

One Week to Go: Survation / Daily Mirror – General Election Poll VIII – Summary Document

Sample size: 1,117

Fieldwork dates: 30th April – 1st May 2015

Method: GB adults aged 18+ interviewed online

Full tables: <http://survation.com/wp-content/uploads/2015/05/Final-Mirror-Tables-VIII-270892xyz.pdf>

Headline voting intention (with change in brackets since our last Daily Mirror poll on 23rd April):
LAB 34% (+5); CON 33% (NC); UKIP 16% (-2); LD 9% (-1); SNP 4% (NC); GRE 3% (-1); AP 1% (+1)

Main VI – How calculated:

23rd April (unrounded): LAB 29.4; CON 33.2; LD 10.2; UKIP 17.8; SNP 4.2; GRE 4.4; OTH >0.5

1st May (unrounded): LAB 34.0; CON 33.1; LD 9.2; UKIP 15.7; SNP 3.8; GRE 3.0; OTH 1.3

Voting Intention (with change in brackets since Daily Mirror Poll 23rd April):

CON – 33 (NC)

LAB – 34 (+5)

UKIP – 16 (-2)

LD – 9 (-1)

SNP – 4 (NC)

GRE – 3 (-1)

OTH – 1 (+1)

Constituency VI

23rd April (unrounded): LAB 30.0; CON 33.6; LD 11.0; UKIP 16.5; SNP 4.5; GRE 3.6; OTH >0.5

1st May (unrounded): LAB 33.3; CON 33.8; LD 10.8; UKIP 14.1; SNP 4.1; GRE 2.4; OTH 1.5

Thinking about your constituency Voting Intention (with change in brackets since 23rd April):

LAB candidate – 33 (+3)

CON candidate – 34 (NC)

UKIP candidate – 14 (-2)

LD candidate – 11 (NC)

SNP candidate – 4 (NC)

GRE candidate – 2 (-1)

Another candidate – 2 (+1)

Q. 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?

	All	CON	LAB	UKIP
Am sure I will vote this way	75	77	79	68
I might change my mind	22	22	16	30
Don't Know	3	2	4	2

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

	All	CON	LAB	UKIP
A Labour government	13	*	33	7
A Conservative government	13	31	3	11
A Conservative / Liberal Democrat coalition	15	31	4	13
A Labour / Liberal Democrat coalition	10	1	19	9
A Labour / SNP coalition	12	4	21	10
A Conservative / UKIP coalition	10	15	2	23
Other	1	*	1	1
Don't know	28	18	18	27

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

	All	CON	LAB	UKIP
A Conservative / Liberal Democrat coalition	17	44	2	5
A Labour / Liberal Democrat coalition	16	*	38	7
A Labour / SNP coalition	11	1	24	3
A Conservative / UKIP coalition	18	30	1	57
A minority Labour government	10	2	25	7
A minority Conservative government	7	19	1	5
Other	2	*	1	4
Don't know	20	4	8	13

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

	All	CON	LAB	UKIP
Ed Miliband	30	5	68	23
David Cameron	42	87	12	48
Someone else	1		1	3
Don't know	27	8	20	27

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

	All	CON	LAB	UKIP
Economy	19	38	13	5
NHS	21	10	30	4
Immigration	19	22	7	64
Defence	1	2	*	*
Crime	2	1	3	1
Education	3	1	5	2
Welfare	5	2	9	4
The cost of living	18	14	25	6
Pensions & retirement	5	6	3	5
Housing	3	2	5	1
Other	4	3	*	7

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

	All				
	LAB	CON	LD	UKIP	Don't know
Economy	25	39	5	5	26
NHS	39	24	9	6	23
Immigration	19	18	5	34	24
Defence	23	32	5	9	31
Crime	21	32	5	9	33
Education	29	27	13	5	26
Welfare	34	23	12	6	25
Cost of Living	31	30	8	5	26

Pensions & Retirement	27	27	10	5	31
Housing	34	23	9	6	29

Q. Which of the following party leaders would make the best Prime Minister?

	All	CON	LAB	UKIP
Ed Miliband	25	1	69	5
David Cameron	36	90	8	28
Nick Clegg	7	2	6	5
Nigel Farage	8	3	3	42
Don't know	24	4	14	20

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

	All	CON	LAB	UKIP
Yes	37	31	47	39
No	45	53	38	42
Don't know	18	16	14	19

Q. Thinking about the past month, do you approve or disapprove of how X has been doing their job as Y?

	Sum Approve	Sum disapprove	Approve - Disapprove	Neither Approve nor Disapprove	Don't know/Have not heard of
David Cameron as PM	41%	32%	8%	23%	4%
Ed Miliband as Leader of Opposition	36%	30%	6%	28%	5%
Nick Clegg as DPM	28%	29%	-1%	37%	6%
Nigel Farage as Leader of UKIP	32%	35%	-3%	27%	6%
Natalie Bennett as leader of Green Party	21%	20%	2%	37%	22%
Nicola Sturgeon as leader of SNP	33%	26%	7%	29%	12%
Leanne Wood as leader of Plaid Cymru	22%	12%	10%	36%	30%

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

	All	CON	LAB	UKIP
Better off financially	22	45	12	17
Worse off financially	38	10	59	48
Neither better nor worse off financially	34	44	25	34
Don't know	6	1	4	1

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

	All	CON	LAB	UKIP
The Conservative Party is more on the side of wealthy people	63	33	84	72
The Conservative Party is more on the side of ordinary people	19	49	7	16
Don't know	18	19	9	12

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

	More +ve than -ve	More -ve than +ve	Don't know
The Conservative Party	38	40	22
The Labour Party	42	38	20
The Liberal Democrat Party	32	38	31
The UKIP	36	42	21

Q. The Liberal Democrats recently said that the Conservative Party attempted to cut child benefit and child tax credits in 2012 in order to save £8bn, but the Liberal Democrats blocked the proposals.

The Conservative Party have denied the allegations, saying that they "didn't support" cutting child benefit and child tax credits then and wouldn't support them "in the future".

Which of the following parties do you think is most likely to be telling the truth?

	All	CON	LAB	UKIP
Conservatives	24	59	7	27
Liberal Democrats	42	14	67	38
Don't Know	34	27	26	36

Q. Which of the following parties do you think has been the most truthful in the campaign so far in terms of what they will cut and how they will fund their spending commitments?

	All	CON	LAB	UKIP
Conservative	16	53	3	3
Labour	20	1	55	8
Liberal Democrat	7	4	3	3
UKIP	17	13	8	67
Green	5	1	7	*
SNP	7	5	6	2
Plaid Cymru	1	1	1	3
Don't Know	26	22	17	14

Q. Which of the following parties do you think has been the least truthful in the campaign so far in terms of what they will cut and how they will fund their spending commitments?

	All	CON	LAB	UKIP
Conservative	28	11	47	31
Labour	24	41	18	32
Liberal Democrat	4	5	4	5
UKIP	10	8	13	7
Green	3	2	3	1
SNP	8	15	4	11
Plaid Cymru	1	1	1	*
Don't Know	22	17	11	13

Q. The Conservatives, Labour and Liberal Democrats have all admitted that they would have to make spending cuts in certain areas if in government after the next General Election. Which if the following parties do you trust to make the fairest cuts?

	All	CON	LAB	UKIP
Conservative	26	75	4	25
Labour	32	4	78	21
Liberal Democrat	16	12	7	17
Don't Know	26	10	12	37

Q. Did you see or hear anything about the broadcast of Question Time, broadcast between 8-9:30pm on Thursday, with David Cameron, Ed Miliband and Nick Clegg?

	All	CON	LAB	UKIP
Yes, I watched / heard the whole broadcast live	22	25	26	23
Yes, I watched / heard some of the broadcast live or on catch-up	17	20	19	21
No, I didn't watch the broadcast but I have heard about it	29	30	29	25
No, I didn't watch the broadcast and I've heard nothing about it	33	26	26	31

Q. Putting aside your own party preference and basing your answer on what you saw or heard during or after the programme, which one of the three leaders do you think...would make the best Prime Minister?

	All	CON	LAB	UKIP
David Cameron	39	88	8	47
Ed Miliband	28	2	66	13
Nick Clegg	8	3	7	9
Don't Know	25	8	19	31

Q. Putting aside your own party preference and basing your answer on what you saw or heard during or after the programme, which one of the three leaders do you think...performed the “best”?

	All	CON	LAB	UKIP
David Cameron	34	74	7	41
Ed Miliband	25	3	57	17
Nick Clegg	10	9	8	10
Don't Know	30	14	27	32

Q. Putting aside your own party preference and basing your answer on what you saw or heard during or after the programme, which one of the three leaders do you think...performed the “worst”?

	All	CON	LAB	UKIP
David Cameron	22	7	39	16
Ed Miliband	32	59	11	38
Nick Clegg	17	16	20	19
Don't Know	30	19	31	27

Q. Putting aside your own party preference and basing your answer on what you saw or heard during or after the programme, which one of the three leaders do you think...had the most convincing arguments?

	All	CON	LAB	UKIP
David Cameron	34	72	11	43
Ed Miliband	28	8	56	14
Nick Clegg	9	6	8	8
Don't Know	30	14	25	35

Q. Putting aside your own party preference and basing your answer on what you saw or heard during or after the programme, which one of the three leaders do you think...had the most appealing personality?

	All	CON	LAB	UKIP
David Cameron	26	55	6	38
Ed Miliband	22	4	53	13
Nick Clegg	24	26	19	16
Don't Know	28	15	23	34

Q. Putting aside your own party preference and basing your answer on what you saw or heard during or after the programme, which one of the three leaders do you think...answered the questions put to them best?

	All	CON	LAB	UKIP
David Cameron	30	64	9	37
Ed Miliband	26	7	55	17
Nick Clegg	15	14	12	17
Don't Know	29	15	25	29

Q. Putting aside your own party preference and basing your answer on what you saw or heard during or after the programme, which one of the three leaders do you think...made the most believable promises?

	All	CON	LAB	UKIP
David Cameron	29	65	8	34
Ed Miliband	29	5	64	20
Nick Clegg	11	13	7	7
Don't Know	32	18	22	40

Q. If you had to pick a "winner" from what you heard or saw of the broadcast, who do you think "won"?

	All	CON	LAB	UKIP
David Cameron	37	78	9	46
Ed Miliband	28	2	65	17
Nick Clegg	10	8	6	12
Don't Know	25	12	20	25