

Mail on Sunday

Final General Election Poll

02/05/2015

Prepared on behalf of the Mail on Sunday



Methodology

Fieldwork Dates

1st – 2nd 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

2,128

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 2,128 it is 95% certain that the 'true' value will fall within the range of 2.1% from the sample result. Subsamples from the cross-breaks will be subject to higher margin of error, conclusions drawn from crossbreaks with very small sub-samples should be treated with caution.

Voting Intention

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

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

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

Question presentation

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

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

Data were analysed and weighted by Survation.

For further information please contact.

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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.

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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

Unweighted Total
Weighted Total

10

9

8

7

6

5

4

3

2

1

0

SIGMA

Total	Gender		Age			Voting Intention						2010 Vote					SEG				Region6 + 1								broadcast			
	Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	Undecide d	CON	LAB	LD	OTHER	Did Not Vote	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales	Saw all	Saw some	Heard about	Havent heard about	
2128	967	1161	535	761	832	580	564	125	297	176	241	605	399	304	162	512	510	479	591	548	219	404	490	739	1852	178	98	520	369	663	576	
2128	1033	1095	613	751	764	534	598	130	297	175	239	525	422	335	138	550	435	395	633	665	283	351	478	725	1838	190	100	511	370	653	594	
1313	675	638	257	434	622	400	405	87	208	127	78	409	314	251	100	183	279	251	387	397	147	203	318	447	1115	138	60	373	225	401	314	
61.7%	65.4%	58.3%	42.0%	57.7%	81.4%	75.0%	67.8%	66.8%	70.2%	72.3%	32.6%	77.9%	74.5%	75.1%	72.6%	33.3%	64.1%	63.7%	61.0%	59.7%	51.8%	57.7%	66.5%	61.7%	60.7%	72.7%	60.6%	73.1%	60.8%	61.4%	52.9%	
202	105	97	58	85	59	48	68	19	30	12	23	49	41	35	12	49	60	42	44	56	38	30	38	65	172	17	13	45	43	66	48	
9.5%	10.2%	8.8%	9.4%	11.3%	7.7%	9.1%	11.3%	14.5%	10.2%	6.7%	9.4%	9.4%	9.8%	10.4%	8.7%	8.9%	13.9%	10.6%	6.9%	8.4%	13.2%	8.7%	8.0%	9.0%	9.3%	9.1%	12.7%	8.7%	11.6%	10.1%	8.1%	
140	66	74	58	58	25	36	43	10	10	7	34	31	21	18	7	38	31	32	42	36	23	28	30	52	132	4	4	25	26	55	34	
6.6%	6.4%	6.8%	9.5%	7.7%	3.2%	6.7%	7.2%	7.8%	3.5%	4.0%	14.3%	5.9%	5.1%	5.2%	5.3%	7.0%	7.1%	8.2%	6.6%	5.4%	8.0%	7.8%	6.2%	7.2%	7.2%	2.2%	4.2%	5.0%	7.1%	8.4%	5.8%	
91	38	53	45	32	14	22	24	5	11	9	19	13	17	11	2	35	19	9	36	26	18	21	18	23	80	6	5	18	17	30	26	
4.3%	3.7%	4.8%	7.4%	4.2%	1.8%	4.2%	4.0%	4.0%	3.5%	5.3%	8.0%	2.4%	3.9%	3.2%	1.1%	6.4%	4.5%	2.2%	5.7%	4.0%	6.2%	6.0%	3.8%	3.1%	4.3%	3.1%	5.4%	3.4%	4.5%	4.7%	4.4%	
53	20	32	26	25	2	8	13	3	10	5	14	3	6	6	2	28	5	16	19	13	4	14	5	24	46	2	4	6	11	22	14	
2.5%	2.0%	3.0%	4.2%	3.3%	*	1.4%	2.2%	2.7%	3.3%	2.6%	5.9%	0.6%	1.4%	1.9%	1.7%	5.1%	1.2%	3.9%	3.0%	1.9%	1.3%	3.9%	1.0%	3.3%	2.5%	1.2%	4.3%	1.1%	2.9%	3.4%	2.4%	
78	26	52	40	30	8	6	13	1	13	10	34	5	6	6	2	34	7	12	24	34	9	20	17	26	72	5	1	10	18	20	31	
3.7%	2.6%	4.7%	6.6%	3.9%	1.1%	1.1%	2.1%	0.8%	4.3%	5.5%	14.3%	1.0%	1.5%	1.7%	1.2%	6.3%	1.7%	3.2%	3.8%	5.1%	3.0%	5.8%	3.6%	3.6%	3.9%	2.6%	1.4%	1.9%	4.7%	3.0%	5.3%	
25	8	18	17	8	-	5	10	1	1	2	7	4	2	1	5	11	2	4	10	9	6	5	4	4	19	5	2	4	5	6	9	
1.2%	0.7%	1.6%	2.8%	1.1%	-	0.9%	1.6%	0.8%	*	1.2%	2.8%	0.7%	*	*	3.9%	2.0%	*	1.1%	1.6%	1.3%	2.0%	1.6%	0.8%	0.6%	1.0%	2.5%	1.6%	0.8%	1.4%	1.0%	1.6%	
20	8	12	14	5	1	4	6	2	3	-	5	3	-	1	-	12	3	1	8	7	5	4	1	10	20	-	-	4	1	4	10	
0.9%	0.8%	1.1%	2.3%	0.6%	*	0.7%	1.0%	1.4%	1.2%	-	2.2%	0.6%	-	*	-	2.2%	0.7%	*	1.3%	1.1%	1.9%	1.1%	*	1.3%	1.1%	-	-	0.9%	*	0.6%	1.7%	
29	11	19	18	9	2	2	9	-	2	1	14	3	5	1	4	17	6	3	11	9	9	3	7	9	28	1	-	3	8	6	13	
1.4%	1.0%	1.7%	3.0%	1.2%	*	*	1.5%	-	0.8%	0.7%	6.0%	0.5%	1.2%	*	2.6%	3.1%	1.4%	0.9%	1.7%	1.4%	3.2%	0.9%	1.4%	1.3%	1.5%	0.7%	-	0.6%	2.1%	0.8%	2.2%	
33	16	17	25	7	1	3	7	2	8	3	11	2	4	-	2	21	3	2	8	21	5	6	9	11	31	2	-	7	7	9	11	
1.6%	1.5%	1.6%	4.0%	1.0%	*	*	1.2%	1.2%	2.7%	1.8%	4.5%	*	1.0%	-	1.5%	3.9%	0.6%	0.6%	1.2%	3.1%	1.8%	1.7%	1.9%	1.5%	1.7%	1.2%	-	1.4%	1.8%	1.3%	1.8%	
142	60	83	54	60	29	-	-	-	-	-	-	3	5	5	2	120	19	21	44	57	21	17	31	54	123	9	10	16	10	35	82	
6.7%	5.8%	7.5%	8.8%	7.9%	3.7%	-	-	-	-	-	-	0.6%	1.2%	1.5%	1.3%	21.9%	4.4%	5.4%	7.0%	8.6%	7.5%	4.9%	6.5%	7.4%	6.7%	4.7%	9.8%	3.1%	2.6%	5.3%	13.8%	
2128	1033	1095	613	751	764	534	598	130	297	175	239	525	422	335	138	550	435	395	633	665	283	351	478	725	1838	190	100	511	370	653	594	
100%	100%	100%	100%	100%	100%	100%	100%	100%	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

	Total	Gender		Age			Voting Intention						2010 Vote					SEG				Region6 + 1							broadcast				
		Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	Undecide d	CON	LAB	LD	OTHER	Did Not Vote	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales	Saw all	Saw some	Heard about	Havent heard about	
Unweighted Total	1999	918	1081	492	703	804	580	564	125	297	176	241	602	396	301	159	401	493	454	550	502	203	385	463	691	1742	168	89	508	361	630	500	
Weighted Total	1986	974	1012	559	692	736	534	598	130	297	175	239	522	417	330	136	430	416	374	589	608	262	334	447	672	1715	181	90	495	361	618	512	
Conservative	534	287	247	98	172	264	534	-	-	-	-	-	363	23	48	12	71	143	109	159	122	54	102	114	224	493	21	19	136	108	169	120	
	26.9%	29.5%	24.4%	17.5%	24.8%	35.9%	100.0%	-	-	-	-	-	69.6%	5.6%	14.5%	9.1%	16.4%	34.5%	29.2%	27.0%	20.1%	20.6%	30.4%	25.4%	33.4%	28.8%	11.9%	20.8%	27.4%	30.0%	27.4%	23.5%	
Labour	598	297	301	212	205	181	-	598	-	-	-	-	39	295	76	13	152	119	103	164	212	109	94	170	149	522	46	30	166	115	185	133	
	30.1%	30.5%	29.8%	38.0%	29.6%	24.6%	-	100.0%	-	-	-	-	7.4%	70.8%	23.0%	9.3%	35.3%	28.7%	27.6%	27.8%	34.9%	41.6%	28.1%	37.9%	22.2%	30.4%	25.4%	33.6%	33.6%	31.8%	29.9%	25.9%	
Liberal Democrat	130	66	63	33	31	65	-	-	130	-	-	-	10	6	82	2	20	34	30	33	33	26	14	22	48	110	17	2	43	18	40	29	
	6.5%	6.8%	6.3%	6.0%	4.5%	8.8%	-	-	100.0%	-	-	-	1.9%	1.5%	25.0%	1.5%	4.7%	8.1%	7.9%	5.6%	5.5%	9.9%	4.2%	4.9%	7.2%	6.4%	9.4%	2.7%	8.6%	5.0%	6.4%	5.7%	
UKIP	297	164	133	71	113	113	-	-	-	297	-	-	78	35	53	45	71	39	41	111	106	32	63	67	122	284	3	10	74	56	98	69	
	14.9%	16.9%	13.1%	12.7%	16.4%	15.3%	-	-	-	100.0%	-	-	14.9%	8.4%	16.0%	33.4%	16.5%	9.3%	11.0%	18.8%	17.5%	12.0%	19.0%	15.0%	18.2%	16.6%	1.7%	10.7%	14.9%	15.5%	15.9%	13.5%	
SNP	77	38	39	21	33	24	-	-	-	-	77	-	2	19	7	35	12	19	11	22	25	-	-	-	-	-	77	-	17	14	23	23	
	3.9%	4.0%	3.8%	3.7%	4.8%	3.2%	-	-	-	-	44.1%	-	*	4.4%	2.0%	25.8%	2.7%	4.5%	3.0%	3.8%	4.2%	-	-	-	-	-	42.7%	-	3.5%	3.9%	3.7%	4.6%	
Plaid Cymru	10	5	4	2	2	6	-	-	-	-	10	-	1	2	-	5	1	4	2	1	3	-	-	-	-	-	-	10	1	1	5	2	
	*	0.5%	*	*	*	0.8%	-	-	-	-	5.6%	-	*	*	-	3.9%	*	0.8%	0.6%	*	*	-	-	-	-	-	-	11.0%	*	*	0.7%	*	
Another Party (Net)	88	35	53	37	35	16	-	-	-	-	88	-	6	10	30	11	26	18	22	30	18	10	12	19	37	79	3	6	20	9	27	32	
	4.4%	3.6%	5.3%	6.6%	5.1%	2.2%	-	-	-	-	50.3%	-	1.2%	2.4%	9.0%	8.3%	6.1%	4.2%	6.0%	5.1%	3.0%	3.9%	3.7%	4.3%	5.5%	4.6%	1.7%	6.8%	4.0%	2.5%	4.4%	6.3%	
Green	79	31	48	34	32	13	-	-	-	-	79	-	4	10	26	10	22	17	19	26	16	9	12	14	34	69	3	6	17	9	24	29	
	4.0%	3.2%	4.7%	6.1%	4.6%	1.7%	-	-	-	-	44.8%	-	0.8%	2.4%	8.0%	7.5%	5.2%	4.1%	5.2%	4.3%	2.7%	3.4%	3.7%	3.2%	5.0%	4.0%	1.7%	6.8%	3.5%	2.5%	3.8%	5.6%	
British National Party (BNP)	1	1	-	-	-	1	-	-	-	-	1	-	-	-	-	*	1	*	-	1	-	-	-	1	-	1	-	-	-	-	1	-	
	*	*	-	-	-	*	-	-	-	-	0.7%	-	-	-	-	*	*	*	-	*	-	-	-	*	-	*	-	-	-	-	*	-	
National Health Action	3	1	1	1	1	-	-	-	-	-	3	-	-	-	-	-	3	-	1	1	-	1	-	1	-	3	-	-	1	-	-	1	
	*	*	*	*	*	-	-	-	-	-	1.7%	-	-	-	-	-	0.7%	-	*	*	-	0.6%	-	*	-	*	-	-	*	-	-	*	
National Front	1	-	1	-	-	1	-	-	-	-	1	-	1	-	-	-	-	-	-	1	-	-	-	-	1	1	-	-	-	-	1	-	
	*	-	*	-	-	*	-	-	-	-	0.6%	-	*	-	-	-	-	-	-	*	-	-	-	-	*	-	-	-	-	-	*	-	
Trade Unionist and Socialist Coalition (TUSC)	2	1	2	1	-	2	-	-	-	-	2	-	-	-	2	1	-	-	-	1	2	-	-	2	-	2	-	-	-	-	1	2	
	*	*	*	*	-	*	-	-	-	-	1.2%	-	-	-	*	0.5%	-	-	-	*	*	-	-	-	*	-	*	-	-	-	-	*	*
Other	2	1	2	1	2	-	-	-	-	-	2	-	1	-	2	-	-	-	2	1	-	-	-	-	2	2	-	-	1	-	1	1	
	*	*	*	*	*	-	-	-	-	-	1.3%	-	*	-	*	-	-	-	*	*	-	-	-	-	*	*	-	-	-	*	-	*	
Undecided	239	76	163	82	99	58	-	-	-	-	-	239	22	26	33	11	77	41	52	63	83	31	47	49	86	213	13	13	37	36	70	95	
	12.0%	7.8%	16.1%	14.7%	14.3%	7.8%	-	-	-	-	-	100.0%	4.2%	6.2%	10.1%	8.3%	17.8%	9.8%	13.8%	10.7%	13.7%	12.0%	14.0%	10.9%	12.8%	12.4%	7.2%	14.4%	7.4%	10.1%	11.4%	18.6%	
Refused	14	5	8	2	2	9	-	-	-	-	-	-	1	1	2	1	*	*	3	5	5	-	2	7	5	14	-	-	2	3	1	8	
	0.7%	0.5%	0.8%	*	*	1.3%	-	-	-	-	-	-	*	*	0.5%	*	*	*	0.9%	0.9%	0.7%	-	0.6%	1.5%	0.7%	0.8%	-	-	*	0.7%	*	1.5%	
SIGMA	1986	974	1012	559	692	736	534	598	130	297	175	239	522	417	330	136	430	416	374	589	608	262	334	447	672	1715	181	90	495	361	618	512	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	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

	Total	Gender		Age			Voting Intention						2010 Vote					SEG				Region6 + 1							broadcast				
		Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	Undecide d	CON	LAB	LD	OTHER	Did Not Vote	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales	Saw all	Saw some	Heard about	Havent heard about	
Unweighted Total	1999	918	1081	492	703	804	580	564	125	297	176	241	602	396	301	159	401	493	454	550	502	203	385	463	691	1742	168	89	508	361	630	500	
Weighted Total	1986	994	992	495	692	799	561	607	134	299	178	194	556	437	350	138	372	429	382	582	594	251	326	455	673	1705	188	93	516	356	622	492	
Conservative	561	306	255	93	178	290	561	-	-	-	-	-	391	23	53	10	66	152	115	162	132	56	106	121	235	517	23	20	145	109	181	126	
	28.2%	30.8%	25.7%	18.8%	25.7%	36.3%	100.0%	-	-	-	-	-	70.4%	5.3%	15.1%	7.5%	17.8%	35.4%	30.2%	27.8%	22.3%	22.2%	32.6%	26.5%	34.9%	30.3%	12.3%	21.9%	28.0%	30.5%	29.1%	25.7%	
Labour	607	299	308	194	214	199	-	607	-	-	-	-	40	310	82	13	141	125	109	160	213	97	96	178	157	528	47	32	170	113	189	135	
	30.6%	30.1%	31.0%	39.2%	31.0%	24.9%	-	100.0%	-	-	-	-	7.3%	70.8%	23.3%	9.4%	38.0%	29.2%	28.6%	27.5%	35.8%	38.5%	29.6%	39.1%	23.4%	31.0%	25.1%	34.2%	32.9%	31.8%	30.3%	27.5%	
Liberal Democrat	134	70	64	30	31	72	-	-	134	-	-	-	11	7	88	1	20	36	31	35	31	28	13	23	49	113	18	2	46	17	42	29	
	6.7%	7.0%	6.4%	6.1%	4.5%	9.0%	-	-	100.0%	-	-	-	1.9%	1.6%	25.1%	1.0%	5.3%	8.3%	8.2%	6.1%	5.3%	11.0%	4.1%	5.2%	7.3%	6.6%	9.6%	2.5%	8.9%	4.7%	6.7%	5.9%	
UKIP	299	166	133	63	114	122	-	-	-	299	-	-	83	38	55	48	61	38	43	113	104	33	61	68	123	285	3	10	79	59	96	66	
	15.1%	16.7%	13.4%	12.6%	16.5%	15.3%	-	-	-	100.0%	-	-	14.8%	8.6%	15.8%	34.5%	16.4%	9.0%	11.4%	19.5%	17.5%	13.2%	18.8%	15.1%	18.2%	16.7%	1.8%	11.1%	15.3%	16.5%	15.4%	13.4%	
SNP	83	41	41	22	35	26	-	-	-	-	83	-	2	19	7	38	12	21	13	23	27	-	-	-	-	-	83	-	19	15	24	25	
	4.2%	4.2%	4.2%	4.4%	5.0%	3.3%	-	-	-	-	46.4%	-	*	4.4%	2.0%	27.9%	3.1%	4.8%	3.3%	3.9%	4.5%	-	-	-	-	-	43.9%	-	3.6%	4.3%	3.9%	5.1%	
Plaid Cymru	10	5	5	2	2	6	-	-	-	-	10	-	1	2	-	6	1	4	2	2	3	-	-	-	-	-	-	10	1	2	5	3	
	0.5%	0.6%	*	*	*	0.8%	-	-	-	-	5.7%	-	*	*	-	4.3%	*	0.9%	0.5%	*	*	-	-	-	-	-	-	10.9%	*	*	0.7%	0.5%	
Another Party (Net)	85	35	50	34	34	17	-	-	-	-	85	-	6	11	32	11	21	17	22	30	17	10	11	18	38	77	2	6	19	10	28	28	
	4.3%	3.5%	5.1%	6.8%	5.0%	2.1%	-	-	-	-	47.9%	-	1.2%	2.5%	9.0%	8.2%	5.6%	3.9%	5.8%	5.1%	2.8%	4.1%	3.3%	4.0%	5.6%	4.5%	1.2%	6.8%	3.8%	2.7%	4.6%	5.6%	
Green	76	31	45	31	32	13	-	-	-	-	76	-	5	11	28	10	18	16	20	25	15	10	11	14	34	68	2	6	18	10	24	25	
	3.8%	3.1%	4.6%	6.4%	4.6%	1.6%	-	-	-	-	42.9%	-	0.8%	2.5%	8.0%	7.3%	5.0%	3.8%	5.2%	4.4%	2.5%	3.8%	3.3%	3.0%	5.0%	4.0%	1.2%	6.8%	3.5%	2.7%	3.9%	5.0%	
British National Party (BNP)	1	1	-	-	-	1	-	-	-	-	1	-	-	-	-	1	1	1	-	1	-	-	-	1	-	1	-	-	-	-	1	-	
	*	*	-	-	-	*	-	-	-	-	0.7%	-	-	-	-	*	*	*	-	*	-	-	-	*	-	*	-	-	-	-	*	-	
National Health Action	1	1	1	1	1	-	-	-	-	-	1	-	-	-	-	-	1	-	1	1	-	1	-	1	-	1	-	-	1	-	-	1	
	*	*	*	*	*	-	-	-	-	-	0.8%	-	-	-	-	-	*	-	*	*	-	*	-	*	-	*	-	-	*	-	-	*	
National Front	1	-	1	-	-	1	-	-	-	-	1	-	1	-	-	-	-	-	-	1	-	-	-	-	1	1	-	-	-	-	1	-	
	*	-	*	-	-	*	-	-	-	-	0.6%	-	*	-	-	-	-	-	-	*	-	-	-	-	*	*	-	-	-	-	*	-	
Trade Unionist and Socialist Coalition (TUSC)	2	1	2	1	-	2	-	-	-	-	2	-	-	-	2	1	-	-	-	1	2	-	-	2	-	2	-	-	-	-	1	2	
	*	*	*	*	-	*	-	-	-	-	1.4%	-	-	-	*	0.6%	-	-	-	*	*	-	-	-	0.5%	-	*	-	-	-	-	*	*
Other	3	1	2	1	2	-	-	-	-	-	3	-	1	-	2	-	-	-	2	1	-	-	-	-	3	3	-	-	1	-	1	1	
	*	*	*	*	*	-	-	-	-	-	1.4%	-	*	-	*	-	-	-	*	*	-	-	-	-	*	*	-	-	*	-	*	*	
Undecided	194	65	129	57	81	56	-	-	-	-	-	194	20	26	32	9	50	36	43	52	62	28	36	39	67	170	12	12	35	29	57	73	
	9.7%	6.5%	13.0%	11.5%	11.7%	7.0%	-	-	-	-	-	100.0%	3.5%	6.1%	9.2%	6.8%	13.4%	8.5%	11.2%	9.0%	10.5%	11.0%	11.0%	8.6%	10.0%	10.0%	6.1%	12.6%	6.8%	8.1%	9.1%	14.8%	
Refused	14	6	8	2	2	10	-	-	-	-	-	-	2	1	2	1	*	*	3	5	5	-	2	7	5	14	-	-	2	3	1	7	
	0.7%	0.6%	0.8%	*	*	1.3%	-	-	-	-	-	-	*	*	0.5%	*	*	*	0.8%	0.9%	0.8%	-	0.6%	1.5%	0.7%	0.8%	-	-	*	0.8%	*	1.4%	
SIGMA	1986	994	992	495	692	799	561	607	134	299	178	194	556	437	350	138	372	429	382	582	594	251	326	455	673	1705	188	93	516	356	622	492	
	100%	100%	100%	100%	100%	100%	100%	100%	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.

Mail on Sunday Final General Election Poll

Prepared on behalf of the Mail on Sunday

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				Region6 + 1								broadcast					
		Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	Undecide d	CON	LAB	LD	OTHER	Did Not Vote	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales	Saw all	Saw some	Heard about	Havent heard about			
Unweighted Total	1742	843	899	417	595	730	580	564	125	297	176	0	571	371	266	143	325	443	384	479	436	179	329	408	594	1510	153	79	462	326	556	398			
Weighted Total	1779	923	856	437	609	734	561	607	134	299	178	0	535	410	316	128	321	392	336	524	526	224	288	408	601	1521	177	81	478	324	564	412			
Conservative	561	306	255	93	178	290	561	-	-	-	-	-	391	23	53	10	66	152	115	162	132	56	106	121	235	517	23	20	145	109	181	126			
	31.5%	33.2%	29.7%	21.3%	29.2%	39.6%	100.0%	-	-	-	-	-	73.2%	5.6%	16.7%	8.0%	20.6%	38.7%	34.3%	30.9%	25.1%	24.9%	36.9%	29.5%	39.1%	34.0%	13.2%	25.1%	30.2%	33.5%	32.1%	30.6%			
Labour	607	299	308	194	214	199	-	607	-	-	-	-	40	310	82	13	141	125	109	160	213	97	96	178	157	528	47	32	170	113	189	135			
	34.1%	32.4%	36.0%	44.4%	35.2%	27.1%	-	100.0%	-	-	-	-	7.5%	75.5%	25.9%	10.1%	43.9%	31.9%	32.5%	30.5%	40.4%	43.3%	33.5%	43.5%	26.2%	34.7%	26.7%	39.1%	35.5%	35.0%	33.4%	32.8%			
Liberal Democrat	134	70	64	30	31	72	-	-	134	-	-	-	11	7	88	1	20	36	31	35	31	28	13	23	49	113	18	2	46	17	42	29			
	7.5%	7.6%	7.5%	6.9%	5.2%	9.8%	-	-	100.0%	-	-	-	2.0%	1.7%	27.8%	1.1%	6.1%	9.1%	9.3%	6.8%	6.0%	12.4%	4.6%	5.7%	8.1%	7.4%	10.2%	2.8%	9.6%	5.2%	7.4%	7.1%			
UKIP	299	166	133	63	114	122	-	-	-	299	-	-	83	38	55	48	61	38	43	113	104	33	61	68	123	285	3	10	79	59	96	66			
	16.8%	18.0%	15.5%	14.3%	18.8%	16.7%	-	-	-	100.0%	-	-	15.4%	9.2%	17.5%	37.2%	19.0%	9.8%	12.9%	21.6%	19.8%	14.8%	21.3%	16.8%	20.4%	18.8%	1.9%	12.7%	16.5%	18.1%	17.0%	16.0%			
SNP	83	41	41	22	35	26	-	-	-	-	83	-	2	19	7	38	12	21	13	23	27	-	-	-	-	-	83	-	19	15	24	25			
	4.6%	4.5%	4.8%	4.9%	5.7%	3.6%	-	-	-	-	46.4%	-	*	4.7%	2.2%	30.1%	3.6%	5.3%	3.7%	4.3%	5.1%	-	-	-	-	-	46.8%	-	3.9%	4.7%	4.3%	6.0%			
Plaid Cymru	10	5	5	2	2	6	-	-	-	-	10	-	1	2	-	6	1	4	2	2	3	-	-	-	-	-	-	10	1	2	5	3			
	0.6%	0.6%	0.5%	*	*	0.9%	-	-	-	-	5.7%	-	*	*	-	4.6%	*	1.0%	0.6%	*	0.5%	-	-	-	-	-	-	12.5%	*	0.5%	0.8%	0.7%			
Another Party (Net)	85	35	50	34	34	17	-	-	-	-	85	-	6	11	32	11	21	17	22	30	17	10	11	18	38	77	2	6	19	10	28	28			
	4.8%	3.8%	5.9%	7.7%	5.6%	2.3%	-	-	-	-	47.9%	-	1.2%	2.7%	10.0%	8.9%	6.5%	4.3%	6.6%	5.7%	3.2%	4.6%	3.7%	4.5%	6.2%	5.0%	1.2%	7.8%	4.1%	3.0%	5.0%	6.7%			
Green	76	31	45	31	32	13	-	-	-	-	76	-	5	11	28	10	18	16	20	25	15	10	11	14	34	68	2	6	18	10	24	25			
	4.3%	3.4%	5.3%	7.2%	5.2%	1.8%	-	-	-	-	42.9%	-	0.9%	2.7%	8.9%	7.9%	5.7%	4.2%	5.9%	4.9%	2.8%	4.3%	3.7%	3.3%	5.6%	4.5%	1.2%	7.8%	3.7%	3.0%	4.3%	6.0%			
British National Party (BNP)	1	1	-	-	-	1	-	-	-	-	1	-	-	-	-	1	1	1	-	1	-	-	-	1	-	1	-	-	-	-	-	1	-		
	*	*	-	-	-	*	-	-	-	-	0.7%	-	-	-	-	*	*	*	-	*	-	-	-	*	-	*	-	-	-	-	-	*	-		
National Health Action	1	1	1	1	1	-	-	-	-	-	1	-	-	-	-	-	1	-	1	1	-	1	-	1	-	1	-	-	1	-	-	1	-		
	*	*	*	*	*	-	-	-	-	-	0.8%	-	-	-	-	-	*	-	*	*	-	*	-	*	-	*	-	-	-	*	-	-	*		
National Front	1	-	1	-	-	1	-	-	-	-	1	-	1	-	-	-	-	-	-	1	-	-	-	-	1	1	-	-	-	-	1	-			
	*	-	*	-	-	*	-	-	-	-	0.6%	-	*	-	-	-	-	-	-	*	-	-	-	-	*	-	-	-	-	-	-	*	-		
Trade Unionist and Socialist Coalition (TUSC)	2	1	2	1	-	2	-	-	-	-	2	-	-	-	2	1	-	-	-	1	2	-	-	-	2	-	-	-	-	-	1	2			
	*	*	*	*	-	*	-	-	-	-	1.4%	-	-	-	0.5%	0.6%	-	-	-	*	*	-	-	-	0.6%	-	*	-	-	-	-	*	*		
Other	3	1	2	1	2	-	-	-	-	-	3	-	1	-	2	-	-	-	2	1	-	-	-	-	3	3	-	-	1	-	1	1			
	*	*	*	*	*	-	-	-	-	-	1.4%	-	*	-	0.5%	-	-	-	0.5%	*	-	-	-	-	*	-	-	-	-	*	-	*	*		
SIGMA	1779	923	856	437	609	734	561	607	134	299	178	-	535	410	316	128	321	392	336	524	526	224	288	408	601	1521	177	81	478	324	564	412			
	100%	100%	100%	100%	100%	100%	100%	100%	100%	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.

Mail on Sunday Final General Election Poll

Prepared on behalf of the Mail on Sunday

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				Region6 + 1								broadcast			
		Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	Undecide d	CON	LAB	LD	OTHER	Did Not Vote	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales	Saw all	Saw some	Heard about	Havent heard about	
Unweighted Total	1845	877	968	436	642	767	580	564	125	297	176	97	602	396	301	155	325	468	419	503	455	189	350	428	635	1602	159	84	492	342	580	431	
Weighted Total	1806	934	872	441	621	744	561	607	134	299	178	25	541	418	327	130	321	399	343	530	533	228	293	413	609	1543	179	83	486	329	571	420	
Conservative	567	309	259	94	181	292	561	-	-	-	-	6	398	23	53	10	66	153	117	163	133	56	107	122	238	523	23	21	147	110	183	127	
	31.4%	33.1%	29.7%	21.2%	29.2%	39.3%	100.0%	-	-	-	-	23.2%	73.5%	5.5%	16.2%	7.9%	20.6%	38.4%	34.1%	30.8%	25.0%	24.7%	36.7%	29.4%	39.0%	33.9%	13.1%	24.7%	30.2%	33.4%	32.1%	30.3%	
Labour	615	303	313	195	218	203	-	607	-	-	-	8	40	318	82	13	141	126	112	161	216	99	98	180	159	535	48	33	172	115	190	138	
	34.1%	32.4%	35.8%	44.2%	35.1%	27.3%	-	100.0%	-	-	-	31.3%	7.5%	76.0%	25.0%	10.0%	43.9%	31.7%	32.7%	30.3%	40.5%	43.2%	33.4%	43.5%	26.0%	34.6%	26.7%	39.4%	35.4%	35.0%	33.3%	32.8%	
Liberal Democrat	144	73	70	33	36	75	-	-	134	-	-	10	11	7	98	1	20	39	34	38	33	30	15	25	53	122	19	3	49	18	44	33	
	8.0%	7.9%	8.1%	7.4%	5.8%	10.1%	-	-	100.0%	-	-	38.0%	1.9%	1.7%	30.0%	1.1%	6.1%	9.7%	9.8%	7.2%	6.2%	13.1%	5.1%	6.0%	8.6%	7.9%	10.5%	3.3%	10.2%	5.4%	7.8%	7.7%	
UKIP	300	167	134	63	114	123	-	-	-	299	-	1	83	38	55	49	61	39	44	114	104	33	62	69	123	287	3	10	79	59	96	67	
	16.6%	17.9%	15.3%	14.3%	18.4%	16.5%	-	-	-	100.0%	-	3.9%	15.3%	9.0%	16.9%	37.5%	19.0%	9.7%	12.7%	21.4%	19.6%	14.5%	21.1%	16.7%	20.2%	18.6%	1.9%	12.4%	16.2%	17.9%	16.8%	15.9%	
SNP	83	42	41	22	35	27	-	-	-	-	83	1	2	19	7	39	12	21	13	23	27	-	-	-	-	-	83	-	19	16	24	25	
	4.6%	4.5%	4.7%	4.9%	5.6%	3.6%	-	-	-	-	46.4%	2.3%	*	4.6%	2.1%	30.0%	3.6%	5.2%	3.6%	4.3%	5.1%	-	-	-	-	-	46.6%	-	3.8%	4.8%	4.2%	6.0%	
Plaid Cymru	10	5	5	2	2	6	-	-	-	-	10	*	1	2	-	6	1	4	2	2	3	-	-	-	-	-	-	10	1	2	5	3	
	0.6%	0.6%	0.6%	*	*	0.9%	-	-	-	-	5.7%	1.3%	*	*	-	4.8%	*	1.1%	0.6%	*	0.5%	-	-	-	-	-	-	12.6%	*	*	0.8%	0.7%	
Another Party (Net)	85	35	50	34	34	17	-	-	-	-	85	-	6	11	32	11	21	17	22	30	17	10	11	18	38	77	2	6	19	10	28	28	
	4.7%	3.7%	5.8%	7.6%	5.5%	2.3%	-	-	-	-	47.9%	-	1.2%	2.6%	9.6%	8.8%	6.5%	4.2%	6.5%	5.6%	3.1%	4.5%	3.7%	4.4%	6.2%	5.0%	1.2%	7.6%	4.0%	3.0%	5.0%	6.6%	
Green	76	31	45	31	32	13	-	-	-	-	76	-	5	11	28	10	18	16	20	25	15	10	11	14	34	68	2	6	18	10	24	25	
	4.2%	3.4%	5.2%	7.1%	5.1%	1.8%	-	-	-	-	42.9%	-	0.8%	2.6%	8.6%	7.8%	5.7%	4.1%	5.8%	4.8%	2.8%	4.2%	3.7%	3.3%	5.6%	4.4%	1.2%	7.6%	3.7%	3.0%	4.3%	5.8%	
British National Party (BNP)	1	1	-	-	-	1	-	-	-	-	1	-	-	-	-	1	1	1	-	1	-	-	-	1	-	1	-	-	-	-	1	-	
	*	*	-	-	-	*	-	-	-	-	0.7%	-	-	-	-	*	*	*	-	*	-	-	-	*	-	*	-	-	-	-	*	-	
National Health Action	1	1	1	1	1	-	-	-	-	-	1	-	-	-	-	-	1	-	1	1	-	1	-	1	-	1	-	-	1	-	-	1	
	*	*	*	*	*	-	-	-	-	-	0.8%	-	-	-	-	-	-	-	*	*	-	-	*	-	*	-	*	-	-	*	-	*	
National Front	1	-	1	-	-	1	-	-	-	-	1	-	1	-	-	-	-	-	-	1	-	-	-	-	1	1	-	-	-	-	1	-	
	*	-	*	-	-	*	-	-	-	-	0.6%	-	*	-	-	-	-	-	-	*	-	-	-	-	*	-	-	-	-	-	*	-	
Trade Unionist and Socialist Coalition (TUSC)	2	1	2	1	-	2	-	-	-	-	2	-	-	-	2	1	-	-	-	1	2	-	-	-	2	-	-	-	-	-	1	2	
	*	*	*	*	-	*	-	-	-	-	1.4%	-	-	-	0.5%	0.6%	-	-	-	*	*	-	-	-	0.6%	-	*	-	-	-	-	*	
Other	3	1	2	1	2	-	-	-	-	-	3	-	1	-	2	-	-	-	2	1	-	-	-	-	3	3	-	-	1	-	1	1	
	*	*	*	*	*	-	-	-	-	-	1.4%	-	*	-	0.5%	-	-	-	*	*	-	-	-	-	*	-	-	-	-	*	-	*	
SIGMA	1806	934	872	441	621	744	561	607	134	299	178	25	541	418	327	130	321	399	343	530	533	228	293	413	609	1543	179	83	486	329	571	420	
	100%	100%	100%	100%	100%	100%	100%	100%	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.

Mail on Sunday Final General Election Poll

Prepared on behalf of the Mail on Sunday

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				Region6 + 1							broadcast				
		Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	Undecide d	CON	LAB	LD	OTHER	Did Not Vote	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales	Saw all	Saw some	Heard about	Havent heard about	
Unweighted Total	1999	918	1081	492	703	804	580	564	125	297	176	241	602	396	301	159	401	493	454	550	502	203	385	463	691	1742	168	89	508	361	630	500	
Weighted Total	1986	974	1012	559	692	736	534	598	130	297	175	239	522	417	330	136	430	416	374	589	608	262	334	447	672	1715	181	90	495	361	618	512	
The Conservative Party candidate	520	280	239	91	168	261	486	10	1	6	2	13	358	27	46	8	68	141	112	146	121	58	99	101	218	478	23	20	132	103	169	116	
	26.2%	28.8%	23.7%	16.2%	24.3%	35.5%	91.1%	1.7%	1.0%	2.2%	1.2%	5.6%	68.5%	6.6%	13.8%	5.6%	15.8%	33.9%	30.1%	24.8%	19.8%	22.3%	29.7%	22.7%	32.5%	27.8%	12.4%	21.8%	26.7%	28.5%	27.3%	22.7%	
The Labour Party candidate	582	287	295	201	197	184	11	539	7	4	5	15	44	278	68	13	156	109	102	163	208	92	98	176	147	511	41	29	162	114	182	124	
	29.3%	29.4%	29.1%	36.0%	28.5%	24.9%	2.1%	90.2%	5.3%	1.5%	2.6%	6.4%	8.4%	66.8%	20.6%	9.2%	36.3%	26.2%	27.2%	27.7%	34.2%	35.0%	29.2%	39.3%	21.8%	29.8%	22.5%	32.6%	32.7%	31.5%	29.4%	24.3%	
The Liberal Democrat Party candidate	149	77	72	43	39	66	11	13	108	9	4	4	12	11	93	3	22	36	36	37	40	26	18	27	56	127	18	4	45	19	48	37	
	7.5%	7.9%	7.1%	7.8%	5.7%	8.9%	2.0%	2.2%	83.2%	3.0%	2.2%	1.7%	2.3%	2.6%	28.1%	1.9%	5.0%	8.7%	9.6%	6.2%	6.6%	9.8%	5.5%	6.1%	8.3%	7.4%	10.1%	4.1%	9.1%	5.2%	7.8%	7.1%	
The UKIP candidate	298	163	136	81	110	108	8	14	6	266	1	3	73	41	52	49	68	41	33	119	105	45	59	69	116	289	1	8	81	64	91	63	
	15.0%	16.7%	13.4%	14.4%	15.9%	14.6%	1.5%	2.3%	4.4%	89.8%	0.8%	1.3%	13.9%	9.9%	15.8%	36.1%	15.8%	10.0%	8.7%	20.2%	17.3%	17.1%	17.6%	15.5%	17.3%	16.9%	*	9.3%	16.3%	17.7%	14.7%	12.3%	
The SNP candidate	81	39	42	21	36	24	-	1	-	1	76	2	3	19	7	36	13	21	12	22	26	-	-	-	-	-	81	-	19	15	23	24	
	4.1%	4.0%	4.1%	3.7%	5.2%	3.2%	-	*	-	*	43.5%	0.8%	0.5%	4.4%	2.0%	26.6%	2.9%	5.1%	3.2%	3.8%	4.2%	-	-	-	-	-	44.6%	-	3.8%	4.3%	3.7%	4.7%	
The Plaid Cymru candidate	10	4	6	1	3	6	-	1	-	-	9	-	1	3	-	5	1	4	2	2	2	-	-	-	-	-	-	10	1	2	4	3	
	0.5%	*	0.6%	*	*	0.8%	-	*	-	-	5.2%	-	*	0.7%	-	3.9%	*	1.0%	*	*	*	-	-	-	-	-	-	11.2%	*	0.6%	0.6%	0.7%	
Another candidate (Net)	89	32	57	37	36	16	-	2	2	1	74	10	6	8	31	11	23	16	24	27	21	10	13	21	37	81	3	5	19	9	24	38	
	4.5%	3.3%	5.6%	6.6%	5.2%	2.2%	-	*	1.3%	*	42.3%	4.1%	1.1%	2.0%	9.3%	8.0%	5.3%	3.9%	6.4%	4.7%	3.5%	3.8%	3.9%	4.6%	5.5%	4.7%	1.7%	5.9%	3.8%	2.4%	3.9%	7.3%	
Green	79	29	50	34	31	15	-	1	1	1	69	7	5	7	28	10	21	16	20	27	16	10	12	14	35	71	3	5	17	9	21	32	
	4.0%	3.0%	4.9%	6.0%	4.5%	2.0%	-	*	0.8%	*	39.3%	3.1%	0.9%	1.7%	8.4%	7.5%	4.8%	3.9%	5.4%	4.5%	2.7%	3.8%	3.6%	3.1%	5.2%	4.1%	1.7%	5.9%	3.5%	2.4%	3.4%	6.3%	
National Health Action	2	1	1	-	2	-	-	-	1	-	1	-	1	-	-	-	1	-	1	-	1	-	1	1	-	2	-	-	1	-	1	-	
	*	*	*	-	*	-	-	-	*	-	0.8%	-	*	-	-	-	*	-	*	-	*	-	*	*	-	*	-	-	*	-	*	-	
Trade Unionist and Socialist Coalition (TUSC)	3	1	2	1	-	2	-	-	-	-	2	1	-	-	2	1	1	-	1	1	2	-	-	3	-	3	-	-	-	-	1	2	
	*	*	*	*	-	*	-	-	-	-	1.2%	*	-	-	*	0.5%	*	-	*	*	*	-	-	-	0.6%	-	*	-	-	-	-	*	*
An independent candidate	4	1	3	2	2	-	-	1	-	-	1	2	*	1	1	-	-	-	1	-	3	-	*	3	1	4	-	-	-	-	-	4	
	*	*	*	*	*	-	-	*	-	-	*	0.8%	*	*	*	-	-	-	*	-	*	-	-	*	0.6%	*	-	-	-	-	-	-	0.8%
Other	1	-	1	-	1	-	-	-	-	-	1	-	-	-	1	-	-	-	1	-	-	-	-	-	-	1	1	-	-	-	1	-	
	*	-	*	-	*	-	-	-	-	-	0.5%	-	-	-	*	-	-	-	*	-	-	-	-	-	-	*	-	-	-	-	*	-	
Undecided	242	87	155	79	99	64	16	16	6	9	3	191	23	27	33	11	79	46	50	66	79	32	44	47	91	214	15	13	35	33	76	98	
	12.2%	8.9%	15.3%	14.1%	14.3%	8.7%	3.0%	2.6%	4.8%	3.0%	1.8%	80.0%	4.5%	6.5%	9.9%	8.2%	18.3%	11.2%	13.4%	11.2%	13.1%	12.1%	13.1%	10.5%	13.6%	12.5%	8.2%	14.4%	7.0%	9.1%	12.3%	19.2%	
Refused	16	5	11	5	3	8	2	1	-	-	1	-	3	2	1	1	1	*	4	6	6	-	3	6	7	16	-	1	3	2	2	9	
	0.8%	0.5%	1.1%	0.9%	*	1.1%	*	*	-	-	*	-	0.6%	0.5%	*	*	*	*	1.0%	1.1%	1.0%	-	0.9%	1.3%	1.0%	0.9%	-	0.6%	0.6%	*	1.7%		
SIGMA	1986	974	1012	559	692	736	534	598	130	297	175	239	522	417	330	136	430	416	374	589	608	262	334	447	672	1715	181	90	495	361	618	512	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	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.

Mail on Sunday Final General Election Poll

Prepared on behalf of the Mail on Sunday

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				Region6 + 1							broadcast				
		Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	Undecide d	CON	LAB	LD	OTHER	Did Not Vote	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales	Saw all	Saw some	Heard about	Havent heard about	
Unweighted Total	1999	918	1081	492	703	804	580	564	125	297	176	241	602	396	301	159	401	493	454	550	502	203	385	463	691	1742	168	89	508	361	630	500	
Weighted Total	1986	994	992	495	692	799	561	607	134	299	178	194	556	437	350	138	372	429	382	582	594	251	326	455	673	1705	188	93	516	356	622	492	
The Conservative Party candidate	550	301	249	89	174	287	519	10	1	6	2	12	385	28	51	8	64	149	119	152	131	60	104	110	231	505	24	21	142	106	179	124	
	27.7%	30.3%	25.1%	18.0%	25.1%	35.9%	92.5%	1.6%	1.1%	2.1%	1.3%	6.0%	69.3%	6.3%	14.5%	6.0%	17.2%	34.7%	31.2%	26.1%	22.1%	23.8%	32.1%	24.2%	34.3%	29.6%	13.0%	22.7%	27.6%	29.7%	28.7%	25.1%	
The Labour Party candidate	595	294	300	188	205	202	10	554	7	5	4	14	46	298	73	12	144	116	107	162	210	86	99	183	154	523	41	31	168	114	186	126	
	29.9%	29.6%	30.3%	37.9%	29.6%	25.3%	1.8%	91.3%	5.4%	1.6%	2.4%	7.3%	8.3%	68.3%	21.0%	9.0%	38.8%	27.0%	28.1%	27.8%	35.3%	34.4%	30.5%	40.2%	22.9%	30.7%	21.9%	33.1%	32.6%	32.0%	29.9%	25.7%	
The Liberal Democrat Party candidate	146	78	69	34	40	72	10	11	110	7	3	4	12	11	98	2	17	38	37	36	36	25	15	29	54	123	19	4	47	15	50	35	
	7.4%	7.8%	6.9%	6.8%	5.8%	9.0%	1.8%	1.9%	82.7%	2.2%	1.8%	2.0%	2.1%	2.5%	27.9%	1.5%	4.6%	8.8%	9.7%	6.1%	6.1%	9.9%	4.7%	6.4%	8.0%	7.2%	10.3%	4.0%	9.0%	4.2%	8.0%	7.1%	
The UKIP candidate	296	161	135	66	113	117	6	9	6	272	2	2	78	39	56	49	60	43	34	118	100	40	59	70	117	286	1	9	82	63	90	61	
	14.9%	16.2%	13.6%	13.4%	16.3%	14.7%	1.1%	1.4%	4.5%	91.0%	0.9%	0.8%	14.0%	8.9%	15.9%	35.3%	16.3%	10.1%	8.9%	20.4%	16.9%	15.9%	18.2%	15.4%	17.4%	16.8%	0.5%	9.6%	16.0%	17.6%	14.4%	12.4%	
The SNP candidate	86	42	44	22	38	26	-	2	-	1	82	2	3	19	7	40	13	23	13	23	28	-	-	-	-	-	86	-	20	16	24	25	
	4.3%	4.2%	4.4%	4.4%	5.5%	3.3%	-	*	-	*	46.0%	0.8%	0.5%	4.4%	2.0%	28.7%	3.5%	5.3%	3.4%	3.9%	4.7%	-	-	-	-	-	45.7%	-	3.9%	4.6%	3.9%	5.1%	
The Plaid Cymru candidate	11	4	7	1	3	6	-	1	-	-	10	-	1	3	-	6	1	5	1	3	2	-	-	-	-	-	-	11	1	2	4	4	
	0.5%	*	0.7%	*	*	0.8%	-	*	-	-	5.5%	-	*	0.7%	-	4.3%	*	1.1%	*	*	*	-	-	-	-	-	-	11.7%	*	0.7%	0.6%	0.8%	
Another candidate (Net)	85	32	53	34	35	16	-	3	2	1	71	8	6	9	32	11	17	15	23	27	20	11	10	20	36	77	2	6	19	8	24	34	
	4.3%	3.2%	5.4%	6.8%	5.1%	2.0%	-	*	1.3%	*	40.1%	4.3%	1.1%	2.2%	9.2%	7.9%	4.5%	3.5%	6.0%	4.7%	3.3%	4.3%	3.2%	4.3%	5.4%	4.5%	1.2%	5.9%	3.6%	2.2%	3.9%	7.0%	
Green	76	30	46	31	31	14	-	1	1	1	66	6	5	8	29	10	16	15	20	27	14	11	9	13	35	68	2	6	18	8	22	28	
	3.8%	3.0%	4.6%	6.2%	4.4%	1.8%	-	*	0.9%	*	37.3%	3.1%	0.9%	1.8%	8.2%	7.3%	4.2%	3.5%	5.2%	4.6%	2.4%	4.3%	2.9%	2.8%	5.2%	4.0%	1.2%	5.9%	3.5%	2.2%	3.5%	5.7%	
National Health Action	1	1	*	-	1	-	-	-	*	-	1	-	*	-	-	-	1	-	1	-	*	-	*	1	-	1	-	-	1	-	*	-	
	*	*	*	-	*	-	-	-	*	-	*	-	-	*	-	-	*	-	*	-	*	-	*	*	-	*	-	-	*	-	*	-	
Trade Unionist and Socialist Coalition (TUSC)	3	1	2	1	-	2	-	-	-	-	2	*	-	-	2	1	*	-	*	1	2	-	-	3	-	3	-	-	-	-	1	2	
	*	*	*	-	-	*	-	-	-	-	1.4%	*	-	-	*	0.6%	*	-	*	*	*	-	-	0.6%	-	*	-	-	-	-	*	*	
An independent candidate	4	1	4	2	2	-	-	1	-	-	1	2	1	1	1	-	-	-	1	-	3	-	1	3	1	4	-	-	-	-	-	4	
	*	*	*	*	*	-	-	*	-	-	*	1.2%	*	*	*	-	-	-	*	-	0.5%	-	*	0.7%	*	*	-	-	-	-	-	-	0.9%
Other	1	-	1	-	1	-	-	-	-	-	1	-	-	-	1	-	-	-	1	-	-	-	-	-	1	1	-	-	-	-	1	-	
	*	-	*	-	*	-	-	-	-	-	0.6%	-	-	-	*	-	-	-	*	-	-	-	-	-	*	*	-	-	-	-	*	-	
Undecided	200	76	125	57	80	63	14	16	7	7	3	152	22	27	32	10	54	40	44	55	61	29	34	37	74	175	14	12	33	30	63	74	
	10.1%	7.6%	12.6%	11.6%	11.6%	7.8%	2.5%	2.7%	5.0%	2.4%	1.5%	78.8%	4.0%	6.2%	9.2%	7.0%	14.6%	9.4%	11.4%	9.5%	10.2%	11.7%	10.4%	8.2%	11.0%	10.2%	7.4%	12.6%	6.5%	8.3%	10.1%	15.0%	
Refused	16	6	11	4	3	9	2	1	-	-	1	-	3	2	1	1	1	*	3	6	6	-	3	6	7	16	-	*	3	2	2	8	
	0.8%	0.6%	1.1%	0.9%	*	1.1%	*	*	-	-	*	-	0.6%	0.6%	*	*	*	*	0.9%	1.1%	1.1%	-	1.0%	1.3%	1.0%	0.9%	-	*	0.6%	0.6%	*	1.7%	
SIGMA	1986	994	992	495	692	799	561	607	134	299	178	194	556	437	350	138	372	429	382	582	594	251	326	455	673	1705	188	93	516	356	622	492	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	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.

Mail on Sunday Final General Election Poll

Prepared on behalf of the Mail on Sunday

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				Region6 + 1							broadcast				
		Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	Undecide d	CON	LAB	LD	OTHER	Did Not Vote	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales	Saw all	Saw some	Heard about	Havent heard about	
Unweighted Total	1733	834	899	416	591	726	561	548	120	288	171	44	568	370	266	143	319	435	389	470	439	179	329	411	583	1502	153	78	463	325	549	396	
Weighted Total	1769	912	857	433	608	728	545	589	127	292	175	41	531	408	317	128	316	388	335	520	526	222	289	412	592	1514	174	81	479	324	557	410	
The Conservative Party candidate	550	301	249	89	174	287	519	10	1	6	2	12	385	28	51	8	64	149	119	152	131	60	104	110	231	505	24	21	142	106	179	124	
	31.1%	33.0%	29.1%	20.6%	28.6%	39.5%	95.2%	1.7%	1.2%	2.2%	1.3%	28.1%	72.6%	6.8%	16.1%	6.5%	20.2%	38.3%	35.6%	29.2%	24.9%	26.9%	36.2%	26.7%	39.0%	33.3%	14.0%	26.1%	29.7%	32.6%	32.1%	30.2%	
The Labour Party candidate	595	294	300	188	205	202	10	554	7	5	4	14	46	298	73	12	144	116	107	162	210	86	99	183	154	523	41	31	168	114	186	126	
	33.6%	32.2%	35.1%	43.3%	33.7%	27.8%	1.8%	94.0%	5.7%	1.7%	2.5%	34.6%	8.7%	73.2%	23.2%	9.7%	45.5%	29.9%	32.1%	31.1%	39.8%	39.0%	34.4%	44.4%	26.0%	34.5%	23.7%	38.1%	35.1%	35.1%	33.4%	30.9%	
The Liberal Democrat Party candidate	146	78	69	34	40	72	10	11	110	7	3	4	12	11	98	2	17	38	37	36	36	25	15	29	54	123	19	4	47	15	50	35	
	8.3%	8.5%	8.0%	7.8%	6.6%	9.9%	1.9%	1.9%	87.1%	2.3%	1.9%	9.2%	2.2%	2.6%	30.9%	1.6%	5.5%	9.7%	11.0%	6.9%	6.9%	11.2%	5.3%	7.1%	9.1%	8.1%	11.1%	4.6%	9.7%	4.7%	9.0%	8.5%	
The UKIP candidate	296	161	135	66	113	117	6	9	6	272	2	2	78	39	56	49	60	43	34	118	100	40	59	70	117	286	1	9	82	63	90	61	
	16.7%	17.6%	15.8%	15.3%	18.5%	16.1%	1.1%	1.5%	4.8%	93.2%	0.9%	3.8%	14.7%	9.5%	17.6%	38.1%	19.1%	11.1%	10.2%	22.8%	19.0%	18.0%	20.5%	17.0%	19.8%	18.9%	0.6%	11.0%	17.2%	19.4%	16.1%	15.0%	
The SNP candidate	86	42	44	22	38	26	-	2	-	1	82	2	3	19	7	40	13	23	13	23	28	-	-	-	-	-	86	-	20	16	24	25	
	4.9%	4.6%	5.1%	5.0%	6.3%	3.6%	-	*	-	*	46.9%	3.8%	0.5%	4.8%	2.2%	31.0%	4.1%	5.9%	3.9%	4.3%	5.3%	-	-	-	-	-	49.4%	-	4.2%	5.1%	4.4%	6.2%	
The Plaid Cymru candidate	11	4	7	1	3	6	-	1	-	-	10	-	1	3	-	6	1	5	1	3	2	-	-	-	-	-	-	11	1	2	4	4	
	0.6%	*	0.8%	*	0.5%	0.9%	-	*	-	-	5.6%	-	*	0.8%	-	4.6%	*	1.2%	*	0.5%	*	-	-	-	-	-	-	13.4%	*	0.8%	0.7%	0.9%	
Another candidate (Net)	85	32	53	34	35	16	-	3	2	1	71	8	6	9	32	11	17	15	23	27	20	11	10	20	36	77	2	6	19	8	24	34	
	4.8%	3.5%	6.2%	7.8%	5.8%	2.2%	-	*	1.3%	*	40.9%	20.5%	1.1%	2.3%	10.2%	8.5%	5.3%	3.9%	6.9%	5.3%	3.7%	4.9%	3.6%	4.8%	6.1%	5.1%	1.3%	6.8%	3.9%	2.4%	4.3%	8.4%	
Green	76	30	46	31	31	14	-	1	1	1	66	6	5	8	29	10	16	15	20	27	14	11	9	13	35	68	2	6	18	8	22	28	
	4.3%	3.3%	5.4%	7.1%	5.0%	2.0%	-	*	0.9%	*	38.0%	14.4%	1.0%	2.0%	9.1%	7.9%	5.0%	3.9%	5.9%	5.1%	2.7%	4.9%	3.3%	3.1%	5.9%	4.5%	1.3%	6.8%	3.7%	2.4%	3.9%	6.9%	
National Health Action	1	1	*	-	1	-	-	-	*	-	1	-	*	-	-	-	1	-	1	-	*	-	*	1	-	1	-	-	1	-	*	-	
	*	*	*	-	*	-	-	-	*	-	*	-	-	*	-	-	-	-	*	-	*	-	-	*	*	-	*	-	*	-	*	-	
Trade Unionist and Socialist Coalition (TUSC)	3	1	2	1	-	2	-	-	-	-	2	*	-	-	2	1	*	-	*	1	2	-	-	3	-	3	-	-	-	-	1	2	
	*	*	*	*	-	*	-	-	-	-	1.4%	0.6%	-	-	0.5%	0.6%	*	-	*	*	*	-	-	0.7%	-	*	-	-	-	-	*	*	
An independent candidate	4	1	4	2	2	-	-	1	-	-	1	2	1	1	1	-	-	-	1	-	3	-	1	3	1	4	-	-	-	-	-	4	
	*	*	*	0.5%	*	-	-	*	-	-	*	5.5%	*	*	*	-	-	-	*	-	0.6%	-	*	0.8%	*	*	-	-	-	-	-	-	1.1%
Other	1	-	1	-	1	-	-	-	-	-	1	-	-	-	1	-	-	-	1	-	-	-	-	-	1	1	-	-	-	-	1	-	
	*	-	*	-	*	-	-	-	-	-	0.6%	-	-	-	*	-	-	-	*	-	-	-	-	-	*	*	-	-	-	-	*	-	
SIGMA	1769	912	857	433	608	728	545	589	127	292	175	41	531	408	317	128	316	388	335	520	526	222	289	412	592	1514	174	81	479	324	557	410	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	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.

Mail on Sunday Final General Election Poll

Prepared on behalf of the Mail on Sunday

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

	Total	Gender		Age			Voting Intention						2010 Vote					SEG				Region6 + 1								broadcast			
		Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	Undecide d	CON	LAB	LD	OTHER	Did Not Vote	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales	Saw all	Saw some	Heard about	Havent heard about	
Unweighted Total	1840	873	967	437	639	764	572	557	122	291	173	119	602	396	301	155	319	469	415	498	458	188	349	429	632	1598	159	83	490	345	578	427	
Weighted Total	1798	924	874	439	621	739	548	592	128	292	175	61	538	416	327	130	316	397	341	527	534	226	293	416	603	1539	176	83	486	329	565	418	
The Conservative Party candidate	558	304	254	90	178	290	521	10	1	7	3	16	393	28	51	8	64	151	121	154	132	60	106	111	235	512	24	21	144	107	183	124	
	31.0%	32.9%	29.0%	20.5%	28.7%	39.3%	95.1%	1.7%	1.2%	2.2%	1.5%	26.3%	73.0%	6.6%	15.6%	6.4%	20.2%	38.1%	35.5%	29.3%	24.7%	26.7%	36.2%	26.6%	39.0%	33.3%	13.9%	25.7%	29.7%	32.6%	32.3%	29.6%	
The Labour Party candidate	603	298	306	189	209	205	10	555	8	5	4	21	46	307	73	12	144	117	110	163	213	88	101	185	156	530	42	32	171	116	187	129	
	33.6%	32.2%	35.0%	43.2%	33.7%	27.8%	1.9%	93.8%	6.0%	1.7%	2.5%	33.7%	8.6%	73.8%	22.5%	9.5%	45.5%	29.6%	32.2%	30.9%	40.0%	39.0%	34.4%	44.4%	25.9%	34.4%	23.7%	38.4%	35.1%	35.3%	33.2%	30.9%	
The Liberal Democrat Party candidate	156	82	74	36	44	76	11	12	111	7	3	11	12	11	108	2	17	41	38	38	39	27	16	30	58	132	20	4	49	16	52	39	
	8.7%	8.9%	8.5%	8.3%	7.1%	10.3%	2.0%	2.1%	86.8%	2.3%	2.0%	18.1%	2.2%	2.6%	33.0%	1.6%	5.5%	10.4%	11.3%	7.2%	7.3%	11.9%	5.5%	7.3%	9.7%	8.6%	11.5%	5.1%	10.1%	4.7%	9.3%	9.3%	
The UKIP candidate	297	161	136	67	113	118	6	9	6	272	2	3	78	39	56	50	60	43	34	119	101	40	60	71	117	287	1	9	82	63	90	62	
	16.5%	17.4%	15.6%	15.2%	18.1%	16.0%	1.1%	1.5%	4.7%	93.1%	0.9%	4.1%	14.5%	9.3%	17.0%	38.4%	19.1%	10.9%	10.1%	22.6%	18.8%	17.6%	20.3%	16.9%	19.5%	18.7%	0.6%	10.7%	16.9%	19.1%	15.9%	14.9%	
The SNP candidate	87	43	44	22	38	27	-	2	-	1	82	2	3	19	7	40	13	23	13	23	28	-	-	-	-	-	87	-	20	17	24	26	
	4.8%	4.6%	5.0%	4.9%	6.2%	3.6%	-	*	-	*	46.8%	3.5%	0.5%	4.7%	2.1%	30.9%	4.1%	5.8%	3.8%	4.3%	5.2%	-	-	-	-	-	49.1%	-	4.1%	5.1%	4.3%	6.1%	
The Plaid Cymru candidate	11	4	7	1	4	6	-	1	-	-	10	*	1	3	-	6	1	5	1	3	2	-	-	-	-	-	-	11	1	2	4	4	
	0.6%	*	0.8%	*	0.6%	0.9%	-	*	-	-	5.6%	0.5%	*	0.7%	-	4.8%	*	1.3%	*	0.5%	*	-	-	-	-	-	-	13.4%	*	0.8%	0.7%	1.0%	
Another candidate (Net)	85	32	53	34	35	16	-	3	2	1	71	8	6	9	32	11	17	15	23	27	20	11	10	20	36	77	2	6	19	8	24	34	
	4.7%	3.5%	6.1%	7.7%	5.6%	2.2%	-	*	1.3%	*	40.8%	13.8%	1.1%	2.3%	9.8%	8.4%	5.3%	3.8%	6.7%	5.2%	3.7%	4.8%	3.5%	4.7%	6.0%	5.0%	1.2%	6.6%	3.8%	2.4%	4.3%	8.2%	
Green	76	30	46	31	31	14	-	1	1	1	66	6	5	8	29	10	16	15	20	27	14	11	9	13	35	68	2	6	18	8	22	28	
	4.2%	3.2%	5.3%	7.0%	4.9%	2.0%	-	*	0.9%	*	37.9%	9.7%	0.9%	1.9%	8.8%	7.8%	5.0%	3.8%	5.8%	5.1%	2.6%	4.8%	3.2%	3.1%	5.7%	4.4%	1.2%	6.6%	3.7%	2.4%	3.8%	6.8%	
National Health Action	1	1	*	-	1	-	-	-	*	-	1	-	*	-	-	-	1	-	1	-	*	-	*	1	-	1	-	-	1	-	*	-	
	*	*	*	-	*	-	-	-	*	-	*	-	-	-	-	-	*	-	*	-	*	-	*	*	-	*	-	-	*	-	*	-	
Trade Unionist and Socialist Coalition (TUSC)	3	1	2	1	-	2	-	-	-	-	2	*	-	-	2	1	*	-	*	1	2	-	-	-	3	-	3	-	-	-	-	1	2
	*	*	*	*	-	*	-	-	-	-	1.4%	*	-	-	0.5%	0.6%	*	-	*	*	*	-	-	-	0.6%	-	*	-	-	-	-	*	*
An independent candidate	4	1	4	2	2	-	-	1	-	-	1	2	1	1	1	-	-	-	1	-	3	-	1	3	1	4	-	-	-	-	-	4	
	*	*	*	0.5%	*	-	-	*	-	-	*	3.7%	*	*	*	-	-	-	*	-	0.6%	-	*	0.8%	*	*	-	-	-	-	-	-	1.1%
Other	1	-	1	-	1	-	-	-	-	-	1	-	-	-	1	-	-	-	1	-	-	-	-	-	1	1	-	-	-	-	1	-	
	*	-	*	-	*	-	-	-	-	-	0.6%	-	-	-	*	-	-	-	*	-	-	-	-	-	*	*	-	-	-	-	*	-	
SIGMA	1798	924	874	439	621	739	548	592	128	292	175	61	538	416	327	130	316	397	341	527	534	226	293	416	603	1539	176	83	486	329	565	418	
	100%	100%	100%	100%	100%	100%	100%	100%	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.

Mail on Sunday Final General Election Poll

Prepared on behalf of the Mail on Sunday

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				Region6 + 1							broadcast			
		Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	Undecide d	CON	LAB	LD	OTHER	Did Not Vote	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales	Saw all	Saw some	Heard about	Havent heard about
Unweighted Total	1999	918	1081	492	703	804	580	564	125	297	176	241	602	396	301	159	401	493	454	550	502	203	385	463	691	1742	168	89	508	361	630	500
Weighted Total	1986	974	1012	559	692	736	534	598	130	297	175	239	522	417	330	136	430	416	374	589	608	262	334	447	672	1715	181	90	495	361	618	512
The Conservative Party Candidate	556	292	265	94	184	279	478	7	4	11	6	47	356	26	47	18	87	143	108	164	141	58	98	110	245	512	26	18	132	113	179	132
	28.0%	30.0%	26.1%	16.8%	26.6%	37.9%	89.5%	1.2%	3.2%	3.6%	3.3%	19.8%	68.2%	6.3%	14.2%	13.1%	20.2%	34.4%	29.1%	27.8%	23.2%	22.3%	29.5%	24.7%	36.5%	29.9%	14.3%	20.2%	26.7%	31.5%	29.0%	25.7%
The Labour Party Candidate	637	299	338	208	228	201	16	537	3	4	4	69	43	292	83	11	169	117	122	168	231	93	106	191	163	553	50	34	165	121	199	152
	32.1%	30.8%	33.4%	37.3%	32.9%	27.4%	3.0%	89.8%	2.6%	1.4%	2.1%	28.9%	8.2%	70.1%	25.2%	8.1%	39.3%	28.1%	32.8%	28.5%	37.9%	35.5%	31.8%	42.8%	24.3%	32.3%	27.7%	37.7%	33.3%	33.7%	32.2%	29.7%
The Liberal Democrat Candidate	191	89	102	55	55	81	16	16	107	7	4	37	21	10	96	3	34	48	43	53	48	32	29	40	70	170	17	5	48	29	60	53
	9.6%	9.2%	10.1%	9.9%	8.0%	11.0%	3.0%	2.7%	82.9%	2.3%	2.5%	15.5%	3.9%	2.5%	29.0%	2.5%	7.8%	11.5%	11.5%	8.9%	7.8%	12.0%	8.6%	8.9%	10.4%	9.9%	9.2%	5.2%	9.8%	8.1%	9.7%	10.4%
The UK Independence Party (UKIP) Candidate	335	184	151	94	123	119	11	13	6	268	1	34	79	41	55	46	78	43	47	131	115	44	73	74	131	322	4	9	80	61	104	90
	16.9%	19.0%	14.9%	16.8%	17.8%	16.1%	2.1%	2.1%	4.8%	90.2%	0.8%	14.3%	15.2%	9.8%	16.6%	33.7%	18.1%	10.3%	12.5%	22.2%	19.0%	16.6%	22.0%	16.7%	19.5%	18.8%	2.0%	10.5%	16.2%	16.9%	16.9%	17.6%
The Green Party Candidate	126	45	82	57	50	19	5	8	8	3	71	31	7	11	32	16	42	28	27	38	33	22	23	21	49	115	5	6	28	15	37	46
	6.4%	4.6%	8.1%	10.3%	7.3%	2.6%	0.9%	1.4%	6.1%	0.9%	40.6%	13.1%	1.3%	2.6%	9.8%	11.6%	9.9%	6.8%	7.3%	6.4%	5.4%	8.5%	6.9%	4.7%	7.2%	6.7%	2.8%	6.8%	5.6%	4.3%	6.0%	9.0%
The Scottish National Party (SNP) Candidate	79	39	40	21	34	24	-	1	-	2	74	3	2	19	9	34	11	21	13	23	23	-	-	-	-	-	79	-	19	13	23	25
	4.0%	4.1%	3.9%	3.8%	4.9%	3.2%	-	*	-	0.8%	41.9%	1.1%	*	4.4%	2.7%	24.8%	2.5%	5.0%	3.5%	3.8%	3.8%	-	-	-	-	-	43.6%	-	3.8%	3.6%	3.7%	4.8%
The Plaid Cymru Candidate	16	7	9	4	5	7	-	1	-	-	10	5	1	5	-	6	4	5	4	2	4	-	-	-	-	-	-	16	4	1	6	4
	0.8%	0.7%	0.8%	0.7%	0.8%	0.9%	-	*	-	-	5.6%	2.1%	*	1.1%	-	4.6%	0.8%	1.3%	1.1%	*	0.7%	-	-	-	-	-	-	17.6%	0.8%	*	1.0%	0.8%
Another candidate	44	17	27	25	12	7	8	15	1	3	5	12	13	13	8	2	6	11	9	11	13	13	4	10	14	41	1	2	19	6	10	10
	2.2%	1.7%	2.7%	4.4%	1.8%	0.9%	1.6%	2.5%	*	0.9%	3.1%	5.2%	2.4%	3.1%	2.5%	1.7%	1.4%	2.6%	2.3%	1.9%	2.2%	5.1%	1.1%	2.2%	2.1%	2.4%	*	2.1%	3.8%	1.6%	1.6%	1.9%
SIGMA	1985	973	1012	558	692	735	534	598	130	297	175	238	522	416	330	136	430	415	373	589	608	262	333	447	672	1714	181	90	495	360	618	512
	100%	100%	100%	100%	100%	100%	100%	100%	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.

Mail on Sunday Final General Election Poll

Prepared on behalf of the Mail on Sunday

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				Region6 + 1							broadcast				
	Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	Undecide d	CON	LAB	LD	OTHER	Did Not Vote	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales	Saw all	Saw some	Heard about	Havent heard about	
1999	918	1081	492	703	804	580	564	125	297	176	241	602	396	301	159	401	493	454	550	502	203	385	463	691	1742	168	89	508	361	630	500	
1986	994	992	495	692	799	561	607	134	299	178	194	556	437	350	138	372	429	382	582	594	251	326	455	673	1705	188	93	516	356	622	492	
577	308	269	86	186	305	509	5	4	9	7	40	385	25	52	17	74	150	114	165	148	58	102	116	252	528	28	20	142	110	189	135	
29.1%	31.0%	27.1%	17.4%	26.9%	38.1%	90.7%	0.9%	3.1%	3.1%	3.7%	20.5%	69.3%	5.8%	14.9%	12.3%	20.0%	35.1%	29.9%	28.3%	24.9%	23.2%	31.4%	25.5%	37.5%	31.0%	15.0%	21.5%	27.6%	31.1%	30.3%	27.5%	
650	309	341	197	232	221	16	559	3	3	3	60	44	315	89	12	154	124	125	170	232	90	109	199	167	564	51	35	173	124	203	150	
32.8%	31.2%	34.4%	39.9%	33.5%	27.7%	2.8%	92.3%	2.2%	1.1%	1.8%	31.3%	8.0%	72.2%	25.4%	8.8%	41.5%	28.9%	32.7%	29.2%	39.0%	35.8%	33.6%	43.7%	24.8%	33.1%	27.2%	37.3%	33.7%	35.0%	32.6%	30.4%	
186	91	95	46	54	86	15	15	114	6	3	30	21	11	101	4	27	50	44	51	42	30	26	40	68	164	18	4	51	27	61	48	
9.4%	9.2%	9.6%	9.4%	7.8%	10.8%	2.6%	2.5%	85.1%	2.1%	1.9%	15.7%	3.8%	2.4%	29.0%	2.6%	7.2%	11.6%	11.4%	8.7%	7.1%	12.0%	7.9%	8.7%	10.2%	9.6%	9.6%	4.7%	9.8%	7.7%	9.7%	9.7%	
327	180	147	76	123	128	11	8	5	274	2	25	84	41	58	46	67	42	49	127	109	42	67	74	131	315	2	10	85	60	100	82	
16.5%	18.1%	14.8%	15.4%	17.8%	16.0%	2.0%	1.3%	3.8%	91.6%	0.9%	12.7%	15.2%	9.4%	16.4%	33.5%	18.0%	9.8%	12.8%	21.8%	18.3%	16.7%	20.7%	16.4%	19.5%	18.5%	1.1%	10.7%	16.5%	16.8%	16.1%	16.6%	
109	42	67	45	45	19	3	7	7	2	69	21	7	12	33	14	30	24	26	33	26	22	17	17	43	99	4	6	26	13	33	37	
5.5%	4.2%	6.8%	9.0%	6.5%	2.4%	0.6%	1.1%	5.3%	0.7%	38.5%	10.8%	1.3%	2.7%	9.4%	9.9%	8.0%	5.5%	6.8%	5.7%	4.4%	8.6%	5.2%	3.8%	6.4%	5.8%	1.9%	6.8%	5.0%	3.6%	5.3%	7.5%	
84	42	43	22	36	26	-	1	-	2	79	3	3	19	9	37	11	23	14	23	24	-	-	-	-	-	84	-	20	14	24	26	
4.2%	4.2%	4.3%	4.5%	5.1%	3.3%	-	*	-	0.8%	44.2%	1.3%	*	4.4%	2.7%	26.6%	3.0%	5.4%	3.6%	4.0%	4.1%	-	-	-	-	-	44.8%	-	4.0%	3.9%	3.8%	5.3%	
16	8	9	4	6	7	-	1	-	-	10	5	1	5	-	7	3	6	4	3	4	-	-	-	-	-	-	16	4	2	6	5	
0.8%	0.8%	0.9%	0.7%	0.8%	0.9%	-	*	-	-	5.7%	2.6%	*	1.2%	-	5.0%	0.7%	1.3%	1.1%	*	0.7%	-	-	-	-	-	-	17.6%	0.8%	*	0.9%	1.0%	
35	13	22	18	10	7	7	10	1	2	6	10	10	8	8	2	6	10	6	10	9	9	4	8	11	33	1	1	14	5	7	9	
1.8%	1.3%	2.2%	3.6%	1.5%	0.8%	1.3%	1.6%	*	0.6%	3.3%	5.1%	1.8%	1.9%	2.3%	1.2%	1.6%	2.3%	1.6%	1.7%	1.5%	3.7%	1.2%	1.8%	1.7%	1.9%	*	1.4%	2.7%	1.4%	1.2%	1.8%	
1985	993	992	494	692	799	561	606	134	299	178	193	556	437	350	138	372	428	381	582	594	251	324	455	673	1703	188	93	515	355	622	492	
100%	100%	100%	100%	100%	100%	100%	100%	100%	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.

Mail on Sunday Final General Election Poll

Prepared on behalf of the Mail on Sunday

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 constituency VI question with candidate

	Total	Gender		Age			Voting Intention						2010 Vote					SEG				Region6 + 1							broadcast			
		Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	Undecide d	CON	LAB	LD	OTHER	Did Not Vote	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales	Saw all	Saw some	Heard about	Havent heard about
Unweighted Total	1999	918	1081	492	703	804	580	564	125	297	176	241	602	396	301	159	401	493	454	550	502	203	385	463	691	1742	168	89	508	361	630	500
Weighted Total	1986	974	1012	559	692	736	534	598	130	297	175	239	522	417	330	136	430	416	374	589	608	262	334	447	672	1715	181	90	495	361	618	512
Am sure I will vote this way	1371	723	648	323	458	590	443	481	88	220	126	8	423	331	220	105	237	284	237	421	429	162	232	320	455	1169	142	60	385	238	426	322
	69.0%	74.2%	64.1%	57.9%	66.2%	80.2%	83.1%	80.4%	68.2%	74.2%	72.0%	3.3%	81.1%	79.4%	66.7%	77.4%	55.1%	68.2%	63.4%	71.5%	70.7%	61.8%	69.5%	71.6%	67.8%	68.2%	78.3%	66.7%	77.7%	66.0%	68.9%	63.0%
I might change my mind	517	221	296	195	191	131	86	104	38	72	41	173	95	78	106	29	155	120	125	140	132	86	86	101	182	454	37	26	103	111	165	137
	26.0%	22.7%	29.2%	34.8%	27.6%	17.8%	16.2%	17.4%	29.7%	24.4%	23.4%	72.7%	18.2%	18.8%	32.0%	21.1%	36.1%	28.9%	33.3%	23.8%	21.7%	32.7%	25.6%	22.5%	27.1%	26.5%	20.3%	29.0%	20.9%	30.8%	26.7%	26.8%
Don't Know	98	30	68	40	43	15	4	13	3	4	8	57	3	7	4	2	38	12	12	27	47	14	16	26	35	92	3	4	7	12	27	52
	4.9%	3.1%	6.7%	7.2%	6.2%	2.0%	0.7%	2.2%	2.1%	1.4%	4.6%	24.1%	0.7%	1.8%	1.3%	1.5%	8.8%	2.9%	3.2%	4.7%	7.7%	5.5%	4.9%	5.9%	5.2%	5.3%	1.4%	4.3%	1.4%	3.3%	4.3%	10.2%
SIGMA	1986	974	1012	559	692	736	534	598	130	297	175	239	522	417	330	136	430	416	374	589	608	262	334	447	672	1715	181	90	495	361	618	512
	100%	100%	100%	100%	100%	100%	100%	100%	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.

Mail on Sunday Final General Election Poll

Prepared on behalf of the Mail on Sunday

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? Note
Base: All Respondents

	Total	Gender		Age			Voting Intention						2010 Vote					SEG				Region6 + 1							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	Havent heard about
Unweighted Total	2128	967	1161	535	761	832	580	564	125	297	176	241	605	399	304	162	512	510	479	591	548	219	404	490	739	1852	178	98	520	369	663	576
Weighted Total	2128	1033	1095	613	751	764	534	598	130	297	175	239	525	422	335	138	550	435	395	633	665	283	351	478	725	1838	190	100	511	370	653	594
I voted in the 2010 General Election	1475	779	696	272	539	664	450	425	108	218	130	118	525	422	335	138	-	356	275	416	428	192	234	334	503	1264	150	61	433	266	438	339
	69.3%	75.4%	63.6%	44.4%	71.7%	86.9%	84.3%	71.1%	83.1%	73.3%	73.8%	49.6%	100.0%	100.0%	100.0%	100.0%	-	81.7%	69.7%	65.8%	64.4%	67.8%	66.7%	70.0%	69.4%	68.8%	79.0%	61.0%	84.7%	71.7%	67.0%	57.1%
I did not vote in the 2010 General Election	550	222	329	286	179	85	71	152	20	71	39	77	-	-	-	-	550	72	96	189	194	79	94	129	177	478	36	37	71	94	181	204
	25.9%	21.4%	30.0%	46.7%	23.8%	11.2%	13.3%	25.4%	15.5%	24.0%	22.3%	32.1%	-	-	-	-	100.0%	16.6%	24.3%	29.8%	29.1%	27.7%	26.6%	26.9%	24.4%	26.0%	18.9%	36.8%	13.9%	25.3%	27.7%	34.4%
Cant remember	102	32	70	54	34	14	13	21	2	8	7	44	-	-	-	-	-	7	24	28	43	13	23	15	45	96	4	2	7	11	34	50
	4.8%	3.1%	6.4%	8.8%	4.5%	1.9%	2.4%	3.5%	1.4%	2.7%	3.9%	18.3%	-	-	-	-	-	1.6%	6.0%	4.4%	6.5%	4.5%	6.7%	3.1%	6.2%	5.2%	2.1%	2.1%	1.3%	2.9%	5.2%	8.5%
SIGMA	2128	1033	1095	613	751	764	534	598	130	297	175	239	525	422	335	138	550	435	395	633	665	283	351	478	725	1838	190	100	511	370	653	594
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Mail on Sunday Final General Election Poll

Prepared on behalf of the Mail on Sunday

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				Region6 + 1							broadcast				
		Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	Undecide d	CON	LAB	LD	OTHER	Did Not Vote	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales	Saw all	Saw some	Heard about	Havent heard about	
Unweighted Total	1524	753	771	261	539	724	497	410	105	228	132	127	605	399	304	162	0	419	347	399	359	155	283	352	536	1326	137	61	448	274	465	337	
Weighted Total	1475	779	696	272	539	664	450	425	108	218	130	118	525	422	335	138	0	356	275	416	428	192	234	334	503	1264	150	61	433	266	438	339	
Conservative	525	295	231	79	171	275	363	39	10	78	9	22	525	-	-	-	-	139	101	158	127	69	100	104	217	490	21	14	161	98	169	97	
	35.6%	37.8%	33.1%	28.9%	31.8%	41.4%	80.7%	9.1%	9.2%	35.7%	7.1%	18.7%	100.0%	-	-	-	-	39.0%	36.8%	37.9%	29.8%	35.8%	42.7%	31.2%	43.1%	38.7%	13.9%	23.6%	37.2%	36.9%	38.5%	28.7%	
Labour	422	229	193	88	169	165	23	295	6	35	31	26	-	422	-	-	-	88	76	109	149	66	58	124	107	356	45	21	126	80	122	94	
	28.6%	29.4%	27.7%	32.3%	31.4%	24.8%	5.2%	69.4%	5.8%	16.1%	23.6%	21.7%	-	100.0%	-	-	-	24.9%	27.6%	26.1%	34.8%	34.3%	24.9%	37.1%	21.3%	28.1%	30.0%	34.9%	29.2%	30.1%	27.8%	27.6%	
Liberal Democrat	335	164	171	63	124	148	48	76	82	53	36	33	-	-	335	-	-	98	63	92	82	42	50	72	127	291	31	13	107	53	98	77	
	22.7%	21.0%	24.6%	23.1%	23.1%	22.2%	10.6%	17.8%	76.6%	24.2%	28.0%	28.0%	-	-	100.0%	-	-	27.4%	23.0%	22.2%	19.1%	21.9%	21.3%	21.5%	25.2%	23.0%	20.4%	22.0%	24.7%	19.9%	22.4%	22.8%	
UK Independence Party (UKIP)	46	23	23	9	16	21	4	2	*	32	1	4	-	-	-	46	-	5	6	15	19	4	11	10	19	45	1	*	15	7	8	15	
	3.1%	2.9%	3.3%	3.4%	2.9%	3.2%	1.0%	0.5%	*	14.7%	0.7%	3.5%	-	-	-	33.3%	-	1.5%	2.2%	3.7%	4.4%	2.3%	4.6%	3.0%	3.9%	3.5%	0.6%	0.7%	3.5%	2.8%	1.9%	4.5%	
Green	19	8	11	9	7	3	1	3	*	-	11	3	-	-	-	19	-	3	7	7	2	3	2	2	9	17	1	1	4	2	7	6	
	1.3%	1.0%	1.6%	3.5%	1.2%	*	*	0.7%	*	-	8.4%	2.6%	-	-	-	13.8%	-	0.9%	2.4%	1.7%	*	1.7%	0.8%	0.7%	1.8%	1.3%	0.7%	1.8%	0.9%	0.7%	1.7%	1.7%	
British National Party (BNP)	18	7	11	3	6	9	3	2	-	11	1	1	-	-	-	18	-	2	2	6	8	3	4	6	5	17	1	-	7	3	3	6	
	1.2%	0.9%	1.6%	1.2%	1.1%	1.3%	0.6%	0.6%	-	4.9%	0.8%	1.2%	-	-	-	13.4%	-	0.7%	0.6%	1.5%	1.8%	1.4%	1.5%	1.8%	1.0%	1.4%	0.7%	-	1.5%	1.1%	0.7%	1.7%	
Scottish National Party (SNP)	41	29	12	7	19	15	2	3	-	1	34	2	-	-	-	41	-	12	5	12	13	-	-	-	-	-	41	-	8	10	11	13	
	2.8%	3.7%	1.8%	2.6%	3.6%	2.2%	*	0.7%	-	0.5%	26.0%	1.5%	-	-	-	30.0%	-	3.2%	1.6%	2.9%	3.1%	-	-	-	-	-	27.5%	-	1.8%	3.7%	2.4%	3.8%	
Plaid Cymru	11	4	7	3	3	5	2	1	-	2	5	1	-	-	-	11	-	4	1	4	3	-	-	-	2	2	1	8	2	4	2	4	
	0.8%	0.5%	1.0%	1.1%	0.6%	0.8%	0.5%	*	-	0.7%	4.0%	0.8%	-	-	-	8.1%	-	1.0%	*	0.9%	0.7%	-	-	-	*	*	0.7%	12.8%	*	1.5%	*	1.2%	
(A Northern Irish Party)	110.0%	110.0%	-	-	110.0%	-	-	-	110.0%	-	-	-	-	-	-	110.0%	-	-	-	-	110.0%	-	-	-	-	-	-	110.0%	-	-	110.0%	-	-
	*	*	-	-	*	-	-	-	1.0%	-	-	-	-	-	-	0.8%	-	-	-	*	-	-	-	-	-	-	-	0.7%	-	-	*	-	-
Other (Please state)	1	1	-	-	-	1	-	1	-	-	-	-	-	-	-	1	-	-	1	-	-	-	-	1	-	1	-	-	-	-	1	-	
	*	*	-	-	-	*	-	*	-	-	-	-	-	-	-	0.5%	-	-	*	-	-	-	-	*	-	*	-	-	-	-	*	-	-
Cant Remember	38	11	27	8	16	14	3	3	5	7	1	17	-	-	-	-	-	5	13	5	15	4	9	7	9	29	6	3	3	3	15	16	
	2.6%	1.4%	3.8%	2.8%	2.9%	2.2%	0.7%	0.7%	5.0%	3.2%	0.9%	14.6%	-	-	-	-	-	1.3%	4.6%	1.3%	3.5%	2.2%	3.9%	1.9%	1.8%	2.3%	4.0%	4.1%	0.8%	1.0%	3.5%	4.8%	
Refuse	18	8	10	3	6	9	-	-	2	-	1	9	-	-	-	-	-	-	2	8	9	1	*	8	7	17	1	-	1	5	2	11	
	1.2%	1.1%	1.4%	1.3%	1.2%	1.3%	-	-	1.5%	-	0.6%	7.4%	-	-	-	-	-	-	0.6%	1.9%	2.1%	*	*	2.5%	1.5%	1.3%	0.9%	-	*	2.0%	*	3.1%	
SIGMA	1475	779	696	272	539	664	450	425	108	218	130	118	525	422	335	138	-	356	275	416	428	192	234	334	503	1264	150	61	433	266	438	339	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	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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Mail on Sunday Final General Election Poll

Prepared on behalf of the Mail on Sunday

Table 15

Q8. Normal weightings

Q8. Imagine at THIS election, BORIS JOHNSON was leader of the Conservative Party, Ed Miliband was leader of the Labour Party, Nick Clegg was leader of the Liberal Democrats and Nigel Farage was leader of UKIP. Which party would you be most likely to vote for in this election?

Base: Likely to vote

	Total	Gender		Age			Voting Intention						2010 Vote					SEG				Region6 + 1								broadcast																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																		

Mail on Sunday Final General Election Poll

Prepared on behalf of the Mail on Sunday

Table 16

Q8. Normal weightings & likelihood to vote

Q8. Imagine at THIS election, BORIS JOHNSON was leader of the Conservative Party, Ed Miliband was leader of the Labour Party, Nick Clegg was leader of the Liberal Democrats and Nigel Farage was leader of UKIP. Which party would you be most likely to vote for in this election?

Base: Likely to vote

	Total	Gender		Age			Voting Intention						2010 Vote					SEG				Region6 + 1								broadcast			
		Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	Undecide d	CON	LAB	LD	OTHER	Did Not Vote	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales	Saw all	Saw some	Heard about	Havent heard about	
Unweighted Total	1999	918	1081	492	703	804	580	564	125	297	176	241	602	396	301	159	401	493	454	550	502	203	385	463	691	1742	168	89	508	361	630	500	
Weighted Total	1986	994	992	495	692	799	561	607	134	299	178	194	556	437	350	138	372	429	382	582	594	251	326	455	673	1705	188	93	516	356	622	492	
Conservative	582	329	254	121	175	286	458	32	21	31	8	30	379	32	58	12	85	157	124	177	125	64	108	112	250	534	23	25	149	109	195	129	
	29.3%	33.1%	25.6%	24.5%	25.3%	35.8%	81.6%	5.3%	15.7%	10.4%	4.7%	15.3%	68.1%	7.4%	16.6%	8.6%	22.8%	36.5%	32.5%	30.4%	21.1%	25.6%	33.1%	24.6%	37.2%	31.4%	12.3%	26.7%	28.8%	30.7%	31.4%	26.3%	
Labour	604	298	307	185	214	204	13	542	9	2	10	25	31	306	83	15	146	121	110	162	212	93	98	190	146	526	51	27	169	112	189	135	
	30.4%	29.9%	30.9%	37.5%	31.0%	25.6%	2.4%	89.2%	6.6%	0.6%	5.5%	12.9%	5.6%	70.1%	23.6%	10.9%	39.2%	28.2%	28.7%	27.8%	35.6%	37.0%	30.0%	41.7%	21.7%	30.9%	27.0%	28.8%	32.8%	31.3%	30.3%	27.4%	
Liberal Democrat	149	66	83	33	37	80	25	10	98	2	4	9	17	12	94	1	17	40	30	43	36	23	19	27	60	129	17	3	50	20	45	34	
	7.5%	6.6%	8.4%	6.7%	5.3%	9.9%	4.5%	1.7%	73.7%	0.8%	2.1%	4.5%	3.1%	2.8%	26.7%	0.9%	4.5%	9.3%	7.9%	7.4%	6.0%	9.1%	5.9%	5.8%	8.9%	7.6%	9.1%	3.5%	9.6%	5.7%	7.2%	6.9%	
UKIP	293	162	131	58	113	122	19	8	*	254	1	9	78	45	51	47	56	36	42	100	115	36	54	72	118	281	3	9	83	57	87	65	
	14.8%	16.3%	13.2%	11.7%	16.3%	15.3%	3.5%	1.4%	*	85.0%	*	4.6%	14.1%	10.4%	14.6%	33.8%	15.0%	8.4%	11.1%	17.2%	19.3%	14.3%	16.7%	15.9%	17.6%	16.5%	1.8%	9.2%	16.1%	16.2%	14.0%	13.3%	
SNP	80	38	42	21	33	26	1	-	-	-	79	*	3	17	7	38	11	21	13	22	25	-	-	-	-	-	80	-	19	15	23	24	
	4.0%	3.8%	4.3%	4.2%	4.8%	3.3%	*	-	-	-	44.5%	*	0.5%	4.0%	2.0%	27.4%	2.9%	4.8%	3.3%	3.7%	4.3%	-	-	-	-	-	42.6%	-	3.6%	4.1%	3.7%	4.8%	
Plaid Cymru	10	5	5	1	2	6	-	-	-	-	10	-	1	2	-	6	*	4	2	2	2	-	-	-	-	-	-	10	1	2	5	3	
	*	*	*	*	*	0.8%	-	-	-	-	5.3%	-	*	*	-	4.3%	*	0.9%	0.5%	*	*	-	-	-	-	-	-	-	10.2%	*	*	0.7%	0.5%
Another Party (Net)	69	29	40	25	29	16	*	1	3	2	57	6	4	7	26	10	13	13	19	22	16	10	8	15	28	61	2	6	13	7	24	25	
	3.5%	3.0%	4.0%	5.0%	4.1%	2.0%	*	*	2.0%	0.6%	32.2%	3.2%	0.7%	1.7%	7.5%	7.0%	3.6%	3.0%	4.9%	3.7%	2.7%	3.9%	2.6%	3.3%	4.1%	3.6%	1.2%	6.8%	2.5%	2.0%	3.8%	5.1%	
Green	63	25	37	22	27	14	*	1	3	1	54	4	4	7	26	8	12	13	16	20	13	9	8	10	27	54	2	6	12	7	22	22	
	3.2%	2.6%	3.8%	4.4%	3.9%	1.7%	*	*	2.0%	*	30.5%	2.1%	0.7%	1.7%	7.3%	5.7%	3.1%	3.0%	4.3%	3.4%	2.2%	3.5%	2.6%	2.3%	4.0%	3.2%	1.2%	6.8%	2.4%	2.0%	3.5%	4.4%	
British National Party (BNP)	1	1	-	-	-	1	-	-	-	-	1	-	-	-	-	-	1	-	-	1	-	-	-	1	-	1	-	-	-	-	1	-	
	*	*	-	-	-	*	-	-	-	-	*	-	-	-	-	-	*	-	-	*	-	-	-	*	-	*	-	-	-	-	*	-	
Respect	*	-	*	*	-	-	-	-	-	-	-	*	-	-	-	-	*	-	-	-	*	-	-	*	-	*	-	-	-	-	-	*	
	*	-	*	*	-	-	-	-	-	-	-	*	-	-	-	-	*	-	-	-	*	-	-	*	-	*	-	-	-	-	-	*	
National Health Action	3	1	2	2	1	-	-	-	-	-	1	2	-	-	-	-	1	-	1	-	2	-	-	3	-	3	-	-	1	-	-	2	
	*	*	*	*	*	-	-	-	-	-	*	0.9%	-	-	-	-	*	-	*	-	*	-	-	0.6%	-	-	-	-	-	-	-	*	
Monster Raving Loony Party	1	1	-	-	-	1	-	-	-	1	-	-	-	-	-	1	-	-	-	-	1	1	-	-	-	1	-	-	-	-	-	1	
	*	*	-	-	-	*	-	-	-	*	-	-	-	-	-	0.7%	-	-	-	-	*	*	-	-	-	-	*	-	-	-	-	*	
Trade Unionist and Socialist Coalition (TUSC)	2	1	1	1	-	*	-	-	-	*	1	*	*	-	-	1	*	-	1	1	-	-	-	1	*	2	-	-	-	-	2	-	
	*	*	*	*	-	*	-	-	-	*	*	*	*	-	-	0.6%	*	-	*	*	-	-	-	-	*	*	*	-	-	-	-	*	-
Other	1	1	-	-	1	-	-	-	-	-	1	-	-	-	1	-	-	-	1	-	-	-	-	-	-	1	1	-	-	-	-	1	
	*	*	-	-	*	-	-	-	-	-	-	-	-	-	*	-	-	-	*	-	-	-	-	-	*	*	-	-	-	-	-	*	
Undecided	189	64	125	49	85	55	42	14	3	8	9	113	41	14	29	9	43	37	40	51	61	25	38	37	64	164	11	14	32	32	54	71	
	9.5%	6.4%	12.6%	9.9%	12.3%	6.8%	7.4%	2.3%	1.9%	2.6%	4.9%	58.6%	7.3%	3.2%	8.4%	6.7%	11.6%	8.5%	10.6%	8.7%	10.3%	10.1%	11.5%	8.1%	9.5%	9.6%	6.0%	14.8%	6.3%	8.9%	8.7%	14.3%	
Refused	9	4	6	1	5	3	3	-	-	-	1	2	1	-	2	1	1	1	2	5	2	-	*	3	6	9	-	-	1	2	-	6	
	*	*	0.6%	*	0.7%	*	*	-	-	-	*	0.8%	*	-	0.6%	*	*	*	0.5%	0.8%	*	-	*	0.6%	0.9%	0.5%	-	-	*	0.6%	-	1.2%	
SIGMA	1986	994	992	495	692	799	561	607	134	299	178	194	556	437	350	138	372	429	382	582	594	251	326	455	673	1705	188	93	516	356	622	492	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	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.

Mail on Sunday Final General Election Poll

Prepared on behalf of the Mail on Sunday

Table 17

Q8. Normal weightings & likelihood to vote, with undecided and refused removed

Q8. Imagine at THIS election, BORIS JOHNSON was leader of the Conservative Party, Ed Miliband was leader of the Labour Party, Nick Clegg was leader of the Liberal Democrats and Nigel Farage was leader of UKIP. Which party would you be most likely to vote for in this election?

Base: Likely to vote

	Total	Gender		Age			Voting Intention						2010 Vote					SEG				Region6 + 1								broadcast			
		Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	Undecide d	CON	LAB	LD	OTHER	Did Not Vote	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales	Saw all	Saw some	Heard about	Havent heard about	
Unweighted Total	1757	841	916	427	589	741	534	549	122	287	166	90	554	383	272	143	334	440	392	485	440	181	331	416	600	1528	154	75	469	323	563	402	
Weighted Total	1788	926	861	444	602	742	517	593	131	291	169	79	514	423	319	128	328	391	339	527	531	226	288	415	602	1531	177	79	482	322	568	415	
Conservative	582	329	254	121	175	286	458	32	21	31	8	30	379	32	58	12	85	157	124	177	125	64	108	112	250	534	23	25	149	109	195	129	
	32.6%	35.5%	29.5%	27.3%	29.0%	38.6%	88.6%	5.4%	16.0%	10.7%	5.0%	37.8%	73.7%	7.6%	18.2%	9.2%	25.8%	40.1%	36.5%	33.6%	23.6%	28.5%	37.5%	27.0%	41.5%	34.9%	13.1%	31.3%	30.8%	33.9%	34.4%	31.2%	
Labour	604	298	307	185	214	204	13	542	9	2	10	25	31	306	83	15	146	121	110	162	212	93	98	190	146	526	51	27	169	112	189	135	
	33.8%	32.1%	35.6%	41.7%	35.6%	27.6%	2.6%	91.3%	6.7%	0.6%	5.8%	31.7%	6.0%	72.4%	25.9%	11.8%	44.5%	30.9%	32.3%	30.8%	39.9%	41.1%	34.0%	45.7%	24.3%	34.4%	28.7%	33.8%	35.0%	34.6%	33.2%	32.5%	
Liberal Democrat	149	66	83	33	37	80	25	10	98	2	4	9	17	12	94	1	17	40	30	43	36	23	19	27	60	129	17	3	50	20	45	34	
	8.3%	7.1%	9.7%	7.4%	6.1%	10.7%	4.8%	1.7%	75.1%	0.8%	2.2%	11.2%	3.3%	2.9%	29.4%	1.0%	5.1%	10.2%	8.9%	8.2%	6.8%	10.1%	6.7%	6.4%	10.0%	8.4%	9.7%	4.1%	10.3%	6.3%	7.9%	8.2%	
UKIP	293	162	131	58	113	122	19	8	*	254	1	9	78	45	51	47	56	36	42	100	115	36	54	72	118	281	3	9	83	57	87	65	
	16.4%	17.5%	15.2%	13.1%	18.7%	16.5%	3.8%	1.4%	*	87.2%	*	11.2%	15.2%	10.7%	16.1%	36.4%	17.0%	9.2%	12.5%	19.0%	21.6%	15.9%	18.9%	17.4%	19.6%	18.3%	1.9%	10.8%	17.2%	17.9%	15.3%	15.7%	
SNP	80	38	42	21	33	26	1	-	-	-	79	*	3	17	7	38	11	21	13	22	25	-	-	-	-	-	80	-	19	15	23	24	
	4.5%	4.1%	4.9%	4.7%	5.5%	3.6%	*	-	-	-	47.0%	*	0.6%	4.1%	2.1%	29.5%	3.3%	5.3%	3.7%	4.1%	4.8%	-	-	-	-	-	45.3%	-	3.9%	4.5%	4.1%	5.7%	
Plaid Cymru	10	5	5	1	2	6	-	-	-	-	10	-	1	2	-	6	*	4	2	2	2	-	-	-	-	-	-	10	1	2	5	3	
	0.5%	0.5%	0.5%	*	*	0.9%	-	-	-	-	5.6%	-	*	*	-	4.6%	*	1.0%	0.6%	*	*	-	-	-	-	-	-	12.0%	*	0.5%	0.8%	0.6%	
Another Party (Net)	69	29	40	25	29	16	*	1	3	2	57	6	4	7	26	10	13	13	19	22	16	10	8	15	28	61	2	6	13	7	24	25	
	3.9%	3.2%	4.6%	5.6%	4.7%	2.2%	*	*	2.0%	0.7%	34.1%	7.9%	0.8%	1.8%	8.3%	7.5%	4.1%	3.3%	5.5%	4.1%	3.0%	4.3%	2.9%	3.6%	4.6%	4.0%	1.2%	8.0%	2.7%	2.2%	4.2%	6.1%	
Green	63	25	37	22	27	14	*	1	3	1	54	4	4	7	26	8	12	13	16	20	13	9	8	10	27	54	2	6	12	7	22	22	
	3.5%	2.7%	4.3%	4.9%	4.5%	1.9%	*	*	2.0%	*	32.3%	5.2%	0.7%	1.8%	8.0%	6.2%	3.5%	3.3%	4.8%	3.8%	2.5%	3.9%	2.9%	2.5%	4.4%	3.5%	1.2%	8.0%	2.5%	2.2%	3.8%	5.2%	
British National Party (BNP)	1	1	-	-	-	1	-	-	-	-	1	-	-	-	-	-	1	-	-	1	-	-	-	1	-	1	-	-	-	-	1	-	
	*	*	-	-	-	*	-	-	-	-	*	-	-	-	-	-	*	-	-	*	-	-	-	*	-	*	-	-	-	-	*	-	
Respect	*	-	*	*	-	-	-	-	-	-	-	*	-	-	-	-	*	-	-	-	*	-	-	*	-	*	-	-	-	-	-	*	
	*	-	*	*	-	-	-	-	-	-	-	*	-	-	-	-	*	-	-	-	*	-	-	*	-	*	-	-	-	-	-	*	
National Health Action	3	1	2	2	1	-	-	-	-	-	1	2	-	-	-	-	1	-	1	-	2	-	-	3	-	3	-	-	1	-	-	2	
	*	*	*	*	*	-	-	-	-	-	*	2.2%	-	-	-	-	*	-	*	-	*	-	-	0.6%	-	*	-	-	-	-	-	*	
Monster Raving Loony Party	1	1	-	-	-	1	-	-	-	1	-	-	-	-	-	1	-	-	-	-	1	1	-	-	-	-	1	-	-	-	-	1	
	*	*	-	-	-	*	-	-	-	*	-	-	-	-	-	0.7%	-	-	-	-	*	*	-	-	-	-	*	-	-	-	-	*	
Trade Unionist and Socialist Coalition (TUSC)	2	1	1	1	-	*	-	-	-	-	1	*	*	-	-	1	*	-	1	1	-	-	-	1	*	2	-	-	-	-	2	-	
	*	*	*	*	-	*	-	-	-	*	*	*	*	-	-	-	0.6%	*	-	*	*	-	-	-	*	*	*	-	-	-	-	*	-
Other	1	1	-	-	1	-	-	-	-	-	1	-	-	-	1	-	-	-	1	-	-	-	-	-	-	1	1	-	-	-	-	1	
	*	*	-	-	*	-	-	-	-	-	*	-	-	-	*	-	-	-	*	-	-	-	-	-	*	*	-	-	-	-	-	*	
SIGMA	1788	926	861	444	602	742	517	593	131	291	169	79	514	423	319	128	328	391	339	527	531	226	288	415	602	1531	177	79	482	322	568	415	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	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.

Mail on Sunday Final General Election Poll

Prepared on behalf of the Mail on Sunday

Table 18

Q9. Normal weightings

Q9. Imagine at THIS election, David Cameron was leader of the Conservative Party, DAVID MILIBAND was leader of the Labour Party, Nick Clegg was leader of the Liberal Democrats and Nigel Farage was

leader of UKIP. Which party would you be most likely to vote for in this election?

Base: Likely to vote

	Total		Gender		Age			Voting Intention						2010 Vote					SEG				Region6 + 1								broadcast																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																										

Survation.

Mail on Sunday Final General Election Poll

Prepared on behalf of the Mail on Sunday

Table 19

Q9. Normal weightings & likelihood to vote

Q9. Imagine at THIS election, David Cameron was leader of the Conservative Party, DAVID MILIBAND was leader of the Labour Party, Nick Clegg was leader of the Liberal Democrats and Nigel Farage was

leader of UKIP. Which party would you be most likely to vote for in this election?

Base: Likely to vote

	Total	Gender		Age			Voting Intention						2010 Vote					SEG				Region6 + 1								broadcast			
		Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	Undecide d	CON	LAB	LD	OTHER	Did Not Vote	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales	Saw all	Saw some	Heard about	Havent heard about	
Unweighted Total	1999	918	1081	492	703	804	580	564	125	297	176	241	602	396	301	159	401	493	454	550	502	203	385	463	691	1742	168	89	508	361	630	500	
Weighted Total	1986	994	992	495	692	799	561	607	134	299	178	194	556	437	350	138	372	429	382	582	594	251	326	455	673	1705	188	93	516	356	622	492	
Conservative	566	317	249	94	175	297	520	12	6	1	4	22	388	27	52	10	75	147	118	166	136	62	102	114	241	519	26	21	146	109	178	133	
	28.5%	31.9%	25.0%	19.1%	25.3%	37.1%	92.7%	1.9%	4.5%	*	2.1%	11.3%	69.7%	6.3%	14.7%	7.0%	20.2%	34.2%	30.8%	28.5%	22.9%	24.5%	31.4%	25.1%	35.8%	30.4%	13.7%	22.9%	28.3%	30.5%	28.6%	27.0%	
Labour	626	305	322	183	229	215	15	552	6	7	16	28	41	320	89	17	137	137	107	168	214	90	100	186	162	538	55	34	177	122	185	143	
	31.5%	30.7%	32.4%	36.9%	33.1%	26.9%	2.7%	90.9%	4.7%	2.3%	9.1%	14.5%	7.4%	73.2%	25.5%	12.6%	36.9%	32.0%	28.2%	28.9%	36.0%	35.7%	30.7%	40.8%	24.1%	31.5%	29.4%	36.1%	34.3%	34.2%	29.8%	29.0%	
Liberal Democrat	148	81	67	44	37	67	4	18	110	3	3	9	14	13	90	1	26	38	36	41	33	38	13	27	52	130	16	2	57	14	50	27	
	7.5%	8.2%	6.8%	8.8%	5.4%	8.4%	0.8%	3.0%	82.3%	1.1%	1.7%	4.5%	2.5%	3.0%	25.7%	0.7%	6.9%	8.8%	9.5%	7.1%	5.5%	15.0%	4.1%	5.8%	7.8%	7.6%	8.7%	1.9%	11.0%	3.9%	8.1%	5.6%	
UKIP	305	165	140	66	118	121	6	6	2	280	1	9	83	39	58	47	58	38	47	113	107	33	64	70	123	290	3	12	80	60	96	68	
	15.4%	16.6%	14.1%	13.3%	17.1%	15.1%	1.1%	1.0%	1.2%	93.5%	*	4.8%	14.9%	9.0%	16.7%	34.0%	15.7%	8.9%	12.3%	19.4%	18.1%	13.2%	19.7%	15.4%	18.3%	17.0%	1.8%	12.5%	15.6%	16.9%	15.5%	13.8%	
SNP	77	39	38	22	33	23	-	-	-	-	76	1	3	14	7	38	11	20	13	18	26	-	-	-	-	-	77	-	17	15	23	21	
	3.9%	3.9%	3.8%	4.4%	4.7%	2.8%	-	-	-	-	42.7%	*	0.5%	3.3%	2.0%	27.4%	2.9%	4.7%	3.3%	3.1%	4.4%	-	-	-	-	-	40.8%	-	3.4%	4.3%	3.7%	4.2%	
Plaid Cymru	9	5	4	1	1	6	-	-	-	-	8	*	1	1	-	6	*	3	2	2	3	-	-	-	-	-	-	9	1	1	5	3	
	*	0.5%	*	*	*	0.8%	-	-	-	-	4.7%	*	*	*	-	4.3%	*	0.7%	0.5%	*	*	-	-	-	-	-	-	-	9.6%	*	*	0.8%	0.5%
Another Party (Net)	75	27	48	32	27	16	1	1	1	1	65	5	6	9	27	11	14	12	21	23	18	9	12	17	29	67	2	6	14	10	24	26	
	3.8%	2.8%	4.8%	6.5%	3.8%	2.1%	*	*	0.9%	*	36.7%	2.5%	1.1%	2.0%	7.8%	8.0%	3.9%	2.9%	5.6%	4.0%	3.0%	3.5%	3.7%	3.7%	4.3%	3.9%	0.8%	6.8%	2.8%	2.9%	3.9%	5.3%	
Green	66	25	41	28	27	11	-	1	1	-	61	3	5	8	25	9	13	12	19	21	14	8	11	12	28	58	2	6	14	9	21	22	
	3.3%	2.5%	4.1%	5.6%	3.8%	1.4%	-	*	0.9%	-	34.3%	1.4%	0.8%	1.8%	7.3%	6.8%	3.6%	2.8%	5.1%	3.6%	2.3%	3.2%	3.2%	2.6%	4.1%	3.4%	0.8%	6.8%	2.8%	2.6%	3.3%	4.4%	
British National Party (BNP)	3	1	2	2	-	1	-	-	-	-	1	2	-	-	-	-	1	-	-	1	2	-	-	3	-	3	-	-	-	-	-	1	2
	*	*	*	*	-	*	-	-	-	-	*	0.9%	-	-	-	-	*	-	-	*	*	-	-	0.6%	-	*	-	-	-	-	-	*	*
Respect	*	*	-	*	-	-	-	*	-	-	-	-	-	-	-	-	-	*	-	-	-	-	*	-	-	*	-	-	-	-	-	*	
	*	*	-	*	-	-	-	*	-	-	-	-	-	-	-	-	-	*	-	-	-	-	*	-	-	*	-	-	-	-	-	*	
English Democrat	1	-	1	1	-	-	1	-	-	-	-	-	-	1	-	-	-	-	1	-	-	-	1	-	-	1	-	-	-	1	-	-	
	*	-	*	*	-	-	*	-	-	-	-	-	*	-	-	-	-	-	*	-	-	-	*	-	-	*	-	-	-	-	-	-	
Monster Raving Loony Party	1	1	-	-	-	1	-	-	-	1	-	-	-	-	-	1	-	-	-	-	1	1	-	-	-	1	-	-	-	-	-	1	
	*	*	-	-	-	*	-	-	-	*	-	-	-	-	-	0.7%	-	-	-	-	*	*	-	-	-	*	-	-	-	-	-	*	
National Front	1	-	1	-	-	1	-	-	-	-	1	-	1	-	-	-	-	-	-	1	-	-	-	-	1	1	-	-	-	-	1	-	
	*	-	*	-	-	*	-	-	-	-	0.6%	-	*	-	-	-	-	-	-	*	-	-	-	-	*	*	-	-	-	-	-	*	-
Trade Unionist and Socialist Coalition (TUSC)	3	1	2	1	-	2	-	-	-	*	2	*	*	-	2	1	*	-	1	1	2	-	-	3	*	3	-	-	-	-	-	2	2
	*	*	*	*	-	*	-	-	-	*	1.4%	*	*	-	*	0.6%	*	-	*	*	*	-	-	0.6%	*	*	-	-	-	-	-	*	*
Undecided	167	51	116	48	70	49	14	17	6	6	4	116	19	13	27	8	48	32	37	44	54	19	32	39	59	148	9	9	22	23	56	65	
	8.4%	5.1%	11.7%	9.8%	10.1%	6.1%	2.4%	2.9%	4.5%	2.2%	2.1%	59.9%	3.4%	3.1%	7.7%	5.6%	12.8%	7.4%	9.8%	7.6%	9.0%	7.4%	9.7%	8.5%	8.8%	8.7%	4.7%	10.1%	4.3%	6.5%	9.0%	13.3%	
Refused	13	3	10	5	3	5	1	*	3	-	1	4	1	-	-	1	2	2	-	7	4	2	2	3	6	13	-	-	1	2	3	6	
	0.6%	*	1.0%	1.0%	*	0.6%	*	*	2.0%	-	*	1.8%	*	-	-	*	0.6%	*	-	1.2%	0.6%	0.7%	0.7%	0.6%	0.9%	0.8%	-	-	*	0.6%	0.6%	1.3%	
SIGMA	1986	994	992	495	692	799	561	607	134	299	178	194	556	437	350	138	372	429	382	582	594	251	326	455	673	1705	188	93	516	356	622	492	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	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.

Mail on Sunday Final General Election Poll

Prepared on behalf of the Mail on Sunday

Table 20

Q9. Normal weightings & likelihood to vote, with undecided and refused removed

Q9. Imagine at THIS election, David Cameron was leader of the Conservative Party, DAVID MILIBAND was leader of the Labour Party, Nick Clegg was leader of the Liberal Democrats and Nigel Farage was

leader of UKIP. Which party would you be most likely to vote for in this election?

Base: Likely to vote

	Total	Gender		Age			Voting Intention						2010 Vote					SEG				Region6 + 1								broadcast			
		Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	Undecide d	CON	LAB	LD	OTHER	Did Not Vote	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales	Saw all	Saw some	Heard about	Havent heard about	
Unweighted Total	1771	853	918	423	606	742	563	545	117	287	170	82	575	382	274	145	325	443	396	487	445	184	334	416	601	1535	156	80	476	333	558	404	
Weighted Total	1806	940	867	441	619	745	546	589	125	293	173	74	536	424	323	130	322	395	344	531	536	231	292	413	608	1543	179	84	492	330	563	421	
Conservative	566	317	249	94	175	297	520	12	6	1	4	22	388	27	52	10	75	147	118	166	136	62	102	114	241	519	26	21	146	109	178	133	
	31.3%	33.8%	28.7%	21.4%	28.2%	39.8%	95.1%	2.0%	4.8%	*	2.2%	29.5%	72.3%	6.5%	15.9%	7.4%	23.4%	37.1%	34.2%	31.2%	25.3%	26.6%	35.0%	27.6%	39.6%	33.6%	14.4%	25.5%	29.7%	32.9%	31.7%	31.5%	
Labour	626	305	322	183	229	215	15	552	6	7	16	28	41	320	89	17	137	137	107	168	214	90	100	186	162	538	55	34	177	122	185	143	
	34.7%	32.5%	37.1%	41.3%	37.0%	28.8%	2.8%	93.6%	5.0%	2.4%	9.4%	38.0%	7.7%	75.5%	27.6%	13.5%	42.6%	34.7%	31.2%	31.7%	39.8%	38.9%	34.3%	44.9%	26.7%	34.8%	30.8%	40.2%	35.9%	36.8%	32.9%	33.9%	
Liberal Democrat	148	81	67	44	37	67	4	18	110	3	3	9	14	13	90	1	26	38	36	41	33	38	13	27	52	130	16	2	57	14	50	27	
	8.2%	8.6%	7.7%	9.9%	6.0%	9.0%	0.8%	3.1%	87.9%	1.1%	1.8%	11.7%	2.6%	3.1%	27.8%	0.7%	8.0%	9.6%	10.5%	7.8%	6.1%	16.3%	4.6%	6.4%	8.6%	8.4%	9.2%	2.1%	11.5%	4.2%	8.9%	6.5%	
UKIP	305	165	140	66	118	121	6	6	2	280	1	9	83	39	58	47	58	38	47	113	107	33	64	70	123	290	3	12	80	60	96	68	
	16.9%	17.6%	16.2%	14.9%	19.1%	16.2%	1.1%	1.1%	1.3%	95.5%	*	12.5%	15.4%	9.3%	18.1%	36.2%	18.2%	9.6%	13.7%	21.3%	20.0%	14.4%	22.0%	16.9%	20.2%	18.8%	1.9%	13.9%	16.3%	18.2%	17.1%	16.2%	
SNP	77	39	38	22	33	23	-	-	-	-	76	1	3	14	7	38	11	20	13	18	26	-	-	-	-	-	77	-	17	15	23	21	
	4.3%	4.1%	4.4%	4.9%	5.3%	3.0%	-	-	-	-	43.8%	1.2%	0.5%	3.4%	2.1%	29.2%	3.4%	5.1%	3.6%	3.4%	4.9%	-	-	-	-	-	42.8%	-	3.5%	4.6%	4.1%	5.0%	
Plaid Cymru	9	5	4	1	1	6	-	-	-	-	8	*	1	1	-	6	*	3	2	2	3	-	-	-	-	-	-	9	1	1	5	3	
	*	0.6%	*	*	*	0.9%	-	-	-	-	4.9%	0.7%	*	*	-	4.5%	*	0.7%	0.6%	*	*	-	-	-	-	-	-	10.7%	*	*	0.9%	0.6%	
Another Party (Net)	75	27	48	32	27	16	1	1	1	1	65	5	6	9	27	11	14	12	21	23	18	9	12	17	29	67	2	6	14	10	24	26	
	4.2%	2.9%	5.5%	7.3%	4.3%	2.2%	*	*	1.0%	*	37.7%	6.5%	1.2%	2.1%	8.4%	8.5%	4.5%	3.1%	6.2%	4.4%	3.4%	3.8%	4.1%	4.1%	4.8%	4.3%	0.9%	7.6%	2.9%	3.1%	4.3%	6.2%	
Green	66	25	41	28	27	11	-	1	1	-	61	3	5	8	25	9	13	12	19	21	14	8	11	12	28	58	2	6	14	9	21	22	
	3.6%	2.6%	4.7%	6.3%	4.3%	1.5%	-	*	1.0%	-	35.2%	3.8%	0.9%	1.8%	7.9%	7.2%	4.2%	3.0%	5.6%	3.9%	2.6%	3.4%	3.6%	2.9%	4.5%	3.7%	0.9%	7.6%	2.9%	2.8%	3.7%	5.1%	
British National Party (BNP)	3	1	2	2	-	1	-	-	-	-	1	2	-	-	-	-	1	-	-	1	2	-	-	3	-	3	-	-	-	-	1	2	
	*	*	*	*	-	*	-	-	-	-	*	2.4%	-	-	-	-	*	-	-	*	*	-	-	0.6%	-	*	-	-	-	-	*	*	
Respect	*	*	-	*	-	-	-	*	-	-	-	-	-	-	-	-	-	*	-	-	-	-	*	-	-	*	-	-	-	-	-	*	
	*	*	-	*	-	-	-	*	-	-	-	-	-	-	-	-	-	*	-	-	-	-	*	-	-	*	-	-	-	-	-	*	
English Democrat	1	-	1	1	-	-	1	-	-	-	-	-	-	1	-	-	-	-	1	-	-	-	1	-	-	1	-	-	-	1	-	-	
	*	-	*	*	-	*	-	-	-	-	-	-	-	*	-	-	-	-	*	-	-	-	*	-	-	*	-	-	-	*	-	-	
Monster Raving Loony Party	1	1	-	-	-	1	-	-	-	1	-	-	-	-	-	1	-	-	-	-	1	1	-	-	-	1	-	-	-	-	-	1	
	*	*	-	-	-	*	-	-	-	*	-	-	-	-	-	0.7%	-	-	-	-	*	*	-	-	-	*	-	-	-	-	-	*	
National Front	1	-	1	-	-	1	-	-	-	-	1	-	1	-	-	-	-	-	-	1	-	-	-	-	1	1	-	-	-	-	1	-	
	*	-	*	-	-	*	-	-	-	-	0.6%	-	*	-	-	-	-	-	-	*	-	-	-	-	*	*	-	-	-	-	*	-	
Trade Unionist and Socialist Coalition (TUSC)	3	1	2	1	-	2	-	-	-	*	2	*	*	-	2	1	*	-	1	1	2	-	-	3	*	3	-	-	-	-	2	2	
	*	*	*	*	-	*	-	-	-	-	1.4%	*	*	-	0.5%	0.6%	*	-	*	*	*	-	-	-	0.7%	*	*	-	-	-	*	*	
SIGMA	1806	940	867	441	619	745	546	589	125	293	173	74	536	424	323	130	322	395	344	531	536	231	292	413	608	1543	179	84	492	330	563	421	
	100%	100%	100%	100%	100%	100%	100%	100%	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.

Mail on Sunday Final General Election Poll

Prepared on behalf of the Mail on Sunday

Table 21
Q10. Normal weightings
Q10. Did you see or hear anything about the episode of Question Time, broadcast between 8-9
Base: All Respondents

Unweighted Total
Weighted Total
Yes, I watched / heard the whole broadcast live

Yes, I watched / heard some of the broadcast live or on catchup
I didn't watch the broadcast but I have heard about it since
No, I didn't watch the episode and I've heard nothing about it
SIGMA

Total	Gender		Age			Voting Intention						2010 Vote					SEG				Region6 + 1							broadcast			
	Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	Undecide d	CON	LAB	LD	OTHER	Did Not Vote	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales	Saw all	Saw some	Heard about	Havent heard about
2128	967	1161	535	761	832	580	564	125	297	176	241	605	399	304	162	512	510	479	591	548	219	404	490	739	1852	178	98	520	369	663	576
2128	1033	1095	613	751	764	534	598	130	297	175	239	525	422	335	138	550	435	395	633	665	283	351	478	725	1838	190	100	511	370	653	594
511	292	219	152	175	185	136	166	43	74	38	37	161	126	107	35	71	135	96	154	126	103	88	120	152	463	34	14	511	-	-	-
24.0%	28.2%	20.1%	24.8%	23.2%	24.1%	25.4%	27.8%	32.8%	24.8%	21.9%	15.4%	30.7%	29.9%	31.9%	25.3%	13.0%	31.1%	24.3%	24.4%	18.9%	36.3%	25.2%	25.1%	20.9%	25.2%	17.6%	14.2%	100.0%	-	-	-
370	174	197	104	149	117	108	115	18	56	25	36	98	80	53	27	94	95	64	125	87	56	61	86	120	323	34	14	-	370	-	-
17.4%	16.8%	18.0%	16.9%	19.9%	15.3%	20.3%	19.2%	14.0%	18.9%	14.0%	15.3%	18.6%	19.0%	15.8%	19.6%	17.0%	21.8%	16.2%	19.7%	13.0%	19.7%	17.3%	18.0%	16.5%	17.5%	17.7%	14.2%	-	100.0%	-	-
653	324	329	186	221	246	169	185	40	98	55	70	169	122	98	32	181	123	151	188	190	80	115	134	226	555	64	34	-	-	653	-
30.7%	31.4%	30.0%	30.3%	29.4%	32.2%	31.8%	30.9%	30.7%	33.1%	31.1%	29.5%	32.1%	28.9%	29.3%	23.3%	32.9%	28.3%	38.3%	29.8%	28.6%	28.4%	32.7%	28.0%	31.2%	30.2%	33.9%	33.6%	-	-	100.0%	-
594	244	350	171	206	216	120	133	29	69	58	95	97	94	77	44	204	82	84	165	262	44	87	138	227	497	59	38	-	-	-	594
27.9%	23.6%	31.9%	27.9%	27.5%	28.3%	22.5%	22.2%	22.5%	23.2%	33.1%	39.8%	18.6%	22.2%	23.1%	31.8%	37.1%	18.8%	21.3%	26.1%	39.4%	15.6%	24.8%	28.9%	31.4%	27.0%	30.8%	37.9%	-	-	-	100.0%
2128	1033	1095	613	751	764	534	598	130	297	175	239	525	422	335	138	550	435	395	633	665	283	351	478	725	1838	190	100	511	370	653	594
100%	100%	100%	100%	100%	100%	100%	100%	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.

Mail on Sunday Final General Election Poll

Prepared on behalf of the Mail on Sunday

Table 22
Q11. Normal weightings
Q11. If you had to pick a "winner" from what you heard or saw of the broadcast, who do you think "won"?
Base: Saw or heard about the Question Time broadcast

	Total	Gender		Age			Voting Intention						2010 Vote					SEG				Region6 + 1							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	Havent heard about
Unweighted Total	1552	742	810	389	548	615	457	439	98	227	123	148	500	314	235	109	316	412	366	433	341	184	302	355	523	1364	125	63	520	369	663	0
Weighted Total	1534	789	745	442	545	548	413	466	100	228	117	144	428	328	258	94	346	353	311	468	403	239	264	340	498	1341	132	62	511	370	653	0
David Cameron	579	336	243	125	199	255	310	58	29	93	21	45	299	59	77	24	102	147	124	177	131	76	104	128	211	519	40	20	230	148	201	-
	37.7%	42.5%	32.7%	28.4%	36.5%	46.5%	75.0%	12.4%	28.9%	40.9%	18.0%	31.0%	69.8%	17.8%	29.9%	25.6%	29.4%	41.6%	40.0%	37.9%	32.4%	31.6%	39.3%	37.8%	42.5%	38.7%	30.4%	31.9%	45.1%	39.9%	30.7%	-
Ed Miliband	374	189	185	138	129	107	12	253	15	25	31	25	33	151	55	15	106	86	63	121	104	77	65	97	88	327	29	18	143	104	127	-
	24.4%	23.9%	24.9%	31.4%	23.6%	19.5%	3.0%	54.3%	14.9%	11.1%	26.8%	17.1%	7.8%	46.0%	21.3%	15.5%	30.7%	24.4%	20.2%	25.8%	25.9%	32.2%	24.6%	28.5%	17.7%	24.4%	21.9%	29.6%	28.0%	28.0%	19.4%	-
Nick Clegg	137	78	59	50	47	39	20	39	33	20	13	10	14	36	42	15	21	31	26	47	32	30	22	20	45	118	18	1	72	27	38	-
	8.9%	9.9%	7.9%	11.4%	8.7%	7.1%	4.8%	8.3%	32.5%	8.6%	11.1%	6.7%	3.2%	10.9%	16.4%	16.0%	6.1%	8.8%	8.5%	10.2%	7.9%	12.6%	8.3%	6.0%	9.1%	8.8%	13.4%	2.1%	14.0%	7.4%	5.8%	-
Don't know	445	187	258	128	170	147	71	117	24	90	52	65	82	83	83	40	117	89	97	122	136	56	73	94	153	377	45	23	66	91	288	-
	29.0%	23.7%	34.6%	28.9%	31.3%	26.8%	17.2%	25.0%	23.8%	39.4%	44.0%	45.2%	19.2%	25.2%	32.4%	42.8%	33.8%	25.2%	31.3%	26.2%	33.8%	23.6%	27.8%	27.7%	30.7%	28.1%	34.3%	36.4%	12.9%	24.6%	44.0%	-
SIGMA	1534	789	745	442	545	548	413	466	100	228	117	144	428	328	258	94	346	353	311	468	403	239	264	340	498	1341	132	62	511	370	653	-
	100%	100%	100%	100%	100%	100%	100%	100%	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.

Mail on Sunday Final General Election Poll

Prepared on behalf of the Mail on Sunday

Table 23
Q12. Normal weightings
Q12. Has Ed Miliband's performance made you more or less likely to vote Labour, or has it made no difference to your vote?
Base: Saw or heard about the Question Time broadcast

	Total		Gender		Age			Voting Intention						2010 Vote					SEG				Region6 + 1							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	Havent heard about
Unweighted Total	1552		742	810	389	548	615	457	439	98	227	123	148	500	314	235	109	316	412	366	433	341	184	302	355	523	1364	125	63	520	369	663	0
Weighted Total	1534		789	745	442	545	548	413	466	100	228	117	144	428	328	258	94	346	353	311	468	403	239	264	340	498	1341	132	62	511	370	653	0
Much more likely to vote Labour	132		67	64	72	41	19	11	89	11	6	3	4	24	54	12	3	34	28	24	43	37	50	20	23	31	125	5	2	89	13	29	-
	8.6%		8.5%	8.7%	16.2%	7.5%	3.5%	2.7%	19.2%	11.1%	2.8%	2.6%	2.9%	5.6%	16.5%	4.8%	3.7%	9.8%	7.9%	7.6%	9.2%	9.1%	21.0%	7.7%	6.9%	6.2%	9.3%	4.2%	2.5%	17.5%	3.6%	4.4%	-
Somewhat more likely to vote Labour	166		89	77	93	47	26	18	90	7	17	9	20	17	50	22	7	57	49	27	58	32	46	26	40	41	152	9	5	46	64	56	-
	10.8%		11.3%	10.3%	21.0%	8.7%	4.7%	4.3%	19.3%	7.0%	7.5%	7.4%	13.8%	3.9%	15.4%	8.6%	7.9%	16.3%	13.7%	8.7%	12.4%	8.0%	19.2%	9.8%	11.7%	8.2%	11.4%	6.5%	7.6%	9.1%	17.2%	8.5%	-
Made no difference to my vote	827		420	407	187	291	350	217	264	62	119	74	55	228	190	162	47	166	186	171	250	220	90	142	195	278	705	85	38	251	195	381	-
	53.9%		53.2%	54.7%	42.2%	53.4%	63.8%	52.6%	56.6%	62.1%	52.2%	63.1%	38.3%	53.3%	57.7%	62.9%	49.8%	48.0%	52.8%	55.0%	53.4%	54.7%	37.7%	53.7%	57.4%	55.8%	52.6%	64.5%	60.7%	49.2%	52.5%	58.4%	-
Somewhat less likely to vote Labour	126		61	65	36	63	27	47	14	6	18	8	29	36	20	21	5	35	33	37	25	31	18	24	32	38	111	8	7	35	36	54	-
	8.2%		7.7%	8.7%	8.2%	11.5%	4.9%	11.5%	3.0%	5.8%	7.7%	6.6%	20.5%	8.5%	6.1%	8.1%	5.6%	10.1%	9.4%	11.8%	5.3%	7.7%	7.4%	8.9%	9.4%	7.6%	8.3%	6.0%	11.1%	6.9%	9.8%	8.3%	-
Much less likely to vote Labour	239		138	102	38	85	117	116	-	14	61	21	16	114	10	37	30	39	52	43	78	67	24	47	43	95	208	23	8	88	55	96	-
	15.6%		17.4%	13.6%	8.5%	15.5%	21.4%	28.0%	-	13.5%	26.7%	18.3%	11.2%	26.8%	3.0%	14.4%	31.5%	11.4%	14.6%	13.9%	16.6%	16.5%	9.8%	17.8%	12.6%	19.1%	15.5%	17.2%	13.1%	17.2%	14.8%	14.7%	-
Don't know	45		14	31	17	19	9	4	8	1	7	2	19	8	4	3	1	15	5	9	15	16	12	6	7	16	40	2	3	1	8	37	-
	2.9%		1.8%	4.1%	3.9%	3.4%	1.7%	0.9%	1.8%	0.5%	3.2%	2.0%	13.4%	2.0%	1.3%	1.2%	1.5%	4.4%	1.5%	2.9%	3.1%	4.0%	4.9%	2.1%	2.0%	3.2%	3.0%	1.6%	5.0%	*	2.0%	5.6%	-
SIGMA	1534		789	745	442	545	548	413	466	100	228	117	144	428	328	258	94	346	353	311	468	403	239	264	340	498	1341	132	62	511	370	653	-
	100%		100%	100%	100%	100%	100%	100%	100%	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.

Mail on Sunday Final General Election Poll

Prepared on behalf of the Mail on Sunday

Table 24
Q13. Normal weightings
Q13. Which of the following statements is closest to your opinion?
Base: Saw or heard about the Question Time broadcast

Unweighted Total
Weighted Total
Ed Miliband's performance made him seem more like a potential Prime Minister to me
Ed Miliband's performance made him seem less like a potential Prime Minister to me
Ed Miliband's performance has not changed the way I see him
Don't know

SIGMA

Total	Gender		Age			Voting Intention						2010 Vote					SEG				Region6 + 1							broadcast				
	Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	Undecide d	CON	LAB	LD	OTHER	Did Not Vote	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales	Saw all	Saw some	Heard about	Havent heard about	
1552	742	810	389	548	615	457	439	98	227	123	148	500	314	235	109	316	412	366	433	341	184	302	355	523	1364	125	63	520	369	663	0	
1534	789	745	442	545	548	413	466	100	228	117	144	428	328	258	94	346	353	311	468	403	239	264	340	498	1341	132	62	511	370	653	0	
307	163	144	117	93	97	26	184	18	34	18	16	35	118	63	14	71	75	52	93	86	61	53	75	85	275	19	13	135	89	83	-	
20.0%	20.7%	19.3%	26.4%	17.1%	17.7%	6.3%	39.6%	18.3%	14.8%	15.0%	11.2%	8.3%	35.9%	24.5%	14.5%	20.6%	21.3%	16.8%	20.0%	21.4%	25.7%	20.2%	22.0%	17.1%	20.5%	14.5%	21.5%	26.4%	24.0%	12.7%	-	
423	246	177	91	155	177	197	50	26	70	28	38	192	55	54	31	72	114	82	124	103	52	77	89	157	375	36	12	157	106	161	-	
27.5%	31.1%	23.7%	20.6%	28.4%	32.3%	47.7%	10.7%	25.7%	30.8%	23.8%	26.6%	44.8%	16.8%	20.8%	33.3%	20.9%	32.3%	26.4%	26.5%	25.4%	21.7%	29.2%	26.1%	31.6%	28.0%	27.1%	19.2%	30.6%	28.5%	24.6%	-	
676	338	338	184	248	244	167	203	51	108	61	53	174	140	123	41	171	142	158	211	165	100	115	151	212	579	68	29	200	152	323	-	
44.0%	42.8%	45.4%	41.6%	45.5%	44.6%	40.4%	43.7%	50.9%	47.4%	51.8%	36.9%	40.6%	42.8%	47.9%	43.9%	49.4%	40.3%	50.8%	45.1%	40.9%	42.0%	43.7%	44.4%	42.6%	43.1%	51.4%	47.5%	39.2%	41.0%	49.5%	-	
129	43	86	50	49	30	23	28	5	16	11	36	27	15	18	8	32	21	19	39	50	25	18	25	44	113	9	7	19	24	86	-	
8.4%	5.5%	11.6%	11.4%	9.0%	5.5%	5.6%	6.0%	5.1%	7.0%	9.3%	25.2%	6.4%	4.5%	6.8%	8.3%	9.2%	6.1%	6.1%	8.4%	12.3%	10.6%	7.0%	7.5%	8.8%	8.4%	6.9%	11.8%	3.8%	6.5%	13.2%	-	
1534	789	745	442	545	548	413	466	100	228	117	144	428	328	258	94	346	353	311	468	403	239	264	340	498	1341	132	62	511	370	653	-	
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Mail on Sunday Final General Election Poll

Prepared on behalf of the Mail on Sunday

Table 25
Q14. Normal weightings
Q14. 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...?
Base: Saw or heard about the Question Time broadcast
Gave the best answers on immigration

	Total	Gender		Age			Voting Intention						2010 Vote					SEG				Region6 + 1							broadcast			
		Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	Undecide d	CON	LAB	LD	OTHER	Did Not Vote	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales	Saw all	Saw some	Heard about	Havent heard about
Unweighted Total	1552	742	810	389	548	615	457	439	98	227	123	148	500	314	235	109	316	412	366	433	341	184	302	355	523	1364	125	63	520	369	663	0
Weighted Total	1534	789	745	442	545	548	413	466	100	228	117	144	428	328	258	94	346	353	311	468	403	239	264	340	498	1341	132	62	511	370	653	0
David Cameron	456	271	185	98	164	194	254	45	29	59	18	32	231	48	57	18	90	121	88	139	108	64	90	90	175	420	21	15	192	117	147	-
	29.7%	34.4%	24.8%	22.2%	30.0%	35.4%	61.5%	9.7%	28.9%	25.7%	15.4%	22.2%	53.9%	14.8%	22.0%	18.9%	25.9%	34.3%	28.3%	29.7%	26.7%	26.9%	33.9%	26.6%	35.2%	31.3%	16.3%	23.9%	37.6%	31.6%	22.5%	-
Ed Miliband	349	172	177	131	123	95	22	230	13	30	22	23	39	139	52	12	88	80	75	100	94	59	61	92	91	302	30	17	144	104	101	-
	22.8%	21.8%	23.8%	29.8%	22.6%	17.3%	5.4%	49.4%	13.2%	13.3%	18.4%	16.3%	9.2%	42.4%	20.1%	13.1%	25.4%	22.7%	24.2%	21.3%	23.4%	24.5%	23.0%	27.2%	18.3%	22.6%	23.1%	26.8%	28.1%	28.2%	15.5%	-
Nick Clegg	138	82	56	59	39	40	22	45	30	17	8	12	22	29	42	9	26	28	27	38	44	29	20	32	40	120	11	6	63	29	46	-
	9.0%	10.4%	7.5%	13.3%	7.2%	7.2%	5.3%	9.6%	30.1%	7.5%	6.8%	8.5%	5.2%	8.8%	16.4%	9.2%	7.6%	7.8%	8.8%	8.2%	11.0%	12.0%	7.5%	9.3%	8.0%	9.0%	8.6%	10.1%	12.3%	7.8%	7.0%	-
Dont Know	592	264	328	153	219	220	115	146	28	122	70	76	136	112	107	55	142	124	120	191	156	88	94	125	192	499	68	24	113	120	359	-
	38.6%	33.5%	44.0%	34.7%	40.1%	40.1%	27.8%	31.4%	27.8%	53.4%	59.3%	53.0%	31.7%	34.0%	41.4%	58.8%	41.1%	35.2%	38.7%	40.8%	38.8%	36.6%	35.6%	36.9%	38.5%	37.2%	52.0%	39.2%	22.0%	32.4%	55.0%	-
SIGMA	1534	789	745	442	545	548	413	466	100	228	117	144	428	328	258	94	346	353	311	468	403	239	264	340	498	1341	132	62	511	370	653	-
	100%	100%	100%	100%	100%	100%	100%	100%	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.

Mail on Sunday Final General Election Poll

Prepared on behalf of the Mail on Sunday

Table 26
Q14. Normal weightings
Q14. 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...?
Base: Saw or heard about the Question Time broadcast
Gave the best answers on the NHS

	Total	Gender		Age			Voting Intention						2010 Vote					SEG				Region6 + 1							broadcast			
		Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	Undecide d	CON	LAB	LD	OTHER	Did Not Vote	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales	Saw all	Saw some	Heard about	Havent heard about
Unweighted Total	1552	742	810	389	548	615	457	439	98	227	123	148	500	314	235	109	316	412	366	433	341	184	302	355	523	1364	125	63	520	369	663	0
Weighted Total	1534	789	745	442	545	548	413	466	100	228	117	144	428	328	258	94	346	353	311	468	403	239	264	340	498	1341	132	62	511	370	653	0
David Cameron	434	242	192	107	141	186	237	45	27	71	14	29	226	48	43	20	79	108	97	135	94	61	89	81	165	396	21	17	177	113	143	-
	28.3%	30.6%	25.7%	24.2%	25.9%	33.9%	57.2%	9.8%	26.4%	31.3%	12.3%	20.1%	52.9%	14.5%	16.6%	20.8%	22.8%	30.5%	31.4%	28.8%	23.3%	25.5%	33.8%	23.7%	33.1%	29.5%	15.7%	27.4%	34.7%	30.6%	21.9%	-
Ed Miliband	510	265	244	158	188	164	35	313	18	41	43	36	53	197	95	21	122	117	95	157	141	93	82	142	130	447	41	21	197	126	186	-
	33.2%	33.6%	32.8%	35.7%	34.5%	30.0%	8.4%	67.2%	17.5%	18.1%	37.0%	25.4%	12.4%	60.1%	36.8%	22.5%	35.2%	33.2%	30.4%	33.7%	34.9%	38.7%	31.1%	41.8%	26.2%	33.3%	31.4%	34.5%	38.6%	34.2%	28.5%	-
Nick Clegg	164	95	70	66	46	52	44	25	36	34	12	9	47	26	41	6	38	40	39	50	35	25	33	30	59	146	17	1	66	40	58	-
	10.7%	12.0%	9.3%	15.0%	8.5%	9.4%	10.6%	5.4%	35.4%	14.8%	10.1%	6.1%	11.1%	7.9%	15.8%	6.7%	11.0%	11.3%	12.6%	10.8%	8.6%	10.3%	12.4%	8.7%	11.9%	10.9%	12.7%	2.1%	12.9%	10.8%	8.9%	-
Dont Know	427	187	239	111	169	147	98	82	21	82	48	70	101	58	79	47	108	88	79	125	134	61	60	88	143	352	53	22	71	90	266	-
	27.8%	23.7%	32.1%	25.1%	31.1%	26.8%	23.8%	17.6%	20.7%	35.9%	40.7%	48.4%	23.6%	17.6%	30.8%	50.0%	31.1%	25.0%	25.6%	26.8%	33.2%	25.4%	22.6%	25.8%	28.8%	26.2%	40.2%	36.0%	13.8%	24.4%	40.7%	-
SIGMA	1534	789	745	442	545	548	413	466	100	228	117	144	428	328	258	94	346	353	311	468	403	239	264	340	498	1341	132	62	511	370	653	-
	100%	100%	100%	100%	100%	100%	100%	100%	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.

Mail on Sunday Final General Election Poll

Prepared on behalf of the Mail on Sunday

Table 27
Q14. Normal weightings
Q14. 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...?
Base: Saw or heard about the Question Time broadcast
Gave the best answers on the EU

	Total	Gender		Age			Voting Intention						2010 Vote					SEG				Region6 + 1							broadcast			
		Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	Undecide d	CON	LAB	LD	OTHER	Did Not Vote	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales	Saw all	Saw some	Heard about	Havent heard about
Unweighted Total	1552	742	810	389	548	615	457	439	98	227	123	148	500	314	235	109	316	412	366	433	341	184	302	355	523	1364	125	63	520	369	663	0
Weighted Total	1534	789	745	442	545	548	413	466	100	228	117	144	428	328	258	94	346	353	311	468	403	239	264	340	498	1341	132	62	511	370	653	0
David Cameron	532	321	211	120	182	229	282	66	39	72	17	34	261	59	78	18	95	140	113	163	115	78	99	108	199	484	33	15	216	128	188	-
	34.7%	40.7%	28.3%	27.2%	33.5%	41.8%	68.3%	14.2%	38.6%	31.7%	14.5%	23.4%	60.9%	18.1%	30.4%	18.9%	27.5%	39.7%	36.4%	34.8%	28.6%	32.6%	37.6%	31.8%	40.0%	36.1%	24.7%	24.3%	42.3%	34.4%	28.8%	-
Ed Miliband	348	177	170	129	129	89	17	239	8	24	31	24	37	157	47	12	81	77	69	106	95	70	55	94	85	304	23	20	141	105	101	-
	22.7%	22.5%	22.9%	29.2%	23.8%	16.3%	4.1%	51.4%	8.1%	10.4%	26.1%	16.7%	8.7%	47.9%	18.4%	12.4%	23.4%	21.9%	22.2%	22.7%	23.6%	29.4%	20.9%	27.5%	17.1%	22.7%	17.8%	32.8%	27.7%	28.3%	15.5%	-
Nick Clegg	166	92	74	67	42	57	21	48	36	18	15	15	23	27	55	14	38	41	29	48	48	35	25	37	50	147	16	2	79	42	44	-
	10.8%	11.7%	9.9%	15.2%	7.8%	10.3%	5.0%	10.4%	36.3%	8.0%	12.6%	10.7%	5.4%	8.1%	21.4%	15.0%	10.9%	11.6%	9.4%	10.2%	11.8%	14.6%	9.4%	11.0%	10.1%	11.0%	12.4%	4.0%	15.5%	11.5%	6.7%	-
Dont Know	489	198	291	125	191	173	93	112	17	114	55	71	106	85	77	50	132	94	99	151	145	56	85	101	164	406	59	24	74	95	320	-
	31.9%	25.1%	39.0%	28.4%	35.0%	31.6%	22.6%	24.0%	16.9%	49.9%	46.8%	49.2%	24.9%	25.9%	29.8%	53.7%	38.2%	26.7%	32.0%	32.2%	35.9%	23.5%	32.1%	29.7%	32.9%	30.2%	45.1%	38.9%	14.4%	25.8%	49.0%	-
SIGMA	1534	789	745	442	545	548	413	466	100	228	117	144	428	328	258	94	346	353	311	468	403	239	264	340	498	1341	132	62	511	370	653	-
	100%	100%	100%	100%	100%	100%	100%	100%	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.

Mail on Sunday Final General Election Poll

Prepared on behalf of the Mail on Sunday

Table 28
Q14. Normal weightings
Q14. 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...?
Base: Saw or heard about the Question Time broadcast
Gave the best answers on welfare

	Total	Gender		Age			Voting Intention						2010 Vote					SEG				Region6 + 1							broadcast			
		Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	Undecide d	CON	LAB	LD	OTHER	Did Not Vote	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales	Saw all	Saw some	Heard about	Havent heard about
Unweighted Total	1552	742	810	389	548	615	457	439	98	227	123	148	500	314	235	109	316	412	366	433	341	184	302	355	523	1364	125	63	520	369	663	0
Weighted Total	1534	789	745	442	545	548	413	466	100	228	117	144	428	328	258	94	346	353	311	468	403	239	264	340	498	1341	132	62	511	370	653	0
David Cameron	421	232	189	121	131	169	241	37	23	60	12	32	227	41	41	14	81	109	94	123	96	61	87	84	158	391	16	15	175	97	148	-
	27.5%	29.4%	25.4%	27.3%	24.1%	30.9%	58.4%	8.0%	23.3%	26.4%	10.2%	22.2%	53.2%	12.4%	15.9%	14.5%	23.3%	30.8%	30.2%	26.3%	23.7%	25.7%	32.9%	24.8%	31.7%	29.1%	12.1%	23.9%	34.3%	26.3%	22.7%	-
Ed Miliband	491	260	231	153	169	169	30	292	19	53	39	34	61	194	80	22	117	103	100	154	135	82	83	127	131	423	46	22	187	134	169	-
	32.0%	32.9%	31.0%	34.7%	31.0%	30.8%	7.4%	62.8%	18.9%	23.4%	33.1%	23.9%	14.2%	59.0%	30.9%	23.9%	33.8%	29.1%	32.1%	32.8%	33.4%	34.1%	31.5%	37.5%	26.3%	31.6%	34.7%	35.3%	36.6%	36.2%	25.9%	-
Nick Clegg	185	108	77	52	68	65	46	46	36	27	15	11	37	42	50	14	32	52	37	55	40	37	28	39	63	168	16	1	79	48	57	-
	12.0%	13.7%	10.3%	11.8%	12.4%	11.8%	11.2%	9.9%	36.1%	11.7%	13.1%	7.5%	8.7%	12.9%	19.5%	14.6%	9.3%	14.8%	12.1%	11.8%	9.9%	15.4%	10.7%	11.6%	12.7%	12.5%	12.0%	2.1%	15.5%	13.1%	8.7%	-
Dont Know	438	190	248	115	177	145	95	90	22	88	51	67	103	51	87	44	116	89	80	136	133	59	66	89	146	360	54	24	69	90	278	-
	28.5%	24.1%	33.3%	26.2%	32.5%	26.5%	23.1%	19.3%	21.8%	38.5%	43.6%	46.4%	24.0%	15.6%	33.7%	47.1%	33.6%	25.3%	25.7%	29.1%	33.0%	24.8%	24.9%	26.1%	29.3%	26.8%	41.2%	38.8%	13.6%	24.3%	42.6%	-
SIGMA	1534	789	745	442	545	548	413	466	100	228	117	144	428	328	258	94	346	353	311	468	403	239	264	340	498	1341	132	62	511	370	653	-
	100%	100%	100%	100%	100%	100%	100%	100%	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.

Mail on Sunday Final General Election Poll

Prepared on behalf of the Mail on Sunday

Table 29
Q14. Normal weightings
Q14. 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...?
Base: Saw or heard about the Question Time broadcast
Gave the best answers on the deficit

	Total	Gender		Age			Voting Intention						2010 Vote					SEG				Region6 + 1							broadcast			
		Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	Undecide d	CON	LAB	LD	OTHER	Did Not Vote	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales	Saw all	Saw some	Heard about	Havent heard about
Unweighted Total	1552	742	810	389	548	615	457	439	98	227	123	148	500	314	235	109	316	412	366	433	341	184	302	355	523	1364	125	63	520	369	663	0
Weighted Total	1534	789	745	442	545	548	413	466	100	228	117	144	428	328	258	94	346	353	311	468	403	239	264	340	498	1341	132	62	511	370	653	0
David Cameron	613	357	256	130	205	278	316	78	38	93	27	40	303	65	90	35	97	161	129	191	132	78	121	126	229	554	41	19	240	158	215	-
	40.0%	45.2%	34.4%	29.4%	37.7%	50.8%	76.5%	16.7%	38.3%	41.0%	23.1%	27.9%	70.8%	19.9%	35.0%	37.1%	28.0%	45.6%	41.4%	40.9%	32.9%	32.8%	45.8%	37.1%	45.9%	41.3%	31.1%	30.0%	47.0%	42.7%	32.9%	-
Ed Miliband	312	157	154	108	120	84	8	220	9	25	24	16	28	144	49	10	72	69	54	103	86	58	54	89	68	269	23	19	142	84	85	-
	20.3%	19.9%	20.7%	24.5%	22.0%	15.3%	1.8%	47.3%	9.2%	11.1%	20.1%	11.0%	6.5%	43.7%	19.2%	10.8%	20.9%	19.5%	17.3%	22.0%	21.4%	24.2%	20.6%	26.3%	13.6%	20.1%	17.7%	30.9%	27.7%	22.8%	13.1%	-
Nick Clegg	158	90	68	73	46	39	21	48	34	19	12	17	20	42	34	6	47	37	32	48	40	47	18	33	45	143	12	3	63	38	57	-
	10.3%	11.4%	9.1%	16.6%	8.4%	7.1%	5.1%	10.2%	33.7%	8.5%	10.4%	12.2%	4.6%	12.8%	13.1%	6.3%	13.6%	10.6%	10.5%	10.3%	9.9%	19.4%	6.8%	9.7%	9.1%	10.6%	9.1%	5.4%	12.3%	10.4%	8.7%	-
Dont Know	451	185	267	130	174	147	69	120	19	90	54	70	77	77	84	43	130	86	96	125	144	56	71	92	156	375	55	21	66	89	296	-
	29.4%	23.4%	35.8%	29.5%	32.0%	26.8%	16.6%	25.8%	18.7%	39.4%	46.3%	48.9%	18.1%	23.6%	32.7%	45.8%	37.5%	24.4%	30.9%	26.7%	35.8%	23.6%	26.9%	26.9%	31.4%	28.0%	42.1%	33.7%	13.0%	24.1%	45.3%	-
SIGMA	1534	789	745	442	545	548	413	466	100	228	117	144	428	328	258	94	346	353	311	468	403	239	264	340	498	1341	132	62	511	370	653	-
	100%	100%	100%	100%	100%	100%	100%	100%	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.

Mail on Sunday Final General Election Poll

Prepared on behalf of the Mail on Sunday

Table 30
Q14. Normal weightings
Q14. 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...?
Base: Saw or heard about the Question Time broadcast
Gave the best answers on what post-election deals and coalitions

	Total	Gender		Age			Voting Intention						2010 Vote					SEG				Region6 + 1							broadcast			
		Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	Undecide d	CON	LAB	LD	OTHER	Did Not Vote	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales	Saw all	Saw some	Heard about	Havent heard about
Unweighted Total	1552	742	810	389	548	615	457	439	98	227	123	148	500	314	235	109	316	412	366	433	341	184	302	355	523	1364	125	63	520	369	663	0
Weighted Total	1534	789	745	442	545	548	413	466	100	228	117	144	428	328	258	94	346	353	311	468	403	239	264	340	498	1341	132	62	511	370	653	0
David Cameron	416	245	171	124	142	150	220	45	17	68	20	27	205	52	40	21	77	112	84	125	95	68	85	88	144	384	17	15	162	109	144	-
	27.1%	31.0%	23.0%	28.0%	26.1%	27.4%	53.3%	9.6%	16.5%	29.9%	16.7%	18.7%	48.0%	15.7%	15.7%	22.0%	22.4%	31.6%	27.1%	26.8%	23.6%	28.3%	32.0%	26.0%	28.8%	28.6%	13.2%	23.9%	31.7%	29.5%	22.1%	-
Ed Miliband	361	174	187	125	125	111	20	233	17	31	23	26	37	138	58	14	97	80	65	110	107	63	66	93	92	314	29	18	160	94	107	-
	23.5%	22.0%	25.1%	28.2%	23.0%	20.3%	4.9%	50.1%	16.5%	13.5%	19.8%	18.1%	8.7%	42.1%	22.6%	14.6%	28.1%	22.6%	20.8%	23.5%	26.5%	26.2%	25.2%	27.4%	18.6%	23.5%	22.1%	28.4%	31.4%	25.3%	16.4%	-
Nick Clegg	262	154	108	67	97	98	64	73	51	34	21	13	65	55	66	14	55	64	64	77	58	45	35	54	97	231	28	4	112	65	85	-
	17.1%	19.6%	14.5%	15.2%	17.9%	17.9%	15.4%	15.8%	50.3%	14.8%	18.1%	8.8%	15.2%	16.8%	25.8%	14.4%	15.8%	18.2%	20.5%	16.4%	14.3%	18.7%	13.4%	15.9%	19.5%	17.2%	21.0%	6.1%	21.9%	17.7%	13.0%	-
Dont Know	495	216	279	126	180	189	109	114	17	95	53	78	120	83	93	46	117	98	98	156	143	64	78	105	165	412	58	26	77	102	316	-
	32.3%	27.4%	37.5%	28.6%	33.0%	34.4%	26.4%	24.5%	16.7%	41.8%	45.3%	54.5%	28.1%	25.4%	35.9%	49.0%	33.8%	27.7%	31.7%	33.3%	35.6%	26.9%	29.4%	30.8%	33.2%	30.7%	43.8%	41.6%	15.0%	27.5%	48.4%	-
SIGMA	1534	789	745	442	545	548	413	466	100	228	117	144	428	328	258	94	346	353	311	468	403	239	264	340	498	1341	132	62	511	370	653	-
	100%	100%	100%	100%	100%	100%	100%	100%	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.

Mail on Sunday Final General Election Poll

Prepared on behalf of the Mail on Sunday

Table 31
Q15. Normal weightings
Q15. Which three of the following words do you think best describe David Cameron's performance during the Question Time episode?
Base: Saw or heard about the Question Time broadcast

	Total	Gender		Age			Voting Intention						2010 Vote					SEG				Region6 + 1							broadcast			
		Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	Undecide d	CON	LAB	LD	OTHER	Did Not Vote	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales	Saw all	Saw some	Heard about	Havent heard about
Unweighted Total	1552	742	810	389	548	615	457	439	98	227	123	148	500	314	235	109	316	412	366	433	341	184	302	355	523	1364	125	63	520	369	663	0
Weighted Total	1534	789	745	442	545	548	413	466	100	228	117	144	428	328	258	94	346	353	311	468	403	239	264	340	498	1341	132	62	511	370	653	0
Honest	328	192	136	109	87	133	178	50	21	41	9	17	174	31	34	7	75	92	68	89	79	64	55	61	124	305	14	10	136	82	110	-
	21.4%	24.4%	18.3%	24.6%	16.0%	24.2%	43.1%	10.7%	21.3%	18.1%	7.7%	11.7%	40.8%	9.6%	13.1%	7.1%	21.6%	26.1%	21.8%	19.1%	19.7%	26.7%	21.0%	18.1%	25.0%	22.8%	10.5%	15.4%	26.7%	22.2%	16.8%	-
Evasive	548	291	257	129	205	214	49	236	42	90	62	49	74	174	124	38	117	114	125	169	141	83	86	132	168	469	56	24	209	139	200	-
	35.7%	36.9%	34.5%	29.1%	37.7%	39.1%	11.8%	50.6%	42.0%	39.6%	53.0%	34.4%	17.2%	53.0%	48.1%	40.4%	33.7%	32.2%	40.2%	36.2%	34.9%	34.6%	32.5%	38.9%	33.8%	35.0%	42.2%	38.8%	40.9%	37.7%	30.6%	-
Clear	435	227	208	120	147	168	204	79	34	53	15	32	202	53	53	15	90	122	85	124	104	73	80	98	142	395	31	10	161	119	155	-
	28.4%	28.8%	27.9%	27.1%	27.0%	30.7%	49.4%	16.9%	33.5%	23.5%	12.5%	22.1%	47.2%	16.2%	20.4%	15.6%	25.9%	34.6%	27.3%	26.5%	25.9%	30.6%	30.4%	29.0%	28.6%	29.4%	23.3%	15.9%	31.6%	32.0%	23.8%	-
Confused	210	109	101	75	77	58	19	102	16	28	18	19	22	65	29	24	60	40	35	73	62	33	42	49	54	178	19	12	70	55	84	-
	13.7%	13.8%	13.5%	17.0%	14.1%	10.5%	4.5%	21.8%	16.2%	12.2%	15.3%	12.9%	5.0%	19.9%	11.3%	25.6%	17.3%	11.2%	11.1%	15.6%	15.4%	13.6%	16.0%	14.6%	10.9%	13.3%	14.6%	19.3%	13.8%	14.9%	12.9%	-
Entertaining	127	67	59	62	38	26	32	37	10	24	4	18	28	27	22	8	36	27	23	41	35	27	27	26	36	116	4	7	62	35	29	-
	8.3%	8.6%	7.9%	14.1%	7.0%	4.8%	7.7%	8.0%	9.7%	10.7%	3.1%	12.2%	6.4%	8.1%	8.4%	8.6%	10.4%	7.7%	7.6%	8.8%	8.6%	11.1%	10.1%	7.6%	7.3%	8.6%	3.4%	10.8%	12.2%	9.5%	4.5%	-
Dull	324	150	174	122	115	87	18	147	19	55	39	36	30	96	50	34	89	61	75	89	98	49	59	62	109	279	27	18	95	91	138	-
	21.1%	19.0%	23.4%	27.6%	21.1%	15.9%	4.4%	31.5%	19.2%	24.1%	33.5%	24.8%	7.1%	29.3%	19.5%	36.2%	25.7%	17.4%	24.2%	19.0%	24.4%	20.6%	22.3%	18.3%	21.9%	20.8%	20.3%	29.1%	18.6%	24.6%	21.1%	-
Intelligent	500	260	240	123	169	208	240	90	37	65	14	38	241	68	68	16	84	140	112	150	97	71	85	109	188	453	32	15	189	128	183	-
	32.6%	32.9%	32.2%	27.8%	31.1%	38.0%	58.1%	19.3%	36.6%	28.4%	12.3%	26.3%	56.2%	20.7%	26.4%	17.2%	24.3%	39.7%	36.1%	32.1%	24.2%	29.6%	32.1%	32.1%	37.8%	33.8%	24.2%	24.5%	36.9%	34.6%	28.0%	-
Stupid	121	59	62	63	42	17	4	49	4	26	18	10	11	36	12	18	40	21	21	40	39	23	22	25	36	106	13	3	43	35	42	-
	7.9%	7.5%	8.4%	14.2%	7.7%	3.1%	1.1%	10.5%	4.0%	11.2%	15.3%	6.7%	2.6%	10.9%	4.8%	19.5%	11.7%	6.0%	6.8%	8.5%	9.8%	9.6%	8.3%	7.5%	7.2%	7.9%	9.6%	4.2%	8.5%	9.6%	6.5%	-
Patronising	527	262	265	143	195	189	31	251	33	82	64	44	55	171	105	44	128	104	113	169	141	91	81	134	144	451	57	18	194	138	195	-
	34.3%	33.2%	35.5%	32.3%	35.9%	34.4%	7.4%	53.9%	32.4%	35.8%	54.6%	30.6%	12.9%	52.0%	40.8%	46.7%	36.9%	29.3%	36.5%	36.1%	35.0%	38.1%	30.8%	39.5%	29.0%	33.6%	43.6%	29.5%	38.0%	37.3%	29.8%	-
In-touch	215	108	107	72	63	80	115	29	9	31	6	16	96	27	24	7	48	56	35	76	49	34	38	50	72	195	10	10	75	67	73	-
	14.0%	13.7%	14.4%	16.3%	11.6%	14.6%	27.7%	6.3%	8.9%	13.5%	5.3%	11.1%	22.4%	8.2%	9.3%	7.2%	13.8%	15.8%	11.1%	16.3%	12.1%	14.4%	14.3%	14.8%	14.5%	14.5%	7.9%	16.6%	14.7%	18.2%	11.1%	-
Statesmanlike	461	241	220	74	184	203	206	73	36	63	33	31	200	69	78	24	77	123	100	145	93	54	87	111	147	398	40	22	180	108	173	-
	30.0%	30.5%	29.5%	16.7%	33.7%	37.1%	49.7%	15.8%	36.0%	27.8%	28.0%	21.7%	46.7%	20.9%	30.4%	25.8%	22.4%	34.8%	32.2%	31.0%	23.0%	22.5%	33.1%	32.5%	29.5%	29.7%	30.7%	35.0%	35.2%	29.2%	26.4%	-
Embarrassing	179	93	85	67	68	43	9	86	9	29	17	17	18	57	35	15	48	44	37	43	55	35	34	51	41	160	15	4	71	40	68	-
	11.6%	11.8%	11.5%	15.2%	12.6%	7.9%	2.1%	18.5%	9.3%	12.8%	14.2%	11.8%	4.2%	17.4%	13.4%	16.2%	13.8%	12.5%	11.8%	9.1%	13.7%	14.5%	12.7%	15.0%	8.2%	11.9%	11.1%	6.8%	13.9%	10.8%	10.4%	-
Don't know	210	103	107	56	81	73	45	56	10	32	18	35	44	37	46	11	49	39	35	65	71	27	32	36	77	173	26	11	16	24	170	-
	13.7%	13.1%	14.3%	12.6%	14.8%	13.3%	11.0%	12.1%	10.3%	14.1%	15.1%	24.6%	10.4%	11.3%	18.0%	11.3%	14.2%	10.9%	11.1%	13.9%	17.7%	11.3%	12.1%	10.7%	15.5%	12.9%	19.5%	18.1%	3.1%	6.5%	26.0%	-
SIGMA	4184	2162	2022	1213	1473	1499	1149	1284	280	619	317	360	1194	911	680	260	941	983	863	1273	1065	664	728	947	1339	3678	344	163	1502	1063	1620	-
	272.7%	273.9%	271.4%	274.7%	270.3%	273.4%	278.1%	275.9%	279.4%	271.8%	269.8%	250.9%	279.2%	277.5%	264.0%	277.4%	271.7%	278.2%	277.7%	272.2%	264.5%	277.3%	275.7%	278.6%	268.9%	274.2%	261.1%	263.8%	293.9%	287.0%	248.0%	-

Survation.

Mail on Sunday Final General Election Poll

Prepared on behalf of the Mail on Sunday

Table 32

Q16. Normal weightings

Q16. Which three of the following words do you think best describe Ed Milliband's performance during the Question Time episode?

Base: Saw or heard about the Question Time broadcast

	Total	Gender		Age			Voting Intention						2010 Vote					SEG				Region6 + 1							broadcast			
		Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	Undecide d	CON	LAB	LD	OTHER	Did Not Vote	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales	Saw all	Saw some	Heard about	Havent heard about
Unweighted Total	1552	742	810	389	548	615	457	439	98	227	123	148	500	314	235	109	316	412	366	433	341	184	302	355	523	1364	125	63	520	369	663	0
Weighted Total	1534	789	745	442	545	548	413	466	100	228	117	144	428	328	258	94	346	353	311	468	403	239	264	340	498	1341	132	62	511	370	653	0
Honest	478	249	229	157	160	161	44	272	32	44	33	42	61	164	96	22	114	109	98	142	129	83	78	137	122	420	41	17	177	123	178	-
	31.2%	31.6%	30.7%	35.5%	29.4%	29.4%	10.6%	58.5%	32.1%	19.2%	28.1%	29.3%	14.4%	50.0%	37.3%	23.5%	32.8%	30.7%	31.7%	30.4%	32.0%	34.8%	29.4%	40.4%	24.5%	31.3%	31.4%	27.1%	34.7%	33.1%	27.3%	-
Evasive	496	279	217	102	165	229	191	66	37	90	42	47	187	74	83	35	94	103	95	176	122	50	88	93	191	421	51	24	147	129	220	-
	32.3%	35.4%	29.1%	23.1%	30.3%	41.8%	46.3%	14.1%	36.9%	39.3%	36.0%	32.9%	43.7%	22.5%	32.1%	37.7%	27.1%	29.1%	30.7%	37.7%	30.2%	20.9%	33.1%	27.2%	38.4%	31.4%	38.9%	38.6%	28.8%	34.8%	33.7%	-
Clear	425	193	232	142	159	124	42	238	26	37	27	35	55	150	72	18	105	101	73	137	114	70	73	117	114	375	33	18	151	112	163	-
	27.7%	24.5%	31.2%	32.1%	29.3%	22.7%	10.2%	51.2%	26.2%	16.2%	23.1%	24.4%	12.9%	45.8%	27.8%	19.6%	30.4%	28.7%	23.4%	29.3%	28.3%	29.1%	27.7%	34.5%	22.9%	27.9%	24.9%	29.2%	29.6%	30.1%	24.9%	-
Confused	465	268	196	106	165	193	202	41	36	82	39	40	195	47	80	29	93	116	86	156	106	56	88	83	180	408	39	18	132	97	236	-
	30.3%	34.0%	26.3%	24.0%	30.3%	35.3%	48.9%	8.8%	36.3%	36.1%	32.9%	28.2%	45.5%	14.2%	31.3%	30.7%	27.0%	32.9%	27.6%	33.5%	26.3%	23.6%	33.3%	24.5%	36.2%	30.4%	29.6%	28.9%	25.8%	26.2%	36.1%	-
Entertaining	227	96	131	99	79	48	46	72	10	45	14	28	50	52	26	17	64	43	42	91	50	54	48	42	64	209	8	11	76	66	85	-
	14.8%	12.2%	17.6%	22.4%	14.6%	8.8%	11.1%	15.6%	10.4%	19.7%	11.7%	19.5%	11.6%	15.9%	10.2%	17.7%	18.6%	12.3%	13.7%	19.4%	12.5%	22.7%	18.1%	12.5%	12.9%	15.6%	5.7%	17.0%	14.8%	17.8%	13.1%	-
Dull	434	209	225	111	178	145	143	58	25	84	49	53	158	50	82	33	87	100	95	110	130	62	66	77	169	375	48	12	128	86	220	-
	28.3%	26.5%	30.2%	25.1%	32.7%	26.5%	34.7%	12.4%	25.1%	36.7%	41.7%	37.2%	36.9%	15.3%	31.7%	34.7%	25.1%	28.3%	30.5%	23.4%	32.2%	25.9%	25.2%	22.8%	33.9%	28.0%	36.2%	18.7%	25.0%	23.3%	33.7%	-
Intelligent	382	184	198	140	131	112	43	224	23	32	18	29	54	124	68	11	106	97	80	112	94	82	65	104	98	349	18	15	138	99	146	-
	24.9%	23.3%	26.6%	31.7%	24.0%	20.4%	10.5%	48.2%	23.1%	13.9%	15.6%	20.0%	12.6%	37.6%	26.4%	11.5%	30.7%	27.4%	25.6%	24.0%	23.3%	34.5%	24.5%	30.6%	19.6%	26.0%	13.9%	24.5%	27.0%	26.7%	22.3%	-
Stupid	259	132	127	67	112	81	112	23	16	46	27	21	103	18	36	29	61	64	62	65	68	38	45	43	96	221	29	9	89	51	119	-
	16.9%	16.7%	17.0%	15.1%	20.5%	14.7%	27.0%	5.0%	16.0%	20.4%	22.8%	14.6%	24.2%	5.6%	14.0%	31.3%	17.7%	18.2%	19.9%	13.8%	16.9%	15.7%	16.9%	12.7%	19.2%	16.5%	21.8%	15.2%	17.5%	13.8%	18.2%	-
Patronising	368	198	170	88	131	150	164	29	28	68	31	37	159	50	52	23	62	90	69	104	104	47	65	70	133	315	34	18	136	90	142	-
	24.0%	25.1%	22.8%	19.8%	24.0%	27.3%	39.6%	6.3%	27.6%	29.7%	26.7%	25.9%	37.1%	15.2%	20.3%	25.0%	17.8%	25.6%	22.2%	22.3%	25.8%	19.6%	24.8%	20.7%	26.7%	23.5%	26.0%	29.5%	26.6%	24.2%	21.8%	-
In-touch	396	202	195	125	131	140	32	233	18	37	22	39	44	152	70	14	96	79	86	108	122	66	71	116	96	348	30	19	152	104	140	-
	25.8%	25.6%	26.1%	28.4%	24.1%	25.5%	7.8%	50.1%	18.3%	16.1%	18.3%	26.8%	10.3%	46.2%	27.2%	15.4%	27.8%	22.5%	27.8%	23.1%	30.4%	27.4%	26.9%	34.0%	19.2%	25.9%	22.6%	30.3%	29.7%	28.1%	21.5%	-
Statesmanlike	208	108	100	80	68	60	33	88	13	29	14	15	36	55	35	13	55	44	51	57	57	30	31	52	67	180	16	12	67	46	95	-
	13.6%	13.7%	13.4%	18.2%	12.4%	11.0%	8.0%	18.9%	13.1%	12.9%	11.5%	10.7%	8.5%	16.8%	13.5%	13.4%	16.0%	12.4%	16.3%	12.1%	14.1%	12.3%	11.9%	15.3%	13.5%	13.4%	12.0%	20.0%	13.1%	12.5%	14.5%	-
Embarrassing	465	249	215	108	155	201	188	51	35	91	37	44	181	49	73	37	101	113	95	145	112	80	75	84	164	403	49	13	140	109	216	-
	30.3%	31.6%	28.9%	24.5%	28.5%	36.7%	45.4%	10.9%	34.9%	39.9%	31.7%	30.4%	42.3%	14.9%	28.2%	39.5%	29.2%	31.9%	30.6%	30.9%	27.9%	33.5%	28.4%	24.7%	32.9%	30.0%	37.0%	20.9%	27.4%	29.3%	33.0%	-
SIGMA	4603	2368	2235	1325	1634	1644	1240	1397	301	684	352	431	1283	985	773	281	1039	1060	932	1403	1208	718	792	1019	1494	4023	395	186	1533	1111	1959	-
	300.0%	300.0%	300.0%	300.0%	300.0%	300.0%	300.0%	300.0%	300.0%	300.0%	300.0%	300.0%	300.0%	300.0%	300.0%	300.0%	300.0%	300.0%	300.0%	300.0%	300.0%	300.0%	300.0%	300.0%	300.0%	300.0%	300.0%	300.0%	300.0%	300.0%	300.0%	-

Survation.

Mail on Sunday Final General Election Poll

Prepared on behalf of the Mail on Sunday

Table 33

Q17. Normal weightings

Q17. Which three of the following words do you think best describe Nick Clegg's performance during the Question Time episode?

Base: Saw or heard about the Question Time broadcast

	Total	Gender		Age			Voting Intention						2010 Vote					SEG				Region6 + 1							broadcast			
		Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	Undecide d	CON	LAB	LD	OTHER	Did Not Vote	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales	Saw all	Saw some	Heard about	Havent heard about
Unweighted Total	1552	742	810	389	548	615	457	439	98	227	123	148	500	314	235	109	316	412	366	433	341	184	302	355	523	1364	125	63	520	369	663	0
Weighted Total	1534	789	745	442	545	548	413	466	100	228	117	144	428	328	258	94	346	353	311	468	403	239	264	340	498	1341	132	62	511	370	653	0
Honest	520	290	230	116	179	225	165	137	64	66	33	45	161	91	118	21	106	139	109	159	113	73	95	107	187	463	43	15	181	116	223	-
	33.9%	36.8%	30.9%	26.3%	32.9%	41.1%	39.8%	29.5%	63.6%	28.8%	27.7%	31.5%	37.6%	27.6%	45.7%	22.4%	30.6%	39.3%	35.1%	34.1%	28.1%	30.6%	36.1%	31.5%	37.6%	34.5%	32.5%	23.9%	35.5%	31.4%	22.3%	-
Evasive	434	210	224	106	157	172	123	136	8	60	35	49	137	89	60	32	96	96	81	139	119	39	84	101	152	376	30	27	124	114	196	-
	28.3%	26.6%	30.1%	23.9%	28.8%	31.3%	29.8%	29.3%	7.9%	26.5%	29.4%	34.0%	32.0%	27.0%	23.1%	33.7%	27.8%	27.1%	25.9%	29.7%	29.5%	16.4%	31.9%	29.6%	30.5%	28.1%	22.8%	44.5%	24.2%	30.7%	30.1%	-
Clear	520	252	268	129	184	206	159	137	54	67	34	52	160	93	103	29	103	133	99	160	127	86	87	110	172	456	48	16	183	126	211	-
	33.9%	31.9%	35.9%	29.2%	33.9%	37.6%	38.4%	29.3%	54.3%	29.4%	28.9%	35.9%	37.5%	28.5%	40.0%	30.9%	29.8%	37.7%	31.9%	34.3%	31.5%	36.0%	33.0%	32.4%	34.6%	34.0%	36.6%	25.3%	35.7%	33.9%	32.3%	-
Confused	413	223	190	120	158	135	96	144	8	66	41	40	105	92	68	31	97	79	84	125	125	60	84	92	121	358	37	19	124	102	187	-
	26.9%	28.3%	25.5%	27.2%	29.0%	24.7%	23.1%	31.0%	7.9%	29.1%	34.6%	27.9%	24.6%	28.0%	26.4%	32.7%	28.1%	22.3%	27.1%	26.7%	31.1%	25.2%	31.9%	27.2%	24.2%	26.7%	28.0%	30.2%	24.2%	27.7%	28.6%	-
Entertaining	249	136	112	96	75	78	59	82	12	47	15	24	62	55	39	12	57	59	49	74	66	53	38	50	80	221	18	10	104	62	82	-
	16.2%	17.3%	15.1%	21.7%	13.7%	14.3%	14.2%	17.7%	12.2%	20.8%	12.9%	16.9%	14.5%	16.7%	15.1%	13.0%	16.3%	16.6%	15.9%	15.9%	16.4%	22.2%	14.5%	14.6%	16.0%	16.5%	13.5%	16.1%	20.4%	16.8%	12.6%	-
Dull	584	280	304	174	206	204	144	188	10	100	58	54	158	132	73	44	149	100	125	177	181	82	102	126	208	518	43	23	169	132	283	-
	38.1%	35.4%	40.9%	39.5%	37.8%	37.2%	34.8%	40.4%	9.5%	44.0%	49.3%	37.6%	37.0%	40.3%	28.3%	46.6%	42.9%	28.4%	40.2%	37.9%	45.0%	34.2%	38.6%	37.0%	41.8%	38.6%	32.9%	37.6%	33.0%	35.7%	43.3%	-
Intelligent	477	242	235	117	163	197	149	127	56	57	31	41	143	103	99	27	81	131	107	136	103	81	75	108	157	421	41	14	175	115	186	-
	31.1%	30.6%	31.6%	26.6%	29.9%	35.9%	36.1%	27.4%	55.5%	25.1%	26.0%	28.7%	33.5%	31.2%	38.5%	28.3%	23.4%	37.2%	34.5%	29.0%	25.5%	33.8%	28.6%	31.8%	31.5%	31.4%	31.5%	23.0%	34.3%	31.1%	28.6%	-
Stupid	220	119	101	85	87	48	41	80	2	36	23	18	47	66	24	15	63	43	37	67	73	27	42	51	69	190	18	12	75	58	87	-
	14.3%	15.1%	13.6%	19.3%	15.9%	8.8%	9.9%	17.3%	2.2%	15.8%	19.7%	12.4%	11.0%	20.0%	9.3%	15.8%	18.3%	12.3%	12.0%	14.3%	18.0%	11.3%	15.9%	15.2%	14.0%	14.2%	13.9%	19.1%	14.7%	15.7%	13.3%	-
Patronising	308	171	138	102	100	106	83	92	11	59	24	22	104	69	29	21	71	77	67	93	72	58	53	77	79	266	26	16	94	71	143	-
	20.1%	21.6%	18.5%	23.2%	18.3%	19.4%	20.1%	19.8%	10.7%	26.0%	20.2%	15.3%	24.4%	21.1%	11.2%	21.9%	20.4%	21.7%	21.4%	19.8%	18.0%	24.1%	20.1%	22.6%	15.8%	19.9%	19.5%	26.5%	18.4%	19.2%	21.9%	-
In-touch	343	161	182	91	129	123	102	87	42	56	13	35	94	68	72	17	74	78	74	105	86	56	56	76	109	297	33	14	130	80	133	-
	22.4%	20.4%	24.5%	20.6%	23.8%	22.5%	24.7%	18.7%	42.2%	24.5%	11.4%	24.6%	22.0%	20.7%	28.1%	18.1%	21.5%	22.1%	23.8%	22.4%	21.4%	23.4%	21.2%	22.3%	21.8%	21.2%	25.1%	22.2%	25.4%	21.6%	20.4%	-
Statesmanlike	240	121	119	94	87	59	56	73	24	23	20	29	44	56	46	13	67	60	42	84	55	54	30	49	69	202	29	9	74	61	106	-
	15.7%	15.3%	16.0%	21.2%	16.1%	10.8%	13.5%	15.7%	24.1%	10.1%	16.8%	19.9%	10.2%	17.1%	17.8%	13.8%	19.3%	16.9%	13.6%	17.9%	13.6%	22.6%	11.5%	14.4%	13.9%	15.1%	22.2%	14.2%	14.4%	16.4%	16.2%	-
Embarrassing	295	163	131	95	109	91	64	112	10	45	27	22	68	71	42	21	75	65	58	84	88	48	44	72	91	255	28	11	100	73	122	-
	19.2%	20.7%	17.6%	21.4%	20.0%	16.6%	15.6%	24.0%	9.9%	19.8%	23.1%	15.2%	15.8%	21.7%	16.5%	22.7%	21.7%	18.3%	18.6%	17.9%	21.9%	20.0%	16.6%	21.3%	18.4%	19.1%	21.4%	17.5%	19.5%	19.7%	18.6%	-
SIGMA	4603	2368	2235	1325	1634	1644	1240	1397	301	684	352	431	1283	985	773	281	1039	1060	932	1403	1208	718	792	1019	1494	4023	395	186	1533	1111	1959	-
	300.0%	300.0%	300.0%	300.0%	300.0%	300.0%	300.0%	300.0%	300.0%	300.0%	300.0%	300.0%	300.0%	300.0%	300.0%	300.0%	300.0%	300.0%	300.0%	300.0%	300.0%	300.0%	300.0%	300.0%	300.0%	300.0%	300.0%	300.0%	300.0%	300.0%	300.0%	-

Survation.

Mail on Sunday Final General Election Poll

Prepared on behalf of the Mail on Sunday

Table 34
Q18. Normal weightings
Q18. Who would you most like to see become Prime Minister after the election?
Base: All Respondents

	Total	Gender		Age			Voting Intention						2010 Vote					SEG				Region6 + 1							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	Havent heard about
Unweighted Total	2128	967	1161	535	761	832	580	564	125	297	176	241	605	399	304	162	512	510	479	591	548	219	404	490	739	1852	178	98	520	369	663	576
Weighted Total	2128	1033	1095	613	751	764	534	598	130	297	175	239	525	422	335	138	550	435	395	633	665	283	351	478	725	1838	190	100	511	370	653	594
David Cameron	891	478	414	209	276	406	508	38	69	135	28	75	440	51	129	41	183	210	174	279	229	110	154	187	362	812	46	33	220	164	291	217
	41.9%	46.2%	37.8%	34.1%	36.8%	53.2%	95.2%	6.4%	53.3%	45.6%	16.1%	31.4%	83.8%	12.2%	38.5%	29.5%	33.2%	48.2%	44.1%	44.0%	34.4%	38.8%	43.7%	39.2%	49.8%	44.2%	24.0%	33.3%	43.0%	44.2%	44.6%	36.5%
Ed Miliband	807	382	424	279	300	228	13	525	37	62	83	56	53	320	133	43	224	157	150	211	289	125	134	207	203	670	90	46	211	155	249	192
	37.9%	37.0%	38.8%	45.6%	39.9%	29.8%	2.4%	87.8%	28.6%	21.0%	47.2%	23.5%	10.0%	75.9%	39.6%	31.1%	40.7%	36.0%	38.0%	33.4%	43.4%	44.2%	38.2%	43.3%	28.0%	36.5%	47.6%	46.3%	41.3%	41.8%	38.1%	32.4%
Dont know	430	173	257	125	175	130	13	35	24	99	64	108	33	50	73	54	143	69	71	143	148	48	64	83	160	356	54	20	80	52	113	185
	20.2%	16.8%	23.4%	20.3%	23.3%	17.0%	2.4%	5.8%	18.1%	33.4%	36.6%	45.1%	6.2%	11.9%	21.9%	39.5%	26.0%	15.8%	17.9%	22.6%	22.2%	16.9%	18.1%	17.5%	22.1%	19.3%	28.5%	20.4%	15.7%	14.0%	17.3%	31.1%
SIGMA	2128	1033	1095	613	751	764	534	598	130	297	175	239	525	422	335	138	550	435	395	633	665	283	351	478	725	1838	190	100	511	370	653	594
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Mail on Sunday Final General Election Poll

Prepared on behalf of the Mail on Sunday

Table 35
Q19. Normal weightings
Q19. Which of the following words is closest to how you would feel about this situation?
Base: All Respondents
Imagine the outcome shown in the picture above, where David Cameron is Prime Minister after the election.

	Total	Gender		Age			Voting Intention						2010 Vote					SEG				Region6 + 1							broadcast			
		Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	Undecide d	CON	LAB	LD	OTHER	Did Not Vote	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales	Saw all	Saw some	Heard about	Havent heard about
Unweighted Total	2128	967	1161	535	761	832	580	564	125	297	176	241	605	399	304	162	512	510	479	591	548	219	404	490	739	1852	178	98	520	369	663	576
Weighted Total	2128	1033	1095	613	751	764	534	598	130	297	175	239	525	422	335	138	550	435	395	633	665	283	351	478	725	1838	190	100	511	370	653	594
Approve	760	429	331	187	228	346	484	57	56	75	14	53	401	51	108	20	149	200	149	223	188	110	130	160	294	693	37	31	218	143	238	161
	35.7%	41.6%	30.2%	30.5%	30.3%	45.3%	90.8%	9.6%	43.3%	25.3%	7.7%	22.2%	76.3%	12.1%	32.3%	14.7%	27.0%	45.9%	37.8%	35.3%	28.3%	38.8%	36.9%	33.4%	40.5%	37.7%	19.3%	31.0%	42.7%	38.6%	36.5%	27.1%
Disapprove	850	403	448	252	332	267	15	455	34	125	114	67	54	306	150	81	217	150	152	238	310	104	132	223	232	691	114	45	209	151	270	220
	40.0%	39.0%	40.9%	41.1%	44.1%	34.9%	2.8%	76.0%	26.2%	42.0%	64.8%	27.9%	10.3%	72.6%	44.7%	59.1%	39.4%	34.5%	38.6%	37.6%	46.6%	36.7%	37.6%	46.7%	32.0%	37.6%	59.8%	45.4%	40.9%	40.7%	41.3%	37.1%
Neither of the above	380	154	226	116	149	114	28	65	35	84	39	73	56	45	65	29	131	72	68	132	108	55	58	64	155	333	34	14	66	65	114	135
	17.9%	14.9%	20.7%	19.0%	19.9%	14.9%	5.2%	10.8%	27.1%	28.2%	22.1%	30.8%	10.7%	10.6%	19.5%	20.8%	23.8%	16.6%	17.3%	20.9%	16.2%	19.6%	16.6%	13.4%	21.4%	18.1%	17.7%	13.9%	12.9%	17.6%	17.4%	22.8%
Don't know	137	47	90	58	42	37	7	22	4	13	10	46	15	20	12	7	54	13	25	39	60	14	31	31	45	121	6	10	18	11	31	77
	6.4%	4.6%	8.2%	9.4%	5.6%	4.9%	1.2%	3.6%	3.4%	4.5%	5.4%	19.2%	2.8%	4.6%	3.5%	5.4%	9.7%	3.1%	6.3%	6.2%	9.0%	4.9%	8.9%	6.5%	6.2%	6.6%	3.3%	9.8%	3.4%	3.0%	4.8%	13.0%
SIGMA	2128	1033	1095	613	751	764	534	598	130	297	175	239	525	422	335	138	550	435	395	633	665	283	351	478	725	1838	190	100	511	370	653	594
	100%	100%	100%	100%	100%	100%	100%	100%	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.

Mail on Sunday Final General Election Poll

Prepared on behalf of the Mail on Sunday

Table 36
Q19. Normal weightings
Q19. Which of the following words is closest to how you would feel about this situation?
Base: All Respondents
Imagine the outcome shown in the picture above, where David Cameron is Prime Minister after the election.

	Total	Gender		Age			Voting Intention						2010 Vote					SEG				Region6 + 1							broadcast			
		Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	Undecide d	CON	LAB	LD	OTHER	Did Not Vote	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales	Saw all	Saw some	Heard about	Havent heard about
Unweighted Total	2128	967	1161	535	761	832	580	564	125	297	176	241	605	399	304	162	512	510	479	591	548	219	404	490	739	1852	178	98	520	369	663	576
Weighted Total	2128	1033	1095	613	751	764	534	598	130	297	175	239	525	422	335	138	550	435	395	633	665	283	351	478	725	1838	190	100	511	370	653	594
Happy	582	327	254	138	171	272	410	44	31	51	9	26	337	38	68	17	102	154	121	167	139	77	100	120	228	526	31	24	177	119	170	116
	27.3%	31.7%	23.2%	22.6%	22.8%	35.6%	76.8%	7.3%	23.9%	17.3%	4.9%	10.7%	64.3%	9.0%	20.3%	12.6%	18.5%	35.4%	30.7%	26.4%	20.9%	27.3%	28.5%	25.1%	31.5%	28.6%	16.4%	24.6%	34.6%	32.2%	26.0%	19.5%
Angry	650	316	334	201	251	198	9	351	24	97	100	40	44	241	112	65	159	115	114	192	229	89	93	175	175	531	87	31	175	116	194	164
	30.5%	30.5%	30.5%	32.8%	33.5%	25.9%	1.6%	58.7%	18.6%	32.8%	57.2%	16.7%	8.4%	57.2%	33.6%	47.0%	28.8%	26.4%	28.8%	30.3%	34.5%	31.3%	26.5%	36.5%	24.1%	28.9%	45.9%	31.3%	34.3%	31.3%	29.7%	27.7%
Neither of the above	756	341	416	212	285	259	104	187	67	132	55	125	125	129	145	47	235	152	138	232	235	104	136	149	270	659	63	34	143	126	251	236
	35.5%	33.0%	38.0%	34.5%	38.0%	33.9%	19.5%	31.2%	51.8%	44.5%	31.1%	52.5%	23.8%	30.5%	43.4%	34.1%	42.7%	34.9%	34.8%	36.6%	35.4%	36.7%	38.7%	31.2%	37.2%	35.9%	33.1%	34.6%	27.9%	34.0%	38.5%	39.8%
Don't know	140	50	91	62	43	35	11	17	7	16	12	48	19	14	9	9	55	15	23	42	61	14	22	34	52	122	9	10	16	9	38	77
	6.6%	4.8%	8.3%	10.1%	5.8%	4.6%	2.1%	2.8%	5.7%	5.4%	6.8%	20.1%	3.6%	3.2%	2.7%	6.2%	10.0%	3.4%	5.7%	6.7%	9.2%	4.8%	6.3%	7.2%	7.2%	6.6%	4.6%	9.6%	3.2%	2.5%	5.8%	13.0%
SIGMA	2128	1033	1095	613	751	764	534	598	130	297	175	239	525	422	335	138	550	435	395	633	665	283	351	478	725	1838	190	100	511	370	653	594
	100%	100%	100%	100%	100%	100%	100%	100%	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.

Mail on Sunday Final General Election Poll

Prepared on behalf of the Mail on Sunday

Table 37
Q19. Normal weightings
Q19. Which of the following words is closest to how you would feel about this situation?
Base: All Respondents
Imagine the outcome shown in the picture above, where David Cameron is Prime Minister after the election.

	Total	Gender		Age			Voting Intention						2010 Vote					SEG				Region6 + 1							broadcast			
		Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	Undecide d	CON	LAB	LD	OTHER	Did Not Vote	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales	Saw all	Saw some	Heard about	Havent heard about
Unweighted Total	2128	967	1161	535	761	832	580	564	125	297	176	241	605	399	304	162	512	510	479	591	548	219	404	490	739	1852	178	98	520	369	663	576
Weighted Total	2128	1033	1095	613	751	764	534	598	130	297	175	239	525	422	335	138	550	435	395	633	665	283	351	478	725	1838	190	100	511	370	653	594
Safe	713	414	300	159	239	315	439	56	57	76	21	44	369	57	104	25	132	189	137	212	175	90	124	156	280	650	38	26	213	135	222	143
	33.5%	40.0%	27.4%	26.0%	31.9%	41.2%	82.4%	9.4%	43.7%	25.5%	11.8%	18.4%	70.3%	13.5%	30.9%	18.0%	24.0%	43.5%	34.8%	33.4%	26.3%	31.9%	35.3%	32.6%	38.6%	35.4%	19.8%	26.0%	41.6%	36.6%	34.0%	24.1%
Unsafe	777	362	415	237	286	254	16	389	29	124	103	65	65	258	137	71	204	126	138	239	274	108	124	196	219	648	92	37	198	137	236	206
	36.5%	35.0%	37.9%	38.7%	38.1%	33.2%	2.9%	65.0%	22.6%	41.8%	58.8%	27.2%	12.4%	61.1%	40.8%	51.7%	37.1%	28.9%	35.0%	37.8%	41.2%	38.2%	35.4%	41.0%	30.2%	35.2%	48.6%	37.0%	38.7%	37.0%	36.2%	34.7%
Neither of the above	489	213	276	154	178	157	66	130	39	85	35	79	78	87	84	34	152	94	97	137	160	71	80	92	178	421	43	24	81	81	158	168
	23.0%	20.6%	25.2%	25.1%	23.7%	20.5%	12.3%	21.8%	29.9%	28.6%	20.2%	33.2%	14.8%	20.5%	25.0%	24.7%	27.7%	21.6%	24.7%	21.7%	24.0%	25.0%	22.8%	19.3%	24.5%	22.9%	22.8%	24.1%	15.8%	22.0%	24.2%	28.4%
Don't know	149	44	104	63	48	39	13	22	5	12	16	51	14	20	11	8	61	26	22	45	56	14	23	34	48	119	17	13	19	16	37	76
	7.0%	4.3%	9.5%	10.2%	6.3%	5.1%	2.4%	3.7%	3.8%	4.1%	9.1%	21.2%	2.6%	4.8%	3.3%	5.6%	11.2%	6.0%	5.6%	7.0%	8.4%	4.9%	6.4%	7.2%	6.7%	6.5%	8.8%	12.9%	3.8%	4.4%	5.7%	12.8%
SIGMA	2128	1033	1095	613	751	764	534	598	130	297	175	239	525	422	335	138	550	435	395	633	665	283	351	478	725	1838	190	100	511	370	653	594
	100%	100%	100%	100%	100%	100%	100%	100%	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.

Mail on Sunday Final General Election Poll

Prepared on behalf of the Mail on Sunday

Table 38
Q20. Normal weightings
Q20. Which of the following phrases is closest to how you feel about this situation?
Base: All Respondents
Imagine the outcome shown in the picture above, where David Cameron is Prime Minister after the election.

	Total	Gender		Age			Voting Intention						2010 Vote					SEG				Region6 + 1							broadcast			
		Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	Undecide d	CON	LAB	LD	OTHER	Did Not Vote	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales	Saw all	Saw some	Heard about	Havent heard about
Unweighted Total	2128	967	1161	535	761	832	580	564	125	297	176	241	605	399	304	162	512	510	479	591	548	219	404	490	739	1852	178	98	520	369	663	576
Weighted Total	2128	1033	1095	613	751	764	534	598	130	297	175	239	525	422	335	138	550	435	395	633	665	283	351	478	725	1838	190	100	511	370	653	594
"Oh no, what have we done"	815	391	424	263	306	247	19	433	34	127	105	62	56	286	146	73	212	145	160	230	281	127	124	209	216	677	96	43	215	153	246	202
	38.3%	37.9%	38.8%	42.9%	40.7%	32.3%	3.6%	72.3%	26.2%	42.9%	60.0%	26.1%	10.7%	67.8%	43.7%	53.4%	38.6%	33.3%	40.5%	36.3%	42.2%	44.9%	35.3%	43.8%	29.8%	36.8%	50.3%	42.9%	42.1%	41.4%	37.6%	34.0%
"Thank goodness he is in charge"	603	348	255	113	179	311	435	29	37	58	9	26	362	34	89	18	85	157	109	184	153	73	112	126	236	547	31	25	178	114	193	118
	28.3%	33.6%	23.3%	18.5%	23.8%	40.7%	81.4%	4.8%	28.4%	19.5%	5.2%	10.9%	69.0%	8.0%	26.7%	12.7%	15.5%	36.0%	27.5%	29.1%	23.0%	25.9%	31.8%	26.3%	32.5%	29.7%	16.4%	25.0%	34.8%	30.8%	29.5%	19.9%
Neither of the above	565	249	316	178	213	174	70	120	52	96	50	95	93	94	85	41	188	114	114	170	166	68	88	112	222	489	55	20	100	85	183	197
	26.5%	24.1%	28.8%	29.0%	28.3%	22.8%	13.2%	20.0%	39.9%	32.2%	28.3%	39.8%	17.7%	22.2%	25.3%	29.6%	34.2%	26.2%	28.9%	26.9%	25.0%	23.9%	25.0%	23.4%	30.6%	26.6%	29.1%	20.2%	19.5%	23.0%	28.1%	33.1%
Don't know	145	45	100	59	54	32	9	17	7	16	11	55	14	8	14	6	64	20	12	49	64	15	27	32	51	125	8	12	19	18	31	77
	6.8%	4.4%	9.1%	9.6%	7.2%	4.2%	1.8%	2.8%	5.5%	5.4%	6.5%	23.2%	2.6%	1.9%	4.3%	4.3%	11.7%	4.5%	3.1%	7.7%	9.7%	5.3%	7.8%	6.6%	7.1%	6.8%	4.1%	11.8%	3.7%	4.8%	4.8%	13.0%
SIGMA	2128	1033	1095	613	751	764	534	598	130	297	175	239	525	422	335	138	550	435	395	633	665	283	351	478	725	1838	190	100	511	370	653	594
	100%	100%	100%	100%	100%	100%	100%	100%	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.

Mail on Sunday Final General Election Poll

Prepared on behalf of the Mail on Sunday

Table 39
Q20. Normal weightings
Q20. Which of the following phrases is closest to how you feel about this situation?
Base: All Respondents
Imagine the outcome shown in the picture above, where David Cameron is Prime Minister after the election.

	Total	Gender		Age			Voting Intention						2010 Vote					SEG				Region6 + 1							broadcast			
		Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	Undecide d	CON	LAB	LD	OTHER	Did Not Vote	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales	Saw all	Saw some	Heard about	Havent heard about
Unweighted Total	2128	967	1161	535	761	832	580	564	125	297	176	241	605	399	304	162	512	510	479	591	548	219	404	490	739	1852	178	98	520	369	663	576
Weighted Total	2128	1033	1095	613	751	764	534	598	130	297	175	239	525	422	335	138	550	435	395	633	665	283	351	478	725	1838	190	100	511	370	653	594
"He reminds me of Forrest Gump"	348	209	138	138	135	75	23	179	12	55	38	23	33	122	43	34	91	57	59	109	123	62	61	81	97	301	35	11	116	68	78	86
	16.3%	20.3%	12.6%	22.5%	18.0%	9.8%	4.3%	29.9%	9.3%	18.5%	21.4%	9.6%	6.4%	28.9%	12.9%	24.6%	16.6%	13.1%	15.0%	17.2%	18.4%	21.8%	17.4%	16.9%	13.4%	16.4%	18.6%	11.2%	22.7%	18.3%	12.0%	14.5%
"He does not remind me of Forrest Gump"	664	332	331	191	248	224	260	116	56	87	44	71	245	85	120	34	150	163	127	191	183	86	107	138	255	586	52	26	167	121	203	172
	31.2%	32.1%	30.3%	31.2%	33.1%	29.3%	48.7%	19.5%	42.9%	29.2%	25.1%	29.6%	46.7%	20.1%	35.9%	24.7%	27.2%	37.5%	32.1%	30.1%	27.5%	30.4%	30.5%	29.0%	35.1%	31.9%	27.1%	25.9%	32.8%	32.7%	31.1%	29.0%
Neither of the above	1000	452	548	236	330	433	240	276	60	143	86	109	236	200	162	65	266	200	198	293	309	127	166	228	331	851	97	51	211	174	350	264
	47.0%	43.7%	50.0%	38.5%	44.0%	56.7%	45.0%	46.1%	46.4%	48.1%	48.9%	45.8%	44.9%	47.3%	48.3%	47.5%	48.3%	46.0%	50.0%	46.3%	46.4%	44.7%	47.3%	47.7%	45.6%	46.3%	51.1%	51.4%	41.4%	46.9%	53.6%	44.6%
Don't know	117	40	77	48	37	32	11	27	2	12	8	36	10	16	10	4	43	15	11	40	51	9	17	31	43	100	6	11	16	8	21	71
	5.5%	3.8%	7.1%	7.8%	5.0%	4.2%	2.0%	4.5%	1.3%	4.2%	4.5%	15.0%	2.0%	3.7%	2.9%	3.2%	7.9%	3.4%	2.8%	6.4%	7.6%	3.1%	4.9%	6.5%	5.9%	5.4%	3.2%	11.5%	3.2%	2.1%	3.3%	12.0%
SIGMA	2128	1033	1095	613	751	764	534	598	130	297	175	239	525	422	335	138	550	435	395	633	665	283	351	478	725	1838	190	100	511	370	653	594
	100%	100%	100%	100%	100%	100%	100%	100%	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.

Mail on Sunday Final General Election Poll

Prepared on behalf of the Mail on Sunday

Table 40
Q20. Normal weightings
Q20. Which of the following phrases is closest to how you feel about this situation?
Base: All Respondents
Imagine the outcome shown in the picture above, where David Cameron is Prime Minister after the election.

	Total	Gender		Age			Voting Intention						2010 Vote					SEG				Region6 + 1							broadcast			
		Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	Undecide d	CON	LAB	LD	OTHER	Did Not Vote	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales	Saw all	Saw some	Heard about	Havent heard about
Unweighted Total	2128	967	1161	535	761	832	580	564	125	297	176	241	605	399	304	162	512	510	479	591	548	219	404	490	739	1852	178	98	520	369	663	576
Weighted Total	2128	1033	1095	613	751	764	534	598	130	297	175	239	525	422	335	138	550	435	395	633	665	283	351	478	725	1838	190	100	511	370	653	594
He looks like a Prime Minister	1168	602	566	298	405	465	486	217	86	152	67	106	451	145	197	55	264	285	236	359	288	142	190	256	442	1030	86	51	288	222	378	280
	54.9%	58.3%	51.7%	48.7%	53.9%	60.9%	91.1%	36.3%	66.3%	51.1%	38.3%	44.4%	85.8%	34.5%	58.9%	40.3%	47.9%	65.6%	59.7%	56.6%	43.4%	50.2%	54.2%	53.5%	61.0%	56.1%	45.4%	51.5%	56.3%	60.0%	57.9%	47.2%
He does not look like a Prime Minister	393	198	195	144	151	98	20	189	20	64	49	27	28	146	48	42	104	71	58	114	150	63	70	89	116	337	42	13	114	70	103	105
	18.5%	19.2%	17.8%	23.5%	20.1%	12.8%	3.8%	31.7%	15.1%	21.5%	28.0%	11.2%	5.3%	34.6%	14.4%	30.7%	18.9%	16.2%	14.7%	18.0%	22.6%	22.1%	19.9%	18.6%	16.0%	18.4%	22.1%	13.2%	22.4%	19.0%	15.8%	17.7%
Neither of the above	451	185	266	122	158	170	23	164	23	68	47	75	41	121	76	30	136	67	92	124	167	66	72	106	128	372	55	24	99	68	151	134
	21.2%	17.9%	24.3%	20.0%	21.1%	22.3%	4.4%	27.4%	17.9%	22.9%	26.7%	31.6%	7.9%	28.6%	22.6%	21.5%	24.6%	15.5%	23.2%	19.6%	25.1%	23.3%	20.4%	22.3%	17.7%	20.3%	28.8%	23.8%	19.4%	18.2%	23.1%	22.5%
Don't know	116	48	68	49	37	31	4	28	1	13	12	31	5	10	14	10	47	12	9	36	59	12	19	27	39	98	7	11	10	10	21	75
	5.5%	4.7%	6.2%	7.9%	5.0%	4.0%	0.8%	4.7%	0.7%	4.5%	7.0%	12.8%	1.0%	2.3%	4.1%	7.6%	8.6%	2.7%	2.4%	5.8%	8.9%	4.4%	5.5%	5.7%	5.4%	5.3%	3.7%	11.5%	1.9%	2.8%	3.2%	12.7%
SIGMA	2128	1033	1095	613	751	764	534	598	130	297	175	239	525	422	335	138	550	435	395	633	665	283	351	478	725	1838	190	100	511	370	653	594
	100%	100%	100%	100%	100%	100%	100%	100%	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.

Mail on Sunday Final General Election Poll

Prepared on behalf of the Mail on Sunday

Table 41
Q20. Normal weightings
Q20. Which of the following phrases is closest to how you feel about this situation?
Base: All Respondents
Imagine the outcome shown in the picture above, where David Cameron is Prime Minister after the election.

	Total	Gender		Age			Voting Intention						2010 Vote					SEG				Region6 + 1							broadcast			
		Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	Undecide d	CON	LAB	LD	OTHER	Did Not Vote	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales	Saw all	Saw some	Heard about	Havent heard about
Unweighted Total	2128	967	1161	535	761	832	580	564	125	297	176	241	605	399	304	162	512	510	479	591	548	219	404	490	739	1852	178	98	520	369	663	576
Weighted Total	2128	1033	1095	613	751	764	534	598	130	297	175	239	525	422	335	138	550	435	395	633	665	283	351	478	725	1838	190	100	511	370	653	594
I trust him to have his finger on Britain's nuclear button	714	454	260	157	237	320	373	94	73	73	24	55	340	79	109	27	134	194	130	222	168	102	117	138	276	633	49	31	216	128	230	140
	33.5%	43.9%	23.8%	25.6%	31.6%	41.9%	69.9%	15.7%	56.2%	24.6%	13.9%	23.0%	64.7%	18.8%	32.6%	19.4%	24.3%	44.6%	33.0%	35.0%	25.2%	35.9%	33.4%	29.0%	38.0%	34.4%	25.8%	31.5%	42.3%	34.5%	35.2%	23.6%
I do not trust him to have his finger on Britain's nuclear button	731	312	419	263	264	203	22	352	30	119	103	55	48	229	116	69	226	116	151	202	262	101	114	175	213	603	93	35	171	135	221	204
	34.3%	30.2%	38.2%	43.0%	35.2%	26.6%	4.1%	58.8%	22.8%	40.2%	58.8%	23.2%	9.1%	54.3%	34.7%	50.0%	41.1%	26.7%	38.1%	31.9%	39.4%	35.5%	32.6%	36.6%	29.4%	32.8%	48.9%	34.7%	33.5%	36.4%	33.8%	34.3%
Neither of the above	476	208	268	129	170	177	92	116	19	81	33	79	100	97	80	31	111	92	92	134	158	58	85	116	159	418	39	19	92	77	149	157
	22.4%	20.1%	24.5%	21.1%	22.6%	23.2%	17.2%	19.3%	14.8%	27.3%	18.5%	33.2%	19.0%	23.1%	23.8%	22.5%	20.2%	21.2%	23.2%	21.2%	23.8%	20.5%	24.1%	24.3%	22.0%	22.8%	20.5%	18.9%	18.0%	20.9%	22.8%	26.5%
Don't know	207	60	148	63	80	64	46	37	8	23	15	49	38	16	30	11	79	33	22	76	77	23	35	49	77	183	9	15	32	30	53	92
	9.7%	5.8%	13.5%	10.4%	10.7%	8.4%	8.7%	6.1%	6.2%	7.9%	8.7%	20.6%	7.2%	3.8%	8.8%	8.1%	14.3%	7.5%	5.6%	11.9%	11.6%	8.2%	9.9%	10.2%	10.6%	10.0%	4.8%	14.9%	6.2%	8.2%	8.2%	15.6%
SIGMA	2128	1033	1095	613	751	764	534	598	130	297	175	239	525	422	335	138	550	435	395	633	665	283	351	478	725	1838	190	100	511	370	653	594
	100%	100%	100%	100%	100%	100%	100%	100%	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.

Mail on Sunday Final General Election Poll

Prepared on behalf of the Mail on Sunday

Table 42
Q20. Normal weightings
Q20. Which of the following phrases is closest to how you feel about this situation?
Base: All Respondents
Imagine the outcome shown in the picture above, where David Cameron is Prime Minister after the election.

	Total	Gender		Age			Voting Intention						2010 Vote					SEG				Region6 + 1							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	Havent heard about
Unweighted Total	2128	967	1161	535	761	832	580	564	125	297	176	241	605	399	304	162	512	510	479	591	548	219	404	490	739	1852	178	98	520	369	663	576
Weighted Total	2128	1033	1095	613	751	764	534	598	130	297	175	239	525	422	335	138	550	435	395	633	665	283	351	478	725	1838	190	100	511	370	653	594
He could stand up to Russian President Vladimir Putin in negotiations	774	431	343	159	257	358	374	113	66	88	43	59	337	102	135	36	131	202	150	221	200	98	126	163	293	681	63	30	227	142	224	181
He could not stand up to Russian President Vladimir Putin in negotiations	36.3%	41.7%	31.3%	25.9%	34.2%	46.8%	70.0%	18.9%	50.8%	29.7%	24.3%	24.6%	64.2%	24.2%	40.3%	26.5%	23.9%	46.4%	38.0%	34.9%	30.1%	34.7%	35.9%	34.1%	40.4%	37.0%	33.2%	30.0%	44.4%	38.3%	34.2%	30.5%
Neither of the above	782	391	391	268	286	228	57	349	40	135	85	68	84	223	129	69	235	127	149	238	268	105	137	180	246	668	82	32	191	148	264	180
Don't know	36.7%	37.8%	35.7%	43.7%	38.0%	29.9%	10.7%	58.4%	30.8%	45.6%	48.3%	28.4%	15.9%	53.0%	38.6%	49.8%	42.6%	29.1%	37.7%	37.6%	40.4%	37.2%	38.9%	37.7%	33.9%	36.4%	42.9%	32.0%	37.3%	39.9%	40.4%	30.3%
	308	120	188	99	119	90	45	84	17	42	26	54	52	62	37	18	98	60	69	85	93	54	41	70	101	266	25	18	64	43	90	111
	14.5%	11.7%	17.1%	16.1%	15.9%	11.8%	8.4%	14.0%	13.1%	14.1%	15.1%	22.8%	10.0%	14.7%	11.0%	13.3%	17.9%	13.9%	17.5%	13.4%	14.0%	18.9%	11.7%	14.7%	13.9%	14.5%	13.0%	17.7%	12.6%	11.5%	13.7%	18.8%
	264	91	173	87	89	88	58	53	7	31	21	58	52	34	34	14	86	46	27	89	103	26	48	65	85	223	21	20	29	38	76	121
	12.4%	8.8%	15.8%	14.2%	11.9%	11.5%	11.0%	8.8%	5.4%	10.6%	12.2%	24.1%	9.9%	8.1%	10.1%	10.4%	15.6%	10.6%	6.7%	14.1%	15.5%	9.1%	13.6%	13.5%	11.7%	12.2%	10.9%	20.3%	5.7%	10.3%	11.7%	20.4%
SIGMA	2128	1033	1095	613	751	764	534	598	130	297	175	239	525	422	335	138	550	435	395	633	665	283	351	478	725	1838	190	100	511	370	653	594
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Mail on Sunday Final General Election Poll

Prepared on behalf of the Mail on Sunday

Table 43
Q20. Normal weightings
Q20. Which of the following phrases is closest to how you feel about this situation?
Base: All Respondents
Imagine the outcome shown in the picture above, where David Cameron is Prime Minister after the election.

	Total	Gender		Age			Voting Intention						2010 Vote					SEG				Region6 + 1							broadcast			
		Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	Undecide d	CON	LAB	LD	OTHER	Did Not Vote	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales	Saw all	Saw some	Heard about	Havent heard about
Unweighted Total	2128	967	1161	535	761	832	580	564	125	297	176	241	605	399	304	162	512	510	479	591	548	219	404	490	739	1852	178	98	520	369	663	576
Weighted Total	2128	1033	1095	613	751	764	534	598	130	297	175	239	525	422	335	138	550	435	395	633	665	283	351	478	725	1838	190	100	511	370	653	594
He will look after hospitals and schools	680	367	312	171	193	316	404	77	45	78	17	38	349	56	84	22	139	175	126	203	175	89	126	140	252	606	45	29	186	123	208	163
	31.9%	35.5%	28.5%	27.8%	25.7%	41.3%	75.6%	12.9%	34.5%	26.4%	9.4%	15.9%	66.5%	13.2%	25.0%	16.1%	25.3%	40.2%	31.9%	32.1%	26.4%	31.3%	35.9%	29.2%	34.7%	33.0%	23.4%	29.2%	36.4%	33.2%	31.8%	27.5%
He will not look after hospitals and schools	959	459	499	282	374	303	41	445	57	147	122	92	88	303	185	81	247	176	181	278	324	135	151	236	283	805	109	44	242	172	308	237
	45.0%	44.4%	45.6%	46.1%	49.7%	39.6%	7.7%	74.4%	44.1%	49.6%	69.8%	38.6%	16.8%	71.8%	55.2%	58.6%	44.9%	40.4%	45.9%	43.9%	48.7%	47.6%	42.9%	49.5%	39.0%	43.8%	57.5%	44.5%	47.4%	46.5%	47.1%	39.9%
Neither of the above	288	140	148	86	107	95	48	53	23	47	20	52	48	41	46	25	91	50	57	83	98	42	40	55	118	256	22	11	60	49	85	94
	13.5%	13.6%	13.5%	14.1%	14.3%	12.4%	9.0%	8.9%	17.8%	15.7%	11.3%	21.7%	9.1%	9.7%	13.7%	18.5%	16.6%	11.6%	14.4%	13.1%	14.7%	14.9%	11.4%	11.6%	16.3%	13.9%	11.4%	11.0%	11.7%	13.2%	13.1%	15.8%
Don't know	202	67	135	74	77	51	41	22	5	24	17	57	40	22	20	9	72	34	30	69	68	18	35	47	73	172	15	15	23	26	52	100
	9.5%	6.5%	12.3%	12.0%	10.3%	6.7%	7.6%	3.7%	3.6%	8.2%	9.5%	23.8%	7.6%	5.3%	6.1%	6.7%	13.1%	7.8%	7.7%	11.0%	10.2%	6.2%	9.9%	9.8%	10.0%	9.3%	7.7%	15.3%	4.5%	7.1%	8.0%	16.9%
SIGMA	2128	1033	1095	613	751	764	534	598	130	297	175	239	525	422	335	138	550	435	395	633	665	283	351	478	725	1838	190	100	511	370	653	594
	100%	100%	100%	100%	100%	100%	100%	100%	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.

Mail on Sunday Final General Election Poll

Prepared on behalf of the Mail on Sunday

Table 44
Q20. Normal weightings
Q20. Which of the following phrases is closest to how you feel about this situation?
Base: All Respondents
Imagine the outcome shown in the picture above, where David Cameron is Prime Minister after the election.

	Total	Gender		Age			Voting Intention						2010 Vote					SEG				Region6 + 1							broadcast			
		Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	Undecide d	CON	LAB	LD	OTHER	Did Not Vote	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales	Saw all	Saw some	Heard about	Havent heard about
Unweighted Total	2128	967	1161	535	761	832	580	564	125	297	176	241	605	399	304	162	512	510	479	591	548	219	404	490	739	1852	178	98	520	369	663	576
Weighted Total	2128	1033	1095	613	751	764	534	598	130	297	175	239	525	422	335	138	550	435	395	633	665	283	351	478	725	1838	190	100	511	370	653	594
He will be a disappointment if elected	829	381	448	258	310	261	37	395	41	139	102	66	82	264	141	74	226	146	151	243	288	108	131	214	239	692	91	46	197	153	267	213
	39.0%	36.9%	40.9%	42.1%	41.3%	34.2%	7.0%	66.1%	32.0%	46.8%	58.1%	27.7%	15.6%	62.6%	42.2%	53.8%	41.0%	33.7%	38.3%	38.4%	43.3%	37.9%	37.3%	44.8%	33.0%	37.6%	47.7%	46.6%	38.5%	41.2%	40.9%	35.8%
He will not be a disappointment if elected	746	425	320	166	239	340	422	92	53	83	26	46	357	85	121	28	133	188	136	221	201	96	127	160	284	667	53	26	212	146	226	161
	35.0%	41.2%	29.3%	27.1%	31.9%	44.5%	79.1%	15.3%	40.8%	28.0%	14.9%	19.1%	68.0%	20.2%	36.1%	20.5%	24.2%	43.2%	34.3%	35.0%	30.2%	33.8%	36.1%	33.5%	39.2%	36.3%	27.8%	26.2%	41.6%	39.5%	34.6%	27.1%
Neither of the above	349	168	181	115	132	102	47	74	28	50	36	65	55	56	51	24	114	67	81	98	104	50	54	65	133	302	31	16	74	49	106	121
	16.4%	16.3%	16.5%	18.8%	17.5%	13.4%	8.8%	12.4%	21.8%	16.9%	20.4%	27.4%	10.5%	13.3%	15.3%	17.8%	20.8%	15.4%	20.4%	15.4%	15.6%	17.7%	15.4%	13.6%	18.3%	16.4%	16.5%	15.7%	14.5%	13.2%	16.2%	20.4%
Don't know	204	59	146	73	70	61	27	37	7	25	12	61	31	17	21	11	77	34	28	71	72	30	39	39	69	177	15	11	28	23	54	99
	9.6%	5.7%	13.3%	12.0%	9.3%	8.0%	5.1%	6.2%	5.5%	8.3%	6.6%	25.8%	5.9%	4.0%	6.4%	7.9%	14.0%	7.8%	7.0%	11.2%	10.8%	10.5%	11.2%	8.1%	9.6%	9.7%	8.0%	11.5%	5.5%	6.1%	8.3%	16.7%
SIGMA	2128	1033	1095	613	751	764	534	598	130	297	175	239	525	422	335	138	550	435	395	633	665	283	351	478	725	1838	190	100	511	370	653	594
	100%	100%	100%	100%	100%	100%	100%	100%	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.

Mail on Sunday Final General Election Poll

Prepared on behalf of the Mail on Sunday

Table 45
Q20. Normal weightings
Q20. Which of the following phrases is closest to how you feel about this situation?
Base: All Respondents
Imagine the outcome shown in the picture above, where David Cameron is Prime Minister after the election.

	Total	Gender		Age			Voting Intention						2010 Vote					SEG				Region6 + 1							broadcast			
		Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	Undecide d	CON	LAB	LD	OTHER	Did Not Vote	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales	Saw all	Saw some	Heard about	Havent heard about
Unweighted Total	2128	967	1161	535	761	832	580	564	125	297	176	241	605	399	304	162	512	510	479	591	548	219	404	490	739	1852	178	98	520	369	663	576
Weighted Total	2128	1033	1095	613	751	764	534	598	130	297	175	239	525	422	335	138	550	435	395	633	665	283	351	478	725	1838	190	100	511	370	653	594
The economy will be safe in his hands	802	466	335	171	255	376	438	71	73	94	31	65	393	78	132	36	133	218	162	221	201	96	144	159	317	715	53	33	215	152	264	170
	37.7%	45.1%	30.6%	27.9%	33.9%	49.2%	82.1%	11.8%	56.4%	31.7%	17.8%	27.3%	74.9%	18.5%	39.6%	26.3%	24.1%	50.0%	41.0%	34.9%	30.3%	33.8%	40.9%	33.3%	43.6%	38.9%	27.8%	33.5%	42.1%	41.1%	40.4%	28.7%
The economy will not be safe in his hands	783	351	432	260	291	231	43	387	31	117	102	57	65	253	123	64	236	131	139	239	274	107	126	194	228	654	86	42	199	127	247	210
	36.8%	33.9%	39.5%	42.5%	38.8%	30.3%	8.1%	64.7%	24.0%	39.5%	58.1%	23.9%	12.3%	60.0%	36.8%	46.8%	42.9%	30.0%	35.3%	37.8%	41.2%	37.7%	35.8%	40.6%	31.4%	35.6%	45.4%	42.3%	38.9%	34.3%	37.8%	35.5%
Neither of the above	340	157	183	93	136	111	36	99	17	58	31	56	43	64	61	28	100	63	61	94	122	48	48	82	115	294	36	11	70	69	91	110
	16.0%	15.2%	16.7%	15.2%	18.1%	14.5%	6.7%	16.5%	13.2%	19.6%	17.8%	23.4%	8.2%	15.2%	18.1%	20.1%	18.1%	14.4%	15.5%	14.8%	18.4%	17.1%	13.7%	17.2%	15.9%	16.0%	18.8%	10.7%	13.6%	18.7%	13.9%	18.6%
Don't know	203	60	144	88	69	46	17	42	8	28	11	60	24	26	19	9	82	24	32	79	67	32	34	43	66	175	15	13	28	22	52	102
	9.6%	5.8%	13.1%	14.4%	9.1%	6.1%	3.1%	7.0%	6.4%	9.3%	6.4%	25.4%	4.6%	6.3%	5.6%	6.8%	14.9%	5.6%	8.2%	12.5%	10.1%	11.4%	9.6%	8.9%	9.1%	9.5%	8.0%	13.5%	5.4%	5.8%	8.0%	17.2%
SIGMA	2128	1033	1095	613	751	764	534	598	130	297	175	239	525	422	335	138	550	435	395	633	665	283	351	478	725	1838	190	100	511	370	653	594
	100%	100%	100%	100%	100%	100%	100%	100%	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.

Mail on Sunday Final General Election Poll

Prepared on behalf of the Mail on Sunday

Table 46
Q21. Normal weightings
Q21. Which of the following words is closest to how you would feel about this situation?
Base: All Respondents
Imagine the outcome shown in the picture above, where Ed Miliband is Prime Minister after the election.

	Total	Gender		Age			Voting Intention						2010 Vote					SEG				Region6 + 1							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	Havent heard about
Unweighted Total	2128	967	1161	535	761	832	580	564	125	297	176	241	605	399	304	162	512	510	479	591	548	219	404	490	739	1852	178	98	520	369	663	576
Weighted Total	2128	1033	1095	613	751	764	534	598	130	297	175	239	525	422	335	138	550	435	395	633	665	283	351	478	725	1838	190	100	511	370	653	594
Approve	713	356	357	245	249	220	28	517	28	42	40	34	61	299	107	27	191	142	138	197	237	117	112	190	190	609	69	36	216	137	197	163
	33.5%	34.5%	32.6%	40.0%	33.1%	28.7%	5.2%	86.4%	21.9%	14.2%	23.0%	14.2%	11.7%	70.9%	32.1%	19.9%	34.7%	32.5%	34.9%	31.2%	35.6%	41.2%	31.9%	39.7%	26.2%	33.1%	36.1%	36.4%	42.3%	37.1%	30.1%	27.5%
Disapprove	937	488	449	192	310	435	466	25	72	190	58	82	418	55	149	68	198	206	178	286	267	92	154	190	384	820	80	37	208	161	325	242
	44.0%	47.3%	41.0%	31.3%	41.3%	56.9%	87.2%	4.2%	55.6%	64.1%	33.1%	34.3%	79.5%	13.0%	44.5%	49.4%	35.9%	47.4%	45.1%	45.1%	40.2%	32.6%	43.7%	39.8%	52.9%	44.6%	42.2%	37.4%	40.7%	43.6%	49.8%	40.8%
Neither of the above	321	138	183	107	140	74	26	42	24	48	58	70	33	55	59	36	97	70	64	90	97	54	54	66	102	277	32	12	66	51	96	108
	15.1%	13.4%	16.7%	17.5%	18.6%	9.7%	4.9%	6.9%	18.5%	16.2%	33.3%	29.1%	6.3%	13.1%	17.8%	26.5%	17.7%	16.0%	16.3%	14.2%	14.6%	19.1%	15.5%	13.8%	14.1%	15.1%	16.8%	12.3%	12.8%	13.8%	14.7%	18.2%
Don't know	156	50	106	68	52	36	14	15	5	16	19	53	13	12	19	6	65	18	15	60	64	20	31	32	50	133	9	14	21	20	35	80
	7.3%	4.9%	9.7%	11.1%	7.0%	4.7%	2.6%	2.5%	4.0%	5.5%	10.7%	22.3%	2.5%	2.9%	5.6%	4.2%	11.8%	4.0%	3.7%	9.5%	9.6%	7.1%	8.9%	6.8%	6.8%	7.2%	4.9%	14.0%	4.1%	5.5%	5.4%	13.5%
SIGMA	2128	1033	1095	613	751	764	534	598	130	297	175	239	525	422	335	138	550	435	395	633	665	283	351	478	725	1838	190	100	511	370	653	594
	100%	100%	100%	100%	100%	100%	100%	100%	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.

Mail on Sunday Final General Election Poll

Prepared on behalf of the Mail on Sunday

Table 47
Q21. Normal weightings
Q21. Which of the following words is closest to how you would feel about this situation?
Base: All Respondents
Imagine the outcome shown in the picture above, where Ed Miliband is Prime Minister after the election.

	Total	Gender		Age			Voting Intention						2010 Vote					SEG				Region6 + 1							broadcast			
		Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	Undecide d	CON	LAB	LD	OTHER	Did Not Vote	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales	Saw all	Saw some	Heard about	Havent heard about
Unweighted Total	2128	967	1161	535	761	832	580	564	125	297	176	241	605	399	304	162	512	510	479	591	548	219	404	490	739	1852	178	98	520	369	663	576
Weighted Total	2128	1033	1095	613	751	764	534	598	130	297	175	239	525	422	335	138	550	435	395	633	665	283	351	478	725	1838	190	100	511	370	653	594
Happy	589	303	286	195	205	189	23	454	15	25	32	23	45	264	86	25	151	117	102	168	202	99	97	160	156	512	43	34	178	109	165	136
	27.7%	29.4%	26.1%	31.9%	27.2%	24.8%	4.2%	75.9%	11.8%	8.4%	18.0%	9.5%	8.5%	62.5%	25.6%	17.8%	27.4%	26.8%	26.0%	26.5%	30.4%	35.1%	27.5%	33.6%	21.5%	27.9%	22.6%	33.7%	34.9%	29.6%	25.3%	22.9%
Angry	701	387	314	160	222	319	353	21	57	153	40	44	333	41	108	46	147	154	137	206	203	82	114	130	288	614	57	30	178	107	239	176
	32.9%	37.4%	28.7%	26.1%	29.5%	41.8%	66.1%	3.5%	44.3%	51.6%	22.9%	18.5%	63.5%	9.8%	32.2%	33.6%	26.7%	35.3%	34.8%	32.6%	30.6%	28.8%	32.5%	27.2%	39.7%	33.4%	29.8%	30.6%	34.9%	28.9%	36.6%	29.7%
Neither of the above	694	295	400	202	272	220	140	108	53	107	89	123	128	104	122	62	196	146	138	206	204	89	114	158	230	591	79	25	134	137	210	214
	32.6%	28.5%	36.5%	33.0%	36.2%	28.8%	26.2%	18.0%	40.6%	35.9%	50.5%	51.5%	24.4%	24.7%	36.4%	44.9%	35.6%	33.6%	34.9%	32.6%	30.7%	31.4%	32.4%	33.1%	31.7%	32.2%	41.5%	24.6%	26.2%	36.9%	32.2%	36.0%
Don't know	144	49	95	55	53	35	19	15	4	12	15	49	19	13	19	5	57	19	17	52	55	13	27	29	51	121	12	11	21	17	38	67
	6.7%	4.7%	8.7%	9.0%	7.0%	4.6%	3.5%	2.6%	3.3%	4.1%	8.7%	20.5%	3.6%	3.0%	5.7%	3.6%	10.3%	4.3%	4.3%	8.3%	8.3%	4.7%	7.6%	6.2%	7.1%	6.6%	6.1%	11.1%	4.1%	4.6%	5.9%	11.3%
SIGMA	2128	1033	1095	613	751	764	534	598	130	297	175	239	525	422	335	138	550	435	395	633	665	283	351	478	725	1838	190	100	511	370	653	594
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Mail on Sunday Final General Election Poll

Prepared on behalf of the Mail on Sunday

Table 48
Q21. Normal weightings
Q21. Which of the following words is closest to how you would feel about this situation?
Base: All Respondents
Imagine the outcome shown in the picture above, where Ed Miliband is Prime Minister after the election.

	Total	Gender		Age			Voting Intention						2010 Vote					SEG				Region6 + 1							broadcast			
		Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	Undecide d	CON	LAB	LD	OTHER	Did Not Vote	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales	Saw all	Saw some	Heard about	Havent heard about
Unweighted Total	2128	967	1161	535	761	832	580	564	125	297	176	241	605	399	304	162	512	510	479	591	548	219	404	490	739	1852	178	98	520	369	663	576
Weighted Total	2128	1033	1095	613	751	764	534	598	130	297	175	239	525	422	335	138	550	435	395	633	665	283	351	478	725	1838	190	100	511	370	653	594
Safe	592	316	275	197	199	196	23	421	23	39	36	28	52	255	86	27	154	109	108	174	201	90	105	166	155	515	47	29	180	114	166	133
	27.8%	30.6%	25.2%	32.2%	26.4%	25.6%	4.3%	70.4%	17.5%	13.1%	20.4%	11.8%	9.9%	60.4%	25.6%	19.3%	28.1%	25.0%	27.4%	27.4%	30.2%	31.6%	29.9%	34.8%	21.3%	28.0%	24.7%	29.5%	35.2%	30.7%	25.4%	22.3%
Unsafe	955	505	449	207	313	435	454	36	74	195	67	83	415	64	157	74	193	209	188	296	261	110	160	189	374	833	83	39	238	166	309	241
	44.9%	48.9%	41.1%	33.7%	41.6%	56.9%	85.1%	6.0%	57.0%	65.7%	38.0%	34.8%	79.0%	15.2%	46.9%	53.5%	35.1%	48.0%	47.6%	46.8%	39.3%	38.7%	45.5%	39.5%	51.6%	45.3%	43.5%	39.3%	46.5%	44.9%	47.3%	40.7%
Neither of the above	417	157	260	141	183	93	42	112	29	52	57	75	40	83	78	31	132	96	81	108	132	60	55	93	138	346	51	20	75	67	137	139
	19.6%	15.2%	23.7%	23.0%	24.4%	12.2%	7.8%	18.8%	22.4%	17.6%	32.2%	31.5%	7.6%	19.7%	23.3%	22.7%	23.9%	22.2%	20.4%	17.0%	19.9%	21.3%	15.7%	19.4%	19.0%	18.8%	26.8%	20.1%	14.6%	18.1%	20.9%	23.4%
Don't know	165	55	110	68	57	40	15	29	4	11	17	52	18	20	14	6	71	21	18	55	70	24	31	30	59	144	10	11	19	23	41	81
	7.7%	5.3%	10.0%	11.1%	7.5%	5.3%	2.8%	4.9%	3.1%	3.6%	9.5%	21.9%	3.5%	4.7%	4.3%	4.6%	12.9%	4.8%	4.5%	8.7%	10.6%	8.5%	8.9%	6.3%	8.1%	7.8%	5.1%	11.1%	3.7%	6.3%	6.3%	13.6%
SIGMA	2128	1033	1095	613	751	764	534	598	130	297	175	239	525	422	335	138	550	435	395	633	665	283	351	478	725	1838	190	100	511	370	653	594
	100%	100%	100%	100%	100%	100%	100%	100%	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.

Mail on Sunday Final General Election Poll

Prepared on behalf of the Mail on Sunday

Table 49
Q22. Normal weightings
Q22. Which of the following phrases is closest to how you feel about this situation?
Base: All Respondents
Imagine the outcome shown in the picture above, where Ed Miliband is Prime Minister after the election.

	Total	Gender		Age			Voting Intention						2010 Vote					SEG				Region6 + 1							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	Havent heard about
Unweighted Total	2128	967	1161	535	761	832	580	564	125	297	176	241	605	399	304	162	512	510	479	591	548	219	404	490	739	1852	178	98	520	369	663	576
Weighted Total	2128	1033	1095	613	751	764	534	598	130	297	175	239	525	422	335	138	550	435	395	633	665	283	351	478	725	1838	190	100	511	370	653	594
Oh no, what have we done	943	496	447	193	322	428	468	25	73	195	58	80	427	62	154	65	186	210	192	297	244	113	151	184	387	835	71	37	236	161	306	240
	44.3%	48.0%	40.8%	31.4%	42.8%	56.0%	87.8%	4.2%	56.5%	65.6%	33.3%	33.4%	81.3%	14.6%	46.1%	47.0%	33.9%	48.3%	48.7%	46.8%	36.7%	40.0%	42.9%	38.4%	53.3%	45.4%	37.2%	37.3%	46.1%	43.4%	46.9%	40.4%
Thank goodness he is in charge	517	251	267	166	180	171	12	400	17	27	26	21	37	240	76	21	128	92	87	139	199	85	84	150	131	450	46	21	163	100	139	116
	24.3%	24.2%	24.4%	27.1%	24.0%	22.3%	2.3%	66.9%	13.4%	9.1%	14.6%	8.8%	7.1%	56.8%	22.7%	15.5%	23.3%	21.2%	22.0%	22.0%	29.9%	30.1%	23.8%	31.4%	18.0%	24.5%	24.3%	21.1%	31.8%	26.9%	21.3%	19.5%
Neither of the above	518	227	291	189	198	132	44	144	37	61	77	86	45	107	89	47	175	115	98	149	156	67	87	110	164	428	62	28	90	95	164	169
	24.4%	22.0%	26.6%	30.8%	26.4%	17.2%	8.2%	24.0%	28.8%	20.4%	43.8%	36.1%	8.6%	25.4%	26.6%	33.9%	31.8%	26.4%	24.8%	23.6%	23.5%	23.8%	24.8%	23.0%	22.6%	23.3%	32.8%	27.7%	17.6%	25.6%	25.1%	28.5%
Don't know	150	60	90	65	51	34	9	29	2	14	15	52	16	14	15	5	61	18	18	48	66	17	30	34	44	126	11	14	22	15	44	68
	7.1%	5.8%	8.2%	10.7%	6.8%	4.4%	1.8%	4.9%	1.3%	4.9%	8.3%	21.6%	3.0%	3.2%	4.5%	3.6%	11.1%	4.1%	4.5%	7.6%	10.0%	6.1%	8.5%	7.2%	6.1%	6.8%	5.7%	13.8%	4.4%	4.1%	6.8%	11.5%
SIGMA	2128	1033	1095	613	751	764	534	598	130	297	175	239	525	422	335	138	550	435	395	633	665	283	351	478	725	1838	190	100	511	370	653	594
	100%	100%	100%	100%	100%	100%	100%	100%	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.

Mail on Sunday Final General Election Poll

Prepared on behalf of the Mail on Sunday

Table 50
Q22. Normal weightings
Q22. Which of the following phrases is closest to how you feel about this situation?
Base: All Respondents
Imagine the outcome shown in the picture above, where Ed Miliband is Prime Minister after the election.

	Total	Gender		Age			Voting Intention						2010 Vote					SEG				Region6 + 1							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	Havent heard about
Unweighted Total	2128	967	1161	535	761	832	580	564	125	297	176	241	605	399	304	162	512	510	479	591	548	219	404	490	739	1852	178	98	520	369	663	576
Weighted Total	2128	1033	1095	613	751	764	534	598	130	297	175	239	525	422	335	138	550	435	395	633	665	283	351	478	725	1838	190	100	511	370	653	594
He reminds me of Forrest Gump	674	370	304	169	263	242	279	73	40	133	63	60	266	77	110	55	132	157	122	222	172	85	122	124	257	587	62	24	190	128	200	156
	31.7%	35.8%	27.8%	27.6%	35.0%	31.7%	52.3%	12.2%	30.5%	44.7%	35.8%	25.1%	50.7%	18.3%	32.8%	39.8%	24.1%	36.1%	31.0%	35.1%	25.9%	29.8%	34.6%	25.9%	35.5%	31.9%	32.8%	24.4%	37.2%	34.5%	30.6%	26.3%
He does not remind me of Forrest Gump	505	262	243	171	182	152	50	266	37	51	37	32	61	169	84	26	145	91	103	141	171	82	83	134	139	439	46	20	139	90	148	128
	23.7%	25.3%	22.2%	27.9%	24.2%	19.9%	9.3%	44.5%	28.9%	17.0%	20.8%	13.6%	11.7%	40.1%	25.2%	18.8%	26.4%	21.0%	26.0%	22.2%	25.6%	29.0%	23.6%	28.1%	19.2%	23.9%	24.3%	19.9%	27.3%	24.3%	22.6%	21.6%
Neither of the above	792	338	454	209	257	325	182	236	49	94	65	103	172	160	126	48	212	163	151	224	253	94	119	190	271	674	75	43	161	135	256	240
	37.2%	32.7%	41.4%	34.1%	34.3%	42.5%	34.0%	39.4%	37.8%	31.6%	37.3%	43.0%	32.8%	37.8%	37.7%	35.0%	38.5%	37.5%	38.3%	35.4%	38.0%	33.2%	33.8%	39.6%	37.4%	36.7%	39.2%	43.2%	31.5%	36.4%	39.1%	40.5%
Don't know	157	63	94	63	49	45	23	23	4	20	11	44	25	16	14	9	61	23	19	46	69	22	28	30	57	138	7	12	21	18	50	69
	7.4%	6.1%	8.6%	10.3%	6.5%	5.9%	4.3%	3.9%	2.7%	6.7%	6.1%	18.4%	4.8%	3.7%	4.2%	6.4%	11.1%	5.4%	4.7%	7.3%	10.4%	7.9%	8.0%	6.3%	7.9%	7.5%	3.6%	12.4%	4.0%	4.8%	7.6%	11.6%
SIGMA	2128	1033	1095	613	751	764	534	598	130	297	175	239	525	422	335	138	550	435	395	633	665	283	351	478	725	1838	190	100	511	370	653	594
	100%	100%	100%	100%	100%	100%	100%	100%	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.

Mail on Sunday Final General Election Poll

Prepared on behalf of the Mail on Sunday

Table 51
Q22. Normal weightings
Q22. Which of the following phrases is closest to how you feel about this situation?
Base: All Respondents
Imagine the outcome shown in the picture above, where Ed Miliband is Prime Minister after the election.

	Total	Gender		Age			Voting Intention						2010 Vote					SEG				Region6 + 1							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	Havent heard about
Unweighted Total	2128	967	1161	535	761	832	580	564	125	297	176	241	605	399	304	162	512	510	479	591	548	219	404	490	739	1852	178	98	520	369	663	576
Weighted Total	2128	1033	1095	613	751	764	534	598	130	297	175	239	525	422	335	138	550	435	395	633	665	283	351	478	725	1838	190	100	511	370	653	594
He looks like a Prime Minister	537	233	304	192	176	170	22	358	34	38	31	30	54	213	81	26	146	102	96	153	185	81	91	148	143	462	51	23	159	105	151	123
	25.2%	22.5%	27.8%	31.3%	23.4%	22.2%	4.1%	59.9%	26.0%	12.8%	17.7%	12.5%	10.2%	50.5%	24.3%	19.0%	26.5%	23.5%	24.3%	24.2%	27.9%	28.5%	25.8%	30.9%	19.7%	25.1%	27.0%	23.4%	31.0%	28.3%	23.1%	20.7%
He does not look like a Prime Minister	1096	598	498	265	397	435	439	131	76	197	91	102	406	133	166	85	239	239	216	344	297	133	175	218	422	947	100	49	264	190	357	285
	51.5%	57.9%	45.5%	43.2%	52.8%	56.9%	82.4%	21.9%	58.6%	66.2%	51.8%	42.6%	77.4%	31.6%	49.6%	61.8%	43.5%	55.0%	54.6%	54.3%	44.7%	46.8%	49.8%	45.6%	58.1%	51.5%	52.4%	49.0%	51.6%	51.3%	54.7%	48.1%
Neither of the above	346	156	190	101	121	124	55	85	18	46	41	57	47	63	69	20	106	73	72	86	115	49	58	74	115	295	33	18	67	60	105	114
	16.3%	15.1%	17.4%	16.5%	16.1%	16.2%	10.2%	14.3%	14.1%	15.5%	23.6%	23.9%	8.9%	15.0%	20.7%	14.7%	19.3%	16.9%	18.2%	13.5%	17.3%	17.1%	16.4%	15.6%	15.8%	16.1%	17.2%	18.0%	13.2%	16.3%	16.0%	19.1%
Don't know	149	47	102	56	58	36	18	24	2	16	12	50	18	12	18	6	59	20	11	50	67	21	28	38	46	133	6	10	21	15	41	72
	7.0%	4.6%	9.3%	9.1%	7.7%	4.7%	3.3%	4.0%	1.3%	5.4%	6.9%	20.9%	3.5%	2.9%	5.3%	4.4%	10.7%	4.6%	2.9%	7.9%	10.1%	7.5%	8.0%	7.9%	6.4%	7.3%	3.3%	9.6%	4.1%	4.2%	6.2%	12.1%
SIGMA	2128	1033	1095	613	751	764	534	598	130	297	175	239	525	422	335	138	550	435	395	633	665	283	351	478	725	1838	190	100	511	370	653	594
	100%	100%	100%	100%	100%	100%	100%	100%	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.

Mail on Sunday Final General Election Poll

Prepared on behalf of the Mail on Sunday

Table 52
Q22. Normal weightings
Q22. Which of the following phrases is closest to how you feel about this situation?
Base: All Respondents
Imagine the outcome shown in the picture above, where Ed Miliband is Prime Minister after the election.

	Total	Gender		Age			Voting Intention						2010 Vote					SEG				Region6 + 1							broadcast			
		Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	Undecide d	CON	LAB	LD	OTHER	Did Not Vote	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales	Saw all	Saw some	Heard about	Havent heard about
Unweighted Total	2128	967	1161	535	761	832	580	564	125	297	176	241	605	399	304	162	512	510	479	591	548	219	404	490	739	1852	178	98	520	369	663	576
Weighted Total	2128	1033	1095	613	751	764	534	598	130	297	175	239	525	422	335	138	550	435	395	633	665	283	351	478	725	1838	190	100	511	370	653	594
I trust him to have his finger on Britain's nuclear button	600	324	277	197	205	198	46	385	40	36	38	35	68	241	95	23	152	137	109	158	196	92	89	168	171	520	52	28	180	124	170	127
I do not trust him to have his finger on Britain's nuclear button	28.2%	31.3%	25.3%	32.2%	27.3%	26.0%	8.6%	64.3%	30.8%	12.0%	21.8%	14.6%	12.9%	57.2%	28.3%	17.0%	27.6%	31.4%	27.7%	25.0%	29.5%	32.3%	25.4%	35.1%	23.6%	28.3%	27.4%	28.5%	35.2%	33.5%	26.0%	21.3%
Neither of the above	871	463	407	205	293	373	372	55	62	183	74	78	346	73	141	67	192	185	184	266	235	101	146	161	341	749	85	37	223	143	276	229
Don't know	40.9%	44.8%	37.2%	33.4%	39.0%	48.9%	69.8%	9.2%	48.2%	61.5%	42.2%	32.6%	65.9%	17.2%	42.0%	48.9%	34.9%	42.6%	46.5%	42.0%	35.4%	35.8%	41.4%	33.8%	47.0%	40.8%	44.5%	36.8%	43.7%	38.5%	42.2%	38.5%
	446	180	265	124	181	141	88	113	22	47	44	74	80	81	76	34	125	86	69	143	147	66	72	110	139	386	40	20	80	76	146	144
	20.9%	17.4%	24.2%	20.3%	24.0%	18.4%	16.5%	18.9%	16.9%	15.9%	24.9%	30.9%	15.2%	19.1%	22.8%	24.9%	22.7%	19.7%	17.6%	22.6%	22.2%	23.1%	20.6%	22.9%	19.1%	21.0%	21.0%	19.6%	15.6%	20.4%	22.3%	24.3%
	211	66	145	87	73	51	27	46	5	32	19	52	32	27	23	13	81	28	33	65	86	25	44	39	75	183	13	15	28	28	62	94
	9.9%	6.4%	13.3%	14.2%	9.7%	6.7%	5.1%	7.6%	4.1%	10.7%	11.0%	21.9%	6.1%	6.5%	6.9%	9.2%	14.8%	6.4%	8.3%	10.3%	12.9%	8.8%	12.6%	8.1%	10.3%	10.0%	7.1%	15.0%	5.5%	7.6%	9.4%	15.8%
SIGMA	2128	1033	1095	613	751	764	534	598	130	297	175	239	525	422	335	138	550	435	395	633	665	283	351	478	725	1838	190	100	511	370	653	594
	100%	100%	100%	100%	100%	100%	100%	100%	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.

Mail on Sunday Final General Election Poll

Prepared on behalf of the Mail on Sunday

Table 53
Q22. Normal weightings
Q22. Which of the following phrases is closest to how you feel about this situation?
Base: All Respondents
Imagine the outcome shown in the picture above, where Ed Miliband is Prime Minister after the election.

	Total	Gender		Age			Voting Intention						2010 Vote					SEG				Region6 + 1							broadcast			
		Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	Undecide d	CON	LAB	LD	OTHER	Did Not Vote	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales	Saw all	Saw some	Heard about	Havent heard about
Unweighted Total	2128	967	1161	535	761	832	580	564	125	297	176	241	605	399	304	162	512	510	479	591	548	219	404	490	739	1852	178	98	520	369	663	576
Weighted Total	2128	1033	1095	613	751	764	534	598	130	297	175	239	525	422	335	138	550	435	395	633	665	283	351	478	725	1838	190	100	511	370	653	594
He could stand up to Russian President Vladimir Putin in negotiations	492	254	238	151	161	179	59	285	26	37	26	35	73	184	81	25	107	90	95	144	162	84	73	120	158	435	38	19	166	97	129	99
	23.1%	24.6%	21.7%	24.7%	21.5%	23.4%	11.0%	47.7%	20.0%	12.4%	14.9%	14.5%	13.9%	43.5%	24.1%	18.3%	19.4%	20.8%	24.0%	22.8%	24.4%	29.8%	20.6%	25.1%	21.8%	23.7%	19.7%	19.4%	32.5%	26.3%	19.8%	16.7%
He could not stand up to Russian President Vladimir Putin in negotiations	1071	572	498	260	386	425	400	160	75	201	93	91	378	140	176	81	242	246	208	317	299	121	170	220	408	918	107	45	260	196	348	266
	50.3%	55.4%	45.5%	42.4%	51.4%	55.6%	75.0%	26.7%	57.7%	67.6%	52.9%	38.2%	72.0%	33.2%	52.5%	58.8%	43.9%	56.6%	52.8%	50.1%	44.9%	42.7%	48.5%	46.0%	56.2%	50.0%	56.4%	45.2%	50.9%	52.9%	53.3%	44.9%
Neither of the above	273	123	150	103	91	79	33	81	12	30	35	44	29	58	38	17	95	52	47	79	95	44	52	68	75	240	18	16	50	38	83	103
	12.8%	11.9%	13.7%	16.8%	12.1%	10.4%	6.2%	13.6%	9.6%	10.1%	19.7%	18.4%	5.5%	13.8%	11.4%	12.3%	17.2%	11.9%	11.9%	12.5%	14.3%	15.5%	14.9%	14.3%	10.4%	13.0%	9.4%	15.7%	9.7%	10.2%	12.7%	17.3%
Don't know	292	84	209	99	113	81	41	71	16	30	22	69	45	40	40	15	107	47	45	92	109	34	56	70	85	245	28	20	35	39	93	125
	13.7%	8.1%	19.1%	16.1%	15.0%	10.6%	7.7%	11.9%	12.7%	10.0%	12.5%	28.8%	8.5%	9.5%	11.9%	10.6%	19.5%	10.7%	11.4%	14.5%	16.4%	12.1%	16.0%	14.7%	11.7%	13.3%	14.5%	19.7%	6.9%	10.7%	14.2%	21.1%
SIGMA	2128	1033	1095	613	751	764	534	598	130	297	175	239	525	422	335	138	550	435	395	633	665	283	351	478	725	1838	190	100	511	370	653	594
	100%	100%	100%	100%	100%	100%	100%	100%	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.

Mail on Sunday Final General Election Poll

Prepared on behalf of the Mail on Sunday

Table 54
Q22. Normal weightings
Q22. Which of the following phrases is closest to how you feel about this situation?
Base: All Respondents
Imagine the outcome shown in the picture above, where Ed Miliband is Prime Minister after the election.

	Total	Gender		Age			Voting Intention						2010 Vote					SEG				Region6 + 1							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	Havent heard about
Unweighted Total	2128	967	1161	535	761	832	580	564	125	297	176	241	605	399	304	162	512	510	479	591	548	219	404	490	739	1852	178	98	520	369	663	576
Weighted Total	2128	1033	1095	613	751	764	534	598	130	297	175	239	525	422	335	138	550	435	395	633	665	283	351	478	725	1838	190	100	511	370	653	594
He will look after hospitals and schools	1041	521	520	291	371	379	167	499	63	98	89	81	180	319	198	53	249	235	193	301	311	135	176	272	301	884	108	49	288	194	331	228
	48.9%	50.5%	47.5%	47.5%	49.4%	49.6%	31.4%	83.5%	48.8%	33.0%	50.7%	34.0%	34.3%	75.7%	59.1%	38.3%	45.2%	54.0%	48.9%	47.6%	46.8%	47.6%	50.2%	56.9%	41.4%	48.1%	56.8%	49.2%	56.4%	52.3%	50.7%	38.4%
He will not look after hospitals and schools	554	285	269	155	185	214	232	51	31	121	42	45	223	58	67	44	135	103	104	175	173	77	89	95	221	483	45	27	137	92	172	153
	26.0%	27.6%	24.6%	25.3%	24.7%	28.0%	43.4%	8.6%	23.7%	40.8%	24.0%	19.0%	42.5%	13.8%	20.1%	31.9%	24.5%	23.6%	26.4%	27.6%	26.0%	27.3%	25.3%	19.9%	30.5%	26.3%	23.5%	26.9%	26.7%	25.0%	26.4%	25.7%
Neither of the above	293	151	143	89	99	104	79	28	26	47	26	44	75	21	45	28	83	58	59	81	95	43	48	63	107	261	24	8	52	56	81	104
	13.8%	14.6%	13.0%	14.6%	13.2%	13.7%	14.8%	4.7%	20.2%	15.8%	14.8%	18.6%	14.3%	5.0%	13.3%	20.4%	15.2%	13.4%	15.0%	12.8%	14.3%	15.2%	13.7%	13.1%	14.7%	14.2%	12.6%	8.5%	10.2%	15.1%	12.4%	17.6%
Don't know	240	76	163	77	96	67	56	19	9	31	18	68	47	24	25	13	83	39	38	76	86	28	38	48	97	211	13	15	34	28	69	109
	11.3%	7.4%	14.9%	12.6%	12.7%	8.7%	10.4%	3.2%	7.3%	10.5%	10.5%	28.4%	8.9%	5.6%	7.6%	9.4%	15.1%	8.9%	9.7%	12.1%	13.0%	9.9%	10.8%	10.0%	13.3%	11.5%	7.0%	15.4%	6.6%	7.6%	10.5%	18.3%
SIGMA	2128	1033	1095	613	751	764	534	598	130	297	175	239	525	422	335	138	550	435	395	633	665	283	351	478	725	1838	190	100	511	370	653	594
	100%	100%	100%	100%	100%	100%	100%	100%	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.

Mail on Sunday Final General Election Poll

Prepared on behalf of the Mail on Sunday

Table 55
Q22. Normal weightings
Q22. Which of the following phrases is closest to how you feel about this situation?
Base: All Respondents
Imagine the outcome shown in the picture above, where Ed Miliband is Prime Minister after the election.

	Total	Gender		Age			Voting Intention						2010 Vote					SEG				Region6 + 1							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	Havent heard about
Unweighted Total	2128	967	1161	535	761	832	580	564	125	297	176	241	605	399	304	162	512	510	479	591	548	219	404	490	739	1852	178	98	520	369	663	576
Weighted Total	2128	1033	1095	613	751	764	534	598	130	297	175	239	525	422	335	138	550	435	395	633	665	283	351	478	725	1838	190	100	511	370	653	594
He will be a disappointment if elected	920	478	442	200	309	411	415	46	66	193	72	80	381	75	152	67	192	212	179	284	245	101	155	173	368	798	82	41	232	153	302	233
	43.2%	46.2%	40.4%	32.7%	41.2%	53.7%	77.8%	7.7%	51.1%	64.9%	40.9%	33.5%	72.5%	17.8%	45.4%	48.5%	34.9%	48.8%	45.2%	44.9%	36.9%	35.8%	44.1%	36.2%	50.7%	43.4%	43.0%	41.1%	45.5%	41.2%	46.2%	39.3%
He will not be a disappointment if elected	654	329	325	206	231	218	47	431	35	43	40	36	74	264	104	31	165	125	125	182	221	101	108	188	173	570	53	32	188	133	187	146
	30.7%	31.8%	29.7%	33.7%	30.7%	28.5%	8.8%	72.0%	26.6%	14.4%	22.8%	14.9%	14.2%	62.5%	31.0%	22.7%	29.9%	28.8%	31.8%	28.8%	33.3%	35.6%	30.7%	39.2%	23.9%	31.0%	27.7%	32.0%	36.8%	36.0%	28.7%	24.5%
Neither of the above	303	145	158	114	118	72	43	72	19	37	37	53	37	50	44	27	102	62	53	82	106	49	51	65	102	267	28	7	47	58	86	112
	14.2%	14.0%	14.4%	18.5%	15.7%	9.4%	8.0%	12.1%	14.7%	12.3%	20.9%	22.1%	7.0%	11.9%	13.2%	19.5%	18.6%	14.2%	13.3%	13.0%	16.0%	17.4%	14.6%	13.5%	14.1%	14.5%	14.7%	7.5%	9.1%	15.7%	13.2%	18.9%
Don't know	251	81	169	93	94	65	29	49	10	25	27	70	33	33	35	13	91	36	38	84	92	32	37	53	82	204	28	19	44	26	78	103
	11.8%	7.9%	15.5%	15.1%	12.5%	8.4%	5.4%	8.3%	7.5%	8.4%	15.4%	29.5%	6.4%	7.8%	10.4%	9.3%	16.6%	8.3%	9.7%	13.3%	13.9%	11.2%	10.6%	11.0%	11.3%	11.1%	14.7%	19.3%	8.6%	7.1%	11.9%	17.3%
SIGMA	2128	1033	1095	613	751	764	534	598	130	297	175	239	525	422	335	138	550	435	395	633	665	283	351	478	725	1838	190	100	511	370	653	594
	100%	100%	100%	100%	100%	100%	100%	100%	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.

Mail on Sunday Final General Election Poll

Prepared on behalf of the Mail on Sunday

Table 56
Q22. Normal weightings
Q22. Which of the following phrases is closest to how you feel about this situation?
Base: All Respondents
Imagine the outcome shown in the picture above, where Ed Miliband is Prime Minister after the election.

	Total	Gender		Age			Voting Intention						2010 Vote					SEG				Region6 + 1							broadcast			
		Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	Undecide d	CON	LAB	LD	OTHER	Did Not Vote	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales	Saw all	Saw some	Heard about	Havent heard about
Unweighted Total	2128	967	1161	535	761	832	580	564	125	297	176	241	605	399	304	162	512	510	479	591	548	219	404	490	739	1852	178	98	520	369	663	576
Weighted Total	2128	1033	1095	613	751	764	534	598	130	297	175	239	525	422	335	138	550	435	395	633	665	283	351	478	725	1838	190	100	511	370	653	594
The economy will be safe in his hands	542	271	270	186	176	180	25	387	23	37	25	24	46	219	87	23	154	98	103	153	188	87	90	148	149	474	36	31	167	103	141	130
	25.5%	26.3%	24.7%	30.3%	23.4%	23.6%	4.7%	64.8%	17.8%	12.4%	14.2%	10.1%	8.8%	51.8%	26.0%	16.4%	28.0%	22.6%	26.1%	24.1%	28.3%	30.8%	25.6%	31.0%	20.5%	25.8%	19.0%	31.4%	32.6%	27.9%	21.6%	22.0%
The economy will not be safe in his hands	994	535	460	211	340	444	453	58	75	195	76	89	422	84	166	73	199	221	198	309	267	113	165	200	387	865	90	40	251	163	338	243
	46.7%	51.7%	42.0%	34.4%	45.2%	58.1%	84.9%	9.6%	58.0%	65.7%	43.4%	37.1%	80.4%	19.8%	49.5%	52.9%	36.1%	50.7%	50.2%	48.7%	40.2%	39.9%	46.9%	41.8%	53.4%	47.1%	47.1%	39.9%	49.0%	44.0%	51.7%	40.9%
Neither of the above	303	139	164	109	124	70	31	92	21	32	45	39	29	67	50	26	97	73	53	83	93	40	49	75	93	257	35	11	50	64	87	102
	14.3%	13.5%	15.0%	17.7%	16.6%	9.2%	5.9%	15.4%	16.1%	10.9%	25.7%	16.5%	5.6%	15.8%	14.9%	18.7%	17.6%	16.9%	13.5%	13.2%	14.1%	14.1%	14.0%	15.6%	12.8%	14.0%	18.6%	11.3%	9.8%	17.3%	13.4%	17.1%
Don't know	289	88	200	107	111	70	24	61	10	33	29	87	27	53	32	16	101	43	40	89	117	43	48	55	96	242	29	17	44	40	86	118
	13.6%	8.6%	18.3%	17.5%	14.8%	9.1%	4.5%	10.2%	8.1%	11.0%	16.8%	36.3%	5.2%	12.6%	9.6%	12.0%	18.3%	9.8%	10.2%	14.0%	17.5%	15.2%	13.6%	11.5%	13.3%	13.2%	15.3%	17.4%	8.6%	10.7%	13.2%	20.0%
SIGMA	2128	1033	1095	613	751	764	534	598	130	297	175	239	525	422	335	138	550	435	395	633	665	283	351	478	725	1838	190	100	511	370	653	594
	100%	100%	100%	100%	100%	100%	100%	100%	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.

Mail on Sunday Final General Election Poll

Prepared on behalf of the Mail on Sunday

Table 57
Q23. Normal weightings
Q23. Which of the following words is closest to how you would feel about this situation?
Base: All Respondents
Imagine the outcome shown in the picture above, where Ed Miliband is Prime Minister after the election, with the support of Nicola Sturgeon.

	Total	Gender		Age			Voting Intention						2010 Vote					SEG				Region6 + 1							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	Havent heard about
Unweighted Total	2128	967	1161	535	761	832	580	564	125	297	176	241	605	399	304	162	512	510	479	591	548	219	404	490	739	1852	178	98	520	369	663	576
Weighted Total	2128	1033	1095	613	751	764	534	598	130	297	175	239	525	422	335	138	550	435	395	633	665	283	351	478	725	1838	190	100	511	370	653	594
Approve	376	199	177	144	126	106	19	194	28	17	87	16	30	139	58	38	92	87	66	108	115	72	43	85	68	268	90	18	129	73	104	70
	17.7%	19.2%	16.2%	23.5%	16.8%	13.8%	3.6%	32.4%	21.7%	5.9%	49.6%	6.6%	5.7%	33.0%	17.4%	27.6%	16.6%	20.0%	16.7%	17.0%	17.4%	25.3%	12.3%	17.8%	9.4%	14.6%	47.3%	17.7%	25.2%	19.7%	16.0%	11.7%
Disapprove	1180	623	557	228	425	528	462	214	78	219	33	118	442	176	198	68	238	267	231	344	339	132	207	256	468	1064	63	53	289	219	391	281
	55.4%	60.3%	50.9%	37.2%	56.5%	69.0%	86.6%	35.7%	60.4%	73.8%	19.1%	49.6%	84.1%	41.6%	59.1%	49.3%	43.2%	61.3%	58.4%	54.3%	50.9%	46.7%	58.9%	53.6%	64.6%	57.9%	33.4%	53.0%	56.6%	59.1%	59.9%	47.4%
Neither of the above	346	151	195	142	122	81	33	131	14	34	35	50	33	71	50	20	130	55	66	109	116	50	52	82	119	302	23	20	66	57	92	131
	16.3%	14.7%	17.8%	23.2%	16.3%	10.7%	6.1%	21.8%	10.7%	11.4%	20.1%	21.1%	6.2%	16.8%	15.0%	14.3%	23.6%	12.7%	16.7%	17.2%	17.4%	17.6%	14.7%	17.1%	16.4%	16.4%	12.3%	20.2%	13.0%	15.3%	14.0%	22.1%
Don't know	226	60	166	99	78	50	20	60	9	26	20	54	21	36	28	12	91	26	32	73	95	29	50	55	70	204	13	9	27	22	66	111
	10.6%	5.8%	15.2%	16.1%	10.4%	6.5%	3.7%	10.0%	7.2%	8.9%	11.2%	22.7%	3.9%	8.6%	8.5%	8.8%	16.6%	6.0%	8.2%	11.5%	14.3%	10.3%	14.2%	11.5%	9.7%	11.1%	7.0%	9.1%	5.3%	5.9%	10.1%	18.8%
SIGMA	2128	1033	1095	613	751	764	534	598	130	297	175	239	525	422	335	138	550	435	395	633	665	283	351	478	725	1838	190	100	511	370	653	594
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Mail on Sunday Final General Election Poll

Prepared on behalf of the Mail on Sunday

Table 58
Q23. Normal weightings
Q23. Which of the following words is closest to how you would feel about this situation?
Base: All Respondents
Imagine the outcome shown in the picture above, where Ed Miliband is Prime Minister after the election, with the support of Nicola Sturgeon.

	Total	Gender		Age			Voting Intention						2010 Vote					SEG				Region6 + 1							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	Havent heard about
Unweighted Total	2128	967	1161	535	761	832	580	564	125	297	176	241	605	399	304	162	512	510	479	591	548	219	404	490	739	1852	178	98	520	369	663	576
Weighted Total	2128	1033	1095	613	751	764	534	598	130	297	175	239	525	422	335	138	550	435	395	633	665	283	351	478	725	1838	190	100	511	370	653	594
Happy	301	161	141	114	104	83	16	147	18	15	79	16	26	98	47	40	80	73	53	84	91	52	33	68	56	208	82	11	111	55	78	58
	14.2%	15.5%	12.9%	18.5%	13.9%	10.9%	3.0%	24.6%	13.8%	5.0%	45.2%	6.7%	5.0%	23.1%	14.1%	29.3%	14.5%	16.8%	13.5%	13.3%	13.7%	18.2%	9.3%	14.1%	7.7%	11.3%	43.2%	10.8%	21.7%	14.7%	11.9%	9.8%
Angry	999	554	445	188	338	473	426	173	61	190	23	85	412	143	165	53	184	224	196	295	284	114	177	209	400	900	54	45	257	176	331	236
	47.0%	53.6%	40.7%	30.7%	45.0%	61.9%	79.8%	28.9%	47.2%	64.1%	13.0%	35.7%	78.4%	34.0%	49.2%	38.5%	33.5%	51.5%	49.8%	46.6%	42.7%	40.2%	50.4%	43.7%	55.1%	48.9%	28.6%	45.5%	50.2%	47.4%	50.7%	39.8%
Neither of the above	615	254	360	210	244	161	69	218	41	66	62	90	65	149	95	33	203	112	109	188	205	94	98	147	197	536	46	33	116	113	184	202
	28.9%	24.6%	32.9%	34.3%	32.5%	21.0%	13.0%	36.4%	31.3%	22.3%	35.1%	37.8%	12.4%	35.2%	28.4%	24.1%	36.9%	25.7%	27.6%	29.8%	30.9%	33.2%	27.9%	30.7%	27.2%	29.2%	24.1%	32.9%	22.8%	30.4%	28.2%	34.0%
Don't know	213	64	148	101	64	47	23	61	10	26	12	47	22	32	28	11	83	26	36	66	85	24	43	55	72	194	8	11	27	28	60	97
	10.0%	6.2%	13.6%	16.5%	8.5%	6.2%	4.3%	10.1%	7.8%	8.6%	6.7%	19.8%	4.3%	7.6%	8.2%	8.1%	15.1%	6.0%	9.1%	10.4%	12.7%	8.4%	12.4%	11.4%	10.0%	10.6%	4.1%	10.7%	5.4%	7.4%	9.2%	16.4%
SIGMA	2128	1033	1095	613	751	764	534	598	130	297	175	239	525	422	335	138	550	435	395	633	665	283	351	478	725	1838	190	100	511	370	653	594
	100%	100%	100%	100%	100%	100%	100%	100%	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.

Mail on Sunday Final General Election Poll

Prepared on behalf of the Mail on Sunday

Table 59
Q23. Normal weightings
Q23. Which of the following words is closest to how you would feel about this situation?
Base: All Respondents
Imagine the outcome shown in the picture above, where Ed Miliband is Prime Minister after the election, with the support of Nicola Sturgeon.

	Total	Gender		Age			Voting Intention						2010 Vote					SEG				Region6 + 1							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	Havent heard about
Unweighted Total	2128	967	1161	535	761	832	580	564	125	297	176	241	605	399	304	162	512	510	479	591	548	219	404	490	739	1852	178	98	520	369	663	576
Weighted Total	2128	1033	1095	613	751	764	534	598	130	297	175	239	525	422	335	138	550	435	395	633	665	283	351	478	725	1838	190	100	511	370	653	594
Safe	377	196	181	144	127	106	18	197	24	19	87	18	31	130	61	41	94	79	70	119	108	59	46	86	83	274	90	13	126	70	106	75
	17.7%	19.0%	16.5%	23.5%	16.9%	13.9%	3.4%	32.9%	18.4%	6.5%	49.7%	7.7%	5.9%	30.8%	18.1%	30.1%	17.1%	18.2%	17.8%	18.8%	16.3%	20.8%	13.1%	18.1%	11.4%	14.9%	47.3%	13.3%	24.7%	18.9%	16.2%	12.7%
Unsafe	1132	597	535	230	392	510	456	191	79	222	33	99	436	157	189	62	226	259	222	324	327	134	190	247	451	1022	61	49	285	200	364	282
	53.2%	57.7%	48.9%	37.5%	52.1%	66.8%	85.5%	32.0%	61.0%	74.6%	18.9%	41.5%	83.0%	37.3%	56.4%	45.1%	41.1%	59.4%	56.2%	51.2%	49.2%	47.2%	54.0%	51.7%	62.2%	55.6%	31.8%	49.4%	55.8%	54.1%	55.8%	47.5%
Neither of the above	389	172	217	144	147	98	40	138	22	31	38	68	37	89	61	24	139	69	64	118	138	55	67	97	121	340	26	23	73	78	115	124
	18.3%	16.7%	19.8%	23.5%	19.6%	12.8%	7.6%	23.1%	17.4%	10.3%	21.7%	28.7%	7.1%	21.2%	18.2%	17.1%	25.2%	15.7%	16.2%	18.7%	20.8%	19.5%	19.0%	20.3%	16.7%	18.5%	13.6%	23.2%	14.2%	21.1%	17.5%	20.8%
Don't know	230	69	162	95	85	50	19	72	4	25	17	53	21	45	25	11	91	29	39	71	92	36	49	47	71	202	14	14	27	22	68	113
	10.8%	6.6%	14.8%	15.5%	11.4%	6.5%	3.5%	12.0%	3.2%	8.5%	9.7%	22.1%	4.0%	10.7%	7.3%	7.6%	16.5%	6.6%	9.8%	11.3%	13.8%	12.6%	13.9%	9.9%	9.8%	11.0%	7.3%	14.0%	5.4%	5.9%	10.5%	19.0%
SIGMA	2128	1033	1095	613	751	764	534	598	130	297	175	239	525	422	335	138	550	435	395	633	665	283	351	478	725	1838	190	100	511	370	653	594
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Mail on Sunday Final General Election Poll

Prepared on behalf of the Mail on Sunday

Table 60

Q23. Normal weightings

Q23. Which of the following words is closest to how you would feel about this situation?

Base: All Respondents

Imagine the outcome shown in the picture above, where Ed Miliband is Prime Minister after the election, with the support of Nick Clegg.

	Total	Gender		Age			Voting Intention						2010 Vote					SEG				Region6 + 1							broadcast			
		Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	Undecide d	CON	LAB	LD	OTHER	Did Not Vote	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales	Saw all	Saw some	Heard about	Havent heard about
Unweighted Total	2128	967	1161	535	761	832	580	564	125	297	176	241	605	399	304	162	512	510	479	591	548	219	404	490	739	1852	178	98	520	369	663	576
Weighted Total	2128	1033	1095	613	751	764	534	598	130	297	175	239	525	422	335	138	550	435	395	633	665	283	351	478	725	1838	190	100	511	370	653	594
Approve	427	219	208	149	148	131	33	218	59	33	27	36	54	109	117	16	113	104	97	122	104	70	72	104	127	373	38	17	151	80	132	65
	20.1%	21.2%	19.0%	24.3%	19.7%	17.1%	6.3%	36.5%	45.9%	11.1%	15.2%	14.9%	10.2%	25.9%	35.0%	11.5%	20.4%	23.8%	24.6%	19.3%	15.7%	24.6%	20.4%	21.8%	17.5%	20.3%	19.8%	17.1%	29.5%	21.6%	20.1%	11.0%
Disapprove	1021	542	479	217	348	456	383	194	42	189	91	81	369	170	134	86	216	218	175	302	326	118	158	228	371	875	100	46	228	186	322	285
	48.0%	52.4%	43.8%	35.4%	46.3%	59.7%	71.7%	32.4%	32.3%	63.5%	51.6%	33.8%	70.2%	40.2%	40.1%	62.2%	39.2%	50.1%	44.3%	47.7%	49.1%	41.6%	45.0%	47.6%	51.1%	47.6%	52.5%	46.5%	44.5%	50.3%	49.3%	48.0%
Neither of the above	441	208	233	154	170	117	88	118	25	49	44	67	70	103	61	29	126	83	86	133	139	63	78	89	157	387	41	13	97	75	132	136
	20.7%	20.1%	21.3%	25.1%	22.6%	15.4%	16.5%	19.7%	19.5%	16.6%	25.3%	28.3%	13.3%	24.5%	18.1%	20.9%	23.0%	19.1%	21.7%	21.0%	20.9%	22.4%	22.2%	18.5%	21.6%	21.1%	21.3%	13.4%	19.1%	20.2%	20.3%	23.0%
Don't know	239	65	174	93	86	60	29	69	3	26	14	55	33	40	23	7	96	31	37	76	95	33	43	57	71	204	12	23	35	30	67	107
	11.2%	6.3%	15.9%	15.2%	11.4%	7.9%	5.5%	11.5%	2.3%	8.7%	8.0%	23.0%	6.3%	9.5%	6.8%	5.4%	17.4%	7.0%	9.4%	12.0%	14.3%	11.5%	12.3%	12.0%	9.8%	11.1%	6.4%	23.0%	6.9%	8.0%	10.3%	18.0%
SIGMA	2128	1033	1095	613	751	764	534	598	130	297	175	239	525	422	335	138	550	435	395	633	665	283	351	478	725	1838	190	100	511	370	653	594
	100%	100%	100%	100%	100%	100%	100%	100%	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.

Mail on Sunday Final General Election Poll

Prepared on behalf of the Mail on Sunday

Table 61
Q23. Normal weightings
Q23. Which of the following words is closest to how you would feel about this situation?
Base: All Respondents
Imagine the outcome shown in the picture above, where Ed Miliband is Prime Minister after the election, with the support of Nick Clegg.

	Total	Gender		Age			Voting Intention						2010 Vote					SEG				Region6 + 1							broadcast			
		Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	Undecide d	CON	LAB	LD	OTHER	Did Not Vote	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales	Saw all	Saw some	Heard about	Havent heard about
Unweighted Total	2128	967	1161	535	761	832	580	564	125	297	176	241	605	399	304	162	512	510	479	591	548	219	404	490	739	1852	178	98	520	369	663	576
Weighted Total	2128	1033	1095	613	751	764	534	598	130	297	175	239	525	422	335	138	550	435	395	633	665	283	351	478	725	1838	190	100	511	370	653	594
Happy	310	168	142	104	110	96	15	168	39	23	21	28	35	85	91	10	82	77	68	82	82	52	51	76	88	267	26	17	104	59	97	50
	14.6%	16.3%	13.0%	17.0%	14.6%	12.6%	2.7%	28.1%	29.8%	7.9%	11.9%	11.6%	6.6%	20.3%	27.2%	7.3%	14.9%	17.8%	17.3%	13.0%	12.3%	18.2%	14.4%	16.0%	12.2%	14.5%	13.9%	16.8%	20.3%	15.9%	14.9%	8.4%
Angry	812	454	358	192	264	356	324	142	35	162	67	54	326	129	97	73	157	162	138	253	259	94	127	167	315	703	77	32	202	149	242	219
	38.2%	44.0%	32.7%	31.4%	35.1%	46.6%	60.7%	23.7%	26.8%	54.6%	37.9%	22.8%	62.0%	30.6%	29.0%	52.9%	28.5%	37.2%	35.0%	40.0%	39.0%	33.3%	36.3%	34.9%	43.4%	38.3%	40.2%	32.6%	39.6%	40.3%	37.0%	36.9%
Neither of the above	766	334	431	225	286	255	163	222	52	85	69	101	131	163	123	44	223	162	150	219	234	107	131	181	249	667	71	27	173	132	244	217
	36.0%	32.3%	39.4%	36.7%	38.1%	33.3%	30.5%	37.2%	40.4%	28.7%	39.3%	42.2%	25.0%	38.6%	36.7%	32.2%	40.4%	37.3%	38.0%	34.6%	35.2%	37.8%	37.3%	37.8%	34.3%	36.3%	37.5%	27.0%	33.9%	35.6%	37.4%	36.5%
Don't know	240	77	163	92	91	57	32	66	4	26	19	56	33	45	24	10	89	34	38	79	89	30	42	54	74	201	16	24	32	31	70	108
	11.3%	7.4%	14.9%	14.9%	12.1%	7.5%	6.0%	11.0%	3.1%	8.8%	10.8%	23.3%	6.4%	10.6%	7.1%	7.6%	16.1%	7.8%	9.7%	12.4%	13.4%	10.7%	11.9%	11.4%	10.2%	10.9%	8.4%	23.7%	6.2%	8.3%	10.7%	18.2%
SIGMA	2128	1033	1095	613	751	764	534	598	130	297	175	239	525	422	335	138	550	435	395	633	665	283	351	478	725	1838	190	100	511	370	653	594
	100%	100%	100%	100%	100%	100%	100%	100%	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.

Mail on Sunday Final General Election Poll

Prepared on behalf of the Mail on Sunday

Table 62
Q23. Normal weightings
Q23. Which of the following words is closest to how you would feel about this situation?
Base: All Respondents
Imagine the outcome shown in the picture above, where Ed Miliband is Prime Minister after the election, with the support of Nick Clegg.

	Total	Gender		Age			Voting Intention						2010 Vote					SEG				Region6 + 1							broadcast			
		Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	Undecide d	CON	LAB	LD	OTHER	Did Not Vote	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales	Saw all	Saw some	Heard about	Havent heard about
Unweighted Total	2128	967	1161	535	761	832	580	564	125	297	176	241	605	399	304	162	512	510	479	591	548	219	404	490	739	1852	178	98	520	369	663	576
Weighted Total	2128	1033	1095	613	751	764	534	598	130	297	175	239	525	422	335	138	550	435	395	633	665	283	351	478	725	1838	190	100	511	370	653	594
Safe	421	227	194	140	147	135	33	223	58	36	21	32	45	135	106	14	106	106	85	113	117	66	69	110	121	366	39	16	144	79	135	63
	19.8%	22.0%	17.7%	22.8%	19.5%	17.6%	6.2%	37.3%	44.9%	12.2%	12.1%	13.6%	8.6%	31.9%	31.5%	10.1%	19.2%	24.4%	21.6%	17.8%	17.6%	23.4%	19.6%	22.9%	16.7%	19.9%	20.4%	16.4%	28.2%	21.2%	20.7%	10.7%
Unsafe	972	519	453	230	314	429	389	158	34	192	77	75	369	140	122	84	204	200	171	286	315	115	156	213	359	843	91	39	229	187	282	274
	45.7%	50.2%	41.4%	37.5%	41.8%	56.1%	72.8%	26.5%	26.0%	64.7%	43.7%	31.3%	70.3%	33.2%	36.5%	61.2%	37.2%	45.9%	43.3%	45.2%	47.4%	40.5%	44.4%	44.5%	49.5%	45.8%	47.6%	39.1%	44.9%	50.4%	43.2%	46.2%
Neither of the above	458	204	254	148	178	133	79	138	28	42	51	66	73	95	79	27	141	90	99	146	124	60	68	101	165	394	44	20	99	68	156	135
	21.5%	19.8%	23.2%	24.1%	23.7%	17.3%	14.7%	23.0%	21.7%	14.3%	29.3%	27.8%	13.9%	22.5%	23.7%	19.7%	25.6%	20.6%	25.1%	23.1%	18.6%	21.1%	19.4%	21.1%	22.8%	21.4%	23.3%	20.1%	19.4%	18.4%	23.9%	22.8%
Don't know	276	83	193	95	113	68	33	79	10	26	26	65	38	52	28	12	99	40	39	88	109	42	58	55	80	236	16	24	38	37	80	121
	13.0%	8.0%	17.6%	15.5%	15.1%	8.9%	6.2%	13.1%	7.4%	8.9%	14.8%	27.4%	7.2%	12.4%	8.3%	9.0%	18.1%	9.1%	10.0%	13.9%	16.4%	14.9%	16.6%	11.5%	11.1%	12.8%	8.6%	24.4%	7.5%	10.0%	12.2%	20.4%
SIGMA	2128	1033	1095	613	751	764	534	598	130	297	175	239	525	422	335	138	550	435	395	633	665	283	351	478	725	1838	190	100	511	370	653	594
	100%	100%	100%	100%	100%	100%	100%	100%	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.

Mail on Sunday Final General Election Poll

Prepared on behalf of the Mail on Sunday

Table 63
Q23. Normal weightings
Q23. Which of the following words is closest to how you would feel about this situation?
Base: All Respondents
Imagine the outcome shown in the picture above, where Ed Miliband is Prime Minister after the election, with the support of both Nicola Sturgeon and Nick Clegg.

	Total	Gender		Age			Voting Intention						2010 Vote					SEG				Region6 + 1							broadcast			
		Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	Undecide d	CON	LAB	LD	OTHER	Did Not Vote	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales	Saw all	Saw some	Heard about	Havent heard about
Unweighted Total	2128	967	1161	535	761	832	580	564	125	297	176	241	605	399	304	162	512	510	479	591	548	219	404	490	739	1852	178	98	520	369	663	576
Weighted Total	2128	1033	1095	613	751	764	534	598	130	297	175	239	525	422	335	138	550	435	395	633	665	283	351	478	725	1838	190	100	511	370	653	594
Approve	300	161	139	116	94	90	24	142	31	20	54	20	38	92	57	22	77	69	68	81	82	63	34	65	71	234	51	16	121	46	87	45
	14.1%	15.6%	12.7%	18.9%	12.6%	11.8%	4.5%	23.8%	23.8%	6.8%	30.9%	8.5%	7.3%	21.8%	17.0%	15.7%	13.9%	15.8%	17.2%	12.8%	12.3%	22.2%	9.8%	13.7%	9.8%	12.7%	26.7%	15.6%	23.7%	12.5%	13.3%	7.7%
Disapprove	1232	649	583	272	435	525	449	264	64	212	64	117	430	201	193	72	273	271	228	370	362	127	224	271	477	1099	80	52	276	230	393	333
	57.9%	62.8%	53.2%	44.4%	57.9%	68.7%	84.2%	44.2%	49.3%	71.4%	36.6%	48.9%	81.8%	47.7%	57.6%	52.6%	49.5%	62.4%	57.7%	58.5%	54.5%	44.7%	63.8%	56.7%	65.8%	59.8%	42.1%	52.2%	53.9%	62.1%	60.2%	56.1%
Neither of the above	331	141	190	114	136	81	32	107	25	41	34	42	35	79	59	25	101	67	57	107	100	56	53	77	92	278	37	15	70	55	94	113
	15.5%	13.6%	17.4%	18.5%	18.1%	10.6%	5.9%	17.9%	19.4%	13.8%	19.3%	17.8%	6.6%	18.6%	17.7%	17.9%	18.3%	15.5%	14.5%	16.8%	15.0%	19.7%	15.0%	16.1%	12.7%	15.1%	19.6%	15.5%	13.7%	14.7%	14.3%	19.0%
Don't know	266	83	183	112	86	68	29	85	10	24	23	59	22	50	26	19	100	27	42	75	121	38	40	64	85	227	22	17	45	39	80	102
	12.5%	8.0%	16.7%	18.2%	11.5%	8.9%	5.4%	14.2%	7.5%	8.0%	13.2%	24.8%	4.3%	11.8%	7.7%	13.8%	18.2%	6.3%	10.6%	11.9%	18.2%	13.4%	11.5%	13.5%	11.7%	12.4%	11.6%	16.6%	8.7%	10.6%	12.2%	17.3%
SIGMA	2128	1033	1095	613	751	764	534	598	130	297	175	239	525	422	335	138	550	435	395	633	665	283	351	478	725	1838	190	100	511	370	653	594
	100%	100%	100%	100%	100%	100%	100%	100%	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.

Mail on Sunday Final General Election Poll

Prepared on behalf of the Mail on Sunday

Table 64
Q23. Normal weightings
Q23. Which of the following words is closest to how you would feel about this situation?
Base: All Respondents
Imagine the outcome shown in the picture above, where Ed Miliband is Prime Minister after the election, with the support of both Nicola Sturgeon and Nick Clegg.

	Total	Gender		Age			Voting Intention						2010 Vote					SEG				Region6 + 1							broadcast			
		Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	Undecide d	CON	LAB	LD	OTHER	Did Not Vote	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales	Saw all	Saw some	Heard about	Havent heard about
Unweighted Total	2128	967	1161	535	761	832	580	564	125	297	176	241	605	399	304	162	512	510	479	591	548	219	404	490	739	1852	178	98	520	369	663	576
Weighted Total	2128	1033	1095	613	751	764	534	598	130	297	175	239	525	422	335	138	550	435	395	633	665	283	351	478	725	1838	190	100	511	370	653	594
Happy	222	125	96	92	62	67	10	111	27	11	49	11	21	65	46	18	60	45	43	68	66	44	25	47	47	163	48	11	84	31	73	33
	10.4%	12.1%	8.8%	15.1%	8.3%	8.7%	1.8%	18.5%	20.9%	3.6%	27.6%	4.6%	3.9%	15.5%	13.8%	13.1%	10.9%	10.4%	10.8%	10.8%	9.9%	15.6%	7.2%	9.9%	6.5%	8.9%	25.0%	10.6%	16.5%	8.5%	11.1%	5.6%
Angry	1025	552	473	216	350	459	407	204	54	192	42	90	405	169	148	62	200	218	198	310	299	105	191	227	388	911	70	44	262	192	312	259
	48.2%	53.5%	43.2%	35.3%	46.6%	60.1%	76.2%	34.1%	41.8%	64.8%	23.8%	37.8%	77.1%	40.0%	44.2%	44.8%	36.4%	50.1%	50.1%	49.0%	45.0%	37.2%	54.4%	47.4%	53.5%	49.6%	36.9%	44.3%	51.3%	51.8%	47.8%	43.6%
Neither of the above	623	275	347	204	239	179	85	203	42	69	67	80	79	138	108	43	197	138	110	177	197	95	91	143	210	539	56	28	124	109	190	200
	29.3%	26.7%	31.7%	33.3%	31.9%	23.4%	16.0%	33.9%	32.4%	23.2%	38.3%	33.5%	15.1%	32.7%	32.3%	31.0%	35.8%	31.7%	28.0%	28.0%	29.6%	33.4%	26.0%	29.9%	28.9%	29.3%	29.6%	27.7%	24.2%	29.4%	29.1%	33.7%
Don't know	258	80	178	100	99	59	32	80	6	25	18	57	20	50	33	15	93	34	44	77	103	39	44	61	81	225	16	17	41	38	78	102
	12.1%	7.8%	16.3%	16.3%	13.2%	7.8%	5.9%	13.4%	4.9%	8.4%	10.3%	24.0%	3.9%	11.9%	9.8%	11.1%	16.9%	7.8%	11.1%	12.2%	15.5%	13.8%	12.4%	12.8%	11.2%	12.2%	8.5%	17.3%	8.0%	10.3%	11.9%	17.1%
SIGMA	2128	1033	1095	613	751	764	534	598	130	297	175	239	525	422	335	138	550	435	395	633	665	283	351	478	725	1838	190	100	511	370	653	594
	100%	100%	100%	100%	100%	100%	100%	100%	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.

Mail on Sunday Final General Election Poll

Prepared on behalf of the Mail on Sunday

Table 65
Q23. Normal weightings
Q23. Which of the following words is closest to how you would feel about this situation?
Base: All Respondents
Imagine the outcome shown in the picture above, where Ed Miliband is Prime Minister after the election, with the support of both Nicola Sturgeon and Nick Clegg.

	Total	Gender		Age			Voting Intention						2010 Vote					SEG				Region6 + 1							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	Havent heard about
Unweighted Total	2128	967	1161	535	761	832	580	564	125	297	176	241	605	399	304	162	512	510	479	591	548	219	404	490	739	1852	178	98	520	369	663	576
Weighted Total	2128	1033	1095	613	751	764	534	598	130	297	175	239	525	422	335	138	550	435	395	633	665	283	351	478	725	1838	190	100	511	370	653	594
Safe	292	161	131	106	94	92	22	138	30	21	58	16	32	94	51	21	80	66	61	89	76	46	41	73	66	227	52	14	102	49	86	55
	13.7%	15.6%	12.0%	17.3%	12.6%	12.0%	4.1%	23.0%	23.1%	7.0%	33.2%	6.8%	6.0%	22.4%	15.1%	15.1%	14.5%	15.2%	15.4%	14.1%	11.4%	16.4%	11.6%	15.3%	9.1%	12.3%	27.3%	13.7%	20.1%	13.2%	13.2%	9.2%
Unsafe	1148	605	543	267	385	496	440	224	67	209	57	92	426	166	176	68	253	251	222	351	324	126	207	250	438	1021	77	50	277	207	357	308
	54.0%	58.5%	49.6%	43.6%	51.3%	64.9%	82.4%	37.4%	51.5%	70.5%	32.4%	38.4%	81.1%	39.3%	52.7%	49.2%	45.9%	57.6%	56.3%	55.4%	48.8%	44.3%	58.9%	52.3%	60.4%	55.5%	40.7%	50.3%	54.2%	55.8%	54.6%	51.8%
Neither of the above	387	179	208	133	156	99	43	141	20	44	31	59	44	97	69	26	115	77	60	116	134	68	49	87	132	336	35	15	86	72	115	114
	18.2%	17.3%	19.0%	21.6%	20.7%	12.9%	8.1%	23.6%	15.8%	14.9%	17.6%	24.8%	8.4%	23.0%	20.6%	18.9%	21.0%	17.7%	15.2%	18.3%	20.1%	23.8%	14.1%	18.3%	18.2%	18.3%	18.7%	14.7%	16.8%	19.5%	17.7%	19.1%
Don't know	301	89	212	107	116	77	29	95	13	23	29	71	24	65	39	23	102	41	52	77	131	44	54	68	89	254	25	21	46	43	95	118
	14.1%	8.6%	19.4%	17.5%	15.5%	10.1%	5.4%	15.9%	9.7%	7.6%	16.7%	30.0%	4.5%	15.3%	11.6%	16.9%	18.6%	9.4%	13.1%	12.2%	19.7%	15.5%	15.4%	14.1%	12.3%	13.8%	13.3%	21.3%	9.0%	11.5%	14.5%	19.8%
SIGMA	2128	1033	1095	613	751	764	534	598	130	297	175	239	525	422	335	138	550	435	395	633	665	283	351	478	725	1838	190	100	511	370	653	594
	100%	100%	100%	100%	100%	100%	100%	100%	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.

Mail on Sunday Final General Election Poll

Prepared on behalf of the Mail on Sunday

Table 66
Q23. Normal weightings
Q23. Which of the following words is closest to how you would feel about this situation?
Base: All Respondents
Imagine the outcome shown in the picture above, where David Cameron is Prime Minister after the election, with the support of Nick Clegg.

	Total	Gender		Age			Voting Intention						2010 Vote					SEG				Region6 + 1							broadcast			
		Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	Undecide d	CON	LAB	LD	OTHER	Did Not Vote	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales	Saw all	Saw some	Heard about	Havent heard about
Unweighted Total	2128	967	1161	535	761	832	580	564	125	297	176	241	605	399	304	162	512	510	479	591	548	219	404	490	739	1852	178	98	520	369	663	576
Weighted Total	2128	1033	1095	613	751	764	534	598	130	297	175	239	525	422	335	138	550	435	395	633	665	283	351	478	725	1838	190	100	511	370	653	594
Approve	583	330	254	160	184	240	283	59	86	65	12	57	240	49	120	17	114	144	134	169	137	86	91	115	236	528	40	16	190	89	182	122
	27.4%	31.9%	23.2%	26.1%	24.5%	31.4%	53.1%	9.8%	66.2%	21.8%	6.6%	23.7%	45.8%	11.5%	35.7%	12.0%	20.7%	33.1%	33.9%	26.6%	20.5%	30.4%	25.9%	24.1%	32.5%	28.7%	20.8%	15.6%	37.1%	24.1%	27.9%	20.6%
Disapprove	922	453	469	257	340	324	80	433	21	150	124	71	131	291	134	79	246	167	162	281	312	111	156	240	262	770	106	46	216	165	297	244
	43.3%	43.8%	42.9%	42.0%	45.2%	42.5%	15.1%	72.5%	16.5%	50.5%	70.6%	29.6%	25.0%	69.0%	39.9%	57.4%	44.8%	38.3%	41.1%	44.3%	46.9%	39.2%	44.5%	50.3%	36.1%	41.9%	56.0%	45.8%	42.2%	44.5%	45.5%	41.1%
Neither of the above	453	200	254	129	164	161	142	73	20	63	29	71	133	64	65	35	119	104	80	128	142	67	79	86	167	398	32	23	80	93	138	142
	21.3%	19.3%	23.2%	21.0%	21.8%	21.0%	26.5%	12.3%	15.2%	21.4%	16.7%	29.8%	25.3%	15.1%	19.3%	25.4%	21.5%	23.8%	20.2%	20.1%	21.3%	23.6%	22.4%	18.0%	23.0%	21.7%	16.6%	23.5%	15.7%	25.2%	21.1%	23.9%
Don't know	170	51	118	67	64	39	28	33	3	19	11	40	21	19	17	7	72	20	19	56	75	20	25	36	61	142	13	15	25	23	36	85
	8.0%	5.0%	10.8%	10.9%	8.5%	5.1%	5.3%	5.5%	2.1%	6.3%	6.1%	16.9%	3.9%	4.5%	5.1%	5.1%	13.1%	4.7%	4.7%	8.9%	11.2%	6.9%	7.2%	7.6%	8.3%	7.7%	6.7%	15.1%	5.0%	6.2%	5.6%	14.3%
SIGMA	2128	1033	1095	613	751	764	534	598	130	297	175	239	525	422	335	138	550	435	395	633	665	283	351	478	725	1838	190	100	511	370	653	594
	100%	100%	100%	100%	100%	100%	100%	100%	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.

Mail on Sunday Final General Election Poll

Prepared on behalf of the Mail on Sunday

Table 67
Q23. Normal weightings
Q23. Which of the following words is closest to how you would feel about this situation?
Base: All Respondents
Imagine the outcome shown in the picture above, where David Cameron is Prime Minister after the election, with the support of Nick Clegg.

	Total	Gender		Age			Voting Intention						2010 Vote					SEG				Region6 + 1							broadcast			
		Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	Undecide d	CON	LAB	LD	OTHER	Did Not Vote	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales	Saw all	Saw some	Heard about	Havent heard about
Unweighted Total	2128	967	1161	535	761	832	580	564	125	297	176	241	605	399	304	162	512	510	479	591	548	219	404	490	739	1852	178	98	520	369	663	576
Weighted Total	2128	1033	1095	613	751	764	534	598	130	297	175	239	525	422	335	138	550	435	395	633	665	283	351	478	725	1838	190	100	511	370	653	594
Happy	425	245	180	115	136	174	222	43	72	34	7	34	184	33	96	11	73	114	96	114	101	58	65	87	172	382	31	13	136	71	125	93
	20.0%	23.7%	16.4%	18.8%	18.1%	22.8%	41.6%	7.2%	55.2%	11.6%	4.0%	14.0%	35.0%	7.7%	28.6%	7.7%	13.2%	26.3%	24.3%	18.0%	15.1%	20.5%	18.4%	18.1%	23.8%	20.8%	16.3%	12.6%	26.7%	19.2%	19.1%	15.7%
Angry	779	383	396	248	278	253	54	384	20	125	112	49	101	247	121	67	210	136	132	249	263	107	129	191	210	637	103	40	215	144	230	190
	36.6%	37.1%	36.2%	40.5%	37.0%	33.1%	10.0%	64.2%	15.5%	42.2%	63.7%	20.4%	19.2%	58.6%	36.3%	48.6%	38.2%	31.2%	33.4%	39.3%	39.6%	37.7%	36.8%	40.0%	28.9%	34.7%	54.0%	40.0%	42.1%	38.9%	35.2%	32.1%
Neither of the above	744	352	392	178	268	298	227	134	37	116	47	113	218	126	99	48	194	164	144	210	226	95	136	155	276	662	47	35	128	133	253	231
	35.0%	34.1%	35.8%	29.0%	35.7%	39.0%	42.6%	22.4%	28.3%	38.9%	26.9%	47.4%	41.4%	29.8%	29.6%	34.6%	35.2%	37.8%	36.4%	33.2%	34.0%	33.7%	38.7%	32.5%	38.0%	36.0%	24.6%	35.3%	25.0%	35.8%	38.7%	38.9%
Don't know	179	52	127	72	69	38	31	37	1	22	9	43	23	17	19	13	74	20	23	60	75	23	22	45	67	157	10	12	32	22	45	79
	8.4%	5.1%	11.6%	11.7%	9.2%	5.0%	5.8%	6.1%	1.0%	7.3%	5.4%	18.2%	4.4%	3.9%	5.5%	9.1%	13.4%	4.7%	5.9%	9.5%	11.3%	8.2%	6.2%	9.4%	9.3%	8.6%	5.1%	12.1%	6.3%	6.1%	7.0%	13.4%
SIGMA	2128	1033	1095	613	751	764	534	598	130	297	175	239	525	422	335	138	550	435	395	633	665	283	351	478	725	1838	190	100	511	370	653	594
	100%	100%	100%	100%	100%	100%	100%	100%	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.

Mail on Sunday Final General Election Poll

Prepared on behalf of the Mail on Sunday

Table 68
Q23. Normal weightings
Q23. Which of the following words is closest to how you would feel about this situation?
Base: All Respondents
Imagine the outcome shown in the picture above, where David Cameron is Prime Minister after the election, with the support of Nick Clegg.

	Total	Gender		Age			Voting Intention						2010 Vote					SEG				Region6 + 1							broadcast			
		Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	Undecide d	CON	LAB	LD	OTHER	Did Not Vote	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales	Saw all	Saw some	Heard about	Havent heard about
Unweighted Total	2128	967	1161	535	761	832	580	564	125	297	176	241	605	399	304	162	512	510	479	591	548	219	404	490	739	1852	178	98	520	369	663	576
Weighted Total	2128	1033	1095	613	751	764	534	598	130	297	175	239	525	422	335	138	550	435	395	633	665	283	351	478	725	1838	190	100	511	370	653	594
Safe	658	370	287	157	222	279	335	68	81	70	22	56	285	61	128	24	122	183	138	191	146	81	113	129	265	588	43	26	188	115	215	140
	30.9%	35.8%	26.2%	25.6%	29.5%	36.5%	62.8%	11.3%	62.9%	23.5%	12.6%	23.5%	54.3%	14.4%	38.1%	17.5%	22.1%	42.0%	34.9%	30.1%	21.9%	28.5%	32.3%	27.0%	36.6%	32.0%	22.4%	26.6%	36.8%	31.1%	32.9%	23.5%
Unsafe	791	383	408	246	283	262	47	389	21	124	114	55	87	255	123	73	218	120	146	248	276	107	126	209	213	655	97	39	196	141	238	216
	37.2%	37.1%	37.2%	40.1%	37.7%	34.3%	8.8%	65.1%	16.1%	41.9%	64.7%	22.9%	16.5%	60.3%	36.6%	53.4%	39.6%	27.6%	37.1%	39.2%	41.5%	37.6%	35.7%	43.8%	29.4%	35.6%	50.8%	39.7%	38.4%	38.1%	36.5%	36.3%
Neither of the above	483	224	258	134	176	173	122	97	22	80	28	82	132	79	67	28	130	105	80	141	156	66	80	103	173	422	38	23	96	85	150	151
	22.7%	21.7%	23.6%	21.8%	23.4%	22.6%	22.9%	16.1%	17.1%	27.0%	15.8%	34.4%	25.2%	18.7%	19.9%	20.6%	23.6%	24.1%	20.4%	22.3%	23.5%	23.4%	22.7%	21.6%	23.9%	23.0%	19.8%	22.7%	18.8%	23.0%	23.0%	25.5%
Don't know	197	55	141	76	70	50	30	45	5	22	12	46	21	27	18	12	81	27	30	53	87	30	33	37	73	172	13	11	31	29	50	87
	9.2%	5.4%	12.9%	12.4%	9.4%	6.6%	5.5%	7.4%	4.0%	7.6%	6.9%	19.2%	4.0%	6.5%	5.3%	8.5%	14.7%	6.3%	7.6%	8.3%	13.0%	10.5%	9.3%	7.6%	10.1%	9.4%	7.0%	11.1%	6.0%	7.8%	7.7%	14.6%
SIGMA	2128	1033	1095	613	751	764	534	598	130	297	175	239	525	422	335	138	550	435	395	633	665	283	351	478	725	1838	190	100	511	370	653	594
	100%	100%	100%	100%	100%	100%	100%	100%	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.

Mail on Sunday Final General Election Poll

Prepared on behalf of the Mail on Sunday

Table 69
Q23. Normal weightings
Q23. Which of the following words is closest to how you would feel about this situation?
Base: All Respondents
Imagine the outcome shown in the picture above, where David Cameron is Prime Minister after the election, with the support of Nigel Farage.

	Total	Gender		Age			Voting Intention						2010 Vote					SEG				Region6 + 1							broadcast			
		Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	Undecide d	CON	LAB	LD	OTHER	Did Not Vote	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales	Saw all	Saw some	Heard about	Havent heard about
Unweighted Total	2128	967	1161	535	761	832	580	564	125	297	176	241	605	399	304	162	512	510	479	591	548	219	404	490	739	1852	178	98	520	369	663	576
Weighted Total	2128	1033	1095	613	751	764	534	598	130	297	175	239	525	422	335	138	550	435	395	633	665	283	351	478	725	1838	190	100	511	370	653	594
Approve	516	312	204	141	152	223	204	58	20	176	14	27	235	59	54	42	113	109	86	166	155	73	97	107	206	483	21	11	165	107	151	92
	24.2%	30.2%	18.6%	23.1%	20.2%	29.1%	38.3%	9.7%	15.3%	59.2%	8.0%	11.4%	44.8%	13.9%	16.1%	30.4%	20.5%	25.0%	21.7%	26.2%	23.4%	25.7%	27.7%	22.3%	28.4%	26.3%	11.2%	11.1%	32.3%	29.0%	23.2%	15.5%
Disapprove	1095	526	569	297	410	389	214	456	88	35	136	111	193	296	209	64	270	248	223	301	323	140	171	263	327	902	135	59	248	198	349	301
	51.5%	50.9%	52.0%	48.4%	54.5%	50.9%	40.1%	76.3%	68.2%	11.7%	77.5%	46.6%	36.8%	70.1%	62.4%	46.4%	49.1%	57.0%	56.6%	47.6%	48.5%	49.5%	48.7%	55.1%	45.1%	49.1%	70.9%	59.2%	48.5%	53.4%	53.5%	50.7%
Neither of the above	328	139	189	103	121	104	84	52	18	56	18	53	72	50	50	25	96	56	62	107	103	50	55	60	124	288	28	12	71	47	98	112
	15.4%	13.4%	17.3%	16.8%	16.0%	13.6%	15.7%	8.7%	14.1%	18.8%	10.1%	22.2%	13.7%	11.8%	15.0%	18.0%	17.4%	12.9%	15.7%	16.9%	15.5%	17.7%	15.6%	12.5%	17.1%	15.7%	14.7%	11.6%	13.9%	12.6%	15.0%	18.9%
Don't know	189	56	133	72	69	48	32	32	3	31	8	47	25	18	22	7	72	22	24	58	84	20	28	48	68	165	6	18	27	18	55	89
	8.9%	5.4%	12.1%	11.7%	9.2%	6.3%	5.9%	5.3%	2.4%	10.3%	4.5%	19.8%	4.8%	4.2%	6.5%	5.3%	13.0%	5.1%	6.1%	9.2%	12.7%	7.1%	8.0%	10.1%	9.4%	9.0%	3.3%	18.1%	5.3%	5.0%	8.4%	14.9%
SIGMA	2128	1033	1095	613	751	764	534	598	130	297	175	239	525	422	335	138	550	435	395	633	665	283	351	478	725	1838	190	100	511	370	653	594
	100%	100%	100%	100%	100%	100%	100%	100%	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.

Mail on Sunday Final General Election Poll

Prepared on behalf of the Mail on Sunday

Table 70
Q23. Normal weightings
Q23. Which of the following words is closest to how you would feel about this situation?
Base: All Respondents
Imagine the outcome shown in the picture above, where David Cameron is Prime Minister after the election, with the support of Nigel Farage.

	Total	Gender		Age			Voting Intention						2010 Vote					SEG				Region6 + 1							broadcast			
		Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	Undecide d	CON	LAB	LD	OTHER	Did Not Vote	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales	Saw all	Saw some	Heard about	Havent heard about
Unweighted Total	2128	967	1161	535	761	832	580	564	125	297	176	241	605	399	304	162	512	510	479	591	548	219	404	490	739	1852	178	98	520	369	663	576
Weighted Total	2128	1033	1095	613	751	764	534	598	130	297	175	239	525	422	335	138	550	435	395	633	665	283	351	478	725	1838	190	100	511	370	653	594
Happy	442	268	173	113	143	186	170	53	11	152	11	27	199	51	47	40	87	94	71	141	136	64	86	92	172	414	18	10	133	90	133	85
	20.8%	26.0%	15.8%	18.4%	19.0%	24.4%	32.0%	8.9%	8.4%	51.3%	6.0%	11.1%	37.9%	12.0%	14.1%	29.0%	15.8%	21.6%	18.0%	22.2%	20.5%	22.7%	24.4%	19.2%	23.7%	22.5%	9.7%	9.7%	26.0%	24.4%	20.4%	14.4%
Angry	952	464	488	282	342	328	166	421	85	27	122	86	146	269	186	56	249	211	190	275	276	125	151	220	291	787	115	50	236	165	289	262
	44.7%	44.9%	44.6%	46.0%	45.5%	43.0%	31.1%	70.3%	65.6%	9.1%	69.3%	36.0%	27.9%	63.8%	55.6%	40.8%	45.3%	48.4%	48.2%	43.4%	41.5%	44.0%	43.0%	46.0%	40.1%	42.8%	60.6%	50.1%	46.1%	44.6%	44.2%	44.1%
Neither of the above	544	246	299	147	201	197	164	88	32	91	34	82	150	78	85	30	138	107	105	157	175	76	82	120	191	469	49	26	109	90	181	164
	25.6%	23.8%	27.3%	24.0%	26.7%	25.8%	30.8%	14.8%	24.7%	30.5%	19.5%	34.2%	28.6%	18.4%	25.4%	22.1%	25.1%	24.6%	26.7%	24.8%	26.3%	26.8%	23.3%	25.2%	26.3%	25.5%	25.8%	26.1%	21.4%	24.2%	27.8%	27.7%
Don't know	190	55	135	71	66	53	33	36	2	27	9	45	29	24	17	11	76	23	28	61	78	19	33	46	71	169	7	14	33	25	49	82
	8.9%	5.4%	12.3%	11.7%	8.8%	6.9%	6.2%	6.0%	1.3%	9.0%	5.1%	18.7%	5.6%	5.8%	5.0%	8.1%	13.8%	5.3%	7.1%	9.6%	11.7%	6.5%	9.3%	9.6%	9.8%	9.2%	3.9%	14.1%	6.5%	6.9%	7.6%	13.8%
SIGMA	2128	1033	1095	613	751	764	534	598	130	297	175	239	525	422	335	138	550	435	395	633	665	283	351	478	725	1838	190	100	511	370	653	594
	100%	100%	100%	100%	100%	100%	100%	100%	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.

Mail on Sunday Final General Election Poll

Prepared on behalf of the Mail on Sunday

2 May 2015

Table 71
Q23. Normal weightings
Q23. Which of the following words is closest to how you would feel about this situation?
Base: All Respondents
Imagine the outcome shown in the picture above, where David Cameron is Prime Minister after the election, with the support of Nigel Farage.

	Total	Gender		Age			Voting Intention						2010 Vote					SEG				Region6 + 1							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	Havent heard about
Unweighted Total	2128	967	1161	535	761	832	580	564	125	297	176	241	605	399	304	162	512	510	479	591	548	219	404	490	739	1852	178	98	520	369	663	576
Weighted Total	2128	1033	1095	613	751	764	534	598	130	297	175	239	525	422	335	138	550	435	395	633	665	283	351	478	725	1838	190	100	511	370	653	594
Safe	531	317	213	134	156	240	236	51	25	167	9	28	258	44	58	36	112	119	89	170	153	72	109	116	203	500	18	13	158	104	176	93
	24.9%	30.7%	19.5%	21.9%	20.8%	31.5%	44.2%	8.5%	19.4%	56.3%	5.0%	11.6%	49.1%	10.3%	17.4%	26.5%	20.3%	27.3%	22.7%	26.8%	23.0%	25.4%	30.9%	24.2%	28.0%	27.2%	9.3%	13.4%	30.9%	28.1%	27.0%	15.6%
Unsafe	1035	493	542	303	384	348	171	455	85	32	136	104	149	291	199	61	270	227	211	290	307	130	160	242	316	848	130	57	243	179	322	291
	48.6%	47.7%	49.5%	49.5%	51.1%	45.6%	32.1%	76.1%	65.3%	10.7%	77.3%	43.4%	28.4%	68.9%	59.4%	44.6%	49.0%	52.2%	53.3%	45.8%	46.2%	46.0%	45.5%	50.6%	43.5%	46.1%	68.4%	57.5%	47.5%	48.4%	49.3%	49.1%
Neither of the above	348	154	193	101	127	120	90	53	19	66	21	55	84	62	51	29	93	63	59	109	117	53	50	74	124	301	34	13	69	57	108	114
	16.3%	14.9%	17.7%	16.5%	16.8%	15.7%	16.8%	8.9%	14.4%	22.2%	11.9%	23.2%	15.9%	14.8%	15.2%	21.0%	16.8%	14.5%	14.9%	17.2%	17.6%	18.6%	14.2%	15.4%	17.1%	16.4%	17.9%	13.0%	13.4%	15.4%	16.5%	19.3%
Don't know	215	69	145	74	85	55	37	40	1	32	10	52	35	25	27	11	77	26	36	64	88	28	33	47	82	190	8	16	42	30	48	95
	10.1%	6.7%	13.3%	12.1%	11.3%	7.2%	6.9%	6.6%	0.9%	10.7%	5.8%	21.8%	6.6%	6.0%	8.0%	7.9%	13.9%	6.0%	9.1%	10.2%	13.2%	10.0%	9.4%	9.8%	11.3%	10.4%	4.3%	16.1%	8.1%	8.1%	7.3%	16.1%
SIGMA	2128	1033	1095	613	751	764	534	598	130	297	175	239	525	422	335	138	550	435	395	633	665	283	351	478	725	1838	190	100	511	370	653	594
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Mail on Sunday Final General Election Poll

Prepared on behalf of the Mail on Sunday

Table 72
Q24. Normal weightings
Q24. Who do you think has run the best election campaign so far?
Base: All Respondents

	Total	Gender		Age			Voting Intention						2010 Vote					SEG				Region6 + 1							broadcast			
		Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	Undecide d	CON	LAB	LD	OTHER	Did Not Vote	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales	Saw all	Saw some	Heard about	Havent heard about
Unweighted Total	2128	967	1161	535	761	832	580	564	125	297	176	241	605	399	304	162	512	510	479	591	548	219	404	490	739	1852	178	98	520	369	663	576
Weighted Total	2128	1033	1095	613	751	764	534	598	130	297	175	239	525	422	335	138	550	435	395	633	665	283	351	478	725	1838	190	100	511	370	653	594
David Cameron	406	215	191	117	132	157	272	46	17	18	6	29	215	36	35	9	90	96	88	101	121	57	69	86	165	377	13	16	126	81	107	91
	19.1%	20.8%	17.5%	19.1%	17.5%	20.6%	51.0%	7.8%	13.0%	6.1%	3.2%	12.0%	40.9%	8.4%	10.6%	6.5%	16.4%	21.9%	22.4%	16.0%	18.3%	20.0%	19.8%	17.9%	22.8%	20.5%	6.8%	16.4%	24.7%	22.0%	16.5%	15.3%
Ed Miliband	384	181	204	133	139	113	15	295	13	12	8	27	32	177	50	10	97	74	58	125	128	64	72	108	94	339	29	17	112	72	118	82
	18.1%	17.5%	18.6%	21.7%	18.5%	14.7%	2.8%	49.3%	10.4%	4.0%	4.8%	11.4%	6.0%	42.0%	14.9%	7.5%	17.5%	16.9%	14.7%	19.7%	19.2%	22.7%	20.6%	22.5%	13.0%	18.4%	15.0%	17.4%	21.9%	19.3%	18.1%	13.9%
Nick Clegg	58	24	35	26	16	16	9	16	22	2	3	3	6	10	16	6	18	14	12	16	17	8	8	9	27	52	6	-	13	13	24	8
	2.7%	2.3%	3.2%	4.3%	2.2%	2.0%	1.6%	2.6%	17.0%	0.7%	2.0%	1.4%	1.2%	2.3%	4.6%	4.5%	3.3%	3.2%	3.0%	2.5%	2.5%	2.9%	2.4%	1.8%	3.8%	2.8%	3.1%	-	2.6%	3.5%	3.7%	1.4%
Nigel Farage	275	155	120	86	100	89	33	21	6	176	9	19	71	34	46	40	74	39	42	93	100	34	63	66	96	259	6	10	78	61	84	52
	12.9%	15.0%	11.0%	14.0%	13.3%	11.7%	6.1%	3.5%	4.3%	59.2%	5.0%	8.1%	13.4%	8.0%	13.6%	29.1%	13.4%	9.0%	10.7%	14.6%	15.1%	11.9%	18.1%	13.8%	13.2%	14.1%	2.9%	10.0%	15.3%	16.4%	12.9%	8.8%
Nicola Sturgeon	453	250	203	90	158	206	101	112	43	35	105	36	103	99	106	45	72	107	103	144	99	53	58	96	130	336	99	18	128	95	149	82
	21.3%	24.2%	18.5%	14.6%	21.0%	26.9%	19.0%	18.7%	33.5%	11.8%	60.1%	15.0%	19.6%	23.4%	31.6%	32.7%	13.1%	24.6%	26.0%	22.8%	14.9%	18.8%	16.4%	20.0%	17.9%	18.3%	52.2%	17.7%	25.0%	25.6%	22.8%	13.9%
Don't know	551	209	342	161	206	184	104	108	28	54	44	124	99	67	83	27	200	106	91	155	199	67	80	115	213	475	38	38	54	49	170	278
	25.9%	20.2%	31.3%	26.3%	27.5%	24.1%	19.4%	18.1%	21.8%	18.2%	24.9%	52.1%	18.9%	15.8%	24.7%	19.6%	36.3%	24.4%	23.2%	24.4%	29.9%	23.6%	22.8%	24.0%	29.4%	25.8%	19.9%	38.5%	10.5%	13.3%	26.1%	46.8%
SIGMA	2128	1033	1095	613	751	764	534	598	130	297	175	239	525	422	335	138	550	435	395	633	665	283	351	478	725	1838	190	100	511	370	653	594
	100%	100%	100%	100%	100%	100%	100%	100%	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.

Mail on Sunday Final General Election Poll

Prepared on behalf of the Mail on Sunday

Table 73
Q25. Normal weightings
Q25. Imagine a situation where the Conservatives win the most seats in the House of Commons AND the most votes nationally in the election, but Labour forms the next Government, which of the following would be closest to how you would feel about this outcome?
Base: All Respondents

	Total	Gender		Age			Voting Intention						2010 Vote					SEG				Region6 + 1								broadcast			
		Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	Undecide d	CON	LAB	LD	OTHER	Did Not Vote	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales	Saw all	Saw some	Heard about	Havent heard about	
Unweighted Total	2128	967	1161	535	761	832	580	564	125	297	176	241	605	399	304	162	512	510	479	591	548	219	404	490	739	1852	178	98	520	369	663	576	
Weighted Total	2128	1033	1095	613	751	764	534	598	130	297	175	239	525	422	335	138	550	435	395	633	665	283	351	478	725	1838	190	100	511	370	653	594	
It would be a legitimate result	532	324	208	170	186	175	82	250	27	66	55	34	96	186	86	30	117	131	99	138	164	79	93	124	152	449	63	21	177	108	143	104	
	25.0%	31.4%	19.0%	27.8%	24.8%	23.0%	15.3%	41.8%	20.8%	22.1%	31.3%	14.1%	18.3%	44.1%	25.7%	21.9%	21.2%	30.2%	25.1%	21.7%	24.7%	28.0%	26.4%	26.0%	21.0%	24.4%	33.0%	20.8%	34.6%	29.2%	22.0%	17.5%	
It would be an illegitimate result	1004	527	477	241	336	426	388	183	82	153	66	77	359	136	166	63	220	218	197	312	277	126	155	238	367	885	74	44	245	191	321	246	
	47.2%	51.0%	43.6%	39.4%	44.8%	55.8%	72.8%	30.6%	63.3%	51.6%	37.7%	32.3%	68.4%	32.2%	49.7%	46.0%	40.0%	50.0%	50.0%	49.3%	41.7%	44.4%	44.2%	49.7%	50.6%	48.2%	39.0%	44.4%	48.0%	51.6%	49.2%	41.5%	
Don't know	592	182	410	201	228	163	64	165	21	78	55	128	70	100	82	44	214	86	99	184	224	78	103	116	206	504	53	35	89	71	189	243	
	27.8%	17.7%	37.4%	32.8%	30.4%	21.3%	11.9%	27.6%	15.9%	26.3%	31.1%	53.5%	13.4%	23.7%	24.6%	32.1%	38.8%	19.8%	25.0%	29.0%	33.6%	27.7%	29.4%	24.3%	28.4%	27.4%	28.0%	34.9%	17.4%	19.2%	28.9%	41.0%	
SIGMA	2128	1033	1095	613	751	764	534	598	130	297	175	239	525	422	335	138	550	435	395	633	665	283	351	478	725	1838	190	100	511	370	653	594	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

Mail on Sunday Final General Election Poll

Prepared on behalf of the Mail on Sunday

Table 74
Q26. Normal weightings
Q26. Imagine a situation where Labour win the most seats in the House of Commons AND the most votes nationally in the election, but the Conservatives form the next Government, which of the following would be closest to how you would feel about this outcome?
Base: All Respondents

	Total	Gender		Age			Voting Intention						2010 Vote					SEG				Region6 + 1							broadcast			
		Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	Undecide d	CON	LAB	LD	OTHER	Did Not Vote	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales	Saw all	Saw some	Heard about	Havent heard about
Unweighted Total	2128	967	1161	535	761	832	580	564	125	297	176	241	605	399	304	162	512	510	479	591	548	219	404	490	739	1852	178	98	520	369	663	576
Weighted Total	2128	1033	1095	613	751	764	534	598	130	297	175	239	525	422	335	138	550	435	395	633	665	283	351	478	725	1838	190	100	511	370	653	594
It would be a legitimate result	479	304	175	150	147	182	134	166	30	51	38	39	133	115	79	23	111	125	86	136	133	96	82	107	141	426	39	14	159	94	127	99
	22.5%	29.4%	16.0%	24.4%	19.6%	23.8%	25.1%	27.7%	23.5%	17.2%	21.4%	16.2%	25.3%	27.2%	23.6%	16.8%	20.2%	28.6%	21.7%	21.5%	19.9%	34.0%	23.5%	22.3%	19.4%	23.2%	20.4%	14.2%	31.1%	25.5%	19.4%	16.7%
It would be an illegitimate result	1021	528	493	283	375	363	288	286	76	160	93	69	283	198	178	65	241	218	203	312	288	118	160	240	357	875	99	47	267	179	330	245
	48.0%	51.1%	45.0%	46.2%	49.9%	47.5%	53.9%	47.7%	58.4%	53.8%	53.2%	29.0%	53.9%	46.8%	53.1%	47.2%	43.7%	50.0%	51.5%	49.2%	43.4%	41.6%	45.5%	50.2%	49.2%	47.6%	52.3%	47.3%	52.2%	48.3%	50.5%	41.4%
Don't know	628	201	427	180	229	219	112	147	23	86	45	131	109	110	78	50	199	93	106	185	244	69	109	131	228	538	52	38	85	97	196	249
	29.5%	19.5%	39.0%	29.4%	30.5%	28.6%	21.0%	24.6%	18.1%	29.0%	25.4%	54.8%	20.8%	26.0%	23.3%	36.0%	36.1%	21.3%	26.8%	29.3%	36.7%	24.4%	31.0%	27.5%	31.5%	29.2%	27.4%	38.5%	16.7%	26.3%	30.1%	42.0%
SIGMA	2128	1033	1095	613	751	764	534	598	130	297	175	239	525	422	335	138	550	435	395	633	665	283	351	478	725	1838	190	100	511	370	653	594
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Mail on Sunday Final General Election Poll

Prepared on behalf of the Mail on Sunday

Table 75
Q27. Normal weightings
Q27. Imagine a situation where a Labour form a government after the election with the support of the Scottish National Party, even though the Conservatives had won more seats than Labour, which of the following would be closest to how you would feel about this outcome?
Base: All Respondents

	Total	Gender		Age			Voting Intention						2010 Vote					SEG				Region6 + 1							broadcast			
		Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	Undecide d	CON	LAB	LD	OTHER	Did Not Vote	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales	Saw all	Saw some	Heard about	Havent heard about
Unweighted Total	2128	967	1161	535	761	832	580	564	125	297	176	241	605	399	304	162	512	510	479	591	548	219	404	490	739	1852	178	98	520	369	663	576
Weighted Total	2128	1033	1095	613	751	764	534	598	130	297	175	239	525	422	335	138	550	435	395	633	665	283	351	478	725	1838	190	100	511	370	653	594
It would be a legitimate result	572	342	230	172	209	190	82	242	45	63	85	36	88	157	108	56	136	130	120	149	172	79	86	135	164	464	84	24	170	100	181	120
	26.9%	33.1%	21.0%	28.1%	27.9%	24.9%	15.3%	40.5%	35.0%	21.2%	48.3%	15.2%	16.8%	37.2%	32.4%	40.7%	24.8%	29.9%	30.4%	23.6%	25.9%	27.9%	24.6%	28.2%	22.5%	25.2%	44.2%	24.2%	33.3%	27.1%	27.8%	20.2%
It would be an illegitimate result	918	477	441	225	295	398	368	190	55	140	43	76	346	145	143	49	194	209	173	283	252	122	156	199	337	814	60	44	233	186	290	209
	43.2%	46.1%	40.3%	36.7%	39.3%	52.1%	68.9%	31.7%	42.3%	47.3%	24.6%	32.1%	65.9%	34.3%	42.6%	35.8%	35.3%	48.1%	43.9%	44.7%	38.0%	43.0%	44.3%	41.7%	46.5%	44.3%	31.7%	44.2%	45.7%	50.3%	44.3%	35.2%
Don't know	638	214	424	216	247	175	84	166	29	94	48	126	91	120	84	32	220	95	102	201	240	83	109	144	224	561	46	31	107	84	182	265
	30.0%	20.7%	38.7%	35.2%	32.8%	23.0%	15.7%	27.8%	22.7%	31.6%	27.1%	52.8%	17.3%	28.5%	25.0%	23.6%	40.0%	21.9%	25.7%	31.7%	36.1%	29.2%	31.1%	30.1%	30.9%	30.5%	24.1%	31.5%	21.0%	22.6%	27.9%	44.6%
SIGMA	2128	1033	1095	613	751	764	534	598	130	297	175	239	525	422	335	138	550	435	395	633	665	283	351	478	725	1838	190	100	511	370	653	594
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Mail on Sunday Final General Election Poll

Prepared on behalf of the Mail on Sunday

2 May 2015

Table 76
Q28. Normal weightings
Q28. Imagine a situation where the Conservatives form a government after the election with the support of the Liberal Democrats, even though Labour had won more seats than the Conservatives, which of the following would be closest to how you would feel about this outcome?
Base: All Respondents

	Total	Gender		Age			Voting Intention						2010 Vote					SEG				Region6 + 1							broadcast			
		Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	Undecide d	CON	LAB	LD	OTHER	Did Not Vote	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales	Saw all	Saw some	Heard about	Havent heard about
Unweighted Total	2128	967	1161	535	761	832	580	564	125	297	176	241	605	399	304	162	512	510	479	591	548	219	404	490	739	1852	178	98	520	369	663	576
Weighted Total	2128	1033	1095	613	751	764	534	598	130	297	175	239	525	422	335	138	550	435	395	633	665	283	351	478	725	1838	190	100	511	370	653	594
It would be a legitimate result	658	407	251	168	209	284	211	181	54	85	53	44	198	129	117	37	140	158	143	174	184	96	101	150	228	575	59	24	196	115	202	146
	30.9%	39.4%	22.9%	27.4%	27.9%	36.7%	39.6%	30.2%	41.3%	28.8%	30.3%	18.5%	37.7%	30.7%	35.1%	27.0%	25.5%	36.4%	36.2%	27.4%	27.6%	33.9%	28.6%	31.4%	31.4%	31.3%	31.0%	24.4%	38.4%	31.0%	30.9%	24.5%
It would be an illegitimate result	784	395	390	227	285	272	189	246	50	117	76	70	199	178	133	52	190	165	142	247	231	106	135	182	254	676	77	31	205	157	250	173
	36.9%	38.2%	35.6%	37.1%	38.0%	35.5%	35.4%	41.2%	38.3%	39.3%	43.5%	29.2%	37.8%	42.1%	39.8%	37.5%	34.4%	37.9%	35.9%	39.0%	34.8%	37.3%	38.4%	38.0%	35.0%	36.8%	40.6%	31.3%	40.1%	42.5%	38.2%	29.1%
Don't know	685	231	454	217	256	212	134	171	26	95	46	125	129	115	84	49	221	112	110	213	250	82	116	146	244	587	54	44	110	98	202	275
	32.2%	22.4%	41.5%	35.4%	34.1%	27.7%	25.0%	28.6%	20.3%	31.9%	26.1%	52.3%	24.5%	27.2%	25.2%	35.5%	40.1%	25.8%	27.9%	33.6%	37.6%	28.8%	33.0%	30.6%	33.6%	31.9%	28.4%	44.3%	21.6%	26.6%	30.9%	46.3%
SIGMA	2128	1033	1095	613	751	764	534	598	130	297	175	239	525	422	335	138	550	435	395	633	665	283	351	478	725	1838	190	100	511	370	653	594
	100%	100%	100%	100%	100%	100%	100%	100%	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.

Mail on Sunday Final General Election Poll

Prepared on behalf of the Mail on Sunday

2 May 2015

Table 77
Q29. Normal weightings
Q29. Which of the following statements is closest to your opinion?
Base: All Respondents

Unweighted Total
Weighted Total
If neither Labour nor Conservatives win a House of Commons majority, there should be a second
If neither Labour nor Conservatives win a House of Commons majority, there should not be a
Don't know

SIGMA

Total	Gender		Age			Voting Intention						2010 Vote					SEG				Region6 + 1							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	Havent heard about
2128	967	1161	535	761	832	580	564	125	297	176	241	605	399	304	162	512	510	479	591	548	219	404	490	739	1852	178	98	520	369	663	576
2128	1033	1095	613	751	764	534	598	130	297	175	239	525	422	335	138	550	435	395	633	665	283	351	478	725	1838	190	100	511	370	653	594
914	446	468	235	317	362	265	299	40	135	48	91	273	187	131	52	221	173	164	290	287	115	158	234	304	811	62	41	215	171	300	228
43.0%	43.1%	42.8%	38.4%	42.2%	47.3%	49.6%	49.9%	30.6%	45.4%	27.2%	38.1%	52.0%	44.2%	39.1%	37.6%	40.2%	39.8%	41.6%	45.8%	43.2%	40.6%	45.1%	49.0%	41.9%	44.1%	32.6%	41.0%	42.1%	48.2%	45.9%	38.4%
746	411	335	213	256	277	170	203	75	106	94	57	161	169	144	55	172	169	156	198	223	109	121	145	246	621	91	34	201	136	241	167
35.0%	39.8%	30.6%	34.7%	34.0%	36.3%	31.8%	33.9%	57.6%	35.7%	53.4%	23.8%	30.6%	40.1%	43.1%	39.7%	31.3%	38.9%	39.4%	31.2%	33.5%	38.5%	34.3%	30.4%	33.9%	33.8%	47.6%	34.3%	39.3%	36.8%	36.9%	28.2%
468	177	292	165	178	125	99	96	15	56	34	91	91	66	60	31	157	93	75	146	155	59	72	99	176	406	38	25	95	63	112	198
22.0%	17.1%	26.6%	26.9%	23.7%	16.4%	18.5%	16.1%	11.8%	18.9%	19.4%	38.1%	17.4%	15.7%	17.8%	22.6%	28.5%	21.3%	19.0%	23.0%	23.3%	20.9%	20.6%	20.6%	24.2%	22.1%	19.8%	24.7%	18.6%	16.9%	17.2%	33.4%
2128	1033	1095	613	751	764	534	598	130	297	175	239	525	422	335	138	550	435	395	633	665	283	351	478	725	1838	190	100	511	370	653	594
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Mail on Sunday Final General Election Poll

Prepared on behalf of the Mail on Sunday

2 May 2015

Table 78
Q30. Normal weightings
Q30. Have you seen or heard anything about a recent interview between Ed Miliband and Russell Brand?
Base: All Respondents

Unweighted Total
Weighted Total
Yes

No

SIGMA

Total	Gender		Age			Voting Intention						2010 Vote					SEG				Region6 + 1							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	Havent heard about
2128	967	1161	535	761	832	580	564	125	297	176	241	605	399	304	162	512	510	479	591	548	219	404	490	739	1852	178	98	520	369	663	576
2128	1033	1095	613	751	764	534	598	130	297	175	239	525	422	335	138	550	435	395	633	665	283	351	478	725	1838	190	100	511	370	653	594
1104	567	538	271	391	443	316	327	83	149	83	96	316	243	202	67	228	258	216	336	294	169	171	248	375	964	87	53	367	221	362	155
51.9%	54.9%	49.1%	44.2%	52.0%	58.0%	59.1%	54.7%	64.0%	50.0%	47.1%	40.2%	60.1%	57.6%	60.4%	48.9%	41.5%	59.3%	54.8%	53.1%	44.2%	59.8%	48.8%	51.8%	51.7%	52.4%	45.9%	53.5%	71.8%	59.6%	55.4%	26.2%
1024	467	557	342	360	321	218	271	47	148	93	143	210	179	133	70	322	177	178	297	371	114	180	230	350	874	103	46	144	150	292	438
48.1%	45.1%	50.9%	55.8%	48.0%	42.0%	40.9%	45.3%	36.0%	50.0%	52.9%	59.8%	39.9%	42.4%	39.6%	51.1%	58.5%	40.7%	45.2%	46.9%	55.8%	40.2%	51.2%	48.2%	48.3%	47.6%	54.1%	46.5%	28.2%	40.4%	44.6%	73.8%
2128	1033	1095	613	751	764	534	598	130	297	175	239	525	422	335	138	550	435	395	633	665	283	351	478	725	1838	190	100	511	370	653	594
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Mail on Sunday Final General Election Poll

Prepared on behalf of the Mail on Sunday

Table 79
Q31. Normal weightings
Q31. Who came out best from the interview?
Base: Seen or heard about the interview with Ed Miliband and Russell Brand

	Total	Gender		Age			Voting Intention						2010 Vote					SEG				Region6 + 1							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	Havent heard about
Unweighted Total	1146	551	595	241	399	506	351	318	82	154	91	103	377	234	190	84	213	308	273	313	252	136	203	264	403	1006	85	55	381	227	381	157
Weighted Total	1104	567	538	271	391	443	316	327	83	149	83	96	316	243	202	67	228	258	216	336	294	169	171	248	375	964	87	53	367	221	362	155
Ed Miliband	325	171	154	93	106	125	46	178	29	31	13	18	55	120	66	11	60	77	67	99	83	50	51	86	104	291	20	15	138	69	92	27
	29.5%	30.2%	28.7%	34.5%	27.3%	28.3%	14.5%	54.5%	35.3%	20.7%	15.5%	19.2%	17.5%	49.5%	32.9%	16.7%	26.1%	29.8%	30.8%	29.4%	28.2%	29.6%	29.8%	34.6%	27.7%	30.1%	22.6%	28.3%	37.7%	31.1%	25.4%	17.3%
Russell Brand	265	154	111	103	86	77	83	50	25	43	32	23	83	43	34	26	72	55	49	80	82	53	45	52	84	234	21	11	103	57	82	24
	24.0%	27.2%	20.7%	38.1%	21.9%	17.3%	26.3%	15.2%	29.6%	28.9%	38.5%	23.8%	26.2%	17.6%	17.0%	38.0%	31.4%	21.2%	22.7%	23.8%	27.8%	31.4%	26.0%	21.0%	22.4%	24.2%	24.2%	19.8%	28.0%	25.9%	22.6%	15.4%
Don't know	514	241	272	74	199	241	187	99	29	75	38	55	178	80	101	30	97	126	101	157	129	66	76	110	188	440	46	28	126	95	188	105
	46.5%	42.6%	50.7%	27.4%	50.8%	54.4%	59.2%	30.3%	35.0%	50.4%	46.0%	57.0%	56.3%	32.9%	50.1%	45.3%	42.5%	48.9%	46.5%	46.8%	44.0%	39.0%	44.2%	44.5%	50.0%	45.6%	53.2%	51.9%	34.4%	43.0%	52.0%	67.4%
SIGMA	1104	567	538	271	391	443	316	327	83	149	83	96	316	243	202	67	228	258	216	336	294	169	171	248	375	964	87	53	367	221	362	155
	100%	100%	100%	100%	100%	100%	100%	100%	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.

Mail on Sunday Final General Election Poll

Prepared on behalf of the Mail on Sunday

Table 80
Q32. Normal weightings
Q32. Which of the following statements is closest to your opinion?
Base: All Respondents

Unweighted Total
Weighted Total
Ed Miliband was right to take part in an interview with Russell Brand on Brand's TV station
Ed Miliband was wrong to take part in an interview with Russell Brand on Brand's TV
Don't know

SIGMA

Total	Gender		Age			Voting Intention						2010 Vote					SEG				Region6 + 1							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	Havent heard about
2128	967	1161	535	761	832	580	564	125	297	176	241	605	399	304	162	512	510	479	591	548	219	404	490	739	1852	178	98	520	369	663	576
2128	1033	1095	613	751	764	534	598	130	297	175	239	525	422	335	138	550	435	395	633	665	283	351	478	725	1838	190	100	511	370	653	594
700	340	361	265	252	183	71	331	52	74	79	55	81	203	119	45	207	158	131	225	186	123	119	157	206	605	68	27	205	144	218	132
32.9%	32.9%	32.9%	43.3%	33.6%	23.9%	13.3%	55.3%	40.5%	25.0%	45.3%	22.9%	15.4%	48.2%	35.4%	32.6%	37.7%	36.3%	33.3%	35.6%	27.9%	43.4%	33.9%	32.9%	28.4%	32.9%	35.8%	26.7%	40.2%	39.0%	33.4%	22.3%
707	392	315	122	225	360	314	103	40	117	37	70	303	112	108	38	121	145	142	202	217	77	99	157	278	610	64	33	205	137	230	134
33.2%	37.9%	28.8%	19.9%	30.0%	47.1%	58.9%	17.2%	30.7%	39.5%	21.1%	29.2%	57.7%	26.5%	32.3%	27.4%	22.0%	33.4%	35.9%	32.0%	32.7%	27.0%	28.1%	32.8%	38.4%	33.2%	33.5%	33.1%	40.2%	37.0%	35.3%	22.6%
721	302	419	226	274	222	149	165	37	106	59	114	141	107	108	55	222	132	122	206	262	84	134	164	241	623	58	40	100	89	205	327
33.9%	29.2%	38.3%	36.8%	36.5%	29.0%	27.9%	27.6%	28.8%	35.6%	33.6%	47.9%	26.9%	25.3%	32.2%	39.9%	40.3%	30.3%	30.9%	32.5%	39.4%	29.6%	38.1%	34.3%	33.3%	33.9%	30.7%	40.2%	19.7%	24.0%	31.3%	55.1%
2128	1033	1095	613	751	764	534	598	130	297	175	239	525	422	335	138	550	435	395	633	665	283	351	478	725	1838	190	100	511	370	653	594
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Mail on Sunday Final General Election Poll

Prepared on behalf of the Mail on Sunday

Table 81
Q32. Normal weightings
Q32. Which of the following statements is closest to your opinion?
Base: All Respondents

Unweighted Total
Weighted Total
Ed Miliband was naïve to take part in an
interview with Russell Brand on Brand's TV
Ed Miliband was smart to take part in an
interview with Russell Brand on Brand's TV
Dont Know

SIGMA

Total	Gender		Age			Voting Intention						2010 Vote					SEG				Region6 + 1							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	Havent heard about
2128	967	1161	535	761	832	580	564	125	297	176	241	605	399	304	162	512	510	479	591	548	219	404	490	739	1852	178	98	520	369	663	576
2128	1033	1095	613	751	764	534	598	130	297	175	239	525	422	335	138	550	435	395	633	665	283	351	478	725	1838	190	100	511	370	653	594
860	456	403	176	274	409	350	125	62	150	55	80	339	130	135	48	166	181	172	251	255	99	131	187	321	739	82	39	237	167	286	169
40.4%	44.2%	36.8%	28.8%	36.5%	53.5%	65.6%	20.8%	47.5%	50.6%	31.6%	33.7%	64.5%	30.9%	40.2%	34.7%	30.2%	41.6%	43.5%	39.7%	38.4%	35.1%	37.4%	39.1%	44.3%	40.2%	42.8%	39.2%	46.4%	45.2%	43.8%	28.5%
584	280	305	214	211	160	50	311	36	52	64	39	64	190	105	36	162	135	107	188	155	101	94	130	181	506	52	26	180	119	179	108
27.5%	27.1%	27.8%	35.0%	28.0%	20.9%	9.4%	52.0%	28.0%	17.4%	36.4%	16.3%	12.2%	45.0%	31.2%	26.3%	29.5%	31.1%	27.0%	29.6%	23.3%	35.6%	26.7%	27.3%	25.0%	27.5%	27.5%	26.1%	35.1%	32.1%	27.4%	18.1%
684	297	387	222	266	195	134	163	32	95	56	119	122	102	96	54	222	119	116	194	255	83	126	161	223	593	56	35	94	84	189	317
32.1%	28.8%	35.3%	36.2%	35.4%	25.6%	25.0%	27.2%	24.4%	32.0%	32.0%	50.0%	23.3%	24.1%	28.6%	39.0%	40.3%	27.2%	29.4%	30.7%	38.3%	29.4%	35.9%	33.6%	30.7%	32.2%	29.6%	34.8%	18.4%	22.7%	28.9%	53.4%
2128	1033	1095	613	751	764	534	598	130	297	175	239	525	422	335	138	550	435	395	633	665	283	351	478	725	1838	190	100	511	370	653	594
100%	100%	100%	100%	100%	100%	100%	100%	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.

Mail on Sunday Final General Election Poll

Prepared on behalf of the Mail on Sunday

Table 82
Q32. Normal weightings
Q32. Which of the following statements is closest to your opinion?
Base: All Respondents

Unweighted Total
Weighted Total
It was a cynical attempt to win support from young voters in the election
It was an honest attempt to reach out to young voters in the election
Dont Know

SIGMA

Total	Gender		Age			Voting Intention						2010 Vote					SEG				Region6 + 1							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	Havent heard about
2128	967	1161	535	761	832	580	564	125	297	176	241	605	399	304	162	512	510	479	591	548	219	404	490	739	1852	178	98	520	369	663	576
2128	1033	1095	613	751	764	534	598	130	297	175	239	525	422	335	138	550	435	395	633	665	283	351	478	725	1838	190	100	511	370	653	594
832	443	389	190	267	375	346	81	57	164	69	71	334	100	123	57	176	187	161	244	240	88	132	170	319	709	83	40	219	155	282	177
39.1%	42.9%	35.5%	31.0%	35.6%	49.0%	64.8%	13.6%	43.8%	55.2%	39.5%	29.9%	63.6%	23.8%	36.7%	41.2%	31.9%	43.1%	40.8%	38.5%	36.1%	31.1%	37.5%	35.6%	44.0%	38.6%	43.6%	40.1%	42.8%	41.9%	43.1%	29.8%
680	325	355	223	252	205	72	373	44	50	58	55	92	225	123	41	166	147	126	219	188	117	103	173	205	598	58	24	207	141	205	127
32.0%	31.5%	32.4%	36.4%	33.6%	26.8%	13.6%	62.4%	34.1%	16.8%	33.2%	22.9%	17.5%	53.2%	36.8%	29.9%	30.1%	33.8%	32.0%	34.6%	28.2%	41.3%	29.3%	36.3%	28.3%	32.5%	30.3%	24.4%	40.4%	38.1%	31.5%	21.4%
616	265	351	199	232	185	116	143	29	83	48	113	99	97	89	40	209	101	108	170	237	78	117	134	201	531	50	35	86	74	166	290
28.9%	25.6%	32.1%	32.5%	30.9%	24.2%	21.6%	24.0%	22.1%	28.0%	27.3%	47.3%	18.9%	23.0%	26.5%	28.8%	38.0%	23.2%	27.2%	26.9%	35.7%	27.7%	33.3%	28.1%	27.7%	28.9%	26.1%	35.6%	16.8%	20.0%	25.4%	48.8%
2128	1033	1095	613	751	764	534	598	130	297	175	239	525	422	335	138	550	435	395	633	665	283	351	478	725	1838	190	100	511	370	653	594
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Mail on Sunday Final General Election Poll

Prepared on behalf of the Mail on Sunday

Table 83
Q32. Normal weightings
Q32. Which of the following statements is closest to your opinion?
Base: All Respondents

Unweighted Total
Weighted Total
If David Cameron manages to carry on as Prime Minister after the election, Ed Miliband should
If David Cameron manages to carry on as Prime Minister after the election, Ed Miliband should
Don't know

SIGMA

Total	Gender		Age			Voting Intention						2010 Vote					SEG				Region6 + 1							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	Havent heard about
2128	967	1161	535	761	832	580	564	125	297	176	241	605	399	304	162	512	510	479	591	548	219	404	490	739	1852	178	98	520	369	663	576
2128	1033	1095	613	751	764	534	598	130	297	175	239	525	422	335	138	550	435	395	633	665	283	351	478	725	1838	190	100	511	370	653	594
841	470	371	207	319	315	287	173	52	146	87	62	264	154	142	61	171	179	177	236	249	91	139	175	307	711	92	38	206	156	290	188
39.5%	45.5%	33.9%	33.8%	42.4%	41.3%	53.7%	29.0%	40.2%	49.1%	49.8%	25.8%	50.3%	36.5%	42.5%	44.5%	31.0%	41.1%	44.9%	37.3%	37.4%	31.9%	39.6%	36.6%	42.3%	38.7%	48.3%	37.9%	40.3%	42.2%	44.4%	31.7%
725	344	381	232	225	268	130	325	51	81	42	56	144	183	121	37	209	153	130	215	226	119	122	180	217	638	60	27	215	130	215	164
34.1%	33.3%	34.8%	37.8%	30.0%	35.1%	24.4%	54.3%	39.3%	27.4%	23.9%	23.3%	27.5%	43.3%	36.2%	27.1%	38.0%	35.2%	32.9%	34.0%	34.0%	41.9%	34.7%	37.7%	29.9%	34.7%	31.3%	27.6%	42.1%	35.1%	33.0%	27.7%
562	219	343	174	208	181	117	100	27	70	46	121	117	85	71	39	171	103	88	182	190	74	90	123	202	489	39	34	90	84	148	241
26.4%	21.2%	31.3%	28.4%	27.6%	23.6%	21.9%	16.7%	20.6%	23.5%	26.3%	50.8%	22.3%	20.1%	21.2%	28.4%	31.1%	23.7%	22.2%	28.7%	28.6%	26.1%	25.7%	25.7%	27.8%	26.6%	20.4%	34.6%	17.6%	22.7%	22.6%	40.6%
2128	1033	1095	613	751	764	534	598	130	297	175	239	525	422	335	138	550	435	395	633	665	283	351	478	725	1838	190	100	511	370	653	594
100%	100%	100%	100%	100%	100%	100%	100%	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.

Mail on Sunday Final General Election Poll

Prepared on behalf of the Mail on Sunday

Table 84
Q32. Normal weightings
Q32. Which of the following statements is closest to your opinion?
Base: All Respondents

Unweighted Total
Weighted Total
If Ed Miliband manages to become Prime Minister after the election, David Cameron
If Ed Miliband manages to become Prime Minister after the election, David Cameron
Don't know

SIGMA

Total	Gender		Age			Voting Intention						2010 Vote					SEG				Region6 + 1							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	Havent heard about
2128	967	1161	535	761	832	580	564	125	297	176	241	605	399	304	162	512	510	479	591	548	219	404	490	739	1852	178	98	520	369	663	576
2128	1033	1095	613	751	764	534	598	130	297	175	239	525	422	335	138	550	435	395	633	665	283	351	478	725	1838	190	100	511	370	653	594
944	526	418	291	345	308	160	368	57	139	96	71	183	247	159	61	243	176	180	298	290	134	151	222	294	801	109	34	246	183	312	203
44.4%	50.9%	38.2%	47.4%	46.0%	40.3%	30.0%	61.5%	44.0%	46.7%	54.7%	29.9%	34.8%	58.6%	47.4%	44.6%	44.1%	40.4%	45.7%	47.1%	43.6%	47.2%	43.0%	46.5%	40.6%	43.6%	57.2%	34.2%	48.1%	49.5%	47.7%	34.3%
686	316	370	173	204	309	283	143	50	91	38	56	254	102	102	41	158	170	129	175	212	89	120	147	250	606	45	34	184	118	214	170
32.2%	30.5%	33.8%	28.3%	27.1%	40.4%	53.1%	23.8%	38.8%	30.6%	21.5%	23.5%	48.4%	24.2%	30.3%	29.7%	28.7%	39.1%	32.7%	27.6%	31.8%	31.5%	34.2%	30.8%	34.4%	33.0%	23.9%	34.1%	36.0%	31.8%	32.8%	28.6%
498	192	306	149	202	147	90	88	22	67	42	111	88	73	75	35	149	89	85	160	163	60	80	109	181	431	36	32	81	70	127	220
23.4%	18.6%	28.0%	24.3%	26.9%	19.3%	16.9%	14.6%	17.2%	22.7%	23.9%	46.5%	16.7%	17.2%	22.3%	25.7%	27.2%	20.5%	21.6%	25.3%	24.6%	21.3%	22.9%	22.7%	25.0%	23.4%	18.9%	31.7%	15.9%	18.8%	19.5%	37.1%
2128	1033	1095	613	751	764	534	598	130	297	175	239	525	422	335	138	550	435	395	633	665	283	351	478	725	1838	190	100	511	370	653	594
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Mail on Sunday Final General Election Poll

Prepared on behalf of the Mail on Sunday

Table 85
Q33. Normal weightings
Q33. Were David Cameron to step down, which of the following do you think would make the best leader of the Conservative Party?
Base: All Respondents

	Total	Gender		Age			Voting Intention						2010 Vote					SEG				Region6 + 1							broadcast			
		Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	Undecide d	CON	LAB	LD	OTHER	Did Not Vote	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales	Saw all	Saw some	Heard about	Havent heard about
Unweighted Total	2128	967	1161	535	761	832	580	564	125	297	176	241	605	399	304	162	512	510	479	591	548	219	404	490	739	1852	178	98	520	369	663	576
Weighted Total	2128	1033	1095	613	751	764	534	598	130	297	175	239	525	422	335	138	550	435	395	633	665	283	351	478	725	1838	190	100	511	370	653	594
George Osborne	268	141	127	100	78	90	84	79	17	37	15	25	78	47	37	16	75	55	58	77	79	47	42	61	88	237	14	17	64	48	89	67
	12.6%	13.7%	11.6%	16.3%	10.4%	11.8%	15.7%	13.2%	12.9%	12.6%	8.3%	10.6%	14.8%	11.1%	11.1%	11.8%	13.6%	12.6%	14.6%	12.2%	11.9%	16.6%	11.8%	12.7%	12.1%	12.9%	7.3%	17.5%	12.6%	13.1%	13.6%	11.3%
Theresa May	381	165	216	87	125	169	104	109	24	54	30	37	105	89	69	23	66	79	76	107	118	58	61	84	123	326	39	17	110	61	123	87
	17.9%	16.0%	19.7%	14.2%	16.7%	22.1%	19.5%	18.2%	18.5%	18.1%	17.4%	15.5%	19.9%	21.2%	20.5%	17.1%	12.0%	18.3%	19.3%	16.9%	17.8%	20.5%	17.4%	17.5%	16.9%	17.7%	20.3%	16.7%	21.6%	16.4%	18.9%	14.6%
Boris Johnson	812	442	370	235	283	294	264	201	63	127	56	63	259	138	127	54	190	196	162	227	227	111	148	160	309	727	65	21	201	167	261	184
	38.2%	42.8%	33.8%	38.3%	37.7%	38.5%	49.5%	33.6%	48.4%	42.8%	31.8%	26.6%	49.3%	32.6%	37.9%	39.6%	34.5%	45.0%	41.0%	35.9%	34.2%	39.3%	41.6%	33.5%	42.6%	39.5%	34.0%	21.0%	39.2%	45.1%	40.0%	31.0%
Sajid Javid	118	55	64	53	33	33	18	54	8	8	9	9	22	31	17	7	32	24	19	41	35	28	10	22	42	102	10	6	41	22	27	28
	5.6%	5.3%	5.8%	8.6%	4.4%	4.3%	3.4%	9.1%	6.0%	2.8%	5.1%	3.9%	4.2%	7.4%	5.2%	4.9%	5.8%	5.6%	4.8%	6.4%	5.2%	9.8%	2.9%	4.6%	5.8%	5.6%	5.2%	6.1%	8.0%	6.0%	4.2%	4.7%
Don't know	619	264	355	176	248	194	82	184	21	76	70	110	79	140	90	39	202	97	96	193	233	55	101	166	190	512	68	39	114	91	171	243
	29.1%	25.5%	32.4%	28.7%	33.1%	25.4%	15.4%	30.8%	16.5%	25.5%	39.7%	46.3%	15.0%	33.1%	26.8%	28.7%	36.7%	22.2%	24.2%	30.5%	35.1%	19.4%	28.7%	34.7%	26.2%	27.8%	36.0%	38.7%	22.3%	24.6%	26.2%	40.9%
Yvette Cooper	261	135	126	85	83	93	45	91	28	38	30	18	46	59	52	25	61	56	53	69	83	32	37	49	99	218	29	13	84	44	86	47
	12.3%	13.1%	11.5%	13.8%	11.0%	12.2%	8.5%	15.2%	21.5%	12.7%	17.0%	7.6%	8.7%	13.9%	15.5%	17.9%	11.1%	12.9%	13.4%	10.9%	12.4%	11.5%	10.7%	10.3%	13.7%	11.9%	15.3%	13.3%	16.4%	11.9%	13.2%	7.9%
Daniel Jarvis	183	103	80	77	55	52	57	58	7	38	4	9	59	43	16	11	48	44	36	46	57	35	36	41	56	168	8	7	51	40	50	42
	8.6%	10.0%	7.3%	12.5%	7.3%	6.8%	10.7%	9.7%	5.3%	12.7%	2.2%	3.9%	11.2%	10.2%	4.9%	8.1%	8.8%	10.1%	9.1%	7.3%	8.6%	12.3%	10.4%	8.6%	7.7%	9.2%	4.0%	7.0%	10.0%	10.8%	7.6%	7.1%
Chuka Umunna	329	163	165	135	114	79	68	131	28	29	26	27	60	78	59	12	99	79	66	95	89	78	51	64	102	294	19	16	113	66	94	56
	15.4%	15.8%	15.1%	22.1%	15.2%	10.4%	12.7%	22.0%	21.4%	9.7%	14.8%	11.2%	11.4%	18.4%	17.6%	8.6%	18.1%	18.1%	16.6%	15.0%	13.4%	27.7%	14.4%	13.3%	14.0%	16.0%	9.7%	15.6%	22.1%	17.8%	14.3%	9.5%
Andy Burnham	379	194	186	94	140	145	81	140	25	44	29	39	88	100	73	17	81	74	73	133	99	47	59	109	116	331	39	10	107	83	103	87
	17.8%	18.7%	17.0%	15.3%	18.7%	19.0%	15.1%	23.4%	18.9%	15.0%	16.5%	16.4%	16.7%	23.8%	21.8%	12.3%	14.7%	16.9%	18.5%	21.1%	14.9%	16.4%	16.8%	22.8%	16.0%	18.0%	20.4%	9.9%	20.9%	22.3%	15.8%	14.7%
Don't know	1020	461	559	250	372	398	296	199	44	152	87	148	288	157	136	75	270	198	177	298	347	106	175	222	363	865	99	56	176	151	329	364
	47.9%	44.6%	51.1%	40.8%	49.6%	52.0%	55.5%	33.2%	34.0%	51.1%	49.5%	61.8%	54.8%	37.2%	40.5%	54.6%	49.1%	45.5%	44.8%	47.1%	52.2%	37.3%	49.7%	46.4%	50.0%	47.1%	51.9%	56.2%	34.4%	40.8%	50.3%	61.4%
SIGMA	4371	2123	2247	1291	1532	1548	1099	1247	264	602	355	486	1082	882	676	280	1125	901	815	1287	1368	597	718	977	1488	3781	389	201	1060	773	1332	1205
	205.4%	205.5%	205.3%	210.7%	204.0%	202.5%	206.0%	208.5%	203.5%	203.0%	202.3%	203.7%	206.0%	208.9%	201.8%	203.4%	204.3%	207.2%	206.3%	203.3%	205.7%	210.7%	204.5%	204.5%	205.1%	205.7%	204.3%	202.2%	207.4%	208.9%	204.0%	203.1%

Survation.

Mail on Sunday Final General Election Poll

Prepared on behalf of the Mail on Sunday

Table 86
Q34. Normal weightings
Q34. Which of the two main party leaders do you feel is ending the campaign most strongly?
Base: All Respondents

	Total	Gender		Age			Voting Intention						2010 Vote					SEG				Region6 + 1							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	Havent heard about
Unweighted Total	2128	967	1161	535	761	832	580	564	125	297	176	241	605	399	304	162	512	510	479	591	548	219	404	490	739	1852	178	98	520	369	663	576
Weighted Total	2128	1033	1095	613	751	764	534	598	130	297	175	239	525	422	335	138	550	435	395	633	665	283	351	478	725	1838	190	100	511	370	653	594
David Cameron	849	456	393	199	286	363	426	77	71	122	52	69	387	81	118	52	172	186	171	250	241	113	146	164	325	748	63	38	244	157	271	177
	39.9%	44.1%	35.9%	32.6%	38.0%	47.5%	79.8%	12.8%	54.5%	41.2%	29.4%	29.1%	73.8%	19.1%	35.2%	37.9%	31.3%	42.7%	43.4%	39.5%	36.3%	39.9%	41.5%	34.4%	44.8%	40.7%	33.0%	37.8%	47.7%	42.3%	41.4%	29.8%
Ed Miliband	620	304	316	207	218	195	28	387	31	54	50	42	52	247	100	30	170	133	106	188	193	94	108	174	158	533	58	29	182	139	179	120
	29.1%	29.4%	28.9%	33.8%	29.0%	25.5%	5.3%	64.7%	23.5%	18.1%	28.5%	17.5%	9.8%	58.4%	29.9%	21.7%	30.9%	30.5%	26.9%	29.7%	29.1%	33.2%	30.6%	36.4%	21.7%	29.0%	30.7%	28.7%	35.6%	37.6%	27.5%	20.2%
Don't know	659	274	386	206	247	206	80	134	28	121	74	128	86	95	117	56	208	117	117	195	230	76	98	139	243	557	69	33	85	74	203	297
	31.0%	26.5%	35.2%	33.6%	32.9%	27.0%	15.0%	22.5%	22.0%	40.7%	42.1%	53.5%	16.4%	22.5%	34.9%	40.4%	37.8%	26.8%	29.7%	30.8%	34.7%	27.0%	27.9%	29.2%	33.5%	30.3%	36.4%	33.6%	16.7%	20.1%	31.1%	50.0%
SIGMA	2128	1033	1095	613	751	764	534	598	130	297	175	239	525	422	335	138	550	435	395	633	665	283	351	478	725	1838	190	100	511	370	653	594
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Mail on Sunday Final General Election Poll

Prepared on behalf of the Mail on Sunday

2 May 2015

Table 87
Q35. Normal weightings
Q35. 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							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	Havent heard about
Unweighted Total	2128	967	1161	535	761	832	580	564	125	297	176	241	605	399	304	162	512	510	479	591	548	219	404	490	739	1852	178	98	520	369	663	576
Weighted Total	2128	1033	1095	613	751	764	534	598	130	297	175	239	525	422	335	138	550	435	395	633	665	283	351	478	725	1838	190	100	511	370	653	594
David Cameron	835	468	367	175	304	357	424	67	64	121	46	66	366	92	143	41	152	194	162	240	239	91	151	178	329	749	52	35	229	152	248	206
	39.3%	45.3%	33.5%	28.6%	40.4%	46.7%	79.5%	11.1%	49.8%	40.9%	26.5%	27.8%	69.8%	21.8%	42.6%	29.8%	27.5%	44.7%	41.1%	37.8%	36.0%	32.0%	43.1%	37.2%	45.3%	40.7%	27.4%	34.9%	44.9%	41.1%	38.0%	34.7%
Ed Miliband	574	287	287	202	194	179	19	380	35	47	50	24	53	220	84	35	163	114	105	157	197	91	90	148	154	482	61	31	163	109	174	128
	27.0%	27.8%	26.2%	32.9%	25.8%	23.4%	3.6%	63.5%	27.0%	16.0%	28.4%	10.1%	10.0%	52.2%	25.0%	25.4%	29.5%	26.2%	26.7%	24.8%	29.7%	32.0%	25.6%	30.9%	21.2%	26.2%	32.3%	30.9%	31.9%	29.5%	26.7%	21.6%
Don't know	556	212	344	151	211	195	81	133	22	68	54	123	95	84	82	35	179	103	104	180	170	70	83	126	195	474	55	28	95	78	167	216
	26.1%	20.5%	31.4%	24.6%	28.0%	25.5%	15.1%	22.2%	17.4%	23.1%	30.6%	51.4%	18.2%	20.0%	24.5%	25.5%	32.5%	23.6%	26.2%	28.5%	25.5%	24.7%	23.7%	26.4%	26.8%	25.8%	28.8%	27.8%	18.6%	20.9%	25.6%	36.4%
Someone Else	162	65	97	85	43	34	9	19	8	60	25	25	11	25	26	27	58	24	24	56	59	32	27	27	48	134	22	6	24	32	63	44
	7.6%	6.3%	8.8%	13.9%	5.7%	4.4%	1.7%	3.2%	5.9%	20.1%	14.5%	10.6%	2.0%	6.0%	7.8%	19.3%	10.5%	5.5%	6.0%	8.8%	8.8%	11.3%	7.6%	5.5%	6.7%	7.3%	11.6%	6.5%	4.6%	8.5%	9.7%	7.4%
SIGMA	2128	1033	1095	613	751	764	534	598	130	297	175	239	525	422	335	138	550	435	395	633	665	283	351	478	725	1838	190	100	511	370	653	594
	100%	100%	100%	100%	100%	100%	100%	100%	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.

Mail on Sunday Final General Election Poll

Prepared on behalf of the Mail on Sunday

Table 88
Q36. Normal weightings
Q36. Which of the following statements is closest to your opinion?
Base: All Respondents

Unweighted Total
Weighted Total
If he wins the election, Ed Miliband will be most left-wing Prime Minister in British history
If he wins the election, Ed Miliband will not be most left-wing Prime Minister in British history
Don't know

SIGMA

Total	Gender		Age			Voting Intention						2010 Vote					SEG				Region6 + 1							broadcast			
	Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	Undecide d	CON	LAB	LD	OTHER	Did Not Vote	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales	Saw all	Saw some	Heard about	Havent heard about
2128	967	1161	535	761	832	580	564	125	297	176	241	605	399	304	162	512	510	479	591	548	219	404	490	739	1852	178	98	520	369	663	576
2128	1033	1095	613	751	764	534	598	130	297	175	239	525	422	335	138	550	435	395	633	665	283	351	478	725	1838	190	100	511	370	653	594
379	225	154	132	120	127	139	110	23	62	13	23	144	64	45	13	101	96	64	113	106	78	75	76	123	351	15	12	134	64	124	58
17.8%	21.7%	14.1%	21.6%	15.9%	16.6%	26.1%	18.4%	17.8%	20.8%	7.2%	9.7%	27.4%	15.2%	13.5%	9.6%	18.3%	22.0%	16.3%	17.8%	15.9%	27.3%	21.3%	15.8%	17.0%	19.1%	8.1%	12.3%	26.2%	17.2%	18.9%	9.8%
820	494	326	210	274	336	191	289	73	84	93	61	185	221	180	50	148	195	186	223	216	122	99	201	277	699	90	31	235	155	274	156
38.5%	47.8%	29.8%	34.2%	36.4%	44.0%	35.9%	48.3%	56.6%	28.2%	52.9%	25.7%	35.3%	52.3%	53.9%	36.2%	26.9%	44.8%	47.2%	35.2%	32.5%	42.9%	28.2%	42.0%	38.2%	38.0%	47.4%	30.9%	46.0%	41.8%	42.0%	26.3%
929	315	614	271	358	301	203	199	33	152	70	154	196	137	109	75	301	144	144	298	343	84	177	202	325	788	85	57	142	152	255	380
43.7%	30.5%	56.1%	44.2%	47.6%	39.4%	38.0%	33.3%	25.6%	51.1%	39.9%	64.6%	37.3%	32.5%	32.7%	54.2%	54.8%	33.2%	36.5%	47.0%	51.6%	29.8%	50.5%	42.2%	44.8%	42.9%	44.5%	56.8%	27.9%	41.0%	39.1%	63.9%
2128	1033	1095	613	751	764	534	598	130	297	175	239	525	422	335	138	550	435	395	633	665	283	351	478	725	1838	190	100	511	370	653	594
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Mail on Sunday Final General Election Poll

Prepared on behalf of the Mail on Sunday

Table 89
Q37. Normal weightings
Q37. During the Question Time broadcast on Thursday, Ed Miliband said that he did not accept that Labour overspent when they were last in Government Which of the following statements is closest to your opinion?
Base: All Respondents

Unweighted Total
Weighted Total
The Labour government spent too much when it was last in government
The Labour government did not spend too much when it was last in government
Don't know

SIGMA

Total	Gender		Age			Voting Intention						2010 Vote					SEG				Region6 + 1							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	Havent heard about
2128	967	1161	535	761	832	580	564	125	297	176	241	605	399	304	162	512	510	479	591	548	219	404	490	739	1852	178	98	520	369	663	576
2128	1033	1095	613	751	764	534	598	130	297	175	239	525	422	335	138	550	435	395	633	665	283	351	478	725	1838	190	100	511	370	653	594
1223	644	579	272	425	526	457	218	91	203	85	113	451	176	214	80	244	269	245	365	344	152	200	261	450	1064	114	46	315	239	400	269
57.5%	62.4%	52.9%	44.4%	56.6%	68.9%	85.7%	36.4%	70.4%	68.5%	48.7%	47.4%	86.0%	41.7%	63.9%	58.4%	44.3%	61.9%	62.0%	57.7%	51.7%	53.6%	57.0%	54.6%	62.1%	57.9%	59.8%	45.8%	61.7%	64.6%	61.2%	45.3%
423	232	191	148	135	140	17	251	29	36	46	26	31	171	70	25	103	83	80	129	132	68	61	112	121	362	43	18	136	75	113	99
19.9%	22.4%	17.5%	24.1%	18.0%	18.3%	3.3%	41.9%	22.2%	12.1%	26.3%	11.0%	5.9%	40.6%	21.0%	18.4%	18.7%	19.1%	20.2%	20.3%	19.8%	23.9%	17.4%	23.4%	16.7%	19.7%	22.7%	17.9%	26.6%	20.2%	17.4%	16.6%
482	157	325	193	191	98	59	130	10	58	44	99	43	74	50	32	204	83	70	139	190	64	90	105	154	413	33	36	60	56	140	226
22.7%	15.2%	29.7%	31.5%	25.4%	12.8%	11.0%	21.7%	7.4%	19.5%	25.1%	41.6%	8.1%	17.6%	15.1%	23.2%	37.0%	19.1%	17.8%	22.0%	28.5%	22.5%	25.6%	22.0%	21.2%	22.4%	17.5%	36.3%	11.7%	15.2%	21.5%	38.1%
2128	1033	1095	613	751	764	534	598	130	297	175	239	525	422	335	138	550	435	395	633	665	283	351	478	725	1838	190	100	511	370	653	594
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Mail on Sunday Final General Election Poll

Prepared on behalf of the Mail on Sunday

Table 90
Q38. Normal weightings
Q38. During the Question Time broadcast on Thursday, one of the audience members said that Ed Balls should not be allowed to become Chancellor because he dismissed as 'jokey' a note left by the last labour Government for their successors saying 'I'm af

Base: All Respondents

Unweighted Total
Weighted Total
Ed Ball's attitude towards this note makes him unfit to be Chancellor
Ed Ball's attitude towards this note does not make him unfit to be Chancellor
Don't know
SIGMA

Total	Gender		Age			Voting Intention						2010 Vote					SEG				Region6 + 1							broadcast			
	Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	Undecide d	CON	LAB	LD	OTHER	Did Not Vote	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales	Saw all	Saw some	Heard about	Havent heard about
2126	965	1161	535	759	832	580	563	124	297	176	241	605	398	303	162	512	510	479	589	548	219	404	489	738	1850	178	98	520	369	662	575
2126	1032	1095	613	749	764	534	597	129	297	175	239	525	421	334	138	550	435	395	631	665	283	351	477	725	1836	190	100	511	370	652	593
825	453	373	200	271	355	351	121	55	142	47	68	338	109	131	46	162	168	175	248	235	112	131	202	297	740	54	31	233	149	284	160
38.8%	43.9%	34.1%	32.6%	36.2%	46.4%	65.9%	20.2%	42.8%	47.9%	26.8%	28.6%	64.3%	26.0%	39.1%	33.2%	29.4%	38.5%	44.2%	39.3%	35.4%	39.3%	37.2%	42.3%	40.9%	40.3%	28.2%	31.6%	45.5%	40.3%	43.5%	26.9%
716	388	328	207	256	254	87	332	56	76	84	56	105	219	136	51	173	161	119	213	223	99	112	159	227	598	83	36	189	138	214	175
33.7%	37.6%	30.0%	33.7%	34.2%	33.2%	16.4%	55.6%	43.3%	25.7%	47.7%	23.4%	20.1%	52.1%	40.6%	36.9%	31.4%	37.0%	30.2%	33.7%	33.6%	34.9%	32.0%	33.4%	31.4%	32.6%	43.5%	35.8%	36.9%	37.4%	32.9%	29.5%
584	191	393	207	222	156	95	144	18	78	45	115	82	92	68	41	216	106	101	170	207	73	108	116	201	498	54	32	90	82	154	258
27.5%	18.5%	35.9%	33.7%	29.6%	20.4%	17.8%	24.2%	13.9%	26.3%	25.6%	48.0%	15.6%	21.9%	20.3%	29.9%	39.3%	24.5%	25.5%	27.0%	31.1%	25.7%	30.9%	24.3%	27.7%	27.1%	28.3%	32.6%	17.6%	22.3%	23.6%	43.6%
2126	1032	1095	613	749	764	534	597	129	297	175	239	525	421	334	138	550	435	395	631	665	283	351	477	725	1836	190	100	511	370	652	593
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Mail on Sunday Final General Election Poll

Prepared on behalf of the Mail on Sunday

Table 91
Q39. Normal weightings
Q39. At the end of the Question Time broadcast on Thursday, Ed Miliband tripped slightly as leaving the stage Which of the following statements best describes your view of this incident?
Base: All Respondents

Unweighted Total
Weighted Total
This was just an unfortunate accident that tells us nothing about the campaign more widely
This was indicative of Ed Miliband and the Labour Party's ineptness more widely
Don't know

SIGMA

Total	Gender		Age			Voting Intention						2010 Vote					SEG				Region6 + 1							broadcast			
	Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	Undecide d	CON	LAB	LD	OTHER	Did Not Vote	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales	Saw all	Saw some	Heard about	Havent heard about
2126	965	1161	535	759	832	580	563	124	297	176	241	605	398	303	162	512	510	479	589	548	219	404	489	738	1850	178	98	520	369	662	575
2126	1032	1095	613	749	764	534	597	129	297	175	239	525	421	334	138	550	435	395	631	665	283	351	477	725	1836	190	100	511	370	652	593
1368	651	717	348	466	554	287	476	94	175	130	133	296	323	240	95	344	274	270	402	422	147	225	332	453	1158	147	63	330	237	462	340
64.3%	63.1%	65.5%	56.7%	62.2%	72.6%	53.8%	79.7%	72.9%	59.0%	73.9%	55.6%	56.4%	76.7%	71.8%	68.8%	62.6%	62.9%	68.4%	63.7%	63.5%	51.8%	64.2%	69.6%	62.5%	63.0%	77.4%	63.5%	64.5%	63.9%	70.8%	57.4%
379	237	142	112	133	134	172	49	22	67	25	22	169	47	58	25	64	102	59	105	113	85	60	58	128	331	28	19	125	84	115	55
17.8%	23.0%	13.0%	18.3%	17.7%	17.5%	32.2%	8.2%	17.0%	22.5%	14.4%	9.3%	32.2%	11.3%	17.5%	18.3%	11.6%	23.4%	14.9%	16.7%	17.0%	30.2%	16.9%	12.2%	17.7%	18.0%	14.9%	19.4%	24.5%	22.6%	17.6%	9.3%
379	144	235	153	151	76	74	72	13	55	20	84	60	51	36	18	142	59	66	124	130	51	66	86	143	347	15	17	56	50	76	197
17.8%	13.9%	21.5%	24.9%	20.1%	9.9%	14.0%	12.1%	10.1%	18.5%	11.7%	35.0%	11.4%	12.1%	10.7%	12.9%	25.8%	13.6%	16.6%	19.6%	19.5%	18.1%	18.9%	18.1%	19.8%	18.9%	7.8%	17.1%	11.0%	13.5%	11.6%	33.3%
2126	1032	1095	613	749	764	534	597	129	297	175	239	525	421	334	138	550	435	395	631	665	283	351	477	725	1836	190	100	511	370	652	593
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%