

General Election

Poll IX

05/05/2015

Prepared on behalf of the Daily Mirror



Methodology

Fieldwork Dates

4th – 5th May 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

1,504

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 1,504 it is 95% certain that the ‘true’ value will fall within the range of 2.5% 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.

Katy Owen

0203 142 7642

katy.owen@survation.com

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

Sign up for our press releases at <http://eepurl.com/mOK8T>

Follow us on twitter:

www.twitter.com/survation for our regular survey work and political polling

www.twitter.com/damiansurvation for Damian Lyons Lowe's twitter feed

Survation are a member of The British Polling Council and abide by its rules:

<http://www.britishpollingcouncil.org>

Survation Ltd Registered in England & Wales Number 07143509

General Election Poll IX

Prepared on behalf of the Daily Mirror

5 May 2015

Table 1

Q1. Normal weightings

Q1. The next Westminster general election is now a week away. On a scale of 0-10, where 10 is very certain, how certain are you to vote in the general election?

Base: All Respondents

	Total	Gender		Age			Voting Intention						2010 Vote					SEG				Region6 + 1						
		Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	Undecided	CON	LAB	LD	OTHER	Did Not Vote	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales
Unweighted Total	1504	699	805	321	571	612	395	432	112	209	128	141	405	341	252	126	308	359	285	413	447	142	253	343	538	1276	143	85
Weighted Total	1504	730	774	433	531	540	406	431	109	211	115	130	415	334	265	110	308	334	235	445	490	173	248	346	532	1299	129	76
10	973	504	469	181	346	446	309	311	71	139	80	58	327	244	206	82	90	220	162	274	317	96	161	229	352	838	86	49
64.7%	69.1%	60.6%	41.8%	65.1%	82.7%	76.2%	72.2%	65.5%	66.0%	69.7%	44.9%	78.7%	73.2%	78.0%	74.3%	29.2%	65.8%	68.8%	61.6%	64.8%	55.5%	64.8%	66.3%	66.1%	64.5%	66.8%	64.9%	
9	139	71	68	40	55	44	45	36	14	20	16	6	45	33	23	13	20	45	22	38	33	18	23	40	37	119	12	8
9.2%	9.7%	8.8%	9.2%	10.4%	8.1%	11.0%	8.3%	13.3%	9.5%	14.2%	4.6%	10.7%	9.9%	8.7%	12.0%	6.6%	13.4%	9.4%	8.6%	6.8%	10.6%	9.1%	11.6%	7.1%	9.1%	9.3%	10.7%	
8	91	48	43	47	34	11	15	30	8	10	10	14	11	20	16	6	31	24	19	23	24	19	12	14	35	81	8	2
6.1%	6.6%	5.6%	10.8%	6.3%	2.0%	3.8%	7.0%	7.2%	4.7%	9.0%	10.6%	2.6%	6.1%	6.2%	5.7%	9.9%	7.3%	8.2%	5.2%	5.0%	11.1%	5.0%	4.1%	6.6%	6.2%	6.3%	2.3%	
7	52	19	34	21	23	8	15	11	4	8	1	10	11	7	9	-	14	14	6	21	11	8	16	10	14	49	2	1
3.5%	2.6%	4.3%	4.9%	4.4%	1.5%	3.7%	2.6%	3.8%	3.9%	1.0%	7.7%	2.7%	2.2%	3.5%	-	4.6%	4.2%	2.6%	4.7%	2.3%	4.6%	6.6%	3.0%	2.7%	3.8%	1.9%	1.1%	
6	44	13	31	24	16	4	7	13	5	10	4	5	2	9	5	4	22	6	2	19	16	6	2	11	15	35	6	2
2.9%	1.8%	4.0%	5.5%	3.0%	0.8%	1.7%	3.1%	4.5%	4.7%	3.1%	4.0%	0.5%	2.8%	1.9%	3.3%	7.0%	1.9%	0.9%	4.3%	3.3%	3.7%	0.9%	3.3%	2.8%	2.7%	4.9%	3.2%	
5	54	15	39	28	13	12	10	12	5	10	1	14	6	6	3	1	30	6	9	18	21	3	8	17	22	50	2	2
3.6%	2.0%	5.1%	6.6%	2.5%	2.3%	2.4%	2.8%	4.5%	4.9%	1.0%	11.0%	1.5%	1.7%	1.0%	*	9.9%	1.7%	3.8%	4.1%	4.3%	1.5%	3.2%	5.0%	4.2%	3.9%	1.2%	2.6%	
4	28	16	12	22	4	2	1	9	1	7	2	7	5	9	-	-	11	5	-	12	10	2	5	3	10	20	5	2
1.8%	2.1%	1.5%	5.1%	0.7%	*	*	2.2%	0.7%	3.3%	2.0%	5.6%	1.3%	2.7%	-	-	3.7%	1.5%	-	2.7%	2.1%	1.1%	1.8%	1.0%	1.9%	1.5%	4.0%	2.9%	
3	12	6	6	7	2	3	2	3	-	1	-	6	1	-	-	-	8	-	1	1	10	1	2	1	6	11	1	*
0.8%	0.8%	0.8%	1.6%	*	0.6%	*	0.7%	-	0.6%	-	4.7%	*	-	-	-	2.6%	-	*	*	2.0%	0.7%	0.8%	*	1.2%	0.8%	0.8%	0.6%	
2	12	3	9	7	5	-	1	4	-	1	-	6	2	3	-	-	7	2	-	6	4	2	1	2	6	12	-	-
0.8%	*	1.1%	1.5%	0.9%	-	*	1.0%	-	*	-	4.4%	*	0.8%	-	-	2.1%	0.6%	-	1.3%	0.8%	1.4%	*	0.6%	1.2%	0.9%	-	-	
1	12	4	8	4	6	2	1	1	-	5	-	3	3	1	-	1	6	4	1	3	4	2	2	1	6	11	-	1
0.8%	0.5%	1.1%	0.9%	1.1%	*	*	*	*	-	2.2%	-	2.6%	0.7%	*	-	0.7%	1.9%	1.2%	*	0.6%	0.9%	*	1.1%	0.9%	-	0.9%	-	-
0	88	33	55	52	28	8	-	-	-	-	-	-	3	1	2	4	69	8	13	29	37	15	17	15	27	74	6	8
5.8%	4.5%	7.2%	12.0%	5.3%	1.4%	-	-	-	-	-	-	0.7%	*	0.8%	3.5%	22.5%	2.4%	5.5%	6.6%	7.7%	8.7%	6.7%	4.4%	5.0%	5.7%	4.6%	10.8%	
SIGMA	1504	730	774	433	531	540	406	431	109	211	115	130	415	334	265	110	308	334	235	445	490	173	248	346	532	1299	129	76
	100%	100%	100%	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 IX

Prepared on behalf of the Daily Mirror

5 May 2015

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

	Total	Gender		Age			Voting Intention						2010 Vote					SEG				Region 6 + 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	1430	674	756	287	542	601	395	432	112	209	128	141	403	340	250	125	245	349	275	392	414	133	239	328	518	1218	136	76
Weighted Total	1416	698	718	381	503	533	406	431	109	211	115	130	412	333	263	106	239	326	222	416	452	158	232	331	505	1225	123	68
Conservative	406	214	192	90	126	190	406	-	-	-	-	-	301	13	30	10	47	102	75	118	111	52	68	79	176	375	16	14
	28.6%	30.6%	26.7%	23.5%	25.0%	35.8%	100.0%	-	-	-	-	-	72.9%	3.8%	11.5%	9.2%	19.7%	31.2%	33.9%	28.3%	24.5%	33.2%	29.5%	23.8%	34.8%	30.6%	13.0%	21.0%
Labour	431	216	215	137	167	127	-	431	-	-	-	-	19	267	66	8	68	106	63	113	150	54	79	133	115	380	29	22
	30.5%	31.0%	29.9%	36.0%	33.3%	23.9%	-	100.0%	-	-	-	-	4.5%	80.0%	25.3%	7.5%	28.5%	32.6%	28.5%	27.1%	33.1%	34.3%	33.9%	40.1%	22.7%	31.0%	24.0%	32.2%
Liberal Democrat	109	47	61	23	35	50	-	-	109	-	-	-	5	-	88	3	11	37	13	31	28	15	15	23	45	98	8	2
	7.7%	6.8%	8.6%	6.2%	7.1%	9.3%	-	-	100.0%	-	-	-	1.2%	-	33.6%	2.6%	4.5%	11.3%	5.9%	7.4%	6.2%	9.2%	6.4%	7.0%	9.0%	8.0%	6.9%	3.6%
UKIP	211	127	84	49	78	83	-	-	-	211	-	-	65	18	30	37	47	31	28	76	75	19	35	48	90	192	5	14
	14.9%	18.2%	11.7%	12.9%	15.6%	15.6%	-	-	-	100.0%	-	-	15.7%	5.5%	11.5%	34.5%	19.6%	9.6%	12.8%	18.2%	16.7%	12.3%	15.0%	14.5%	17.9%	15.7%	4.1%	19.9%
SNP	54	29	26	13	25	16	-	-	-	-	54	-	1	13	2	29	7	14	7	15	18	-	-	-	-	-	54	-
	3.8%	4.1%	3.6%	3.5%	4.9%	3.0%	-	-	-	-	47.2%	-	*	3.8%	0.6%	27.2%	3.1%	4.2%	3.4%	3.5%	4.0%	-	-	-	-	-	44.2%	-
Plaid Cymru	4	1	3	-	1	3	-	-	-	-	4	-	-	1	1	3	-	1	1	2	-	-	-	-	-	-	-	4
	*	*	*	-	*	0.6%	-	-	-	-	3.3%	-	-	*	*	2.4%	-	*	*	*	-	-	-	-	-	-	5.6%	
Another Party (Net)	57	25	32	24	16	17	-	-	-	-	57	-	4	4	22	14	13	10	12	21	14	8	7	15	24	54	1	2
	4.0%	3.6%	4.5%	6.2%	3.2%	3.3%	-	-	-	-	49.5%	-	0.9%	1.1%	8.2%	12.9%	5.3%	3.0%	5.4%	5.0%	3.2%	4.8%	3.0%	4.6%	4.8%	4.4%	0.6%	3.0%
Green	49	18	30	21	13	14	-	-	-	-	49	-	1	4	20	11	11	7	11	18	12	8	6	13	20	47	-	2
	3.4%	2.6%	4.2%	5.4%	2.7%	2.7%	-	-	-	-	42.3%	-	*	1.1%	7.7%	10.8%	4.4%	2.0%	5.1%	4.4%	2.7%	4.8%	2.8%	3.8%	4.0%	3.8%	-	3.0%
British National Party (BNP)	4	2	2	-	2	2	-	-	-	-	4	-	2	-	1	1	-	1	1	-	2	-	-	1	3	4	-	-
	*	*	*	-	*	*	-	-	-	-	3.2%	-	0.6%	-	*	0.5%	-	*	*	*	-	-	*	0.6%	*	-	-	
Respect	1	1	-	1	-	-	-	-	-	-	1	-	-	-	-	-	1	1	-	-	-	-	-	1	-	1	-	
	*	*	-	*	-	-	-	-	-	-	1.1%	-	-	-	-	-	0.5%	*	-	-	-	-	*	-	*	-	-	
Trade Unionist and Socialist Coalition (TUSC)	*	*	-	-	*	*	-	-	-	-	*	-	-	-	*	-	-	-	-	*	-	-	*	-	*	-	-	
Other	3	3	-	2	1	1	-	-	-	-	3	-	-	-	1	1	1	1	-	2	-	-	-	1	1	2	1	-
	*	*	-	*	*	*	-	-	-	-	2.5%	-	-	-	*	1.2%	*	*	-	*	-	-	-	*	*	*	0.6%	-
Undecided	130	33	97	36	54	40	-	-	-	-	-	130	17	17	22	4	44	24	18	38	49	10	23	32	47	112	8	10
	9.2%	4.8%	13.4%	9.5%	10.7%	7.4%	-	-	-	-	-	100.0%	4.2%	5.2%	8.3%	3.8%	18.5%	7.2%	8.3%	9.2%	10.9%	6.3%	9.8%	9.7%	9.3%	9.1%	6.4%	14.8%
Refused	15	6	9	8	1	6	-	-	-	-	-	-	1	1	2	-	2	2	3	4	6	-	6	1	7	14	1	-
	1.1%	0.9%	1.3%	2.2%	*	1.2%	-	-	-	-	-	-	*	*	0.8%	-	0.9%	*	1.6%	0.9%	1.4%	-	2.4%	*	1.5%	1.2%	0.8%	-
SIGMA	1416	698	718	381	503	533	406	431	109	211	115	130	412	333	263	106	239	326	222	416	452	158	232	331	505	1225	123	68
	100%	100%	100%	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 IX

Prepared on behalf of the Daily Mirror

5 May 2015

Table 3

Q2. Normal weightings & likelihood to vote

Q2. If there was a General Election taking place tomorrow, and there was a candidate from all political parties standing in your constituency, which party do you think you would vote for?

Base: Likely to vote

	Total	Gender		Age			Voting Intention						2010 Vote					SEG				Region 6 + 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	1430	674	756	287	542	601	395	432	112	209	128	141	403	340	250	125	245	349	275	392	414	133	239	328	518	1218	136	76
Weighted Total	1416	713	703	343	507	566	423	437	110	205	119	109	433	341	278	112	199	331	230	409	447	155	233	334	500	1223	124	69
Conservative	423	225	199	87	130	206	423	-	-	-	-	-	321	14	32	11	41	107	79	122	116	55	70	82	186	393	16	15
	29.9%	31.6%	28.2%	25.3%	25.7%	36.5%	100.0%	-	-	-	-	-	74.3%	4.0%	11.6%	9.6%	20.8%	32.2%	34.5%	29.8%	25.9%	35.3%	30.1%	24.4%	37.2%	32.1%	12.8%	21.5%
Labour	437	222	216	127	177	134	-	437	-	-	-	-	21	272	70	8	63	111	64	111	151	52	81	139	113	384	31	22
	30.9%	31.1%	30.6%	36.9%	34.9%	23.6%	-	100.0%	-	-	-	-	4.7%	79.6%	25.3%	7.3%	31.9%	33.4%	28.1%	27.2%	33.9%	33.1%	34.7%	41.5%	22.6%	31.4%	25.1%	32.4%
Liberal Democrat	110	50	60	21	35	54	-	-	110	-	-	-	5	-	92	3	9	38	14	30	28	14	14	23	47	99	8	2
	7.8%	7.0%	8.5%	6.1%	7.0%	9.5%	-	-	100.0%	-	-	-	1.2%	-	33.1%	2.5%	4.4%	11.5%	6.0%	7.4%	6.2%	9.2%	6.1%	7.0%	9.5%	8.1%	6.7%	3.5%
UKIP	205	124	81	43	73	89	-	-	-	205	-	-	64	19	33	38	39	31	29	73	72	19	35	46	87	187	5	13
	14.5%	17.4%	11.5%	12.6%	14.4%	15.8%	-	-	-	100.0%	-	-	14.9%	5.7%	11.7%	33.8%	19.6%	9.5%	12.8%	17.8%	16.1%	12.1%	15.2%	13.8%	17.4%	15.3%	3.9%	19.3%
SNP	56	29	26	12	26	18	-	-	-	-	56	-	1	13	2	31	6	14	8	15	18	-	-	-	-	-	56	-
	3.9%	4.1%	3.7%	3.4%	5.2%	3.1%	-	-	-	-	46.8%	-	*	3.8%	0.7%	27.6%	3.0%	4.2%	3.6%	3.7%	4.1%	-	-	-	-	-	45.0%	-
Plaid Cymru	4	1	3	-	1	3	-	-	-	-	4	-	-	1	1	3	-	1	1	2	-	-	-	-	-	-	-	4
	*	*	*	-	*	0.6%	-	-	-	-	3.4%	-	-	*	*	2.4%	-	*	*	*	-	-	-	-	-	-	5.9%	
Another Party (Net)	59	26	33	23	17	19	-	-	-	-	59	-	4	4	23	14	12	10	13	21	16	8	8	16	25	56	1	2
	4.2%	3.7%	4.7%	6.8%	3.4%	3.3%	-	-	-	-	49.7%	-	1.0%	1.2%	8.2%	12.9%	6.2%	2.9%	5.6%	5.1%	3.5%	5.0%	3.3%	4.9%	4.9%	4.6%	0.7%	3.1%
Green	51	20	31	20	15	15	-	-	-	-	51	-	2	4	21	12	10	7	12	18	13	8	7	13	20	48	-	2
	3.6%	2.8%	4.4%	5.9%	2.9%	2.7%	-	-	-	-	42.5%	-	*	1.2%	7.7%	10.7%	5.2%	2.0%	5.4%	4.5%	3.0%	5.0%	3.1%	4.0%	4.0%	4.0%	-	3.1%
British National Party (BNP)	4	2	2	-	2	2	-	-	-	-	4	-	3	-	1	1	-	1	1	-	2	-	-	1	3	4	-	-
	*	*	*	-	*	*	-	-	-	-	3.3%	-	0.6%	-	*	0.5%	-	*	*	*	-	-	*	0.7%	*	-	-	
Respect	1	1	-	1	-	-	-	-	-	-	1	-	-	-	-	-	0.7%	*	-	-	-	-	-	1	-	1	-	
	*	*	-	*	-	-	-	-	-	-	1.1%	-	-	-	-	-	0.7%	*	-	-	-	*	-	*	-	-	-	
Trade Unionist and Socialist Coalition (TUSC)	*	*	-	-	*	*	-	-	-	-	*	-	-	-	*	-	-	-	-	*	-	*	-	*	-	*	-	
Other	3	3	-	2	1	1	-	-	-	-	3	-	-	-	1	1	1	1	-	2	-	-	1	1	2	1	-	
	*	*	-	*	*	*	-	-	-	-	2.5%	-	-	-	*	1.3%	*	*	-	0.6%	-	-	*	*	*	0.7%	-	
Undecided	109	29	79	25	47	37	-	-	-	-	109	16	17	23	4	27	19	17	31	42	8	21	27	36	92	6	10	
	7.7%	4.1%	11.3%	7.3%	9.2%	6.5%	-	-	-	-	100.0%	3.6%	5.1%	8.5%	4.0%	13.4%	5.6%	7.5%	7.5%	9.4%	5.3%	9.1%	8.1%	7.2%	7.5%	5.2%	14.4%	
Refused	12	5	7	6	*	6	-	-	-	-	-	1	1	2	-	1	1	3	4	4	-	4	1	7	12	1	-	
	0.9%	0.7%	1.0%	1.7%	*	1.1%	-	-	-	-	*	*	*	0.7%	-	0.7%	*	1.4%	1.0%	0.9%	-	1.6%	*	1.3%	0.9%	0.7%	-	
SIGMA	1416	713	703	343	507	566	423	437	110	205	119	109	433	341	278	112	199	331	230	409	447	155	233	334	500	1223	124	69
	100%	100%	100%	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 IX

Prepared on behalf of the Daily Mirror

5 May 2015

Table 4

Q2. Normal weightings & likelihood to vote, with undecided and refused removed

Q2. If there was a General Election taking place tomorrow, and there was a candidate from all political parties standing in your constituency, which party do you think you would vote for?

Base: Likely to vote

	Total	Gender		Age			Voting Intention						2010 Vote					SEG				Region 6 + 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	1276	637	639	252	476	548	395	432	112	209	128	0	384	320	228	121	193	320	246	348	362	121	210	292	462	1085	126	65
Weighted Total	1295	678	617	312	460	522	423	437	110	205	119	0	416	323	252	107	171	311	209	374	401	147	208	306	458	1119	117	59
Conservative	423	225	199	87	130	206	423	-	-	-	-	-	321	14	32	11	41	107	79	122	116	55	70	82	186	393	16	15
	32.7%	33.2%	32.2%	27.8%	28.3%	39.5%	100.0%	-	-	-	-	-	77.2%	4.2%	12.8%	10.0%	24.2%	34.2%	37.9%	32.6%	28.9%	37.2%	33.7%	26.7%	40.6%	35.1%	13.6%	25.1%
Labour	437	222	216	127	177	134	-	437	-	-	-	-	21	272	70	8	63	111	64	111	151	52	81	139	113	384	31	22
	33.8%	32.7%	34.9%	40.6%	38.5%	25.6%	-	100.0%	-	-	-	-	4.9%	84.2%	27.8%	7.6%	37.1%	35.5%	30.8%	29.7%	37.7%	35.0%	38.8%	45.3%	24.7%	34.3%	26.6%	37.8%
Liberal Democrat	110	50	60	21	35	54	-	-	110	-	-	-	5	-	92	3	9	38	14	30	28	14	14	23	47	99	8	2
	8.5%	7.4%	9.7%	6.7%	7.7%	10.3%	-	-	100.0%	-	-	-	1.2%	-	36.5%	2.6%	5.1%	12.2%	6.6%	8.0%	7.0%	9.7%	6.8%	7.6%	10.3%	8.9%	7.2%	4.1%
UKIP	205	124	81	43	73	89	-	-	-	205	-	-	64	19	33	38	39	31	29	73	72	19	35	46	87	187	5	13
	15.9%	18.3%	13.2%	13.8%	15.8%	17.1%	-	-	-	100.0%	-	-	15.4%	6.0%	12.9%	35.2%	22.8%	10.1%	14.1%	19.5%	17.9%	12.8%	17.0%	15.1%	19.0%	16.7%	4.1%	22.6%
SNP	56	29	26	12	26	18	-	-	-	-	56	-	1	13	2	31	6	14	8	15	18	-	-	-	-	-	56	-
	4.3%	4.3%	4.3%	3.7%	5.7%	3.4%	-	-	-	-	46.8%	-	*	4.0%	0.7%	28.7%	3.5%	4.4%	3.9%	4.1%	4.6%	-	-	-	-	-	47.8%	-
Plaid Cymru	4	1	3	-	1	3	-	-	-	-	4	-	-	1	1	3	-	1	1	2	-	-	-	-	-	-	-	4
	*	*	*	-	*	0.6%	-	-	-	-	3.4%	-	-	*	*	2.5%	-	*	*	*	-	-	-	-	-	-	6.9%	
Another Party (Net)	59	26	33	23	17	19	-	-	-	-	59	-	4	4	23	14	12	10	13	21	16	8	8	16	25	56	1	2
	4.6%	3.9%	5.3%	7.4%	3.8%	3.6%	-	-	-	-	49.7%	-	1.0%	1.2%	9.0%	13.4%	7.3%	3.1%	6.2%	5.6%	3.9%	5.3%	3.7%	5.3%	5.4%	5.0%	0.7%	3.6%
Green	51	20	31	20	15	15	-	-	-	-	51	-	2	4	21	12	10	7	12	18	13	8	7	13	20	48	-	2
	3.9%	2.9%	5.0%	6.5%	3.2%	3.0%	-	-	-	-	42.5%	-	*	1.2%	8.5%	11.1%	6.0%	2.1%	5.9%	4.9%	3.3%	5.3%	3.4%	4.4%	4.4%	4.3%	-	3.6%
British National Party (BNP)	4	2	2	-	2	2	-	-	-	-	4	-	3	-	1	1	-	1	1	-	2	-	-	1	3	4	-	-
	*	*	*	-	*	*	-	-	-	-	3.3%	-	0.6%	-	*	0.6%	-	*	*	*	0.5%	-	-	*	0.7%	*	-	
Respect	1	1	-	1	-	-	-	-	-	-	1	-	-	-	-	-	1	1	-	-	-	-	-	1	-	1	-	
	*	*	-	*	-	-	-	-	-	-	1.1%	-	-	-	-	-	0.8%	*	-	-	-	-	*	-	*	-	-	
Trade Unionist and Socialist Coalition (TUSC)	*	*	-	-	*	*	-	-	-	-	*	-	-	-	*	-	-	-	*	-	-	*	-	*	-	*	-	
Other	3	3	-	2	1	1	-	-	-	-	3	-	-	-	1	1	1	1	-	2	-	-	-	1	1	2	1	-
	*	*	-	0.5%	*	*	-	-	-	-	2.5%	-	-	-	*	1.3%	*	*	-	0.6%	-	-	-	*	*	*	0.7%	-
SIGMA	1295	678	617	312	460	522	423	437	110	205	119	-	416	323	252	107	171	311	209	374	401	147	208	306	458	1119	117	59
	100%	100%	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 IX

Prepared on behalf of the Daily Mirror

5 May 2015

Table 5

Q2. Normal weightings & likelihood to vote, with undecided and refused removed and replaced with 0.3 factor of 2010 vote

Q2. If there was a General Election taking place tomorrow, and there was a candidate from all political parties standing in your constituency, which party do you think you would vote for?

Base: Likely to vote

	Total	Gender		Age			Voting Intention						2010 Vote					SEG				Region 6 + 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	1340	656	684	257	502	581	395	432	112	209	128	60	403	340	250	124	193	334	258	365	383	126	223	309	480	1138	131	71	
Weighted Total	1314	685	629	315	468	531	423	437	110	205	119	18	421	328	260	108	171	315	212	379	408	149	213	311	463	1135	118	61	
Conservative	428	227	201	87	133	208	423	-	-	-	-	5	326	14	32	11	41	108	81	123	117	55	71	83	188	398	16	15	
Labour	443	224	219	128	179	136	-	437	-	-	-	5	21	277	70	8	63	111	65	112	154	52	82	141	113	388	31	23	
Liberal Democrat	118	53	65	22	38	58	-	-	110	-	-	7	5	-	100	3	9	39	14	34	30	15	16	24	50	106	9	3	
UKIP	206	124	81	43	73	89	-	-	-	205	-	*	64	19	33	38	39	32	29	73	72	19	35	46	87	187	5	13	
SNP	56	29	27	12	26	18	-	-	-	-	100.0%	-	1.2%	15.3%	5.9%	12.5%	35.0%	22.8%	10.0%	13.9%	19.2%	17.6%	12.6%	16.6%	14.8%	18.8%	16.5%	4.0%	21.8%
Plaid Cymru	5	1	3	-	1	3	-	-	-	-	4	*	-	1	1	3	-	1	1	2	-	-	-	-	-	-	-	-	5
Another Party (Net)	59	26	33	23	17	19	-	-	-	-	59	-	4	4	23	14	12	10	13	21	16	8	8	16	25	56	1	2	
Green	51	20	31	20	15	15	-	-	-	-	49.7%	-	1.0%	1.2%	8.8%	13.3%	7.3%	3.1%	6.1%	5.5%	3.8%	5.2%	3.6%	5.2%	5.3%	5.0%	0.7%	3.5%	
British National Party (BNP)	4	2	2	-	2	2	-	-	-	-	42.5%	-	*	3	-	1	1	-	1	1	-	2	-	-	1	3	4	-	2
Respect	1	1	-	1	-	-	-	-	-	-	1.1%	-	0.6%	-	*	0.6%	-	*	*	-	0.5%	-	-	*	0.7%	*	-	-	
Trade Unionist and Socialist Coalition (TUSC)	*	*	-	-	-	*	-	-	-	-	*	-	-	-	*	-	-	-	*	-	-	*	-	*	-	*	-	-	
Other	3	3	-	2	1	1	-	-	-	-	3	-	-	-	1	1	1	1	-	-	-	-	1	1	2	1	-	-	
SIGMA	1314	685	629	315	468	531	423	437	110	205	119	18	421	328	260	108	171	315	212	379	408	149	213	311	463	1135	118	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 IX

Prepared on behalf of the Daily Mirror

5 May 2015

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

	Total	Gender		Age			Voting Intention						2010 Vote					SEG				Region 6 + 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	1430	674	756	287	542	601	395	432	112	209	128	141	403	340	250	125	245	349	275	392	414	133	239	328	518	1218	136	76	
Weighted Total	1416	698	718	381	503	533	406	431	109	211	115	130	412	333	263	106	239	326	222	416	452	158	232	331	505	1225	123	68	
The Conservative Party candidate	395	214	181	81	121	193	374	7	2	7	-	5	293	14	28	11	44	97	71	113	113	46	65	84	170	364	16	15	
The Labour Party candidate	424	210	214	136	161	127	11	398	1	4	1	8	23	257	67	8	65	106	63	111	144	55	80	128	110	372	30	22	
The Liberal Democrat Party candidate	114	53	62	25	42	48	7	7	96	1	-	3	10	4	86	1	12	41	16	26	32	18	18	25	44	105	8	2	
The UKIP candidate	8.1%	7.6%	8.6%	6.6%	8.3%	9.0%	1.8%	1.6%	88.1%	0.6%	-	2.4%	2.3%	1.1%	32.8%	1.4%	5.0%	12.5%	7.2%	6.2%	7.1%	11.3%	7.7%	7.7%	8.8%	8.6%	6.2%	2.3%	
The SNP candidate	209	123	86	52	82	75	4	9	3	190	1	3	64	21	27	34	44	29	24	80	75	21	31	47	92	190	4	14	
The Plaid Cymru candidate	54	29	26	13	25	16	-	-	-	-	54	-	1	13	2	29	7	14	7	15	18	-	-	-	-	-	54	-	
Another candidate (Net)	3.8%	4.1%	3.6%	3.5%	4.9%	3.0%	-	-	-	-	47.2%	-	* [*]	3.8%	0.6%	27.2%	3.1%	4.2%	3.4%	3.5%	4.0%	-	-	-	-	-	44.2%	-	
Green	5	2	3	-	1	4	-	1	-	-	3	-	-	2	-	3	-	1	2	2	-	-	-	-	-	-	5		
British National Party (BNP)	2*	-	2	-	2	-	-	-	-	2	-	1	-	1	3	21	13	11	6	12	19	13	7	6	13	22	48	-	2
National Health Action	1*	-	1	1	-	-	-	-	-	1.4%	-	* [*]	-	-	-	-	-	1	-	1	-	-	-	-	1	1	-	-	
English Democrat	3*	2*	2*	2	-	* [*]	* [*]	-	-	2	-	-	* [*]	-	2	-	-	-	2	-	2	-	-	2	-	-	* [*]	-	
Monster Raving Loony Party	1*	1*	-	1	-	-	-	-	1	-	-	-	-	-	1	-	-	1	-	1	-	-	-	1	1	-	-	-	
Trade Unionist and Socialist Coalition (TUSC)	* [*]	* [*]	-	-	-	* [*]	-	-	-	* [*]	-	-	-	-	-	* [*]	-	-	* [*]	-	-	* [*]	-	-	* [*]	-	-	-	
An independent candidate	3*	1*	2*	-	2	2	-	-	-	1	1	1	-	-	2	1	1	2	2	-	1	-	1	1	1	3	-	-	-
Other	1*	1*	* [*]	1	-	* [*]	-	-	-	1	* [*]	-	-	* [*]	1	-	-	1	-	-	-	* [*]	-	* [*]	1	-	-	0.6%	-
Undecided	136	35	101	37	56	43	8	9	4	4	4	107	18	18	22	6	52	26	21	41	47	11	24	31	53	118	10	8	
Refused	9.6%	5.0%	14.1%	9.8%	11.1%	8.1%	2.0%	2.1%	3.3%	1.8%	3.9%	82.5%	4.3%	5.4%	8.3%	5.3%	21.6%	8.0%	9.6%	9.9%	10.5%	7.0%	10.2%	9.4%	10.4%	9.7%	7.9%	11.5%	
SIGMA	18*	7*	11	9	1	8	-	-	1	-	-	2	1	1	3	-	2	3	4	4	8	-	6	1	10	17	1	-	-
	100%	100%	100%	100%	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 IX

Prepared on behalf of the Daily Mirror

5 May 2015

Table 7

Q3. Normal weightings & likelihood to vote

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

Base: Likely to vote

	Total	Gender		Age			Voting Intention						2010 Vote					SEG				Region 6+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	1430	674	756	287	542	601	395	432	112	209	128	141	403	340	250	125	245	349	275	392	414	133	239	328	518	1218	136	76
Weighted Total	1416	713	703	343	507	566	423	437	110	205	119	109	433	341	278	112	199	331	230	409	447	155	233	334	500	1223	124	69
The Conservative Party candidate	413	225	188	78	126	209	395	5	2	6	-	6	314	15	31	11	38	103	75	119	116	50	67	85	180	382	16	15
The Labour Party candidate	435	218	216	129	171	135	9	412	1	4	1	8	24	266	72	8	61	110	65	110	149	52	82	135	110	380	31	24
The Liberal Democrat Party candidate	116	56	60	23	42	52	7	7	98	1	-	3	10	4	91	1	9	42	17	26	31	17	17	25	47	107	7	2
The UKIP candidate	8.2%	7.8%	8.6%	6.6%	8.3%	9.1%	1.6%	1.5%	89.1%	0.6%	-	3.2%	2.2%	1.1%	32.6%	1.2%	4.7%	12.7%	7.4%	6.2%	7.0%	11.2%	7.3%	7.6%	9.4%	8.7%	6.0%	2.6%
The SNP candidate	203	119	83	45	77	81	4	7	2	186	1	3	64	21	29	36	38	29	25	77	72	19	32	46	88	185	4	14
The Plaid Cymru candidate	14.3%	16.8%	11.8%	13.1%	15.2%	14.3%	1.0%	1.6%	2.2%	90.5%	0.5%	2.5%	14.8%	6.0%	10.4%	32.1%	19.0%	8.8%	10.8%	18.7%	16.1%	12.2%	13.8%	13.8%	17.6%	15.1%	3.0%	20.0%
The Another candidate (Net)	56	29	26	12	26	18	-	-	-	-	56	-	1	13	2	31	6	14	8	15	18	-	-	-	-	-	56	-
The English Democrat candidate	4.4%	3.8%	5.1%	7.4%	3.3%	3.7%	*	-	1.6%	2.2%	45.0%	1.9%	0.6%	1.0%	10.1%	13.6%	6.1%	2.7%	5.6%	5.9%	3.8%	5.3%	3.9%	4.7%	5.2%	4.9%	0.7%	3.8%
Green	52	21	31	21	13	18	*	-	1	1	49	1	1	3	22	13	11	6	13	19	14	7	7	14	22	50	-	2
British National Party (BNP)	3.7%	3.0%	4.4%	6.1%	2.6%	3.2%	*	-	*	0.7%	41.3%	0.6%	*	1.0%	7.9%	11.9%	5.6%	1.9%	5.6%	4.6%	3.2%	4.6%	2.8%	4.3%	4.4%	4.1%	-	3.1%
National Health Action	2	-	2	-	2	-	-	-	-	-	1.5%	-	*	-	-	-	*	-	-	*	-	-	*	*	-	-	-	
English Democrat	*	-	*	*	*	-	-	-	-	*	-	-	-	-	-	-	*	-	-	*	-	-	*	*	-	-	-	
Monster Raving Loony Party	3	2	*	2	-	*	*	-	-	2	-	-	*	-	2	-	-	*	-	2	-	-	-	2	-	*	-	
Trade Unionist and Socialist Coalition (TUSC)	*	*	-	*	-	*	-	-	*	-	*	-	*	-	*	-	*	-	*	-	*	-	*	*	-	*	-	*
An independent candidate	1	1	-	1	-	-	-	-	1	-	-	-	-	-	1	-	-	1	-	-	-	1	1	-	-	-	-	-
Other	1	1	*	1	-	*	-	-	-	1	*	-	*	-	1	-	*	1	-	2	-	1	-	1	1	1	3	-
Undecided	112	30	83	26	48	39	8	6	4	4	4	86	16	17	23	6	33	21	21	32	38	9	22	26	41	97	8	7
Refused	7.9%	4.1%	11.7%	7.5%	9.4%	6.9%	1.9%	1.4%	3.3%	2.0%	3.7%	79.1%	3.8%	4.9%	8.2%	5.3%	16.6%	6.2%	9.1%	7.9%	8.6%	5.7%	9.3%	7.7%	8.1%	7.9%	6.3%	10.8%
SIGMA	15	7	8	6	*	8	-	-	1	-	-	1	1	1	3	-	1	2	4	4	5	-	4	1	9	14	1	-
	100%	100%	100%	100%	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 IX

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

	Total	Gender		Age			Voting Intention						2010 Vote					SEG				Region 6+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	1266	633	633	247	475	544	386	423	107	205	124	21	384	321	225	119	185	316	245	344	361	120	208	294	453	1075	124	67
Weighted Total	1289	677	613	311	460	518	415	431	105	201	115	22	415	323	252	106	165	308	205	372	404	147	208	307	451	1113	115	62
The Conservative Party candidate	413	225	188	78	126	209	395	5	2	6	-	6	314	15	31	11	38	103	75	119	116	50	67	85	180	382	16	15
	32.0%	33.2%	30.7%	25.1%	27.4%	40.3%	95.0%	1.2%	1.5%	3.0%	-	25.7%	75.5%	4.5%	12.3%	10.8%	23.4%	33.4%	36.7%	31.9%	28.8%	33.8%	32.4%	27.7%	39.9%	34.3%	14.3%	24.3%
The Labour Party candidate	435	218	216	129	171	135	9	412	1	4	1	8	24	266	72	8	61	110	65	110	149	52	82	135	110	380	31	24
	33.7%	32.3%	35.3%	41.4%	37.2%	26.1%	2.1%	95.5%	1.1%	1.9%	1.0%	36.8%	5.9%	82.3%	28.4%	8.0%	37.0%	35.8%	31.8%	29.7%	36.8%	35.8%	39.5%	43.9%	24.4%	34.1%	26.8%	39.3%
The Liberal Democrat Party candidate	116	56	60	23	42	52	7	7	98	1	-	3	10	4	91	1	9	42	17	26	31	17	17	25	47	107	7	2
	9.0%	8.2%	9.9%	7.2%	9.1%	9.9%	1.7%	1.5%	93.4%	0.6%	-	15.8%	2.3%	1.2%	36.0%	1.2%	5.7%	13.7%	8.3%	6.9%	7.8%	11.9%	8.2%	8.3%	10.4%	9.6%	6.5%	2.9%
The UKIP candidate	203	119	83	45	77	81	4	7	2	186	1	3	64	21	29	36	38	29	25	77	72	19	32	46	88	185	4	14
	15.7%	17.7%	13.6%	14.4%	16.7%	15.6%	1.0%	1.6%	2.3%	92.3%	0.5%	12.3%	15.4%	6.4%	11.4%	33.9%	22.9%	9.5%	12.0%	20.6%	17.8%	12.9%	15.5%	15.0%	19.5%	16.6%	3.3%	22.4%
The SNP candidate	56	29	26	12	26	18	-	-	-	-	56	-	1	13	2	31	6	14	8	15	18	-	-	-	-	-	56	-
	4.3%	4.4%	4.3%	3.7%	5.7%	3.4%	-	-	-	-	48.7%	-	*	4.0%	0.8%	29.1%	3.7%	4.5%	4.0%	4.1%	4.6%	-	-	-	-	-	48.4%	-
The Plaid Cymru candidate	4	2	3	-	1	3	-	1	-	-	3	-	-	2	-	3	-	1	2	2	-	-	-	-	-	-	4	
	*	*	*	-	*	0.7%	-	*	-	-	3.0%	-	-	*	-	2.6%	-	*	0.8%	*	-	-	-	-	-	-	6.9%	
Another candidate (Net)	63	27	36	25	17	21	1	-	2	4	54	2	3	3	28	15	12	9	13	24	17	8	9	16	26	59	1	3
	4.9%	4.0%	5.8%	8.1%	3.6%	4.0%	*	-	1.7%	2.2%	46.8%	9.5%	0.6%	1.1%	11.1%	14.3%	7.4%	2.9%	6.2%	6.5%	4.2%	5.6%	4.4%	5.1%	5.8%	5.3%	0.7%	4.2%
Green	52	21	31	21	13	18	*	-	1	1	49	1	1	3	22	13	11	6	13	19	14	7	7	14	22	50	-	2
	4.0%	3.1%	5.0%	6.8%	2.9%	3.4%	*	-	*	0.7%	42.9%	2.8%	*	1.1%	8.7%	12.5%	6.8%	2.0%	6.2%	5.1%	3.5%	4.9%	3.2%	4.7%	4.8%	4.5%	-	3.4%
British National Party (BNP)	2	-	2	-	2	-	-	-	-	-	2	-	1	-	1	-	-	1	-	-	-	-	-	2	2	-	-	
	*	-	*	-	*	-	-	-	-	-	1.6%	-	*	-	*	-	*	-	*	-	*	-	*	*	-	-		
National Health Action	*	-	*	*	*	-	-	-	-	-	*	-	-	-	-	-	*	-	-	*	-	-	*	*	-	-		
	*	-	*	*	*	-	-	-	-	-	*	-	-	-	-	-	*	-	-	*	-	-	*	*	-	-		
English Democrat	3	2	*	2	-	*	*	-	*	-	2	-	-	*	-	2	-	-	*	-	2	-	-	2	-	*	*	
	*	*	*	*	*	0.7%	-	*	*	-	1.0%	-	-	*	-	0.8%	-	-	*	-	0.5%	-	1.0%	-	-	*	-	0.8%
Monster Raving Loony Party	1	1	-	1	-	-	-	-	1	-	-	-	-	-	1	-	-	1	-	-	-	-	1	1	-	-		
	*	*	-	*	-	*	-	*	-	1.2%	-	-	*	-	*	-	*	-	*	-	*	-	*	*	-	*		
Trade Unionist and Socialist Coalition (TUSC)	*	*	-	-	*	-	*	-	*	-	*	-	*	-	*	-	*	-	*	-	*	-	*	*	-	*		
An independent candidate	3	1	2	-	2	2	-	-	-	1	1	1	-	-	2	1	1	2	-	2	-	1	-	1	1	3	-	
	*	*	*	*	*	*	-	*	-	*	1.1%	4.5%	-	-	0.7%	0.5%	0.6%	0.6%	-	*	-	0.7%	-	*	*	-	*	
Other	1	1	*	1	-	*	-	-	-	1	*	-	-	*	1	-	-	1	-	-	*	-	*	*	1	-		
	*	*	*	*	*	*	-	-	-	0.7%	2.1%	-	-	*	0.8%	-	-	*	-	*	-	*	-	*	*	0.7%	-	
SIGMA	1289	677	613	311	460	518	415	431	105	201	115	22	415	323	252	106	165	308	205	372	404	147	208	307	451	1113	115	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%

Survation.

General Election Poll IX

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				Region 6+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	1332	652	680	251	502	579	389	427	111	208	126	67	403	340	250	122	185	332	257	361	382	125	221	310	476	1132	129	71
Weighted Total	1309	683	626	313	468	528	416	432	106	202	115	35	420	329	260	107	165	312	209	378	410	148	212	312	458	1130	117	63
The Conservative Party candidate	418	227	191	79	128	211	395	5	2	6	1	9	319	15	31	11	38	103	77	120	118	50	69	87	181	387	16	15
	32.0%	33.3%	30.5%	25.1%	27.5%	40.0%	94.8%	1.2%	1.4%	3.1%	0.7%	26.2%	75.8%	4.4%	11.9%	10.7%	23.4%	33.2%	36.8%	31.7%	28.9%	33.6%	32.4%	27.9%	39.7%	34.2%	14.1%	23.9%
The Labour Party candidate	440	221	220	129	174	137	9	412	1	4	1	12	24	271	72	8	61	111	66	112	151	53	84	137	111	385	31	25
	33.6%	32.3%	35.1%	41.3%	37.1%	26.0%	2.2%	95.3%	1.1%	2.1%	1.0%	34.0%	5.8%	82.6%	27.6%	7.9%	37.0%	35.6%	31.7%	29.6%	36.9%	35.9%	39.4%	43.8%	24.3%	34.0%	26.6%	39.4%
The Liberal Democrat Party candidate	124	58	66	23	44	57	7	7	99	1	-	8	10	4	98	1	9	44	18	29	33	18	19	27	51	114	8	2
	9.5%	8.4%	10.6%	7.4%	9.4%	10.7%	1.8%	1.7%	93.5%	0.7%	-	23.1%	2.3%	1.2%	37.9%	1.2%	5.7%	14.2%	8.6%	7.6%	8.0%	12.1%	8.7%	8.5%	11.1%	10.1%	7.1%	3.1%
The UKIP candidate	203	119	83	45	77	81	4	7	2	186	1	3	64	21	29	36	38	29	25	77	72	19	32	46	88	185	4	14
	15.5%	17.5%	13.3%	14.3%	16.5%	15.3%	1.0%	1.6%	2.3%	91.8%	0.5%	8.3%	15.2%	6.3%	11.1%	33.8%	22.9%	9.4%	11.8%	20.3%	17.5%	12.8%	15.2%	14.7%	19.3%	16.4%	3.2%	21.9%
The SNP candidate	56	29	27	12	26	18	-	-	-	-	56	*	1	13	2	31	6	14	8	15	19	-	-	-	-	-	56	-
	4.3%	4.3%	4.3%	3.7%	5.6%	3.4%	-	-	-	-	48.3%	1.2%	*	4.0%	0.7%	29.2%	3.7%	4.4%	3.9%	4.0%	4.6%	-	-	-	-	-	48.2%	-
The Plaid Cymru candidate	5	2	3	-	1	3	-	1	-	-	3	*	-	2	-	3	-	1	2	2	-	-	-	-	-	-	-	5
	*	*	0.5%	-	*	0.6%	-	*	-	-	3.0%	1.4%	-	*	-	3.0%	-	*	1.0%	*	-	-	-	-	-	-	-	7.6%
Another candidate (Net)	63	27	36	25	17	21	1	-	2	4	54	2	3	3	28	15	12	9	13	24	17	8	9	16	26	59	1	3
	4.8%	4.0%	5.7%	8.1%	3.6%	3.9%	*	-	1.7%	2.2%	46.4%	5.9%	0.6%	1.0%	10.8%	14.2%	7.4%	2.9%	6.1%	6.4%	4.1%	5.5%	4.3%	5.1%	5.7%	5.3%	0.7%	4.1%
Green	52	21	31	21	13	18	*	-	1	1	49	1	1	3	22	13	11	6	13	19	14	7	7	14	22	50	-	2
	4.0%	3.1%	4.9%	6.7%	2.8%	3.4%	*	-	*	0.7%	42.6%	1.8%	*	1.0%	8.4%	12.4%	6.8%	2.0%	6.1%	5.0%	3.5%	4.9%	3.1%	4.6%	4.8%	4.4%	-	3.4%
British National Party (BNP)	2	-	2	-	2	-	-	-	-	-	2	-	1	-	1	-	-	1	-	-	-	-	-	2	2	-	-	
	*	-	*	-	*	-	-	-	-	-	1.6%	-	*	-	*	-	-	*	-	*	-	-	*	*	-	-	-	
National Health Action	*	-	*	*	*	-	-	-	-	-	*	-	-	-	-	-	*	-	-	*	-	-	*	*	-	-	-	
	*	-	*	*	*	-	-	-	-	-	*	-	-	-	-	-	*	-	-	*	-	-	*	*	-	-	-	
English Democrat	3	2	*	2	-	*	*	-	-	2	-	-	*	-	2	-	-	-	*	2	-	2	-	-	2	-	*	*
	*	*	*	*	*	-	*	-	-	1.0%	-	-	*	-	0.8%	-	-	*	-	*	0.5%	-	1.0%	-	*	-	0.8%	-
Monster Raving Loony Party	1	1	-	1	-	-	-	-	1	-	-	-	-	-	1	-	-	1	-	-	-	-	1	1	-	-	-	
	*	*	-	*	-	*	-	-	1.2%	-	-	-	-	-	*	-	-	*	-	*	-	-	*	*	-	*	-	-
Trade Unionist and Socialist Coalition (TUSC)	*	*	-	-	*	-	*	-	-	*	-	-	*	-	*	-	*	-	*	-	*	-	*	*	-	*	-	-
An independent candidate	3	1	2	-	2	2	-	-	-	1	1	1	-	-	2	1	1	2	-	2	-	1	-	1	1	3	-	-
	*	*	*	*	*	*	-	-	-	*	1.1%	2.8%	-	-	0.7%	0.5%	0.6%	0.5%	-	*	-	0.7%	-	*	*	-	-	-
Other	1	1	*	1	-	*	-	-	-	1	*	-	-	*	1	-	-	1	-	-	*	-	*	*	-	*	1	-
	*	*	*	*	*	*	-	-	-	0.7%	1.3%	-	-	*	0.8%	-	-	*	-	*	-	-	*	*	-	*	0.7%	-
SIGMA	1309	683	626	313	468	528	416	432	106	202	115	35	420	329	260	107	165	312	209	378	410	148	212	312	458	1130	117	63
	100%	100%	100%	100%	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 IX

Prepared on behalf of the Daily Mirror

Table 10

Q4. Normal weightings

Q4. The general election takes place this coming Thursday, 7th May. Thinking specifically about your own constituency of [x], who do you think you would be most likely to vote for if the election was today and you had to choose?

Base: Likely to vote

	Total	Gender		Age			Voting Intention						2010 Vote					SEG				Region 6 + 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	1430	674	756	287	542	601	395	432	112	209	128	141	403	340	250	125	245	349	275	392	414	133	239	328	518	1218	136	76	
Weighted Total	1416	698	718	381	503	533	406	431	109	211	115	130	412	333	263	106	239	326	222	416	452	158	232	331	505	1225	123	68	
The Conservative Party candidate	426	226	201	95	129	202	367	9	4	10	1	29	299	19	38	10	50	100	78	123	126	46	75	85	189	395	16	16	
	30.1%	32.4%	27.9%	25.0%	25.7%	37.9%	90.4%	2.1%	3.9%	4.9%	0.9%	22.7%	72.5%	5.7%	14.5%	9.8%	20.8%	30.6%	35.1%	29.6%	27.8%	29.2%	32.1%	25.7%	37.4%	32.2%	13.3%	22.9%	
The Labour Party candidate	453	217	236	140	180	133	8	392	1	8	1	40	23	253	73	8	82	113	69	116	155	52	88	136	119	395	34	25	
	32.0%	31.1%	32.9%	36.8%	35.8%	25.0%	1.9%	90.8%	1.3%	4.0%	*	30.7%	5.5%	76.0%	27.7%	7.8%	34.2%	34.7%	31.1%	27.8%	34.4%	32.7%	38.0%	41.0%	23.6%	32.2%	27.7%	36.1%	
The Liberal Democrat Party candidate	150	60	90	35	52	63	16	7	99	4	1	22	15	7	95	3	25	51	21	41	36	22	18	36	58	134	11	4	
	10.6%	8.6%	12.5%	9.3%	10.3%	11.8%	4.0%	1.6%	90.9%	1.8%	0.9%	17.2%	3.7%	2.0%	36.1%	3.3%	10.5%	15.7%	9.6%	9.9%	8.0%	14.2%	7.8%	10.9%	11.4%	11.0%	9.0%	6.3%	
The UKIP candidate	218	122	96	44	88	86	10	6	2	182	3	14	70	23	28	35	45	34	27	81	76	24	37	37	44	95	200	5	14
	15.4%	17.5%	13.3%	11.5%	17.5%	16.1%	2.6%	1.3%	1.7%	86.3%	2.3%	10.6%	17.1%	6.8%	10.7%	33.4%	18.7%	10.4%	12.3%	19.5%	16.7%	15.1%	16.0%	13.2%	18.8%	16.3%	4.0%	19.9%	
The Green Party candidate	77	32	45	32	24	21	4	7	1	3	50	12	3	10	23	14	21	10	17	25	25	13	9	20	31	73	-	4	
	5.4%	4.6%	6.3%	8.5%	4.7%	4.0%	1.1%	1.5%	1.2%	1.3%	43.2%	8.9%	0.7%	3.1%	8.8%	13.3%	8.6%	3.1%	7.5%	6.0%	5.6%	8.1%	4.0%	6.0%	6.2%	5.9%	-	6.4%	
The SNP candidate	54	29	26	14	24	16	-	-	-	-	54	1	1	13	2	28	8	14	7	15	18	-	-	-	-	-	54	-	
	3.8%	4.1%	3.6%	3.7%	4.8%	3.0%	-	-	-	-	46.7%	0.6%	*	3.8%	0.6%	26.6%	3.4%	4.2%	3.4%	3.6%	4.0%	-	-	-	-	-	44.4%	-	
The Plaid Cymru candidate	6	2	4	1	1	4	1	1	-	-	3	*	-	2	-	3	1	1	2	2	*	-	-	-	-	-	-	6	
	*	*	*	*	*	0.7%	*	*	-	-	2.9%	*	-	0.7%	-	2.4%	*	*	1.0%	0.5%	*	-	-	-	-	-	-	8.4%	
Another candidate	32	10	22	19	5	8	-	10	1	4	3	12	1	7	4	4	8	3	-	13	15	1	5	11	13	30	2	-	
	2.2%	1.4%	3.0%	5.1%	1.0%	1.4%	-	2.3%	1.2%	1.8%	2.7%	8.9%	*	2.0%	1.6%	3.4%	3.4%	1.1%	-	3.1%	3.4%	0.7%	2.0%	3.2%	2.6%	2.4%	1.6%	-	
SIGMA	1416	698	718	381	503	533	406	431	109	211	115	130	412	333	263	106	239	326	222	416	452	158	232	331	505	1225	123	68	
	100%	100%	100%	100%	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 IX

Prepared on behalf of the Daily Mirror

5 May 2015

Table 11

Q4. Normal weightings & likelihood to vote

Q4. The general election takes place this coming Thursday, 7th May. Thinking specifically about your own constituency of [x], who do you think you would be most likely to vote for if the election was today and you had to choose?

Base: Likely to vote

	Total	Gender		Age			Voting Intention						2010 Vote					SEG				Region 6 + 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	1430	674	756	287	542	601	395	432	112	209	128	141	403	340	250	125	245	349	275	392	414	133	239	328	518	1218	136	76
Weighted Total	1416	713	703	343	507	566	423	437	110	205	119	109	433	341	278	112	199	331	230	409	447	155	233	334	500	1223	124	69
The Conservative Party candidate	438	235	204	89	132	217	389	6	4	8	1	25	317	18	40	11	42	104	83	126	126	49	77	86	192	405	17	17
	31.0%	32.9%	29.0%	25.8%	26.1%	38.4%	91.9%	1.4%	3.3%	3.8%	0.9%	23.4%	73.3%	5.4%	14.3%	10.2%	21.3%	31.4%	36.0%	30.8%	28.2%	31.7%	33.1%	25.7%	38.5%	33.1%	13.7%	24.1%
The Labour Party candidate	457	223	234	130	186	140	6	407	1	8	1	33	24	264	77	9	73	114	70	116	157	50	89	141	117	397	34	26
	32.3%	31.3%	33.3%	38.0%	36.8%	24.8%	1.4%	92.9%	1.1%	3.9%	*	30.2%	5.5%	77.4%	27.6%	7.6%	36.7%	34.4%	30.6%	28.4%	35.1%	32.2%	38.2%	42.1%	23.4%	32.5%	27.3%	37.6%
The Liberal Democrat Party candidate	144	59	84	28	51	65	13	5	101	3	1	19	15	5	100	3	16	52	22	38	33	19	17	35	59	130	10	4
	10.1%	8.3%	11.9%	8.2%	10.0%	11.4%	3.1%	1.2%	91.8%	1.5%	0.9%	17.7%	3.5%	1.6%	36.1%	2.8%	8.2%	15.6%	9.4%	9.2%	7.3%	12.1%	7.4%	10.3%	11.8%	10.6%	8.2%	5.4%
The UKIP candidate	215	123	92	40	83	92	11	4	2	182	3	11	72	22	30	37	37	34	28	78	74	23	36	43	94	196	5	13
	15.2%	17.2%	13.1%	11.7%	16.3%	16.2%	2.6%	1.0%	1.6%	88.5%	2.2%	10.2%	16.7%	6.4%	10.9%	33.0%	18.4%	10.3%	12.4%	19.1%	16.6%	14.9%	15.3%	12.9%	18.8%	16.0%	4.0%	19.3%
The Green Party candidate	76	33	43	30	24	23	4	6	1	2	52	11	3	11	25	15	18	9	17	25	25	13	9	21	29	72	-	4
	5.4%	4.6%	6.2%	8.7%	4.8%	4.0%	0.9%	1.4%	1.0%	1.1%	43.4%	10.1%	0.6%	3.3%	8.9%	13.3%	9.1%	2.8%	7.2%	6.2%	5.7%	8.6%	3.9%	6.3%	5.7%	5.9%	-	6.3%
The SNP candidate	56	29	26	12	26	18	-	-	-	-	55	1	1	13	2	30	7	14	8	15	18	-	-	-	-	-	56	-
	3.9%	4.1%	3.7%	3.5%	5.1%	3.1%	-	-	-	-	46.4%	*	*	3.8%	0.7%	27.1%	3.3%	4.2%	3.6%	3.7%	4.1%	-	-	-	-	-	45.0%	-
The Plaid Cymru candidate	5	2	3	*	1	3	*	1	-	-	3	*	-	2	-	3	1	1	2	2	*	-	-	-	-	-	-	5
	*	*	*	*	*	0.6%	*	*	-	-	2.9%	*	-	*	-	2.4%	*	*	0.7%	0.5%	*	-	-	-	-	-	-	7.2%
Another candidate	25	9	16	14	4	8	-	8	1	2	3	8	1	6	4	4	5	3	-	9	13	1	5	8	9	23	2	-
	1.8%	1.3%	2.3%	4.1%	0.7%	1.4%	-	1.9%	1.1%	1.2%	2.8%	7.5%	*	1.6%	1.5%	3.6%	2.6%	1.0%	-	2.1%	3.0%	0.6%	2.1%	2.5%	1.8%	1.9%	1.8%	-
SIGMA	1416	713	703	343	507	566	423	437	110	205	119	109	433	341	278	112	199	331	230	409	447	155	233	334	500	1223	124	69
	100%	100%	100%	100%	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 IX

Prepared on behalf of the Daily Mirror

5 May 2015

Table 12**Q5. Normal weightings****Q5. 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 ballot VI question

	Total	Gender		Age			Voting Intention						2010 Vote					SEG				Region 6 + 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	1430	674	756	287	542	601	395	432	112	209	128	141	403	340	250	125	245	349	275	392	414	133	239	328	518	1218	136	76
Weighted Total	1416	698	718	381	503	533	406	431	109	211	115	130	412	333	263	106	239	326	222	416	452	158	232	331	505	1225	123	68
Am sure I will vote this way	1029	543	486	242	361	427	334	361	79	158	79	15	338	270	176	89	141	229	166	301	332	108	168	242	368	886	101	43
I might change my mind	72.7%	77.8%	67.7%	63.5%	71.7%	80.1%	82.5%	83.7%	73.0%	74.9%	68.6%	11.2%	82.0%	81.0%	66.9%	84.1%	59.2%	70.3%	74.9%	72.4%	73.5%	68.4%	72.5%	73.2%	72.8%	72.3%	82.0%	62.6%
Don't Know	324	134	190	112	127	85	60	60	28	50	32	89	68	54	80	16	77	91	48	90	95	45	52	82	103	282	20	22
	22.9%	19.3%	26.4%	29.4%	25.3%	16.0%	14.7%	14.0%	26.2%	23.9%	27.5%	68.8%	16.5%	16.2%	30.6%	15.1%	32.3%	27.9%	21.8%	21.8%	20.9%	28.2%	22.5%	24.7%	20.5%	23.0%	16.3%	33.0%
SIGMA	63	21	42	27	15	21	11	10	1	3	5	26	6	10	7	1	20	6	7	24	25	5	12	7	34	58	2	3
	4.4%	2.9%	5.9%	7.1%	2.9%	3.9%	2.8%	2.4%	0.9%	1.2%	3.9%	20.1%	1.5%	2.9%	2.5%	0.9%	8.6%	1.8%	3.3%	5.8%	5.6%	3.4%	5.0%	2.1%	6.7%	4.7%	1.8%	4.4%
	1416	698	718	381	503	533	406	431	109	211	115	130	412	333	263	106	239	326	222	416	452	158	232	331	505	1225	123	68
	100%	100%	100%	100%	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 IX

Prepared on behalf of the Daily Mirror

5 May 2015

Table 13

Q6. Normal weightings

Q6. In the last General Election 65% of people voted, while 35% of people did not vote. Thinking back to the General Election in May 2010, can you remember whether or not you voted in that specific election?

Base: All Respondents

	Total	Gender		Age			Voting Intention						2010 Vote					SEG				Region6 + 1						
		Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	Undecided	CON	LAB	LD	OTHER	Did Not Vote	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales
Unweighted Total	1504	699	805	321	571	612	395	432	112	209	128	141	405	341	252	126	308	359	285	413	447	142	253	343	538	1276	143	85
Weighted Total	1504	730	774	433	531	540	406	431	109	211	115	130	415	334	265	110	308	334	235	445	490	173	248	346	532	1299	129	76
I voted in the 2010 General Election	1149	599	550	234	420	495	357	361	96	151	92	72	415	334	265	110	-	286	179	335	349	133	178	272	405	988	101	59
I did not vote in the 2010 General Election	308	119	189	169	98	41	47	68	11	47	20	44	-	-	-	-	308	48	50	91	120	29	62	64	114	269	24	16
Cant remember	47	13	34	29	13	4	2	2	1	13	3	14	-	-	-	-	-	-	6	19	21	11	8	10	13	43	3	1
SIGMA	1504	730	774	433	531	540	406	431	109	211	115	130	415	334	265	110	308	334	235	445	490	173	248	346	532	1299	129	76
	100%	100%	100%	100%	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 IX

Prepared on behalf of the Daily Mirror

Table 14

Q7. Normal weightings

Q7. Thinking back to the General Election in May 2010, can you recall which party you voted for in that election?

Base: Voted in the 2010 General Election

	Total	Gender		Age			Voting Intention						2010 Vote					SEG				Region 6 + 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	1154	577	577	164	439	551	350	360	99	150	104	77	405	341	252	126	0	306	225	309	314	109	184	272	413	978	111	65
Weighted Total	1149	599	550	234	420	495	357	361	96	151	92	72	415	334	265	110	0	286	179	335	349	133	178	272	405	988	101	59
Conservative	415	231	184	66	140	208	301	19	5	65	5	17	415	-	-	-	-	106	71	123	116	53	67	86	177	383	15	17
Labour	334	181	153	85	134	114	13	267	-	18	17	17	-	334	-	-	-	76	43	90	124	40	53	101	86	280	30	23
Liberal Democrat	265	127	137	55	94	116	30	66	88	30	24	22	-	-	265	-	-	84	37	76	68	32	44	61	101	238	16	11
UK Independence Party (UKIP)	36	18	18	6	12	18	4	2	1	28	2	1	-	-	-	36	-	6	8	11	11	4	4	10	16	34	2	-
Green	21	5	16	8	6	8	3	2	1	-	11	-	-	-	-	32.9%	-	2.2%	4.5%	3.3%	3.1%	3.3%	2.5%	3.6%	3.9%	3.5%	1.9%	-
British National Party (BNP)	10	7	3	2	5	3	-	2	-	8	-	1	-	-	-	10	-	-	2	5	3	-	2	2	6	10	-	-
Scottish National Party (SNP)	35	20	15	2	18	15	3	1	1	-	28	1	-	-	-	35	-	7	5	9	14	-	-	-	-	-	35	-
Plaid Cymru	6	1	6	1	4	2	-	1	-	1	3	1	-	-	-	6	-	1	2	2	-	-	-	-	-	-	6	
(A Northern Irish Party)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*	1.3%	0.7%	-	-	-	-	-	-	10.3%	
Other (Please state)	2	2	-	-	-	2	-	1	-	-	1	-	-	-	-	2	-	-	1	1	-	-	*	1	1	2	-	-
Can't Remember	18	2	16	7	5	6	3	2	*	1	2	9	-	-	-	-	-	2	3	6	7	-	2	6	5	14	3	1
Refuse	8	4	3	3	2	3	-	-	-	-	2	-	-	-	-	-	-	0.7%	1.6%	1.7%	2.0%	-	1.2%	2.4%	1.3%	1.4%	2.9%	1.6%
SIGMA	1149	599	550	234	420	495	357	361	96	151	92	72	415	334	265	110	-	286	179	335	349	133	178	272	405	988	101	59
	100%	100%	100%	100%	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 IX

Prepared on behalf of the Daily Mirror

Table 15

Q8. Normal weightings

Q8. What do you think is the most likely outcome of the upcoming General Election?

Base: All Respondents

	Total	Gender		Age			Voting Intention						2010 Vote					SEG				Region 6 + 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	1504	699	805	321	571	612	395	432	112	209	128	141	405	341	252	126	308	359	285	413	447	142	253	343	538	1276	143	85
Weighted Total	1504	730	774	433	531	540	406	431	109	211	115	130	415	334	265	110	308	334	235	445	490	173	248	346	532	1299	129	76
A Labour government	211	106	105	84	69	58	7	152	10	15	9	9	16	108	29	10	44	50	31	49	81	30	33	68	48	180	23	8
A Conservative government	183	78	105	37	77	68	121	14	7	20	3	10	104	21	11	10	32	30	32	59	62	18	36	37	79	170	6	7
A Conservative / Liberal Democrat coalition	183	162	105	59	94	114	136	24	39	35	10	19	127	26	56	10	42	72	47	77	71	29	42	55	115	240	19	9
A Labour / Liberal Democrat coalition	137	72	65	47	46	45	4	75	22	9	12	7	11	48	43	5	25	42	17	35	44	18	27	29	43	117	11	10
A Labour / SNP coalition	142	74	68	49	54	38	9	68	7	17	34	4	10	52	34	17	24	38	20	41	43	14	16	41	29	100	32	9
A Conservative / UKIP coalition	131	63	68	42	36	53	42	10	1	60	7	4	56	9	22	14	21	25	17	44	45	13	24	25	55	118	4	9
Other	28	22	7	9	7	13	4	6	2	6	5	1	5	5	4	5	8	3	5	7	13	2	6	4	13	25	2	1
Don't know	404	153	251	105	147	151	83	82	20	49	35	75	86	65	65	39	112	74	67	133	131	49	65	86	150	350	31	23
SIGMA	1504	730	774	433	531	540	406	431	109	211	115	130	415	334	265	110	308	334	235	445	490	173	248	346	532	1299	129	76
	100%	100%	100%	100%	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 IX

Prepared on behalf of the Daily Mirror

Table 16

Q9. Normal weightings

Q9. If there is a hung Parliament, where no party has an overall majority, what would be your preferred government outcome?

Base: All Respondents

	Total	Gender		Age			Voting Intention						2010 Vote					SEG				Region6 + 1						
		Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	Undecided	CON	LAB	LD	OTHER	Did Not Vote	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales
Unweighted Total	1504	699	805	321	571	612	395	432	112	209	128	141	405	341	252	126	308	359	285	413	447	142	253	343	538	1276	143	85
Weighted Total	1504	730	774	433	531	540	406	431	109	211	115	130	415	334	265	110	308	334	235	445	490	173	248	346	532	1299	129	76
A Conservative / Liberal Democrat coalition	283	165	119	54	98	132	197	8	35	12	5	19	161	16	60	4	39	75	54	87	67	32	51	63	113	259	16	9
	18.8%	22.5%	15.3%	12.4%	18.4%	24.5%	48.5%	1.9%	32.0%	5.9%	4.6%	14.8%	38.8%	4.7%	22.6%	4.0%	12.6%	22.5%	22.8%	19.6%	13.7%	18.3%	20.5%	18.3%	21.3%	19.9%	12.1%	11.6%
A Labour / Liberal Democrat coalition	273	136	137	93	97	83	8	161	51	13	11	14	18	93	89	5	56	89	35	80	69	40	43	80	82	245	18	10
	18.1%	18.7%	17.7%	21.5%	18.3%	15.3%	1.9%	37.4%	46.9%	6.2%	9.2%	10.6%	4.4%	27.8%	33.6%	4.9%	18.3%	26.6%	14.7%	18.1%	14.1%	23.0%	17.4%	23.2%	15.4%	18.9%	14.0%	12.9%
A Labour / SNP coalition	179	86	93	69	59	50	3	100	3	12	52	6	7	83	33	25	25	39	29	53	58	24	17	37	36	114	52	12
	11.9%	11.8%	12.0%	16.0%	11.1%	9.3%	0.7%	23.1%	2.8%	5.8%	44.9%	4.9%	1.8%	24.9%	12.5%	22.6%	8.3%	11.6%	12.2%	11.9%	11.9%	13.7%	6.8%	10.6%	6.9%	8.8%	40.8%	16.2%
A Conservative / UKIP coalition	237	119	118	58	75	104	100	2	4	108	5	9	118	12	22	30	49	42	36	73	87	21	44	42	115	222	5	10
	15.8%	16.3%	15.3%	13.5%	14.1%	19.2%	24.6%	*	3.8%	51.2%	4.6%	6.9%	28.4%	3.6%	8.1%	27.8%	15.7%	12.4%	15.2%	16.4%	17.7%	12.3%	17.6%	12.3%	21.6%	17.1%	3.6%	13.2%
A minority Labour government	141	83	58	27	63	51	1	109	5	12	10	2	9	85	16	10	19	23	26	31	60	16	25	41	40	122	10	8
	9.4%	11.3%	7.5%	6.2%	12.0%	9.4%	*	25.2%	4.4%	5.8%	8.6%	1.6%	2.2%	25.4%	6.1%	8.7%	6.3%	7.0%	11.2%	7.0%	12.3%	9.5%	9.9%	11.8%	7.6%	9.4%	8.0%	11.0%
A minority Conservative government	112	61	51	29	32	51	71	4	6	19	1	8	67	5	17	5	14	25	22	35	31	15	20	26	41	101	5	6
	7.5%	8.4%	6.6%	6.6%	6.0%	9.5%	17.5%	1.0%	6.0%	8.9%	0.9%	6.0%	16.2%	1.5%	6.4%	4.5%	4.7%	7.4%	9.2%	7.8%	6.4%	8.7%	7.9%	7.4%	7.7%	7.8%	3.8%	7.7%
Other	29	10	19	5	11	13	2	7	1	6	8	2	2	9	5	5	4	4	6	8	11	4	5	2	11	23	2	5
	1.9%	1.4%	2.5%	1.2%	2.1%	2.4%	0.6%	1.7%	0.6%	3.1%	6.8%	1.9%	0.6%	2.7%	1.8%	4.7%	1.3%	1.2%	2.6%	1.8%	2.2%	2.2%	2.1%	0.7%	2.1%	1.7%	1.4%	6.3%
Don't know	250	71	179	98	96	56	24	40	4	27	23	69	32	31	23	25	101	38	28	77	107	21	44	55	93	213	21	16
	16.6%	9.7%	23.1%	22.7%	18.0%	10.5%	5.9%	9.2%	3.5%	13.0%	20.4%	53.3%	7.6%	9.2%	8.7%	22.8%	32.8%	11.2%	12.1%	17.4%	21.8%	12.2%	17.8%	15.8%	17.5%	16.4%	16.4%	21.1%
SIGMA	1504	730	774	433	531	540	406	431	109	211	115	130	415	334	265	110	308	334	235	445	490	173	248	346	532	1299	129	76
	100%	100%	100%	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 IX

Prepared on behalf of the Daily Mirror

Page 20

5 May 2015

Table 17

Q10. Normal weightings

Q10. 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	1504	699	805	321	571	612	395	432	112	209	128	141	405	341	252	126	308	359	285	413	447	142	253	343	538	1276	143	85
Weighted Total	1504	730	774	433	531	540	406	431	109	211	115	130	415	334	265	110	308	334	235	445	490	173	248	346	532	1299	129	76
Ed Miliband	452	238	214	161	161	130	12	299	30	35	40	16	34	199	93	28	93	112	63	117	161	52	75	132	119	377	50	25
David Cameron	656	333	323	170	223	264	348	59	48	110	24	38	317	66	101	38	116	147	120	215	174	78	109	136	268	591	37	29
Someone else	19	12	8	4	8	8	2	-	3	7	5	1	3	3	5	3	4	6	2	2	8	3	5	4	6	17	2	-
	1.3%	1.6%	1.0%	0.9%	1.4%	1.4%	*	-	2.5%	3.4%	4.4%	1.0%	0.7%	0.8%	1.8%	2.6%	1.4%	1.9%	0.8%	0.5%	1.7%	1.6%	1.9%	1.1%	1.1%	1.3%	1.5%	-
Don't know	377	147	229	98	140	139	44	73	28	59	46	74	61	66	67	42	95	68	50	111	147	41	60	74	139	314	40	22
SIGMA	1504	730	774	433	531	540	406	431	109	211	115	130	415	334	265	110	308	334	235	445	490	173	248	346	532	1299	129	76
	100%	100%	100%	100%	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 IX

Prepared on behalf of the Daily Mirror

Table 18

Q11. Normal weightings

Q11. 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				Region 6 + 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	1504	699	805	321	571	612	395	432	112	209	128	141	405	341	252	126	308	359	285	413	447	142	253	343	538	1276	143	85
Weighted Total	1504	730	774	433	531	540	406	431	109	211	115	130	415	334	265	110	308	334	235	445	490	173	248	346	532	1299	129	76
Economy	300	172	128	70	104	126	158	56	32	15	13	22	145	49	54	15	31	111	53	77	59	34	64	61	93	251	28	21
20.0%	23.6%	16.6%	16.1%	19.7%	23.3%	39.0%	13.0%	29.1%	7.0%	11.2%	17.2%	35.0%	14.5%	20.4%	13.9%	10.1%	33.3%	22.5%	17.3%	12.0%	19.4%	25.7%	17.7%	17.4%	19.3%	21.9%	27.3%	
NHS	326	158	168	91	101	134	48	154	20	31	29	21	51	116	68	19	59	69	45	87	125	35	58	101	95	289	26	11
21.7%	21.6%	21.8%	21.0%	19.1%	24.8%	11.9%	35.7%	18.4%	14.7%	25.5%	16.4%	12.2%	34.6%	25.8%	16.9%	19.2%	20.7%	19.2%	19.6%	25.5%	20.1%	23.5%	29.1%	17.9%	22.2%	20.2%	14.9%	
Immigration	308	153	155	55	113	139	89	42	11	121	7	21	111	39	40	36	67	44	41	115	108	35	50	73	127	284	10	13
20.5%	20.9%	20.1%	12.8%	21.4%	25.7%	21.8%	9.7%	10.6%	57.7%	6.0%	15.9%	26.7%	11.6%	15.0%	32.5%	21.6%	13.1%	17.6%	25.9%	22.0%	20.0%	20.2%	21.0%	23.8%	21.9%	8.0%	17.3%	
Defence	22	11	10	8	5	9	9	3	2	5	3	1	12	1	3	3	3	4	3	4	10	3	1	3	6	13	8	-
1.4%	1.6%	1.3%	1.8%	0.9%	1.7%	2.2%	0.7%	1.6%	2.1%	2.2%	0.5%	2.8%	*	1.1%	2.3%	1.0%	1.3%	1.3%	1.0%	2.1%	1.9%	*	0.8%	1.2%	1.0%	6.6%	-	
Crime	22	7	15	17	6	-	3	5	4	1	3	2	3	5	4	1	7	6	4	7	5	6	2	2	9	19	1	1
1.5%	1.0%	2.0%	3.9%	1.0%	-	0.7%	1.1%	3.6%	0.6%	2.2%	1.2%	0.8%	1.4%	1.5%	1.3%	2.4%	1.7%	1.9%	1.6%	1.0%	3.5%	0.6%	0.7%	1.8%	1.5%	1.1%	1.8%	
Education	40	15	26	19	20	2	4	20	4	4	2	2	4	8	9	1	12	5	11	19	5	10	6	8	10	34	2	4
2.7%	2.0%	3.3%	4.3%	3.7%	*	0.9%	4.7%	3.7%	1.8%	1.9%	1.4%	1.1%	2.5%	3.6%	1.2%	3.8%	1.6%	4.6%	4.3%	1.0%	5.7%	2.4%	2.3%	1.9%	2.6%	1.9%	5.3%	
Welfare	87	37	51	28	39	20	19	31	9	4	9	9	10	22	15	7	27	13	15	25	34	6	15	19	32	73	9	6
5.8%	5.0%	6.5%	6.5%	7.4%	3.8%	4.6%	7.1%	7.9%	1.9%	7.7%	7.1%	2.5%	6.6%	5.8%	6.4%	8.8%	3.9%	6.4%	5.6%	7.0%	3.5%	6.0%	5.6%	6.0%	5.6%	6.9%	7.6%	
The cost of living	255	100	155	118	102	36	44	83	16	15	33	35	38	59	46	17	77	51	39	72	94	29	37	51	96	214	32	10
17.0%	13.7%	20.1%	27.3%	19.1%	6.6%	10.7%	19.1%	15.1%	7.3%	28.3%	27.0%	9.1%	17.6%	17.6%	15.7%	25.0%	15.3%	16.5%	16.1%	19.2%	16.8%	15.0%	14.9%	18.0%	16.4%	24.5%	13.2%	
Pensions & retirement	51	26	24	2	8	41	16	12	3	3	6	9	19	12	9	2	6	4	7	19	21	1	6	12	23	43	5	3
3.4%	3.6%	3.1%	*	1.5%	7.5%	4.1%	2.7%	2.6%	1.4%	5.3%	7.3%	4.6%	3.6%	3.3%	2.1%	1.8%	1.3%	2.8%	4.2%	4.3%	0.7%	2.6%	3.4%	4.4%	3.3%	3.6%	3.8%	
Housing	39	19	19	19	17	2	5	16	3	3	2	5	6	11	6	-	13	12	9	5	12	11	4	8	12	35	2	2
2.6%	2.7%	2.5%	4.4%	3.3%	*	1.2%	3.7%	2.8%	1.4%	2.1%	3.8%	1.5%	3.3%	2.1%	-	4.1%	3.7%	4.0%	1.1%	2.4%	6.3%	1.5%	2.4%	2.3%	2.7%	1.3%	2.9%	
Other	53	32	21	7	15	32	11	11	5	9	9	3	15	13	10	8	6	14	8	14	17	4	5	7	28	44	5	4
3.5%	4.4%	2.8%	1.5%	2.9%	5.9%	2.7%	2.5%	4.6%	4.1%	7.6%	2.2%	3.6%	3.9%	3.8%	7.7%	2.1%	4.2%	3.3%	3.2%	3.6%	2.1%	2.0%	5.3%	3.4%	3.9%	5.8%		
SIGMA	1504	730	774	433	531	540	406	431	109	211	115	130	415	334	265	110	308	334	235	445	490	173	248	346	532	1299	129	76
100%	100%	100%	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 IX

Prepared on behalf of the Daily Mirror

Table 19

Q12. Normal weightings

Q12. 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	1504	699	805	321	571	612	395	432	112	209	128	141	405	341	252	126	308	359	285	413	447	142	253	343	538	1276	143	85
Weighted Total	1504	730	774	433	531	540	406	431	109	211	115	130	415	334	265	110	308	334	235	445	490	173	248	346	532	1299	129	76
Labour	381	195	186	124	153	105	10	289	12	24	25	6	15	206	65	13	72	90	53	99	140	48	64	113	104	330	36	16
Conservative	596	323	273	120	193	283	361	52	34	67	26	37	339	51	83	33	78	152	113	165	166	74	97	129	235	536	36	25
Liberal Democrat	89	46	44	31	30	28	11	10	42	1	4	14	11	10	47	6	13	28	14	33	14	9	18	12	35	75	9	5
UKIP	115	67	48	42	44	29	1	9	4	88	5	2	25	16	23	16	30	11	13	46	45	14	17	23	50	104	2	9
Dont know	322	100	222	116	111	95	23	72	17	30	56	71	26	52	47	42	115	53	42	102	125	27	52	68	107	254	47	21
SIGMA	1504	730	774	433	531	540	406	431	109	211	115	130	415	334	265	110	308	334	235	445	490	173	248	346	532	1299	129	76
	100%	100%	100%	100%	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 IX

Prepared on behalf of the Daily Mirror

Table 20

Q12. Normal weightings

Q12. 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	Undecided	CON	LAB	LD	OTHER	Did Not Vote	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales
Unweighted Total	1504	699	805	321	571	612	395	432	112	209	128	141	405	341	252	126	308	359	285	413	447	142	253	343	538	1276	143	85
Weighted Total	1504	730	774	433	531	540	406	431	109	211	115	130	415	334	265	110	308	334	235	445	490	173	248	346	532	1299	129	76
Labour	618	321	298	178	236	204	53	378	31	42	48	44	66	273	126	26	107	153	96	172	198	68	96	170	193	527	57	35
Conservative	41.1%	43.9%	38.5%	41.1%	44.5%	37.8%	13.2%	87.7%	28.9%	19.7%	42.0%	33.8%	15.8%	81.7%	47.7%	23.5%	34.6%	45.7%	40.8%	38.6%	40.4%	39.2%	38.5%	49.2%	36.3%	40.5%	44.4%	45.3%
Conservative	353	194	159	86	103	164	271	15	7	30	4	10	235	17	27	17	49	79	62	111	101	39	64	74	146	323	20	10
Conservative	23.5%	26.5%	20.6%	19.9%	19.4%	30.3%	66.8%	3.4%	6.4%	14.3%	3.8%	7.6%	56.5%	5.1%	10.4%	15.7%	16.0%	23.7%	26.4%	24.9%	20.6%	22.7%	25.7%	21.4%	27.4%	24.9%	15.5%	13.4%
Liberal Democrat	107	53	54	29	42	36	23	7	50	11	7	9	22	8	51	4	17	35	19	28	24	19	23	22	33	97	7	3
Liberal Democrat	7.1%	7.3%	6.9%	6.7%	8.0%	6.6%	5.7%	1.6%	46.2%	5.2%	5.8%	7.0%	5.4%	2.3%	19.4%	3.7%	5.5%	10.5%	8.3%	6.3%	5.0%	10.9%	9.2%	6.5%	6.2%	7.5%	5.5%	4.0%
UKIP	133	69	64	46	46	40	5	7	10	97	7	2	34	11	26	23	32	25	11	47	50	22	20	27	50	119	5	9
UKIP	8.8%	9.5%	8.2%	10.7%	8.6%	7.5%	1.2%	1.5%	9.3%	46.1%	6.0%	1.5%	8.2%	3.2%	9.9%	21.3%	10.3%	7.4%	4.7%	10.5%	10.3%	12.8%	8.2%	7.7%	9.3%	9.2%	4.1%	11.2%
Dont know	293	93	200	93	104	96	53	25	10	31	49	65	58	26	33	39	103	42	46	88	116	25	46	53	111	234	39	20
Dont know	19.5%	12.8%	25.8%	21.5%	19.5%	17.8%	13.2%	5.9%	9.2%	14.8%	42.3%	50.2%	14.1%	7.7%	12.6%	35.8%	33.5%	12.7%	19.8%	19.7%	23.7%	14.5%	18.3%	15.2%	20.8%	18.0%	30.5%	26.0%
SIGMA	1504	730	774	433	531	540	406	431	109	211	115	130	415	334	265	110	308	334	235	445	490	173	248	346	532	1299	129	76
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%

General Election Poll IX

Prepared on behalf of the Daily Mirror

Table 21

Q12. Normal weightings

Q12. 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	1504	699	805	321	571	612	395	432	112	209	128	141	405	341	252	126	308	359	285	413	447	142	253	343	538	1276	143	85	
Weighted Total	1504	730	774	433	531	540	406	431	109	211	115	130	415	334	265	110	308	334	235	445	490	173	248	346	532	1299	129	76	
Labour	273	142	131	100	105	69	4	218	13	5	18	6	8	160	47	6	46	77	39	62	94	37	44	77	75	234	29	10	
Conservative	275	145	130	76	85	113	196	27	14	10	9	11	165	26	27	13	39	70	63	73	69	34	50	58	106	248	16	11	
Liberal Democrat	92	51	41	45	23	24	14	16	41	4	9	5	12	14	52	2	9	33	14	29	17	12	20	13	33	77	11	3	
UKIP	555	284	271	110	216	229	134	101	29	184	30	47	185	86	87	61	109	92	73	188	201	54	88	133	213	489	34	32	
Dont know	309	108	201	102	102	104	58	69	12	8	49	62	46	47	51	28	105	61	45	93	109	36	46	65	105	251	37	21	
SIGMA	1504	730	774	433	531	540	406	431	109	211	115	130	415	334	265	110	308	334	235	445	490	173	248	346	532	1299	129	76	
	100%	100%	100%	100%	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 IX

Prepared on behalf of the Daily Mirror

Table 22

Q12. Normal weightings

Q12. Which party do you trust most on each of the following issues?

Base: All Respondents

Defence

	Total	Gender		Age			Voting Intention						2010 Vote					SEG				Region6 + 1						
		Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	Undecided	CON	LAB	LD	OTHER	Did Not Vote	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales
Unweighted Total	1504	699	805	321	571	612	395	432	112	209	128	141	405	341	252	126	308	359	285	413	447	142	253	343	538	1276	143	85
Weighted Total	1504	730	774	433	531	540	406	431	109	211	115	130	415	334	265	110	308	334	235	445	490	173	248	346	532	1299	129	76
Labour	340	175	165	109	130	101	10	246	19	18	19	16	17	174	74	9	59	73	41	91	134	38	54	108	96	296	31	13
22.6%	23.9%	21.4%	25.2%	24.5%	18.7%	2.5%	57.0%	17.9%	8.7%	16.2%	12.6%	4.0%	52.2%	28.1%	8.1%	19.1%	22.0%	17.5%	20.5%	27.4%	22.1%	21.8%	31.2%	18.1%	22.8%	23.9%	17.0%	
Conservative	498	277	221	106	166	226	310	52	31	40	21	33	280	51	66	21	68	124	100	149	126	55	85	104	200	444	31	23
33.1%	38.0%	28.6%	24.5%	31.3%	41.9%	76.4%	12.0%	28.5%	18.8%	18.1%	25.7%	67.4%	15.3%	24.8%	18.8%	22.2%	37.0%	42.5%	33.4%	25.8%	31.5%	34.4%	30.1%	37.6%	34.2%	24.0%	30.6%	
Liberal Democrat	83	38	44	36	28	18	7	17	38	5	11	5	4	14	40	6	13	32	12	24	15	17	10	20	26	73	8	1
5.5%	5.2%	5.7%	8.4%	5.3%	3.3%	1.7%	4.0%	34.7%	2.5%	9.2%	3.8%	0.9%	4.2%	15.2%	5.4%	4.2%	9.6%	5.0%	5.3%	3.1%	9.9%	4.2%	5.7%	4.8%	5.6%	6.4%	1.8%	
UKIP	180	110	70	58	62	60	20	20	1	111	5	5	58	21	26	25	38	33	22	64	61	27	32	32	68	159	7	14
12.0%	15.0%	9.1%	13.5%	11.7%	11.1%	4.9%	4.6%	0.7%	52.9%	4.5%	3.6%	14.0%	6.4%	9.7%	23.0%	12.3%	9.9%	9.4%	14.3%	12.5%	15.6%	13.0%	9.3%	12.7%	12.3%	5.8%	18.0%	
Dont know	403	130	273	123	144	135	59	97	20	36	60	70	57	73	59	49	130	72	60	118	153	36	66	82	143	326	51	25
26.8%	17.8%	35.2%	28.5%	27.2%	25.0%	14.5%	22.4%	18.2%	17.0%	52.0%	54.3%	13.7%	21.8%	22.2%	44.6%	42.3%	21.5%	25.5%	26.4%	31.3%	20.8%	26.6%	23.6%	26.8%	25.1%	39.9%	32.5%	
SIGMA	1504	730	774	433	531	540	406	431	109	211	115	130	415	334	265	110	308	334	235	445	490	173	248	346	532	1299	129	76
100%	100%	100%	100%	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 IX

Prepared on behalf of the Daily Mirror

Table 23

Q12. Normal weightings

Q12. 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	1504	699	805	321	571	612	395	432	112	209	128	141	405	341	252	126	308	359	285	413	447	142	253	343	538	1276	143	85			
Weighted Total	1504	730	774	433	531	540	406	431	109	211	115	130	415	334	265	110	308	334	235	445	490	173	248	346	532	1299	129	76			
Labour	361	193	168	130	134	97	9	275	18	16	23	10	18	191	71	10	60	89	45	96	131	47	61	100	104	312	37	12			
Conservative	504	276	228	108	165	231	325	40	24	46	18	35	293	45	62	30	68	119	100	145	140	47	101	106	194	448	31	25			
Liberal Democrat	65	38	27	23	28	14	6	10	27	8	7	5	6	9	32	2	12	16	13	22	15	12	7	12	27	58	6	1			
UKIP	155	93	61	43	53	58	15	13	8	96	4	6	42	22	27	18	36	29	18	58	49	25	20	34	62	141	4	10			
Dont know	419	130	289	129	150	140	51	93	31	45	63	75	56	67	73	50	131	81	59	124	154	42	60	92	146	340	51	28			
SIGMA	1504	730	774	433	531	540	406	431	109	211	115	130	415	334	265	110	308	334	235	445	490	173	248	346	532	1299	129	76			
	100%	100%	100%	100%	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 IX

Prepared on behalf of the Daily Mirror

Page 27

5 May 2015

Table 24

Q12. Normal weightings

Q12. 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	1504	699	805	321	571	612	395	432	112	209	128	141	405	341	252	126	308	359	285	413	447	142	253	343	538	1276	143	85
Weighted Total	1504	730	774	433	531	540	406	431	109	211	115	130	415	334	265	110	308	334	235	445	490	173	248	346	532	1299	129	76
Labour	469	240	229	155	179	135	20	319	19	26	43	23	29	221	96	20	91	121	67	131	150	57	75	127	142	401	47	22
Conservative	31.2%	32.9%	29.6%	35.7%	33.7%	25.1%	5.0%	74.0%	17.6%	12.6%	37.2%	17.5%	6.9%	66.2%	36.4%	18.2%	29.6%	36.2%	28.7%	29.4%	30.6%	33.2%	30.1%	36.6%	26.8%	30.9%	36.2%	28.3%
Conservative	409	211	198	82	129	198	296	14	18	38	10	20	264	20	46	24	49	93	66	132	118	41	72	84	170	368	23	17
Liberal Democrat	27.2%	28.8%	25.6%	18.8%	24.3%	36.7%	73.0%	3.3%	16.8%	17.9%	8.9%	15.1%	63.6%	6.0%	17.3%	22.1%	15.8%	27.7%	28.1%	29.6%	24.1%	24.0%	29.1%	24.4%	32.0%	28.3%	18.0%	22.7%
Liberal Democrat	167	94	73	43	62	62	34	30	54	24	7	14	41	24	61	9	24	53	32	41	41	22	26	49	52	149	14	5
UKIP	11.1%	12.9%	9.5%	9.8%	11.8%	11.6%	8.3%	6.9%	49.6%	11.4%	5.8%	10.9%	9.9%	7.2%	23.0%	8.2%	7.9%	16.0%	13.8%	9.2%	8.3%	12.6%	10.6%	14.2%	9.7%	11.5%	10.6%	6.4%
UKIP	116	65	51	42	41	34	6	13	3	78	5	2	28	19	19	15	29	18	16	38	45	19	16	19	48	101	3	12
Dont know	7.7%	8.9%	6.6%	9.6%	7.7%	6.3%	1.5%	3.0%	2.9%	37.0%	3.9%	1.7%	6.8%	5.8%	7.2%	13.4%	9.3%	5.2%	6.7%	8.5%	9.2%	10.8%	6.3%	5.5%	8.9%	7.8%	2.6%	15.5%
SIGMA	343	120	222	113	120	110	49	55	14	44	51	71	53	50	43	42	115	50	53	103	136	34	59	67	120	280	42	21
SIGMA	22.8%	16.5%	28.8%	26.0%	22.6%	20.4%	12.1%	12.7%	13.1%	21.1%	44.1%	54.8%	12.9%	14.9%	16.1%	38.1%	37.3%	14.9%	22.8%	23.2%	27.8%	19.5%	23.9%	19.4%	22.6%	21.6%	32.6%	27.1%
SIGMA	1504	730	774	433	531	540	406	431	109	211	115	130	415	334	265	110	308	334	235	445	490	173	248	346	532	1299	129	76
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%

General Election Poll IX

Prepared on behalf of the Daily Mirror

Table 25

Q12. Normal weightings

Q12. Which party do you trust most on each of the following issues?

Base: All Respondents

Welfare

	Total	Gender		Age			Voting Intention						2010 Vote					SEG				Region6 + 1						
		Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	Undecided	CON	LAB	LD	OTHER	Did Not Vote	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales
Unweighted Total	1504	699	805	321	571	612	395	432	112	209	128	141	405	341	252	126	308	359	285	413	447	142	253	343	538	1276	143	85
Weighted Total	1504	730	774	433	531	540	406	431	109	211	115	130	415	334	265	110	308	334	235	445	490	173	248	346	532	1299	129	76
Labour	561	300	261	164	207	190	36	349	33	35	50	34	51	250	117	22	102	136	86	157	182	57	96	155	171	479	54	29
Conservative	37.3%	41.1%	33.7%	37.9%	39.0%	35.2%	8.8%	81.0%	30.1%	16.8%	43.6%	26.5%	12.3%	74.9%	44.0%	20.2%	33.2%	40.7%	36.8%	35.2%	37.2%	32.9%	38.6%	44.7%	32.2%	36.9%	41.7%	37.6%
Conservative	395	203	192	82	125	188	303	20	6	30	10	13	260	24	30	24	49	101	67	119	109	44	68	80	163	355	22	18
Liberal Democrat	26.3%	27.8%	24.8%	19.0%	23.6%	34.7%	74.6%	4.6%	5.5%	14.3%	8.7%	10.4%	62.7%	7.1%	11.5%	22.1%	15.8%	30.2%	28.4%	26.7%	22.2%	25.5%	27.4%	23.3%	30.6%	27.4%	17.3%	23.0%
Liberal Democrat	134	67	67	43	48	43	22	15	56	12	11	12	23	10	65	6	25	33	21	42	38	21	14	31	56	123	9	2
UKIP	8.9%	9.2%	8.6%	10.0%	9.1%	7.9%	5.4%	3.4%	51.7%	5.8%	9.4%	9.4%	5.5%	3.0%	24.7%	5.6%	8.0%	10.0%	8.8%	9.5%	7.7%	12.3%	5.8%	9.1%	10.5%	9.5%	7.1%	2.9%
UKIP	122	62	60	36	47	39	5	10	6	92	2	2	31	16	24	18	27	20	18	39	45	23	19	17	51	111	2	8
Dont know	8.1%	8.5%	7.8%	8.4%	8.9%	7.1%	1.3%	2.4%	5.3%	43.5%	1.4%	1.4%	7.4%	4.9%	9.2%	16.3%	8.7%	6.0%	7.5%	8.8%	9.2%	13.6%	7.8%	5.0%	9.6%	8.6%	1.7%	11.0%
SIGMA	292	98	194	107	103	81	40	37	8	41	42	68	50	34	28	39	106	44	44	88	116	27	51	62	91	231	41	19
SIGMA	19.4%	13.4%	25.1%	24.8%	19.4%	15.0%	9.9%	8.6%	7.3%	19.7%	36.8%	52.3%	12.1%	10.2%	10.6%	35.8%	34.3%	13.1%	18.6%	19.7%	23.7%	15.7%	20.3%	18.0%	17.1%	17.8%	32.2%	25.6%
SIGMA	1504	730	774	433	531	540	406	431	109	211	115	130	415	334	265	110	308	334	235	445	490	173	248	346	532	1299	129	76
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%

General Election Poll IX

Prepared on behalf of the Daily Mirror

Table 26

Q12. Normal weightings

Q12. 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	1504	699	805	321	571	612	395	432	112	209	128	141	405	341	252	126	308	359	285	413	447	142	253	343	538	1276	143	85			
Weighted Total	1504	730	774	433	531	540	406	431	109	211	115	130	415	334	265	110	308	334	235	445	490	173	248	346	532	1299	129	76			
Labour	509	254	255	164	197	148	25	347	27	29	35	26	42	239	103	24	90	118	72	147	171	55	84	143	151	433	49	27			
33.8%	34.7%	33.0%	37.9%	37.0%	27.4%	6.3%	80.3%	24.7%	13.8%	30.2%	20.2%	10.2%	71.5%	38.8%	22.2%	29.2%	35.5%	30.6%	33.0%	35.0%	31.7%	34.0%	41.3%	28.3%	33.3%	37.9%	35.6%				
Conservative	474	263	211	102	145	227	323	23	15	59	14	23	291	33	48	25	62	111	88	143	132	56	88	98	192	434	25	16			
31.5%	36.0%	27.3%	23.5%	27.4%	42.0%	79.7%	5.3%	13.5%	28.2%	12.6%	17.6%	70.0%	9.9%	18.3%	23.0%	20.2%	33.3%	37.3%	32.1%	27.0%	32.2%	35.6%	28.2%	36.1%	33.4%	19.1%	20.8%				
Liberal Democrat	101	46	55	32	37	31	11	16	53	6	4	10	12	8	55	2	18	33	21	20	27	15	14	24	35	88	10	3			
6.7%	6.3%	7.1%	7.5%	6.9%	5.8%	2.7%	3.6%	48.4%	2.7%	3.9%	7.5%	3.0%	2.5%	20.8%	1.4%	5.8%	9.9%	8.8%	4.4%	5.6%	8.9%	5.5%	7.0%	6.5%	6.8%	7.6%	4.1%				
UKIP	107	63	44	34	40	34	3	7	1	83	4	4	23	11	19	17	29	12	16	34	46	18	16	19	46	99	1	7			
7.1%	8.6%	5.7%	7.7%	7.5%	6.3%	0.6%	1.6%	1.1%	39.3%	3.2%	2.8%	5.6%	3.4%	7.2%	15.4%	9.4%	3.5%	6.8%	7.7%	9.3%	10.2%	6.4%	5.4%	8.7%	7.6%	0.9%	9.6%				
Dont know	313	105	208	102	112	99	43	39	13	34	58	67	46	42	40	42	109	60	39	102	113	29	46	63	108	246	44	23			
20.8%	14.4%	26.9%	23.5%	21.2%	18.4%	10.7%	9.1%	12.4%	16.0%	50.1%	51.9%	11.1%	12.7%	15.0%	38.1%	35.4%	17.8%	16.6%	22.8%	23.1%	17.0%	18.5%	18.1%	20.4%	18.9%	34.5%	29.9%				
SIGMA	1504	730	774	433	531	540	406	431	109	211	115	130	415	334	265	110	308	334	235	445	490	173	248	346	532	1299	129	76			
100%	100%	100%	100%	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 IX

Prepared on behalf of the Daily Mirror

Table 27

Q12. Normal weightings

Q12. Which party do you trust most on each of the following issues?

Base: All Respondents

Pensions & retirement

	Total	Gender		Age			Voting Intention						2010 Vote					SEG				Region6 + 1						
		Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	Undecided	CON	LAB	LD	OTHER	Did Not Vote	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales
Unweighted Total	1504	699	805	321	571	612	395	432	112	209	128	141	405	341	252	126	308	359	285	413	447	142	253	343	538	1276	143	85
Weighted Total	1504	730	774	433	531	540	406	431	109	211	115	130	415	334	265	110	308	334	235	445	490	173	248	346	532	1299	129	76
Labour	425	216	209	124	159	142	18	309	21	21	33	13	22	222	86	14	72	106	59	112	148	45	72	123	124	363	43	19
Conservative	452	255	197	99	137	216	310	26	16	48	16	21	282	28	50	27	59	107	84	139	122	48	80	92	184	405	30	17
30.0%	34.8%	25.5%	22.8%	25.7%	40.0%	76.5%	6.0%	14.4%	22.6%	14.3%	15.9%	68.0%	8.3%	19.1%	24.3%	19.0%	32.0%	35.8%	31.2%	24.9%	28.0%	32.4%	26.7%	34.5%	31.1%	23.6%	21.8%	
Liberal Democrat	110	59	51	38	42	30	14	15	48	11	8	8	19	14	50	5	14	29	23	32	26	21	18	24	32	95	6	9
7.3%	8.1%	6.6%	8.7%	7.9%	5.6%	3.4%	3.4%	43.8%	5.3%	6.8%	6.5%	4.7%	4.2%	18.8%	4.3%	4.7%	8.7%	9.7%	7.2%	5.4%	12.2%	7.4%	6.8%	6.0%	7.3%	5.0%	11.5%	
UKIP	116	69	47	37	43	36	8	8	4	85	2	2	34	13	22	16	24	21	11	37	46	19	16	19	52	105	2	8
7.7%	9.5%	6.0%	8.5%	8.0%	6.7%	2.0%	1.9%	4.1%	40.1%	1.4%	1.7%	8.1%	4.0%	8.4%	14.2%	7.8%	6.4%	4.9%	8.3%	9.4%	10.8%	6.3%	5.5%	9.7%	8.1%	1.8%	11.1%	
Dont know	401	131	270	135	151	115	55	73	20	46	56	85	58	57	56	48	140	71	58	126	147	40	62	88	141	331	46	24
26.7%	18.0%	34.9%	31.2%	28.5%	21.3%	13.5%	17.0%	18.9%	22.0%	49.0%	65.6%	14.0%	17.1%	21.1%	44.1%	45.3%	21.2%	24.6%	28.2%	30.0%	23.2%	25.0%	25.4%	26.5%	25.5%	36.1%	31.0%	
SIGMA	1504	730	774	433	531	540	406	431	109	211	115	130	415	334	265	110	308	334	235	445	490	173	248	346	532	1299	129	76
100%	100%	100%	100%	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 IX

Prepared on behalf of the Daily Mirror

Table 28

Q12. Normal weightings

Q12. Which party do you trust most on each of the following issues?

Base: All Respondents

Housing

	Total	Gender		Age			Voting Intention						2010 Vote					SEG				Region6 + 1						
		Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	Undecided	CON	LAB	LD	OTHER	Did Not Vote	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales
Unweighted Total	1504	699	805	321	571	612	395	432	112	209	128	141	405	341	252	126	308	359	285	413	447	142	253	343	538	1276	143	85
Weighted Total	1504	730	774	433	531	540	406	431	109	211	115	130	415	334	265	110	308	334	235	445	490	173	248	346	532	1299	129	76
Labour	537	278	259	148	204	185	37	339	28	44	43	30	50	239	109	24	102	130	76	143	188	63	78	156	163	460	47	30
Conservative	35.7%	38.0%	33.5%	34.2%	38.4%	34.3%	9.1%	78.5%	26.1%	20.8%	37.3%	23.4%	12.1%	71.5%	41.3%	21.5%	33.2%	38.9%	32.3%	32.2%	38.4%	36.3%	31.3%	45.2%	30.6%	35.4%	36.7%	39.1%
381	205	176	95	117	169	294	18	13	27	9	12	249	21	39	18	45	100	68	116	97	39	75	71	161	346	24	11	
25.4%	28.1%	22.8%	21.9%	22.0%	31.4%	72.4%	4.2%	11.7%	12.9%	7.8%	9.4%	60.0%	6.3%	14.8%	16.2%	14.7%	29.9%	28.8%	26.2%	19.8%	22.6%	30.2%	20.5%	30.3%	26.7%	18.4%	14.8%	
Liberal Democrat	107	51	56	37	34	35	13	20	51	4	9	7	16	21	51	6	11	37	17	30	23	18	15	23	35	91	12	3
7.1%	6.9%	7.2%	8.6%	6.5%	6.5%	3.2%	4.7%	47.1%	1.9%	7.8%	5.2%	3.8%	6.2%	19.4%	5.5%	3.5%	11.1%	7.2%	6.8%	4.6%	10.3%	6.2%	6.6%	6.5%	7.0%	9.6%	4.5%	
UKIP	120	65	55	38	47	35	5	4	3	92	1	5	34	11	20	18	27	15	13	51	41	22	24	22	43	111	1	8
8.0%	8.9%	7.1%	8.8%	8.9%	6.5%	1.3%	0.9%	2.9%	43.8%	*	4.2%	8.2%	3.3%	7.5%	16.7%	8.9%	4.5%	5.7%	11.4%	8.3%	12.5%	9.5%	6.3%	8.2%	8.5%	0.9%	10.9%	
Dont know	359	132	227	115	129	115	57	50	13	43	54	75	66	43	45	44	122	52	61	105	141	32	56	74	129	291	44	23
23.9%	18.1%	29.3%	26.5%	24.3%	21.3%	14.0%	11.7%	12.1%	20.6%	46.7%	57.8%	15.9%	12.8%	17.1%	40.0%	39.7%	15.6%	26.0%	23.5%	28.8%	18.2%	22.7%	21.3%	24.3%	22.4%	34.4%	30.7%	
SIGMA	1504	730	774	433	531	540	406	431	109	211	115	130	415	334	265	110	308	334	235	445	490	173	248	346	532	1299	129	76
100%	100%	100%	100%	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 IX

Prepared on behalf of the Daily Mirror

Table 29

Q13. Normal weightings

Q13. 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				Region 6 + 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	1504	699	805	321	571	612	395	432	112	209	128	141	405	341	252	126	308	359	285	413	447	142	253	343	538	1276	143	85
Weighted Total	1504	730	774	433	531	540	406	431	109	211	115	130	415	334	265	110	308	334	235	445	490	173	248	346	532	1299	129	76
Ed Miliband	397	213	184	125	161	111	4	312	17	7	32	11	18	216	80	9	67	106	50	104	137	48	73	117	102	340	41	16
David Cameron	553	294	260	134	175	245	366	39	27	52	20	34	327	40	64	26	83	137	100	161	155	63	82	119	230	495	36	22
Nick Clegg	96	40	57	23	40	33	9	16	43	6	10	12	5	12	46	8	22	24	19	29	24	15	17	15	39	86	6	5
Nigel Farage	159	91	67	38	58	63	14	9	3	115	4	5	44	19	24	29	32	19	23	61	56	22	27	29	62	139	7	12
Don't know	299	92	206	113	97	89	13	54	18	32	49	68	21	47	50	38	105	48	43	90	118	25	49	66	99	239	39	21
SIGMA	1504	730	774	433	531	540	406	431	109	211	115	130	415	334	265	110	308	334	235	445	490	173	248	346	532	1299	129	76
	100%	100%	100%	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 IX

Prepared on behalf of the Daily Mirror

Table 30

Q14. Normal weightings

Q14. 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

	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	1504	699	805	321	571	612	395	432	112	209	128	141	405	341	252	126	308	359	285	413	447	142	253	343	538	1276	143	85
Weighted Total	1504	730	774	433	531	540	406	431	109	211	115	130	415	334	265	110	308	334	235	445	490	173	248	346	532	1299	129	76
Yes	577	277	299	181	200	195	142	189	50	81	36	56	144	133	133	33	111	156	91	164	166	79	83	135	208	505	36	36
	38.3%	38.0%	38.7%	41.8%	37.7%	36.2%	34.9%	43.9%	45.7%	38.7%	31.5%	43.4%	34.6%	39.8%	50.4%	30.4%	36.1%	46.7%	38.7%	36.8%	33.9%	45.5%	33.6%	38.9%	39.1%	38.8%	28.1%	47.0%
No	665	356	309	155	239	271	203	185	46	93	59	27	206	154	103	62	116	139	90	208	228	72	114	143	232	561	74	30
	44.2%	48.7%	39.9%	35.9%	44.9%	50.2%	50.1%	42.9%	42.7%	44.0%	51.4%	20.5%	49.6%	46.2%	38.9%	56.6%	37.7%	41.5%	38.2%	46.8%	46.5%	41.5%	46.1%	41.2%	43.6%	43.2%	57.4%	39.4%
Don't know	263	97	166	97	92	74	60	57	13	36	20	47	66	47	28	14	81	40	54	73	96	22	50	69	92	234	19	10
	17.5%	13.3%	21.4%	22.3%	17.3%	13.7%	14.9%	13.2%	11.6%	17.3%	17.1%	36.1%	15.8%	14.1%	10.7%	13.0%	26.2%	11.8%	23.1%	16.4%	19.6%	13.0%	20.3%	19.9%	17.3%	18.0%	14.4%	13.6%
SIGMA	1504	730	774	433	531	540	406	431	109	211	115	130	415	334	265	110	308	334	235	445	490	173	248	346	532	1299	129	76
	100%	100%	100%	100%	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 IX

Prepared on behalf of the Daily Mirror

Table 31

Q15. Normal weightings

Q15. 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				Region 6 + 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	1504	699	805	321	571	612	395	432	112	209	128	141	405	341	252	126	308	359	285	413	447	142	253	343	538	1276	143	85
Weighted Total	1504	730	774	433	531	540	406	431	109	211	115	130	415	334	265	110	308	334	235	445	490	173	248	346	532	1299	129	76
Strongly approve	196	118	78	60	46	90	148	16	9	13	1	3	125	20	20	4	27	45	26	63	61	24	43	40	76	183	7	6
13.0%	16.2%	10.0%	13.9%	8.6%	16.6%	36.6%	3.7%	8.4%	6.3%	1.1%	2.6%	30.0%	5.9%	7.7%	3.3%	8.9%	13.5%	11.2%	14.2%	12.4%	13.8%	17.4%	11.7%	14.2%	14.1%	5.2%	7.5%	
Somewhat approve	368	184	184	102	125	142	210	48	23	38	9	27	193	43	46	16	59	113	79	85	92	55	47	78	147	326	24	17
24.5%	25.2%	23.8%	23.5%	23.5%	26.2%	51.7%	11.2%	21.6%	17.9%	8.1%	20.8%	46.5%	12.9%	17.5%	14.4%	19.1%	33.8%	33.5%	19.1%	18.7%	31.9%	18.9%	22.5%	27.6%	25.1%	19.0%	22.6%	
Neither approve nor disapprove	321	119	202	107	122	91	36	79	34	59	30	46	46	54	67	32	89	63	38	125	95	38	55	70	105	268	33	19
21.3%	16.3%	26.1%	24.7%	23.1%	16.9%	8.8%	18.3%	31.7%	27.8%	26.0%	35.5%	11.1%	16.1%	25.2%	28.9%	28.8%	18.8%	16.2%	28.1%	19.4%	21.7%	22.3%	20.3%	19.7%	20.6%	25.7%	25.4%	
Somewhat disapprove	242	113	129	50	97	95	8	99	20	55	23	24	29	69	65	24	41	52	36	76	78	18	43	53	98	211	23	7
16.1%	15.5%	16.6%	11.5%	18.3%	17.5%	2.0%	23.0%	18.8%	25.9%	19.8%	18.6%	7.0%	20.7%	24.5%	21.6%	13.2%	15.6%	15.2%	17.0%	15.9%	10.5%	17.2%	15.3%	18.4%	16.3%	17.9%	9.4%	
Strongly disapprove	329	183	146	88	124	116	-	183	20	43	50	16	19	143	64	33	66	57	47	84	140	37	47	92	89	264	39	25
21.8%	25.1%	18.8%	20.4%	23.4%	21.5%	-	42.4%	18.0%	20.4%	43.5%	12.3%	4.5%	42.8%	24.2%	30.3%	21.5%	17.1%	20.0%	18.9%	28.7%	21.1%	18.8%	26.5%	16.8%	20.3%	30.4%	33.1%	
Don't know / have not heard of him	49	13	36	26	16	7	4	6	1	4	2	13	3	5	2	2	26	4	9	12	24	2	13	13	17	45	2	2
3.3%	1.8%	4.7%	6.0%	3.0%	1.3%	1.0%	1.5%	1.4%	1.7%	1.5%	10.3%	0.8%	1.6%	0.9%	1.5%	8.6%	1.2%	3.9%	2.7%	4.9%	0.9%	5.4%	3.7%	3.3%	3.5%	1.9%	2.0%	
SIGMA	1504	730	774	433	531	540	406	431	109	211	115	130	415	334	265	110	308	334	235	445	490	173	248	346	532	1299	129	76
	100%	100%	100%	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 IX

Prepared on behalf of the Daily Mirror

Table 32

Q16. Normal weightings

Q16. Thinking about the past month, do you approve or disapprove of how Ed Miliband has been doing his job as Leader of the Opposition?

Base: All Respondents

	Total	Gender		Age			Voting Intention						2010 Vote					SEG				Region 6 + 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	1504	699	805	321	571	612	395	432	112	209	128	141	405	341	252	126	308	359	285	413	447	142	253	343	538	1276	143	85
Weighted Total	1504	730	774	433	531	540	406	431	109	211	115	130	415	334	265	110	308	334	235	445	490	173	248	346	532	1299	129	76
Strongly approve	192	115	78	69	71	53	19	135	8	12	5	5	22	104	24	1	40	51	31	40	71	37	34	54	48	172	11	10
12.8%	15.7%	10.0%	15.9%	13.3%	9.8%	4.8%	31.2%	7.6%	5.6%	4.1%	3.7%	5.3%	31.0%	9.2%	1.3%	13.0%	15.2%	13.0%	9.1%	14.5%	21.1%	13.7%	15.5%	9.0%	13.2%	8.4%	12.6%	
Somewhat approve	322	162	160	94	126	102	36	183	27	30	22	17	41	123	79	13	59	84	53	101	84	39	52	81	103	275	29	18
21.4%	22.2%	20.6%	21.7%	23.6%	18.9%	8.8%	42.3%	25.2%	14.2%	19.1%	13.0%	9.8%	36.8%	29.7%	11.5%	19.1%	25.2%	22.6%	22.6%	17.2%	22.3%	20.9%	23.5%	19.4%	21.2%	22.5%	23.3%	
Neither approve nor disapprove	409	157	252	143	148	117	100	87	35	52	43	62	98	65	72	34	100	83	63	122	141	46	68	92	136	342	40	27
27.2%	21.5%	32.6%	33.1%	27.9%	21.8%	24.5%	20.2%	32.6%	24.5%	37.2%	47.7%	23.6%	19.3%	27.3%	31.1%	32.4%	25.0%	26.9%	27.3%	28.8%	26.5%	27.2%	26.6%	25.6%	26.3%	31.1%	35.9%	
Somewhat disapprove	230	108	122	40	83	107	97	16	19	46	20	20	96	25	45	15	40	64	28	78	61	22	33	53	94	202	21	7
15.3%	14.8%	15.8%	9.3%	15.5%	19.8%	23.9%	3.8%	17.7%	21.8%	17.0%	15.3%	23.2%	7.5%	17.1%	13.5%	13.1%	19.0%	11.9%	17.4%	12.4%	13.0%	13.2%	15.4%	17.6%	15.6%	16.1%	9.2%	
Strongly disapprove	286	169	116	57	80	149	144	8	16	63	24	12	150	14	39	39	37	45	51	82	108	24	43	48	132	248	25	13
19.0%	23.1%	15.1%	13.1%	15.1%	27.5%	35.5%	1.8%	14.3%	30.1%	21.1%	9.3%	36.1%	4.2%	14.8%	35.2%	11.9%	13.6%	21.7%	18.3%	22.0%	13.7%	17.4%	14.0%	24.9%	19.1%	19.3%	17.0%	
Don't know / have not heard of him	65	19	46	30	24	12	10	3	3	8	2	14	8	4	5	8	33	7	9	23	25	6	19	17	19	60	3	2
4.3%	2.7%	5.9%	6.8%	4.4%	2.2%	2.5%	0.7%	2.5%	3.9%	1.5%	11.0%	2.0%	1.1%	1.9%	7.4%	10.6%	2.1%	3.9%	5.2%	5.2%	3.4%	7.6%	4.9%	3.5%	4.6%	2.6%	2.0%	
SIGMA	1504	730	774	433	531	540	406	431	109	211	115	130	415	334	265	110	308	334	235	445	490	173	248	346	532	1299	129	76
	100%	100%	100%	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 IX

Prepared on behalf of the Daily Mirror

Table 33

Q17. Normal weightings

Q17. Thinking about the past month, do you approve or disapprove of how Nick Clegg has been doing his job as Deputy Prime Minister?

Base: All Respondents

	Total	Gender		Age			Voting Intention						2010 Vote					SEG				Region 6 + 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	1504	699	805	321	571	612	395	432	112	209	128	141	405	341	252	126	308	359	285	413	447	142	253	343	538	1276	143	85
Weighted Total	1504	730	774	433	531	540	406	431	109	211	115	130	415	334	265	110	308	334	235	445	490	173	248	346	532	1299	129	76
Strongly approve	87	54	33	37	24	25	30	18	23	9	1	5	23	19	27	1	17	25	16	23	24	19	13	14	34	79	3	4
5.8%	7.3%	4.3%	8.6%	4.6%	4.7%	7.4%	4.2%	20.8%	4.4%	1.0%	4.1%	5.5%	5.6%	10.1%	0.9%	5.5%	7.4%	6.7%	5.1%	4.8%	11.1%	5.0%	4.0%	6.3%	6.1%	2.6%	5.2%	
Somewhat approve	292	164	128	78	107	107	109	78	46	26	10	14	100	61	62	12	50	83	47	86	77	35	54	68	103	261	19	13
19.4%	22.5%	16.5%	18.1%	20.2%	19.7%	27.0%	18.0%	42.1%	12.5%	8.5%	11.0%	24.1%	18.4%	23.4%	10.6%	16.2%	24.8%	20.0%	19.2%	15.7%	20.1%	21.9%	19.8%	19.4%	20.1%	14.6%	16.8%	
Neither approve nor disapprove	547	230	318	166	202	179	147	144	32	71	44	66	153	99	91	41	125	121	80	186	160	62	81	121	196	460	54	33
36.4%	31.5%	41.1%	38.4%	38.1%	33.1%	36.4%	33.3%	29.2%	33.7%	38.0%	50.7%	36.8%	29.8%	34.2%	37.5%	40.6%	36.1%	34.2%	41.9%	32.7%	36.1%	32.5%	34.9%	36.8%	35.4%	42.3%	43.6%	
Somewhat disapprove	245	115	130	60	90	95	67	83	5	32	28	17	66	64	46	21	40	56	47	70	73	26	46	60	88	220	14	12
16.3%	15.7%	16.9%	13.9%	16.9%	17.6%	16.4%	19.3%	4.4%	15.1%	24.5%	12.9%	15.9%	19.2%	17.6%	18.8%	13.1%	16.7%	19.9%	15.7%	14.8%	14.8%	18.6%	17.4%	16.5%	16.9%	10.7%	15.3%	
Strongly disapprove	261	151	111	62	85	114	40	98	2	65	27	14	64	83	33	32	44	39	37	64	121	28	37	67	89	220	29	12
17.4%	20.6%	14.3%	14.4%	16.0%	21.2%	9.8%	22.7%	2.0%	30.7%	23.1%	10.4%	15.4%	24.7%	12.3%	29.2%	14.2%	11.8%	15.6%	14.4%	24.7%	15.9%	14.7%	19.5%	16.7%	17.0%	22.6%	15.7%	
Don't know / have not heard of him	71	17	54	29	23	20	12	10	1	8	6	14	9	8	7	3	32	11	8	16	36	4	18	15	23	59	9	3
4.7%	2.4%	7.0%	6.6%	4.3%	3.7%	3.1%	2.4%	1.4%	3.6%	5.0%	10.9%	2.2%	2.4%	2.5%	3.0%	10.4%	3.2%	3.6%	3.7%	7.3%	2.1%	7.3%	4.4%	4.2%	4.6%	7.3%	3.5%	
SIGMA	1504	730	774	433	531	540	406	431	109	211	115	130	415	334	265	110	308	334	235	445	490	173	248	346	532	1299	129	76
	100%	100%	100%	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 IX

Prepared on behalf of the Daily Mirror

Page 37

5 May 2015

Table 34

Q18. Normal weightings

Q18. Thinking about the past month, do you approve or disapprove of how Nigel Farage has been doing his job as leader of UKIP?

Base: All Respondents

	Total		Gender		Age			Voting Intention					2010 Vote					SEG				Region 6 + 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	1504	699	805	321	571	612	395	432	112	209	128	141	405	341	252	126	308	359	285	413	447	142	253	343	538	1276	143	85
Weighted Total	1504	730	774	433	531	540	406	431	109	211	115	130	415	334	265	110	308	334	235	445	490	173	248	346	532	1299	129	76
Strongly approve	184	118	66	49	57	78	39	20	8	108	3	5	71	34	23	26	28	33	25	67	58	33	26	35	71	165	7	12
Somewhat approve	285	151	133	81	91	112	102	63	12	65	14	25	103	46	51	18	54	68	43	73	101	35	36	68	111	249	20	16
Neither approve nor disapprove	392	176	216	113	158	121	115	92	37	29	29	46	107	68	60	29	88	84	56	122	131	45	74	89	133	342	32	18
Somewhat disapprove	177	72	105	44	65	68	57	61	18	1	11	19	48	43	37	7	38	47	33	47	49	10	28	44	68	151	19	7
Strongly disapprove	383	188	195	108	135	140	74	179	31	4	54	18	76	127	85	29	62	92	64	118	109	40	68	93	118	319	43	21
Don't know / have not heard of him	84	26	58	39	24	21	18	17	3	4	4	18	10	16	9	2	39	10	14	18	42	10	16	16	31	73	7	4
SIGMA	1504	730	774	433	531	540	406	431	109	211	115	130	415	334	265	110	308	334	235	445	490	173	248	346	532	1299	129	76
	100%	100%	100%	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 IX

Prepared on behalf of the Daily Mirror

Table 35

Q19. Normal weightings

Q19. Thinking about the past month, do you approve or disapprove of how Natalie Bennett has been doing her job as leader of the Green Party?

Base: All Respondents

	Total	Gender		Age			Voting Intention						2010 Vote					SEG				Region6 + 1						
		Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	Undecided	CON	LAB	LD	OTHER	Did Not Vote	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales
Unweighted Total	1504	699	805	321	571	612	395	432	112	209	128	141	405	341	252	126	308	359	285	413	447	142	253	343	538	1276	143	85
Weighted Total	1504	730	774	433	531	540	406	431	109	211	115	130	415	334	265	110	308	334	235	445	490	173	248	346	532	1299	129	76
Strongly approve	82	47	35	42	26	14	12	28	8	9	16	3	13	27	18	7	18	24	16	25	17	23	9	13	27	72	6	5
5.5%	6.5%	4.5%	9.6%	5.0%	2.6%	3.0%	6.6%	7.0%	4.2%	14.1%	2.2%	3.0%	8.1%	6.9%	6.2%	5.8%	7.3%	6.6%	5.7%	3.5%	13.1%	3.7%	3.7%	5.0%	5.5%	4.3%	6.8%	
Somewhat approve	199	85	114	79	60	59	32	74	19	15	34	11	26	60	50	14	42	58	34	53	53	32	34	45	59	171	20	8
13.2%	11.6%	14.8%	18.3%	11.4%	11.0%	8.0%	17.0%	17.3%	7.0%	29.7%	8.7%	6.2%	17.8%	18.8%	12.4%	13.8%	17.4%	14.4%	12.0%	10.9%	18.7%	13.7%	13.1%	11.1%	13.1%	15.5%	10.9%	
Neither approve nor disapprove	574	270	304	158	210	205	154	180	40	81	37	57	157	123	110	43	108	131	79	177	187	60	90	142	199	491	50	33
38.1%	37.0%	39.3%	36.5%	39.6%	38.0%	38.0%	41.7%	36.6%	38.4%	32.1%	43.9%	37.9%	36.9%	41.5%	38.7%	35.0%	39.2%	33.4%	39.9%	38.1%	34.8%	36.1%	41.2%	37.4%	37.8%	38.6%	42.9%	
Somewhat disapprove	168	96	72	42	67	60	46	49	19	30	7	11	49	36	37	9	29	41	28	47	52	19	24	43	60	145	14	9
11.2%	13.1%	9.4%	9.6%	12.6%	11.1%	11.3%	11.3%	17.1%	14.3%	5.8%	8.5%	11.9%	10.7%	13.9%	8.3%	9.4%	12.2%	12.0%	10.7%	10.6%	10.8%	9.7%	12.4%	11.2%	11.2%	11.1%	11.2%	
Strongly disapprove	189	121	68	28	55	107	83	34	10	42	6	5	90	31	21	22	22	36	31	55	67	17	35	41	79	172	9	8
12.6%	16.6%	8.8%	6.4%	10.3%	19.8%	20.4%	8.0%	8.9%	20.2%	5.2%	4.0%	21.8%	9.3%	7.8%	19.7%	7.1%	10.8%	13.2%	12.4%	13.6%	9.8%	14.1%	11.8%	14.9%	13.2%	6.8%	11.1%	
Don't know / have not heard of her	292	112	180	85	113	95	79	66	14	34	15	42	80	57	29	16	89	44	48	86	114	22	56	62	108	249	30	13
19.4%	15.3%	23.3%	19.6%	21.2%	17.5%	19.4%	15.4%	13.1%	16.1%	13.1%	32.6%	19.2%	17.1%	11.1%	14.7%	29.0%	13.1%	20.4%	19.3%	23.4%	12.8%	22.7%	17.9%	20.3%	19.1%	23.6%	17.1%	
SIGMA	1504	730	774	433	531	540	406	431	109	211	115	130	415	334	265	110	308	334	235	445	490	173	248	346	532	1299	129	76
	100%	100%	100%	100%	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 IX

Prepared on behalf of the Daily Mirror

Table 36

Q20. Normal weightings

Q20. Thinking about the past month, do you approve or disapprove of how Nicola Sturgeon has been doing her job as leader of the SNP?

Base: All Respondents

	Total	Gender		Age			Voting Intention						2010 Vote					SEG				Region 6 + 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	1504	699	805	321	571	612	395	432	112	209	128	141	405	341	252	126	308	359	285	413	447	142	253	343	538	1276	143	85
Weighted Total	1504	730	774	433	531	540	406	431	109	211	115	130	415	334	265	110	308	334	235	445	490	173	248	346	532	1299	129	76
Strongly approve	194	111	83	58	69	68	21	70	17	23	55	6	21	55	53	33	27	55	36	50	53	31	20	43	44	139	44	11
12.9%	15.2%	10.7%	13.3%	12.9%	12.6%	5.1%	16.1%	16.0%	10.7%	47.4%	4.7%	5.0%	16.4%	20.1%	30.2%	8.9%	16.4%	15.3%	11.3%	10.9%	18.2%	8.1%	12.3%	8.3%	10.7%	34.6%	14.6%	
Somewhat approve	272	144	127	79	95	98	70	100	21	31	19	21	66	88	41	20	48	74	46	68	84	33	48	49	95	224	34	14
18.1%	19.8%	16.5%	18.3%	17.8%	18.1%	17.3%	23.3%	19.4%	14.5%	16.8%	16.2%	15.9%	26.4%	15.4%	18.4%	15.7%	22.1%	19.6%	15.2%	17.1%	18.9%	19.2%	14.1%	17.9%	17.2%	26.3%	18.2%	
Neither approve nor disapprove	415	156	259	157	145	113	93	128	39	54	25	41	94	92	86	23	90	91	65	146	113	57	65	105	147	374	20	21
27.6%	21.3%	33.5%	36.2%	27.4%	20.9%	23.0%	29.7%	35.6%	25.5%	21.8%	31.9%	22.7%	27.4%	32.5%	20.9%	29.3%	27.4%	27.6%	32.9%	23.0%	33.0%	26.3%	30.2%	27.7%	28.8%	15.3%	27.9%	
Somewhat disapprove	172	89	83	34	70	68	61	47	11	24	7	20	62	33	39	4	29	35	22	57	57	12	35	41	66	153	7	12
11.4%	12.1%	10.8%	7.9%	13.2%	12.6%	15.0%	11.0%	10.4%	11.5%	6.1%	15.3%	14.9%	10.0%	14.8%	3.3%	9.6%	10.6%	9.5%	12.9%	11.6%	6.8%	14.0%	11.8%	12.4%	11.8%	5.2%	16.1%	
Strongly disapprove	298	173	125	39	93	166	131	57	15	54	6	20	145	43	35	23	42	62	49	78	108	22	45	74	125	267	20	11
19.8%	23.7%	16.1%	9.0%	17.5%	30.8%	32.3%	13.2%	14.2%	25.4%	4.9%	15.3%	35.0%	12.9%	13.2%	20.9%	13.8%	18.7%	21.0%	17.5%	22.1%	12.9%	18.1%	21.4%	23.6%	20.5%	15.9%	14.3%	
Don't know / have not heard of her	153	57	96	66	60	27	30	30	5	26	3	21	27	23	10	7	70	16	16	46	75	18	36	36	54	143	3	7
10.2%	7.8%	12.4%	15.3%	11.2%	5.0%	7.3%	6.8%	4.4%	12.3%	2.9%	16.5%	6.6%	6.8%	3.9%	6.3%	22.8%	4.8%	7.0%	10.3%	15.3%	10.2%	14.4%	10.3%	10.1%	11.0%	2.7%	8.9%	
SIGMA	1504	730	774	433	531	540	406	431	109	211	115	130	415	334	265	110	308	334	235	445	490	173	248	346	532	1299	129	76
	100%	100%	100%	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 IX

Prepared on behalf of the Daily Mirror

Table 37

Q21. Normal weightings

Q21. Thinking about the past month, do you approve or disapprove of how Leanne Wood has been doing her job as leader of Plaid Cymru?

Base: All Respondents

	Total	Gender		Age			Voting Intention						2010 Vote					SEG				Region 6 + 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	1504	699	805	321	571	612	395	432	112	209	128	141	405	341	252	126	308	359	285	413	447	142	253	343	538	1276	143	85
Weighted Total	1504	730	774	433	531	540	406	431	109	211	115	130	415	334	265	110	308	334	235	445	490	173	248	346	532	1299	129	76
Strongly approve	77	41	36	33	27	17	15	30	5	10	13	1	11	29	13	9	14	18	14	27	19	22	12	14	15	63	6	7
5.1%	5.6%	4.6%	7.6%	5.0%	3.2%	3.7%	6.9%	4.6%	4.5%	11.2%	0.9%	2.6%	8.8%	4.7%	8.3%	4.6%	5.2%	6.0%	6.0%	3.8%	12.9%	4.9%	3.9%	2.9%	4.9%	4.9%	9.3%	
Somewhat approve	191	95	96	69	62	60	39	71	20	21	22	13	44	49	49	13	32	57	32	50	52	25	27	41	61	154	21	16
12.7%	13.0%	12.5%	15.9%	11.7%	11.1%	9.7%	16.4%	18.4%	10.0%	19.4%	9.7%	10.6%	14.6%	18.6%	12.3%	10.4%	16.9%	13.6%	11.3%	10.6%	14.5%	10.8%	11.8%	11.5%	11.9%	16.7%	20.5%	
Neither approve nor disapprove	569	289	280	151	184	233	173	157	46	73	40	47	157	115	118	44	104	133	93	172	171	75	93	133	187	489	44	36
37.8%	39.6%	36.1%	34.8%	34.7%	43.2%	42.6%	36.4%	42.8%	34.5%	34.9%	36.0%	37.9%	34.5%	44.6%	40.4%	33.7%	39.8%	39.6%	38.6%	34.8%	43.3%	37.6%	38.5%	35.2%	37.6%	34.6%	46.6%	
Somewhat disapprove	94	52	42	23	40	32	24	29	9	19	6	6	26	26	12	7	15	28	15	25	26	2	15	31	32	81	7	6
6.3%	7.1%	5.5%	5.2%	7.5%	5.9%	5.8%	6.6%	8.7%	9.2%	4.9%	4.6%	6.3%	7.9%	4.7%	6.3%	5.0%	8.4%	6.4%	5.5%	5.4%	1.4%	6.1%	9.0%	6.0%	6.2%	5.8%	7.9%	
Strongly disapprove	103	67	36	23	35	45	33	23	5	31	5	2	46	16	14	8	18	24	15	27	37	14	18	18	45	95	2	5
6.8%	9.2%	4.6%	5.3%	6.6%	8.3%	8.0%	5.2%	4.6%	14.6%	4.2%	1.2%	11.2%	4.9%	5.3%	6.9%	5.9%	7.1%	6.3%	6.2%	7.6%	8.3%	7.2%	5.3%	8.4%	7.3%	1.8%	7.2%	
Don't know / have not heard of her	471	187	284	135	183	153	122	123	23	57	29	62	130	98	58	28	125	75	66	144	185	34	83	109	191	417	47	6
31.3%	25.6%	36.7%	31.2%	34.5%	28.3%	30.2%	28.5%	20.8%	27.2%	25.4%	47.6%	31.4%	29.3%	22.0%	25.9%	40.5%	22.5%	28.2%	32.4%	37.8%	19.6%	33.5%	31.5%	36.0%	32.1%	36.3%	8.5%	
SIGMA	1504	730	774	433	531	540	406	431	109	211	115	130	415	334	265	110	308	334	235	445	490	173	248	346	532	1299	129	76
	100%	100%	100%	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 IX

Prepared on behalf of the Daily Mirror

Table 38

Q22. Normal weightings

Q22. Thinking back to 2010 when the current coalition government came to power at Westminster, do you think you personally are now...

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	1504	699	805	321	571	612	395	432	112	209	128	141	405	341	252	126	308	359	285	413	447	142	253	343	538	1276	143	85
Weighted Total	1504	730	774	433	531	540	406	431	109	211	115	130	415	334	265	110	308	334	235	445	490	173	248	346	532	1299	129	76
Better off financially	341	189	152	118	96	127	167	66	33	31	9	18	150	47	58	17	53	102	72	100	68	58	57	83	114	312	20	10
Better off financially 22.7%	22.7%	25.9%	19.7%	27.1%	18.2%	23.6%	41.1%	15.3%	30.1%	14.6%	8.0%	13.8%	36.1%	14.1%	22.0%	15.3%	17.2%	30.5%	30.6%	22.4%	13.9%	33.7%	22.9%	24.0%	21.4%	24.0%	15.3%	12.6%
Worse off financially	538	244	295	119	229	190	55	239	31	85	58	46	79	189	96	44	108	92	71	145	230	45	82	127	196	451	48	39
Worse off financially 35.8%	35.8%	33.4%	38.1%	27.4%	43.2%	35.2%	13.6%	55.4%	28.1%	40.3%	50.1%	35.4%	19.0%	56.7%	36.4%	40.2%	35.0%	27.7%	30.2%	32.5%	47.0%	26.1%	33.1%	36.8%	36.9%	34.7%	37.6%	50.9%
Neither better nor worse off financially	536	278	259	140	181	215	173	106	43	86	44	43	176	87	99	47	106	128	81	169	158	58	85	113	203	459	55	23
Neither better nor worse off financially 35.7%	35.7%	38.0%	33.5%	32.4%	34.1%	39.8%	42.6%	24.5%	39.9%	40.7%	38.6%	32.8%	42.4%	26.0%	37.6%	42.6%	34.5%	38.4%	34.3%	38.0%	32.3%	33.5%	34.4%	32.5%	38.2%	35.3%	42.5%	29.8%
Don't know	88	20	68	56	24	8	11	21	2	9	4	23	10	10	10	2	41	11	12	32	33	12	24	23	19	77	6	5
Don't know 5.9%	5.9%	2.8%	8.8%	13.0%	4.5%	1.4%	2.8%	4.9%	2.0%	4.4%	3.2%	17.9%	2.5%	3.1%	3.9%	1.9%	13.4%	3.4%	5.0%	7.1%	6.8%	6.7%	9.6%	6.6%	3.5%	5.9%	4.6%	6.6%
SIGMA	1504	730	774	433	531	540	406	431	109	211	115	130	415	334	265	110	308	334	235	445	490	173	248	346	532	1299	129	76
	100%	100%	100%	100%	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 IX

Prepared on behalf of the Daily Mirror

Table 39

Q23. Normal weightings

Q23. Which of the following statements do you most agree with?

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	1504	699	805	321	571	612	395	432	112	209	128	141	405	341	252	126	308	359	285	413	447	142	253	343	538	1276	143	85
Weighted Total	1504	730	774	433	531	540	406	431	109	211	115	130	415	334	265	110	308	334	235	445	490	173	248	346	532	1299	129	76
The Conservative Party is more on the side of wealthy people	972	485	487	260	366	347	111	389	85	148	98	78	144	295	219	81	200	225	141	270	337	116	155	235	317	822	95	56
The Conservative Party is more on the side of ordinary people	317	165	153	98	91	128	218	26	14	36	7	8	202	27	24	15	40	70	60	104	83	36	55	63	136	290	17	11
Don't know	214	80	134	75	74	65	76	16	10	26	10	44	69	13	21	14	68	39	34	71	70	21	39	48	80	187	17	10
SIGMA	1504	730	774	433	531	540	406	431	109	211	115	130	415	334	265	110	308	334	235	445	490	173	248	346	532	1299	129	76
	100%	100%	100%	100%	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 IX

Prepared on behalf of the Daily Mirror

Page 43

5 May 2015

Table 40

Q24. Normal weightings

Q24. Which of the following statements is closest to your view?

Base: All Respondents

	Total	Gender		Age			Voting Intention						2010 Vote					SEG				Region6 + 1						
		Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	Undecided	CON	LAB	LD	OTHER	Did Not Vote	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales
Unweighted Total	1504	699	805	321	571	612	395	432	112	209	128	141	405	341	252	126	308	359	285	413	447	142	253	343	538	1276	143	85
Weighted Total	1504	730	774	433	531	540	406	431	109	211	115	130	415	334	265	110	308	334	235	445	490	173	248	346	532	1299	129	76
The Conservative Party campaign so far has been more positive than negative	572	279	293	151	185	236	329	67	39	71	16	32	294	61	83	32	92	144	100	173	155	63	97	132	224	515	30	26
The Conservative Party campaign so far has been more negative than positive	38.0%	38.2%	37.9%	34.8%	34.9%	43.7%	81.2%	15.6%	35.7%	33.6%	14.3%	24.8%	70.8%	18.2%	31.5%	28.9%	30.0%	43.0%	42.5%	38.8%	31.7%	36.7%	39.0%	38.0%	42.0%	39.7%	23.6%	33.8%
Dont know	661	359	303	176	249	237	38	315	56	100	78	43	71	238	153	57	124	145	102	184	231	82	97	152	214	546	75	40
Dont know	44.0%	49.1%	39.1%	40.6%	46.9%	43.8%	9.5%	72.9%	51.4%	47.6%	67.5%	33.1%	17.1%	71.4%	57.8%	51.6%	40.2%	43.3%	43.4%	41.3%	47.2%	47.3%	39.2%	44.1%	40.3%	42.0%	58.6%	52.6%
SIGMA	271	93	178	107	97	68	38	49	14	40	21	55	50	35	28	21	92	46	33	89	103	28	54	62	94	238	23	10
SIGMA	18.0%	12.7%	23.0%	24.6%	18.2%	12.5%	9.3%	11.4%	13.0%	18.8%	18.2%	42.1%	12.1%	10.4%	10.7%	19.4%	29.8%	13.7%	14.1%	19.9%	21.1%	16.1%	21.8%	17.9%	17.7%	18.3%	17.8%	13.6%
SIGMA	1504	730	774	433	531	540	406	431	109	211	115	130	415	334	265	110	308	334	235	445	490	173	248	346	532	1299	129	76
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%

General Election Poll IX

Prepared on behalf of the Daily Mirror

Table 41

Q24. Normal weightings

Q24. Which of the following statements is closest to your view?

Base: All Respondents

	Total		Gender			Age			Voting Intention						2010 Vote					SEG				Region 6 + 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	1504	699	805	321	571	612	395	432	112	209	128	141	405	341	252	126	308	359	285	413	447	142	253	343	538	1276	143	85
Weighted Total	1504	730	774	433	531	540	406	431	109	211	115	130	415	334	265	110	308	334	235	445	490	173	248	346	532	1299	129	76
The Labour Party campaign so far has been more positive than negative	595	301	294	175	230	190	51	347	44	62	40	34	64	244	131	28	116	160	86	163	186	68	98	168	180	515	47	33
The Labour Party campaign so far has been more negative than positive	642	338	303	151	211	280	296	55	50	116	59	38	293	68	101	62	100	139	112	190	201	72	100	121	256	549	62	30
Dont know	267	91	177	107	90	70	59	29	15	32	15	58	58	22	33	20	92	35	37	92	103	33	50	56	95	235	19	14
SIGMA	1504	730	774	433	531	540	406	431	109	211	115	130	415	334	265	110	308	334	235	445	490	173	248	346	532	1299	129	76
	100%	100%	100%	100%	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 IX

Prepared on behalf of the Daily Mirror

Page 45

5 May 2015

Table 42

Q24. Normal weightings

Q24. Which of the following statements is closest to your view?

Base: All Respondents

	Total	Gender		Age			Voting Intention						2010 Vote					SEG				Region6 + 1						
		Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	Undecided	CON	LAB	LD	OTHER	Did Not Vote	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales
Unweighted Total	1504	699	805	321	571	612	395	432	112	209	128	141	405	341	252	126	308	359	285	413	447	142	253	343	538	1276	143	85
Weighted Total	1504	730	774	433	531	540	406	431	109	211	115	130	415	334	265	110	308	334	235	445	490	173	248	346	532	1299	129	76
The Liberal Democrat Party campaign so far has been more positive than negative	463	229	234	119	181	163	129	138	78	44	24	36	130	101	120	21	79	131	80	128	124	44	78	112	177	411	37	15
The Liberal Democrat Party campaign so far has been more negative than positive	591	326	265	168	190	234	154	192	12	117	60	36	172	160	89	52	107	119	98	165	209	74	91	136	203	505	53	34
Dont know	449	175	274	145	160	143	123	102	19	50	30	57	113	73	56	36	122	84	57	152	157	54	79	98	152	383	38	28
SIGMA	1504	730	774	433	531	540	406	431	109	211	115	130	415	334	265	110	308	334	235	445	490	173	248	346	532	1299	129	76
	100%	100%	100%	100%	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 IX

Prepared on behalf of the Daily Mirror

Table 43

Q24. Normal weightings

Q24. Which of the following statements is closest to your view?

Base: All Respondents

	Total		Gender			Age		Voting Intention						2010 Vote					SEG				Region6 + 1					
	Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	Undecided	CON	LAB	LD	OTHER	Did Not Vote	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales	
Unweighted Total	1504	699	805	321	571	612	395	432	112	209	128	141	405	341	252	126	308	359	285	413	447	142	253	343	538	1276	143	85
Weighted Total	1504	730	774	433	531	540	406	431	109	211	115	130	415	334	265	110	308	334	235	445	490	173	248	346	532	1299	129	76
The UKIP campaign so far has been more positive than negative	544	302	242	134	178	232	145	106	29	185	26	37	190	94	93	52	95	110	70	168	197	59	89	121	215	483	29	32
The UKIP campaign so far has been more negative than positive	36.2%	41.4%	31.2%	31.1%	33.5%	42.9%	35.9%	24.5%	26.3%	87.9%	22.6%	28.5%	45.8%	28.1%	35.3%	47.8%	30.7%	32.8%	29.7%	37.7%	40.1%	33.9%	35.6%	35.1%	40.4%	37.2%	22.5%	41.8%
Dont know	658	313	345	193	250	215	171	255	62	12	73	44	149	191	127	43	129	171	123	190	174	75	106	160	221	561	68	29
SIGMA	302	115	187	106	103	93	89	71	18	14	16	49	76	49	44	14	85	54	42	87	119	40	54	65	96	254	32	15
	20.1%	15.8%	24.1%	24.4%	19.5%	17.2%	21.9%	16.4%	16.4%	6.6%	13.8%	37.5%	18.2%	14.7%	16.6%	12.8%	27.6%	16.1%	17.8%	19.5%	24.3%	23.0%	21.9%	18.7%	18.0%	19.6%	25.0%	19.9%
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
	100%	100%	100%	100%	100%	100%																						