

# ComRes Published Voting Intention Figures

	Daily Mail / ITV News	Daily Mail / ITV News /	Independent on Sunday/ Sunday Mirror	Daily Mail	Independent on Sunday/ Sunday Mirror	The Independent
	30 <sup>th</sup> March	25 <sup>th</sup> March	15 <sup>th</sup> March	24 <sup>th</sup> February	15 <sup>th</sup> February	27 <sup>th</sup> January
Conservative	36%	35%	33%	34%	32%	31%
Labour	32%	35%	35%	32%	34%	30%
Liberal Democrat	9%	8%	7%	8%	7%	8%
UKIP	12%	10%	16%	13%	16%	17%
Other	12%	13%	8%	14%	11%	14%

## METHODOLOGY NOTE

ComRes interviewed 1,005 GB adults by telephone between 28th and 29th March 2015. Data were weighted to be demographically representative of all GB adults. Data were also weighted by past vote recall. ComRes is a member of the British Polling Council and abides by its rules.

To commission a voting intention poll or a public opinion survey please contact Katharine Peacock:

[katharine.peacock@comres.co.uk](mailto:katharine.peacock@comres.co.uk)

To register for Pollwatch, a monthly newsletter update on the polls, please email: [pollwatch@comres.co.uk](mailto:pollwatch@comres.co.uk)

## CATI Opinion Poll

**Q1. Thinking back to the General Election in 2010 when MPs were last voted to Parliament in Westminster, which party if any did you vote for? Was it Labour, Liberal Democrat, Conservative, some other party, or did you not vote?**

Base: All respondents

	GENDER		AGE						SOCIAL GRADE				REGION SUMMARY						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	England	Scotland	England & Wales	North	Midlands	South
Unweighted Total	1005	486	519	80	128	130	208	186	273	304	312	164	225	864	84	921	235	262	367
Weighted Total	1005	489	516	118	173	168	180	146	221	268	278	219	239	867	87	918	243	260	364
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Conservative	263	115	148	16	33	43	58	38	75	73	74	71	45	247	11	252	57	84	105
	26%	24%	29%	14%	19%	26%	32%	26%	34%	27%	27%	33%	19%	28%	13%	27%	23%	32%	29%
Labour	231	116	115	6	43	46	47	43	47	68	60	54	49	205	18	213	62	67	75
	23%	24%	22%	5%	25%	27%	26%	29%	21%	25%	22%	25%	21%	24%	21%	23%	26%	26%	21%
Liberal Democrat	159	81	78	10	18	35	29	30	36	54	42	22	41	133	18	141	36	30	67
	16%	16%	15%	9%	10%	21%	16%	21%	16%	20%	15%	10%	17%	15%	21%	15%	15%	12%	18%
Some other party	80	41	39	11	16	16	14	9	14	18	21	20	21	54	20	61	17	20	17
	8%	8%	8%	10%	9%	10%	8%	6%	6%	7%	7%	9%	9%	6%	23%	7%	7%	8%	5%
Did not vote	202	108	94	64	54	22	23	18	21	37	67	37	60	170	15	187	56	35	79
	20%	22%	18%	54%	31%	13%	13%	12%	10%	14%	24%	17%	25%	20%	17%	20%	23%	14%	22%
Don't remember	38	16	23	8	8	2	4	4	13	8	8	6	17	35	3	35	11	13	12
	4%	3%	4%	7%	5%	1%	2%	2%	6%	3%	3%	3%	7%	4%	4%	4%	4%	5%	3%
Refused	31	13	18	2	1	3	5	5	15	10	6	8	6	24	2	29	4	10	9
	3%	3%	4%	1%	1%	2%	3%	4%	7%	4%	2%	4%	3%	3%	3%	3%	2%	4%	3%

## CATI Opinion Poll

**Q1. Thinking back to the General Election in 2010 when MPs were last voted to Parliament in Westminster, which party if any did you vote for? Was it Labour, Liberal Democrat, Conservative, some other party, or did you not vote?**

Base: All respondents

	VOTING INTENTION							PAST VOTE – GENERAL ELECTION 2010		
	Total	Cons	Lab	Lib Dems	UKIP	Green	SNP	Cons	Lab	Lib Dems
Unweighted Total	1005	325	255	75	86	36	23	305	236	149
Weighted Total	1005	287	243	73	100	40	27	263	231	159
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Conservative	263	193	6	2	33	4	-	263	-	-
	26%	67%	2%	3%	33%	10%	-	100%	-	-
Labour	231	18	163	3	18	2	5	-	231	-
	23%	6%	67%	4%	18%	6%	18%	-	100%	-
Liberal Democrat	159	19	35	53	11	17	3	-	-	159
	16%	6%	15%	72%	11%	44%	9%	-	-	100%
Some other party	80	3	8	5	12	14	15	-	-	-
	8%	1%	3%	6%	12%	34%	55%	-	-	-
Did not vote	202	39	26	7	22	2	5	-	-	-
	20%	14%	11%	9%	22%	6%	18%	-	-	-
Don't remember	38	11	3	3	2	-	-	-	-	-
	4%	4%	1%	4%	2%	-	-	-	-	-
Refused	31	5	3	*	*	-	-	-	-	-
	3%	2%	1%	1%	*	-	-	-	-	-

## CATI Opinion Poll

**Q1. Thinking back to the General Election in 2010 when MPs were last voted to Parliament in Westminster, which party if any did you vote for? Was it Labour, Liberal Democrat, Conservative, some other party, or did you not vote?**

Base: All respondents

	REGION											
	Total	Scotland	North East	North West	Yorks & Humber	West Midlands	East Midlands	Wales	Eastern	London	South East	South West
Unweighted Total	1005	84	42	111	82	93	76	57	93	137	148	82
Weighted Total	1005	87	42	115	86	90	74	50	95	134	142	88
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Conservative	263	11	5	30	22	34	23	5	27	29	48	29
	26%	13%	11%	26%	26%	38%	30%	10%	29%	22%	34%	32%
Labour	231	18	13	30	19	26	19	8	23	32	32	11
	23%	21%	32%	26%	22%	28%	25%	17%	24%	24%	23%	12%
Liberal Democrat	159	18	6	14	16	6	11	8	13	28	16	22
	16%	21%	15%	12%	18%	7%	15%	15%	14%	21%	11%	25%
Some other party	80	20	2	12	4	8	5	6	7	1	9	6
	8%	23%	4%	10%	4%	8%	7%	12%	8%	1%	7%	7%
Did not vote	202	15	11	26	19	12	12	18	12	32	29	17
	20%	17%	26%	23%	22%	13%	16%	35%	13%	24%	21%	19%
Don't remember	38	3	5	1	5	1	4	-	7	6	5	1
	4%	4%	12%	1%	6%	1%	6%	-	8%	4%	3%	1%
Refused	31	2	-	2	2	4	1	5	5	5	2	3
	3%	3%	-	2%	2%	5%	2%	11%	5%	4%	1%	3%

## CATI Opinion Poll

**Q2. At the General Election coming up in May when MPs are elected to Parliament in Westminster, how likely would you be to vote on a scale from 1 to 10, where 1 means you are certain NOT to vote and 10 means you are absolutely CERTAIN to vote.**

Base: All respondents

	Total	GENDER		AGE						SOCIAL GRADE				REGION SUMMARY					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	England	Scotland	England & Wales	North	Midlands	South
Unweighted Total	1005	486	519	80	128	130	208	186	273	304	312	164	225	864	84	921	235	262	367
Weighted Total	1005	489	516	118	173	168	180	146	221	268	278	219	239	867	87	918	243	260	364
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
1 - Certain not to vote (1)	56 6%	32 7%	24 5%	15 12%	9 5%	4 2%	9 5%	6 4%	13 6%	10 4%	11 4%	14 6%	20 8%	46 5%	2 2%	53 6%	11 5%	10 4%	25 7%
2 (2)	10 1%	8 2%	2 *	- -	5 3%	- -	1 1%	3 2%	1 *	2 1%	2 1%	5 2%	2 1%	8 1%	3 3%	8 1%	1 1%	4 2%	2 1%
3 (3)	18 2%	13 3%	5 1%	8 7%	6 4%	1 *	2 1%	1 *	- -	1 *	9 3%	1 *	7 3%	17 2%	- -	18 2%	7 3%	3 1%	7 2%
4 (4)	18 2%	14 3%	4 1%	5 4%	7 4%	2 1%	- -	2 1%	2 1%	2 1%	4 2%	4 2%	8 3%	15 2%	1 1%	17 2%	5 2%	4 2%	7 2%
5 (5)	64 6%	25 5%	39 8%	7 6%	18 11%	9 5%	9 5%	10 7%	11 5%	9 4%	15 5%	16 7%	24 10%	54 6%	6 6%	59 6%	20 8%	16 6%	18 5%
6 (6)	31 3%	10 2%	20 4%	4 4%	14 8%	2 1%	4 2%	3 2%	3 1%	5 2%	13 5%	6 3%	7 3%	28 3%	- -	31 3%	13 5%	8 3%	8 2%
7 (7)	45 4%	27 6%	17 3%	12 10%	15 9%	5 3%	7 4%	3 2%	2 1%	11 4%	14 5%	17 8%	3 1%	42 5%	- -	45 5%	12 5%	8 3%	21 6%
8 (8)	70 7%	35 7%	36 7%	16 13%	9 5%	16 10%	16 9%	4 3%	9 4%	16 6%	20 7%	17 8%	17 7%	61 7%	7 8%	64 7%	21 9%	15 6%	26 7%
9 (9)	39 4%	26 5%	13 2%	8 7%	8 4%	12 7%	6 3%	3 2%	4 2%	18 7%	14 5%	4 2%	3 1%	36 4%	- -	39 4%	6 3%	10 4%	20 5%
10 - Absolutely certain to vote (10)	642 64%	293 60%	350 68%	42 36%	79 46%	117 69%	125 69%	111 76%	168 76%	191 71%	173 62%	134 61%	144 60%	548 63%	69 79%	574 63%	143 59%	179 69%	227 62%
Don't know	13 1%	6 1%	7 1%	1 1%	2 1%	- -	- -	1 1%	10 4%	4 1%	2 1%	3 1%	4 2%	12 1%	1 1%	12 1%	3 1%	5 2%	4 1%
Mean score	8.42	8.20	8.63	7.04	7.50	9.00	8.72	8.81	8.93	8.99	8.44	8.23	7.93	8.42	8.98	8.37	8.22	8.68	8.38
Standard deviation	2.66	2.83	2.46	3.17	2.89	1.98	2.45	2.49	2.47	2.17	2.55	2.76	3.05	2.63	2.32	2.68	2.63	2.46	2.72
Standard error	.08	.13	.11	.36	.26	.17	.17	.18	.15	.13	.14	.22	.21	.09	.25	.09	.17	.15	.14

### CATI Opinion Poll

**Q2. At the General Election coming up in May when MPs are elected to Parliament in Westminster, how likely would you be to vote on a scale from 1 to 10, where 1 means you are certain NOT to vote and 10 means you are absolutely CERTAIN to vote.**

Base: All respondents

		VOTING INTENTION						PAST VOTE – GENERAL ELECTION 2010			
		Total	Cons	Lab	Lib Dems	UKIP	Green	SNP	Cons	Lab	Lib Dems
Unweighted Total		1005	325	255	75	86	36	23	305	236	149
Weighted Total		1005	287	243	73	100	40	27	263	231	159
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
1 - Certain not to vote	(1)	56 6%	- -	- -	- -	- -	- -	- -	2 1%	4 2%	2 1%
2	(2)	10 1%	- -	- -	- -	- -	- -	- -	1 *	- -	1 *
3	(3)	18 2%	- -	- -	- -	- -	- -	- -	1 *	2 1%	- -
4	(4)	18 2%	- -	- -	- -	- -	- -	- -	3 1%	1 *	- -
5	(5)	64 6%	20 7%	17 7%	2 2%	9 9%	1 3%	2 8%	11 4%	11 5%	2 1%
6	(6)	31 3%	9 3%	11 4%	1 1%	3 3%	1 2%	- -	9 3%	6 2%	2 1%
7	(7)	45 4%	11 4%	17 7%	3 4%	6 6%	1 1%	- -	5 2%	12 5%	6 4%
8	(8)	70 7%	22 8%	10 4%	9 12%	9 9%	7 17%	5 18%	15 6%	12 5%	14 9%
9	(9)	39 4%	15 5%	10 4%	2 3%	3 3%	3 8%	- -	13 5%	6 3%	13 8%
10 - Absolutely certain to vote	(10)	642 64%	211 74%	179 74%	57 78%	69 69%	27 68%	20 74%	200 76%	170 74%	120 76%
Don't know		13 1%	- -	- -	- -	- -	- -	- -	3 1%	7 3%	- -
Mean score		8.42	9.22	9.14	9.47	9.03	9.28	9.25	9.24	9.10	9.38
Standard deviation		2.66	1.52	1.60	1.13	1.68	1.27	1.48	1.70	1.92	1.47
Standard error		.08	.08	.10	.13	.18	.21	.31	.10	.13	.12

## CATI Opinion Poll

**Q2. At the General Election coming up in May when MPs are elected to Parliament in Westminster, how likely would you be to vote on a scale from 1 to 10, where 1 means you are certain NOT to vote and 10 means you are absolutely CERTAIN to vote.**

Base: All respondents

		REGION											
		Total	Scotland	North East	North West	Yorks & Humber	West Midlands	East Midlands	Wales	Eastern	London	South East	South West
Unweighted Total		1005	84	42	111	82	93	76	57	93	137	148	82
Weighted Total		1005	87	42	115	86	90	74	50	95	134	142	88
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
1 - Certain not to vote	(1)	56 6%	2 2%	1 1%	5 5%	5 6%	3 3%	2 3%	8 15%	5 5%	9 6%	6 4%	10 11%
2	(2)	10 1%	3 3%	* 1%	- -	1 1%	1 1%	1 1%	- -	2 3%	- -	2 2%	- -
3	(3)	18 2%	- -	- -	1 1%	5 6%	2 2%	1 1%	1 2%	- -	2 1%	5 4%	1 1%
4	(4)	18 2%	1 1%	- -	4 4%	* 1%	1 1%	3 4%	1 2%	- -	2 2%	1 *	4 4%
5	(5)	64 6%	6 6%	4 9%	9 8%	7 8%	1 1%	7 9%	5 10%	8 9%	11 8%	2 2%	5 5%
6	(6)	31 3%	- -	5 12%	5 4%	3 4%	2 2%	2 2%	2 4%	4 4%	1 *	5 4%	2 2%
7	(7)	45 4%	- -	- -	7 6%	5 6%	2 2%	5 6%	3 6%	2 2%	10 7%	8 6%	4 4%
8	(8)	70 7%	7 8%	2 5%	11 10%	8 10%	6 6%	3 4%	2 4%	6 7%	6 5%	10 7%	9 10%
9	(9)	39 4%	- -	1 2%	4 4%	1 2%	4 5%	2 3%	3 5%	4 4%	9 7%	11 8%	1 1%
10 - Absolutely certain to vote	(10)	642 64%	69 79%	30 71%	64 56%	49 56%	67 74%	48 65%	25 50%	63 66%	82 61%	91 64%	54 61%
Don't know		13 1%	1 1%	- -	3 3%	- -	3 3%	1 1%	* 1%	1 1%	4 3%	* *	- -
Mean score		8.42	8.98	8.76	8.25	7.93	9.07	8.45	7.34	8.50	8.40	8.59	7.99
Standard deviation		2.66	2.32	2.19	2.57	2.89	2.19	2.53	3.38	2.62	2.67	2.51	3.09
Standard error		.08	.25	.34	.25	.32	.23	.29	.45	.27	.23	.21	.34

### CATI Opinion Poll

**Q3. At the UK General Election coming up in May when MPs are elected to Parliament in Westminster, will you vote Labour, Liberal Democrat, Conservative, UKIP, SNP or for some other party?**

Base: All likely to vote

	GENDER		AGE						SOCIAL GRADE				REGION SUMMARY						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	England	Scotland	England & Wales	North	Midlands	South
Unweighted Total	909	427	482	61	109	123	196	170	250	286	288	142	193	781	80	829	212	237	332
Weighted Total	891	417	474	89	144	161	167	134	196	250	250	193	198	770	81	810	216	235	319
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Conservative	224	107	117	25	31	40	45	32	51	71	71	53	28	205	14	209	45	64	96
	25%	26%	25%	28%	21%	25%	27%	24%	26%	28%	28%	28%	14%	27%	18%	26%	21%	27%	30%
Labour	188	89	99	12	32	42	32	38	31	64	48	29	47	167	14	174	54	50	63
	21%	21%	21%	14%	22%	26%	19%	29%	16%	25%	19%	15%	24%	22%	17%	21%	25%	21%	20%
Liberal Democrat	47	27	21	2	3	14	6	8	15	12	13	6	16	38	8	39	11	10	17
	5%	6%	4%	3%	2%	9%	3%	6%	7%	5%	5%	3%	8%	5%	10%	5%	5%	4%	5%
UKIP	88	46	42	17	13	13	13	13	20	11	20	26	31	86	1	87	17	36	33
	10%	11%	9%	19%	9%	8%	8%	10%	10%	5%	8%	13%	15%	11%	1%	11%	8%	16%	10%
Green	36	23	13	9	5	6	9	2	3	7	12	8	8	34	2	34	7	13	14
	4%	5%	3%	10%	4%	4%	5%	2%	2%	3%	5%	4%	4%	4%	2%	4%	3%	5%	4%
SNP	26	6	20	1	4	6	4	6	4	7	5	11	3	-	26	-	-	-	-
	3%	2%	4%	1%	3%	4%	3%	5%	2%	3%	2%	6%	1%	-	32%	-	-	-	-
Plaid Cymru	6	2	4	-	-	1	1	2	3	1	1	1	3	-	-	6	-	-	-
	1%	*	1%	-	-	1%	*	2%	1%	*	1%	*	2%	-	-	1%	-	-	-
BNP	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some other party	18	12	7	6	7	2	1	1	1	8	5	1	5	14	-	18	5	-	9
	2%	3%	1%	7%	5%	1%	1%	1%	1%	3%	2%	*	2%	2%	-	2%	2%	-	3%
Refused	36	19	17	-	-	4	11	5	16	9	5	15	7	28	4	33	7	10	10
	4%	5%	4%	-	-	2%	7%	4%	8%	4%	2%	8%	3%	4%	5%	4%	3%	4%	3%
Don't know	222	86	136	16	49	33	46	26	52	61	68	43	50	199	13	209	70	52	77
	25%	21%	29%	18%	34%	21%	27%	20%	27%	24%	27%	23%	25%	26%	16%	26%	33%	22%	24%



### CATI Opinion Poll

**Q3. At the UK General Election coming up in May when MPs are elected to Parliament in Westminster, will you vote Labour, Liberal Democrat, Conservative, UKIP, SNP or for some other party?**

Base: All likely to vote

	VOTING INTENTION							PAST VOTE – GENERAL ELECTION 2010		
	Total	Cons	Lab	Lib Dems	UKIP	Green	SNP	Cons	Lab	Lib Dems
Unweighted Total	909	325	255	75	86	36	23	294	226	146
Weighted Total	891	287	243	73	100	40	27	254	217	156
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Conservative	224	224	-	-	-	-	-	165	13	17
	25%	78%	-	-	-	-	-	65%	6%	11%
Labour	188	-	188	-	-	-	-	5	134	20
	21%	-	77%	-	-	-	-	2%	62%	13%
Liberal Democrat	47	-	-	47	-	-	-	*	2	37
	5%	-	-	64%	-	-	-	*	1%	23%
UKIP	88	-	-	-	88	-	-	30	17	10
	10%	-	-	-	88%	-	-	12%	8%	7%
Green	36	-	-	-	-	36	-	1	1	17
	4%	-	-	-	-	89%	-	*	1%	11%
SNP	26	-	-	-	-	-	26	-	5	3
	3%	-	-	-	-	-	96%	-	2%	2%
Plaid Cymru	6	-	-	-	-	-	-	-	2	-
	1%	-	-	-	-	-	-	-	1%	-
BNP	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-
Some other party	18	-	-	-	-	-	-	*	-	1
	2%	-	-	-	-	-	-	*	-	*
Refused	36	3	7	*	-	1	-	-	6	1
	4%	1%	3%	1%	-	1%	-	-	3%	*
Don't know	222	60	49	26	12	4	1	52	38	52
	25%	21%	20%	35%	12%	9%	4%	20%	17%	33%

### CATI Opinion Poll

**Q3. At the UK General Election coming up in May when MPs are elected to Parliament in Westminster, will you vote Labour, Liberal Democrat, Conservative, UKIP, SNP or for some other party?**

Base: All likely to vote

	REGION											
	Total	Scotland	North East	North West	Yorks & Humber	West Midlands	East Midlands	Wales	Eastern	London	South East	South West
Unweighted Total	909	80	40	98	74	83	67	48	87	124	135	73
Weighted Total	891	81	41	100	74	81	66	40	88	117	128	74
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Conservative	224	14	6	17	22	22	23	4	19	32	49	16
	25%	18%	14%	17%	30%	27%	34%	11%	22%	27%	38%	21%
Labour	188	14	15	27	12	20	11	7	20	32	25	6
	21%	17%	37%	27%	16%	24%	16%	18%	22%	27%	19%	8%
Liberal Democrat	47	8	2	3	6	3	-	2	7	3	5	9
	5%	10%	5%	3%	8%	4%	-	4%	8%	3%	4%	12%
UKIP	88	1	3	7	6	11	13	1	12	12	11	10
	10%	1%	7%	7%	8%	14%	20%	3%	14%	10%	9%	14%
Green	36	2	-	5	2	5	4	-	3	4	6	4
	4%	2%	-	5%	3%	6%	6%	-	4%	4%	4%	6%
SNP	26	26	-	-	-	-	-	-	-	-	-	-
	3%	32%	-	-	-	-	-	-	-	-	-	-
Plaid Cymru	6	-	-	-	-	-	-	6	-	-	-	-
	1%	-	-	-	-	-	-	16%	-	-	-	-
BNP	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-
Some other party	18	-	-	5	-	-	-	5	-	3	5	1
	2%	-	-	5%	-	-	-	12%	-	2%	4%	2%
Refused	36	4	-	7	-	2	1	5	7	4	5	1
	4%	5%	-	7%	-	2%	2%	12%	8%	3%	4%	2%
Don't know	222	13	15	29	26	19	14	10	19	28	21	27
	25%	16%	36%	29%	35%	23%	22%	26%	22%	24%	17%	37%

## CATI Opinion Poll

### Q4. If it were a legal requirement for you to vote, do you think you would probably vote Conservative, Labour, Liberal Democrat, UKIP, SNP, Plaid Cymru or for some other party?

Base: All unlikely to vote or unsure who they would vote for at the General election

	GENDER			AGE						SOCIAL GRADE				REGION SUMMARY					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	England	Scotland	England & Wales	North	Midlands	South
Unweighted Total	355	166	189	32	57	40	72	56	98	103	104	65	83	309	20	335	91	95	123
Weighted Total	372	178	194	44	78	44	70	43	93	88	102	85	98	324	23	349	105	87	132
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Conservative	63	25	38	14	10	8	10	8	13	19	11	11	22	60	1	61	27	8	25
	17%	14%	19%	32%	12%	17%	14%	19%	14%	22%	11%	13%	22%	18%	5%	18%	26%	9%	19%
Labour	47	22	26	7	11	2	4	4	19	5	17	10	16	41	-	47	12	10	18
	13%	12%	13%	15%	14%	5%	6%	10%	20%	5%	17%	11%	16%	13%	-	14%	12%	12%	14%
Liberal Democrat	16	7	9	1	5	1	2	3	3	6	3	1	6	15	-	16	4	5	6
	4%	4%	5%	2%	7%	2%	3%	7%	3%	7%	3%	1%	6%	5%	-	4%	4%	5%	5%
UKIP	28	12	16	6	6	2	5	2	8	6	10	4	9	28	1	28	6	6	16
	8%	7%	8%	14%	8%	4%	7%	5%	8%	7%	9%	5%	9%	9%	2%	8%	6%	6%	13%
Green	4	-	4	-	-	3	1	-	-	-	1	3	-	4	-	4	-	3	1
	1%	-	2%	-	-	7%	1%	-	-	-	1%	3%	-	1%	-	1%	-	3%	1%
SNP	2	1	1	-	1	1	-	-	-	1	-	-	1	-	2	-	-	-	-
	1%	1%	1%	-	1%	3%	-	-	-	1%	-	-	1%	-	9%	-	-	-	-
Plaid Cymru	1	-	1	-	-	-	1	-	-	-	-	-	1	-	-	1	-	-	-
	*	-	*	-	-	-	1%	-	-	-	-	-	1%	-	-	*	-	-	-
BNP	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some other party	9	8	2	2	4	1	1	*	*	*	4	3	2	7	3	7	2	2	3
	3%	4%	1%	5%	6%	2%	1%	1%	1%	1%	4%	3%	2%	2%	12%	2%	2%	2%	2%
Refused	36	18	18	-	1	5	11	6	13	12	6	14	5	30	1	35	6	12	12
	10%	10%	9%	-	2%	11%	15%	14%	14%	13%	5%	16%	5%	9%	5%	10%	6%	13%	9%
Don't know	167	86	81	15	39	22	35	18	38	39	51	40	37	141	16	151	48	42	51
	45%	48%	42%	33%	50%	50%	51%	43%	40%	44%	50%	47%	38%	43%	67%	43%	46%	48%	38%

### CATI Opinion Poll

#### Q4. If it were a legal requirement for you to vote, do you think you would probably vote Conservative, Labour, Liberal Democrat, UKIP, SNP, Plaid Cymru or for some other party?

Base: All unlikely to vote or unsure who they would vote for at the General election

	VOTING INTENTION							PAST VOTE – GENERAL ELECTION 2010		
	Total	Cons	Lab	Lib Dems	UKIP	Green	SNP	Cons	Lab	Lib Dems
Unweighted Total	355	68	55	29	14	3	1	71	54	52
Weighted Total	372	63	56	26	12	4	1	61	58	55
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Conservative	63	41	-	-	-	-	-	25	4	1
	17%	64%	-	-	-	-	-	41%	7%	1%
Labour	47	-	23	-	-	-	-	1	20	8
	13%	-	42%	-	-	-	-	2%	34%	15%
Liberal Democrat	16	-	-	10	-	-	-	-	1	9
	4%	-	-	38%	-	-	-	-	2%	17%
UKIP	28	-	-	-	8	-	-	2	9	1
	8%	-	-	-	63%	-	-	4%	15%	1%
Green	4	-	-	-	-	4	-	3	1	-
	1%	-	-	-	-	86%	-	5%	1%	-
SNP	2	-	-	-	-	-	1	-	-	-
	1%	-	-	-	-	-	100%	-	-	-
Plaid Cymru	1	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-
BNP	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-
Some other party	9	-	-	-	-	-	-	*	-	-
	3%	-	-	-	-	-	-	1%	-	-
Refused	36	5	2	*	-	-	-	2	2	1
	10%	8%	4%	2%	-	-	-	3%	3%	1%
Don't know	167	18	30	16	5	1	-	28	22	36
	45%	28%	54%	60%	37%	14%	-	45%	38%	65%

### CATI Opinion Poll

#### Q4. If it were a legal requirement for you to vote, do you think you would probably vote Conservative, Labour, Liberal Democrat, UKIP, SNP, Plaid Cymru or for some other party?

Base: All unlikely to vote or unsure who they would vote for at the General election

	REGION											
	Total	Scotland	North East	North West	Yorks & Humber	West Midlands	East Midlands	Wales	Eastern	London	South East	South West
Unweighted Total	355	20	13	47	31	34	28	26	33	46	43	34
Weighted Total	372	23	16	51	38	30	24	25	34	48	41	43
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Conservative	63 17%	1 5%	2 10%	13 27%	12 32%	3 11%	2 9%	2 7%	2 7%	4 8%	10 25%	11 25%
Labour	47 13%	- -	2 10%	3 6%	8 20%	3 11%	4 17%	7 26%	3 10%	13 27%	3 7%	2 5%
Liberal Democrat	16 4%	- -	1 3%	3 6%	- -	* 2%	2 10%	1 3%	2 6%	3 6%	2 5%	2 4%
UKIP	28 8%	1 2%	- -	3 5%	3 9%	1 5%	1 5%	- -	3 9%	7 16%	4 9%	5 12%
Green	4 1%	- -	- -	- -	- -	3 10%	- -	- -	- -	- -	- -	1 2%
SNP	2 1%	2 9%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Plaid Cymru	1 *	- -	- -	- -	- -	- -	- -	1 3%	- -	- -	- -	- -
BNP	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Some other party	9 3%	3 12%	* 3%	- -	1 4%	1 3%	1 2%	- -	* 1%	* 1%	2 5%	- -
Refused	36 10%	1 5%	- -	6 12%	- -	3 9%	2 8%	5 21%	7 21%	4 8%	6 14%	2 5%
Don't know	167 45%	16 67%	12 74%	23 45%	14 36%	15 49%	12 50%	10 40%	16 46%	17 35%	14 34%	20 47%

## CATI Opinion Poll

### Q5. Generally speaking, do you think of yourself as Conservative, Labour, Liberal Democrat, UKIP, SNP, Plaid Cymru or another party?

Base: All respondents

	GENDER		AGE						SOCIAL GRADE				REGION SUMMARY						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	England	Scotland	England & Wales	North	Midlands	South
Unweighted Total	1005	486	519	80	128	130	208	186	273	304	312	164	225	864	84	921	235	262	367
Weighted Total	1005	489	516	118	173	168	180	146	221	268	278	219	239	867	87	918	243	260	364
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Conservative	249	103	146	28	25	43	49	32	72	73	76	56	44	230	13	236	52	77	102
	25%	21%	28%	24%	14%	26%	27%	22%	33%	27%	27%	26%	18%	27%	15%	26%	21%	29%	28%
Labour	271	138	133	15	47	45	50	58	56	75	68	66	61	235	16	255	82	70	84
	27%	28%	26%	12%	27%	27%	28%	40%	25%	28%	24%	30%	26%	27%	18%	28%	34%	27%	23%
Liberal Democrat	69	36	32	4	12	9	14	13	17	23	22	9	15	61	7	62	15	14	31
	7%	7%	6%	4%	7%	5%	8%	9%	8%	8%	8%	4%	6%	7%	8%	7%	6%	5%	9%
UKIP	77	32	45	20	17	9	11	7	13	14	17	19	28	76	1	77	15	29	33
	8%	7%	9%	17%	10%	6%	6%	5%	6%	5%	6%	9%	12%	9%	1%	8%	6%	11%	9%
Green	34	20	14	8	4	8	4	5	4	4	12	4	14	31	2	32	9	10	11
	3%	4%	3%	7%	2%	5%	2%	3%	2%	1%	4%	2%	6%	4%	2%	4%	4%	4%	3%
SNP	25	3	22	1	5	6	5	3	5	6	6	9	4	-	25	-	-	-	-
	2%	1%	4%	1%	3%	4%	3%	2%	2%	2%	2%	4%	2%	-	29%	-	-	-	-
Plaid Cymru	4	2	3	2	-	2	-	-	*	*	2	-	2	-	-	4	-	-	-
	*	*	1%	1%	-	1%	-	-	*	*	1%	-	1%	-	-	*	-	-	-
BNP	4	4	-	-	4	-	-	-	-	-	-	2	2	4	-	4	-	2	2
	*	1%	-	-	2%	-	-	-	-	-	-	1%	1%	*	-	*	-	1%	1%
Some other party	26	21	5	3	9	3	4	3	4	12	7	4	4	20	5	21	3	5	13
	3%	4%	1%	3%	5%	2%	2%	2%	2%	4%	2%	2%	2%	2%	6%	2%	1%	2%	3%
Refused	31	18	12	-	3	6	7	2	12	8	5	9	8	27	1	30	7	7	13
	3%	4%	2%	-	2%	3%	4%	2%	6%	3%	2%	4%	3%	3%	1%	3%	3%	3%	4%
Don't know	215	111	104	37	47	37	35	24	36	54	63	41	57	183	19	196	61	46	75
	21%	23%	20%	31%	27%	22%	19%	16%	16%	20%	23%	19%	24%	21%	22%	21%	25%	18%	21%

**CATI Opinion Poll****Q5. Generally speaking, do you think of yourself as Conservative, Labour, Liberal Democrat, UKIP, SNP, Plaid Cymru or another party?**

Base: All respondents

	VOTING INTENTION							PAST VOTE – GENERAL ELECTION 2010		
	Total	Cons	Lab	Lib Dems	UKIP	Green	SNP	Cons	Lab	Lib Dems
Unweighted Total	1005	325	255	75	86	36	23	305	236	149
Weighted Total	1005	287	243	73	100	40	27	263	231	159
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Conservative	249	220	-	3	11	4	-	174	4	14
	25%	77%	-	4%	11%	10%	-	66%	2%	9%
Labour	271	13	200	4	15	5	6	7	178	30
	27%	5%	82%	6%	15%	13%	21%	3%	77%	19%
Liberal Democrat	69	6	7	46	-	5	1	3	2	49
	7%	2%	3%	63%	-	12%	3%	1%	1%	31%
UKIP	77	5	3	-	58	-	-	25	12	5
	8%	2%	1%	-	58%	-	-	9%	5%	3%
Green	34	1	3	7	-	18	1	1	3	12
	3%	*	1%	9%	-	46%	2%	*	1%	7%
SNP	25	-	4	-	-	-	20	-	4	1
	2%	-	2%	-	-	-	72%	-	2%	*
Plaid Cymru	4	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-
BNP	4	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-
Some other party	26	6	-	2	-	*	1	4	2	1
	3%	2%	-	2%	-	1%	2%	2%	1%	*
Refused	31	2	2	-	1	-	-	4	1	2
	3%	1%	1%	-	1%	-	-	2%	*	1%
Don't know	215	35	24	11	14	7	-	45	23	45
	21%	12%	10%	15%	14%	18%	-	17%	10%	28%

**CATI Opinion Poll****Q5. Generally speaking, do you think of yourself as Conservative, Labour, Liberal Democrat, UKIP, SNP, Plaid Cymru or another party?**

Base: All respondents

	REGION											
	Total	Scotland	North East	North West	Yorks & Humber	West Midlands	East Midlands	Wales	Eastern	London	South East	South West
Unweighted Total	1005	84	42	111	82	93	76	57	93	137	148	82
Weighted Total	1005	87	42	115	86	90	74	50	95	134	142	88
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Conservative	249	13	5	23	24	29	21	6	27	28	49	25
	25%	15%	13%	20%	27%	32%	28%	11%	29%	21%	34%	28%
Labour	271	16	18	41	23	22	18	20	30	42	26	16
	27%	18%	42%	36%	27%	24%	24%	40%	31%	31%	18%	18%
Liberal Democrat	69	7	2	9	4	7	1	1	7	10	9	13
	7%	8%	5%	8%	5%	7%	1%	2%	7%	7%	6%	14%
UKIP	77	1	2	6	7	6	11	*	12	15	9	10
	8%	1%	6%	5%	8%	6%	15%	1%	12%	11%	6%	11%
Green	34	2	-	2	7	3	5	2	2	1	4	7
	3%	2%	-	2%	8%	4%	7%	4%	2%	1%	3%	8%
SNP	25	25	-	-	-	-	-	-	-	-	-	-
	2%	29%	-	-	-	-	-	-	-	-	-	-
Plaid Cymru	4	-	-	-	-	-	-	4	-	-	-	-
	*	-	-	-	-	-	-	8%	-	-	-	-
BNP	4	-	-	-	-	-	2	-	-	2	-	-
	*	-	-	-	-	-	3%	-	-	1%	-	-
Some other party	26	5	1	1	1	2	1	1	1	3	10	-
	3%	6%	2%	1%	1%	2%	2%	2%	2%	2%	7%	-
Refused	31	1	1	4	2	4	2	3	2	4	8	1
	3%	1%	1%	4%	2%	4%	2%	5%	2%	3%	6%	1%
Don't know	215	19	13	30	19	19	13	13	14	30	28	17
	21%	22%	30%	26%	22%	21%	18%	27%	15%	22%	20%	20%



## CATI Opinion Poll

### Q3/Q4/Q5 Voting intention (Turnout weighted)

Base: All likely to vote and expressing a voting intention

	GENDER			AGE						SOCIAL GRADE				REGION SUMMARY					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	England	Scotland	England & Wales	North	Midlands	South
Unweighted Total	824	386	438	57	96	111	176	158	226	257	266	128	173	711	70	754	193	212	306
Weighted Total	639	302	338	49	86	121	125	106	152	189	175	139	137	555	59	580	149	177	229
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Conservative	230	99	131	18	28	39	48	31	65	73	70	50	36	210	14	216	50	65	95
	36%	33%	39%	38%	33%	32%	39%	29%	42%	39%	40%	36%	27%	38%	24%	37%	34%	37%	41%
Labour	202	99	103	8	29	42	40	42	41	67	50	38	47	180	13	189	62	55	63
	32%	33%	30%	16%	34%	35%	32%	40%	27%	36%	28%	27%	34%	32%	21%	33%	42%	31%	28%
Liberal Democrat	60	32	28	1	5	14	10	13	17	20	16	6	19	51	8	53	16	10	25
	9%	11%	8%	3%	6%	11%	8%	12%	11%	10%	9%	4%	14%	9%	13%	9%	11%	6%	11%
UKIP	76	40	36	10	13	11	13	11	18	12	18	26	20	74	1	75	12	33	29
	12%	13%	11%	21%	15%	9%	10%	11%	12%	6%	10%	19%	15%	13%	1%	13%	8%	19%	13%
Green	33	18	15	7	3	8	9	2	4	5	12	8	8	31	1	32	6	15	11
	5%	6%	4%	15%	4%	7%	7%	2%	3%	3%	7%	6%	6%	6%	2%	6%	4%	8%	5%
SNP	23	5	18	1	3	6	4	5	4	6	5	10	2	-	23	-	-	-	-
	4%	2%	5%	1%	4%	5%	3%	4%	3%	3%	3%	7%	2%	-	39%	-	-	-	-
Plaid Cymru	4	1	3	-	-	*	1	1	2	1	1	1	2	-	-	4	-	-	-
	1%	*	1%	-	-	*	1%	1%	2%	*	*	*	2%	-	-	1%	-	-	-
BNP	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	11	8	3	3	3	1	2	1	2	5	4	*	2	9	-	11	3	-	6
	2%	3%	1%	7%	4%	*	1%	1%	1%	3%	2%	*	2%	2%	-	2%	2%	-	3%

**CATI Opinion Poll****Q3/Q4/Q5 Voting intention (Turnout weighted)**

Base: All likely to vote and expressing a voting intention

	VOTING INTENTION							PAST VOTE – GENERAL ELECTION 2010		
	Total	Cons	Lab	Lib Dems	UKIP	Green	SNP	Cons	Lab	Lib Dems
Unweighted Total	824	325	255	75	86	36	23	278	220	132
Weighted Total	639	230	202	60	76	33	23	213	189	119
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Conservative	230	230	-	-	-	-	-	172	13	17
	36%	100%	-	-	-	-	-	81%	7%	14%
Labour	202	-	202	-	-	-	-	4	147	32
	32%	-	100%	-	-	-	-	2%	78%	27%
Liberal Democrat	60	-	-	60	-	-	-	2	2	46
	9%	-	-	100%	-	-	-	1%	1%	39%
UKIP	76	-	-	-	76	-	-	30	18	8
	12%	-	-	-	100%	-	-	14%	9%	7%
Green	33	-	-	-	-	33	-	4	2	13
	5%	-	-	-	-	100%	-	2%	1%	11%
SNP	23	-	-	-	-	-	23	-	5	3
	4%	-	-	-	-	-	100%	-	3%	2%
Plaid Cymru	4	-	-	-	-	-	-	-	2	-
	1%	-	-	-	-	-	-	-	1%	-
BNP	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-
Other	11	-	-	-	-	-	-	*	-	1
	2%	-	-	-	-	-	-	*	-	1%

**CATI Opinion Poll****Q3/Q4/Q5 Voting intention (Turnout weighted)**

Base: All likely to vote and expressing a voting intention

	REGION											
	Total	Scotland	North East	North West	Yorks & Humber	West Midlands	East Midlands	Wales	Eastern	London	South East	South West
Unweighted Total	824	70	34	89	70	78	58	43	76	113	126	67
Weighted Total	639	59	22	73	54	65	48	25	64	77	96	56
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Conservative	230	14	5	22	23	24	20	6	21	25	48	22
	36%	24%	21%	30%	44%	37%	41%	24%	33%	33%	50%	39%
Labour	202	13	13	31	19	19	14	9	22	34	22	7
	32%	21%	58%	42%	35%	29%	29%	35%	34%	44%	22%	13%
Liberal Democrat	60	8	3	7	6	4	-	2	6	5	8	12
	9%	13%	12%	10%	11%	6%	-	6%	9%	6%	9%	21%
UKIP	76	1	2	6	4	10	11	1	11	9	11	9
	12%	1%	9%	8%	8%	16%	23%	4%	18%	11%	12%	17%
Green	33	1	-	5	1	8	4	1	3	3	3	5
	5%	2%	-	6%	2%	12%	7%	2%	5%	4%	4%	9%
SNP	23	23	-	-	-	-	-	-	-	-	-	-
	4%	39%	-	-	-	-	-	-	-	-	-	-
Plaid Cymru	4	-	-	-	-	-	-	4	-	-	-	-
	1%	-	-	-	-	-	-	18%	-	-	-	-
BNP	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-
Other	11	-	-	3	-	-	-	3	-	1	4	1
	2%	-	-	4%	-	-	-	10%	-	2%	4%	2%

## CATI Opinion Poll

### Q6\_1. For the following pairs of statements, which comes closest to your own view ...

Base: All respondents

	GENDER		AGE						SOCIAL GRADE				REGION SUMMARY						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	England	Scotland	England & Wales	North	Midlands	South
Unweighted Total	1005	486	519	80	128	130	208	186	273	304	312	164	225	864	84	921	235	262	367
Weighted Total	1005	489	516	118	173	168	180	146	221	268	278	219	239	867	87	918	243	260	364
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
David Cameron would make a better Prime Minister than Ed Miliband	507	258	249	48	93	82	107	71	106	148	136	132	91	461	30	477	112	150	200
	50%	53%	48%	41%	54%	49%	60%	49%	48%	55%	49%	60%	38%	53%	34%	52%	46%	58%	55%
Ed Miliband would make a better Prime Minister than David Cameron	295	135	160	39	55	55	45	53	47	85	79	55	75	246	33	263	81	68	98
	29%	28%	31%	34%	32%	33%	25%	37%	21%	32%	29%	25%	32%	28%	37%	29%	33%	26%	27%
Don't know	202	96	106	30	25	30	27	21	68	35	63	32	72	160	25	178	51	42	67
	20%	20%	21%	25%	14%	18%	15%	15%	31%	13%	23%	14%	30%	18%	28%	19%	21%	16%	18%

## CATI Opinion Poll

### Q6\_1. For the following pairs of statements, which comes closest to your own view ...

Base: All respondents

	VOTING INTENTION							PAST VOTE – GENERAL ELECTION 2010		
	Total	Cons	Lab	Lib Dems	UKIP	Green	SNP	Cons	Lab	Lib Dems
Unweighted Total	1005	325	255	75	86	36	23	305	236	149
Weighted Total	1005	287	243	73	100	40	27	263	231	159
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
David Cameron would make a better Prime Minister than Ed Miliband	507	273	44	34	53	14	2	236	66	62
	50%	95%	18%	46%	53%	34%	7%	89%	29%	39%
Ed Miliband would make a better Prime Minister than David Cameron	295	3	168	21	23	15	18	11	128	60
	29%	1%	69%	29%	23%	37%	67%	4%	56%	38%
Don't know	202	11	31	18	24	12	7	17	36	37
	20%	4%	13%	25%	24%	29%	26%	6%	16%	23%

**CATI Opinion Poll****Q6\_1. For the following pairs of statements, which comes closest to your own view ...**

Base: All respondents

	REGION											
	Total	Scotland	North East	North West	Yorks & Humber	West Midlands	East Midlands	Wales	Eastern	London	South East	South West
Unweighted Total	1005	84	42	111	82	93	76	57	93	137	148	82
Weighted Total	1005	87	42	115	86	90	74	50	95	134	142	88
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
David Cameron would make a better Prime Minister than Ed Miliband	507	30	16	53	42	55	46	16	49	61	93	45
	50%	34%	39%	46%	49%	60%	62%	33%	51%	46%	66%	51%
Ed Miliband would make a better Prime Minister than David Cameron	295	33	17	41	23	21	20	16	27	43	30	25
	29%	37%	40%	36%	26%	23%	27%	33%	29%	32%	21%	28%
Don't know	202	25	9	20	22	15	8	17	19	30	18	18
	20%	28%	22%	18%	25%	17%	11%	35%	20%	22%	13%	21%

**CATI Opinion Poll****Q6\_2. For the following pairs of statements, which comes closest to your own view ...**

Base: All respondents

	GENDER		AGE						SOCIAL GRADE				REGION SUMMARY						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	England	Scotland	England & Wales	North	Midlands	South
Unweighted Total	1005	486	519	80	128	130	208	186	273	304	312	164	225	864	84	921	235	262	367
Weighted Total	1005	489	516	118	173	168	180	146	221	268	278	219	239	867	87	918	243	260	364
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
I would prefer there to be a Labour-led government after the next election	410	204	206	51	80	75	70	64	70	107	116	79	108	342	45	365	112	93	138
	41%	42%	40%	44%	46%	45%	39%	44%	32%	40%	42%	36%	45%	39%	51%	40%	46%	36%	38%
I would prefer there to be a Conservative-led government after the next election	419	198	221	39	67	67	81	54	111	120	121	98	80	381	26	393	99	120	163
	42%	40%	43%	33%	39%	40%	45%	37%	50%	45%	44%	45%	33%	44%	30%	43%	41%	46%	45%
Don't know	176	88	88	27	26	26	29	28	39	42	41	42	51	144	17	159	33	47	63
	18%	18%	17%	23%	15%	16%	16%	19%	18%	16%	15%	19%	21%	17%	19%	17%	13%	18%	17%

## CATI Opinion Poll

### Q6\_2. For the following pairs of statements, which comes closest to your own view ...

Base: All respondents

	VOTING INTENTION							PAST VOTE – GENERAL ELECTION 2010		
	Total	Cons	Lab	Lib Dems	UKIP	Green	SNP	Cons	Lab	Lib Dems
Unweighted Total	1005	325	255	75	86	36	23	305	236	149
Weighted Total	1005	287	243	73	100	40	27	263	231	159
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
I would prefer there to be a Labour-led government after the next election	410	3	223	26	28	26	19	13	179	87
	41%	1%	92%	36%	28%	65%	72%	5%	78%	55%
I would prefer there to be a Conservative-led government after the next election	419	266	7	30	39	5	5	230	28	39
	42%	93%	3%	41%	39%	14%	18%	87%	12%	25%
Don't know	176	18	14	17	33	9	3	20	24	32
	18%	6%	6%	23%	33%	22%	11%	8%	11%	20%



**CATI Opinion Poll****Q6\_2. For the following pairs of statements, which comes closest to your own view ...**

Base: All respondents

	Total	REGION										
		Scotland	North East	North West	Yorks & Humber	West Midlands	East Midlands	Wales	Eastern	London	South East	South West
Unweighted Total	1005	84	42	111	82	93	76	57	93	137	148	82
Weighted Total	1005	87	42	115	86	90	74	50	95	134	142	88
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
I would prefer there to be a Labour-led government after the next election	410	45	26	53	32	33	23	23	37	63	47	28
	41%	51%	61%	47%	37%	37%	31%	46%	39%	47%	33%	32%
I would prefer there to be a Conservative-led government after the next election	419	26	13	49	37	44	36	11	40	47	72	44
	42%	30%	30%	43%	43%	49%	48%	23%	42%	35%	51%	50%
Don't know	176	17	4	12	17	13	16	16	18	24	23	16
	18%	19%	9%	11%	20%	15%	22%	31%	19%	18%	16%	18%

## CATI Opinion Poll

### Q6\_3. For the following pairs of statements, which comes closest to your own view ...

Base: All respondents

	GENDER		AGE						SOCIAL GRADE				REGION SUMMARY						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	England	Scotland	England & Wales	North	Midlands	South
Unweighted Total	1005	486	519	80	128	130	208	186	273	304	312	164	225	864	84	921	235	262	367
Weighted Total	1005	489	516	118	173	168	180	146	221	268	278	219	239	867	87	918	243	260	364
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
I would prefer there to be a Labour – SNP coalition after the next election	328	160	168	39	63	56	56	56	57	83	93	66	85	272	40	288	76	75	121
	33%	33%	33%	34%	36%	33%	31%	38%	26%	31%	33%	30%	36%	31%	46%	31%	31%	29%	33%
I would prefer there to be a Conservative – Liberal Democrat coalition after the next election	448	229	219	45	82	76	85	61	99	134	124	107	82	409	23	424	102	136	171
	45%	47%	42%	38%	47%	45%	47%	42%	45%	50%	44%	49%	34%	47%	26%	46%	42%	52%	47%
Don't know	230	101	128	33	28	36	39	28	64	50	62	45	72	186	24	206	65	50	71
	23%	21%	25%	28%	16%	22%	22%	19%	29%	19%	22%	21%	30%	21%	27%	22%	27%	19%	20%

### CATI Opinion Poll

#### Q6\_3. For the following pairs of statements, which comes closest to your own view ...

Base: All respondents

	VOTING INTENTION						PAST VOTE – GENERAL ELECTION 2010			
	Total	Cons	Lab	Lib Dems	UKIP	Green	SNP	Cons	Lab	Lib Dems
Unweighted Total	1005	325	255	75	86	36	23	305	236	149
Weighted Total	1005	287	243	73	100	40	27	263	231	159
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
I would prefer there to be a Labour – SNP coalition after the next election	328 33%	7 3%	179 74%	13 18%	31 31%	16 41%	23 86%	18 7%	149 64%	59 37%
I would prefer there to be a Conservative – Liberal Democrat coalition after the next election	448 45%	243 85%	20 8%	52 71%	39 39%	11 27%	1 5%	204 78%	40 17%	62 39%
Don't know	230 23%	37 13%	44 18%	8 11%	29 29%	13 32%	2 9%	41 16%	42 18%	38 24%

**CATI Opinion Poll****Q6\_3. For the following pairs of statements, which comes closest to your own view ...**

Base: All respondents

	Total	REGION										
		Scotland	North East	North West	Yorks & Humber	West Midlands	East Midlands	Wales	Eastern	London	South East	South West
Unweighted Total	1005	84	42	111	82	93	76	57	93	137	148	82
Weighted Total	1005	87	42	115	86	90	74	50	95	134	142	88
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
I would prefer there to be a Labour – SNP coalition after the next election	328	40	15	42	20	22	19	15	34	51	46	24
	33%	46%	35%	37%	23%	25%	25%	30%	36%	38%	33%	27%
I would prefer there to be a Conservative – Liberal Democrat coalition after the next election	448	23	11	49	41	46	42	16	48	52	74	46
	45%	26%	26%	43%	48%	51%	57%	31%	50%	39%	52%	52%
Don't know	230	24	16	23	26	22	14	20	14	31	22	18
	23%	27%	39%	20%	30%	24%	18%	39%	14%	23%	15%	21%

**CATI Opinion Poll****Q7\_SUM. Do you agree or disagree with each of the following statements? - SUMMARY TABLE**

Base: All respondents

	Voting for a party other than the Conservatives or Labour is a wasted vote	I will be voting for the party I most want to see in government	I will use my vote to send a message to those in power	I will use my vote to try and change the political system
Unweighted Total	1005	1005	1005	1005
Weighted Total	1005	1005	1005	1005
	100%	100%	100%	100%
Agree	337	854	696	607
	34%	85%	69%	60%
Disagree	633	127	280	352
	63%	13%	28%	35%
Don't know	36	24	29	46
	4%	2%	3%	5%

**CATI Opinion Poll****Q7\_1. Do you agree or disagree with each of the following statements? - Voting for a party other than the Conservatives or Labour is a wasted vote**

Base: All respondents

	GENDER		AGE						SOCIAL GRADE				REGION SUMMARY						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	England	Scotland	England & Wales	North	Midlands	South
Unweighted Total	1005	486	519	80	128	130	208	186	273	304	312	164	225	864	84	921	235	262	367
Weighted Total	1005	489	516	118	173	168	180	146	221	268	278	219	239	867	87	918	243	260	364
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Agree	337	142	194	39	50	49	48	52	99	72	97	74	94	304	22	315	83	85	136
	34%	29%	38%	33%	29%	29%	26%	36%	45%	27%	35%	34%	39%	35%	25%	34%	34%	33%	37%
Disagree	633	333	300	75	117	115	129	92	105	188	168	140	137	538	57	576	151	167	221
	63%	68%	58%	64%	68%	68%	72%	63%	47%	70%	60%	64%	57%	62%	65%	63%	62%	64%	61%
Don't know	36	14	21	4	6	4	3	2	17	8	14	5	8	25	9	27	9	8	8
	4%	3%	4%	3%	3%	3%	2%	1%	8%	3%	5%	2%	3%	3%	10%	3%	4%	3%	2%

**CATI Opinion Poll****Q7\_1. Do you agree or disagree with each of the following statements? - Voting for a party other than the Conservatives or Labour is a wasted vote**

Base: All respondents

	VOTING INTENTION						PAST VOTE – GENERAL ELECTION 2010			
	Total	Cons	Lab	Lib Dems	UKIP	Green	SNP	Cons	Lab	Lib Dems
Unweighted Total	1005	325	255	75	86	36	23	305	236	149
Weighted Total	1005	287	243	73	100	40	27	263	231	159
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Agree	337	136	96	12	17	5	3	125	89	40
	34%	48%	39%	16%	17%	12%	9%	47%	38%	25%
Disagree	633	146	137	61	81	35	25	135	138	113
	63%	51%	56%	83%	81%	87%	91%	51%	60%	71%
Don't know	36	5	11	1	2	*	-	4	5	6
	4%	2%	4%	1%	2%	1%	-	1%	2%	4%

**CATI Opinion Poll****Q7\_1. Do you agree or disagree with each of the following statements? - Voting for a party other than the Conservatives or Labour is a wasted vote**

Base: All respondents

	REGION											
	Total	Scotland	North East	North West	Yorks & Humber	West Midlands	East Midlands	Wales	Eastern	London	South East	South West
Unweighted Total	1005	84	42	111	82	93	76	57	93	137	148	82
Weighted Total	1005	87	42	115	86	90	74	50	95	134	142	88
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Agree	337	22	17	38	29	36	20	10	30	52	55	29
	34%	25%	39%	33%	33%	40%	26%	21%	32%	39%	39%	33%
Disagree	633	57	26	72	53	54	50	38	63	77	86	57
	63%	65%	61%	63%	62%	59%	68%	75%	66%	58%	61%	64%
Don't know	36	9	-	5	4	1	5	2	2	4	*	3
	4%	10%	-	5%	5%	1%	6%	4%	2%	3%	*	3%



**CATI Opinion Poll****Q7\_2. Do you agree or disagree with each of the following statements? - I will be voting for the party I most want to see in government**

Base: All respondents

	GENDER		AGE						SOCIAL GRADE				REGION SUMMARY						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	England	Scotland	England & Wales	North	Midlands	South
Unweighted Total	1005	486	519	80	128	130	208	186	273	304	312	164	225	864	84	921	235	262	367
Weighted Total	1005	489	516	118	173	168	180	146	221	268	278	219	239	867	87	918	243	260	364
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Agree	854	395	458	103	152	144	144	129	181	232	227	191	204	744	68	785	208	224	311
	85%	81%	89%	87%	88%	86%	80%	89%	82%	86%	81%	87%	85%	86%	78%	86%	86%	86%	86%
Disagree	127	83	44	13	20	22	32	13	28	33	41	24	29	106	13	114	31	32	43
	13%	17%	8%	11%	11%	13%	18%	9%	13%	12%	15%	11%	12%	12%	15%	12%	13%	12%	12%
Don't know	24	11	14	2	1	2	4	3	12	4	11	4	6	17	6	19	3	4	10
	2%	2%	3%	2%	1%	1%	2%	2%	5%	2%	4%	2%	2%	2%	7%	2%	1%	2%	3%

**CATI Opinion Poll****Q7\_2. Do you agree or disagree with each of the following statements? - I will be voting for the party I most want to see in government**

Base: All respondents

	VOTING INTENTION						PAST VOTE – GENERAL ELECTION 2010			
	Total	Cons	Lab	Lib Dems	UKIP	Green	SNP	Cons	Lab	Lib Dems
Unweighted Total	1005	325	255	75	86	36	23	305	236	149
Weighted Total	1005	287	243	73	100	40	27	263	231	159
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Agree	854	274	229	55	81	29	23	245	212	129
	85%	95%	94%	75%	81%	73%	83%	93%	92%	81%
Disagree	127	12	13	18	13	11	2	15	17	29
	13%	4%	5%	24%	13%	27%	8%	6%	7%	19%
Don't know	24	1	1	*	6	-	2	4	3	-
	2%	*	1%	1%	6%	-	8%	2%	1%	-

**CATI Opinion Poll****Q7\_2. Do you agree or disagree with each of the following statements? - I will be voting for the party I most want to see in government**

Base: All respondents

	REGION											
	Total	Scotland	North East	North West	Yorks & Humber	West Midlands	East Midlands	Wales	Eastern	London	South East	South West
Unweighted Total	1005	84	42	111	82	93	76	57	93	137	148	82
Weighted Total	1005	87	42	115	86	90	74	50	95	134	142	88
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Agree	854	68	41	101	66	76	64	41	84	117	127	68
	85%	78%	97%	89%	76%	84%	87%	82%	88%	87%	89%	77%
Disagree	127	13	1	10	20	13	8	8	11	15	14	14
	13%	15%	3%	9%	23%	14%	11%	16%	11%	11%	10%	16%
Don't know	24	6	-	3	*	2	2	1	1	2	1	7
	2%	7%	-	3%	1%	2%	3%	2%	1%	2%	1%	7%

**CATI Opinion Poll****Q7\_3. Do you agree or disagree with each of the following statements? - I will use my vote to send a message to those in power**

Base: All respondents

	GENDER		AGE						SOCIAL GRADE				REGION SUMMARY						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	England	Scotland	England & Wales	North	Midlands	South
Unweighted Total	1005	486	519	80	128	130	208	186	273	304	312	164	225	864	84	921	235	262	367
Weighted Total	1005	489	516	118	173	168	180	146	221	268	278	219	239	867	87	918	243	260	364
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Agree	696	315	381	77	104	118	122	104	171	182	183	154	176	596	64	632	154	184	258
	69%	64%	74%	66%	60%	70%	68%	71%	77%	68%	66%	70%	74%	69%	73%	69%	63%	71%	71%
Disagree	280	160	121	38	65	42	53	41	42	80	89	59	53	248	19	261	80	69	99
	28%	33%	23%	32%	38%	25%	29%	28%	19%	30%	32%	27%	22%	29%	22%	28%	33%	27%	27%
Don't know	29	15	14	2	4	7	5	2	8	6	6	6	10	23	4	25	9	8	7
	3%	3%	3%	2%	2%	4%	3%	1%	4%	2%	2%	3%	4%	3%	5%	3%	4%	3%	2%

**CATI Opinion Poll****Q7\_3. Do you agree or disagree with each of the following statements? - I will use my vote to send a message to those in power**

Base: All respondents

	VOTING INTENTION						PAST VOTE – GENERAL ELECTION 2010			
	Total	Cons	Lab	Lib Dems	UKIP	Green	SNP	Cons	Lab	Lib Dems
Unweighted Total	1005	325	255	75	86	36	23	305	236	149
Weighted Total	1005	287	243	73	100	40	27	263	231	159
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Agree	696	199	167	52	86	29	23	184	165	119
	69%	69%	69%	71%	86%	74%	84%	70%	72%	75%
Disagree	280	86	68	21	12	10	3	77	60	36
	28%	30%	28%	29%	12%	26%	9%	29%	26%	23%
Don't know	29	2	8	-	1	-	2	3	5	4
	3%	1%	3%	-	1%	-	7%	1%	2%	2%

**CATI Opinion Poll****Q7\_3. Do you agree or disagree with each of the following statements? - I will use my vote to send a message to those in power**

Base: All respondents

	REGION											
	Total	Scotland	North East	North West	Yorks & Humber	West Midlands	East Midlands	Wales	Eastern	London	South East	South West
Unweighted Total	1005	84	42	111	82	93	76	57	93	137	148	82
Weighted Total	1005	87	42	115	86	90	74	50	95	134	142	88
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Agree	696	64	33	59	63	61	53	36	70	102	97	59
	69%	73%	77%	51%	73%	67%	71%	71%	73%	76%	68%	67%
Disagree	280	19	10	48	22	26	19	13	23	29	44	25
	28%	22%	23%	42%	26%	29%	26%	26%	25%	22%	31%	28%
Don't know	29	4	-	7	1	3	2	2	2	2	*	4
	3%	5%	-	6%	1%	3%	3%	3%	3%	2%	*	5%

**CATI Opinion Poll****Q7\_4. Do you agree or disagree with each of the following statements? - I will use my vote to try and change the political system**

Base: All respondents

	GENDER		AGE						SOCIAL GRADE				REGION SUMMARY						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	England	Scotland	England & Wales	North	Midlands	South
Unweighted Total	1005	486	519	80	128	130	208	186	273	304	312	164	225	864	84	921	235	262	367
Weighted Total	1005	489	516	118	173	168	180	146	221	268	278	219	239	867	87	918	243	260	364
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Agree	607	265	342	77	93	103	107	92	134	155	161	137	155	520	53	554	150	158	212
	60%	54%	66%	66%	54%	62%	60%	63%	61%	58%	58%	62%	65%	60%	60%	60%	62%	61%	58%
Disagree	352	200	152	37	77	59	65	47	66	104	104	77	67	306	31	321	81	93	132
	35%	41%	29%	32%	45%	35%	36%	32%	30%	39%	37%	35%	28%	35%	36%	35%	33%	36%	36%
Don't know	46	24	22	3	2	6	7	7	21	10	13	5	18	42	3	42	12	9	20
	5%	5%	4%	3%	1%	3%	4%	5%	10%	4%	5%	2%	7%	5%	4%	5%	5%	4%	5%

**CATI Opinion Poll****Q7\_4. Do you agree or disagree with each of the following statements? - I will use my vote to try and change the political system**

Base: All respondents

	VOTING INTENTION						PAST VOTE – GENERAL ELECTION 2010			
	Total	Cons	Lab	Lib Dems	UKIP	Green	SNP	Cons	Lab	Lib Dems
Unweighted Total	1005	325	255	75	86	36	23	305	236	149
Weighted Total	1005	287	243	73	100	40	27	263	231	159
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Agree	607	144	160	44	85	32	24	146	151	97
	60%	50%	66%	60%	85%	80%	87%	56%	65%	61%
Disagree	352	131	68	26	14	8	3	106	71	54
	35%	46%	28%	35%	14%	20%	13%	40%	31%	34%
Don't know	46	12	16	3	1	-	-	11	9	8
	5%	4%	6%	4%	1%	-	-	4%	4%	5%



**CATI Opinion Poll****Q7\_4. Do you agree or disagree with each of the following statements? - I will use my vote to try and change the political system**

Base: All respondents

	REGION											
	Total	Scotland	North East	North West	Yorks & Humber	West Midlands	East Midlands	Wales	Eastern	London	South East	South West
Unweighted Total	1005	84	42	111	82	93	76	57	93	137	148	82
Weighted Total	1005	87	42	115	86	90	74	50	95	134	142	88
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Agree	607	53	30	61	59	54	39	35	66	84	68	60
	60%	60%	72%	53%	68%	59%	52%	69%	69%	63%	48%	68%
Disagree	352	31	11	47	23	33	32	15	28	38	74	20
	35%	36%	27%	41%	26%	36%	43%	30%	29%	29%	52%	22%
Don't know	46	3	*	7	5	4	4	1	2	11	-	9
	5%	4%	1%	6%	6%	4%	5%	1%	2%	9%	-	10%

**CATI Opinion Poll****Q8a\_SUM. For each of the following characteristics please tell me if you think they apply or not to David Cameron - SUMMARY TABLE**

Base: All respondents

	Arrogant	Strong	Genuine	Understands the real world	Good on television
Unweighted Total	1005	1005	1005	1005	1005
Weighted Total	1005	1005	1005	1005	1005
	100%	100%	100%	100%	100%
Yes	525	599	455	309	645
	52%	60%	45%	31%	64%
No	439	346	460	616	293
	44%	34%	46%	61%	29%
Don't know	41	60	90	80	67
	4%	6%	9%	8%	7%

**CATI Opinion Poll****Q8a\_1. For each of the following characteristics please tell me if you think they apply or not to David Cameron - Arrogant**

Base: All respondents

	GENDER		AGE						SOCIAL GRADE				REGION SUMMARY						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	England	Scotland	England & Wales	North	Midlands	South
Unweighted Total	1005	486	519	80	128	130	208	186	273	304	312	164	225	864	84	921	235	262	367
Weighted Total	1005	489	516	118	173	168	180	146	221	268	278	219	239	867	87	918	243	260	364
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	525	236	289	81	92	81	75	79	115	126	148	104	147	448	48	476	120	119	209
	52%	48%	56%	69%	53%	48%	42%	55%	52%	47%	53%	47%	62%	52%	55%	52%	49%	46%	57%
No	439	234	205	33	75	77	100	58	96	135	118	108	78	389	33	406	114	132	143
	44%	48%	40%	28%	43%	46%	56%	40%	44%	50%	43%	49%	32%	45%	38%	44%	47%	51%	39%
Don't know	41	20	22	3	5	10	5	8	10	7	12	8	14	31	6	35	9	9	12
	4%	4%	4%	3%	3%	6%	3%	6%	4%	3%	4%	3%	6%	4%	7%	4%	4%	4%	3%

**CATI Opinion Poll****Q8a\_1. For each of the following characteristics please tell me if you think they apply or not to David Cameron - Arrogant**

Base: All respondents

	VOTING INTENTION						PAST VOTE – GENERAL ELECTION 2010			
	Total	Cons	Lab	Lib Dems	UKIP	Green	SNP	Cons	Lab	Lib Dems
Unweighted Total	1005	325	255	75	86	36	23	305	236	149
Weighted Total	1005	287	243	73	100	40	27	263	231	159
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	525	73	177	41	61	28	21	70	150	103
	52%	25%	73%	55%	61%	71%	76%	27%	65%	65%
No	439	208	60	30	38	12	5	190	76	51
	44%	73%	25%	40%	38%	29%	17%	72%	33%	32%
Don't know	41	6	6	3	1	-	2	3	5	5
	4%	2%	3%	4%	1%	-	7%	1%	2%	3%

**CATI Opinion Poll****Q8a\_1. For each of the following characteristics please tell me if you think they apply or not to David Cameron - Arrogant**

Base: All respondents

	REGION											
	Total	Scotland	North East	North West	Yorks & Humber	West Midlands	East Midlands	Wales	Eastern	London	South East	South West
Unweighted Total	1005	84	42	111	82	93	76	57	93	137	148	82
Weighted Total	1005	87	42	115	86	90	74	50	95	134	142	88
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	525	48	26	55	39	43	30	28	46	80	82	46
	52%	55%	62%	48%	45%	48%	40%	57%	49%	60%	58%	52%
No	439	33	12	58	44	45	41	18	46	50	56	36
	44%	38%	28%	51%	51%	49%	55%	35%	49%	38%	40%	41%
Don't know	41	6	4	1	4	3	4	4	3	3	3	6
	4%	7%	10%	1%	4%	3%	5%	8%	3%	2%	2%	7%

**CATI Opinion Poll****Q8a\_2. For each of the following characteristics please tell me if you think they apply or not to David Cameron - Strong**

Base: All respondents

	GENDER		AGE						SOCIAL GRADE				REGION SUMMARY						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	England	Scotland	England & Wales	North	Midlands	South
Unweighted Total	1005	486	519	80	128	130	208	186	273	304	312	164	225	864	84	921	235	262	367
Weighted Total	1005	489	516	118	173	168	180	146	221	268	278	219	239	867	87	918	243	260	364
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	599	298	301	62	103	109	120	90	116	181	173	136	108	515	56	543	143	161	211
	60%	61%	58%	53%	60%	65%	67%	62%	52%	68%	62%	62%	45%	59%	64%	59%	59%	62%	58%
No	346	167	180	53	60	45	52	48	88	78	87	66	114	308	21	326	91	84	133
	34%	34%	35%	45%	35%	27%	29%	33%	40%	29%	31%	30%	48%	36%	23%	35%	37%	32%	37%
Don't know	60	25	35	3	10	14	8	8	17	8	18	17	16	45	11	49	10	15	20
	6%	5%	7%	2%	6%	8%	5%	5%	8%	3%	7%	8%	7%	5%	12%	5%	4%	6%	6%

**CATI Opinion Poll****Q8a\_2. For each of the following characteristics please tell me if you think they apply or not to David Cameron - Strong**

Base: All respondents

	VOTING INTENTION						PAST VOTE – GENERAL ELECTION 2010			
	Total	Cons	Lab	Lib Dems	UKIP	Green	SNP	Cons	Lab	Lib Dems
Unweighted Total	1005	325	255	75	86	36	23	305	236	149
Weighted Total	1005	287	243	73	100	40	27	263	231	159
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	599	234	139	46	41	16	15	187	143	97
	60%	82%	57%	62%	41%	41%	56%	71%	62%	61%
No	346	47	97	23	56	21	10	64	82	52
	34%	16%	40%	31%	56%	52%	37%	24%	36%	32%
Don't know	60	6	7	5	2	3	2	12	6	10
	6%	2%	3%	6%	2%	7%	7%	5%	2%	6%

**CATI Opinion Poll****Q8a\_2. For each of the following characteristics please tell me if you think they apply or not to David Cameron - Strong**

Base: All respondents

	REGION											
	Total	Scotland	North East	North West	Yorks & Humber	West Midlands	East Midlands	Wales	Eastern	London	South East	South West
Unweighted Total	1005	84	42	111	82	93	76	57	93	137	148	82
Weighted Total	1005	87	42	115	86	90	74	50	95	134	142	88
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	599	56	21	66	55	61	46	28	53	80	86	45
	60%	64%	50%	58%	64%	68%	63%	56%	56%	60%	60%	51%
No	346	21	18	45	28	22	25	18	38	46	51	35
	34%	23%	43%	39%	32%	24%	34%	35%	40%	35%	36%	40%
Don't know	60	11	3	4	3	7	3	5	4	8	5	8
	6%	12%	7%	3%	4%	8%	4%	9%	4%	6%	3%	9%



**CATI Opinion Poll****Q8a\_3. For each of the following characteristics please tell me if you think they apply or not to David Cameron - Genuine**

Base: All respondents

	GENDER		AGE						SOCIAL GRADE				REGION SUMMARY						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	England	Scotland	England & Wales	North	Midlands	South
Unweighted Total	1005	486	519	80	128	130	208	186	273	304	312	164	225	864	84	921	235	262	367
Weighted Total	1005	489	516	118	173	168	180	146	221	268	278	219	239	867	87	918	243	260	364
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	455	227	228	38	75	69	92	70	110	136	122	106	91	404	34	421	91	131	182
	45%	46%	44%	32%	43%	41%	51%	48%	50%	51%	44%	48%	38%	47%	39%	46%	38%	50%	50%
No	460	214	246	67	90	76	74	64	89	110	124	97	130	385	48	412	128	103	154
	46%	44%	48%	57%	52%	45%	41%	44%	40%	41%	45%	44%	54%	44%	55%	45%	53%	40%	42%
Don't know	90	48	41	12	8	23	14	11	22	23	33	16	18	78	6	84	24	26	28
	9%	10%	8%	10%	5%	13%	8%	8%	10%	8%	12%	7%	8%	9%	6%	9%	10%	10%	8%

**CATI Opinion Poll****Q8a\_3. For each of the following characteristics please tell me if you think they apply or not to David Cameron - Genuine**

Base: All respondents

	VOTING INTENTION						PAST VOTE – GENERAL ELECTION 2010			
	Total	Cons	Lab	Lib Dems	UKIP	Green	SNP	Cons	Lab	Lib Dems
Unweighted Total	1005	325	255	75	86	36	23	305	236	149
Weighted Total	1005	287	243	73	100	40	27	263	231	159
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	455	235	64	33	30	7	8	205	71	62
	45%	82%	26%	45%	30%	18%	30%	78%	31%	39%
No	460	40	161	34	64	28	19	47	144	82
	46%	14%	66%	46%	64%	70%	70%	18%	62%	52%
Don't know	90	12	18	7	6	5	-	12	16	15
	9%	4%	7%	9%	6%	12%	-	5%	7%	9%

**CATI Opinion Poll****Q8a\_3. For each of the following characteristics please tell me if you think they apply or not to David Cameron - Genuine**

Base: All respondents

	REGION											
	Total	Scotland	North East	North West	Yorks & Humber	West Midlands	East Midlands	Wales	Eastern	London	South East	South West
Unweighted Total	1005	84	42	111	82	93	76	57	93	137	148	82
Weighted Total	1005	87	42	115	86	90	74	50	95	134	142	88
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	455	34	11	49	32	46	38	17	47	61	84	37
	45%	39%	26%	43%	37%	51%	51%	33%	49%	46%	59%	42%
No	460	48	21	61	46	33	28	27	42	61	50	42
	46%	55%	51%	53%	53%	37%	37%	54%	44%	46%	36%	48%
Don't know	90	6	10	5	9	11	8	6	7	12	8	9
	9%	6%	24%	4%	10%	12%	11%	12%	7%	9%	5%	10%

**CATI Opinion Poll****Q8a\_4. For each of the following characteristics please tell me if you think they apply or not to David Cameron - Understands the real world**

Base: All respondents

	GENDER		AGE						SOCIAL GRADE				REGION SUMMARY						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	England	Scotland	England & Wales	North	Midlands	South
Unweighted Total	1005	486	519	80	128	130	208	186	273	304	312	164	225	864	84	921	235	262	367
Weighted Total	1005	489	516	118	173	168	180	146	221	268	278	219	239	867	87	918	243	260	364
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	309	154	155	32	53	50	58	46	69	95	85	69	60	273	22	286	59	79	135
	31%	31%	30%	27%	31%	30%	32%	31%	31%	35%	30%	32%	25%	31%	25%	31%	24%	30%	37%
No	616	296	320	78	103	104	111	95	125	155	176	130	155	525	58	559	165	157	203
	61%	61%	62%	66%	60%	62%	62%	65%	56%	58%	63%	59%	65%	61%	66%	61%	68%	60%	56%
Don't know	80	39	41	8	16	13	10	5	27	19	18	20	24	69	8	73	19	25	26
	8%	8%	8%	6%	9%	8%	6%	4%	12%	7%	6%	9%	10%	8%	9%	8%	8%	9%	7%

**CATI Opinion Poll****Q8a\_4. For each of the following characteristics please tell me if you think they apply or not to David Cameron - Understands the real world**

Base: All respondents

	VOTING INTENTION						PAST VOTE – GENERAL ELECTION 2010			
	Total	Cons	Lab	Lib Dems	UKIP	Green	SNP	Cons	Lab	Lib Dems
Unweighted Total	1005	325	255	75	86	36	23	305	236	149
Weighted Total	1005	287	243	73	100	40	27	263	231	159
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	309	172	38	22	18	2	2	140	49	30
	31%	60%	16%	30%	18%	5%	6%	53%	21%	19%
No	616	94	189	47	78	38	26	109	169	111
	61%	33%	78%	64%	78%	95%	94%	42%	73%	70%
Don't know	80	21	16	4	4	-	-	14	13	17
	8%	7%	6%	6%	4%	-	-	5%	6%	11%

**CATI Opinion Poll****Q8a\_4. For each of the following characteristics please tell me if you think they apply or not to David Cameron - Understands the real world**

Base: All respondents

	REGION											
	Total	Scotland	North East	North West	Yorks & Humber	West Midlands	East Midlands	Wales	Eastern	London	South East	South West
Unweighted Total	1005	84	42	111	82	93	76	57	93	137	148	82
Weighted Total	1005	87	42	115	86	90	74	50	95	134	142	88
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	309	22	9	28	22	34	21	14	23	54	59	22
	31%	25%	22%	24%	26%	38%	28%	28%	25%	40%	42%	25%
No	616	58	30	83	53	52	44	33	61	70	79	55
	61%	66%	70%	72%	62%	57%	59%	66%	64%	52%	56%	62%
Don't know	80	8	3	4	11	4	9	3	11	10	4	12
	8%	9%	8%	4%	13%	5%	12%	6%	12%	8%	3%	13%

**CATI Opinion Poll****Q8a\_5. For each of the following characteristics please tell me if you think they apply or not to David Cameron - Good on television**

Base: All respondents

	GENDER		AGE						SOCIAL GRADE				REGION SUMMARY						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	England	Scotland	England & Wales	North	Midlands	South
Unweighted Total	1005	486	519	80	128	130	208	186	273	304	312	164	225	864	84	921	235	262	367
Weighted Total	1005	489	516	118	173	168	180	146	221	268	278	219	239	867	87	918	243	260	364
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	645	329	316	57	119	99	137	102	130	185	178	151	131	557	56	588	162	173	222
	64%	67%	61%	49%	69%	59%	76%	70%	59%	69%	64%	69%	55%	64%	65%	64%	67%	67%	61%
No	293	126	166	57	46	54	35	36	65	70	74	61	87	256	24	269	64	73	119
	29%	26%	32%	48%	27%	32%	19%	25%	29%	26%	26%	28%	37%	29%	28%	29%	26%	28%	33%
Don't know	67	34	33	4	7	15	8	7	26	13	27	7	21	55	7	60	17	14	23
	7%	7%	6%	3%	4%	9%	4%	5%	12%	5%	10%	3%	9%	6%	8%	7%	7%	5%	6%

**CATI Opinion Poll****Q8a\_5. For each of the following characteristics please tell me if you think they apply or not to David Cameron - Good on television**

Base: All respondents

	VOTING INTENTION						PAST VOTE – GENERAL ELECTION 2010			
	Total	Cons	Lab	Lib Dems	UKIP	Green	SNP	Cons	Lab	Lib Dems
Unweighted Total	1005	325	255	75	86	36	23	305	236	149
Weighted Total	1005	287	243	73	100	40	27	263	231	159
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	645	226	150	51	57	14	13	202	149	103
	64%	79%	62%	69%	57%	35%	46%	77%	65%	65%
No	293	47	83	18	41	22	15	56	72	44
	29%	16%	34%	25%	41%	56%	54%	21%	31%	28%
Don't know	67	14	10	4	1	3	-	5	10	12
	7%	5%	4%	6%	1%	9%	-	2%	4%	7%



**CATI Opinion Poll****Q8a\_5. For each of the following characteristics please tell me if you think they apply or not to David Cameron - Good on television**

Base: All respondents

	REGION											
	Total	Scotland	North East	North West	Yorks & Humber	West Midlands	East Midlands	Wales	Eastern	London	South East	South West
Unweighted Total	1005	84	42	111	82	93	76	57	93	137	148	82
Weighted Total	1005	87	42	115	86	90	74	50	95	134	142	88
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	645	56	26	74	62	69	54	32	51	87	86	49
	64%	65%	61%	64%	72%	76%	72%	63%	53%	65%	61%	55%
No	293	24	16	31	17	17	18	13	38	41	50	27
	29%	28%	37%	27%	20%	19%	24%	26%	40%	31%	35%	31%
Don't know	67	7	1	10	7	5	3	6	7	5	5	13
	7%	8%	2%	8%	8%	5%	4%	11%	7%	4%	4%	14%

**CATI Opinion Poll****Q8b\_SUM. For each of the following characteristics please tell me if you think they apply or not to Ed Miliband - SUMMARY TABLE**

Base: All respondents

	Arrogant	Strong	Genuine	Understands the real world	Good on television
Unweighted Total	1005	1005	1005	1005	1005
Weighted Total	1005	1005	1005	1005	1005
	100%	100%	100%	100%	100%
Yes	354	333	510	388	315
	35%	33%	51%	39%	31%
No	583	579	399	526	583
	58%	58%	40%	52%	58%
Don't know	68	93	96	92	107
	7%	9%	10%	9%	11%

**CATI Opinion Poll****Q8b\_1. For each of the following characteristics please tell me if you think they apply or not to Ed Miliband - Arrogant**

Base: All respondents

	GENDER		AGE						SOCIAL GRADE				REGION SUMMARY						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	England	Scotland	England & Wales	North	Midlands	South
Unweighted Total	1005	486	519	80	128	130	208	186	273	304	312	164	225	864	84	921	235	262	367
Weighted Total	1005	489	516	118	173	168	180	146	221	268	278	219	239	867	87	918	243	260	364
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	354	153	201	59	65	41	61	45	84	79	91	71	113	304	32	322	79	100	126
	35%	31%	39%	50%	37%	25%	34%	31%	38%	29%	33%	32%	47%	35%	37%	35%	32%	38%	35%
No	583	304	279	45	96	111	114	98	120	172	162	139	110	512	45	538	150	147	215
	58%	62%	54%	39%	55%	66%	63%	67%	54%	64%	58%	64%	46%	59%	51%	59%	62%	57%	59%
Don't know	68	33	35	14	12	16	5	3	18	18	26	8	15	51	11	57	14	13	24
	7%	7%	7%	11%	7%	9%	3%	2%	8%	7%	9%	4%	6%	6%	12%	6%	6%	5%	7%

**CATI Opinion Poll****Q8b\_1. For each of the following characteristics please tell me if you think they apply or not to Ed Miliband - Arrogant**

Base: All respondents

	VOTING INTENTION						PAST VOTE – GENERAL ELECTION 2010			
	Total	Cons	Lab	Lib Dems	UKIP	Green	SNP	Cons	Lab	Lib Dems
Unweighted Total	1005	325	255	75	86	36	23	305	236	149
Weighted Total	1005	287	243	73	100	40	27	263	231	159
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	354	124	43	18	48	12	10	114	42	49
	35%	43%	18%	25%	48%	30%	37%	43%	18%	31%
No	583	149	191	53	48	25	15	141	178	104
	58%	52%	78%	73%	48%	63%	57%	54%	77%	65%
Don't know	68	13	9	2	4	3	2	8	11	6
	7%	5%	4%	3%	4%	7%	7%	3%	5%	4%

**CATI Opinion Poll****Q8b\_1. For each of the following characteristics please tell me if you think they apply or not to Ed Miliband - Arrogant**

Base: All respondents

	REGION											
	Total	Scotland	North East	North West	Yorks & Humber	West Midlands	East Midlands	Wales	Eastern	London	South East	South West
Unweighted Total	1005	84	42	111	82	93	76	57	93	137	148	82
Weighted Total	1005	87	42	115	86	90	74	50	95	134	142	88
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	354	32	18	38	23	38	27	18	35	49	52	25
	35%	37%	43%	33%	26%	42%	36%	35%	37%	37%	37%	28%
No	583	45	22	74	55	48	45	27	54	76	83	56
	58%	51%	51%	65%	63%	53%	61%	53%	57%	57%	59%	63%
Don't know	68	11	2	3	9	5	2	6	6	9	7	8
	7%	12%	5%	2%	10%	6%	3%	12%	6%	7%	5%	9%

**CATI Opinion Poll****Q8b\_2. For each of the following characteristics please tell me if you think they apply or not to Ed Miliband - Strong**

Base: All respondents

	GENDER		AGE						SOCIAL GRADE				REGION SUMMARY						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	England	Scotland	England & Wales	North	Midlands	South
Unweighted Total	1005	486	519	80	128	130	208	186	273	304	312	164	225	864	84	921	235	262	367
Weighted Total	1005	489	516	118	173	168	180	146	221	268	278	219	239	867	87	918	243	260	364
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	333	158	176	44	61	53	54	52	70	103	72	55	104	283	34	300	86	82	115
	33%	32%	34%	37%	35%	31%	30%	36%	32%	38%	26%	25%	44%	33%	39%	33%	35%	32%	32%
No	579	289	290	65	93	95	117	86	123	147	173	150	109	509	42	537	135	160	214
	58%	59%	56%	55%	54%	56%	65%	59%	56%	55%	62%	68%	46%	59%	48%	58%	55%	62%	59%
Don't know	93	43	50	9	19	20	9	7	28	18	34	15	26	75	11	81	23	18	34
	9%	9%	10%	8%	11%	12%	5%	5%	13%	7%	12%	7%	11%	9%	13%	9%	9%	7%	9%

**CATI Opinion Poll****Q8b\_2. For each of the following characteristics please tell me if you think they apply or not to Ed Miliband - Strong**

Base: All respondents

	VOTING INTENTION						PAST VOTE – GENERAL ELECTION 2010			
	Total	Cons	Lab	Lib Dems	UKIP	Green	SNP	Cons	Lab	Lib Dems
Unweighted Total	1005	325	255	75	86	36	23	305	236	149
Weighted Total	1005	287	243	73	100	40	27	263	231	159
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	333	59	131	31	26	11	12	52	112	62
	33%	20%	54%	42%	26%	27%	43%	20%	49%	39%
No	579	211	96	40	66	27	14	202	98	79
	58%	74%	39%	54%	66%	67%	50%	77%	43%	49%
Don't know	93	17	16	3	8	2	2	9	20	18
	9%	6%	7%	4%	8%	6%	7%	3%	9%	11%

**CATI Opinion Poll****Q8b\_2. For each of the following characteristics please tell me if you think they apply or not to Ed Miliband - Strong**

Base: All respondents

	REGION											
	Total	Scotland	North East	North West	Yorks & Humber	West Midlands	East Midlands	Wales	Eastern	London	South East	South West
Unweighted Total	1005	84	42	111	82	93	76	57	93	137	148	82
Weighted Total	1005	87	42	115	86	90	74	50	95	134	142	88
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	333	34	15	45	26	26	27	17	29	48	34	33
	33%	39%	35%	39%	30%	29%	36%	34%	30%	36%	24%	38%
No	579	42	23	62	49	60	44	27	57	72	98	44
	58%	48%	55%	55%	57%	66%	59%	54%	59%	54%	69%	50%
Don't know	93	11	4	7	12	5	4	6	10	14	10	11
	9%	13%	10%	6%	13%	5%	5%	12%	10%	10%	7%	12%



**CATI Opinion Poll****Q8b\_3. For each of the following characteristics please tell me if you think they apply or not to Ed Miliband - Genuine**

Base: All respondents

	GENDER		AGE						SOCIAL GRADE				REGION SUMMARY						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	England	Scotland	England & Wales	North	Midlands	South
Unweighted Total	1005	486	519	80	128	130	208	186	273	304	312	164	225	864	84	921	235	262	367
Weighted Total	1005	489	516	118	173	168	180	146	221	268	278	219	239	867	87	918	243	260	364
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	510	256	254	42	77	83	89	93	126	149	141	94	126	439	46	464	120	129	189
	51%	52%	49%	36%	44%	49%	49%	64%	57%	56%	50%	43%	53%	51%	52%	51%	49%	50%	52%
No	399	185	213	65	83	60	78	45	69	91	108	112	88	344	35	363	94	115	134
	40%	38%	41%	55%	48%	36%	43%	31%	31%	34%	39%	51%	37%	40%	40%	40%	39%	44%	37%
Don't know	96	48	49	11	13	25	13	8	26	28	30	13	26	85	6	90	29	16	40
	10%	10%	9%	9%	8%	15%	7%	6%	12%	10%	11%	6%	11%	10%	7%	10%	12%	6%	11%

**CATI Opinion Poll****Q8b\_3. For each of the following characteristics please tell me if you think they apply or not to Ed Miliband - Genuine**

Base: All respondents

	VOTING INTENTION						PAST VOTE – GENERAL ELECTION 2010			
	Total	Cons	Lab	Lib Dems	UKIP	Green	SNP	Cons	Lab	Lib Dems
Unweighted Total	1005	325	255	75	86	36	23	305	236	149
Weighted Total	1005	287	243	73	100	40	27	263	231	159
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	510	115	189	53	39	22	14	105	164	108
	51%	40%	78%	73%	39%	54%	51%	40%	71%	68%
No	399	147	39	16	52	18	12	140	49	34
	40%	51%	16%	22%	52%	46%	42%	53%	21%	21%
Don't know	96	25	15	4	8	-	2	18	19	18
	10%	9%	6%	6%	8%	-	7%	7%	8%	11%

**CATI Opinion Poll****Q8b\_3. For each of the following characteristics please tell me if you think they apply or not to Ed Miliband - Genuine**

Base: All respondents

	REGION											
	Total	Scotland	North East	North West	Yorks & Humber	West Midlands	East Midlands	Wales	Eastern	London	South East	South West
Unweighted Total	1005	84	42	111	82	93	76	57	93	137	148	82
Weighted Total	1005	87	42	115	86	90	74	50	95	134	142	88
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	510	46	18	57	44	42	36	25	52	69	70	50
	51%	52%	43%	50%	51%	46%	48%	50%	55%	52%	49%	57%
No	399	35	22	47	26	45	34	20	36	47	63	24
	40%	40%	51%	41%	30%	50%	46%	39%	38%	35%	45%	27%
Don't know	96	6	2	10	16	4	5	5	7	17	9	14
	10%	7%	5%	9%	19%	4%	6%	10%	8%	13%	6%	16%

**CATI Opinion Poll****Q8b\_4. For each of the following characteristics please tell me if you think they apply or not to Ed Miliband - Understands the real world**

Base: All respondents

	GENDER		AGE						SOCIAL GRADE				REGION SUMMARY						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	England	Scotland	England & Wales	North	Midlands	South
Unweighted Total	1005	486	519	80	128	130	208	186	273	304	312	164	225	864	84	921	235	262	367
Weighted Total	1005	489	516	118	173	168	180	146	221	268	278	219	239	867	87	918	243	260	364
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	388	197	190	46	77	65	66	64	70	122	95	76	95	339	30	357	78	101	160
	39%	40%	37%	39%	45%	39%	37%	44%	32%	46%	34%	35%	40%	39%	35%	39%	32%	39%	44%
No	526	258	268	60	86	81	104	71	123	124	149	130	123	452	47	479	142	137	173
	52%	53%	52%	51%	50%	48%	58%	49%	56%	46%	53%	59%	51%	52%	53%	52%	58%	53%	48%
Don't know	92	34	57	12	10	22	10	11	28	22	35	13	21	76	10	81	23	22	31
	9%	7%	11%	10%	6%	13%	5%	7%	13%	8%	13%	6%	9%	9%	12%	9%	9%	8%	9%

**CATI Opinion Poll****Q8b\_4. For each of the following characteristics please tell me if you think they apply or not to Ed Miliband - Understands the real world**

Base: All respondents

	VOTING INTENTION						PAST VOTE – GENERAL ELECTION 2010			
	Total	Cons	Lab	Lib Dems	UKIP	Green	SNP	Cons	Lab	Lib Dems
Unweighted Total	1005	325	255	75	86	36	23	305	236	149
Weighted Total	1005	287	243	73	100	40	27	263	231	159
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	388	81	164	30	35	11	9	67	141	70
	39%	28%	67%	40%	35%	27%	33%	26%	61%	44%
No	526	188	58	39	65	29	16	184	78	67
	52%	65%	24%	53%	65%	73%	61%	70%	34%	42%
Don't know	92	18	21	5	-	-	2	12	12	22
	9%	6%	9%	7%	-	-	7%	5%	5%	14%

**CATI Opinion Poll****Q8b\_4. For each of the following characteristics please tell me if you think they apply or not to Ed Miliband - Understands the real world**

Base: All respondents

	REGION											
	Total	Scotland	North East	North West	Yorks & Humber	West Midlands	East Midlands	Wales	Eastern	London	South East	South West
Unweighted Total	1005	84	42	111	82	93	76	57	93	137	148	82
Weighted Total	1005	87	42	115	86	90	74	50	95	134	142	88
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	388	30	16	39	24	31	36	18	35	67	53	40
	39%	35%	37%	34%	28%	34%	48%	36%	36%	50%	37%	45%
No	526	47	20	70	52	52	33	27	52	54	78	40
	52%	53%	48%	61%	60%	58%	44%	53%	55%	41%	55%	46%
Don't know	92	10	6	6	11	7	6	6	9	12	11	8
	9%	12%	15%	5%	12%	8%	8%	11%	9%	9%	8%	9%

**CATI Opinion Poll****Q8b\_5. For each of the following characteristics please tell me if you think they apply or not to Ed Miliband - Good on television**

Base: All respondents

	GENDER		AGE						SOCIAL GRADE				REGION SUMMARY						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	England	Scotland	England & Wales	North	Midlands	South
Unweighted Total	1005	486	519	80	128	130	208	186	273	304	312	164	225	864	84	921	235	262	367
Weighted Total	1005	489	516	118	173	168	180	146	221	268	278	219	239	867	87	918	243	260	364
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	315	155	160	37	51	37	53	57	80	77	77	67	94	273	31	284	80	89	104
	31%	32%	31%	31%	30%	22%	29%	39%	36%	29%	28%	31%	39%	32%	36%	31%	33%	34%	29%
No	583	289	294	70	115	105	114	76	103	168	163	140	112	502	50	532	131	146	225
	58%	59%	57%	60%	67%	62%	63%	52%	47%	62%	59%	64%	47%	58%	57%	58%	54%	56%	62%
Don't know	107	46	62	10	7	26	13	13	38	24	38	12	33	92	6	101	32	24	35
	11%	9%	12%	9%	4%	16%	7%	9%	17%	9%	14%	6%	14%	11%	7%	11%	13%	9%	10%

**CATI Opinion Poll****Q8b\_5. For each of the following characteristics please tell me if you think they apply or not to Ed Miliband - Good on television**

Base: All respondents

	VOTING INTENTION						PAST VOTE – GENERAL ELECTION 2010			
	Total	Cons	Lab	Lib Dems	UKIP	Green	SNP	Cons	Lab	Lib Dems
Unweighted Total	1005	325	255	75	86	36	23	305	236	149
Weighted Total	1005	287	243	73	100	40	27	263	231	159
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	315	70	117	25	33	5	6	54	115	48
	31%	24%	48%	34%	33%	13%	22%	21%	50%	30%
No	583	192	107	36	60	34	19	189	104	87
	58%	67%	44%	49%	60%	85%	71%	72%	45%	55%
Don't know	107	25	19	12	7	1	2	20	13	24
	11%	9%	8%	17%	7%	2%	7%	8%	5%	15%



**CATI Opinion Poll****Q8b\_5. For each of the following characteristics please tell me if you think they apply or not to Ed Miliband - Good on television**

Base: All respondents

	REGION											
	Total	Scotland	North East	North West	Yorks & Humber	West Midlands	East Midlands	Wales	Eastern	London	South East	South West
Unweighted Total	1005	84	42	111	82	93	76	57	93	137	148	82
Weighted Total	1005	87	42	115	86	90	74	50	95	134	142	88
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	315	31	12	41	28	24	31	11	35	48	34	22
	31%	36%	28%	35%	32%	27%	41%	21%	36%	36%	24%	25%
No	583	50	25	61	45	58	40	30	49	78	99	48
	58%	57%	60%	53%	52%	64%	53%	60%	51%	58%	70%	54%
Don't know	107	6	5	13	14	8	4	9	12	7	9	18
	11%	7%	12%	11%	16%	9%	6%	19%	13%	6%	7%	21%

**CATI Opinion Poll**

**Q1. Thinking back to the General Election in 2010 when MPs were last voted to Parliament in Westminster, which party if any did you vote for? Was it Labour, Liberal Democrat, Conservative, some other party, or did you not vote?**

Base: All respondents

	Unweighted	Weighted
Unweighted Total	1005	1005
Weighted Total	1005	1005
	100%	100%
Conservative	305	263
	30%	26%
Labour	236	231
	23%	23%
Liberal Democrat	149	159
	15%	16%
Some other party	77	80
	8%	8%
Did not vote	167	202
	17%	20%
Don't remember	38	38
	4%	4%
Refused	33	31
	3%	3%