

# General Election

## Poll IV

03/04/2015

Prepared on behalf of the Daily Mirror



# Methodology

## Fieldwork Dates

2<sup>nd</sup> – 3<sup>rd</sup> April 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

1,207

## 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 1,207 it is 95% certain that the 'true' value will fall within the range of 2.8% 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.

Data were analysed and weighted by Survation.

For further information please contact.

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**Table 1**  
**Q1. Normal weightings**  
**Q1. The next Westminster general election is now about 5 weeks 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			Voting Intention						2010 Vote					SEG				Region6 + 1							
	Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	Undecided	CON	LAB	LD	OTHER	Did Not Vote	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales	
Unweighted Total	1207	593	614	210	379	618	316	301	80	178	86	168	338	255	183	108	257	266	246	317	378	114	200	272	440	1026	111	70
Weighted Total	1207	586	621	347	426	433	299	321	84	182	82	166	328	264	209	83	258	255	199	347	407	139	199	281	423	1043	103	61
10	714	386	328	132	246	337	204	216	42	126	55	66	247	178	143	60	69	144	136	199	234	82	108	158	244	593	74	47
	59.1%	65.8%	52.8%	37.8%	57.7%	77.7%	68.3%	67.3%	49.7%	69.1%	67.0%	40.0%	75.3%	67.5%	68.3%	72.0%	26.8%	56.7%	68.5%	57.4%	57.6%	59.3%	54.4%	56.2%	57.7%	56.9%	71.8%	76.8%
9	128	61	67	38	47	43	45	32	5	17	4	25	41	26	24	7	20	48	13	34	34	14	28	30	46	118	7	3
	10.6%	10.4%	10.8%	10.9%	11.1%	10.0%	15.0%	9.9%	6.4%	9.5%	4.5%	14.9%	12.7%	9.7%	11.6%	8.2%	7.9%	18.9%	6.3%	9.7%	8.4%	10.4%	13.9%	10.6%	11.0%	11.4%	6.9%	4.5%
8	85	42	44	28	35	23	16	27	11	9	6	15	17	21	18	2	21	23	13	30	20	12	14	26	25	78	7	1
	7.1%	7.1%	7.0%	8.0%	8.1%	5.3%	5.2%	8.4%	13.3%	5.1%	7.2%	9.2%	5.1%	7.8%	8.6%	2.5%	8.0%	9.0%	6.4%	8.6%	5.0%	8.6%	7.2%	9.4%	5.9%	7.5%	6.5%	1.6%
7	50	17	33	26	19	5	7	15	9	8	3	9	6	14	1	3	21	17	5	13	15	11	5	12	17	45	5	-
	4.1%	2.9%	5.3%	7.4%	4.6%	1.0%	2.5%	4.5%	10.3%	4.2%	3.2%	5.3%	1.9%	5.1%	*	3.3%	8.3%	6.6%	2.4%	3.9%	3.6%	8.2%	2.4%	4.1%	4.0%	4.3%	4.6%	-
6	26	9	17	19	7	1	4	8	1	2	6	3	1	7	2	3	9	4	5	8	9	3	2	6	9	21	3	2
	2.2%	1.5%	2.8%	5.4%	1.6%	*	1.4%	2.4%	1.5%	0.9%	6.9%	1.6%	*	2.8%	0.8%	3.3%	3.3%	1.6%	2.6%	2.4%	2.1%	2.1%	1.2%	2.2%	2.2%	2.0%	3.2%	3.9%
5	66	26	40	33	22	10	9	14	7	6	5	22	3	8	9	3	29	5	4	29	28	9	12	11	24	56	6	4
	5.5%	4.4%	6.5%	9.6%	5.2%	2.4%	3.2%	4.4%	8.1%	3.5%	6.5%	13.5%	0.8%	2.9%	4.4%	3.3%	11.3%	1.8%	2.0%	8.4%	7.0%	6.4%	6.2%	3.8%	5.7%	5.4%	5.8%	7.2%
4	28	14	14	15	13	-	5	5	4	4	-	9	5	6	-	1	14	1	5	10	12	1	5	12	10	28	-	-
	2.3%	2.3%	2.3%	4.4%	3.0%	-	1.8%	1.7%	4.6%	2.4%	-	5.4%	1.6%	2.4%	-	1.3%	5.3%	*	2.6%	2.9%	3.0%	0.8%	2.5%	4.3%	2.3%	2.7%	-	-
3	13	6	7	11	2	*	1	*	1	7	-	4	-	-	2	4	6	2	5	*	6	*	1	4	6	11	*	1
	1.1%	1.1%	1.1%	3.2%	*	*	*	*	1.7%	3.7%	-	2.2%	-	-	1.2%	4.2%	2.3%	0.8%	2.4%	*	1.4%	*	*	1.4%	1.5%	1.1%	*	2.0%
2	29	10	19	18	10	1	6	4	4	1	4	9	3	3	8	-	13	5	3	8	13	-	9	6	13	28	-	1
	2.4%	1.6%	3.0%	5.1%	2.4%	*	2.1%	1.3%	4.4%	*	4.3%	5.4%	0.9%	1.2%	3.7%	-	4.9%	1.9%	1.4%	2.3%	3.1%	-	4.6%	2.1%	3.0%	2.7%	-	1.0%
1	9	4	5	4	4	1	1	-	-	2	*	4	1	1	1	1	5	1	4	1	3	1	-	3	5	9	-	*
	0.8%	0.7%	0.8%	1.1%	1.0%	*	*	-	-	1.2%	*	2.5%	*	*	*	1.1%	2.0%	*	2.0%	*	0.8%	0.7%	-	1.0%	1.2%	0.8%	-	0.5%
0	59	12	47	25	21	13	-	-	-	-	-	-	4	-	2	1	51	5	7	14	33	4	14	14	24	56	1	2
	4.9%	2.1%	7.5%	7.1%	5.0%	3.0%	-	-	-	-	-	-	1.1%	-	0.8%	1.0%	19.9%	1.8%	3.5%	4.2%	8.0%	3.2%	7.2%	4.9%	5.6%	5.4%	0.9%	2.7%
SIGMA	1207	586	621	347	426	433	299	321	84	182	82	166	328	264	209	83	258	255	199	347	407	139	199	281	423	1043	103	61
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

# Survation.

# General Election Poll IV

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

	Gender		Age			Voting Intention						2010 Vote					SEG				Region6 + 1							
	Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	Undecided	CON	LAB	LD	OTHER	Did Not Vote	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales	
Unweighted Total	1144	575	569	194	355	595	316	301	80	178	86	168	336	255	182	106	201	258	236	303	347	107	188	258	413	966	110	68
Weighted Total	1148	574	574	323	405	420	299	321	84	182	82	166	324	264	208	83	206	250	192	332	374	134	185	267	400	986	102	60
Conservative	299	158	142	65	85	150	299	-	-	-	-	-	209	17	26	4	36	74	52	85	88	30	58	67	118	273	12	15
	26.1%	27.5%	24.7%	20.0%	20.9%	35.7%	100.0%	-	-	-	-	-	64.5%	6.3%	12.6%	4.7%	17.5%	29.8%	26.8%	25.7%	23.5%	22.1%	31.5%	25.0%	29.5%	27.7%	11.6%	24.7%
Labour	321	176	146	95	133	94	-	321	-	-	-	-	16	190	57	3	48	64	64	90	103	51	46	87	89	272	27	22
	28.0%	30.6%	25.4%	29.3%	32.8%	22.3%	-	100.0%	-	-	-	-	5.0%	72.1%	27.3%	4.2%	23.5%	25.7%	33.2%	27.1%	27.7%	37.6%	24.7%	32.4%	22.3%	27.6%	26.4%	37.2%
Liberal Democrat	84	45	39	26	23	35	-	-	84	-	-	-	2	4	52	*	24	33	9	24	18	16	7	18	35	76	8	*
	7.3%	7.9%	6.8%	8.1%	5.8%	8.2%	-	-	100.0%	-	-	-	0.8%	1.5%	25.1%	*	11.8%	13.2%	4.7%	7.4%	4.8%	11.6%	3.9%	6.7%	8.8%	7.7%	7.5%	0.8%
UKIP	182	105	77	41	73	68	-	-	-	182	-	-	68	18	23	30	38	24	30	59	69	21	33	44	72	171	4	7
	15.8%	18.3%	13.4%	12.6%	18.1%	16.1%	-	-	-	100.0%	-	-	20.9%	6.9%	11.3%	36.3%	18.4%	9.7%	15.8%	17.6%	18.3%	15.8%	17.8%	16.6%	18.0%	17.3%	3.9%	12.2%
SNP	46	20	26	10	16	19	-	-	-	-	46	-	3	12	1	21	8	6	9	16	14	-	-	-	-	-	46	-
	4.0%	3.4%	4.5%	3.2%	4.0%	4.5%	-	-	-	-	55.5%	-	0.9%	4.5%	*	25.9%	3.7%	2.5%	4.8%	4.7%	3.9%	-	-	-	-	-	44.6%	-
Plaid Cymru	6	2	4	-	3	2	-	-	-	-	6	-	-	2	-	2	2	-	3	1	2	-	-	-	-	-	-	6
	*	*	0.7%	-	0.8%	0.5%	-	-	-	-	6.7%	-	-	0.7%	-	2.3%	0.9%	-	1.6%	*	0.5%	-	-	-	-	-	-	9.3%
Another Party (Net)	31	17	14	17	11	3	-	-	-	-	31	-	-	4	13	9	4	8	5	8	10	2	10	8	8	27	1	3
	2.7%	3.0%	2.4%	5.2%	2.8%	0.7%	-	-	-	-	37.8%	-	-	1.4%	6.3%	10.5%	1.9%	3.3%	2.6%	2.5%	2.6%	1.4%	5.2%	2.8%	2.0%	2.7%	0.7%	5.7%
Green	27	15	11	15	10	2	-	-	-	-	27	-	-	-	13	9	3	8	5	6	8	2	7	6	8	23	1	3
	2.3%	2.7%	2.0%	4.5%	2.4%	0.6%	-	-	-	-	32.6%	-	-	-	6.3%	10.5%	1.6%	3.3%	2.6%	1.7%	2.2%	1.4%	4.0%	2.1%	2.0%	2.3%	0.7%	5.7%
British National Party (BNP)	4	2	2	2	1	1	-	-	-	-	4	-	-	4	-	1	-	-	-	3	1	-	2	2	-	4	-	-
	*	*	*	0.7%	*	*	-	-	-	-	5.3%	-	-	1.4%	-	*	-	-	-	0.9%	*	-	1.2%	0.8%	-	*	-	-
Undecided	166	46	119	62	57	46	-	-	-	-	166	-	25	18	35	13	42	39	18	46	63	16	31	39	69	154	5	6
	14.4%	8.1%	20.8%	19.3%	14.1%	11.0%	-	-	-	-	100.0%	-	7.7%	6.7%	17.0%	15.7%	20.5%	15.7%	9.2%	13.9%	16.7%	11.5%	16.9%	14.6%	17.2%	15.7%	4.9%	10.1%
Refused	14	5	9	7	3	4	-	-	-	-	-	-	*	-	-	4	*	3	3	8	-	-	5	8	13	*	-	
	1.2%	0.9%	1.5%	2.2%	0.6%	1.0%	-	-	-	-	-	-	*	-	-	1.9%	*	1.4%	0.9%	2.0%	-	-	1.8%	2.1%	1.3%	*	-	
SIGMA	1148	574	574	323	405	420	299	321	84	182	82	166	324	264	208	83	206	250	192	332	374	134	185	267	400	986	102	60
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

# General Election Poll IV

Prepared on behalf of the Daily Mirror

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

	Gender		Age			Voting Intention						2010 Vote					SEG				Region6 + 1							
	Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	Undecided	CON	LAB	LD	OTHER	Did Not Vote	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales	
Unweighted Total	1144	575	569	194	355	595	316	301	80	178	86	168	336	255	182	106	201	258	236	303	347	107	188	258	413	966	110	68
Weighted Total	1148	588	560	283	404	461	313	334	79	186	82	145	351	273	215	85	170	257	196	329	366	137	183	264	394	978	108	62
Conservative	313	166	147	60	86	167	313	-	-	-	-	-	228	16	29	4	30	78	56	88	91	31	60	70	123	285	12	16
	27.3%	28.2%	26.3%	21.3%	21.4%	36.1%	100.0%	-	-	-	-	-	64.9%	5.8%	13.5%	5.2%	17.8%	30.3%	28.4%	26.8%	25.0%	22.7%	32.8%	26.7%	31.2%	29.1%	11.4%	25.9%
Labour	334	183	151	91	137	105	-	334	-	-	-	-	17	199	61	4	47	66	67	90	110	51	46	89	93	278	30	25
	29.0%	31.0%	27.0%	32.1%	34.1%	22.8%	-	100.0%	-	-	-	-	4.9%	72.7%	28.5%	4.3%	27.7%	25.8%	34.2%	27.3%	30.1%	37.0%	25.0%	33.8%	23.5%	28.5%	28.0%	40.2%
Liberal Democrat	79	45	34	19	22	38	-	-	79	-	-	-	3	4	53	*	18	32	9	21	17	14	7	16	34	70	8	*
	6.8%	7.6%	6.0%	6.6%	5.4%	8.2%	-	-	100.0%	-	-	-	0.7%	1.3%	24.7%	*	10.6%	12.3%	4.5%	6.4%	4.6%	10.3%	3.8%	6.0%	8.5%	7.2%	7.3%	*
UKIP	186	106	80	35	76	75	-	-	-	186	-	-	75	19	24	29	35	27	29	64	67	24	34	43	72	173	5	8
	16.2%	17.9%	14.3%	12.5%	18.7%	16.2%	-	-	-	100.0%	-	-	21.3%	7.0%	11.1%	33.5%	20.5%	10.4%	14.6%	19.3%	18.2%	17.8%	18.7%	16.3%	18.3%	17.7%	4.2%	12.4%
SNP	47	20	27	9	17	21	-	-	-	-	47	-	3	13	1	23	7	7	9	17	15	-	-	-	-	-	47	-
	4.1%	3.4%	4.9%	3.1%	4.3%	4.6%	-	-	-	-	57.4%	-	1.0%	4.6%	*	26.9%	3.9%	2.7%	4.6%	5.0%	4.0%	-	-	-	-	-	43.7%	-
Plaid Cymru	6	2	4	-	3	2	-	-	-	-	6	-	-	2	-	2	1	-	3	1	2	-	-	-	-	-	-	6
	*	*	0.7%	-	0.9%	*	-	-	-	-	6.9%	-	-	0.8%	-	2.5%	0.8%	-	1.6%	*	0.5%	-	-	-	-	-	-	9.1%
Another Party (Net)	29	18	11	14	12	3	-	-	-	-	29	-	-	3	13	10	3	9	5	5	9	2	9	8	7	25	1	3
	2.6%	3.1%	2.0%	5.0%	3.0%	0.7%	-	-	-	-	35.7%	-	-	1.1%	5.9%	11.7%	1.6%	3.6%	2.8%	1.6%	2.6%	1.5%	4.7%	3.0%	1.7%	2.6%	0.7%	5.1%
Green	26	16	10	13	10	3	-	-	-	-	26	-	-	-	13	10	2	9	5	3	8	2	7	6	7	22	1	3
	2.3%	2.7%	1.8%	4.5%	2.6%	0.6%	-	-	-	-	31.5%	-	-	-	5.9%	11.7%	1.2%	3.6%	2.8%	1.0%	2.1%	1.5%	4.0%	2.2%	1.7%	2.2%	0.7%	5.1%
British National Party (BNP)	3	2	1	1	2	1	-	-	-	-	3	-	-	3	-	1	-	-	-	2	2	-	1	2	-	3	-	-
	*	*	*	*	*	*	-	-	-	-	4.3%	-	-	1.1%	-	-	*	-	-	0.6%	*	-	0.7%	0.8%	-	*	-	-
Undecided	145	45	99	52	47	46	-	-	-	-	-	145	25	18	34	13	28	38	16	41	50	15	28	35	59	136	4	4
	12.6%	7.7%	17.7%	18.2%	11.6%	10.0%	-	-	-	-	-	100.0%	7.0%	6.7%	15.9%	15.5%	16.3%	14.7%	8.4%	12.3%	13.6%	10.7%	15.0%	13.1%	15.0%	13.9%	4.1%	6.8%
Refused	10	4	6	3	3	4	-	-	-	-	-	-	1	-	-	2	1	1	3	5	-	-	3	7	10	1	-	
	0.9%	0.7%	1.1%	1.2%	0.7%	1.0%	-	-	-	-	-	-	*	-	-	0.9%	*	0.8%	0.9%	1.5%	-	-	1.1%	1.8%	1.0%	*	-	
SIGMA	1148	588	560	283	404	461	313	334	79	186	82	145	351	273	215	85	170	257	196	329	366	137	183	264	394	978	108	62
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

# General Election Poll IV

Prepared on behalf of the Daily Mirror

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

	Gender		Age			Voting Intention						2010 Vote					SEG				Region6 + 1							
	Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	Undecided	CON	LAB	LD	OTHER	Did Not Vote	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales	
Unweighted Total	961	521	440	148	296	517	316	301	80	178	86	0	307	234	150	91	155	219	204	254	284	94	155	208	337	794	105	62
Weighted Total	993	539	455	228	354	411	313	334	79	186	82	0	326	255	181	72	141	219	178	286	311	122	156	226	328	832	103	58
Conservative	313	166	147	60	86	167	313	-	-	-	-	-	228	16	29	4	30	78	56	88	91	31	60	70	123	285	12	16
	31.5%	30.8%	32.4%	26.4%	24.4%	40.5%	100.0%	-	-	-	-	-	69.9%	6.2%	16.0%	6.2%	21.5%	35.6%	31.3%	30.9%	29.4%	25.4%	38.6%	31.2%	37.5%	34.2%	12.0%	27.8%
Labour	334	183	151	91	137	105	-	334	-	-	-	-	17	199	61	4	47	66	67	90	110	51	46	89	93	278	30	25
	33.6%	33.9%	33.2%	39.8%	38.8%	25.6%	-	100.0%	-	-	-	-	5.3%	77.9%	33.9%	5.1%	33.4%	30.3%	37.6%	31.5%	35.4%	41.4%	29.4%	39.4%	28.3%	33.4%	29.3%	43.1%
Liberal Democrat	79	45	34	19	22	38	-	-	79	-	-	-	3	4	53	*	18	32	9	21	17	14	7	16	34	70	8	*
	7.9%	8.3%	7.4%	8.2%	6.2%	9.2%	-	-	100.0%	-	-	-	0.8%	1.4%	29.4%	*	12.7%	14.4%	5.0%	7.4%	5.4%	11.6%	4.4%	6.9%	10.2%	8.5%	7.6%	*
UKIP	186	106	80	35	76	75	-	-	-	186	-	-	75	19	24	29	35	27	29	64	67	24	34	43	72	173	5	8
	18.7%	19.6%	17.6%	15.5%	21.3%	18.2%	-	-	-	100.0%	-	-	23.0%	7.6%	13.1%	39.6%	24.7%	12.2%	16.1%	22.3%	21.4%	19.9%	22.0%	19.0%	21.9%	20.8%	4.4%	13.4%
SNP	47	20	27	9	17	21	-	-	-	-	47	-	3	13	1	23	7	7	9	17	15	-	-	-	-	-	47	-
	4.8%	3.7%	6.0%	3.9%	4.9%	5.1%	-	-	-	-	57.4%	-	1.0%	4.9%	*	31.8%	4.7%	3.2%	5.1%	5.8%	4.7%	-	-	-	-	-	45.8%	-
Plaid Cymru	6	2	4	-	3	2	-	-	-	-	6	-	-	2	-	2	1	-	3	1	2	-	-	-	-	-	-	6
	0.6%	*	0.9%	-	1.0%	0.5%	-	-	-	-	6.9%	-	-	0.8%	-	3.0%	1.0%	-	1.8%	*	0.6%	-	-	-	-	-	-	9.7%
Another Party (Net)	29	18	11	14	12	3	-	-	-	-	29	-	-	3	13	10	3	9	5	5	9	2	9	8	7	25	1	3
	3.0%	3.4%	2.5%	6.1%	3.4%	0.8%	-	-	-	-	35.7%	-	-	1.1%	7.1%	13.8%	1.9%	4.2%	3.1%	1.8%	3.0%	1.7%	5.6%	3.5%	2.0%	3.1%	0.8%	5.4%
Green	26	16	10	13	10	3	-	-	-	-	26	-	-	-	13	10	2	9	5	3	8	2	7	6	7	22	1	3
	2.6%	3.0%	2.2%	5.6%	3.0%	0.6%	-	-	-	-	31.5%	-	-	-	7.1%	13.8%	1.5%	4.2%	3.1%	1.2%	2.5%	1.7%	4.7%	2.6%	2.0%	2.6%	0.8%	5.4%
British National Party (BNP)	3	2	1	1	2	1	-	-	-	-	3	-	-	3	-	-	1	-	-	2	2	-	1	2	-	3	-	
	*	*	*	0.6%	*	*	-	-	-	-	4.3%	-	-	1.1%	-	-	*	-	-	0.7%	0.5%	-	0.8%	1.0%	-	*	-	
SIGMA	993	539	455	228	354	411	313	334	79	186	82	-	326	255	181	72	141	219	178	286	311	122	156	226	328	832	103	58
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

# Survation.

# General Election Poll IV

Prepared on behalf of the Daily Mirror

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

	Gender		Age			Voting Intention						2010 Vote					SEG				Region6 + 1							
	Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	Undecided	CON	LAB	LD	OTHER	Did Not Vote	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales	
Unweighted Total	1053	549	504	159	327	567	316	301	80	178	86	91	336	255	182	101	155	240	226	278	309	99	174	235	373	881	108	64
Weighted Total	1019	546	473	233	364	421	313	334	79	186	82	25	334	260	191	74	141	225	182	293	319	124	161	232	338	856	104	58
Conservative*	321	168	153	61	91	169	313	-	-	-	-	7	236	16	29	4	30	79	57	91	94	32	61	72	128	292	12	16
	31.5%	30.8%	32.3%	26.0%	24.9%	40.2%	100.0%	-	-	-	-	29.1%	70.6%	6.1%	15.2%	6.0%	21.5%	35.3%	31.1%	31.0%	29.4%	25.6%	37.6%	31.1%	37.7%	34.1%	11.9%	27.6%
Labour	339	185	154	92	139	108	-	334	-	-	-	6	17	204	61	4	47	67	68	91	112	51	47	91	94	283	31	25
	33.3%	33.8%	32.6%	39.4%	38.2%	25.6%	-	100.0%	-	-	-	21.8%	5.2%	78.4%	32.1%	5.0%	33.4%	29.9%	37.7%	31.1%	35.2%	41.2%	29.3%	39.2%	27.6%	33.1%	29.6%	43.0%
Liberal Democrat	89	47	42	21	25	42	-	-	79	-	-	10	3	4	63	*	18	35	10	24	20	15	10	18	38	80	8	*
	8.7%	8.6%	8.8%	9.1%	6.9%	10.1%	-	-	100.0%	-	-	40.4%	0.8%	1.4%	33.1%	*	12.7%	15.5%	5.6%	8.1%	6.3%	11.8%	5.9%	7.7%	11.3%	9.4%	7.9%	*
UKIP	187	106	81	36	76	75	-	-	-	186	-	2	75	19	24	30	35	27	29	65	67	24	35	43	72	175	5	8
	18.4%	19.5%	17.2%	15.6%	20.8%	17.8%	-	-	-	100.0%	-	6.7%	22.4%	7.4%	12.4%	40.8%	24.7%	11.9%	15.9%	22.1%	21.0%	19.6%	21.8%	18.6%	21.4%	20.5%	4.4%	13.3%
SNP	47	20	27	9	17	21	-	-	-	-	47	*	3	13	1	23	7	7	9	17	15	-	-	-	-	-	47	-
	4.6%	3.7%	5.8%	3.8%	4.7%	5.0%	-	-	-	-	57.4%	*	1.0%	4.8%	*	31.0%	4.7%	3.2%	5.0%	5.7%	4.6%	-	-	-	-	-	45.5%	-
Plaid Cymru	6	2	4	-	4	2	-	-	-	-	6	*	-	2	-	3	1	*	3	1	2	-	-	-	-	-	-	6
	0.6%	*	0.9%	-	1.0%	0.5%	-	-	-	-	6.9%	1.4%	-	0.8%	-	3.4%	1.0%	*	1.7%	*	0.6%	-	-	-	-	-	-	10.3%
Another Party (Net)	29	18	11	14	12	3	-	-	-	-	29	-	-	3	13	10	3	9	5	5	9	2	9	8	7	25	1	3
	2.9%	3.3%	2.4%	6.0%	3.3%	0.8%	-	-	-	-	35.7%	-	-	1.1%	6.7%	13.4%	1.9%	4.1%	3.0%	1.8%	3.0%	1.7%	5.3%	3.4%	2.0%	3.0%	0.8%	5.4%
Green	26	16	10	13	10	3	-	-	-	-	26	-	-	-	13	10	2	9	5	3	8	2	7	6	7	22	1	3
	2.5%	2.9%	2.1%	5.5%	2.9%	0.6%	-	-	-	-	31.5%	-	-	-	6.7%	13.4%	1.5%	4.1%	3.0%	1.2%	2.4%	1.7%	4.5%	2.5%	2.0%	2.6%	0.8%	5.4%
British National Party (BNP)	3	2	1	1	2	1	-	-	-	-	3	-	-	3	-	-	1	-	-	2	2	-	1	2	-	3	-	-
	*	*	*	0.6%	*	*	-	-	-	-	4.3%	-	-	1.1%	-	-	*	-	-	0.6%	0.5%	-	0.8%	0.9%	-	*	-	-
SIGMA	1019	546	473	233	364	421	313	334	79	186	82	25	334	260	191	74	141	225	182	293	319	124	161	232	338	856	104	58
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

\*Conservative Total ZDP = 31.48%

# General Election Poll IV

Prepared on behalf of the Daily Mirror

Table 6

Q3. Normal weightings

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

Base: Likely to vote

	Gender		Age			Voting Intention						2010 Vote					SEG				Region6 + 1							
	Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	Undecided	CON	LAB	LD	OTHER	Did Not Vote	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales	
Unweighted Total	1144	575	569	194	355	595	316	301	80	178	86	168	336	255	182	106	201	258	236	303	347	107	188	258	413	966	110	68
Weighted Total	1148	574	574	323	405	420	299	321	84	182	82	166	324	264	208	83	206	250	192	332	374	134	185	267	400	986	102	60
The Conservative Party candidate	302	156	146	65	85	151	279	4	3	8	2	5	210	16	23	4	39	75	57	87	83	31	57	64	123	275	12	15
	26.3%	27.2%	25.4%	20.3%	20.9%	36.0%	93.3%	1.2%	3.7%	4.6%	2.0%	3.2%	64.8%	6.2%	11.3%	4.5%	18.8%	29.9%	29.6%	26.2%	22.2%	22.7%	31.0%	23.9%	30.8%	27.9%	11.6%	24.8%
The Labour Party candidate	324	175	148	99	125	100	2	300	3	4	3	11	14	190	56	9	49	64	65	92	103	55	49	88	86	279	27	18
	28.2%	30.6%	25.9%	30.5%	31.0%	23.7%	0.8%	93.4%	4.1%	1.9%	4.1%	6.4%	4.4%	71.9%	27.2%	11.3%	23.8%	25.8%	33.9%	27.6%	27.5%	40.8%	26.7%	33.0%	21.6%	28.2%	26.4%	30.7%
The Liberal Democrat Party candidate	100	56	44	42	28	31	7	7	70	12	-	4	6	8	61	1	22	40	8	27	25	16	12	24	39	91	7	2
	8.7%	9.7%	7.7%	12.9%	6.8%	7.3%	2.2%	2.1%	83.6%	6.5%	-	2.6%	1.7%	3.2%	29.5%	1.8%	10.8%	16.1%	4.1%	8.3%	6.6%	11.6%	6.5%	9.0%	9.8%	9.2%	7.2%	3.5%
The UKIP candidate	164	89	75	30	67	67	5	-	5	150	-	5	65	17	19	25	34	19	24	53	68	19	32	38	64	154	4	7
	14.3%	15.5%	13.1%	9.4%	16.5%	16.0%	1.5%	-	5.6%	82.7%	-	2.7%	20.2%	6.6%	9.0%	29.9%	16.5%	7.6%	12.5%	16.0%	18.2%	14.0%	17.3%	14.4%	16.1%	15.6%	3.9%	11.2%
The SNP candidate	43	18	26	10	14	19	-	-	-	-	43	-	1	12	1	21	8	6	9	16	12	-	-	-	-	-	43	-
	3.8%	3.1%	4.4%	3.2%	3.5%	4.4%	-	-	-	-	52.4%	-	*	4.4%	*	25.9%	3.7%	2.5%	4.7%	4.7%	3.3%	-	-	-	-	-	42.1%	-
The Plaid Cymru candidate	7	1	6	-	4	2	-	1	-	1	5	-	-	3	-	2	2	-	3	1	4	-	-	-	-	-	-	7
	0.6%	*	1.0%	-	1.1%	0.6%	-	*	-	*	6.3%	-	-	1.1%	-	2.3%	0.7%	-	1.4%	*	1.0%	-	-	-	-	-	-	11.7%
Another candidate (Net)	32	19	13	12	17	3	-	-	1	2	24	5	2	1	13	11	3	10	5	5	12	5	7	7	10	29	1	2
	2.8%	3.3%	2.3%	3.8%	4.2%	0.6%	-	-	0.8%	1.2%	29.0%	3.1%	0.6%	0.5%	6.0%	13.2%	1.7%	3.9%	2.7%	1.5%	3.2%	3.7%	4.0%	2.6%	2.5%	3.0%	0.7%	3.5%
Green	23	15	8	11	10	2	-	-	1	-	22	-	-	-	11	9	3	8	5	1	9	1	7	6	6	20	1	2
	2.0%	2.6%	1.4%	3.3%	2.4%	0.6%	-	-	0.8%	-	26.9%	-	-	-	5.3%	10.5%	1.5%	3.3%	2.6%	*	2.4%	1.0%	4.0%	2.1%	1.5%	2.1%	0.7%	3.0%
British National Party (BNP)	4	4	-	-	4	-	-	-	-	2	1	-	-	1	-	2	-	-	-	2	1	-	-	1	2	4	-	-
	*	0.6%	-	-	0.9%	-	-	-	-	1.2%	1.7%	-	-	0.5%	-	2.7%	-	-	-	0.7%	*	-	-	0.5%	0.5%	*	-	-
Respect	*	*	-	-	*	-	-	-	-	*	-	-	-	-	-	*	-	-	*	-	*	-	-	-	-	-	-	*
	*	*	-	-	*	-	-	-	-	*	-	-	-	-	-	*	-	-	*	-	-	-	-	-	-	-	-	0.5%
An independent candidate	4	-	4	-	4	-	-	-	-	-	4	-	2	-	2	-	-	-	-	2	2	2	-	-	2	4	-	-
	*	-	0.6%	-	0.9%	-	-	-	-	-	2.2%	-	0.6%	-	0.8%	-	-	-	-	0.6%	*	1.4%	-	-	-	*	*	-
Other	2	-	2	2	-	-	-	-	-	-	2	-	-	-	-	-	-	2	-	-	-	2	-	-	-	2	-	-
	*	-	*	0.5%	-	-	-	-	-	-	1.0%	-	-	-	-	-	-	0.7%	-	-	-	1.2%	-	-	-	*	-	-
Undecided	165	56	109	58	63	44	6	9	2	5	5	136	26	16	35	9	47	35	19	49	62	10	27	42	70	149	8	9
	14.4%	9.8%	19.0%	18.0%	15.5%	10.6%	2.1%	2.9%	2.2%	2.7%	6.2%	81.9%	7.9%	6.1%	16.6%	11.2%	22.8%	14.1%	9.8%	14.8%	16.6%	7.2%	14.6%	15.8%	17.5%	15.1%	7.7%	14.7%
Refused	11	4	7	6	2	3	-	-	-	-	-	-	*	-	-	2	-	*	3	3	6	-	-	4	7	11	*	-
	1.0%	0.8%	1.2%	1.8%	0.6%	0.8%	-	-	-	-	-	-	*	-	-	1.1%	-	*	1.4%	0.8%	1.5%	-	-	1.3%	1.8%	1.1%	*	-
SIGMA	1148	574	574	323	405	420	299	321	84	182	82	166	324	264	208	83	206	250	192	332	374	134	185	267	400	986	102	60
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

# General Election Poll IV

Prepared on behalf of the Daily Mirror

Table 7

Q3. Normal weightings & likelihood to vote

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

Base: Likely to vote

	Gender		Age			Voting Intention						2010 Vote					SEG				Region6 + 1								
	Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	Undecided	CON	LAB	LD	OTHER	Did Not Vote	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales		
Unweighted Total	1144	575	569	194	355	595	316	301	80	178	86	168	336	255	182	106	201	258	236	303	347	107	188	258	413	966	110	68	
Weighted Total	1148	588	560	283	404	461	313	334	79	186	82	145	351	273	215	85	170	257	196	329	366	137	183	264	394	978	108	62	
The Conservative Party candidate	315	164	151	60	87	168	294	3	3	9	1	5	228	16	26	4	34	78	60	90	87	33	59	66	130	287	12	16	
	27.5%	27.9%	27.0%	21.3%	21.6%	36.4%	93.9%	0.9%	3.3%	5.0%	1.3%	3.6%	64.9%	6.0%	12.1%	5.0%	19.7%	30.4%	30.7%	27.4%	23.7%	24.2%	32.3%	24.9%	32.9%	29.4%	11.4%	25.1%	
The Labour Party candidate	334	182	152	92	130	112	3	314	4	1	2	10	16	197	62	6	47	67	67	91	109	54	49	92	88	283	30	21	
	29.1%	30.9%	27.1%	32.4%	32.3%	24.2%	0.8%	94.1%	4.7%	0.7%	3.0%	6.7%	4.5%	72.2%	29.1%	7.6%	27.6%	26.1%	34.0%	27.7%	29.8%	39.7%	26.6%	34.7%	22.4%	28.9%	28.0%	33.0%	
The Liberal Democrat Party candidate	94	53	41	35	25	34	7	6	67	9	-	5	6	9	61	2	16	40	8	26	20	14	13	20	36	84	8	2	
	8.2%	9.0%	7.3%	12.3%	6.3%	7.3%	2.3%	1.7%	85.5%	4.8%	-	3.2%	1.7%	3.1%	28.3%	2.0%	9.4%	15.4%	4.3%	7.8%	5.5%	10.5%	7.2%	7.7%	9.2%	8.6%	7.0%	3.1%	
The UKIP candidate	168	92	75	27	67	74	3	-	2	158	-	4	72	17	19	25	30	20	24	56	68	21	32	39	64	156	5	7	
	14.6%	15.7%	13.4%	9.5%	16.5%	16.1%	1.0%	-	3.0%	85.3%	-	2.5%	20.5%	6.3%	9.0%	29.9%	17.7%	7.8%	12.4%	16.9%	18.5%	15.0%	17.6%	14.8%	16.3%	16.0%	4.2%	11.3%	
The SNP candidate	44	17	27	9	15	21	-	-	-	-	44	-	1	12	1	23	7	7	9	17	12	-	-	-	-	-	44	-	
	3.9%	3.0%	4.8%	3.1%	3.7%	4.5%	-	-	-	-	53.9%	-	*	4.5%	*	26.9%	3.9%	2.7%	4.4%	5.0%	3.3%	-	-	-	-	-	41.1%	-	
The Plaid Cymru candidate	8	2	6	-	5	3	-	1	-	1	6	-	-	3	-	2	1	-	3	1	4	-	-	-	-	-	-	-	8
	0.7%	*	1.1%	-	1.2%	0.6%	-	*	-	*	6.8%	-	-	1.2%	-	2.5%	0.8%	-	1.6%	*	1.1%	-	-	-	-	-	-	-	12.2%
Another candidate (Net)	32	19	13	12	17	3	-	-	1	2	25	4	2	2	13	12	2	11	5	5	11	5	7	7	9	29	1	2	
	2.8%	3.3%	2.3%	4.4%	4.2%	0.6%	-	-	1.0%	1.2%	30.5%	2.7%	0.6%	0.6%	6.0%	14.3%	1.1%	4.1%	2.8%	1.7%	2.9%	3.7%	4.0%	2.8%	2.4%	3.0%	0.7%	3.3%	
Green	24	15	9	11	10	3	-	-	1	-	23	-	-	-	12	10	2	9	5	1	9	2	7	6	7	21	1	2	
	2.1%	2.6%	1.6%	3.9%	2.6%	0.6%	-	-	1.0%	-	28.5%	-	-	-	5.8%	11.7%	1.1%	3.6%	2.8%	*	2.3%	1.1%	4.0%	2.2%	1.7%	2.2%	0.7%	3.3%	
British National Party (BNP)	4	4	-	-	4	-	-	-	-	2	2	-	-	2	-	2	-	-	-	2	2	-	-	2	2	4	-	-	
	*	0.7%	-	-	1.0%	-	-	-	-	1.2%	2.0%	-	-	0.6%	-	2.7%	-	-	-	0.7%	*	-	-	0.6%	0.6%	*	-	-	
Respect	*	*	-	-	*	-	-	-	-	*	-	-	-	-	-	-	*	-	*	-	*	-	-	-	-	-	-	*	
	*	*	-	-	*	-	-	-	-	*	-	-	-	-	-	-	*	-	*	-	*	-	-	-	-	-	-	*	
An independent candidate	3	-	3	-	3	-	-	-	-	-	-	3	2	-	*	-	-	-	-	2	*	2	-	-	*	3	-	-	
	*	-	*	-	0.6%	-	-	-	-	-	-	1.8%	0.6%	-	*	-	-	-	-	0.7%	*	1.6%	-	-	-	*	3	-	
Other	1	-	1	1	-	-	-	-	-	-	-	1	-	-	-	-	-	1	-	-	-	1	-	-	-	1	-	-	
	*	-	*	*	-	-	-	-	-	-	-	0.9%	-	-	-	-	-	0.5%	-	-	-	1.0%	-	-	-	*	-	-	
Undecided	145	55	90	45	55	44	6	10	2	5	4	118	26	17	33	10	33	34	18	41	52	10	23	37	60	130	8	7	
	12.6%	9.3%	16.1%	16.1%	13.6%	9.6%	1.9%	2.9%	2.5%	2.6%	4.4%	81.3%	7.3%	6.1%	15.2%	11.8%	19.2%	13.2%	9.1%	12.5%	14.2%	7.0%	12.4%	14.1%	15.3%	13.3%	7.1%	11.8%	
Refused	9	4	6	3	2	4	-	-	-	-	-	-	1	-	-	-	1	1	1	3	4	-	-	3	6	8	1	-	
	0.8%	0.6%	1.0%	1.1%	0.6%	0.8%	-	-	-	-	-	-	*	-	-	-	0.6%	*	0.8%	0.9%	1.1%	-	-	1.0%	1.5%	0.9%	*	-	
SIGMA	1148	588	560	283	404	461	313	334	79	186	82	145	351	273	215	85	170	257	196	329	366	137	183	264	394	978	108	62	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

# General Election Poll IV

Prepared on behalf of the Daily Mirror

Table 8

Q3. Normal weightings & likelihood to vote, with undecided and refused removed

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

Base: Likely to vote

	Gender		Age			Voting Intention						2010 Vote					SEG				Region6 + 1								
	Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	Undecided	CON	LAB	LD	OTHER	Did Not Vote	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales		
Unweighted Total	966	514	452	152	294	520	310	293	78	173	82	29	307	236	154	93	153	221	205	253	287	97	159	208	339	803	102	61	
Weighted Total	994	530	464	234	346	414	307	324	77	181	79	27	325	257	182	75	136	223	176	285	310	127	160	224	328	840	100	55	
The Conservative Party candidate	315	164	151	60	87	168	294	3	3	9	1	5	228	16	26	4	34	78	60	90	87	33	59	66	130	287	12	16	
	31.7%	31.0%	32.5%	25.7%	25.2%	40.6%	95.7%	0.9%	3.4%	5.2%	1.4%	19.0%	70.2%	6.3%	14.2%	5.6%	24.6%	35.1%	34.1%	31.6%	28.0%	26.0%	36.8%	29.3%	39.5%	34.2%	12.4%	28.5%	
The Labour Party candidate	334	182	152	92	130	112	3	314	4	1	2	10	16	197	62	6	47	67	67	91	109	54	49	92	88	283	30	21	
	33.5%	34.3%	32.7%	39.1%	37.7%	27.0%	0.9%	96.9%	4.8%	0.7%	3.1%	35.9%	4.9%	76.9%	34.3%	8.6%	34.4%	30.1%	37.7%	31.9%	35.1%	42.6%	30.3%	40.9%	26.9%	33.7%	30.3%	37.5%	
The Liberal Democrat Party candidate	94	53	41	35	25	34	7	6	67	9	-	5	6	9	61	2	16	40	8	26	20	14	13	20	36	84	8	2	
	9.4%	10.0%	8.8%	14.8%	7.3%	8.2%	2.4%	1.8%	87.7%	5.0%	-	17.3%	1.8%	3.3%	33.4%	2.3%	11.7%	17.8%	4.7%	9.0%	6.5%	11.3%	8.2%	9.1%	11.1%	10.0%	7.6%	3.5%	
The UKIP candidate	168	92	75	27	67	74	3	-	2	158	-	4	72	17	19	25	30	20	24	56	68	21	32	39	64	156	5	7	
	16.9%	17.4%	16.2%	11.4%	19.3%	17.9%	1.1%	-	3.1%	87.6%	-	13.3%	22.2%	6.8%	10.6%	33.9%	22.1%	9.0%	13.7%	19.5%	21.8%	16.1%	20.0%	17.4%	19.6%	18.6%	4.6%	12.9%	
The SNP candidate	44	17	27	9	15	21	-	-	-	-	44	-	1	12	1	23	7	7	9	17	12	-	-	-	-	-	44	-	
	4.5%	3.3%	5.8%	3.8%	4.3%	5.0%	-	-	-	-	56.4%	-	*	4.8%	*	30.5%	4.8%	3.2%	4.9%	5.8%	3.9%	-	-	-	-	-	44.4%	-	
The Plaid Cymru candidate	8	2	6	-	5	3	-	1	-	1	6	-	-	3	-	2	1	-	3	1	4	-	-	-	-	-	-	-	8
	0.8%	*	1.3%	-	1.4%	0.7%	-	*	-	*	7.1%	-	-	1.3%	-	2.9%	1.0%	-	1.7%	*	1.3%	-	-	-	-	-	-	-	13.9%
Another candidate (Net)	32	19	13	12	17	3	-	-	1	2	25	4	2	2	13	12	2	11	5	5	11	5	7	7	9	29	1	2	
	3.2%	3.7%	2.7%	5.3%	4.9%	0.7%	-	-	1.1%	1.2%	32.0%	14.5%	0.7%	0.6%	7.0%	16.3%	1.4%	4.8%	3.1%	1.9%	3.4%	4.0%	4.6%	3.3%	2.9%	3.5%	0.8%	3.8%	
Green	24	15	9	11	10	3	-	-	1	-	23	-	-	-	12	10	2	9	5	1	9	2	7	6	7	21	1	2	
	2.4%	2.9%	1.9%	4.7%	3.0%	0.7%	-	-	1.1%	-	29.9%	-	-	-	6.8%	13.3%	1.4%	4.2%	3.1%	*	2.8%	1.2%	4.6%	2.6%	2.1%	2.6%	0.8%	3.7%	
British National Party (BNP)	4	4	-	-	4	-	-	-	-	2	2	-	-	2	-	2	-	-	-	2	2	-	-	2	2	4	-	-	
	*	0.7%	-	-	1.1%	-	-	-	-	1.2%	2.1%	-	-	0.6%	-	3.0%	-	-	-	0.8%	0.5%	-	-	0.7%	0.7%	*	-	-	
Respect	*	*	-	-	*	-	-	-	-	*	-	-	-	-	-	-	*	-	*	-	-	-	-	-	-	-	-	*	
	*	*	-	-	*	-	-	-	-	*	-	-	-	-	-	-	*	-	*	-	-	-	-	-	-	-	-	*	
An independent candidate	3	-	3	-	3	-	-	-	-	-	-	3	2	-	*	-	-	-	-	2	*	2	-	-	*	3	-	-	
	*	-	0.6%	-	0.7%	-	-	-	-	-	-	9.6%	0.7%	-	*	-	-	-	-	0.8%	*	1.7%	-	-	*	*	-	-	
Other	1	-	1	1	-	-	-	-	-	-	-	1	-	-	-	-	-	1	-	-	-	1	-	-	-	1	-	-	
	*	-	*	0.6%	-	-	-	-	-	-	-	4.9%	-	-	-	-	-	0.6%	-	-	-	1.0%	-	-	-	*	-	-	
SIGMA	994	530	464	234	346	414	307	324	77	181	79	27	325	257	182	75	136	223	176	285	310	127	160	224	328	840	100	55	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

# General Election Poll IV

Prepared on behalf of the Daily Mirror

Table 9

Q3. Normal weightings & likelihood to vote, with undecided and refused removed and replaced with 0.3 factor of 2010 vote

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

Base: Likely to vote

	Total		Gender			Age			Voting Intention					2010 Vote					SEG				Region6 + 1						
			Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	Undecided	CON	LAB	LD	OTHER	Did Not Vote	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales
Unweighted Total	1052		545	507	163	324	565	313	296	80	176	85	100	336	255	182	103	153	241	226	277	308	101	174	233	372	880	108	64
Weighted Total	1019		539	480	239	357	423	308	325	77	182	80	46	333	262	192	77	136	228	181	292	318	129	165	230	337	861	102	56
The Conservative Party candidate	323		168	155	61	93	170	295	3	3	10	2	10	236	16	26	4	34	80	61	93	89	33	60	68	133	294	13	16
	31.7%		31.2%	32.3%	25.4%	25.9%	40.2%	95.6%	1.0%	3.4%	5.7%	2.3%	21.6%	70.9%	6.2%	13.5%	5.5%	24.6%	35.0%	33.7%	31.8%	28.1%	26.0%	36.2%	29.6%	39.5%	34.2%	12.9%	27.8%
The Labour Party candidate	339		184	155	93	132	114	3	314	4	1	3	14	16	202	62	6	47	68	68	92	111	55	50	93	89	287	31	21
	33.2%		34.1%	32.3%	38.9%	36.9%	26.9%	1.0%	96.5%	4.8%	0.7%	3.2%	30.4%	4.8%	77.3%	32.5%	8.4%	34.4%	29.9%	37.6%	31.4%	34.8%	42.6%	30.5%	40.4%	26.3%	33.3%	30.4%	36.7%
The Liberal Democrat Party candidate	104		56	48	37	29	38	7	7	68	9	*	13	6	9	71	2	16	42	10	29	23	15	15	22	41	93	8	3
	10.2%		10.3%	10.0%	15.3%	8.1%	9.0%	2.4%	2.1%	87.7%	4.9%	*	27.7%	1.8%	3.3%	36.8%	2.2%	11.7%	18.3%	5.6%	9.8%	7.3%	11.5%	8.9%	9.7%	12.2%	10.8%	7.8%	5.1%
The UKIP candidate	169		93	76	27	67	75	3	-	2	158	-	5	72	17	19	27	30	20	24	57	68	21	33	39	65	157	5	7
	16.6%		17.3%	15.8%	11.5%	18.8%	17.6%	1.1%	-	3.0%	87.1%	-	10.8%	21.7%	6.6%	10.1%	34.9%	22.1%	8.8%	13.5%	19.3%	21.4%	16.0%	19.9%	17.1%	19.2%	18.3%	4.5%	12.6%
The SNP candidate	45		18	27	9	15	21	-	-	*	-	44	*	1	12	1	23	7	7	9	17	12	-	-	-	-	-	45	-
	4.4%		3.3%	5.6%	3.7%	4.1%	4.9%	-	-	*	-	55.7%	*	*	4.7%	*	30.0%	4.8%	3.2%	4.8%	5.7%	3.8%	-	-	-	-	-	43.8%	-
The Plaid Cymru candidate	8		2	6	-	5	3	-	1	-	1	6	*	-	3	-	3	1	*	3	1	4	-	-	-	-	-	-	8
	0.8%		*	1.3%	-	1.4%	0.7%	-	*	-	*	7.1%	0.8%	-	1.3%	-	3.3%	1.0%	*	1.7%	*	1.2%	-	-	-	-	-	-	14.2%
Another candidate (Net)	32		19	13	12	17	3	-	-	1	2	25	4	2	2	13	12	2	11	5	5	11	5	7	7	9	29	1	2
	3.1%		3.6%	2.6%	5.2%	4.7%	0.7%	-	-	1.0%	1.2%	31.5%	8.4%	0.7%	0.6%	6.7%	15.9%	1.4%	4.6%	3.0%	1.9%	3.3%	4.0%	4.4%	3.2%	2.8%	3.4%	0.8%	3.7%
Green	24		15	9	11	10	3	-	-	1	-	23	-	-	-	12	10	2	9	5	1	9	2	7	6	7	21	1	2
	2.4%		2.9%	1.8%	4.6%	2.9%	0.6%	-	-	1.0%	-	29.5%	-	-	-	6.5%	12.9%	1.4%	4.1%	3.0%	*	2.7%	1.2%	4.4%	2.5%	2.0%	2.5%	0.8%	3.6%
British National Party (BNP)	4		4	-	-	4	-	-	-	-	2	2	-	-	2	-	2	-	-	-	2	2	-	-	2	2	4	-	-
	*		0.7%	-	-	1.1%	-	-	-	-	1.2%	2.0%	-	-	0.6%	-	2.9%	-	-	-	0.8%	0.5%	-	-	0.7%	0.7%	*	-	-
Respect	*		*	-	-	*	-	-	-	-	*	-	-	-	-	-	-	*	-	*	-	-	-	-	-	-	-	-	*
	*		*	-	-	*	-	-	-	-	*	-	-	-	-	-	-	*	-	*	-	-	-	-	-	-	-	-	*
An independent candidate	3		-	3	-	3	-	-	-	-	-	-	3	2	-	*	-	-	-	-	2	*	2	-	-	*	3	-	-
	*		-	0.5%	-	0.7%	-	-	-	-	-	-	5.6%	0.7%	-	*	-	-	-	-	0.8%	*	1.7%	-	-	*	*	-	-
Other	1		-	1	1	-	-	-	-	-	-	-	1	-	-	-	-	-	1	-	-	-	1	-	-	-	1	-	-
	*		-	*	0.6%	-	-	-	-	-	-	-	2.8%	-	-	-	-	-	0.6%	-	-	-	1.0%	-	-	-	*	-	-
SIGMA	1019		539	480	239	357	423	308	325	77	182	80	46	333	262	192	77	136	228	181	292	318	129	165	230	337	861	102	56
	100%		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

# General Election Poll IV

Prepared on behalf of the Daily Mirror

Table 10

Q4. Normal weightings

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

Base: All answering constituency VI question with candidate

	Gender		Age			Voting Intention						2010 Vote					SEG				Region6 + 1							
	Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	Undecided	CON	LAB	LD	OTHER	Did Not Vote	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales	
Unweighted Total	966	514	452	152	294	520	310	293	78	173	82	29	307	236	154	93	153	221	205	253	287	97	159	208	339	803	102	61
Weighted Total	972	514	458	259	340	373	293	312	82	177	77	30	298	248	173	73	157	214	171	280	306	125	158	221	323	827	94	51
Am sure I will vote this way	670	376	295	131	229	310	228	222	46	115	57	2	229	183	100	57	90	128	131	189	222	80	105	153	220	558	76	36
	69.0%	73.2%	64.3%	50.8%	67.5%	83.0%	77.9%	71.3%	55.4%	65.0%	73.8%	7.1%	77.0%	74.0%	57.8%	78.3%	57.0%	59.9%	76.4%	67.5%	72.6%	64.2%	66.6%	69.2%	68.1%	67.5%	80.6%	71.4%
I might change my mind	282	133	148	116	105	60	57	84	37	58	20	25	62	59	71	16	65	81	39	89	73	40	52	62	97	250	18	13
	29.0%	26.0%	32.4%	44.8%	31.0%	16.1%	19.3%	27.0%	44.6%	33.0%	26.2%	84.2%	20.9%	23.9%	41.1%	21.7%	41.1%	38.0%	22.9%	31.6%	23.7%	32.0%	32.8%	27.9%	30.0%	30.3%	19.4%	25.7%
Don't Know	20	4	15	11	5	3	8	5	-	4	-	3	6	5	2	-	3	5	1	2	11	5	1	6	6	18	-	1
	2.0%	0.9%	3.3%	4.4%	1.5%	0.8%	2.7%	1.7%	-	2.0%	-	8.7%	2.1%	2.1%	1.1%	-	1.9%	2.2%	0.7%	0.8%	3.7%	3.8%	0.7%	2.9%	1.8%	2.2%	-	2.8%
SIGMA	972	514	458	259	340	373	293	312	82	177	77	30	298	248	173	73	157	214	171	280	306	125	158	221	323	827	94	51
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

# Survation.

# General Election Poll IV

Prepared on behalf of the Daily Mirror

Table 11

Q5. Normal weightings

Q5. In the last General Election 65% of people voted, while 35% of people did not vote. Thinking back to the General Election in May 2010, can you remember whether or not you voted in that specific election?

Base: All Respondents

	Gender		Age			Voting Intention						2010 Vote					SEG				Region6 + 1							
	Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	Undecided	CON	LAB	LD	OTHER	Did Not Vote	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales	
Unweighted Total	1207	593	614	210	379	618	316	301	80	178	86	168	338	255	183	108	257	266	246	317	378	114	200	272	440	1026	111	70
Weighted Total	1207	586	621	347	426	433	299	321	84	182	82	166	328	264	209	83	258	255	199	347	407	139	199	281	423	1043	103	61
I voted in the 2010 General Election	919	486	433	197	339	383	258	267	59	142	67	110	328	264	209	83	-	211	168	256	284	106	154	211	317	788	83	48
	76.1%	82.9%	69.7%	56.6%	79.7%	88.3%	86.2%	83.2%	70.2%	77.9%	81.6%	66.2%	100.0%	100.0%	100.0%	100.0%	-	82.9%	84.2%	74.0%	69.7%	76.5%	77.3%	75.0%	74.9%	75.6%	80.1%	78.0%
I did not vote in the 2010 General Election	258	93	164	135	74	48	36	48	24	38	14	42	-	-	-	-	258	40	30	74	113	28	42	62	99	231	18	9
	21.3%	15.9%	26.4%	38.9%	17.5%	11.1%	12.0%	15.1%	28.8%	20.8%	16.4%	25.5%	-	-	-	-	100.0%	15.7%	15.0%	21.5%	27.8%	20.4%	20.9%	22.1%	23.3%	22.1%	17.7%	14.4%
Cant remember	31	7	24	16	12	3	5	6	1	2	2	14	-	-	-	-	-	3	2	16	10	4	4	8	8	24	2	5
	2.5%	1.2%	3.9%	4.5%	2.9%	0.6%	1.7%	1.8%	1.0%	1.2%	2.0%	8.3%	-	-	-	-	-	1.4%	0.8%	4.5%	2.5%	3.2%	1.8%	2.9%	1.8%	2.3%	2.2%	7.6%
SIGMA	1207	586	621	347	426	433	299	321	84	182	82	166	328	264	209	83	258	255	199	347	407	139	199	281	423	1043	103	61
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

# Survation.

# General Election Poll IV

Prepared on behalf of the Daily Mirror

Table 12

Q6. Normal weightings

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

Base: Voted in the 2010 General Election

	Gender		Age			Voting Intention						2010 Vote					SEG				Region6 + 1							
	Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	Undecided	CON	LAB	LD	OTHER	Did Not Vote	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales	
Unweighted Total	920	493	427	112	280	528	272	243	63	143	69	115	338	255	183	108	0	220	204	234	262	85	154	208	324	771	94	55
Weighted Total	919	486	433	197	339	383	258	267	59	142	67	110	328	264	209	83	0	211	168	256	284	106	154	211	317	788	83	48
Conservative	328	175	153	46	119	163	209	16	2	68	3	25	328	-	-	-	-	70	60	104	94	39	69	71	127	306	12	11
	35.7%	36.0%	35.3%	23.4%	35.0%	42.6%	81.0%	6.1%	4.2%	47.8%	4.4%	22.9%	100.0%	-	-	-	-	33.2%	35.6%	40.5%	33.2%	36.8%	44.6%	33.8%	39.9%	38.8%	14.0%	22.2%
Labour	264	146	117	68	103	93	17	190	4	18	17	18	-	264	-	-	-	54	58	71	81	35	39	66	68	207	36	20
	28.7%	30.1%	27.1%	34.4%	30.5%	24.2%	6.4%	71.1%	6.5%	12.8%	26.0%	16.1%	-	100.0%	-	-	-	25.4%	34.5%	27.8%	28.6%	32.9%	25.4%	31.2%	21.4%	26.3%	44.0%	41.5%
Liberal Democrat	209	109	101	43	76	90	26	57	52	23	14	35	-	-	209	-	-	60	27	53	69	21	33	55	85	193	8	8
	22.8%	22.3%	23.3%	21.8%	22.4%	23.6%	10.2%	21.2%	88.2%	16.5%	20.6%	32.2%	-	-	100.0%	-	-	28.3%	16.2%	20.6%	24.5%	19.5%	21.2%	26.2%	26.7%	24.5%	9.1%	17.3%
UK Independence Party (UKIP)	28	16	12	8	11	9	1	1	-	20	-	6	-	-	-	28	-	7	7	8	7	4	5	4	13	26	1	2
	3.0%	3.3%	2.7%	4.1%	3.2%	2.4%	*	*	-	14.3%	-	5.2%	-	-	-	33.3%	-	3.1%	3.9%	3.0%	2.5%	3.5%	3.2%	1.9%	4.1%	3.2%	1.0%	3.2%
Green	14	7	7	4	6	3	-	2	-	-	9	3	-	-	-	14	-	5	4	2	3	3	4	2	2	11	1	2
	1.5%	1.4%	1.6%	2.3%	1.8%	0.8%	-	0.7%	-	-	13.3%	2.4%	-	-	-	16.5%	-	2.4%	2.5%	0.7%	1.0%	2.6%	2.5%	1.0%	0.8%	1.4%	0.8%	4.3%
British National Party (BNP)	7	5	2	2	4	1	-	-	-	5	-	2	-	-	-	7	-	-	-	3	4	2	2	1	3	7	-	-
	0.8%	1.1%	*	0.8%	1.3%	*	-	-	-	3.4%	-	1.5%	-	-	-	8.4%	-	-	-	1.0%	1.5%	1.6%	1.1%	*	0.8%	0.9%	-	-
Scottish National Party (SNP)	28	12	16	7	9	12	1	-	*	5	21	*	-	-	-	28	-	5	9	7	7	-	-	-	4	4	24	-
	3.0%	2.6%	3.6%	3.7%	2.7%	3.1%	*	-	0.6%	3.3%	31.9%	*	-	-	-	33.6%	-	2.4%	5.5%	2.8%	2.4%	-	-	-	1.1%	*	29.6%	-
Plaid Cymru	5	1	4	2	2	1	2	-	-	*	2	1	-	-	-	5	-	3	1	*	1	-	-	-	-	-	-	5
	0.5%	*	1.0%	0.8%	0.5%	*	0.7%	-	-	*	2.4%	1.0%	-	-	-	5.8%	-	1.3%	0.7%	*	*	-	-	-	-	-	-	10.2%
(A Northern Irish Party)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other (Please state)	2	2	-	2	-	*	-	*	-	-	-	2	-	-	-	2	-	-	*	2	-	-	-	2	-	2	-	-
	*	*	-	0.8%	-	*	-	*	-	-	-	1.4%	-	-	-	2.4%	-	-	*	0.6%	-	-	-	0.9%	-	*	-	-
Cant Remember	19	7	12	10	4	5	2	1	*	2	1	11	-	-	-	-	-	4	1	2	11	3	1	3	10	17	1	1
	2.1%	1.4%	2.8%	4.9%	1.2%	1.4%	0.9%	*	*	1.7%	1.2%	10.5%	-	-	-	-	-	2.0%	0.7%	0.8%	4.0%	3.2%	0.7%	1.5%	3.1%	2.2%	1.0%	1.3%
Refuse	16	6	10	6	5	4	-	-	-	-	-	7	-	-	-	-	-	4	*	5	6	-	2	6	7	15	*	-
	1.7%	1.3%	2.2%	3.1%	1.5%	1.2%	-	-	-	-	-	6.5%	-	-	-	-	-	1.9%	*	2.1%	2.1%	-	1.3%	3.0%	2.1%	1.9%	0.5%	-
SIGMA	919	486	433	197	339	383	258	267	59	142	67	110	328	264	209	83	0	211	168	256	284	106	154	211	317	788	83	48
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

# General Election Poll IV

Prepared on behalf of the Daily Mirror

Table 13

Q7. Normal weightings

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

Base: All Respondents

	Gender		Age			Voting Intention						2010 Vote					SEG				Region6 + 1							
	Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	Undecided	CON	LAB	LD	OTHER	Did Not Vote	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales	
Unweighted Total	1207	593	614	210	379	618	316	301	80	178	86	168	338	255	183	108	257	266	246	317	378	114	200	272	440	1026	111	70
Weighted Total	1207	586	621	347	426	433	299	321	84	182	82	166	328	264	209	83	258	255	199	347	407	139	199	281	423	1043	103	61
A Labour government	174	90	85	71	63	40	4	121	1	11	7	27	16	85	12	10	43	42	27	45	61	30	28	40	52	149	14	11
	14.4%	15.3%	13.6%	20.5%	14.8%	9.2%	1.2%	37.6%	1.7%	6.0%	7.9%	16.1%	5.0%	32.4%	5.7%	11.8%	16.8%	16.3%	13.5%	12.9%	15.1%	21.6%	13.8%	14.2%	12.2%	14.3%	13.8%	17.8%
A Conservative government	156	76	80	50	47	58	91	14	10	18	7	13	81	19	14	5	32	40	26	38	51	21	26	40	57	144	6	6
	12.9%	12.9%	12.9%	14.4%	11.0%	13.5%	30.4%	4.2%	12.2%	9.8%	8.5%	7.9%	24.6%	7.3%	6.9%	5.8%	12.3%	15.9%	13.1%	11.0%	12.4%	14.8%	13.1%	14.3%	13.5%	13.8%	5.4%	9.2%
A Conservative / Liberal Democrat coalition	152	75	77	40	51	61	74	7	24	14	3	24	59	14	39	8	26	50	23	36	43	14	34	29	55	132	14	6
	12.6%	12.8%	12.4%	11.6%	12.0%	14.1%	24.6%	2.3%	28.4%	7.9%	3.8%	14.5%	18.0%	5.4%	18.8%	10.0%	10.1%	19.7%	11.7%	10.4%	10.5%	10.2%	16.9%	10.4%	13.0%	12.7%	14.0%	9.2%
A Labour / Liberal Democrat coalition	125	72	52	35	53	37	4	68	21	8	8	13	8	43	45	3	21	34	20	34	35	23	19	32	39	113	7	4
	10.3%	12.3%	8.4%	9.9%	12.4%	8.6%	1.4%	21.1%	24.5%	4.6%	9.6%	8.1%	2.4%	16.1%	21.5%	3.6%	8.2%	13.5%	10.2%	9.9%	8.7%	16.9%	9.6%	11.3%	9.2%	10.9%	6.9%	6.9%
A Labour / SNP coalition	144	82	62	36	54	55	12	66	6	20	27	10	15	54	32	19	22	28	36	36	44	9	17	32	47	104	26	13
	11.9%	14.1%	9.9%	10.2%	12.7%	12.6%	4.0%	20.6%	6.8%	10.8%	33.4%	5.9%	4.6%	20.4%	15.5%	22.8%	8.6%	11.0%	18.2%	10.4%	10.8%	6.3%	8.6%	11.2%	11.1%	10.0%	25.3%	22.0%
A Conservative / UKIP coalition	147	67	80	42	54	51	56	5	7	69	4	5	79	8	18	14	21	24	22	58	44	20	32	35	50	137	4	6
	12.2%	11.5%	12.9%	12.2%	12.6%	11.7%	18.8%	1.6%	8.1%	37.7%	5.0%	2.9%	24.0%	3.0%	8.5%	16.7%	8.2%	9.2%	10.9%	16.8%	10.8%	14.3%	16.3%	12.3%	11.8%	13.1%	4.3%	9.6%
Other	24	13	12	-	12	12	5	7	2	4	4	2	5	4	7	5	1	6	6	6	6	*	4	4	11	20	3	2
	2.0%	2.1%	1.9%	-	2.8%	2.8%	1.5%	2.3%	2.4%	2.0%	5.2%	1.0%	1.5%	1.6%	3.4%	5.7%	*	2.5%	3.0%	1.7%	1.5%	*	2.2%	1.3%	2.7%	1.9%	2.8%	2.5%
Don't know	285	111	174	73	92	119	54	33	13	38	22	72	65	37	41	20	91	30	38	93	123	22	39	70	112	242	28	14
	23.6%	19.0%	28.0%	21.1%	21.7%	27.5%	18.1%	10.3%	16.0%	21.1%	26.8%	43.5%	19.9%	13.9%	19.6%	23.7%	35.3%	11.8%	19.3%	26.9%	30.3%	15.5%	19.5%	24.9%	26.5%	23.3%	27.5%	23.0%
SIGMA	1207	586	621	347	426	433	299	321	84	182	82	166	328	264	209	83	258	255	199	347	407	139	199	281	423	1043	103	61
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

# Survation.

# General Election Poll IV

Prepared on behalf of the Daily Mirror

Table 14

Q8. Normal weightings

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

Base: All Respondents

	Gender		Age			Voting Intention						2010 Vote					SEG				Region6 + 1							
	Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	Undecided	CON	LAB	LD	OTHER	Did Not Vote	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales	
Unweighted Total	1207	593	614	210	379	618	316	301	80	178	86	168	338	255	183	108	257	266	246	317	378	114	200	272	440	1026	111	70
Weighted Total	1207	586	621	347	426	433	299	321	84	182	82	166	328	264	209	83	258	255	199	347	407	139	199	281	423	1043	103	61
A Conservative / Liberal Democrat coalition	208	117	91	32	69	108	136	8	28	5	5	22	104	12	52	4	28	60	43	55	49	25	31	39	89	184	15	9
	17.3%	20.0%	14.7%	9.1%	16.2%	24.9%	45.5%	2.4%	33.3%	3.0%	5.6%	13.0%	31.8%	4.7%	24.7%	4.9%	10.7%	23.7%	21.8%	16.0%	12.1%	17.7%	15.6%	14.0%	21.1%	17.7%	14.4%	15.1%
A Labour / Liberal Democrat coalition	185	97	88	53	77	55	-	117	23	11	10	18	9	77	59	4	33	55	35	49	47	40	28	49	47	164	8	14
	15.4%	16.5%	14.2%	15.3%	18.1%	12.6%	-	36.4%	27.6%	6.3%	12.2%	11.1%	2.7%	29.1%	28.1%	4.6%	12.9%	21.4%	17.4%	14.0%	11.7%	28.6%	14.1%	17.6%	11.0%	15.7%	7.7%	22.4%
A Labour / SNP coalition	157	90	66	60	51	46	2	91	13	8	30	9	10	69	28	21	29	37	30	34	56	18	19	30	43	110	35	11
	13.0%	15.4%	10.7%	17.1%	11.9%	10.7%	0.7%	28.3%	15.6%	4.4%	36.4%	5.6%	2.9%	26.3%	13.5%	24.9%	11.2%	14.5%	15.2%	9.8%	13.7%	13.1%	9.3%	10.7%	10.2%	10.6%	34.3%	18.5%
A Conservative / UKIP coalition	222	108	114	58	74	90	85	4	4	106	3	12	120	12	23	21	43	35	37	79	71	21	45	54	88	208	7	7
	18.4%	18.4%	18.4%	16.6%	17.4%	20.8%	28.4%	1.4%	5.3%	58.5%	3.4%	7.2%	36.7%	4.4%	10.8%	24.6%	16.6%	13.7%	18.6%	22.7%	17.5%	14.8%	22.8%	19.0%	20.9%	20.0%	6.9%	11.2%
A minority Labour government	99	48	50	27	34	37	2	76	2	7	4	7	4	56	11	4	22	13	15	32	39	7	18	31	29	85	10	3
	8.2%	8.2%	8.1%	7.8%	8.1%	8.6%	0.7%	23.5%	2.4%	3.9%	4.4%	4.3%	1.2%	21.3%	5.5%	4.3%	8.4%	5.0%	7.5%	9.1%	9.7%	5.2%	9.2%	11.0%	6.8%	8.2%	10.0%	5.4%
A minority Conservative government	93	51	43	28	19	46	61	3	6	13	5	5	49	9	11	6	17	25	11	20	37	8	20	18	33	80	8	6
	7.7%	8.6%	6.9%	7.9%	4.6%	10.7%	20.4%	0.9%	7.3%	7.2%	6.3%	2.9%	15.1%	3.5%	5.1%	7.3%	6.7%	9.8%	5.7%	5.7%	9.2%	5.7%	10.1%	6.5%	7.9%	7.6%	7.8%	9.2%
Other	30	15	15	5	14	11	2	4	2	6	9	5	3	3	8	6	7	4	4	10	12	1	6	10	8	25	4	1
	2.5%	2.6%	2.4%	1.6%	3.3%	2.5%	0.6%	1.2%	2.2%	3.3%	11.1%	3.0%	0.9%	1.2%	3.6%	7.3%	2.8%	1.5%	2.1%	2.8%	3.0%	0.8%	3.1%	3.6%	1.9%	2.4%	3.9%	1.4%
Don't know	212	59	153	85	87	40	11	19	5	24	17	88	28	25	18	19	79	26	23	69	94	20	32	50	86	187	15	10
	17.6%	10.1%	24.7%	24.5%	20.5%	9.2%	3.7%	5.8%	6.3%	13.4%	20.8%	52.9%	8.7%	9.6%	8.7%	22.2%	30.7%	10.3%	11.8%	19.9%	23.0%	14.1%	15.8%	17.7%	20.3%	17.9%	14.9%	16.7%
SIGMA	1207	586	621	347	426	433	299	321	84	182	82	166	328	264	209	83	258	255	199	347	407	139	199	281	423	1043	103	61
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

# Survation.

# General Election Poll IV

Prepared on behalf of the Daily Mirror

Table 15

Q9. Normal weightings

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

Base: All Respondents

	Total		Gender			Age			Voting Intention					2010 Vote					SEG				Region6 + 1						
	Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	Undecided	CON	LAB	LD	OTHER	Did Not Vote	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales		
Unweighted Total	1207	593	614	210	379	618	316	301	80	178	86	168	338	255	183	108	257	266	246	317	378	114	200	272	440	1026	111	70	
Weighted Total	1207	586	621	347	426	433	299	321	84	182	82	166	328	264	209	83	258	255	199	347	407	139	199	281	423	1043	103	61	
Ed Miliband	364	196	168	113	141	109	15	221	29	34	23	32	29	160	70	22	72	78	62	97	126	63	48	93	104	309	32	23	
	30.1%	33.4%	27.0%	32.5%	33.2%	25.2%	5.1%	68.9%	34.9%	18.7%	28.0%	19.0%	8.8%	60.8%	33.6%	26.5%	28.1%	30.8%	31.0%	28.1%	31.0%	45.5%	24.3%	33.0%	24.6%	29.6%	31.4%	37.0%	
David Cameron	544	282	263	147	180	218	259	53	46	84	36	51	235	68	91	39	98	139	100	152	153	54	110	117	199	480	42	22	
	45.1%	48.1%	42.3%	42.2%	42.3%	50.3%	86.5%	16.5%	54.4%	46.1%	43.6%	30.9%	71.8%	25.8%	43.5%	46.7%	38.1%	54.5%	50.3%	43.9%	37.7%	38.9%	55.4%	41.5%	46.9%	46.0%	41.0%	36.7%	
Someone else	19	5	14	7	8	4	-	-	2	11	1	4	8	-	5	2	4	3	2	6	7	2	4	5	6	17	2	-	
	1.6%	0.9%	2.2%	2.0%	2.0%	0.9%	-	-	2.2%	6.2%	1.2%	2.4%	2.5%	-	2.3%	2.3%	1.6%	1.1%	1.2%	1.8%	1.8%	1.5%	1.9%	1.7%	1.5%	1.6%	1.9%	-	
Don't know	280	103	177	81	96	103	25	47	7	53	22	79	55	35	43	20	83	34	35	91	120	20	37	67	114	237	27	16	
	23.2%	17.6%	28.5%	23.4%	22.6%	23.7%	8.3%	14.6%	8.5%	29.0%	27.1%	47.7%	16.8%	13.4%	20.7%	24.5%	32.2%	13.5%	17.5%	26.1%	29.5%	14.1%	18.4%	23.7%	27.0%	22.7%	25.7%	26.4%	
SIGMA	1207	586	621	347	426	433	299	321	84	182	82	166	328	264	209	83	258	255	199	347	407	139	199	281	423	1043	103	61	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

# Survation.

# General Election Poll IV

Prepared on behalf of the Daily Mirror

Table 16

Q10. Normal weightings

Q10. What is the most important issue for you/issue most likely to influence your vote?

Base: All Respondents

	Total		Gender			Age			Voting Intention					2010 Vote					SEG				Region6 + 1						
			Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	Undecided	CON	LAB	LD	OTHER	Did Not Vote	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales
Unweighted Total	1207	593	614	210	379	618	316	301	80	178	86	168	338	255	183	108	257	266	246	317	378	114	200	272	440	1026	111	70	
Weighted Total	1207	586	621	347	426	433	299	321	84	182	82	166	328	264	209	83	258	255	199	347	407	139	199	281	423	1043	103	61	
Economy	224	119	105	51	78	95	112	46	22	8	10	19	87	44	37	9	36	79	45	49	50	32	43	45	79	200	20	4	
	18.6%	20.3%	16.9%	14.8%	18.3%	21.9%	37.2%	14.3%	26.4%	4.6%	12.7%	11.4%	26.4%	16.7%	17.6%	10.5%	14.0%	31.1%	22.8%	14.1%	12.4%	23.2%	21.7%	16.1%	18.7%	19.2%	19.3%	6.6%	
NHS	211	108	103	38	60	114	32	89	12	22	18	30	42	72	42	14	33	37	36	60	79	18	39	55	63	175	20	17	
	17.5%	18.5%	16.6%	10.9%	14.0%	26.3%	10.8%	27.8%	14.6%	12.3%	21.3%	18.4%	12.9%	27.4%	20.2%	16.8%	12.6%	14.5%	18.0%	17.3%	19.4%	12.9%	19.4%	19.7%	14.8%	16.8%	19.1%	27.4%	
Immigration	266	148	118	41	107	118	65	36	11	109	9	27	110	41	34	23	49	34	39	88	105	30	38	60	114	243	10	13	
	22.0%	25.2%	19.0%	11.8%	25.1%	27.2%	21.6%	11.3%	12.9%	60.1%	10.5%	16.0%	33.7%	15.5%	16.1%	27.0%	18.8%	13.2%	19.4%	25.5%	25.9%	21.3%	19.2%	21.5%	27.0%	23.3%	9.2%	21.9%	
Defence	20	7	12	12	5	3	7	-	3	5	2	2	7	1	4	1	3	2	1	6	10	1	2	4	9	15	2	3	
	1.6%	1.2%	2.0%	3.4%	1.2%	0.6%	2.4%	-	3.9%	2.6%	2.7%	1.3%	2.1%	*	1.8%	1.5%	1.1%	0.8%	0.5%	1.8%	2.5%	0.7%	0.9%	1.3%	2.1%	1.5%	1.5%	4.2%	
Crime	43	23	20	28	13	2	6	10	10	7	3	4	8	6	7	6	16	12	5	12	13	12	2	9	13	36	6	1	
	3.6%	3.9%	3.2%	7.9%	3.1%	0.6%	2.2%	3.2%	12.0%	3.9%	3.7%	2.6%	2.5%	2.2%	3.5%	6.6%	6.4%	4.8%	2.6%	3.6%	3.3%	8.7%	0.9%	3.3%	3.0%	3.5%	6.0%	1.6%	
Education	50	17	33	34	13	3	9	21	4	2	6	3	7	10	11	3	17	23	4	14	9	7	13	9	17	46	3	1	
	4.1%	2.9%	5.3%	9.9%	2.9%	0.6%	3.0%	6.6%	4.7%	1.2%	7.8%	1.5%	2.2%	3.8%	5.3%	4.1%	6.6%	9.1%	1.9%	4.0%	2.2%	5.2%	6.5%	3.2%	4.0%	4.4%	2.5%	1.6%	
Welfare	66	29	37	24	29	13	9	26	5	7	9	3	11	16	7	8	19	8	10	22	26	1	9	28	15	53	11	2	
	5.5%	5.0%	5.9%	6.9%	6.8%	3.0%	3.2%	8.0%	6.4%	3.6%	11.1%	2.1%	3.4%	6.2%	3.2%	9.1%	7.3%	3.3%	5.0%	6.4%	6.3%	0.7%	4.5%	10.0%	3.6%	5.1%	10.7%	2.9%	
The cost of living	214	79	135	91	88	35	32	67	7	13	14	59	27	49	46	11	59	42	36	62	75	19	39	50	71	179	21	14	
	17.7%	13.4%	21.8%	26.1%	20.6%	8.2%	10.7%	21.0%	8.3%	7.0%	16.9%	35.7%	8.3%	18.5%	22.2%	13.7%	22.9%	16.4%	18.0%	17.8%	18.3%	13.7%	19.6%	17.9%	16.8%	17.2%	20.1%	22.2%	
Pensions & retirement	49	31	18	6	8	34	18	9	7	3	2	4	18	12	9	2	8	7	9	12	21	4	9	8	17	38	8	2	
	4.0%	5.3%	2.8%	1.8%	2.0%	7.9%	6.1%	2.8%	8.1%	1.7%	2.1%	2.7%	5.4%	4.6%	4.2%	2.0%	3.2%	2.8%	4.3%	3.4%	5.2%	2.8%	4.6%	2.9%	4.1%	3.7%	7.7%	4.0%	
Housing	35	9	26	15	13	7	5	12	-	2	4	10	6	6	9	2	11	6	5	15	9	12	2	9	12	35	-	1	
	2.9%	1.6%	4.2%	4.4%	3.0%	1.6%	1.8%	3.7%	-	0.9%	5.2%	5.9%	1.8%	2.3%	4.3%	1.9%	4.2%	2.2%	2.6%	4.3%	2.3%	8.5%	1.0%	3.2%	2.8%	3.3%	-	1.0%	
Other	30	16	14	7	13	10	3	4	2	4	5	4	5	6	4	5	7	5	10	6	9	3	3	2	13	22	4	4	
	2.5%	2.7%	2.3%	2.1%	3.0%	2.2%	1.2%	1.3%	2.6%	2.0%	6.1%	2.4%	1.4%	2.5%	1.7%	6.5%	2.9%	1.9%	4.9%	1.8%	2.2%	2.3%	1.6%	0.8%	3.1%	2.1%	3.7%	6.9%	
SIGMA	1207	586	621	347	426	433	299	321	84	182	82	166	328	264	209	83	258	255	199	347	407	139	199	281	423	1043	103	61	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

# General Election Poll IV

Prepared on behalf of the Daily Mirror

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

	Total		Gender			Age			Voting Intention					2010 Vote					SEG				Region6 + 1						
	Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	Undecided	CON	LAB	LD	OTHER	Did Not Vote	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales		
Unweighted Total	1207	593	614	210	379	618	316	301	80	178	86	168	338	255	183	108	257	266	246	317	378	114	200	272	440	1026	111	70	
Weighted Total	1207	586	621	347	426	433	299	321	84	182	82	166	328	264	209	83	258	255	199	347	407	139	199	281	423	1043	103	61	
Labour	299	157	142	99	117	83	2	219	11	17	21	26	23	150	49	15	55	70	54	73	102	42	45	77	81	244	36	20	
	24.8%	26.8%	22.9%	28.5%	27.4%	19.3%	0.8%	68.2%	13.1%	9.1%	25.3%	15.7%	6.9%	56.8%	23.5%	18.4%	21.4%	27.4%	27.3%	21.1%	25.0%	30.0%	22.4%	27.3%	19.0%	23.4%	34.7%	31.9%	
Conservative	482	262	220	94	152	235	276	36	30	65	18	45	241	56	76	21	75	122	84	133	142	54	89	109	177	430	28	24	
	39.9%	44.7%	35.4%	27.1%	35.7%	54.3%	92.0%	11.2%	35.1%	35.9%	22.0%	27.4%	73.5%	21.4%	36.3%	25.5%	29.2%	47.8%	42.3%	38.5%	35.0%	39.2%	44.5%	38.8%	41.9%	41.2%	26.7%	39.9%	
Liberal Democrat	58	30	28	21	16	22	*	14	25	5	7	7	3	10	32	5	7	25	8	13	12	14	9	14	14	51	5	2	
	4.8%	5.1%	4.6%	6.1%	3.6%	5.0%	*	4.2%	29.5%	2.5%	8.8%	4.1%	1.0%	4.0%	15.2%	6.2%	2.7%	9.8%	4.2%	3.7%	3.0%	10.3%	4.3%	5.1%	3.3%	4.9%	5.1%	2.9%	
UKIP	106	54	52	38	43	25	2	11	6	74	8	2	37	13	10	19	24	13	18	37	38	8	16	20	48	92	9	5	
	8.8%	9.2%	8.4%	10.9%	10.1%	5.7%	0.7%	3.5%	7.0%	40.6%	9.7%	1.3%	11.4%	4.9%	4.9%	22.4%	9.4%	5.1%	9.2%	10.6%	9.3%	5.8%	7.8%	7.0%	11.4%	8.8%	8.5%	8.9%	
Dont know	262	84	178	95	99	68	19	42	13	22	28	85	23	34	42	23	96	25	34	90	113	20	42	61	103	226	26	10	
	21.7%	14.3%	28.7%	27.5%	23.1%	15.7%	6.4%	13.0%	15.3%	11.9%	34.3%	51.5%	7.1%	12.9%	20.0%	27.6%	37.3%	9.9%	17.0%	26.1%	27.7%	14.6%	21.0%	21.9%	24.3%	21.7%	24.9%	16.4%	
SIGMA	1207	586	621	347	426	433	299	321	84	182	82	166	328	264	209	83	258	255	199	347	407	139	199	281	423	1043	103	61	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

# Survation.

# General Election Poll IV

Prepared on behalf of the Daily Mirror

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

	Total		Gender			Age			Voting Intention					2010 Vote					SEG				Region6 + 1						
			Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	Undecid ed	CON	LAB	LD	OTHER	Did Not Vote	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales
Unweighted Total	1207		593	614	210	379	618	316	301	80	178	86	168	338	255	183	108	257	266	246	317	378	114	200	272	440	1026	111	70
Weighted Total	1207		586	621	347	426	433	299	321	84	182	82	166	328	264	209	83	258	255	199	347	407	139	199	281	423	1043	103	61
Labour	453		230	223	119	179	154	35	275	20	33	31	47	49	199	85	28	83	105	79	122	147	65	66	121	137	389	39	25
	37.5%		39.3%	35.9%	34.4%	42.1%	35.6%	11.5%	85.5%	24.2%	18.3%	37.6%	28.1%	14.8%	75.4%	40.6%	33.9%	32.2%	41.2%	39.6%	35.3%	36.2%	46.6%	33.1%	43.1%	32.4%	37.3%	37.6%	41.2%
Conservative	301		165	136	67	82	151	215	17	4	29	11	17	186	24	31	12	42	70	51	89	92	33	58	61	119	271	14	16
	24.9%		28.1%	21.9%	19.4%	19.4%	34.8%	71.7%	5.3%	4.4%	16.1%	12.9%	10.4%	56.6%	9.0%	15.0%	14.3%	16.2%	27.5%	25.4%	25.5%	22.5%	23.8%	28.9%	21.7%	28.1%	26.0%	13.9%	25.5%
Liberal Democrat	100		58	42	34	33	33	8	3	46	16	9	14	15	8	49	4	23	35	20	17	27	7	19	27	31	84	11	5
	8.3%		9.9%	6.7%	9.8%	7.7%	7.5%	2.8%	0.8%	55.0%	8.8%	11.0%	8.7%	4.7%	2.9%	23.2%	4.6%	8.9%	13.7%	10.2%	5.0%	6.6%	5.0%	9.7%	9.6%	7.3%	8.1%	10.8%	7.5%
UKIP	102		53	49	34	39	29	2	4	5	79	2	8	38	12	7	18	23	15	19	33	35	13	18	16	43	90	6	6
	8.4%		9.0%	8.0%	9.9%	9.2%	6.6%	0.6%	1.2%	6.3%	43.5%	2.8%	4.8%	11.5%	4.7%	3.4%	21.1%	9.0%	5.7%	9.8%	9.5%	8.6%	9.2%	9.2%	5.7%	10.2%	8.7%	5.5%	9.5%
Dont know	251		81	171	92	92	67	40	23	9	24	29	79	41	21	37	22	87	30	30	85	106	21	38	56	93	208	33	10
	20.8%		13.8%	27.5%	26.6%	21.6%	15.5%	13.3%	7.2%	10.1%	13.3%	35.7%	48.0%	12.4%	8.1%	17.7%	26.1%	33.7%	11.9%	15.1%	24.6%	26.1%	15.4%	19.1%	19.8%	22.0%	20.0%	32.3%	16.2%
SIGMA	1207		586	621	347	426	433	299	321	84	182	82	166	328	264	209	83	258	255	199	347	407	139	199	281	423	1043	103	61
	100%		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

# General Election Poll IV

Prepared on behalf of the Daily Mirror

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

	Total		Gender			Age			Voting Intention					2010 Vote					SEG				Region6 + 1						
			Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	Undecided	CON	LAB	LD	OTHER	Did Not Vote	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales
Unweighted Total	1207		593	614	210	379	618	316	301	80	178	86	168	338	255	183	108	257	266	246	317	378	114	200	272	440	1026	111	70
Weighted Total	1207		586	621	347	426	433	299	321	84	182	82	166	328	264	209	83	258	255	199	347	407	139	199	281	423	1043	103	61
Labour	206		104	102	76	77	54	6	157	7	4	12	14	14	101	34	7	42	61	33	44	68	26	42	54	58	179	17	10
	17.1%		17.7%	16.5%	21.8%	18.0%	12.4%	1.9%	48.8%	7.9%	2.3%	14.7%	8.5%	4.2%	38.2%	16.4%	8.7%	16.2%	23.9%	16.7%	12.7%	16.7%	18.4%	21.1%	19.2%	13.7%	17.2%	16.6%	16.0%
Conservative	204		107	97	50	77	76	143	17	9	7	5	18	126	23	19	7	27	64	43	44	52	26	34	44	81	185	8	11
	16.9%		18.2%	15.6%	14.4%	18.1%	17.6%	47.9%	5.4%	11.0%	3.9%	5.6%	11.0%	38.6%	8.9%	9.3%	8.2%	10.6%	25.3%	21.5%	12.7%	12.8%	18.9%	17.2%	15.5%	19.0%	17.7%	7.5%	18.1%
Liberal Democrat	95		50	45	46	19	30	12	18	40	7	8	9	7	12	39	5	30	28	19	23	25	11	14	18	37	80	10	5
	7.9%		8.6%	7.2%	13.3%	4.4%	6.9%	4.1%	5.5%	47.9%	4.1%	9.4%	5.3%	2.2%	4.6%	18.6%	5.8%	11.7%	10.9%	9.7%	6.6%	6.2%	7.8%	6.8%	6.4%	8.8%	7.6%	9.8%	8.8%
UKIP	452		241	211	93	166	193	103	76	14	156	31	52	153	84	73	42	82	68	61	155	168	51	70	109	166	396	34	22
	37.5%		41.1%	34.0%	26.7%	38.9%	44.6%	34.4%	23.7%	16.3%	85.8%	37.7%	31.6%	46.6%	31.9%	35.0%	50.7%	31.9%	26.6%	30.6%	44.7%	41.4%	36.9%	35.0%	38.8%	39.2%	38.0%	33.1%	35.6%
Dont know	250		85	165	82	87	80	35	53	14	7	27	72	27	43	43	22	77	34	43	80	93	25	40	56	82	203	34	13
	20.7%		14.4%	26.6%	23.7%	20.5%	18.5%	11.7%	16.6%	16.9%	3.9%	32.7%	43.5%	8.4%	16.4%	20.6%	26.5%	29.7%	13.2%	21.5%	23.2%	22.9%	18.0%	19.8%	20.1%	19.3%	19.4%	33.0%	21.5%
SIGMA	1207		586	621	347	426	433	299	321	84	182	82	166	328	264	209	83	258	255	199	347	407	139	199	281	423	1043	103	61
	100%		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

# Survation.

# General Election Poll IV

Prepared on behalf of the Daily Mirror

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

	Gender		Age			Voting Intention						2010 Vote					SEG				Region6 + 1							
	Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	Undecided	CON	LAB	LD	OTHER	Did Not Vote	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales	
Unweighted Total	1207	593	614	210	379	618	316	301	80	178	86	168	338	255	183	108	257	266	246	317	378	114	200	272	440	1026	111	70
Weighted Total	1207	586	621	347	426	433	299	321	84	182	82	166	328	264	209	83	258	255	199	347	407	139	199	281	423	1043	103	61
Labour	275	145	130	85	112	78	12	196	7	18	20	17	16	139	46	18	45	66	47	76	86	38	41	70	85	234	23	18
	22.8%	24.7%	20.9%	24.5%	26.2%	18.0%	4.1%	61.1%	8.2%	10.1%	24.4%	10.3%	5.0%	52.7%	21.8%	21.3%	17.6%	25.8%	23.5%	21.8%	21.3%	27.2%	20.3%	24.9%	20.1%	22.4%	21.9%	30.0%
Conservative	376	209	167	77	122	177	230	37	27	38	11	30	205	43	57	11	52	101	68	106	101	47	76	82	139	343	22	11
	31.2%	35.6%	27.0%	22.2%	28.7%	40.8%	76.7%	11.5%	31.6%	20.7%	12.9%	18.1%	62.6%	16.3%	27.2%	13.3%	20.2%	39.6%	34.3%	30.6%	24.8%	33.6%	37.9%	29.1%	32.8%	32.9%	21.5%	17.8%
Liberal Democrat	58	30	28	23	14	21	9	6	23	4	9	6	7	9	22	7	14	14	9	18	17	4	6	13	23	45	8	5
	4.8%	5.1%	4.6%	6.7%	3.3%	4.9%	3.1%	1.9%	27.6%	2.3%	10.9%	3.3%	2.1%	3.3%	10.7%	8.0%	5.2%	5.4%	4.7%	5.2%	4.3%	2.6%	2.9%	4.6%	5.4%	4.3%	7.9%	8.1%
UKIP	119	68	51	46	44	28	4	10	8	78	9	6	42	7	16	19	33	17	25	29	47	16	20	30	43	109	4	6
	9.8%	11.6%	8.2%	13.3%	10.4%	6.5%	1.5%	3.1%	9.4%	43.2%	11.0%	3.9%	12.7%	2.6%	7.7%	22.2%	12.9%	6.7%	12.8%	8.5%	11.5%	11.5%	10.1%	10.5%	10.2%	10.4%	4.3%	9.0%
Dont know	379	134	245	116	134	130	43	72	20	43	33	107	58	66	68	29	113	57	49	117	155	35	57	87	133	312	46	21
	31.4%	22.9%	39.4%	33.3%	31.4%	29.9%	14.5%	22.3%	23.2%	23.8%	40.7%	64.3%	17.6%	25.1%	32.7%	35.3%	44.0%	22.5%	24.7%	33.9%	38.1%	25.1%	28.8%	30.8%	31.4%	29.9%	44.5%	35.0%
SIGMA	1207	586	621	347	426	433	299	321	84	182	82	166	328	264	209	83	258	255	199	347	407	139	199	281	423	1043	103	61
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

# General Election Poll IV

Prepared on behalf of the Daily Mirror

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

	Total	Gender		Age			Voting Intention						2010 Vote					SEG				Region6 + 1						
		Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	Undecided	CON	LAB	LD	OTHER	Did Not Vote	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales
Unweighted Total	1207	593	614	210	379	618	316	301	80	178	86	168	338	255	183	108	257	266	246	317	378	114	200	272	440	1026	111	70
Weighted Total	1207	586	621	347	426	433	299	321	84	182	82	166	328	264	209	83	258	255	199	347	407	139	199	281	423	1043	103	61
Labour	270	138	132	91	106	73	9	192	12	11	23	14	18	132	43	13	54	64	48	70	87	33	43	66	79	221	31	17
	22.3%	23.5%	21.3%	26.3%	24.8%	16.8%	3.1%	59.8%	14.5%	6.3%	28.4%	8.3%	5.6%	50.2%	20.8%	15.3%	20.9%	25.2%	24.0%	20.3%	21.5%	23.9%	21.4%	23.5%	18.7%	21.2%	30.4%	27.7%
Conservative	390	224	167	81	123	186	233	45	27	33	11	36	209	47	52	11	62	94	71	107	118	50	72	86	143	350	26	15
	32.3%	38.2%	26.8%	23.2%	29.0%	43.0%	77.8%	14.0%	31.7%	18.3%	13.6%	21.8%	63.8%	17.9%	24.8%	13.3%	24.0%	36.9%	35.6%	31.0%	29.0%	36.1%	35.9%	30.4%	33.7%	33.6%	25.1%	23.7%
Liberal Democrat	75	37	38	33	23	20	3	20	24	10	11	6	4	14	35	6	16	26	9	21	19	16	8	14	29	68	5	3
	6.2%	6.3%	6.1%	9.4%	5.4%	4.5%	1.1%	6.1%	28.4%	5.3%	13.8%	3.6%	1.3%	5.3%	16.5%	7.2%	6.0%	10.3%	4.3%	6.1%	4.7%	11.9%	3.9%	5.1%	6.9%	6.5%	4.5%	4.8%
UKIP	121	69	52	35	53	33	7	8	6	84	7	7	45	12	15	19	26	22	24	34	41	9	26	28	45	108	6	6
	10.0%	11.7%	8.4%	10.0%	12.4%	7.6%	2.4%	2.4%	6.8%	46.3%	7.9%	4.2%	13.8%	4.7%	7.4%	22.7%	9.9%	8.7%	12.0%	9.8%	10.0%	6.8%	12.8%	10.1%	10.6%	10.4%	6.1%	10.4%
Dont know	351	119	232	108	121	122	47	57	16	43	30	103	51	58	64	35	101	48	48	113	141	30	52	87	128	296	35	20
	29.1%	20.4%	37.3%	31.0%	28.5%	28.2%	15.5%	17.7%	18.5%	23.8%	36.2%	62.1%	15.5%	21.9%	30.5%	41.5%	39.0%	19.0%	24.1%	32.7%	34.8%	21.3%	26.0%	30.9%	30.1%	28.4%	33.8%	33.3%
SIGMA	1207	586	621	347	426	433	299	321	84	182	82	166	328	264	209	83	258	255	199	347	407	139	199	281	423	1043	103	61
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

# Survation.

# General Election Poll IV

Prepared on behalf of the Daily Mirror

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

	Total	Gender		Age			Voting Intention						2010 Vote					SEG				Region6 + 1						
		Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	Undecided	CON	LAB	LD	OTHER	Did Not Vote	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales
Unweighted Total	1207	593	614	210	379	618	316	301	80	178	86	168	338	255	183	108	257	266	246	317	378	114	200	272	440	1026	111	70
Weighted Total	1207	586	621	347	426	433	299	321	84	182	82	166	328	264	209	83	258	255	199	347	407	139	199	281	423	1043	103	61
Labour	356	190	165	102	140	114	9	246	13	30	28	22	24	173	62	24	64	87	64	91	113	55	56	78	108	297	38	20
	29.5%	32.5%	26.6%	29.4%	32.7%	26.3%	2.9%	76.6%	15.8%	16.5%	33.6%	13.0%	7.2%	65.4%	29.4%	28.6%	24.8%	34.3%	32.2%	26.4%	27.7%	39.8%	28.3%	27.6%	25.5%	28.5%	37.1%	32.8%
Conservative	346	181	165	82	102	162	227	11	18	47	8	28	204	21	45	13	55	77	57	100	111	36	63	88	124	310	20	15
	28.6%	30.8%	26.6%	23.7%	23.8%	37.4%	75.9%	3.4%	21.0%	25.7%	9.8%	17.1%	62.1%	7.8%	21.6%	16.1%	21.4%	30.4%	28.6%	28.9%	27.3%	25.7%	31.8%	31.2%	29.2%	29.8%	19.4%	24.9%
Liberal Democrat	123	66	57	36	40	47	26	17	36	12	13	18	29	16	52	9	15	37	18	32	37	14	20	24	45	103	14	6
	10.2%	11.3%	9.2%	10.5%	9.5%	10.7%	8.6%	5.2%	42.9%	6.8%	15.4%	11.0%	8.7%	5.9%	24.8%	10.7%	5.9%	14.3%	9.1%	9.3%	9.0%	10.1%	9.9%	8.7%	10.6%	9.9%	13.3%	10.6%
UKIP	92	46	47	37	33	22	2	7	4	65	4	10	29	13	10	13	23	14	17	28	32	9	14	17	45	86	1	5
	7.7%	7.8%	7.5%	10.8%	7.8%	5.0%	0.6%	2.3%	4.7%	35.6%	4.5%	5.9%	9.0%	5.0%	4.8%	15.2%	9.0%	5.5%	8.7%	8.2%	8.0%	6.8%	7.0%	6.2%	10.7%	8.3%	1.2%	8.3%
Dont know	290	103	187	89	111	89	36	40	13	28	30	88	42	42	41	24	100	39	43	94	114	24	46	74	102	246	30	14
	24.0%	17.6%	30.1%	25.7%	26.1%	20.8%	12.1%	12.5%	15.6%	15.4%	36.7%	52.9%	12.9%	15.8%	19.4%	29.4%	38.9%	15.4%	21.4%	27.2%	28.0%	17.6%	23.0%	26.3%	24.0%	23.6%	29.0%	23.4%
SIGMA	1207	586	621	347	426	433	299	321	84	182	82	166	328	264	209	83	258	255	199	347	407	139	199	281	423	1043	103	61
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

# Survation.

# General Election Poll IV

Prepared on behalf of the Daily Mirror

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

	Total		Gender			Age			Voting Intention					2010 Vote					SEG				Region6 + 1						
			Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	Undecid ed	CON	LAB	LD	OTHER	Did Not Vote	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales
Unweighted Total	1207		593	614	210	379	618	316	301	80	178	86	168	338	255	183	108	257	266	246	317	378	114	200	272	440	1026	111	70
Weighted Total	1207		586	621	347	426	433	299	321	84	182	82	166	328	264	209	83	258	255	199	347	407	139	199	281	423	1043	103	61
Labour	425		230	195	111	169	145	31	271	17	27	39	31	41	194	77	31	73	96	81	113	135	60	66	101	124	352	45	28
	35.2%		39.3%	31.4%	32.0%	39.7%	33.5%	10.3%	84.4%	19.9%	14.6%	47.4%	18.5%	12.6%	73.5%	36.6%	36.7%	28.4%	37.5%	40.8%	32.7%	33.2%	43.2%	33.1%	36.1%	29.4%	33.7%	44.0%	45.7%
Conservative	312		168	144	64	98	150	215	17	8	35	5	26	189	26	38	11	42	72	53	91	96	28	62	74	121	284	13	14
	25.9%		28.7%	23.2%	18.5%	23.0%	34.6%	71.6%	5.1%	9.0%	19.4%	6.0%	16.0%	57.8%	9.9%	18.2%	12.6%	16.4%	28.3%	26.6%	26.1%	23.7%	20.0%	31.1%	26.2%	28.6%	27.3%	13.0%	23.2%
Liberal Democrat	119		66	53	51	29	40	17	9	48	18	8	17	17	13	47	7	35	40	17	28	35	21	14	29	39	101	13	4
	9.9%		11.3%	8.5%	14.6%	6.8%	9.1%	5.6%	2.8%	57.6%	10.0%	9.3%	10.2%	5.1%	5.0%	22.5%	7.9%	13.5%	15.7%	8.3%	7.9%	8.6%	15.0%	6.8%	10.2%	9.1%	9.7%	12.8%	7.3%
UKIP	99		46	54	30	39	30	4	4	2	79	2	5	38	9	8	17	24	14	18	30	37	11	13	23	42	89	5	6
	8.2%		7.8%	8.7%	8.6%	9.2%	6.9%	1.5%	1.3%	2.3%	43.3%	2.1%	3.0%	11.7%	3.4%	3.7%	20.5%	9.3%	5.7%	9.1%	8.5%	9.2%	7.9%	6.5%	8.3%	9.8%	8.5%	4.7%	9.5%
Dont know	251		76	176	91	91	69	33	20	9	23	29	87	42	22	40	19	83	33	30	85	103	19	45	54	98	216	26	9
	20.8%		12.9%	28.3%	26.3%	21.4%	15.9%	11.0%	6.3%	11.3%	12.7%	35.2%	52.3%	12.9%	8.2%	19.0%	22.3%	32.4%	12.8%	15.2%	24.7%	25.3%	13.8%	22.5%	19.3%	23.1%	20.8%	25.4%	14.2%
SIGMA	1207		586	621	347	426	433	299	321	84	182	82	166	328	264	209	83	258	255	199	347	407	139	199	281	423	1043	103	61
	100%		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

# General Election Poll IV

Prepared on behalf of the Daily Mirror

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

	Total		Gender			Age			Voting Intention					2010 Vote					SEG				Region6 + 1						
			Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	Undecided	CON	LAB	LD	OTHER	Did Not Vote	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales
Unweighted Total	1207		593	614	210	379	618	316	301	80	178	86	168	338	255	183	108	257	266	246	317	378	114	200	272	440	1026	111	70
Weighted Total	1207		586	621	347	426	433	299	321	84	182	82	166	328	264	209	83	258	255	199	347	407	139	199	281	423	1043	103	61
Labour	381		191	191	120	152	110	23	254	20	24	23	28	23	186	66	17	78	83	76	110	112	62	58	92	107	320	38	23
	31.6%		32.5%	30.7%	34.6%	35.6%	25.3%	7.6%	79.1%	23.7%	13.4%	28.2%	17.2%	7.1%	70.7%	31.4%	20.9%	30.3%	32.8%	38.1%	31.6%	27.7%	44.6%	29.3%	32.9%	25.3%	30.7%	37.3%	37.7%
Conservative	376		197	179	64	114	198	238	20	19	47	11	34	222	32	56	14	46	94	65	105	112	38	59	93	148	338	21	16
	31.2%		33.7%	28.8%	18.5%	26.8%	45.7%	79.4%	6.2%	22.1%	25.8%	13.9%	20.5%	67.9%	12.1%	26.9%	16.3%	17.8%	37.1%	32.5%	30.3%	27.5%	27.5%	29.7%	33.3%	34.9%	32.5%	20.7%	26.7%
Liberal Democrat	83		51	32	40	22	22	9	11	31	9	11	12	9	7	38	8	21	28	10	22	23	11	18	16	27	73	9	2
	6.9%		8.8%	5.1%	11.4%	5.1%	5.1%	2.9%	3.5%	37.1%	4.7%	13.0%	7.4%	2.9%	2.5%	18.2%	9.1%	8.2%	10.9%	5.2%	6.5%	5.6%	7.9%	9.2%	5.8%	6.4%	7.0%	8.3%	2.9%
UKIP	96		47	49	34	37	24	1	5	1	73	4	7	40	9	8	15	23	14	17	27	38	7	19	17	42	85	5	5
	7.9%		8.1%	7.8%	9.9%	8.7%	5.6%	*	1.5%	1.4%	40.0%	5.5%	4.5%	12.1%	3.4%	4.1%	17.4%	8.8%	5.5%	8.6%	7.7%	9.3%	5.2%	9.5%	6.2%	9.8%	8.2%	5.2%	8.9%
Dont know	270		100	171	89	101	80	30	32	13	29	32	83	33	30	41	30	90	35	31	83	122	21	44	62	100	226	29	15
	22.4%		17.0%	27.5%	25.7%	23.8%	18.4%	9.9%	9.8%	15.6%	16.1%	39.4%	50.4%	10.0%	11.3%	19.5%	36.3%	34.9%	13.8%	15.6%	23.9%	29.9%	14.8%	22.3%	21.9%	23.6%	21.7%	28.5%	23.8%
SIGMA	1207		586	621	347	426	433	299	321	84	182	82	166	328	264	209	83	258	255	199	347	407	139	199	281	423	1043	103	61
	100%		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

# General Election Poll IV

Prepared on behalf of the Daily Mirror

Table 25

Q11. Normal weightings

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

Base: All Respondents

Pensions & retirement

	Total		Gender			Age			Voting Intention					2010 Vote					SEG				Region6 + 1						
			Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	Undecid ed	CON	LAB	LD	OTHER	Did Not Vote	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales
Unweighted Total	1207		593	614	210	379	618	316	301	80	178	86	168	338	255	183	108	257	266	246	317	378	114	200	272	440	1026	111	70
Weighted Total	1207		586	621	347	426	433	299	321	84	182	82	166	328	264	209	83	258	255	199	347	407	139	199	281	423	1043	103	61
Labour	332		170	162	105	117	111	13	217	22	21	28	26	29	153	52	21	68	76	68	87	101	48	53	77	96	274	40	18
	27.5%		29.1%	26.1%	30.1%	27.5%	25.5%	4.2%	67.7%	25.8%	11.5%	33.7%	15.6%	8.9%	58.2%	24.9%	25.2%	26.4%	30.0%	34.1%	25.0%	24.9%	34.9%	26.8%	27.3%	22.6%	26.3%	38.8%	29.8%
Conservative	355		198	157	72	108	175	230	27	14	39	14	23	193	38	53	13	51	90	62	100	103	37	64	86	136	323	20	11
	29.4%		33.7%	25.3%	20.7%	25.4%	40.3%	76.9%	8.5%	17.0%	21.6%	16.9%	14.2%	59.0%	14.5%	25.3%	15.6%	20.0%	35.5%	31.3%	28.8%	25.2%	26.7%	32.2%	30.6%	32.1%	31.0%	19.5%	18.7%
Liberal Democrat	94		49	46	33	28	33	12	15	36	13	8	8	15	13	38	6	20	29	13	23	29	13	10	20	36	79	12	3
	7.8%		8.3%	7.3%	9.5%	6.7%	7.5%	4.1%	4.6%	43.2%	7.1%	9.7%	5.1%	4.5%	5.1%	18.1%	7.7%	7.8%	11.3%	6.5%	6.7%	7.2%	9.5%	4.8%	7.2%	8.6%	7.6%	11.2%	5.4%
UKIP	87		51	37	29	39	19	4	8	2	65	2	4	37	12	8	14	15	12	18	26	31	13	14	19	35	81	1	5
	7.2%		8.6%	5.9%	8.3%	9.2%	4.5%	1.3%	2.4%	2.7%	36.0%	2.1%	2.4%	11.3%	4.6%	3.9%	16.8%	5.7%	4.8%	9.1%	7.4%	7.7%	9.5%	7.2%	6.6%	8.2%	7.7%	1.2%	8.9%
Dont know	338		119	219	109	133	96	40	54	10	43	31	104	54	47	58	29	103	47	38	111	142	27	58	79	121	285	30	23
	28.0%		20.2%	35.3%	31.3%	31.3%	22.1%	13.5%	16.8%	11.3%	23.9%	37.7%	62.7%	16.4%	17.7%	27.8%	34.6%	40.1%	18.4%	18.9%	32.1%	35.0%	19.3%	29.0%	28.3%	28.5%	27.3%	29.3%	37.3%
SIGMA	1207		586	621	347	426	433	299	321	84	182	82	166	328	264	209	83	258	255	199	347	407	139	199	281	423	1043	103	61
	100%		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

# Survation.

# General Election Poll IV

Prepared on behalf of the Daily Mirror

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

	Gender		Age			Voting Intention						2010 Vote					SEG				Region6 + 1							
	Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	Undecid ed	CON	LAB	LD	OTHER	Did Not Vote	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales	
Unweighted Total	1207	593	614	210	379	618	316	301	80	178	86	168	338	255	183	108	257	266	246	317	378	114	200	272	440	1026	111	70
Weighted Total	1207	586	621	347	426	433	299	321	84	182	82	166	328	264	209	83	258	255	199	347	407	139	199	281	423	1043	103	61
Labour	401	203	199	118	152	131	19	250	24	27	36	40	31	176	75	21	84	86	72	117	126	62	60	96	116	334	45	23
	33.3%	34.6%	32.0%	34.1%	35.8%	30.1%	6.3%	77.7%	28.3%	15.0%	43.8%	24.3%	9.4%	66.9%	35.9%	25.3%	32.4%	34.0%	36.0%	33.7%	31.1%	44.9%	29.9%	34.2%	27.3%	32.0%	43.8%	36.7%
Conservative	284	147	137	71	82	131	197	17	9	27	9	17	168	29	30	9	46	85	46	76	77	30	52	61	113	257	16	11
	23.5%	25.1%	22.0%	20.3%	19.2%	30.3%	65.9%	5.3%	11.2%	14.8%	10.8%	10.4%	51.2%	11.0%	14.3%	10.4%	17.7%	33.3%	23.2%	21.9%	19.0%	21.8%	26.1%	21.7%	26.7%	24.6%	15.6%	18.6%
Liberal Democrat	90	52	38	30	27	33	17	5	36	10	8	14	20	6	39	11	13	31	16	19	24	9	12	22	32	75	12	3
	7.5%	8.9%	6.1%	8.6%	6.3%	7.7%	5.8%	1.6%	42.7%	5.7%	9.8%	8.2%	6.0%	2.1%	18.4%	13.4%	5.1%	12.1%	8.1%	5.5%	6.0%	6.5%	6.0%	7.9%	7.6%	7.2%	11.3%	5.7%
UKIP	130	67	64	42	52	36	11	11	6	85	5	7	43	17	20	23	23	14	19	36	62	13	20	36	53	121	4	5
	10.8%	11.4%	10.2%	12.0%	12.3%	8.4%	3.6%	3.4%	6.8%	46.8%	6.2%	4.0%	13.1%	6.4%	9.8%	27.4%	9.1%	5.5%	9.5%	10.3%	15.2%	9.4%	9.8%	12.7%	12.4%	11.6%	3.8%	8.9%
Dont know	301	117	184	87	112	102	55	39	9	32	24	88	66	36	45	20	92	39	46	99	117	24	56	66	110	256	26	18
	24.9%	20.0%	29.6%	25.0%	26.4%	23.5%	18.4%	12.0%	10.9%	17.7%	29.4%	53.1%	20.3%	13.5%	21.5%	23.5%	35.7%	15.1%	23.2%	28.6%	28.8%	17.4%	28.2%	23.5%	25.9%	24.6%	25.5%	30.1%
SIGMA	1207	586	621	347	426	433	299	321	84	182	82	166	328	264	209	83	258	255	199	347	407	139	199	281	423	1043	103	61
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

# Survation.

# General Election Poll IV

Prepared on behalf of the Daily Mirror

Table 27

Q12. Normal weightings

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

Base: All Respondents

	Total		Gender			Age			Voting Intention					2010 Vote					SEG				Region6 + 1						
	Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	Undecid ed	CON	LAB	LD	OTHER	Did Not Vote	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales		
Unweighted Total	1207	593	614	210	379	618	316	301	80	178	86	168	338	255	183	108	257	266	246	317	378	114	200	272	440	1026	111	70	
Weighted Total	1207	586	621	347	426	433	299	321	84	182	82	166	328	264	209	83	258	255	199	347	407	139	199	281	423	1043	103	61	
Ed Miliband	279	142	137	89	106	83	2	208	13	16	20	15	9	145	57	13	51	57	46	78	98	32	36	75	86	228	34	17	
	23.1%	24.2%	22.1%	25.7%	24.9%	19.3%	0.5%	64.7%	16.0%	8.8%	24.7%	9.1%	2.7%	55.0%	27.4%	15.4%	19.9%	22.6%	23.2%	22.4%	24.0%	22.9%	18.2%	26.6%	20.2%	21.9%	32.7%	27.7%	
David Cameron	465	243	223	105	143	218	284	36	31	42	15	45	244	49	69	16	75	127	75	134	130	49	89	101	178	417	29	19	
	38.6%	41.4%	35.9%	30.1%	33.5%	50.3%	95.0%	11.2%	36.7%	22.9%	18.6%	26.9%	74.5%	18.6%	33.0%	19.7%	29.0%	49.7%	37.6%	38.6%	32.0%	35.1%	44.6%	36.0%	42.1%	40.0%	28.5%	31.0%	
Nick Clegg	77	42	36	30	24	23	4	14	26	10	9	11	6	10	30	3	23	23	13	22	19	8	20	14	25	67	5	5	
	6.4%	7.1%	5.8%	8.7%	5.7%	5.3%	1.3%	4.4%	30.5%	5.6%	11.4%	6.8%	1.8%	3.8%	14.2%	3.5%	9.0%	9.1%	6.6%	6.3%	4.7%	6.1%	10.0%	4.9%	5.9%	6.4%	5.0%	8.4%	
Nigel Farage	142	80	62	38	63	41	3	15	2	98	9	14	45	20	14	28	32	20	26	43	53	22	18	27	59	126	10	7	
	11.8%	13.7%	9.9%	11.0%	14.7%	9.4%	0.9%	4.7%	1.9%	53.7%	10.7%	8.6%	13.8%	7.6%	6.6%	33.1%	12.5%	8.0%	12.9%	12.3%	13.1%	15.6%	8.9%	9.8%	13.9%	12.1%	9.3%	10.8%	
Don't know	243	80	163	85	90	68	7	48	13	16	28	80	24	40	39	24	76	27	39	71	106	28	37	64	76	204	25	14	
	20.2%	13.6%	26.3%	24.4%	21.2%	15.7%	2.2%	14.9%	14.9%	8.9%	34.6%	48.6%	7.2%	15.0%	18.8%	28.3%	29.6%	10.7%	19.7%	20.4%	26.1%	20.3%	18.3%	22.7%	17.9%	19.6%	24.6%	22.2%	
SIGMA	1207	586	621	347	426	433	299	321	84	182	82	166	328	264	209	83	258	255	199	347	407	139	199	281	423	1043	103	61	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

# Survation.

# General Election Poll IV

Prepared on behalf of the Daily Mirror

Table 28

Q13. Normal weightings

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

Base: All Respondents

	Gender		Age			Voting Intention						2010 Vote					SEG				Region6 + 1							
	Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	Undecided	CON	LAB	LD	OTHER	Did Not Vote	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales	
Unweighted Total	1207	593	614	210	379	618	316	301	80	178	86	168	338	255	183	108	257	266	246	317	378	114	200	272	440	1026	111	70
Weighted Total	1207	586	621	347	426	433	299	321	84	182	82	166	328	264	209	83	258	255	199	347	407	139	199	281	423	1043	103	61
Yes	441	221	220	152	147	141	93	132	39	68	27	68	101	97	104	27	93	102	79	123	137	52	82	102	145	381	34	26
	36.5%	37.7%	35.4%	43.8%	34.6%	32.6%	31.0%	41.1%	46.2%	37.4%	32.5%	41.1%	30.8%	36.7%	49.5%	32.3%	36.3%	40.3%	39.6%	35.4%	33.7%	37.5%	41.1%	36.4%	34.2%	36.6%	32.5%	42.5%
No	531	281	250	124	194	213	156	136	38	81	41	48	169	133	62	45	103	117	92	148	175	59	78	119	199	454	53	24
	44.0%	48.0%	40.3%	35.7%	45.5%	49.2%	52.2%	42.2%	45.1%	44.4%	49.6%	28.7%	51.5%	50.5%	29.7%	53.7%	40.0%	45.9%	46.0%	42.8%	43.0%	42.2%	39.2%	42.4%	46.9%	43.6%	51.2%	39.2%
Don't know	235	84	151	71	85	79	50	54	7	33	15	50	58	34	43	12	61	35	29	76	95	28	39	60	80	207	17	11
	19.5%	14.3%	24.3%	20.5%	19.9%	18.2%	16.8%	16.7%	8.7%	18.2%	17.9%	30.1%	17.6%	12.8%	20.7%	13.9%	23.7%	13.9%	14.5%	21.8%	23.4%	20.3%	19.7%	21.2%	18.9%	19.8%	16.3%	18.3%
SIGMA	1207	586	621	347	426	433	299	321	84	182	82	166	328	264	209	83	258	255	199	347	407	139	199	281	423	1043	103	61
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

# Survation.

# General Election Poll IV

Prepared on behalf of the Daily Mirror

Table 29

Q14. Normal weightings

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

Base: All Respondents

	Total		Gender			Age			Voting Intention					2010 Vote					SEG				Region6 + 1						
	Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	Undecided	CON	LAB	LD	OTHER	Did Not Vote	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales		
Unweighted Total	1207	593	614	210	379	618	316	301	80	178	86	168	338	255	183	108	257	266	246	317	378	114	200	272	440	1026	111	70	
Weighted Total	1207	586	621	347	426	433	299	321	84	182	82	166	328	264	209	83	258	255	199	347	407	139	199	281	423	1043	103	61	
Strongly approve	179	109	70	48	47	85	122	15	13	20	2	6	115	15	17	7	23	46	22	59	52	23	39	38	65	164	8	7	
	14.9%	18.7%	11.3%	13.8%	11.0%	19.6%	40.8%	4.8%	15.8%	10.8%	2.3%	3.4%	35.0%	5.6%	8.0%	8.5%	9.1%	18.2%	11.1%	17.0%	12.8%	16.2%	19.6%	13.4%	15.3%	15.7%	7.8%	12.2%	
Somewhat approve	330	167	163	86	112	132	142	44	26	48	15	42	133	44	56	15	68	87	71	76	96	28	52	70	137	288	23	18	
	27.3%	28.4%	26.3%	24.7%	26.3%	30.4%	47.5%	13.6%	30.5%	26.4%	18.1%	25.3%	40.7%	16.7%	26.5%	18.1%	26.3%	34.0%	35.6%	22.0%	23.5%	20.4%	26.3%	24.9%	32.4%	27.6%	22.6%	30.1%	
Neither approve nor disapprove	232	99	134	84	89	59	22	70	18	46	14	43	33	62	39	21	63	45	34	83	70	31	44	61	65	200	18	14	
	19.2%	16.8%	21.5%	24.2%	21.0%	13.6%	7.2%	21.7%	21.5%	25.3%	16.5%	26.1%	9.9%	23.5%	18.5%	25.4%	24.4%	17.7%	17.0%	24.0%	17.2%	22.0%	22.0%	21.6%	15.3%	19.2%	17.7%	23.0%	
Somewhat disapprove	190	76	114	60	74	56	6	75	18	28	19	36	23	57	43	18	39	40	34	45	71	23	28	41	68	160	21	8	
	15.7%	12.9%	18.4%	17.2%	17.3%	13.0%	2.1%	23.4%	21.3%	15.5%	23.4%	21.7%	7.1%	21.5%	20.7%	22.0%	15.2%	15.9%	16.9%	13.1%	17.3%	16.3%	14.3%	14.7%	16.1%	15.4%	20.5%	13.5%	
Strongly disapprove	227	126	100	44	90	93	2	117	9	38	29	22	24	81	50	21	40	34	35	65	93	33	26	59	67	185	30	12	
	18.8%	21.6%	16.2%	12.8%	21.1%	21.4%	0.8%	36.3%	10.8%	20.9%	35.9%	13.1%	7.2%	30.8%	23.9%	24.7%	15.6%	13.5%	17.5%	18.8%	22.8%	23.8%	13.2%	20.9%	15.8%	17.7%	29.3%	19.3%	
Don't know / have not heard of him	49	9	40	26	14	9	5	*	-	2	3	17	-	5	5	1	24	2	4	18	26	2	9	13	22	46	2	1	
	4.1%	1.6%	6.4%	7.4%	3.4%	2.1%	1.7%	*	-	1.2%	3.8%	10.3%	-	1.8%	2.3%	1.3%	9.4%	0.7%	1.8%	5.1%	6.4%	1.3%	4.6%	4.5%	5.2%	4.4%	2.0%	1.9%	
SIGMA	1207	586	621	347	426	433	299	321	84	182	82	166	328	264	209	83	258	255	199	347	407	139	199	281	423	1043	103	61	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

# General Election Poll IV

Prepared on behalf of the Daily Mirror

Table 30

Q15. Normal weightings

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

Base: All Respondents

-6.1%

	Total	Gender		Age			Voting Intention					2010 Vote					SEG				Region6 + 1								
		Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	Undecided	CON	LAB	LD	OTHER	Did Not Vote	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales	
Unweighted Total	1207	593	614	210	379	618	316	301	80	178	86	168	338	255	183	108	257	266	246	317	378	114	200	272	440	1026	111	70	
Weighted Total	1207	586	621	347	426	433	299	321	84	182	82	166	328	264	209	83	258	255	199	347	407	139	199	281	423	1043	103	61	
Strongly approve	133	73	60	47	47	39	8	91	9	14	4	6	17	69	14	7	24	24	17	39	53	23	26	29	32	109	13	11	
	11.0%	12.5%	9.6%	13.5%	11.0%	9.1%	2.6%	28.5%	11.0%	7.5%	5.1%	3.4%	5.2%	26.0%	6.5%	8.0%	9.3%	9.5%	8.5%	11.1%	13.1%	16.4%	13.1%	10.2%	7.6%	10.5%	12.3%	17.7%	
Somewhat approve	304	164	140	93	118	93	42	140	30	41	21	27	48	101	62	16	72	71	55	81	97	45	42	76	96	259	25	20	
	25.2%	28.1%	22.5%	26.7%	27.8%	21.4%	13.9%	43.6%	35.1%	22.7%	25.4%	16.1%	14.7%	38.1%	29.5%	18.7%	27.9%	27.9%	27.7%	23.4%	23.9%	32.2%	21.1%	26.9%	22.7%	24.8%	24.5%	33.0%	
Neither approve nor disapprove	310	118	193	106	102	102	68	61	28	37	17	72	61	56	64	27	77	66	39	90	115	32	45	77	115	269	29	12	
	25.7%	20.1%	31.0%	30.4%	24.0%	23.6%	22.8%	18.8%	33.4%	20.2%	20.6%	43.6%	18.7%	21.3%	30.5%	32.5%	29.8%	26.0%	19.4%	26.0%	28.3%	23.3%	22.5%	27.4%	27.1%	25.8%	28.5%	18.9%	
Somewhat disapprove	206	96	110	43	76	87	90	22	5	30	23	30	89	30	34	16	30	52	43	57	55	15	42	56	68	181	18	8	
	17.1%	16.4%	17.7%	12.4%	17.9%	20.0%	30.2%	6.7%	6.5%	16.2%	27.7%	18.3%	27.0%	11.4%	16.4%	19.6%	11.8%	20.5%	21.4%	16.3%	13.5%	11.0%	21.1%	19.8%	16.0%	17.4%	17.2%	12.3%	
Strongly disapprove	186	119	67	22	64	101	87	6	6	53	14	10	110	5	29	16	20	36	37	60	53	17	33	30	84	163	16	7	
	15.4%	20.3%	10.8%	6.2%	15.0%	23.3%	29.1%	1.8%	7.7%	29.0%	16.4%	6.1%	33.5%	2.1%	14.1%	18.6%	7.8%	14.3%	18.7%	17.2%	13.0%	11.9%	16.6%	10.7%	19.8%	15.7%	15.2%	11.5%	
Don't know / have not heard of him	67	16	52	37	19	11	4	2	5	8	4	21	3	3	7	2	35	5	9	21	33	7	11	14	29	61	2	4	
	5.6%	2.7%	8.4%	10.7%	4.4%	2.6%	1.4%	0.6%	6.2%	4.2%	4.8%	12.5%	0.9%	1.0%	3.1%	2.6%	13.4%	1.9%	4.3%	6.0%	8.2%	5.1%	5.5%	5.0%	6.8%	5.8%	2.4%	6.5%	
SIGMA	1207	586	621	347	426	433	299	321	84	182	82	166	328	264	209	83	258	255	199	347	407	139	199	281	423	1043	103	61	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

# Survation.

# General Election Poll IV

Prepared on behalf of the Daily Mirror

Table 31

Q16. Normal weightings

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

Base: All Respondents

-4.9%

	Total		Gender			Age			Voting Intention					2010 Vote					SEG				Region6 + 1						
	Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	Undecided	CON	LAB	LD	OTHER	Did Not Vote	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales		
Unweighted Total	1207	593	614	210	379	618	316	301	80	178	86	168	338	255	183	108	257	266	246	317	378	114	200	272	440	1026	111	70	
Weighted Total	1207	586	621	347	426	433	299	321	84	182	82	166	328	264	209	83	258	255	199	347	407	139	199	281	423	1043	103	61	
Strongly approve	72	42	30	36	14	22	15	19	22	10	2	4	14	19	15	4	18	18	9	21	24	9	8	20	27	64	6	3	
	6.0%	7.2%	4.8%	10.5%	3.3%	5.0%	5.1%	6.1%	26.5%	5.3%	2.0%	2.2%	4.4%	7.0%	7.4%	5.0%	6.8%	7.1%	4.3%	6.1%	6.0%	6.5%	4.0%	7.0%	6.4%	6.1%	5.6%	4.3%	
Somewhat approve	263	141	122	69	95	98	89	60	30	30	13	32	86	47	62	11	49	82	47	58	75	42	46	58	87	233	15	15	
	21.8%	24.1%	19.6%	20.0%	22.3%	22.7%	29.6%	18.6%	35.7%	16.5%	15.8%	19.5%	26.2%	17.8%	29.8%	13.6%	19.0%	32.3%	23.7%	16.7%	18.5%	30.0%	23.2%	20.6%	20.5%	22.3%	14.4%	24.7%	
Neither approve nor disapprove	384	162	222	108	152	124	105	86	22	49	32	65	97	83	54	28	97	72	64	118	130	36	69	92	133	329	37	18	
	31.8%	27.7%	35.7%	31.2%	35.7%	28.6%	35.0%	26.9%	25.6%	26.8%	39.4%	39.2%	29.7%	31.4%	26.0%	33.9%	37.7%	28.5%	32.1%	34.1%	31.9%	25.6%	34.5%	32.6%	31.5%	31.6%	35.4%	29.7%	
Somewhat disapprove	195	95	100	38	71	86	52	55	7	36	15	22	71	46	34	12	27	42	38	56	59	21	34	44	70	169	18	8	
	16.2%	16.1%	16.2%	10.9%	16.7%	19.9%	17.5%	17.1%	8.5%	20.1%	17.8%	13.2%	21.6%	17.6%	16.3%	14.5%	10.3%	16.6%	18.8%	16.2%	14.6%	15.3%	17.1%	15.6%	16.6%	16.2%	17.1%	13.0%	
Strongly disapprove	215	128	87	54	67	94	31	90	1	52	15	19	54	66	35	24	29	32	33	67	82	25	26	52	79	182	22	10	
	17.8%	21.8%	14.0%	15.5%	15.6%	21.7%	10.4%	28.1%	1.3%	28.4%	18.6%	11.3%	16.5%	25.1%	16.9%	29.2%	11.4%	12.7%	16.7%	19.2%	20.3%	18.0%	13.3%	18.6%	18.6%	17.5%	21.3%	16.6%	
Don't know / have not heard of him	79	18	60	42	27	10	7	10	2	5	5	24	5	3	8	3	38	7	9	27	36	6	16	15	27	65	6	7	
	6.5%	3.1%	9.7%	12.0%	6.4%	2.2%	2.4%	3.3%	2.4%	2.8%	6.5%	14.6%	1.6%	1.1%	3.6%	3.8%	14.8%	2.9%	4.4%	7.7%	8.8%	4.6%	8.0%	5.5%	6.5%	6.2%	6.2%	11.6%	
SIGMA	1207	586	621	347	426	433	299	321	84	182	82	166	328	264	209	83	258	255	199	347	407	139	199	281	423	1043	103	61	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

# Survation.

# General Election Poll IV

Prepared on behalf of the Daily Mirror

Table 32

Q17. Normal weightings

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

Base: All Respondents

-2.8%

	Total		Gender			Age			Voting Intention					2010 Vote					SEG				Region6 + 1						
	Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	Undecided	CON	LAB	LD	OTHER	Did Not Vote	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales		
Unweighted Total	1207	593	614	210	379	618	316	301	80	178	86	168	338	255	183	108	257	266	246	317	378	114	200	272	440	1026	111	70	
Weighted Total	1207	586	621	347	426	433	299	321	84	182	82	166	328	264	209	83	258	255	199	347	407	139	199	281	423	1043	103	61	
Strongly approve	147	96	51	39	51	57	19	22	8	87	5	4	56	28	15	22	24	20	26	50	51	22	24	31	54	132	5	10	
	12.2%	16.4%	8.1%	11.2%	11.9%	13.2%	6.2%	6.8%	9.7%	47.6%	6.3%	2.6%	17.0%	10.7%	7.2%	26.6%	9.4%	8.0%	12.9%	14.4%	12.5%	16.0%	12.1%	11.2%	12.7%	12.6%	4.6%	16.9%	
Somewhat approve	307	170	138	64	125	119	90	78	8	73	8	36	117	57	53	18	50	56	40	104	107	36	49	82	113	280	17	10	
	25.5%	29.0%	22.2%	18.3%	29.3%	27.4%	30.2%	24.4%	9.7%	40.2%	10.0%	21.9%	35.6%	21.8%	25.3%	21.5%	19.4%	22.0%	20.2%	30.0%	26.3%	26.3%	24.6%	29.1%	26.7%	26.9%	16.5%	16.4%	
Neither approve nor disapprove	298	127	171	83	111	104	85	83	23	14	21	53	64	75	49	17	69	63	46	85	104	36	47	68	104	256	31	12	
	24.7%	21.6%	27.6%	24.0%	26.1%	23.9%	28.4%	25.7%	26.9%	7.9%	25.7%	31.7%	19.6%	28.4%	23.6%	20.7%	26.9%	24.6%	23.2%	24.4%	25.7%	26.0%	23.7%	24.4%	24.5%	24.5%	29.9%	19.0%	
Somewhat disapprove	140	69	71	45	42	53	56	36	17	6	6	16	46	27	26	6	31	45	29	35	30	16	19	33	55	124	8	8	
	11.6%	11.8%	11.4%	12.8%	9.9%	12.3%	18.7%	11.3%	20.5%	3.3%	7.9%	9.7%	14.1%	10.2%	12.6%	6.7%	12.0%	17.8%	14.7%	10.2%	7.3%	11.7%	9.6%	11.7%	13.1%	11.9%	7.9%	12.9%	
Strongly disapprove	240	108	131	73	78	89	39	102	24	2	36	32	38	75	58	19	44	63	53	47	77	25	42	48	68	183	39	18	
	19.9%	18.5%	21.1%	21.0%	18.2%	20.6%	12.9%	31.7%	28.1%	0.9%	43.9%	19.1%	11.5%	28.4%	27.6%	22.7%	17.2%	24.7%	26.5%	13.5%	18.9%	18.1%	21.0%	16.9%	16.1%	17.5%	38.0%	28.7%	
Don't know / have not heard of him	76	16	60	44	20	12	11	*	4	-	5	25	7	1	8	1	39	7	5	26	38	3	18	19	29	69	3	4	
	6.3%	2.7%	9.6%	12.7%	4.7%	2.7%	3.6%	*	5.3%	-	6.2%	15.0%	2.2%	*	3.7%	1.8%	15.1%	2.8%	2.5%	7.5%	9.2%	2.0%	9.1%	6.7%	6.8%	6.6%	3.2%	6.1%	
SIGMA	1207	586	621	347	426	433	299	321	84	182	82	166	328	264	209	83	258	255	199	347	407	139	199	281	423	1043	103	61	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

# Survation.

# General Election Poll IV

Prepared on behalf of the Daily Mirror

Table 33

Q18. Normal weightings

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

Base: All Respondents

-4.3%

	Total	Gender		Age			Voting Intention					2010 Vote					SEG				Region6 + 1							
		Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	Undecided	CON	LAB	LD	OTHER	Did Not Vote	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales
Unweighted Total	1207	593	614	210	379	618	316	301	80	178	86	168	338	255	183	108	257	266	246	317	378	114	200	272	440	1026	111	70
Weighted Total	1207	586	621	347	426	433	299	321	84	182	82	166	328	264	209	83	258	255	199	347	407	139	199	281	423	1043	103	61
Strongly approve	83	49	34	46	22	15	13	24	15	9	14	8	16	23	17	11	15	29	14	17	23	12	13	17	31	73	7	3
	6.9%	8.3%	5.5%	13.2%	5.1%	3.4%	4.3%	7.4%	18.0%	4.9%	16.5%	5.1%	4.8%	8.6%	8.0%	13.3%	5.7%	11.3%	6.9%	5.0%	5.7%	9.0%	6.4%	6.0%	7.2%	7.0%	7.1%	4.5%
Somewhat approve	197	97	100	74	72	51	34	69	15	32	16	28	37	41	46	16	51	52	33	60	52	29	32	43	64	168	15	14
	16.3%	16.5%	16.1%	21.3%	16.9%	11.7%	11.3%	21.6%	18.2%	17.4%	20.0%	16.7%	11.4%	15.6%	21.9%	18.7%	19.8%	20.5%	16.3%	17.2%	12.9%	21.2%	15.9%	15.3%	15.0%	16.1%	14.5%	23.2%
Neither approve nor disapprove	407	207	200	94	159	153	94	128	27	57	30	52	107	110	58	28	84	80	62	141	124	46	73	93	135	347	42	18
	33.7%	35.3%	32.2%	27.1%	37.4%	35.4%	31.5%	39.8%	31.8%	31.6%	36.4%	31.5%	32.7%	41.8%	27.7%	33.9%	32.4%	31.5%	31.0%	40.6%	30.4%	33.1%	36.4%	33.2%	31.9%	33.3%	40.7%	29.0%
Somewhat disapprove	123	52	71	25	42	56	47	26	8	17	9	14	44	28	29	8	12	25	32	27	40	16	17	33	40	106	11	6
	10.2%	9.0%	11.4%	7.3%	9.9%	12.9%	15.6%	8.2%	9.4%	9.3%	11.1%	8.7%	13.6%	10.6%	13.7%	9.6%	4.7%	9.7%	16.1%	7.7%	9.8%	11.7%	8.6%	11.6%	9.5%	10.2%	10.8%	9.8%
Strongly disapprove	119	78	41	15	35	69	45	20	6	38	3	6	59	21	21	8	9	29	25	26	39	18	21	24	46	109	6	5
	9.9%	13.3%	6.6%	4.2%	8.2%	16.0%	15.0%	6.2%	7.3%	20.9%	3.3%	3.3%	18.0%	7.9%	10.0%	9.0%	3.5%	11.4%	12.4%	7.6%	9.5%	12.9%	10.4%	8.7%	10.7%	10.4%	5.4%	7.9%
Don't know / have not heard of her	278	104	175	93	96	89	67	54	13	29	10	57	64	41	39	13	87	39	34	76	129	17	44	71	109	240	22	16
	23.1%	17.7%	28.1%	26.8%	22.5%	20.6%	22.3%	16.8%	15.2%	15.9%	12.7%	34.6%	19.5%	15.5%	18.7%	15.5%	33.8%	15.5%	17.3%	21.8%	31.7%	12.0%	22.2%	25.2%	25.7%	23.1%	21.5%	25.7%
SIGMA	1207	586	621	347	426	433	299	321	84	182	82	166	328	264	209	83	258	255	199	347	407	139	199	281	423	1043	103	61
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

# Survation.

# General Election Poll IV

Prepared on behalf of the Daily Mirror

Table 34

Q19. Normal weightings

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

Base: All Respondents

9.7%

	Total		Gender			Age			Voting Intention					2010 Vote					SEG				Region6 + 1						
	Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	Undecided	CON	LAB	LD	OTHER	Did Not Vote	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales		
Unweighted Total	1207	593	614	210	379	618	316	301	80	178	86	168	338	255	183	108	257	266	246	317	378	114	200	272	440	1026	111	70	
Weighted Total	1207	586	621	347	426	433	299	321	84	182	82	166	328	264	209	83	258	255	199	347	407	139	199	281	423	1043	103	61	
Strongly approve	159	83	76	46	55	59	15	47	20	27	38	11	28	45	33	26	25	42	24	40	53	26	18	30	44	118	34	8	
	13.2%	14.2%	12.2%	13.1%	12.8%	13.5%	5.0%	14.5%	24.1%	14.9%	45.8%	6.4%	8.6%	16.9%	15.9%	31.0%	9.6%	16.4%	12.2%	11.4%	13.1%	18.6%	9.2%	10.6%	10.3%	11.3%	32.5%	12.3%	
Somewhat approve	259	137	121	69	81	108	54	97	20	28	23	33	63	71	56	14	48	66	41	72	80	32	35	67	79	213	29	16	
	21.4%	23.4%	19.5%	20.0%	19.1%	24.9%	18.0%	30.3%	23.3%	15.1%	27.8%	20.1%	19.1%	27.0%	26.8%	16.6%	18.4%	25.8%	20.7%	20.7%	19.7%	23.1%	17.6%	23.7%	18.7%	20.4%	28.5%	26.5%	
Neither approve nor disapprove	358	164	194	94	154	109	98	111	21	51	9	51	87	88	64	24	72	64	72	117	105	38	68	94	124	323	15	20	
	29.7%	27.9%	31.3%	27.2%	36.2%	25.3%	32.7%	34.7%	24.5%	27.8%	11.4%	30.6%	26.6%	33.5%	30.7%	28.7%	28.0%	25.3%	36.2%	33.7%	25.8%	27.0%	34.2%	33.3%	29.2%	31.0%	14.8%	32.5%	
Somewhat disapprove	95	52	43	27	30	39	39	20	5	13	2	11	35	20	16	7	13	17	19	29	30	5	21	14	44	84	9	2	
	7.9%	8.8%	7.0%	7.7%	6.9%	9.0%	12.9%	6.3%	6.4%	7.0%	2.3%	6.8%	10.6%	7.5%	7.4%	7.8%	4.9%	6.6%	9.6%	8.4%	7.3%	3.6%	10.5%	5.0%	10.4%	8.1%	8.8%	3.2%	
Strongly disapprove	136	85	51	21	35	79	67	14	7	34	2	9	82	18	11	6	18	32	24	37	43	18	21	29	46	114	14	8	
	11.3%	14.5%	8.2%	6.2%	8.3%	18.2%	22.3%	4.4%	7.7%	18.8%	2.6%	5.2%	24.9%	6.8%	5.5%	7.6%	7.2%	12.7%	12.2%	10.6%	10.5%	13.0%	10.4%	10.4%	10.9%	10.9%	13.8%	12.5%	
Don't know / have not heard of her	200	66	135	90	71	40	27	32	12	30	8	51	33	22	29	7	82	34	18	53	96	20	36	48	87	191	2	8	
	16.6%	11.2%	21.7%	25.9%	16.7%	9.1%	9.1%	9.9%	13.9%	16.4%	10.2%	30.9%	10.1%	8.2%	13.7%	8.3%	32.0%	13.3%	9.0%	15.2%	23.6%	14.7%	18.1%	17.0%	20.5%	18.3%	1.6%	12.9%	
SIGMA	1207	586	621	347	426	433	299	321	84	182	82	166	328	264	209	83	258	255	199	347	407	139	199	281	423	1043	103	61	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

# Survation.

# General Election Poll IV

Prepared on behalf of the Daily Mirror

Table 35

Q20. Normal weightings

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

Base: All Respondents

14.6%

	Total		Gender			Age			Voting Intention					2010 Vote					SEG				Region6 + 1						
	Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	Undecided	CON	LAB	LD	OTHER	Did Not Vote	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales		
Unweighted Total	1207	593	614	210	379	618	316	301	80	178	86	168	338	255	183	108	257	266	246	317	378	114	200	272	440	1026	111	70	
Weighted Total	1207	586	621	347	426	433	299	321	84	182	82	166	328	264	209	83	258	255	199	347	407	139	199	281	423	1043	103	61	
Strongly approve	87	49	38	40	26	21	13	29	10	13	13	7	22	24	16	7	17	25	21	16	25	17	17	11	26	71	7	8	
	7.2%	8.3%	6.1%	11.4%	6.1%	4.8%	4.4%	9.2%	11.8%	7.2%	15.8%	4.3%	6.6%	9.1%	7.6%	8.6%	6.5%	9.9%	10.4%	4.6%	6.2%	12.6%	8.8%	3.8%	6.1%	6.9%	6.5%	13.8%	
Somewhat approve	185	89	96	56	62	67	43	57	18	21	19	25	47	48	33	14	35	55	29	52	49	20	20	55	57	152	15	17	
	15.3%	15.2%	15.4%	16.2%	14.5%	15.4%	14.3%	17.7%	20.8%	11.8%	23.1%	15.0%	14.3%	18.3%	15.7%	16.2%	13.8%	21.7%	14.6%	15.0%	11.9%	14.1%	10.2%	19.4%	13.6%	14.6%	14.9%	28.5%	
Neither approve nor disapprove	426	228	198	104	168	154	106	132	29	59	29	58	116	107	74	34	75	83	65	148	131	54	71	104	136	365	45	17	
	35.3%	38.9%	31.9%	30.0%	39.4%	35.6%	35.5%	41.1%	33.9%	32.4%	34.7%	35.1%	35.4%	40.7%	35.3%	41.3%	29.2%	32.5%	32.7%	42.6%	32.2%	38.6%	35.6%	37.0%	32.2%	35.0%	43.3%	27.5%	
Somewhat disapprove	81	41	40	20	33	28	26	14	4	23	5	8	29	21	14	8	8	20	23	17	21	7	18	10	35	70	7	5	
	6.7%	7.0%	6.5%	5.8%	7.7%	6.5%	8.5%	4.5%	5.3%	12.9%	6.1%	5.0%	8.8%	7.9%	6.7%	9.1%	3.2%	8.0%	11.5%	4.9%	5.1%	4.8%	9.0%	3.7%	8.2%	6.7%	6.5%	7.9%	
Strongly disapprove	47	33	14	10	10	27	18	7	-	10	2	3	26	3	6	2	5	7	6	14	20	6	8	10	20	44	*	3	
	3.9%	5.6%	2.2%	2.9%	2.3%	6.2%	6.0%	2.2%	-	5.6%	2.5%	2.1%	8.1%	1.2%	2.7%	2.8%	2.1%	2.7%	2.9%	4.0%	5.0%	4.1%	3.8%	3.7%	4.8%	4.2%	*	4.7%	
Don't know / have not heard of her	381	146	235	117	128	136	94	81	24	55	15	64	88	60	67	18	117	64	55	100	162	36	65	91	149	341	29	11	
	31.6%	24.9%	37.9%	33.7%	29.9%	31.5%	31.2%	25.2%	28.2%	30.1%	17.8%	38.6%	26.8%	22.9%	32.1%	22.0%	45.3%	25.1%	27.9%	28.9%	39.7%	25.8%	32.7%	32.4%	35.2%	32.7%	28.5%	17.6%	
SIGMA	1207	586	621	347	426	433	299	321	84	182	82	166	328	264	209	83	258	255	199	347	407	139	199	281	423	1043	103	61	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

# Survation.

# General Election Poll IV

Prepared on behalf of the Daily Mirror

Table 36

Q21. Normal weightings

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

Base: All Respondents

	Gender		Age			Voting Intention						2010 Vote					SEG				Region6 + 1								
	Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	Undecided	CON	LAB	LD	OTHER	Did Not Vote	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales		
Unweighted Total	1207	593	614	210	379	618	316	301	80	178	86	168	338	255	183	108	257	266	246	317	378	114	200	272	440	1026	111	70	
Weighted Total	1207	586	621	347	426	433	299	321	84	182	82	166	328	264	209	83	258	255	199	347	407	139	199	281	423	1043	103	61	
Better off financially	267	149	118	89	75	103	130	37	29	28	10	22	123	30	41	11	55	92	48	65	63	35	46	70	87	238	18	12	
	22.1%	25.4%	19.0%	25.7%	17.6%	23.8%	43.2%	11.6%	34.7%	15.4%	12.2%	13.3%	37.5%	11.3%	19.6%	13.8%	21.2%	36.1%	23.9%	18.8%	15.4%	25.3%	22.9%	25.0%	20.5%	22.8%	17.1%	18.9%	
Worse off financially	451	195	256	117	191	144	39	165	27	87	35	65	73	126	91	40	96	59	75	137	179	56	63	106	156	381	41	29	
	37.4%	33.3%	41.3%	33.6%	44.7%	33.3%	12.9%	51.5%	32.0%	48.1%	42.7%	39.0%	22.4%	47.9%	43.6%	47.6%	37.1%	23.4%	37.7%	39.6%	44.1%	40.1%	31.5%	37.8%	36.9%	36.6%	40.2%	46.9%	
Neither better nor worse off financially	440	230	210	112	149	180	127	108	28	66	37	55	131	101	71	32	83	84	73	132	151	37	80	95	163	375	44	21	
	36.5%	39.3%	33.9%	32.2%	34.9%	41.5%	42.3%	33.7%	33.2%	36.4%	45.1%	33.0%	39.9%	38.3%	34.0%	38.6%	32.0%	33.1%	36.7%	38.0%	37.2%	26.9%	40.2%	33.7%	38.6%	36.0%	42.7%	34.1%	
Don't know	48	12	36	30	12	7	4	10	-	-	-	24	1	6	6	-	25	19	3	12	13	11	11	10	17	48	-	-	
	4.0%	2.0%	5.9%	8.6%	2.7%	1.5%	1.5%	3.2%	-	-	-	14.7%	*	2.4%	2.8%	-	9.7%	7.4%	1.7%	3.6%	3.3%	7.7%	5.4%	3.4%	4.0%	4.6%	-	-	
SIGMA	1207	586	621	347	426	433	299	321	84	182	82	166	328	264	209	83	258	255	199	347	407	139	199	281	423	1043	103	61	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

# Survation.

# General Election Poll IV

Prepared on behalf of the Daily Mirror

Table 37

Q22. Normal weightings

Q22. Would you support or oppose the introduction of a "mansion tax", on homes worth over £2 million?

Base: All Respondents

	Total		Gender			Age			Voting Intention					2010 Vote					SEG				Region6 + 1						
	Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	Undecided	CON	LAB	LD	OTHER	Did Not Vote	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales		
Unweighted Total	1207	593	614	210	379	618	316	301	80	178	86	168	338	255	183	108	257	266	246	317	378	114	200	272	440	1026	111	70	
Weighted Total	1207	586	621	347	426	433	299	321	84	182	82	166	328	264	209	83	258	255	199	347	407	139	199	281	423	1043	103	61	
Strongly support	447	237	210	110	166	171	65	173	28	66	41	52	83	136	96	38	85	88	69	128	163	49	75	110	133	366	51	30	
	37.0%	40.5%	33.8%	31.6%	38.9%	39.6%	21.7%	53.8%	33.8%	36.1%	50.4%	31.5%	25.5%	51.5%	45.7%	46.0%	32.8%	34.4%	34.6%	36.8%	40.1%	35.0%	37.5%	39.0%	31.5%	35.1%	49.3%	48.8%	
Somewhat support	353	146	207	113	128	111	87	74	29	59	17	63	95	60	57	21	94	89	58	107	99	48	58	73	134	314	24	15	
	29.3%	25.0%	33.3%	32.6%	30.2%	25.7%	29.2%	23.1%	34.1%	32.5%	21.0%	38.1%	29.0%	22.6%	27.4%	25.2%	36.4%	35.0%	28.9%	31.0%	24.4%	34.9%	29.2%	26.0%	31.7%	30.1%	23.7%	24.3%	
Neither support nor oppose	174	95	78	55	69	49	49	42	18	26	11	23	51	40	29	12	32	33	36	41	64	13	21	42	71	147	14	12	
	14.4%	16.2%	12.6%	15.8%	16.3%	11.4%	16.3%	13.2%	22.0%	14.1%	12.9%	13.6%	15.5%	15.0%	13.7%	14.5%	12.6%	12.9%	18.0%	11.9%	15.6%	9.3%	10.7%	15.1%	16.7%	14.1%	13.6%	19.6%	
Somewhat oppose	78	41	37	18	25	35	30	16	2	14	6	5	32	16	8	6	13	17	17	25	19	7	24	13	27	71	5	2	
	6.4%	6.9%	6.0%	5.1%	5.8%	8.1%	10.0%	5.0%	2.8%	7.7%	7.2%	2.8%	9.9%	5.9%	3.7%	7.4%	5.2%	6.8%	8.5%	7.2%	4.6%	4.8%	12.1%	4.7%	6.5%	6.8%	4.7%	2.6%	
Strongly oppose	96	49	47	27	19	51	57	9	6	14	2	6	55	9	13	4	12	25	16	25	31	14	13	27	36	89	4	3	
	8.0%	8.4%	7.5%	7.8%	4.3%	11.7%	19.2%	2.8%	6.8%	7.4%	1.8%	3.6%	16.7%	3.3%	6.0%	4.9%	4.5%	9.8%	7.9%	7.1%	7.6%	10.3%	6.4%	9.5%	8.4%	8.6%	3.7%	4.6%	
Don't know	59	18	42	24	19	16	11	6	*	4	5	17	11	4	7	2	22	3	4	21	31	8	8	16	22	54	5	-	
	4.9%	3.0%	6.7%	7.0%	4.5%	3.6%	3.7%	2.0%	0.6%	2.2%	6.6%	10.4%	3.5%	1.7%	3.5%	2.0%	8.4%	1.1%	2.2%	6.0%	7.6%	5.7%	4.0%	5.8%	5.1%	5.2%	5.0%	-	
SIGMA	1207	586	621	347	426	433	299	321	84	182	82	166	328	264	209	83	258	255	199	347	407	139	199	281	423	1043	103	61	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

# General Election Poll IV

Prepared on behalf of the Daily Mirror

Table 38

Q23. Normal weightings

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

Base: All Respondents

	Gender		Age			Voting Intention						2010 Vote					SEG				Region6 + 1							
	Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	Undecided	CON	LAB	LD	OTHER	Did Not Vote	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales	
Unweighted Total	1207	593	614	210	379	618	316	301	80	178	86	168	338	255	183	108	257	266	246	317	378	114	200	272	440	1026	111	70
Weighted Total	1207	586	621	347	426	433	299	321	84	182	82	166	328	264	209	83	258	255	199	347	407	139	199	281	423	1043	103	61
The Conservative Party is more on the side of wealthy people	794	405	389	198	312	283	104	294	61	138	61	105	149	236	163	65	149	168	138	227	261	99	126	182	262	669	79	46
The Conservative Party is more on the side of ordinary people	228	117	111	68	66	94	148	14	17	27	7	5	134	17	18	9	44	59	44	63	62	25	33	54	95	207	12	9
Don't know	185	64	121	81	48	56	48	14	6	16	14	56	45	11	28	10	64	28	17	57	83	14	41	45	66	166	12	7
SIGMA	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

# Survation.

# General Election Poll IV

Prepared on behalf of the Daily Mirror

Table 39

Q24. Normal weightings

Q24. A 'zero hours' contract requires the worker to be available for work whenever required by the employers, even when there is no guarantee that any work will be provided to them. Recent proposals would try to end what some call "exploitative" zero hours contracts by giving employees a legal right to a regular contract if they have worked 'regular hours' for a 12 week period. The proposals would also include provisions to ensure that employees could not be sacked before they gain such new rights to prevent any employers attempting to get around the 12-week rule. Supporters say that these proposals will help some people on zero hours contracts as they are "undermining hard work, living standards and family life", while opponents say the proposals could, however, curtail "an undoubted tool of great success", believing these contracts help job market flexibility, meaning there will be fewer jobs. To what extent do you support or oppose the proposal to change the law on zero hours contracts as written above?

Base: All Respondents

	Total		Gender			Age			Voting Intention					2010 Vote					SEG				Region6 + 1						
			Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	Undecided	CON	LAB	LD	OTHER	Did Not Vote	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales
Unweighted Total	1207		593	614	210	379	618	316	301	80	178	86	168	338	255	183	108	257	266	246	317	378	114	200	272	440	1026	111	70
Weighted Total	1207		586	621	347	426	433	299	321	84	182	82	166	328	264	209	83	258	255	199	347	407	139	199	281	423	1043	103	61
Strongly support	471		238	234	138	177	156	69	186	28	73	40	57	86	151	83	45	92	91	76	127	178	62	75	117	146	400	44	28
	39.1%		40.6%	37.6%	39.7%	41.6%	36.1%	23.1%	57.9%	32.7%	40.1%	49.2%	34.4%	26.1%	57.1%	39.6%	54.4%	35.7%	35.7%	38.2%	36.5%	43.8%	44.7%	37.4%	41.5%	34.6%	38.3%	42.7%	45.2%
Somewhat support	298		127	172	95	93	110	71	59	32	44	17	60	77	53	56	11	79	83	49	88	78	29	53	65	112	259	22	17
	24.7%		21.6%	27.6%	27.5%	21.8%	25.4%	23.6%	18.4%	38.4%	24.2%	20.6%	36.3%	23.6%	20.3%	26.9%	12.8%	30.8%	32.5%	24.5%	25.5%	19.3%	20.9%	26.6%	23.2%	26.4%	24.9%	21.0%	28.1%
Neither support nor oppose	200		105	96	59	66	75	79	38	14	31	13	17	80	28	32	11	40	47	28	60	65	29	36	35	78	177	18	5
	16.6%		17.9%	15.4%	17.1%	15.5%	17.3%	26.3%	11.8%	16.8%	17.3%	16.0%	10.2%	24.5%	10.6%	15.3%	12.7%	15.7%	18.5%	14.3%	17.3%	15.9%	21.0%	18.0%	12.4%	18.3%	17.0%	17.3%	8.4%
Somewhat oppose	94		46	48	13	36	46	42	13	8	13	5	9	45	7	18	5	15	15	20	29	30	6	9	29	40	83	4	7
	7.8%		7.8%	7.8%	3.7%	8.4%	10.5%	14.1%	4.0%	9.1%	7.0%	6.0%	5.4%	13.8%	2.7%	8.8%	5.8%	5.8%	6.1%	9.9%	8.3%	7.4%	4.4%	4.5%	10.2%	9.3%	8.0%	4.3%	10.8%
Strongly oppose	89		51	38	21	37	31	29	21	2	17	3	11	28	20	14	9	9	13	21	25	29	7	19	21	27	74	12	3
	7.4%		8.7%	6.1%	6.0%	8.7%	7.1%	9.6%	6.6%	1.9%	9.2%	3.3%	6.6%	8.6%	7.6%	6.5%	10.7%	3.4%	5.0%	10.8%	7.2%	7.3%	5.1%	9.6%	7.5%	6.3%	7.1%	11.4%	5.5%
Don't know	54		20	34	21	17	16	10	4	1	4	4	12	11	5	6	3	22	6	5	18	26	5	8	15	21	49	3	1
	4.5%		3.4%	5.4%	5.9%	4.1%	3.6%	3.3%	1.3%	1.1%	2.2%	4.9%	7.0%	3.5%	1.7%	2.8%	3.6%	8.6%	2.3%	2.3%	5.1%	6.3%	3.9%	4.0%	5.2%	5.0%	4.7%	3.3%	2.0%
SIGMA	1207		586	621	347	426	433	299	321	84	182	82	166	328	264	209	83	258	255	199	347	407	139	199	281	423	1043	103	61
	100%		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

# Survation.

# General Election Poll IV

Prepared on behalf of the Daily Mirror

Table 40

Q25. Normal weightings

Q25. The Conservatives have ruled out raising VAT if elected at the forthcoming General Election. Which of the following statements is closest to your view?

Base: All Respondents

	Gender		Age			Voting Intention						2010 Vote					SEG				Region6 + 1								
	Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	Undecided	CON	LAB	LD	OTHER	Did Not Vote	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales		
Unweighted Total	1207	593	614	210	379	618	316	301	80	178	86	168	338	255	183	108	257	266	246	317	378	114	200	272	440	1026	111	70	
Weighted Total	1207	586	621	347	426	433	299	321	84	182	82	166	328	264	209	83	258	255	199	347	407	139	199	281	423	1043	103	61	
I believe that the Conservatives will stick to their promise and not raise VAT after the election	592	310	281	167	190	235	281	80	59	74	20	54	252	78	100	27	110	150	99	179	163	67	104	135	213	519	45	27	
I do not believe that the Conservatives will stick to their promise and raise VAT after the election	615	276	340	181	236	199	19	242	25	107	62	111	76	186	109	56	148	104	100	167	244	72	95	146	211	524	58	34	
SIGMA	1207	586	621	347	426	433	299	321	84	182	82	166	328	264	209	83	258	255	199	347	407	139	199	281	423	1043	103	61	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

# Survation.

# General Election Poll IV

Prepared on behalf of the Daily Mirror

Table 41

Q26. Normal weightings

Q26. The Labour Party have ruled out raising VAT if elected at the forthcoming General Election. Which of the following statements is closest to your view?

Base: All Respondents

	Gender		Age			Voting Intention						2010 Vote					SEG				Region6 + 1								
	Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	Undecided	CON	LAB	LD	OTHER	Did Not Vote	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales		
Unweighted Total	1207	593	614	210	379	618	316	301	80	178	86	168	338	255	183	108	257	266	246	317	378	114	200	272	440	1026	111	70	
Weighted Total	1207	586	621	347	426	433	299	321	84	182	82	166	328	264	209	83	258	255	199	347	407	139	199	281	423	1043	103	61	
I believe that the Labour Party will stick to their promise and not raise VAT after the election	607	303	304	186	236	184	104	260	49	65	41	72	105	206	113	37	127	138	104	174	192	77	94	141	203	516	54	36	
I do not believe that the Labour Party will stick to their promise and raise VAT after the election	600	283	317	162	190	249	196	62	35	117	42	93	223	58	96	46	131	117	96	173	215	62	105	140	220	527	49	25	
SIGMA	1207	586	621	347	426	433	299	321	84	182	82	166	328	264	209	83	258	255	199	347	407	139	199	281	423	1043	103	61	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

# Survation.

# General Election Poll IV

Prepared on behalf of the Daily Mirror

Table 42

Q27. Normal weightings

Q27. Which of the following statements is closest to your view?

Base: All Respondents

	Gender		Age			Voting Intention						2010 Vote					SEG				Region6 + 1							
	Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	Undecided	CON	LAB	LD	OTHER	Did Not Vote	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales	
Unweighted Total	1207	593	614	210	379	618	316	301	80	178	86	168	338	255	183	108	257	266	246	317	378	114	200	272	440	1026	111	70
Weighted Total	1207	586	621	347	426	433	299	321	84	182	82	166	328	264	209	83	258	255	199	347	407	139	199	281	423	1043	103	61
It is more important to cut the deficit, even if it means public services are not improved over the next five years	409	247	162	85	145	179	199	47	36	56	19	37	197	40	71	24	66	98	82	118	111	43	73	88	158	362	35	11
	33.9%	42.1%	26.1%	24.5%	34.0%	41.2%	66.5%	14.6%	42.9%	30.9%	23.5%	22.6%	60.1%	15.2%	33.8%	28.6%	25.8%	38.5%	41.0%	34.0%	27.4%	31.0%	36.8%	31.2%	37.3%	34.7%	34.1%	18.8%
It is more important that public services are improved, even if it means the deficit is not cut over the next five years	635	288	347	196	224	215	77	247	40	100	53	90	105	204	117	50	125	135	100	182	217	80	102	158	199	539	52	43
	52.6%	49.1%	55.9%	56.3%	52.5%	49.6%	25.8%	76.8%	48.0%	54.8%	64.1%	54.5%	32.1%	77.3%	56.2%	59.5%	48.6%	53.2%	50.3%	52.5%	53.3%	57.6%	51.3%	56.1%	47.1%	51.7%	50.7%	70.0%
Dont know	164	52	112	67	57	40	23	28	8	26	10	38	25	20	21	10	66	21	17	47	79	16	24	36	66	141	16	7
	13.6%	8.8%	18.1%	19.2%	13.4%	9.2%	7.6%	8.7%	9.0%	14.3%	12.4%	22.9%	7.8%	7.5%	10.0%	11.9%	25.6%	8.3%	8.6%	13.5%	19.4%	11.4%	11.8%	12.7%	15.6%	13.5%	15.1%	11.3%
SIGMA	1207	586	621	347	426	433	299	321	84	182	82	166	328	264	209	83	258	255	199	347	407	139	199	281	423	1043	103	61
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

# Survation.