

General Election

Poll VIII

01/05/2015

Prepared on behalf of the Daily Mirror



Methodology

Fieldwork Dates

30th April – 1st 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

1,117

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 1,117 it is 95% certain that the 'true' value will fall within the range of 2.9% from the sample result. Subsamples from the cross-breaks will be subject to higher margin of error, conclusions drawn from crossbreaks with very small sub-samples should be treated with caution.

Voting Intention

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

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

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

Question presentation

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

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

Data were analysed and weighted by Survation.

For further information please contact.

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Table 1
Q1. Normal weightings
Q1. The next Westminster general election is now about 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

	Gender		Age			Voting Intention						2010 Vote					SEG				Region6 + 1							Question Time Broadcast				
	Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	Undecid ed	CON	LAB	LD	OTHER	Did Not Vote	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales	Saw all	Saw some	Heard about	Haven't heard about	
Unweighted Total	1117	499	618	309	363	445	300	307	75	144	77	132	293	230	178	81	263	268	224	315	310	121	192	232	433	978	81	58	235	202	331	349
Weighted Total	1117	542	575	322	394	401	290	313	80	142	74	129	290	233	184	76	263	240	184	333	360	149	184	243	389	965	91	61	241	190	321	366
10	644	321	323	108	227	308	207	190	46	91	56	42	222	145	131	54	60	154	108	190	191	70	92	150	220	532	71	40	159	112	186	187
	57.7%	59.2%	56.2%	33.6%	57.7%	76.9%	71.5%	60.8%	57.2%	64.0%	74.9%	32.5%	76.7%	62.2%	70.8%	71.5%	22.7%	64.3%	59.1%	57.0%	53.1%	47.3%	49.7%	61.6%	56.7%	55.1%	78.4%	66.3%	65.9%	58.9%	58.1%	51.2%
9	98	57	41	24	43	31	26	38	12	14	1	6	29	31	19	3	14	20	19	30	28	11	15	20	42	88	3	6	22	18	32	26
	8.7%	10.4%	7.1%	7.3%	10.9%	7.7%	9.0%	12.2%	15.3%	10.0%	0.8%	4.4%	9.8%	13.5%	10.3%	3.7%	5.2%	8.5%	10.3%	9.0%	7.9%	7.2%	8.4%	8.3%	10.9%	9.2%	3.5%	9.5%	9.0%	9.4%	9.9%	7.2%
8	89	37	52	43	27	19	16	30	8	12	5	18	11	23	14	5	29	25	14	25	25	19	15	26	25	85	2	2	25	17	26	21
	8.0%	6.8%	9.1%	13.4%	6.9%	4.8%	5.5%	9.5%	10.0%	8.2%	6.2%	13.7%	3.6%	10.0%	7.6%	6.1%	10.9%	10.5%	7.5%	7.6%	6.9%	12.8%	8.4%	10.6%	6.4%	8.8%	2.4%	3.2%	10.5%	8.9%	8.3%	5.6%
7	47	24	24	17	22	9	14	7	4	9	1	11	8	9	6	3	19	10	5	19	13	6	12	10	14	42	2	4	13	12	9	13
	4.2%	4.4%	4.1%	5.2%	5.6%	2.2%	4.8%	2.4%	5.2%	6.5%	1.1%	8.9%	2.8%	3.7%	3.0%	4.5%	7.3%	4.1%	2.9%	5.8%	3.6%	4.3%	6.7%	4.0%	3.6%	4.4%	1.8%	5.9%	5.4%	6.2%	2.9%	3.6%
6	33	14	19	14	14	5	8	12	-	4	4	6	5	6	1	2	18	7	6	12	9	9	10	-	13	32	1	-	5	1	14	14
	3.0%	2.5%	3.4%	4.3%	3.6%	1.2%	2.6%	3.8%	-	2.8%	5.2%	4.3%	1.8%	2.4%	0.7%	2.4%	6.9%	2.7%	3.3%	3.6%	2.4%	5.9%	5.4%	-	3.4%	3.3%	1.5%	-	1.9%	*	4.3%	3.7%
5	58	26	32	29	20	10	11	10	4	8	2	22	9	5	4	2	27	5	7	19	28	6	10	11	24	52	4	3	3	8	12	35
	5.2%	4.8%	5.6%	8.9%	5.0%	2.5%	3.8%	3.2%	5.0%	5.7%	3.2%	16.7%	3.0%	2.3%	2.3%	2.1%	10.4%	2.1%	3.8%	5.6%	7.7%	4.3%	5.3%	4.6%	6.3%	5.4%	4.5%	4.1%	1.3%	4.1%	3.8%	9.6%
4	21	8	13	17	3	1	2	7	1	2	-	8	3	4	2	1	11	1	8	2	10	7	8	2	1	18	3	-	4	4	6	7
	1.9%	1.5%	2.3%	5.2%	0.8%	*	0.6%	2.2%	0.8%	1.6%	-	6.5%	1.1%	1.8%	0.9%	0.9%	4.2%	*	4.3%	0.6%	2.8%	4.4%	4.5%	0.7%	*	1.8%	3.5%	-	1.7%	2.1%	1.8%	2.0%
3	20	5	15	14	5	1	2	5	2	1	3	6	-	2	1	2	12	3	1	4	12	1	1	7	7	17	2	1	-	6	9	5
	1.8%	0.9%	2.6%	4.4%	1.2%	*	0.7%	1.7%	2.9%	0.7%	4.6%	4.4%	-	0.8%	0.6%	2.2%	4.4%	1.3%	*	1.3%	3.2%	0.8%	0.7%	2.8%	1.9%	1.7%	2.3%	1.5%	-	2.9%	2.9%	1.4%
2	19	11	8	12	4	3	2	7	1	-	*	8	2	1	2	-	11	2	4	6	7	2	7	-	9	18	1	-	4	1	8	6
	1.7%	2.0%	1.4%	3.7%	1.0%	0.8%	0.5%	2.4%	1.3%	-	0.6%	6.4%	0.6%	*	1.1%	-	4.3%	0.7%	2.4%	1.7%	2.0%	1.5%	3.6%	-	2.3%	1.9%	0.7%	-	1.7%	*	2.4%	1.6%
1	16	9	8	12	2	2	3	6	2	1	2	3	1	4	-	3	7	1	5	6	5	6	2	2	5	16	*	-	4	6	3	4
	1.5%	1.6%	1.3%	3.6%	0.6%	0.6%	0.9%	1.9%	2.3%	0.5%	3.4%	2.1%	*	1.9%	-	4.4%	2.7%	0.5%	2.6%	1.7%	1.3%	4.1%	1.3%	1.0%	1.3%	1.6%	0.5%	-	1.6%	3.1%	0.9%	1.0%
0	72	32	39	33	27	12	-	-	-	-	-	-	1	3	5	2	55	12	6	21	33	11	11	16	27	65	1	6	2	7	15	48
	6.4%	6.0%	6.8%	10.4%	6.8%	2.9%	-	-	-	-	-	-	*	1.1%	2.6%	2.3%	21.0%	4.9%	3.4%	6.2%	9.1%	7.4%	6.2%	6.5%	6.9%	6.8%	0.8%	9.5%	1.0%	3.5%	4.7%	13.0%
SIGMA	1117	542	575	322	394	401	290	313	80	142	74	129	290	233	184	76	263	240	184	333	360	149	184	243	389	965	91	61	241	190	321	366
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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

	Gender		Age			Voting Intention						2010 Vote					SEG				Region6 + 1							Question Time Broadcast				
	Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	Undecid ed	CON	LAB	LD	OTHER	Did Not Vote	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales	Saw all	Saw some	Heard about	Haven't heard about	
Unweighted Total	1051	472	579	280	339	432	300	307	75	144	77	132	292	228	173	79	212	256	215	297	283	112	179	220	408	919	80	52	232	195	316	308
Weighted Total	1045	510	535	288	367	390	290	313	80	142	74	129	289	230	180	74	208	228	177	312	327	138	173	227	362	900	90	55	238	183	306	318
Conservative	290	147	143	54	89	147	290	-	-	-	-	-	203	7	23	9	39	78	55	93	64	24	63	54	127	268	12	10	71	57	85	76
	27.7%	28.7%	26.8%	18.7%	24.3%	37.7%	100.0%	-	-	-	-	-	70.4%	3.2%	13.0%	12.1%	18.8%	34.2%	30.8%	29.9%	19.6%	17.4%	36.2%	23.9%	35.1%	29.8%	13.2%	18.9%	29.9%	31.1%	27.9%	24.0%
Labour	313	154	159	115	123	74	-	313	-	-	-	-	13	172	46	6	68	59	55	83	116	49	44	90	85	267	28	17	80	58	92	82
	29.9%	30.2%	29.6%	40.1%	33.5%	19.0%	-	100.0%	-	-	-	-	4.6%	74.7%	25.6%	7.7%	32.7%	25.7%	30.8%	26.7%	35.4%	35.3%	25.4%	39.4%	23.5%	29.7%	31.2%	31.3%	33.7%	31.7%	30.0%	25.9%
Liberal Democrat	80	46	34	27	20	32	-	-	80	-	-	-	3	4	53	1	17	29	12	25	14	13	19	9	31	72	5	3	12	13	29	26
	7.6%	8.9%	6.4%	9.4%	5.5%	8.3%	-	-	100.0%	-	-	-	1.2%	1.7%	29.3%	1.3%	8.0%	12.7%	7.0%	7.9%	4.1%	9.7%	10.7%	3.8%	8.7%	8.0%	5.1%	5.7%	5.1%	7.1%	9.5%	8.0%
UKIP	142	84	58	24	56	62	-	-	-	142	-	-	51	14	20	24	28	17	19	56	51	19	21	36	53	130	4	9	32	30	36	44
	13.6%	16.6%	10.8%	8.4%	15.1%	16.0%	-	-	-	100.0%	-	-	17.5%	5.9%	11.2%	32.2%	13.6%	7.4%	10.6%	17.9%	15.6%	13.9%	12.2%	15.8%	14.8%	14.4%	4.0%	16.3%	13.4%	16.4%	11.8%	13.9%
SNP	33	16	17	8	12	13	-	-	-	-	33	-	-	6	2	20	4	5	3	11	13	-	-	-	-	-	33	-	8	7	5	13
	3.1%	3.1%	3.2%	2.6%	3.3%	3.4%	-	-	-	-	44.0%	-	-	2.6%	1.1%	26.4%	1.9%	2.4%	1.8%	3.4%	4.1%	-	-	-	-	-	36.2%	-	3.2%	4.0%	1.7%	4.0%
Plaid Cymru	7	2	5	1	4	2	-	-	-	-	7	-	-	2	1	3	1	1	*	4	2	-	-	-	-	-	7	*	1	4	2	
	0.7%	*	1.0%	*	1.1%	*	-	-	-	-	9.5%	-	-	0.9%	0.7%	3.9%	*	*	*	1.3%	*	-	-	-	-	-	-	12.8%	*	0.6%	1.2%	0.6%
Another Party (Net)	35	17	18	13	8	14	-	-	-	-	35	-	2	3	11	9	8	11	7	6	10	5	7	9	13	35	-	-	7	3	13	12
	3.3%	3.2%	3.4%	4.6%	2.2%	3.5%	-	-	-	-	46.5%	-	0.9%	1.4%	6.2%	12.1%	4.0%	5.0%	3.9%	2.1%	3.0%	3.8%	3.9%	4.1%	3.7%	3.8%	-	-	2.8%	1.7%	4.3%	3.6%
Green	29	15	14	11	7	11	-	-	-	-	29	-	1	3	9	7	8	11	5	4	9	5	6	8	10	29	-	-	7	1	11	10
	2.8%	2.9%	2.7%	4.0%	1.9%	2.8%	-	-	-	-	39.0%	-	*	1.4%	5.3%	8.8%	3.7%	4.7%	2.6%	1.4%	2.8%	3.8%	3.3%	3.6%	2.7%	3.2%	-	-	2.8%	0.6%	3.8%	3.1%
British National Party (BNP)	1	1	-	-	-	1	-	-	-	-	1	-	-	1	-	-	-	-	-	-	1	-	-	-	1	1	-	-	-	-	1	-
	*	*	-	-	-	*	-	-	-	-	0.9%	-	-	*	-	-	-	-	-	-	*	-	-	*	*	-	-	-	-	*	-	
Respect	1	-	1	1	-	-	-	-	-	-	1	-	-	-	1	-	-	1	-	-	-	-	1	-	-	1	-	-	-	-	-	1
	*	-	*	*	-	-	-	-	-	-	0.8%	-	-	-	0.8%	-	-	*	-	-	-	-	*	-	-	*	-	-	-	-	-	*
Monster Raving Loony Party	2	1	1	-	1	1	-	-	-	-	2	-	-	-	2	-	-	-	2	-	-	-	-	-	2	2	-	-	-	1	-	1
	*	*	*	-	*	*	-	-	-	-	2.5%	-	-	-	2.5%	-	-	-	1.0%	-	-	-	-	-	0.5%	*	-	-	-	0.6%	-	*
Trade Unionist and Socialist Coalition (TUSC)	2	-	2	1	-	1	-	-	-	-	2	-	1	-	1	-	-	-	-	2	-	-	-	1	1	2	-	-	-	1	1	-
	*	-	*	*	-	*	-	-	-	-	2.7%	-	*	-	0.5%	-	-	-	-	0.6%	-	-	-	*	*	*	-	-	-	0.5%	*	-
Other	*	*	-	-	-	*	-	-	-	-	*	-	-	-	-	*	-	-	*	-	-	-	*	-	*	-	-	-	-	-	*	
	*	*	-	-	-	*	-	-	-	-	0.6%	-	-	-	-	*	-	-	*	-	-	-	*	-	*	-	-	-	-	-	*	
Undecided	129	39	90	40	48	41	-	-	-	-	129	-	15	22	20	3	42	24	22	33	50	24	16	27	46	113	8	8	25	12	37	55
	12.4%	7.7%	16.8%	13.9%	13.1%	10.5%	-	-	-	-	100.0%	-	5.1%	9.6%	11.3%	4.3%	20.3%	10.6%	12.1%	10.7%	15.3%	17.1%	9.0%	12.0%	12.8%	12.5%	9.3%	15.0%	10.6%	6.5%	12.1%	17.3%
Refused	17	6	11	6	7	4	-	-	-	-	-	-	1	-	3	-	1	3	5	1	8	4	5	2	5	16	1	-	2	2	5	8
	1.6%	1.2%	2.0%	2.0%	2.0%	1.0%	-	-	-	-	-	-	*	-	1.5%	-	*	1.5%	2.7%	*	2.4%	2.8%	2.6%	1.0%	1.4%	1.8%	1.0%	-	1.0%	0.9%	1.5%	2.6%
SIGMA	1045	510	535	288	367	390	290	313	80	142	74	129	289	230	180	74	208	228	177	312	327	138	173	227	362	900	90	55	238	183	306	318
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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

	Gender		Age			Voting Intention						2010 Vote					SEG				Region6 + 1							Question Time Broadcast				
	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	Saw all	Saw some	Heard about	Haven't heard about	
Unweighted Total	1051	472	579	280	339	432	300	307	75	144	77	132	292	228	173	79	212	256	215	297	283	112	179	220	408	919	80	52	232	195	316	308
Weighted Total	1045	516	529	246	376	424	307	314	80	147	76	105	313	238	193	76	166	240	176	313	317	130	165	235	362	891	95	59	248	182	305	310
Conservative	307	155	151	48	95	163	307	-	-	-	-	-	220	8	25	10	34	84	59	97	66	22	65	60	135	282	13	12	76	59	93	78
	29.3%	30.1%	28.6%	19.7%	25.3%	38.4%	100.0%	-	-	-	-	-	70.3%	3.4%	13.0%	13.6%	20.8%	34.8%	33.9%	31.1%	20.9%	16.7%	39.4%	25.4%	37.4%	31.6%	13.9%	19.8%	30.8%	32.6%	30.3%	25.3%
Labour	314	151	163	101	131	83	-	314	-	-	-	-	14	181	51	3	56	62	55	84	113	46	42	95	84	267	30	17	82	56	88	87
	30.0%	29.3%	30.7%	41.0%	34.8%	19.5%	-	100.0%	-	-	-	-	4.6%	76.0%	26.6%	4.4%	33.8%	26.0%	31.1%	26.8%	35.7%	35.3%	25.6%	40.3%	23.3%	29.9%	31.2%	29.4%	33.3%	31.0%	28.9%	28.0%
Liberal Democrat	80	45	35	23	20	36	-	-	80	-	-	-	4	4	57	1	14	32	11	23	14	14	16	9	31	71	5	4	12	12	30	25
	7.6%	8.7%	6.6%	9.5%	5.4%	8.6%	-	-	100.0%	-	-	-	1.3%	1.5%	29.4%	1.5%	8.3%	13.3%	6.2%	7.3%	4.5%	11.0%	9.8%	3.9%	8.6%	8.0%	5.6%	6.2%	4.9%	6.7%	9.9%	8.2%
UKIP	147	90	58	21	59	68	-	-	-	147	-	-	57	13	22	25	25	18	19	60	51	19	21	36	57	133	4	10	35	31	38	44
	14.1%	17.4%	10.9%	8.4%	15.7%	16.0%	-	-	-	100.0%	-	-	18.2%	5.4%	11.3%	33.0%	15.1%	7.5%	10.7%	19.0%	16.1%	14.6%	12.7%	15.2%	15.8%	14.9%	4.3%	17.4%	13.9%	16.9%	12.3%	14.3%
SNP	35	18	18	7	13	15	-	-	-	-	35	-	-	6	2	23	3	6	4	11	14	-	-	-	-	-	35	-	9	9	5	13
	3.4%	3.4%	3.3%	2.8%	3.5%	3.6%	-	-	-	-	46.8%	-	-	2.6%	1.2%	29.7%	2.1%	2.6%	2.1%	3.6%	4.5%	-	-	-	-	37.3%	-	3.5%	4.7%	1.7%	4.1%	
Plaid Cymru	7	2	5	1	4	2	-	-	-	-	7	-	-	2	1	3	*	1	*	5	1	-	-	-	-	-	7	*	1	4	2	
	0.7%	*	1.0%	*	1.2%	*	-	-	-	-	9.8%	-	-	1.0%	0.6%	4.4%	*	*	*	1.5%	*	-	-	-	-	-	12.5%	*	0.7%	1.3%	0.6%	
Another Party (Net)	33	16	16	12	7	14	-	-	-	-	33	-	3	4	13	8	6	12	5	7	9	4	6	10	13	33	-	-	6	2	13	12
	3.1%	3.2%	3.1%	4.7%	1.9%	3.3%	-	-	-	-	43.4%	-	0.9%	1.5%	6.5%	10.3%	3.5%	5.1%	2.8%	2.2%	2.7%	2.7%	3.5%	4.3%	3.7%	3.7%	-	-	2.6%	1.2%	4.1%	3.8%
Green	28	15	13	10	7	12	-	-	-	-	28	-	2	4	11	6	6	12	4	5	8	4	5	9	11	28	-	-	6	1	11	10
	2.7%	2.9%	2.5%	3.9%	1.9%	2.7%	-	-	-	-	37.3%	-	0.5%	1.5%	5.6%	8.3%	3.5%	4.9%	2.3%	1.5%	2.5%	2.7%	3.0%	3.8%	3.0%	3.2%	-	-	2.6%	0.5%	3.5%	3.3%
British National Party (BNP)	1	1	-	-	-	1	-	-	-	-	1	-	-	1	-	-	-	-	-	-	1	-	-	-	1	1	-	-	-	-	1	-
	*	*	-	-	-	*	-	-	-	-	0.8%	-	-	*	-	-	-	-	-	-	*	-	-	*	*	-	-	-	-	-	*	-
Respect	1	-	1	1	-	-	-	-	-	-	1	-	-	-	1	-	-	1	-	-	-	-	1	-	-	1	-	-	-	-	-	1
	*	*	*	*	-	-	-	-	-	-	0.9%	-	-	-	0.9%	-	-	*	-	-	-	-	*	-	*	-	-	-	-	-	-	*
Monster Raving Loony Party	1	1	*	-	*	1	-	-	-	-	1	-	-	-	1	-	-	-	1	-	-	-	-	1	1	-	-	-	*	-	1	
	*	*	*	-	*	*	-	-	-	-	1.1%	-	-	-	1.1%	-	-	-	*	-	-	-	-	*	*	-	-	-	*	-	*	
Trade Unionist and Socialist Coalition (TUSC)	2	-	2	1	-	1	-	-	-	-	2	-	1	-	1	-	-	-	-	2	-	-	1	1	2	-	-	-	-	1	1	-
	*	-	*	0.5%	-	*	-	-	-	-	3.1%	-	*	-	0.6%	-	-	-	-	0.7%	-	-	0.5%	*	*	-	-	-	0.6%	*	-	
Other	*	*	-	-	-	*	-	-	-	-	*	-	-	-	-	*	-	-	*	-	-	*	-	*	-	-	-	-	-	-	*	
	*	*	-	-	-	*	-	-	-	-	*	-	-	-	-	*	-	-	*	-	-	*	-	*	-	-	-	-	-	-	*	
Undecided	105	32	73	27	39	39	-	-	-	-	105	-	13	20	2	26	-	21	17	26	40	21	10	23	36	90	6	9	24	10	31	40
	10.0%	6.1%	13.8%	11.0%	10.3%	9.2%	-	-	-	-	100.0%	-	4.3%	8.5%	10.1%	3.1%	15.6%	8.7%	9.8%	8.3%	12.8%	16.5%	5.8%	9.7%	9.9%	10.1%	6.6%	14.6%	9.8%	5.3%	10.1%	12.8%
Refused	17	7	11	6	7	4	-	-	-	-	-	-	1	-	2	-	1	4	5	1	8	4	5	3	4	16	1	-	3	2	4	9
	1.7%	1.3%	2.0%	2.4%	1.9%	1.0%	-	-	-	-	-	-	*	-	1.2%	-	0.6%	1.5%	3.1%	*	2.5%	3.2%	3.2%	1.1%	1.2%	1.8%	1.1%	-	1.0%	1.0%	1.2%	3.0%
SIGMA	1045	516	529	246	376	424	307	314	80	147	76	105	313	238	193	76	166	240	176	313	317	130	165	235	362	891	95	59	248	182	305	310
	100%	100%	100%	100%	100%	100%	100%	100%	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 VIII

Prepared on behalf of the Daily Mirror

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

	Gender		Age			Voting Intention						2010 Vote					SEG				Region6 + 1							Question Time Broadcast				
	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	Saw all	Saw some	Heard about	Haven't heard about	
Unweighted Total	903	431	472	234	287	382	300	307	75	144	77	0	277	205	152	76	168	226	184	261	232	90	155	190	352	787	72	44	207	179	270	247
Weighted Total	923	478	446	213	330	381	307	314	80	147	76	0	298	218	171	74	139	216	153	286	269	104	150	210	321	785	88	51	221	171	270	261
Conservative	307	155	151	48	95	163	307	-	-	-	-	-	220	8	25	10	34	84	59	97	66	22	65	60	135	282	13	12	76	59	93	78
	33.2%	32.5%	33.9%	22.8%	28.9%	42.8%	100.0%	-	-	-	-	-	73.7%	3.7%	14.6%	14.0%	24.8%	38.8%	38.9%	34.0%	24.6%	20.7%	43.3%	28.5%	42.1%	35.9%	15.0%	23.2%	34.5%	34.8%	34.2%	30.0%
Labour	314	151	163	101	131	83	-	314	-	-	-	-	14	181	51	3	56	62	55	84	113	46	42	95	84	267	30	17	82	56	88	87
	34.0%	31.7%	36.5%	47.4%	39.6%	21.7%	-	100.0%	-	-	-	-	4.9%	83.0%	30.1%	4.5%	40.4%	28.9%	35.7%	29.3%	42.2%	43.9%	28.1%	45.2%	26.2%	34.0%	33.8%	34.4%	37.3%	33.0%	32.6%	33.2%
Liberal Democrat	80	45	35	23	20	36	-	-	80	-	-	-	4	4	57	1	14	32	11	23	14	14	16	9	31	71	5	4	12	12	30	25
	8.7%	9.4%	7.8%	10.9%	6.2%	9.5%	-	-	100.0%	-	-	-	1.3%	1.6%	33.2%	1.6%	9.9%	14.8%	7.2%	8.0%	5.3%	13.7%	10.8%	4.4%	9.7%	9.0%	6.1%	7.2%	5.5%	7.2%	11.1%	9.7%
UKIP	147	90	58	21	59	68	-	-	-	147	-	-	57	13	22	25	25	18	19	60	51	19	21	36	57	133	4	10	35	31	38	44
	16.0%	18.7%	13.0%	9.7%	17.9%	17.8%	-	-	-	100.0%	-	-	19.1%	5.9%	12.7%	34.1%	18.0%	8.4%	12.3%	20.8%	18.9%	18.2%	14.0%	17.1%	17.8%	16.9%	4.6%	20.4%	15.6%	18.1%	13.9%	16.9%
SNP	35	18	18	7	13	15	-	-	-	-	35	-	-	6	2	23	3	6	4	11	14	-	-	-	-	-	35	-	9	9	5	13
	3.8%	3.7%	4.0%	3.3%	4.0%	4.0%	-	-	-	-	46.8%	-	-	2.9%	1.4%	30.7%	2.5%	2.9%	2.4%	3.9%	5.4%	-	-	-	-	40.4%	-	4.0%	5.0%	2.0%	4.9%	
Plaid Cymru	7	2	5	1	4	2	-	-	-	-	7	-	-	2	1	3	*	1	*	5	1	-	-	-	-	-	7	*	1	4	2	
	0.8%	*	1.2%	0.5%	1.3%	*	-	-	-	-	9.8%	-	-	1.1%	0.7%	4.5%	*	0.5%	*	1.6%	*	-	-	-	-	-	14.7%	*	0.7%	1.4%	0.7%	
Another Party (Net)	33	16	16	12	7	14	-	-	-	-	33	-	3	4	13	8	6	12	5	7	9	4	6	10	13	33	-	-	6	2	13	12
	3.6%	3.4%	3.7%	5.4%	2.2%	3.7%	-	-	-	-	43.4%	-	1.0%	1.6%	7.4%	10.6%	4.2%	5.7%	3.2%	2.4%	3.2%	3.4%	3.8%	4.9%	4.1%	4.2%	-	-	2.9%	1.2%	4.7%	4.5%
Green	28	15	13	10	7	12	-	-	-	-	28	-	2	4	11	6	6	12	4	5	8	4	5	9	11	28	-	-	6	1	11	10
	3.1%	3.1%	3.0%	4.5%	2.1%	3.0%	-	-	-	-	37.3%	-	0.5%	1.6%	6.4%	8.5%	4.1%	5.4%	2.6%	1.6%	3.0%	3.4%	3.3%	4.3%	3.4%	3.6%	-	-	2.9%	0.5%	4.0%	3.9%
British National Party (BNP)	1	1	-	-	-	1	-	-	-	-	1	-	-	1	-	-	-	-	-	-	1	-	-	-	1	1	-	-	-	-	1	-
	*	*	-	-	-	*	-	-	-	-	0.8%	-	-	*	-	-	-	-	-	-	*	-	-	*	*	-	-	-	-	*	-	
Respect	1	-	1	1	-	-	-	-	-	-	1	-	-	-	1	-	-	1	-	-	-	-	1	-	-	1	-	-	-	-	1	-
	*	*	*	*	-	-	-	-	-	-	0.9%	-	-	-	0.9%	-	-	*	-	-	-	-	*	-	-	*	-	-	-	-	*	-
Monster Raving Loony Party	1	1	*	-	*	1	-	-	-	-	1	-	-	-	1	-	-	-	1	-	-	-	-	1	1	-	-	-	*	-	1	-
	*	*	*	-	*	*	-	-	-	-	1.1%	-	-	-	1.1%	-	-	-	0.5%	-	-	-	-	-	*	*	-	-	*	-	*	
Trade Unionist and Socialist Coalition (TUSC)	2	-	2	1	-	1	-	-	-	-	2	-	1	-	1	-	-	-	-	2	-	-	1	1	2	-	-	-	-	1	-	-
	*	-	0.5%	0.6%	-	*	-	-	-	-	3.1%	-	*	-	0.6%	-	-	-	-	0.8%	-	-	-	0.6%	*	*	-	-	-	0.6%	*	-
Other	*	*	-	-	-	*	-	-	-	-	*	-	-	-	-	*	-	-	*	-	-	*	-	*	-	-	-	-	-	-	*	-
	*	*	-	-	-	*	-	-	-	-	*	-	-	-	-	*	-	-	*	-	-	*	-	*	-	-	-	-	-	-	*	-
SIGMA	923	478	446	213	330	381	307	314	80	147	76	-	298	218	171	74	139	216	153	286	269	104	150	210	321	785	88	51	221	171	270	261
	100%	100%	100%	100%	100%	100%	100%	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 VIII

Prepared on behalf of the Daily Mirror

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

	Gender		Age			Voting Intention						2010 Vote					SEG				Region6 + 1							Question Time Broadcast				
	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	Saw all	Saw some	Heard about	Haven't heard about	
Unweighted Total	963	450	513	243	309	411	300	307	75	144	77	57	292	228	173	77	168	241	198	276	248	103	164	201	371	839	75	49	225	187	283	268
Weighted Total	941	484	456	215	338	388	307	314	80	147	76	16	303	224	178	74	139	220	157	290	274	109	152	213	326	800	88	52	227	173	274	267
Conservative	311	158	153	49	97	165	307	-	-	-	-	4	224	8	25	10	34	84	60	99	68	24	65	60	137	286	13	12	78	59	93	80
	33.1%	32.6%	33.5%	23.0%	28.6%	42.5%	100.0%	-	-	-	-	24.6%	74.1%	3.6%	14.1%	14.0%	24.8%	38.3%	38.2%	34.1%	24.8%	21.7%	42.9%	28.3%	41.9%	35.7%	14.9%	22.6%	34.4%	34.4%	34.1%	30.0%
Labour	320	153	167	102	134	84	-	314	-	-	-	6	14	187	51	3	56	65	56	85	114	48	43	96	85	271	31	18	85	57	89	88
	34.0%	31.6%	36.6%	47.5%	39.6%	21.7%	-	100.0%	-	-	-	37.3%	4.8%	83.5%	28.9%	4.5%	40.4%	29.3%	36.1%	29.2%	41.7%	44.3%	28.2%	45.0%	25.9%	33.9%	34.5%	34.9%	37.6%	33.0%	32.6%	33.1%
Liberal Democrat	86	47	39	23	23	40	-	-	80	-	-	6	4	4	63	1	14	33	12	24	17	15	17	11	34	77	5	4	13	14	32	28
	9.2%	9.7%	8.6%	10.8%	6.9%	10.3%	-	-	100.0%	-	-	36.0%	1.3%	1.6%	35.7%	1.5%	9.9%	15.2%	7.7%	8.4%	6.1%	13.5%	11.4%	5.1%	10.5%	9.6%	6.0%	7.7%	5.9%	7.9%	11.6%	10.4%
UKIP	148	90	58	21	59	68	-	-	-	147	-	*	57	13	22	25	25	18	19	60	51	19	21	36	57	133	4	11	35	31	38	45
	15.7%	18.6%	12.7%	9.6%	17.5%	17.5%	-	-	-	100.0%	-	2.0%	18.8%	5.8%	12.2%	34.4%	18.0%	8.2%	12.2%	20.5%	18.6%	17.3%	13.8%	16.8%	17.6%	16.6%	4.6%	20.5%	15.2%	17.8%	13.7%	16.7%
SNP	35	18	18	7	13	15	-	-	-	-	35	-	-	6	2	23	3	6	4	11	14	-	-	-	-	-	35	-	9	9	5	13
	3.8%	3.6%	3.9%	3.2%	3.9%	3.9%	-	-	-	-	46.8%	-	-	2.8%	1.3%	30.6%	2.5%	2.8%	2.3%	3.8%	5.3%	-	-	-	-	40.0%	-	-	3.9%	4.9%	1.9%	4.8%
Plaid Cymru	7	2	5	1	4	2	-	-	-	-	7	-	-	2	1	3	*	1	*	5	1	-	-	-	-	-	7	*	1	4	2	
	0.8%	*	1.2%	0.5%	1.3%	*	-	-	-	-	9.8%	-	-	1.1%	0.7%	4.5%	*	0.5%	*	1.6%	*	-	-	-	-	-	14.3%	*	0.7%	1.4%	0.7%	
Another Party (Net)	33	16	16	12	7	14	-	-	-	-	33	-	3	4	13	8	6	12	5	7	9	4	6	10	13	33	-	-	6	2	13	12
	3.5%	3.4%	3.6%	5.4%	2.1%	3.6%	-	-	-	-	43.4%	-	0.9%	1.6%	7.1%	10.5%	4.2%	5.6%	3.2%	2.4%	3.1%	3.2%	3.8%	4.8%	4.1%	4.1%	-	-	2.8%	1.2%	4.6%	4.4%
Green	28	15	13	10	7	12	-	-	-	-	28	-	2	4	11	6	6	12	4	5	8	4	5	9	11	28	-	-	6	1	11	10
	3.0%	3.1%	2.9%	4.5%	2.1%	3.0%	-	-	-	-	37.3%	-	0.5%	1.6%	6.1%	8.5%	4.1%	5.3%	2.6%	1.6%	2.9%	3.2%	3.2%	4.2%	3.3%	3.5%	-	-	2.8%	0.5%	3.9%	3.8%
British National Party (BNP)	1	1	-	-	-	1	-	-	-	-	1	-	-	1	-	-	-	-	-	-	1	-	-	-	1	1	-	-	-	-	1	-
	*	*	-	-	-	*	-	-	-	-	0.8%	-	-	*	-	-	-	-	-	-	*	-	-	*	*	-	-	-	-	*	-	
Respect	1	-	1	1	-	-	-	-	-	-	1	-	-	-	-	1	-	1	-	-	-	-	1	-	-	1	-	-	-	-	-	1
	*	*	*	*	-	-	-	-	-	-	0.9%	-	-	-	-	0.9%	-	*	-	-	-	-	*	-	-	*	-	-	-	-	-	*
Monster Raving Loony Party	1	1	*	-	*	1	-	-	-	-	1	-	-	-	-	1	-	-	1	-	-	-	-	-	1	1	-	-	-	*	-	1
	*	*	*	-	*	*	-	-	-	-	1.1%	-	-	-	-	1.1%	-	-	0.5%	-	-	-	-	-	*	*	-	-	-	*	-	*
Trade Unionist and Socialist Coalition (TUSC)	2	-	2	1	-	1	-	-	-	-	2	-	1	-	-	-	-	-	-	2	-	-	-	1	1	2	-	-	-	1	1	-
	*	-	0.5%	0.6%	-	*	-	-	-	-	3.1%	-	*	-	0.6%	-	-	-	-	0.8%	-	-	-	0.6%	*	*	-	-	-	0.6%	*	-
Other	*	*	-	-	-	*	-	-	-	-	*	-	-	-	-	*	-	-	*	-	-	-	*	-	*	-	-	-	-	-	-	*
	*	*	-	-	-	*	-	-	-	-	*	-	-	-	-	*	-	-	*	-	-	-	*	-	*	-	-	-	-	-	-	*
SIGMA	941	484	456	215	338	388	307	314	80	147	76	16	303	224	178	74	139	220	157	290	274	109	152	213	326	800	88	52	227	173	274	267
	100%	100%	100%	100%	100%	100%	100%	100%	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 VIII

Prepared on behalf of the Daily Mirror

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

	Gender		Age			Voting Intention						2010 Vote					SEG				Region6 + 1							Question Time Broadcast				
	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	Saw all	Saw some	Heard about	Haven't heard about	
Unweighted Total	1051	472	579	280	339	432	300	307	75	144	77	132	292	228	173	79	212	256	215	297	283	112	179	220	408	919	80	52	232	195	316	308
Weighted Total	1045	510	535	288	367	390	290	313	80	142	74	129	289	230	180	74	208	228	177	312	327	138	173	227	362	900	90	55	238	183	306	318
The Conservative Party candidate	292	150	142	56	87	148	272	4	4	8	-	4	201	9	25	9	36	80	58	93	61	24	61	53	130	269	13	10	69	55	89	79
	27.9%	29.4%	26.5%	19.5%	23.8%	38.1%	93.8%	1.3%	4.7%	5.5%	-	3.1%	69.8%	3.9%	14.1%	12.7%	17.4%	35.1%	32.6%	29.6%	18.7%	17.6%	35.4%	23.4%	35.9%	29.9%	14.2%	18.9%	29.0%	29.9%	29.0%	24.9%
The Labour Party candidate	303	144	159	103	125	75	4	279	2	5	1	11	12	166	46	5	67	54	55	82	111	54	42	90	80	265	25	13	84	54	86	79
	29.0%	28.2%	29.7%	35.6%	34.0%	19.4%	1.5%	89.4%	2.2%	3.5%	1.9%	8.5%	4.3%	72.0%	25.5%	7.0%	32.1%	23.9%	31.0%	26.4%	33.9%	38.9%	24.1%	39.5%	22.1%	29.4%	27.4%	24.1%	35.2%	29.3%	28.2%	24.8%
The Liberal Democrat Party candidate	91	52	39	32	22	37	2	11	73	2	2	2	7	9	56	1	18	36	12	24	19	17	17	13	35	83	5	3	16	18	31	26
	8.7%	10.3%	7.2%	11.0%	6.0%	9.6%	0.6%	3.4%	91.8%	1.5%	2.2%	1.4%	2.6%	4.1%	31.0%	1.3%	8.5%	15.8%	7.0%	7.5%	5.8%	12.6%	9.9%	5.6%	9.7%	9.2%	6.0%	5.7%	6.9%	9.6%	10.2%	8.1%
The UKIP candidate	130	77	53	24	52	53	4	5	-	120	1	-	42	12	19	24	29	15	15	51	49	15	22	29	50	116	5	9	28	31	30	40
	12.4%	15.0%	9.9%	8.5%	14.2%	13.6%	1.4%	1.5%	-	84.2%	1.9%	-	14.5%	5.3%	10.6%	32.2%	13.7%	6.6%	8.5%	16.2%	15.0%	11.1%	12.8%	12.8%	13.7%	12.9%	5.5%	15.7%	11.9%	17.1%	9.8%	12.6%
The SNP candidate	34	16	18	7	14	13	-	2	-	-	31	1	-	8	3	20	3	7	3	12	12	-	-	-	-	-	34	-	8	8	6	12
	3.3%	3.1%	3.4%	2.5%	3.8%	3.4%	-	0.6%	-	-	42.1%	0.8%	-	3.5%	1.6%	26.4%	1.2%	3.2%	1.8%	3.8%	3.7%	-	-	-	-	-	38.0%	-	3.2%	4.5%	2.0%	3.9%
The Plaid Cymru candidate	8	2	6	1	5	2	-	-	-	-	7	1	-	2	2	3	1	1	*	4	3	-	-	-	-	-	8	1	1	4	2	
	0.8%	*	1.2%	*	1.4%	*	-	-	-	-	9.5%	0.7%	-	0.9%	1.2%	3.9%	*	*	*	1.3%	0.8%	-	-	-	-	-	-	14.5%	0.6%	0.6%	1.2%	0.6%
Another candidate (Net)	29	14	15	12	8	9	-	1	-	-	27	1	2	3	8	8	8	9	5	6	10	4	5	9	12	29	-	-	5	1	12	10
	2.8%	2.8%	2.7%	4.2%	2.1%	2.4%	-	*	-	-	36.1%	0.6%	0.9%	1.4%	4.4%	10.3%	3.8%	3.8%	3.0%	1.8%	2.9%	2.8%	2.9%	3.8%	3.2%	3.2%	-	-	2.2%	0.6%	4.1%	3.2%
Green	23	12	11	10	6	6	-	-	-	-	23	-	1	3	6	5	7	7	3	4	8	4	4	8	7	23	-	-	5	-	10	7
	2.2%	2.3%	2.1%	3.6%	1.6%	1.6%	-	-	-	-	30.5%	-	*	1.4%	3.3%	7.0%	3.4%	3.2%	2.0%	1.4%	2.3%	2.8%	2.5%	3.3%	1.9%	2.5%	-	-	2.2%	-	3.2%	2.3%
British National Party (BNP)	1	1	-	-	-	1	-	-	-	-	1	-	-	-	1	-	-	-	-	-	1	-	-	-	1	1	-	-	-	-	1	-
	*	*	-	-	-	*	-	-	-	-	0.9%	-	-	-	*	-	-	-	-	-	*	-	-	*	*	-	-	-	-	-	*	-
Respect	1	-	1	1	-	-	-	-	-	-	1	-	-	-	-	1	-	1	-	-	-	-	1	-	-	1	-	-	-	-	-	1
	*	-	*	*	-	-	-	-	-	-	0.8%	-	-	-	-	0.8%	-	*	-	-	-	-	*	-	-	*	-	-	-	-	-	*
Monster Raving Loony Party	2	1	1	-	1	1	-	-	-	-	2	-	-	-	2	-	-	-	2	-	-	-	-	-	2	2	-	-	-	1	-	1
	*	*	*	-	*	*	-	-	-	-	2.5%	-	-	-	-	2.5%	-	-	1.0%	-	-	-	-	-	0.5%	*	-	-	-	0.6%	-	*
Trade Unionist and Socialist Coalition (TUSC)	1	-	1	1	-	-	-	-	-	-	1	-	1	-	-	-	-	-	-	1	-	-	1	-	1	-	-	-	-	-	1	-
	*	-	*	*	-	-	-	-	-	-	1.5%	-	*	-	-	-	-	-	-	*	-	-	*	-	*	-	-	-	-	-	*	-
An independent candidate	2	1	1	-	1	1	-	1	-	-	-	1	-	-	1	-	1	1	-	-	1	-	-	-	2	2	-	-	-	-	1	1
	*	*	*	-	*	*	-	*	-	-	0.6%	-	-	-	0.8%	-	*	*	-	-	*	-	-	-	0.6%	*	-	-	-	-	*	*
Undecided	146	50	96	49	50	47	8	10	1	8	5	110	22	20	21	5	46	22	24	41	59	19	23	31	53	126	8	12	25	15	45	61
	13.9%	9.8%	17.9%	16.8%	13.6%	12.1%	2.7%	3.2%	1.3%	5.3%	6.4%	84.9%	7.6%	8.8%	11.6%	6.1%	22.4%	9.7%	13.5%	13.2%	17.9%	14.1%	13.3%	13.6%	14.6%	14.0%	8.9%	21.1%	10.3%	8.4%	14.6%	19.3%
Refused	12	5	7	4	4	4	-	*	-	-	-	-	1	-	-	1	-	3	4	1	4	4	3	3	3	12	-	-	2	-	3	8
	1.2%	1.0%	1.4%	1.5%	1.1%	1.0%	-	*	-	-	-	-	*	-	-	0.6%	-	1.5%	2.5%	*	1.3%	2.8%	1.7%	1.2%	0.8%	1.4%	-	-	0.7%	-	0.9%	2.6%
SIGMA	1045	510	535	288	367	390	290	313	80	142	74	129	289	230	180	74	208	228	177	312	327	138	173	227	362	900	90	55	238	183	306	318
	100%	100%	100%	100%	100%	100%	100%	100%	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 VIII

Prepared on behalf of the Daily Mirror

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

	Gender		Age			Voting Intention						2010 Vote					SEG				Region6 + 1						Question Time Broadcast					
	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	Saw all	Saw some	Heard about	Haven't heard about	
Unweighted Total	1051	472	579	280	339	432	300	307	75	144	77	132	292	228	173	79	212	256	215	297	283	112	179	220	408	919	80	52	232	195	316	308
Weighted Total	1045	516	529	246	376	424	307	314	80	147	76	105	313	238	193	76	166	240	176	313	317	130	165	235	362	891	95	59	248	182	305	310
The Conservative Party candidate	308	160	149	50	94	164	291	4	1	9	-	3	218	10	27	10	33	86	61	97	65	24	62	60	137	283	14	12	74	57	96	81
	29.5%	30.9%	28.1%	20.5%	25.0%	38.6%	94.9%	1.3%	1.1%	6.0%	-	3.2%	69.8%	4.3%	13.9%	13.7%	19.6%	35.8%	34.6%	30.9%	20.5%	18.6%	37.6%	25.4%	37.9%	31.7%	14.5%	19.8%	30.0%	31.0%	31.6%	26.2%
The Labour Party candidate	305	142	163	91	131	83	4	287	2	3	1	8	14	175	51	3	55	57	54	85	108	47	40	96	83	266	26	14	85	53	84	83
	29.2%	27.5%	30.8%	37.2%	34.8%	19.6%	1.3%	91.4%	2.4%	2.0%	1.6%	7.7%	4.5%	73.6%	26.4%	4.6%	32.9%	23.9%	30.8%	27.2%	34.2%	36.2%	24.4%	40.7%	22.8%	29.8%	27.1%	23.3%	34.4%	28.8%	27.4%	26.9%
The Liberal Democrat Party candidate	95	54	41	29	24	42	2	10	77	2	2	2	8	9	61	1	16	39	13	23	20	18	17	13	36	85	6	4	16	18	34	26
	9.1%	10.4%	7.7%	11.9%	6.3%	9.9%	0.7%	3.3%	96.2%	1.1%	2.5%	1.8%	2.5%	3.7%	31.6%	1.5%	9.6%	16.3%	7.3%	7.3%	6.2%	14.1%	10.5%	5.6%	9.9%	9.5%	6.6%	6.2%	6.6%	9.9%	11.0%	8.5%
The UKIP candidate	132	77	54	19	55	57	3	3	-	126	*	-	48	12	20	25	23	16	16	53	46	15	21	29	52	117	5	10	30	31	31	39
	12.6%	15.0%	10.2%	7.6%	14.7%	13.5%	0.8%	0.9%	-	85.2%	0.6%	-	15.2%	5.1%	10.6%	32.8%	13.9%	6.8%	9.1%	17.1%	14.4%	11.3%	12.9%	12.4%	14.4%	13.2%	4.8%	16.5%	12.2%	17.1%	10.3%	12.5%
The SNP candidate	38	18	20	8	15	15	-	2	-	-	35	1	-	8	3	23	3	8	4	12	14	-	-	-	-	-	38	-	9	9	6	13
	3.6%	3.4%	3.8%	3.1%	4.0%	3.6%	-	0.6%	-	-	46.2%	1.0%	-	3.5%	1.7%	29.7%	1.8%	3.4%	2.1%	3.9%	4.4%	-	-	-	-	-	39.9%	-	3.5%	5.2%	2.1%	4.3%
The Plaid Cymru candidate	9	2	6	1	6	2	-	-	-	-	7	1	-	2	2	3	*	1	*	5	2	-	-	-	-	-	9	2	1	4	2	
	0.8%	*	1.2%	*	1.5%	*	-	-	-	-	9.8%	1.1%	-	1.0%	1.2%	4.4%	*	*	*	1.5%	0.7%	-	-	-	-	-	-	14.4%	0.6%	0.7%	1.3%	0.6%
Another candidate (Net)	28	15	13	11	7	10	-	2	-	-	26	1	3	4	9	7	6	9	4	6	9	3	4	10	11	28	-	-	6	*	11	11
	2.7%	3.0%	2.5%	4.6%	1.8%	2.4%	-	0.5%	-	-	34.5%	0.7%	0.9%	1.5%	4.7%	8.5%	3.6%	3.8%	2.4%	1.9%	2.9%	2.6%	2.5%	4.0%	3.1%	3.2%	-	-	2.5%	*	3.8%	3.4%
Green	23	12	10	9	6	7	-	-	-	-	23	-	2	4	7	5	6	8	3	5	7	3	3	8	8	23	-	-	6	-	9	8
	2.2%	2.4%	1.9%	3.8%	1.6%	1.8%	-	-	-	-	30.0%	-	0.5%	1.5%	3.5%	6.5%	3.4%	3.3%	1.9%	1.5%	2.2%	2.6%	2.1%	3.5%	2.1%	2.5%	-	-	2.5%	-	2.9%	2.5%
British National Party (BNP)	1	1	-	-	-	1	-	-	-	-	1	-	-	-	1	-	-	-	-	-	1	-	-	-	1	1	-	-	-	-	1	-
	*	*	-	-	-	*	-	-	-	-	0.8%	-	-	-	*	-	-	-	-	-	*	-	-	*	*	-	-	-	-	-	*	-
Respect	1	-	1	1	-	-	-	-	-	-	1	-	-	-	-	1	-	1	-	-	-	-	1	-	-	1	-	-	-	-	-	1
	*	*	*	*	-	-	-	-	-	-	0.9%	-	-	-	-	0.9%	-	*	-	-	-	-	*	-	-	*	-	-	-	-	-	*
Monster Raving Loony Party	1	1	*	-	*	1	-	-	-	-	1	-	-	-	1	-	-	-	1	-	-	-	-	-	1	1	-	-	-	*	-	1
	*	*	*	-	*	*	-	-	-	-	1.1%	-	-	-	-	1.1%	-	-	*	-	-	-	-	-	*	*	-	-	-	*	-	*
Trade Unionist and Socialist Coalition (TUSC)	1	-	1	1	-	-	-	-	-	-	1	-	1	-	-	-	-	-	-	1	-	-	1	-	1	-	-	-	-	-	1	-
	*	-	*	0.5%	-	-	-	-	-	-	1.7%	-	*	-	-	-	-	-	-	-	-	-	-	0.5%	-	*	-	-	-	-	*	-
An independent candidate	2	2	1	-	1	2	-	2	-	-	-	1	-	-	2	-	1	1	-	-	2	-	-	2	2	-	-	-	-	-	1	2
	*	*	*	-	*	*	-	0.5%	-	-	0.7%	-	-	-	0.8%	-	*	*	-	-	0.5%	-	-	0.6%	*	-	-	-	-	-	*	0.5%
Undecided	117	42	75	31	40	46	7	6	*	8	4	89	21	17	19	4	29	19	19	31	48	18	17	25	40	99	7	12	24	13	36	45
	11.2%	8.2%	14.2%	12.6%	10.7%	10.9%	2.3%	1.8%	*	5.6%	4.8%	84.6%	6.7%	7.3%	10.1%	4.8%	17.4%	8.0%	10.7%	10.0%	15.2%	13.9%	10.1%	10.5%	10.9%	11.1%	7.1%	19.8%	9.5%	7.2%	11.7%	14.6%
Refused	14	6	8	5	4	4	-	*	-	-	-	-	1	-	-	1	-	4	5	1	5	4	3	3	3	14	-	-	1	-	3	9
	1.3%	1.1%	1.5%	2.1%	1.1%	1.0%	-	*	-	-	-	-	*	-	-	0.7%	-	1.5%	2.7%	*	1.5%	3.2%	2.0%	1.3%	0.9%	1.5%	-	-	0.6%	-	0.9%	3.0%
SIGMA	1045	516	529	246	376	424	307	314	80	147	76	105	313	238	193	76	166	240	176	313	317	130	165	235	362	891	95	59	248	182	305	310
	100%	100%	100%	100%	100%	100%	100%	100%	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 VIII

Prepared on behalf of the Daily Mirror

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

	Gender		Age			Voting Intention						2010 Vote					SEG				Region6 + 1							Question Time Broadcast				
	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	Saw all	Saw some	Heard about	Haven't heard about	
Unweighted Total	893	425	468	228	288	377	293	299	74	139	70	18	272	208	153	74	164	226	181	258	228	93	149	187	349	778	73	42	209	176	266	242
Weighted Total	914	468	446	210	331	374	300	308	80	139	72	16	291	221	174	72	136	217	152	281	264	107	145	208	319	779	88	48	223	169	267	256
The Conservative Party candidate	308	160	149	50	94	164	291	4	1	9	-	3	218	10	27	10	33	86	61	97	65	24	62	60	137	283	14	12	74	57	96	81
	33.7%	34.1%	33.3%	24.1%	28.4%	43.9%	97.2%	1.4%	1.1%	6.4%	-	20.6%	75.1%	4.6%	15.5%	14.4%	24.0%	39.5%	40.0%	34.4%	24.6%	22.5%	42.8%	28.8%	43.0%	36.3%	15.6%	24.8%	33.3%	33.5%	36.1%	31.7%
The Labour Party candidate	305	142	163	91	131	83	4	287	2	3	1	8	14	175	51	3	55	57	54	85	108	47	40	96	83	266	26	14	85	53	84	83
	33.4%	30.3%	36.5%	43.6%	39.4%	22.2%	1.3%	93.2%	2.4%	2.1%	1.6%	49.9%	4.8%	79.4%	29.3%	4.8%	40.2%	26.4%	35.5%	30.3%	41.0%	43.7%	27.8%	46.2%	25.9%	34.1%	29.2%	29.0%	38.3%	31.1%	31.4%	32.6%
The Liberal Democrat Party candidate	95	54	41	29	24	42	2	10	77	2	2	2	8	9	61	1	16	39	13	23	20	18	17	13	36	85	6	4	16	18	34	26
	10.4%	11.5%	9.1%	13.9%	7.2%	11.2%	0.7%	3.4%	96.5%	1.2%	2.6%	11.9%	2.7%	4.0%	35.1%	1.6%	11.7%	18.0%	8.4%	8.2%	7.5%	17.1%	11.9%	6.4%	11.3%	10.9%	7.1%	7.7%	7.4%	10.7%	12.6%	10.4%
The UKIP candidate	132	77	54	19	55	57	3	3	-	126	*	-	48	12	20	25	23	16	16	53	46	15	21	29	52	117	5	10	30	31	31	39
	14.4%	16.6%	12.1%	9.0%	16.7%	15.3%	0.9%	0.9%	-	90.3%	0.7%	-	16.4%	5.5%	11.8%	34.4%	17.0%	7.5%	10.6%	19.0%	17.3%	13.6%	14.7%	14.1%	16.3%	15.1%	5.2%	20.6%	13.6%	18.4%	11.8%	15.2%
The SNP candidate	38	18	20	8	15	15	-	2	-	-	35	1	-	8	3	23	3	8	4	12	14	-	-	-	-	-	38	-	9	9	6	13
	4.1%	3.8%	4.5%	3.6%	4.6%	4.1%	-	0.7%	-	48.5%	6.3%	-	-	3.8%	1.9%	31.2%	2.2%	3.8%	2.4%	4.4%	5.3%	-	-	-	-	43.0%	-	3.9%	5.6%	2.4%	5.2%	
The Plaid Cymru candidate	9	2	6	1	6	2	-	-	-	-	7	1	-	2	2	3	*	1	*	5	2	-	-	-	-	-	9	2	1	4	2	
	0.9%	*	1.4%	0.6%	1.7%	0.5%	-	-	-	-	10.3%	6.8%	-	1.1%	1.3%	4.6%	*	0.5%	*	1.7%	0.8%	-	-	-	-	-	18.0%	0.7%	0.7%	1.5%	0.7%	
Another candidate (Net)	28	15	13	11	7	10	-	2	-	-	26	1	3	4	9	7	6	9	4	6	9	3	4	10	11	28	-	-	6	*	11	11
	3.1%	3.3%	2.9%	5.3%	2.1%	2.8%	-	0.5%	-	-	36.2%	4.4%	1.0%	1.6%	5.2%	9.0%	4.7%	4.2%	2.8%	2.1%	3.5%	3.2%	2.8%	4.6%	3.6%	3.6%	-	-	2.8%	*	4.3%	4.2%
Green	23	12	10	9	6	7	-	-	-	-	23	-	2	4	7	5	6	8	3	5	7	3	3	8	8	23	-	-	6	-	9	8
	2.5%	2.7%	2.3%	4.4%	1.8%	2.0%	-	-	-	-	31.5%	-	0.6%	1.6%	3.9%	6.9%	4.2%	3.6%	2.2%	1.6%	2.6%	3.2%	2.3%	4.0%	2.4%	2.9%	-	-	2.8%	-	3.3%	3.0%
British National Party (BNP)	1	1	-	-	-	1	-	-	-	-	1	-	-	-	1	-	-	-	-	-	1	-	-	-	1	-	-	-	-	1	-	
	*	*	-	-	-	*	-	-	-	-	0.9%	-	-	-	*	-	-	-	-	-	*	-	-	*	*	-	-	-	-	*	-	
Respect	1	-	1	1	-	-	-	-	-	-	1	-	-	-	-	1	-	1	-	-	-	-	1	-	-	1	-	-	-	-	1	
	*	*	*	*	-	-	-	-	-	-	1.0%	-	-	-	-	1.0%	-	*	-	-	-	-	*	-	-	*	-	-	-	-	*	
Monster Raving Loony Party	1	1	*	-	*	1	-	-	-	-	1	-	-	-	1	-	-	-	1	-	-	-	-	1	1	-	-	-	*	-	1	
	*	*	*	-	*	*	-	-	-	-	1.2%	-	-	-	-	1.1%	-	-	0.5%	-	-	-	-	-	*	*	-	-	*	-	*	
Trade Unionist and Socialist Coalition (TUSC)	1	-	1	1	-	-	-	-	-	-	1	-	1	-	-	-	-	-	-	1	-	-	1	-	1	-	-	-	-	1	-	
	*	-	*	0.6%	-	-	-	-	-	-	1.7%	-	*	-	-	-	-	-	-	-	-	-	-	0.6%	-	*	-	-	-	*	-	
An independent candidate	2	2	1	-	1	2	-	2	-	-	1	-	-	-	2	-	1	1	-	-	2	-	-	2	2	-	-	-	-	1	2	
	*	*	*	-	*	*	-	0.5%	-	-	4.4%	-	-	0.9%	-	0.5%	*	-	-	0.6%	-	-	-	0.7%	*	-	-	-	-	*	0.6%	
SIGMA	914	468	446	210	331	374	300	308	80	139	72	16	291	221	174	72	136	217	152	281	264	107	145	208	319	779	88	48	223	169	267	256
	100%	100%	100%	100%	100%	100%	100%	100%	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 VIII

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

	Gender		Age			Voting Intention						2010 Vote					SEG				Region6 + 1							Question Time Broadcast				
	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	Saw all	Saw some	Heard about	Haven't heard about	
Unweighted Total	954	449	505	239	306	409	297	302	75	142	73	62	292	228	173	75	164	239	195	272	248	101	162	198	369	830	75	49	223	185	279	267
Weighted Total	932	477	455	212	338	383	301	309	80	140	73	29	297	226	180	73	136	221	156	285	271	112	148	210	324	794	89	50	228	171	270	262
The Conservative Party candidate	315	164	151	52	96	167	292	4	1	10	-	7	225	10	27	10	33	87	62	99	68	27	63	60	139	289	14	12	78	57	97	83
	33.8%	34.3%	33.2%	24.4%	28.3%	43.8%	97.1%	1.4%	1.1%	7.3%	-	24.6%	75.7%	4.5%	15.0%	14.3%	24.0%	39.2%	39.5%	34.6%	25.2%	24.0%	42.5%	28.7%	42.9%	36.4%	15.5%	24.5%	34.0%	33.3%	36.1%	31.5%
The Labour Party candidate	310	145	166	92	133	85	4	288	2	3	1	12	14	181	51	3	55	59	56	86	109	48	41	96	83	269	26	15	87	53	85	86
	33.3%	30.3%	36.4%	43.5%	39.2%	22.4%	1.4%	93.2%	2.4%	2.1%	1.6%	42.3%	4.7%	79.8%	28.4%	4.8%	40.2%	26.7%	35.7%	30.3%	40.4%	43.4%	27.6%	45.9%	25.6%	33.8%	29.6%	30.8%	38.1%	31.0%	31.3%	32.6%
The Liberal Democrat Party candidate	100	56	45	29	26	45	2	10	77	2	3	6	8	9	67	1	16	40	14	24	22	18	19	15	39	91	6	4	17	19	35	29
	10.8%	11.7%	9.8%	13.8%	7.8%	11.7%	0.7%	3.3%	96.5%	1.2%	3.5%	22.1%	2.7%	3.9%	37.2%	1.6%	11.7%	18.3%	8.9%	8.4%	8.2%	16.4%	12.7%	6.9%	12.0%	11.4%	7.0%	7.3%	7.4%	11.2%	13.0%	11.1%
The UKIP candidate	132	78	54	19	56	57	3	3	-	126	*	*	48	12	20	25	23	16	16	53	46	15	21	29	52	117	5	10	30	31	31	39
	14.1%	16.3%	11.9%	8.9%	16.5%	15.0%	0.9%	0.9%	-	89.4%	0.7%	1.2%	16.0%	5.4%	11.4%	34.7%	17.0%	7.3%	10.5%	18.8%	16.9%	13.1%	14.4%	13.9%	16.0%	14.8%	5.1%	20.3%	13.2%	18.2%	11.6%	14.9%
The SNP candidate	38	18	20	8	15	15	-	2	-	-	35	1	-	8	3	23	3	8	4	12	14	-	-	-	-	-	38	-	9	9	6	13
	4.1%	3.7%	4.4%	3.6%	4.5%	4.0%	-	0.6%	-	-	48.1%	3.5%	-	3.7%	1.8%	31.1%	2.2%	3.7%	2.3%	4.3%	5.1%	-	-	-	-	42.7%	-	3.8%	5.5%	2.3%	5.1%	
The Plaid Cymru candidate	9	2	6	1	6	2	-	-	-	-	7	1	-	2	2	3	*	1	*	5	2	-	-	-	-	-	9	2	1	4	2	
	0.9%	*	1.4%	0.5%	1.6%	*	-	-	-	-	10.2%	3.9%	-	1.1%	1.3%	4.6%	*	0.5%	*	1.6%	0.8%	-	-	-	-	-	17.1%	0.7%	0.7%	1.4%	0.7%	
Another candidate (Net)	28	15	13	11	7	10	-	2	-	-	26	1	3	4	9	7	6	9	4	6	9	3	4	10	11	28	-	6	*	11	11	
	3.0%	3.2%	2.9%	5.3%	2.0%	2.7%	-	0.5%	-	-	35.9%	2.5%	1.0%	1.6%	5.0%	8.9%	4.7%	4.2%	2.7%	2.0%	3.4%	3.0%	2.8%	4.5%	3.5%	3.6%	-	2.7%	*	4.2%	4.0%	
Green	23	12	10	9	6	7	-	-	-	-	23	-	2	4	7	5	6	8	3	5	7	3	3	8	8	23	-	6	-	9	8	
	2.4%	2.6%	2.3%	4.4%	1.8%	1.9%	-	-	-	-	31.2%	-	0.5%	1.6%	3.8%	6.9%	4.2%	3.5%	2.2%	1.6%	2.5%	3.0%	2.3%	3.9%	2.4%	2.9%	-	2.7%	-	3.3%	2.9%	
British National Party (BNP)	1	1	-	-	-	1	-	-	-	-	1	-	-	-	1	-	-	-	-	-	1	-	-	-	1	1	-	-	-	1	-	
	*	*	-	-	-	*	-	-	-	-	0.9%	-	-	-	*	-	-	-	-	*	-	-	-	*	*	-	-	-	*	-	-	
Respect	1	-	1	1	-	-	-	-	-	-	1	-	-	-	-	1	-	1	-	-	-	-	1	-	-	1	-	-	-	-	1	
	*	*	*	*	-	-	-	-	-	-	0.9%	-	-	-	-	0.9%	-	*	-	-	-	-	*	-	-	*	-	-	-	-	*	
Monster Raving Loony Party	1	1	*	-	*	1	-	-	-	-	1	-	-	-	1	-	-	-	1	-	-	-	-	-	1	1	-	-	*	-	1	
	*	*	*	-	*	*	-	-	-	-	1.1%	-	-	-	-	1.1%	-	-	0.5%	-	-	-	-	-	*	*	-	-	*	-	*	
Trade Unionist and Socialist Coalition (TUSC)	1	-	1	1	-	-	-	-	-	-	1	-	1	-	-	-	-	-	-	1	-	-	1	-	1	-	-	-	-	1	-	
	*	-	*	0.6%	-	-	-	-	-	-	1.7%	-	*	-	-	-	-	-	-	-	-	-	-	0.6%	-	*	-	-	-	*	-	
An independent candidate	2	2	1	-	1	2	-	2	-	-	-	1	-	-	2	-	1	1	-	-	2	-	-	-	2	2	-	-	-	1	2	
	*	*	*	-	*	*	-	0.5%	-	-	-	2.5%	-	-	0.9%	-	0.5%	*	-	-	0.6%	-	-	-	0.7%	*	-	-	-	*	0.6%	
SIGMA	932	477	455	212	338	383	301	309	80	140	73	29	297	226	180	73	136	221	156	285	271	112	148	210	324	794	89	50	228	171	270	262
	100%	100%	100%	100%	100%	100%	100%	100%	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 VIII

Prepared on behalf of the Daily Mirror

Table 10

Q4. Normal weightings

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

Base: All answering constituency VI question with candidate

	Gender		Age			Voting Intention						2010 Vote					SEG				Region6 + 1							Question Time Broadcast				
	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	Saw all	Saw some	Heard about	Haven't heard about	
Unweighted Total	893	425	468	228	288	377	293	299	74	139	70	18	272	208	153	74	164	226	181	258	228	93	149	187	349	778	73	42	209	176	266	242
Weighted Total	887	455	432	235	313	339	282	302	79	135	70	20	266	210	159	70	160	203	149	271	265	115	147	194	306	761	82	44	212	168	258	249
Am sure I will vote this way	664	351	313	156	232	276	216	240	57	92	54	5	215	162	114	64	96	148	113	198	206	80	107	158	228	572	65	27	162	127	189	185
	74.8%	77.1%	72.4%	66.4%	73.9%	81.5%	76.5%	79.4%	72.9%	68.2%	77.4%	23.6%	81.0%	77.3%	71.6%	91.8%	60.0%	72.8%	75.7%	73.1%	77.6%	69.5%	72.9%	81.6%	74.4%	75.2%	78.3%	61.4%	76.5%	75.9%	73.2%	74.4%
I might change my mind	197	95	102	70	68	59	61	49	20	41	13	13	47	41	40	5	56	50	30	65	53	24	34	33	76	167	18	13	47	36	55	59
	22.3%	20.9%	23.7%	29.9%	21.6%	17.6%	21.7%	16.3%	25.0%	30.1%	19.0%	67.5%	17.9%	19.3%	25.3%	7.2%	35.2%	24.6%	20.0%	23.9%	20.1%	21.2%	22.8%	17.3%	24.7%	21.9%	21.7%	29.3%	22.4%	21.3%	21.4%	23.7%
Don't Know	26	9	17	9	14	3	5	13	2	2	3	2	3	7	5	1	8	5	6	8	6	11	6	2	3	22	-	4	2	5	14	5
	2.9%	2.0%	3.9%	3.6%	4.5%	1.0%	1.8%	4.2%	2.1%	1.7%	3.6%	8.8%	1.2%	3.4%	3.1%	1.1%	4.8%	2.6%	4.4%	3.1%	2.3%	9.3%	4.3%	1.2%	0.9%	2.9%	-	9.4%	1.1%	2.8%	5.5%	1.9%
SIGMA	887	455	432	235	313	339	282	302	79	135	70	20	266	210	159	70	160	203	149	271	265	115	147	194	306	761	82	44	212	168	258	249
	100%	100%	100%	100%	100%	100%	100%	100%	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 VIII

Prepared on behalf of the Daily Mirror

Table 11

Q5. Normal weightings

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

Base: All Respondents

	Gender		Age			Voting Intention						2010 Vote					SEG				Region6 + 1							Question Time Broadcast				
	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	Saw all	Saw some	Heard about	Haven't heard about	
Unweighted Total	1117	499	618	309	363	445	300	307	75	144	77	132	293	230	178	81	263	268	224	315	310	121	192	232	433	978	81	58	235	202	331	349
Weighted Total	1117	542	575	322	394	401	290	313	80	142	74	129	290	233	184	76	263	240	184	333	360	149	184	243	389	965	91	61	241	190	321	366
I voted in the 2010 General Election	818	426	392	166	306	347	245	238	63	111	60	76	290	233	184	76	-	196	141	249	232	104	122	182	287	695	76	47	216	147	224	232
	73.3%	78.6%	68.2%	51.5%	77.6%	86.4%	84.6%	76.1%	79.2%	78.0%	80.1%	58.9%	100.0%	100.0%	100.0%	100.0%	-	81.7%	76.9%	74.8%	64.4%	70.0%	66.4%	74.7%	73.9%	72.1%	83.3%	77.1%	89.5%	77.3%	69.9%	63.4%
I did not vote in the 2010 General Election	263	104	159	133	82	48	39	68	17	28	13	42	-	-	-	-	263	42	39	76	106	41	51	55	90	238	11	14	25	38	85	115
	23.5%	19.2%	27.6%	41.2%	20.8%	12.0%	13.4%	21.7%	20.8%	19.8%	17.4%	32.6%	-	-	-	-	100.0%	17.3%	21.1%	22.9%	29.5%	27.6%	27.7%	22.7%	23.2%	24.6%	12.2%	22.9%	10.2%	20.1%	26.7%	31.3%
Cant remember	36	12	24	23	6	6	6	7	-	3	2	11	-	-	-	-	-	2	4	8	22	4	11	6	11	32	4	-	1	5	11	19
	3.2%	2.2%	4.1%	7.2%	1.6%	1.6%	1.9%	2.2%	-	2.2%	2.5%	8.5%	-	-	-	-	-	1.0%	2.0%	2.4%	6.2%	2.5%	5.9%	2.6%	2.8%	3.3%	4.5%	-	*	2.6%	3.5%	5.2%
SIGMA	1117	542	575	322	394	401	290	313	80	142	74	129	290	233	184	76	263	240	184	333	360	149	184	243	389	965	91	61	241	190	321	366
	100%	100%	100%	100%	100%	100%	100%	100%	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 VIII

Prepared on behalf of the Daily Mirror

Table 12

Q6. Normal weightings

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

Base: Voted in the 2010 General Election

	Gender		Age			Voting Intention						2010 Vote					SEG				Region6 + 1							Question Time Broadcast				
	Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	Undecid ed	CON	LAB	LD	OTHER	Did Not Vote	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales	Saw all	Saw some	Heard about	Haven't heard about	
Unweighted Total	819	394	425	163	274	382	251	232	60	113	62	78	293	230	178	81	0	219	172	229	199	83	128	175	321	707	68	44	207	152	237	223
Weighted Total	818	426	392	166	306	347	245	238	63	111	60	76	290	233	184	76	0	196	141	249	232	104	122	182	287	695	76	47	216	147	224	232
Conservative	290	159	131	43	91	156	203	13	3	51	2	15	290	-	-	-	-	60	56	108	66	32	59	51	124	266	7	16	79	57	74	80
	35.4%	37.3%	33.3%	26.0%	29.7%	44.9%	82.8%	5.6%	5.5%	45.5%	4.2%	19.3%	100.0%	-	-	-	-	30.4%	39.8%	43.3%	28.5%	30.3%	48.3%	28.1%	43.3%	38.3%	9.8%	34.1%	36.5%	38.6%	33.2%	34.5%
Labour	233	121	111	64	106	62	7	172	4	14	11	22	-	233	-	-	-	57	39	55	82	42	27	69	44	182	33	18	70	41	63	59
	28.4%	28.5%	28.4%	38.8%	34.7%	18.0%	3.0%	72.2%	6.4%	12.3%	18.9%	28.9%	-	100.0%	-	-	-	29.0%	27.5%	22.2%	35.2%	40.8%	21.8%	38.0%	15.3%	26.2%	43.1%	37.9%	32.5%	28.1%	28.0%	25.3%
Liberal Democrat	184	96	89	30	68	87	23	46	53	20	14	20	-	-	184	-	-	59	24	56	45	20	25	41	83	170	9	6	44	30	59	51
	22.5%	22.4%	22.7%	17.8%	22.2%	25.1%	9.5%	19.4%	83.5%	18.2%	24.1%	26.7%	-	-	100.0%	-	-	29.9%	17.3%	22.5%	19.6%	18.9%	20.8%	22.7%	28.9%	24.4%	12.0%	12.3%	20.4%	20.5%	26.3%	22.2%
UK Independence Party (UKIP)	25	14	11	8	7	9	3	1	-	19	-	1	-	-	-	25	-	5	5	5	10	1	5	8	8	22	*	2	5	4	6	9
	3.0%	3.2%	2.8%	5.1%	2.4%	2.6%	1.1%	*	-	17.0%	-	1.8%	-	-	-	32.4%	-	2.6%	3.4%	1.9%	4.3%	0.9%	4.0%	4.6%	2.7%	3.2%	0.6%	4.5%	2.2%	3.0%	2.9%	3.8%
Green	11	2	9	4	4	3	*	1	-	-	8	2	-	-	-	11	-	3	4	3	2	2	3	1	5	11	-	-	1	2	3	5
	1.3%	*	2.4%	2.5%	1.3%	0.8%	*	*	-	-	13.8%	2.4%	-	-	-	14.5%	-	1.4%	2.5%	1.2%	0.8%	1.6%	2.6%	0.8%	1.6%	1.6%	-	-	*	1.5%	1.2%	2.3%
British National Party (BNP)	1	1	-	-	-	1	-	-	-	-	-	-	-	-	-	1	-	1	-	-	-	-	-	1	1	-	-	-	-	-	-	1
	*	*	-	-	-	0.6%	-	-	-	-	-	-	-	-	-	2.0%	-	0.8%	-	-	-	-	-	-	0.5%	*	-	-	-	-	-	0.6%
Scottish National Party (SNP)	28	16	12	3	11	14	4	1	1	2	20	-	-	-	-	28	-	4	5	8	12	1	-	-	2	3	25	-	10	6	1	11
	3.5%	3.8%	3.0%	2.0%	3.6%	4.0%	1.8%	0.6%	1.6%	1.7%	32.9%	-	-	-	-	37.2%	-	1.8%	3.2%	3.3%	5.2%	0.7%	-	-	0.8%	*	33.2%	-	4.6%	3.9%	0.6%	4.9%
Plaid Cymru	8	4	4	3	4	2	-	3	-	1	3	-	-	-	-	8	-	-	-	5	3	-	-	2	1	3	-	5	1	3	2	2
	1.0%	1.0%	1.0%	1.7%	1.1%	0.5%	-	1.2%	-	1.1%	4.8%	-	-	-	-	10.6%	-	-	-	2.1%	1.2%	-	-	0.9%	*	*	-	11.2%	*	1.9%	0.8%	1.0%
(A Northern Irish Party)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other (Please state)	3	3	-	-	1	2	-	-	-	2	1	-	-	-	-	3	-	-	2	1	-	1	-	-	2	3	-	-	-	1	-	2
	*	0.6%	-	-	*	*	-	-	-	1.7%	1.3%	-	-	-	-	3.5%	-	-	1.4%	*	-	1.1%	-	-	0.5%	*	-	-	-	0.8%	-	0.7%
Cant Remember	18	5	13	4	8	6	3	1	2	3	-	10	-	-	-	-	-	1	2	6	9	2	1	5	9	18	-	-	3	3	8	4
	2.2%	1.1%	3.3%	2.2%	2.6%	1.7%	1.0%	*	3.1%	2.6%	-	12.8%	-	-	-	-	-	*	1.7%	2.2%	3.8%	1.9%	1.0%	2.9%	3.3%	2.5%	-	-	1.5%	1.8%	3.5%	1.7%
Refuse	18	6	12	7	6	5	-	*	-	-	-	6	-	-	-	-	-	7	4	3	3	4	2	4	8	17	1	-	3	-	8	7
	2.2%	1.3%	3.1%	3.9%	2.0%	1.5%	-	*	-	-	-	8.1%	-	-	-	-	-	3.7%	3.2%	1.1%	1.5%	3.7%	1.6%	2.0%	2.6%	2.4%	1.2%	-	1.5%	-	3.5%	2.9%
SIGMA	818	426	392	166	306	347	245	238	63	111	60	76	290	233	184	76	-	196	141	249	232	104	122	182	287	695	76	47	216	147	224	232
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%