	68	217	235	240	47	176	65	190	141	199	268	406	135	167	246	326	877	87	50
Labour	202	121	81	56	67	79	17	92	52	7	32	13	141	5	19	8	15	30	32	56	85	19	36	68	42	165	19	18
	19.9%	24.6%	15.5%	19.2%	18.7%	21.7%	6.3%	42.7%	30.6%	10.4%	14.8%	5.4%	58.9%	11.4%	10.8%	11.5%	7.7%	20.9%	15.9%	20.8%	20.9%	14.4%	21.3%	27.6%	12.8%	18.8%	22.2%	35.7%
Conservative	272	158	114	69	105	98	162	21	44	6	31	180	21	17	19	11	22	53	66	83	71	46	42	51	111	250	16	7
	26.9%	32.1%	21.9%	23.7%	29.2%	27.0%	60.3%	9.7%	25.7%	9.2%	14.4%	76.5%	8.6%	36.0%	11.0%	16.5%	11.4%	37.6%	33.1%	30.8%	17.4%	34.4%	25.1%	20.6%	34.1%	28.5%	18.0%	13.1%
Liberal Democrat	52	21	30	27	17	8	3	7	15	2	23	2	15	16	4	3	10	9	14	17	12	8	7	9	18	42	2	8
	5.1%	4.3%	5.8%	9.2%	4.8%	2.1%	1.1%	3.2%	8.6%	3.2%	10.4%	0.8%	6.3%	32.9%	2.5%	5.1%	5.1%	6.1%	7.2%	6.3%	2.9%	6.1%	4.2%	3.5%	5.5%	4.8%	2.3%	15.6%
UKIP	118	66	52	42	37	40	23	20	15	20	35	6	4	2	75	2	23	6	27	32	54	13	31	26	41	111	5	2
	11.7%	13.4%	10.1%	14.4%	10.2%	10.9%	8.7%	9.4%	8.8%	29.1%	16.1%	2.7%	1.6%	4.3%	42.5%	3.7%	12.3%	4.1%	13.6%	11.8%	13.3%	9.4%	18.5%	10.5%	12.6%	12.7%	5.3%	4.4%
Don't know	370	126	244	98	133	140	63	76	45	33	96	34	59	7	58	41	121	44	60	81	184	48	52	93	114	309	45	16
	36.5%	25.7%	46.7%	33.5%	37.0%	38.3%	23.5%	35.1%	26.4%	48.1%	44.3%	14.6%	24.7%	15.4%	33.2%	63.1%	63.5%	31.3%	30.2%	30.3%	45.5%	35.7%	30.9%	37.8%	35.1%	35.2%	52.2%	31.2%
SIGMA	1014	492	522	292	358	364	268	215	171	68	217	235	240	47	176	65	190	141	199	268	406	135	167	246	326	877	87	50
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

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Table 22
Q11F. Which party do you trust most on each of the following issues?
Education
Base : All Respondents

	Total	Gender		Age			2010 Vote					Voting Intention					SEG				Region7							
		Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	Did not vote	CON	LAB	LD	UKIP	OTHER	Undecided	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales
Unweighted Total	1014	477	537	226	390	398	277	202	153	90	217	253	227	54	173	75	171	149	235	282	348	96	169	272	350	890	77	47
Weighted Total	1014	492	522	292	358	364	268	215	171	68	217	235	240	47	176	65	190	141	199	268	406	135	167	246	326	877	87	50
Labour	289	142	147	94	123	72	24	130	63	15	49	18	177	10	13	20	48	49	54	63	123	46	29	94	67	236	29	25
	28.5%	28.7%	28.2%	32.1%	34.3%	19.8%	9.1%	60.4%	36.8%	21.4%	22.7%	7.7%	73.7%	21.4%	7.3%	30.0%	25.1%	35.0%	27.0%	23.5%	30.3%	34.1%	17.4%	38.0%	20.6%	26.9%	32.8%	48.7%
Conservative	244	132	112	61	86	97	147	16	30	6	37	158	17	7	35	7	18	40	50	88	67	32	50	47	92	222	15	7
	24.1%	26.8%	21.5%	21.0%	24.1%	26.5%	54.9%	7.5%	17.4%	9.0%	17.3%	67.1%	7.1%	15.6%	19.6%	10.5%	9.7%	28.0%	25.3%	32.7%	16.5%	23.9%	30.0%	19.1%	28.4%	25.3%	17.5%	14.8%
Liberal Democrat	101	59	42	23	32	46	21	12	40	8	15	23	18	26	9	10	14	15	27	33	25	18	17	21	32	88	8	5
	9.9%	11.9%	8.1%	7.8%	9.0%	12.7%	7.8%	5.6%	23.6%	11.2%	7.0%	9.8%	7.5%	55.2%	5.1%	14.6%	7.5%	10.8%	13.5%	12.5%	6.3%	13.5%	10.5%	8.5%	9.7%	10.1%	9.2%	9.4%
UKIP	71	43	28	20	20	31	19	9	8	17	15	-	2	1	60	2	4	3	12	18	39	11	20	19	17	67	3	2
	7.0%	8.7%	5.4%	6.8%	5.6%	8.6%	6.9%	4.0%	4.8%	24.9%	7.1%	-	0.8%	2.2%	34.1%	2.9%	1.9%	2.1%	6.0%	6.6%	9.6%	7.8%	12.1%	7.8%	5.2%	7.6%	3.2%	3.2%
Don't know	309	117	191	94	96	118	57	48	30	23	100	36	26	3	60	27	106	34	56	67	152	28	50	66	118	264	32	12
	30.4%	23.8%	36.7%	32.3%	26.9%	32.4%	21.4%	22.5%	17.4%	33.5%	45.9%	15.4%	11.0%	5.7%	33.9%	42.0%	55.8%	24.1%	28.3%	24.8%	37.5%	20.6%	30.0%	26.6%	36.2%	30.1%	37.3%	23.9%
SIGMA	1014	492	522	292	358	364	268	215	171	68	217	235	240	47	176	65	190	141	199	268	406	135	167	246	326	877	87	50
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	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 23
Q11G. Which party do you trust most on each of the following issues?
Welfare
Base : All Respondents

	Gender		Age			2010 Vote					Voting Intention						SEG				Region7							
	Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	Did not vote	CON	LAB	LD	UKIP	OTHER	Undecided	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales	
Unweighted Total	1014	477	537	226	390	398	277	202	153	90	217	253	227	54	173	75	171	149	235	282	348	96	169	272	350	890	77	47
Weighted Total	1014	492	522	292	358	364	268	215	171	68	217	235	240	47	176	65	190	141	199	268	406	135	167	246	326	877	87	50
Labour	348	184	164	118	125	105	26	152	67	16	75	17	195	20	34	26	52	54	69	90	134	63	37	99	84	284	39	25
	34.3%	37.3%	31.4%	40.3%	35.0%	28.8%	9.8%	70.5%	39.2%	23.0%	34.5%	7.3%	81.4%	41.4%	19.3%	40.5%	27.1%	38.4%	34.6%	33.6%	33.2%	46.8%	22.1%	40.3%	25.7%	32.4%	44.7%	49.5%
Conservative	224	132	92	46	77	100	148	8	28	6	27	158	7	3	35	6	13	31	49	85	59	23	36	52	94	205	10	8
	22.1%	26.8%	17.6%	15.9%	21.6%	27.5%	55.3%	3.7%	16.2%	9.3%	12.5%	67.5%	2.8%	6.6%	20.0%	9.1%	7.0%	21.8%	24.5%	31.6%	14.7%	17.0%	21.7%	21.2%	28.8%	23.4%	11.9%	16.2%
Liberal Democrat	72	35	36	25	26	21	10	12	23	8	15	10	14	19	3	7	16	19	20	12	20	14	14	16	20	65	4	3
	7.1%	7.1%	7.0%	8.4%	7.3%	5.8%	3.6%	5.7%	13.5%	12.4%	6.8%	4.3%	5.7%	39.8%	2.0%	10.5%	8.5%	13.4%	10.1%	4.6%	5.0%	10.7%	8.6%	6.5%	6.3%	7.4%	4.2%	5.6%
UKIP	76	35	41	17	29	30	12	8	11	19	18	1	5	1	51	2	13	8	12	25	31	12	11	21	27	70	4	1
	7.5%	7.0%	7.9%	5.7%	8.0%	8.3%	4.6%	3.6%	6.2%	27.5%	8.2%	0.4%	1.9%	1.6%	29.0%	3.2%	7.0%	5.5%	6.0%	9.2%	7.7%	8.8%	6.3%	8.4%	8.2%	8.0%	4.8%	2.8%
Don't know	295	107	188	86	100	108	72	36	43	19	82	48	19	5	53	24	96	30	49	56	160	22	69	58	101	252	30	13
	29.1%	21.7%	36.1%	29.6%	28.1%	29.7%	26.7%	16.6%	24.9%	27.9%	37.9%	20.5%	8.1%	10.6%	29.9%	36.8%	50.4%	20.9%	24.8%	20.9%	39.5%	16.7%	41.2%	23.5%	31.0%	28.8%	34.4%	25.8%
SIGMA	1014	492	522	292	358	364	268	215	171	68	217	235	240	47	176	65	190	141	199	268	406	135	167	246	326	877	87	50
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	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 24
Q11H. Which party do you trust most on each of the following issues?
The cost of living
Base : All Respondents

	Gender		Age			2010 Vote					Voting Intention						SEG				Region7								
	Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	Did not vote	CON	LAB	LD	UKIP	OTHER	Undecided	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales		
Unweighted Total	1014	477	537	226	390	398	277	202	153	90	217	253	227	54	173	75	171	149	235	282	348	96	169	272	350	890	77	47	
Weighted Total	1014	492	522	292	358	364	268	215	171	68	217	235	240	47	176	65	190	141	199	268	406	135	167	246	326	877	87	50	
Labour	316	166	150	95	135	87	30	131	64	17	64	22	186	14	24	20	48	53	57	77	129	53	50	96	71	272	24	21	
	31.2%	33.7%	28.8%	32.5%	37.6%	23.9%	11.1%	61.0%	37.4%	24.6%	29.6%	9.4%	77.5%	29.0%	13.6%	31.4%	25.1%	37.7%	28.9%	28.7%	31.8%	39.5%	30.1%	39.2%	21.7%	31.0%	27.5%	41.0%	
Conservative	242	136	106	54	80	108	155	10	35	7	27	170	5	7	33	8	18	32	59	86	65	34	42	52	94	223	11	8	
	23.9%	27.7%	20.2%	18.5%	22.4%	29.6%	57.8%	4.7%	20.6%	10.1%	12.4%	72.3%	2.0%	15.7%	18.9%	11.8%	9.4%	22.9%	29.8%	31.9%	16.0%	25.4%	25.2%	21.3%	28.8%	25.4%	13.1%	15.6%	
Liberal Democrat	67	38	29	36	16	15	9	11	22	2	18	10	8	23	3	1	19	21	19	15	12	8	8	8	37	61	4	3	
	6.6%	7.8%	5.5%	12.4%	4.4%	4.1%	3.5%	5.2%	12.7%	2.6%	8.2%	4.3%	3.5%	47.8%	1.4%	2.1%	10.2%	15.1%	9.6%	5.5%	3.0%	5.8%	4.7%	3.2%	11.4%	6.9%	4.5%	5.1%	
UKIP	79	39	40	17	22	40	22	5	11	16	17	2	-	-	63	1	9	2	9	21	47	10	22	27	16	75	2	2	
	7.8%	7.9%	7.7%	5.8%	6.2%	11.0%	8.3%	2.2%	6.5%	23.5%	7.9%	1.0%	-	-	36.0%	2.0%	4.5%	1.7%	4.6%	7.8%	11.6%	7.4%	13.1%	10.9%	5.0%	8.6%	2.5%	4.1%	
Don't know	309	113	196	89	105	114	52	58	39	27	91	31	41	4	53	34	97	32	54	70	153	30	45	63	107	246	46	17	
	30.5%	22.9%	37.7%	30.7%	29.4%	31.4%	19.3%	26.9%	22.8%	39.2%	41.9%	13.1%	16.9%	7.5%	30.1%	52.7%	50.8%	22.7%	27.2%	26.2%	37.7%	22.0%	26.9%	25.5%	33.0%	28.1%	52.3%	34.2%	
SIGMA	1014	492	522	292	358	364	268	215	171	68	217	235	240	47	176	65	190	141	199	268	406	135	167	246	326	877	87	50	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	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
Q11I. Which party do you trust most on each of the following issues?
Pensions & retirement
Base : All Respondents

	Gender		Age			2010 Vote					Voting Intention						SEG				Region7							
	Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	Did not vote	CON	LAB	LD	UKIP	OTHER	Undecided	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales	
Unweighted Total	1014	477	537	226	390	398	277	202	153	90	217	253	227	54	173	75	171	149	235	282	348	96	169	272	350	890	77	47
Weighted Total	1014	492	522	292	358	364	268	215	171	68	217	235	240	47	176	65	190	141	199	268	406	135	167	246	326	877	87	50
Labour	284	158	126	94	98	92	22	132	47	13	60	17	179	7	25	15	37	40	44	79	121	41	35	100	61	238	23	23
	28.0%	32.1%	24.1%	32.3%	27.4%	25.1%	8.2%	61.6%	27.6%	19.4%	27.6%	7.3%	74.7%	14.4%	14.4%	22.6%	19.7%	28.6%	22.1%	29.3%	29.9%	30.4%	20.7%	40.6%	18.8%	27.1%	26.6%	45.8%
Conservative	234	128	106	58	79	97	147	19	32	7	25	155	16	5	29	9	17	40	50	78	66	34	38	46	92	211	16	8
	23.1%	26.0%	20.4%	19.9%	22.1%	26.7%	54.8%	8.6%	18.6%	10.6%	11.3%	65.9%	6.8%	11.4%	16.6%	13.9%	9.2%	28.3%	25.3%	29.0%	16.3%	25.5%	22.6%	18.9%	28.3%	24.0%	18.2%	15.9%
Liberal Democrat	84	45	38	25	33	26	14	11	38	7	8	10	14	29	9	8	13	20	26	19	19	23	12	15	24	74	5	4
	8.2%	9.2%	7.4%	8.6%	9.2%	7.1%	5.3%	5.1%	21.9%	10.3%	3.8%	4.2%	5.9%	61.8%	5.0%	11.6%	6.8%	14.0%	13.3%	6.9%	4.6%	16.7%	7.3%	6.3%	7.4%	8.5%	6.1%	7.9%
UKIP	73	35	38	16	24	33	18	10	7	19	13	6	-	1	57	1	2	6	13	21	33	16	18	14	22	69	2	1
	7.2%	7.0%	7.3%	5.3%	6.7%	9.1%	6.6%	4.6%	4.2%	28.4%	5.9%	2.7%	-	3.0%	32.6%	1.1%	1.3%	4.3%	6.6%	7.7%	8.1%	11.6%	10.6%	5.8%	6.6%	7.9%	2.5%	2.9%
Don't know	339	126	213	99	124	116	67	43	47	21	111	47	30	4	55	33	120	35	65	73	166	21	65	70	127	285	40	14
	33.4%	25.6%	40.8%	33.9%	34.6%	32.0%	25.2%	20.2%	27.7%	31.3%	51.4%	19.8%	12.5%	9.4%	31.4%	50.7%	63.1%	24.9%	32.7%	27.1%	41.0%	15.7%	38.8%	28.5%	38.9%	32.5%	46.6%	27.5%
SIGMA	1014	492	522	292	358	364	268	215	171	68	217	235	240	47	176	65	190	141	199	268	406	135	167	246	326	877	87	50
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	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 26
Q11J. Which party do you trust most on each of the following issues?
Housing
Base : All Respondents

	Total	Gender		Age			2010 Vote					Voting Intention					SEG				Region7							
		Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	Did not vote	CON	LAB	LD	UKIP	OTHER	Undecided	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales
Unweighted Total	1014	477	537	226	390	398	277	202	153	90	217	253	227	54	173	75	171	149	235	282	348	96	169	272	350	890	77	47
Weighted Total	1014	492	522	292	358	364	268	215	171	68	217	235	240	47	176	65	190	141	199	268	406	135	167	246	326	877	87	50
Labour	318	177	140	97	133	87	43	137	60	16	53	26	184	13	28	19	44	55	58	79	126	51	41	96	75	263	33	21
	31.3%	36.0%	26.9%	33.3%	37.3%	23.9%	16.2%	63.7%	34.8%	23.2%	24.3%	11.2%	76.9%	26.5%	16.0%	29.5%	23.1%	39.0%	28.9%	29.4%	31.1%	37.5%	24.6%	38.9%	23.0%	30.0%	38.1%	42.5%
Conservative	213	120	93	62	65	87	124	6	25	12	38	138	8	4	24	10	27	32	51	72	58	27	37	44	87	196	12	5
	21.0%	24.4%	17.8%	21.1%	18.1%	23.8%	46.4%	2.8%	14.4%	17.2%	17.7%	58.9%	3.3%	9.3%	13.7%	15.8%	14.3%	22.6%	25.8%	26.9%	14.2%	20.0%	22.1%	18.0%	26.8%	22.3%	14.0%	10.4%
Liberal Democrat	88	38	50	33	28	27	13	12	39	2	20	20	17	24	6	3	18	15	24	20	30	14	6	24	31	74	5	9
	8.7%	7.6%	9.7%	11.3%	7.9%	7.3%	4.7%	5.4%	22.9%	2.3%	9.2%	8.4%	6.9%	50.0%	3.2%	4.3%	9.5%	10.4%	11.9%	7.4%	7.3%	10.2%	3.3%	9.8%	9.5%	8.5%	5.2%	18.0%
UKIP	73	39	34	17	23	33	19	9	9	18	13	3	3	1	58	2	2	5	12	18	38	15	20	14	19	68	3	2
	7.2%	7.9%	6.6%	5.8%	6.4%	9.1%	7.2%	4.3%	5.2%	26.9%	6.1%	1.1%	1.4%	3.0%	32.9%	3.2%	1.1%	3.4%	6.0%	6.7%	9.5%	11.1%	12.0%	5.8%	5.7%	7.8%	2.9%	4.9%
Don't know	322	119	203	83	109	131	68	51	39	21	93	48	28	5	60	31	99	35	54	79	154	29	63	68	114	275	35	12
	31.8%	24.1%	39.0%	28.4%	30.4%	35.9%	25.5%	23.8%	22.7%	30.4%	42.7%	20.3%	11.5%	11.2%	34.3%	47.3%	52.1%	24.7%	27.3%	29.6%	37.9%	21.2%	38.0%	27.5%	34.9%	31.4%	39.9%	24.2%
SIGMA	1014	492	522	292	358	364	268	215	171	68	217	235	240	47	176	65	190	141	199	268	406	135	167	246	326	877	87	50
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	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 27
Q12. Please choose who you think this person is?
David Cameron
Base : All Respondents

	Gender		Age			2010 Vote					Voting Intention						SEG				Region7							
	Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	Did not vote	CON	LAB	LD	UKIP	OTHER	Undecided	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales	
Unweighted Total	1014	477	537	226	390	398	277	202	153	90	217	253	227	54	173	75	171	149	235	282	348	96	169	272	350	890	77	47
Weighted Total	1014	492	522	292	358	364	268	215	171	68	217	235	240	47	176	65	190	141	199	268	406	135	167	246	326	877	87	50
David Cameron	948	460	488	252	343	354	263	202	164	66	191	223	219	45	175	62	168	134	180	251	384	124	158	229	299	813	84	50
	93.5%	93.4%	93.6%	86.2%	95.7%	97.1%	98.1%	93.8%	95.9%	96.8%	88.2%	94.8%	91.5%	94.5%	99.4%	95.8%	88.4%	94.5%	90.3%	93.4%	94.7%	92.0%	94.6%	93.0%	91.9%	92.8%	97.2%	99.5%
Ed Miliband	8	2	6	4	2	2	-	4	*	-	*	*	4	-	*	-	1	4	*	1	3	4	2	1	*	8	-	-
	0.8%	0.4%	1.1%	1.5%	0.5%	0.5%	-	1.6%	0.2%	-	0.1%	0.2%	1.8%	-	0.2%	-	0.6%	2.5%	0.2%	0.3%	0.7%	2.6%	1.4%	0.6%	0.1%	0.9%	-	-
Nick Clegg	8	4	3	5	1	2	-	4	*	-	*	-	4	-	-	*	1	-	-	*	7	-	-	5	2	7	-	*
	0.8%	0.9%	0.6%	1.6%	0.2%	0.6%	-	2.1%	0.1%	0.4%	1.1%	-	1.9%	-	-	0.4%	0.4%	-	-	0.1%	1.8%	-	-	2.1%	0.7%	0.9%	-	0.5%
David Miliband	4	2	2	-	3	1	1	*	2	-	1	2	1	1	-	-	*	1	1	1	1	1	1	*	2	4	*	-
	0.4%	0.3%	0.4%	-	0.8%	0.3%	0.3%	0.1%	1.1%	-	0.3%	0.7%	0.4%	2.5%	-	-	0.1%	0.9%	0.3%	0.5%	0.2%	0.6%	0.5%	0.1%	0.6%	0.4%	0.3%	-
Danny Alexander	5	-	5	1	-	5	1	-	-	-	-	1	-	-	-	-	5	-	-	-	5	-	1	5	-	5	-	-
	0.5%	-	1.1%	0.3%	-	1.3%	0.3%	-	-	-	-	0.4%	-	-	-	-	2.4%	-	-	-	1.4%	-	0.5%	1.9%	-	0.6%	-	-
Philip Hammond	2	1	2	-	2	-	1	2	-	-	-	1	-	-	-	-	2	-	1	2	-	2	-	1	-	2	-	-
	0.2%	0.1%	0.3%	-	0.7%	-	0.2%	0.8%	-	-	-	0.3%	-	-	-	-	0.9%	-	0.3%	0.6%	-	1.3%	-	0.3%	-	0.3%	-	-
Nigel Farage	3	3	1	-	3	-	1	-	3	-	-	3	-	-	-	-	-	-	1	3	-	-	-	-	3	3	-	-
	0.3%	0.6%	0.1%	-	0.9%	-	0.2%	-	1.6%	-	-	1.4%	-	-	-	-	-	-	0.3%	1.0%	-	-	-	-	1.0%	0.4%	-	-
Douglas Carswell	*	*	-	-	*	-	-	-	-	-	*	*	*	-	-	-	-	-	-	*	-	-	-	*	-	*	-	-
	*	*	-	-	0.1%	-	-	-	-	-	0.1%	-	0.1%	-	-	-	-	-	-	0.1%	-	-	-	0.1%	-	*	-	-
Don't know	35	21	15	30	4	1	2	3	2	2	22	5	11	1	1	2	14	3	17	11	5	5	5	18	33	2	-	
	3.5%	4.2%	2.8%	10.4%	1.2%	0.2%	0.9%	1.5%	1.0%	2.9%	10.1%	2.3%	4.4%	3.0%	0.4%	3.8%	7.1%	2.2%	8.5%	3.9%	1.2%	3.5%	3.0%	1.9%	5.7%	3.8%	2.6%	-
SIGMA	1014	492	522	292	358	364	268	215	171	68	217	235	240	47	176	65	190	141	199	268	406	135	167	246	326	877	87	50
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	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 28
Q13. Please choose who you think this person is?
Ed Miliband
Base : All Respondents

	Gender		Age			2010 Vote					Voting Intention						SEG				Region7								
	Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	Did not vote	CON	LAB	LD	UKIP	OTHER	Undecided	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales		
Unweighted Total	1014	477	537	226	390	398	277	202	153	90	217	253	227	54	173	75	171	149	235	282	348	96	169	272	350	890	77	47	
Weighted Total	1014	492	522	292	358	364	268	215	171	68	217	235	240	47	176	65	190	141	199	268	406	135	167	246	326	877	87	50	
David Cameron	1	*	*	-	*	*	*	-	-	-	*	*	*	-	-	-	-	-	*	*	-	-	-	-	1	1	-	-	
	0.1%	*	0.1%	-	0.1%	*	0.1%	-	-	-	0.2%	0.1%	0.2%	-	-	-	-	-	0.2%	0.1%	-	-	-	-	0.2%	0.1%	-	-	
Ed Miliband	785	381	403	196	297	292	235	171	141	52	138	204	193	39	134	53	130	123	154	214	294	110	129	205	237	685	62	38	
	77.4%	77.4%	77.3%	67.1%	83.0%	80.1%	87.6%	79.3%	82.3%	76.6%	63.8%	86.9%	80.6%	83.2%	76.1%	81.4%	68.4%	86.8%	77.5%	79.8%	72.4%	82.0%	77.0%	83.5%	72.8%	78.1%	71.7%	74.5%	
Nick Clegg	20	6	13	13	1	5	1	9	-	-	4	3	8	-	1	1	4	4	1	6	9	5	4	5	5	19	-	1	
	1.9%	1.3%	2.6%	4.5%	0.4%	1.4%	0.4%	4.3%	-	-	2.0%	1.2%	3.2%	-	0.8%	1.4%	2.0%	2.8%	0.4%	2.1%	2.2%	3.7%	2.3%	2.0%	1.6%	2.1%	-	1.4%	
David Miliband	92	55	36	13	31	48	24	24	17	11	8	18	15	5	21	9	24	5	14	25	48	9	15	18	32	74	17	1	
	9.0%	11.3%	7.0%	4.3%	8.8%	13.1%	9.0%	11.0%	10.2%	16.7%	3.8%	7.7%	6.1%	10.1%	11.8%	13.4%	12.4%	3.4%	7.2%	9.4%	11.7%	6.3%	9.0%	7.5%	9.9%	8.5%	19.0%	1.8%	
Philip Hammond	2	-	2	2	-	-	-	-	2	-	-	2	-	-	-	-	-	-	-	-	2	-	2	-	-	2	-	-	
	0.2%	-	0.3%	0.6%	-	-	-	-	1.0%	-	-	0.7%	-	-	-	-	-	-	-	-	0.4%	-	1.0%	-	-	0.2%	-	-	
Nigel Farage	10	*	9	4	*	5	2	-	5	-	2	4	5	-	*	-	*	-	-	1	8	2	6	*	*	9	*	-	
	1.0%	0.1%	1.8%	1.4%	0.1%	1.5%	0.9%	-	3.0%	-	0.8%	1.6%	2.1%	-	0.2%	-	0.2%	-	-	0.5%	2.1%	1.7%	3.8%	0.2%	0.1%	1.1%	0.5%	-	
Don't know	106	49	57	65	27	14	5	12	6	5	64	4	19	3	19	2	32	10	29	22	45	9	12	17	50	87	8	11	
	10.5%	9.9%	11.0%	22.2%	7.6%	3.9%	2.0%	5.4%	3.6%	6.7%	29.4%	1.9%	7.8%	6.7%	11.0%	3.8%	17.0%	7.1%	14.6%	8.1%	11.2%	6.4%	7.0%	6.9%	15.4%	10.0%	8.9%	22.2%	
SIGMA	1014	492	522	292	358	364	268	215	171	68	217	235	240	47	176	65	190	141	199	268	406	135	167	246	326	877	87	50	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	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 29
Q14. Please choose who you think this person is?
Nick Clegg
Base : All Respondents

	Gender		Age			2010 Vote					Voting Intention						SEG				Region7							
	Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	Did not vote	CON	LAB	LD	UKIP	OTHER	Undecided	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales	
Unweighted Total	1014	477	537	226	390	398	277	202	153	90	217	253	227	54	173	75	171	149	235	282	348	96	169	272	350	890	77	47
Weighted Total	1014	492	522	292	358	364	268	215	171	68	217	235	240	47	176	65	190	141	199	268	406	135	167	246	326	877	87	50
David Cameron	9	5	4	5	2	2	-	4	-	-	5	3	-	-	2	-	3	3	1	2	2	2	-	2	6	9	-	-
	0.9%	1.0%	0.8%	1.6%	0.6%	0.7%	-	2.0%	-	-	2.3%	1.3%	-	-	1.4%	-	1.8%	2.2%	0.7%	0.8%	0.6%	1.3%	-	0.7%	1.8%	1.0%	-	-
Ed Miliband	18	8	10	10	4	4	7	2	1	2	6	5	6	-	4	1	2	4	2	7	5	4	4	2	6	16	2	-
	1.8%	1.7%	1.9%	3.5%	1.1%	1.2%	2.5%	1.1%	0.4%	2.9%	3.0%	2.3%	2.6%	-	2.3%	0.9%	1.2%	2.7%	1.1%	2.6%	1.3%	3.2%	2.3%	0.7%	1.9%	1.8%	2.5%	-
Nick Clegg	745	402	343	168	284	293	234	160	145	55	117	195	178	32	134	55	120	106	148	221	270	95	123	189	230	641	72	33
	73.5%	81.7%	65.7%	57.6%	79.3%	80.5%	87.3%	74.5%	84.6%	81.1%	53.8%	83.0%	74.2%	66.9%	76.2%	85.0%	63.1%	74.6%	74.6%	82.4%	66.6%	70.7%	73.9%	76.7%	70.6%	73.1%	82.3%	65.1%
David Miliband	18	2	16	-	3	15	8	6	2	1	*	9	-	1	1	-	6	1	1	1	14	2	8	-	8	18	-	-
	1.8%	0.3%	3.1%	-	0.8%	4.2%	3.0%	3.0%	1.3%	1.1%	0.2%	3.9%	-	2.5%	0.4%	-	3.3%	0.9%	0.5%	0.5%	3.5%	1.6%	4.7%	-	2.4%	2.1%	-	-
Danny Alexander	*	*	-	-	*	*	-	-	-	-	*	-	*	-	-	-	*	-	-	*	*	-	-	*	-	*	-	-
	*	0.1%	-	-	0.1%	*	-	-	-	-	0.2%	-	0.1%	-	-	-	0.1%	-	-	0.1%	*	-	-	0.1%	-	*	-	-
Philip Hammond	6	4	2	3	2	*	1	-	-	-	2	1	1	-	-	-	1	-	2	3	1	-	-	1	1	2	3	1
	0.6%	0.8%	0.4%	1.1%	0.7%	0.1%	0.4%	-	-	-	0.7%	0.5%	0.3%	-	-	-	0.5%	-	0.9%	1.2%	0.3%	-	-	0.3%	0.3%	0.2%	3.6%	1.8%
Nigel Farage	5	2	3	2	2	1	-	2	-	-	2	-	4	-	-	-	-	2	*	2	1	2	2	*	*	4	*	-
	0.5%	0.3%	0.6%	0.7%	0.5%	0.2%	-	1.0%	-	-	1.1%	-	1.6%	-	-	-	-	1.5%	0.1%	0.7%	0.1%	1.6%	0.9%	0.2%	0.1%	0.5%	0.3%	-
Douglas Carswell	8	4	4	3	1	4	-	3	-	-	4	-	6	-	1	*	-	2	*	1	4	2	4	1	1	7	-	*
	0.7%	0.8%	0.7%	0.9%	0.2%	1.2%	-	1.3%	-	-	1.8%	-	2.3%	-	0.6%	0.4%	-	1.3%	0.1%	0.4%	1.1%	1.4%	2.4%	0.3%	0.2%	0.8%	-	0.5%
Don't know	205	66	139	101	60	44	18	37	24	10	80	21	45	14	33	9	57	24	44	31	107	27	26	52	73	179	10	16
	20.2%	13.4%	26.7%	34.7%	16.8%	12.0%	6.6%	17.1%	13.7%	14.9%	37.0%	9.0%	18.9%	30.6%	19.0%	13.8%	30.1%	16.9%	22.0%	11.4%	26.4%	20.3%	15.7%	21.0%	22.5%	20.4%	11.4%	32.6%
SIGMA	1014	492	522	292	358	364	268	215	171	68	217	235	240	47	176	65	190	141	199	268	406	135	167	246	326	877	87	50
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	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 30
Q15. Please choose who you think this person is?
Nigel Farage
Base : All Respondents

	Gender		Age			2010 Vote					Voting Intention						SEG				Region7							
	Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	Did not vote	CON	LAB	LD	UKIP	OTHER	Undecided	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales	
Unweighted Total	1014	477	537	226	390	398	277	202	153	90	217	253	227	54	173	75	171	149	235	282	348	96	169	272	350	890	77	47
Weighted Total	1014	492	522	292	358	364	268	215	171	68	217	235	240	47	176	65	190	141	199	268	406	135	167	246	326	877	87	50
David Cameron	3	-	3	2	-	*	2	-	*	-	-	2	*	-	-	-	-	-	*	-	2	2	-	-	*	3	-	-
	0.3%	-	0.5%	0.8%	-	0.1%	0.8%	-	0.2%	-	-	1.0%	0.2%	-	-	-	-	-	0.2%	-	0.6%	1.7%	-	-	0.1%	0.3%	-	-
Ed Miliband	6	-	6	5	-	2	-	2	-	-	3	2	2	-	*	-	2	-	-	3	3	-	2	3	-	6	*	-
	0.6%	-	1.2%	1.6%	-	0.4%	-	0.9%	-	-	1.3%	0.8%	0.6%	-	0.2%	-	0.8%	-	-	1.3%	0.7%	-	1.5%	1.4%	-	0.7%	0.5%	-
Nick Clegg	4	1	3	2	2	*	-	-	2	2	2	1	*	-	2	1	-	-	1	2	1	1	1	*	2	4	-	-
	0.4%	0.2%	0.5%	0.6%	0.5%	0.1%	0.1%	-	-	2.6%	0.9%	0.5%	0.1%	-	1.0%	1.4%	-	-	0.4%	0.7%	0.3%	0.6%	0.7%	0.1%	0.6%	0.5%	-	-
David Miliband	2	1	2	2	1	-	-	*	-	-	2	-	*	1	1	-	*	-	-	*	2	-	2	-	-	2	1	-
	0.2%	0.1%	0.3%	0.6%	0.2%	-	-	0.2%	-	-	0.7%	-	0.1%	1.3%	0.5%	-	0.2%	-	-	0.1%	0.5%	-	1.0%	-	-	0.2%	0.7%	-
Danny Alexander	*	-	*	-	-	*	-	*	-	-	-	*	-	-	-	-	-	-	-	-	*	-	*	-	-	*	-	-
	*	-	0.1%	-	-	0.1%	-	0.2%	-	-	-	0.2%	-	-	-	-	-	-	-	-	0.1%	-	0.2%	-	-	*	-	-
Philip Hammond	4	1	3	3	1	-	-	1	2	-	2	-	1	2	-	-	2	-	1	-	3	-	*	4	-	4	-	-
	0.4%	0.3%	0.5%	1.1%	0.3%	-	-	0.3%	1.0%	-	0.8%	-	0.3%	3.7%	-	-	0.9%	-	0.7%	-	0.7%	-	0.3%	1.5%	-	0.5%	-	-
Nigel Farage	785	425	360	175	307	303	237	176	157	60	118	202	188	36	153	58	125	117	154	227	286	108	121	194	249	675	71	39
	77.4%	86.3%	69.0%	59.9%	85.7%	83.2%	88.6%	81.7%	91.6%	88.1%	54.2%	86.1%	78.4%	75.7%	87.2%	89.4%	65.8%	83.1%	77.7%	84.5%	70.5%	80.3%	72.6%	78.8%	76.5%	77.0%	81.5%	77.8%
Douglas Carswell	13	12	2	13	-	-	-	2	2	-	10	2	2	-	-	-	10	2	10	-	2	2	2	-	10	13	-	-
	1.3%	2.4%	0.3%	4.5%	-	-	-	0.9%	1.0%	-	4.4%	0.7%	0.8%	-	-	-	5.0%	1.4%	4.8%	-	0.4%	1.5%	1.0%	-	3.0%	1.5%	-	-
Don't know	196	53	143	90	47	58	28	34	11	6	82	25	47	9	19	6	52	22	32	36	106	21	38	45	65	170	15	11
	19.3%	10.7%	27.5%	30.9%	13.3%	16.0%	10.5%	15.9%	6.2%	9.4%	37.6%	10.8%	19.5%	19.3%	11.1%	9.3%	27.2%	15.5%	16.1%	13.4%	26.2%	15.9%	22.7%	18.2%	19.8%	19.4%	17.3%	22.2%
SIGMA	1014	492	522	292	358	364	268	215	171	68	217	235	240	47	176	65	190	141	199	268	406	135	167	246	326	877	87	50
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	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 31
Q16. Please choose who you think this person is?
Natalie Bennett
Base : All Respondents

	Gender		Age			2010 Vote					Voting Intention						SEG				Region7							
	Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	Did not vote	CON	LAB	LD	UKIP	OTHER	Undecided	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales	
Unweighted Total	1014	477	537	226	390	398	277	202	153	90	217	253	227	54	173	75	171	149	235	282	348	96	169	272	350	890	77	47
Weighted Total	1014	492	522	292	358	364	268	215	171	68	217	235	240	47	176	65	190	141	199	268	406	135	167	246	326	877	87	50
Natalie Bennett	71	48	23	11	25	34	24	21	11	4	8	10	20	*	23	6	11	10	18	15	28	8	29	8	23	69	1	1
	7.0%	9.7%	4.5%	3.9%	7.1%	9.3%	9.0%	9.7%	6.5%	5.2%	3.5%	4.3%	8.5%	0.6%	12.8%	8.8%	5.6%	7.0%	9.1%	5.7%	6.8%	6.2%	17.2%	3.4%	7.1%	7.8%	1.4%	2.0%
Caroline Lucas	20	10	10	7	5	8	9	3	4	-	2	11	4	1	1	2	1	5	2	8	5	-	2	5	10	17	2	-
	1.9%	2.0%	1.9%	2.6%	1.3%	2.1%	3.5%	1.4%	2.5%	-	1.1%	4.5%	1.8%	2.5%	0.3%	3.6%	0.3%	3.5%	1.2%	2.9%	1.1%	-	1.4%	1.9%	3.1%	2.0%	2.7%	-
Harriet Harman	7	4	3	2	5	*	3	3	-	*	*	1	2	-	1	-	1	-	2	3	2	-	1	2	3	7	-	-
	0.6%	0.8%	0.5%	0.6%	1.3%	0.1%	1.2%	1.3%	-	0.3%	0.2%	0.6%	1.0%	-	0.7%	-	0.8%	-	0.8%	1.1%	0.5%	-	0.6%	1.0%	1.0%	0.8%	-	-
Leanne Wood	6	4	2	2	3	1	2	3	1	-	*	2	3	-	*	1	1	3	1	3	-	2	-	3	-	5	-	2
	0.6%	0.8%	0.5%	0.7%	0.9%	0.3%	0.7%	1.4%	0.6%	-	0.1%	0.7%	1.1%	-	0.1%	1.2%	0.5%	1.8%	0.4%	1.1%	-	1.5%	-	1.1%	-	0.5%	-	3.2%
Nicola Sturgeon	6	2	4	2	3	*	1	2	-	*	-	1	4	-	-	1	-	1	2	2	-	3	*	2	1	6	-	-
	0.5%	0.3%	0.8%	0.6%	0.9%	0.1%	0.5%	1.1%	-	0.2%	-	0.6%	1.5%	-	-	1.0%	-	0.9%	1.2%	0.7%	-	2.0%	0.2%	0.8%	0.2%	0.6%	-	-
Theresa May	18	6	12	7	6	5	3	2	4	1	2	2	6	2	2	-	6	2	4	6	6	3	2	3	8	16	3	-
	1.8%	1.3%	2.3%	2.4%	1.8%	1.4%	1.0%	0.8%	2.3%	1.4%	0.8%	0.9%	2.5%	4.7%	1.0%	-	3.3%	1.7%	1.8%	2.4%	1.5%	4.7%	1.2%	1.0%	2.6%	1.8%	3.2%	-
Diane Abbott	16	13	3	12	1	3	3	2	*	-	10	4	-	2	*	-	10	2	10	*	4	2	3	1	10	16	-	-
	1.6%	2.6%	0.6%	4.1%	0.1%	0.9%	1.2%	1.1%	0.1%	-	4.4%	1.5%	-	4.0%	0.1%	-	5.0%	1.7%	4.8%	0.1%	0.9%	1.4%	1.9%	0.5%	3.0%	1.8%	-	-
Sarah Teather	9	5	4	-	3	5	5	1	*	2	1	4	1	*	2	2	-	3	2	3	1	*	3	2	1	6	1	2
	0.9%	1.1%	0.7%	-	0.9%	1.5%	1.8%	0.5%	0.2%	2.4%	0.3%	1.6%	0.4%	0.7%	0.9%	3.3%	-	2.0%	1.0%	1.2%	0.2%	0.3%	1.8%	1.0%	0.2%	0.7%	0.8%	3.7%
Don't know	862	402	461	248	307	307	217	178	150	61	195	200	200	41	148	54	161	115	158	228	361	117	127	220	270	736	80	46
	85.0%	81.5%	88.3%	85.0%	85.7%	84.4%	81.1%	82.7%	87.8%	90.5%	89.6%	85.2%	83.2%	87.5%	84.1%	82.2%	84.5%	81.4%	79.7%	84.9%	89.0%	86.5%	75.8%	89.4%	82.9%	84.0%	92.0%	91.1%
SIGMA	1014	492	522	292	358	364	268	215	171	68	217	235	240	47	176	65	190	141	199	268	406	135	167	246	326	877	87	50
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	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 32
Q17. Please choose who you think this person is?
Nicola Sturgeon
Base : All Respondents

	Gender		Age			2010 Vote					Voting Intention						SEG				Region7							
	Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	Did not vote	CON	LAB	LD	UKIP	OTHER	Undecided	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales	
Unweighted Total	1014	477	537	226	390	398	277	202	153	90	217	253	227	54	173	75	171	149	235	282	348	96	169	272	350	890	77	47
Weighted Total	1014	492	522	292	358	364	268	215	171	68	217	235	240	47	176	65	190	141	199	268	406	135	167	246	326	877	87	50
Natalie Bennett	10	2	7	3	2	4	3	3	-	-	3	3	1	2	*	1	2	3	2	1	4	2	1	3	4	10	-	-
	1.0%	0.5%	1.4%	1.0%	0.6%	1.2%	1.2%	1.2%	-	-	1.5%	1.3%	0.3%	4.0%	0.1%	1.0%	1.3%	2.0%	0.9%	0.4%	1.0%	1.8%	0.5%	1.1%	1.2%	1.1%	-	-
Caroline Lucas	7	3	4	-	3	4	2	1	*	*	3	2	2	*	3	-	-	1	1	2	4	-	1	2	3	6	-	*
	0.7%	0.5%	0.8%	-	0.9%	1.0%	0.6%	0.6%	0.2%	0.6%	1.4%	0.8%	0.7%	0.6%	1.8%	-	-	0.5%	0.4%	0.7%	0.9%	-	0.4%	1.0%	1.0%	0.7%	-	0.8%
Harriet Harman	26	13	13	7	11	9	7	4	3	1	8	6	6	-	5	*	5	4	4	6	12	9	7	2	7	26	-	1
	2.6%	2.6%	2.6%	2.4%	3.0%	2.4%	2.6%	2.0%	2.0%	1.8%	3.7%	2.7%	2.7%	-	3.0%	0.7%	2.5%	3.2%	2.0%	2.2%	2.9%	6.5%	4.4%	0.9%	2.3%	2.9%	-	1.1%
Leanne Wood	1	1	-	-	1	-	1	-	-	-	-	1	-	-	-	-	-	-	1	-	-	-	-	1	-	1	-	-
	0.1%	0.1%	-	-	0.2%	-	0.2%	-	-	-	-	0.3%	-	-	-	-	-	-	0.3%	-	-	-	-	0.3%	-	0.1%	-	-
Nicola Sturgeon	400	238	161	51	156	194	133	97	75	39	41	98	92	21	69	49	61	58	73	101	168	40	66	96	99	301	83	16
	39.4%	48.4%	30.9%	17.4%	43.4%	53.1%	49.5%	45.2%	44.0%	57.8%	19.0%	41.6%	38.5%	45.1%	39.0%	75.7%	32.0%	40.8%	36.5%	37.7%	41.4%	29.7%	39.5%	38.8%	30.4%	34.3%	95.5%	31.8%
Theresa May	22	9	13	6	8	7	5	4	2	5	4	5	4	1	6	1	3	4	2	9	6	3	3	9	6	21	-	1
	2.1%	1.9%	2.4%	2.2%	2.2%	2.0%	2.0%	2.1%	1.3%	7.8%	1.9%	2.0%	1.8%	2.5%	3.2%	2.0%	1.8%	3.0%	1.1%	3.5%	1.5%	2.5%	1.5%	3.6%	1.8%	2.4%	-	1.8%
Diane Abbott	3	2	2	1	3	-	2	1	-	-	-	2	1	-	1	-	-	-	*	2	1	-	1	*	1	3	-	-
	0.3%	0.4%	0.3%	0.2%	0.8%	-	0.6%	0.5%	-	-	-	0.7%	0.4%	-	0.4%	-	-	-	0.2%	0.8%	0.2%	-	0.8%	0.2%	0.4%	0.4%	-	-
Sarah Teather	12	4	8	7	4	1	1	7	2	1	*	5	4	1	2	1	-	2	2	4	4	2	2	3	4	12	*	-
	1.2%	0.8%	1.5%	2.5%	1.0%	0.2%	0.5%	3.2%	1.4%	1.6%	0.1%	2.0%	1.6%	1.6%	0.9%	1.1%	-	1.5%	1.1%	1.3%	1.0%	1.5%	1.1%	1.3%	1.4%	1.3%	0.3%	-
Don't know	534	221	313	217	171	146	114	97	87	21	157	114	129	22	91	13	119	69	114	143	207	78	86	130	200	498	4	33
	52.7%	44.9%	60.0%	74.3%	47.8%	40.1%	42.7%	45.2%	51.1%	30.4%	72.4%	48.7%	53.9%	46.1%	51.6%	19.5%	62.4%	49.1%	57.4%	53.4%	51.1%	58.0%	51.6%	52.9%	61.5%	56.8%	4.2%	64.4%
SIGMA	1014	492	522	292	358	364	268	215	171	68	217	235	240	47	176	65	190	141	199	268	406	135	167	246	326	877	87	50
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	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 33
Q18. Please choose who you think this person is?
Base : All Respondents
Leanne Wood

	Gender		Age			2010 Vote					Voting Intention						SEG				Region7							
	Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	Did not vote	CON	LAB	LD	UKIP	OTHER	Undecided	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales	
Unweighted Total	1014	477	537	226	390	398	277	202	153	90	217	253	227	54	173	75	171	149	235	282	348	96	169	272	350	890	77	47
Weighted Total	1014	492	522	292	358	364	268	215	171	68	217	235	240	47	176	65	190	141	199	268	406	135	167	246	326	877	87	50
Natalie Bennett	18	14	5	4	5	9	5	4	2	5	2	4	3	2	1	8	-	1	8	3	6	6	2	4	6	17	1	*
	1.8%	2.8%	0.9%	1.3%	1.5%	2.5%	1.7%	1.7%	1.4%	8.0%	1.0%	1.7%	1.3%	3.5%	0.7%	12.5%	-	0.6%	4.1%	1.1%	1.6%	4.4%	1.2%	1.5%	1.8%	2.0%	0.8%	0.8%
Caroline Lucas	25	19	6	14	4	8	8	2	3	2	10	3	3	2	5	*	12	6	11	6	2	4	3	4	13	24	1	*
	2.5%	3.9%	1.1%	4.7%	1.1%	2.1%	3.2%	1.2%	1.7%	2.4%	4.5%	1.2%	1.4%	4.2%	2.6%	0.4%	6.2%	4.4%	5.8%	2.2%	0.5%	3.1%	1.8%	1.5%	4.1%	2.7%	1.3%	0.6%
Harriet Harman	15	12	3	7	4	5	4	4	5	-	2	3	4	1	5	-	1	6	5	2	1	*	8	3	4	15	-	-
	1.5%	2.4%	0.6%	2.3%	1.0%	1.2%	1.4%	2.0%	2.7%	-	1.0%	1.3%	1.7%	2.2%	2.6%	-	0.5%	4.5%	2.4%	0.9%	0.3%	0.3%	4.5%	1.4%	1.1%	1.7%	-	-
Leanne Wood	34	22	12	14	8	13	10	10	4	3	7	13	9	-	7	6	1	4	9	16	5	3	2	6	13	24	4	7
	3.4%	4.6%	2.3%	4.8%	2.1%	3.5%	3.8%	4.7%	2.4%	4.3%	3.3%	5.4%	3.7%	-	3.8%	9.0%	0.3%	3.1%	4.5%	6.1%	1.2%	2.2%	1.3%	2.3%	3.9%	2.7%	4.5%	13.3%
Nicola Sturgeon	17	6	10	9	6	1	8	5	2	-	2	5	7	1	3	-	1	2	5	8	1	4	3	5	4	16	-	1
	1.6%	1.3%	2.0%	3.2%	1.6%	0.4%	2.8%	2.3%	1.3%	-	0.9%	2.0%	2.7%	2.0%	1.7%	-	0.8%	1.4%	2.6%	3.1%	0.3%	2.9%	1.7%	2.2%	1.2%	1.8%	-	1.6%
Theresa May	10	7	2	-	8	2	4	5	-	-	1	4	2	-	*	-	4	3	3	2	2	4	3	1	1	8	1	1
	1.0%	1.5%	0.5%	-	2.2%	0.5%	1.5%	2.1%	-	-	0.3%	1.7%	0.6%	-	0.1%	-	2.2%	1.9%	1.6%	0.7%	0.5%	2.7%	1.6%	0.3%	0.2%	0.9%	1.0%	2.5%
Diane Abbott	7	3	3	4	2	1	1	*	5	*	-	3	2	1	*	*	-	1	-	2	3	-	2	-	5	6	-	*
	0.7%	0.7%	0.6%	1.3%	0.6%	0.2%	0.5%	0.1%	2.9%	0.4%	-	1.2%	0.9%	2.5%	0.1%	0.4%	-	0.9%	-	0.9%	0.8%	-	1.1%	-	1.4%	0.7%	-	0.6%
Sarah Teather	8	6	3	*	7	1	1	5	1	1	-	1	3	-	1	-	3	1	1	5	2	1	2	1	2	6	-	3
	0.8%	1.1%	0.5%	0.1%	1.8%	0.4%	0.4%	2.1%	0.8%	1.1%	-	0.5%	1.4%	-	0.4%	-	1.6%	0.9%	0.3%	1.7%	0.4%	0.6%	1.4%	0.3%	0.6%	0.6%	-	5.1%
Don't know	880	403	477	240	315	325	227	180	149	57	193	200	207	41	155	51	168	116	156	224	383	113	143	223	279	761	80	38
	86.7%	81.7%	91.5%	82.3%	88.0%	89.1%	84.7%	83.8%	86.8%	83.7%	89.1%	85.0%	86.3%	85.6%	88.0%	77.7%	88.4%	82.3%	78.7%	83.3%	94.5%	84.0%	85.5%	90.6%	85.7%	86.8%	92.4%	75.5%
SIGMA	1014	492	522	292	358	364	268	215	171	68	217	235	240	47	176	65	190	141	199	268	406	135	167	246	326	877	87	50
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	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 34
Q19. Which of the following party leaders do you think would make the best Prime Minister?
Base : All Respondents

	Gender		Age			2010 Vote					Voting Intention						SEG				Region7							
	Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	Did not vote	CON	LAB	LD	UKIP	OTHER	Undecided	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales	
Unweighted Total	1014	477	537	226	390	398	277	202	153	90	217	253	227	54	173	75	171	149	235	282	348	96	169	272	350	890	77	47
Weighted Total	1014	492	522	292	358	364	268	215	171	68	217	235	240	47	176	65	190	141	199	268	406	135	167	246	326	877	87	50
Ed Miliband	181	92	89	53	69	59	18	95	31	8	25	10	139	5	8	7	10	32	31	43	75	30	30	58	35	152	15	13
	17.8%	18.7%	17.0%	18.1%	19.2%	16.2%	6.7%	44.2%	18.2%	11.1%	11.7%	4.5%	57.8%	10.6%	4.5%	11.1%	5.2%	22.8%	15.4%	16.0%	18.4%	22.4%	17.9%	23.5%	10.6%	17.4%	17.5%	26.0%
David Cameron	348	213	135	106	107	135	179	24	50	12	73	199	27	9	28	14	51	52	86	115	95	54	54	55	159	324	17	7
	34.3%	43.3%	25.8%	36.3%	30.0%	37.0%	66.8%	11.1%	29.1%	17.9%	33.4%	84.7%	11.3%	19.0%	16.1%	20.8%	26.5%	36.6%	43.3%	43.0%	23.4%	39.7%	32.5%	22.4%	48.9%	36.9%	20.1%	13.3%
Nick Clegg	47	20	27	22	20	5	2	3	27	4	9	2	8	26	4	2	5	12	14	8	12	6	4	8	18	35	4	8
	4.6%	4.0%	5.2%	7.5%	5.6%	1.3%	0.9%	1.2%	15.8%	5.7%	4.2%	0.8%	3.5%	54.3%	2.4%	2.6%	2.6%	8.5%	7.2%	3.0%	3.1%	4.1%	2.7%	3.0%	5.4%	4.0%	4.1%	15.7%
Nigel Farage	123	81	42	28	39	56	41	24	17	19	18	9	10	1	95	2	1	12	21	39	50	16	39	31	30	115	4	4
	12.1%	16.4%	8.1%	9.5%	10.8%	15.5%	15.2%	11.3%	10.0%	27.7%	8.2%	3.9%	4.3%	1.6%	54.2%	3.6%	0.8%	8.8%	10.8%	14.6%	12.3%	11.7%	23.2%	12.4%	9.1%	13.1%	4.4%	8.6%
Don't know	316	87	229	83	123	109	28	69	46	26	92	15	56	7	40	40	124	33	46	63	174	30	39	95	85	250	47	18
	31.1%	17.6%	43.9%	28.5%	34.4%	30.0%	10.3%	32.2%	26.9%	37.7%	42.5%	6.2%	23.1%	14.5%	22.9%	62.0%	65.0%	23.3%	23.3%	23.4%	42.8%	22.0%	23.6%	38.7%	26.0%	28.6%	53.9%	36.3%
SIGMA	1014	492	522	292	358	364	268	215	171	68	217	235	240	47	176	65	190	141	199	268	406	135	167	246	326	877	87	50
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	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 35
Q20. Which of the following party leaders would you most trust to pay you back if you lent them a tenner?
Base : All Respondents

	Gender		Age			2010 Vote					Voting Intention						SEG				Region7							
	Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	Did not vote	CON	LAB	LD	UKIP	OTHER	Undecided	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales	
Unweighted Total	1014	477	537	226	390	398	277	202	153	90	217	253	227	54	173	75	171	149	235	282	348	96	169	272	350	890	77	47
Weighted Total	1014	492	522	292	358	364	268	215	171	68	217	235	240	47	176	65	190	141	199	268	406	135	167	246	326	877	87	50
Ed Miliband	177	99	78	62	73	42	15	89	29	6	32	7	120	8	7	13	20	39	46	35	57	43	17	54	40	155	11	11
	17.4%	20.0%	15.0%	21.4%	20.3%	11.4%	5.4%	41.5%	17.2%	9.3%	14.9%	2.9%	49.9%	16.2%	4.2%	19.6%	10.7%	27.3%	23.1%	13.2%	14.0%	32.0%	10.2%	22.1%	12.4%	17.7%	12.2%	21.9%
David Cameron	250	131	119	81	88	80	139	21	21	5	52	156	25	4	18	8	28	34	59	81	76	33	40	40	111	224	14	12
	24.7%	26.7%	22.7%	27.9%	24.6%	22.1%	52.0%	9.9%	12.2%	7.0%	24.1%	66.5%	10.4%	8.1%	10.1%	11.5%	14.6%	23.9%	29.9%	30.2%	18.7%	24.5%	24.1%	16.2%	34.0%	25.6%	15.7%	24.4%
Nick Clegg	114	51	63	32	41	42	17	16	50	10	15	17	16	29	9	13	28	24	25	33	33	18	17	19	39	94	13	7
	11.2%	10.4%	12.0%	10.9%	11.3%	11.4%	6.3%	7.5%	29.3%	15.0%	7.1%	7.0%	6.8%	61.3%	5.2%	19.6%	14.7%	16.6%	12.5%	12.2%	8.1%	13.4%	10.3%	7.8%	12.0%	10.7%	15.5%	13.4%
Nigel Farage	152	101	51	23	55	74	38	35	29	25	19	13	28	3	88	8	7	10	17	57	67	12	40	52	33	136	12	4
	15.0%	20.5%	9.9%	7.7%	15.5%	20.3%	14.1%	16.5%	16.8%	37.3%	9.0%	5.3%	11.8%	6.0%	50.2%	12.1%	3.5%	7.2%	8.7%	21.3%	16.6%	8.9%	23.7%	21.3%	10.0%	15.6%	13.4%	8.0%
Don't know	321	111	211	94	101	127	59	53	42	21	98	43	51	4	53	24	108	35	51	62	173	29	53	80	103	268	38	16
	31.7%	22.4%	40.4%	32.1%	28.3%	34.8%	22.1%	24.7%	24.5%	31.3%	44.9%	18.3%	21.1%	8.4%	30.4%	37.1%	56.5%	25.1%	25.7%	23.1%	42.6%	21.3%	31.8%	32.5%	31.6%	30.5%	43.2%	32.4%
SIGMA	1014	492	522	292	358	364	268	215	171	68	217	235	240	47	176	65	190	141	199	268	406	135	167	246	326	877	87	50
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	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
Q21. Which of the following party leaders would you most like to invite to your house for dinner?
Base : All Respondents

	Gender		Age			2010 Vote					Voting Intention						SEG				Region7							
	Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	Did not vote	CON	LAB	LD	UKIP	OTHER	Undecided	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales	
Unweighted Total	1014	477	537	226	390	398	277	202	153	90	217	253	227	54	173	75	171	149	235	282	348	96	169	272	350	890	77	47
Weighted Total	1014	492	522	292	358	364	268	215	171	68	217	235	240	47	176	65	190	141	199	268	406	135	167	246	326	877	87	50
Ed Miliband	137	77	60	51	48	38	10	78	21	2	23	5	111	3	7	2	6	29	28	29	52	33	21	40	29	124	4	9
	13.5%	15.6%	11.5%	17.7%	13.3%	10.4%	3.6%	36.0%	12.6%	3.2%	10.6%	2.2%	46.5%	6.9%	4.2%	3.5%	3.2%	20.5%	14.1%	10.6%	12.7%	24.7%	12.6%	16.2%	8.9%	14.1%	4.6%	18.5%
David Cameron	205	105	99	74	68	63	110	12	21	5	51	124	22	8	15	5	27	32	45	58	69	26	27	33	95	181	9	15
	20.2%	21.4%	19.1%	25.3%	19.0%	17.3%	40.9%	5.7%	12.5%	7.0%	23.6%	52.7%	9.0%	17.1%	8.5%	7.8%	14.2%	22.8%	22.8%	21.8%	17.0%	19.3%	16.3%	13.5%	29.2%	20.7%	10.0%	29.5%
Nick Clegg	99	39	59	29	33	36	8	15	43	9	15	9	9	29	13	12	21	23	28	22	25	19	14	22	33	87	9	3
	9.7%	8.0%	11.3%	10.0%	9.3%	9.9%	3.0%	7.1%	25.1%	13.2%	7.1%	3.9%	3.6%	61.7%	7.4%	18.6%	11.0%	16.0%	14.3%	8.3%	6.2%	13.7%	8.6%	8.9%	10.0%	10.0%	9.8%	5.2%
Nigel Farage	267	160	107	37	114	117	86	59	60	25	29	50	49	4	113	9	39	27	44	92	104	35	53	83	68	238	20	9
	26.4%	32.5%	20.6%	12.5%	31.9%	32.0%	32.0%	27.2%	34.8%	37.1%	13.4%	21.3%	20.3%	8.0%	64.3%	13.1%	20.5%	19.2%	22.2%	34.2%	25.7%	25.7%	32.0%	33.6%	20.8%	27.2%	22.9%	17.7%
Don't know	306	111	195	101	95	111	55	51	26	27	98	47	50	3	28	37	97	30	53	67	156	22	51	69	101	246	46	15
	30.2%	22.5%	37.5%	34.5%	26.5%	30.4%	20.5%	23.9%	15.0%	39.5%	45.3%	19.8%	20.7%	6.3%	15.7%	57.0%	51.2%	21.4%	26.6%	25.1%	38.4%	16.5%	30.5%	27.9%	31.1%	28.0%	52.8%	29.1%
SIGMA	1014	492	522	292	358	364	268	215	171	68	217	235	240	47	176	65	190	141	199	268	406	135	167	246	326	877	87	50
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	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 37
Q22.Which of the following party leaders would be most likely to help with the washing up?
Base : All Respondents

	Gender		Age			2010 Vote					Voting Intention						SEG				Region7							
	Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	Did not vote	CON	LAB	LD	UKIP	OTHER	Undecided	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales	
Unweighted Total	1014	477	537	226	390	398	277	202	153	90	217	253	227	54	173	75	171	149	235	282	348	96	169	272	350	890	77	47
Weighted Total	1014	492	522	292	358	364	268	215	171	68	217	235	240	47	176	65	190	141	199	268	406	135	167	246	326	877	87	50
Ed Miliband	160	84	77	51	63	46	20	63	41	3	27	21	84	11	25	7	9	32	30	42	56	35	26	47	39	147	7	6
	15.8%	17.0%	14.7%	17.6%	17.5%	12.7%	7.4%	29.4%	23.8%	5.0%	12.4%	9.1%	35.1%	23.0%	14.1%	11.0%	4.8%	22.8%	14.9%	15.7%	13.9%	25.7%	15.4%	19.2%	12.0%	16.8%	8.4%	12.4%
David Cameron	176	95	81	49	59	68	90	19	17	10	32	101	24	5	7	12	22	28	24	59	66	17	32	27	80	156	16	4
	17.4%	19.3%	15.6%	16.9%	16.4%	18.7%	33.6%	8.8%	10.1%	14.2%	14.6%	43.2%	10.2%	9.5%	4.1%	18.7%	11.3%	19.8%	12.0%	21.8%	16.2%	12.7%	19.3%	10.8%	24.6%	17.8%	18.8%	7.7%
Nick Clegg	204	91	113	56	79	69	50	32	55	15	44	39	50	22	23	12	55	27	51	54	72	27	32	51	58	168	19	17
	20.1%	18.5%	21.6%	19.3%	21.9%	18.9%	18.6%	15.0%	32.3%	21.5%	20.3%	16.8%	20.6%	47.3%	12.9%	19.1%	28.7%	19.0%	25.6%	20.1%	17.8%	20.0%	19.3%	20.6%	17.8%	19.2%	22.0%	33.2%
Nigel Farage	153	84	69	37	59	58	45	43	23	17	21	25	29	6	71	5	12	12	33	50	59	24	30	45	38	138	7	8
	15.1%	17.1%	13.2%	12.5%	16.5%	15.8%	16.7%	20.1%	13.3%	24.4%	9.8%	10.7%	12.0%	12.4%	40.1%	7.1%	6.3%	8.2%	16.4%	18.7%	14.4%	17.9%	18.0%	18.3%	11.6%	15.7%	7.9%	16.4%
Don't know	320	139	182	98	99	123	64	58	35	24	93	47	53	4	50	29	93	43	62	64	153	32	47	77	111	268	37	15
	31.6%	28.2%	34.8%	33.6%	27.7%	33.8%	23.7%	26.7%	20.6%	34.9%	42.9%	20.2%	22.0%	7.8%	28.6%	44.0%	49.0%	30.2%	31.0%	23.7%	37.7%	23.7%	28.0%	31.1%	33.9%	30.5%	42.9%	30.4%
SIGMA	1014	492	522	292	358	364	268	215	171	68	217	235	240	47	176	65	190	141	199	268	406	135	167	246	326	877	87	50
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

General Election Poll I
Prepared on behalf of the Daily Mirror

26 Jan 2015

Table 38
Q23.Thinking about the past month, do you approve or disapprove of how David Cameron has been doing his job as Prime Minister?
Base : All Respondents

	Gender		Age			2010 Vote					Voting Intention					SEG				Region7									
	Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	Did not vote	CON	LAB	LD	UKIP	OTHER	Undecided	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales		
Unweighted Total	1014	477	537	226	390	398	277	202	153	90	217	253	227	54	173	75	171	149	235	282	348	96	169	272	350	890	77	47	
Weighted Total	1014	492	522	292	358	364	268	215	171	68	217	235	240	47	176	65	190	141	199	268	406	135	167	246	326	877	87	50	
Strongly approve	71	43	27	25	19	27	41	13	9	2	6	47	11	6	5	2	-	16	13	21	21	13	22	7	23	66	2	3	
	7.0%	8.8%	5.3%	8.4%	5.4%	7.4%	15.4%	6.0%	5.1%	2.9%	2.7%	19.8%	4.4%	12.4%	3.1%	2.9%	-	11.1%	6.6%	7.9%	5.2%	9.9%	13.4%	2.9%	7.0%	7.5%	2.1%	6.3%	
Somewhat approve	282	158	125	92	92	99	137	22	47	7	61	152	33	15	36	5	38	36	66	105	75	41	43	54	118	256	19	7	
	27.8%	32.0%	23.9%	31.5%	25.6%	27.1%	51.1%	10.0%	27.2%	10.2%	28.3%	64.6%	14.0%	32.5%	20.6%	8.0%	19.7%	25.6%	33.1%	39.2%	18.5%	30.3%	26.0%	21.7%	36.3%	29.2%	22.4%	13.3%	
Neither approve nor disapprove	248	99	149	74	80	94	44	44	39	21	65	22	54	16	45	17	75	33	52	44	119	31	34	58	90	214	14	20	
	24.5%	20.2%	28.6%	25.4%	22.4%	25.8%	16.5%	20.6%	22.7%	31.4%	29.8%	9.3%	22.5%	32.9%	25.4%	26.0%	39.2%	23.6%	26.3%	16.4%	29.4%	22.9%	20.4%	23.4%	27.6%	24.4%	16.3%	40.4%	
Somewhat disapprove	177	73	104	35	76	66	13	53	46	15	40	8	64	8	43	11	35	25	36	53	64	22	18	67	51	158	13	6	
	17.5%	14.8%	20.0%	12.1%	21.3%	18.0%	4.9%	24.4%	26.8%	22.2%	18.5%	3.4%	26.6%	17.2%	24.6%	16.2%	18.4%	17.9%	17.9%	19.6%	15.7%	16.2%	11.1%	27.1%	15.7%	18.0%	15.3%	11.6%	
Strongly disapprove	196	110	86	45	79	72	27	82	30	22	28	-	78	1	45	29	31	21	28	39	107	23	39	55	33	151	36	9	
	19.4%	22.3%	16.5%	15.5%	22.1%	19.7%	10.0%	38.2%	17.3%	31.7%	12.8%	-	32.5%	2.9%	25.6%	44.7%	16.1%	14.9%	14.3%	14.6%	26.5%	17.2%	23.1%	22.4%	10.1%	17.2%	41.6%	17.9%	
Don't know / have not heard of him	39	9	30	20	12	7	6	1	2	1	17	7	*	1	1	1	13	10	4	6	19	5	10	6	11	32	2	5	
	3.9%	1.9%	5.7%	7.0%	3.3%	1.9%	2.1%	0.6%	1.0%	1.5%	8.0%	2.9%	0.1%	2.1%	0.8%	2.1%	6.6%	7.0%	1.8%	2.4%	4.7%	3.5%	6.1%	2.5%	3.3%	3.6%	2.3%	10.4%	
SIGMA	1014	492	522	292	358	364	268	215	171	68	217	235	240	47	176	65	190	141	199	268	406	135	167	246	326	877	87	50	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

General Election Poll I
Prepared on behalf of the Daily Mirror

26 Jan 2015

Table 39
Q24.Thinking about the past month, do you approve or disapprove of how Ed Miliband has been doing his job as Leader of the Opposition?
Base : All Respondents

	Gender		Age			2010 Vote					Voting Intention						SEG				Region7								
	Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	Did not vote	CON	LAB	LD	UKIP	OTHER	Undecided	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales		
Unweighted Total	1014	477	537	226	390	398	277	202	153	90	217	253	227	54	173	75	171	149	235	282	348	96	169	272	350	890	77	47	
Weighted Total	1014	492	522	292	358	364	268	215	171	68	217	235	240	47	176	65	190	141	199	268	406	135	167	246	326	877	87	50	
Strongly approve	71	45	26	34	19	17	6	35	17	2	10	5	48	5	9	1	3	14	19	16	22	16	19	17	12	64	5	2	
		7.0%	4.9%	11.7%	5.4%	4.7%	2.3%	16.4%	10.0%	3.3%	4.6%	2.1%	20.1%	10.2%	4.9%	1.8%	1.5%	10.1%	9.4%	5.9%	5.4%	12.2%	11.1%	6.8%	3.8%	7.3%	6.0%	3.2%	
Somewhat approve	154	79	76	58	56	40	27	59	23	4	36	24	85	9	13	6	18	29	29	47	50	25	16	46	50	138	5	11	
		15.2%	14.5%	19.9%	15.7%	11.0%	10.2%	27.4%	13.3%	6.3%	16.8%	10.1%	35.6%	18.4%	7.1%	8.8%	9.3%	20.3%	14.5%	17.6%	12.2%	18.5%	9.7%	18.8%	15.4%	15.7%	6.2%	22.4%	
Neither approve nor disapprove	337	146	192	88	117	132	69	66	61	23	81	73	77	11	50	18	81	38	70	82	147	39	60	82	106	289	27	21	
		33.3%	36.7%	30.3%	32.8%	36.1%	25.9%	30.7%	35.4%	34.3%	37.3%	30.9%	32.0%	22.4%	28.4%	27.8%	42.3%	26.7%	35.1%	30.7%	36.4%	29.2%	36.0%	33.4%	32.5%	33.0%	31.5%	40.9%	
Somewhat disapprove	204	95	110	33	82	90	75	23	45	17	33	61	10	17	52	19	43	28	44	64	69	26	17	47	85	176	23	6	
		20.2%	21.0%	11.3%	22.8%	24.6%	28.1%	10.6%	26.6%	25.4%	15.2%	25.8%	4.3%	35.2%	29.3%	29.6%	22.5%	19.5%	22.3%	23.8%	16.9%	19.5%	10.4%	19.2%	26.1%	20.1%	26.4%	11.2%	
Strongly disapprove	168	104	64	34	60	73	85	29	15	16	18	67	17	4	49	14	7	19	25	44	80	16	40	38	52	147	16	6	
		16.6%	12.3%	11.8%	16.8%	20.1%	31.6%	13.4%	8.7%	22.8%	8.3%	28.6%	7.2%	8.1%	27.9%	21.4%	3.6%	13.7%	12.4%	16.4%	19.7%	11.7%	23.9%	15.3%	16.0%	16.7%	17.9%	11.0%	
Don't know / have not heard of him	79	25	55	44	23	12	5	3	11	5	39	6	2	3	4	7	40	14	13	15	38	12	15	16	20	63	10	6	
		7.8%	10.5%	15.0%	6.5%	3.4%	2.0%	1.5%	6.2%	7.9%	17.9%	2.5%	0.8%	5.6%	2.3%	10.5%	20.9%	9.6%	6.3%	5.6%	9.4%	8.8%	8.9%	6.5%	6.3%	7.2%	12.0%	11.3%	
SIGMA	1014	492	522	292	358	364	268	215	171	68	217	235	240	47	176	65	190	141	199	268	406	135	167	246	326	877	87	50	
		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

General Election Poll I
Prepared on behalf of the Daily Mirror

26 Jan 2015

Table 40
Q25.Thinking about the past month, do you approve or disapprove of how Nick Clegg has been doing his job as Deputy Prime Minister?
Base : All Respondents

	Gender		Age			2010 Vote					Voting Intention					SEG				Region7									
	Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	Did not vote	CON	LAB	LD	UKIP	OTHER	Undecided	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales		
Unweighted Total	1014	477	537	226	390	398	277	202	153	90	217	253	227	54	173	75	171	149	235	282	348	96	169	272	350	890	77	47	
Weighted Total	1014	492	522	292	358	364	268	215	171	68	217	235	240	47	176	65	190	141	199	268	406	135	167	246	326	877	87	50	
Strongly approve	33	20	14	16	7	11	5	10	16	2	1	5	15	10	3	-	1	8	9	6	11	7	13	3	9	33	*	-	
	3.3%	4.0%	2.6%	5.4%	1.9%	3.0%	1.8%	4.5%	9.4%	2.6%	0.5%	1.9%	6.4%	20.5%	1.5%	-	0.6%	5.4%	4.6%	2.1%	2.7%	5.5%	8.0%	1.3%	2.8%	3.8%	0.5%	-	
Somewhat approve	161	98	63	62	45	54	62	18	28	3	46	66	35	17	8	4	20	28	37	48	48	25	35	20	65	145	10	6	
	15.9%	19.8%	12.1%	21.2%	12.7%	14.7%	23.3%	8.3%	16.3%	4.5%	21.3%	28.3%	14.5%	37.0%	4.3%	5.8%	10.7%	19.8%	18.7%	17.8%	11.9%	18.4%	20.8%	8.3%	20.0%	16.6%	11.8%	10.9%	
Neither approve nor disapprove	372	145	227	99	151	122	83	73	72	24	78	90	83	15	59	22	80	52	72	86	162	52	51	100	119	323	24	25	
	36.7%	29.5%	43.6%	34.0%	42.2%	33.5%	30.9%	34.0%	41.9%	34.7%	35.8%	38.2%	34.5%	31.4%	33.8%	34.2%	41.7%	36.5%	36.4%	32.1%	40.0%	38.9%	30.3%	40.7%	36.4%	36.8%	27.7%	50.5%	
Somewhat disapprove	178	79	98	35	62	81	53	40	34	16	28	37	44	4	35	16	41	19	35	54	70	26	18	51	63	158	14	6	
	17.5%	16.1%	18.9%	11.9%	17.3%	22.2%	19.9%	18.5%	19.8%	23.2%	13.0%	15.6%	18.3%	7.5%	20.0%	25.0%	21.6%	13.3%	17.6%	20.1%	17.3%	19.0%	10.8%	20.7%	19.2%	18.0%	16.4%	11.8%	
Strongly disapprove	201	129	72	36	76	88	58	71	19	21	25	31	59	-	64	19	19	23	32	60	86	21	36	61	46	165	27	8	
	19.8%	26.2%	13.7%	12.5%	21.1%	24.3%	21.6%	33.2%	11.2%	31.2%	11.6%	13.3%	24.7%	-	36.2%	29.6%	10.1%	16.2%	16.1%	22.2%	21.2%	15.6%	21.7%	24.6%	14.1%	18.8%	31.2%	16.4%	
Don't know / have not heard of him	69	22	47	44	17	8	6	3	2	3	38	6	4	2	7	4	29	13	13	15	28	3	14	11	25	53	11	5	
	6.8%	4.4%	9.1%	15.0%	4.7%	2.3%	2.4%	1.6%	1.4%	3.7%	17.7%	2.7%	1.6%	3.6%	4.2%	5.5%	15.2%	8.9%	6.6%	5.8%	6.9%	2.5%	8.5%	4.4%	7.5%	6.0%	12.5%	10.4%	
SIGMA	1014	492	522	292	358	364	268	215	171	68	217	235	240	47	176	65	190	141	199	268	406	135	167	246	326	877	87	50	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

General Election Poll I
Prepared on behalf of the Daily Mirror

26 Jan 2015

Table 41
Q26.Thinking about the past month, do you approve or disapprove of how Nigel Farage has been doing his job as leader of UKIP?
Base : All Respondents

	Gender		Age			2010 Vote					Voting Intention					SEG				Region7								
	Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	Did not vote	CON	LAB	LD	UKIP	OTHER	Undecided	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales	
Unweighted Total	1014	477	537	226	390	398	277	202	153	90	217	253	227	54	173	75	171	149	235	282	348	96	169	272	350	890	77	47
Weighted Total	1014	492	522	292	358	364	268	215	171	68	217	235	240	47	176	65	190	141	199	268	406	135	167	246	326	877	87	50
Strongly approve	106	73	33	26	39	41	37	22	14	11	19	13	10	6	70	-	5	16	21	26	43	21	31	24	25	101	3	3
	10.5%	14.9%	6.3%	8.9%	10.9%	11.3%	13.9%	10.2%	7.9%	16.7%	9.0%	5.7%	4.0%	12.4%	39.6%	-	2.8%	11.1%	10.6%	9.8%	10.7%	15.6%	18.5%	9.8%	7.6%	11.5%	3.2%	5.3%
Somewhat approve	235	135	100	60	74	101	83	48	47	15	38	75	48	9	73	6	21	24	35	90	86	25	33	64	89	213	13	9
	23.2%	27.4%	19.2%	20.6%	20.7%	27.8%	31.0%	22.3%	27.2%	22.3%	17.6%	32.1%	19.9%	18.6%	41.6%	8.5%	10.9%	17.0%	17.8%	33.6%	21.1%	18.8%	19.9%	26.2%	27.3%	24.3%	15.3%	17.6%
Neither approve nor disapprove	295	107	187	83	121	90	67	59	46	22	65	64	70	9	29	21	88	39	51	53	152	42	38	84	82	247	29	19
	29.0%	21.8%	35.9%	28.5%	33.9%	24.7%	25.0%	27.6%	27.0%	33.0%	30.0%	27.1%	29.2%	18.3%	16.3%	31.7%	46.1%	27.5%	25.4%	19.7%	37.5%	31.1%	23.0%	34.2%	25.2%	28.1%	33.2%	37.8%
Somewhat disapprove	98	50	47	17	45	36	40	18	13	5	19	41	25	3	1	6	20	15	23	31	29	13	19	17	37	86	5	7
	9.6%	10.2%	9.1%	5.7%	12.6%	9.9%	14.9%	8.4%	7.4%	7.3%	8.5%	17.3%	10.5%	5.4%	0.6%	9.0%	10.4%	10.3%	11.8%	11.7%	7.1%	9.6%	11.6%	6.7%	11.2%	9.8%	6.2%	13.1%
Strongly disapprove	191	92	99	58	56	77	36	61	50	8	31	38	77	18	-	26	25	38	40	55	59	20	31	39	64	155	29	8
	18.9%	18.7%	19.1%	19.9%	15.7%	21.2%	13.3%	28.3%	29.0%	12.3%	14.5%	16.2%	32.3%	37.4%	-	39.3%	13.4%	26.5%	20.1%	20.4%	14.6%	14.8%	18.6%	15.8%	19.6%	17.7%	33.1%	15.3%
Don't know / have not heard of him	89	35	54	48	22	19	5	7	3	6	44	4	10	4	3	8	31	11	29	13	37	14	14	18	30	75	8	6
	8.7%	7.0%	10.4%	16.3%	6.2%	5.2%	2.0%	3.1%	1.5%	8.5%	20.4%	1.6%	4.1%	7.8%	2.0%	11.5%	16.5%	7.6%	14.4%	4.8%	9.0%	10.1%	8.5%	7.3%	9.1%	8.6%	9.0%	10.9%
SIGMA	1014	492	522	292	358	364	268	215	171	68	217	235	240	47	176	65	190	141	199	268	406	135	167	246	326	877	87	50
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

General Election Poll I
Prepared on behalf of the Daily Mirror

26 Jan 2015

Table 42
Q27.Thinking about the past month, do you approve or disapprove of how Natalie Bennett has been doing her job as leader of the Green Party?
Base : All Respondents

	Gender		Age			2010 Vote					Voting Intention						SEG				Region7							
	Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	Did not vote	CON	LAB	LD	UKIP	OTHER	Undecided	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales	
Unweighted Total	1014	477	537	226	390	398	277	202	153	90	217	253	227	54	173	75	171	149	235	282	348	96	169	272	350	890	77	47
Weighted Total	1014	492	522	292	358	364	268	215	171	68	217	235	240	47	176	65	190	141	199	268	406	135	167	246	326	877	87	50
Strongly approve	51	32	19	26	13	12	10	19	8	9	2	8	21	4	4	11	*	13	11	10	17	21	7	10	9	48	2	1
	5.0%	6.5%	3.6%	8.8%	3.7%	3.4%	3.9%	9.0%	4.9%	13.3%	0.7%	3.2%	8.9%	7.7%	2.4%	17.6%	0.2%	9.5%	5.4%	3.6%	4.2%	15.9%	4.3%	4.3%	2.8%	5.5%	2.6%	1.1%
Somewhat approve	118	67	51	35	45	38	29	24	27	9	25	20	37	7	25	20	7	17	24	39	38	20	18	28	35	101	12	5
	11.6%	13.7%	9.7%	11.9%	12.7%	10.4%	10.9%	11.3%	15.6%	13.4%	11.6%	8.6%	15.4%	15.7%	13.9%	30.2%	3.9%	12.4%	12.3%	14.4%	9.3%	15.1%	10.7%	11.2%	10.6%	11.5%	13.7%	10.1%
Neither approve nor disapprove	310	143	168	81	112	117	95	67	45	23	56	92	68	13	46	14	71	32	66	86	126	39	51	79	99	268	28	14
	30.6%	29.0%	32.1%	27.7%	31.3%	32.2%	35.4%	31.1%	26.3%	34.4%	25.9%	39.3%	28.4%	28.3%	25.9%	22.1%	37.2%	22.8%	33.2%	32.1%	31.0%	29.3%	30.4%	32.0%	30.5%	30.6%	31.8%	28.2%
Somewhat disapprove	33	21	12	14	13	6	15	11	4	1	2	11	7	1	7	-	8	12	10	5	6	12	4	8	9	32	1	-
	3.3%	4.2%	2.4%	4.8%	3.6%	1.7%	5.4%	5.1%	2.0%	1.6%	1.1%	4.8%	2.9%	1.8%	3.7%	-	4.1%	8.6%	5.2%	1.8%	1.4%	8.5%	2.5%	3.3%	2.7%	3.7%	1.0%	-
Strongly disapprove	47	25	22	5	18	23	22	16	2	3	4	7	16	2	18	*	2	6	4	6	31	3	14	14	11	43	2	2
	4.6%	5.1%	4.2%	1.9%	5.1%	6.4%	8.1%	7.4%	1.3%	5.0%	1.7%	2.9%	6.7%	4.7%	10.4%	0.3%	1.1%	4.1%	2.2%	2.1%	7.7%	2.3%	8.3%	5.9%	3.5%	4.9%	2.4%	4.1%
Don't know / have not heard of her	454	205	250	131	156	167	97	78	85	22	128	97	90	20	77	19	102	60	83	123	188	39	73	107	163	384	42	29
	44.8%	41.5%	47.9%	44.8%	43.7%	45.9%	36.2%	36.2%	49.8%	32.4%	59.1%	41.2%	37.7%	41.7%	43.6%	29.7%	53.6%	42.6%	41.7%	46.0%	46.4%	28.9%	43.8%	43.3%	49.9%	43.8%	48.6%	56.5%
SIGMA	1014	492	522	292	358	364	268	215	171	68	217	235	240	47	176	65	190	141	199	268	406	135	167	246	326	877	87	50
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

General Election Poll I
Prepared on behalf of the Daily Mirror

26 Jan 2015

Table 43
Q28.Thinking about the past month, do you approve or disapprove of how Nicola Sturgeon has been doing her job as leader of the SNP?
Base : All Respondents

	Gender		Age			2010 Vote					Voting Intention						SEG				Region7							
	Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	Did not vote	CON	LAB	LD	UKIP	OTHER	Undecided	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales	
Unweighted Total	1014	477	537	226	390	398	277	202	153	90	217	253	227	54	173	75	171	149	235	282	348	96	169	272	350	890	77	47
Weighted Total	1014	492	522	292	358	364	268	215	171	68	217	235	240	47	176	65	190	141	199	268	406	135	167	246	326	877	87	50
Strongly approve	68	40	28	22	19	26	5	15	12	22	10	5	13	8	10	26	5	16	15	14	22	8	7	12	7	34	33	1
	6.7%	8.1%	5.3%	7.6%	5.4%	7.2%	1.8%	6.8%	7.2%	32.6%	4.8%	2.1%	5.6%	16.5%	5.5%	40.1%	2.6%	11.4%	7.8%	5.3%	5.4%	5.7%	4.2%	4.9%	2.1%	3.8%	37.5%	2.7%
Somewhat approve	146	88	58	46	49	51	30	45	27	9	35	28	48	9	12	15	32	17	42	41	47	30	12	31	47	120	23	3
	14.4%	17.9%	11.1%	15.8%	13.8%	14.0%	11.2%	21.1%	15.5%	12.7%	16.1%	11.8%	19.9%	19.7%	7.0%	23.6%	16.8%	12.2%	21.0%	15.2%	11.5%	22.6%	7.1%	12.4%	14.4%	13.6%	27.0%	6.9%
Neither approve nor disapprove	302	143	158	84	116	102	79	66	60	20	56	70	78	15	53	14	63	35	60	81	126	45	50	84	96	276	11	15
	29.8%	29.1%	30.3%	28.8%	32.4%	27.9%	29.5%	30.8%	35.0%	28.8%	26.0%	29.6%	32.6%	32.6%	29.9%	21.0%	33.2%	24.8%	30.1%	30.2%	31.0%	33.7%	29.7%	34.3%	29.6%	31.5%	12.6%	29.5%
Somewhat disapprove	82	52	30	18	28	37	30	24	11	3	9	31	20	2	15	1	9	15	15	32	21	14	7	15	31	67	12	4
	8.1%	10.6%	5.8%	6.1%	7.8%	10.1%	11.3%	11.0%	6.6%	4.7%	4.2%	13.3%	8.3%	4.7%	8.3%	2.3%	5.0%	10.3%	7.3%	12.1%	5.1%	10.3%	4.1%	6.1%	9.6%	7.6%	13.5%	7.3%
Strongly disapprove	89	54	35	5	44	40	53	22	8	2	4	29	22	2	29	1	4	11	14	20	45	7	31	24	18	80	7	3
	8.8%	11.0%	6.7%	1.7%	12.3%	11.1%	19.9%	10.4%	4.5%	3.0%	1.8%	12.5%	9.0%	3.6%	16.6%	1.9%	2.0%	7.9%	7.0%	7.3%	11.0%	5.1%	18.4%	9.8%	5.6%	9.1%	7.5%	5.2%
Don't know / have not heard of her	327	114	213	117	101	108	71	43	53	12	102	72	59	11	57	7	77	47	53	80	146	30	61	80	126	300	2	24
	32.2%	23.1%	40.8%	40.0%	28.3%	29.7%	26.3%	20.0%	31.2%	18.2%	47.2%	30.8%	24.5%	22.9%	32.7%	11.1%	40.4%	33.4%	26.9%	29.9%	35.9%	22.6%	36.5%	32.5%	38.7%	34.3%	1.9%	48.5%
SIGMA	1014	492	522	292	358	364	268	215	171	68	217	235	240	47	176	65	190	141	199	268	406	135	167	246	326	877	87	50
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

General Election Poll I
Prepared on behalf of the Daily Mirror

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Table 44
Q29.Thinking about the past month, do you approve or disapprove of how Leanne Wood has been doing her job as leader of Plaid Cymru?
Base : All Respondents

	Gender		Age			2010 Vote					Voting Intention					SEG				Region7									
	Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	Did not vote	CON	LAB	LD	UKIP	OTHER	Undecided	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales		
Unweighted Total	1014	477	537	226	390	398	277	202	153	90	217	253	227	54	173	75	171	149	235	282	348	96	169	272	350	890	77	47	
Weighted Total	1014	492	522	292	358	364	268	215	171	68	217	235	240	47	176	65	190	141	199	268	406	135	167	246	326	877	87	50	
Strongly approve	32	21	11	25	6	1	2	18	6	1	5	4	16	5	3	4	-	9	9	10	4	13	5	6	4	27	3	1	
	3.1%	4.2%	2.1%	8.6%	1.6%	0.3%	0.7%	8.2%	3.4%	2.1%	2.3%	1.8%	6.6%	9.8%	1.8%	6.1%	-	6.4%	4.5%	3.8%	0.9%	9.6%	3.1%	2.2%	1.1%	3.1%	3.6%	2.8%	
Somewhat approve	52	38	14	20	18	14	13	9	11	12	7	10	14	4	11	12	1	11	8	21	12	11	7	13	12	43	7	2	
	5.2%	7.8%	2.7%	6.8%	5.1%	3.9%	4.8%	4.3%	6.3%	17.5%	3.3%	4.4%	5.7%	7.7%	6.2%	18.6%	0.7%	7.8%	3.9%	7.9%	3.0%	8.1%	4.3%	5.1%	3.8%	4.9%	8.4%	3.6%	
Neither approve nor disapprove	278	144	134	71	101	106	74	67	46	24	47	65	66	15	43	21	62	34	60	70	114	38	42	75	86	242	20	16	
	27.4%	29.2%	25.7%	24.3%	28.2%	29.0%	27.8%	31.0%	27.0%	35.6%	21.4%	27.6%	27.5%	31.0%	24.5%	32.3%	32.6%	24.1%	30.1%	26.2%	28.0%	28.2%	25.4%	30.5%	26.4%	27.6%	23.1%	31.6%	
Somewhat disapprove	18	10	8	4	9	5	7	5	*	-	6	8	7	1	1	-	2	1	6	6	5	4	6	*	7	16	1	1	
	1.8%	2.1%	1.4%	1.3%	2.6%	1.4%	2.4%	2.3%	0.2%	-	2.6%	3.6%	2.8%	1.3%	0.3%	-	0.9%	0.8%	3.2%	2.1%	1.2%	2.8%	3.3%	0.1%	2.1%	1.9%	0.7%	1.8%	
Strongly disapprove	17	6	11	6	7	4	10	3	-	3	2	7	2	-	4	1	3	5	3	3	6	4	3	2	4	13	-	4	
	1.7%	1.3%	2.1%	2.0%	1.9%	1.2%	3.6%	1.2%	-	3.9%	0.8%	2.8%	0.8%	-	2.1%	1.9%	1.4%	3.7%	1.6%	1.0%	1.5%	2.9%	1.5%	0.8%	1.3%	1.4%	-	8.9%	
Don't know / have not heard of her	617	273	344	166	217	234	163	114	108	28	151	140	136	24	115	27	123	81	113	158	265	65	104	150	212	535	56	26	
	60.8%	55.4%	66.0%	56.9%	60.6%	64.2%	60.8%	53.0%	63.1%	41.0%	69.6%	59.8%	56.6%	50.1%	65.1%	41.0%	64.4%	57.2%	56.8%	59.0%	65.3%	48.4%	62.4%	61.1%	65.2%	61.1%	64.1%	51.3%	
SIGMA	1014	492	522	292	358	364	268	215	171	68	217	235	240	47	176	65	190	141	199	268	406	135	167	246	326	877	87	50	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

General Election Poll I
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Table 45
Q30. Would you consider voting for a party that is not your first choice in order to stop a party you do not like from winning in your constituency?
Base : All Respondents

	Gender		Age			2010 Vote					Voting Intention						SEG				Region7							
	Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	Did not vote	CON	LAB	LD	UKIP	OTHER	Undecided	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales	
Unweighted Total	1014	477	537	226	390	398	277	202	153	90	217	253	227	54	173	75	171	149	235	282	348	96	169	272	350	890	77	47
Weighted Total	1014	492	522	292	358	364	268	215	171	68	217	235	240	47	176	65	190	141	199	268	406	135	167	246	326	877	87	50
Yes	446	243	203	142	158	146	107	114	100	26	80	96	108	34	80	27	85	82	99	119	146	78	55	126	145	406	22	18
	44.0%	49.4%	38.9%	48.8%	44.2%	40.0%	40.1%	53.1%	58.7%	39.0%	36.9%	40.7%	45.2%	72.3%	45.4%	41.0%	44.8%	57.9%	50.1%	44.3%	35.9%	58.1%	32.9%	51.4%	44.5%	46.3%	25.6%	35.4%
No	352	174	178	80	132	140	105	67	42	35	78	91	97	8	61	31	38	37	57	95	163	38	72	75	97	284	44	23
	34.7%	35.3%	34.2%	27.3%	36.8%	38.6%	39.2%	30.9%	24.3%	51.7%	35.9%	38.6%	40.6%	16.1%	34.9%	47.0%	20.1%	26.1%	28.8%	35.3%	40.2%	28.4%	43.0%	30.6%	29.7%	32.4%	50.9%	46.5%
Don't know	216	75	141	70	68	78	55	34	29	6	59	49	34	5	35	8	67	23	42	55	97	18	40	44	84	187	20	9
	21.3%	15.3%	27.0%	23.9%	19.0%	21.5%	20.7%	15.9%	17.0%	9.3%	27.2%	20.7%	14.2%	11.6%	19.7%	12.0%	35.1%	16.0%	21.1%	20.4%	23.9%	13.5%	24.1%	18.0%	25.7%	21.3%	23.5%	18.1%
SIGMA	1014	492	522	292	358	364	268	215	171	68	217	235	240	47	176	65	190	141	199	268	406	135	167	246	326	877	87	50
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

General Election Poll I
Prepared on behalf of the Daily Mirror

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Table 46

Q31. Thinking back to 2010 when the current coalition government came to power at Westminster, do you think you personally are now...

Base : All Respondents

	Gender		Age			2010 Vote					Voting Intention						SEG				Region7							
	Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	Did not vote	CON	LAB	LD	UKIP	OTHER	Undecided	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales	
Unweighted Total	1014	477	537	226	390	398	277	202	153	90	217	253	227	54	173	75	171	149	235	282	348	96	169	272	350	890	77	47
Weighted Total	1014	492	522	292	358	364	268	215	171	68	217	235	240	47	176	65	190	141	199	268	406	135	167	246	326	877	87	50
Better off financially	204	120	85	80	72	53	74	30	41	5	44	78	33	24	22	5	38	51	51	59	43	45	27	28	92	191	6	6
	20.1%	24.3%	16.3%	27.4%	20.0%	14.5%	27.6%	14.2%	24.0%	7.1%	20.5%	33.1%	14.0%	50.7%	12.3%	7.6%	19.8%	36.2%	25.6%	22.0%	10.6%	33.8%	15.9%	11.2%	28.2%	21.8%	7.4%	12.7%
Worse off financially	413	190	222	89	167	158	70	120	74	40	77	45	119	6	114	34	74	44	63	106	200	40	73	144	91	350	47	16
	40.7%	38.7%	42.6%	30.4%	46.6%	43.2%	26.3%	56.0%	43.5%	58.5%	35.6%	19.1%	49.6%	13.1%	64.9%	52.7%	39.0%	31.3%	31.9%	39.4%	49.2%	29.7%	43.9%	58.5%	28.0%	39.9%	54.0%	31.4%
Neither better nor worse off financially	326	156	169	81	107	138	115	52	54	23	58	103	76	16	35	23	63	35	70	95	125	46	56	64	113	281	30	14
	32.1%	31.7%	32.5%	27.7%	29.8%	37.9%	42.9%	24.3%	31.8%	34.0%	26.7%	44.1%	31.7%	33.1%	19.8%	34.8%	33.0%	24.8%	35.4%	35.5%	30.8%	34.4%	33.5%	26.1%	34.6%	32.0%	35.0%	28.5%
Don't know	71	26	45	42	13	16	8	12	1	*	37	9	11	1	5	3	16	11	14	8	38	3	11	10	30	54	3	14
	7.0%	5.4%	8.6%	14.6%	3.7%	4.3%	3.2%	5.6%	0.7%	0.4%	17.2%	3.8%	4.7%	3.1%	3.0%	4.9%	8.2%	7.8%	7.1%	3.1%	9.4%	2.1%	6.7%	4.2%	9.2%	6.2%	3.6%	27.4%
SIGMA	1014	492	522	292	358	364	268	215	171	68	217	235	240	47	176	65	190	141	199	268	406	135	167	246	326	877	87	50
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

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Table 47
Q32. Which of the following statements is closest to your opinion?
Base : All Respondents

	Gender		Age			2010 Vote					Voting Intention					SEG				Region7								
	Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	Did not vote	CON	LAB	LD	UKIP	OTHER	Undecided	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales	
Unweighted Total	1014	477	537	226	390	398	277	202	153	90	217	253	227	54	173	75	171	149	235	282	348	96	169	272	350	890	77	47
Weighted Total	1014	492	522	292	358	364	268	215	171	68	217	235	240	47	176	65	190	141	199	268	406	135	167	246	326	877	87	50
There is currently a crisis in the NHS	806	370	436	196	299	310	209	169	143	57	166	167	192	40	162	52	152	116	139	217	334	107	128	212	239	688	73	45
	79.4%	75.1%	83.5%	67.3%	83.5%	85.2%	78.0%	78.5%	83.4%	84.0%	76.6%	71.3%	79.8%	84.6%	92.1%	79.4%	79.7%	82.2%	69.8%	80.9%	82.3%	79.8%	76.7%	86.1%	73.3%	78.5%	83.5%	89.2%
There is not currently a crisis in the NHS	103	68	36	48	30	26	35	27	10	4	26	34	35	6	7	4	7	15	37	21	30	15	21	18	43	98	3	1
	10.2%	13.7%	6.8%	16.3%	8.2%	7.2%	13.0%	12.7%	5.9%	5.8%	12.0%	14.3%	14.5%	11.9%	4.1%	6.3%	3.9%	10.7%	18.7%	7.7%	7.5%	11.5%	12.8%	7.5%	13.1%	11.2%	4.0%	2.9%
Don't know	105	55	50	48	29	28	24	19	18	7	25	34	14	2	7	9	31	10	23	31	41	12	17	16	44	90	11	4
	10.4%	11.1%	9.7%	16.4%	8.2%	7.7%	9.0%	8.8%	10.7%	10.2%	11.4%	14.5%	5.7%	3.5%	3.9%	14.3%	16.4%	7.1%	11.5%	11.5%	10.2%	8.7%	10.4%	6.4%	13.6%	10.3%	12.6%	7.8%
SIGMA	1014	492	522	292	358	364	268	215	171	68	217	235	240	47	176	65	190	141	199	268	406	135	167	246	326	877	87	50
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

General Election Poll I
Prepared on behalf of the Daily Mirror

26 Jan 2015

Table 48
Q33. Which of the following do you think is the number one cause of the crisis in the NHS?
Base : Currently a crisis in the NHS

	Gender		Age			2010 Vote					Voting Intention						SEG				Region7							
	Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	Did not vote	CON	LAB	LD	UKIP	OTHER	Undecided	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales	
Unweighted Total	809	366	443	164	310	335	211	163	130	75	173	186	185	43	150	58	144	116	184	235	274	78	131	222	276	709	61	39
Weighted Total	806	370	436	196	299	310	209	169	143	57	166	167	192	40	162	52	152	116	139	217	334	107	128	212	239	688	73	45
The previous Labour government	198	102	96	37	67	94	112	11	25	25	22	93	10	10	50	10	20	31	35	64	67	35	54	29	66	186	7	6
	24.6%	27.5%	22.1%	18.9%	22.3%	30.3%	53.7%	6.4%	17.6%	43.0%	13.0%	55.4%	5.4%	25.5%	30.8%	19.4%	13.2%	27.1%	25.4%	29.5%	20.1%	32.5%	42.3%	13.7%	27.7%	27.0%	9.0%	12.3%
The current coalition government	331	177	155	76	139	116	39	129	61	24	63	24	138	13	67	30	52	43	62	81	146	42	45	105	78	270	44	18
	41.1%	47.8%	35.5%	38.7%	46.6%	37.5%	18.8%	76.1%	42.5%	41.2%	38.2%	14.3%	72.0%	31.5%	41.1%	57.3%	34.5%	36.6%	44.6%	37.5%	43.7%	39.1%	35.1%	49.7%	32.6%	39.2%	60.0%	39.9%
Neither of the above	157	60	98	38	59	61	45	27	38	6	33	43	31	15	20	6	36	29	23	43	62	22	19	36	58	135	17	5
	19.5%	16.1%	22.5%	19.1%	19.6%	19.8%	21.5%	16.0%	26.3%	10.2%	19.6%	25.5%	16.1%	36.9%	12.5%	12.4%	23.9%	24.8%	16.7%	19.8%	18.7%	20.1%	14.7%	17.0%	24.3%	19.6%	23.2%	12.1%
Don't know	119	32	87	46	34	39	12	3	19	3	49	8	12	2	25	6	43	13	18	29	58	9	10	41	37	97	6	16
	14.7%	8.7%	19.9%	23.2%	11.5%	12.5%	5.9%	1.5%	13.6%	5.6%	29.2%	4.8%	6.5%	6.2%	15.6%	10.9%	28.3%	11.5%	13.2%	13.3%	17.5%	8.4%	7.9%	19.5%	15.4%	14.1%	7.8%	35.6%
SIGMA	806	370	436	196	299	310	209	169	143	57	166	167	192	40	162	52	152	116	139	217	334	107	128	212	239	688	73	45
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	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. The next Westminster general election is now about 4 months away. On a scale of 0-10, where 10 is very certain, how certain are you to vote in the general election?	Base : All Respondents	1014
	5	2	Q2. Weighted by Normal weightings Q2. If there was a General Election taking place tomorrow, and there was a candidate from all political parties standing in your constituency, which party do you think you would vote for?	Base : Likely to vote	962
	6	3	Q2. Weighted by Normal weightings and weighted by likelihood to vote Q2. If there was a General Election taking place tomorrow, and there was a candidate from all political parties standing in your constituency, which party do you think you would vote for?	Base : Likely to vote	962
	7	4	Q2. Weighted by Normal weightings, weighted by likelihood to vote and with undecided / refused removed Q2. If there was a General Election taking place tomorrow, and there was a candidate from all political parties standing in your constituency, which party do you think you would vote for?	Base : Likely to vote	782
	8	5	Q2. Weighted by Normal weightings, weighted by likelihood to vote, with undecided / refused removed and replaced with a 0.3 factor of 2010 vote Q2. If there was a General Election taking place tomorrow, and there was a candidate from all political parties standing in your constituency, which party do you think you would vote for?	Base : Likely to vote	870
	9	6	Q3. Weighted by Normal weightings Q3. The general election is on 7 May 2015. Thinking specifically about your own constituency and the parties and candidates likely to be in contention, how do you think you will vote on 7 May?	Base : Likely to vote	962
	10	7	Q3. Weighted by Normal weightings and weighted by likelihood to vote Q3. The general election is on 7 May 2015. Thinking specifically about your own constituency and the parties and candidates likely to be in contention, how do you think you will vote on 7 May?	Base : Likely to vote	962
	11	8	Q3. Weighted by Normal weightings, weighted by likelihood to vote and with undecided / refused removed Q3. The general election is on 7 May 2015. Thinking specifically about your own constituency and the parties and candidates likely to be in contention, how do you think you will vote on 7 May?	Base : Likely to vote	786

	Page	Table	Title	Base Description	Base
	12	9	Q3. Weighted by Normal weightings, weighted by likelihood to vote, with undecided / refused removed and replaced with a 0.3 factor of 2010 vote Q3. The general election is on 7 May 2015. Thinking specifically about your own constituency and the parties and candidates likely to be in contention, how do you think you will vote on 7 May?	Base : Likely to vote	869
	13	10	Q4. Are you sure that you will definitely vote this way, or do you think you might still change your mind between now and the General Election?	Base : All Answering	786
	14	11	Q5. In the last General Election 65% of people voted, while 35% of people did not vote. Thinking back to the General Election in May 2010, can you remember whether or not you voted in that specific election? Note: please answer honestly?	Base : All Respondents	1014
	15	12	Q6. Thinking back to the General Election in May 2010, can you recall which party you voted for in that election?	Base : Voted in the 2010 General Election	754
	16	13	Q7. What do you think is the most likely outcome of the upcoming General Election?	Base : All Respondents	1014
	17	14	Q8. If there is a hung Parliament, where no party has an overall majority, what would be your preferred government outcome?	Base : All Respondents	1014
	18	15	Q9. Who do you think will be the Prime Minister a month after the General Election?	Base : All Respondents	1014
	19	16	Q10. What is the most important issue for you/issue most likely to influence your vote?	Base : All Respondents	1014
	20	17	Q11A. Which party do you trust most on each of the following issues? Economy	Base : All Respondents	1014
	21	18	Q11B. Which party do you trust most on each of the following issues? NHS	Base : All Respondents	1014
	22	19	Q11C. Which party do you trust most on each of the following issues? Immigration	Base : All Respondents	1014
	23	20	Q11D. Which party do you trust most on each of the following issues? Defence	Base : All Respondents	1014

	Page	Table	Title	Base Description	Base
	24	21	Q11E. Which party do you trust most on each of the following issues? Crime	Base : All Respondents	1014
	25	22	Q11F. Which party do you trust most on each of the following issues? Education	Base : All Respondents	1014
	26	23	Q11G. Which party do you trust most on each of the following issues? Welfare	Base : All Respondents	1014
	27	24	Q11H. Which party do you trust most on each of the following issues? The cost of living	Base : All Respondents	1014
	28	25	Q11I. Which party do you trust most on each of the following issues? Pensions & retirement	Base : All Respondents	1014
	29	26	Q11J. Which party do you trust most on each of the following issues? Housing	Base : All Respondents	1014
	30	27	Q12. Please choose who you think this person is? David Cameron	Base : All Respondents	1014
	31	28	Q13. Please choose who you think this person is? Ed Miliband	Base : All Respondents	1014
	32	29	Q14. Please choose who you think this person is? Nick Clegg	Base : All Respondents	1014
	33	30	Q15. Please choose who you think this person is? Nigel Farage	Base : All Respondents	1014
	34	31	Q16. Please choose who you think this person is? Natalie Bennett	Base : All Respondents	1014
	35	32	Q17. Please choose who you think this person is? Nicola Sturgeon	Base : All Respondents	1014
	36	33	Q18. Please choose who you think this person is? Leanne Wood	Base : All Respondents	1014
	37	34	Q19. Which of the following party leaders do you think would make the best Prime Minister?	Base : All Respondents	1014

	Page	Table	Title	Base Description	Base
	38	35	Q20.Which of the following party leaders would you most trust to pay you back if you lent them a tenner?	Base : All Respondents	1014
	39	36	Q21.Which of the following party leaders would you most like to invite to your house for dinner?	Base : All Respondents	1014
	40	37	Q22.Which of the following party leaders would be most likely to help with the washing up?	Base : All Respondents	1014
	41	38	Q23.Thinking about the past month, do you approve or disapprove of how David Cameron has been doing his job as Prime Minister?	Base : All Respondents	1014
	42	39	Q24.Thinking about the past month, do you approve or disapprove of how Ed Miliband has been doing his job as Leader of the Opposition?	Base : All Respondents	1014
	43	40	Q25.Thinking about the past month, do you approve or disapprove of how Nick Clegg has been doing his job as Deputy Prime Minister?	Base : All Respondents	1014
	44	41	Q26.Thinking about the past month, do you approve or disapprove of how Nigel Farage has been doing his job as leader of UKIP?	Base : All Respondents	1014
	45	42	Q27.Thinking about the past month, do you approve or disapprove of how Natalie Bennett has been doing her job as leader of the Green Party?	Base : All Respondents	1014
	46	43	Q28.Thinking about the past month, do you approve or disapprove of how Nicola Sturgeon has been doing her job as leader of the SNP?	Base : All Respondents	1014
	47	44	Q29.Thinking about the past month, do you approve or disapprove of how Leanne Wood has been doing her job as leader of Plaid Cymru?	Base : All Respondents	1014
	48	45	Q30. Would you consider voting for a party that is not your first choice in order to stop a party you do not like from winning in your constituency?	Base : All Respondents	1014
	49	46	Q31. Thinking back to 2010 when the current coalition government came to power at Westminster, do you think you personally are now...	Base : All Respondents	1014
	50	47	Q32. Which of the following statements is closest to your opinion?	Base : All Respondents	1014
	51	48	Q33. Which of the following do you think is the number one cause of the crisis in the NHS?	Base : Currently a crisis in the NHS	809